

## Shortlist (Cyber Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<b>A01 (Interface &amp; Navigation)</b>							
A01/009	00983	200 FACTORY TOUR	CHRYSLER	AUTOMOBILES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A01/022	01180	WEBSITE REDESIGN	VIRGIN AMERICA	RESPONSIVE WEBSITE	WORK & CO Brooklyn	USA	WORK & CO Brooklyn
A01/029	01557	IMAGINATION MACHINE	S7 AIRLINES	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM
A01/037	03675	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris
A01/055	04067	STREET ART PROJECT	GOOGLE	GOOGLE CULTURAL INSTITUTE	84.PARIS	FRANCE	84.PARIS
<b>A02 (User Experience)</b>							
A02/003	00062	THE HOBBIT: THE BATTLE OF THE FIVE ARMIES	GOOGLE & WARNER BROS.	THE HOBBIT: THE BATTLE OF THE FIVE ARMIES	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea
A02/010	00398	HOUSE OF MAMBA	NIKE	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA London / AKQA Shanghai
A02/076	02916	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
<b>A03 (Storytelling)</b>							
A03/004	00136	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / DENTSU TEC INC.
A03/006	00223	THE OTHER SIDE	HONDA MOTOR EUROPE	CIVIC TYPE R	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London
A03/021	00355	YOUR YEAR. DIRECTED BY NIKE+	NIKE	NIKE+ APP	AKQA Portland	USA	AKQA Portland
A03/027	01357	3-SECOND COOKING "SHRIMP FRYING CANNON" & "SUPER FRIED DUMPLING"	NTT DOCOMO	ADVANCED LTE NETWORK	TOKYU AGENCY Tokyo	JAPAN	TOKYU AGENCY Tokyo / NTT ADVERTISING Tokyo
A03/037	00858	THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf / GREY
A03/053	01469	BAND OF BRANDS MEGA AD	HEINKEN USA	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York
A03/057	01747	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York

## **Shortlist (Cyber Lions)**

A03/062	02143	WHAT LIVES INSIDE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
A03/067	02334	FLYING IT FORWARD	JETBLUE	FLYING IT FORWARD	MULLEN LOWE U.S Boston	USA	MULLEN LOWE U.S Boston
A03/075	02741	INSIDE ABBEY ROAD	GOOGLE	TECHNOLOGY	GOOGLE CREATIVE LAB London	UNITED KINGDOM	GOOGLE CREATIVE LAB London
A03/092	01944	MADE IN NY	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
A03/128	03292	WEBER BBQ CULTURES	EMEA MARKETING DIRECTOR STIG PEDERSEN	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
A03/132	03818	JEFF BRIDGES SLEEPING TAPES	SQUARESPACE	SQUARESPACE	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York
A03/155	02920	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
A03/176	03833	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK

## **A04 (Animation/Motion Graphics)**

A04/001	00090	THE VOICE ANIMATION	THE NATIONAL ART CENTER TOKYO	TOKYO ANIMA!	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
A04/003	00137	FENCING VISUALIZED	SPORTS BIZ CO.	FENCING	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / RHIZOMATIKS Tokyo
A04/017	01988	DREAM ON	ADOBE	PHOTOSHOP	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
A04/036	03677	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris
A04/044	02931	SAMSUNG HOLIDAY DREAMS	SAMSUNG TELECOMMUNICATIONS AMERICA	SAMSUNG	R/GA New York	USA	R/GA New York

## **A05 (Illustration and Graphic Design)**

A05/013	00762	GAMER MASTERPIECE	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK
A05/024	03293	WEBER BBQ CULTURES	EMEA MARKETING DIRECTOR STIG PEDERSEN	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
A05/027	03895	THE VOICE OF THE DROUGHT	AKATU - NGO	NGO - CONSCIOUS CONSUMPTION OF WATER	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A05/037	03819	JEFF BRIDGES SLEEPING TAPES	SQUARESPACE	SQUARESPACE	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York

## **A06 (Use/Curation of Image(s))**

A06/009	00238	KEEP THE FLAME ALIVE	DIAGEO LEBANON	JOHNNIE WALKER	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
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## Shortlist (Cyber Lions)

