

## Shortlist (Cyber Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
<b>A01 (Interface &amp; Navigation)</b>									
A01/029	01892	PHARRELL WILLIAMS - 24 HOURS OF HAPPY	UNIVERSAL / IAMOTHER	HAPPY	ICONOCLAST Paris	FRANCE	ICONOCLAST Paris		
A01/035	01824	REVOLUTIONS IN SOUND	RED BULL	RED BULL & GOOGLE+	STINKDIGITAL London	UNITED KINGDOM			STINKDIGITAL London
A01/044	03244	GOOGLE NIGHT WALK	GOOGLE	GOOGLE BRAND	72ANDSUNNY Los Angeles, CA	USA	72ANDSUNNY Los Angeles, CA /	ESSENCE London	MEDIA MONKS Hilversum
<b>A02 (User Experience)</b>									
A02/010	00665	NOTEGRAPHY	HERRAIZ SOTO & CO	APP	HERRAIZ SOTO Barcelona	SPAIN	HERRAIZ SOTO Barcelona		
A02/017	00339	NITROCHARGE YOUR GAME	ADIDAS FOOTBALL	NITROCHARGE SILO	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam		MEDIA MONKS Hilversum
A02/021	00483	ASSASSIN'S CREED IV - BLACK FLAG - DEFY HISTORY	UBISOFT EMEA	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris		UNIT 9 London
A02/022	00539	LIFE COLOR CLOCK	SHISEIDO	SHISEIDO	SHISEIDO Tokyo	JAPAN	THA Tokyo		
A02/024	00590	BOB DYLAN LIKE A ROLLING STONE	SONY MUSIC	BOB DYLAN BOX SET RELEASE	INTERLUDE New York	USA	INTERLUDE New York		WALTER PICTURES New York
A02/026	00431	REMOTE CONTROL TOURIST	TOURISM VICTORIA	MELBOURNE	TOOL Los Angeles, CA	USA	CLEMENGER BBDO MELBOURNE		TOOL Los Angeles, CA
A02/031	00857	UNNUMBERED SPARKS	GOOGLE	INTERACTIVE SCULPTURE	GOOGLE CREATIVE LAB, DATA ARTS TEAM San Francisco	USA	GOOGLE CREATIVE LAB, DATA ARTS TEAM San Francisco		
A02/038	00892	KILLING KENNEDY	NATIONAL GEOGRAPHIC CHANNEL	TV PROGRAM	MULLEN Boston	USA	MULLEN Boston		BRICKYARD Boston, MA
A02/054	01894	PHARRELL WILLIAMS - 24 HOURS OF HAPPY	UNIVERSAL / IAMOTHER	HAPPY	ICONOCLAST Paris	FRANCE	ICONOCLAST Paris		
A02/061	02669	A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR - LIFEJACKETS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt		WANDA PRODUCTIONS Saint-Denis La Plaine Cedex / GROUEK Paris
A02/076	02710	HEART OF THE ARCTIC	ROYAL CANADIAN MINT	PUBLIC SERVICE	COSSETTE Montreal	CANADA	COSSETTE Montreal		
A02/079	00484	THE JOKER'S JOB INTERVIEW	WARNER BROS INTERACTIVE	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris		
A02/082	01838	7 DAYS OF RAIN	GEOX S.P.A	AMPHIBIOX SHOES	SMFB Oslo	NORWAY	SMFB Oslo	GROUPM Milan	MEDIA MONKS Hilversum
A02/107	03683	UNIVERSAL TYPEFACE	BIC DEUTSCHLAND	BIC PENCILS	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf		MEDIA MONKS Hilversum
A02/118	03893	ELO TEDDY BEAR	AMARAL CARVALHO HOSPITAL	HEALTHCARE/CANCE R HOSPITAL	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo		
<b>A03 (Storytelling)</b>									
A03/001	00022	THE HORNBAACH HAMMER	HORNBAACH	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	CROSSMEDIA Düsseldorf	BIGFISH FILMPRODUKTION Berlin
A03/039	00409	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo		DENTSU CREATIVE X Tokyo
A03/044	01033	ABSOLUT NEXTFRAME	THE ABSOLUT COMPANY, PERNOD RICARD	ABSOLUT VODKA	SID LEE	THE NETHERLANDS	SID LEE		
A03/045	01063	TRANSFORMATION	MARS, INC.	PEDIGREE	BBDO NEW YORK	USA	BBDO NEW YORK		MEDIAMONKS New York
A03/055	00895	KILLING KENNEDY	NATIONAL GEOGRAPHIC CHANNEL	TV PROGRAM	MULLEN Boston	USA	MULLEN Boston		BRICKYARD Boston, MA
A03/056	00824	MOON	ING DIRECT	ING DIRECT	OGILVYONE Madrid	SPAIN	OGILVYONE Madrid		MIOPIA EFECTOS VISUALES Madrid
A03/057	01507	ONCE MORE, THE STORY OF VIN 903847	VOLKSWAGEN CANADA	AUTOMOTIVE - VW BEETLE	RED URBAN Toronto	CANADA	RED URBAN Toronto		UNTITLED FILMS Toronto
A03/065	02769	KOMBI'S LAST WISHES	VOLKSWAGEN	KOMBI	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		INKUBA São Paulo
A03/066	01446	THE 1000 MILES OF LUCA	CONSEJO PUBLICITARIO ARGENTINO	INTERNATIONAL DAY OF PEOPLE WITH DISABILITIES	TBWA BUENOS AIRES	ARGENTINA	TBWA BUENOS AIRES		PRIMO Buenos Aires

## Shortlist (Cyber Lions)

A03/072	02051	GT6: FIRST LOVE	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK	CARAT San Francisco	TOOL OF NORTH AMERICA Santa Monica
A03/073	02313	THE POWER INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		FURLINED Los Angeles
A03/074	02314	THE BORN FRIENDS FAMILY PORTRAIT	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		STATION FILM New York City, NY
A03/079	03372	GOOGLE 'REUNION'	GOOGLE, INDIA	GOOGLE SEARCH	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai		CHROME PICTURES Mumbai
A03/080	03023	FANS OF THE WORLD	HEINEKEN	BEER	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam		
A03/083	03556	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
A03/115	02970	HOMELESSFONTS	ARRELS FUNDACIÓN	ONG	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		
A03/141	03155	AYAPANECO	VODAFONE	VODAFONE	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg		MARKENFILM CROSSING Hamburg
A03/142	03241	GOOGLE NIGHT WALK	GOOGLE	GOOGLE BRAND	72ANDSUNNY Los Angeles, CA	USA	72ANDSUNNY Los Angeles, CA /	ESSENCE London	MEDIA MONKS Hilversum
A03/147	02069	GATEWAYS TO GREATNESS	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK	CARAT San Francisco	HAUS Los Angeles
A03/149	03164	IFWEMADEIT.COM	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York / CAVIAR DIGITAL Los Angeles	STARCOM MEDIAVEST GROUP New York	
A03/156	03403	WORDSCANBEWEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING		
A03/160	03342	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles		MOONBOT STUDIOS Shreveport
A03/165	03078	THE STORY OF BOB & LINDA	TELEKOM DEUTSCHLAND	BEST NETWORK	DDB TRIBAL GROUP Hamburg	GERMANY	DDB TRIBAL HAMBURG Hamburg	MEDIACOM Düsseldorf	SOUP FILMPRODUKTION Berlin
A03/170	02522	FARMED AND DANGEROUS STORYTELLING	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	PIRO New York	USA	PIRO New York	MEDIASTORM New York	

