

Shortlist (Direct Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
A01 (Flat Mailing)									
A01/002	00045	CATNIP DM	BULK CAT LITTER WAREHOUSE	CAT LITTER	RETHINK Vancouver	CANADA	RETHINK Vancouver		
A01/006	00269	THE HEARING TEST-MAILING	GEERS HOERAKUSTIK	GEERS HEARING AIDS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich		
A01/017	00635	THE 2014 AXA INSURED LOSS CALENDAR	AXA WINTERTHUR	INSURANCES	RED LION SWITZERLAND Zürich	SWITZERLAND	RED LION SWITZERLAND Zürich		
A01/026	01531	JC DECAUX STREET VIEW UNPAID BILLS	JC DECAUX	OUTDOOR ADVERTISING	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels		
A01/046	02232	THE REAL TOUCHSCREEN	CRAC (REHABILITATION CENTER FOR BLIND ADULTS)	SOCIAL INCLUSION PROGRAM	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá		LOTO FILMS Bogotá
A02 (Dimensional Mailing)									
A02/008	00236	AUDI TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg		CROSS MARKETING PRODUKTION Hamburg
A02/025	00551	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney		
A02/032	00610	EPIC DENIM	MUSTANG	JEANS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg		
A02/046	01572	ALARM CAP	NESCAFÉ	NESCAFÉ CLASICO	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico		
A02/060	01216	THE BARBECUE BIBLE	TRAMONTINA	BARBECUE PRODUCTS	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo		SANTA TRANSMEDIA PRODUCTIONS Porto Alegre
A02/063	01374	GUITAR BOX	CITROËN	CITROËN C4 ROCK YOU SPECIAL EDITION	HAVAS WORLDWIDE São Paulo	BRAZIL	HAVAS WORLDWIDE São Paulo		
A03 (Ambient Media: large scale)									
A03/001	00003	ALL EYES ON S4.	SWISSCOM	SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin	MEDIASCHNEIDER Zurich	WHO'S MCQUEEN PICTURE Berlin
A03/010	00125	REINVENTING THE AUTOGRAPH	ADIDAS	ADIDAS	TBWA/SINGAPORE	SINGAPORE	TBWA/SINGAPORE		SIXTOES TV Singapore
A03/011	00128	FLASHBACK	BERLIN TOURISMUS & KONGRESS	THE VISITBERLIN MUSEUM PASS	BBDO BERLIN	GERMANY	BBDO BERLIN		
A03/021	00196	THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHARITY	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town		
A03/029	00286	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA/LONDON	UNITED KINGDOM	TBWA/LONDON		
A03/030	00293	CHILDREN'S DAY	McDONALDS	McDONALDS	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima		SIRIUS FILMS Lima
A03/043	00129	SMART DJ	DAIMLER / SMART	SMART FORTWO ELECTRIC DRIVE	BBDO BERLIN	GERMANY	BBDO BERLIN		BRAINPOOL ARTIST & CONTENT SERVICES Köln
A03/046	00545	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN/TBWA GROUP MELBOURNE	AUSTRALIA	WHYBIN/TBWA GROUP MELBOURNE	PHD Melbourne	REVOLVER/WILL O'ROURKE Sydney
A03/056	00740	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI	SPARK PHD Auckland	
A03/070	01014	MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich		PUMPKIN FILM Zürich
A03/082	01247	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		AGOSTO BUENOS AIRES
A03/092	01461	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid		
A03/114	00956	CLARO EXTRA MINUTES	CLARO COSTA RICA	PREPAID SERVICE	OGILVY & MATHER COSTA RICA San Jose	COSTA RICA	OGILVY & MATHER COSTA RICA San Jose		APPLEBOX San José
A03/118	01022	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	STARCOM MEDIAVEST GROUP Amsterdam	PARK PICTURES London

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A03/149	01705	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	
A03/170	01957	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	ZENITHOPTIMEDIA Paris
A03/176	02051	MEDICAL EXAMINATION	PROCTER & GAMBLE	MAGISTRAL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	REBOLUCION Buenos Aires
A03/206	02312	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON	PATRICIA MURPHY FILMS London
A03/237	02667	UNCENSORED ARTICLES MADE IN CHINA	HUMO MAGAZINE	HUMO MAGAZINE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	DE VIJVER MEDIA Vilvoorde EUGENE & LOUISE Aaigem

A04 (Ambient Media: small scale)

