

**Branded Content & Entertainment
Shortlist - EB2013**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Production Company
A01 (BEST FICTIONAL PROGRAM, SERIES OR FILM WHERE A CLIENT HAS SUCCESSFULLY)								
A01/003	00069	PERRIER SECRET PLACE	NESTLÉ WATERS	PERRIER	FIGHTING FISH Clichy	FRANCE	OGILVY FRANCE Paris	FIGHTING FISH Clichy
A01/004	00046	TOONED 50	MCLAREN	McLAREN	FRAMESTORE	UNITED KINGDOM		FRAMESTORE
A01/006	00061	MOVE ON	DEUTSCHE TELEKOM	MOBILE INTERNET	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf	JO!SCHMID FILMPRODUKTION Berlin / NOBODY Copenhagen
A02 (BEST NON-FICTION PROGRAM, SERIES OR FILM WHERE A CLIENT HAS SUCCESSFULLY)								
A02/003	00084	PHOTOSHOP LIVE - STREET RETOUCH PRANK	ADOBE	ADOBE SOFTWARE	ABBY NORM Stockholm	SWEDEN	ABBY NORM Stockholm	AUTOBOYS Stockholm / WE ARE DIGITAL Saltsjö-Boo
A02/004	00092	7 DAYS OF RAIN	GEOX	WATERPROOF SHOES	SMFB Oslo	NORWAY	SMFB Oslo	MEDIAMONKS Hilversum
A02/006	00108	LIVE TEST	VOLVO LASTVAGNAR / VOLVO TRUCKS	THE NEW VOLVO FL	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	SMUGGLER Hollywood / FOLKE Stockholm
A02/009	00120	REALLY FRIENDS?	NESTLÉ	NESCAFÉ	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	WAM Clichy / SEQUENCIS Clichy
A02/010	00149	MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	CAVIAR Brussels
A03 (BEST BRAND OR PRODUCT INTEGRATION INTO A FEATURE FILM, EXISTING TV SHOW)								
A03/001	00021	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / MINDSHARE WW Frankfurt	
A03/007	00136	DAYS OF HOPE	DIAKONIE FRANKFURT, EVA STUTTGART, STADTMISSION	DIAKONIE FRANKFURT	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin	PARASOL ISLAND Berlin / HASTINGS AUDIO NETWORK Berlin
A04 (BEST USE OR INTEGRATION OF USER-GENERATED CONTENT)								
A04/001	00011	TWEETPHONY	METROPOLE ORCHESTRA	TWEETPHONY	HAVAS WORLDWIDE AMSTERDAM	THE NETHERLANDS	HAVAS WORLDWIDE AMSTERDAM	PERFECT FOOLS Stockholm
A04/003	00037	WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS	OGILVY & MATHER AMSTERDAM	WEFILM Amsterdam
A04/010	00062	MOVE ON	DEUTSCHE TELEKOM	MOBILE INTERNET	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf	JO!SCHMID FILMPRODUKTION Berlin / NOBODY Copenhagen
A05 (BEST USE OR INTEGRATION OF EXPERIENTIAL EVENTS)								
A05/001	00005	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO PROXIMITY BERLIN	GERMANY	BBDO PROXIMITY BERLIN	GANG OF BERLIN Berlin
A05/002	00013	THE ANT RALLY	WORLDWIDE FUND FOR NATURE (WWF)	FUNDRAISING CAMPAIGN	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf	PARASOL ISLAND Düsseldorf / STUDIO FUNK Düsseldorf

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A05/010	00050	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin	WHO'S MCQUEEN PICTURE Berlin
A05/017	00081	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo	PRAVDA Oslo
A06 (BEST USE OR INTEGRATION OF MUSIC)								
A06/001	00006	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO PROXIMITY BERLIN	GERMANY	BBDO PROXIMITY BERLIN	GANG OF BERLIN Berlin
A06/002	00015	TRACE URBAN VS. SHAZAM	TRACE URBAN	TRACE URBAN	DDB PARIS	FRANCE	DDB PARIS	DEPTH DIGITAL Paris
A06/003	00024	A CHARITY RECORD LABEL	RAK 'N'ROLL FOUNDATION	RAK'N'ROLL RECORDS	180HEARTBEATS+JUNG von MATT Warsaw	POLAND	180HEARTBEATS+JUNG von MATT Warsaw	
A06/012	00096	MINDTUNES	DIAGEO	SMIRNOFF	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	TRS BRUSSELS
A07 (BEST USE OR INTEGRATION OF OFFLINE MEDIA SUCH AS PRINT, OUTDOOR ETC.)								
A07/005	00147	MELTDOWN	GEO	BOARD GAME	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	INCH DESIGN SERVICE
A08 (BEST USE OR INTEGRATION OF GAMING)								
A08/001	00023	NIKE+ KINECT TRAINING	NIKE/ MICROSOFT STUDIOS	FITNESS TITLE FOR XBOX 360	AKQA London	UNITED KINGDOM	AKQA London	SUMO DIGITAL Sheffield
A08/005	00070	PERRIER SECRET PLACE	NESTLÉ WATERS	PERRIER	FIGHTING FISH Clichy	FRANCE	OGILVY FRANCE Paris	FIGHTING FISH Clichy
A08/008	00122	ENTER THE GAME	KONAMI	VIDEOGAMES/DURAB LE GOODS	HAVAS MEDIA GROUP Madrid	SPAIN	HAVAS MEDIA GROUP Madrid	
A09 (BEST USE OR INTEGRATION OF DIGITAL OR SOCIAL MEDIA)								
A09/002	00016	FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS	
A09/003	00017	CINZIA YOUR SKIN FRIEND	IDI FARMACEUTICI (MERCK, SHARP AND FRIENDS	PHARMACEUTICAL PRODUCTS	LEO BURNETT Milan	ITALY	LEO BURNETT Milan	FABBRICA VIRALI Milan
A09/004	00020	THE BULLYING SIMULATOR	FRIENDS	ANTI-BULLYING ORGANISATION	LOWE BRINDFORS Stockholm	SWEDEN	LOWE BRINDFORS Stockholm	B-REEL Stockholm / FOLKE Stockholm
A09/016	00075	INTERRAIL MOBILE	GIE EURAIL GROUP	INTERRAIL GLOBAL PASS	HAVAS WORLDWIDE BRUSSELS Brussels	BELGIUM	HAVAS WORLDWIDE BRUSSELS Brussels	
A09/022	00100	WE WERE THERE	BNP PARIBAS	ROLAND GARROS PARTNERSHIP	SID LEE Paris	FRANCE	SID LEE Paris	B-REEL Stockholm
A10 (BEST INTEGRATED CONTENT CAMPAIGN)								
A10/006	00087	THE HORNBACK HAMMER	HORNBACK	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	BIG FISH Berlin
A10/011	00101	WE WERE THERE	BNP PARIBAS	ROLAND GARROS PARTNERSHIP	SID LEE Paris	FRANCE	SID LEE Paris	B-REEL Stockholm

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A10/013 00123 ENTER THE GAME KONAMI

VIDEOGAMES/DURAB HAVAS MEDIA GROUP Madrid SPAIN
LE GOODS

HAVAS MEDIA GROUP
Madrid

Total Entries: 33