## A04 (Animation/Motion Graphics)

A04/009	00988	LIFE SIZE MESSI	ELECTRONIC ARTS	EA SPORTS™ FIFA14	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM		RESN Wellington
A04/021	00825	MOON	ING DIRECT	ING DIRECT	OGILVYONE Madrid	SPAIN	OGILVYONE Madrid		MIOPIA EFECTOS VISUALES Madrid
A04/035	01361	NEWSPAPER CINEMATOGRAPH ANIMATION. "A FAMILY STORY"	THE SHINANO MAINICHI SHIMBUN	NEWSPAPER	FRONTAGE Tokyo	JAPAN	FRONTAGE Tokyo		TAIYO KIKAKU Tokyo
A04/048	03343	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles		MOONBOT STUDIOS Shreveport

## A05 (Illustration and Graphic Design)

A05/009	00270	DEATH CORPORATION - EPISODE 1 THE STRATEGY	VCOE (TRAFFIC ASSOCIATION OF AUSTRIA)	VCOE (TRAFFIC ASSOCIATION OF AUSTRIA)	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt		PARTIZAN Berlin
A05/011	00342	NITROCHARGE YOUR GAME	ADIDAS FOOTBALL	NITROCHARGE SILO	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam		MEDIA MONKS Hilversum
A05/026	02713	HEART OF THE ARCTIC	ROYAL CANADIAN MINT	PUBLIC SERVICE	COSSETTE Montreal	CANADA	COSSETTE Montreal		
A05/031	02370	LIVING PORTRAITS INTERACTIVE CAMPAIGN	PEPSI-COLA COMPANY	MOUNTAIN DEW	BBDO NEW YORK	USA	BBDO NEW YORK / FIRSTBORN New York City, Ny		PSYOP New York / SMUGGLER Los Angeles, CA
A05/039	03609	CALENDAR OF TALES	BLACKBERRY	Z10	AMV BBDO London	UNITED KINGDOM	AMV BBDO London		

## A06 (Use/Curation of Image(s))

A06/004	01002	THE ART PEOPLE	CHRISTIE'S	CHRISTIE'S AUCTION HOUSE	BBH London	UNITED KINGDOM	BBH London	CARAT London	MEDIA MONKS London
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A06/018	02835	3D ON THE ROCKS	SUNTORY HOLDINGS LIMITED	SUNTORY WHISKY	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo		MOUNT Tokyo
A06/019	02317	STAY TOGETHER FAMILY PORTRAITS	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		STATION FILM New York City, NY
A06/024	01812	THE NEW CREATIVES	ADOBE	ADOBE CREATIVE CLOUD	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco		ELEVEL FILMS - GOODBY SILVERSTEIN San Francisco
A06/030	02497	GRAFFITI GENERAL	BETC	BETC DIGITAL	BETC DIGITAL Paris	FRANCE	BETC Paris		
A06/039	03574	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Mumbai	INDIA	JWT INDIA Bangalore	MINDSHARE Bangalore	1ST DECEMBER FILMS Bangalore
A06/040	03847	WORLD UNDER WATER	CARBONSTORY	SOCIAL PLATFORM FOR REDUCING CARBON FOOTPRINT	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	MEC Singapore	

## A07 (Use of Video)

A07/006	00368	RUN DMC X A-TRAK INTERACTIVE VIDEO	ADIDAS	ADIDAS ORIGINALS, SPORTING AND LIFESTYLE APPAREL	SID LEE Montreal	CANADA	SID LEE Montreal	CARAT GLOBAL MANAGEMENT London	STINKDIGITAL London
A07/011	00604	CLIMATE NAME CHANGE	350 ACTION	ENVIRONMENTAL PUBLIC SERVICE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York		FURLINED Los Angeles
A07/021	00677	ABSOLUT DRINKS IN MOTION	THE ABSOLUT COMPANY	ABSOLUT VODKA	GREAT WORKS Stockholm	SWEDEN	GREAT WORKS Stockholm		PIXL FAMILY Stockholm
A07/024	01383	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam		TETTEROO MEDIA Amsterdam
A07/037	01895	PHARRELL WILLIAMS - 24 HOURS OF HAPPY	UNIVERSAL / IAMOTHER	HAPPY	ICONOCLAST Paris	FRANCE	ICONOCLAST Paris		
A07/039	02319	THE POWER INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		FURLINED Los Angeles
A07/040	02320	THE IMPOSSIBLE FAMILY PORTRAIT	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		STATION FILM New York City, NY
A07/042	02674	A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR - LIFEJACKETS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt		WANDA PRODUCTIONS Saint-Denis La Plaine Cedex / GROUEK Paris B-REEL Stockholm
A07/045	03462	THE CHASE 360°	VOLVO TRUCKS	THE NEW VOLVO FL	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS		B-REEL Stockholm
A07/078	02534	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MITCHELL & PARTNERS South Melbourne	TOOL OF NORTH AMERICA Santa Monica
A07/094	03344	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles		MOONBOT STUDIOS Shreveport

## A08 (Use of Music/Sound Design)

A08/020	02771	THE SAMBA TABLE	AMBEV	ANTARCTICA	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		
A08/022	01896	PHARRELL WILLIAMS - 24 HOURS OF HAPPY	UNIVERSAL / IAMOTHER	HAPPY	ICONOCLAST Paris	FRANCE	ICONOCLAST Paris		
A08/027	03463	THE CHASE 360°	VOLVO TRUCKS	THE NEW VOLVO FL	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS		B-REEL Stockholm
A08/051	02663	MINDTUNES	DIAGEO	SMIRNOFF	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp		
A08/067	03150	THE BOBSLED SONG	JAMAICA TOURIST BOARD	JAMAICA TOURISM	FCB GARFINKEL New York	USA	FCB GARFINKEL New York	INITIATIVE New York	

## A09 (Copy/Editorial)

A09/006	00532	WORLD'S FIRST LIVE TWEETING HONEY BADGER	JOHANNESBURG ZOO	JOHANNESBURG ZOO BRAND	FCB JOHANNESBURG	SOUTH AFRICA	FCB JOHANNESBURG / HELLOCOMPUTER Johannesburg		BLACK ENVELOPE FILMS Johannesburg
A09/015	03165	IFWEMADEIT.COM	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York / CAVIAR DIGITAL Los Angeles	STARCOM MEDIAVEST GROUP New York	

