

Shortlist (Outdoor Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Foods)							
A01/022	01220	LITTLE GIRL	FREDDO	ICE CREAM	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
A01/024	01210	CABBAGE	DANONE	DANETTE	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
A01/025	01212	BEET	DANONE	DANETTE	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
A01/044	02363	BE PREPARED	FERRERO ASIA	TIC TAC	nudeJEH Bangkok	THAILAND	nudeJEH Bangkok / GREY
A01/059	05078	ELECTRIC EELS	BLUE DRAGON	BLUE DRAGON	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London
A02 (Drinks (Alcoholic & Non-Alcoholic))							
A02/022	00562	COCA-COLA TOGETHER LOVE	THE COCA-COLA COMPANY	DRINKS	OGILVY PARIS	FRANCE	OGILVY PARIS
A02/023	00564	COCA-COLA TOGETHER PEACE	THE COCA-COLA COMPANY	DRINKS	OGILVY PARIS	FRANCE	OGILVY PARIS
A02/068	01644	SELFIE	BACKUS - SAB MILLER	PILSEN CALLAO	PUBLICIS PERU Lima	PERU	PUBLICIS PERU Lima
A03 (Household)							
A03/019	02710	MINESTRONE SOUP	3M SINGAPORE	SCOTCHGARD CARPET & RUG PROTECTOR	LOWE SINGAPORE	SINGAPORE	LOWE SINGAPORE
A03/020	02712	OLIVE OIL & BALSAMIC VINEGAR	3M SINGAPORE	SCOTCHGARD CARPET & RUG PROTECTOR	LOWE SINGAPORE	SINGAPORE	LOWE SINGAPORE
A03/021	02714	SANGRIA	3M SINGAPORE	SCOTCHGARD CARPET & RUG PROTECTOR	LOWE SINGAPORE	SINGAPORE	LOWE SINGAPORE
A03/042	02564	NEW WILL HAVE TO WAIT (SOLDIERS)	HENKEL	LOCTITE SUPER GLUE	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A04 (Home Appliances, Furnishings, Electronics & Audio-Visual)							
A04/008	00314	COW	ARCELIK	BUILT IN SERIES	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL
A04/009	00317	SHEEP	ARCELIK	BUILT IN SERIES	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL
A04/023	01926	BRENDAN O	APPLE	IPHONE 6	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles / APPLE
A04/024	01928	CIELO D	APPLE	IPHONE 6	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles / APPLE
A04/025	01929	JIRASAK P	APPLE	IPHONE 6	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles / APPLE
A04/026	01930	COLE R	APPLE	IPHONE 6	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles / APPLE
A04/027	01931	TEPPO K	APPLE	IPHONE 6	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles / APPLE

Shortlist (Outdoor Lions)

A04/062	03495	POLICE CALLING ALARM	ZYNEK TECHNOLOGIES CO.	CHUANGO	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND
A04/063	03731	SUJIHIKI	ZWILLING J.A. HENCKELS	MIYABI KNIVES	HEREZIE Paris	FRANCE	HEREZIE Paris
A04/064	03734	SHOTOH	ZWILLING J.A. HENCKELS	MIYABI KNIVES	HEREZIE Paris	FRANCE	HEREZIE Paris
A04/065	03737	GYUTOH	ZWILLING J.A. HENCKELS	MIYABI KNIVES	HEREZIE Paris	FRANCE	HEREZIE Paris
A04/069	04903	NEWBORN	CASIO SINGAPORE	DIGITAL CAMERA	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
A04/070	04905	SKY DIVERS	CASIO SINGAPORE	DIGITAL CAMERA	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
A04/071	04907	BIG CATCH	CASIO SINGAPORE	DIGITAL CAMERA	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
A04/080	04142	ASPARAGUS	BSH	OVEN	MEDINA TURGUL DDB Istanbul	TURKEY	MEDINA TURGUL DDB

A05 (Cosmetics & Beauty, Toiletries & Pharmacy)

A05/015	02297	OCTOPUS	SAND-M INTERNATIONAL CO.	SAND-M SENNA CAPSULE	McCANN WORLDGROUP Bangkok	THAILAND	McCANN WORLDGROUP Bangkok
A05/016	02298	FROG	SAND-M INTERNATIONAL CO.	SAND-M SENNA CAPSULE	McCANN WORLDGROUP Bangkok	THAILAND	McCANN WORLDGROUP Bangkok
A05/017	02299	RABBIT	SAND-M INTERNATIONAL CO.	SAND-M SENNA CAPSULE	McCANN WORLDGROUP Bangkok	THAILAND	McCANN WORLDGROUP Bangkok
A05/028	02169	CRYING AIRPLANE	EMS	DIAPER RASH CREAM	WE São Paulo	BRAZIL	WE São Paulo
A05/029	02170	CRYING RESTAURANT	EMS	DIAPER RASH CREAM	WE São Paulo	BRAZIL	WE São Paulo
A05/042	04187	BIRTHDAY	KONIMEX	PARAMEX	OGILVY INDONESIA Jakarta	INDONESIA	OGILVY INDONESIA Jakarta
A05/043	04188	SALE	KONIMEX	PARAMEX	OGILVY INDONESIA Jakarta	INDONESIA	OGILVY INDONESIA Jakarta

A06 (Clothing, Footwear & Accessories)

A06/007	02455	ENDURO	BMW	ENDURO HELMET	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico
A06/008	02456	RACE	BMW	RACE HELMET	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico

A07 (Miscellaneous)

A07/018	03765	CYAN	ECOFILL	ECOFILL INK CARTRIDGES	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
A07/019	03768	MAGENTA	ECOFILL	ECOFILL INK CARTRIDGES	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
A07/020	03771	YELLOW	ECOFILL	ECOFILL INK CARTRIDGES	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
A07/021	03775	BLACK	ECOFILL	ECOFILL INK CARTRIDGES	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá

A08 (Cars & Automotive Services)

Shortlist (Outdoor Lions)

A08/004	00063	BIKER	MERCEDES-BENZ VANS	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
A08/005	00064	MOTOCROSS RIDER	MERCEDES-BENZ VANS	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
A08/006	00065	RACER	MERCEDES-BENZ VANS	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
A08/042	01854	OK	FIAT	FIAT 500	MADE Mexico City	MEXICO	MADE Mexico City
A08/043	01855	TUMBS UP	FIAT	FIAT 500	MADE Mexico City	MEXICO	MADE Mexico City
A08/044	02287	CONFUSING INDIAN	ALGHANIM MOTORS - HONDA	HONDA ACCORD GPS	IMPACT & ECHO BBDO Safat	KUWAIT	IMPACT & ECHO BBDO Safat
A08/045	02289	CONFUSING IRANIAN	ALGHANIM MOTORS - HONDA	HONDA ACCORD GPS	IMPACT & ECHO BBDO Safat	KUWAIT	IMPACT & ECHO BBDO Safat
A08/046	02291	CONFUSING ARAB	ALGHANIM MOTORS - HONDA	HONDA ACCORD GPS	IMPACT & ECHO BBDO Safat	KUWAIT	IMPACT & ECHO BBDO Safat
A08/074	04761	HEAVEN	AUDI	AUTOMOBILE	TRIBAL WORLDWIDE ISTANBUL Istanbul	TURKEY	TRIBAL WORLDWIDE ISTANBUL Istanbul
A08/075	04762	HELL	AUDI	AUTOMOBILE	TRIBAL WORLDWIDE ISTANBUL Istanbul	TURKEY	TRIBAL WORLDWIDE ISTANBUL Istanbul
A08/087	01598	SMART FOR TWO YOKO	SMART	SMART FOR TWO	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Hamburg
A08/088	01600	SMART FOR TWO SNAKE	SMART	SMART FOR TWO	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Hamburg
A08/089	01602	SMART FOR TWO JACKIE	SMART	SMART FOR TWO	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Hamburg
A08/126	05227	HYDRANT	MITSUBISHI MOTORS	ALL NEW OUTLANDER AFRICA WITH REARVIEW CAMERA	São Paulo	BRAZIL	AFRICA São Paulo
A08/127	05229	BUSH	MITSUBISHI MOTORS	ALL NEW OUTLANDER AFRICA WITH REARVIEW CAMERA	São Paulo	BRAZIL	AFRICA São Paulo

