

## Promo & Activation Lions Winners

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Agency	Country	Prize
C03/066	03231	LIFEPAIN	VOLVO UK	LIFEPAIN	GREY LONDON	UNITED KINGDOM	Grand Prix
A01/057	00517	CHASING HORIZONS	CITIZEN	ECO-DRIVE SATELLITE WAVE F100	WIEDEN+KENNEDY AMSTERDAM / WIEDEN+KENNEDY TOKYO	THE NETHERLANDS	Gold Lion
A01/109	02076	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	Gold Lion
A02/042	02777	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	Gold Lion
A03/091	03059	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK / GREY ACTIVATION & PR New York	USA	Gold Lion
A04/049	02164	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA	Gold Lion
A05/042	01726	SHADOW WIFI	LIGA CONTRA EL CANCER	HEALTH AWARENESS ORGANISATION	HAPPINESS BRUSSELS	BELGIUM	Gold Lion
A05/053	01670	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	Gold Lion
A05/082	02929	SAFETY TRUCK	SAMSUNG	CORPORATE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	Gold Lion
A06/081	02726	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	Gold Lion
B01/045	00419	UNSKIPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	Gold Lion
B01/078	02120	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City	MEXICO	Gold Lion
B02/016	00269	HOUSE OF MAMBA	NIKE	NIKE BASKETBALL CHINA	AKQA London / AKQA Shanghai	UNITED KINGDOM	Gold Lion
B03/155	02976	MISERABLE IN PUERTO RICO	COMMONWEALTH OF PUERTO RICO	PUERTO RICO TOURISM COMPANY	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	Gold Lion
B04/063	02078	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	Gold Lion
C02/019	02644	NIVEA DOLL	BDF NIVEA BRASIL	KIDS SUNBLOCK	FCB BRASIL São Paulo	BRAZIL	Gold Lion
C02/039	02937	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	CANADA	Gold Lion
C06/015	02172	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA	Gold Lion
C06/020	00818	4G4GOOD	STARHUB	4G	DDB GROUP SINGAPORE	SINGAPORE	Gold Lion
C07/075	02786	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	Gold Lion
C08/070	02399	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	Gold Lion
C12/047	02081	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	Gold Lion
C12/052	01086	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	GERMANY	Gold Lion
C13/041	01421	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	Gold Lion
C13/141	03067	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK / GREY ACTIVATION & PR New York	USA	Gold Lion
A01/126	01085	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg	GERMANY	Silver Lion
A01/131	01668	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	Silver Lion
A03/058	02533	MORE THAN A SIGN	DISLIFE	DISABILITY RIGHTS AWARENESS	Y&R Moscow	RUSSIA	Silver Lion
A04/074	02635	NIVEA DOLL	BDF NIVEA BRASIL	KIDS SUNBLOCK	FCB BRASIL São Paulo	BRAZIL	Silver Lion
A04/089	02397	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	Silver Lion
A04/127	03229	LIFEPAIN	VOLVO UK	LIFEPAIN	GREY LONDON	UNITED KINGDOM	Silver Lion
A05/074	03025	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	Silver Lion
A06/070	02398	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	Silver Lion
A06/083	03061	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK / GREY ACTIVATION & PR New York	USA	Silver Lion
A06/095	03005	HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	Silver Lion
A07/047	02166	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA	Silver Lion

