

**Creative Data Lions Winners**

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
A09/013	00236	JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO   ACCENTURE INTERACTIVE , Dublin	IRELAND	CEREPROC, Edinburgh	THE TIMES, London	THE TIMES, London	CEREPROC, Edinburgh	Grand Prix	Grand Prix
A05/023	00380	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX, Toronto	CANADA		INITIATIVE, Toronto	GLOSSY, Toronto		Gold Lion	Gold Lion
A06/018	00285	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU, Sydney	AUSTRALIA			HAYSTAC, Sydney		Gold Lion	Gold Lion
A07/025	00142	KNOW WHAT YOUR DATA KNOWS	GOOGLE	GOOGLE CLOUD	ELEVEN, San Francisco	USA	OPTIMUM SPORTS, New York / PHD, New York			OPTIMUM SPORTS, New York / PHD, New York	Gold Lion	Gold Lion
A09/011	00201	GENE PROJECT CASE STUDY	UNILEVER	MARMITE	adam&eveDDB, London	UNITED KINGDOM					Gold Lion	Gold Lion
A01/092	10248	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO, Chicago	USA	FLARE BBDO, Chicago / THE MILL, Chicago	PHD, Chicago	KETCHUM, New York	FLARE BBDO, Chicago / THE MILL, Chicago	Silver Lion	Silver Lion
A02/039	00259	MAKING THE LIST	LEGO AUSTRALIA	LEGO	CHE PROXIMITY, Melbourne	AUSTRALIA					Silver Lion	Silver Lion
A02/052	00352	DATA INTO DOLLARS	XFINITY	XFINITY MOBILE	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA		SPARK FOUNDRY, New York / GOOGLE, New York			Silver Lion	Silver Lion
A04/037	00168	VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA, Melbourne	AUSTRALIA	GREAT BARRIER REEF FOUNDATION, Brisbane	DELOITTE AUSTRALIA, Melbourne	DELOITTE AUSTRALIA, Melbourne	GREAT BARRIER REEF FOUNDATION, Brisbane	Silver Lion	Silver Lion
A06/021	00330	HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY, Melbourne	AUSTRALIA		CHE PROXIMITY, Melbourne	CHE PROXIMITY, Melbourne		Silver Lion	Silver Lion
A07/026	00148	UNITED AIRLINES EWR REAL TIME DATA TAXI TOP CAMPAIGN	UNITED AIRLINES	UNITED REAL TIME DATA TO NEWARK INTERNATIONAL AIRPORT	mcgarrybowen, New York	USA	mcgarrybowen, New York / CURB MOBILITY, New York / KINETIC WORLDWIDE, New York	WAVEMAKER, New York		mcgarrybowen, New York / CURB MOBILITY, New York / KINETIC WORLDWIDE, New York	Silver Lion	Silver Lion
A08/018	00318	BREAKING BALLET	JOBURG BALLET	JOBURG BALLET COMPANY	TBWAAFRICA, Johannesburg / TBWAIHUNT LASCAR IS, Johannesburg	SOUTH AFRICA		TBWAIHUNT LASCARIS, Johannesburg			Silver Lion	Silver Lion
A09/002	00016	ATM'S That Listen	CBA	Consumer Banking	COMMONWEALTH BANK, Sydney / M&C SAATCHI, Sydney	AUSTRALIA		IKON COMMUNICATIONS, Sydney			Silver Lion	Silver Lion
A01/004	00048	MAKE IT METAL	SONY MUSIC LABELS (JAPAN) INC.	CROSSFAITH (MUSIC ARTISTS)	OGILVY JAPAN, Tokyo	JAPAN					Bronze Lion	Bronze Lion
A01/060	00357	THE FIRST AD IN THE BLOCKCHAIN	TD AMERITRADE	TD AMERITRADE	HAVAS NEW YORK	USA			HAVAS FORMULA, New York		Bronze Lion	Bronze Lion

A03/003	00247	USPS OPERATION SANTA	US POSTAL SERVICE	SHIPPING & MAILING	MRM/McCANN, New York	USA					Bronze Lion	Bronze Lion
A03/007	00283	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU, Sydney	AUSTRALIA			HAYSTAC, Sydney		Bronze Lion	Bronze Lion
A03/016	00459	BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	McCANN PARIS, Clichy	FRANCE	M STORIES, Clichy		WEBER SHANDWICK, Paris	M STORIES, Clichy	Bronze Lion	Bronze Lion
A04/067	00388	GOOD ODDS	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA, Plano / SAATCHI & SAATCHI TOYOTA AGENCY, Torrance	USA		SAATCHI & SAATCHI TOYOTA AGENCY, Torrance		SAATCHI & SAATCHI TOYOTA AGENCY, Torrance	Bronze Lion	Bronze Lion
A04/086	00491	DESTINATION PRIDE	PFLAG CANADA	TBD	FCB/SIX, Toronto / FCB CANADA, Toronto	CANADA		INITIATIVE, Toronto		GLOSSY, Toronto	Bronze Lion	Bronze Lion
A05/020	00222	NEXT	BRDESCO BANCO	NEXT APP	R/GA SÃO PAULO	BRAZIL					Bronze Lion	Bronze Lion
A07/019	00082	CAR VS DATA	VIA RAIL CANADA	TRAIN SERVICE	TOUCHÉ!, Montréal / COSSETTE, Montréal	CANADA		TOUCHÉ!, Montréal			Bronze Lion	Bronze Lion
A07/027	00102	THE R WORD	AVIVO	AVIVO	MARKETFORCE, Perth	AUSTRALIA		MARKETFORC E, Perth			Bronze Lion	Bronze Lion
A08/022	00381	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX, Toronto	CANADA		INITIATIVE, Toronto		GLOSSY, Toronto	Bronze Lion	Bronze Lion
A09/008	00169	VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA, Melbourne	AUSTRALIA	GREAT BARRIER REEF FOUNDATION, Brisbane	DELOITTE AUSTRALIA, Melbourne	DELOITTE AUSTRALIA, Melbourne	GREAT BARRIER REEF FOUNDATION, Brisbane	Bronze Lion	Bronze Lion
A09/027	00483	THE VOICE OF VOICES	NEMO	HEALTHCARE	McCANN MILAN	ITALY	FONDAZIONE SERENA ONLUS, CENTRO CLINICO NEMO, Milan / MRM/McCANN, Milan			FONDAZIONE SERENA ONLUS, CENTRO CLINICO NEMO, Milan / MRM/McCANN, Milan	Bronze Lion	Bronze Lion
<b>Total Awards:</b>		<b>26</b>										