A04/004	00030	PEEPVERTISING	EDEL	"INTIMATE EXPOSURES" - THE MARILYN MONROE BOOK	PREUSS UND PREUSS Berlin	GERMANY	PREUSS UND PREUSS Berlin	
A04/020	00397	HAPPY ID	THE COCA-COLA COMPANY	COCA-COLA	McCANN LIMA	PERU	McCANN LIMA	
A04/046	00927	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	PHD London / ROCKET London
A04/058	01337	CAT CHAT	ANIMATES	RETAIL	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland	Y&R MEDIA NZ Auckland
A04/065	02807	THE DOG WALKING CALENDAR	P&G	EUKANUBA	AFRICA Sao Paulo	BRAZIL	AFRICA Sao Paulo	
A04/066	01643	3D ON THE ROCKS	SUNTORY HOLDINGS LIMITED	SUNTORY WHISKY	TBWA/HAKUHODO Tokyo	JAPAN	TBWA/HAKUHODO Tokyo	TOKYO Tokyo
A04/133	02289	THE FRIENDLY TWIST	THE COCA-COLA COMPANY	COCA-COLA	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá	
A04/144	02456	VITTEL REFRESH CAP	VITTEL - NESTLÉ WATERS	VITTEL, MINERAL WATER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	
A04/145	02473	LITER OF LIGHT AT NIGHT	PEPSICO INTERNATIONAL/MYSHELTER FOUNDATION	LITER OF LIGHT	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	
A04/158	02597	AIR-OIL	PHILIPS	PHILIPS AIR FRYER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	HOGARTH WORLDWIDE Singapore
A04/164	02732	SHARE MY DABBA	HAPPY LIFE WELFARE & DABBAWALA FOUNDATION	SHARE MY DABBA	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	

A05 (Direct response broadcast: TV, radio & infomercials)

A05/001	00006	THE HORNBAACH HAMMER	HORNBAACH	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	CROSSMEDIA Düsseldorf	BIGFISH FILMPRODUKTION Berlin
A05/007	00381	HIT 3001	DEPARTMENT OF ECONOMIC DEVELOPMENT AND COMMERCE OF PUERTO RICO	ENTREPRENEURSHIP	JWT SAN JUAN San Juan	PUERTO RICO	JWT SAN JUAN San Juan	MEDIANET San Juan	LATITUDE 18 San Juan
A05/011	00366	ZZZ RADIO - PAMPERS	P&G DISTRIBUTING PHILIPPINES, INC.	PAMPERS DIAPERS	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila		
A05/012	00990	FIFA 14	MICROSOFT	XBOX 360	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá /		
A05/014	01091	THE SECOND HAND CAMPAIGN	IKEA	FURNITURE	SMFB Oslo	NORWAY	SMFB Oslo	MEDIACOM Oslo	ANIMASJONSDEPARTEM ENTET Oslo / FACTORY Oslo / VERDENS STERKESTE MANN Oslo SMUGGLER Los Angeles, CA
A05/029	01729	#ESURANCESAVE30	ESURANCE	DIRECT INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	STARCOM MEDIAVEST GROUP Chicago	
A05/033	01986	RED BUTTON	ROTE NASEN CLOWNDOCTORS	RED NOSES CLOWN DOCTORS	DEMNER, MERLICEK & BERGMANN Vienna	AUSTRIA	DEMNER, MERLICEK & BERGMANN Vienna		
A05/034	02049	QVC: JOAN RIVERS VS. MISS PIGGY	QVC	MASS RETAILER	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles	CHANNEL FACTORY Los Angeles, CA	SOAPBOX FILMS Los Angeles
A05/048	02549	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo		PARANOID BR São Paulo
A05/052	02674	BROKEN LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil		MARURI PRODUCTIONS Guayaquil