## A10 (Innovative Use of Technology)

A10/002	00004	ALL EYES ON S4.	SWISSCOM	SAMSUNG GALAXY S4 HEIMAT	Berlin	GERMANY	HEIMAT Berlin	MEDIASCHNEIDER Zürich	PERFECT FOOLS, DIGITAL PRODUCTION Amsterdam
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## Shortlist (Cyber Lions)

A10/007	00777	LONG DISTANCE ART	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Vienna		
A10/009	00790	A JOURNEY THROUGH MIDDLE-EARTH	GOOGLE & WARNER BROS.	GOOGLE CHROME & THE HOBBIT	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea		
A10/038	00410	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo		DENTSU CREATIVE X Tokyo
A10/041	00859	JUST A REFLEKTOR	ARCADE FIRE, GOOGLE CHROME	INTERACTIVE FILM	GOOGLE CREATIVE LAB, DATA ARTS TEAM San Francisco	USA	GOOGLE CREATIVE LAB, DATA ARTS TEAM San Francisco /		
A10/042	00860	CODER	GOOGLE	EDUCATIONAL CODING PLATFORM	GOOGLE CREATIVE LAB New York	USA	GOOGLE CREATIVE LAB New York		GOOGLE CREATIVE LAB New York
A10/057	01384	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam		TETTEROO MEDIA Amsterdam
A10/076	01297	NICK'S FIRST PITCH	GOOGLE	GOOGLE FIBER	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco		ARTS & SCIENCES Los Angeles, CA
A10/098	00486	THE JOKER'S JOB INTERVIEW	WARNER BROS INTERACTIVE	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris		
A10/127	02966	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney		
A10/145	03243	GOOGLE NIGHT WALK	GOOGLE	GOOGLE BRAND	72ANDSUNNY Los Angeles, CA	USA	72ANDSUNNY Los Angeles, CA /	ESSENCE London	MEDIA MONKS Hilversum
A10/154	03391	BEATS MUSIC	BEATS MUSIC	MUSIC STREAMING SERVICE	R/GA London	UNITED KINGDOM	R/GA London		
A10/166	03513	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON		PATRICIA MURPHY FILMS London
A10/177	03612	BUS SHELTER	PEPSICO	PEPSI MAX	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	OMD UK London	LITTLE DOT STUDIOS London
A10/190	03552	O2 PRESENTS WEAR THE ROSE	O2	O2 PARTNERSHIP WITH ENGLAND RUGBY	O2 UK Berkshire	UNITED KINGDOM	M&C SAATCHI SPORT & ENTERTAINMENT London		UNIT 9 London

## A11 (Overall Aesthetic Design/Best Practice)

A11/013	00898	KILLING KENNEDY	NATIONAL GEOGRAPHIC CHANNEL	TV PROGRAM/WEBSITE	MULLEN Boston	USA	MULLEN Boston		SOUNDTRACK Boston
A11/017	01897	PHARRELL WILLIAMS - 24 HOURS OF HAPPY	UNIVERSAL / IAMOTHER	HAPPY	ICONOCLAST Paris	FRANCE	ICONOCLAST Paris		

## B01 (Foods & Drinks)

B01/016	03166	IF WE MADE IT	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York / CAVIAR DIGITAL Los Angeles	STARCOM MEDIAVEST GROUP New York	
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## B02 (Automotive Products & Services)

B02/003	00511	PROJECT DRIVE-IN	AMERICAN HONDA MOTOR CO.	HONDA	RPA Los Angeles, CA	USA	RPA Los Angeles, CA		STOPP/LA Los Angeles, CA
B02/009	02772	KOMBI'S LAST WISHES	VOLKSWAGEN	KOMBI	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		INKUBA São Paulo
B02/010	03466	LIVE TEST SERIES & THE CHASE 360°	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg		FOLKE Stockholm
B02/020	01799	PORSCHE BLIND TRADE	PORSCHE	MACAN	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam		
B02/024	02026	TRY MY HYBRID	TOYOTA	HYBRIDS	SAATCHI & SAATCHI Oslo	NORWAY	SAATCHI & SAATCHI Oslo	MAXUS GLOBAL Oslo	
B02/025	01307	THE WALKING DEAD CHOP SHOP APP	HYUNDAI MOTOR AMERICA	HYUNDAI VELOSTER TURBO, SANTA FE, ELANTRA	INNOCEAN USA Huntington Beach	USA	INNOCEAN USA Huntington Beach	INITIATIVE Los Angeles	BOSSA New York

## B03 (Cosmetics, Beauty & Toiletries)

## Shortlist (Cyber Lions)

B03/002	00454	BURBERRY KISSES: A GOOGLE ART, COPY & CODE PROJECT	GOOGLE, BURBERRY	LUXURY FASHION; COSMETICS	GROW Norfolk, VA	USA	GROW Norfolk, VA / BURBERRY London / GOOGLE CREATIVE LAB New York		
B03/011	03670	LABELS AGAINST WOMEN	P&G PHILIPPINES	PANTENE	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	MEDIACOM PHILIPPINES Taguig	FILMEX Makati City

## B04 (Clothing, Footwear & Accessories)

B04/001	00370	UNITE ALL ORIGINALS 2013	ADIDAS	ADIDAS ORIGINALS, SPORTING AND LIFESTYLE APPAREL	SID LEE Montreal	CANADA	SID LEE Montreal	CARAT GLOBAL MANAGEMENT London	SID LEE TECHNOLOGIES Montreal
B04/008	01840	7 DAYS OF RAIN	GEOX S.P.A	AMPHIBIOX SHOES	SMFB Oslo	NORWAY	SMFB Oslo	GROUPM Milan	MEDIA MONKS Hilversum
B04/010	03578	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Mumbai	INDIA	JWT INDIA Bangalore	MINDSHARE Bangalore	1ST DECEMBER FILMS Bangalore

## B05 (Other Consumer Products (Including Durable Goods))

B05/001	00005	ALL EYES ON S4.	SWISSCOM	SAMSUNG GALAXY S4 HEIMAT	Berlin	GERMANY	HEIMAT Berlin	MEDIASCHNEIDER Zürich	PERFECT FOOLS, DIGITAL PRODUCTION Amsterdam
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## B06 (Financial Services)

B06/023	02536	FOOTIFY FM	NATIONAL AUSTRALIA BANK	FINANCIAL SERVICE	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MINDSHARE Melbourne	THE GLUE SOCIETY Sydney
B06/027	01830	AMERICAN EXPRESS SERVE LEAGUE OF LEGENDS	AMERICAN EXPRESS	AMERICAN EXPRESS SERVE	ROKKAN New York City, NY	USA	ROKKAN New York City, NY		

