

## Winners (Outdoor Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Prize
<b>A02 (Drinks )</b>								
A02/007	01246	"BREAKDANCE"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf	Bronze Lion Campaign
A02/008	01249	"PARKOUR"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf	Bronze Lion Campaign
A02/009	01252	"SKATEBOARD"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf	Bronze Lion Campaign
A02/029	01257	BANNER	ACCOLADE	HARDYS WINE	McCANN Birmingham	UNITED KINGDOM	McCANN Birmingham	Bronze Lion
A02/071	00392	POOL LOUNGER	EVIAN	EVIAN	BETC Paris	FRANCE	BETC Paris	Bronze Lion Campaign
A02/072	00395	SUNBED	EVIAN	EVIAN	BETC Paris	FRANCE	BETC Paris	Bronze Lion Campaign
A02/073	00398	DIVER	EVIAN	EVIAN	BETC Paris	FRANCE	BETC Paris	Bronze Lion Campaign
A02/074	00401	PALM TREE	EVIAN	EVIAN	BETC Paris	FRANCE	BETC Paris	Bronze Lion Campaign
<b>A03 (Household Goods)</b>								
A03/036	01762	TOYS	S.C. JOHNSON	ZIPLOC®	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	Bronze Lion Campaign
A03/037	01744	TOOLS	S.C. JOHNSON	ZIPLOC®	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	Bronze Lion Campaign
A03/038	01752	CEREAL	S.C. JOHNSON	ZIPLOC®	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	Bronze Lion Campaign
<b>A04 (Cosmetics, Toiletries, Healthcare &amp; Pharmacy)</b>								
A04/050	03146	PENCIL	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	Bronze Lion Campaign
A04/051	03153	MONEY	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	Bronze Lion Campaign
A04/052	03159	KEYS	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	Bronze Lion Campaign
<b>A06 (Clothing, Footwear &amp; Accessories)</b>								
A06/019	04918	SAMBA	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Silver Lion Campaign
A06/020	04934	FUTEBOL	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Silver Lion Campaign
A06/021	04942	BOSSA NOVA	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Silver Lion Campaign
A06/023	04947	PIER	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Silver Lion Campaign
<b>A08 (Cars &amp; Automotive Products &amp; Services)</b>								
A08/047	04600	BUCKETBAG	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF	GERMANY	DDB GROUP DÜSSELDORF	Bronze Lion Campaign
A08/048	04594	TOTE	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF	GERMANY	DDB GROUP DÜSSELDORF	Bronze Lion Campaign
A08/049	04597	CLUTCH	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF	GERMANY	DDB GROUP DÜSSELDORF	Bronze Lion Campaign
A08/091	03435	VOLVO "AIRBAG" CYCLIST	VOLVO MÉXICO	PEDESTRIAN AIRBAG	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City	Silver Lion Campaign
A08/092	03437	VOLVO "AIRBAG" PEDESTRIAN	VOLVO MÉXICO	PEDESTRIAN AIRBAG	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City	Silver Lion Campaign
A08/093	03439	VOLVO "AIRBAG" RUNNER	VOLVO MÉXICO	PEDESTRIAN AIRBAG	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City	Silver Lion Campaign
<b>A09 (Retail, e-Commerce, Restaurants &amp; Fast Food Chains)</b>								
A09/039	00143	READ BETTER STORIES - CURRY	PAPER PLUS GROUP	PAPER PLUS RETAIL STORE	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	Bronze Lion Campaign
A09/040	00144	READ BETTER STORIES - BOOTS	PAPER PLUS GROUP	PAPER PLUS RETAIL STORE	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	Bronze Lion Campaign

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A09/041	00145	READ BETTER STORIES - GYM	PAPER PLUS GROUP	PAPER PLUS RETAIL STORE	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	Bronze Lion Campaign
A09/056	04809	BED	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	Gold Lion Campaign
A09/057	04812	LAMP	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	Gold Lion Campaign
A09/058	04815	NIGHTSTAND	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	Gold Lion Campaign
A09/059	04818	TABLE	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	Gold Lion Campaign
A09/060	04821	BOOKCASE	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	Gold Lion Campaign
A09/069	05262	BIG MAC	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami	Bronze Lion Campaign
A09/070	05263	WHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami	Bronze Lion Campaign
A09/071	05264	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami	Bronze Lion Campaign
A09/082	04034	PEACE DOVE	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland	Silver Lion Campaign
A09/083	04035	PEACE FINGERS	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami	Silver Lion Campaign
A09/084	04036	OLIVE BRANCH	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami	Silver Lion Campaign

