

PR Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
D04/033	01141	SELF LOVE BOUQUET	DOORDASH	DOORDASH	GUT, Los Angeles	USA	CRAIG CUTLER STUDIOS Los Angeles / UNICORNS & UNICORNS Los Angeles	MAD BOX MADE San Diego			DOORDASH San Francisco	Grand Prix
A06/013	00600	HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM	WIEDEN+KENNEDY London		WIEDEN+KENNEDY London	WIEDEN+KENNEDY London		Gold Lion
B06/053	01476	FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL						Gold Lion
C02/025	01479	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires			GREY ARGENTINA Buenos Aires		Gold Lion
D01/022	01481	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires			GREY ARGENTINA Buenos Aires		Gold Lion
D03/052	01548	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW Los Angeles	CARBON VFX Chicago / THE WORKS Chicago / WHITEHOUSE POST Chicago	MEDIACOM New York	WEBER SHANDWICK Chicago	MARS WRIGLEY CONFECTIONERY Chicago / THE MARS AGENCY Chicago	Gold Lion
E05/058	01497	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	McCANN POLAND Warsaw	MASTERCARD POLAND Warszawa	MASTERCARD POLAND Warszawa		Gold Lion
F05/040	00601	HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM	WIEDEN+KENNEDY London		WIEDEN+KENNEDY London	WIEDEN+KENNEDY London		Gold Lion
F07/119	01417	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto	ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto		CURRENT STUDIOS Toronto	ADIDAS Toronto	Gold Lion
A05/029	01483	ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM				KETCHUM London		Silver Lion
A07/017	01556	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London		THE7STARS London	HOPE & GLORY London		Silver Lion
A09/031	00905	ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA/CHIAT'DAY, New York City	USA	REDSLASH New York	REDSLASH New York				Silver Lion
A09/053	01315	#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE				WEBER SHANDWICK Berlin	McCANN Frankfurt / MRM GERMANY Frankfurt / MRM UK London	Silver Lion
A09/056	00995	DIRTY LAUNDRY	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	ABAAD GENDER EQUALITY NGO	LEO BURNETT, Beirut	LEBANON	LEO BURNETT Beirut / MTV - STUDIOVISION Beirut / REMIE AKL PRODUCTION Beirut		LEO BURNETT Beirut	LEO BURNETT Beirut		Silver Lion
B03/049	01007	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	Silver Lion
B03/055	01381	THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	HEFTY Sao Paulo			UM WORLDWIDE Sao Paulo	MERCADO LIVRE Sao Paulo	Silver Lion
B06/030	00753	KAMI	DOWN SYNDROME INTERNATIONAL	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS, Singapore	SINGAPORE	HARPI SIM Singapore / THE DIGITALS Dorset	FUSE ADVENTURES IN AUDIO Singapore		FORSMAN & BODENFORS Singapore		Silver Lion
C01/007	00906	ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA/CHIAT'DAY, New York City	USA	REDSLASH New York	REDSLASH New York				Silver Lion
C01/010	00913	WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN			DENTSU INC. Tokyo / NIKKEI INC. Tokyo	DENTSU INC. Tokyo		Silver Lion
D02/112	01375	The Tax Free Bagel	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA	STREET FACTORY MEDIA Minneapolis		STARCOM Chicago	ZENO GROUP Chicago	PHILADELPHIA CREAM CHEESE Chicago, IL	Silver Lion
D02/121	01416	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto	ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto		CURRENT STUDIOS Toronto	ADIDAS Toronto	Silver Lion
D02/126	01432	MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM			MINDSHARE London	EDELMAN London		Silver Lion
D03/048	01473	#BRINGBACK2011	OREO INDIA	OREO COOKIE	LEO BURNETT, Mumbai	INDIA						Silver Lion
D04/056	01480	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires			GREY ARGENTINA Buenos Aires		Silver Lion
F04/035	00775	STAIN NOT SHAME	ZEVA FASHION	ZEVA FASHION	SCANAD, Nairobi	KENYA				HILL+KNOWLTON STRATEGIES Nairobi		Silver Lion
F07/121	01485	ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM				KETCHUM London		Silver Lion
A02/004	00131	THE STAIN	KOTEX	KOTEX	VALOR, Lima / VALOR ESTRATEGICO SAC, Lima	PERU	KO FILMS Lima		OMD PERU Lima	PACIFIC Lima		Bronze Lion
A05/026	01344	50+	POPEYES	CHICKEN POPEYES	RESTAURANT BRANDS INTERNATIONAL, Miami / GUT, Mexico City	USA / MEXICO						Bronze Lion
A07/008	01114	THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA	ASYMETRIC MEDIA Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto			CLUB INK Scarborough / GAS COMPANY Toronto / PENGUIN RANDOM HOUSE New York	Bronze Lion