## B07 (Travel, Entertainment & Leisure)

B07/004	02057	GATEWAYS TO GREATNESS	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK	CARAT San Francisco	HAUS Los Angeles
B07/008	00489	THE JOKER'S JOB INTERVIEW	WARNER BROS INTERACTIVE	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris		
B07/013	02058	GT6: FIRST LOVE	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK	CARAT San Francisco	TOOL OF NORTH AMERICA Santa Monica
B07/014	02071	THE LAUNCH OF GREATNESS AWAITS	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK	CARAT San Francisco	MJZ New York
B07/017	00488	ASSASSIN'S CREED IV - BLACK FLAG - DEFY HISTORY	UBISOFT EMEA	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris		UNIT 9 London
B07/021	02397	GOWEST	STOCKHOLM PRIDE	STOCKHOLM PRIDE FESTIVAL	M&C SAATCHI STOCKHOLM	SWEDEN	M&C SAATCHI STOCKHOLM		
B07/024	03399	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen		GOBSMACK PRODUCTIONS Copenhagen / NAO STUDIOS Stockholm

## B08 (Retail and E-Commerce, Incl. Restaurants)

B08/001	00023	THE HORNBACK HAMMER	HORNBACK	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	CROSSMEDIA Düsseldorf	BIGFISH FILMPRODUKTION Berlin
B08/004	02650	STOCKHOLM HOUSE EQUALIZER	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm		PROVIDE IT Gothenburg

## B09 (Publications & Media)

B09/001	01474	THE WOMAN WHO CAN'T WATCH MOVIES	CANAL+ SPAIN	CANAL+ SPAIN	FCB SPAIN Madrid	SPAIN	FCB SPAIN Madrid		HELO Los Angeles
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## B12 (Commercial Public Services)

B12/002	02324	STAY TOGETHER FAMILY PORTRAITS	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		STATION FILM New York City, NY
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## B13 (Charities, Public Health & Safety, Public Awareness Messages)

B13/001	00096	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND		
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## Shortlist (Cyber Lions)

B13/005	00606	CLIMATE NAME CHANGE	350 ACTION	ENVIRONMENTAL PUBLIC SERVICE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York	FURLINED Los Angeles
B13/013	01385	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	TETTEROO MEDIA Amsterdam
B13/023	03373	MESSAGE BARTER	THE AKANKSHA FOUNDATION	THE AKANKSHA FOUNDATION SCHOOLS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai	
B13/027	03765	I TOUCH MYSELF	CANCER COUNCIL	BREAST CANCER	JWT Sydney	AUSTRALIA	JWT Sydney / SOAP CREATIVE	COLLIDER Sydney
<b>C01 (Website)</b>								
C01/021	02479	STOP THE DECLINE	LET ELEPHANTS BE ELEPHANTS	NON-PROFIT	JWT SINGAPORE	SINGAPORE	JWT SINGAPORE	SONG ZU SINGAPORE Singapore
C01/032	02982	I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER AWARENESS	SOAP CREATIVE Sydney	AUSTRALIA	SOAP CREATIVE Sydney / JWT Sydney	COLLIDER Sydney
C01/045	03315	BYC TOOLS PAGE	PRUDENTIAL	RETIREMENT PLANNING	DROGA5 New York	USA	DROGA5 New York	B-REEL New York
C01/048	03467	THE CHASE 360°	VOLVO TRUCKS	THE NEW VOLVO FL	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS	B-REEL Stockholm
C01/049	03490	BE MOVED HUB	SONY	WEBSITE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	
C01/061	01458	HOTELSTYLE	MURANO SRL	HOTELSTYLE COLLECTION	AQUEST Verona	ITALY	AQUEST Verona	
<b>C02 (Microsite)</b>								
C02/013	00990	LIFE SIZE MESSI	ELECTRONIC ARTS	EA SPORTS™ FIFA14	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	RESN Wellington
C02/020	00408	WE ARE DATA	UBISOFT	WATCHDOGS	BETC Paris	FRANCE	BETC Paris	
C02/029	01067	TRANSFORMATION	MARS, INC.	PEDIGREE	BBDO NEW YORK	USA	BBDO NEW YORK	MEDIAMONKS New York
C02/036	00899	KILLING KENNEDY	NATIONAL GEOGRAPHIC CHANNEL	TV PROGRAM/WEBSITE	MULLEN Boston	USA	MULLEN Boston	
C02/039	00830	MOON	ING DIRECT	ING DIRECT	OGILVYONE Madrid	SPAIN	OGILVYONE Madrid	MIOPIA EFECTOS VISUALES Madrid
C02/053	01893	PHARRELL WILLIAMS - 24 HOURS OF HAPPY	UNIVERSAL / IAMOTHER	HAPPY	ICONOCLAST Paris	FRANCE	ICONOCLAST Paris	
C02/059	02682	A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR - LIFEJACKETS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt	WANDA PRODUCTIONS Saint-Denis La Plaine Cedex / GROUEK Paris
C02/088	02715	HEART OF THE ARCTIC	ROYAL CANADIAN MINT	PUBLIC SERVICE	COSSETTE Montreal	CANADA	COSSETTE Montreal	
C02/092	01842	7 DAYS OF RAIN	GEOX S.P.A	AMPHIBIOX SHOES	SMFB Oslo	NORWAY	SMFB Oslo	GROUPM Milan
C02/096	02538	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MITCHELL & PARTNERS South Melbourne
C02/099	02253	DEVART ART MADE WITH CODE	GOOGLE	INTERNET	GOOGLE London	UNITED KINGDOM	GOOGLE CREATIVE LAB London	TOOL OF NORTH AMERICA Santa Monica
C02/103	02846	THE MOST SERIOUS GAME EVER	SNCF	TRANSPORT	TBWAIPARIS	FRANCE	TBWAIPARIS / TBWAIDAN PARIS Boulogne-Billancourt	STINKDIGITAL London
C02/119	03685	UNIVERSAL TYPEFACE	BIC DEUTSCHLAND	BIC PENCILS	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf	ELSE Boulogne-Billancourt
C02/133	02504	RAP BATTLE	JUNIPER NETWORKS	METAFABRIC ARCHITECTURE, QFX5100, JUNOS SPACE NETWORK DIRECTOR	JOHN MCNEIL STUDIO Berkeley	USA	JOHN MCNEIL STUDIO Berkeley	MEDIA MONKS Hilversum
<b>C03 (Web Service/App)</b>								
C03/004	00791	BUILD WITH CHROME	GOOGLE & LEGO	GOOGLE CHROME & LEGO	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea	
C03/027	02967	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney	

## Shortlist (Cyber Lions)

C03/032	02790	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	HUNGRY MAN Rio de Janeiro	
C03/038	03393	BEATS MUSIC	BEATS MUSIC	MUSIC STREAMING SERVICE	R/GA London	UNITED KINGDOM	R/GA London		
C03/048	02027	TRY MY HYBRID	TOYOTA	HYBRIDS	SAATCHI & SAATCHI Oslo	NORWAY	SAATCHI & SAATCHI Oslo	MAXUS GLOBAL Oslo	