## A10 (Travel & Transport)

A10/038	04251	AIRBNB ANIMALS   PIG	AIRBNB	TRAVEL SERVICE	TBWA\CHIAT\DAY NEW YORK	USA	TBWA\CHIAT\DAY NEW YORK / TBWA\LONDON	Gold Lion Campaign
A10/039	04254	AIRBNB ANIMALS   ARMADILLO	AIRBNB	TRAVEL SERVICE	TBWA\CHIAT\DAY NEW YORK	USA	TBWA\CHIAT\DAY NEW YORK / TBWA\LONDON	Gold Lion Campaign
A10/040	04257	AIRBNB ANIMALS   SPIDER	AIRBNB	TRAVEL SERVICE	TBWA\CHIAT\DAY NEW YORK	USA	TBWA\CHIAT\DAY NEW YORK / TBWA\LONDON	Gold Lion Campaign
A10/041	04260	AIRBNB ANIMALS   OCTOPUS	AIRBNB	TRAVEL SERVICE	TBWA\CHIAT\DAY NEW YORK	USA	TBWA\CHIAT\DAY NEW YORK / TBWA\LONDON	Gold Lion Campaign
A10/042	04263	ANIMALS   PENGUIN	AIRBNB	TRAVEL SERVICE	TBWA\CHIAT\DAY NEW YORK	USA	TBWA\CHIAT\DAY NEW YORK / TBWA\LONDON	Gold Lion Campaign

## A11 (Entertainment & Leisure)

A11/045	04524	CHAV (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
A11/046	04527	WAR (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign

## A12 (Media & Publications)

A12/057	03707	ANATOMY	L'EQUIPE	L'EQUIPE	DDB PARIS	FRANCE	DDB PARIS	Bronze Lion Campaign
A12/058	03712	MAP	L'EQUIPE	L'EQUIPE	DDB PARIS	FRANCE	DDB PARIS	Bronze Lion Campaign

## A17 (Charities, Public Health & Safety, Public Sector & Awareness Messages)

A17/107	03212	WALLS	JORGE CASTAÑEDA	#IMPROUDTOBEMEXICAN	WING New York	USA	WING New York	Gold Lion Campaign
A17/108	03214	PROBLEMS	JORGE CASTAÑEDA	#IMPROUDTOBEMEXICAN	WING New York	USA	WING New York	Gold Lion Campaign
A17/109	03216	PEOPLE	JORGE CASTAÑEDA	#IMPROUDTOBEMEXICAN	WING New York	USA	WING New York	Gold Lion Campaign
A17/165	03413	BEN NGHE RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels	Bronze Lion Campaign
A17/166	03415	NGA BAY RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels	Bronze Lion Campaign
A17/167	03417	SAIGON RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels	Bronze Lion Campaign
A17/174	03341	SKYLINE	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
A17/175	03351	ICEBERG	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
A17/176	03359	DUNES	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign

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A17/177	03342	WHITE FACE	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
A17/178	03350	GREY FACE	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
A17/179	03358	BLACK FACE	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
A17/182	03967	OLD AGE	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Silver Lion Campaign
A17/183	03976	RAT HOME	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Silver Lion Campaign
A17/184	03985	SCHOOL BULLY	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Silver Lion Campaign
A17/185	03994	TRANSGENDER	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Silver Lion Campaign
A17/186	04003	STUDY STRESS	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Silver Lion Campaign

**B01 (Food)**

B01/020	03250	CHOCOLATE	FREDDO	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	Bronze Lion Campaign
B01/021	03256	MINT	FREDDO	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	Bronze Lion Campaign
B01/022	03262	STRAWBERRY	FREDDO	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	Bronze Lion Campaign
B01/063	02569	UNCONDITIONAL KISSES	HERSHEY'S	KISSES	Y&R San Juan	PUERTO RICO	Y&R San Juan	Bronze Lion Campaign
B01/064	02568	FIRST KISS	HERSHEY'S	KISSES	Y&R San Juan	PUERTO RICO	Y&R San Juan	Bronze Lion Campaign
B01/065	02567	LOVING KISS	HERSHEY'S	KISSES	Y&R San Juan	PUERTO RICO	Y&R San Juan	Bronze Lion Campaign
B01/066	02566	FOREVER KISS	HERSHEY'S	KISSES	Y&R San Juan	PUERTO RICO	Y&R San Juan	Bronze Lion Campaign

