

Innovation Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A01/023	00108	MOUTH PAD ^A	AUGMENTAL	MOUTH PAD ^A	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA	D AVANT GARDE PUBLISHER Buenos Aires					Grand Prix
A06/014	00086	SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWA\HAKUHODO INC., Tokyo	JAPAN	QUANTUM Tokyo / ROBOT COMMUNICATIONS Tokyo			KMC GROUP Tokyo		Gold Lion
A06/009	00046	MAKING INACCESSIBLE ACCESSIBLE	ARIEL	ECOCLIC® BOX	LANDOR & FITCH, Hamburg / PROCTER & GAMBLE, Geneva	GERMANY / SWITZERLAND	LANDOR & FITCH Hamburg / PROCTER & GAMBLE Geneva					Silver Lion
A04/006	00150	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA						Bronze Lion
A05/011	00139	PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY	CABINAA Milano / ROBILANTASSOCIATI Milan	SCREENPLAY Milan		MSL GROUP London	TOILET PAPER Milan	Bronze Lion
A06/038	00164	TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / PAY4BRAIN Sao Paulo	JAMUTE Sao Paulo / PAY4BRAIN Sao Paulo		AKQA Sao Paulo		Bronze Lion
Total Awards:			6									