## Promo & Activation Lions Winners

A07/085	02209	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Silver Lion
A07/114	02450	VODAFONE "BETWEEN US"	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	Silver Lion
A08/007	00294	K9FM	MARS	PEDIGREE	COLENSO BBDO Auckland	NEW ZEALAND	Silver Lion
A08/056	02619	THE RGB NEWS	ANTENA 1 - OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA	Silver Lion
A09/038	02638	PRINT FOR HELP	HEWLETT-PACKARD BRASIL	HP PRINTERS	FCB BRASIL São Paulo	BRAZIL	Silver Lion
A10/040	03064	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	Silver Lion
A11/059	03098	DELTA INNOVATION CLASS	DELTA AIR LINES	DELTA AIR LINES	WIEDEN+KENNEDY New York	USA	Silver Lion
B01/044	00965	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	Silver Lion
B02/110	02930	SAFETY TRUCK	SAMSUNG	CORPORATE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	Silver Lion
B03/008	00150	SPECIAL OLYMPICS - KEVIN DE BRUYNE	SPECIAL OLYMPICS BELGIUM	SPECIAL OLYMPICS SUMMER GAMES ANTWERP 2014	LDV UNITED Antwerp	BELGIUM	Silver Lion
B04/039	01165	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York / CATALYST PUBLIC RELATIONS New York	USA	Silver Lion
B04/061	01952	MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane	AUSTRALIA	Silver Lion
B04/151	03065	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	Silver Lion
C01/107	02457	SWEAT IT TO GET IT	GATORADE	GATORADE	TBWA CHIAT DAY Los Angeles	USA	Silver Lion
C02/032	02728	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	Silver Lion
C03/019	01089	THE VOLVO HIJACKING CAR SERVICE	VOLVO NORTH MIAMI	VOLVO	WE BELIEVERS New York	USA	Silver Lion
C03/033	02565	REDUCE SPEED DIAL	VOLKSWAGEN	VOLKSWAGEN	COLENSO BBDO Auckland	NEW ZEALAND	Silver Lion
C04/008	00518	CHASING HORIZONS	CITIZEN	ECO-DRIVE SATELLITE WAVE F100	WIEDEN+KENNEDY AMSTERDAM / WIEDEN+KENNEDY TOKYO	THE NETHERLANDS	Silver Lion
C04/035	02437	CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen	DENMARK	Silver Lion
C05/013	00423	UNSKIPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	Silver Lion
C07/079	02979	#BOSTONBLIZZARDCHALLENGE WARMS UP	COMMONWEALTH OF PR	PRTC	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	Silver Lion
C07/080	03144	MASP LOSERS FREE PASS	MASP MUSEUM	INSTITUCIONAL	DDB BRASIL São Paulo	BRAZIL	Silver Lion
C08/083	02690	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY	Silver Lion
C12/106	03082	MUMS AND MAIDS	TRANSIENT WORKERS COUNT TOO (TWC2)	TWC2	OGILVY & MATHER SINGAPORE	SINGAPORE	Silver Lion
C13/067	01672	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	Silver Lion
C13/115	02931	SAFETY TRUCK	SAMSUNG	CORPORATE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	Silver Lion
C13/140	02956	CARTOON HELPLINE	GRAACC	CORPORATE	OGILVY BRASIL São Paulo	BRAZIL	Silver Lion
A01/154	02632	NIVEA DOLL	BDF NIVEA BRASIL	KIDS SUNBLOCK	FCB BRASIL São Paulo	BRAZIL	Bronze Lion
A02/007	00390	SAMSUNG SLIDELINER	SAMSUNG AUSTRALIA	SAMSUNG CURVED TV RANGE	TRAFFIK Sydney	AUSTRALIA	Bronze Lion
A03/007	00124	FUTURE TICKET	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo / RHIZOMATIKS Tokyo	JAPAN	Bronze Lion
A03/037	01810	CHARITY ARCADE	SWEDAVIA SWEDISH AIRPORTS	RED CROSS	ÅKESTAM HOLST Stockholm	SWEDEN	Bronze Lion
A05/014	00391	SAMSUNG SLIDELINER	SAMSUNG AUSTRALIA	SAMSUNG CURVED TV RANGE	TRAFFIK Sydney	AUSTRALIA	Bronze Lion
A05/081	02882	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE	Bronze Lion
A06/074	02456	SWEAT IT TO GET IT	GATORADE	GATORADE	TBWA CHIAT DAY Los Angeles	USA	Bronze Lion
A07/034	01050	HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	DUYANELLER	LEO BURNETT ISTANBUL	TURKEY	Bronze Lion
A07/107	03006	THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	FORTIFIED NUTRITION PRODUCT	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	Bronze Lion
A08/039	02272	EXPERIENCE APP	CINEMARK	VOTE SA	JOE PUBLIC UNITED Johannesburg	SOUTH AFRICA	Bronze Lion
A09/013	00553	MARCIA GETS HUNGRY	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	Bronze Lion
A10/015	01727	SELL THE JOBLESS	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	MASTERCLASS COPYWRITING	HAPPINESS BRUSSELS	BELGIUM	Bronze Lion
A11/012	00508	OK GO: I WON'T LET YOU DOWN	OK GO	HUNGRY GHOST (OK GO ALBUM)	MORI Tokyo / DRILL Tokyo / DENTSU INC. Tokyo	JAPAN	Bronze Lion