A06/022	01789	ANIMAL COPYRIGHTS	WWF/LATINSTOCK	ANIMAL COPYRIGHTS (THE FIRST IMAGE BANK FOR WWF)	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid
A06/034	03403	REDUCE SPEED DIAL	VOLKSWAGEN	VOLKSWAGEN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A06/035	03585	THE MSSNG PROJECT	AUTISM SPEAKS	AUTISM SPEAKS	BBDO NEW YORK	USA	BBDO NEW YORK
A06/041	02934	GOOGLE YEAR IN SEARCH 2014	GOOGLE	GOOGLE SEARCH	R/GA LONDON London	UNITED KINGDOM	R/GA LONDON London
A06/054	04068	STREET ART PROJECT	GOOGLE	GOOGLE CULTURAL INSTITUTE	84.PARIS	FRANCE	84.PARIS
<b>A07 (Use of Video)</b>							
A07/013	00429	BLAH AIRLINES	VIRGIN AMERICA	AIRLINE	ELEVEN San Francisco	USA	ELEVEN San Francisco
A07/017	00595	#PROJECT360	MAMMUT SPORTS GROUP	MAMMUT	HEYE Munich	GERMANY	HEYE Munich
A07/035	01451	WHAT ARE YOU MADE OF ?	UBISOFT	FARCRY4	GREY PARIS	FRANCE	GREY PARIS
A07/040	01748	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
A07/054	01404	FLY WITH US	AVINOR	THE NORWEGIAN STATE-OWNED AIRPORT OPERATOR	CREUNA Oslo	NORWAY	CREUNA Oslo
A07/058	01821	WHERE GOOD DAYS START	IKEA	BED & BATHROOM	SMFB Oslo	NORWAY	SMFB Oslo
A07/076	03679	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris
A07/083	01785	ENDLESS ROAD	HONDA	CR-V	MCGARRYBOWEN London	UNITED KINGDOM	MCGARRYBOWEN
A07/091	02936	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
A07/092	02937	SAMSUNG HOLIDAY DREAMS	SAMSUNG TELECOMMUNICATI ONS AMERICA	SAMSUNG	R/GA New York	USA	R/GA New York
A07/108	00683	UNSKIPABLE: FAMILY LONG FORM	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
A07/109	00684	UNSKIPABLES: HIGH FIVE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
A07/111	02053	WALLACE	GOOGLE	GOOGLE CHROME, GOOGLE CLOUD, GOOGLE APP ENGINE	COLLINS New York	USA	COLLINS New York
A07/117	03559	CUSTOM-MADE COMMERCIAL	MAN LATIN AMERICA	VOLKSWAGEN DELIVERY TRUCKS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

## Shortlist (Cyber Lions)

A07/119	03693	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo
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### A08 (Use of Music/Sound Design)

A08/003	00069	HACKING RICHTER	WEB DE COLOGNE / INTERACTIVE COLOGNE	INTERACTIVE CONCERT	DENKWERK Cologne	GERMANY	DENKWERK Cologne
A08/005	00163	THE OTHER SIDE	HONDA	HONDA CIVIC	FACTORY London	UNITED KINGDOM	WIEDEN+KENNEDY
A08/014	00859	THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf / GREY
A08/022	00911	PLAY THE BRIDGE	2DEGREES MOBILE	PLAY THE BRIDGE	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland
A08/069	01640	THE MUSIC SELFIE EXPERIMENT	LINCOLN	LINCOLN BRAND	HUDSON ROUGE New York	USA	HUDSON ROUGE New York

### A09 (Copy/Editorial)

A09/012	02938	GOOGLE YEAR IN SEARCH 2014	GOOGLE	GOOGLE SEARCH	R/GA LONDON London	UNITED KINGDOM	R/GA LONDON London
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### A10 ( Innovative Use of Technology)

A10/006	00072	#SHARETHEBATH ROOM	IKEA CANADA	RETAIL	JUNGLE MEDIA Toronto	CANADA	JUNGLE MEDIA Toronto / LEO BURNETT
A10/007	00108	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A10/012	00290	SELF- DESTRUCTING BOOK	JAMES PATTERSON	SELF- DESTRUCTING BOOK	MOTHER NEW YORK	USA	MOTHER NEW YORK
A10/015	00399	HOUSE OF MAMBA	NIKE	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA London / AKQA Shanghai
A10/024	00338	CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
A10/040	00596	#PROJECT360	MAMMUT SPORTS GROUP	MAMMUT	HEYE Munich	GERMANY	HEYE Munich
A10/045	00860	THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf / GREY
A10/052	00971	DRINK UP FOUNTAIN	PARTNERSHIP FOR A HEALTH AMERICA	NON PROFIT ORGANIZATION	VML New York	USA	VML New York / Y&R NEW YORK
A10/056	01099	EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
A10/061	01440	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf
A10/064	02192	PEPPER HACKER	MARS FOOD AUSTRALIA	DOLMIO	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY

## **Shortlist (Cyber Lions)**

A10/106	02264	THE BEER FRIDGE - O CANADA	MOLSON CANADIAN	MOLSON CANADIAN	RETHINK Toronto	CANADA	RETHINK Toronto
A10/107	02265	UBER SAFE	UBER	UBER	RETHINK Toronto	CANADA	RETHINK Toronto
A10/130	03702	SAFETY TRUCK	SAMSUNG	CORPORATE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires
A10/149	02942	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York

## **A11 (Overall Aesthetic Design/Best Practice)**

A11/018	02810	BE MORE HUMAN ONLINE EXPERIENCE	REEBOK	BE MORE HUMAN	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco
A11/028	02947	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
A11/039	02743	INSIDE ABBEY ROAD	GOOGLE UK	TECHNOLOGY	GOOGLE CREATIVE LAB London	UNITED KINGDOM	GOOGLE CREATIVE LAB London

## **A12 (Data Visualisation)**

A12/003	00141	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / DENTSU TEC INC.
A12/033	02952	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York

## **B01 (Foods & Drinks)**

B01/015	01463	NEWCASTLE BAND OF BRANDS	HEINKEN USA	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York
B01/039	03690	NEWCASTLE BROWN ALE PRESENTS IF WE WON	HEINKEN USA	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York
B01/044	02750	JOHNNIE WALKER BLUE LABEL - THE GENTLEMAN'S WAGER	DIAGEO	JOHNNIE WALKER BLUE LABEL	PHD SINGAPORE	SINGAPORE	ANOMALY New York

