

Shortlist (Media Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
A01 (Use of Screens)									
A01/009	00317	MASSIVE TEST DRIVE	MAZDA CANADA	MAZDA3	JWT Toronto	CANADA	JWT Toronto	MINDSHARE CANADA Toronto	IAMSTATIC Toronto / Topix Toronto
A01/012	00470	SKY NEWS ARABIA 'NOW AND FROM EVERYWHERE'	SKY NEWS ARABIA	MULTI-PLATFORM NEWS CHANNEL	UM DUBAI	UNITED ARAB EMIRATES		UM DUBAI	
A01/026	00793	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg		
A01/043	01993	EUROPE IS JUST NEXT DOOR	SNCF	TGV	TBWA\PARIS	FRANCE	TBWA\PARIS	ZENITHOPTIMEDIA Paris	ELSE Boulogne-Billancourt
A01/076	02588	LOOK TWICE	INITIATIVE OF MISSING CHILDREN	NON-PROFIT-ORGANISATION	THJNK Hamburg	GERMANY	THJNK Hamburg / ACHTUNG! Hamburg		
A01/078	02733	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON		PATRICIA MURPHY FILMS London
A01/081	02833	EYES ON ROAD	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING	CHINA	OGILVY BEIJING	HHMEDIA Guangzhou	ANSWERMARK Hong Kong
A01/088	03042	CATCH PINK IF YOU CAN	UNILEVER / ELIDOR - SUNSILK	SHAMPOO	MANAJANS/JWT Istanbul	TURKEY	MANAJANS/JWT Istanbul	MINDSHARE Istanbul	DEPO FILM ISTANBUL
A02 (Use of Audio)									
A02/066	02471	CHOOSE YOUR HOST	TURNER	TNT	CIRCUS Mexico City	MEXICO	CIRCUS Mexico City		
A02/069	02628	RADIOMETRIES	EXITO GROUP	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá	OMD COLOMBIA Bogotá	DIREKTOR FILMS Bogota
A02/071	02802	RESCUE RADIO, THE RESCUE CONTINUES	SAWA MNINJAH	RESCUE RADIO	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai		EARDRUM AUSTRALIA Sydney
A02/076	02930	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
A02/092	02185	KAN KHAJURA TESAN	HINDUSTAN UNILEVER	KAN KHAJURA TESAN	PHD Mumbai	INDIA	LOWE AND PARTNERS WORLDWIDE Mumbai	PHD Mumbai	
A03 (use of Print)									
A03/002	00035	POCARI MUSIC PLAYER	OTSUKA PHARMACEUTICAL	POCARI SWEAT	DENTSU Tokyo	JAPAN	DENTSU Tokyo		
A03/027	00650	INTERACTIVE PRINT	MOTOROLA	MOTO X	DIGITASLBI New York	USA	DIGITASLBI New York		
A03/045	01943	NIVEA SUN KIDS - PROTECTION AD.	NIVEA	SUN BLOCK	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo		
A03/056	01066	CHRONICLES OF THREATS	OSCE REPRESENTATIVE ON FREEDOM OF THE MEDIA/COMMISSION FOR THE INVESTIGATION OF MURDERS OF JOURNALISTS	COMMISSION FOR THE INVESTIGATION OF MURDERS OF JOURNALISTS	SAATCHI & SAATCHI Belgrade	SERBIA	SAATCHI & SAATCHI Belgrade		
A03/065	01779	REAL CHARACTERS, REAL NEWS	CASA CALEB	CASA CALEB	OMD GUATEMALA	GUATEMALA	BBDO GUATEMALA	OMD GUATEMALA	921 Guatemala City
A03/073	02674	FLASHLIGHTAD	FENIX FLASHLIGHT	FENIX FLASHLIGHT	QUORUM/NAZCA SAATCHI & SAATCHI Lima	PERU	QUORUM/NAZCA SAATCHI & SAATCHI Lima	CENTRAL MEDIA Lima	MAMAN BRIGITTE Lima
A03/089	03105	UMBRELLA NEWSPAPER	EXTRA NEWSPAPER	EXTRA NEWSPAPER	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil		MARURI PRODUCTIONS Guayaquil
A04 (Use of Outdoor)									
A04/042	01763	THE WORLD'S FIRST INSTANT OUTDOOR	BP	BP	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE	MINDSHARE Melbourne	ONE20 Melbourne

Shortlist (Media Lions)

