

Creative Strategy Winners												
Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
F01/024	00870	REAL BEAUTY: HOW A SOAP BRAND CREATED A GLOBAL SELF-ESTEEM MOVEMENT	DOVE	DOVE	OGILVY UK, London	UNITED KINGDOM						Grand Prix
A05/008	00595	THE NEW PRESIDENT	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADDITION New York		AN-NAHAR NEWSPAPER Beirut	IMPACT BBDO Beirut / IMPACT PORTER NOVELLI Dubai		Gold Lion
B01/003	00174	SATO 2531	ASUNIWA	THINK NAME PROJECT	DENTSU DIGITAL, Tokyo	JAPAN	TAIYO KIKAKU Tokyo	MASSIVEMUSIC Tokyo		PLATINUM INC. Tokyo		Gold Lion
B01/010	00527	HUMANIMAL TOURISM	PROCOLOMBIA	COLOMBIA, THE COUNTRY OF BEAUTY	DDB COLOMBIA, Bogota	COLOMBIA	PRIMO CONTENT Bogota				AGENCIA QUIROGA MEDIOS Bogota / DRAGONFLY Bogota	Gold Lion
E01/017	00834	AXA - THREE WORDS	AXA	INSURANCE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris		Gold Lion
E03/047	00859	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo	ESSENCEMEDIACOM Sao Paulo	GIUSTI CREATIVE PR Sao Paulo / IMAGEM CORPORATIVA Sao Paulo	AMPARA ANIMAL Sao Paulo / DNA PETS Rio de Janeiro / T&PM POWERED BY FBIZ Sao Paulo	Gold Lion
A01/038	00636	GET COMFORTABLE	ANDREX	ANDREX	FCB LONDON	UNITED KINGDOM						Silver Lion
A02/004	00135	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York	THE SHIPYARD Columbus	360PR Boston	EXTRA PACKAGING Boca Raton / FUELSPC FULFILLMENT SERVICES Chicago / PRESTIGE CONSUMER HEALTHCARE New York	Silver Lion
B02/036	00497	THE PRINCESS & THE CROWN	SEDA	SEDA SHAMPOO	DROGA5, PART OF ACCENTURE SONG, Sao Paulo / UNILEVER BRASIL, Sao Paulo	BRAZIL	AUDIOMANIACOS Sao Paulo / LOUD+ Sao Paulo / SAGAZ FILMES Sao Paulo / TUK CREATIVE STUDIOS Rio de Janeiro	BIG SYNC MUSIC London / CASA DE VIDEO Sao Paulo			DE BENGUELA Tatuape / INSTITUTO PLANO DE MENINA São Paulo / NA PONTA DOS PES Rio de Janeiro / PRETAHUB Sao Paulo / THE WALT DISNEY COMPANY BRASIL São Paulo	Silver Lion
C02/010	00160	DAISY VS SCAMMERS	O2	DAISY VS SCAMMERS	VCCP, London / GIRL AND BEAR, London / FAITH, London / BERNADETTE, London	UNITED KINGDOM	GIRL AND BEAR London	GIRL AND BEAR London	VCCP London	BROADCAST REVOLUTION London / O2 London		Silver Lion
C05/022	00827	AXA - THREE WORDS	AXA	INSURANCE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris		Silver Lion
C07/004	00484	FOUND IN TRANSLATION	MEDALLA LIGHT	MEDALLA LIGHT	DDB LATINA PUERTO RICO	PUERTO RICO			PHD PUERTO RICO Guaynabo			Silver Lion
D01/044	10039	CHOOSE UBER	HEETCH	HEETCH	BETC, Paris	FRANCE	SOLDATS FILMS Paris					Silver Lion
