

Winners (Radio Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Prize
A01 (Food)							
A01/005	00122	PSYCHIC	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA	Bronze Lion Campaign
A01/006	00124	GENIE	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA	Bronze Lion Campaign
A01/013	00212	CHRISTMAS BREAK	NESTLÉ	KITKAT	J. WALTER THOMPSON London	UNITED KINGDOM	Bronze Lion
A02 (Drinks)							
A02/019	00988	ADIOS AMIGO	HEINEKEN	DOS EQUIS	HAVAS WORLDWIDE NEW YORK	USA	Silver Lion
A03 (Cosmetics & Toiletries)							
A03/001	00613	CLOSE SHAVE WITH A TRAIN	PHILIPS	SERIES 5000 SHAVER	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Bronze Lion Campaign
A03/002	00623	CLOSE SHAVE WITH A CHAINSAW	PHILIPS	SERIES 5000 SHAVER	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Bronze Lion Campaign
A04 (Healthcare & Pharmacy)							
A04/020	00230	VALDA - DAYCARE	VALDA	TEST	TANK Montreal	CANADA	Bronze Lion
A04/030	01086	SWEET DREAMS	JOHNSON & JOHNSON MIDDLE EAST	JOHNSON'S BABY BEDTIME LOTION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	Bronze Lion
A05 (Household Goods)							
A05/001	00102	ROAD TRIP EQUATION	TIGER BRANDS	PEACEFUL SLEEP ROOM SPRAY	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign
A05/003	00110	SLEEP OVER EQUATION	TIGER BRANDS	PEACEFUL SLEEP ROOM SPRAY	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign
A05/016	01347	MOM AT 40	PROCTER & GAMBLE	MAGISTRAL	GREY ARGENTINA Buenos Aires	ARGENTINA	Silver Lion Campaign
A05/017	01349	LAST ONE TO GET MARRIED	PROCTER & GAMBLE	MAGISTRAL	GREY ARGENTINA Buenos Aires	ARGENTINA	Silver Lion Campaign
A06 (Miscellaneous)							
A06/026	01150	ROUNDED	WALMART	PLAY-DOH	ALMA DDB Miami	USA	Silver Lion Campaign
A06/027	01151	ROLLED	WALMART	PLAY-DOH	ALMA DDB Miami	USA	Silver Lion Campaign
A08 (Home Appliances, Furnishings, Consumer Electronics & Technology)							
A08/002	00571	THE BEARD	PRIMUS	PRIMUS EQUIPMENT	ÅKESTAM HOLST Stockholm	SWEDEN	Bronze Lion
A08/029	00493	THE BIRDS	RAKUTEN KOBO	KOBO BRAND	COSSETTE Toronto	CANADA	Bronze Lion Campaign
A08/030	00495	THE RIVER	RAKUTEN KOBO	KOBO BRAND	COSSETTE Toronto	CANADA	Bronze Lion Campaign
A08/044	01404	NOKIA	TRUECALLER	TRUECALLER	CONTRACT ADVERTISING Gurgaon	INDIA	Bronze Lion

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A09 (Cars & Automotive Products & Services)

A09/001	00136	THINKING SIDEWAYS	VOLKSWAGEN	VOLKSWAGEN AREA VIEW	GRABARZ & PARTNER Hamburg	GERMANY	Bronze Lion Campaign
A09/002	00141	THINKING SIDEWAYS	VOLKSWAGEN	VOLKSWAGEN AREA VIEW	GRABARZ & PARTNER Hamburg	GERMANY	Bronze Lion Campaign
A09/003	00146	THINKING SIDEWAYS	VOLKSWAGEN	VOLKSWAGEN AREA VIEW	GRABARZ & PARTNER Hamburg	GERMANY	Bronze Lion Campaign
A09/048	01246	AUTODIAGNOSIS	GENERAL MOTORS	OPEL MOVANO	TAPSA Y&R Madrid	SPAIN	Silver Lion
A09/068	00423	MARK	BMW MOTORRAD	HELMETS RADIO	FCB CAPE TOWN	SOUTH AFRICA	Bronze Lion

