

Brand Experience & Activation Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
C02/037	00788	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London				Grand Prix
A01/019	01509	EXPENSIVE SH*T	HUGGIES	DIAPER	McCANN NEW YORK / McCANN NEW ZEALAND, Auckland	UNITED STATES / NEW ZEALAND	NOBODY PRODUCTIONS Los Angeles	BOGOTA Curitiba	VM1 New York	VM1 New York	OMNICOM GROUP New York	Gold Lion
B02/008	00869	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima				BCP Lima	Gold Lion
B09/003	00271	LUCKY FAN INDEX	WISLA KRAKOW FOOTBALL CLUB	WISLA KRAKOW FOOTBALL CLUB	VML, Warsaw	POLAND	VML Warsaw			VML Warsaw		Gold Lion
C02/018	01041	CIF CLEAN MY NAME	CIF	CIF MIRACLE	DROGA5, PART OF ACCENTURE SONG, Sao Paulo	BRAZIL	BERIMBAU ESTUDIO Sao Carlos / BIOSPHERA Sao Paulo / GENCO FILM Sao Paulo		CADASTRA Sao Paulo / INITIATIVE Sao Paulo	DROGA5, PART OF ACCENTURE SONG Sao Paulo	BR MEDIA Sao Paulo / PINKERS Sao Paulo / SERASA EXPERIAN Sao Paulo / UNILEVER BRASIL Sao Paulo	Gold Lion
D04/001	00134	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto		UM Toronto	NARRATIVEXPR Toronto	KFC CANADA Toronto	Gold Lion
D06/010	00402	OREO COWS	OREO	OREO	VML, New York / VML, Mexico City	UNITED STATES / MEXICO	BDS MUSIC NA / BELIEVE TV Santiago / LANDIA Mexico City / VOX HAUS Petropolis	DORADO.TV Mexico City	SPARK FOUNDRY Mexico City	BURSON Mexico City	THE COCA-COLA COMPANY Mexico City	Gold Lion
E04/070	01397	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo	LEMA+ Sao Paulo / THE ROMANS London	CIRCULO Sao Paolo	Gold Lion
E08/016	01530	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU X Mexico City	LEPUB Mexico City / SERNA Mexico City	HEINEKEN MEXICO Mexico City / MONKS Mexico City / SWARM MEXICO Mexico City / ULTRA BRANDS San Pedro Garza Garcia	Gold Lion
A01/036	01527	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU X Mexico City	LEPUB Mexico City / SERNA Mexico City	HEINEKEN MEXICO Mexico City / MONKS Mexico City / SWARM MEXICO Mexico City / ULTRA BRANDS San Pedro Garza Garcia	Silver Lion
A04/055	01016	BUILD YOUR OWN SUPER BOWL COMMERCIAL	UBER EATS	UBER EATS	SPECIAL, Los Angeles	UNITED STATES	BISCUIT FILMWORKS Los Angeles	COMPANY 3 Santa Monica / ELEVEN SOUND Los Angeles / EXILE EDIT Los Angeles / PARIAN CREATIVE Santa Monica / WALKER Santa Monica	PHD New York		DEPT N/A / MAYFLOWER ENTERTAINMENT New York	Silver Lion
A06/003	00962	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney		OMD Sydney			Silver Lion
A06/006	00870	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima				BCP Lima	Silver Lion
B02/037	01240	NO FRAME MISSED	APPLE	IPHONE	TBWA\IMEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo	PSYCHONLOOK Sao Paulo	OMD USA California			Silver Lion
C03/023	01278	DOVE R/EAL REVIEWS	DOVE HAIR	DOVE 10-IN-1 SERUM MASK	DAVID, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	DESEIF Madrid / IMPOSTER London / PICKLE MUSIC Madrid / PIJAMA AI & VFX STUDIO London	WPP PRODUCTION Madrid	MINDSHARE London / MINDSHARE New York	EDELMAN New York	AKQA Paris / MILO CASTING London / OGILVY London	Silver Lion
D04/019	01344	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN LIMA	PERU	FERTIL Lima	AGOSTO MUSIC Lima / NATIVO POST Lima		McCANN LIMA		Silver Lion
D05/021	00831	THE FILET-O-FISH FACEBOOK SOCIETY OF 2012	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM			OMD UK London	READY10 London	LINNEY ACTIVATE LIMITED Mansfield / TMW London	Silver Lion
E03/001	00132	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto		UM Toronto	NARRATIVEXPR Toronto	KFC CANADA Toronto	Silver Lion
