

## Creative Effectiveness Lions Shortlist - Cannes Lions 2013

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
<b>A01 (Creative Effectiveness)</b>						
A01/004	00027	FROM CRYING TO BUYING: HOW JOHN LEWIS HARNESSED THE SELLING POWER OF EMOTION	JOHN LEWIS	DEPARTMENT STORE	ADAM&EVEDDB London	UNITED KINGDOM
A01/016	00090	PROJECT IMAGIN8ION	CANON	EOS DSLR (DIGITAL SINGLE LENS REFLEX) CAMERAS	GREY NEW YORK	USA
A01/025	00005	PRIVATE SHOWROOMS WANTED	IKEA SWITZERLAND	IKEA	WIRZ/BBDO Zürich	SWITZERLAND
A01/036	00047	BELIEVE	LION NATHAN	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
A01/042	00100	HEINEKEN'S LEGENDARY JOURNEY: JUSTIFYING A PREMIUM THE WORLD OVER	HEINEKEN INTERNATIONAL N.V.	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
A01/048	00020	BATTLE FOR THE BABIES	FUND B92	HUMANITARIAN CAMPAIGN FOR DONATIONS OF 100 NEW INCUBATORS	SAATCHI & SAATCHI Belgrade	SERBIA
A01/061	00040	DAY ONE: PAINTING A REAL PICTURE OF RETIREMENT IN AMERICA	PRUDENTIAL	PRUDENTIAL	DROGA5 New York	USA
A01/071	00092	AUSTRALIA'S LARGEST RISK MITIGATOR	INSURANCE AUSTRALIA GROUP	NRMA INSURANCE	WHYBIN/TBWA SYDNEY	AUSTRALIA
A01/072	00115	HARD, FAST & EFFECTIVE	BRITISH HEART FOUNDATION	HANDS-ONLY CPR	GREY LONDON	UNITED KINGDOM
A01/091	00068	SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS OPEN®	SMALL BUSINESS SATURDAY	DIGITAS/CRISPIN PORTER + BOGUSKY New York	USA
A01/104	00093	SHARE A COKE	COCA-COLA SOUTH PACIFIC	COCA-COLA	OGILVY & MATHER Sydney	AUSTRALIA
A01/108	00117	PROJECT RE: BRIEF	GOOGLE	DISPLAY	JOHANNES LEONARDO New York	USA

Total Entries: 12