## **B02 (Automotive Products & Services)**

B02/012	04022	LIFEPAIN	VOLVO UK	VOLVO BRAND	GREY LONDON	UNITED KINGDOM	GREY LONDON
B02/020	03857	A MESSAGE TO SPACE	HYUNDAI MOTOR COMPANY	BRAND CAMPAIGN	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul

## **B04 (Clothing, Footwear & Accessories)**

## **Shortlist (Cyber Lions)**

B04/003	01752	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
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### **B05 (Other Consumer Products (Including Durable Goods))**

B05/001	00133	LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
B05/008	00766	GAMER MASTERPIECE	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK
B05/014	02148	WHAT LIVES INSIDE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
B05/023	02518	IS THIS THE NEXT?	SAMSUNG	GALAXY S6	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
B05/025	03846	THE SOFTTEST	UNILEVER	COMFORT PURE	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE

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### **B06 (Financial Services)**

B06/005	00233	HELLO PLAY!	BNP PARIBAS	HELLO BANK!	WE ARE SOCIAL Paris	FRANCE	WE ARE SOCIAL Paris
B06/010	02059	THE SAMBA OF THE WORLD	VISA	GLOBAL PAYMENTS	AKQA San Francisco	USA	AKQA San Francisco / AKQA São Paulo
B06/025	00689	UNSKIPABLE: FAMILY, LONG FORM	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond

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### **B07 (Travel, Entertainment & Leisure)**

B07/004	00430	BLAH AIRLINES	VIRGIN AMERICA	AIRLINE	ELEVEN San Francisco	USA	ELEVEN San Francisco
B07/013	00884	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE
B07/047	04070	STREET ART PROJECT	GOOGLE	GOOGLE CULTURAL INSTITUTE	84.PARIS	FRANCE	84.PARIS

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### **B08 (Retail and E-Commerce, Incl. Restaurants)**

B08/004	00361	LA MAISON DES CARRÉS	HERMÈS	E-COMMERCE	AKQA Paris	FRANCE	AKQA Paris
B08/019	03964	THE MOST ECO- FRIENDLY CAMPAIGN EVER	BIOCOOP	ORGANIC PRODUCTS RETAIL	FRED & FARID PARIS	FRANCE	FRED & FARID GROUP Paris

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### **B09 (Publications & Media)**

B09/002	00292	SELF- DESTRUCTING BOOK	JAMES PATTERSON	SELF- DESTRUCTING BOOK	MOTHER NEW YORK	USA	MOTHER NEW YORK
B09/008	03193	THE INTERACTIVE	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris / BETC DIGITAL Paris

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## **Shortlist (Cyber Lions)**

B09/016	03695	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo
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## **B10 (Business Products & Services)**

B10/006	04006	ALPHABET POSTER PROJECT	RYMAN	BRAND	GREY LONDON	UNITED KINGDOM	GREY LONDON
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## **B12 (Commercial Public Services)**

B12/011	03046	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE	MARCEL Paris
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## **B13 (Charities, Public Health & Safety, Public Awareness Messages)**

B13/012	00841	HOPE.LY	AMERICAN RED CROSS & BITLY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	BBDO NEW YORK
B13/033	01790	ANIMAL COPYRIGHTS	WWF/LATINSTOCK	ANIMAL COPYRIGHTS (THE FIRST IMAGE BANK FOR WWF)	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid
B13/034	02181	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
B13/072	02884	CHILDREN OFF STREET VIEW	SAVE THE CHILDREN	DONATIONS	J. WALTER THOMPSON MEXICO Mexico City	MEXICO	J. WALTER THOMPSON MEXICO Mexico City
B13/073	02963	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York

## **B14 (Corporate Image & Communication)**

B14/027	03533	PLAY!	IBM	TECHNOLOGY & CONSULTING	OGILVY NEW YORK	USA	OGILVY NEW YORK
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## **C01 (Website)**

C01/011	00362	LA MAISON DES CARRÉS	HERMÈS	E-COMMERCE	AKQA Paris	FRANCE	AKQA Paris
C01/014	00598	#PROJECT360	MAMMUT SPORTS GROUP	MAMMUT	HEYE Munich	GERMANY	HEYE Munich
C01/019	01183	WEBSITE REDESIGN	VIRGIN AMERICA	RESPONSIVE WEBSITE	WORK & CO Brooklyn	USA	WORK & CO Brooklyn
C01/025	01256	THE HOUSE HUNTERS JOURNEY	THE NORWEGIAN BANK	ALL ABOUT BUYING A HOUSE	POL Oslo	NORWAY	POL Oslo / APT Oslo
C01/047	03821	SOUTHERNCOMFO RT.COM	SOUTHERN COMFORT	SOUTHERN COMFORT	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York