**B02 (Drinks )**

B02/040	03845	MAN	DUTCH MILL CO.	ARABUS 3 IN 1 COFFEE	MONDAY Bangkok	THAILAND	MONDAY Bangkok	Gold Lion Campaign
B02/041	03846	LADY	DUTCH MILL CO.	ARABUS 3 IN 1 COFFEE	MONDAY Bangkok	THAILAND	MONDAY Bangkok	Gold Lion Campaign
B02/042	03847	OFFICE	DUTCH MILL CO.	ARABUS 3 IN 1 COFFEE	MONDAY Bangkok	THAILAND	MONDAY Bangkok	Gold Lion Campaign

**B03 (Household Goods)**

B03/019	01642	MAN	CPPQ	PREMATEK	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	Bronze Lion Campaign
B03/020	01644	COUPLE	CPPQ	PREMATEK	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	Bronze Lion Campaign

**B04 (Cosmetics, Toiletries, Healthcare & Pharmacy)**

B04/084	04904	.MP3	BAYER	ASPIRIN/CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Bronze Lion Campaign
B04/085	04920	.DOC	BAYER	ASPIRIN/CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Bronze Lion Campaign
B04/086	04936	.MOV	BAYER	ASPIRIN/CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Bronze Lion Campaign

**B07 (Home Appliances, Furnishings, Consumer Electronics & Technology)**

B07/069	02849	BED	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP	Silver Lion Campaign
B07/070	02851	SOFA	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP	Silver Lion Campaign
B07/071	02853	GRILL	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP	Silver Lion Campaign

**B08 (Cars & Automotive Products & Services)**

B08/051	02316	TECHNICALLY HAIRSTYLE	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	Bronze Lion Campaign
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## Winners (Outdoor Lions)

B08/054	02321	TECHNICALLY DOG	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	Bronze Lion Campaign
B08/055	02322	TECHNICALLY SUPERHEROES	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	Bronze Lion Campaign
B08/058	04740	ASS	GENERAL MOTORS	OPEL SAFETY DISTANCE CONTROL	TAPSA   Y&R Madrid	SPAIN	TAPSA   Y&R Madrid	Bronze Lion Campaign
B08/059	04755	ARMPIT	GENERAL MOTORS	OPEL SAFETY DISTANCE CONTROL	TAPSA   Y&R Madrid	SPAIN	TAPSA   Y&R Madrid	Bronze Lion Campaign
B08/060	04769	BELLY	GENERAL MOTORS	OPEL SAFETY DISTANCE CONTROL	TAPSA   Y&R Madrid	SPAIN	TAPSA   Y&R Madrid	Bronze Lion Campaign
B08/133	03436	VOLVO "AIRBAG" CYCLIST	VOLVO MÉXICO	PEDESTRIAN AIRBAG	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City	Silver Lion Campaign
B08/134	03438	VOLVO "AIRBAG" PEDESTRIAN	VOLVO MÉXICO	PEDESTRIAN AIRBAG	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City	Silver Lion Campaign
B08/135	03440	VOLVO "AIRBAG" RUNNER	VOLVO MÉXICO	PEDESTRIAN AIRBAG	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City	Silver Lion Campaign

## B09 (Retail, e-Commerce, Restaurants & Fast Food Chains)

B09/011	01104	LOVING THE NIGHT 1	McDONALD'S	CORPORATE	TBWA\THAILAND Bangkok	THAILAND	TBWA\THAILAND Bangkok	Silver Lion Campaign
B09/012	01105	LOVING THE NIGHT 2	McDONALD'S	CORPORATE	TBWA\THAILAND Bangkok	THAILAND	TBWA\THAILAND Bangkok	Silver Lion Campaign
B09/013	01106	LOVING THE NIGHT 3	McDONALD'S	CORPORATE	TBWA\THAILAND Bangkok	THAILAND	TBWA\THAILAND Bangkok	Silver Lion Campaign
B09/038	04810	BED	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	Gold Lion
B09/091	05065	WHOPPER SIGN - I WANT YOU	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami	Bronze Lion Campaign
B09/093	05067	WHOPPER SIGN - KING'S FONT	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami	Bronze Lion Campaign
B09/104	04660	WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami	Bronze Lion Campaign