### D01 (Web Banner)

D01/008	01099	MISSING PERSON PRE-ROLL	AUSTRALIAN FEDERAL POLICE	FEDERAL POLICE AGENCY OF THE COMMONWEALTH OF AUSTRALIA	VML Sydney	AUSTRALIA	VML Sydney		
D01/050	03518	'KNOW YOUR ENGLISH' WEB BANNERS	BRITISH COUNCIL SINGAPORE	PRIVATE EDUCATION	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore		

### D02 (Innovative Online Ad Solution)

D02/003	00186	ANTI PRE-ROLL	BURGER KING	STUNNER MEAL DEALS	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Y&R MEDIA NZ Auckland	FLYING FISH Auckland
D02/006	00110	MISSING PERSON PRE-ROLL	AUSTRALIAN FEDERAL POLICE	FEDERAL POLICE AGENCY OF THE COMMONWEALTH OF AUSTRALIA	VML Sydney	AUSTRALIA	VML Sydney		
D02/015	01274	OPENING BANDS	PEPSICO DE ARGENTINA	PEPSI MUSIC	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	ZENITHOPTIMEDIA Buenos Aires / PERFORMICS Buenos Aires	THE LOVER Buenos Aires
D02/049	02361	THE FIRST POST IN BRAILLE	UNCP	UNCP	McCANN LIMA	PERU	McCANN LIMA		
D02/051	03521	'KNOW YOUR ENGLISH' WEB BANNERS	BRITISH COUNCIL	PRIVATE EDUCATION	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore		

### E01 (Social Video)

E01/001	00025	ALL EYES ON S4.	SWISSCOM	SAMSUNG GALAXY S4 HEIMAT	Berlin	GERMANY	HEIMAT Berlin	MEDIASCHNEIDER Zürich	PERFECT FOOLS Amsterdam
E01/003	00059	TELEKINETIC COFFEE SHOP SURPRISE	SONY PICTURES	CARRIE	THINKMODO New York	USA	THINKMODO New York		
E01/071	00575	CLIMATE NAME CHANGE	350 ACTION	350 ACTION	FURLINED Los Angeles	USA	BARTON F. GRAF 9000 New York	FURLINED Los Angeles	
E01/097	02482	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	THE FAMILY Milan	
E01/122	01301	LOOK INSIDE.™: MICK EBELING INTEL		BRAND	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco	THE EBELING GROUP Playa Del Rey	
E01/166	02380	FROM ONE SECOND TO THE NEXT	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK	SAVILLE PRODUCTIONS Los Angeles, CA	
E01/188	02809	ANNA KENDRICK: BEHIND THE SCENES OF THE MEGA HUGE GAME DAY AD NEWCASTLE ALMOST M	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York	CAVIAR Los Angeles	
E01/198	02163	VISIT MUM	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVY NEW YORK	USA	OGILVY NEW YORK	EYEPATCH PRODUCTIONS New York	
E01/209	03698	WHAT WOULD YOU DO WITH US\$ 25.000?	20TH CENTURY FOX	THE SECRET LIFE OF WALTER MITTY	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	CASEY NEISTAT New York	
E01/232	00084	WESTJET CHRISTMAS MIRACLE: REAL-TIME GIVING	WESTJET	AIRLINE	WESTJET Calgary	CANADA	WESTJET Calgary	MOSAIC Toronto	STUDIO M Toronto, ON
E01/239	01270	IF ONLY FOR A SECOND	MIMI FOUNDATION	SUPPORT AND WELLBEING CENTERS	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	PRODIGIOUS Paris	
E01/277	03110	MOST SHOCKING SECOND A DAY VIDEO	SAVE THE CHILDREN	A COMPELLING SHORT FILM TO HELP RAISE SUPPORT FOR THE WAR VICTIMS OF THE WAR IN SYRIA.	UNIT 9 London	UNITED KINGDOM	DON'T PANIC London	UNIT 9 London	

## Shortlist (Cyber Lions)

E01/290	01664	MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich		PUMPKIN FILM Zürich
E01/297	03952	THE SUNDAY TIMES - THE MAKING OF ICONS	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON	M/SIX London	ACADEMY FILMS London
E01/311	00352	TROJAN MAILING	DHL	DELIVERY SERVICE	JUNG von MATT Stuttgart	GERMANY	JUNG von MATT Stuttgart		

## E02 (Interactive Video)

E02/009	00861	JUST A REFLEKTOR	GOOGLE	INTERACTIVE FILM	GOOGLE CREATIVE LAB, DATA ARTS TEAM San Francisco	USA	GOOGLE CREATIVE LAB, DATA ARTS TEAM San Francisco		
E02/014	01154	BOB DYLAN LIKE A ROLLING STONE	SONY MUSIC	BOB DYLAN BOX SET RELEASE	INTERLUDE New York	USA	INTERLUDE New York		WALTER PICTURES New York
E02/023	01898	PHARRELL WILLIAMS - 24 HOURS OF HAPPY	UNIVERSAL / IAMOTHER	HAPPY	ICONOCLAST Paris	FRANCE	ICONOCLAST Paris		
E02/042	02541	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MITCHELL & PARTNERS South Melbourne	TOOL OF NORTH AMERICA Santa Monica

## E03 (Webisodes/Series)

E03/020	00933	LISA AND SALLY	DICKS SPORTING GOODS	SPORTING GOODS	ANOMALY New York	USA	ANOMALY New York		GREENPOINT PICTURES New York City, NY
E03/024	02341	THE POWER INSIDE: EPISODE 5	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		FURLINED Los Angeles
E03/025	02342	THE POWER INSIDE: EPISODE 6	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		FURLINED Los Angeles
E03/026	02337	THE POWER INSIDE: EPISODE 1	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		FURLINED Los Angeles
E03/027	02338	THE POWER INSIDE: EPISODE 2	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		FURLINED Los Angeles
E03/028	02339	THE POWER INSIDE: EPISODE 3	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		FURLINED Los Angeles
E03/029	02340	THE POWER INSIDE: EPISODE 4	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		FURLINED Los Angeles
E03/030	02333	THE IMPOSSIBLE FAMILY PORTRAIT	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		STATION FILM New York City, NY
E03/031	02334	THE ANIMAL FAMILY PORTRAIT	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		STATION FILM New York City, NY
E03/033	02336	THE BORN FRIENDS FAMILY PORTRAIT	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		STATION FILM New York City, NY
E03/038	03471	THE EPIC SPLIT	VOLVO TRUCKS	THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS		FOLKE Stockholm
E03/053	02021	APPRECIATION	HOME BOX OFFICE INC.	HBO GO	SS+K New York	USA	SS+K New York		O POSITIVE FILMS New York
E03/054	02022	FAITHFUL	HOME BOX OFFICE INC.	HBO GO	SS+K New York	USA	SS+K New York		O POSITIVE FILMS New York
E03/055	02023	UNCONDITIONAL LOVE	HOME BOX OFFICE INC.	HBO GO	SS+K New York	USA	SS+K New York		O POSITIVE FILMS New York
E03/056	02024	YOUR CHOICE	HOME BOX OFFICE INC.	HBO GO	SS+K New York	USA	SS+K New York		O POSITIVE FILMS New York
E03/099	02527	FARMED AND DANGEROUS RESTAURANT SERIES EPISODE 2	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	PIRO New York	USA	PIRO New York	MEDIASTORM New York	
E03/100	02528	FARMED AND DANGEROUS EPISODE 4	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	PIRO New York	USA	PIRO New York	MEDIASTORM New York	