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A05/053	02675	HAVING A GOOD MEMORY HAS ITS BENEFITS	NATURE'S GARDEN	MULTICEBRINA	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	INDIGO Buenos Aires	
A06 (Direct response print or standard outdoor, including inserts)									
A06/002	00265	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai		
A06/005	01391	1200 TREES-LIKE PURIFYING BILLBOARD	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSION 2014	FCB MAYO Lima	PERU	FCB MAYO Lima	MEDIA CONNECTION BPN Lima	
A06/012	00803	BUILDBOARD	DEFENCE FORCE RECRUITING	NAVY	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne	UM Sydney	
A06/027	01903	HAVE A SEAT	NESTLÉ	KITKAT	JWT Amsterdam	THE NETHERLANDS	JWT Amsterdam	FILMGASTEN Amsterdam	
B01 (Use of Digital Marketing)									
B01/018	00307	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo	
B01/019	00338	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE	SID LEE Paris	B-REEL Stockholm	
B01/020	00339	ASSASSIN'S CREED IV - BLACK FLAG - DEFY HISTORY	UBISOFT EMEA	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris	B-REEL Stockholm	
B01/021	00374	BOB DYLAN LIKE A ROLLING STONE	SONY MUSIC	BOB DYLAN BOX SET RELEASE	INTERLUDE New York City, NY	USA	INTERLUDE New York City, NY	WALTER PICTURES New York	
B01/047	00829	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	TETTEROO MEDIA Amsterdam	
B01/060	01113	THE EXPERIMENT	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	STARCOM MEDIAVEST GROUP Amsterdam	
B01/064	01248	MY HOME IS AN OVEN	BGH	BGH AIR CONDITIONERS	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	PALERMO FILMS Buenos Aires	
B01/065	01253	HALLOWEEN TREATS GONE WRONG	P&G	CREST & ORAL B	PUBLICIS KAPLAN THALER New York	USA	PUBLICIS KAPLAN THALER New York	SMG MULTICULTURAL New York	
B01/085	00290	BUCHAREST NOT BUDAPEST	KANDIA DULCE	CHOCOLATE BAR	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest / MRM	UM ROMANIA Bucharest	
B01/091	00942	SECOND CHANCE	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON	BLINK PRODUCTIONS London	
B01/101	01416	18TH ZONE EMBASSY	FRITOLAY	TORTRIX	BBDO GUATEMALA	GUATEMALA	BBDO GUATEMALA	PELICULAS MANDRAKE Guatemala City	
B01/103	01478	SAY IT WITH A BED	IKEA	IKEA SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST	B-REEL Stockholm	
B01/104	01514	ALB - WHISPERS	ALB - SONY MUSIC ARISTA	ARTIST PROMOTION	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt	FRENZY Paris / ACNE PRODUCTION Stockholm	
B01/106	01622	REMOVAL HAPPENS	LAW OFFICES OF ESTEBAN GERGELY	LEGAL SERVICES	WING New York City, NY	USA	WING New York City, NY		
B01/108	01779	HOMELESSFONTS	ARRELS FUNDACIÓN	ONG	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		
B01/112	01840	??N? THE FIREWALL	TOURETTES ACTION UK	EMAIL	LIDA London	UNITED KINGDOM	LIDA London		
B01/118	01949	TRANSAVIA - EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux		
B01/121	02016	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris	WE ARE ANONYMOUS Paris	
B01/124	02109	ARE YOU KLAUS-HEIDI?	LUFTHANSA	FLIGHT CARRIER	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	MINDSHARE Stockholm	
B01/129	02195	THE RAG BAG	UNIFORMS FOR THE DEDICATED	SHOPPING BAG	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	B-REEL Stockholm	
B01/131	02256	INCOMPLETE BIOS	FUNDACIÓN PANIAMOR	CHILD PROTECTION (NON PROFIT ORGANIZATION)	LEO BURNETT COSTA RICA San Jose	COSTA RICA	LEO BURNETT COSTA RICA San Jose		
B01/132	02272	INTERNETERVENTION	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY	STINKDIGITAL New York	
B01/142	02458	VITTEL COUCH CONVERTER	VITTEL - NESTLÉ WATERS	MINERAL WATER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	FIGHTING FISH Clichy	
B01/150	02631	ONE NOTE AGAINST CANCER	APREC	CHARITY	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	ICONOCLAST Paris	
B01/152	02666	CLICK & DRAG & DONATE & REBUILD	CONSORTIUM 1212	CONSORTIUM 1212	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels		

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B01/154	02719	THE FADING NEWS	RADIKAL	NEWSPAPER	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL	
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B02 (Use of Other Digital Platforms)

B02/004	00289	TRACE YOUR ROAD	LEXUS	LEXUS IS HYBRID	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	
B02/009	00590	DATA NEVER DIES	SK telecom	TELECOMMUNICATIO N COMPANY	SK PLANET Seoul	SOUTH KOREA	SK PLANET Seoul / VINYL Seoul	
B02/016	00904	PHOTOSHOP LIVE - STREET RETOUCH PRANK	ADOBE	ADOBE SOFTWARE	ABBY NORM Stockholm	SWEDEN	ABBY NORM Stockholm	WE ARE DIGITAL Saltsjö- Boo
B02/032	01644	3D ON THE ROCKS	SUNTORY HOLDINGS LIMITED	SUNTORY WHISKY	TBWA HAKUHODO Tokyo	JAPAN	TBWA HAKUHODO Tokyo	TOKYO Tokyo
B02/045	01617	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	HUNGRY MAN Rio de Janeiro
B02/048	01739	REMEMBERME	NEUROBIX FOUNDATION	ALZHEIMERS FOUNDATION	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá	DATAMOSH Bogotá
B02/051	01778	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	
B02/061	02116	SAMSUNG MAESTROS ACADEMY	SAMSUNG ELECTRONICS ITALY	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT Milan	ITALY	LEO BURNETT Milan	MAGNOLIA Milan

B03 (Use of Mobile Marketing)

