

BRANDED CONTENT & ENTERTAINMENT WINNERS 2015



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS, London	UNITED KINGDOM
Gold Eurobest				
THE HIV+ ISSUE	VANGARDIST	VANGARDIST MAGAZINE	SAATCHI & SAATCHI SWITZERLAND, Geneva	SWITZERLAND
SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS, London	UNITED KINGDOM
MONTY'S CHRISTMAS	JOHN LEWIS PARTNERSHIP	CHRISTMAS	ADAM&EVEDDB, London	UNITED KINGDOM
Silver				
THE ELECTRIC SAGA	EDF	EDF CONSUMER SERVICES	HAVAS WORLDWIDE PARIS	FRANCE
805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
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HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN, Madrid	SPAIN
NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER, Hamburg	GERMANY
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY, Frankfurt	GERMANY
SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS, London	UNITED KINGDOM
Bronze				
DO IT FOR MOM	SPIES TRAVELS	ACTIVE HOLIDAY	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN, Madrid	SPAIN
GRAND MCEXTREM TOPCHEF	McDONALD'S	GRAND MCEXTREM	OMD SPAIN, Madrid	SPAIN
INVERSE GOAL CELEBRATION	UNICEF Y FUNDACIÓN DE LA LIGA DE FÚTBOL PROFESIONAL	CHARITY MATCH	VCCP SPAIN, Madrid	SPAIN
MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE
RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL, Paris	FRANCE
PHOTOS FOR LIFE	RAK'N'ROLL	CHARITY PHOTO STOCK	ISOBAR POLAND, Warsaw	POLAND
NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE, Hamburg	GERMANY