## E04 (Video/Programme)

E04/005	00412	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo		DENTSU CREATIVE X Tokyo
E04/035	03840	FACE TO FRIENDS	NESTLÉ	NESCAFÉ	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	ZENITHOPTIMEDIA Paris	PRODIGIOUS SAINT-DENIS

## F01 (Engagement Platform)

F01/019	02065	BID FOR GREATNESS	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK	CARAT San Francisco	HAUS Los Angeles
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## Shortlist (Cyber Lions)

F01/033	03708	TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	SOL DE JANEIRO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	
F01/038	02121	THE COLLABORATORY	UNITED STATES AIR FORCE	GOVERNMENT	GSD&M Austin	USA	GSD&M Austin	WELIKESMALL Salt Lake City
F01/044	02793	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	HUNGRY MAN Rio de Janeiro
F01/056	03686	UNIVERSAL TYPEFACE	BIC DEUTSCHLAND	BIC PENCILS	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf	MEDIA MONKS Hiiversum
F01/071	03470	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	FOLKE Stockholm

## F02 (Social Business)

F02/001	00026	THE HORNBAACH HAMMER	HORNBAACH	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	BIGFISH FILMPRODUKTION Berlin
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## F03 (Response/Real-Time Activity (including crowdsourcing))

F03/006	00584	MINDDRIVE SOCIAL FUEL	MINDDRIVE	EDUCATION	VML Kansas City	USA	VML Kansas City	
F03/021	01386	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	TETTEROO MEDIA Amsterdam
F03/028	02483	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	THE FAMILY Milan
F03/043	01159	#NOJOKE	TESCO MOBILE	MOBILE NETWORK	JAM London	UNITED KINGDOM	JAM London	
F03/065	02122	GOODBYE 80S	RADIOHACK	ELECTRONICS RETAIL STORE	GSD&M Austin	USA	GSD&M Austin	
F03/096	03923	THE FADING NEWS	RADIKAL	NEWSPAPER	TBWAIISTANBUL	TURKEY	TBWAIISTANBUL	
F03/097	00978	ADIDAS ALL BLACKS ALL UNDEFEATED	ADIDAS NEW ZEALAND	SPORTING APPAREL	IRIS WORLDWIDE Sydney	AUSTRALIA	IRIS WORLDWIDE Sydney	
F03/100	01210	#BRINGDOWNTHEKING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	
F03/101	02403	GOWEST	STOCKHOLM PRIDE	STOCKHOLM PRIDE FESTIVAL	M&C SAATCHI STOCKHOLM	SWEDEN	M&C SAATCHI STOCKHOLM	
F03/131	02547	FOOTIFY FM	NATIONAL AUSTRALIA BANK	FINANCIAL SERVICE	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	THE GLUE SOCIETY Sydney

## F04 (Use of Co-Creation & User Generated Content)

F04/020	01035	ABSOLUT NEXTFRAME	THE ABSOLUT COMPANY, PERNOD RICARD	ABSOLUT VODKA	SID LEE	THE NETHERLANDS	SID LEE	JIMMY LEE Amsterdam
F04/035	02777	KOMBI'S LAST WISHES	VOLKSWAGEN	KOMBI	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	INKUBA São Paulo
F04/040	01059	GABRIEL - A HEAT STROKE PREVENTION DEVICE BY OPEL	OPEL BELGIUM	CARS / AUTOMOTIVE	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp	
F04/041	02066	FIRST TO GREATNESS	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK	CARAT San Francisco
F04/072	02123	THE COLLABORATORY	UNITED STATES AIR FORCE	GOVERNMENT	GSD&M Austin	USA	GSD&M Austin	WELIKESMALL Salt Lake City
F04/074	02544	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MITCHELL & PARTNERS South Melbourne
F04/089	03539	THE EMPTY PROJECT	SHOPPING VILLALOBOS	INSTITUCIONAL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	TOOL OF NORTH AMERICA Santa Monica
F04/093	03582	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai	MINDSHARE Bangalore
F04/094	03688	UNIVERSAL TYPEFACE	BIC DEUTSCHLAND	BIC PENCILS	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf	1ST DECEMBER FILMS Bangalore
F04/097	03876	#SOMOSTODOSMACACOS #WEAREALLMONKEYS	NEYMAR JR	INSTITUCIONAL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	MEDIA MONKS Hiiversum
F04/101	03614	CALENDAR OF TALES	BLACKBERRY	Z10	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	
F04/115	00958	THE ALZHEIMER'S EVENT	ALZHEIMER NEDERLAND	ALZHEIMER	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam	SOCIALDEVELOPERS Amsterdam

## Shortlist (Cyber Lions)

F04/137	03861	PUSH THE PIN	TATA GLOBAL BEVERAGES LIMITED	TEA	22FEET TRIBAL WORLDWIDE Bangalore	INDIA	22FEET TRIBAL WORLDWIDE Bangalore	MAXUS GLOBAL Bangalore
F04/138	00493	THE JOKER'S JOB INTERVIEW	WARNER BROS INTERACTIVE	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris	
F04/142	02910	SKIP STARBUCKS SATURDAY	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY GROUP CANADA Toronto	CANADA	GREY GROUP CANADA Toronto	

### F05 (Influencer/Celebrity/Blogger Outreach Program)

F05/006	00494	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE	SID LEE Paris	B-REEL Stockholm
F05/025	03561	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
F05/037	03766	I TOUCH MYSELF	CANCER COUNCIL	BREAST CANCER	JWT Sydney	AUSTRALIA	JWT Sydney	SOAP CREATIVE Sydney
F05/042	02124	GOODBYE 80S	RADIO SHACK	ELECTRONICS RETAIL STORE	GSD&M Austin	USA	GSD&M Austin	
F05/048	03333	LIVE FROM THE UNITED NATIONS	UNITED NATIONS, OFFICE FOR THE COORDINATION OF HUMANITARIAN AFFAIRS	WORLD HUMANITARIAN DAY	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK / MISSION MEDIA London	STARCOM Los Angeles
F05/053	03843	ONE NOTE AGAINST CANCER	APREC	CHARITY	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	ICONOCLAST Paris
F05/056	03699	WHAT WOULD YOU DO WITH US\$ 25,000?	20TH CENTURY FOX	THE SECRET LIFE OF WALTER MITTY	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	CASEY NEISTAT New York
F05/072	03162	ANNA KENDRICK: BEHIND THE SCENES OF THE - MEGA HUGE FOOTBALL AD WE ALMOST MADE	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York / CAVIAR DIGITAL Los Angeles	STARCOM MEDIAVEST GROUP New York SMUGGLER Los Angeles, CA
F05/075	01155	FOR THE LOVE OF MUSIC	NASHVILLE CONVENTION AND VISITORS CORPORATION	ENTERTAINMENT, TRAVEL AND TOURISM	VML Kansas City	USA	VML Kansas City	MAKE New York / THE STATION MEDIA New York
F05/078	01275	TWITTER TO ZERO	NIKE ARGENTINA	BOCA	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	PHD ARGENTINA Buenos Aires

