

Shortlist (PR Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
A01 (Food & Nutrition)									
A01/004	01188	THIS IS WHOLESOME	HONEY MAID	SNACKS	DROGA5 New York	USA	DROGA5 New York / WEBER SHANDWICK Chicago, IL		JEFFERSON Los Angeles / BRAINWASH FILMS Santa Monica
A01/014	01000	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		AGOSTO BUENOS AIRES
A01/017	00905	OREO TRENDING VENDING	MONDELEZ INTERNATIONAL	OREO	RUDER FINN New York	USA	RUDER FINN New York		TONGAL Los Angeles
A02 (Automotive and Transport)									
A02/002	01175	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		SPRAY FILMES São Paulo
A02/007	00467	DACIA SPONSOR DAY	RENAULT ITALIA	DACIA	PUBLICIS CONSULTANTS ITALIA Milan	ITALY	PUBLICIS CONSULTANTS ITALIA Milan	OMD Rome	BEDESCHI FILM Milan
A02/015	00026	THE CANADIAN TIRE ICE TRUCK	CANADIAN TIRE CORPORATION	MOTOMASTER ELIMINATOR BATTERY	CANADIAN TIRE CORPORATION Toronto	CANADA	CANADIAN TIRE CORPORATION Toronto / NORTH STRATEGIC Toronto	TOUCHE! PHD Montréal	NOTCH VIDEO Toronto
A02/023	00740	HARLEY-DAVIDSON GLOBAL 110TH ANNIVERSARY CELEBRATION	HARLEY-DAVIDSON MOTOR COMPANY	HARLEY-DAVIDSON	HARLEY-DAVIDSON EUROPE LTD London	UNITED KINGDOM	LEXIS London		
A03 (Healthcare & Wellbeing)									
A03/009	01718	DAD'S PREGNANT TOO	KIMBERLY CLARK	HUGGIES	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	MINDSHARE Buenos Aires	ORUGA CINE Buenos Aires
A03/013	00974	THE ANTI CANCER PASTE UP	A.C.CAMARGO CANCER CENTER	BREAST CANCER CAMPAIGN	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo		BANDO São Paulo
A03/016	01163	FLIGHT AGAINST CANCER	HOSPITAL DE CANCER DE BARRETOS	HOSPITAL AWARENESS	WMcCANN São Paulo	BRAZIL	WMcCANN São Paulo		CONSPIRAÇÃO FILMES São Paulo
A03/017	01537	JUST ANOTHER CEREBRAL PALSY BEER	THE GOTHENBURG COOPERATIVE FOR INDEPENDENT LIVING (GIL)	PERSONAL ASSISTANCE / SOCIAL AWARENESS	HEY, IT'S ENRICO PALLAZZO Goteborg	SWEDEN	HEY, IT'S ENRICO PALLAZZO Goteborg		
A04 (Luxury goods, Fashion & Beauty)									
A04/002	00141	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWALONDON	UNITED KINGDOM	TBWALONDON		
A04/010	01481	PANTENE LIFE CARE	PROCTER & GAMBLE	PANTENE	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires		PALERMO FILMS Buenos Aires
A04/032	01732	TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	SOL DE JANEIRO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo		
A05 (Other Consumer Goods)									
A05/011	00499	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland / APOLLONATION		SPARK PHD Auckland
A05/026	00953	#UNAPOLOGETIC	MATTEL	BARBIE	MATTEL INC El Segundo	USA	KETCHUM Los Angeles / HL GROUP New York		STARCOM New York
A05/028	01388	IF WE MADE IT	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York / FAST HORSE Minneapolis, MN		STARCOM MEDIAVEST GROUP New York City, NY
A05/031	01414	FOOTBALL RELIGION	FOCA BEER	BEER	GREY BRASIL Sao Paulo	BRAZIL	GREY BRASIL Sao Paulo		LANDIA São Paulo
A05/032	01485	HALF IS MORE USEFUL	LIFE WATER	LIFE WATER	SHINEWORKS Shanghai	CHINA	SHINEWORKS PR Shanghai	SHINEWORKS MEDIA Shanghai	SHINEWORKS STUDIO Shanghai
A05/036	01219	THE SOCIAL MEDIA GUARD	COCA-COLA COMPANY	COCA-COLA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	UM DUBAI	BLUE CACTUS FILMS Dubai
A06 (Media, Arts & Entertainment)									
A06/010	01848	FOOTBALL ON YOUR PHONE	DIRECTV	TELECOMMUNICATIO NS	GREY NEW YORK	USA	GREY NEW YORK	GREY ACTIVATION New York	HUNGRY MAN New York
A06/016	01849	DALLAS GAS STATION	TNT	DALLAS	GREY NEW YORK	USA	GREY NEW YORK / KETCHUM New York	GREY ACTIVATION New York	PIE FACE PICTURES New York
A06/021	00294	THE FOX	TVNORGE / I KVELD MED YLVIS	BROADCASTER	TVNORGE Oslo	NORWAY			CONCORDE TV Bergen
A06/037	01346	THEATRE COMMERCIALS	THEATER AAN DE STROOM	THEATRE	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS		EARLYBIRDS FILMS Gent
A06/051	01861	THE FADING NEWS	RADIKAL	NEWSPAPER	TBWAISTANBUL	TURKEY	TBWAISTANBUL		

