

**Creative Effectiveness Lions Winners**

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Short	Prize	Award
A01/037	00107	VAN GOGH'S BEDROOMS: LET YOURSELF IN	ART INSTITUTE OF CHICAGO	TEMPORARY ART EXHIBITION	LEO BURNETT CHICAGO	USA	RAVENSWOOD STUDIOS Lincolnwood	STARCOM Chicago / MEDIATEST SPARK Chicago			YES	Grand Prix	Grand Prix
A01/021	00132	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	SWEDISH TOURIST ASSOCIATION	INGO, Stockholm	SWEDEN	DIGITAL SERVICES Stockholm / BAZOOKA Stockholm			GREY NEW YORK / COHN & WOLFE	YES	Gold Lion	Gold Lion
A01/025	00095	THE MCWHOPPER PROPOSAL	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND	Y&R NZ Auckland	Y&R NZ Auckland			YES	Gold Lion	Gold Lion
A02/030	00147	MANBOOBS4BOOBS	MACMA	AWARENESS	DAVID, Buenos Aires	ARGENTINA	LANDIA Buenos Aires		URBAN GRUPO DE COMUNICACION, Buenos Aires	PORTA ESTUDIO / CLUSTER MUSIC / MACMA	YES	Gold Lion	Gold Lion
A05/003	00160	ARIEL SHARE THE LOAD: A SOCIAL MOVEMENT TO REMOVE THE CULTURAL STAIN OF GENDER I	P&G INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA					YES	Gold Lion	Gold Lion
A06/010	00128	BAJAJ V - THE NATION'S BIKE	BAJAJ AUTO LTD.	BAJAJ V	LEO BURNETT INDIA, Mumbai	INDIA					YES	Gold Lion	Gold Lion
A01/036	00159	DADS #SHARETHELOAD	P&G INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA					YES	Silver Lion	Silver Lion
A02/015	00043	THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	J. WALTER THOMPSON COLOMBIA, Bogotá	COLOMBIA					YES	Silver Lion	Silver Lion
A02/022	00169	BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA	HYPER New Delhi / 10 FILMS Mumbai / FIRST DECEMBER FILMS Bangalore	THE LOGICAL INDIAN Bengaluru			YES	Silver Lion	Silver Lion
A03/009	00096	THE MCWHOPPER PROPOSAL	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND	Y&R NZ Auckland	Y&R NZ Auckland			YES	Silver Lion	Silver Lion
A03/014	00109	VAN GOGH'S BEDROOMS: LET YOURSELF IN	ART INSTITUTE OF CHICAGO	TEMPORARY ART EXHIBITION	LEO BURNETT CHICAGO	USA	RAVENSWOOD STUDIOS Lincolnwood	STARCOM Chicago / MEDIATEST SPARK Chicago			YES	Silver Lion	Silver Lion
A04/003	00133	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	SWEDISH TOURIST ASSOCIATION	INGO, Stockholm	SWEDEN	DIGITAL SERVICES Stockholm / BAZOOKA Stockholm			GREY NEW YORK / COHN & WOLFE	YES	Silver Lion	Silver Lion
A05/008	00030	THE MAN ON THE MOON	JOHN LEWIS	JOHN LEWIS	adam&eveDDB, London	UNITED KINGDOM		MANNING GOTTLIEB OMD London			YES	Silver Lion	Silver Lion
A01/022	00063	TINY DANCER	JOHN LEWIS INSURANCE	JOHN LEWIS INSURANCE	adam&eveDDB, London	UNITED KINGDOM		MANNING GOTTLIEB OMD London			YES	Bronze Lion	Bronze Lion
A01/026	00033	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE, London	UNITED KINGDOM	ENGINE London	ENGINE London	ENGINE, London		YES	Bronze Lion	Bronze Lion
A01/030	00027	JUSTINO	LOTERIAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT, Madrid	SPAIN	LEO BURNETT Madrid		LEO BURNETT, Madrid		YES	Bronze Lion	Bronze Lion
A01/068	00153	HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	GEOMETRY GLOBAL, Dubai / MEMAC OGILVY & MATHER, Dubai / MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES					YES	Bronze Lion	Bronze Lion
A02/039	00136	#HELPACHILDREACH5	UNILEVER	LIFEBOUY SOAP	MULLENLOWE SINGAPORE / MULLENLOWE LINTAS GROUP INDIA, Mumbai / MULLENLOWE SSP3, Bogotá	SINGAPORE		PHD SINGAPORE	SALT PR, Singapore		YES	Bronze Lion	Bronze Lion
A03/023	00118	MARRIAGE MARKET TAKEOVER	SK-II	SK-II	FORSMAN & BODENFORS, Gothenburg	SWEDEN	TOOL Los Angeles / CUT + RUN London	BE ON Copenhagen			YES	Bronze Lion	Bronze Lion
A04/007	00115	YOUR FUTURE IS NOT MINE	ADIDAS ORIGINALS	NMD	JOHANNES LEONARDO, New York	USA	JOHANNES LEONARDO New York		JOHANNES LEONARDO, New York		YES	Bronze Lion	Bronze Lion
A05/006	00076	EXTRA GUM "SARAH & JUAN"	WRIGLEY, A SUBSIDIARY OF MARS, INCORPORATED	EXTRA GUM	ENERGY BBDO, Chicago	USA	RATTLING STICK Santa Monica / THE MILL Chicago			OLE MEDIA MANAGEMENT / STIR POST AUDIO / CUT + RUN	YES	Bronze Lion	Bronze Lion

**Total Awards:**
**21**