A04/063	01821	BLOWING IN THE WIND	APOTEK HJÄRTAT	APOLOSOPHY	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	STARCOM MEDIAVEST GROUP Stockholm	STOPP/FAMILY Stockholm
A04/065	02132	BUS STOP	COCA-COLA	COCA-COLA	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		
A04/066	02228	HAVE A SEAT	NESTLÉ	KITKAT	JWT Amsterdam	THE NETHERLANDS	JWT Amsterdam		FILMGASTEN Amsterdam
A04/067	02443	A RAINBOW FOR THE RAINBOW NATION	COCA-COLA SOUTH AFRICA	COCA-COLA	FCB SOUTH AFRICA Johannesburg	SOUTH AFRICA	FCB SOUTH AFRICA Johannesburg	THE MEDIA SHOP Johannesburg	BURLEY BOYS Johannesburg
A04/078	02734	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON		PATRICIA MURPHY FILMS London
A04/086	01968	LUNA CORONA	CONSTELLATION BRANDS	CORONA EXTRA	CRAMER KRASSELT Chicago	USA	CRAMER KRASSELT Chicago	DELTA MEDIA Miami	DISTRICT 7 MEDIA Alexandria
A04/089	02174	HALONIX SAFER CITY PROJECT	HALONIX	INDOOR AND OUTDOOR LIGHTING SOLUTIONS	CHEIL INDIA Gurgaon	INDIA	CHEIL INDIA Gurgaon	MEDIA SUPPLEMENTS New Delhi	
A04/091	02190	GOOGLE OUTSIDE	GOOGLE	SEARCH	OMD INTERNATIONAL London	UNITED KINGDOM		OMD INTERNATIONAL London	
A04/093	02293	THE MISSING	FUNDACIÓN PAÍS LIBRE	PUBLIC AWARENESS	DDB COLOMBIA Bogotá	COLOMBIA	DDB COLOMBIA Bogotá	MEDIAWISE COLOMBIA Bogotá	
A04/097	01182	SEE ONE. WANT ONE.	McDONALDS	FAVOURITES	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON	OMD London	GRAND VISUAL London

A05 (Use of Ambient Media: Small Scale)

A05/005	00021	PUT THE MUSIC ON	SIAMMSIAMM FASHION STORE, SANSARA INDIE-BAND	SIAMMSIAMM FASHION STORE, SANSARA INDIE-BAND	VOSKHOD Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg		
A05/020	00260	MESSAGE IN A BUBBLE	E. BREUNINGER	B BY M. MICALLEF	JUNG von MATT Stuttgart	GERMANY	JUNG von MATT Stuttgart		
A05/022	00314	VERY GOOD MANNERS	POLISH RED CROSS	GOOD CHILDHOOD	CHEIL POLAND Warsaw	POLAND	CHEIL POLAND Warsaw		
A05/029	00400	HAPPY ID	THE COCA-COLA COMPANY	COCA-COLA	McCANN LIMA	PERU	McCANN LIMA	HAVAS Lima	
A05/072	01452	MISSING KIDS STAMPS	MISSING CHILDREN'S NETWORK / ENFANT-RETOUR QUÉBEC	MISSING CHILDREN'S NETWORK / ENFANT-RETOUR QUÉBEC	LOWE ROCHE Toronto	CANADA	LOWE ROCHE Toronto		
A05/075	00213	RETURN TO SANTA	COCA-COLA GERMANY	COCA-COLA	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt / OGILVY		BLACK PEARL FILM Frankfurt
A05/078	01706	OPERATION HUNGER	ACTIONAID ITALIA ONLUS	CHILD AND COMMUNITY DEVELOPMENT CHARITY	OGILVY & MATHER ADVERTISING Milan	ITALY	OGILVY & MATHER ADVERTISING Milan		VIDEOZONE Milan
A05/079	01721	TURNING PACKAGING INTO EDUCATION	COLGATE PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR	MEC HONG KONG	
A05/103	02882	HONDA H20	HONDA	HONDA FCX	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	ZENITHOPTIMEDIA Melbourne	
A05/126	01709	DATE-RAPE DRUG	TIMEOUT MAGAZINE	NIGHT-LIFE CONE GLASS	ZENITHOPTIMEDIA Ramat Gan	ISRAEL		ZENITHOPTIMEDIA Ramat Gan	
A05/140	02479	INVISIBLE PEOPLE	UNHCR	A REFUGEE EXHIBITION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul		
A05/160	02872	LITER OF LIGHT AT NIGHT	PEPSICO INTERNATIONAL/MYSH ELTER FOUNDATION	LITER OF LIGHT	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City		
A05/167	02997	AIR-OIL	PHILIPS	PHILIPS AIR FRYER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE		HOGARTH WORLDWIDE Singapore
A05/173	03067	UNCENSORED ARTICLES MADE IN CHINA	HUMO MAGAZINE	HUMO MAGAZINE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	DE VIJVER MEDIA Vilvoorde	EUGENE & LOUISE Aaigem
A05/175	03106	ETERNAL SEAT	ECUADORIAN FUTBOL ASSOCIATION	ANTI VIOLENCE CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil		MARURI PRODUCTIONS Guayaquil

A06 (Use of Ambient Media: Large Scale)

A06/010	00164	RICE-CODE	INAKADATE VILLAGE	INAKADATE VILLAGE	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	HAKUHODO DY MEDIA PARTNERS Tokyo	NIPPON MOVIE CO. Tokyo
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Shortlist (Media Lions)

