

Creative Effectiveness Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
D01/017	30237	SHOT ON IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES						Creative Effectiveness Grand Prix
B01/041	00305	DON'T DRINK HERTOOG JAN	HERTOOG JAN	HERTOOG JAN	GUT, Amsterdam	NETHERLANDS	SITESUPPORT Breda				DENTSU CREATIVE Amsterdam / THE VALLEY B.V. Amsterdam	Gold Lion
C01/014	00253	THE EVERYDAY TACTICIAN: HOW GETTING A FOOTBALL CLUB PROMOTED HELPED XBOX TAKE A STEP CLOSER TO THE FUTURE OF GAMING	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CRAFT London / EXELL London / LOWKEY FILMS London	WAVE London	TNT SPORTS London	ASSEMBLY London	BROMLEY FC / CLOCKWORK Johannesburg / MIAI BRAND PARTNERSHIPS Weybridge / SPORTS INTERACTIVE London	Gold Lion
C03/003	00064	THE MISHEARD VERSION	SPECSAVERS	AUDIOLOGY	GOLIN, London	UNITED KINGDOM				GOLIN London		Gold Lion
A01/024	00249	REFURB	PHILIPS	PHILIPS	LEPUB, Amsterdam	NETHERLANDS	AMBASSADORS Amsterdam / LENS THAT - AR CREATIVE STUDIO Warsaw / SHOTZ Berlin		OMD Amsterdam / OMD GERMANY Dusseldorf	KETCHUM Amsterdam		Silver Lion
B02/008	00315	HANDSHAKE HUNT	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL					MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo	Silver Lion
C08/002	00033	SAMSUNG THROWBACK DEALS	SAMSUNG BRAZIL	E-COMMERCE	MRM, Sao Paulo	BRAZIL						Silver Lion
C10/006	00124	NO SMILES	MCDONALD'S	HIRING	TBWA/HAKUHODO, Tokyo	JAPAN	ROBOT COMMUNICATIONS Tokyo	ROBOT COMMUNICATIONS Tokyo				Silver Lion
C10/014	00262	FIND YOUR SUMMER	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN						Silver Lion
D01/018	20313	REAL BEAUTY: HOW A SOAP BRAND CREATED A GLOBAL SELF-ESTEEM MOVEMENT	DOVE	DOVE	OGILVY UK, London	UNITED KINGDOM						Silver Lion
A02/008	00123	MICHAEL CERAVE	CERAVE	CERAVE	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Culver City	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York	BEAUTY CO-LAB New York	OGILVY PR New York	BPCM New York / OBVIOUSLY New York	Bronze Lion
B04/011	00198	A PIECE OF ME	KPN	KPN	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam		MINDSHARE Amsterdam	HPB HET PR BUREAU Amsterdam		Bronze Lion
B04/025	00289	SIGHTWALKS	CEMENTO SOL	CEMENT	CIRCUS GREY, Miraflores	PERU	AGOSTO MUSIC Lima / REBECA Lima	PUNTO APARTE Lima		LLYC Lima	APOYO CONSULTORIA Miraflores / DINAMO Lima / MISFIT MEDIA Meridian	Bronze Lion
C01/007	00240	GRAVY RACE	SHEBA	SHEBA GRAVY INDULGENCE	AMV BBDO, London	UNITED KINGDOM	RED STUDIOS London	CANJA AUDIO CULTURE Curitiba / JUNGLE STUDIOS London / RED STUDIOS London	ESSENCEMEDIACO M New York	WEBER SHANDWICK New York		Bronze Lion
C05/007	00146	HEINZ KETCHUP & SEEMINGLY RANCH	KRAFT HEINZ	HEINZ KRANCH	RETHINK, Toronto	CANADA	FUZE REPS Toronto		STARCOM Chicago	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago	Bronze Lion
C07/013	00255	THE EVERYDAY TACTICIAN: HOW GETTING A FOOTBALL CLUB PROMOTED HELPED XBOX TAKE A STEP CLOSER TO THE FUTURE OF GAMING	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CRAFT London / EXELL London / LOWKEY FILMS London	WAVE London	TNT SPORTS London	ASSEMBLY London	BROMLEY FC / CLOCKWORK Johannesburg / MIAI BRAND PARTNERSHIPS Weybridge / SPORTS INTERACTIVE London	Bronze Lion
C10/003	00182	TRANSITION BODY LOTION	UNILEVER	VASELINE PRO DERMA TRANSITION BODY LOTION	OGILVY, Singapore	SINGAPORE	DOUBLE Y Bangkok / MUM FILMS Bangkok / SOLDATS FILMS Paris / THEQUIETLAB Singapore		MINDSHARE London	EDELMAN Bangkok / OGILVY Singapore	BOXCUTTER Auckland / PINPUNG Bangkok	Bronze Lion
Total Awards:		17										