A10 (Retail & e-Commerce)

A10/004	00029	READ BETTER STORIES RADIO - BOOTS	PAPER PLUS GROUP	PAPER PLUS RETAIL STORE	FCB NEW ZEALAND Auckland	NEW ZEALAND	Silver Lion Campaign
A10/005	00030	READ BETTER STORIES RADIO - GYM	PAPER PLUS GROUP	PAPER PLUS RETAIL STORE	FCB NEW ZEALAND Auckland	NEW ZEALAND	Silver Lion Campaign
A10/006	00031	READ BETTER STORIES RADIO - CURRY	PAPER PLUS GROUP	PAPER PLUS RETAIL STORE	FCB NEW ZEALAND Auckland	NEW ZEALAND	Silver Lion Campaign

A11 (Restaurants & Fast Food Chains)

A11/001	00077	1. THE EVERYMAN MEAL - COLOURED WEIGHTS	KFC	KFC	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Grand Prix Campaign
A11/002	00078	2. THE EVERYMAN MEAL - CLAW THING	KFC	KFC	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Grand Prix Campaign
A11/003	00079	3. THE EVERYMAN MEAL - CHERRY LIP BALM	KFC	KFC	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Grand Prix Campaign

A12 (Travel & Transport)

A12/026	00535	MAN	THOMAS COOK	HOLIDAY PACKAGES FOR SENIOR CITIZENS	LAW & KENNETH SAATCHI & SAATCHI Mumbai	INDIA	Silver Lion Campaign
A12/027	00536	WOMAN	THOMAS COOK	HOLIDAY PACKAGES FOR SENIOR CITIZENS	LAW & KENNETH SAATCHI & SAATCHI Mumbai	INDIA	Silver Lion Campaign

A13 (Entertainment & Leisure)

A13/014	00384	GAME OF THRONES "SHAME"	SKY TELEVISION NEW ZEALAND	SOHO POP-UP CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	Silver Lion
A13/015	01252	BUKAKE	UNIVERSIDAD DE MÁLAGA	FANTASTIC FILM FESTIVAL OF UNIVERSITY OF MALAGA	TAPSA Y&R Madrid	SPAIN	Bronze Lion Campaign
A13/016	01270	TINDER	UNIVERSIDAD DE MÁLAGA	FANTASTIC FILM FESTIVAL OF UNIVERSITY OF MALAGA	TAPSA Y&R Madrid	SPAIN	Bronze Lion Campaign
A13/017	01285	DONALD TRUMP	UNIVERSIDAD DE MÁLAGA	FANTASTIC FILM FESTIVAL OF UNIVERSITY OF MALAGA	TAPSA Y&R Madrid	SPAIN	Bronze Lion Campaign

A14 (Media & Publications)

A14/034	01253	JOHN LENNON	MARISKAL ROCK RADIO	MARISKAL ROCK RADIO	TAPSA Y&R Madrid	SPAIN	Bronze Lion
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Winners (Radio Lions)

A14/051	01364	FOOTBALL MEMORIES FM	LIBERO	FOOTBALL MAGAZINE	LOLA MULLENLOWE Madrid	SPAIN	Silver Lion
A14/057	01416	TRUTH DETECTOR	89 FM	89 FM	DDB BRASIL São Paulo	BRAZIL	Bronze Lion

A17 (Commercial Public Services)

