

Shortlist (Creative Effectiveness Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Media Agency	Production Company
A01 (Creative Effectiveness)								
A01/003	00019	HELP A CHILD REACH 5	UNILEVER	LIFEBUOY	LOWE AND PARTNERS WORLDWIDE Mumbai	INDIA	PHD SINGAPORE	CHROME PICTURES Mumbai
A01/009	00039	'WEAVE YOUR MAGIC': HOW LURPAK FOUND ITS GLOBAL VOICE	ARLA FOODS	LURPAK / SVENSKT SMÖR	WIEDEN+KENNEDY London	UNITED KINGDOM		OUTSIDER London
A01/010	00043	AXE YOUNG & MATURE - INNOVATION DRIVEN GROWTH	UNILEVER	AXE DEODORANT	ponce buenos aires	ARGENTINA		LANDIA Buenos Aires
A01/018	00029	EXPEDIA - TRAVEL YOURSELF INTERESTING	EXPEDIA	EXPEDIA	OGILVY & MATHER ADVERTISING London	UNITED KINGDOM	PHD London	MOXIE PICTURES New York
A01/019	00033	DON'T RAISE MONEY, MAKE MONEY	DEPAUL UK	THE DEPAUL BOX COMPANY	PUBLICIS LONDON	UNITED KINGDOM		
A01/021	00002	DUMB WAYS TO DIE	METRO TRAINS	TRANSPORT	McCANN MELBOURNE	AUSTRALIA		
A01/022	00003	GUILT TRIPS	V/LINE	TRANSPORT	McCANN MELBOURNE	AUSTRALIA		
A01/024	00004	HOW BRAD PITT'S BRO' HELPED VIRGIN MOBILE PUNCH ABOVE ITS WEIGHT	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA Sydney	AUSTRALIA	STARCOM MEDIAVEST GROUP Sydney	REVOLVER/WILL O'ROURKE Sydney
A01/031	00047	OUR FOOD. YOUR QUESTIONS.	McDONALD'S CANADA	McDONALD'S	TRIBAL DDB TORONTO	CANADA	OMD CANADA Toronto	FAMILY STYLE Toronto
A01/032	00046	DOVE REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL	PHD London	PARANOID US Hollywood
A01/059	00064	AUSTRALIA DAY	McDONALD'S AUSTRALIA	McDONALDS	DDB Sydney	AUSTRALIA	OMD SYDNEY	
A01/078	00055	YOU DRIVE	MERCEDES	A CLASS	AMV BBDO London	UNITED KINGDOM	MAXUS GLOBAL London	STINKDIGITAL London

Total Entries: 12