

PR Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
A02/009	01283	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS, Berlin	GERMANY		SCHOLZ & FRIENDS, Berlin	SCHOLZ & FRIENDS, Berlin	METAGATE, Berlin	Grand Prix	Grand Prix
A01/015	01241	WIND NEVER FELT BETTER	ABINBEV	BUDWEISER	DAVID, Miami	USA	SMUGGLER, Los Angeles / COSMO STREET, Santa Monica / HEARD CITY, New York	VIZEUM, New York	3PM AGENCY, New York	WAYNERMEDIA, New York / ABINBEV, New York	Gold Lion	Gold Lion
A11/080	01316	SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/McCANN, Costa Mesa / McCANN CANADA, Toronto / McCANN NEW YORK	USA	CRAFT WORLDWIDE, New York / D'AVANT-GARDE MEDIA, Santa Monica / 4K FILM PRODUCTION, Cochrane / JSM MUSIC, New York / TRULOVE POST, Culver City		McCANN NEW YORK	SAINTS EDITORIAL, Toronto	Gold Lion	Gold Lion
B02/014	01186	THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY, London	UNITED KINGDOM	TOWN PRODUCTIONS, London / GETTY IMAGES, London / ITB - INTERNATIONAL TALENT BOOKING, London	MEDIACOM, London	WHALAR, London	FACEBOOK, London / GREY POLAND, Warsaw / GREY SHANGHAI / GREY NEW YORK / WILDFIRE, London	Gold Lion	Gold Lion
B04/006	00081	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE	TBWA/ELSE, Paris				Gold Lion	Gold Lion
E07/004	00755	BIG MAC 50TH ANNIVERSARY	MCDONALD'S	BIG MAC	GOLIN, Chicago / MCDONALD'S, Chicago	USA	GOLIN, Chicago / DESIGN BY DISRUPTION, New York / THE MARKETING STORE, Chicago / OSBORNE COINAGE, Cincinnati / MPC, New York	GOLIN, Chicago / MCDONALD'S, Chicago	GOLIN, Chicago / MCDONALD'S, Chicago		Gold Lion	Gold Lion
F04/048	00465	PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB, Lima	PERU					Gold Lion	Gold Lion
A03/007	00505	LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO, Dusseldorf	GERMANY	CRAFTWORK, Dusseldorf	FUSE, Dusseldorf / OMD GERMANY, Dusseldorf / AREASOLUTIONS, Hamburg	KETCHUM PLEON, Dusseldorf	PETER SCHMIDT GROUP, Hamburg	Silver Lion	Silver Lion
A03/013	01724	INTERNET'S RESIDENCY EXAM	REGINA MARIA HEALTHCARE NETWORK	PRIVATE HEALTHCARE	McCANN BUCHAREST	ROMANIA				McCANN PR, Bucharest	Silver Lion	Silver Lion
A06/015	00439	IHOP: THE DAY IHOP FLIPPED THE SCRIPT	IHOP	IHOP STEAKBURGERS	DEVRIES GLOBAL, New York / DROGAS, New York	USA		INITIATIVE, Los Angeles	DEVRIES GLOBAL, New York		Silver Lion	Silver Lion
A10/003	00043	SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS, Sydney	AUSTRALIA	NAKED COMMUNICATIONS, Sydney / BANTAM, Sydney / ORCHARD, Sydney		NAKED COMMUNICATIONS, Sydney / RMIT UNIVERSITY, Melbourne		Silver Lion	Silver Lion
A11/032	01119	SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE, Dublin	IRELAND			ROTHCO ACCENTURE INTERACTIVE, Dublin		Silver Lion	Silver Lion
A11/035	01186	THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY, London	UNITED KINGDOM	TOWN PRODUCTIONS, London / GETTY IMAGES, London / ITB - INTERNATIONAL TALENT BOOKING, London	MEDIACOM, London	WHALAR, London	FACEBOOK, London / GREY POLAND, Warsaw / GREY SHANGHAI / GREY NEW YORK / WILDFIRE, London	Silver Lion	Silver Lion
