

Outdoor Shortlist - EB2013

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A02 (DRINKS (ALCOHOLIC & NON-ALCOHOLIC))							
A02/012	00498	FREDERIC&ENZO	EVIAN	EVIAN	BETC Paris	FRANCE	BETC Paris
A02/013	00499	LISETTE & AMBRE	EVIAN	EVIAN	BETC Paris	FRANCE	BETC Paris
A02/014	00500	ANDREAS & GUILLAUME	EVIAN	EVIAN	BETC Paris	FRANCE	BETC Paris
A02/015	00501	SATOCHI & MONA	EVIAN	EVIAN	BETC Paris	FRANCE	BETC Paris
A02/016	00502	FRANCOIS & GUSTAVE	EVIAN	EVIAN	BETC Paris	FRANCE	BETC Paris
A03 (HOUSEHOLD)							
A03/001	00153	SUBMARINE	HENKEL	LOCTITE SUPER GLUE	DDB TRIBAL WIEN Vienna	AUSTRIA	DDB TRIBAL WIEN Vienna
A04 (HOME APPLIANCES & FURNISHINGS, ELECTRONICS & AUDIO-VISUAL)							
A04/011	00542	LUMBERJACK 2	STIHL	OUTDOOR POWER EQUIPMENT	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A04/012	00543	LUMBERJACK 3	STIHL	OUTDOOR POWER EQUIPMENT	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A05 (COSMETICS, BEAUTY, TOILETRIES AND PHARMACY)							
A05/016	00176	BLONDE	L'ORÉAL SUISSE	GARNIER FRUCTIS	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich
A05/017	00177	BLACK	L'ORÉAL SUISSE	GARNIER FRUCTIS	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich
A05/018	00178	RED	L'ORÉAL SUISSE	GARNIER FRUCTIS	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich
A08 (CARS & AUTOMOTIVE SERVICES)							
A08/006	00051	HITCHHIKER	DAIMLER / SMART	SMART FORTWO	BBDO PROXIMITY BERLIN	GERMANY	BBDO PROXIMITY BERLIN
A08/012	00220	ALMOST	VOLKSWAGEN	CITY EMERGENCY BRAKE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A08/013	00221	CLOSE	VOLKSWAGEN	CITY EMERGENCY BRAKE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A08/014	00222	NEARLY	VOLKSWAGEN	CITY EMERGENCY BRAKE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A08/020	00193	2 IN 1	MERCEDES-BENZ	SMART	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid
A08/036	00548	CARPET	VOLKSWAGEN	AREA VIEW TECHNOLOGY	DDB TRIBAL BERLIN	GERMANY	DDB TRIBAL BERLIN
A08/037	00549	AXE	VOLKSWAGEN	AREA VIEW TECHNOLOGY	DDB TRIBAL BERLIN	GERMANY	DDB TRIBAL BERLIN

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A09 (RETAIL STORES, RESTAURANTS & FAST FOOD OUTLETS)

A09/016	00155	PULLOVER	McCDONALD'S	EASY MORNING BREAKFAST	DDB TRIBAL WIEN Vienna	AUSTRIA	DDB TRIBAL WIEN Vienna
A09/017	00156	TIE	McCDONALD'S	EASY MORNING BREAKFAST	DDB TRIBAL WIEN Vienna	AUSTRIA	DDB TRIBAL WIEN Vienna
A09/018	00157	SHOELACE	McCDONALD'S	EASY MORNING BREAKFAST	DDB TRIBAL WIEN Vienna	AUSTRIA	DDB TRIBAL WIEN Vienna
A09/020	00224	WOMANSWEAR	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A09/037	00364	BILLBOARD MEMORY	SIHL CITY	SHOPPING MALL	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A09/038	00383	MCCROISSANT	McDONALD'S POLAND	McDONALD'S	DDB WARSAW	POLAND	DDB WARSAW
A09/040	00385	MCMUFFIN	McDONALD'S POLAND	McDONALD'S	DDB WARSAW	POLAND	DDB WARSAW

A11 (ENTERTAINMENT & LEISURE)

A11/004	00071	CHAMPAGNE	WESTDEUTSCHE LOTTERIE	LOTTERY 6X49	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A11/005	00072	YACHT	WESTDEUTSCHE LOTTERIE	LOTTERY 6X49	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A11/006	00073	PLASTIC SURGERY	WESTDEUTSCHE LOTTERIE	LOTTERY 6X49	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A11/007	00074	PONY	WESTDEUTSCHE LOTTERIE	LOTTERY 6X49	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A11/008	00075	GOLF	WESTDEUTSCHE LOTTERIE	LOTTERY 6X49	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A11/026	00137	THE LEGENDS RETURN	UNIVERSAL MUSIC DENMARK	BLACK SABBATH'S ALBUM '13'	McCANN COPENHAGEN	DENMARK	McCANN COPENHAGEN
A11/031	00467	WEDDING	TURNER BROADCASTING	TNT	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
A11/032	00468	BEAR	TURNER BROADCASTING	TNT	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp

A12 (PUBLICATIONS & MEDIA)

A12/010	00349	EXTREMIST CONSTITUTION	ZNAK.COM	INDEPENDENT MASS MEDIA	RED PEPPER Ekaterinburg	RUSSIA	RED PEPPER Ekaterinburg
A12/012	00521	CV CAMPAIGN	SITUATION STOCKHOLM	MAGAZINE SOLD BY HOMELESS PEOPLE	INGO Stockholm	SWEDEN	INGO Stockholm
A12/017	00570	WHAT'S THE RUSH?	THE ECONOMIST GROUP	MAGAZINE	FHV BBDO Amsterdam	THE NETHERLANDS	FHV BBDO Amsterdam
A12/018	00571	YOUR TRAIN MAY NEVER COME	THE ECONOMIST GROUP	MAGAZINE	FHV BBDO Amsterdam	THE NETHERLANDS	FHV BBDO Amsterdam
A12/019	00572	NEXT STOP, THE MOON	THE ECONOMIST GROUP	MAGAZINE	FHV BBDO Amsterdam	THE NETHERLANDS	FHV BBDO Amsterdam
A12/020	00573	AND NOW, THE MEXICAN TRAFFIC REPORT	THE ECONOMIST GROUP	MAGAZINE	FHV BBDO Amsterdam	THE NETHERLANDS	FHV BBDO Amsterdam

A13 (BANKING, INVESTMENT & INSURANCE)

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A13/004	00366	EVERYTHING WE NEED	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A13/005	00367	MOST IMPORTANT	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A13/006	00368	SINGLE	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A13/007	00369	THE BABY	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A13/008	00370	ONCE	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A13/009	00371	THE END	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich

A17 (FUNDRAISING, CHARITIES, APPEALS, NON-PROFIT ORGANISATIONS, PUBLIC HEALTH &

A17/001	00015	ONLY FOR CHILDREN	ANAR FOUNDATION	HELP LINE FOR CHILDREN AND TEENAGERS	GREY ESPAÑA Madrid	SPAIN	GREY ESPAÑA Madrid
A17/002	00081	COMPUTER	ANLCI	ANLCI	DDB PARIS	FRANCE	DDB PARIS
A17/003	00082	CAR	ANLCI	ANLCI	DDB PARIS	FRANCE	DDB PARIS
A17/045	00453	FRAGILE	DEPAUL UK	YOUTH HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
A17/046	00454	KEEP DRY	DEPAUL UK	YOUTH HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON

B02 (DRINKS (ALCOHOLIC & NON-ALCOHOLIC))

B02/003	00395	MOTORSPORTS	ZATECKY PIVOVAR	ZATEC	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
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B03 (HOUSEHOLD)

B03/003	00389	COCKROACH	BOCHEMIE	BIOLIT	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
B03/004	00390	SPIDERS	BOCHEMIE	BIOLIT	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
B03/005	00391	MOSQUITOS	BOCHEMIE	BIOLIT	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE

B06 (CLOTHING, FOOTWEAR & ACCESSORIES)

B06/007	00353	PHOTOJOURNALIST	LUXOTTICA	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris
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B08 (CARS & AUTOMOTIVE SERVICES)

B08/001	00001	BOAT	JEEP	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris
B08/002	00002	MOTORBIKE	JEEP	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris
B08/003	00003	HORSE FLOAT	JEEP	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris
B08/005	00194	SHADES1	MERCEDES-BENZ	MERCEDES-BENZ	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid

B09 (RETAIL STORES, RESTAURANTS & FAST FOOD OUTLETS)

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B09/006	00228	KIT	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
B09/007	00229	KIKA	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
B09/008	00230	DIMPY	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London

B11 (ENTERTAINMENT & LEISURE)

B11/001	00087	MOTHER - BABY	HASBRO	MASTERMIND	DDB PARIS	FRANCE	DDB PARIS
B11/002	00088	PSYCHIATRIST - PATIENT	HASBRO	MASTERMIND	DDB PARIS	FRANCE	DDB PARIS
B11/003	00089	TEACHER - STUDENT	HASBRO	MASTERMIND	DDB PARIS	FRANCE	DDB PARIS

B12 (PUBLICATIONS & MEDIA)

