

### Creative Business Transformation Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
B04/013	00076	THE WEDDING RICE	WIKIFARMER	AGRICULTURE	McCANN ATHENS	GREECE	PARASOL Athens	PARASOL Athens		WEBER SHANDWICK Kifisia	AGRICULTURAL COOPERATIVE OF RICE PRODUCERS OF CHALASTRA Thessaloniki / MUSOU MUSIC PUBLISHING Athens / WIKIFARMER Galatsi	Grand Prix
B02/010	00109	PROTECT THE PEANUT	MARS SNACKING	M&M'S	BBDO, Chicago	UNITED STATES	NOBODY'S Fort Mill / OMNICOM PRODUCTION Chicago	LOBO São Paulo / OMNICOM PRODUCTION Chicago		CASHMAN West Palm Beach	MARS WRIGLEY Newark	Gold Lion
B04/023	00013	CODE FOR THE PROTECTION AND INCLUSION OF BLACK CONSUMERS	L'OREAL LUXE	AFROLUXE	BETA COLLECTIVE, Sao Paulo	BRAZIL	BLACK SISTERS IN LAW Rio de Janeiro / MUUVIES Rio de Janeiro / PINGADO AUDIO Sao Paulo / PRODUCERIA Sao Paulo				ESTUDIO NINA Sao Paulo / FSB COMUNICACOES Rio de Janeiro / MOVER Rio de Janeiro	Silver Lion
E01/004	00099	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	Silver Lion
A01/016	00098	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
A01/030	00131	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid					Bronze Lion
C02/008	00126	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
<b>Total Awards:</b>			<b>7</b>									