A07 (Travel, Tourism & Leisure)

Shortlist (PR Lions)

A07/011	01543	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen / RADIUS KOMMUNKATION A/S Copenhagen	GOBSMACK PRODUCTIONS Copenhagen
A07/012	01512	ARE YOU KLAUS-HEIDI?	LUFTHANSA	FLIGHT CARRIER	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM / BURSON-MARSTELLER	MINDSHARE Stockholm
A07/025	01749	UNGROUND: AN INNOVATION LAB IN THE SKY	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVY NEW YORK	USA	OGILVY NEW YORK / TEXT 100 New York	DDB FILM Stockholm

A08 (Retail & Restaurants)

A08/006	00161	WENDY'S PRETZEL BACON CHEESEBURGER LOVE SONGS	WENDY'S	FAST FOOD	KETCHUM Atlanta, GA	USA	KETCHUM Atlanta, GA / VML Kansas City	STARCOM MEDIAVEST GROUP New York City, NY
A08/023	01020	2014 TACO BELL BREAKFAST LAUNCH (RONALD MCDONALD LAUNCH)	TACO BELL	TACO BELL BREAKFAST MENU	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	MEC Los Angeles
A08/028	01474	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles / EDELMAN New York	MOONBOT STUDIOS Shreveport

A09 (Financial Services)

A09/013	01681	REAL LIFE	ALLIANZ	INSURANCE PRODUCTS/SERVICES	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	FIGHTING FISH Clichy
A09/022	01102	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN/TBWA GROUP MELBOURNE	AUSTRALIA	WHYBIN/TBWA GROUP MELBOURNE / ELEVEN PR Sydney	PHD Melbourne

A10 (Technology & Manufacturing)

A10/005	00797	HANDS ON SEARCH	YAHOO! JAPAN	YAHOO! JAPAN	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo	HAKUHODO DY MEDIA PARTNERS Tokyo
A10/006	01045	SLOW DOWN DAD	SAMSUNG ELECTRONICS	SLOW DOWN DAD	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach / CHEIL POLAND Warsaw	STARCOM GERMANY Frankfurt
A10/019	01520	GOOGLE 'REUNION'	GOOGLE, INDIA	GOOGLE SEARCH	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai	CHROME PICTURES Mumbai
A10/032	01338	GHITA - THE SOCIAL SHEPHERD	VODAFONE ROMANIA	TELECOM	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest	UM ROMANIA Bucharest
A10/036	01330	GIVING	REAL MOVE CO.	TRUEMOVE H	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	

A11 (Charity & not for Profit)