### F06 (Innovative Use of Social or Community (including emerging platforms for brands))

F06/004	00097	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND	
F06/010	00529	MOB CITY TWITTER SCRIPT	TNT	MOB CITY	DEUTSCH New York	USA	DEUTSCH New York	
F06/030	00434	FIRST LOVE	PLAYSTATION	GRAN TURISMO 6	TOOL Los Angeles, CA	USA	BBH NEW YORK	TOOL Los Angeles, CA
F06/045	00562	BIGGEST ASSEMBLY EVER	PROCTER & GAMBLE	SECRET DEODORANT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	STARCOM MEDIAVEST GROUP Chicago
F06/048	01387	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	TETTEROO MEDIA Amsterdam
F06/049	02223	L'OREAL GOLDEN GLOBES BEAUTY LAB	L'OREAL PARIS	COSMETICS	R/GA New York	USA	R/GA New York	
F06/067	03563	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
F06/105	02696	THE JOKER'S JOB INTERVIEW	WARNER BROS INTERACTIVE	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris	WANDA PRODUCTIONS Saint-Denis La Plaine Cedex
F06/111	03334	#THEWORLDNEEDSMORE	UNITED NATIONS, OFFICE FOR THE COORDINATION OF HUMANITARIAN AFFAIRS	WORLD HUMANITARIAN DAY	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK	STARCOM Los Angeles STINKDIGITAL New York

## Shortlist (Cyber Lions)

F06/129	03891	HELLO MY NAME MEANS	J&J	JOHNSON'S BABY	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	UNIT 9 London
F06/180	02275	AMERICA IS BEAUTIFUL	COCA-COLA NORTH AMERICA	COCA-COLA	FACEBOOK CREATIVE SHOP Menlo Park	USA	WIEDEN+KENNEDY Portland	STARCOM MEDIAVEST GROUP New York
F06/202	03631	THE TRUE FANS	LOST ANIMAL SOULS SHELTER SOCIETY	NGO FOR THE PROTECTION OF STRAY DOGS AND CATS	GEOMETRY GLOBAL Kuala Lumpur	MALAYSIA	GEOMETRY GLOBAL Kuala Lumpur	

### F07 (Content Placement (including Copy/Image/Audio/Video placement))

F07/003	00530	MOB CITY TWITTER SCRIPT	TNT	MOB CITY	DEUTSCH New York	USA	DEUTSCH New York	
F07/004	00355	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	
F07/009	00904	BREAKING BAD	CENTURY 21	REAL ESTATE	MULLEN Boston	USA	MULLEN Boston	
F07/028	03653	REAL LIFE	ALLIANZ	INSURANCE PRODUCTS/SERVICE S	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	FIGHTING FISH Clichy
F07/054	03711	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	PARANOID BR São Paulo

### F08 (Community Building/Management)

F08/007	00536	WORLD'S FIRST LIVE TWEETING HONEY BADGER	JOHANNESBURG ZOO	JOHANNESBURG ZOO BRAND	FCB JOHANNESBURG	SOUTH AFRICA	FCB JOHANNESBURG / HELLOCOMPUTER Johannesburg	
F08/015	02284	TA NO MAPA! (ON THE MAP)	AFROREGGAE	AFROREGGAE	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo	NITRO B São Paulo
F08/016	03274	THE LAST COMMENT	BURGER KING	BURGER KING	BUZZMAN Paris	FRANCE	BUZZMAN Paris	
F08/026	00497	THE JOKER'S JOB INTERVIEW	WARNER BROS INTERACTIVE	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris	
F08/029	02125	GOODBYE 80S	RADIOHACK	ELECTRONICS RETAIL STORE	GSD&M Austin	USA	GSD&M Austin	
F08/030	02126	THE COLLABORATORY	UNITED STATES AIR FORCE	GOVERNMENT	GSD&M Austin	USA	GSD&M Austin	WELIKESMALL Salt Lake City
F08/073	00450	XBOX ONE GLITCH	MICROSOFT	VIDEO GAME	CRISPIN PORTER + BOGUSKY London	UNITED KINGDOM	CRISPIN PORTER + BOGUSKY	UM London B-REEL London

### F09 (Use of Social Data & Insight)

F09/001	00656	NO SOCIAL NETWORK	TIGO - FACEBOOK	INTERNET & MOBILE	BIEDERMANN / McCANN Paraguay	PARAGUAY	BIEDERMANN / McCANN Paraguay	UM BIEDERMANN Asunción LA DOBLE A Buenos Aires
F09/026	03924	DEPARTURE ROULETTE ROADSHOW	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	STARCOM MEDIAVEST GROUP Chicago LEGS MEDIA New York

### F10 (Targeted Conversations at Scale (including social listening and conversational insight))

F10/006	01388	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	TETTEROO MEDIA Amsterdam
F10/011	02330	AIRBNB #SOCHIPROBLEMS	AIRBNB	TRAVEL RENTALS	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	

### F11 (Applications / Tools)

F11/002	00792	BUILD WITH CHROME	GOOGLE & LEGO	GOOGLE CHROME & LEGO	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea	
F11/017	02794	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	HUNGRY MAN Rio de Janeiro
F11/021	02300	LEVI'S TOOLS	LEVI STRAUSS & CO.	APPAREL	AKQA New York	USA	AKQA San Francisco / FAKE LOVE	

### F12 (Social Currency & Commerce)

F12/016	01365	ROPA COMPROMETIDA 2013	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	LA DESPENSA Madrid	SPAIN	LA DESPENSA Madrid	PETRA GARMON Madrid
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### F13 (Native Advertising)

F13/001	00657	NO SOCIAL NETWORK	TIGO - FACEBOOK	INTERNET & MOBILE	BIEDERMANN / McCANN Paraguay	PARAGUAY	BIEDERMANN / McCANN Paraguay	UM BIEDERMANN Asunción LA DOBLE A Buenos Aires
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## Shortlist (Cyber Lions)