B03/019	01385	HAMBERDERS	BURGER KING	FAST FOOD	MULLENLOWE, Boston	USA	MULLENLOWE, Boston	MULLENLOWE, Boston	MULLENLOWE, Boston	COOLR, London	Silver Lion	Silver Lion
C02/024	00753	BIG MAC 50TH ANNIVERSARY	MCDONALD'S	BIG MAC	GOLIN, Chicago / MCDONALD'S, Chicago	USA	GOLIN, Chicago / DESIGN BY DISRUPTION, New York / THE MARKETING STORE, Chicago / OSBORNE COINAGE, Cincinnati / MPC, New York	GOLIN, Chicago / MCDONALD'S, Chicago	GOLIN, Chicago / MCDONALD'S, Chicago		Silver Lion	Silver Lion
D01/003	00153	#COVERTHEPROGRESS	DISCOVER PUERTO RICO	TRAVEL & TOURISM	KETCHUM, New York	USA	KETCHUM, New York	KETCHUM, New York	KETCHUM, New York		Silver Lion	Silver Lion
D01/030	12324	THE LAND OF FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWSPAPER	TBWA/HELSINKI	FINLAND	TBWA/HELSINKI / SANOMIA MEDIA FINLAND, Helsinki	TBWA/HELSINKI / JOCDEAUX FINLAND, Helsinki / CLEAR CHANNEL, Helsinki	TBWA/HELSINKI / SANOMIA MEDIA FINLAND, Helsinki		Silver Lion	Silver Lion
D02/005	00122	HIDDEN FLAG	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE, Madrid	SPAIN	PRIMO CONTENT, Barcelona			FELGTB, Madrid	Silver Lion	Silver Lion
D03/099	01573	#STOPMITRANI	HDFC BANK	HDFC BLOOD DONATION CAMPS	LEO BURNETT INDIA, Mumbai	INDIA					Silver Lion	Silver Lion
D05/029	00989	KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO / DESIGN FOUNDRY, Hyattsville / TRICIAPIEDIA, Arlington				Silver Lion	Silver Lion
D06/011	01578	TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN	SARAH TAAREN PRODUCTIONS, Lahore	BBDO PAKISTAN, Lahore	BBDO PAKISTAN, Lahore		Silver Lion	Silver Lion
D07/006	00253	MY SPECIAL AFLAC DUCK	AFLAC	MY SPECIAL AFLAC DUCK	AFLAC, Columbus / CAROL CONE ON PURPOSE, New York	USA	SPROUTTEL, Providence / YOU ARE HERE, Atlanta / THE NATION OF ARTISTS, Los Angeles / MOTHER NATURE NETWORK, Atlanta	MARINA MAHER COMMUNICATIONS, New York / KWI COMMUNICATIONS, Atlanta	CHILDREN'S HEALTHCARE OF ATLANTA		Silver Lion	Silver Lion
E01/005	00254	MY SPECIAL AFLAC DUCK	AFLAC	MY SPECIAL AFLAC DUCK	AFLAC, Columbus / CAROL CONE ON PURPOSE, New York	USA	SPROUTTEL, Providence / YOU ARE HERE, Atlanta / THE NATION OF ARTISTS, Los Angeles / MOTHER NATURE NETWORK, Atlanta	MARINA MAHER COMMUNICATIONS, New York / KWI COMMUNICATIONS, Atlanta	CHILDREN'S HEALTHCARE OF ATLANTA		Silver Lion	Silver Lion
E02/032	00779	A TEAM OF ONE	TENCENT FOUNDATION CHINA ORGAN DONATION ADMINISTRATIVE CENTER	ORGAN DONATION	LOONG, Beijing / TENCENT MARKETING SOLUTION, Shenzhen	CHINA	FILMPLEXE PRODUCTION HOUSE, Beijing		TENCENT MARKETING SOLUTION, Shenzhen		Silver Lion	Silver Lion
E04/092	01763	THISABLES	IKEA	IKEA THISABLES	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Silver Lion	Silver Lion
E05/006	00458	LENLEASE MUMS FOR SAFETY	LENLEASE	PROPERTY	LENLEASE, Sydney / HOUSTON GROUP, Sydney	AUSTRALIA	IN THE THICKET, Sydney				Silver Lion	Silver Lion