A06/014	00189	PASSPORT BEER FRIDGE	MOLSON CANADIAN	BEER	RETHINK Vancouver	CANADA	RETHINK Vancouver	MEC Toronto	PARTNERS FILM Toronto
A06/066	02761	STREET STORIES	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON		
A06/079	01774	18TH ZONE EMBASSY	FRITOLAY	TORTRIX	OMD GUATEMALA	GUATEMALA	BBDO GUATEMALA	OMD GUATEMALA	PELICULAS MANDRAKE Guatemala City
A06/082	02444	A RAINBOW FOR THE RAINBOW NATION	COCA-COLA SOUTH AFRICA	COCA-COLA	FCB SOUTH AFRICA Johannesburg	SOUTH AFRICA	FCB SOUTH AFRICA Johannesburg	THE MEDIA SHOP Johannesburg	BURLEY BOYS Johannesburg
A06/099	02830	HOPE ON DISPLAY	GIORDANO	FUNDRAISING EVENT	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul		PLANIT Seoul
A06/113	02104	SHUTTER BILLBOARDS	CARULLA	CARULLA 24 HORAS	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá		DIREKTOR FILMS Bogota

A07 (Use of Special Events and Stunt/Live Advertising)

A07/010	00104	THE SELF-LESS MIRROR	HEINEKEN BROWERIJEN B.V. TAIWAN BRANCH	HEINEKEN	LEO BURNETT TAIWAN Taipei	CHINESE TAIPEI	LEO BURNETT TAIWAN Taipei	MEDIALAND DIGITAL STRATEGY Taipei	BLUE MOON FILMS Taipei
A07/018	00202	THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHARITY	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town		
A07/029	00261	TROJAN MAILING	DHL	DELIVERY SERVICE	JUNG von MATT Stuttgart	GERMANY	JUNG von MATT Stuttgart	MEC Düsseldorf	
A07/036	00348	MORE THAN A NUMBER	KELLOGG'S	SPECIAL K	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	STARCOM MEDIAVEST GROUP Chicago	O POSITIVE FILMS New York
A07/051	00471	SKY NEWS ARABIA NOW AND FROM EVERYWHERE	SKY NEWS ARABIA	MULTI-PLATFORM NEWS CHANNEL	UM DUBAI	UNITED ARAB EMIRATES		UM DUBAI	
A07/078	00758	UNGIVEN GIFTS	TRANSPORT ACCIDENT COMMISSION	SPEED	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE		THE POUND Melbourne
A07/095	00961	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET (THE LABOUR PARTY)	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo		PRAVDA Oslo
A07/103	01019	WENT TOO FAST. GONE TOO SOON.	BIVV / IBSR (BELGIAN INSTITUTE FOR ROAD SAFETY)	ROAD SAFETY	20SOMETHING Brussels	BELGIUM	20SOMETHING Brussels		ZOOM PRODUCTION Brussels
A07/110	01126	DILL - THE RESTAURANT.	LIDL	SUPERMARKETS	INGO Stockholm	SWEDEN	INGO Stockholm		ACNE PRODUCTION Stockholm
A07/117	01231	FIFA 14	MICROSOFT	XBOX 360	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá /		
A07/118	01243	FRONT ROW	GOOGLE+	GOOGLE FRONT ROW	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MANNING GOTTLIEB OMD London	GRAND VISUAL London
A07/141	01696	AUSSIE BUILDERS	MARS AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	STARCOM MELBOURNE	THE SWEET SHOP Melbourne
A07/148	01765	DUPE	YARRA VALLEY WATER	WATER UTILITIES	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE		
A07/188	02762	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON		SUPERGOOBER London
A07/200	00345	FAMILY REMEET - CEBUANA	CEBUANA LHUILLIER	MONEY REMITTANCE	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila	STARCOM MEDIAVEST GROUP PHILIPPINES Makati City	FILM EXPERTS Makati City
A07/209	01203	LONDON'S EARTH HOUR GOES INTO DARKNESS WITH STAR TREK	PARAMOUNT PICTURES UK	STAR TREK INTO DARKNESS	MEC London	UNITED KINGDOM		MEC London	
A07/237	01860	THE ERASABLE BILLBOARD	PLAN INTERNATIONAL	NGO	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt		MILK ELEMENTARY RESOURCES Saint-Cloud
A07/238	02134	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		
A07/255	02539	VOLKSWAGEN RESIDENTIAL SHOWROOMS	VOLKSWAGEN BELGIUM	CARS	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	MEDIACOM Brussels	
A07/259	02587	THE GENEROUS UPGRADER	ANTHON BERG	ANTHON BERG CHOCOLATE	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen /		
A07/264	02646	THE GRAND THEFT	REED EXHIBITIONS VIENNA	MODEL MAKERS FAIR	OGILVY & MATHER VIENNA	AUSTRIA	OGILVY & MATHER VIENNA		SABOTAGE FILMS Vienna

Shortlist (Media Lions)

A07/271	02724	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	STARCOM MEDIAVEST GROUP Amsterdam
A07/295	02971	THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico	
A07/312	01992	MISSING BALLBOYS	MISSING CHILDREN	CHARITY FOUNDATION	KEPEL & MATA Buenos Aires	ARGENTINA	KEPEL & MATA Buenos	
A07/313	01969	LUNA CORONA	CONSTELLATION BRANDS	CORONA EXTRA	CRAMER KRASSELT Chicago	USA	CRAMER KRASSELT Chicago	DELTA MEDIA Miami DISTRICT 7 MEDIA Alexandria

