

PR Shortlist - EB2013

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A01 (BEST USE OF DIGITAL PR)							
A01/006	00045	ALLENDE, AN ASSASSINATED IDEOLOGY	UPSIDE TELEVISION	ALLENDE, AN ASSASSINATED IDEOLOGY/ DOCUMENTARY	HAVAS PRODUCTIONS Puteaux	FRANCE	HAVAS PRODUCTIONS Puteaux
A01/010	00118	CIVIL RIGHTS CAPTCHA	CIVIL RIGHTS DEFENDERS	NGO	PRIME Stockholm	SWEDEN	PRIME Stockholm
A01/011	00119	CLEAN YOUR MIND	ELECTROLUX	ULTRASILENCER	PRIME Stockholm	SWEDEN	PRIME Stockholm
A01/013	00140	LIVE TEST	VOLVO LASTVAGNAR / VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg / VOLVO TRUCKS PUBLIC RELATIONS
A02 (BEST USE OF SOCIAL MEDIA)							
A02/001	00007	TWEETPHONY	METROPOLE ORCHESTRA	TWEETPHONY	HAVAS WORLDWIDE AMSTERDAM	THE NETHERLANDS	HAVAS WORLDWIDE AMSTERDAM
A02/003	00012	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
A02/007	00048	YOU'LL NEVER WEAR THAT AGAIN	STOCKHOLM STADSMISSION	CHARITY	DDB STOCKHOLM	SWEDEN	RIPPLER COMMUNICATIONS Stockholm / SIMON STRAND PR Stockholm
A02/024	00158	WE ARE DAVID BAILEY	SAMSUNG ELECTRONICS UK	SAMSUNG NX SMART CAMERA	CHEIL UK London	UNITED KINGDOM	CHEIL UK London / THE RED CONSULTANCY London
A02/025	00160	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	CARAMBAR	FRED & FARID GROUP	FRANCE	FRED & FARID GROUP
A02/029	00200	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan / EDELMAN London
A03 (BEST USE OF LIVE EVENTS, STUNTS, CELEBRITY ENDORSEMENTS)							
A03/015	00063	FREE THE FORCED	UNITED NATIONS ASSOCIATION	CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	PP:AGENDA GmbH Frankfurt am Main
A03/018	00091	OUR HEROES ARE BACK	ING	ING SPONSORSHIP	JWT Amsterdam	THE NETHERLANDS	WE ARE FIRST Amsterdam
A03/019	00095	SPIES SOLAR CHARGING DUMMIES	SPIES TRAVELS	SPIES TRAVELS	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	RADIUS KOMMUNKATION A/S Copenhagen
A03/020	00099	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo / PRAVDA Oslo
A03/025	00147	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	COHN & WOLFE Stockholm

PR Shortlist - EB2013

A03/026	00108	LIFE THEFT	FEBELFIN	ASSOCIATION OF BELGIAN BANKS	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
A03/031	00156	WE ARE DAVID BAILEY	SAMSUNG ELECTRONICS UK	SAMSUNG NX SMART CAMERA	CHEIL UK London	UNITED KINGDOM	CHEIL UK London / THE RED CONSULTANCY London
A03/036	00193	DAYS OF HOPE	DIAKONIE FRANKFURT, EVA STUTT GART,	DIAKONIE FRANKFURT	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin

A04 (BEST USE OF SPONSORSHIP)

A04/001	00051	THE PURPLE CARD	MAZDA	SPONSORSHIP	JWT ROME	ITALY	MAZDA MOTOR ITALIA Rome
A04/005	00202	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan / EDELMAN London

A05 (BEST LAUNCH OR RE-LAUNCH)

A05/009	00086	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A05/014	00157	WE ARE DAVID BAILEY	SAMSUNG ELECTRONICS UK	SAMSUNG NX SMART CAMERA	CHEIL UK London	UNITED KINGDOM	CHEIL UK London / THE RED CONSULTANCY London
A05/018	00149	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	COHN & WOLFE Stockholm

A06 (BEST USE OF MEDIA RELATIONS)

A06/003	00011	#IVOTEANYWAY	ROYAL UNIBREW	CERES BEER	BCUBE Milan	ITALY	BCUBE Milan
A06/005	00044	LOVEVILLE	RECKITT BENCKISER	DUREX	HAVAS WORLDWIDE MILAN	ITALY	HAVAS PR MILAN / HAVAS WORLDWIDE DIGITAL MILAN
A06/006	00064	FREE THE FORCED	UNITED NATIONS ASSOCIATION	CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	PP:AGENDA GmbH Frankfurt am Main
A06/014	00194	DAYS OF HOPE	DIAKONIE FRANKFURT, EVA STUTT GART,	DIAKONIE FRANKFURT	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin

B01 (CONSUMER PRODUCTS)

B01/004	00067	MY MATTRESS SAVINGS BANK	DESS	REST SERVICE	VCCP Madrid	SPAIN	VCCP Madrid
B01/005	00087	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
B01/009	00161	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	CARAMBAR	FRED & FARID GROUP	FRANCE	FRED & FARID GROUP
B01/013	00176	PAY AS YOU WISH. HUMMUS RESTAURANT	STRAUSS GROUP	ACHLA HUMMUS	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan
B01/015	00184	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	CHOCOLATE	BUZZMAN Paris	FRANCE	BUZZMAN Paris

PR Shortlist - EB2013

B02 (CONSUMER SERVICES)

B02/006	00096	SPIES SOLAR CHARGING DUMMIES	SPIES TRAVELS	SPIES TRAVELS	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	RADIUS KOMMUNKATION A/S Copenhagen
B02/007	00098	WHY DON'T YOU COME OVER?	MEDIAFAX GROUP	GANDUL.INFO	GMP ADVERTISING Bucharest	ROMANIA	GMP ADVERTISING Bucharest

B03 (CORPORATE REPUTATION)

B03/012	00148	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	COHN & WOLFE Stockholm
B03/014	00186	BLIND ART PROJECT	LEGO	LEGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
B03/015	00192	FIRST STEP	COMMERZBANK	COMMERZBANK	THJNK Hamburg	GERMANY	THJNK Hamburg

B04 (NON-CORPORATE)

B04/008	00065	FREE THE FORCED	UNITED NATIONS ASSOCIATION	CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	PP:AGENDA GmbH Frankfurt am Main
B04/011	00128	CIVIL RIGHTS CAPTCHA	CIVIL RIGHTS DEFENDERS	NGO	PRIME Stockholm	SWEDEN	PRIME Stockholm
B04/016	00195	DAYS OF HOPE	DIAKONIE FRANKFURT, EVA STUTTGART,	DIAKONIE FRANKFURT	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin

B05 (PUBLIC AFFAIRS)

B05/002	00062	THE AIRFOOD PROJECT	LES RESTAURANTS DU COEUR	THE EUROPEAN FOOD AID	HAVAS WORLDWIDE PARIS	FRANCE	HAVAS WORLDWIDE PARIS
B05/004	00101	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo / PRAVDA Oslo

C01 (BEST INTEGRATED CAMPAIGN LED BY PR)

C01/003	00080	GET A RAISE	KOMMUNAL	GENDER EQUALITY	VOLONTAIRE Stockholm	SWEDEN	VOLONTAIRE Stockholm
C01/007	00206	MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

Total Entries:

44