## B10 (Travel & Transport)

B10/036	04252	AIRBNB ANIMALS   PIG	AIRBNB	TRAVEL SERVICE	TBWA\CHIAT\DAY NEW YORK	USA	TBWA\CHIAT\DAY NEW YORK / TBWA\LONDON	Silver Lion Campaign
B10/037	04258	AIRBNB ANIMALS   SPIDER	AIRBNB	TRAVEL SERVICE	TBWA\CHIAT\DAY NEW YORK	USA	TBWA\CHIAT\DAY NEW YORK / TBWA\LONDON	Silver Lion Campaign
B10/038	04264	ANIMALS   PENGUIN	AIRBNB	TRAVEL SERVICE	TBWA\CHIAT\DAY NEW YORK	USA	TBWA\CHIAT\DAY NEW YORK / TBWA\LONDON	Silver Lion Campaign
B10/039	04255	AIRBNB ANIMALS   ARMADILLO	AIRBNB	TRAVEL SERVICE	TBWA\CHIAT\DAY NEW YORK	USA	TBWA\CHIAT\DAY NEW YORK / TBWA\LONDON	Silver Lion Campaign
B10/040	04261	AIRBNB ANIMALS   OCTOPUS	AIRBNB	TRAVEL SERVICE	TBWA\CHIAT\DAY NEW YORK	USA	TBWA\CHIAT\DAY NEW YORK / TBWA\LONDON	Silver Lion Campaign

## B11 (Entertainment & Leisure)

B11/083	04536	WAR	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
B11/084	04528	GAY	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
B11/085	04532	GRIEF	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
B11/087	04512	CHAV (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign

## B12 (Media & Publications)

B12/026	03201	GULLIVER	PENGUIN COMPANHIA DAS LETRAS	BOOKS	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	Bronze Lion Campaign
B12/027	03206	SCARLET	PENGUIN COMPANHIA DAS LETRAS	BOOKS	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	Bronze Lion Campaign
B12/028	03211	GATSBY	PENGUIN COMPANHIA DAS LETRAS	BOOKS	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	Bronze Lion Campaign

**Winners (Outdoor Lions)**

B12/083	04471	SURVIVAL BILLBOARD - TERMS & HORRIBLE, HORRIBLE CONDITIONS	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Silver Lion
B12/090	05407	WATCHMAKER	ESPN	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	Bronze Lion Campaign
B12/091	05413	SHOEMAKER	ESPN	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	Bronze Lion Campaign

**B13 (Financial Products & Services)**

B13/009	04876	GERMANY/NETHERLANDS	VISA	VISA INFINITE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Silver Lion Campaign
B13/010	04886	JAMAICA/SCOTLAND	VISA	VISA INFINITE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Silver Lion Campaign
B13/011	04894	SWEDEN/SWITZERLAND	VISA	VISA INFINITE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Silver Lion Campaign

**B14 (Business Products & Services)**

B14/022	04877	CHARLES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Gold Lion Campaign
B14/023	04887	ANGELA	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Gold Lion Campaign
B14/024	04895	FRANCIS	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Gold Lion Campaign
B14/037	04413	PRODUCT	GETTY IMAGES	GETTY IMAGES	OGILVY & MATHER CHILE Santiago	CHILE	OGILVY & MATHER CHILE Santiago	Bronze Lion Campaign
B14/038	04414	EXECUTIVE	GETTY IMAGES	GETTY IMAGES	OGILVY & MATHER CHILE Santiago	CHILE	OGILVY & MATHER CHILE Santiago	Bronze Lion Campaign

**B16 (Corporate Image & Sponsorship)**

B16/044	02250	3	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London	Bronze Lion
B16/052	04179	HEART	BOEING	AEROSPACE	FCB CHICAGO	USA	FCB CHICAGO	Silver Lion Campaign
B16/053	04195	DART	BOEING	AEROSPACE	FCB CHICAGO	USA	FCB CHICAGO	Silver Lion Campaign
B16/054	04210	BEETLE	BOEING	AEROSPACE	FCB CHICAGO	USA	FCB CHICAGO	Silver Lion Campaign