A09 (Retail Stores, Restaurants & Fast Food Outlets)

A09/010	00206	DRUMSTICK	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
A09/011	00211	BURGER	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
A09/012	00214	FRENCH FRIES	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
A09/013	00440	BIG MAC	McDONALD'S	ICONIC PRODUCTS	TBWA\PARIS	FRANCE	TBWA\PARIS
A09/014	00442	FRENCH FRIES	McDONALD'S	ICONIC PRODUCTS	TBWA\PARIS	FRANCE	TBWA\PARIS
A09/040	00459	SHOE	HARVEY NICHOLS	SPRING/SUMMER SALE 14	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A09/041	00461	SHIRT	HARVEY NICHOLS	SPRING/SUMMER SALE 14	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A09/042	00463	BIKINI	HARVEY NICHOLS	SPRING/SUMMER SALE 14	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London

Shortlist (Outdoor Lions)

A09/072	01648	BALL	IKEA PORTUGAL	CHRISTMAS DECORATIONS	TBWALISBOA	PORTUGAL	TBWALISBOA
A09/073	01649	STAR	IKEA PORTUGAL	CHRISTMAS DECORATIONS	TBWALISBOA	PORTUGAL	TBWALISBOA
A09/074	01650	BIRD	IKEA PORTUGAL	CHRISTMAS DECORATIONS	TBWALISBOA	PORTUGAL	TBWALISBOA

A10 (Travel, Transport & Tourism)

A10/023	01661	BEACH	THAI AIRASIA	THAI AIR ASIA DOMESTIC CAMPAIGN	BBDO PROXIMITY THAILAND Bangkok	THAILAND	BBDO PROXIMITY THAILAND Bangkok
A10/024	01663	MOUNTAIN	THAI AIRASIA	THAI AIR ASIA DOMESTIC CAMPAIGN	BBDO PROXIMITY THAILAND Bangkok	THAILAND	BBDO PROXIMITY THAILAND Bangkok
A10/028	01297	FIREMEN	BEIJING SUBWAY	BEIJING SUBWAY	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA
A10/029	01298	PARAMEDICS	BEIJING SUBWAY	BEIJING SUBWAY	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA
A10/030	01299	PIZZA DELIVERYMEN	BEIJING SUBWAY	BEIJING SUBWAY	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA Beijing
A10/040	02508	DOG	CITY OF BUENOS AIRES	THE BUENOS AIRES PUBLIC BIKE SYSTEM	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
A10/041	02511	BABY	CITY OF BUENOS AIRES	THE BUENOS AIRES PUBLIC BIKE SYSTEM	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
A10/042	02514	SQUIRREL	CITY OF BUENOS AIRES	THE BUENOS AIRES PUBLIC BIKE SYSTEM	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
A10/043	02516	MOTHS	CITY OF BUENOS AIRES	THE BUENOS AIRES PUBLIC BIKE SYSTEM	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami

A11 (Entertainment & Leisure)

A11/012	00698	TOY SOLDIERS	ZÜRICH CHAMBER ORCHESTRA	CONCERT	HAVAS WORLDWIDE Zürich	SWITZERLAND	HAVAS WORLDWIDE Zürich
A11/016	01862	NAPALM	MUSEO MEMORIA Y TOLERANCIA	MUSEO MEMORIA Y TOLERANCIA	MADE Mexico City	MEXICO	MADE Mexico City
A11/017	01863	WWII	MUSEO MEMORIA Y TOLERANCIA	MUSEO MEMORIA Y TOLERANCIA	MADE Mexico City	MEXICO	MADE Mexico City
A11/018	01864	NGUYEN	MUSEO MEMORIA Y TOLERANCIA	MUSEO MEMORIA Y TOLERANCIA	MADE Mexico City	MEXICO	MADE Mexico City
A11/047	04897	THE 2008 CHINA EARTHQUAKE	TWITTER	TWITTER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
A11/048	04899	THE OSAMA BIN LADEN RAID	TWITTER	TWITTER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
A11/049	04901	THE BIRTH OF THE ROYAL BABY	TWITTER	TWITTER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE

Shortlist (Outdoor Lions)

A12 (Publications & Media)

A12/027	01222	HAMBURGER	PENGUIN - COMPANHIA INSTITUCIONAL DAS LETRAS		Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
A12/028	01224	HOTDOG	PENGUIN - COMPANHIA INSTITUCIONAL DAS LETRAS		Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
A12/049	00189	GLAMAZON	PRIME TV	TELEVISION PROGRAMME ADVERTISING	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A12/086	05271	ELTON	NEWS UK	SUNDAY TIMES	GREY LONDON	UNITED KINGDOM	GREY LONDON
A12/087	05273	BRANSON	NEWS UK	SUNDAY TIMES	GREY LONDON	UNITED KINGDOM	GREY LONDON
A12/088	05275	COWELL	NEWS UK	SUNDAY TIMES	GREY LONDON	UNITED KINGDOM	GREY LONDON

A13 (Banking, Investment & Insurance)

A13/007	01502	JAMAICA / SCOTLAND	HANSEMERKUR KRANKENVERSICHERU NG	HEALTH INSURANCE	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf
A13/008	01504	SWEDEN / DENMARK	HANSEMERKUR KRANKENVERSICHERU NG	HEALTH INSURANCE	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf

A14 (Business Equipment & Services)

A14/008	02553	DHL HANDS - RIPPED	DHL	EXPRESS COURIER SERVICES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai / MARURI GREY
A14/009	02554	DHL HANDS - CUTTER	DHL	EXPRESS COURIER SERVICES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai / MARURI GREY
A14/010	02555	DHL HANDS - SCISSORS	DHL	EXPRESS COURIER SERVICES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai / MARURI GREY
A14/015	01435	TITANIC	ADVERTISING ASSOCIATION OF BAHIA	BILLBOARD ADVERTISING	PROPEG Salvador	BRAZIL	PROPEG Salvador
A14/016	01437	POPE	ADVERTISING ASSOCIATION OF BAHIA	BILLBOARD ADVERTISING	PROPEG Salvador	BRAZIL	PROPEG Salvador
A14/018	01441	MICHAEL JACKSON	ADVERTISING ASSOCIATION OF BAHIA	BILLBOARD ADVERTISING	PROPEG Salvador	BRAZIL	PROPEG Salvador

A15 (Commercial Public Services)

Shortlist (Outdoor Lions)

A15/013	03889	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG PHONE WALL CAMPAIGN - LIVING ROOM	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	OGILVY BEIJING	CHINA	OGILVY BEIJING
A15/014	03890	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG PHONE WALL CAMPAIGN - DINING TABLE	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	OGILVY BEIJING	CHINA	OGILVY BEIJING
A15/015	03891	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG PHONE WALL CAMPAIGN - BEDROOM	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	OGILVY BEIJING	CHINA	OGILVY BEIJING
A15/044	04785	BASEMENT	ESSEL GROUP	DISH TV	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai

A16 (Corporate Image & Communication)

A16/002	01464	IKEA GREEN SOLUTIONS	IKEA BELGIUM	IKEA	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
A16/012	03004	STARBUCKS AND GO	STARBUCKS	INSTITUTIONAL BRAND CAMPAIGN	RAI PROPAGANDA São Paulo	BRAZIL	RAI PROPAGANDA São Paulo
A16/019	03187	SINKBOY	COLGATE - PALMOLIVE	COLGATE	RED FUSE COMMUNICATIONS New York	USA	RED FUSE COMMUNICATIONS New York

A17 (Fundraising, Donations & Appeals, Charities, Non-Profit Organisations, Public Health &)

A17/014	00450	KNITTING	AIDES	AIDS PREVENTION	TBWA\PARIS	FRANCE	TBWA\PARIS
A17/015	00452	PEAS	AIDES	AIDS PREVENTION	TBWA\PARIS	FRANCE	TBWA\PARIS
A17/016	00454	PUZZLE	AIDES	AIDS PREVENTION	TBWA\PARIS	FRANCE	TBWA\PARIS
A17/017	00456	PEARLS	AIDES	AIDS PREVENTION	TBWA\PARIS	FRANCE	TBWA\PARIS
A17/018	00557	SKATEBOARD	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
A17/019	00558	ICE CREAM	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
A17/020	00559	SHIRTLESS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto

Shortlist (Outdoor Lions)

A17/060	01236	LOLLIPOP	SANTA CASA DE MISERICÓRDIA	ANTI-OBESITY	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
A17/116	03055	B&W DRESS	ABRINQ FOUNDATION - SAVE THE CHILDREN	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A17/117	03056	BLUE DRESS	ABRINQ FOUNDATION - SAVE THE CHILDREN	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A17/118	03057	PULLOVER	ABRINQ FOUNDATION - SAVE THE CHILDREN	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A17/119	03058	SWEATER	ABRINQ FOUNDATION - SAVE THE CHILDREN	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A17/120	03059	TUNIC	ABRINQ FOUNDATION - SAVE THE CHILDREN	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A17/161	04725	CLAWS	EVOLVE	EVOLVE	McCANN ERICKSON New York	USA	McCANN ERICKSON New
A17/162	04726	BALLOONS	EVOLVE	EVOLVE	McCANN ERICKSON New York	USA	McCANN ERICKSON New
A17/168	04605	NEIGHBOUR	INNOCENCE IN DANGER	PROTECTING CHILDREN FROM ABUSE	ROSAPARK Paris	FRANCE	ROSAPARK Paris
A17/169	04607	FATHER	INNOCENCE IN DANGER	PROTECTING CHILDREN FROM ABUSE	ROSAPARK Paris	FRANCE	ROSAPARK Paris
A17/170	04609	COACH	INNOCENCE IN DANGER	PROTECTING CHILDREN FROM ABUSE	ROSAPARK Paris	FRANCE	ROSAPARK Paris
A17/180	03947	1984	NEW ZEALAND BOOK COUNCIL	NEW ZEALAND BOOK COUNCIL	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A17/181	03948	ROMEO AND JULIET	NEW ZEALAND BOOK COUNCIL	NEW ZEALAND BOOK COUNCIL	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A17/182	03949	THE BIBLE	NEW ZEALAND BOOK COUNCIL	NEW ZEALAND BOOK COUNCIL	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A17/203	04969	SPONGE CHILDREN KITCHEN	SAVE THE CHILDREN	SOCIAL AWARENESS	EL TAIER / TRIBU DDB Guatemala City	GUATEMALA	EL TAIER / TRIBU DDB Guatemala City
A17/209	04429	THE HIV POSITIVE POSTER	GIV (LIFE SUPPORT GROUP)	CORPORATE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A17/225	04415	DAD 1	UNICEF	UNICEF	OGILVY & MATHER CHILE Santiago	CHILE	OGILVY & MATHER CHILE Santiago
A17/226	04417	DAD 2	UNICEF	UNICEF	OGILVY & MATHER CHILE Santiago	CHILE	OGILVY & MATHER CHILE Santiago

B01 (Foods)

B01/008	01221	LITTLE GIRL	FREDDO	ICE CREAM	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
B01/045	02085	PARROT	DOS EN UNO	LOLLIPOP	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B01/046	02086	RAKE	DOS EN UNO	LOLLIPOP	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B01/047	02087	BEEES	DOS EN UNO	LOLLIPOP	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B01/064	05220	PIG - KAMASUTRA	DE CABRON	PEPPER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
B01/065	05221	COW - KAMASUTRA	DE CABRON	PEPPER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

Shortlist (Outdoor Lions)

B02 (Drinks (Alcoholic & Non-Alcoholic))

B02/001	00526	SOCCER	FARNHAM ALE & LAGER	BEERS	Ig2 Québec	CANADA	Ig2 Québec
B02/002	00527	SPOUSE	FARNHAM ALE & LAGER	BEERS	Ig2 Québec	CANADA	Ig2 Québec
B02/031	01645	SELFIE	BACKUS - SAB MILLER	PILSEN CALLAO	PUBLICIS PERU Lima	PERU	PUBLICIS PERU Lima
B02/032	02225	CROSSROADS FIST BUMP – RACE	COCA-COLA	COCA-COLA	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
B02/034	02226	CROSSROADS FIST BUMP – RELIGION	COCA-COLA	COCA-COLA	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
B02/056	02091	DRESS	HUNNEN	BEER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago

B03 (Household)

B03/001	00076	SPAGHETTI	KAO MALAYSIA	MAGICLEAN	DENTSU MALAYSIA Kuala Lumpur	MALAYSIA	DENTSU MALAYSIA Kuala Lumpur
B03/002	00077	TATTOO	KAO MALAYSIA	MAGICLEAN	DENTSU MALAYSIA Kuala Lumpur	MALAYSIA	DENTSU MALAYSIA Kuala Lumpur
B03/007	00235	FLOWER DOG	RECKITT BENCKISER	AIRWICK	HAVAS WORLDWIDE VALE Mexico	MEXICO	HAVAS WORLDWIDE VALE Mexico
B03/013	00670	SKYTRAIN	KAO COMMERCIAL THAILAND	ATTACK AROMA DETERGENT	DENTSU (THAILAND) Bangkok	THAILAND	DENTSU (THAILAND) Bangkok
B03/014	00671	THEATER	KAO COMMERCIAL THAILAND	ATTACK AROMA DETERGENT	DENTSU (THAILAND) Bangkok	THAILAND	DENTSU (THAILAND) Bangkok
B03/015	00669	CLASSROOM	KAO COMMERCIAL THAILAND	ATTACK AROMA DETERGENT	DENTSU (THAILAND) Bangkok	THAILAND	DENTSU (THAILAND) Bangkok
B03/027	02047	MEAT	3M	SCOTCH-BRITE / HEAVY DUTY SCRUB SPONGE	BBDO MEXICO	MEXICO	BBDO MEXICO
B03/028	02049	EGG	3M	SCOTCH-BRITE / HEAVY DUTY SCRUB SPONGE	BBDO MEXICO	MEXICO	BBDO MEXICO
B03/029	02051	SALMON	3M	SCOTCH-BRITE / HEAVY DUTY SCRUB SPONGE	BBDO MEXICO	MEXICO	BBDO MEXICO
B03/033	02704	ICE CREAM	BREEZE	LAUNDRY DETERGENT	LOWE SINGAPORE	SINGAPORE	LOWE SINGAPORE
B03/034	02706	HOT CHOCOLATE	BREEZE	LAUNDRY DETERGENT	LOWE SINGAPORE	SINGAPORE	LOWE SINGAPORE
B03/035	02708	INK	BREEZE	LAUNDRY DETERGENT	LOWE SINGAPORE	SINGAPORE	LOWE SINGAPORE
B03/039	02649	JUDITE	TEKBOND	SUPER GLUE	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
B03/040	02651	NOEMIA	TEKBOND	SUPER GLUE	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
B03/041	02653	MIRTES	TEKBOND	SUPER GLUE	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO

Shortlist (Outdoor Lions)

B03/070	04023	FAST LIGHTING CHARCOAL- CHEETAH	KINGSFORD	FAST LIGHTING CHARCOAL	ALMA DDB Miami	USA	ALMA DDB Miami
B03/071	04026	FAST LIGHTING CHARCOAL- RUNNER	KINGSFORD	FAST LIGHTING CHARCOAL	ALMA DDB Miami	USA	ALMA DDB Miami
B03/075	04031	PANDA	THE CLOROX COMPANY	GREEN WORKS	ALMA DDB Miami	USA	ALMA DDB Miami

B04 (Home Appliances, Furnishings, Electronics & Audio-Visual)

