

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
Grand Prix						
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY, Frankfurt *	GERMANY	UM, Frankfurt	GERMANY
Gold Eurobest						
PAY WITH BLOOD	UNTOLD FESTIVAL	MUSIC FESTIVAL	McCANN ERICKSON, Bucharest *	ROMANIA	UM ROMANIA, Bucharest	ROMANIA
MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS *	FRANCE		
ANIMAL COPYRIGHTS	WWF/LATINSTOCK	ANIMAL COPYRIGHTS (THE FIRST IMAGE BANK FOR WWF)	CHEIL SPAIN, Madrid *	SPAIN		
MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS *	FRANCE		
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY, Frankfurt *	GERMANY	UM, Frankfurt	GERMANY
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	UM, Frankfurt	GERMANY
Silver						
THE GREAT ESCAPE	GRAUBUENDEN FERIEN	GRAUBUENDEN FERIEN	JUNG von MATT, Zurich	SWITZERLAND		
WAVE	DECATHLON	TRIBORD IZEBER FLOTATION VESTS	ROSAPARK, Paris *	FRANCE		
PIN THE PINK	FUNDATIA RENASTEREA	CHARITY	McCANN ERICKSON, Bucharest *	ROMANIA	UM ROMANIA, Bucharest	ROMANIA
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN, Madrid *	SPAIN		
MINI FASHION BAR	PIMKIE INTERNATIONAL	CLOTHING RETAILER	HAPPINESS BRUSSELS *	BELGIUM		
NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER, Hamburg	GERMANY		
805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS, Gothenburg *	SWEDEN	BE ON, Copenhagen	DENMARK
IKEA BIG BROTHER	IKEA	FURNITURE	McCANN TEL AVIV *	ISRAEL	UNIVERSAL MCCANN, Tel Aviv	ISRAEL
MIKADO STICK	MONDELÉZ	MIKADO	ROMANCE, Paris *	FRANCE	CARAT, Coubevoie	FRANCE
THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN, Munich *	GERMANY	MEDIAPLUS, Munich	GERMANY
ALWAYS BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY, Milan *	ITALY		
THE NEXT PHOTO	CHILDHOOD EYE CANCER TRUST	CHARITY	WUNDERMAN, London *	UNITED KINGDOM		
REVENGE OF THE IT NERDS - DELL TAKE IT EASY	DELL	IT SOLUTIONS	MEDIACOM BEYOND ADVERTISING, Dusseldorf	GERMANY	MEDIACOM, Düsseldorf *	GERMANY
MINI FASHION BAR	PIMKIE INTERNATIONAL	CLOTHING RETAILER	HAPPINESS BRUSSELS *	BELGIUM		
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN, Madrid *	SPAIN		
VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL *	TURKEY	MINDSHARE, Istanbul	TURKEY
Bronze						
THE HIV+ ISSUE	VANGARDIST	VANGARDIST MAGAZINE	SAATCHI & SAATCHI SWITZERLAND, Geneva *	SWITZERLAND		
SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON *	UNITED KINGDOM		
JCDECAUX: PERSONAL BILLBOARDS	JCDECAUX	OUTDOOR MEDIA	BBDO BELGIUM, Brussels *	BELGIUM		
THE WORST CAMPAIGN EVER	DISNEY	MASS MEDIA CORPORATION	HAVAS SPORTS & ENTERTAINMENT, Madrid *	SPAIN	HAVAS MEDIA GROUP, Madrid	SPAIN
IKEA SUSTAINABLE CATALOGUE	IKEA BELGIUM	FURNITURE	DDB BRUSSELS *	BELGIUM	INITIATIVE, Brussels	BELGIUM
SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON, Bucharest *	ROMANIA	UM ROMANIA, Bucharest	ROMANIA
THE DAY SHAZAM WENT DEAF	WORLD HEALTH ORGANIZATION	INTERNATIONAL EAR CARE DAY	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan *	ISRAEL		
FIRST PERSON LOVER	BJÖRN BORG	SPORTS APPAREL	GARBERGS, Stockholm *	SWEDEN	STARCOM MEDIAVEST GROUP, Stockholm	SWEDEN
STREET VIEW TEST	THE AUTOMOBILE CLUB OF ROMANIA	DRIVING SCHOOL	PUBLICIS ROMANIA, Bucharest *	ROMANIA		
ALWAYS BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY, Milan *	ITALY		
SMART POP UP BILLBOARDS	MERCEDES-BENZ CARS VERTRIEB DEUTSCHLAND	SMART FORTWO	BBDO GROUP GERMANY, Dusseldorf *	GERMANY		
THE GREAT ESCAPE	GRAUBUENDEN FERIEN	GRAUBUENDEN FERIEN	JUNG von MATT, Zurich	SWITZERLAND		
VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL *	TURKEY	MINDSHARE, Istanbul	TURKEY
THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP GERMANY, Berlin *	GERMANY		
ABUSED EMOJIS	BRIS	NON PROFIT ORGANIZATION	GARBERGS, Stockholm *	SWEDEN		
PHOTOS FOR LIFE	RAK'N'ROLL	CHARITY PHOTO STOCK	ISOBAR POLAND, Warsaw *	POLAND		
IS THIS THE NEXT?	SAMSUNG ELECTRONICS NORDIC	GALAXY S6 EDGE	DDB STOCKHOLM *	SWEDEN	STARCOM MEDIAVEST GROUP, Stockholm	SWEDEN