## Promo & Activation Lions Winners

A11/022	01184	ANIMAL COPYRIGHTS	WWF/LATINSTOCK	ANIMAL COPYRIGHTS (THE FIRST IMAGE BANK FOR WWF)	CHEIL SPAIN Madrid	SPAIN	Bronze Lion
A11/041	01823	70 GUARDIANS OF WINTER	ŠKODA SPAIN	ŠKODA SCOUT 4X4	PROXIMITY BARCELONA Barcelona	SPAIN	Bronze Lion
A11/064	02391	DACIA SPONSOR DAY - THE SPLIT	RENAULT ITALIA	DACIA	PUBLICIS ITALY Milan	ITALY	Bronze Lion
A11/086	02827	BEER TOOTH IMPLANT	CCU	CERVEZA SALTA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	Bronze Lion
B01/112	02306	AID TO CART	EXITO GROUP / FOOD BANK	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	Bronze Lion
B01/193	02781	IBM BITCOIN RAIN	IBM BRASIL	IBM BLUEMIX / CLOUD COMPUTING	OGILVY BRASIL São Paulo	BRAZIL	Bronze Lion
B02/001	00007	MATSUKO-ROID	NATURAL EIGHT	MATSUKO DELUXE	DENTSU INC. Tokyo / DENTSU CASTING AND ENTERTAINMENT INC. Tokyo	JAPAN	Bronze Lion
B03/116	02264	CONTENT EXTINCT	WWF	WWF	GEOMETRY GLOBAL Copenhagen	DENMARK	Bronze Lion
B03/154	02935	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	CANADA	Bronze Lion
B03/158	03105	LOVIN' THE SUPER BOWL	McDONALD'S	McDONALD'S	DDB CHICAGO	USA	Bronze Lion
B03/167	03000	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	Bronze Lion
B04/005	00108	#SEATBELTB00BING	THE AUTOMOBILE CLUB OF ROMANIA	THE AUTOMOBILE CLUB OF ROMANIA	PUBLICIS ROMANIA Bucharest	ROMANIA	Bronze Lion
B04/069	00334	FOO FIGHTERS RVA	THE BRANCHING	THE BRANCHING	THE BRANCHING Richmond	USA	Bronze Lion
B04/076	01661	#MACITBETTER	McDONALD'S	BIG MAC	DDB Sydney	AUSTRALIA	Bronze Lion
B04/131	02268	SOCIAL TRAILERS	NETFLIX	NETFLIX	CIRCUS Mexico City	MEXICO	Bronze Lion
B04/155	03170	ANGRY TWEETS	BURGER KING	FAST FOOD	BUZZMAN Paris	FRANCE	Bronze Lion
C01/009	00397	ECOSPONGE	BIMBO GROUP	FARGO WHITE BREAD	FCB BUENOS AIRES	ARGENTINA	Bronze Lion
C01/027	00991	WORKOUT BILLBOARDS	COCA-COLA	POWERADE	OGILVY GERMANY Frankfurt	GERMANY	Bronze Lion
C01/051	02229	MOVIE KISS	UNILEVER	CORNETTO	LOLA LOWE & PARTNERS Madrid	SPAIN	Bronze Lion
C01/058	01892	THE CONTAGIOUS BILLBOARD	CIA CACIQUE DE CAFÉ SOLUVEL	CAFÉ PELÉ	LEW'LARA\TBWA São Paulo	BRAZIL	Bronze Lion
C01/133	02798	#MYFAMILYCAN	SPC ARDMONA	SPC CANNED FRUIT AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA	Bronze Lion
C02/003	00295	K9FM	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	Bronze Lion
C02/041	03008	HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	Bronze Lion
C03/026	01959	REVERSE APRIL FOOLS'	BMW	APRIL FOOLS' STUNT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	Bronze Lion
C03/027	01999	THE WEATHER CHALLENGE	TOYOTA MOTOR EUROPE	AYGO	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	Bronze Lion
C05/018	01589	ONLY GAYTM IN THE VILLAGE	ANZ	ANZ BANK	WHYBINITBWA GROUP MELBOURNE	AUSTRALIA	Bronze Lion
C06/040	02451	VODAFONE "BETWEEN US"	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	Bronze Lion
C06/042	03001	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	Bronze Lion
C07/019	00967	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	Bronze Lion
C07/077	02888	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE	Bronze Lion
C07/096	03101	DELTA INNOVATION CLASS	DELTA AIR LINES	DELTA AIR LINES	WIEDEN+KENNEDY New York	USA	Bronze Lion
C08/068	02215	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Bronze Lion
C09/009	00602	CINEMA DELIVERY	CIRKO FILM	FOR SOME INEXPLICABLE REASON	Y&R BUDAPEST	HUNGARY	Bronze Lion
C09/041	02923	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	Bronze Lion
C11/029	02287	SAMSUNG SMART PLAY-BOARD	SAMSUNG ELECTRONICS ITALY	THE FIRST SMART-DEVICE FOR DEVELOPING THE FULL POTENTIAL OF EVERY CHILD.	LEO BURNETT ITALY Milan	ITALY	Bronze Lion
C11/037	02648	PRINT FOR HELP	HEWLETT-PACKARD BRASIL	HP PRINTERS	FCB BRASIL São Paulo	BRAZIL	Bronze Lion
C12/100	01944	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	Bronze Lion
C13/057	01954	MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane	AUSTRALIA	Bronze Lion
C13/068	01697	THE SPECIAL PROPOSAL	COORDOWN	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	Bronze Lion
D01/022	00908	THIS CALLS FOR A COCKTAIL	SCHWEPPES AUSTRALIA	SCHWEPPES MIXERS	GPY&R Melbourne	AUSTRALIA	Bronze Lion

**Promo & Activation Lions Winners**

---

D01/046 02087 SOCIAL SAVVY BURGLAR ALLSTATE INSURANCE COMPANY HOME INSURANCE LEO BURNETT CHICAGO USA Bronze Lion

**Total Awards: 117**