**B17 (Charities, Public Health & Safety, Public Sector & Awareness Messages)**

B17/041	00961	PINA COLADA	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SERVICE ANNOUNCEMENT	J. WALTER THOMPSON SINGAPORE	SINGAPORE	J. WALTER THOMPSON SINGAPORE	Bronze Lion Campaign
B17/042	00962	BELGIAN BEER	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SERVICE ANNOUNCEMENT	J. WALTER THOMPSON SINGAPORE	SINGAPORE	J. WALTER THOMPSON SINGAPORE	Bronze Lion Campaign
B17/043	00963	TEQUILA	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SERVICE ANNOUNCEMENT	J. WALTER THOMPSON SINGAPORE	SINGAPORE	J. WALTER THOMPSON SINGAPORE	Bronze Lion Campaign
B17/044	00964	ROSÉ	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SERVICE ANNOUNCEMENT	J. WALTER THOMPSON SINGAPORE	SINGAPORE	J. WALTER THOMPSON SINGAPORE	Bronze Lion Campaign
B17/045	00965	DIRTY MARTINI	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SERVICE ANNOUNCEMENT	J. WALTER THOMPSON SINGAPORE	SINGAPORE	J. WALTER THOMPSON SINGAPORE	Bronze Lion Campaign
B17/046	00966	IRISH BEER	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SERVICE ANNOUNCEMENT	J. WALTER THOMPSON SINGAPORE	SINGAPORE	J. WALTER THOMPSON SINGAPORE	Bronze Lion Campaign
B17/047	00967	VODKA	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SERVICE ANNOUNCEMENT	J. WALTER THOMPSON SINGAPORE	SINGAPORE	J. WALTER THOMPSON SINGAPORE	Bronze Lion Campaign
B17/048	00968	RED WINE	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SERVICE ANNOUNCEMENT	J. WALTER THOMPSON SINGAPORE	SINGAPORE	J. WALTER THOMPSON SINGAPORE	Bronze Lion Campaign
B17/067	00192	PORTRAITS	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE	SAATCHI & SAATCHI Singapore	Gold Lion Campaign
B17/068	00183	THINKING	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE	SAATCHI & SAATCHI Singapore	Gold Lion Campaign
B17/069	00188	SMILING	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE	SAATCHI & SAATCHI Singapore	Gold Lion Campaign
B17/256	02718	HANG GLIDER	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	Bronze Lion Campaign
B17/257	02732	COAL TRAIN	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	Bronze Lion Campaign

## Winners (Outdoor Lions)

### C01 (Static Digital Billboards / Posters)

C01/047	02247	FREE THE KIDS 1	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London	Bronze Lion Campaign
C01/048	02249	FREE THE KIDS 2	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London	Bronze Lion Campaign
C01/049	02251	FREE THE KIDS 3	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London	Bronze Lion Campaign
C01/061	05337	MC CODE	MC DONALD'S	DICOUNT COUPONS	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Bronze Lion
C01/069	04474	FUCK MY LIFE	ETHOS TRAVEL	TOUR OPERATOR	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Bronze Lion Campaign
C01/070	04477	MAKE IT STOP	ETHOS TRAVEL	TOUR OPERATOR	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Bronze Lion Campaign
C01/071	04480	HELP ME GOD	ETHOS TRAVEL	TOUR OPERATOR	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Bronze Lion Campaign
C01/072	04482	END THIS HELL	ETHOS TRAVEL	TOUR OPERATOR	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Bronze Lion Campaign
C01/073	04484	SAVE ME NOW	ETHOS TRAVEL	TOUR OPERATOR	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Bronze Lion Campaign

### C03 (Interactive & Dynamic Billboards / Posters)

C03/008	01270	THE GREAT ESCAPE	GRAUBUENDEN FERIE	GRAUBUENDEN FERIE	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	Bronze Lion
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### C04 (Ambient Use of Digital Technology)

C04/011	02294	PHOTO COACH	CANON	CANON LENSES	360i New York	USA	360i New York	Bronze Lion
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### C05 (Ambient Experiential & Immersive Digital)

C05/001	00729	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	Bronze Lion
C05/040	04662	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Silver Lion
C05/045	02296	ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland	Gold Lion
C05/056	04464	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Gold Lion

### D01 (Non-Standard Indoor Advertising)

D01/032	01835	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Gold Lion
D01/060	03063	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	Gold Lion

