

## EFFIE FINALISTS 2024

### Beverages - Non -Alcohol

Campaign: Wrong Labelling  
Brand: AQUA Carpatica Flavours  
Client: Valvis Holding  
Lead Agency: Cohn & Jansen Creative Network  
Contributing Companies: Media Investment, Static VFX

### Branded Content & Entertainment

Campaign: Allout FactZ  
Brand: Samsung  
Client: Samsung Romania  
Lead Agency: Leo Burnett  
Contributing Companies: MSL The Practice, Starcom Romania

Campaign: Tazz gets cravings  
Brand: Tazz  
Client: HCL Online Advertising  
Lead Agency: Jam Session Agency  
Contributing Companies: GRF+, STARCOM

Campaign: Unfollow Self:Hate  
Brand: ING  
Client: ING BANK N.V. AMSTERDAM, Sucursala Bucuresti  
Lead Agency: Jam Session Agency  
Contributing Companies: Dentsu Romania, Bread Content, McCann PR Romania

### Branded Utility

Campaign: STPH: Safe to Play Hub  
Brand: Durex  
Client: Reckitt Benckiser Romania  
Lead Agency: VML Romania  
Contributing Companies: Zenith Media

Campaign: Regina Maria & Untold - First Emotional Aid Point  
Brand: Regina Maria  
Client: Reteaua de Sanatate Regina Maria  
Lead Agency: Publicis Romania  
Contributing Companies: Mccann Health Brain & Heart, Bad Habits, CAP

Campaign: Neighbors, Advices and Suggestions Department by T.R.A.I.  
Brand: Storia.ro  
Client: OLX Group Romania  
Lead Agency: Publicis Romania  
Lead Agency 2: Digitas Romania  
Contributing Companies: MSL The Practice Romania, STARCOM

**Campaign:** Fly Away from Ambrosia  
**Brand:** Vola  
**Client:** VOLA.ro  
**Lead Agency:** Saatchi & Saatchi + The Geeks

**Campaign:** Pampers Preemies - Thank you, doctors  
**Brand:** Pampers  
**Client:** P&G Romania  
**Lead Agency:** GRF+  
**Contributing Companies:** Essence Mediacom

**Campaign:** FREE TO BE YOURSELF  
**Brand:** BCR  
**Client:** BCR  
**Lead Agency:** Cohn & Jansen Creative Network  
**Contributing Companies:** Wavemaker, GRF+

## **Business to Business**

**Campaign:** Open to new. Open to technology  
**Brand:** Vodafone  
**Client:** Vodafone Romania  
**Lead Agency:** McCann Romania  
**Lead Agency 2:** Oxygen  
**Contributing Companies:** Dentsu Romania

**Campaign:** Business Banking Și mai Și de la ING  
**Brand:** ING  
**Client:** ING BANK N.V. AMSTERDAM, Sucursala Bucuresti  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** Dentsu Romania, Studioset

**Campaign:** The Right Employee at the Right Workplace  
**Brand:** OLX  
**Client:** OLX Romania  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** Starcom Romania, Lucas Art Film, Bad Habits

## **Corporate Reputation**

**Campaign:** Kaufland Dance Talk  
**Brand:** Kaufland & ANSR (Romanian Deaf National Association)  
**Client:** Kaufland Romania  
**Lead Agency:** V8  
**Contributing Companies:** McCann PR Romania, Universal McCann Romania, Linotip, Arsenic Production

**Campaign:** Looking for experiences, not experience  
**Brand:** McDonald's  
**Client:** McDonald's Romania  
**Lead Agency:** DDB Romania  
**Contributing Companies:** Tribal Worldwide Romania, OMD Romania

## Data-Driven

**Campaign:** Fly Away from Ambrosia  
**Brand:** Vola  
**Client:** VOLA.ro  
**Lead Agency:** Saatchi & Saatchi + The Geeks