B03/002	00039	KFC PHONE STACK	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur	DIRECTOR'S THINK TANK Kuala Lumpur
B03/005	00071	PAY PIG	WESTPAC	BANKING	LAVENDER* Sydney	AUSTRALIA	LAVENDER* Sydney	
B03/012	00241	AUDIOTREES	CZECH RADIO	MOBILE APP	OGILVY & MATHER PRAGUE	CZECH REPUBLIC	OGILVY & MATHER	ADIKT MOBILE Smichov
B03/037	00783	PLEASE TAKE ME HOME	SOARGON	SOARGON	CHEIL OPENTIDE Beijing	CHINA	CHEIL OPENTIDE Beijing	
B03/040	00875	POWER SLEEP	SAMSUNG	BRANDING & SOCIAL RESPONSIBILITY	CHEIL AUSTRIA Vienna	AUSTRIA	CHEIL AUSTRIA Vienna / CHEIL WORLDWIDE Seoul	
B03/079	01585	SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
B03/080	01618	PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	EDIT2 São Paulo
B03/093	01922	CIF CLEANS ROMANIA	UNILEVER ROMANIA	HOUSEHOLD CLEANING PRODUCTS	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest / MRM WORLDWIDE Bucharest	
B03/100	02246	MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE	EXIT FILMS Melbourne, VIC
B03/103	02330	HEARING AIDE	THE SINGAPORE ASSOCIATION FOR THE DEAF	PUBLIC AWARENESS	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore	RESERVOIR PRODUCTION Petaling Jaya, Selangor
B03/105	02341	SAT-JF14	RECORD COLLECTION	MUSIC ALBUM - JOHN FRUSCIANTE	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	
B03/106	02355	OFFLINE BOOK	MATH PAPER PRESS	PRINTED BOOKS	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE	

B04 (Social Commerce)

B04/020	01780	TWEET MACHINE	COCA-COLA	COCA-COLA	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	
B04/025	02043	#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

B05 (Response/Real-Time Activity)

B05/001	00083	FOOD PHOTOS SAVE LIVES	UNICEF	PUBLIC AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND	
B05/016	00951	DEAD MAN TWEETING	ALS FOUNDATION NETHERLANDS	CHARITIES / PUBLIC AWARENESS MESSAGES	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam	VIVAKI EXCHANGE Amsterdam IN CASE OF FIRE Amsterdam
B05/022	01308	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	THE FAMILY Milan

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B05/040	01632	HITTHEWINNER	ADIDAS	TENNIS	IRIS WORLDWIDE London	UNITED KINGDOM	IRIS WORLDWIDE London		
B05/057	02065	CHOOSE YOUR HOST	TURNER	TNT	CIRCUS Mexico City	MEXICO	CIRCUS Mexico City		
B05/060	02222	SOCIAL SOUNDSCAPE	MOONSHOP	EVENT	Y&R New York	USA	Y&R New York		STINKDIGITAL New York
B05/066	02379	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
B05/072	02613	TRAVEL YOUR TWEET INTERESTING	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	PHD London	

B06 (Use of Social Audience in a Direct Marketing Campaign)

B06/003	00077	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland		
B06/006	00137	THE SMART PHONE LINE	SAMSUNG NEW ZEALAND	GALAXY S4	COLENSO BBDO Auckland	NEW ZEALAND	COLENSO BBDO Auckland	STARCOM NEW ZEALAND ASSEMBLY Auckland	
B06/008	00179	UNSELFIE	BBDO Guerrero/TYPHOON YOLANDA APPEAL	FUNDRAISING	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City		
B06/012	02720	DEPARTURE ROULETTE ROADSHOW	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	STARCOM MEDIAVEST GROUP Chicago	LEGS MEDIA New York City, NY
B06/013	00266	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai		
B06/014	00318	#ROASTJOFFREY	HBO	GAME OF THRONES	360i New York	USA	360i New York		
B06/017	00363	MINDDRIVE SOCIAL FUEL	MINDDRIVE	EDUCATION	VML Kansas City	USA	VML Kansas City		
B06/028	00668	PHUBBING	MACQUARIE	DICTIONARY	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE		AIRBAG PRODUCTIONS Melbourne
B06/029	00672	#BRINGDOWNTHEKING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	OMD Auckland	FINCH Auckland
B06/042	01422	SHARE IT TO END IT	CABCY	NON-PROFIT ORGANISATION	JWT SINGAPORE	SINGAPORE	JWT SINGAPORE		
B06/044	01607	GET A FRIEND & GET A GIRLFRIEND	PEDIGREE	PEDIGREE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		STUDIO NI São Paulo
B06/045	01609	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		SPRAY FILMES São Paulo
B06/057	01443	MJ BALE-PADDOCK OF PRIDE	M.J BALE	MEN'S FASHION	WHYBIN\TBWA SYDNEY	AUSTRALIA	WHYBIN\TBWA SYDNEY		
B06/063	01630	LOVE	HONEY MAID	SNACKS	DROGA5 New York	USA	DROGA5 New York		
B06/067	01702	SKIP STARBUCKS SATURDAY	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY GROUP CANADA Toronto	CANADA	GREY GROUP CANADA Toronto		
B06/075	01884	FRIEND COMPASS	MOMONDO GROUP LTD	TRAVEL COMPARISON WEBSITE / TRAVEL SEARCH ENGINE	McCANN LONDON	UNITED KINGDOM	McCANN LONDON		ESKIMO8 Buckinghamshire
B06/098	02475	#SHARETHESOFA	HEINEKEN	HEINEKEN	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam	STARCOM MEDIAVEST GROUP Amsterdam	
B06/111	02017	THE SOCIALBOOK BY TIPP-EX	BIC	BUSINESS PRODUCT	BUZZMAN Paris	FRANCE	BUZZMAN Paris		WE ARE ANONYMOUS Paris