### D02 (Small Scale Special Solutions)

D02/050	01687	#LEYDEMIERDA (#SHITLAW)	TERRITORIO DE ZAGUATES	ANIMAL SHELTER	GARNIER BBDO COMUNIDAD San José	COSTA RICA	GARNIER BBDO COMUNIDAD San José	Bronze Lion
D02/061	02690	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	THAIHEALTH	BBDO BANGKOK	THAILAND	BBDO BANGKOK	Bronze Lion
D02/062	03652	X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Bronze Lion
D02/114	03742	UPSIDE DOWN CAN	ORANGINA	ORANGINA	BETC Paris	FRANCE	BETC Paris	Silver Lion
D02/124	03936	ONE-DROP BOTTLE	HENKEL	PRIL	TBWAI RAAD Dubai	UNITED ARAB EMIRATES	TBWAI RAAD Dubai	Bronze Lion

### D03 (Special Build)

D03/001	00254	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Gold Lion
D03/014	01538	THE REVERSED TRAILER	HARALD A. MØLLER/ VOLKSWAGEN NORWAY	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo	Silver Lion

## Winners (Outdoor Lions)

D03/021	00515	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	Silver Lion
D03/108	04031	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami	Silver Lion

### D04 (Live Advertising and Events)

D04/015	01264	#SMARTEFFECT	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL	BBDO PORTUGAL Lisbon	Bronze Lion
D04/075	02977	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	Gold Lion
D04/079	03408	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	Bronze Lion
D04/095	00232	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	Gold Lion
D04/097	04796	CHILDREN'S ELECTIONS	SAVE THE CHILDREN	AWARENESS CAMPAIGN	McCANN Madrid	SPAIN	McCANN Madrid	Bronze Lion
D04/126	04465	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Gold Lion
D04/130	04665	UNKNOWNNS	CANON U.S.A	CANON EOS REBEL T6i	GREY NEW YORK	USA	GREY NEW YORK	Bronze Lion
D04/131	04696	GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK	Bronze Lion
D04/136	03771	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	Gold Lion

### D05 (Interactive Outdoor Experiences)

D05/084	02297	ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland	Silver Lion
D05/092	01769	OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion
D05/099	02164	AUDI CITY LIGHTS	AUDI IMPORT	AUDI A4	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	Bronze Lion

### D06 (Transit)

D06/027	03494	THE INVISIBLE POLICE	ALCALDÍA EL HATILLO	POLICÍA EL HATILLO	J. WALTER THOMPSON CARACAS	VENEZUELA	J. WALTER THOMPSON CARACAS	Bronze Lion
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### E01 (Use of Adapted Billboards / Posters)

E01/014	00623	THE KING OF DRIVE-THRU'S	MCDONALD'S	FAST FOOD RESTAURANT	TBWA/PARIS	FRANCE	TBWA/PARIS	Silver Lion
E01/036	01440	THE FULL STORY	HET PAROOL	NEWSPAPER	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	Bronze Lion
E01/071	03235	MERCADO FOR RENT	MERCADO MAGAZINE	MERCADO MAGAZINE	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires	Bronze Lion
E01/091	04466	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Silver Lion

### E02 (Use of Ambient Outdoor)

E02/002	00255	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENSO BBDO Auckland	NEW ZEALAND	COLENSO BBDO Auckland	Gold Lion
E02/020	00516	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	Bronze Lion
E02/088	04169	THE BABY STROLLER TEST RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO	Bronze Lion
E02/109	04825	FLIGHTS	EL CRONISTA COMERCIAL	EL CRONISTA COMERCIAL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	Bronze Lion
E02/123	02244	SBERBANK STREETS	SBERBANK	P2P MONEY TRANSFERS VIA TEXT MESSAGES AND APP	GOOD Moscow	RUSSIA	GOOD Moscow	Silver Lion
E02/137	03863	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm	Silver Lion
E02/141	04469	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Silver Lion
E02/144	04666	UNKNOWNNS	CANON U.S.A	CANON EOS REBEL T6i	GREY NEW YORK	USA	GREY NEW YORK	Bronze Lion

## Winners (Outdoor Lions)

E02/150	04664	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Silver Lion
E02/161	04957	MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL	W3HAUS São Paulo	Bronze Lion

## E03 (Use of Digital Outdoor)

E03/003	00373	THERAFLU THERMOSCANNER	GLAXOSMITHKLINE CONSUMER HEALTHCARE	THERAFLU	SAATCHI & SAATCHI POLAND Warsaw	POLAND	SAATCHI & SAATCHI POLAND Warsaw / SAATCHI & SAATCHI	Bronze Lion
E03/006	00264	WHAT'S WRONG WITH YOUR PHONE?	TELE2 BUSINESS	TELECOMMUNICATION	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Bronze Lion
E03/047	02906	THE BOYS	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	Silver Lion