B04/045	02548	AUBERGINE	DE'LONGHI GROUP - KENWOOD	KITCHEN APPLIANCES (KITCHEN MACHINE)	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES	J. WALTER THOMPSON DUBAI
B04/070	03489	WORKERS	SAMSUNG ELECTRONICS ITALIA SPA	MINI CAMERA	J. WALTER THOMPSON ITALY Milan	ITALY	J. WALTER THOMPSON ITALY Milan
B04/071	03491	KISS	SAMSUNG ELECTRONICS ITALIA SPA	MINI CAMERA	J. WALTER THOMPSON ITALY Milan	ITALY	J. WALTER THOMPSON ITALY Milan
B04/082	02088	COUPLE	SODIMAC	OZOM	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B04/083	02089	FAT	SODIMAC	OZOM	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B04/084	02090	FISH	SODIMAC	OZOM	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B04/091	02759	KALLAX	IKEA	IKEA	DDB GROUP Hamburg	GERMANY	DDB GROUP Hamburg
B04/114	04452	OFFICE	PHILIPS	COMPACT GO VACCUM CLEANER	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B04/116	04454	BEDROOM	PHILIPS	COMPACT GO VACCUM CLEANER	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B04/124	04979	+5	TOK&STOK	FURNITURE	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
B04/125	04980	6-8	TOK&STOK	FURNITURE	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
B04/133	04928	BUS	CKGADGET	AUDIOGEAR	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER
B04/169	05158	HELLO KITTY	DURACELL	HOME ELECTRONICS & AUDIO-VISUAL	GREY LONDON	UNITED KINGDOM	GREY LONDON
B04/170	05159	MONKEY	DURACELL	HOME ELECTRONICS & AUDIO-VISUAL	GREY LONDON	UNITED KINGDOM	GREY LONDON
B04/171	05160	CLASSIC ROBOT	DURACELL	HOME ELECTRONICS & AUDIO-VISUAL	GREY LONDON	UNITED KINGDOM	GREY LONDON

B05 (Cosmetics & Beauty, Toiletries & Pharmacy)

B05/035	01652	ALEX	MILLIMED THAILAND	THROATSIL	BBDO PROXIMITY THAILAND Bangkok	THAILAND	BBDO PROXIMITY THAILAND Bangkok
B05/036	01653	RAMSAY	MILLIMED THAILAND	THROATSIL	BBDO PROXIMITY THAILAND Bangkok	THAILAND	BBDO PROXIMITY THAILAND Bangkok

Shortlist (Outdoor Lions)

B05/037	01654	TYLER	MILLIMED THAILAND	THROATSIL	BBDO PROXIMITY THAILAND Bangkok	THAILAND	BBDO PROXIMITY THAILAND Bangkok
B05/054	02218	FIGHT YOUR AGE	BODY SHAPE CORPORATION GROUP	HAIR MAX SHAMPOO	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK
B05/058	03410	CHURCH -BALL	BAYER BRASIL	CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B05/059	03411	CARPET - WINE	BAYER BRASIL	CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B05/060	03412	CAR - VASE	BAYER BRASIL	CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B05/061	03416	NELSON'S FOOT	BAYER BRASIL	DR. SCHOLL'S	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B05/062	03417	ANNA'S FOOT	BAYER BRASIL	DR. SCHOLL'S	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B05/063	03418	JOSE'S FOOT	BAYER BRASIL	DR. SCHOLL'S	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B05/067	03503	BARBER SPA 1	PROCTER & GAMBLE	THE ART OF SHAVING	BBDO NEW YORK	USA	BBDO NEW YORK
B05/075	03535	FINE LINE	POPULATION SERVICES INTERNATIONAL	LOVERS+ CONDOMS	JOE PUBLIC UNITED Johannesburg	SOUTH AFRICA	JOE PUBLIC UNITED Johannesburg
B05/083	03589	PLANE	DUREX	CONDOM-MUTUAL CLIMAX	HAVAS WORLDWIDE ISTANBUL TURKEY		HAVAS WORLDWIDE ISTANBUL
B05/084	03590	TRAIN	DUREX	CONDOM-MUTUAL CLIMAX	HAVAS WORLDWIDE ISTANBUL TURKEY		HAVAS WORLDWIDE ISTANBUL
B05/101	01807	WAITING ROOM	PFIZER CANADA	PREPARATION H	Y&R TORONTO	CANADA	Y&R TORONTO
B05/120	03858	SAILOR	X SENSE MEN	X SENSE MEN DE ALL NUTRITION	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B05/121	03859	FIGHTER	X SENSE MEN	X SENSE MEN DE ALL NUTRITION	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B05/128	04847	FACE & BODY - HANDLEBAR MOUSTACHE	SINBO	TRIMMER/PERSONAL CARE	TBWAISTANBUL	TURKEY	TBWAISTANBUL
B05/129	04849	FACE & BODY - BRAID BEARD	SINBO	TRIMMER/PERSONAL CARE	TBWAISTANBUL	TURKEY	TBWAISTANBUL
B05/163	04972	HEART	RECKITT BENCKISER (INDIA)	DUREX REALFEEL CONDOMS	CREATIVELAND ASIA Mumbai	INDIA	CREATIVELAND ASIA Mumbai
B05/164	04973	GUT	RECKITT BENCKISER (INDIA)	DUREX REALFEEL CONDOMS	CREATIVELAND ASIA Mumbai	INDIA	CREATIVELAND ASIA Mumbai
B05/165	04974	BRAIN	RECKITT BENCKISER (INDIA)	DUREX REALFEEL CONDOMS	CREATIVELAND ASIA Mumbai	INDIA	CREATIVELAND ASIA Mumbai

B06 (Clothing, Footwear & Accessories)

B06/033	05206	BABY SELFIE SAWYER	CARTA BRANCA	BABY CLOTHES	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
B06/034	05207	BABY SELFIE KIM	CARTA BRANCA	BABY CLOTHES	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
B06/035	05208	BABY SELFIE BOBBY	CARTA BRANCA	BABY CLOTHES	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

B07 (Miscellaneous)

B07/001	00602	VIKING	COPIC	COPIC MARKER	FCB CHICAGO	USA	FCB CHICAGO
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Shortlist (Outdoor Lions)

B07/002	00604	BEAR	COPIC	COPIC MARKER	FCB CHICAGO	USA	FCB CHICAGO
B07/003	00606	LUCHADOR	COPIC	COPIC MARKER	FCB CHICAGO	USA	FCB CHICAGO
B07/004	01412	TREE	PT FABER-CASTELL INTERNATIONAL INDONESIA	FABER-CASTELL ERASER	LEO BURNETT INDONESIA Jakarta	INDONESIA	LEO BURNETT INDONESIA Jakarta
B07/005	01856	JAIL	STABILO	STABILO 0.4	MADE Mexico City	MEXICO	MADE Mexico City
B07/006	01857	CHEERLEADER	STABILO	STABILO 0.4	MADE Mexico City	MEXICO	MADE Mexico City
B07/007	01858	SEESAW	STABILO	STABILO 0.4	MADE Mexico City	MEXICO	MADE Mexico City
B07/028	03772	YELLOW	ECOFILL	ECOFILL INK CARTRIDGES	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá

B08 (Cars & Automotive Services)

B08/045	02288	CONFUSING INDIAN	ALGHANIM MOTORS - HONDA	HONDA ACCORD GPS	IMPACT & ECHO BBDO Safat	KUWAIT	IMPACT & ECHO BBDO Safat
B08/046	02290	CONFUSING IRANIAN	ALGHANIM MOTORS - HONDA	HONDA ACCORD GPS	IMPACT & ECHO BBDO Safat	KUWAIT	IMPACT & ECHO BBDO Safat
B08/047	02292	CONFUSING ARAB	ALGHANIM MOTORS - HONDA	HONDA ACCORD GPS	IMPACT & ECHO BBDO Safat	KUWAIT	IMPACT & ECHO BBDO Safat
B08/054	00425	TERMINAL VELOCITY	VOLKSWAGEN SOUTH AFRICA	GOLF R	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN
B08/073	02879	SPIDER	JAGUAR LAND ROVER SOUTH AFRICA	LAND ROVER BRAND	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town
B08/074	02880	SCORPION	JAGUAR LAND ROVER SOUTH AFRICA	LAND ROVER BRAND	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town
B08/075	02881	LEECH	JAGUAR LAND ROVER SOUTH AFRICA	LAND ROVER BRAND	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town
B08/089	03426	MANED WOLF	AUDI BRASIL	BRAKE ASSIST	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B08/108	03337	MORSE CODE	JEEP	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
B08/109	03338	SMOKE SIGNAL	JEEP	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
B08/135	01432	5 PERCENT	YAMAHA MOTOR PHILIPPINES	YAMAHA MOTORCYCLES	DENTSU PHILIPPINES Manila	THE PHILIPPINES	DENTSU PHILIPPINES Manila
B08/136	01433	16 PERCENT	YAMAHA MOTOR PHILIPPINES	YAMAHA MOTORCYCLES	DENTSU PHILIPPINES Manila	THE PHILIPPINES	DENTSU PHILIPPINES Manila
B08/137	01434	23 PERCENT	YAMAHA MOTOR PHILIPPINES	YAMAHA MOTORCYCLES	DENTSU PHILIPPINES Manila	THE PHILIPPINES	DENTSU PHILIPPINES Manila
B08/138	04035	HYDRANT	LAND ROVER	PARKING AID SYSTEM	Y&R Moscow	RUSSIA	Y&R Moscow
B08/172	01599	SMART FOR TWO YOKO	SMART	SMART FOR TWO	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Hamburg
B08/173	01601	SMART FOR TWO SNAKE	SMART	SMART FOR TWO	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Hamburg
B08/174	01603	SMART FOR TWO JACKIE	SMART	SMART FOR TWO	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Hamburg
B08/181	05033	SUFFRAGIST	GENERAL MOTORS - OPEL	OPEL REAR VIEW CAMERA	TAPSA Y&R Madrid	SPAIN	TAPSA Y&R Madrid

