

Creative Strategy Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
C07/028	00711	THE PUB THAT REFUSED TO DIE	HEINEKEN	HEINEKEN GREEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	ANTIDOTE FILMS Dublin	COMPANY 3 London / PRODIGIOUS Milan	DENTSU X Dublin	THE ROMANS London / THINKHOUSE Dublin	LEGARAGE Milan / PUBLICIS Dublin	Grand Prix
A06/013	00432	THE FAROE ISLANDS SPACE PROGRAM	SKF	TECHNICAL SOLUTIONS AND INNOVATIONS, BEARINGS, SEALS AND LUBRICATION	NORD, Stockholm	SWEDEN						Gold Lion
B02/038	00591	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 / OGIILVY London	Gold Lion
C01/004	00418	THE SWEDISH PRESCRIPTION	VISIT SWEDEN	VISIT SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm / PRIME WEBER SHANDWICK Stockholm	CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm	PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	VISIT SWEDEN Stockholm / WPP MEDIA Stockholm	Gold Lion
C07/043	00713	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid					Gold Lion
A01/051	00095	MADE TO SHARE	CADBURY	DAIRY MILK	VCCP, London	UNITED KINGDOM	GIRL&BEAR London	ELECTRIC THEATRE COLLECTIVE London / KING LEAR MUSIC & SOUND London / KINTZING London / STANLEYS POST London / TENTHREE London	SPARK FOUNDRY London	OGILVY PR London	BERNADETTE London / BULLETPROOF London / DENTSU CREATIVE London / ELVIS London / JUNGLE STUDIOS London / MKTG London / UMBRELLA Buckinghamshire	Silver Lion
A02/010	00122	#UNCENSORYOURHEALTH	LADYWELL	LADYWELL SUPPLEMENTS FOR WOMEN	SAATCHI & SAATCHI, El Segundo	UNITED STATES	SAATCHI & SAATCHI El Segundo / TOOL OF NORTH AMERICA Santa Monica	HARBOR PICTURE COMPANY Los Angeles / SAATCHI & SAATCHI El Segundo	DSPLUS Chicago / SAATCHI & SAATCHI El Segundo	SAATCHI & SAATCHI El Segundo	TOOL OF NORTH AMERICA Santa Monica	Silver Lion
B02/072	00448	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
C01/034	00557	A TIME AND A PLACE	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London			EDELMAN New York	ANTHROPIC San Francisco / INITIATIVE New York / KING LEAR MUSIC & SOUND London / THE HOGAN London / THE QUARRY London / TIME BASED ARTS London	Silver Lion
C02/006	00599	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA			CARAT Toronto		IKEA Burlington	Silver Lion
D02/019	00714	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid					Silver Lion
D02/021	00030	DELIVERED BY TETRIS	LA POSTE	LA POSTE	BETC, Paris / HAVAS PARIS	FRANCE	GUM Paris / PROSE ON PIXELS Paris			BETC Paris		Silver Lion
A01/005	00588	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 / OGIILVY London	Bronze Lion
A01/022	00437	PAID SICK LEAVE FOR COWS	TOO GOOD	MILK	THE PARTNERSHIP AGENCY, Nairobi	KENYA	FINGERPRINT FILMS Mumbai	FINGERPRINT FILMS Mumbai				Bronze Lion
A01/038	00117	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES			OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York	Bronze Lion
B01/006	00306	ZIP CODE EXAM	EQUALITY HEALTH FOUNDATION	ZIP CODE EXAM	AREA 23, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / DALMATIAN COW Los Angeles	PREYMAKER New York / STUDIORX New York	RAPPORT New York / UM New York	WEBER SHANDWICK New York		Bronze Lion
C05/008	00578	RECIPE FOR CHANGE	PUCK	SPREAD CHEESE	FP7 McCANN DUBAI	UNITED ARAB EMIRATES	CRAFT DUBAI		CARAT Dubai	CURRENT GLOBAL Dubai		Bronze Lion
C05/017	00405	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
C07/050	00566	NO FRAME MISSED	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo	PSYCHONLOOK Sao Paulo	OMD USA California			Bronze Lion
D02/002	00310	EXPLORE YOUR STORY	COACH	LUXURY FASHION ACCESSORIES	FORSMAN & BODENFORS, Gothenburg / MANDAI LOOP, Stockholm	SWEDEN	INDUSTRY ART London / NEW LAND Stockholm	NEW LAND Stockholm			MANDAI LOOP Stockholm	Bronze Lion
E01/013	00718	LONG LASTING PASSPORT	DARTY	LONG LASTING PASSPORT	PUBLICIS CONSEIL, Paris	FRANCE						Bronze Lion
E03/040	00357	COLUMBIA	COLUMBIA SPORTSWEAR	COLUMBIA SPORTSWEAR	COLUMBIA, Portland / adam&eve/TBWA, London	UNITED STATES / UNITED KINGDOM						Bronze Lion
Total Awards:			22									