

Creative Effectiveness Lions Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
A03/034	00152	SAVLON HEALTHY HANDS CHALK STICKS	ITC	SAVLON	OGILVY MUMBAI	INDIA					Creative Effectiveness Grand Prix	Creative Effectiveness Grand Prix
A01/009	00021	THE CHILD REPLACEMENT PROGRAMME	MARS	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND		STARCOM, Auckland	IMPACT PR, Auckland	STARCOM, Auckland	Gold Lion	Gold Lion
A01/016	00037	CHEETOS MUSEUM	CHEETOS - FRITO LAY NORTH AMERICA	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	CAVIAR TV, Los Angeles / COMPANY 3, Santa Monica / WHITEHOUSE POST, Santa Monica / ONE UNION RECORDING, San Francisco	OMD USA, New York	THE MARKETING ARM, Los Angeles / KETCHUM, San Francisco		Gold Lion	Gold Lion
A01/013	00060	SICKKIDS VS	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE, Toronto / SICKKIDS FOUNDATION, Toronto	CANADA	SKIN & BONES, Toronto / THE MILL, New York / JAM3, Toronto / WESTSIDE STUDIO, Toronto / THE VANITY, Toronto	OMD CANADA, Toronto	COSSETTE, Toronto		Silver Lion	Silver Lion
A01/054	00138	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID, Miami	USA	COSMO STREET, Miami / CAVIAR TV, Los Angeles			BURGER KING, Miami	Silver Lion	Silver Lion
A01/057	00145	THE IMPACT OF FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	McCANN NEW YORK	USA					Silver Lion	Silver Lion
A03/033	00074	EDIBLE SIX PACK RINGS (E6PR)	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS, New York	USA	ENTELEQUIA SUSTAINABLE DEVELOPMENT, Metepec / CHERRY SUNDAE MEDIA, Fort Lauderdale / PERSONAL MUSIC, Miami / MOVING FORWARD STUDIOS, Miami				Silver Lion	Silver Lion
A03/050	00139	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID, Miami	USA	COSMO STREET, Miami / CAVIAR TV, Los Angeles			BURGER KING, Miami	Silver Lion	Silver Lion
A05/008	00033	BUSTER THE BOXER, JOHN LEWIS' BEST CHRISTMAS EVER	JOHN LEWIS	JOHN LEWIS CRISTMAS	adam&eveDDB, London	UNITED KINGDOM					Silver Lion	Silver Lion
A02/013	00023	BOOST YOUR VOICE	BOOST MOBILE	N/A	180LA	USA	180LA / JAM3, Los Angeles / CUT+RUN, Santa Monica / JOGGER VFX, Los Angeles / ELEVEN SOUND, Santa Monica			Boost Mobile, Irvine	Bronze Lion	Bronze Lion
A02/016	00075	THE REFUGEE NATION	AMNESTY INTERNATIONAL	THE REFUGEE NATION	SQUARE PIXEL, Rio De Janeiro / OGILVY, New York	BRAZIL	SQUARE PIXEL, Rio De Janeiro / PIMENTA PRINT, Cotia / ASTEROIDE FILMS, Curitiba / CANJA AUDIO CULTURE, Curitiba				Bronze Lion	Bronze Lion
A02/027	00040	QQ ALERT: REUNION AFTER YEARS	TENCENT	QQ ALERT	TENCENT, Shenzhen	CHINA	TENCENT, Shenzhen	TENCENT, Shenzhen	TENCENT, Shenzhen		Bronze Lion	Bronze Lion

A03/003	00006	HUNGERITHM	MARS CHOCOLAT E AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA			CLEMENGER BBDO MELBOURNE		Bronze Lion	Bronze Lion
A03/005	00014	MEET GRAHAM	TRANSPOR T ACCIDENT COMMISSI ON (VICTORIA)	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	CLEMENGER BBDO MELBOURNE	AUSTRALIA	FLARE PRODUCTIONS BBDO, Melbourne / AIRBAG, Melbourne	CLEMENGER BBDO MELBOURNE	CLEMENGER BBDO MELBOURNE	TRANSPORT ACCIDENT COMMISSION, Geelong	Bronze Lion	Bronze Lion
A03/007	00017	NEW YORK TIMES - THE TRUTH IS HARD TO FIND	NEW YORK TIMES	NEW YORK TIMES	DROGA5, New York	USA	SECOND CHILD, New York / SONIC UNION, New York / BARKING OWL, Los Angeles / BEYOND MUSIC, New York / THE MILL, New York				Bronze Lion	Bronze Lion
A03/031	00041	QQ ALERT: REUNION AFTER YEARS	TENCENT	QQ ALERT	TENCENT, Shenzhen	CHINA	TENCENT, Shenzhen	TENCENT, Shenzhen	TENCENT, Shenzhen		Bronze Lion	Bronze Lion
A03/051	00150	THE IMPACT OF FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	McCANN NEW YORK	USA					Bronze Lion	Bronze Lion
A04/004	00114	ORIGINAL IS NEVER FINISHED	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JOHANNES LEONARDO, New York	USA					Bronze Lion	Bronze Lion
Total Awards:			18									