

Creative Strategy Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A04/008	00696	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris				EPSILON Paris / RAZORFISH Paris / RENAULT GROUP SIEGE SOCIAL Paris	Grand Prix
A01/023	00489	M&M'S - SPOKESCANDIES ON PAUSE	M&M'S	M&M'S	BBDO, New York	USA	PRETTYBIRD Los Angeles		ESSENCEMEDIACO M New York	WEBER SHANDWICK New York	HOUSE SPECIAL Portland / KETCHUM New York / MARS WRIGLEY Newark / TRACYLOCKE Wilton / WALKER New York	Gold Lion
A02/008	00433	ME, MY AUTISM & I	Reckitt and Ambitious about Autism	VANISH	HAVAS, London	UNITED KINGDOM	SMUGGLER London		ZENITH London	ONE GREEN BEAN London		Gold Lion
D01/038	00774	MORNING AFTER ISLAND	GRUPO ESTRATEGICO PAE	HUMAN RIGHTS ACTIVISM	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	14 AL CENTRO LATAM Tegucigalpa		OGILVY HONDURAS Tegucigalpa		Gold Lion
D02/003	00134	THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SOUTH PACIFIC PICTURES Auckland	IMAGES & SOUND Auckland	SPECIAL Auckland			Gold Lion
A08/004	00135	THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SOUTH PACIFIC PICTURES Auckland	IMAGES & SOUND Auckland	SPECIAL Auckland			Silver Lion
A09/034	00771	MORNING AFTER ISLAND	GRUPO ESTRATEGICO PAE	HUMAN RIGHTS ACTIVISM	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	14 AL CENTRO LATAM Tegucigalpa		OGILVY HONDURAS Tegucigalpa		Silver Lion
B02/034	00376	CHICKEN WARS	POPEYE'S LOUISIANA KITCHEN	POPEYE'S CHICKEN	GSD&M, Austin	USA			PHD Chicago / PHD New York	ALISON BROD MARKETING + COMMUNICATIONS New York		Silver Lion
B02/077	00823	HAVE A WORD	MAYOR OF LONDON	MALE VIOLENCE AGAINST WOMEN	OGILVY, London	UNITED KINGDOM	SPINDLE PRODUCTIONS London	HOGARTH London		OGILVY London		Silver Lion
C04/008	00442	HOUSE OF LEGENDS	SICKKIDS FOUNDATION	SERVICE - HEALTHCARE	COSSETTE, Toronto	CANADA	COSSETTE Toronto / SCOUTS HONOUR Toronto	ALTER EGO Toronto / NIMIOPERE Toronto / RAJAKOVIC ELECTRIC Toronto / THE VANITY Toronto	OMD CANADA Toronto	CITIZEN RELATIONS Toronto	SICKKIDS FOUNDATION Toronto	Silver Lion
C05/036	00367	PINATEX	ANANAS ANAM + DOLE SUNSHINE COMPANY	ANANAS ANAM	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima				Silver Lion
E01/020	00692	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris				EPSILON Paris / RAZORFISH Paris / RENAULT GROUP SIEGE SOCIAL Paris	Silver Lion
E02/003	00287	SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		STARCOM Dubai	LEO BURNETT Dubai	MAJID AL FUTTAIM Dubai	Silver Lion
A03/018	00800	THE MISSING CHAPTER	P&G WHISPER	SANITARY NAPKINS	LEO BURNETT, Mumbai	INDIA			MEDIACOM Mumbai			Bronze Lion
B01/010	00619	THE 36	DGT	ROAD MOBILITY EASTER	OGILVY, Madrid	SPAIN	AGOSTO Barcelona / HOGARTH WORLDWIDE Madrid	HOGARTH WORLDWIDE Madrid	MEDIA SAPIENS Madrid			Bronze Lion
C01/039	00247	FRIENDVERTISING	SKINNY	TELECOMS	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland / GOOD OIL FILMS Auckland / LIQUID STUDIOS Auckland	COLENZO BBDO Auckland / GOOD OIL FILMS Auckland / LIQUID STUDIOS Auckland	PHD Auckland	DRUM Auckland	PLATFORM 29 Auckland	Bronze Lion
C02/002	00023	INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	LOS NOTARIOS Bogota		ZENITH Bogota	ALINA VELEZ COMUNICACIONES Bogota		Bronze Lion
C04/010	00556	STILL FRESH. NEVER FROZEN.	WENDY'S	WENDY'S FULL MENU.	VMLY&R, Kansas City	USA			SPARK FOUNDRY New York	KETCHUM Chicago		Bronze Lion
C05/074	00724	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai			IMPACT PORTER NOVELLI Dubai	IMPACT BBDO Beirut	Bronze Lion
C05/083	00827	REVERSE SELFIE	DOVE	DOVE	OGILVY, London	UNITED KINGDOM	INDEPENDENT London		MINDSHARE London	EDELMAN New York		Bronze Lion
C06/027	00501	BRING HOME THE BUD	BUDWEISER	BUDWEISER BEER	WIEDEN+KENNEDY, New York / WIEDEN+KENNEDY, Sao Paulo / AFRICA CREATIVE DDB, Sao Paulo	USA / BRAZIL	WIEDEN+KENNEDY New York	SONIC UNION New York	COPA90 London	ALLISON+PARTNERS New York	AFRICA CREATIVE DDB Sao Paulo / OCTAGON Stamford / WINK Amsterdam	Bronze Lion
D01/012	00424	THE PRIDE RESEARCH	HAVAIANAS	RESEARCH	MEDIA.MONKS, Sao Paulo	BRAZIL	INNERPLAY.IO Sao Paulo / INSTITUTO DATAFOLHA Sao Paulo			LEMA+ Sao Paulo	ALL OUT New York / DA HOUSE Sao Paulo / MANDRIL AUDIO Sao Paulo / VOX HAUS - PRODUTORA DE AUDIO - AVENIDA CORONEL LUCAS DE OLIVEIRA - PETROPOLIS Petropolis	Bronze Lion
D01/015	00490	M&M'S - SPOKESCANDIES ON PAUSE	M&M'S	M&M'S	BBDO, New York	USA	PRETTYBIRD Los Angeles		ESSENCEMEDIACO M New York	WEBER SHANDWICK New York	HOUSE SPECIAL Portland / KETCHUM New York / MARS WRIGLEY Newark / TRACYLOCKE Wilton / WALKER New York	Bronze Lion
D01/033	00704	THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	HEFTY Sao Paulo			UM WORLDWIDE Sao Paulo	MERCADO LIVRE Sao Paulo	Bronze Lion
E01/012	00348	BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York			VIRTUE WORLDWIDE New York		Bronze Lion

Total Awards: 25