E03/010	00405	OREO COWS	OREO	OREO	VML, New York / VML, Mexico City	UNITED STATES / MEXICO	BDS MUSIC NA / BELIEVE TV Santiago / LANDIA Mexico City / VOX HAUS Petropolis	DORADO.TV Mexico City	SPARK FOUNDRY Mexico City	BURSON Mexico City	THE COCA-COLA COMPANY Mexico City	Silver Lion
E03/016	01056	THE LAST COKE IN THE DESERT	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo / VML, Mexico City	UNITED STATES / BRAZIL / MEXICO	REBOLUCION Mexico		ESSENCEMEDIACO M Mexico City	OGILVY PR London	RAMIRO DEL REAL Hacienda de Echeagaray	Silver Lion
E03/052	01393	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid					Silver Lion
E04/067	01040	CIF CLEAN MY NAME	CIF	CIF MIRACLE	DROGA5, PART OF ACCENTURE SONG, Sao Paulo	BRAZIL	BERIMBAU ESTUDIO Sao Carlos / BIOSPHERA Sao Paulo / GENCO FILM Sao Paulo		CADASTRA Sao Paulo / INITIATIVE Sao Paulo	DROGA5, PART OF ACCENTURE SONG Sao Paulo	BR MEDIA Sao Paulo / PINKERS Sao Paulo / SERASA EXPERIAN Sao Paulo / UNILEVER BRASIL Sao Paulo	Silver Lion

E06/002	00586	SANTA MARIA PUEBLO HOTEL	SENATUR	PUEBLO HOTEL	ONIRIA/TBWA, Asuncion	PARAGUAY	BARRACO Asuncion	BARRACO Asuncion	ADRI MORRO Asuncion / ONIRIA/TBWA Asuncion	ADRI MORRO Asuncion	SENATUR Asuncion	Silver Lion
A01/031	01302	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo		ZENO GROUP Chicago / ZENO GROUP Toronto	KRAFT HEINZ Chicago / THE PROMOTIONS SPECIALIST Toronto	Bronze Lion
A01/050	00664	CHUPA CHUPS IMPOSSIBLE	PERFETTI	CHUPA CHUPS	BBH, London	UNITED KINGDOM	UNTOLD STUDIOS London	UNTOLD STUDIOS London	WAVEMAKER London	EDELMAN London	BLONSTEIN CREATIVE PRODUCTION London / INFLUENCER London	Bronze Lion
A07/004	00585	SANTA MARIA PUEBLO HOTEL	SENATUR	PUEBLO HOTEL	ONIRIA/TBWA, Asuncion	PARAGUAY	BARRACO Asuncion	BARRACO Asuncion	ADRI MORRO Asuncion / ONIRIA/TBWA Asuncion	ADRI MORRO Asuncion	SENATUR Asuncion	Bronze Lion
B01/005	00758	FIRECATCHERS	SAPEURS POMPIERS DE FRANCE	SAPEURS POMPIERS DE FRANCE	HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris / MR.PINK Sao Paulo	HAVAS PLAY Paris	HAVAS PLAY Paris	HAVAS PLAY Paris	GOZULTING Paris / INSTREAMLY Warsaw	Bronze Lion
B01/008	01506	EXPENSIVE SH*T	HUGGIES	DIAPER	McCANN NEW YORK / McCANN NEW ZEALAND, Auckland	UNITED STATES / NEW ZEALAND	NOBODY PRODUCTIONS Los Angeles	BOGOTA Curitiba	VM1 New York	VM1 New York	OMNICOM GROUP New York	Bronze Lion
B02/018	01391	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo	LEMA+ Sao Paulo / THE ROMANS London	CIRCULO Sao Paulo	Bronze Lion
B03/004	01339	IKEA PREOWNED/SECOND-HAND MARKETPLACE	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid	IPROSPECT Madrid		IKEA Madrid	Bronze Lion
B09/036	00625	GAMING FLUTE	SKITTLES	SKITTLES	TBWA/CHIAT/DAY CHICAGO	UNITED STATES	SAWHORSE PRODUCTIONS Los Angeles	HUNG STUDIOS Chicago / OMNICOM STUDIOS Chicago	STARCOM Chicago	WEBER SHANDWICK Chicago	N2 New York / WONDERMAKR Toronto	Bronze Lion
B09/052	01358	THE SHAKESPEARE BIC	BIC	BIC PEN	VML, Sao Paulo	BRAZIL	HOGARTH WORLDWIDE Sao Paulo / OIO Sao Paulo / P+E GALERIA DIGITAL Sao Paulo	CARBONO SOUND LAB Sao Paulo	VML Sao Paulo	APPROACH Sao Paulo		Bronze Lion
C01/008	01216	LIME GUIDES	CORONA	CORONA	GREY, New York	UNITED STATES	ASA ONZE Sao Paulo / FREQUENCY PICTURES Las Vegas / MAGIC LAB ACADEMY Sao Paulo / VODOO HOUSE Sao Paulo	AGOSTO MUSIC Lima	STARCOM New York	3PM/WEBER SHANDWICK New York	AB INBEV New York	Bronze Lion
C01/012	00356	SHEEP HAPPENS	PENNY	PENNY	SAINT ELMOS, Munich / CHARLES & CHARLOTTE, Berlin	GERMANY	RADICAL MEDIA Berlin	OKAYSTUDIO Berlin	PION3ERS Dusseldorf	SAINT ELMOS Munich	HASTINGS AUDIO NETWORK Hamburg / MEDIA COLOGNE KOMMUNIKATIONSMEDIEN GMBH Hurth / WFP WERBEAGENTUR FELSKE + PARTNER Cologne	Bronze Lion