Shortlist (Outdoor Lions)

B08/199	00172	RED	NISSAN	SELF HEALING PAINT	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B08/200	00173	BLUE	NISSAN	SELF HEALING PAINT	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B08/201	00174	YELLOW	NISSAN	SELF HEALING PAINT	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B08/225	04515	VOLKSWAGEN BI-XENON HEADLAMPS	VOLKSWAGEN	BI-XENON HEADLAMPS	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai
B08/226	04516	VOLKSWAGEN - AUTOMATIC DISTANCE CONTROL	VOLKSWAGEN	AUTOMATIC DISTANCE CONTROL	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai

B09 (Retail Stores, Restaurants & Fast Food Outlets)

B09/002	00207	DRUMSTICK	KFC	KFC BRAND	BBDO PROXIMITY Malaysia Kuala Lumpur	MALAYSIA	BBDO PROXIMITY Malaysia Kuala Lumpur
B09/003	00212	BURGER	KFC	KFC BRAND	BBDO PROXIMITY Malaysia Kuala Lumpur	MALAYSIA	BBDO PROXIMITY Malaysia Kuala Lumpur
B09/004	00215	FRENCH FRIES	KFC	KFC BRAND	BBDO PROXIMITY Malaysia Kuala Lumpur	MALAYSIA	BBDO PROXIMITY Malaysia Kuala Lumpur
B09/008	00709	FORREST GUMP	VIDÉOTRON LE SUPERCLUB	DVDS & BLU-RAYS	SID LEE Montreal	CANADA	SID LEE Montreal
B09/041	00460	SHOE	HARVEY NICHOLS	SPRING/SUMMER SALE 14	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
B09/042	00462	SHIRT	HARVEY NICHOLS	SPRING/SUMMER SALE 14	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
B09/043	00464	BIKINI	HARVEY NICHOLS	SPRING/SUMMER SALE 14	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
B09/115	04264	EMPTY FRIDGE	PIZZA HUT RESTAURANTS	PIZZA HUT DELIVERY	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
B09/116	04265	FEED ME	PIZZA HUT RESTAURANTS	PIZZA HUT DELIVERY	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
B09/117	04266	GLUED TO THE TV	PIZZA HUT RESTAURANTS	PIZZA HUT DELIVERY	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
B09/118	04267	HUNGRY WORKERS	PIZZA HUT RESTAURANTS	PIZZA HUT DELIVERY	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur

B10 (Travel, Transport & Tourism)

B10/009	00247	GRANDPA	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG
B10/016	01712	BERLISTANBUL	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY
B10/017	01714	PARISSELDORF	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY
B10/018	01716	COLONDON	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY
B10/034	01300	FIREMEN	BEIJING SUBWAY	BEIJING SUBWAY	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA
B10/035	01301	PARAMEDICS	BEIJING SUBWAY	BEIJING SUBWAY	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA

Shortlist (Outdoor Lions)

B10/036	01302	PIZZA DELIVERYMEN	BEIJING SUBWAY	BEIJING SUBWAY	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA Beijing
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B11 (Entertainment & Leisure)

B11/022	00839	LAËTICIA	LEGO	TOYS	BRAD Montréal	CANADA	BRAD Montréal
B11/023	00840	MIKA	LEGO	TOYS	BRAD Montréal	CANADA	BRAD Montréal
B11/024	00841	TAM	LEGO	TOYS	BRAD Montréal	CANADA	BRAD Montréal
B11/032	00335	COOKIES	HASBRO	PLAY-DOH	PUBLICIS MACHINE Cape Town	SOUTH AFRICA	PUBLICIS MACHINE Cape Town
B11/046	00106	OBUS	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
B11/047	00109	SLEDGEHAMMER	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
B11/048	00112	GRENADE	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
B11/050	00118	TAXI	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
B11/051	00121	SAW	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
B11/094	04006	SOUNDLAB - SAILOR'S KISS	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
B11/095	04008	SOUNDLAB - RUN GIRL RUN	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo

B12 (Publications & Media)

B12/070	04823	SOLDIER	MAXIM	BOOKS, NEWSPAPERS & MAGAZINES PUBLISHING	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City
B12/071	04825	MARATHONER	MAXIM	BOOKS, NEWSPAPERS & MAGAZINES PUBLISHING	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City
B12/072	04827	MOM	MAXIM	BOOKS, NEWSPAPERS & MAGAZINES PUBLISHING	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City
B12/073	04829	PHOTOGRAPHER	MAXIM	BOOKS, NEWSPAPERS & MAGAZINES PUBLISHING	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City

Shortlist (Outdoor Lions)

B12/084	04831	TWENTY THOUSAND LEAGUES UNDER THE SEA	SARAIVA	BOOKS	F.BIZ São Paulo	BRAZIL	F.BIZ São Paulo
B12/085	04832	METAMORPHOSIS	SARAIVA	BOOKS	F.BIZ São Paulo	BRAZIL	F.BIZ São Paulo
B12/086	04833	TREASURE ISLAND	SARAIVA	BOOKS	F.BIZ São Paulo	BRAZIL	F.BIZ São Paulo
B12/087	04834	THE LITTLE PRINCE	SARAIVA	BOOKS	F.BIZ São Paulo	BRAZIL	F.BIZ São Paulo
B12/088	04835	WAR AND PEACE	SARAIVA	BOOKS	F.BIZ São Paulo	BRAZIL	F.BIZ São Paulo
B12/089	04238	SOUND WAVE - ALICE IN WONDERLAND	PUFFIN	CHILDREN'S AUDIOBOOKS	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI
B12/090	04239	SOUND WAVE - THE JUNGLE BOOK	PUFFIN	CHILDREN'S AUDIOBOOKS	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI
B12/091	04240	SOUND WAVE - CINDERELLA	PUFFIN	CHILDREN'S AUDIOBOOKS	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI

B13 (Banking, Investment & Insurance)

B13/005	00330	EURO	ISBANK	DIGITAL BANKING / INTERNET BRANCH	TRIBAL WORLDWIDE ISTANBUL Istanbul	TURKEY	TRIBAL WORLDWIDE ISTANBUL Istanbul
B13/006	00331	RUBLE	ISBANK	DIGITAL BANKING / INTERNET BRANCH	TRIBAL WORLDWIDE ISTANBUL Istanbul	TURKEY	TRIBAL WORLDWIDE ISTANBUL Istanbul
B13/007	00332	YEN	ISBANK	DIGITAL BANKING / INTERNET BRANCH	TRIBAL WORLDWIDE ISTANBUL Istanbul	TURKEY	TRIBAL WORLDWIDE ISTANBUL Istanbul
B13/013	01505	SWEDEN / DENMARK	HANSEMERKUR KRANKENVERSICHERUNG	HEALTH INSURANCE	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf

B14 (Business Equipment & Services)

B14/017	03392	BILL CLINTON	GETTY IMAGES	20 YEARS OF GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B14/018	03393	SCARLET JOHANSSON	GETTY IMAGES	20 YEARS OF GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B14/019	03394	PRINCE WILLIAM	GETTY IMAGES	20 YEARS OF GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B14/021	03399	AMUR LEOPARD	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

B15 (Commercial Public Services)

B15/031	04095	HAPPY	BAIDU	ONLINE SAFETY PRODUCT	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
B15/032	04097	CHEEKY	BAIDU	ONLINE SAFETY PRODUCT	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
B15/033	04099	SMILEY	BAIDU	ONLINE SAFETY PRODUCT	Y&R SHANGHAI	CHINA	Y&R SHANGHAI