A11/004	00089	THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHARITY	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town	
A11/008	00592	WENT TOO FAST. GONE TOO SOON.	BIVV / IBSR (BELGIAN INSTITUTE FOR ROAD SAFETY)	ROAD SAFETY	20SOMETHING Brussels	BELGIUM	20SOMETHING Brussels	ZOOM PRODUCTION Brussels
A11/016	00191	VERY GOOD MANNERS	POLISH RED CROSS	GOOD CHILDHOOD	CHEIL POLAND Warsaw	POLAND	CHEIL POLAND Warsaw	
A11/019	01344	NO CHILD BRIDES	CHILD SURVIVAL INDIA	CHILD SURVIVAL INDIA	HAVAS WORLDWIDE INDIA Gurgaon	INDIA	HAVAS WORLDWIDE INDIA Gurgaon	UNCOMMONSENSE COMMUNICATIONS New Delhi
A11/022	00556	MOVIES THAT CHANGE LIVES	CHANGE ONE LIFE	ADOPTION AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow / PROSTOR PR AND CONSULTING Moscow	ADSERVICE Moscow
A11/024	00581	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	TETTEROO MEDIA Amsterdam
A11/027	00729	GIVE BLOOD. GIVE POWER. - CHAMPIONS FOR CHILDREN.	GERMAN RED CROSS	BLOOD DONATION	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / MHOCH4 Hamburg	
A11/030	00137	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	
A11/073	00902	#MAMMING	N/A	BREAST CANCER AWARENESS	360i New York	USA	360i New York	DIRTY ROBBER Los Angeles
A11/124	01061	OPERATION HUNGER	ACTIONAID ITALIA ONLUS	CHILD AND COMMUNITY DEVELOPMENT CHARITY	OGILVY & MATHER ADVERTISING Milan	ITALY	OGILVY & MATHER ADVERTISING Milan / INC ISTITUTO NAZIONALE PER LA COMUNICAZIONE ROME	VIDEOZONE Milan

A12 (Public Sector)

A12/002	00033	RICE-CODE	INAKADATE VILLAGE	INAKADATE VILLAGE	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	NIPPON MOVIE CO. Tokyo
A12/006	00221	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

Shortlist (PR Lions)

A12/011	00464	UNGIVEN GIFTS	TRANSPORT ACCIDENT COMMISSION	ROAD SAFETY	GREY MELBOURNE	AUSTRALIA			
A12/023	01357	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 Bogotá		WHISKEY FILMS Bogotá

B01 (Corporate Reputation & Communication)

B01/045	00661	DILL - THE RESTAURANT.	LIDL	SUPERMARKETS	INGO Stockholm	SWEDEN	INGO Stockholm		ACNE PRODUCTION Stockholm
B01/048	01727	DAD'S PREGNANT TOO	KIMBERLY CLARK	HUGGIES	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	MINDSHARE Buenos Aires	ORUGA CINE Buenos Aires
B01/065	01831	WHY BRING A CHILD INTO THIS WORLD?	UNILEVER	UNILEVER BRAND GLOBAL	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires / EDELMAN London	PHD London	MOXIE PICTURES New York
B01/067	01378	YEAR ONE	COMMERZBANK	BANKING SERVICES	THJNK Hamburg	GERMANY	THJNK Hamburg		
B01/078	01518	SAMSUNG MAESTROS ACADEMY	SAMSUNG ELECTRONICS ITALY	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT Milan	ITALY	LEO BURNETT Milan		MAGNOLIA Milan

B02 (Public Affairs & Lobbying)

B02/011	01851	UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI GUN VIOLENCE ORGANIZATION	GREY NEW YORK	USA	GREY NEW YORK	FITZGIBBON MEDIA Washington	RABBIT CONTENT New York
B02/013	00618	BE A MAN	KOMMUNAL	GENDER EQUALITY	VOLONTAIRE Stockholm	SWEDEN	VOLONTAIRE Stockholm		DELOREAN Stockholm
B02/020	00863	CLIMATE NAME CHANGE	350 ACTION	ENVIRONMENTAL PUBLIC SERVICE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York		FURLINED Los Angeles, CA
B02/030	01133	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DBB SPAIN Madrid	SPAIN	DBB SPAIN Madrid / QMS Madrid		
B02/039	01577	INCOMPLETE BIOS	FUNDACIÓN PANIAMOR	CHILD PROTECTION (NON PROFIT ORGANIZATION)	LEO BURNETT COSTA RICA San Jose	COSTA RICA	LEO BURNETT COSTA RICA San Jose		
B02/040	01862	THE FADING NEWS	RADIKAL	NEWSPAPER	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL		

B03 (Crisis Communications & Issue Management)