## F01 (Copywriting)

F01/013	04033	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami	Silver Lion
F01/032	02854	GRILL	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP	Gold Lion Campaign
F01/033	02850	BED	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP	Gold Lion Campaign
F01/035	02852	SOFA	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP	Gold Lion Campaign
F01/068	00147	READ BETTER STORIES - BOOTS	PAPER PLUS GROUP	PAPER PLUS RETAIL STORE	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	Bronze Lion Campaign
F01/069	00146	READ BETTER STORIES - GYM	PAPER PLUS GROUP	PAPER PLUS RETAIL STORE	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	Bronze Lion Campaign
F01/092	04851	14 YEARS	MARS PET	PEDIGREE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Bronze Lion
F01/096	04530	GRIEF	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
F01/097	04534	SELFIE	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
F01/098	04519	WAR (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
F01/110	04520	CHAV (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign

## F02 (Art Direction)

F02/038	00198	COUNTLESS COLORS	PACIFIC PAINT PHILIPPINES	BOYSEN PAINT	TBWAISANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES	TBWAISANTIAGO MANGADA PUNO Makati City	Bronze Lion
F02/061	00193	PORTRAITS	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE	SAATCHI & SAATCHI Singapore	Gold Lion Campaign
F02/062	00185	THINKING	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE	SAATCHI & SAATCHI Singapore	Gold Lion Campaign
F02/063	00189	SMILING	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE	SAATCHI & SAATCHI Singapore	Gold Lion Campaign
F02/091	04371	MORAN	THE TIMES	THE TIMES	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	Silver Lion Campaign
F02/093	04377	HILL	THE TIMES	THE TIMES	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	Silver Lion Campaign
F02/095	04383	BROOKES	THE TIMES	THE TIMES	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	Silver Lion Campaign
F02/096	04386	LAMB	THE TIMES	THE TIMES	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	Silver Lion Campaign
F02/173	00631	PURE DESIGN	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD AWARDS 2015 EXHIBITION IN JAPAN	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion Campaign
F02/174	00635	PURE DESIGN	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD AWARDS 2015 EXHIBITION IN JAPAN	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion Campaign



## Winners (Outdoor Lions)

F02/175	00639	PURE DESIGN	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD AWARDS 2015 EXHIBITION IN JAPAN	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion Campaign
F02/190	02725	HANG GLIDER	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	Bronze Lion Campaign
F02/191	02737	COAL TRAIN	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	Bronze Lion Campaign
F02/192	02751	ELECTRIC POLE	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	Bronze Lion Campaign
F02/244	04430	SUNGLASSES	THE CARTEL	SPRING SUMMER 2016	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	Bronze Lion Campaign
F02/245	04433	BAG	THE CARTEL	SPRING SUMMER 2016	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	Bronze Lion Campaign
F02/246	04436	RING	THE CARTEL	SPRING SUMMER 2016	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	Bronze Lion Campaign
F02/247	04439	MAKE UP	THE CARTEL	SPRING SUMMER 2016	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	Bronze Lion Campaign
F02/248	04442	SHOES	THE CARTEL	SPRING SUMMER 2016	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	Bronze Lion Campaign
F02/273	04878	CHARLES	GETTY IMAGES	GETTY IMAGES	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	Silver Lion Campaign
F02/275	04913	SAMBA	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	Bronze Lion Campaign
F02/276	04940	PIER	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	Bronze Lion Campaign
F02/277	04943	FUTEBOL	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	Bronze Lion Campaign
F02/278	04946	PIN UP	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	Bronze Lion Campaign
F02/279	04948	ARARA	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	Bronze Lion Campaign
F02/317	04531	WAR	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
F02/318	04539	GAY	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
F02/319	04525	SELFIE (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
F02/320	04523	GRIEF (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
F02/333	03345	WHITE FACE	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
F02/334	03354	GREY FACE	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
F02/335	03361	BLACK FACE	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
F02/358	00378	MUSTARD	UNILEVER	COLMAN'S	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	Bronze Lion Campaign
F02/359	00381	CRANBERRY SAUCE	UNILEVER	COLMAN'S	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	Bronze Lion Campaign
F02/360	00385	APPLE SAUCE	UNILEVER	COLMAN'S	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	Bronze Lion Campaign
F02/361	00389	BREAD SAUCE	UNILEVER	COLMAN'S	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	Bronze Lion Campaign
F02/374	04522	BED (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion Campaign
F02/380	04888	ANGELA	GETTY IMAGES	GETTY IMAGES	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	Silver Lion Campaign
F02/381	04929	BONDINHO	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	Bronze Lion Campaign
F02/431	04182	HEART	BOEING	AEROSPACE	FCB CHICAGO	USA	FCB CHICAGO	Silver Lion Campaign
F02/432	04198	DART	BOEING	AEROSPACE	FCB CHICAGO	USA	FCB CHICAGO	Silver Lion Campaign
F02/433	04213	BEETLE	BOEING	AEROSPACE	FCB CHICAGO	USA	FCB CHICAGO	Silver Lion Campaign