Shortlist (Outdoor Lions)

B15/034	04101	CRAZY	BAIDU	ONLINE SAFETY PRODUCT	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
B15/057	04782	SOFA	ESSEL GROUP	DISH TV	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
B15/058	04784	PUDDLE	ESSEL GROUP	DISH TV	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
B15/059	04786	BASEMENT	ESSEL GROUP	DISH TV	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai

B16 (Corporate Image & Communication)

B16/004	01738	FROG	LAND ROVER USA	LAND ROVER POSTER ADS	Y&R NEW YORK	USA	Y&R NEW YORK
B16/011	03185	SINKGIRL	COLGATE - PALMOLIVE	COLGATE	RED FUSE COMMUNICATIONS New York	USA	RED FUSE COMMUNICATIONS New York
B16/012	03188	SINKBOY	COLGATE - PALMOLIVE	COLGATE	RED FUSE COMMUNICATIONS New York	USA	RED FUSE COMMUNICATIONS New York

B17 (Fundraising, Donations & Appeals, Charities, Non-Profit Organisations, Public Health &)

B17/041	01237	LOLLIPOP	SANTA CASA DE MISERICÓRDIA	ANTI-OBESITY	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
B17/042	01239	CHOCOLATE	SANTA CASA DE MISERICÓRDIA	ANTI-OBESITY	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
B17/043	01241	SODA	SANTA CASA DE MISERICÓRDIA	ANTI-OBESITY	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
B17/056	01525	CYCLIST	PEUGEOT	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
B17/144	03062	PULLOVER	ABRINQ FOUNDATION - SAVE THE CHILDREN	INSTITUTIONAL	LEW'LARA'ITBWA São Paulo	BRAZIL	LEW'LARA'ITBWA São Paulo
B17/145	03063	SWEATER	ABRINQ FOUNDATION - SAVE THE CHILDREN	INSTITUTIONAL	LEW'LARA'ITBWA São Paulo	BRAZIL	LEW'LARA'ITBWA São Paulo
B17/146	03064	TUNIC	ABRINQ FOUNDATION - SAVE THE CHILDREN	INSTITUTIONAL	LEW'LARA'ITBWA São Paulo	BRAZIL	LEW'LARA'ITBWA São Paulo
B17/156	01335	FACEBOOK	BREAST CANCER FOUNDATION	B17	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
B17/157	01337	TWITTER	BREAST CANCER FOUNDATION	B17	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
B17/158	01339	INSTAGRAM	BREAST CANCER FOUNDATION	B17	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
B17/174	02971	FATTY	UNICEF	CORP	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B17/175	02973	NERD	UNICEF	CORP	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago

Shortlist (Outdoor Lions)

B17/222	04931	STRAWBERRY CAKE	DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN	DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
B17/223	04932	VANILLA CAKE	DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN	DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
B17/224	04933	CHOCOLATE BROWNIE	DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN	DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
B17/249	04912	SHAKE YOUR HEAD	WILDLIFE MANAGEMENT ASSOCIATION	WILDLIFE MANAGEMENT CAMPAIGN AND FUNDRAISING	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul
B17/250	04913	SHAKE YOUR HEAD	WILDLIFE MANAGEMENT ASSOCIATION	WILDLIFE MANAGEMENT CAMPAIGN AND FUNDRAISING	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul
B17/254	05114	UK	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
B17/255	05116	SWEDEN	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
B17/256	05118	NETHERLANDS	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
B17/257	05120	GERMANY	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
B17/258	05122	ITALY	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
B17/259	05124	SCOTLAND	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
B17/266	04993	KIDNEY	BENEFICIÊNCIA PORTUGUESA HOSPITAL	ORGAN DONATION	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

C01 (Adapted Billboards and Outdoor Posters)

Shortlist (Outdoor Lions)

C01/022	01155	PROBABLY THE BEST POSTER IN THE WORLD	CARLSBERG UK	CARLSBERG	FOLD7 London	UNITED KINGDOM	FOLD7 London
C01/030	01754	THERE'S ANOTHER SIDE TO THE STORY - NEVER IN A MILLION YEARS	DEPAUL UK	HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
C01/031	01755	THERE'S ANOTHER SIDE TO THE STORY - THERE'S NO WAY IN THE WORLD	DEPAUL UK	HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
C01/032	01756	THERE'S ANOTHER SIDE TO THE STORY - YOU'D STRUGGLE TO SLEEP AT NIGHT	DEPAUL UK	HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
C01/033	01832	OCEANIC INITIATIVES/THE BEACH WANTED AD	SURFRIDER FOUNDATION EUROPE	NGO	Y&R PARIS	FRANCE	Y&R PARIS
C01/034	01912	ONLY PAY FOR WHAT YOU USE.	MERCEDES-BENZ CANADA INC.	SMART CAR	ONE TWENTY THREE WEST Vancouver	CANADA	ONE TWENTY THREE WEST Vancouver
C01/039	02739	KEEP A FRIENDLY DISTANCE	VOLKSWAGEN	ACC SYSTEM	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid / CLEAR CHANNEL INTERNATIONAL
C01/058	02264	NOTHING TO SEE GULL!	HUNGRY JACK'S	FRIES	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY
C01/059	00596	MARCIA GETS HUNGRY	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	BBDO NEW YORK
C01/078	04599	PARIS	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE	ROSAPARK Paris
C01/079	04601	AMSTERDAM	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE	ROSAPARK Paris
C01/080	04603	BRUSSELS	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE	ROSAPARK Paris
C01/081	04016	FRESH VS ROTTEN	THE CLOROX COMPANY - GLAD	GLAD CLING WRAP	ALMA DDB Miami	USA	ALMA DDB Miami
C01/083	02902	THE CAN CURRENCY	McDONALD'S SWEDEN	McDONALD'S	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
C01/090	04366	THE DRINKABLE BILLBOARD	THE COCA-COLA COMPANY	NON-ALCOHOLIC BEVERAGES	OGILVY NEW YORK	USA	OGILVY NEW YORK
C01/097	04395	SERENA	BELL MEDIA (TSN)	US OPEN	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
C01/098	04397	MILOS	BELL MEDIA (TSN)	US OPEN	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
C01/099	04399	EUGENIE	BELL MEDIA (TSN)	US OPEN	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
C01/123	03098	THE FRESHEST BILLBOARDS	3M THAILAND	3M ZIPPER BAGS	CREATIVE JUICE\BANGKOK Bangkok	THAILAND	CREATIVE JUICE\BANGKOK Bangkok

Shortlist (Outdoor Lions)

C01/138	04182	DONATION POSTERS	PUBLIC TRANSPORT VICTORIA	CHARITY	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
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C02 (Adapted Indoor Posters)

C02/037	04172	1987	NIKE HONG KONG	NIKE AIR MAX	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG
C02/038	04174	1990	NIKE HONG KONG	NIKE AIR MAX	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG
C02/039	04176	1997	NIKE HONG KONG	NIKE AIR MAX	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG
C02/071	04879	DNA PRISONER 4	CALIFORNIA ATTORNEYS FOR CRIMINAL JUSTICE	CRIMINAL JUSTICE	GREY NEW YORK	USA	GREY NEW YORK / GREY KUALA LUMPUR
C02/072	04878	DNA PRISONER 3	CALIFORNIA ATTORNEYS FOR CRIMINAL JUSTICE	CRIMINAL JUSTICE	GREY NEW YORK	USA	GREY NEW YORK / GREY KUALA LUMPUR
C02/073	05260	PRISONER DNA 1	CALIFORNIA ATTORNEYS FOR CRIMINAL JUSTICE	CRIMINAL JUSTICE	GREY NEW YORK	USA	GREY NEW YORK / GREY KUALA LUMPUR
C02/074	05261	PRISONER DNA 2	CALIFORNIA ATTORNEYS FOR CRIMINAL JUSTICE	CRIMINAL JUSTICE	GREY NEW YORK	USA	GREY NEW YORK / GREY KUALA LUMPUR

D01 (Non-Standard Indoor Advertising)