F01/020	00393	IT'S A CHEETOS THING	CHEETOS PEPSICO	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	UNITED STATES	BISCUIT FILMWORKS Los Angeles / DUMMY FILMS Los Angeles / O POSITIVE Santa Monica / WILDEBEEST Collingwood	ARCADE EDIT Los Angeles / HUMAN New York / LIME STUDIOS Santa Monica / THE MILL Chicago	OMD USA New York / RED ROCK OUTDOOR New York	KETCHUM New York	ARTJAIL New York / ASSEMBLE SOUND Detroit / COMPANY 3 Los Angeles / CREYENTES Brooklyn / NOUN NY / PARLIAMENT STUDIOS Santa Monica / ROYAL MUSTER Culver City / SHAKERMAKER New York / SONIC UNION New York / VAYNERMEDIA New York / VT PRO DESIGN Los Angeles	Silver Lion
F01/021	00599	ANNAHAR'S ACTIVE JOURNALISM	ANNAHAR	ANNAHAR	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES			OMD Dubai	IMPACT BBDO Beirut / IMPACT PORTER NOVELLI Dubai		Silver Lion
A04/008	00403	THE HIDDEN EYE TEST	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	PROSPEX PARK Los Angeles		WAVEMAKER Sydney	BURSON Sydney		Bronze Lion
A04/016	00615	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	EXILE Santa Monica / PARIARH CREATIVE Santa Monica / ROYAL MUSTER Culver City / THE TRAFIK Santa Monica	PHD New York		2ND WIND PRODUCTIONS Los Angeles / ELEVEN SOUND Los Angeles / ENDLESS NOISE Los Angeles, CA / MAYFLOWER ENTERTAINMENT Los Angeles / SPECIAL Sydney	Bronze Lion
A05/009	00427	SOUNDS RIGHT	MUSEUM FOR THE UNITED NATIONS - UN LIVE, SPOTIFY	MUSIC	AKQA, Copenhagen	DENMARK			SPOTIFY Stockholm	LD COMMUNICATIONS London / NO. 29 COMMUNICATIONS New York / THE WORLD WE WANT London	EARTHPERCENT London / MUSEUM FOR THE UNITED NATIONS - UN LIVE Copenhagen	Bronze Lion
A06/001	00029	MEET MARINA PRIETO	JCDECAUX	MEDIA CHANNEL	DAVID, Madrid	SPAIN	FAR MEDIA Madrid	DESEIF Madrid / THE LOBBY Madrid			JCDECAUX SPAIN Madrid	Bronze Lion
A07/012	00153	WAITING TO LIVE	NHS BLOOD & TRANSPLANT	NHS BLOOD & TRANSPLANT	VML, London	UNITED KINGDOM			WAVEMAKER London	BURSON London	SONICBRAND London	Bronze Lion
B02/057	00519	THE 26TH MINUTE	DUBLIN SAMARITANS	SAMARITANS VOLUNTEER RECRUITMENT	DROGA5, PART OF ACCENTURE SONG, Dublin	IRELAND						Bronze Lion
C02/029	00601	CHILD WEDDING CARDS	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	KARMA KOLLECTIVE Karachi / SHINY TOY GUNS Karachi					Bronze Lion
C05/011	00359	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	THINKHOUSE Dublin	LENS THAT - AR CREATIVE STUDIO Warsaw				Bronze Lion
C05/041	00863	GUARDED BUS STOP	ELETROMIDIA	GUARDED BUS STOP	ALMAPBBDO, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / CINE Sao Paulo / ELETROMIDIA Sao Paulo		ELETROMIDIA Sao Paulo			Bronze Lion
C06/037	00338	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
C07/003	00175	SATO 2531	ASUNIWA	THINK NAME PROJECT	DENTSU DIGITAL, Tokyo	JAPAN	TAIYO KIKAKU Tokyo	MASSIVEMUSIC Tokyo		PLATINUM INC. Tokyo		Bronze Lion
D01/036	00598	THE NEW PRESIDENT	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADDITION New York		AN-NAHAR NEWSPAPER Beirut	IMPACT BBDO Beirut / IMPACT PORTER NOVELLI Dubai		Bronze Lion

E01/009	00516	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:		28									