**Campaign:** Neighbors, Advices and Suggestions Department by T.R.A.I.  
**Brand:** Storia.ro  
**Client:** OLX Group Romania  
**Lead Agency:** Publicis Romania  
**Lead Agency 2:** Digitas Romania  
**Contributing Companies:** MSL The Practice Romania, STARCOM

## Digital Commerce

**Campaign:** 'Super Price' vs Super Deal Hunters  
**Brand:** eMAG  
**Client:** Dante International SA  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:**

**Campaign:** Tazz gets cravings  
**Brand:** Tazz  
**Client:** HCL Online Advertising  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** GRF+, STARCOM

**Campaign:** The Experts - a non-momentum campaign  
**Brand:** Flip  
**Client:** Flip Technologies  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** STARCOM, Lucas Art Film

## Durables

**Campaign:** Join the Night Land  
**Brand:** Samsung  
**Client:** Samsung Romania  
**Lead Agency:** Cheil Centrade  
**Contributing Companies:** Les Ateliers Nomad, Evsky Drone Show, MSL The Practice

## Engaged Communities

**Campaign:** THE CHEESE PAIRS UP  
**Brand:** Hochland  
**Client:** Hochland  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** Digital Star Marketing, Optimum Media Direction Plan & Buy

**Campaign:** BEAT THE SKUNK  
**Brand:** Old Spice  
**Client:** Procter & Gamble Romania  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** Aggero, Essence Mediacom, NewView

**Campaign:** Allout FactZ  
**Brand:** Samsung  
**Client:** Samsung Romania  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** MSL The Practice, Starcom Romania

**Campaign:** Share your Power  
**Brand:** Samsung  
**Client:** Samsung Romania  
**Lead Agency:** Centrade | Cheil  
**Contributing Companies:** Nexus Gaming, Almost Ready, MSL The Practice, STARCUM

**Campaign:** Protect All Families  
**Brand:** Accept  
**Client:** Accept Romania  
**Lead Agency:** Publicis Romania  
**Lead Agency 2:** Digitas Romania  
**Contributing Companies:** Zenith Media

**Campaign:** The chain of good  
**Brand:** Carrefour  
**Client:** Carrefour Romania  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** Havas Media Romania, Saga Film, Funnel Agency, UXProject

## **Experiential Marketing**

**Campaign:** Z EXHIBITION  
**Brand:** Pepsi  
**Client:** Pepsi Romania  
**Lead Agency:** Leo Burnett  
**Contributing Companies:**

**Campaign:** Regina Maria & Untold - First Emotional Aid Point  
**Brand:** Regina Maria  
**Client:** Reteaua de Sanatate Regina Maria  
**Lead Agency:** Publicis Romania  
**Contributing Companies:** Mccann Health Brain & Heart, Bad Habits, CAP

**Campaign:** Luna Hit  
**Brand:** Carrefour  
**Client:** Carrefour Romania  
**Lead Agency:** Publicis Romania  
**Contributing Companies:** Havas Media Romania, Funnel Agency, Saga Film, DeMoga Music

**Campaign:** Fainoșag Mindfulness App  
**Brand:** Ardealul  
**Client:** Orkla Foods  
**Lead Agency:** McCann Bucharest  
**Lead Agency 2:** MRM Romania  
**Contributing Companies:** Tonic Advertising, Zenith Media, Front Line Marketing, Griffin Advertising

**Campaign:** Cook Swap  
**Brand:** KFC  
**Client:** KFC Romania  
**Lead Agency:** McCann Bucharest  
**Lead Agency 2:** MRM Romania  
**Contributing Companies:** Golin Romania, Universal McCann Romania

**Campaign:** Crave Line  
**Brand:** KFC  
**Client:** KFC Romania  
**Lead Agency:** McCann Bucharest  
**Lead Agency 2:** MRM Romania  
**Contributing Companies:** Golin Romania, Universal McCann Romania

**Campaign:** Join the Night Land  
**Brand:** Samsung  
**Client:** Samsung Romania  
**Lead Agency:** Cheil Centrade  
**Contributing Companies:** Les Ateliers Nomad, Evsky Drone Show, MSL The Practice