B03/002	00164	RUMBLE ON THE RAILS	COMMITTEE FOR THE PRESERVATION OF OLYMPIC WRESTLING (CPOW); INTERNATIONAL FEDERATION OF ASSOCIATED WRESTLING STYLES (FILA); USA WRESTLING	SPORTS FEDERATION	KETCHUM SPORTS & ENTERTAINMENT New York	USA	KETCHUM SPORTS & ENTERTAINMENT New York		
B03/003	01424	DON'T GROUND AMERICA	AIRLINES FOR AMERICA	TRADE ORGANIZATION	KETCHUM Washington	USA	KETCHUM Washington		
B03/018	01379	YEAR ONE	COMMERZBANK	BANKING SERVICES	THJNK Hamburg	GERMANY	THJNK Hamburg		

B04 (Corporate Responsibility)

B04/009	01252	RAIN FOR SALE	THE COCA-COLA COMPANY	RAINWATER OF LLORO	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá / GEOMETRY GLOBAL Bogotá		LOS NOTARIOS Bogotá
B04/015	01355	ALBAL CHALLENGE - A DAY WITHOUT LEFTOVERS	ALBAL	HOUSEHOLD FOOD STORAGE SOLUTIONS	EDELMAN London	UNITED KINGDOM	EDELMAN Madrid		
B04/018	01483	PANTENE LIFE CARE	PROCTER & GAMBLE	PANTENE	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires		PALERMO FILMS Buenos Aires
B04/022	01823	THE SEATBELT CREW	CHANNEL V/STAR TV	ROAD SAFETY AWARENESS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai		RGBA STUDIOS Mumbai
B04/030	00603	THE LIFE-SAVING CABLE	AZERFON	CHARGING CABLE	Y&R Moscow	RUSSIA	Y&R Moscow / PROSTOR PR AND CONSULTING		
B04/042	00725	LIGHT AFTER SCHOOL	HAIER	LIGHTING	PUBLICIS SHANGHAI	CHINA	PUBLICIS SHANGHAI		
B04/057	01184	18TH ZONE EMBASSY	FRITOLAY	TORTRIX	BBDO GUATEMALA	GUATEMALA	BBDO GUATEMALA		PELICULAS MANDRAKE Guatemala City
B04/059	01735	TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	SOL DE JANEIRO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo		
B04/060	01103	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN TBWA GROUP MELBOURNE	AUSTRALIA	WHYBIN TBWA GROUP MELBOURNE / ELEVEN	PHD Melbourne	REVOLVER WILL O'ROURKE Sydney

B05 (Environmental (incl. Sustainability))

Shortlist (PR Lions)