C01 (Acquisitions)

C01/003	00237	AUDI TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg		CROSS MARKETING PRODUKTION Hamburg
C01/010	00552	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney		
C01/029	01250	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		AGOSTO BUENOS AIRES
C01/059	01782	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		
C01/075	02147	THE CLASSICAL COMEBACK	B-CLASSIC	MUSIC FESTIVAL	DDB BRUSSELS	BELGIUM	DDB BRUSSELS		CAVIAR Brussels
C01/086	02350	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg		FOLKE Stockholm
C01/107	02677	BROKEN LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil		MARURI PRODUCTIONS Guayaquil

Shortlist (Direct Lions)

C02 (Retention)

C02/012	00512	DACIA SPONSOR DAY	RENAULT ITALIA	DACIA	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	OMD Rome	BEDESCHI FILM Milan
C02/025	01536	JC DECAUX STREET VIEW UNPAID BILLS	JC DECAUX	OUTDOOR ADVERTISING	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels		
C02/027	00367	ZZZ RADIO - PAMPERS	P&G DISTRIBUTING PHILIPPINES, INC.	PAMPERS DIAPERS	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila		
C02/037	01218	THE BARBECUE BIBLE	TRAMONTINA	BARBECUE PRODUCTS	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo		SANTA TRANSMEDIA PRODUCTIONS Porto Alegre
C02/042	01619	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo		HUNGRY MAN Rio de Janeiro

C03 (Best Low Budget Campaign)

C03/027	00323	VERY GOOD MANNERS	POLISH RED CROSS	GOOD CHILDHOOD	CHEIL POLAND Warsaw	POLAND	CHEIL POLAND Warsaw		
C03/038	00442	NO SOCIAL NETWORK	TIGO - FACEBOOK	INTERNET & MOBILE	BIEDERMANN / McCANN Paraguay	PARAGUAY	BIEDERMANN / McCANN Paraguay	UM BIEDERMANN Asuncion	LA DOBLE A Buenos Aires
C03/049	00669	PHUBBING	MACQUARIE	DICTIONARY	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE		AIRBAG PRODUCTIONS Melbourne
C03/063	01211	ANIMAL INSTINCTS PET CONDOMS	THE SAN FRANCISCO SPCA	STERILIZATION PROCEDURES (SPAY/NEUTER), VETERINARIAN HOSPITAL, ANIMAL ADOPTION	GEOMETRY GLOBAL SAN FRANCISCO San Francisco	USA	GEOMETRY GLOBAL SAN FRANCISCO San Francisco		
C03/065	01310	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan		THE FAMILY Milan
C03/070	01386	CONNECTED WITH PERU	MOVISTAR	TELECOMMUNICATIONS	Y&R Lima	PERU	Y&R Lima		CINE 70 Lima
C03/071	01396	SEARCHING FOR HEARTS	PERUVIAN CANCER FOUNDATION	PONLE CORAZON	FCB MAYO Lima	PERU	FCB MAYO Lima	MEDIA CONNECTION BPN Lima	TUNCHE FILMS Lima
C03/073	01465	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid		
C03/081	00291	BUCHAREST NOT BUDAPEST	KANDIA DULCE	CHOCOLATE BAR	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest / MRM	UM ROMANIA Bucharest	
C03/082	00647	BANK JOB	BROTHERS IN ARMS	MENTORING	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND		
C03/105	01444	M.J BALE-PADDOCK OF PRIDE	M.J BALE	MEN'S FASHION	WHYBIN\TBWA SYDNEY	AUSTRALIA	WHYBIN\TBWA SYDNEY		
C03/110	01640	I WISH MY SON HAD CANCER	HARRISON'S FUND	HARRISON'S FUND	AIS London	UNITED KINGDOM	AIS London		
C03/115	01706	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore		
C03/119	01751	SHUTTER BILLBOARDS	CARULLA	CARULLA 24 HORAS	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá		DIREKTOR FILMS Bogota
C03/139	02133	;(TO:) CLEFTTOSMILE	OPERATION SMILE INDIA	CLEFT AWARENESS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai		
C03/152	02362	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON		SUPERGOOBER London

C04 (Product Launches)

C04/005	00139	THE SMART PHONE LINE	SAMSUNG NEW ZEALAND	GALAXY S4	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	STARCOM NEW ZEALAND Auckland	ASSEMBLY Auckland
C04/031	01958	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	ZENITHOPTIMEDIA Paris	
C04/032	01997	FOOTBALL RELIGION	FOCA BEER	BEER	GREY BRASIL Sao Paulo	BRAZIL	GREY BRASIL Sao Paulo		LANDIA São Paulo
C04/037	02160	TOUCHABLE MEMORIES	PIRATE3D	BUCCANEER 3D PRINTER	LOLA Madrid	SPAIN	LOLA Madrid		STORY WE PRODUCE Barcelona