A08 (Use of Branded Content & Sponsorship)

A08/020	00474	ICE TRUCK	CANADIAN TIRE	MOTOMASTER ELIMINATOR BATTERY	TOUCHE! PHD Toronto	CANADA	TAXI Toronto / FUSE MARKETING GROUP	TOUCHE! PHD Toronto
A08/030	00636	BANANA TROPHY	DOLE JAPAN, INC.	GOKUSEN BANANA	DENTSU Y&R Tokyo	JAPAN	DENTSU Y&R Tokyo /	
A08/066	01569	THE POWER INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	FURLINED Los Angeles
A08/098	00948	MOVIES THAT CHANGE LIVES	CHANGE ONE LIFE	ADOPTION AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow	ADSERVICE Moscow
A08/111	01332	HOME OFFICE - USING SOAP- OPERA STARS TO TACKLE TEENAGE RELATIONSHIP ABUSE	HOME OFFICE	THIS IS ABUSE CAMPAIGN	MEDIACOM London	UNITED KINGDOM		MEDIACOM London LIME PICTURES London
A08/113	01386	THE ONLIVE SALE	VISA	VISA CREDIT CARD	SISTOLE Bogotá	COLOMBIA	SISTOLE Bogotá	
A08/123	01786	HEISMAN HOUSE	NISSAN	BRAND	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	OMD Los Angeles ESPN CREATIVE WORKS New York
A08/125	02259	THE WORLD'S FIRST ALL-LEGO AD BREAK	WARNER BROS.	THE LEGO MOVIE	PHD London	UNITED KINGDOM		PHD London / PHD DRUM London ITN PRODUCTIONS London
A08/126	02456	QVC: JOAN RIVERS VS. MISS PIGGY	QVC	MASS RETAILER	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles	CHANNEL FACTORY Los Angeles SOAPBOX FILMS Los Angeles
A08/132	02651	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	SMUGGLER London
A08/143	02944	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	PARANOID BR São Paulo
A08/177	02362	OSCAR'S SELFIE	SAMSUNG TELECOMMUNICATION S AMERICA	SAMSUNG GALAXY NOTE 3	72ANDSUNNY Los Angeles, CA	USA	72ANDSUNNY Los Angeles, CA	STARCOM MEDIAVEST GROUP New York AERO FILM Los Angeles, CA
A08/189	03198	FACE TO FRIENDS	NESTLÉ	NESCAFÉ	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	ZENITHOPTIMEDIA Paris PRODIGIOUS SAINT-DENIS

B01 (Use of Digital Platforms)

B01/014	00236	BANANA REPUBLIC	BANANA REPUBLIC	CHARITY	IRIS WORLDWIDE INDONESIA Jakarta	INDONESIA	IRIS WORLDWIDE INDONESIA Jakarta	
B01/015	00281	TRACE YOUR ROAD	LEXUS	LEXUS IS HYBRID	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	
B01/046	01028	GREEN PEACE TAobao HIJACK	GREEN PEACE	NGO	SAATCHI & SAATCHI CHINA Hong Kong	HONG KONG	SAATCHI & SAATCHI CHINA Hong Kong	
B01/056	01269	BANNER SWAP	TIME OUT	MAGAZINE	CHEIL HONG KONG	HONG KONG	CHEIL HONG KONG	
B01/067	01548	FIAT LIVE STORE	FIAT	FIAT CARS	AGÉNCIACLICK ISOBAR São Paulo	BRAZIL	AGÉNCIACLICK ISOBAR São Paulo	QUESTTO NO São Paulo
B01/071	01638	BUY THE SKY	ROYAL FLYING DOCTOR SERVICE	ROYAL FLYING DOCTOR SERVICE	HAVAS WORLDWIDE AUSTRALIA Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA Sydney	STARCOM MEDIAVEST GROUP Sydney METHOD STUDIOS Sydney
B01/124	01863	THE MOST LOYAL BANNER	PEDIGREE FRANCE	ADOPTION DRIVE CAMPAIGN	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt	HAVAS MEDIA Puteaux OCEBO Lyon
B01/137	02658	INCOMPLETE BIOS	FUNDACIÓN PANIAMOR	CHILD PROTECTION (NON PROFIT ORGANIZATION)	LEO BURNETT COSTA RICA San Jose	COSTA RICA	LEO BURNETT COSTA RICA San Jose	STARCOM COSTA RICA San José
B01/142	02726	THE ODYSSEY	HEINEKEN	HEINEKEN	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	STARCOM MEDIAVEST GROUP Amsterdam
B01/145	02794	BANK JOB	BROTHERS IN ARMS	MENTORING	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND	
B01/157	03068	CLICK & DRAG & DONATE & REBUILD	CONSORTIUM 1212	CONSORTIUM 1212	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	
B01/159	03112	THE FADING NEWS	RADIKAL	NEWSPAPER	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL	

Shortlist (Media Lions)