B05/010	01094	DUPÉ	YARRA VALLEY WATER	WATER UTILITIES	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE	ONE20 Melbourne
B06 (Internal Communications (incl. employee Engagement))								
B06/002	00749	HSBC NOW	HSBC	WEB TV SERIES	HSBC London	UNITED KINGDOM	HSBC London	MERCHANTCANTOS London
B07 (Media Relations)								
B07/011	00717	HAPPIER HENS LAY TASTIER EGGS	THE HAPPY EGG COMPANY	THE HAPPY EGG CO. FREE RANGE EGGS	MISCHIEF PR London	UNITED KINGDOM	MISCHIEF PR London	
B07/014	00559	MOVIES THAT CHANGE LIVES	CHANGE ONE LIFE	ADOPTION AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow / PROSTOR PR AND CONSULTING Moscow	ADSERVICE Moscow
B07/017	00222	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
B07/025	00305	GAME CHRISTMAS TINNER	GAME	GAME RETAIL	MHP COMMUNICATIONS London	UNITED KINGDOM	MHP COMMUNICATIONS London	
B07/027	00569	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET (THE LABOUR PARTY)	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo	PRAVDA Oslo
B07/029	00417	POLISH DIACRITICS CAMPAIGN	POLISH ACADEMY OF SCIENCES	POLISH LANGUAGE	OGILVY & MATHER ADVERTISING Warsaw	POLAND	OGILVY & MATHER ADVERTISING Warsaw / OGILVY PUBLIC RELATIONS WORLDWIDE	REDWORKS Warsaw
B07/043	01135	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid / QMS Madrid	
B08 (Events & Experiential (incl. stunts))								
B08/005	00015	ALL EYES ON S4	SWISSCOM	SAMSUNG GALAXY S4 HEIMAT	Berlin	GERMANY	HEIMAT Berlin	MEDIASCHNEIDER Zurich WHO'S MCQUEEN PICTURE Berlin
B08/019	00142	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA/LONDON	UNITED KINGDOM	TBWA/LONDON	
B08/021	00444	THE L&B (LAB) EXPERIMENT	BEST&LESS	FASHION	BANJO ADVERTISING Sydney	AUSTRALIA	BANJO ADVERTISING Sydney / EDELMAN Sydney	SYDNICATE FILMS Melbourne
B08/023	00593	WENT TOO FAST. GONE TOO SOON.	BIVV / IBSR (BELGIAN INSTITUTE FOR ROAD SAFETY)	WENT TOO FAST. GONE TOO SOON.	20SOMETHING Brussels	BELGIUM	20SOMETHING Brussels	ZOOM PRODUCTION Brussels
B08/078	00818	SADDLE BLOSSOMS	COGOO - CLEAN CITY ORGANIZATION	STOP ABANDONING BICYCLES	TBWA/HAKUHODO Tokyo	JAPAN	TBWA/HAKUHODO Tokyo / THE WINDWARD Tokyo	AOI PRO. Tokyo
B08/082	01500	INVISIBLE PEOPLE	UNHCR	A REFUGEE EXHIBITION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	
B08/089	01621	THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	
B08/092	00570	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET (THE LABOUR PARTY)	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo	PRAVDA Oslo
B08/108	00483	THE EXCHANGE	ORGAN DONOR FOUNDATION OF SOUTH AFRICA	POP-UP STORE	NATIVE VML Johannesburg	SOUTH AFRICA	NATIVE VML Johannesburg	
B08/112	01539	THE MOST TENDER TOWN IN POLAND	MONDELEZ	MILKA	STARCOM MEDIAVEST GROUP Warsaw	POLAND	ALERT MEDIA Warsaw	STARCOM MEDIAVEST GROUP Warsaw
B08/114	00662	DILL - THE RESTAURANT.	LIDL	SUPERMARKETS	INGO Stockholm	SWEDEN	INGO Stockholm	ACNE PRODUCTION Stockholm
B08/118	01001	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	AGOSTO BUENOS AIRES
B08/126	01726	DAD'S PREGNANT TOO	KIMBERLY CLARK	HUGGIES	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	MINDSHARE Buenos Aires ORUGA CINE Buenos Aires
B08/147	00874	THE LONGEST HANDESHAKE	TANGO NETWORK	RELATIONS BETWEEN THE TURKS AND THE ARMENIANS	TWIGA Moscow	RUSSIA	TWIGA Moscow / ADACTIVE Tbilisi	TT MEDIA Moscow
B08/152	00979	THE ANTI CANCER PASTE UP	A.C.CAMARGO CANCER CENTER	BREAST CANCER CAMPAIGN	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo	BANDO São Paulo
B08/157	01134	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid / QMS Madrid	
B08/176	01185	18TH ZONE EMBASSY	FRITOLAY	TORTRIX	BBDO GUATEMALA	GUATEMALA	BBDO GUATEMALA	PELICULAS MANDRAKE Guatemala City
B08/186	01386	DATE-RAPE DRUG	TIMEOUT	DATE-RAPE DRUG AWARENESS WEEK	ZENITHOPTIMEDIA Ramat Gan	ISRAEL	ZENITHOPTIMEDIA Ramat Gan / KARVAT&WEISS Tel-Aviv	ZENITHOPTIMEDIA Ramat Gan

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B08/213	01859	MIND ART	WINSOR & NEWTON/SHANGHAI YUE MIAO CENTRE FOR PEOPLE WITH DISABILITIES	WINSOR & NEWTON ACRYLIC PAINT/NON-GOVERNMENT NON-PROFIT INSTITUTION PROVIDING CARE, TREATMENT, EDUCATION SERVICE TO DISABLED KIDS AND YOUTH	OGILVY & MATHER SHANGHAI CHINA	CHINA	OGILVY & MATHER SHANGHAI			GWANTSI Shanghai
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B09 (Celebrity Endorsement)

