

Direct Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
F02/021	00935	UVA UVA BOMBON	UVA APP	UVA APP	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo				Grand Prix
A01/019	00281	OREO COWS	OREO	OREO	VML, New York / VML, Mexico City	UNITED STATES / MEXICO	BDS MUSIC NA / BELIEVE TV Santiago / LANDIA Mexico City / VOX HAUS Petropolis	DORADO.TV Mexico City	SPARK FOUNDRY Mexico City	BURSON Mexico City	THE COCA-COLA COMPANY Mexico City	Gold Lion
A06/017	00743	EVERYBODY COINBASE	COINBASE	COINBASE	ISLE OF ANY, New York	UNITED STATES	DAISY CHAIN STUDIO London / ISLE OF ANY New York	CARTEL New York / ISLE OF ANY New York / WAVE STUDIOS New York	WAVEMAKER New York	COINBASE Oakland / ISLE OF ANY New York	COINBASE Oakland / DAISY CHAIN STUDIO London / ISLE OF ANY New York	Gold Lion
B02/014	00994	LIME GUIDES	CORONA	CORONA	GREY, New York	UNITED STATES	ASA ONZE Sao Paulo / FREQUENCY PICTURES Las Vegas / MAGIC LAB ACADEMY Sao Paulo / VODOO HOUSE Sao Paulo	AGOSTO MUSIC Lima	STARCOM New York	3PM/WEBER SHANDWICK New York	AB INBEV New York	Gold Lion
D01/030	00804	BUILD YOUR OWN SUPER BOWL COMMERCIAL	UBER EATS	UBER EATS	SPECIAL, Los Angeles	UNITED STATES	BISCUIT FILMWORKS Los Angeles	COMPANY 3 Santa Monica / ELEVEN SOUND Los Angeles / EXILE EDIT Los Angeles / PARIAN CREATIVE Santa Monica / WALKER Santa Monica	PHD New York		DEPT N/A / MAYFLOWER ENTERTAINMENT New York	Gold Lion
E03/019	01072	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo		ZENO GROUP Chicago / ZENO GROUP Toronto	KRAFT HEINZ Chicago / THE PROMOTIONS SPECIALIST Toronto	Gold Lion
F04/103	01164	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo	LEMA+ Sao Paulo / THE ROMANS London	CIRCULO Sao Paolo	Gold Lion
F05/029	00621	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London				Gold Lion
A01/009	00992	LIME GUIDES	CORONA	CORONA	GREY, New York	UNITED STATES	ASA ONZE Sao Paulo / FREQUENCY PICTURES Las Vegas / MAGIC LAB ACADEMY Sao Paulo / VODOO HOUSE Sao Paulo	AGOSTO MUSIC Lima	STARCOM New York	3PM/WEBER SHANDWICK New York	AB INBEV New York	Silver Lion
A01/059	00620	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London				Silver Lion
B02/040	01070	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo		ZENO GROUP Chicago / ZENO GROUP Toronto	KRAFT HEINZ Chicago / THE PROMOTIONS SPECIALIST Toronto	Silver Lion
B03/015	01132	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo		MERCADO LIVRE Sao Paulo / NWB São Paulo / SPARK Sao Paulo	Silver Lion
B04/001	00580	ONE MORE QUESTION	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA			GREY ARGENTINA Buenos Aires	NINCH COMPANY Buenos Aires		Silver Lion
B04/004	00691	PRIME TIME 0.7	FRECUENCIA LATINA	FRECUENCIA LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima					Silver Lion
B04/025	00278	THE GOLDEN ZONE	MCDONALD'S	MCDONALD'S APP	TBWA\COLOMBIA, Bogotá / DDB COLOMBIA, Bogota	COLOMBIA						Silver Lion
B05/047	01230	DISCOUNT CHANTS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	FABULA Santiago					Silver Lion
C05/003	01054	COPYCATS WELCOME	CLASH ROYALE	CLASH ROYALE	DAVID, New York	UNITED STATES	BELIEVE TV Santiago / SONIC UNION New York					Silver Lion
D02/023	01162	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo	LEMA+ Sao Paulo / THE ROMANS London	CIRCULO Sao Paolo	Silver Lion
D04/012	00739	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York	BURSON London		Silver Lion
D04/024	00938	UVA UVA BOMBON	UVA APP	UVA APP	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo				Silver Lion
E02/004	01179	THE PERIODIC FABLE	THE ORDINARY	THE ORDINARY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	SMUGGLER London					Silver Lion
A01/036	01319	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	Bronze Lion
A04/026	00714	LET IT FLY	SAUDIA AIRLINES	BAGGAGE STICKERS TO INCREASE BAGGAGE ALLOWANCE	PUBLICIS KSA, Jeddah / SAATCHI AND SAATCHI ME, Dubai	SAUDI ARABIA / UNITED ARAB EMIRATES	BELIEVE TV Santiago / TWIST PRODUCTIONS Dubai		PUBLICIS KSA Jeddah / ZENITH Dubai	CJPR & CO London		Bronze Lion
A05/007	00692	PRIME TIME 0.7	FRECUENCIA LATINA	FRECUENCIA LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima					Bronze Lion
