

## Branded Content & Entertainment Lions Shortlist - Cannes Lions 2013

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<b>A01 (Best fictional program, series or film where a client has successfully created a drama, comedy or miniseries around a product)</b>							
A01/018	00543	LOVE IN THE END	MONDELEZ INTERNATIONAL	LACTA	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS / BOLD
A01/022	00513	UNCLE DREW	PEPSI	PEPSI MAX	THE MARKETING ARM Dallas	USA	THE MARKETING ARM Dallas / THE
A01/036	00704	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
A01/042	00086	THE MOVIE OUT HERE	LABATT BREWERIES OF CANADA	KOKANEE	GRIP LIMITED Toronto	CANADA	GRIP LIMITED Toronto
A01/055	00798	SECRET PLACE	NESTLE WATERS	PERRIER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
<b>A02 (Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show)</b>							
A02/011	00107	CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond / TOOL Santa Monica
A02/012	00123	GT ACADEMY USA SEASON 2	NISSAN NORTH AMERICA	NISSAN	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
A02/033	00419	FROM SHELTER TO STAGE	MARS PETCARE US	PEDIGREE®	STARCOM MEDIAVEST GROUP Chicago	USA	STARCOM MEDIAVEST GROUP Chicago
A02/043	00454	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK
A02/061	00250	BUBBA'S HOVER	OAKLEY	OAKLEY GOLF	THINKMODO New York	USA	THINKMODO New York
A02/070	00872	MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis /
A02/085	00517	A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGILVY NEW YORK	USA	OGILVY NEW YORK
A02/089	00712	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
A02/096	00891	TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA	USA	SAATCHI & SAATCHI LA
A02/098	00938	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
<b>A03 (Best brand or product integration into a feature film, existing TV show and/or series)</b>							
A03/018	00633	THE VERIZON COLOR LIVE VIDEO BROADCAST APPLICATION	VERIZON WIRELESS	COMMUNICATIONS PROVIDER	McCANN ERICKSON New York	USA	McCANN ERICKSON New York
A03/020	00632	PIRACY	BRITANICO	ENGLISH LESSONS	Y&R Lima	PERU	Y&R Lima
A03/022	00698	DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin / SAATCHI & SAATCHI ROMANIA Bucharest / SAATCHI & SAATCHI POLAND Warsaw
A03/023	00734	NO NAME MATCH	UNICEF	ID CAMPAIGN	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion
A03/029	00883	DEFORESTED FIELD	WWF	WWF	GREY 141 GROUP São Paulo	BRAZIL	GREY 141 GROUP São Paulo
A03/032	00464	THE BEETLE SHARK CAGE	VOLKSWAGEN	VW BEETLE	MEDIACOM New York	USA	MEDIACOM New York / DEUTSCH Los Angeles
<b>A04 (Best use or integration of user-generated content)</b>							
A04/008	00091	SURPRISING MONSTERS CALLING HOME	AMERICAN HONDA MOTOR CO	HONDA LOVES YOU BACK	RPA Santa Monica	USA	RPA Santa Monica
A04/014	00127	MIMEISTHAI	TEDX SYDNEY	TEDX	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY
A04/015	00152	DOPING TV	HYATT REGENCY WARSAW	HOTEL SERVICES	Y&R WARSAW Warsaw	POLAND	Y&R WARSAW Warsaw
A04/029	00544	LOVE IN THE END	MONDELEZ INTERNATIONAL	LACTA	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS / BOLD
A04/031	00455	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK
A04/049	00706	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco

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A04/071	00723	CANCERTWEETS	LEAGUE AGAINST CANCER BOGOTÁ	CANCER CHARITY	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá
A04/075	00851	BUILDING THE PEOPLE'S CAR	VOLKSWAGEN GROUP CHINA	THE PEOPLE'S CAR PROJECT	PROXIMITY BEIJING	CHINA	PROXIMITY BEIJING / GOODSTEIN & PARTNERS Beijing
A04/081	00886	YES, VIRGINIA THE MUSICAL	MACY'S	DEPARTMENT STORE	JWT NEW YORK	USA	JWT NEW YORK