B01/193	02403	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris	WE ARE ANONYMOUS Paris	
B02 (Use of Social Platforms)									
B02/007	00080	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	OMD Auckland	
B02/023	00263	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai		
B02/055	00573	CHANNELLING THE CHARACTER	PARAMOUNT PICTURES AUSTRALIA	JACKASS PRESENTS BAD GRANDPA	MEC Sydney	AUSTRALIA		MEC Sydney	
B02/122	01566	THE VIRTUAL FENCE PROJECT	SEUB NAKHASATHIEN FOUNDATION	SEUB NAKHASATHIEN FOUNDATION	CJ WORX Bangkok	THAILAND	CJ WORX Bangkok	SPORE Bangkok	OFF SCENE FILMS PRODUCTION Bangkok
B02/129	01649	SHARE IT TO END IT	CABCY	NON-PROFIT ORGANISATION	JWT SINGAPORE	SINGAPORE	JWT SINGAPORE		
B02/131	01679	#RCZRACE	PEUGEOT	RCZ R	BETC Paris	FRANCE	BETC Paris	HAVAS MEDIA Puteaux	
B02/151	01963	JUST ROO IT! BACK TO THE ROOS	BERND HUMMEL	KANGAROOS	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach / CHEIL UK		
B02/191	01171	SURRENDER YOUR SAY - TWITTER CAMPAIGN FOR TOURETTE SYNDROME	THE TOURETTE SYNDROME FOUNDATION OF CANADA	TOURETTE SYNDROME AWARENESS	SAATCHI & SAATCHI CANADA Toronto	CANADA	SAATCHI & SAATCHI CANADA Toronto	THE DEVELOPMENT FACTORY Toronto	
B02/225	02138	TWEET MACHINE	COCA-COLA	COCA-COLA	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		
B02/228	02203	I SEE FRIES	McDONALDS	McDONALD'S FRIES	DDB Sydney	AUSTRALIA	DDB Sydney / DDB	OMD SYDNEY	
B02/234	02531	MESSAGE BARTER	THE AKANKSHA FOUNDATION	THE AKANKSHA FOUNDATION SCHOOLS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai		
B02/246	02776	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
B02/247	02795	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai	MINDSHARE Bangalore	1ST DECEMBER FILMS Bangalore
B02/251	02876	#SHARETHESOFA	HEINEKEN	HEINEKEN	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam	STARCOM MEDIAVEST GROUP Amsterdam	
B02/255	02947	THE BEAUTY PATCH	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	PHD London / MINDSHARE CAVIAR	Los Angeles WORLDWIDE London
B02/257	02961	IF WE MADE IT	HEINEKEN	NEWCASTLE BROWN ALE	STARCOM MEDIAVEST GROUP New York	USA	DROGA5 New York	STARCOM MEDIAVEST GROUP New York	
B02/264	03016	TRAVEL YOUR TWEET INTERESTING	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	PHD London	
B02/278	03102	HANDS FREE WHOPPER	BURGER KING PUERTO RICO / CARIBBEAN RESTAURANTS	BURGER KING'S 50TH ANNIVERSARY	DE LA CRUZ & ASSOCIATES/OGILVY & MATHER Guaynabo	PUERTO RICO	DE LA CRUZ & ASSOCIATES/OGILVY & MATHER Guaynabo		
B02/279	03114	DEPARTURE ROULETTE ROADSHOW	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	STARCOM MEDIAVEST GROUP Chicago	LEGS MEDIA New York
B02/285	01980	ONE MILLION MANGROVE TREES	DANONE-BONAFONT	FOOD & BEVERAGE	HAVAS MEDIA Mexico City	MEXICO		HAVAS MEDIA Mexico City	
B02/292	02108	HELP A CHILD REACH 5	UNILEVER	LIFEBUOY	PHD SINGAPORE	SINGAPORE	LOWE AND PARTNERS	PHD SINGAPORE	
B02/294	02451	NEED FOR TWEED	HARRIS TWEED HEBRIDES	HARRIS TWEED HEBRIDES	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK	HELLO MONDAY New York	
B02/295	02452	#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 (Media Lions)

B02/302	02261	MTN NEKNOMINATION	MTN SOUTH AFRICA	CORPORATE SOCIAL RESPONSIBILITY	WUNDERMAN AQUA Parklands, Jhb	SOUTH AFRICA	WUNDERMAN AQUA Parklands, Jhb		
B02/307	03193	BRAZUCAM	ADIDAS	BRAZUCA, OFFICIAL MATCH BALL OF THE 2014 FIFA WORLD CUP™	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	CARAT London	
B02/312	02270	GHITA – THE SOCIAL SHEPHERD	VODAFONE ROMANIA	TELECOM	UM ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest	UM ROMANIA Bucharest	
B02/322	02327	#ESURANCESAVE30	ESURANCE	ESURANCE	STARCOM MEDIAVEST GROUP Chicago	USA	LEO BURNETT CHICAGO	STARCOM MEDIAVEST GROUP Chicago	

B03 (Use of Mobile Devices)