F02/024	01285	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS, Berlin	GERMANY		SCHOLZ & FRIENDS, Berlin	SCHOLZ & FRIENDS, Berlin	METAGATE, Berlin	Silver Lion	Silver Lion
F03/058	01744	GENERATION LOCKDOWN	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	HUNGRY MAN, New York		PRECISION STRATEGIES, New York	DUOTONE AUDIO GROUP, New York / THE HILL, New York / STALKR, New York / NOG, New York / NO7,	Silver Lion	Silver Lion
F04/134	01338	YOUNG BRIDE	RDFL	RDFL	WUNDERMAN THOMPSON, Beirut / J. WALTER THOMPSON, Beirut / MIRUM AGENCY, Beirut	LEBANON	J. WALTER THOMPSON, Beirut		J. WALTER THOMPSON, Beirut		Silver Lion	Silver Lion
A01/005	00258	NEW AUSTRALIA-LAND	MEAT AND LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS PART OF ACCENTURE INTERACTIVE, Sydney	AUSTRALIA	SONG ZU, Sydney / SCOUNDREL, Sydney		ONE GREEN BEAN SYDNEY		Bronze Lion	Bronze Lion
A04/002	00080	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE	TBWA/ELSE, Paris				Bronze Lion	Bronze Lion
A05/016	01745	COMPETITORS' SALE	VOLVO	VOLVO	GREY BRAZIL, São Paulo	BRAZIL	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo		Bronze Lion	Bronze Lion
A07/013	00725	THE SOCIAL MEDIA SITTER	IBIS/ACCOR HOTELS	DIGITAL DETOX SERVICE	JUNG VON MATY/LIMMAY, Zurich	SWITZERLAND	CZAR FILM, ZURICH / JINGLE JUNGLE, Zurich	KINGFLUENCERS, Zurich	KINGFLUENCERS, Zurich		Bronze Lion	Bronze Lion
A08/008	00342	CODE NAME: URI	URI: THE SURGICAL STRIKE	MOTION PICTURE / MOVIE	DENTSU WEBCHUTNEY, Mumbai	INDIA	DENTSU WEBCHUTNEY, Mumbai	DENTSU WEBCHUTNEY, Mumbai	DENTSU WEBCHUTNEY, Mumbai		Bronze Lion	Bronze Lion
A11/057	01259	THE COLOR EXPERIMENT	SOM	SAMEN ONDERWIJS MAREN	TBWA/BELGIUM, Brussels	BELGIUM	TBWA/BELGIUM, Brussels	TBWA/BELGIUM, Brussels	TBWA/BELGIUM, Brussels		Bronze Lion	Bronze Lion
B02/003	00024	DISTRACTED GOALKEEPER	UBER/UBER	YELLOW MAY	TECH AND SOUL, São Paulo	BRAZIL				Uber, São Paulo	Bronze Lion	Bronze Lion
B02/031	01748	MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL, São Paulo	BRAZIL	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo		Bronze Lion	Bronze Lion
B03/001	00109	BAGELGATE	KRAFT HEINZ	PHILADELPHIA CREAM CHEESE	DROGAS, New York	USA		STARCOM, Chicago	ALISON BROD MARKETING + COMMUNICATIONS, New York	VMLY&R, Chicago	Bronze Lion	Bronze Lion
B04/021	00698	I LOVE MY BALLS	LIGA CONTRA EL CANCER	CLINICAL CHECK-UP	WUNDERMAN THOMPSON, Lima / WUNDERMAN PHANTASIA, Lima	PERU	SANTIAGO, Lima / DIEGO DIBOS SOUND LAB, Lima / DANIEL BENGOA PHOTOGRAPHY, Lima	WUNDERMAN PHANTASIA, Lima	ORANGE 360, Lima		Bronze Lion	Bronze Lion
C02/029	01101	RANG-TAN	ICELAND FOODS LTD	GROCERIES	WEBER SHANDWICK, Manchester / MOTHER, London / TAYLOR HERRING, London	UNITED KINGDOM	TAYLOR HERRING, London	TAYLOR HERRING, London	WEBER SHANDWICK, Manchester / TAYLOR HERRING, London	GREENPEACE, London / PASSION ANIMATION STUDIOS, London	Bronze Lion	Bronze Lion
