

Creative Effectiveness Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
A01/026	00136	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	MARCEL, Paris	FRANCE	PRODIGIOUS, Paris / DMBM, Paris / ICONOCLAST, Paris / NIGHTSHIFT, Paris / GUM, Paris			CARREFOUR, Paris	Creative Effectiveness Grand Prix	Creative Effectiveness Grand Prix
A01/004	00037	IT'S A TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI, New York	USA	RATTLING STICK, Santa Monica / ARCADE EDIT, Santa Monica / THE MILL, New York	HEARTS & SCIENCE, New York	TAYLOR, New York	PLATINUM RYE, New York / MKTG, New York	Gold Lion	Gold Lion
A01/034	00211	'XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL' – TURNING FANS INTO FANCHISEES	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	MRM/McCANN, London / CRAFT LONDON			AYZENBERG GROUP, Los Angeles	Gold Lion	Gold Lion
B01/007	00169	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID, Buenos Aires	ARGENTINA	HUINCA CINE, Buenos Aires			NEWSAN, Buenos Aires / CINEQUANON, Buenos Aires / CLUSTER MUSIC, Buenos Aires	Gold Lion	Gold Lion
A02/005	00034	PRESCRIBED TO DEATH	NATIONAL SAFETY COUNCIL	NON-PROFIT	ENERGY BBDO, Chicago	USA	M S S N G P ECES, New York / FLARE BBDO, Chicago / THE MILL, Chicago	PHD, Chicago	KETCHUM, New York		Silver Lion	Silver Lion
A02/017	00095	PROJECT 84	CAMPAIGN AGAINST LIVING	CHARITY	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL, London / STRONG & CO., London	THIS MORNING, ITV, London	W COMMUNICATIONS, London		Silver Lion	Silver Lion
A03/008	00183	SCARY CLOWN NIGHT	BURGER KING	BURGER KING	LOLA MULLENLOWE, Madrid	SPAIN	ONLY 925, Madrid / F16 PRODUCCIONES, Madrid / SERENA, Madrid			WEBER SHANDWICK, London / ALISON BROD MARKETING + COMMUNICATIONS, New York	Silver Lion	Silver Lion
A01/012	00005	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5, New York	USA	REVOLVER/WILL O'ROURKE, Sydney	UM, New York / UM, Sydney		DROGA5, New York / KOVERT CREATIVE, Santa Monica	Bronze Lion	Bronze Lion
A05/007	00083	AUDI / VORSPRUNG DURCH TECHNIK: BEAUTIFUL CARS WITH AMAZING BRAINS (2015 – Q1 20)	AUDI	AUTOMOTIVE	BBH, London / WE ARE SOCIAL, London	UNITED KINGDOM		PHD, London			Bronze Lion	Bronze Lion
B03/019	00152	HAIR TALK	UNILEVER	SUNSILK	WUNDERMAN THOMPSON BANGKOK / WUNDERMAN, Bangkok / J. WALTER THOMPSON BANGKOK	THAILAND	JUMP FILM, Bangkok				Bronze Lion	Bronze Lion
B04/015	00132	#SUPERSICKMONDAY	RECKITT BENCKISER	MUCINEX	McCANN NEW YORK	USA	CABIN EDITING COMPANY, Santa Monica / CHROMA, Los Angeles / PSYOP, Los Angeles / FURLINED, Santa Monica	AEGIS MEDIA INNOV8, New York / ZENITH, New York	DEVRIES GLOBAL, New York / DNA COMMUNICATIONS, New York	RECKITT BENCKISER, Parsippany / McCANN HEALTH NEW YORK	Bronze Lion	Bronze Lion
B04/026	00212	'XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL' – TURNING FANS INTO FANCHISEES	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	MRM/McCANN, London / CRAFT LONDON			AYZENBERG GROUP, Los Angeles	Bronze Lion	Bronze Lion

Total Awards:

12