B12/009	00379	EGYPT	BAYARD MEDIA/G-GESCHICHTE	HISTORY MAGAZINE G/GESCHICHTE	DDB GERMANY DÜSSELDORF	GERMANY	DDB GERMANY DÜSSELDORF
B12/010	00380	ITALY	BAYARD MEDIA/G-GESCHICHTE	HISTORY MAGAZINE G/GESCHICHTE	DDB GERMANY DÜSSELDORF	GERMANY	DDB GERMANY DÜSSELDORF
B12/011	00381	AFGHANISTAN	BAYARD MEDIA/G-GESCHICHTE	HISTORY MAGAZINE G/GESCHICHTE	DDB GERMANY DÜSSELDORF	GERMANY	DDB GERMANY DÜSSELDORF

B13 (BANKING, INVESTMENT & INSURANCE)

B13/003	00402	BUMPER	SENYILDIZ SIGORTA	SENYILDIZ SIGORTA-INSURENCE	LOWE ISTANBUL	TURKEY	LOWE ISTANBUL
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B17 (FUNDRAISING, CHARITIES, APPEALS, NON-PROFIT ORGANISATIONS, PUBLIC HEALTH &)

B17/014	00601	DON'T TEXT AND DIE (UNCLE)	PARENTS OF ROAD VICTIMS (OVK)	ROAD SAFETY AWARENESS	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
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C01 (AMBIENT: BAR & RESTAURANTS & STORES)

C01/004	00173	NEWSPAPER STICKS	REPORTERS WITHOUT BORDERS	REPORTERS WITHOUT BORDERS	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
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C02 (AMBIENT: SMALL SCALE SPECIAL SOLUTIONS)

C02/002	00130	BANANA COMIC WEEK 2013	FYFFES	A WORLDWIDE INITIATIVE AGAINST CHILDREN'S DIABETES & ADIPOSITY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C02/006	00102	THE DAILY ABUSE	INNOCENCE IN	NGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich

C03 (AMBIENT: SPECIAL BUILD)

C03/002	00034	AFRIKA KICKER	BISCHÖFLICHES	CHARITY	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
C03/003	00046	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO PROXIMITY BERLIN	GERMANY	BBDO PROXIMITY BERLIN
C03/004	00064	THE ANT RALLY	WORLDWIDE FUND FOR NATURE (WWF)	FUNDRAISING CAMPAIGN	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
C03/016	00138	THE HAPPY FLAG	COCA-COLA NORDIC	COCA-COLA	McCANN COPENHAGEN	DENMARK	McCANN COPENHAGEN

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C03/021	00412	KITKAT HAVE A SEAT	NÉSTLE	KITKAT	JWT Amsterdam	THE NETHERLANDS	JWT Amsterdam
C03/026	00519	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	INGO Stockholm

C04 (AMBIENT: STUNTS & LIVE ADVERTISING)

C04/006	00286	FREE THE FORCED	UNITED NATIONS ASSOCIATION	CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach
C04/009	00343	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
C04/011	00346	THE OPEL SKY-SURPRISE	OPEL GENERAL MOTORS AUSTRIA	OPEL	WIEN NORD Vienna	AUSTRIA	WIEN NORD Vienna
C04/020	00432	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo
C04/021	00433	MESSAGE IN A BOTTLE XXL	SOLO	SOFTDRINK	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo
C04/031	00527	FAST & SAFE	NORWEGIAN PUBLIC ROADS	ROAD SAFETY	KITCHEN LEO BURNETT Oslo	NORWAY	KITCHEN LEO BURNETT Oslo
C04/036	00612	THE REAL MASTER OF INTUITION	HEINEKEN ITALIA	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan

C05 (AMBIENT: TRANSIT)

C05/001	00017	THE WET GRIP EXPERIENCE	GOODYEAR	EFFICIENTGRIP PERFORMANCE	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
C05/013	00605	BMW WALL SENSOR	BMW	PARKING SENSOR	TBWAISTANBUL	TURKEY	TBWAISTANBUL

C06 (AMBIENT: DIGITAL OUTDOOR)

C06/003	00313	LIVE WEATHER BILLBOARD	LA REDOUTE	NEW COLLECTION 2012	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
C06/006	00113	HEINEKEN IGNITE	HEINEKEN	HEINEKEN IGNITE	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam

D01 (INTEGRATED CAMPAIGN LED BY OUTDOOR)

D01/001	00047	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO PROXIMITY BERLIN	GERMANY	BBDO PROXIMITY BERLIN
D01/003	00143	THE WORD ON THE STREET	THE ECONOMIST GROUP	MAGAZINE	FHV BBDO Amsterdam	THE NETHERLANDS	FHV BBDO Amsterdam

Total Entries:

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