

## Shortlist (Creative Effectiveness Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
<b>A01 (Creative Effectiveness)</b>						
A01/021	00044	HAPPY ID	COCA-COLA	COCA-COLA	McCANN LIMA	PERU
A01/022	00045	PENNY THE PIRATE	LUXOTTICA	OPSM	SAATCHI & SAATCHI Sydney	AUSTRALIA
A01/024	00049	THE SMART PHONE LINE	SAMSUNG	GALAXY S4	COLENSO BBDO Auckland	NEW ZEALAND
A01/027	00004	GRAZED ON GREATNESS	MJ BALE	MJ BALE	WHYBIN\TBWA GROUP SYDNEY	AUSTRALIA
A01/033	00022	DILL	LIDL	LIDL	INGO Stockholm	SWEDEN
A01/046	00108	FARMED AND DANGEROUS	CHIPOTLE MEXICAN GRILL	CHIPOTLE	PIRO New York	USA
A01/049	00016	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL
A01/050	00059	THE BEAR AND THE HARE	JOHN LEWIS	DEPARTMENT STORE	ADAM&EVEDDB London	UNITED KINGDOM
A01/052	00065	BENTLEY BURIAL	ABTO (BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION)	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
A01/059	00078	IF WE MADE IT	HEINEKEN USA	NEWCASTLE	DROGA5 New York	USA
A01/061	00080	THIS IS WHOLESOME	MONDELÉZ INTERNATIONAL	HONEYMAID	DROGA5 New York	USA
A01/067	00105	WENDY'S PRETZEL BACON CHEESEBURGER LOVE SONGS	WENDY'S	QSR	VML Kansas City	USA
A01/068	00110	CABLE EFFECTS	DIRECTV	PAY TV	GREY NEW YORK	USA
A01/070	00112	2014 TACO BELL BREAKFAST LAUNCH (RONALD McDONALD LAUNCH)	TACO BELL	TACO BELL BREAKFAST MENU	DEUTSCH LA	USA
A01/072	00120	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL
A01/073	00122	THE WORLD'S TOUGHEST JOB	AMERICAN GREETINGS	CARDSTORE	MULLEN Boston	USA
A01/078	00041	THE LAUNCH OF PS4	PLAYSTATION	GAMES CONSOLE	BBH NEW YORK	USA
A01/083	00069	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN
A01/087	00095	OFFROAD	DAIMLER AG / SMART	SMART FORTWO	BBDO GROUP GERMANY Berlin	GERMANY
A01/090	00113	MISTAKES	NZ TRANSPORT AGENCY	SPEED	CLEMENGER BBDO WELLINGTON Wellington	NEW ZEALAND

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A01/092	00121	GHITA, THE SOCIAL SHEPHERD	VODAFONE	VODAFONE	McCANN ERICKSON ROMANIA Bucharest	ROMANIA
A01/094	00125	AUSSIE BUILDERS	MARS	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A01/096	00127	KAN KHAJURA TESAN STATION	UNILEVER INDIA	UNILEVER	LOWE AND PARTNERS WORLDWIDE London	UNITED KINGDOM
A01/105	00040	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	FOOD RETAIL	MARCEL Paris	FRANCE
A01/109	00073	SPEAKING EXCHANGE	CNA	CNA	FCB BRASIL São Paulo	BRAZIL
A01/117	00092	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
A01/152	00159	WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS

**Total Entries:** 27