

## Direct Lions Winners

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Agency	Country	Prize
B05/087	02710	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	Grand Prix
A06/056	02223	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	Gold Lion
B01/093	01960	THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris / BETC DIGITAL Paris	FRANCE	Gold Lion
B01/121	01955	#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE	Gold Lion
B02/062	01728	JOE BOXER INACTIVITY TRACKER	KMART / JOE BOXER	JOE BOXER INACTIVITY TRACKER	FCB CHICAGO	USA	Gold Lion
B02/102	02336	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	Gold Lion
B03/045	01308	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	Gold Lion
B06/071	01708	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	Gold Lion
B06/133	02711	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	Gold Lion
C01/072	01962	THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris / BETC DIGITAL Paris	FRANCE	Gold Lion
C01/090	01957	#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE	Gold Lion
C02/030	01872	BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	SWEDEN	Gold Lion
D01/072	02563	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	CANADA	Gold Lion
D06/056	02614	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	Gold Lion
D07/034	01821	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Gold Lion
D11/025	00833	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT DEUTSCHLAND	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	GERMANY	Gold Lion
D12/042	01309	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	Gold Lion
D12/077	01774	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	Gold Lion
E02/019	00834	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg	GERMANY	Gold Lion
F02/052	02116	SOUNDLAB BOX	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	Gold Lion
F03/045	01968	THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris / BETC DIGITAL Paris	FRANCE	Gold Lion
A01/046	02221	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	Silver Lion
A02/055	02506	ASHES	CAMPOFRIO	INSTITUTIONAL. FIRE LA BUREBA FACTORY	McCANN MADRID	SPAIN	Silver Lion
A03/092	01992	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	Silver Lion
A04/055	00832	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg	GERMANY	Silver Lion
A04/079	01307	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	Silver Lion
A04/112	01765	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	Silver Lion
B01/063	01811	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE	Silver Lion
B01/068	01766	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	Silver Lion
B03/091	02337	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	Silver Lion

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B06/007	00137	SPECIAL OLYMPICS - KEVIN DE BRUYNE	SPECIAL OLYMPICS BELGIUM	SPECIAL OLYMPICS SUMMER GAMES ANTWERP 2014	LDV UNITED Antwerp	BELGIUM	Silver Lion
B06/047	01060	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	Silver Lion
B06/097	02562	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	CANADA	Silver Lion
B06/139	01956	#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE	Silver Lion
C03/045	01819	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Silver Lion
D01/091	02338	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	Silver Lion
D02/001	00082	THE MONSTER-SMART LAUNCH	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	Silver Lion
D05/014	01820	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE	Silver Lion
D07/035	01873	BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	SWEDEN	Silver Lion
D07/042	01994	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	Silver Lion
D08/048	02222	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	Silver Lion
D09/015	01102	JCDECAUX PERSONAL BILLBOARDS	JC DECAUX BELGIUM	OUTDOOR MEDIA	BBDO BELGIUM Brussels	BELGIUM	Silver Lion
D11/069	01901	AID TO CART	EXITO GROUP / FOOD BANK	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	Silver Lion
E02/051	01315	#NOMOREEVICTIONS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	PROXIMITY MADRID	SPAIN	Silver Lion
E02/053	02716	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	Silver Lion
A02/050	02076	\$HRED	BNZ	HOME LOAN	COLENZO BBDO Auckland	NEW ZEALAND	Bronze Lion
A02/079	02761	THE CUP OF LIFE	NATIONAL MUSEUM OF MILITARY HISTORY	WORLD WAR 2 EXHIBIT	IRELAND/DAVENPORT Johannesburg	SOUTH AFRICA	Bronze Lion
A03/091	01946	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	Bronze Lion
A03/116	02596	ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	ECUADOR	Bronze Lion
A03/117	02668	HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	Bronze Lion
A03/123	02231	NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	Bronze Lion
A04/107	01645	A DISCOUNT TO YOUR MISFORTUNE	ISLAZUL	ISLAZUL	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	Bronze Lion
A04/151	02599	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	Bronze Lion
A05/012	00943	INVERSE GOAL CELEBRATION	CHAMPIONS FOR LIFE	CHARITY MATCH	VCCP SPAIN Madrid	SPAIN	Bronze Lion
A05/032	02078	K9FM	MARS	PEDIGREE	COLENZO BBDO Auckland / CLEMENGER BBDO MELBOURNE	NEW ZEALAND	Bronze Lion
A06/016	01089	JCDECAUX PERSONAL BILLBOARDS	JC DECAUX BELGIUM	OUTDOOR MEDIA	BBDO BELGIUM Brussels	BELGIUM	Bronze Lion
A06/055	02199	DONATION POSTERS	PUBLIC TRANSPORT VICTORIA	CHARITY	GPY&R Melbourne	AUSTRALIA	Bronze Lion
B01/009	00349	UNSKIPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	Bronze Lion
B02/022	00393	THE BACKUP MEMORY	SAMSUNG TUNISIA	SERVICE	3SG-BBDO Ariana	TUNISIA	Bronze Lion
B05/020	00551	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	Bronze Lion
B06/095	01718	SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA	Bronze Lion