## **C02 (Microsite)**

## Shortlist (Cyber Lions)

C02/003	00063	THE HOBBIT: THE BATTLE OF THE FIVE ARMIES	GOOGLE & WARNER BROS.	THE HOBBIT: THE BATTLE OF THE FIVE ARMIES	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea
C02/013	00988	200 FACTORY TOUR	CHRYSLER	AUTOMOBILES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
C02/014	01058	THE ONE WHO WILL END CANCER	AUSTRALIAN CANCER RESEARCH FOUNDATION	CANCER RESEARCH	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
C02/018	00294	SELF-DESTRUCTING BOOK	JAMES PATTERSON	SELF-DESTRUCTING BOOK	MOTHER NEW YORK	USA	MOTHER NEW YORK
C02/044	00828	NETFLIX SPOIL YOURSELF	NETFLIX	ENTERTAINMENT	MUH-TAY-ZIK   HOF-FER San Francisco	USA	MUH-TAY-ZIK   HOF-FER San Francisco
C02/053	01425	EVERY MAN REMEMBERED	ROYAL BRITISH LEGION	ROYAL BRITISH LEGION	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London
C02/054	01453	WHAT ARE YOU MADE OF ?	UBISOFT	FARCRY4	GREY PARIS	FRANCE	GREY PARIS
C02/069	01753	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
C02/070	01825	WHERE GOOD DAYS START	IKEA	BED & BATHROOM	SMFB Oslo	NORWAY	SMFB Oslo
C02/080	03237	REACH THE MOON	VODAFONE	VODAFONE	SRA. RUSHMORE Madrid	SPAIN	SRA. RUSHMORE Madrid
C02/096	02793	EYE CLICK DONATION	ALS LEAGUE	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
C02/103	03217	NATURE ADVENTURE	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
C02/104	03297	WEBER BBQ CULTURES	EMEA MARKETING DIRECTOR STIG PEDERSEN	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
C02/119	04023	THE TIMES UNQUIET- FLM SERIES	NEWS UK	THE TIMES/THE SUNDAY TIMES	GREY LONDON	UNITED KINGDOM	GREY LONDON
C02/147	03682	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris

## C03 (Web Service/App)

C03/007	00364	YOUR YEAR. DIRECTED BY NIKE+	NIKE	NIKE+ APP	AKQA Portland	USA	AKQA Portland
C03/010	00842	HOPE.LY	AMERICAN RED CROSS & BITLY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	BBDO NEW YORK
C03/028	02012	SKY TIP	SKY	PAY TV	ISOBAR BRAZIL Sao Paulo	BRAZIL	ISOBAR BRAZIL Sao Paulo
C03/031	03195	THE AD FILTER	D&AD	D&AD	BETC Paris	FRANCE	BETC Paris / BETC
C03/043	03544	NFSCAN	NFSCAN	INSTITUTIONAL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo
C03/047	03927	ESPN EYE TEST / WEBSITE	ESPN	UEFA CHAMPIONS LEAGUE	AFRICA São Paulo	BRAZIL	AFRICA São Paulo



## Shortlist (Cyber Lions)

C03/053	03923	MUTANT FONT	AMNESTY INTERNATIONAL	PUBLIC AWARENESS NGO	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
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### D01 (Web Banner)

D01/018	01442	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf
D01/023	02561	THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow / PROXIMITY RUSSIA Moscow
D01/033	03214	FRESHER COLLECTION	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland

### D02 (Innovative Online Ad Solution )

D02/002	00073	#SHARETHEBATH ROOM	IKEA CANADA	RETAIL	JUNGLE MEDIA Toronto	CANADA	JUNGLE MEDIA Toronto / LEO BURNETT
D02/009	00844	HOPE.LY	AMERICAN RED CROSS & BITLY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	BBDO NEW YORK
D02/011	01432	DON'T GOOGLE IT	CEBAM	HEALTH & SCIENCE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
D02/012	00803	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk	USA	GROW Norfolk
D02/027	03141	AID TO CART	EXITO GROUP / FOOD BANK	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá
D02/038	03196	THE AD FILTER	D&AD	D&AD	BETC Paris	FRANCE	BETC Paris / BETC
D02/050	00694	UNSKIPABLE: FAMILY, LONG FORM	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond

### E01 (Social Video)

E01/007	00111	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
E01/023	01054	LET'S MAKE AN ANTI-AD WITH RICKY GERVAIS	OPTUS	TELECOMMUNICATIONS	EMOTIVE Sydney	AUSTRALIA	EMOTIVE Sydney / M&C SAATCHI Sydney
E01/037	00574	OK GO: I WON'T LET YOU DOWN	OK GO + HONDA	HUNGRY GHOST (OK GO ALBUM) / UNI-CUB	MORI Tokyo	JAPAN	MORI Tokyo / DRILL Tokyo / DENTSU INC. Tokyo
E01/045	01365	LIVING WITH LAG	UMEÅ ENERGI / UME.NET	FIBER BROADBAND PROVIDER	ANR BBDO Stockholm	SWEDEN	ANR BBDO Stockholm
E01/055	00927	PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VML Kansas City	USA	VML Kansas City / KETCHUM New York
E01/059	01153	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK

## Shortlist (Cyber Lions)

E01/061	01468	STEPHEN MERCHANT PRESENTS "IF WE WON" WITH NEWCASTLE BROWN ALE	HEINKEN USA	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York
E01/064	02594	RADIANT RETURN MASTER FILM	PZ CUSSONS	RADIANT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
E01/073	01598	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT- DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg
E01/078	02183	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
E01/081	02326	MADDEN SEASON	EA SPORTS	MADDEN NFL 15	HEAT San Francisco	USA	HEAT San Francisco
E01/133	02427	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
E01/150	03163	LEGO: EVERYTHING IS NOT AWESOME	GREENPEACE	SAVE THE ARCTIC	DON'T PANIC London	UNITED KINGDOM	DON'T PANIC London
E01/152	03211	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
E01/156	03514	TASTE THE TRANSLATION	ELAN	TRANSLATOR	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
E01/159	03704	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO / LEO
E01/180	01658	THE COLLECTIVE PROJECT	MICROSOFT	ONENOTE	POSSIBLE SEATTLE Seattle	USA	POSSIBLE SEATTLE Seattle
E01/190	02370	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
E01/204	02739	THE ATTENTION TEST	ŠKODA UK	ŠKODA FABIA	AIS LONDON	UNITED KINGDOM	AIS LONDON
E01/205	02751	JOHNNIE WALKER BLUE LABEL - THE GENTLEMAN'S WAGER	DIAGEO	JOHNNIE WALKER BLUE LABEL	PHD SINGAPORE	SINGAPORE	ANOMALY New York
E01/206	02974	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
E01/209	02979	SAMSUNG HOLIDAY DREAMS	SAMSUNG TELECOMMUNICATI ONS AMERICA	SAMSUNG	R/GA New York	USA	R/GA New York
E01/229	04025	LIFEPAINT	VOLVO UK	VOLVO BRAND	GREY LONDON	UNITED KINGDOM	GREY LONDON
E01/233	01258	NOW IT IS OUR TURN TO WALK	NORWEGIAN CHURCH AID	WATER PROJECT	POL Oslo	NORWAY	POL Oslo

## Shortlist (Cyber Lions)

E01/247	02096	THE LAST GAME	NIKE	FOOTWEAR/APPAR EL	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
E01/255	02976	THE GAME BEFORE THE GAME	BEATS BY DR. DRE	BEATS SOLO2	R/GA LONDON London	UNITED KINGDOM	R/GA LONDON London
E01/276	03860	A MESSAGE TO SPACE	HYUNDAI MOTOR COMPANY	BRAND CAMPAIGN	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul
E01/280	03924	#UNFORGETTABL ERIFFS	89 FM ROCK RADIO	30TH ANNIVERSARY	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

## E02 (Interactive Video)

E02/002	00224	THE OTHER SIDE	HONDA MOTOR EUROPE	CIVIC TYPE R	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London
E02/022	01755	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
E02/026	00580	CUBE	GOOGLE	CUBE	GOOGLE Sydney	AUSTRALIA	
E02/027	02304	THE DANCE	SKIP	LAUNDRY DETERGENT	BBH London	UNITED KINGDOM	BBH London
E02/028	02564	MORTAL TIMELINE	INTOUCH INSURANCE	MOVEMENT FOR RESPONSIBLE DRIVING	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow
E02/046	03684	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris
E02/052	03714	INSTACONCERT	TELEKOM	TELEKOM STREETGIGS	DDB GROUP DÜSSELDORF	GERMANY	DDB GROUP DÜSSELDORF

## E03 (Webisodes/Series)

E03/069	01487	CALL FOR BRANDS	HEINKEN USA	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York
E03/077	02162	WHAT LIVES INSIDE - EPISODE ONE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
E03/078	02163	WHAT LIVES INSIDE - EPISODE TWO	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
E03/079	02164	WHAT LIVES INSIDE - EPISODE THREE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
E03/080	02165	WHAT LIVES INSIDE - EPISODE FOUR	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
E03/086	02610	GLASS CLEANER	WWF	JUST	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
E03/087	02611	SKIN CARE	WWF	JUST	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
E03/089	02613	BEE	WWF	JUST	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
E03/090	02614	SHOE POLISH	WWF	JUST	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY

## **Shortlist (Cyber Lions)**

E03/218	00616	HOW TO BLOCK SOMEONE	FACEBOOK	FACEBOOK	FACEBOOK California	USA	THE FACTORY Menlo Park
E03/225	01488	BAND OF BRANDS TEASER	HEINKEN USA	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York
E03/226	01489	BAND OF BRANDS MEGA AD	HEINKEN USA	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York
E03/245	04028	QUESTION EVERYTHING	NEWS UK	THE TIMES/THE SUNDAY TIMES	GREY LONDON	UNITED KINGDOM	GREY LONDON / PITCH & SYNC London
E03/246	04029	TIMES NEW ROMAN	NEWS UK	THE TIMES/THE SUNDAY TIMES	GREY LONDON	UNITED KINGDOM	GREY LONDON / PITCH & SYNC London
E03/247	04030	BRINGING THE WORLD TO BRITAIN	NEWS UK	THE TIMES/THE SUNDAY TIMES	GREY LONDON	UNITED KINGDOM	GREY LONDON / PITCH & SYNC London
E03/248	04031	THE FIFA FILES	NEWS UK	THE TIMES/THE SUNDAY TIMES	GREY LONDON	UNITED KINGDOM	GREY LONDON / PITCH & SYNC London
E03/249	04032	ART OF SATIRE	NEWS UK	THE TIMES/THE SUNDAY TIMES	GREY LONDON	UNITED KINGDOM	GREY LONDON / PITCH & SYNC London