D01/005	00413	YOGA HANGERS	OMNITOM	YOGA CLOTHES	NOBLE GRAPHICS\TBWA Sofia	BULGARIA	NOBLE GRAPHICS\TBWA Sofia
D01/009	00883	THE LANDSCAPE SONG	FCA – FIAT CHRYSLER AUTOMOTIVE	JEEP WITH HI-FI AUDIO SYSTEM	FCB BUENOS AIRES	ARGENTINA	FCB BUENOS AIRES
D01/022	02155	GLASSES OF CONCIOUSNESS	AXA INSURANCE	PUBLIC AWARENESS CAMPAIGN.	ARRECHEDERA CLAVEROL Ciudad de México	MEXICO	ARRECHEDERA CLAVEROL Ciudad de
D01/066	01748	BUTTON	RED CROSS OF SERBIA	ANTI TRAFFICKING	NEW MOMENT NEW IDEAS COMPANY Y&R Belgrade	SERBIA	NEW MOMENT NEW IDEAS COMPANY Y&R
D01/089	03693	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
D01/097	04481	#MYFAMILYCAN	SPC ARDMONA	SPC CANNED FRUIT AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE
D01/098	04843	IKEA EASY ASSEMBLY DISPLAYS	IKEA TURKEY	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
D01/109	03500	SAS ESCALATOR	SAS (SCANDINAVIAN AIRLINES)	SAS	LOS & CO Oslo	NORWAY	LOS & CO Oslo

D02 (Small Scale Special Solutions)

D02/040	03387	PAPARAZZI TROLL	CASA DO ZEZINHO	CASA DO ZEZINHO	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
D02/050	03549	BOSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	SWEDEN	INGO Stockholm
D02/059	04425	MAS QUE UN AUTO	TOYOTA	BRAND LOYALTY	CONILL SAATCHI & SAATCHI Miami	USA	CONILL SAATCHI & SAATCHI Miami

Shortlist (Outdoor Lions)

D02/079	03094	HELMET LESSONS	YAMAHA	YAMAHA	TBWA\GUATEMALA	GUATEMALA	TBWA\GUATEMALA
D02/081	04203	NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
D02/092	04693	MESSAGE IN A BOTTLE	AB-INBEV	ANDES	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
D02/103	05173	TICKET BOOKS	L&PM	POCKET BOOKS	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
D02/108	05169	LIFEPAIN	VOLVO UK	VOLVO BRAND	GREY LONDON	UNITED KINGDOM	GREY LONDON
D02/109	04200	CHOOSE BEAUTIFUL	UNILEVER	DOVE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago

D03 (Special Build)

D03/011	00550	NIKE+ FUELBOX	NIKE	SOCIAL STRATEGY, PRODUCT DESIGN, VISUAL DESIGN, USER EXPERIENCE, LOYALTY	HUGE New York	USA	HUGE New York
D03/012	00608	PICTURES OF MEMORY	MINISTRY OF TOURISM	URUGUAY NATURAL	Y&R URUGUAY Montevideo	URUGUAY	Y&R URUGUAY Montevideo
D03/013	00617	THE IOE MACHINE	CISCO	CISCO	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
D03/015	00694	AUDI LED SCOREBOARD	AUDI	LED LIGHT TECHNOLOGY	RAZORFISH Berlin	GERMANY	RAZORFISH Berlin
D03/031	00243	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
D03/041	00492	LIFE TIME CLOCK	STIFTUNG FÜRS LEBEN - DEUTSCHE STIFTUNG ORGANTRANSPLANTATION (DSO)	FOR LIFE - FOR ORGAN-DONATIONS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
D03/046	01287	LIGHT IS TIME	CITIZEN WATCH	CITIZEN	ASATSU-DK Tokyo	JAPAN	ASATSU-DK Tokyo
D03/050	01112	XPERIA UNDERWATER STORE	SONY MOBILE COMMUNICATIONS	MOBILE	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai
D03/081	02957	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / CURRENT Chicago
D03/093	01560	WORKOUT BILLBOARDS	COCA-COLA	POWERADE	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
D03/104	03245	THE WORLD'S FIRST BILLBED	MOLTYFOAM	MATTRESSES	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore
D03/116	00926	SMART POP UP BILLBOARDS	MERCEDES-BENZ CARS VERTRIEB DEUTSCHLAND	SMART FORTWO	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf
D03/148	04925	SHADOW PLAY	PEMCO INTERLIGHT CO.	LAMPTITUDE	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok

Shortlist (Outdoor Lions)

D03/149	01471	KEEP OUT OF CHILDREN'S REACH	SANTANA DRUGSTORE	INSTITUTIONAL	REVOLUTION BRASIL Salvador - Bahia	BRAZIL	REVOLUTION BRASIL Salvador - Bahia
D03/159	04911	A MESSAGE TO SPACE	HYUNDAI MOTOR COMPANY	BRAND CAMPAIGN	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul

D04 (Live Advertising and Events)

D04/030	03586	STREET TAPS	VISA	VISA	BBDO NEW YORK	USA	BBDO NEW YORK
D04/035	02741	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
D04/061	03330	LOVE HAS NO LABELS	ADDCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
D04/079	03176	A DISCOUNT TO YOUR MISFORTUNE	ISLAZUL	ISLAZUL	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid
D04/088	02583	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
D04/090	03106	OCTOGRAPHER	SONY NEW ZEALAND	SONY CYBER-SHOT TX30	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
D04/094	03701	#THE WATER PROJECT	THE WATER PROJECT FOUNDATION	THE WATER PROJECT	WALTON ISAACSON Los Angeles	USA	WALTON ISAACSON Los Angeles
D04/107	04529	DONATION BADGES	ABTO (BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION)	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
D04/108	04658	INTIMATE WORDS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT MEXICO	MEXICO	LEO BURNETT MEXICO
D04/113	02998	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE	OGILVY PARIS
D04/121	04881	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK
D04/124	04438	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

D05 (Interactive Outdoor Experiences)

D05/014	00793	LICHTGRENZE	THE CITY OF BERLIN (KULTURPROJEKTE BERLIN)	CITY WIDE MEMORIAL LIGHT INSTALLATION AND LIVE EVENT	WHITEVOID Berlin	GERMANY	WHITEVOID Berlin
D05/023	00949	REEBOK ZPUMP FUSION: SUBWAY PUMP BATTLE!	REEBOK	REEBOK	INNORED Seoul	SOUTH KOREA	INNORED Seoul
D05/032	02188	BUD LIGHT WHATEVER, USA LAUNCH 2014	AB-INBEV	BUD LIGHT	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago / MOSAIC Chicago, IL

Shortlist (Outdoor Lions)

D05/048	01719	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
D05/049	02186	THE LAST SHOT	JORDAN BRAND	FOOTWEAR	AKQA San Francisco	USA	AKQA San Francisco
D05/059	01317	THE IDEAS PROJECTOR	DEUTSCHE BANK	FINANCIAL SERVICES / FINANCIATION OF BUSINESS AND ENTREPRENEURS	FCB SPAIN Madrid	SPAIN	FCB SPAIN Madrid
D05/068	03481	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
D05/069	01626	IMAGINATION MACHINE	S7 AIRLINES	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM
D05/071	04286	TWEET VILLAGE	SEKERBANK	FAMILY FARMING BANKING	CONCEPT Istanbul	TURKEY	CONCEPT Istanbul
D05/077	04597	WAVE	DECATHLON	TRIBORD IZEBER FLOTATION VESTS	ROSAPARK Paris	FRANCE	ROSAPARK Paris
D05/078	03178	MYSTERIOUS STORIES	TOYOTA MOTOR SPAIN	TOYOTA SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid

D06 (Transit)

D06/034	03390	ACC BUS BACK	VOLKSWAGEN DO BRASIL	ACC SYSTEMS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
D06/037	03502	PARKING WHILE HUNGRY	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	BBDO NEW YORK
D06/069	04665	SAFETY TRUCK	SAMSUNG	CORPORATE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires
D06/071	04532	SAFETY WI-FI	FIAT	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
D06/077	04064	REDUCE SPEED DIAL	VOLKSWAGEN	VOLKSWAGEN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
D06/083	05174	UNFORGETTABLE SHOTS	SHOPPING SP MARKET/CAMINHO DE VOLTA PROJECT	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
D06/085	05177	PARKING RADIO	FMA BRASIL INSURANCE	CAR INSURANCE COMPANY	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

