

Entertainment Lions for Gaming Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
B05/022	00332	CALL OF DISCOUNTS	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo		3C GAMING Sao Paulo / ESTUDIO ICONE Rio De Janeiro / GINGA Sao Paulo / GRUPO IN PRESS Jardim Paulista / MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo	Grand Prix
E03/004	10030	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin		BOGOTA POST PRODUCTION STUDIO Sao Paulo			Gold Lion
E04/023	00220	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID CREATIVE GAMING Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo			CASHMAN & ASSOCIATES Philadelphia / DRUID CREATIVE GAMING Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo	Gold Lion
A01/009	00142	PROJECT: MEMORY CARD	PLAYSTATION	PLAYSTATION	SIX INC, Tokyo / HAKUHODO, Tokyo	JAPAN	GEEK PICTURES Tokyo		JITTO Tokyo			Silver Lion
B04/023	10031	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin		BOGOTA POST PRODUCTION STUDIO Sao Paulo			Silver Lion
B04/004	00025	THE CO-WORKER	IKEA	RECRUITMENT CAMPAIGN FOR CAREERS AT IKEA.	MOTHER, London	UNITED KINGDOM	THE GANG Stockholm		THE BERRY London	WEBER SHANDWICK Manchester		Bronze Lion
B05/030	00221	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID CREATIVE GAMING Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo			CASHMAN & ASSOCIATES Philadelphia / DRUID CREATIVE GAMING Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo	Bronze Lion
D01/001	00076	FIZZOOKA	PERFETTI VAN MELLE	MENTOS	BBH, London	UNITED KINGDOM	BEYOND CREATIVE Dublin / METAVISION London / WE MAKE STUFF HAPPEN Hove		WAVEMAKER London	APEX PR Toronto / BBH London / HET PERS BUREAU Amsterdam / MERCIECA LTD London		Bronze Lion
D02/010	00262	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki			THE ROMANS London		Bronze Lion
E04/024	00268	LAG OR BAD	XTRIM	XTRIM INTERNET SERVICE	PARADAIS DDB, Guayaquil	ECUADOR	SOMOS BROOOTV Guayaquil		PARADAIS DDB Guayaquil			Bronze Lion
E05/008	00283	THE CHEEKY CONTROLLER	XBOX	XBOX CONTROLLER	McCANN, London	UNITED KINGDOM	CRAFT London / CRAFT Manchester / PAVILION WORKS London / TAKEOFF London	CRAFT London / CRAFT Manchester / PAVILION WORKS London		ASSEMBLY MEDIA Seattle	AYZENBERG GROUP Pasadena / SUPERDIGITAL Miami / TWOFOOLD CREATIVE Gold Coast / XBOX MICROSOFT Seattle	Bronze Lion
Total Awards:			11									