

Innovation Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
A04/023	00175	SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York				Grand Prix	Grand Prix
A06/043	00132	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	HUNGRY MAN, New York / ROCK PAPER SCISSORS, New York / COMPANY 3, New York / JSM MUSIC, New York / SONIC UNION, New York	CARAT, New York	WE COMMUNICATIONS , Seattle	MICROSOFT, Redmond	Gold Lion	Gold Lion
A06/061	00164	#BRAILLEBRICKSFORALL	DORINA NOWILL FOUNDATION FOR THE BLIND	#BRAILLEBRICKS FORALL	LEW LARA TBWA, São Paulo	BRAZIL	DELICATESSEN FILMES, São Paulo / MUGSHOT, São Paulo	LEW LARA TBWA, São Paulo	TRE ASSESSORIA, São Paulo / ADVICE COMUNICACAO CORPORATIVA, São Paulo		Silver Lion	Silver Lion
A06/073	00193	THISABLES	IKEA	IKEA THISABLES	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Silver Lion	Silver Lion
A02/037	00161	THIS IS A TREE	PACIFIC PAINTS (BOYSEN) PHILIPPINES INC.	BOYSEN KNOX-OUT PAINTS	TBWA SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES					Bronze Lion	Bronze Lion
A06/027	00086	MIMICA	MIMICA	MIMICA TOUCH	R/GA LONDON / MIMICA, London	UNITED KINGDOM	R/GA LONDON				Bronze Lion	Bronze Lion
A06/059	00165	DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION, Stockholm	SWEDEN	MAKING WAVES, Stockholm		HILL+KNOWLTON STRATEGIES, Stockholm		Bronze Lion	Bronze Lion
Total Awards:				7								