

BRANDED CONTENT & ENTERTAINMENT LIONS WINNERS



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
CULTIVATE CAMPAIGN	CHIPOTLE	FAST FOOD	CREATIVE ARTISTS AGENCY, Los Angeles	USA
Gold Lion				
MFCEO	K-SWISS	FOOTWEAR	72ANDSUNNY, Los Angeles	USA
THE GREAT CRUSADE	QANTAS	TOURISM	WONDER, Sydney	AUSTRALIA
GT ACADEMY USA	NISSAN / PLAYSTATION	NISSAN / GT-R / GRAN TURISMO 5	TBWA CHIAT DAY, Los Angeles	USA
POM WONDERFUL PRESENTS: THE GREATEST MOVIE EVER SOLD	POM WONDERFUL, HYATT, JETBLUE	FEATURE FILM	WARRIOR POETS, New York	USA
WHEAT THINS & COLBERT	KRAFT	WHEAT THINS	STARCOM MEDIAVEST GROUP, New York	USA
NATURE VALLEY TRAIL VIEW	GENERAL MILLS	GENERAL MILLS	McCANN ERICKSON, New York	USA
THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT, Milan	ITALY
NEW YORK WRITES ITSELF	VILLAGE VOICE / NEW YORK TYPES	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
BE THE COACH	SOUTH AFRICAN BREWERIES	CARLING BLACK LABEL	OGILVY CAPE TOWN	SOUTH AFRICA
GREAT PAPER AIRPLANE PROJECT	PIMA AIR AND SPACE MUSEUM	NON-PROFIT MUSEUM/ENTERTAINMENT & EDUCATION	BBDO SAN FRANCISCO	USA
THE MOST POPULAR SONG	BANCO POPULAR DE PUERTO RICO	BANK	JWT SAN JUAN	PUERTO RICO
SNOOP DOGG'S SMOKABLE BOOK	SNOOP DOGG	KING SIZE SLIM ROLLING PAPERS	PEREIRA & O'DELL, San Francisco	USA
THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	ENGAGEMENT CITOYEN	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
I AM PLAYR	NIKE	NIKE FOOTBALL	WE R INTERACTIVE, London	UNITED KINGDOM
NATURE VALLEY TRAIL VIEW	GENERAL MILLS	GENERAL MILLS	McCANN ERICKSON, New York	USA
THE MUSEUM OF ME	INTEL	INTEL CORE i5 PROCESSOR	PROJECTOR, Tokyo	JAPAN
CORRIDA SP-RIO	NIKE	RUNNING	LIVEAD, São Paulo	BRAZIL
MFCEO	K-SWISS	FOOTWEAR	72ANDSUNNY, Los Angeles	USA
Silver Lion				
EVERYTHING TO PROVE	GATORADE	SPORTS DRINKS	VML, Kansas City	USA
OFFICE WAR - HELPING GERMANY HAVE FUN AT WORK	HASBRO DEUTSCHLAND	NERF BLASTERS	MEDIACOM AGENTUR FÜR MEDIENBERATUNG, Düsseldorf	GERMANY
AUTODANCE	UBISOFT	VIDEO GAME	CP+B, Gothenburg	SWEDEN
PROJECT IMAGIN8ION	CANON USA	DIGITAL SLR CAMERAS	GREY NEW YORK	USA
A STEP FROM ZERO	COCA-COLA COMPANY	COKE ZERO	OGILVY FRANCE, Paris	FRANCE
HATSUNE MIKU	GOOGLE	GOOGLE CHROME	HAKUHODO, Tokyo	JAPAN
THE SMIRNOFF NIGHT PROJECT	SMIRNOFF	VODKA	SPECIAL GROUP, Auckland	NEW ZEALAND
CALL OF DUTY XP 2011	ACTIVISION PUBLISHING	CALL OF DUTY: MODERN WARFARE 3	NCOMPASS INTERNATIONAL, West Hollywood	USA
THE CREATORS PROJECT	INTEL	INTEL	VICE MEDIA, Brooklyn	USA
THE CODE	MILITARY FORCES OF COLOMBIA	HOSTAGE AWARENESS	DDB COLOMBIA, Bogotá	COLOMBIA
BLUE SKITTLES - LIKE THE RAINBOW	WRIGLEY	SKITTLES	TBWA LONDON	UNITED KINGDOM
GT ACADEMY USA	NISSAN / PLAYSTATION	NISSAN / GT-R / GRAN TURISMO 5	TBWA CHIAT DAY, Los Angeles	USA
24 HOURS OF REALITY	THE CLIMATE REALITY PROJECT	CLIMATE CHANGE AWARENESS	M S S NG P ECES, Brooklyn	USA
Bronze Lion				
TRUE ORIGINS OF PIZZA	MR. PIZZA	PIZZA RESTAURANT	SS+K, New York	USA
ALWAYS OPEN	DENNY'S	DENNY'S RESTAURANT	GOTHAM, New York	USA
THE DEWARISTS	BACARDI INDIA	DEWAR'S SCOTCH	BACARDI INDIA, Gurgaon	INDIA
THE KIWI SCEPTICS	AIR NEW ZEALAND	AIRLINE	HOST, Sydney	AUSTRALIA
A SUMMER WITHOUT RAIN	WIDERØE	DOMESTIC AIRLINE	McCANN NORWAY, Oslo	NORWAY
CENTENNIAL FILMS	IBM	IBM	OGILVY NEW YORK	USA
THE TV STAR THAT SAVED MILLIONS OF DOGS	MARS	PEDIGREE	HAVAS SPORTS & ENTERTAINMENT, Buenos Aires	ARGENTINA
OPEN UP WITH ANDRE AGASSI	PREMIUM WINE BRANDS - JACOB'S CREEK	JACOB'S CREEK WINE	CUMMINSROSS, Melbourne	AUSTRALIA
SMART EBALL	DAIMLER	SMART FORTWO ELECTRIC DRIVE	BBDO GERMANY, Düsseldorf	GERMANY
SKATE PINBALL	FRUCOR BEVERAGES	MOUNTAIN DEW	COLENZO BBDO, Auckland	NEW ZEALAND
MLB FAN CAVE	MAJOR LEAGUE BASEBALL	MLB FAN CAVE	HILL HOLLIDAY, Boston	USA
THE WORST BREATH IN THE WORLD	FERRERO	TIC TAC	OGILVY FRANCE, Paris	FRANCE