## **Financial Services**

**Campaign:** It's horror to pay any other way  
**Brand:** PAGO  
**Client:** Pago  
**Client 2:** VISA Romania  
**Lead Agency:** Sector 7 HUB  
**Contributing Companies:**

**Campaign:** FREE TO BE YOURSELF  
**Brand:** BCR  
**Client:** BCR  
**Lead Agency:** Cohn & Jansen Creative Network  
**Contributing Companies:** Wavemaker, GRF+

**Campaign:** The Hard Path Takes You Further  
**Brand:** Banca Transilvania  
**Client:** Leo Burnett  
**Lead Agency:** Banca Transilvania  
**Contributing Companies:** est.now

**Campaign:** Banking 1:1  
**Brand:** Raiffeisen Bank  
**Client:** Raiffeisen Bank Romania  
**Lead Agency:** Publicis Romania  
**Contributing Companies:** Zenith Media, Publicis Relations

**Campaign:** Zero costs for life  
**Brand:** OTP Bank  
**Client:** OTP Bank  
**Lead Agency:** Saatchi & Saatchi + The Geeks  
**Contributing Companies:** Prodigious

**Campaign:** ING - ING Young (On their own account)  
**Brand:** ING Bank  
**Client:** ING BANK N.V. AMSTERDAM, Sucursala Bucuresti  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** Dentsu Romania, Bread Content

**Campaign:** Save & Back-Up Your Home  
**Brand:** OMNIASIG  
**Client:** OMNIASIG Vienna Insurance Group  
**Lead Agency:** Cohn & Jansen Creative Network  
**Contributing Companies:** Wavemaker

## **Gen Z Marketing**

**Campaign:** STPH: Safe to Play Hub  
**Brand:** Durex  
**Client:** Reckitt Benckiser Romania  
**Lead Agency:** VML Romania  
**Contributing Companies:** Zenith Media

**Campaign:** Allout FactZ  
**Brand:** Samsung  
**Client:** Samsung Romania  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** MSL The Practice, Starcom Romania

**Campaign:** Unfollow Self:Hate  
**Brand:** ING  
**Client:** ING BANK N.V. AMSTERDAM, Sucursala Bucuresti  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** Dentsu Romania, Bread Content, McCann PR Romania

**Campaign:** BEAT THE SKUNK  
**Brand:** Old Spice  
**Client:** Procter & Gamble Romania  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** Aggero, Essence Mediacom, NewView

**Campaign:** Take what's cool from home  
**Brand:** Prăjitura Casei  
**Client:** Alka Trading  
**Lead Agency:** Sonica Works  
**Contributing Companies:** FENNEC, Dentsu Romania

**Campaign:** Chase for the Rent  
**Brand:** Imobiliare.ro  
**Client:** Realmedia Network  
**Lead Agency:** Sector 7 HUB  
**Contributing Companies:**

**Campaign:** Share your Power  
**Brand:** Samsung  
**Client:** Samsung Romania  
**Lead Agency:** Centrade | Cheil  
**Contributing Companies:** Nexus Gaming, Almost Ready, MSL The Practice, STARCOM

**Campaign:** Looking for experiences, not experience  
**Brand:** McDonald's  
**Client:** McDonald's  
**Lead Agency:** DDB Romania  
**Contributing Companies:** Tribal Worldwide Romania, OMD Romania

## Household supplies & services

**Campaign:** Clean enough  
**Brand:** Igienol  
**Client:** Interstar Chim  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** Zenith Media, Avanpost, AHA Moments

## Marketing Disruptors

**Campaign:** Join the Flip Side, Switch to Freedom  
**Brand:** Samsung  
**Client:** Samsung Romania  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** MSL The Practice, Starcom Romania, Established Now Romania

**Campaign:** The Experts - a non-momentum campaign  
**Brand:** Flip  
**Client:** Flip Technologies  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** STARCOM, Lucas Art Film