A17/010	00615	1. YOU SHOULD HAVE CALLED - EMAIL	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign
A17/011	00625	2. YOU SHOULD HAVE CALLED - MEME	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign
A17/012	00635	3. YOU SHOULD HAVE CALLED - DOUBLE BLUE TICK	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign
A17/017	00508	'FEMME-A-POOLOZA'	THE TORONTO SPEAKERS ACADEMY	PRESENTATION AND COMMUNICATION COACHING	J. WALTER THOMPSON CANADA Toronto	CANADA	Bronze Lion Campaign
A17/018	00509	'GIVE HIM EVERYTHING'	THE TORONTO SPEAKERS ACADEMY	PRESENTATION AND COMMUNICATION COACHING	J. WALTER THOMPSON CANADA Toronto	CANADA	Bronze Lion Campaign
A17/022	01397	CANELO	BRITANICO ENGLISH INSTITUTE	ENGLISH LESSONS	Y&R Lima	PERU	Silver Lion Campaign
A17/023	01393	RAMIRES	BRITANICO ENGLISH INSTITUTE	ENGLISH LESSONS	Y&R Lima	PERU	Silver Lion Campaign

A18 (Corporate Image & Sponsorship)

A18/006	01209	TONGUE	UNILEVER	DOVE	OGILVY & MATHER LONDON	UNITED KINGDOM	Gold Lion Campaign
A18/007	01211	BREATHING	UNILEVER	DOVE	OGILVY & MATHER LONDON	UNITED KINGDOM	Gold Lion Campaign
A18/008	01213	BLINKING	UNILEVER	DOVE	OGILVY & MATHER LONDON	UNITED KINGDOM	Gold Lion Campaign

A19 (Public Health & Safety)

A19/026	00285	TOBACCO DOWNS	TOBACCO FREE FLORIDA	ANTI-TOBACCO	ALMA DDB Miami	USA	Bronze Lion
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B01 (Use of Radio as a Medium)

B01/049	01417	TRUTH DETECTOR	89 FM	89 FM	DDB BRASIL São Paulo	BRAZIL	Bronze Lion
B01/057	01430	SCHOOL ZONE RADIO	SUZUKI	SAFE DRIVING	AFRICA São Paulo	BRAZIL	Silver Lion
B01/066	00689	THE SOUND OF GLORY	FORD	AUTOMOTIVE	OGILVY MADRID	SPAIN	Bronze Lion

B02 (Use of Audio Technology)

B02/010	01062	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	THALYS HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE	Silver Lion
B02/018	01391	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	Bronze Lion

B03 (Use of Branded Content / Programming)

Winners (Radio Lions)

B03/028	01365	FOOTBALL MEMORIES FM	LIBERO	FOOTBALL MAGAZINE	LOLA MULLENLOWE Madrid	SPAIN	Gold Lion
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C01 (Use of Music)

C01/026	00848	IGUGU SENZO	CELL C	C-SURANCE	1886 Johannesburg	SOUTH AFRICA	Bronze Lion Campaign
C01/027	00397	IGUGU KHANYI	CELL C	C-SURANCE	1886 Johannesburg	SOUTH AFRICA	Bronze Lion Campaign
C01/028	00400	IGUGU THEMBI	CELL C	C-SURANCE	1886 Johannesburg	SOUTH AFRICA	Bronze Lion Campaign

C02 (Sound Design)

C02/064	00738	DATE NIGHT	HENKEL	PERSIL POWER GEL	DDB DUBAI	UNITED ARAB EMIRATES	Silver Lion Campaign
C02/065	00742	SUNDAY STROLL	HENKEL	PERSIL POWER GEL	DDB DUBAI	UNITED ARAB EMIRATES	Silver Lion Campaign
C02/066	00746	BARKING PUPPY	HENKEL	PERSIL POWER GEL	DDB DUBAI	UNITED ARAB EMIRATES	Silver Lion Campaign

C03 (Script)