## F03 (Illustration)

F03/194	03514	FISH	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE	YOUNG & RUBICAM PARIS	Silver Lion Campaign
F03/195	03538	BABY	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE	YOUNG & RUBICAM PARIS	Silver Lion Campaign
F03/196	03560	CARDINAL	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE	YOUNG & RUBICAM PARIS	Silver Lion Campaign

## Winners (Outdoor Lions)

F03/197	03577	MILKMAN	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE	YOUNG & RUBICAM PARIS	Silver Lion Campaign
F03/219	02217	HUMILIATION	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	Gold Lion Campaign
F03/220	02200	TORTURE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	Gold Lion Campaign
F03/221	02206	ISOLATION	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	Gold Lion Campaign
F03/222	02214	VOICELESSNESS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	Gold Lion Campaign
F03/252	04262	AIRBNB ANIMALS   OCTOPUS	AIRBNB	TRAVEL SERVICE	TBWA/CHIAT/IDAY NEW YORK	USA	TBWA/CHIAT/IDAY NEW YORK / TBWALONDON	Bronze Lion
F03/273	03363	DUNES	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion
F03/274	03347	WHITE FACE	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
F03/275	03355	GREY FACE	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
F03/276	03362	BLACK FACE	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion Campaign
F03/289	03965	BEREAVEMENT	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign
F03/290	03974	OLD AGE	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign
F03/291	03983	TRANSGENDER	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign
F03/292	03991	SCHOOL BULLY	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign
F03/293	04000	STUDY STRESS	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign
F03/294	04010	RAT HOME	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign
F03/321	04852	ART NEVER FORGETS	ESCOLA PANAMERICANA DE ARTE E DESIGN	ESCOLA PANAMERICANA DE ARTE E DESIGN	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	Bronze Lion

## F04 (Photography)

F04/020	01248	"BREAKDANCE"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf	Bronze Lion Campaign
F04/021	01254	"SKATEBOARD"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf	Bronze Lion Campaign
F04/089	02730	HANG GLIDER	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	Bronze Lion Campaign
F04/090	02743	COAL TRAIN	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	Bronze Lion Campaign
F04/091	02757	ELECTRIC POLE	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	Bronze Lion Campaign
F04/096	05017	THINKING	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE	SAATCHI & SAATCHI Singapore	Silver Lion Campaign
F04/097	05018	SMILING	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE	SAATCHI & SAATCHI Singapore	Silver Lion Campaign
F04/156	03412	DONG NAI RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels	Bronze Lion Campaign
F04/157	03414	BEN NGHE RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels	Bronze Lion Campaign
F04/158	03416	NGA BAY RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels	Bronze Lion Campaign
F04/159	03418	SAIGON RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels	Bronze Lion Campaign
F04/179	01251	"PARKOUR"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf	Bronze Lion Campaign

## F05 (Digital Poster Craft)

F05/028	02979	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	Gold Lion
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## G01 (Integrated Campaign led by Outdoor)

G01/035	03305	THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON	J. WALTER THOMPSON BEIRUT	Silver Lion
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**Winners (Outdoor Lions)**

G01/043	00234	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	Bronze Lion
G01/047	30015	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Grand Prix
G01/063	04467	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Silver Lion
G01/066	02002	COLOR BARS	APPLE	APPLE TV	TBWAMEDIA ARTS LAB Los Angeles	USA	TBWAMEDIA ARTS LAB Los Angeles	Silver Lion

**Total Entries: 285**