A07/003	00429	SANTA MARIA PUEBLO HOTEL	SENATUR	PUEBLO HOTEL	ONIRIA\TBWA, Asuncion	PARAGUAY	BARRACO Asuncion	BARRACO Asuncion	ADRI MORRO Asuncion / ONIRIA\TBWA Asuncion	ADRI MORRO Asuncion	SENATUR Asuncion	Bronze Lion
B01/010	01124	SCRATCH YOUR DATA	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo	GUT Sao Paulo / INPRESS PORTER NOVELLI Sao Paulo	20DASH Sao Paulo / ESTO Sao Paulo / LEOGRAF GRAFICA E EDITORA Osasco / MERCADO LIVRE Sao Paulo / PRODUCERIA Sao Paulo / THIAGO ALONSO Sao Paulo / VISUALLAB COMUNICACAO VISUAL Sao Paulo	Bronze Lion
B02/019	01288	RESIZE THE PRICE	AGUILA	BEER	DAVID, Bogota / DAVID, Madrid	COLOMBIA / SPAIN	AKIRA CINE Bogota / DURO ESTUDIO Bogota / PARCHE FILMS Bogota		ZENITH Bogota		ALINA VELEZ COMUNICACIONES Bogota	Bronze Lion
B02/036	00903	FANTASTIC KEYS	MARVEL, THE WALT DISNEY COMPANY FRANCE	ENTERTAINMENT , PRODUCTION COMPANY, FILM STUDIO	MARCEL, Paris	FRANCE	ZIG ZAG PRODUCTION Paris					Bronze Lion
B05/025	00904	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS MARKETPLACE	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris	Bronze Lion

C03/002	00199	LUCKY FAN INDEX	WISLA KRAKOW FOOTBALL CLUB	WISLA KRAKOW FOOTBALL CLUB	VML, Warsaw	POLAND	VML Warsaw		VML Warsaw			Bronze Lion
D03/043	00674	THE MOST EPIC WATCH PARTY GROUP	LAY'S	LAY'S	SLAP GLOBAL, Buenos Aires / PEPSICO, Harrison	ARGENTINA / UNITED STATES	HUNGRYMAN New York / WASHINGTON SQUARE FILMS New York	MCNULTY Madrid / PAPAMUSIC Buenos Aires / PORTAESTUDIO Buenos Aires	OMD USA New York	KETCHUM New York	GENESCO Dallas / META London / SMARTERS Sao Paulo / WE ARE SOCIAL London	Bronze Lion
D05/006	00053	BEDTIME DONATIONS	ROYAL SOCIETY FOR BLIND CHILDREN	BEDTIME DONATIONS APP	INNOCEAN BERLIN	GERMANY	BUZZWOO Berlin / DAHOUSE AUDIO Cologne / INNOCEAN BERLIN	DAHOUSE AUDIO Cologne	INNOCEAN WORLDWIDE EUROPE Frankfurt	BROADCAST REVOLUTION London / PERSUASION COMMUNICATIONS London	ROYAL SOCIETY FOR BLIND CHILDREN London	Bronze Lion
D05/015	00651	THE FILET-O-FISH FACEBOOK SOCIETY OF 2012	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM			OMD UK London	READY10 London	LINNEY ACTIVATE LIMITED Mansfield / TMW London	Bronze Lion
D05/043	01220	CHEETOS FLAMIN' HOT DILL PICKLE RELAUNCH	CHEETOS	PEPSICO	GUT, Miami	UNITED STATES	RADICALMEDIA New York	AUTONOMY Los Angeles	OMD USA New York / PFUS COMMUNICATIONS New York	OMNICON VELOCITY New York / PFUS COMMUNICATIONS New York		Bronze Lion
E02/005	00279	OREO COWS	OREO	OREO	VML, New York / VML, Mexico City	UNITED STATES / MEXICO	BDS MUSIC NA / BELIEVE TV Santiago / LANDIA Mexico City / VOX HAUS Petropolis	DORADO.TV Mexico City	SPARK FOUNDRY Mexico City	BURSON Mexico City	THE COCA-COLA COMPANY Mexico City	Bronze Lion
E03/022	01130	SCRATCH YOUR DATA	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo	GUT Sao Paulo / INPRESS PORTER NOVELLI Sao Paulo	20DASH Sao Paulo / ESTO Sao Paulo / LEOGRAF GRAFICA E EDITORA Osasco / MERCADO LIVRE Sao Paulo / PRODUCERIA Sao Paulo / THIAGO ALONSO Sao Paulo / VISUALLAB COMUNICACAO VISUAL Sao Paulo	Bronze Lion
E04/022	01278	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON SOUND Singapore / POP & STRANGE Singapore	WPP UNITE Singapore	OGILVY SINGAPORE	CATCH AND RELEASE San Francisco / OGILVY SINGAPORE / PINPUNG Bangkok / RADA Bangkok	Bronze Lion
E04/025	01213	SIMPLY NKD™ THE RENAISSANCE OF SNACKING	SIMPLY NKD™	DORITOS® SIMPLY NKD™ NACHO CHEESE, DORITOS® SIMPLY NKD™ COOL RANCH, CHEETOS® SIMPLY NKD™ PUFFS AND CHEETOS® SIMPLY NKD™ FLAMIN' HOT	GUT, Miami	UNITED STATES	LOBO New York / MERGE STUDIOS Miami	ANIMAL MUSIC Miami	OMD USA New York / PFUS COMMUNICATIONS New York	OMNICON VELOCITY New York / PFUS COMMUNICATIONS New York	OVERALL MURALS New York / PEPSICO Plano	Bronze Lion
E05/003	00769	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney		OMD Sydney			Bronze Lion
E05/022	01229	CUSTOM BILLBOARDS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	BERMUDA TECH LAB Buenos Aires / ORUGA CINE Buenos Aires				BAMBA MUSIC Buenos Aires	Bronze Lion
F07/039	10978	PROTECT THE PEANUT	MARS SNACKING	M&M'S	BBDO, Chicago	UNITED STATES	NOBODYS Fort Mill / OMNICOM PRODUCTION Chicago	LOBO São Paulo / OMNICOM PRODUCTION Chicago		CASHMAN West Palm Beach	MARS WRIGLEY Newark	Bronze Lion
F08/007	00688	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima				BCP Lima	Bronze Lion
Total Awards:			42									