**Campaign:** Check-up patterns  
**Brand:** Regina Maria  
**Client:** Reteaua de Sanatate Regina Maria  
**Lead Agency:** McCann Romania  
**Lead Agency 2:** McCann Health Brain & Heart  
**Contributing Companies:**

**Campaign:** Crispy Shaorma  
**Brand:** KFC  
**Client:** KFC Romania  
**Lead Agency:** McCann Romania  
**Lead Agency 2:** MRM Romania  
**Contributing Companies:** Golin, Universal McCann Romania

**Campaign:** The long Lasting Jingle  
**Brand:** Lenor  
**Client:** Procter & Gamble Romania  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** Essence Mediacom Romania

**Campaign:** Fixodent Camp  
**Brand:** Fixodent  
**Client:** Procter&Gamble Marketing  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** Essence Mediacom Romania, GRF+

**Campaign:** Wrong Labelling  
**Brand:** AQUA Carpatica Flavours  
**Client:** Valvis Holding  
**Lead Agency:** Cohn & Jansen Creative Network  
**Contributing Companies:** Media Investment, Static VFX

**Campaign:** Unfollow Self:Hate  
**Brand:** ING  
**Client:** ING BANK N.V. AMSTERDAM, Sucursala Bucuresti  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** Dentsu Romania, Bread Content, McCann PR Romania

## **Marketing Innovation**

**Campaign:** Crispy Shaorma  
**Brand:** KFC  
**Client:** KFC Romania  
**Lead Agency:** McCann Romania  
**Lead Agency 2:** MRM Romania  
**Contributing Companies:** Golin, Universal McCann Romania

## **Media & Entertainment**

**Campaign:** Touristgo.ro  
**Brand:** Electric Castle  
**Client:** Electric Castle  
**Lead Agency:** McCann Romania  
**Contributing Companies:**

**Campaign:** The Most Expensive Movie Ticket (Alis)  
**Brand:** deFilm  
**Client:** deFilm  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** est.now, Follow Art Distribution, Lioness Media



## Media Innovation

**Campaign:** Buy a Hospital  
**Brand:** Dăruiește Viață NGO  
**Client:** Dăruiește Viață NGO  
**Lead Agency:** Saatchi & Saatchi + The Geeks  
**Contributing Companies:** Tazz by eMAG

**Campaign:** Crave Line  
**Brand:** KFC  
**Client:** KFC Romania  
**Lead Agency:** McCann Bucharest  
**Lead Agency 2:** MRM Romania  
**Contributing Companies:** Golin Romania, Universal McCann Romania

## Medical Services & Healthcare Products

**Campaign:** Regina Maria "Superpowers"  
**Brand:** Regina Maria  
**Client:** Reteaua de Sanatate Regina Maria  
**Lead Agency:** Publicis Romania  
**Contributing Companies:** Mccann Health Brain & Heart, Mediatique, Bad Habits

**Campaign:** Regina Maria & Untold: First Emotional Aid Point  
**Brand:** Regina Maria  
**Client:** Reteaua de Sanatate Regina Maria  
**Lead Agency:** Publicis Romania  
**Contributing Companies:** Mccann Health Brain & Heart, Bad Habits, CAP

**Campaign:** STPH: Safe to Play Hub  
**Brand:** Durex  
**Client:** Reckitt Benckiser Romania  
**Lead Agency:** VML Romania  
**Contributing Companies:** Zenith Media

**Campaign:** Check-up patterns  
**Brand:** Regina Maria  
**Client:** Reteaua de Sanatate Regina Maria  
**Lead Agency:** McCann Romania  
**Lead Agency 2:** Mccann Health Brain & Heart  
**Contributing Companies:**

**Campaign:** Fixodent Camp  
**Brand:** Fixodent  
**Client:** Procter&Gamble Marketing  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** Essence Mediacom Romania, GRF+

**Campaign:** The Last Breath of Men  
**Brand:** Bixtonim Xylo Aroma  
**Client:** Biofarm  
**Lead Agency:** RUSU+BORTUN  
**Contributing Companies:** Omnicom