D02/016	00147	PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA, Ann Arbor / CRISPIN PORTER BOGUSKY+, Boulder	USA	CRISPIN PORTER BOGUSKY+, Boulder	CRISPIN PORTER BOGUSKY+, Boulder	CRISPIN PORTER BOGUSKY+, Boulder / DOMINO'S PIZZA, Ann Arbor		Bronze Lion	Bronze Lion
D02/027	00050	THE UNBREAKABLE RAINBOW	UNILEVER - BEN & JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT, Warsaw	POLAND	180HEARTBEATS+JUNG V MATT, Warsaw		180HEARTBEATS+JUNG V MATT, Warsaw	BEN & JERRY'S, Warsaw / MILOSC NIE WYKLIĆZA, Warsaw / WOLONTARIAT ROWNOSCI, Warsaw	Bronze Lion	Bronze Lion
D03/001	00123	CHOOSE THE MOUSTACHE	PESCANOVA	SHRIMPS	LOLA MULLENLOWE, Madrid	SPAIN	HARRY, Madrid	WAVEMAKER GLOBAL, Madrid/honda	PORTER NOVELLI, Madrid	HUJOS DESIGN MUSIC PRODUCTION, Madrid / MAKING SCIENCE, Madrid / PESCANOVA, Pontevedra	Bronze Lion	Bronze Lion
D03/060	01054	REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris	FRANCE	GENERAL POP, Pantin				Bronze Lion	Bronze Lion
D04/015	00508	LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO, Dusseldorf	GERMANY	CRAFTWORK, Dusseldorf	FUSE, Dusseldorf / OMD GERMANY, Dusseldorf / AREASOLUTIONS, Hamburg	KETCHUM PLEON, Dusseldorf	PETER SCHMIDT GROUP, Hamburg	Bronze Lion	Bronze Lion
D04/023	00987	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	HARBOR PICTURE COMPANY, New York				Bronze Lion	Bronze Lion
D06/022	01576	RAILROAD TIES	ANCESTRY	HISTORICAL RECORDS/ DATABASE	WEBER SHANDWICK, New York	USA	CONTENT COLLECTIVE, Los Angeles / SUNDANCE TV, New York / MASS APPEAL, New York	OMD USA, Los Angeles	WEBER SHANDWICK, New York		Bronze Lion	Bronze Lion
E01/010	00248	OLD MILK	COOP	COOP	EDELMAN, London	UNITED KINGDOM		SCREAM MEDIABYRA, Stockholm	EDELMAN, London		Bronze Lion	Bronze Lion
E01/030	01205	DELIVERING HOPE	UNITED STATES POSTAL SERVICE	OPERATION SANTA	MRM/McCANN, New York	USA	MRM/McCANN, New York				Bronze Lion	Bronze Lion
E01/040	01125	MISS AMERICA 2.0	MISS AMERICA ORGANIZATION	MISS AMERICA 2.0 REBRAND CAMPAIGN	VMLY&R, New York / Y&R NEW YORK	USA		CLICKON MEDIA, New York		Y&R NEW YORK	Bronze Lion	Bronze Lion
E01/049	00630	SONOS NASDAQ BELL	SONOS	SONOS	EDELMAN, Los Angeles	USA			EDELMAN, Los Angeles	ANOMALY, New York	Bronze Lion	Bronze Lion
E06/038	01416	VICTORY FRIDGE	ABINBEV	BUD LIGHT	3PM AGENCY, New York	USA	WIDENKENNEDY NEW YORK / FUSION, Saint Louis, MO	3PM AGENCY, New York	3PM AGENCY, New York	ENDERBOR, New York, NY / CLEVELAND BROWNS, Berea / HOUSE OF LAROSE, Brecksville	Bronze Lion	Bronze Lion
F04/152	00551	KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA					Bronze Lion	Bronze Lion
F04/231	01463	SUBSTITUTE WORKERS	LAIVE	LAIVE	SIN ANESTESIA, Lima / SR. BURNS, Lima	PERU	LUNGO FILMS, Buenos Aires		SR BURNS, Lima		Bronze Lion	Bronze Lion
F04/243	11308	FLOWER OF LIFE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY, São Paulo	BRAZIL	CORAZON FILMES, São Paulo / CABARET STUDIO, São Paulo		OGILVY, São Paulo	HERMES PARDINI, Belo Horizonte	Bronze Lion	Bronze Lion

Total Awards: 55