D07 (Digital Screens)

D07/003	00164	LOOK AT ME	WOMEN'S AID	WOMEN'S AID	WCRS London	UNITED KINGDOM	WCRS London
D07/023	02266	STEP IN	THE GERMAN PEACE SOCIETY	THE GERMAN PEACE SOCIETY	THJNK Hamburg	GERMANY	THJNK Hamburg
D07/027	00830	ECLIPSE	PERFETTE VAN MELLE	CHUPA CHUPS	BBH London	UNITED KINGDOM	BBH London

Shortlist (Outdoor Lions)

E07/046	03598	THE OREO ECLIPSE	MONDELÉZ INTERNATIONAL	OREO	PHD London	UNITED KINGDOM	DRUM London
E07/057	04183	DONATION POSTERS	PUBLIC TRANSPORT VICTORIA	CHARITY	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
E07/064	05202	ESPN EYE TEST / BUS SHELTER	ESPN	UEFA CHAMPIONS LEAGUE	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

D08 (Non-Formatted Digital Outdoor)

D08/006	02267	DISAPPEARING BILLBOARDS	AUDI	AUDI H-TRON	THJNK Hamburg	GERMANY	THJNK Hamburg
D08/011	04084	BREATHE AGAIN	XIAO ZHU	AIR PURIFIER	Y&R SHANGHAI	CHINA	Y&R SHANGHAI

E01 (Integrated Campaigns led by Outdoor)

E01/002	00210	ZOO JEANS	KAMINE ZOOLOGICAL SUPPORT ASSOCIATION MINEKO-CLUB	KAMINE ZOO	I&S BBDO Tokyo	JAPAN	I&S BBDO Tokyo
E01/011	02742	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
E01/013	01042	NOT THERE	THE CLINTON FOUNDATION	NO CEILINGS REPORT	DROGA5 New York	USA	DROGA5 New York
E01/018	01925	WORLD GALLERY	APPLE	IPHONE 6	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles / APPLE
E01/019	01418	CONVERSE: MADE BY YOU	CONVERSE	FASHION/APPAREL - THE CHUCK TAYLOR ALL STAR	ANOMALY New York	USA	ANOMALY New York
E01/040	03249	SIGNS	McDONALD'S USA	McDONALD'S	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
E01/052	03375	REAL VICTIMS POSTER	CAMPO CINE	REFUGIADOS	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
E01/059	04882	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK
E01/063	04441	THE HIV POSITIVE POSTER	GIV (LIFE SUPPORT GROUP)	CORPORATE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

F01 (Copywriting)

F01/024	01757	THERE'S ANOTHER SIDE TO THE STORY - NEVER IN A MILLION YEARS	DEPAUL UK	HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
F01/026	01759	THERE'S ANOTHER SIDE TO THE STORY - YOU'D STRUGGLE TO SLEEP AT NIGHT	DEPAUL UK	HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON

Shortlist (Outdoor Lions)

F01/060	00104	MACHINE GUN	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
F01/062	00110	SLEDGEHAMMER	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
F01/063	00113	GRENADE	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
F01/067	00190	NEVERENDING STREET POSTERS	SHINE	DOMESTIC VIOLENCE APPEAL	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
F01/101	00489	MARVIN	VIRGIN RADIO	RADIO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
F01/102	00491	ELVIS	VIRGIN RADIO	RADIO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT

F02 (Illustration)

F02/010	00209	DRUMSTICK	KFC	KFC BRAND	BBDO PROXIMITY Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
F02/027	00319	SHEEP	ARCELIK	BUILT IN SERIES	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL
F02/036	00603	VIKING	COPIC	COPIC MARKER	FCB CHICAGO	USA	FCB CHICAGO
F02/037	00605	BEAR	COPIC	COPIC MARKER	FCB CHICAGO	USA	FCB CHICAGO
F02/038	00607	LUCHADOR	COPIC	COPIC MARKER	FCB CHICAGO	USA	FCB CHICAGO
F02/110	04396	SERENA	BELL MEDIA (TSN)	US OPEN	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
F02/111	04398	MILOS	BELL MEDIA (TSN)	US OPEN	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
F02/112	04400	EUGENIE	BELL MEDIA (TSN)	US OPEN	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
F02/134	03528	GRIP	SNEAKER FREAKER BOOGAZINE	SNEAKER FREAKER BOOGAZINE	BBDO NEW YORK	USA	BBDO NEW YORK
F02/146	03538	FINE LINE	POPULATION SERVICES INTERNATIONAL	LOVERS+ CONDOMS	JOE PUBLIC UNITED Johannesburg	SOUTH AFRICA	JOE PUBLIC UNITED Johannesburg
F02/187	02073	NESSI	DANONE	ACTIVIA	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
F02/189	04087	JUMBO	PETA ASIA	ETHICAL TREATMENT OF ANIMALS	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
F02/191	04093	RINGO	PETA ASIA	ETHICAL TREATMENT OF ANIMALS	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
F02/197	02510	DOG	CITY OF BUENOS AIRES	THE BUENOS AIRES PUBLIC BIKE SYSTEM	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
F02/198	02513	BABY	CITY OF BUENOS AIRES	THE BUENOS AIRES PUBLIC BIKE SYSTEM	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
F02/228	04598	THE FIGHT OF THE CENTURY	ASSOCIATION FOR ALZHEIMER'S RESEARCH	FUNDRAISING	ROSAPARK Paris	FRANCE	ROSAPARK Paris

Shortlist (Outdoor Lions)

F02/247	04900	THE OSAMA BIN LADEN RAID	TWITTER	TWITTER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
F02/248	04902	THE BIRTH OF THE ROYAL BABY	TWITTER	TWITTER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
F02/300	05115	UK	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
F02/301	05117	SWEDEN	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
F02/302	05119	NETHERLANDS	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
F02/303	05121	GERMANY	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
F02/304	05123	ITALY	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
F02/305	05125	SCOTLAND	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER
F02/329	04003	SOUNDLAB - A LEAP IN THE RAIN	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
F02/330	04005	SOUNDLAB - RAISE THE SOVIET FLAG	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
F02/331	04007	SOUNDLAB - SAILOR'S KISS	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
F02/332	04009	SOUNDLAB - RUN GIRL RUN	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
F02/343	04278	JUSTIN BIEBER	PENLINE ART SUPPLIES	MARKER PENS	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
F02/344	04279	MADONNA	PENLINE ART SUPPLIES	MARKER PENS	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
F02/345	04280	MARADONNA	PENLINE ART SUPPLIES	MARKER PENS	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur

F03 (Photography)

F03/041	01733	ELEPHANT	LAND ROVER USA	LAND ROVER POSTER ADS	Y&R NEW YORK	USA	Y&R NEW YORK
F03/042	01735	APE	LAND ROVER USA	LAND ROVER POSTER ADS	Y&R NEW YORK	USA	Y&R NEW YORK
F03/044	01739	FROG	LAND ROVER USA	LAND ROVER POSTER ADS	Y&R NEW YORK	USA	Y&R NEW YORK
F03/049	00390	NOT LIVING, JUST SURVIVING	CZECH HELSINKI COMMITTEE	CZECH HELSINKI COMMITTEE	HAVAS WORLDWIDE PRAGUE Prague	CZECH REPUBLIC	
F03/090	01933	AUSTIN M	APPLE	IPHONE 6	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles / APPLE
F03/092	01935	BRENDAN Ó	APPLE	IPHONE 6	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles / APPLE
F03/115	03257	THE LAST FAMILY PORTRAIT	WATERISLIFE	CHARITY	DEUTSCH New York	USA	DEUTSCH New York
F03/116	03259	THE LAST FAMILY PORTRAIT	WATERISLIFE	CHARITY	DEUTSCH New York	USA	DEUTSCH New York
F03/117	03261	THE LAST FAMILY PORTRAIT	WATERISLIFE	CHARITY	DEUTSCH New York	USA	DEUTSCH New York
F03/118	03263	THE LAST FAMILY PORTRAIT	WATERISLIFE	CHARITY	DEUTSCH New York	USA	DEUTSCH New York

Shortlist (Outdoor Lions)

F03/178	02972	FATTY	UNICEF	CORP	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
F03/179	02974	NERD	UNICEF	CORP	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago

Total Entries: 469