

Creative Effectiveness Lions Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A01/003	00126	CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO / FCB NEW YORK	USA	BEESON VENTURES Bannockburn	LORD & THOMAS Chicago			ABINBEV New York	Creative Effectiveness Grand Prix
A05/002	00057	MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN / USA / ROMANIA	DAVID Miami / INGO Stockholm	DAVID Miami / INGO Stockholm		INGO Stockholm	COLONY Stockholm	Gold Lion
B01/018	00161	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY				SCHOLZ & FRIENDS Berlin	HASTINGS AUDIO NETWORK Berlin / METAGATE Berlin	Gold Lion
C05/014	00254	COURAGE IS BEAUTIFUL	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	OUTSIDER EDITORIAL Toronto		MINDSHARE New York			Gold Lion
C07/005	00214	PROJECT UNDERSTOOD	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	FUEL CONTENT Toronto	ALTER EGO Toronto / GRAYSON MUSIC Toronto / OUTSIDER EDITORIAL Toronto			BLISS Brussels / CANADIAN DOWN SYNDROME SOCIETY Calgary	Gold Lion
C08/004	00019	UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	UNDERCOVER AVATAR	HAVAS PARIS, Puteaux / HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris			HAVAS PLAY Paris		Gold Lion
A01/008	00100	CAN'T TOUCH THIS	CHEETOS	CHEETOS CRUNCHY	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	DUMMY FILMS Los Angeles	ARCADE EDIT Santa Monica / HUMAN New York / LIME STUDIOS Santa Monica / THE MILL Los Angeles				Silver Lion
A03/004	00162	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY				SCHOLZ & FRIENDS Berlin	HASTINGS AUDIO NETWORK Berlin / METAGATE Berlin	Silver Lion
A08/003	00053	THE ISLAND	THREE	THREE BUSINESS	BOYS + GIRLS, Dublin	IRELAND						Silver Lion
B03/005	00255	COURAGE IS BEAUTIFUL	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	OUTSIDER EDITORIAL Toronto		MINDSHARE New York			Silver Lion
C07/009	00135	MICHELOB ULTRA COURTSIDE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	FCB NEW YORK	FCB NEW YORK				Silver Lion
C10/011	00125	CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO / FCB NEW YORK	USA	BEESON VENTURES Bannockburn	LORD & THOMAS Chicago			ABINBEV New York	Silver Lion
A04/002	00115	RENAULT - VILLAGE ELECTRIQUE	RENAULT	APPY, VILLAGE ELECTRIQUE	PUBLICIS CONSEIL, Paris	FRANCE	BIG PRODUCTIONS Paris		OMD FRANCE Paris	OMD FRANCE Paris	RENAULT Paris	Bronze Lion
A05/003	00061	MCDONALD'S: THE TRAVIS SCOTT MEAL	MCDONALD'S	MCDONALD'S X THE TRAVIS SCOTT MEAL	WIEDEN+KENNEDY NEW YORK	USA	PSYOP Los Angeles	PSYOP Los Angeles		NARRATIVE Los Angeles	HEARD CITY New York / MCDONALD'S Chicago	Bronze Lion
A09/006	00016	UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	UNDERCOVER AVATAR	HAVAS PARIS, Puteaux / HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris			HAVAS PLAY Paris		Bronze Lion
A09/018	00249	#STILLSPEAKINGUP DEEPTRUTH	PROPUESTA CIVICA AC	PROPUESTA CIVICA AC / MEXICAN JOURNALISTS PROTECTION	PUBLICIS MEXICO, Mexico City / Publicis WW Riga, Riga	MEXICO / LATVIA	THE PUB Mexico City	Publicis WW Riga Riga / THE PUB Mexico City			PROPUESTA CIVICA Mexico City	Bronze Lion
B02/001	00056	MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN / USA / ROMANIA	DAVID Miami / INGO Stockholm	DAVID Miami / INGO Stockholm		INGO Stockholm	COLONY Stockholm	Bronze Lion
B03/003	00082	SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARK/TBWA, Toronto	CANADA				JUNIPER PARK/TBWA Toronto		Bronze Lion
B04/002	00006	STAYFREE PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	DBB MUDRA, Mumbai	INDIA						Bronze Lion
B04/028	00215	PROJECT UNDERSTOOD	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	FUEL CONTENT Toronto	ALTER EGO Toronto / GRAYSON MUSIC Toronto / OUTSIDER EDITORIAL Toronto			BLISS Brussels / CANADIAN DOWN SYNDROME SOCIETY Calgary	Bronze Lion
C08/008	00149	THE MATCH OF AGES	ABINBEV	CORONA	WE BELIEVERS, Brooklyn	USA	PRO DOERS New York	BONSAI Olivos / PICKLE MUSIC New York / PRO DOERS New York / WE BELIEVERS Brooklyn			AB INBEV New York	Bronze Lion
Total Awards:			21									