F13/013	02891	ANSWERING YAHOO ANSWERS	ESTÁCIO UNIVERSITY	EDUCATION	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro	
<b>G01 (Web)</b>								
G01/002	00237	CUBE SLAM	GOOGLE CREATIVE LAB	GOOGLE CHROME	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea	
G01/014	01907	GAME IS NOT OVER	MASPEX	TIGER ENERGY DRINK	180HEARTBEATS+JUNG von MATT Warsaw	POLAND	180HEARTBEATS+JUNG von MATT Warsaw	
G01/017	02847	THE MOST SERIOUS GAME EVER	SNCF	TRANSPORT	TBWAIPARIS	FRANCE	TBWAIPARIS / TBWADAN PARIS Boulogne-Billancourt	ELSE Boulogne-Billancourt
G01/027	01846	K-CATCH	KRAFT FOODS	LUNCHABLES WITH SMOOTHIE KABOBBLES	FIRSTBORN New York City, Ny	USA	FIRSTBORN New York City, Ny / MCGARRYBOWEN Chicago	
<b>G03 (Live Digital)</b>								
G03/004	03562	WI-FI OF KNOWLEDGE	LIVRARIA DA VILA	LIVRARIA DA VILA	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	EDIT2 São Paulo
<b>H01 (Utility/Tool/Service (online/offline digital service/product/utility/tool))</b>								
H01/014	01196	QIXXIT - MOBILITY FOR A NEW GENERATION	DB VERTRIEB	QIXXIT	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach	
H01/048	02969	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney	
H01/052	02796	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	HUNGRY MAN Rio de Janeiro
H01/061	03394	BEATS MUSIC	BEATS MUSIC	MUSIC STREAMING SERVICE	R/GA London	UNITED KINGDOM	R/GA London	
H01/065	02301	LEVI'S TOOLS	LEVI STRAUSS & CO.	APPAREL	AKQA New York	USA	AKQA San Francisco / FAKE LOVE	
H01/085	03362	EARTHQUAKE AMULET	TOPOS BRIGADE	EARTHQUAKE AMULET	CIRCUS Mexico City	MEXICO	CIRCUS Mexico City	THE LIFT Mexico City
H01/095	03222	RED BUTTON	ROTE NASEN CLOWNDOCTORS	RED NOSES CLOWN DOCTORS	DEMNER, MERLICEK & BERGMANN Vienna	AUSTRIA	DEMNER, MERLICEK & BERGMANN Vienna	
H01/100	02791	PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	EDIT2 São Paulo
<b>H02 (Installation/Exhibit (including use of interactive screens))</b>								
H02/001	00008	ALL EYES ON S4.	SWISSCOM	SAMSUNG GALAXY S4 HEIMAT	Berlin	GERMANY	HEIMAT Berlin	MEDIASCHNEIDER Zürich PERFECT FOOLS, DIGITAL PRODUCTION Amsterdam
H02/002	00226	GAGADOLL	UNIVERSAL MUSIC JAPAN	"ARTPOP" BY LADY GAGA	PARTY Tokyo	JAPAN	PARTY Tokyo / DENTSU Tokyo / BIRDMAN Tokyo	
H02/003	00778	LONG DISTANCE ART	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Vienna	
H02/007	00413	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo
H02/008	00864	UNNUMBERED SPARKS	GOOGLE	INTERACTIVE SCULPTURE	GOOGLE CREATIVE LAB, DATA ARTS TEAM San Francisco	USA	GOOGLE CREATIVE LAB, DATA ARTS TEAM San Francisco	
H02/014	00222	PASSPORT BEER FRIDGE	MOLSON CANADIAN	BEER	RETHINK Vancouver	CANADA	RETHINK Vancouver	PARTNERS FILM Toronto
H02/023	01619	FRONT ROW	GOOGLE+	GOOGLE FRONT ROW	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	GRAND VISUAL London
H02/033	01504	PHOTOSHOP LIVE - STREET RETOUCH PRANK	ADOBE	ADOBE SOFTWARE	ABBY NORM Stockholm	SWEDEN	ABBY NORM Stockholm	WE ARE DIGITAL Saltsjö-Boo
H02/038	01654	GALLERY IN THE SKY	TELEKOM	4G	DDB BUDAPEST	HUNGARY	DDB BUDAPEST	
H02/043	01889	MEGAFACES PAVILION AT THE SOCHI 2014 WINTER OLYMPIC GAMES	JSC MEGAFON	4G / LTE INTERNET	MEGAFON Moscow	RUSSIA		IART AG Basel
H02/053	03620	BUS SHELTER	PEPSICO	PEPSI MAX	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	OMD UK London LITTLE DOT STUDIOS London
H02/057	01211	#BRINGDOWNTHEKING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	
H02/059	03444	#BMFOODTRUCK	IBM	SXSW	OGILVY NEW YORK	USA	OGILVY NEW YORK	NEO@OGILVY New York

## Shortlist (Cyber Lions)

H02/074	01821	NIKE FREESTORE	NIKE RUNNING	RETAIL	FLOCK Mexico	MEXICO	FLOCK Mexico
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### H03 (Digital Billboard)

H03/001	02237	GOOGLE OUTSIDE	GOOGLE UK	OUTDOOR DIGITAL POSTERS	R/GA London	UNITED KINGDOM	R/GA London / GOOGLE UK London		
H03/010	02654	BLOWING IN THE WIND	APOTEK HJÄRTAT	APOLOSOPHY	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	STARCOM MEDIAVEST GROUP Stockholm	STOPP/FAMILY Stockholm
H03/014	03516	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON		PATRICIA MURPHY FILMS London
H03/016	00755	THE SMART PHONE LINE	SAMSUNG NEW ZEALAND	GALAXY S4	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	STARCOM NEW ZEALAND Auckland	

### H04 (Data Visualisation)

H04/009	02239	THE NIKE SB APP - TRICK TREE	NIKE	APPAREL	R/GA New York	USA	R/GA New York
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### I01 (Integrated Multi-Platform Campaign)

I01/007	00499	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE	SID LEE Paris		B-REEL Stockholm
I01/015	00608	CLIMATE NAME CHANGE	350 ACTION	ENVIRONMENTAL PUBLIC SERVICE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York		FURLINED Los Angeles
I01/038	02548	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MITCHELL & PARTNERS South Melbourne	TOOL OF NORTH AMERICA Santa Monica
I01/058	03395	BEATS MUSIC	BEATS MUSIC	MUSIC STREAMING SERVICE	R/GA London	UNITED KINGDOM	R/GA London		
I01/061	03348	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles		MOONBOT STUDIOS Shreveport
I01/074	03338	#THEWORLDNEEDSMORE	UNITED NATIONS, OFFICE FOR THE COORDINATION OF HUMANITARIAN AFFAIRS	WORLD HUMANITARIAN DAY	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK	STARCOM Los Angeles	STINKDIGITAL New York
I01/100	01312	THE WALKING DEAD CHOP SHOP APP	HYUNDAI MOTOR AMERICA	HYUNDAI VELOSTER TURBO, SANTA FE, ELANTRA	INNOCEAN USA Huntington Beach	USA	INNOCEAN USA Huntington Beach	INITIATIVE Los Angeles	BOSSA New York
I01/113	02127	GOODBYE 80S	RADIOHACK	ELECTRONICS RETAIL STORE	GSD&M Austin	USA	GSD&M Austin		MOXIE PICTURES New York
I01/131	03473	LIVE TEST SERIES INTEGRATED CAMPAIGN	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg		FOLKE Stockholm

Total Entries: 311