## **E04 (Other Video)**

E04/012	00584	BOOKBOOK	IKANO RETAIL ASIA	IKEA CATALOGUE	BBH ASIA PACIFIC Singapore	SINGAPORE	BBH ASIA PACIFIC Singapore
E04/030	01589	37 DAYS	ATLANTIC GROUP	HEATERS	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris
E04/040	03190	WI FI DOGS	DEUTSCHE TELEKOM	TRAVEL & SURF	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
E04/041	03549	CELIBACY CHALLENGE	GLAAD, GAY MEN'S HEALTH CRISIS	PUBLIC SERVICE	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York /
E04/069	03850	THE SOFTTEST	UNILEVER	COMFORT PURE	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE

## **F01 (Engagement Platform)**

F01/011	00235	HELLO PLAY!	BNP PARIBAS	HELLO BANK!	WE ARE SOCIAL Paris	FRANCE	WE ARE SOCIAL Paris
F01/013	00401	NIKE RISE	NIKE	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA London / AKQA Shanghai
F01/053	02757	MAKE IT WITH CREATIVE CLOUD	ADOBE SYSTEMS	CREATIVE CLOUD	MRY New York	USA	MRY New York
F01/055	03040	TACO BELL BLACKOUT	TACO BELL	FAST FOOD RESTAURANT	DIGITASLBI San Francisco	USA	DIGITASLBI San Francisco
F01/079	03257	@SUMMERBREAK AT&T 2	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK
F01/081	03476	PRINT FOR HELP	HEWLETT-PACKARD BRASIL	HP PRINTERS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
F01/082	03537	#THATSONGWHE N	SPOTIFY	STREAMING MUSIC SERVICE	OGILVY NEW YORK	USA	OGILVY NEW YORK
F01/087	03685	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris

## Shortlist (Cyber Lions)

F01/107	03286	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY BEIJING
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### F02 (Social Business)

F02/005	02351	SOCIAL FEED	PENINSULA SCHOOL FEEDING ASSOCIATION	MEDIA PLATFORM	HELLOCOMPUTER Cape Town	SOUTH AFRICA	HELLOCOMPUTER Cape Town / FCB SOUTH AFRICA
F02/008	03142	AID TO CART	EXITO GROUP / FOOD BANK	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá

### F03 (Response/Real-Time Activity (including crowdsourcing))

F03/003	00092	TWEETING SONAR	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
F03/010	00213	#ALLIN OR NOTHING	ADIDAS	ADIDAS FOOTBALL	ADIDAS Herzogenaurach	GERMANY	WE ARE SOCIAL London
F03/012	00241	KEEP THE FLAME ALIVE	DIAGEO LEBANON	JOHNNIE WALKER	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
F03/026	00804	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk	USA	GROW Norfolk
F03/029	00885	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE
F03/042	01475	NEWCASTLE BAND OF BRANDS	HEINKEN USA	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York
F03/048	01757	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
F03/098	03183	#LIVETRENDS	TOPSHOP	FASHION RETAIL	TWITTER London	UNITED KINGDOM	
F03/117	02986	GOOGLE WORLD CUP TRENDS	GOOGLE	GOOGLE SEARCH	R/GA LONDON London	UNITED KINGDOM	R/GA LONDON London
F03/118	02987	HEINEKEN @WHERENEXT	HEINEKEN	HEINEKEN	R/GA LONDON London	UNITED KINGDOM	R/GA LONDON London
F03/124	03840	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	GREY NEW YORK

### F04 (Use of Co-Creation & User Generated Content)

F04/012	00242	KEEP THE FLAME ALIVE	DIAGEO LEBANON	JOHNNIE WALKER	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
F04/013	00243	VOTE FOR US. WE'LL VOTE FOR YOU	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
F04/027	00776	GAMER MASTERPIECE	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK

## Shortlist (Cyber Lions)

F04/028	00805	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk	USA	GROW Norfolk
F04/044	01992	DREAM ON	ADOBE	PHOTOSHOP	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San
F04/045	02153	WHAT LIVES INSIDE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
F04/046	02185	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
F04/050	02347	FLYING IT FORWARD	JETBLUE	FLYING IT FORWARD	MULLEN LOWE U.S Boston	USA	MULLEN LOWE U.S Boston
F04/086	02826	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	
F04/100	03686	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris

## F05 (Influencer/Celebrity/Blogger Outreach Program)

F05/004	00173	SPECIAL OLYMPICS - KEVIN DE BRIJYNE	SPECIAL OLYMPICS BELGIUM	SPECIAL OLYMPICS SUMMER GAMES ANTWERP 2014	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp
F05/018	00848	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK
F05/028	01393	MMRX: BEDSTOCK	CHILDREN'S CANCER	MUSIC THERAPY/CHARITY	ANOMALY New York	USA	ANOMALY New York
F05/032	01096	XPERIA UNDERWATER STORE	SONY MOBILE COMMUNICATIONS	MOBILE	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai
F05/043	02690	THE WEATHER CHALLENGE	TOYOTA MOTOR EUROPE	AYGO	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID
F05/068	03540	PLAY!	IBM	TECHNOLOGY & CONSULTING	OGILVY NEW YORK	USA	OGILVY NEW YORK
F05/084	02371	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg

## F06 (Innovative Use of Social or Community (incl. Emerging Platforms for Brands))

F06/012	00244	KEEP THE FLAME ALIVE	DIAGEO LEBANON	JOHNNIE WALKER	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
F06/025	00850	HOPE.LY	AMERICAN RED CROSS & BITLY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	BBDO NEW YORK
F06/044	00861	THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf / GREY
F06/058	00515	FOO FIGHTERS RVA	THE BRANCHING	CROWDSOURCING LIVE MUSIC EVENT	THE BRANCHING Richmond	USA	