Shortlist (Direct Lions)

C04/039	02206	DRINKABLE BOOK	WATERISLIFE	NON-PROFIT	DDB NEW YORK New York	USA	DDB NEW YORK New York		
D01 (Fast Moving Consumer Goods)									
D01/024	00732	OPENING BANDS	PEPSICO ARGENTINA	PEPSI MUSIC	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	ZENITHOPTIMEDIA Buenos Aires / PERFORMICS Buenos Aires	THE LOVER Buenos Aires
D01/026	00743	TUI BEER PLUMBER	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI	SPARK PHD Auckland	8COM Auckland
D01/041	01251	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		AGOSTO BUENOS AIRES
D01/055	01023	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	STARCOM MEDIAVEST GROUP Amsterdam	PARK PICTURES London
D01/088	01976	MATCHING CAN	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá		AKIRA CINE Bogotá
D01/090	02021	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris		WE ARE ANONYMOUS Paris
D01/113	02466	VITTEL COUCH CONVERTER	VITTEL - NESTLÉ WATERS	MINERAL WATER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris		FIGHTING FISH Clichy
D01/115	02476	#SHARETHESOFA	HEINEKEN	HEINEKEN	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam	STARCOM MEDIAVEST GROUP Amsterdam	
D01/126	02679	BROKEN LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil		MARURI PRODUCTIONS Guayaquil
D02 (Cars & Automotive Services)									
D02/006	00308	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo		DENTSU CREATIVE X Tokyo
D02/034	01611	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		SPRAY FILMES São Paulo
D02/045	01571	3.9 SECONDS	AUDI	RS6	NEW VERBA SRL Torino	ITALY	NEW VERBA SRL Torino	MEDIACOM Milan	KAREN FILMS Milan
D02/047	01799	THE ELECTRIC TRAFFIC REPORT	PEUGEOT	PEUGEOT ION	DDB OSLO	NORWAY	DDB OSLO	STARCOM Oslo	VERDENS STERKESTE MANN Oslo
D02/056	02352	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg		FOLKE Stockholm
D03 (Other Consumer Products (including Durable Goods))									
D03/001	00005	ALL EYES ON S4.	SWISSCOM		SAMSUNG GALAXY S4 HEIMAT Berlin	GERMANY	HEIMAT Berlin	MEDIASCHNEIDER Zurich	WHO'S MCQUEEN PICTURE Berlin
D03/009	00612	EPIC DENIM	MUSTANG	JEANS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg		
D03/017	01252	MY HOME IS AN OVEN	BGH	BGH AIR CONDITIONERS	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		PALERMO FILMS Buenos Aires
D03/025	01219	THE BARBECUE BIBLE	TRAMONTINA	BARBECUE PRODUCTS	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo		SANTA TRANSMEDIA PRODUCTIONS Porto Alegre
D04 (Financial Products & Services)									
D04/009	00251	THE TALK HALFWAY	KBC	FINANCIAL SERVICES	TBWA BELGIUM Brussels	BELGIUM	TBWA BELGIUM Brussels	MINDSHARE Brussels	
D04/012	00549	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN TBWA GROUP MELBOURNE	AUSTRALIA	WHYBIN TBWA GROUP MELBOURNE	PHD Melbourne	REVOLVER WILL O'ROURKE Sydney
D04/035	02469	REAL LIFE	ALLIANZ	INSURANCE PRODUCTS/SERVICES	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris		FIGHTING FISH Clichy
D05 (Commercial Public Services, incl. Healthcare & Medical)									
D05/013	00560	THE CAMPAIGN GOOGLE COULDN'T EADRAY	MICROSOFT	OUTLOOK.COM	WUNDERMAN London	UNITED KINGDOM	WUNDERMAN London	UM London	MUSTARD London
D05/026	01621	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo		HUNGRY MAN Rio de Janeiro
D05/041	02489	SHUTTERSTOCK OUTDOOR GALLERY	SHUTTERSTOCK.COM	IMAGE BANK	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL		

Shortlist (Direct Lions)

D05/044	02500	SECOND PARENTS	AACI	PRIVATE EDUCATION	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires	MIDIOS Buenos Aires	NUNCHAKU CINE Buenos Aires
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D06 (Travel, Entertainment & Leisure)

D06/031	01784	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		
D06/038	01951	TRANSAVIA - EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux		
D06/042	02150	THE CLASSICAL COMEBACK	B-CLASSIC	MUSIC FESTIVAL	DDB BRUSSELS	BELGIUM	DDB BRUSSELS		CAVIAR Brussels
D06/048	02545	HOMESICK PILLS	AFS	AFS	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires		
D06/058	01236	SOLVING #SOCHIPROBLEMS	AIRBNB	SHORT-TERM HOME RENTALS	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		

D07 (Retail & E-Commerce, including Restaurants)