## Other Products & Services

**Campaign:** Fly Away from Ambrosia  
**Brand:** Vola  
**Client:** VOLA.ro  
**Lead Agency:** Saatchi & Saatchi + The Geeks  
**Contributing Companies:**

**Campaign:** The Right Employee at the Right Workplace  
**Brand:** OLX  
**Client:** OLX Romania  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** Starcom Romania, Lucas Art Film, Bad Habits

## Packaged Food

**Campaign:** THE CHEESE PAIRS UP  
**Brand:** Hochland  
**Client:** Hochland  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** Digital Star Marketing, Optimum Media Direction Plan & Buy

## Personal Care Products & Services

**Campaign:** BEAT THE SKUNK  
**Brand:** Old Spice  
**Client:** Procter & Gamble Romania  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** Aggero, Essence Mediacom, NewView

## Positive Change Social Good - Diversity, Equity & Inclusion

**Campaign:** The DumpStore  
**Brand:** Samusocial Romania NGO  
**Client:** Samusocial Romania NGO  
**Lead Agency:** Tribal Worldwide Romania  
**Contributing Companies:** Porter Novelli Public Relations, OMD Romania

**Campaign:** Protect All Families  
**Brand:** Accept  
**Client:** Accept Romania  
**Lead Agency:** Publicis Romania  
**Lead Agency 2:** Digitas Romania  
**Contributing Companies:** Zenith Media

## Positive Change: Social Good - Brands

**Campaign:** Kaufland Dance Talk  
**Brand:** Kaufland & ANSR (Romanian Deaf National Association)  
**Client:** Kaufland Romania  
**Lead Agency:** V8  
**Contributing Companies:** McCann PR Romania, Universal McCann Romania

**Campaign:** All that unites us  
**Brand:** Raiffeisen Bank  
**Client:** Raiffeisen Bank Romania  
**Lead Agency:** Publicis Romania  
**Contributing Companies:** Zenith Romania, Asociatia pentru Relatii Comunitare, Publicis Relations

**Campaign:** Pampers Preemies - Thank you, doctors  
**Brand:** Pampers  
**Client:** P&G Romania  
**Lead Agency:** GRF+  
**Contributing Companies:** Essence Mediacom

## Positive Change: Social Good - Non-Profit

**Campaign:** M Class  
**Brand:** CONAF  
**Client:** CONAF  
**Lead Agency:** Cheil Centrade  
**Contributing Companies:** Stay Sharp Film, OMV Petrom

**Campaign:** Book Heroes vs. Functional Illiteracy  
**Brand:** Teach for Romania  
**Client:** Teach for Romania  
**Lead Agency:** Cohn & Jansen Creative Network  
**Contributing Companies:** Essence Mediacom Romania, Multi Media Est

**Campaign:** #CaptiveRadio  
**Brand:** ANAIS Association  
**Client:** ANAIS  
**Lead Agency:** Cheil Centrade  
**Contributing Companies:** KISS FM, MAGIC FM, Httpool by Aleph, Chainsaw Europe Studio

## Renaissance

**Campaign:** Clean enough  
**Brand:** Igienol  
**Client:** Interstar Chim  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** Zenith Media, Avanpost, AHA Moments

## Restaurants

**Campaign:** Looking for experiences, not experience  
**Brand:** McDonald's  
**Client:** McDonald's Romania  
**Lead Agency:** DDB Romania  
**Contributing Companies:** Tribal Worldwide Romania, OMD Romania

**Campaign:** Crispy Shaorma  
**Brand:** KFC  
**Client:** KFC Romania  
**Lead Agency:** McCann Romania  
**Lead Agency 2:** MRM Romania  
**Contributing Companies:** Golin, Universal McCann Romania

**Campaign:** PUIBURGER  
**Brand:** KFC  
**Client:** US FOOD NETWORK  
**Client2:** KFC  
**Lead Agency:** McCann Romania  
**Lead Agency 2:** MRM Romania  
**Contributing Companies:** Universal McCann Romania

