

Winners (Direct Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Prize
<u>A01 (Food & Drinks)</u>								
A01/005	00082	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Gold Lion
A01/007	00071	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	Silver Lion
A01/050	02557	#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	Bronze Lion
<u>A02 (Fast Moving Consumer Goods)</u>								
A02/011	02359	ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES	McCANN NEW YORK	USA	McCANN NEW YORK	Bronze Lion
A02/017	02696	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK	Gold Lion
<u>A03 (Durable Consumer Goods)</u>								
A03/021	02408	THE BABY STROLLER TEST- RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO	Silver Lion
<u>A05 (Retail, e-Commerce, Restaurants & Fast Food Chains)</u>								
A05/004	00591	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San	Gold Lion
A05/022	02229	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm	Bronze Lion
A05/035	02569	BEE'S CAN FIND SUGAR WHERE YOU LEAST SUSPECT IT	NÁŠ GRUNT	NÁŠ GRUNT - SHOPS WITH HONEST PRODUCTS FROM NATURAL INGREDIENTS	McCANN ERICKSON PRAGUE	CZECH REPUBLIC	McCANN ERICKSON PRAGUE	Bronze Lion
A05/040	01822	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	Gold Lion
<u>A06 (Travel, Transport & Leisure)</u>								
A06/019	02231	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	Grand Prix
A06/027	01107	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Silver Lion

Winners (Direct Lions)

A07 (Media & Publications)

A07/001	00212	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	Bronze Lion
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A08 (Financial Products & Services)

A08/034	01777	FAST FORWARD.	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	Bronze Lion
A08/049	00589	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE	Bronze Lion

A09 (Business Products & Services)

A09/024	02859	ENDLESS POSSIBILITIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Bronze Lion
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A11 (Corporate Image)

A11/047	02830	THE PAYBACK DINNER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	Bronze Lion
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A12 (Public Health & Safety)

A12/057	02613	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	Gold Lion
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A13 (Public Sector & Awareness Messages)

A13/081	02678	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	Bronze Lion
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A13/091	02980	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	Bronze Lion
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A14 (Charities & Appeals)

A14/113	00830	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	Bronze Lion
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Winners (Direct Lions)

A14/125	00962	THE ART HEIST FOR GOOD	WATERISLIFE	CHARITY	DEUTSCH New York	USA	DEUTSCH New York	Bronze Lion
A14/149	01421	SAVING AFRICA'S LAST WILD RHINOS, BY POISONING THEM.	RHINO RESCUE PROJECT	WILDLIFE CONSERVATION	OGILVY & MATHER VIETNAM Ho Chi Minh City	VIETNAM	OGILVY & MATHER VIETNAM Ho Chi Minh City / RHINO RESCUE PROJECT Gauteng	Silver Lion

B02 (Dimensional Mailing)

B02/046	01322	THE TEAR-OPEN-MAILING FOR "MEIN KAMPF - AGAINST RACISM"	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	MEIN KAMPF - AGAINST RACISM	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	Silver Lion
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B03 (Use of Ambient Media: Small Scale)

B03/050	02835	PROTECTIVE BUCKET	LA FABRIL	PERLA SOFT	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	Bronze Lion
B03/106	01823	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	Silver Lion

B04 (Use of Ambient Media: Large Scale)

B04/011	00215	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	Bronze Lion
B04/036	00623	GIGA SELFIE	TOURISM AUSTRALIA	SIGHTSEEING	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo	Bronze Lion
B04/066	01108	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Silver Lion
B04/078	02547	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Gold Lion
B04/092	02412	THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO	Bronze Lion
B04/112	02224	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels	Bronze Lion

B05 (Use of Broadcast)

B05/016	02233	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm	Silver Lion
B05/036	02702	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK	Silver Lion

Winners (Direct Lions)

B06 (Use of Print or Standard Outdoor)

B06/018	01048	COMING SOON	RAISING THE ROOF	RAISING THE ROOF	LEO BURNETT TORONTO	CANADA	LEO BURNETT	Bronze Lion
B06/049	02605	THE DAILY CATCH	METRO	THE DAILY CATCH	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Silver Lion
B06/059	02352	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R	Gold Lion

C01 (Use of Digital Platforms)

C01/030	01796	DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London	Bronze Lion
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C02 (Use of Mobile)

C02/005	00099	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Silver Lion
C02/032	02235	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	Silver Lion
C02/040	01985	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion
C02/059	01955	IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York	Bronze Lion

C03 (Use of Social Platforms)

C03/041	01265	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney	Bronze Lion
C03/083	01139	THE HASHTAG 500	NASCAR	MOTOR SPORTS/AUTO RACING	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK	Bronze Lion
C03/184	02679	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	Bronze Lion
C03/193	02616	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	Silver Lion

C04 (Response / Real-time Activity)

C04/017	01267	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney	Silver Lion
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Winners (Direct Lions)

C04/069	01701	#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris	Silver Lion
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C05 (Co-Creation & User Generated Content)

C05/031	01887	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles	Gold Lion
C05/073	02353	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland	Silver Lion

C06 (Use of New Technology)

C06/021	01797	DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London	Bronze Lion
C06/024	02656	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Silver Lion

D01 (Use of Data)

D01/034	02944	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	Silver Lion
D01/040	01788	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	Silver Lion
D01/071	02800	DONATE YOUR DATA	WAOO	FIBRE BROADBAND	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen	Bronze Lion

E01 (Acquisitions)

E01/004	00091	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Gold Lion
E01/026	02238	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	Silver Lion

E02 (Retention)

E02/004	00073	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	Silver Lion
E02/043	01255	HAGGLERS	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	Bronze Lion

E03 (Launch / Re-launch)

E03/030	02552	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Silver Lion
E03/040	00575	RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San	Bronze Lion
E03/043	02187	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	Gold Lion

Winners (Direct Lions)

E03/048	01824	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	Gold Lion
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F02 (Art Direction / Design)

F02/001	00258	LIVE VINES	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York	Bronze Lion
F02/004	00216	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	Silver Lion
F02/050	00935	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion

F03 (Experience Design)

F03/027	02657	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Silver Lion
F03/028	01112	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Gold Lion
F03/029	02610	THE REAL ICE COLD COCA-COLA.	COCA-COLA.	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá	Bronze Lion
F03/044	02417	THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO	Silver Lion
F03/050	01152	LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá	Bronze Lion

G01 (Integrated Campaign led by Direct)

G01/003	00593	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San	Gold Lion
G01/066	02355	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R	Gold Lion

G02 (Low Budget Campaign)

G02/021	01535	PAY WITH A CUPCAKE	ZAPPOS	ZAPPOS.COM	MULLENLOWE Boston	USA	MULLENLOWE Boston	Bronze Lion
G02/142	02680	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	Bronze Lion

Winners (Direct Lions)

Total Entries: 75