### A05 (Best use or integration of experiential events)

A05/005	00040	THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A05/007	00048	MARIACHI	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A05/014	00113	THE ERASABLE BILLBOARD	PLAN FRANCE	INTERNATIONAL GIRLS DAY	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
A05/020	00197	THE ANT RALLY	WORLDWIDE FUND FOR NATURE (WWF)	WWF	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf
A05/039	00322	DOUBLE LOOP DARE	MATTEL	HOT WHEELS	MISTRESS Venice	USA	MISTRESS Venice
A05/055	00575	POKER	CARLSBERG	CARLSBERG BEER	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
A05/056	00573	THE EXHIBITION THAT SHOULDN'T EXIST	CONTROL ARMS	ARMS TRADE TREATY	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA
A05/072	00552	DRIVING DOGS	MINI / SPCA NEW ZEALAND	BRAND SPONSORSHIP LEVERAGE / DRAFTFCB NEW ZEALAND LIVE EVENT	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND	DRAFTFCB NEW ZEALAND Auckland
A05/088	00713	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
A05/090	00537	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY / LEO BURNETT
A05/106	00714	THE REAL MASTER OF INTUITION	HEINEKEN ITALIA	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
A05/108	00549	REVERSE ROBBERIES	PARMALAT	OAK FLAVOURED MILK	THE MONKEYS Sydney	AUSTRALIA	THE MONKEYS Sydney
A05/115	00892	TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA	USA	SAATCHI & SAATCHI LA
A05/119	00941	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A05/128	00861	TWISTED FOOTBALL	NESTLÉ PRODUCTS	MILO CANS	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A05/153	00813	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A05/167	00888	YES, VIRGINIA THE MUSICAL	MACY'S	DEPARTMENT STORE	JWT NEW YORK	USA	JWT NEW YORK
A05/168	00898	ZZ SHOCK	DIAGEO	JEREMIAH WEED	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles

### A06 (Best use or integration of music)

A06/003	00041	THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A06/005	00049	MARIACHI	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A06/006	00055	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO GERMANY Berlin	GERMANY	BBDO GERMANY Berlin
A06/010	00093	SURPRISING MONSTERS CALLING HOME	AMERICAN HONDA MOTOR CO	HONDA LOVES YOU BACK	RPA Santa Monica	USA	RPA Santa Monica
A06/024	00265	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
A06/046	00325	TUNA TUNES	FOLLOWFISH (FISH & MORE)	TUNA	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG
A06/054	00644	A CHARITY RECORD LABEL	RAK 'N'ROLL FOUNDATION	RAK'N'ROLL RECORDS	180HEARTBEATS+JUNG von MATT Warsaw	POLAND	180HEARTBEATS+JUNG von MATT Warsaw
A06/070	00494	LONGER MERRY CHRISTMAS	HEINEKEN	HEINEKEN	JWT SAN JUAN	PUERTO RICO	JWT SAN JUAN
A06/093	00867	EVERY BEAT MATTERS	SAVE THE CHILDREN	SAVE THE CHILDREN	BBDO NEW YORK	USA	BBDO NEW YORK
A06/096	00889	YES, VIRGINIA THE MUSICAL	MACY'S	DEPARTMENT STORE	JWT NEW YORK	USA	JWT NEW YORK
A06/097	00899	ZZ SHOCK	DIAGEO	JEREMIAH WEED	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles
A06/099	00920	SOUND TYPEFACE	CLUB NME BRASIL	MAGAZINE / WEBSITE	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

### A07 (Best use or integration of offline media such as print, outdoor etc)

A07/002	00056	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO GERMANY Berlin	GERMANY	BBDO GERMANY Berlin
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A07/004	00067	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
A07/020	00273	BOW	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
A07/025	00968	SURPRISE COLLECTION	P&G	ARIEL	AFRICA Sao Paulo	BRAZIL	AFRICA Sao Paulo
A07/027	00942	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A07/032	00921	IMAGINARY TOYS	FUNDAÇÃO PAO DOS POBRES	CHARITY	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

### A08 (Best use or integration of gaming)

A08/004	00075	BUG RUN	VOLKSWAGEN GROUP SWEDEN	VOLKSWAGEN BEETLE	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
A08/006	00129	TELEKINIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY
A08/009	00171	THE LAST BARFIGHTER	BIG BOSS BREWING COMPANY	BEER	McKINNEY Durham	USA	McKINNEY Durham
A08/024	00688	STREET QUEST	VOLKSWAGEN	VW CORPORATE	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN
A08/035	00801	SECRET PLACE	NESTLE WATERS	PERRIER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
A08/036	00729	NIKE+ KINECT TRAINING	NIKE	FITNESS TITLE FOR XBOX 360	AKQA London	UNITED KINGDOM	AKQA London
A08/038	00701	ONE DAY CEASEFIRE	PEACE ONE DAY	PUBLIC SERVICE	OGILVY & MATHER ADVERTISING Shanghai	CHINA	OGILVY & MATHER ADVERTISING Shanghai
A08/042	00954	DIKEMBE MUTOMBO'S 4 1/2 WEEKS TO SAVE THE WORLD	OLD SPICE	OLD SPICE CHAMPION	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland

### A09 (Best use or integration of digital or social media)

A09/016	00140	THE BULLYING SIMULATOR	FRIENDS	ANTI-BULLYING ORGANISATION	LOWE BRINDFORS Stockholm	SWEDEN	LOWE BRINDFORS Stockholm
A09/020	00169	THE BIG WAVE GOODBYE	AMSTERDAM AIRPORT SCHIPHOL	SCHIPHOL.NL	FHV BBDO Amsterdam	THE NETHERLANDS	FHV BBDO Amsterdam
A09/037	00266	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
A09/051	00459	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK
A09/054	00527	THE SOCIAL HOME TOUR 2.0	CARVALHO HOSKEN	CARVALHO HOSKEN	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro
A09/075	00542	THE STRATOS JUMP 1:350	REED EXHIBITIONS	MODEL MAKER FAIR	OGILVY & MATHER VIENNA	AUSTRIA	OGILVY & MATHER VIENNA
A09/090	00689	SEND YOUR FACEBOOK PROFILE TO CAPE TOWN	CAPE TOWN TOURISM	CAPE TOWN	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN / R.E.C Cape Town
A09/092	00864	HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE (NON PROFIT)	DDB NEW YORK	USA	DDB NEW YORK
A09/093	00874	MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis /
A09/106	00244	LIVE TWITTER FILM 'UNDER CONTROL'	DUTCH FILM FESTIVAL	DUTCH FILM FESTIVAL 2012	WOEDEND! Amsterdam	THE NETHERLANDS	WOEDEND! Amsterdam
A09/114	00555	SCREEN-AGE LOVE STORY	PLDT	MYDSL	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila
A09/122	00665	TRIAL BY TIMELINE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A09/123	00708	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
A09/129	00933	AT&T DIGITAL LIFE	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK
A09/133	00802	SAME SEX MARRIAGE	GOOGLE	GOOGLE +	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
A09/142	00778	SECRET FISHING SPOTS	HUTCHWILCO	MARINE SAFETY EQUIPMENT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland

### A10 (Best integrated content campaign)

A10/010	00237	DAYBREAK	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK
A10/015	00267	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
A10/023	00281	SHARE A COKE AND A SONG	COCA-COLA	NON-ALCOHOLIC DRINK	HOST Sydney	AUSTRALIA	HOST Sydney
A10/029	00545	LOVE IN THE END	MONDELEZ INTERNATIONAL	LACTA	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS / BOLD
A10/034	00461	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK
A10/053	00442	PROMETHEUS INTEGRATED CAMPAIGN	TWENTIETH CENTURY FOX	PROMETHEUS FILM	IGNITION INTERACTIVE Santa Monica	USA	IGNITION INTERACTIVE Santa Monica
A10/064	00645	A CHARITY RECORD LABEL	RAK 'N'ROLL FOUNDATION	RAK'N'ROLL RECORDS	180HEARTBEATS+JUNG von MATT Warsaw	POLAND	180HEARTBEATS+JUNG von MATT Warsaw

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A10/065	00662	THE OFFICIAL SPONSORSHIP P&G OF THE AZERBAIJANI OLYMPIC WRESTLERS		FEBREZE	GREY NEW YORK	USA	GREY NEW YORK
A10/067	00540	ROAD TO RECOVERY	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A10/069	00709	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
A10/074	00087	THE MOVIE OUT HERE	LABATT BREWERIES OF CANADA	KOKANEE	GRIP LIMITED Toronto	CANADA	GRIP LIMITED Toronto
A10/082	00716	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
A10/112	00790	MIKE AND IKE - THE BREAK-UP	JUST BORN	CANDY	NAIL Providence	USA	NAIL Providence / ELEVATOR Scituate
A10/115	00814	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A10/121	00907	SCREEN-AGE LOVE STORY	PLDT	MYDSL	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila

**Total Entries:** 105