## Retail

**Campaign:** Kitchen Rebels  
**Brand:** Carrefour  
**Client:** Carrefour Romania  
**Lead Agency:** Publicis Romania  
**Contributing Companies:** Havas Media Romania, Saga Film, Funnel Agency, Cosmin Dragomir

**Campaign:** The chain of good  
**Brand:** Carrefour  
**Client:** Carrefour Romania  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** Havas Media Romania, Saga Film, Funnel Agency, UXProject

**Campaign:** DEDEMAN SUPPORTS ROMANIA UNDER CONSTRUCTION  
**Brand:** Dedeman  
**Client:** Dedeman  
**Lead Agency:** McCann Romania  
**Contributing Companies:** Universal McCann Romania

## Seasonal Marketing

**Campaign:** The Hard Path Takes You Further  
**Brand:** Banca Transilvania  
**Client:** Leo Burnett  
**Lead Agency:** Banca Transilvania  
**Contributing Companies:** est.now

**Campaign:** Chase for the Rent  
**Brand:** Imobiliare.ro  
**Client:** Realmedia Network  
**Lead Agency:** Sector 7 HUB  
**Contributing Companies:**

**Campaign:** Cooking out of love takes time  
**Brand:** Tazz  
**Client:** HCL Online Advertising  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:**

**Campaign:** The Refreshing Brigade  
**Brand:** Head and Shoulders  
**Client:** Procter & Gamble Romania  
**Lead Agency:** Leo Burnett  
**Contributing Companies:** Essence Mediacom, Ketchum

## Snacks & Desserts

**Campaign:** Take what's cool from home  
**Brand:** Prăjitura Casei  
**Client:** Alka Trading  
**Lead Agency:** Sonica Works  
**Contributing Companies:** FENNEC, Dentsu Romania

**Campaign:** Milka Generation UnGap  
**Brand:** Milka  
**Client:** MONDELEZ EUROPE SERVICES GMBH OPFIKON SUCURSALA ROMANIA  
**Lead Agency:** DENTSU CREATIVE  
**Contributing Companies:** Spark Foundry, Emblema Solutions, Stratagents

## Sustained Success

**Campaign:** Leaping to the big leagues  
**Brand:** iCredit  
**Client:** iCredit  
**Lead Agency:** Propaganda  
**Contributing Companies:** Zenith Romania, Cyclops Films, Multi Media Est, Red Carpet Studio

**Campaign:** When cravings hit, Tazz delivers  
**Brand:** Tazz  
**Client:** HCL Online Advertising  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:** GRF+, STARCOM

**Campaign:** Financial Intelligence  
**Brand:** BCR  
**Client:** BCR  
**Lead Agency:** Cohn & Jansen Creative Network  
**Contributing Companies:** Wavemaker, GRF+

## Telecommunications

**Campaign:** DILEMMAS-FREE NETWORK  
**Brand:** Vodafone  
**Client:** Vodafone Romania  
**Lead Agency:** McCann Romania  
**Lead Agency 2:** Oxygen  
**Contributing Companies:** Dentsu Romania

**Campaign:** Share your Power  
**Brand:** Samsung  
**Client:** Samsung Romania  
**Lead Agency:** Centrade | Cheil  
**Contributing Companies:** Nexus Gaming, Almost Ready, MSL The Practice, STARCOM

## Timely Opportunity

**Campaign:** Bubuiala! Festival at your home  
**Brand:** TOMI  
**Client:** Orkla Foods Romania  
**Lead Agency:** Zenith Romania  
**Contributing Companies:** Griffin Advertising

**Campaign:** Cooking out of love takes time  
**Brand:** Tazz  
**Client:** HCL Online Advertising  
**Lead Agency:** Jam Session Agency  
**Contributing Companies:**

**Campaign:** Touristgo.ro  
**Brand:** Electric Castle  
**Client:** Electric Castle  
**Lead Agency:** McCann Romania  
**Contributing Companies:**