D07/053	01959	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	ZENITHOPTIMEDIA Paris	
D07/054	01965	SHOW YOUR JOE	KMART	JOE BOXER	FCB CHICAGO Chicago	USA	FCB CHICAGO Chicago		WONDROS Los Angeles
D07/075	02637	CHRISTMAS IN A DAY	SAINSBURY'S	SAINSBURY'S SUPERMARKETS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	PHD London	RSA FILMS London
D07/076	02665	DOMINO'S STEADY PIZZA	DOMINO'S	PIZZA DELIVERY	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro		

D08 (Publications & Media)

D08/011	00452	SENSATIONALIST BEST SELLERS	LIBRARÍA ESPAÑOLA	BOOKS	McCANN ECUADOR Quito	ECUADOR	McCANN ECUADOR Quito /		
D08/017	00629	ALERT SHIRT	FOXTEL	FOXTEL SPORTS PACKAGE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne		
D08/018	00670	PHUBBING	MACQUARIE	DICTIONARY	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE		AIRBAG PRODUCTIONS Melbourne
D08/027	00691	ROOM OF SILENCE	FOX SPORTS	FOX SPORTS	FOX INTERNATIONAL CHANNELS LATAM Rio De Janeiro	BRAZIL	FOX INTERNATIONAL CHANNELS LATAM Rio De Janeiro		TORKE+CC Lisbon
D08/041	02255	THE PRIZE FOR NOT VOTING	KLEINE ZEITUNG	NEWSPAPER	OGILVY & MATHER VIENNA	AUSTRIA	OGILVY & MATHER VIENNA		SABOTAGE FILMS Vienna
D08/047	02708	DALLAS GAS STATION	TNT	DALLAS	GREY NEW YORK	USA	GREY NEW YORK		PIE FACE PICTURES New York

D09 (Business Products & Services)

D09/009	01746	RESULTS DON'T LIE	CAANZ COMMUNICATION AGENCIES ASSOCIATION	THE NEW ZEALAND EFFIE AWARDS	WHYBIN/TBWA/DAN Auckland	NEW ZEALAND	WHYBIN/TBWA/DAN Auckland		THE SWEET SHOP Auckland
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D10 (Corporate Image & Information)

D10/022	00876	POWER SLEEP	SAMSUNG	BRANDING & SOCIAL RESPONSIBILITY	CHEIL AUSTRIA Vienna	AUSTRIA	CHEIL AUSTRIA Vienna / CHEIL WORLDWIDE Seoul		
D10/032	01527	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
D10/042	01417	18TH ZONE EMBASSY	FRITOLAY	TORTRIX	BBDO GUATEMALA	GUATEMALA	BBDO GUATEMALA		PELICULAS MANDRAKE Guatemala City
D10/045	01586	SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney	
D10/059	01928	RADAR FOR GOOD	THE COCA-COLA COMPANY	NON-ALCOHOLIC BEVERAGE	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest / MRM	UM ROMANIA Bucharest	
D10/066	02163	DEEZER MONKEY TAXI	MONKEY WEEK	INDEPENDENT MUSIC FESTIVAL	LOLA Madrid	SPAIN	LOLA Madrid		
D10/069	02299	THE COCA COLA BIO COOLER	THE COCA-COLA COMPANY	COCA-COLA	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá		
D10/078	02640	THE SOUL EMBRACE	COCA-COLA	TROPHY TOUR	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires		REBOLUCION Buenos Aires
D10/084	02711	VROOM RING BOOM	CLARO	CLARO	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA		16MM Guatemala / VISUAL Guatemala

Shortlist (Direct Lions)

D11 (Charities)

D11/019	00411	FOOD PHOTOS SAVE LIVES	UNICEF	PUBLIC AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND	
D11/032	00704	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	
D11/036	00830	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	TETTEROO MEDIA Amsterdam
D11/055	00795	MOVIES THAT CHANGE LIVES	CHANGE ONE LIFE	ADOPTION AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow	ADSERVICE Moscow
D11/059	00980	GIVE BLOOD. GIVE POWER. – CHAMPIONS FOR CHILDREN.	GERMAN RED CROSS	BLOOD DONATION	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / MHOCH4 Hamburg	
D11/077	01787	HOMELESSFONTS	ARRELS FUNDACIÓN	ONG	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	
D11/089	02044	#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
D11/097	02211	DRINKABLE BOOK	WATERISLIFE	NON-PROFIT	DDB NEW YORK New York	USA	DDB NEW YORK New York	
D11/100	02247	MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE	EXIT FILMS Melbourne, VIC
D11/107	02333	HEARING AIDE	THE SINGAPORE ASSOCIATION FOR THE DEAF	PUBLIC AWARENESS	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore	RESERVOIR PRODUCTION Petaling Jaya, Selangor
D11/110	02365	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON	SUPERGOOBER London
D11/112	02384	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
D11/122	02546	RAISING VOICES	COLEGIO LAS LOMAS ORAL	COLEGIO LAS LOMAS ORAL	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	ORUGA CINE Buenos Aires
D11/124	02574	THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico	PLATAFORMA Mexico City
D11/130	02709	UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI GUN VIOLENCE ORGANIZATION	GREY NEW YORK	USA	GREY NEW YORK	RABBIT CONTENT New York
D11/131	02736	SHARE MY DABBA	HAPPY LIFE WELFARE & DABBAWALA FOUNDATION	SHARE MY DABBA	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
D11/135	01876	GIFT BOX	THE SALVATION ARMY, CROWN RELOCATIONS	RE-CYCLING	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG	

