

Creative Effectiveness Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
B04/017	00205	THREE WORDS	AXA FRANCE	HOME INSURANCE POLICIES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris	AXA Paris	Creative Effectiveness Grand Prix
A01/007	00161	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	Gold Lion
D03/012	00206	THREE WORDS	AXA FRANCE	HOME INSURANCE POLICIES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris	AXA Paris	Gold Lion
A04/001	00123	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles	UNITED STATES	O POSITIVE Santa Monica	ELEVEN SOUND Los Angeles / EXILE EDIT Los Angeles / PARIAN CREATIVE Santa Monica / ROYAL MUSTER Los Angeles / TRAFIK Los Angeles	PHD New York		MAYFLOWER ENTERTAINMENT New York / TREVOR TV Atlanta	Silver Lion
B01/007	00162	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	Silver Lion
C04/004	00015	IKEA HIDDEN TAGS	IKEA	IKEA FURNITURE	UZINA, Lisbon	PORTUGAL	PLAYGROUND Lisbon / SALVA STUDIOS Lisbon	MUTE SOUND DESIGN Lisbon				Silver Lion
D03/010	00121	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
A04/008	00070	MY JAPAN RAILWAY	JR GROUP	TRAIN TRIP	DENTSU INC., Tokyo	JAPAN	1-10HOLDINGS KYOTO / CREATIVE POWER UNIT Tokyo / DENTSU CREATIVE PICTURES Tokyo / DENTSU INC. Tokyo / LULL INC. Tokyo			DENTSU INC. Tokyo		Bronze Lion
B01/025	00044	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES			OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York	Bronze Lion
B03/002	00120	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
B04/009	00163	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
C01/003	00204	THREE WORDS	AXA FRANCE	HOME INSURANCE POLICIES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris	AXA Paris	Bronze Lion
D01/005	00184	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA			CARAT Toronto		IKEA Burlington	Bronze Lion
D03/005	00189	THE FINAL COPY OF ILON SPECHT	L'OREAL PARIS	L'OREAL PARIS	McCANN PARIS	FRANCE	BREAKWATER STUDIOS Los Angeles / TRAVERSE32 New York			BEAUTY CO-LAB New York / TRAVERSE32 New York		Bronze Lion
Total Awards:			14									