

Creative Strategy Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
A04/005	00195	THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	NEW LAND, Stockholm	MINDSHARE, Gothenburg		GOODBYE KANSAS STUDIOS, Stockholm / FACTORY, London / SUPERSTUDIO, Stockholm / F&B INHOUSE, Gothenburg / FRAMESTORE, London	Grand Prix	Grand Prix
A01/019	00708	THE TIME WE HAVE LEFT	PERNOD RICARD	RUAVIEJA	LEO BURNETT, Madrid	SPAIN	TESAURO, Madrid / SERENA, Madrid	MEDIACOM, Madrid			Gold Lion	Gold Lion
A02/011	00138	VIVA LA VULVA	ESSITY	LIBRESSE/ BODYFORM	AMVBBDO, London	UNITED KINGDOM	SOMESUCH, London		KETCHUM, London	TRIM EDITING, London / 750MPH, London / TIME BASED ARTS, London	Gold Lion	Gold Lion
C04/017	00502	ENDANGERED SYNDROME	CANADIAN DOWN SYNDROME SOCIETY	SUPPORT FOR CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	FCB CANADA, Toronto / SAINTS EDITORIAL, Toronto / THE VANITY, Toronto / SILENT JOE, Toronto / HAPPINESS SAIGON / AN FCB ALLIANCE, Ho Chi Minh City	UM CANADA, Toronto			Gold Lion	Gold Lion
A07/025	00691	KINGO	KINGO ENERGY	KINGO PREPAID SOLAR ENERGY	OGILVY GUATEMALA, Guatemala City / OGILVY COLOMBIA, Bogotá / KINGO ENERGY, Guatemala City	GUATEMALA	OGILVY GUATEMALA, Guatemala City / OGILVY COLOMBIA, Bogotá	OGILVY GUATEMALA, Guatemala City	POWELL COMMUNICATIONS, New York / HILL+KNOWLTON STRATEGIES, Guatemala City		Silver Lion	Silver Lion
A09/027	00474	UNFORGETTABLE BAG	TESCO	UNFORGETTABLE BAG	GREY MALAYSIA, Petaling Jaya	MALAYSIA	RAWR STUDIOS, Kuala Lumpur / MOTION ROM, Petaling Jaya / 2AM MUSIC STUDIOS, Kuala Lumpur				Silver Lion	Silver Lion
B01/005	00196	THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	NEW LAND, Stockholm	MINDSHARE, Gothenburg		GOODBYE KANSAS STUDIOS, Stockholm / FACTORY, London / SUPERSTUDIO, Stockholm / F&B INHOUSE, Gothenburg / FRAMESTORE, London	Silver Lion	Silver Lion
C02/031	00466	REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris	FRANCE	GENERAL POP, Pantin				Silver Lion	Silver Lion
C02/058	00530	A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	OGILVY COLOMBIA, Bogotá / OGILVY, Mexico City	COLOMBIA	DIREKTOR FILMS, Bogotá		OGILVY PUBLIC RELATIONS, New York	OGILVY, Mexico City / DAVID STUDIO, Bogotá	Silver Lion	Silver Lion
C04/016	00627	LIFEBUOY #HELPACHILDREACH5	UNILEVER	LIFEBUOY	LOWE LINTAS, Mumbai / MULLENLOWE SINGAPORE / MULLENLOWE SSP3, Bogotá	INDIA					Silver Lion	Silver Lion
D01/075	00712	VIVA LA VULVA	ESSITY	LIBRESSE/ BODYFORM	AMVBBDO, London	UNITED KINGDOM	SOMESUCH, London		KETCHUM, London	TRIM EDITING, London / 750MPH, London / TIME BASED ARTS, London	Silver Lion	Silver Lion
A08/028	00640	PROJECT 84	CAMPAIGN AGAINST LIVING	CHARITY	adam&eveDDb, London	UNITED KINGDOM	CAIN & ABEL, London / STRONG & CO., London	THIS MORNING, ITV, London	W COMMUNICATIONS, London		Bronze Lion	Bronze Lion
B02/094	00762	GILLETTE TREO	GILLETTE	TREO RAZORS	GREY, London / GREY NEW YORK	UNITED KINGDOM					Bronze Lion	Bronze Lion
C01/050	00383	WHERE YOU BELONG	UTAIR	UTAIR PASSENGER AIRLINES	FRIENDS, Moscow	RUSSIA	BAKEHOUSE, Moscow / PARAGON RETOUCH, Saint Petersburg		FRIENDS, Moscow	IPSOS COMCON, Moscow	Bronze Lion	Bronze Lion
D01/021	00498	NIKE DREAM CRAZY	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	PARK PICTURES, Santa Monica	WIEDEN+KENNEDY, Portland		PUBLICIS SAPIENT, Seattle / JOINT EDITORIAL, Portland / A52, Santa Monica / COMPANY 3, Los Angeles / WALKER, Los Angeles / LIME STUDIOS, Santa Monica	Bronze Lion	Bronze Lion
D02/026	00478	TOMMY HILFIGER ADAPTIVE	TOMMY HILFIGER	TOMMY HILFIGER ADAPTIVE: ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES	WUNDERMAN THOMPSON, New York / POSSIBLE NEW YORK / WUNDERMAN, New York	USA	HUMBLE, New York				Bronze Lion	Bronze Lion
E01/001	00045	FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	FIREVASE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	JUNPASANG PRODUCTION, Seoul / BOUNCE CREATIVE, Seoul	CHEIL WORLDWIDE, Seoul	CHEIL WORLDWIDE, Seoul		Bronze Lion	Bronze Lion
E01/016	00352	I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME - I AM TRASH, LES FLEURS DU DÉCHET	OGILVY, Paris	FRANCE	OGILVY, Paris / TOO-YOUNG, Paris		OGILVY, Paris		Bronze Lion	Bronze Lion
E01/036	00844	THISABLES	IKEA	IKEA THISABLES	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Bronze Lion	Bronze Lion
E01/048	00765	GILLETTE TREO	GILLETTE	TREO RAZORS	GREY, London / GREY NEW YORK	UNITED KINGDOM					Bronze Lion	Bronze Lion
E02/006	00434	SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA	CHE PROXIMITY, Melbourne	CHE PROXIMITY, Melbourne			Bronze Lion	Bronze Lion
E03/051	00659	TOUCH OF CARE INDIA	P&G Vicks	VICKS	PUBLICIS SINGAPORE	SINGAPORE			20:20 MSL, Mumbai	PROCTER & GAMBLE HEALTHCARE, Singapore	Bronze Lion	Bronze Lion
Total Awards:			22									