D12 (Public Health & Safety, Public Awareness Messages)

D12/010	00257	SAVE VLEESBAAI	REVAG	SAVE VLEESBAAI	IRELAND/DAVENPORT Johannesburg	SOUTH AFRICA	IRELAND/DAVENPORT Johannesburg	
D12/013	00267	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	
D12/033	00788	PAW PRINT PROMISE	CHINA GUIDE DOG TRAINING CENTRE	CHINESE GUIDE DOG	CHEIL OPENTIDE Beijing	CHINA	CHEIL OPENTIDE Beijing	
D12/055	01212	ANIMAL INSTINCTS PET CONDOMS	THE SAN FRANCISCO SPCA	ANIMAL STERILIZATION PROCEDURES (SPAY/ NEUTER), VETERINARIAN HOSPITAL, ANIMAL ADOPTION	GEOMETRY GLOBAL SAN FRANCISCO San Francisco	USA	GEOMETRY GLOBAL SAN FRANCISCO San Francisco	
D12/057	01225	10M² OF LOVE	UNICEF CHINA	BREAST IS BEST	Y&R BEIJING	CHINA	Y&R BEIJING	
D12/060	01279	PLASTIC BOTTLE LIFE VEST	NUTIFOOD	NUTRITION PRODUCTS	Y&R VIETNAM Ho Chi Minh City	VIETNAM	Y&R VIETNAM Ho Chi Minh City	LOOK CREATIVE Ho Chi Minh
D12/062	01311	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	THE FAMILY Milan
D12/066	01414	DUPE	YARRA VALLEY WATER	WATER UTILITIES	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE	

Shortlist (Direct Lions)

D12/068	01468	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	
D12/087	00944	SECOND CHANCE	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON	BLINK PRODUCTIONS London
D12/088	00945	#PUBLOOSHOCKER	DFT	THINK! DON'T DRINK AND DRIVE	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON	RATTLING STICK London
D12/099	01177	GLOBAL WARMING MENU	WWF	WWF	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion	SYNCHRO IMAGE Asuncion
D12/104	01379	YOU ARE MY SON	MINISTRY OF DEFENSE	PROGRAM OF HUMANITARIAN ATTENTION TO THE DEMOBILISED	LOWE-SSP3 Bogotá	COLOMBIA	LOWE-SSP3 Bogotá	
D12/122	01941	THE LIONFISH INVASION. TERRIBLY DELICIOUS	COLOMBIA'S MINISTRY OF ENVIRONMENT AND NATURAL RESOURCES	THE LIONFISH INVASION	GEOMETRY GLOBAL Bogotá	COLOMBIA	GEOMETRY GLOBAL Bogotá / OGILVY & MATHER COLOMBIA	WHISKEY FILMS Bogotá
D12/142	02196	THE RAG BAG	UNIFORMS FOR THE DEDICATED	SHOPPING BAG	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	B-REEL Stockholm
D12/147	02245	SEGUNDA CHANCE EMPLOYMENT AGENCY	AFROREGGAE	NGO	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro	
D12/148	02250	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	T.B.FILMS ADVERTISING Beijing

E01 (Integrated Campaign Led by Direct Marketing)

E01/004	00343	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE	SID LEE Paris	B-REEL Stockholm
E01/016	00877	POWER SLEEP	SAMSUNG	BRANDING & SOCIAL RESPONSIBILITY	CHEIL AUSTRIA Vienna	AUSTRIA	CHEIL AUSTRIA Vienna / CHEIL WORLDWIDE Seoul	
E01/021	01388	CONNECTED WITH PERU	MOVISTAR	TELECOMMUNICATIONS	Y&R Lima	PERU	Y&R Lima	CINE 70 Lima
E01/022	01613	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	SPRAY FILMES São Paulo
E01/029	01380	YOU ARE MY SON	MINISTRY OF DEFENCE	PROGRAM OF HUMANITARIAN ATTENTION TO THE DEMOBILISED	LOWE-SSP3 Bogotá	COLOMBIA	LOWE-SSP3 Bogotá	
E01/031	01587	SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
E01/036	02023	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris	WE ARE ANONYMOUS Paris
E01/043	02264	MEMORY EDITION	FUNDACIÓN REINA SOFÍA	FUNDACIÓN REINA SOFÍA	SRA. RUSHMORE Madrid	SPAIN	SRA. RUSHMORE Madrid	BRAVO Madrid
E01/045	02575	THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico	PLATAFORMA Mexico City

Total Entries:

256