B03/004	00054	KFC PHONE STACK	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur	DIRECTOR'S THINK TANK Kuala Lumpur	
B03/032	00684	MOBILE BREATHMILLS	CADBURY INDIA LTD (MONDELEZ INTERNATIONAL)	HALLS	MADISON MEDIA - PINNACLE Mumbai	INDIA	MADISON MEDIA - PINNACLE Mumbai		
B03/042	00937	TAIKANG MOMENT	TAIKANG INSURANCE	ACCIDENT INSURANCE	CHEIL OPENTIDE Beijing	CHINA	CHEIL OPENTIDE Beijing	ADWO AD NETWORK Beijing	
B03/091	01914	SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney	
B03/092	01947	NIVEA SUN KIDS - PROTECTION APP	NIVEA	SUN BLOCK	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo		
B03/106	01162	DIAL A HOME	ANIMAL RESCUE ASSOCIATION OF SHANGHAI	ANIMAL WELFARE SERVICE	KID DYNAMITE Shanghai	CHINA	KID DYNAMITE Shanghai		
B03/119	02139	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		
B03/133	02662	PASS THE BALL	VODAFONE	VODAFONE	SRA. RUSHMORE Madrid	SPAIN	SRA. RUSHMORE Madrid	OMD SPAIN Madrid	LA JOYA PRODUCCIONES Madrid
B03/135	02744	SAY IT WITH SIGNS	THE SINGAPORE ASSOCIATION FOR THE DEAF	PUBLIC AWARENESS	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore		
B03/141	02834	EYES ON ROAD	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING	CHINA	OGILVY BEIJING	HHMEDIA Guangzhou	ANSWERMARK Hong Kong
B03/155	03153	ELO TEDDY BEAR	AMARAL CARVALHO HOSPITAL	HEALTHCARE/CANCER HOSPITAL	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo		
B03/165	02186	KAN KHAJURA TESAN	HINDUSTAN UNILEVER	KAN KHAJURA TESAN	PHD Mumbai	INDIA	LOWE AND PARTNERS WORLDWIDE Mumbai	PHD Mumbai	

C01 (Fast Moving Consumer Goods)

C01/011	00401	HAPPY ID	THE COCA-COLA COMPANY	COCA-COLA	McCANN LIMA	PERU	McCANN LIMA	HAVAS Lima	
C01/061	01585	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	STARCOM MEDIAVEST GROUP Buenos Aires	AGOSTO BUENOS AIRES
C01/067	01948	NIVEA SUN KIDS - PROTECTION FOR CHILDREN	NIVEA	SUN BLOCK	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo		
C01/075	02698	THEY CALL IT AS THEY SEE IT	JOHNSON & JOHNSON	ACUVUE	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB LATINA PUERTO RICO San Juan / BUENA VIBRA		
C01/084	00284	BUCHAREST NOT BUDAPEST	KANDIA DULCE	CHOCOLATE BAR	UM ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON	UM ROMANIA Bucharest	
C01/085	00346	ZZZ RADIO - PAMPERS	P&G DISTRIBUTING PHILIPPINES, INC.	PAMPERS DIAPERS	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila		POSTMANILA Makati City / CUTTINGEDGE PRODUCTIONS Makati City
C01/117	02727	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	STARCOM MEDIAVEST GROUP Amsterdam	
C01/140	03107	BROKEN LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil		MASSIVEMUSIC Amsterdam

Shortlist (Media Lions)

C01/157	02406	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris	WE ARE ANONYMOUS Paris
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C02 (Cars & Automotive Services)

C02/012	00483	ICE TRUCK	CANADIAN TIRE	MOTOMASTER ELIMINATOR BATTERY	TOUCHE! PHD Toronto	CANADA	TAXI Toronto / FUSE MARKETING GROUP	TOUCHE! PHD Toronto
C02/034	01549	FIAT LIVE STORE	FIAT	FIAT CARS	AGÊNCIACLICK ISOBAR São Paulo	BRAZIL	AGÊNCIACLICK ISOBAR São Paulo	QUESTTO NO São Paulo
C02/041	01937	INSTANT VALUATION BILLBOARD	AUDI BRASIL	AUDI A3 2014	ALMAPBBDO Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo	
C02/073	02655	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	SMUGGLER London

C03 (Other Consumer Products (including Durable Goods))

C03/002	00083	PROJECT WATERLESS	LEVI'S	WATERLESS JEANS	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur	DIRECTOR'S THINK TANK Kuala Lumpur
C03/005	00140	THE SMART PHONE LINE	SAMSUNG NEW ZEALAND	GALAXY S4	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	STARCOM NEW ZEALAND ASSEMBLY Auckland
C03/007	00276	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWAILONDON	UNITED KINGDOM	TBWAILONDON	
C03/008	00405	THE BOTTLED WALKMAN	SONY NEW ZEALAND	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	
C03/064	02760	TWITTER TO ZERO	NIKE ARGENTINA	BOCA	PHD ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	PHD ARGENTINA Buenos Aires

C04 (Financial Products & Services)

