

Creative Strategy Lions Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A05/001	00004	THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-Saint-Jean	BELGIUM	FLEDGE Sint-Niklaas / RED EAGLE PRODUCTIONS Dordrecht		SEMETIS Brussels	WALKIE TALKIE Gent	De Rode Antraciet Leuven	Grand Prix
A01/012	00208	DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	VAPOR MUSIC GROUP Toronto	R+D PRODUCTIONS Toronto	CARAT Toronto / STARCOM Chicago	THE COLONY PROJECT Toronto	KRAFT HEINZ Toronto / SALT Toronto	Gold Lion
C02/016	00262	DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN	B-REEL Stockholm		MINDSHARE Stockholm	HILL+KNOWLTON STRATEGIES Stockholm		Gold Lion
C04/003	00343	CDSS LONG TERM	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	FUEL CONTENT Toronto / JIGSAW CASTING Toronto	ALTER EGO Toronto / GRAYSON MUSIC Toronto / OUTSIDER EDITORIAL Toronto / ROOSTER POST PRODUCTION Toronto / SAINTS EDITORIAL Toronto	UM Toronto		BLISS INTERACTIVE Ho Chi Minh City / CANADIAN DOWN SYNDROME SOCIETY Calgary / FORT YORK VFX Toronto / THE VANITY Toronto	Gold Lion
A02/014	00333	THE SMILE THAT CHANGED AN INDUSTRY	COLGATE PALMOLIVE	COLGATE	VMLY&R, Paris / RED FUSE, Paris	FRANCE						Silver Lion
A03/010	00504	SICK BEATS	WOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA		BANDIT New York			CLAIRE'S PLACE FOUNDATION Los Angeles / MR BRONX AUDIO POST New York / THE EMBASSY VFX Vancouver / YESSIAN MUSIC New York	Silver Lion
A06/007	00266	DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN	B-REEL Stockholm		MINDSHARE Stockholm	HILL+KNOWLTON STRATEGIES Stockholm		Silver Lion
C05/038	00518	THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY / IRELAND	D12 FILM CLUB Dublin				FOLDING WAVES Dublin / LE PUB Amsterdam	Silver Lion
D01/001	00005	THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-Saint-Jean	BELGIUM	FLEDGE Sint-Niklaas / RED EAGLE PRODUCTIONS Dordrecht		SEMETIS Brussels	WALKIE TALKIE Gent	De Rode Antraciet Leuven	Silver Lion
D02/004	00063	CRIME INTERRUPTED	AUSTRALIAN FEDERAL POLICE	AUSTRALIAN FEDERAL POLICE RECRUITMENT	HOST HAVAS, Sydney	AUSTRALIA	CASEFILE PRESENTS Sydney / SEDONA Sydney					Silver Lion
A06/011	00542	SNCF - HEXAGONAL	SNCF	HEXAGONAL	PUBLICIS CONSEIL, Paris	FRANCE	IC CONTENT Paris					Bronze Lion
B02/017	00241	PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	COX COMMUNICATIONS, Atlanta / 180LA	USA	SANCTUARY CONTENT New York / UNIT9 London					Bronze Lion
B02/018	00042	HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	BIKE HELMET AWARENESS	&Co. / NoA, Copenhagen	DENMARK	NEW LAND Copenhagen	COPENHAGEN VFX Copenhagen / THE IMAGE FACULTY Frederiksberg	ORCHESTRA Copenhagen			Bronze Lion
C02/026	00452	EMPTY CHAIRS	BØRNS VIKAR	BØRNS VILKAR	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen		Bronze Lion
D02/017	00511	SHUTTER ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	JAJA FILM Barcelona / PRODIGIOUS Milan / TRESBIENI Martínez				LE PUB Amsterdam / SIZZER B.V. Amsterdam	Bronze Lion
D02/024	00524	DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLXIA	FCB INFERNO, London	UNITED KINGDOM	FCB INFERNO London		FCB INFERNO London	FCB INFERNO London	LINKEDIN London	Bronze Lion
D02/026	00528	STEVENAGE CHALLENGE	BURGER KING	RESTAURANTS	DAVID, Madrid / DAVID, Miami	SPAIN / USA	LANDIA Madrid				BURGER KING Miami / MULLENLOWE U.S. Boston	Bronze Lion
E01/017	00497	SICK BEATS	WOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA		BANDIT New York			CLAIRE'S PLACE FOUNDATION Los Angeles / MR BRONX AUDIO POST New York / THE EMBASSY VFX Vancouver / YESSIAN MUSIC New York	Bronze Lion
E01/020	00315	OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA	MEDIA.MONKS New York		VAYNERMEDIA New York	WEBER SHANDWICK New York	360I New York	Bronze Lion
Total Awards:			19									