

## Winners (Direct Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Prize
<b>A01 (Food &amp; Drinks )</b>							
A01/005	00082	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	Gold Lion
A01/007	00071	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	Silver Lion
A01/050	02557	#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM	Bronze Lion
<b>A02 (Fast Moving Consumer Goods )</b>							
A02/011	02359	ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES	McCANN NEW YORK New York	USA	Bronze Lion
A02/017	02696	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	Gold Lion
<b>A03 (Durable Consumer Goods)</b>							
A03/021	02408	THE BABY STROLLER TEST: CONTOURS STROLLERS RIDE BY CONTOURS		BABY STROLLERS	FCB CHICAGO	USA	Silver Lion
<b>A05 (Retail, e-Commerce, Restaurants &amp; Fast Food Chains)</b>							
A05/004	00591	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	Gold Lion
A05/022	02229	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	Bronze Lion
A05/035	02569	BEEES CAN FIND SUGAR WHERE YOU LEAST SUSPECT IT	NÁŠ GRUNT	NÁŠ GRUNT - SHOPS WITH HONEST PRODUCTS FROM NATURAL INGREDIENTS	McCANN ERICKSON PRAGUE	CZECH REPUBLIC	Bronze Lion
A05/040	01822	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Gold Lion
<b>A06 (Travel, Transport &amp; Leisure)</b>							
A06/019	02231	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	Grand Prix
A06/027	01107	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	Silver Lion
<b>A07 (Media &amp; Publications)</b>							
A07/001	00212	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	Bronze Lion
<b>A08 (Financial Products &amp; Services)</b>							
A08/034	01777	FAST FORWARD.	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	Bronze Lion
A08/049	00589	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	Bronze Lion

## **Winners (Direct Lions)**

### **A09 (Business Products & Services)**

A09/024	02859	ENDLESS POSSIBILITIES	GETTY IMAGES	GETTY IMAGES	ALMAPBDO São Paulo	BRAZIL	Bronze Lion
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### **A11 (Corporate Image)**

A11/047	02830	THE PAYBACK DINNER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	Bronze Lion
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### **A12 (Public Health & Safety)**

A12/057	02613	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	Gold Lion
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### **A13 (Public Sector & Awareness Messages)**

A13/081	02678	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	Bronze Lion
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A13/091	02980	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	Bronze Lion
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### **A14 (Charities & Appeals)**

A14/113	00830	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	Bronze Lion
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A14/125	00962	THE ART HEIST FOR GOOD	WATERISLIFE	CHARITY	DEUTSCH New York	USA	Bronze Lion
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A14/149	01421	SAVING AFRICA'S LAST WILD RHINOS, BY POISONING THEM.	RHINO RESCUE PROJECT	WILDLIFE CONSERVATION	OGILVY & MATHER VIETNAM Ho Chi Minh City	VIETNAM	Silver Lion
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### **B02 (Dimensional Mailing)**

B02/046	01322	THE TEAR-OPEN-MAILING FOR "MEIN KAMPF - AGAINST RACISM"	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	MEIN KAMPF - AGAINST RACISM	OGILVY GERMANY Frankfurt	GERMANY	Silver Lion
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### **B03 (Use of Ambient Media: Small Scale)**

B03/050	02835	PROTECTIVE BUCKET	LA FABRIL	PERLA SOFT	GREY BRAZIL São Paulo	BRAZIL	Bronze Lion
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B03/106	01823	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Silver Lion
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### **B04 (Use of Ambient Media: Large Scale)**

B04/011	00215	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	Bronze Lion
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B04/036	00623	GIGA SELFIE	TOURISM AUSTRALIA	SIGHTSEEING	TBWAHAKUHODO Tokyo	JAPAN	Bronze Lion
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## Winners (Direct Lions)

B04/066	01108	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	Silver Lion
B04/078	02547	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	Gold Lion
B04/092	02412	THE BABY STROLLER TEST: RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	Bronze Lion
B04/112	02224	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	Bronze Lion

## B05 (Use of Broadcast)

B05/016	02233	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	Silver Lion
B05/036	02702	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	Silver Lion

## B06 (Use of Print or Standard Outdoor )

B06/018	01048	COMING SOON	RAISING THE ROOF	RAISING THE ROOF	LEO BURNETT TORONTO	CANADA	Bronze Lion
B06/049	02605	THE DAILY CATCH	METRO	THE DAILY CATCH	SERVICEPLAN Munich	GERMANY	Silver Lion
B06/059	02352	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Gold Lion

## C01 (Use of Digital Platforms)

C01/030	01796	DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM	Bronze Lion
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## C02 (Use of Mobile )

C02/005	00099	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	Silver Lion
C02/032	02235	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	Silver Lion
C02/040	01985	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	Bronze Lion
C02/059	01955	IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA	Bronze Lion

## C03 (Use of Social Platforms)

C03/041	01265	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	Bronze Lion
C03/083	01139	THE HASHTAG 500	NASCAR	MOTOR SPORTS/AUTO RACING	OGILVYONE NEW YORK	USA	Bronze Lion
C03/184	02679	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	Bronze Lion
C03/193	02616	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	Silver Lion

## C04 (Response / Real-time Activity)

## Winners (Direct Lions)

C04/017	01267	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	Silver Lion
C04/069	01701	#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris	FRANCE	Silver Lion

## C05 (Co-Creation & User Generated Content )

C05/031	01887	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	Gold Lion
C05/073	02353	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Silver Lion

## C06 (Use of New Technology)

C06/021	01797	DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM	Bronze Lion
C06/024	02656	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	Silver Lion

## D01 (Use of Data)

D01/034	02944	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	Silver Lion
D01/040	01788	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	Silver Lion
D01/071	02800	DONATE YOUR DATA	WAOO	FIBRE BROADBAND	UNCLE GREY Copenhagen	DENMARK	Bronze Lion

## E01 (Acquisitions)

E01/004	00091	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	Gold Lion
E01/026	02238	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	Silver Lion

## E02 (Retention)

E02/004	00073	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	Silver Lion
E02/043	01255	HAGGLERS	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	Bronze Lion

## E03 (Launch / Re-launch)

E03/030	02552	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	Silver Lion
E03/040	00575	RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	Bronze Lion
E03/043	02187	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	Gold Lion
E03/048	01824	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Gold Lion

## F02 (Art Direction / Design )

F02/001	00258	LIVE VINES	LOWE'S	LOWE'S	BBDO New York	USA	Bronze Lion
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## Winners (Direct Lions)

F02/004	00216	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	Silver Lion
F02/050	00935	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Bronze Lion

## F03 (Experience Design)

F03/027	02657	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	Silver Lion
F03/028	01112	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	Gold Lion
F03/029	02610	THE REAL ICE COLD COCA-COLA.	COCA-COLA.	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	Bronze Lion
F03/044	02417	THE BABY STROLLER TEST. RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	Silver Lion
F03/050	01152	LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	Bronze Lion

## G01 (Integrated Campaign led by Direct )

G01/003	00593	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	Gold Lion
G01/066	02355	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Gold Lion

## G02 (Low Budget Campaign)

G02/021	01535	PAY WITH A CUPCAKE	ZAPPOS	ZAPPOS.COM	MULLENLOWE Boston	USA	Bronze Lion
G02/142	02680	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	Bronze Lion

Total Entries: 75