C04/008	00550	LOCALLY FAMOUS	MASTERCARD	BRAND	UM Sydney	AUSTRALIA		UM Sydney
C04/009	00605	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN/TBWA GROUP MELBOURNE	AUSTRALIA	WHYBIN/TBWA GROUP MELBOURNE	PHD Melbourne
C04/012	00666	THE LOSS GENERATOR	SBAB	BANKING	UM Stockholm	SWEDEN	LE BUREAU Stockholm	IUM Stockholm
C04/017	00939	TAIKANG MOMENT	TAIKANG INSURANCE	ACCIDENT INSURANCE	CHEIL OPENTIDE Beijing	CHINA	CHEIL OPENTIDE Beijing	ADWO AD NETWORK Beijing
C04/039	01757	MY BANK MY SPACE	BANCO POPULAR DE PUERTO RICO	BANK	JWT SAN JUAN San Juan	PUERTO RICO	JWT SAN JUAN San Juan	MEDIA NET San Juan
C04/045	02867	REAL LIFE	ALLIANZ	INSURANCE PRODUCTS/SERVICES	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	FIGHTING FISH Clichy

C05 (Commercial Public Services incl. Healthcare & Medical)

C05/025	01697	VIDEO STAMP	AUSTRALIA POST	AUSTRALIA POST VIDEO STAMP	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	UM Melbourne
C05/044	03005	MOVIE EMOJI	SINGTEL	SINGTEL MIO TV	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	MEC Singapore
C05/045	03154	ELO TEDDY BEAR	AMARAL CARVALHO HOSPITAL	HEALTHCARE/CANCER HOSPITAL	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
C05/055	02273	GHITA – THE SOCIAL SHEPHERD	VODAFONE ROMANIA	TELECOM	UM ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest	UM ROMANIA Bucharest

C06 (Travel, Entertainment & Leisure)

C06/006	00133	FLASHBACK	BERLIN TOURISMUS & KONGRESS	THE VISITBERLIN MUSEUM PASS	BBDO BERLIN	GERMANY	BBDO BERLIN	
C06/036	02141	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	
C06/047	03017	TRAVEL YOUR TWEET INTERESTING	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	PHD London

Shortlist (Media Lions)

C07 (Retail, E-Commerce & Restaurants)

C07/013	00602	LITERACY STORE	McDONALDS	McDONALDS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	RADAR STUDIOS Chicago
C07/021	01310	THE BOOK THAT MADE ME	WATERSTONES	BOOKS	OMD UK London	UNITED KINGDOM	OMD UK London	
C07/045	02205	I SEE FRIES	McDONALDS	McDONALD'S FRIES	DDB Sydney	AUSTRALIA	DDB Sydney	OMD SYDNEY
C07/046	02250	SAVE THE SUNDAE CONE	GOLDEN ARCHES RESTAURANT	MCDONALD'S SUNDAE CONE	LEO BURNETT Kuala Lumpur	MALAYSIA	LEO BURNETT Kuala Lumpur	

C08 (Publications & Media)

C08/016	00540	IFC PRESENTS THE SPOILS OF BABYLON	IFC NETWORK/TELEVISION PROGRAM	FALLON Minneapolis	USA	IFC New York City, NY / FALLON Minneapolis		
C08/018	00575	CHANNELLING THE CHARACTER	PARAMOUNT PICTURES AUSTRALIA	JACKASS PRESENTS BAD GRANDPA	MEC Sydney	AUSTRALIA	MEC Sydney	
C08/030	01683	GAY MOUNTAIN	CHANNEL 4	CHANNEL 4 / WINTER PARALYMPIC UK BROADCASTER	4creative London	UNITED KINGDOM	4creative London	CHANNEL 4 London
C08/042	02260	THE WORLD'S FIRST ALL-LEGO AD BREAK	WARNER BROS.	THE LEGO MOVIE	PHD London	UNITED KINGDOM	PHD London / PHD DRUM London	ITN PRODUCTIONS London
C08/051	03113	THE FADING NEWS	RADIKAL	NEWSPAPER	TBWA/ISTANBUL	TURKEY	TBWA/ISTANBUL	

C10 (Corporate Image & Information)

C10/033	01722	TURNING PACKAGING INTO EDUCATION	COLGATE PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR	MEC HONG KONG
C10/037	01915	SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
C10/050	01776	18TH ZONE EMBASSY	FRITOLAY	TORTRIX	OMD GUATEMALA	GUATEMALA	BBDO GUATEMALA	OMD GUATEMALA PELICULAS MANDRAKE Guatemala City B-REEL Stockholm
C10/058	02577	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE	SID LEE Paris	
C10/059	02729	#DMDS - DANCE MORE DRINK SLOW	HEINEKEN	HEINEKEN	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	PUBLICIS ITALY Milan	STARCOM MEDIAVEST GROUP Amsterdam
C10/062	02778	COME TO THE STREETS	FIAT	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	SENTIMENTAL FILME São Paulo
C10/071	03039	WHY BRING A CHILD INTO THIS WORLD?	UNILEVER	UNILEVER BRAND GLOBAL	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	PHD London / MINDSHARE WORLDWIDE London MOXIE PICTURES New York
C10/074	03099	VROOM RING BOOM	CLARO	CLARO	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA	16MM Guatemala / VISUAL Guatemala

C11 (Charities, Public Health & Safety, Public Awareness Messages)