## **Shortlist (Cyber Lions)**

F06/060	00913	INSTAGRAM YOUR FRIDGE	LION	SMIRNOFF	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland
F06/066	01759	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
F06/078	02622	SURFIFY	SURFAID.ORG	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney
F06/135	03893	#BLOODBANK	WORLD BLOOD DRIVE	SOCIAL SERVICE	EL TAIER / TRIBU DDB Guatemala City	GUATEMALA	EL TAIER / TRIBU DDB Guatemala City
F06/138	01477	CALL FOR BRANDS	HEINKEN USA	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York
F06/148	03988	KEEP DEMOCRACY ALIVE	GOV TUNISIE	MOBILE APP DELIVERING REAL TIME SURVEYS	FRED & FARID PARIS	FRANCE	FRED & FARID GROUP Paris

## **F07 (Content Placement (incl. Copy/Image/Audio/Video Placement))**

F07/002	00172	SPECIAL OLYMPICS - KEVIN DE BRILYNE	SPECIAL OLYMPICS BELGIUM	SPECIAL OLYMPICS SUMMER GAMES ANTWERP 2014	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp
F07/014	00862	THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf / GREY
F07/025	02156	WHAT LIVES INSIDE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco

## **F08 (Community Building/Management )**

F08/002	00221	BRAZUCA	ADIDAS	ADIDAS FOOTBALL	ADIDAS Herzogenaurach	GERMANY	WE ARE SOCIAL London
F08/019	01394	IN THEIR CHUCKS: A 360° EXPERIENCE	CONVERSE	FASHION/APPAREL	ANOMALY New York	USA	ANOMALY New York
F08/027	02186	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
F08/049	03705	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO / LEO
F08/073	03464	CHOOSE BEAUTIFUL	UNILEVER	DOVE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago / HAVAS HELIA
F08/074	03576	FIRST DAYS OUT	MARS	PEDIGREE ADOPTION	ALMAPBBD0 São Paulo	BRAZIL	ALMAPBBD0 São Paulo

## **F09 (Use of Social Data & Insight)**

F09/002	00318	ADOPTABLE TRENDS	DPA	PET ADOPTION	DIESTE Dallas	USA	DIESTE Dallas
F09/006	00887	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE
F09/029	04044	SPOTIFY YEAR IN MUSIC	SPOTIFY	SPOTIFY	RAZORFISH New York	USA	RAZORFISH New York

## **Shortlist (Cyber Lions)**

F09/032	03002	HEINEKEN @WHERENEXT	HEINEKEN	HEINEKEN	R/GA LONDON London	UNITED KINGDOM	R/GA LONDON London
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### **F10 (Applications / Tools)**

F10/033	03699	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo
F10/034	03928	MUTANT FONT	AMNESTY INTERNATIONAL	PUBLIC AWARENESS NGO	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
F10/036	04046	BUILD A GLA ON INSTAGRAM	MERCEDES-BENZ USA	GLA-CLASS SUV	RAZORFISH New York	USA	RAZORFISH New York

### **F11 (Social Currency & Commerce)**

F11/003	00855	HOPE.LY	AMERICAN RED CROSS & BITLY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	BBDO NEW YORK
F11/007	02062	BUDS FOR BUDS	AB-INBEV	BEER	AKQA San Francisco	USA	AKQA San Francisco

### **F12 (Native Advertising)**

F12/004	00703	UNSKIPPABLE: ELEVATOR	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
F12/007	00702	UNSKIPPABLE: CLEANING CREW	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
F12/008	00704	UNSKIPPABLE: FAMILY	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
F12/009	00705	UNSKIPPABLE: FAMILY LONG FORM	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
F12/010	00706	UNSKIPPABLES: HIGH FIVE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond

### **G01 (Web)**

G01/001	00064	THE HOBBIT: THE BATTLE OF THE FIVE ARMIES	GOOGLE & WARNER BROS.	THE HOBBIT: THE BATTLE OF THE FIVE ARMIES	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea
G01/002	00105	TAKE A SKYWALK WITH NOBITA	YAHOO JAPAN CORPORATION	STAND BY ME DORAMEMON	BASCULE Tokyo	JAPAN	DENTSU INC. Tokyo
G01/014	02745	SPELL UP	GOOGLE CHROME	TECHNOLOGY	GOOGLE CREATIVE LAB London	UNITED KINGDOM	GOOGLE CREATIVE LAB London

### **G02 (Social)**

G02/003	00856	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK
G02/013	03216	NATURE ADVENTURE	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland

### **G03 (Live Digital)**



## Shortlist (Cyber Lions)

G03/001	00114	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
G03/007	02063	THE LAST SHOT	JORDAN BRAND	FOOTWEAR	AKQA San Francisco	USA	AKQA San Francisco
G03/009	01559	IMAGINATION MACHINE	S7 AIRLINES	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM	NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM
G03/016	03121	SAMSUNG SMART PLAY-BOARD	SAMSUNG ELECTRONICS ITALY	THE FIRST SMART-DEVICE FOR DEVELOPING THE FULL POTENTIAL OF EVERY CHILD	LEO BURNETT ITALY Milan	ITALY	LEO BURNETT ITALY Milan

