

Industry Craft Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	Award
B01/035	00455	TINY COFFEE SHOPS	DE'LONGHI	DE'LONGHI COFFEE MACHINE	LOLA, Madrid	SPAIN	CREATORS INC London	BACON Copenhagen	MEDIAPLUS GERMANY Munich		THE PROP & MODEL MAKER BERLIN	Grand Prix	Grand Prix
E04/002	00063	HOPE	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEDIACOM Oslo		TRY Oslo	Gold Lion Campaign	Gold Lion
E04/003	00065	MORNINGS	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEDIACOM Oslo		TRY Oslo	Gold Lion Campaign	
E04/004	00064	PICKY	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEDIACOM Oslo		TRY Oslo	Gold Lion Campaign	
F01/025	00261	DEAR DIFFERENCE	NIKKA WHISKY	TAKETSURU PURE MALT	DENTSU INC., Tokyo	JAPAN	CREATIVE POWER UNIT Tokyo / DENTSU LIVE Tokyo / LULL INC. Tokyo / PYRAMID FILM Tokyo	PYRAMID FILM Tokyo	DENTSU INC. Tokyo	DENTSU INC. Tokyo / DENTSU LIVE Tokyo		Gold Lion	Gold Lion
A01/002	00566	AMAZONIA	EMBRATUR AND RAI	THE BRAZILIAN AMAZON AS A TRAVELING DESTINATION	FUTUREBRAND, Sao Paulo	BRAZIL	MARAHU FILMES Belem			TULOM Sao Paulo	ASSOBIO, ASSOCIACAO DOS NEGOCIOS DA SOCIOECONOMIA DA AMAZONIA Belem / BLACK MADRE Sao Paulo / NORTE Sao Paulo	Silver Lion	Silver Lion
B01/003	00333	SUNBURNT CAR	MYCAR	MYCAR	TBWAISSYDNEY, Sydney	AUSTRALIA	BOLT Sydney / ODD STUDIOS Sydney		HEARTS & SCIENCE Sydney	ELEVEN Sydney	MYCAR Sydney / TBWAISSYDNEY Sydney	Silver Lion	Silver Lion
B04/031	00627	AMAZONIA ALIVE - BOOK	VALE SA	AMAZONIA ALIVE - BOOK	ARTPLAN, Sao Paulo / ROCK IN RIO, Rio de Janeiro	BRAZIL	A-LAB Rio de Janeiro / CLARTE Belem / RAW AUDIO Sao Paulo / ROCK IN RIO Rio de Janeiro			APPROACH COMUNICACAO Sao Paulo	ANTFOOD Sao Paulo / BLACK MADRE Sao Paulo / CROMA MICROENCAPSULADOS Sao Paulo / DIGITAL PRINTZ Sao Paulo / ESTUDIO ICONO Rio De Janeiro / GEN. C Sao Paulo / M.A.L.A. Sao Paulo / MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / NORTE Sao Paulo / PRODUCERIA Sao Paulo / ROCKERS Rio de Janeiro / SUGARCANE FILMS Sao Paulo / THE ALCHEMISTS / UM FIO SEM FIM Sao Paulo	Silver Lion	Silver Lion
E02/026	00514	TERMS AND CONDITIONS OF BEING A GIRL	VILLE DE PARIS	VILLE DE PARIS	BETC, Paris	FRANCE	PROSE ON PIXELS Paris		BETC Paris	BETC Paris		Silver Lion	Silver Lion
F01/005	00107	CRAFTMAN.SHIPS	SHIPS	SHIPS	HAKUHODO GRAVITY, Tokyo / HAKUHODO CABIN, Tokyo	JAPAN	HAKUHODO CABIN Tokyo / HAKUHODO GRAVITY Tokyo	HAKUHODO CABIN Tokyo	HAKUHODO GRAVITY Tokyo	HAKUHODO GRAVITY Tokyo	HAKUHODO CABIN Tokyo / HAKUHODO GRAVITY Tokyo	Silver Lion	Silver Lion
B02/048	00507	RACING	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos Aires / VML, Sao Paulo / VML, New York	UNITED STATES / ARGENTINA / BRAZIL	VANDALO Sao Paulo	VML Sao Paulo	ESSENCEDIACOM CHILE Santiago / ESSENCEDIACOM URUGUAY Montevideo	OGILVY PR London	BUMBLEBEAT Sao Paulo / THE CIRCLE FILMS Sao Paulo	Bronze Lion Campaign	Bronze Lion
B02/049	00509	CLUB	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos Aires / VML, Sao Paulo / VML, New York	UNITED STATES / ARGENTINA / BRAZIL	VANDALO Sao Paulo	VML Sao Paulo	ESSENCEDIACOM CHILE Santiago / ESSENCEDIACOM URUGUAY Montevideo	OGILVY PR London	BUMBLEBEAT Sao Paulo / THE CIRCLE FILMS Sao Paulo	Bronze Lion Campaign	