C11/012	00205	THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHARITY	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town	
C11/013	00237	BANANA REPUBLIC	BANANA REPUBLIC	CHARITY	IRIS WORLDWIDE Jakarta	INDONESIA	IRIS WORLDWIDE INDONESIA Jakarta	
C11/050	00794	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	
C11/060	01002	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	TETTEROO MEDIA Amsterdam
C11/062	01029	GREEN PEACE TAOBAO HIJACK	GREEN PEACE	NGO	SAATCHI & SAATCHI CHINA Hong Kong	HONG KONG	SAATCHI & SAATCHI CHINA Hong Kong	
C11/092	01639	BUY THE SKY	ROYAL FLYING DOCTOR SERVICE	ROYAL FLYING DOCTOR SERVICE	HAVAS WORLDWIDE AUSTRALIA Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA Sydney	STARCOM MEDIAVEST GROUP Sydney METHOD STUDIOS Sydney
C11/105	01772	DUPE	YARRA VALLEY WATER	WATER UTILITIES	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE	
C11/127	02610	DRINKABLE BOOK	WATERISLIFE	NON-PROFIT	DDB NEW YORK	USA	DDB NEW YORK	
C11/158	01225	LIKE ATTACK	LAUT GEGEN NAZIS	PUBLIC SERVICE	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	

Shortlist (Media Lions)

C11/162	01411	SEARCHING FOR HEARTS - PONLE CORAZÓN	FUNDACIÓN PERUANA DE CANCER	SERVICE	MEDIA CONNECTION BPN Lima PERU		MEDIA CONNECTION BPN Lima	
C11/196	02487	INVISIBLE PEOPLE	UNHCR	A REFUGEE EXHIBITION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	
C11/201	02525	PETS4PETS PROJECT	WWF ITALY	FUNDRAISING	LEO BURNETT Milan	ITALY	LEO BURNETT Milan	
C11/204	02535	MESSAGE BARTER	THE AKANKSHA FOUNDATION	THE AKANKSHA FOUNDATION SCHOOLS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai	
C11/206	02598	MIXED GENDER FIGHT	DISQUE DENÚNCIA	TIP LINE	AGÊNCIA3 Rio de Janeiro	BRAZIL	AGÊNCIA3 Rio de Janeiro	KOMBAT FILMS Rio de Janeiro
C11/210	02634	RADIOMETRIES	EXITO GROUP	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá	OMD COLOMBIA Bogotá
C11/212	02638	MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE	EXIT FILMS Melbourne, VIC
C11/219	02739	PUTPOCKETS	CRIMESTOPPERS	ANTI PICKPOCKETING	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON	
C11/227	02780	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
C11/241	02939	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
C11/242	02953	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	
C11/252	03091	UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI GUN VIOLENCE ORGANIZATION	GREY NEW YORK	USA	GREY NEW YORK	RABBIT CONTENT New York
C11/255	03123	SHARE MY DABBA	HAPPY LIFE WELFARE & DABBAWALA FOUNDATION	SHARE MY DABBA	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
C11/262	00406	FOOD PHOTOS SAVE LIVES	UNICEF	PUBLIC AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND	

D01 (Use of Integrated Media)

D01/006	00141	THE SMART PHONE LINE	SAMSUNG NEW ZEALAND	GALAXY S4	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	STARCOM NEW ZEALAND ASSEMBLY Auckland
D01/028	00541	THE SPOILS OF BABYLON PREMIERE	IFC	IFC NETWORK/TELEVISION PROGRAM	FALLON Minneapolis	USA	IFC New York City, NY / FALLON Minneapolis	
D01/074	01540	THE BEATS PILLS	BEATS BY DR. DRE	HOME ELECTRONICS (AUDIO)	R/GA London	UNITED KINGDOM	R/GA London / R/GA Los	
D01/085	01916	SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
D01/127	01605	WHATEVER HAPPENS INTEGRATED CAMPAIGN	ANHEUSER-BUSCH	BUD LIGHT	BBDO NEW YORK	USA	BBDO NEW YORK	STARCOM New York
D01/135	01758	MY BANK MY SPACE	BANCO POPULAR DE PUERTO RICO	BANK	JWT SAN JUAN San Juan	PUERTO RICO	JWT SAN JUAN San Juan	MEDIA NET San Juan
D01/146	02578	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE	SID LEE Paris	B-REEL Stockholm
D01/153	02663	PASS THE BALL	VODAFONE	VODAFONE	SRA. RUSHMORE Madrid	SPAIN	SRA. RUSHMORE Madrid	OMD SPAIN Madrid
D01/160	02855	MOSQUITO REPELLANT PAPER	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	LEO BURNETT SOLUTIONS Colombo	STARCOM WORLDWIDE Colombo
D01/164	02954	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	
D01/186	02301	TRANSAVIA - EBAY	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux	
D01/188	02337	THE FIRST AIDS-FREE GENERATION	BANK OF AMERICA	BANK OF AMERICA	STARCOM MEDIAVEST GROUP Chicago	USA	HILL HOLLIDAY Boston	STARCOM MEDIAVEST GROUP Chicago
D01/192	03200	FACE TO FRIENDS	NESTLÉ	NESCAFÉ	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	ZENITHOPTIMEDIA Paris
								PRODIGIOUS SAINT-DENIS

Total Entries:

227