## H01 (Tangible Tech (incl. Digital Products, Utilities & Tools))

H01/007	00343	CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
H01/014	00981	DRINK UP FOUNTAIN	PARTNERSHIP FOR A HEALTH AMERICA	NON PROFIT ORGANIZATION	VML New York	USA	VML New York / Y&R NEW YORK
H01/015	01100	EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
H01/031	03406	REDUCE SPEED DIAL	VOLKSWAGEN	VOLKSWAGEN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
H01/039	03008	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York

## H02 (Spatial Tech (incl. Digital Installation/Exhibit))

H02/004	00115	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
H02/006	00144	FENCING VISUALIZED	SPORTS BIZ CO.	FENCING	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / RHIZOMATIKS Tokyo
H02/007	00145	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / DENTSU TEC INC.
H02/011	00396	THE IOE MACHINE	CISCO	CISCO	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
H02/013	00402	HOUSE OF MAMBA	NIKE	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA London / AKQA Shanghai
H02/024	01017	CENTERSTAGE	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	THE BARBARIAN GROUP New York	USA	THE BARBARIAN GROUP New York
H02/031	02064	THE LAST SHOT	JORDAN BRAND	FOOTWEAR	AKQA San Francisco	USA	AKQA San Francisco
H02/038	02430	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
H02/039	02783	MADE WITH CODE : HOLIDAY LIGHTS	GOOGLE	GOOGLE BRAND	72ANDSUNNY Playa Vista	USA	72ANDSUNNY Playa Vista
H02/042	03703	SAFETY TRUCK	SAMSUNG	CORPORATE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires
H02/047	03012	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York

## Shortlist (Cyber Lions)

H02/058	04053	THE CUBE	SEMI-PERMANENT/GOOGLE CREATIVE LAB	INTERACTIVE FILM PLATFORM	THE SWEET SHOP Melbourne	AUSTRALIA	GOOGLE CREATIVE LAB London
<b>H03 (Digital Billboard)</b>							
H03/002	00061	LOOK AT ME	WOMEN'S AID	WOMEN'S AID	WCRS London	UNITED KINGDOM	WCRS London
H03/021	03577	ACC BUS BACK	VOLKSWAGEN DO BRASIL	ACC SYSTEM	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
H03/022	03937	LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
H03/026	03929	ESPN EYE TEST / BUS SHELTER	ESPN	UEFA CHAMPIONS LEAGUE	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
<b>I01 (Integrated Multi-Platform Campaign (Online &amp; Offline))</b>							
I01/004	00168	THE S5 PULSE CHALLENGE	SWISSCOM (SCHWEIZ)	TELECOMMUNICATIONS	HEIMAT Berlin	GERMANY	HEIMAT Berlin
I01/007	00454	MOTEL BURGER KING	BURGER KING	TENDERCRISP CHICKEN BURGER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
I01/009	01060	THE ONE WHO WILL END CANCER	AUSTRALIAN CANCER RESEARCH FOUNDATION	CANCER RESEARCH	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
I01/015	00400	NIKE RISE	NIKE	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA London / AKQA Shanghai
I01/019	00857	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK
I01/040	01396	MMRX: BEDSTOCK	CHILDREN'S CANCER	MUSIC THERAPY/CHARITY	ANOMALY New York	USA	ANOMALY New York
I01/043	01952	RE-EMPLOYMENT	FIFTH THIRD BANK	FINANCIAL SERVICES	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
I01/053	01760	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
I01/054	01770	BE LIKE MIKE	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City / MKTG
I01/060	02158	WHAT LIVES INSIDE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
I01/061	02261	#THEREWILLBEHATERS	ADIDAS	ADIDAS FOOTBALL BRAND CAMPAIGN	IRIS WORLDWIDE London	UNITED KINGDOM	IRIS WORLDWIDE London
I01/066	02675	INFREQUENT FLYERS CLUB	TIGERAIR	INFREQUENT FLYERS CLUB	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
I01/093	02528	IS THIS THE NEXT?	SAMSUNG	GALAXY S6	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
I01/097	02815	BE MORE HUMAN	REEBOK	BE MORE HUMAN	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco
I01/098	02833	SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
I01/103	03186	#LIVETRENDS	TOPSHOP	FASHION RETAIL	TWITTER London	UNITED KINGDOM	

## Shortlist (Cyber Lions)

101/107	03479	PRINT FOR HELP	HEWLETT-PACKARD	HP PRINTERS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
101/110	03688	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris
101/115	04027	LIFEPAIN	VOLVO UK	VOLVO BRAND	GREY LONDON	UNITED KINGDOM	GREY LONDON
101/132	03035	MISSION 22: WAR AT HOME	ELDER HEART	MISSION 22	CP+B Miami	USA	CP+B Miami
101/141	03842	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK
101/146	00982	LIVE DIVE	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
101/149	01482	NEWCASTLE BAND OF BRANDS	HEINKEN USA	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York
101/157	02106	SMELL LIKE A MAN FROM HEAD TO TOE	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
101/168	02329	MADDEN NFL 15	EA SPORTS	MADDEN NFL 15	HEAT San Francisco	USA	HEAT San Francisco

**Total Entries: 330**