B02/050	00508	VAMOS	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos Aires / VML, Sao Paulo / VML, New York	UNITED STATES / ARGENTINA / BRAZIL	VANDALO Sao Paulo	VML Sao Paulo	ESSENCEDIACOM CHILE Santiago / ESSENCEDIACOM URUGUAY Montevideo	OGILVY PR London	BUMBLEBEAT Sao Paulo / THE CIRCLE FILMS Sao Paulo	Bronze Lion Campaign	
B02/061	00028	MOVING LANDSCAPES SNOW	BMW	BMW	SERVICEPLAN SPAIN, Madrid	SPAIN				SERVICEPLAN SPAIN Madrid		Bronze Lion Campaign	Bronze Lion
B02/062	00029	MOVING LANDSCAPES FOREST	BMW	BMW	SERVICEPLAN SPAIN, Madrid	SPAIN				SERVICEPLAN SPAIN Madrid		Bronze Lion Campaign	
B02/063	00033	MOVING LANDSCAPES DEHESA	BMW	BMW	SERVICEPLAN SPAIN, Madrid	SPAIN				SERVICEPLAN SPAIN Madrid		Bronze Lion Campaign	
B02/070	00199	SUFFERING	MUSEE DE LA GRANDE GUERRE	BROKEN SOULS	BBDO PARIS	FRANCE						Bronze Lion Campaign	Bronze Lion
B04/001	00060	HOPE	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEDIACOM Oslo		TRY Oslo	Bronze Lion Campaign	Bronze Lion
B04/002	00062	MORNINGS	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEDIACOM Oslo		TRY Oslo	Bronze Lion Campaign	
B04/003	00061	PICKY	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEDIACOM Oslo		TRY Oslo	Bronze Lion Campaign	
B04/074	00634	DANCEBOOK BRASIL	BRADESCO	DANCEBOOK	LOVELY, Sao Paulo	BRAZIL	BRAGA E BRAGA PRODUCAO CINEMATOGRAFICA Rio de Janeiro / HEFE STUDIO Sao Paulo / MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / MUSHROOM PRODUcoes AUDIVISUAIS Sao Paulo / NOTORIOUS FILMS Sao Paulo				APPROACH COMUNICACAO Sao Paulo / CASC JESUS PRODUcoes ARTISTICAS Rio de Janeiro / GLOYDE SILVA NEVES Rio de Janeiro / JOHANNA CLASSE Sao Paulo / SELO MUNDO MELHOR PRODUCAO CULTURAL Sao Paulo	Bronze Lion	Bronze Lion
B05/006	00496	GLOWING RELIEF	ALIVIA HEALTH	ALIVIA HEALTH	DE LA CRUZ OGILVY, San Juan / OGILVY HEALTH, New York	PUERTO RICO / UNITED STATES	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo				Bronze Lion	Bronze Lion
C03/005	00264	DEAR DIFFERENCE	NIKKA WHISKY	TAKETSURU PURE MALT	DENTSU INC., Tokyo	JAPAN	CREATIVE POWER UNIT Tokyo / DENTSU LIVE Tokyo / LULL INC. Tokyo / PYRAMID FILM Tokyo	PYRAMID FILM Tokyo	DENTSU INC. Tokyo	DENTSU INC. Tokyo / DENTSU LIVE Tokyo		Bronze Lion	Bronze Lion
D03/003	00174	FASCINATING	SHENZHEN TOURISM BUREAU, CHINA	SHENZHEN TOURISM BUREAU, CHINA	THE NINE, Shanghai	MAINLAND CHINA	THE NINE Shanghai					Bronze Lion	Bronze Lion
D04/030	00467	PEDRO	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo / VML, Mexico City	UNITED STATES / BRAZIL / MEXICO	REBOLUCION Mexico		ESSENCEDIACOM Mexico City	OGILVY PR London	RAMIRO DEL REAL Hacienda de Echegaray	Bronze Lion Campaign	Bronze Lion
D04/031	00462	MARIA	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo / VML, Mexico City	UNITED STATES / BRAZIL / MEXICO	REBOLUCION Mexico		ESSENCEDIACOM Mexico City	OGILVY PR London	RAMIRO DEL REAL Hacienda de Echegaray	Bronze Lion Campaign	
E04/042	00139	THE MISSING WORD DICTIONARY	VISIONING BEYOND VIOLENCE, YOUTH ALIVE!	THE MISSING WORD* THE WORD WE NEVER WANTED, BUT NEED	FCB HEALTH NEW YORK	UNITED STATES	FAMOUS WHO Los Angeles / FCB HEALTH NEW YORK	BUMBLEBEAT Sao Paulo / FUZE IMAGES Curitiba / GRAPHLINE MEDIA PRODUCTION Sao Paulo / JADED MELODY New Jersey	FCB HEALTH NEW YORK	FCB HEALTH NEW YORK		Bronze Lion	Bronze Lion

Total Awards:
18