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C01/048	01649	MUSICAL CITY	TOYOTA MOTOR EUROPE	YARIS HYBRID	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	Bronze Lion
C01/068	02754	GET ME A SPONSOR	CHELSEA FOOTBALL CLUB	SHIRT/BRAND SPONSHORSHIP	SAATCHI & SAATCHI London	UNITED KINGDOM	Bronze Lion
C03/027	00634	4G4GOOD	STARHUB	4G	DDB GROUP SINGAPORE	SINGAPORE	Bronze Lion
C03/063	02609	ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	ECUADOR	Bronze Lion
D01/086	02244	NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	Bronze Lion
D01/112	02611	LIVER SONGS	NATURES GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	Bronze Lion
D02/047	02894	LIFEPAINT	VOLVO UK	VOLVO BRAND	GREY LONDON	UNITED KINGDOM	Bronze Lion
D02/056	02736	A MESSAGE TO SPACE	HYUNDAI MOTOR COMPANY	BRAND CAMPAIGN	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	Bronze Lion
D03/041	02612	ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	ECUADOR	Bronze Lion
D04/006	00352	UNSKIPPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	Bronze Lion
D04/031	02082	\$HRED	BNZ	HOME LOAN	COLENSO BBDO Auckland	NEW ZEALAND	Bronze Lion
D07/057	02304	RABBIT RACE	MEDIA MARKET	MEDIA MARKET	OGILVY GERMANY Frankfurt	GERMANY	Bronze Lion
D08/021	01385	BEING THE BEAR	CANAL+	CANAL+	BETC Paris	FRANCE	Bronze Lion
D08/027	01101	STALKER VIEWED YOUR PROFILE	SBS BELGIUM	VIER	BBDO BELGIUM Brussels	BELGIUM	Bronze Lion
D10/050	02758	GET ME A SPONSOR	CHELSEA FOOTBALL CLUB	SHIRT/BRAND SPONSHORSHIP	SAATCHI & SAATCHI London	UNITED KINGDOM	Bronze Lion
D11/083	01616	SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	UNITED KINGDOM	Bronze Lion
D12/136	01314	#NOMOREEVICTIONS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	PROXIMITY MADRID	SPAIN	Bronze Lion
E01/015	00865	ANTI-ROBBERY COURSE	NATIONAL POLICE	NATIONAL POLICE	McCANN WORLDGROUP COLOMBIA Bogotá	COLOMBIA	Bronze Lion
E01/032	01822	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Bronze Lion
E01/033	01874	BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	SWEDEN	Bronze Lion
E01/042	01995	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	Bronze Lion
F03/041	02618	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	Bronze Lion

**Total Awards:**

**83**