THE CONCERT OF TOYS	TOYS'R'US	TOYS'R'US	CHINA, Madrid	SPAIN
THE EXPLOSIVE GAME	JORDAN	CARMELO ANTHONY'S M8 NYC FLIGHT SHOE	WIEDEN+KENNEDY, New York	USA
PLAN B - BALLANTINE'S	PERNOD RICARD	BALLANTINE'S WHISKY	OPTIMEDIA, Madrid	SPAIN
RE:GENERATION MUSIC PROJECT	HYUNDAI MOTOR AMERICA	HYUNDAI VELOSTER	GREENLIGHT MEDIA AND MARKETING	USA
RECIPE RECEIPT	UNILEVER	HELLMANN'S	OGILVY BRASIL, São Paulo	BRAZIL
MINI MAPS	MINI FRANCE	MINI	DDB PARIS	FRANCE
ESCAPE THE MAP	MERCEDES	C-CLASS AMG COUPE	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
THE X FACTOR USA DIGITAL ECOSYSTEM	PEPSI	PEPSI / VERIZON PHONES & SERVICES / SONY ELECTRONICS	SONY MUSIC, New York	USA
MEMORIES FOR THE FUTURE	GOOGLE JAPAN	GOOGLE	HAKUHODO KETTLE, Tokyo	JAPAN
COCA-COLA POLAR BOWL	THE COCA-COLA COMPANY	COCA-COLA CLASSIC	WIEDEN+KENNEDY, Portland	USA
A STEP FROM ZERO	COCA-COLA COMPANY	COKE ZERO	OGILVY FRANCE, Paris	FRANCE
WORLD GONE SOUR	KRAFT	SOUR PATCH KIDS	MOTHER NEW YORK	USA