B02/001	00160	WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA	ROOTED FILMS Mumbai / THOUGHTLINE DESIGN STUDIO Mumbai		HAVAS MEDIA INDIA Bangalore	SWIGGY INDIA Bangalore	MEMETICS MEDIA PRIVATE LIMITED Gurgaon / STONKS STUDIOS Mumbai / WEB DIMENSION Noida	Bronze Lion
B03/018	00515	#FINDTHEKETCHUPBOATGUY	THE KRAFT HEINZ COMPANY	HEINZ KETCHUP	THE KITCHEN, Toronto	CANADA				ZENO GROUP Chicago		Bronze Lion
B03/061	01494	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	McCANN POLAND Warsaw	MASTERCARD POLAND Warszawa	MASTERCARD POLAND Warszawa		Bronze Lion

B04/025	00628	THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	BMB, London	UNITED KINGDOM	BMB London		W COMMUNICATIONS London		Bronze Lion	
B04/033	00938	TASTE MY FACE	APPLEBEE'S	APPLEBEE'S	GREY, New York	USA	HEAVY DUTY PROJECTS Los Angeles / LONDON ALLEY Los Angeles / MACGUFFIN FILMS New York / TOWNHOUSE New York	INITIATIVE MEDIA New York	CURRENT GLOBAL Chicago		Bronze Lion	
B04/048	01474	FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL					Bronze Lion	
C02/027	01498	#STANDUPTOJEWISHHATE – BLUE SQUARE	FCAS: FOUNDATION TO COMBAT ANTISEMITISM	AWARENESS AROUND THE ALARMING RISE OF ANTISEMITISM IN AMERICA	WUNDERMAN THOMPSON, New York	USA	JSM MUSIC New York / MODERN LOGIC Los Angeles	MINDSHARE New York	WEBER SHANDWICK New York	NOUN AGENCY Katonah / THE FOUNDATION TO COMBAT ANTISEMITISM Foxborough	Bronze Lion	
D02/098	00883	GOLDEN DATES	AMP ASSOCIATION FOR THE ELDERLY	AMP ASSOCIATION FOR THE ELDERLY	LEO BURNETT LISBOA	PORTUGAL	BLANCHE FILMES Paço de Arcos	ZENITH Lisboa			Bronze Lion	
D02/114	01489	THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM	AMBASSADORS Amsterdam / AMP.AMSTERDAM // THE SONIC BRANDING COMPANY Amsterdam / MONWEST Amsterdam / WEFILM CREATIVE AGENCY Amsterdam / WUNDERMAN THOMPSON Sydney	AMBASSADORS Amsterdam / WUNDERMAN THOMPSON Sydney	BCW New York / FOR THE RIGHT REASONS Amsterdam / WUNDERMAN THOMPSON BENELUX Antwerp	VOW Sydney	Bronze Lion	
D02/123	01461	AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA					Bronze Lion	
D04/019	00548	UNCOMFORTABLE FOOD	STELLA ARTOIS	STELLA ARTOIS	SOKO, Sao Paulo	BRAZIL	CAFE ROYAL Sao Paulo		H+K IDEAL São Paulo	DRAFTLINE INTEGRATED PRODUCTION Sao Paulo / SHARP INTELIGENCIA CULTURAL Sao Paulo	Bronze Lion	
D04/039	00819	EQUINOX - WE DON'T SPEAK JANUARY	EQUINOX GROUP	EQUINOX GROUP	COLLINS, New York	USA					Bronze Lion	
D04/052	01356	SOLAR IMPULSE - PRET A VOTER	SOLAR IMPULSE	PRET A VOTER	PUBLICIS CONSEIL, Paris	FRANCE	THE JUICE BY PRODIGIOUS Paris	PRODIGIOUS Paris	PUBLICIS MEDIA CONNECT Paris	PUBLICIS CONSEIL Paris	Bronze Lion	
D05/030	01305	THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	DIVISION Paris	THE MILL Paris	DENTSU REDSTAR London	EDELMAN London / FAST HORSE Minneapolis	BOOMERANG AGENCY Amsterdam / KATORGA Los Angeles / PICROW Los Angeles	Bronze Lion
E01/012	01346	50+	POPEYES	CHICKEN POPEYES	RESTAURANT BRANDS INTERNATIONAL, Miami / GUT, Mexico City	USA / MEXICO					Bronze Lion	
F01/013	01062	#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA	ABIS STUDIO Bucharest		MEDIA INVESTMENT Bucharest	PORTER NOVELLI ROMANIA Bucharest	Bronze Lion	
F02/009	00359	DAILY STAR - LETTUCE LIZ	DAILY STAR	NEWS BRAND	REACH PLC, London	UNITED KINGDOM	REACH PLC London	REACH PLC London	REACH PLC London	REACH PLC London	Bronze Lion	
F03/025	00633	THE MIGROS BEER	MIGROS	MIGROS BEER NON	WIRZ GROUP, Zurich	SWITZERLAND	STORIES Zürich	JINGLE JUNGLE Zürich / STORIES Zürich	MIGROS GENOSSENSCHAFT S BUND Zurich	MIGROS GENOSSENSCHAFTS BUND Zurich / WIRZ GROUP Zurich	Bronze Lion	
F03/031	01171	HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY / SINGAPORE				LE PUB APAC Singapore	Bronze Lion	
F03/058	01484	ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM			KETCHUM London		Bronze Lion	
F05/059	00710	WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA	EDELMAN New York / FALKON Los Angeles / UNITED ENTERTAINMENT GROUP New York	FALKON Los Angeles	EDELMAN New York	EDELMAN DATA & INTELLIGENCE New York	Bronze Lion	
F05/085	01252	SUPERSTAR RAVI	ADIDAS	ADIDAS ORIGINALS	HAVAS MIDDLE EAST, Dubai / RED HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES				RED HAVAS MIDDLE EAST Dubai	Bronze Lion	
F07/073	01144	CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA		PHD Chicago	ZENO GROUP Chicago		Bronze Lion	
Total Awards:		52										