C03/062	00617	1. YOU SHOULD HAVE CALLED - EMAIL	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign
C03/063	00627	2. YOU SHOULD HAVE CALLED - MEME	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign
C03/064	00637	3. YOU SHOULD HAVE CALLED - DOUBLE BLUE TICK	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign
C03/073	00357	PSYCHIC	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA	Bronze Lion
C03/127	01210	TONGUE	UNILEVER	DOVE	OGILVY & MATHER LONDON	UNITED KINGDOM	Gold Lion Campaign
C03/128	01212	BREATHING	UNILEVER	DOVE	OGILVY & MATHER LONDON	UNITED KINGDOM	Gold Lion Campaign
C03/129	01214	BLINKING	UNILEVER	DOVE	OGILVY & MATHER LONDON	UNITED KINGDOM	Gold Lion Campaign
C03/130	00616	1. THE EVERYMAN MEAL - COLOURED WEIGHTS	KFC	KFC	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Gold Lion Campaign
C03/131	00626	2. THE EVERYMAN MEAL - CLAW THING	KFC	KFC	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Gold Lion Campaign
C03/132	00636	3. THE EVERYMAN MEAL - CHERRY LIP BALM	KFC	KFC	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Gold Lion Campaign
C03/172	00288	TOBACCO DOWNS	TOBACCO FREE FLORIDA	ANTI-TOBACCO	ALMA DDB Miami	USA	Bronze Lion Campaign
C03/173	00295	AUCTIONEER	TOBACCO FREE FLORIDA	ANTI-TOBACCO	ALMA DDB Miami	USA	Bronze Lion Campaign
C03/174	00287	BIG BANG	THE CLOROX COMPANY	CLOROX BLEACH	ALMA DDB Miami	USA	Silver Lion
C03/175	00296	GRAVITY	THE CLOROX COMPANY	CLOROX BLEACH	ALMA DDB Miami	USA	Bronze Lion
C03/206	00859	SKIING TRIP	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign
C03/207	00866	SPIRITUAL FESTIVAL	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign
C03/208	00871	SPRING BREAK	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	Silver Lion Campaign

Winners (Radio Lions)

C04 (Casting & Performance)

C04/019	00622	CLOSE SHAVE WITH A TRAIN	PHILIPS	SERIES 5000 SHAVER	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Bronze Lion Campaign
C04/020	00632	CLOSE SHAVE WITH A CHAINSAW	PHILIPS	SERIES 5000 SHAVER	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Bronze Lion Campaign
C04/021	00642	CLOSE SHAVE WITH A CHINESE TRIAD	PHILIPS	SERIES 5000 SHAVER	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Bronze Lion Campaign
C04/024	00641	3. YOU SHOULD HAVE CALLED - DOUBLE BLUE TICK	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Silver Lion
C04/026	00314	CHICKEN RISOTTO	GOJEK	GOMART	LEO BURNETT INDONESIA Jakarta	INDONESIA	Bronze Lion
C04/047	00620	1. THE EVERYMAN MEAL - COLOURED WEIGHTS	KFC	KFC	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Gold Lion Campaign
C04/048	00630	2. THE EVERYMAN MEAL - CLAW THING	KFC	KFC	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Gold Lion Campaign
C04/049	00640	3. THE EVERYMAN MEAL - CHERRY LIP BALM	KFC	KFC	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	Gold Lion Campaign
C04/072	01215	NEVER TOO OLD	THOMAS COOK	HOLIDAY PACKAGES FOR SENIOR CITIZENS	LAW & KENNETH SAATCHI & SAATCHI Mumbai	INDIA	Silver Lion
C04/073	00289	TOBACCO DOWNS	TOBACCO FREE FLORIDA	ANTI-TOBACCO	ALMA DDB Miami	USA	Bronze Lion Campaign
C04/074	00297	AUCTIONEER	TOBACCO FREE FLORIDA	ANTI-TOBACCO	ALMA DDB Miami	USA	Bronze Lion Campaign
C04/090	00539	THE MAN BUN	UNILEVER (CLEAR SHAMPOO)	CLEAR SHAMPOO	MULLENLOWE SINGAPORE	SINGAPORE	Bronze Lion Campaign
C04/091	00542	THE COMB OVER	UNILEVER (CLEAR SHAMPOO)	CLEAR SHAMPOO	MULLENLOWE SINGAPORE	SINGAPORE	Bronze Lion Campaign

Total Entries:

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