C02/025	01512	CANCER PREVENTION DISCOUNTS	BROADFORK PRODUCE	CANCER PREVENTION DISCOUNTS	TANK WORLDWIDE, Montreal	CANADA	RAINA+WILSON Toronto / TANK WORLDWIDE Montreal	ADIOSADIOS Buenos Aires / ESTUDIOS MACHINA Bogota / LATINA Bogota / MOOCO STUDIO Buenos Aires / TANK WORLDWIDE Montreal	JUNGLE MEDIA Montreal / MINDSHARE CANADA Toronto / TANK WORLDWIDE Montreal	OGILVY HEALTH New York	BROADFORK PRODUCE Toronto / FUZE REPS Toronto / QUEBEC CANCER FOUNDATION Montreal	Bronze Lion
C03/009	00539	THE BIG REDEMPTION	FRONTIER AIRLINES	FRONTIER AIRLINES LOYALTY PROGRAM	BARKLEYOKRP, Kansas City	UNITED STATES	BARKLEYOKRP Kansas City	COSMO STREET EDITORIAL Los Angeles / ROYAL MUSTER Los Angeles / SOUND AND FURY Los Angeles / THE END Culver City / THE POST HAUS Kansas City	BARKLEYOKRP Kansas City	BARKLEYOKRP Kansas City / FRONTIER AIRLINES Denver		Bronze Lion
D01/016	00919	RUN BACK THE MIRACLE	MICHELOB ULTRA	MICHELOB ULTRA	WIEDEN+KENNEDY, New York	UNITED STATES	FREQUENCY PICTURES Las Vegas / HOUSE OF PARLIAMENT Los Angeles / PIXELS + ATOMS New York / PRETTY DAMN SWEET Philadelphia	HOUSE OF PARLIAMENT Los Angeles / PRETTY DAMN SWEET Philadelphia / SHORT RIBS EDITORIAL Brooklyn		3PM/WEBER SHANDWICK New York		Bronze Lion
D02/062	01111	KITKAT SECURITY DETAIL	KITKAT	KITKAT FIVE FINGERS CHOCOLATE BAR	COURAGE, Toronto	CANADA	THE DELI Toronto			COURAGE Toronto	NESTLE CANADA Toronto	Bronze Lion

D03/024	01179	YOU MUST LOVE COKE	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos Aires / VML, Sao Paulo / VML, New York	UNITED STATES / ARGENTINA / BRAZIL	VANDALO Sao Paulo	VML Sao Paulo	ESSENCEDIACO M CHILE Santiago / ESSENCEDIACO M URUGUAY Montevideo	OGILVY PR London	BUMBLEBEAT Sao Paulo / THE CIRCLE FILMS Sao Paulo	Bronze Lion
D05/036	00661	CHUPA CHUPS IMPOSSIBLE	PERFETTI	CHUPA CHUPS	BBH, London	UNITED KINGDOM	UNTOLD STUDIOS London	UNTOLD STUDIOS London	WAVEMAKER London	EDELMAN London	BLONSTEIN CREATIVE PRODUCTION London / INFLUENCER London	Bronze Lion
D06/028	01249	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	ALMAPBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo	ESSENCEDIACO M Sao Paulo	GIUSTI CREATIVE PR Sao Paulo / IMAGEM CORPORATIVA Sao Paulo	AMPARA ANIMAL Sao Paulo / DNA PETS Rio de Janeiro / FBIZ Sao Paulo / VOZ Sao Paulo	Bronze Lion
E03/005	00647	VASELINE AND THE REAL NIGERIAN PRINCE	VASELINE	VASELINE BODY OIL	LEO, Singapore	SINGAPORE	AMA PSALMIST VISUALS Maryland	FVSE Singapore / PRODIGIOUS SINGAPORE	ALL SEASONS ZENITH Lagos	MSL Singapore / PERSUASION COMMUNICATIONS London / QUADRANT MSLGROUP Lagos	PUBLICIS GHANA Accra	Bronze Lion
E04/066	01007	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUSE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore	MINDSHARE SINGAPORE	OGILVY London / OGILVY New York / OGILVY SINGAPORE / OGILVY SOUTH AFRICA Johannesburg	VAYNERMEDIA ASIA PACIFIC Singapore	Bronze Lion
E05/027	00793	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London				Bronze Lion
E08/008	01345	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN LIMA	PERU	FERTIL Lima	AGOSTO MUSIC Lima / NATIVO POST Lima		McCANN LIMA		Bronze Lion
E09/004	00328	HEAR IN HIJAB	WARDAH	WARDAH HIJAB EXPERT SHAMPOO	DENTSU CREATIVE, Jakarta	INDONESIA				DENTSU CREATIVE Jakarta		Bronze Lion
E09/027	00914	THE PERIOD UNIFORM	SOMOS MARTINA	SOMOS MARTINA	SERVICEPLAN GERMANY, Munich	GERMANY	WE ARE DEMENTE Bogota	INMOTION Munich	MEDIAPLUS GERMANY Munich	TULOM Sao Paulo	EAT, SLEEP + DESIGN Berlin / HASTINGS AUDIO NETWORK Hamburg / HOOKED MUSIC Hamburg	Bronze Lion
Total Awards:		47										