B09/009	00072	IT'S FEEDING TIME	CRONULLA SHARKS	RUGBY SPORTS CLUB	GPY&R Sydney	AUSTRALIA	GPY&R Sydney / VML Sydney			IKRAAL Cape Town
B09/014	01712	TRUST YOUR POWER	PROCTER & GAMBLE	DURACELL	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York / CITIZEN PR New			PARK PICTURES Los Angeles, CA
B09/017	00732	GIVE BLOOD. GIVE POWER. – CHAMPIONS FOR CHILDREN.	GERMAN RED CROSS	BLOOD DONATION	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / MHOCH4 Hamburg			
B09/052	01779	I TOUCH MYSELF	CANCER COUNCIL	BREAST CANCER	JWT Sydney	AUSTRALIA	JWT Sydney / HILL & KNOWLTON Sydney			COLLIDER Sydney
B09/056	01632	THE EPIC SPLIT	VOLVO TRUCKS	THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg / VOLVO TRUCKS PUBLIC RELATIONS / BE ON Stockholm			FOLKE Stockholm
B09/058	01867	ZAPARO COLLECTION	MINISTRY OF HERITAGE	AWARENESS CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil			MARURI PRODUCTIONS Guayaquil

B10 (Sponsorship)

B10/008	00468	DACIA SPONSOR DAY	RENAULT ITALIA	DACIA	PUBLICIS CONSULTANTS ITALIA Milan	ITALY	PUBLICIS CONSULTANTS ITALIA Milan	OMD Rome		BEDESCHI FILM Milan
B10/024	01888	BRAHMA SELECAO ESPECIAL	ANHEUSER-BUSCH INBEV	BRAHMA BEER	AFRICA Sao Paulo	BRAZIL	AFRICA Sao Paulo / IN PRESS PORTER NOVELLI			BIG BONSAI São Paulo
B10/033	01104	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINITBWA GROUP MELBOURNE	AUSTRALIA	WHYBINITBWA GROUP MELBOURNE / ELEVEN PR Sydney	PHD Melbourne		REVOLVER/WILL O'ROURKE Sydney

B11 (Launch or Re-launch)

B11/019	01855	DALLAS GAS STATION	TNT	DALLAS	GREY NEW YORK	USA	GREY NEW YORK	GREY ACTIVATION New York		PIE FACE PICTURES New York
B11/046	01889	BRAHMA SELECAO ESPECIAL	ANHEUSER-BUSCH INBEV	BRAHMA BEER	AFRICA Sao Paulo	BRAZIL	AFRICA Sao Paulo / IN PRESS PORTER NOVELLI			BIG BONSAI São Paulo
B11/053	01021	2014 TACO BELL BREAKFAST LAUNCH (RONALD MCDONALD LAUNCH)	TACO BELL	TACO BELL BREAKFAST MENU	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	MEC Los Angeles		MOXIE PICTURES Los Angeles
B11/057	01390	THIS IS WHOLESOME	HONEY MAID	SNACKS	DROGA5 New York	USA	DROGA5 New York / WEBER SHANDWICK Chicago, IL			JEFFERSON Los Angeles / Brainwash Los Angeles, CA
B11/060	01575	SEGUNDA CHANCE EMPLOYMENT AGENCY	AFROREGGAE	NGO	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro			
B11/067	01416	FOOTBALL RELIGION	FOCA BEER	BEER	GREY BRASIL Sao Paulo	BRAZIL	GREY BRASIL Sao Paulo			LANDIA São Paulo
B11/076	01633	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, FL, FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg / VOLVO TRUCKS PUBLIC RELATIONS / BE ON Stockholm			SMUGGLER London

B12 (Brand voice (incl. strategic storytelling))

B12/003	01434	THANK YOU MOM	P&G THANK YOU MOM	CONSUMER PRODUCTS	MARINA MAHER KETCHUM New York	USA	MARINA MAHER KETCHUM New York			
B12/012	00813	HALLOWEEN TREATS GONE WRONG	P&G	CREST & ORAL-B (ORAL CARE)	MSLGROUP New York	USA	MSLGROUP New York / PUBLICIS KAPLAN THALER New York	STARCOM MEDIAVEST GROUP New York City, NY		
B12/018	01524	GOOGLE 'REUNION'	GOOGLE, INDIA	GOOGLE SEARCH	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai			CHROME PICTURES Mumbai
B12/030	01477	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles / EDELMAN New York			MOONBOT STUDIOS Shreveport
B12/036	01356	ALBAL CHALLENGE - A DAY WITHOUT LEFTOVERS	ALBAL	HOUSEHOLD FOOD STORAGE SOLUTIONS	EDELMAN London	UNITED KINGDOM	EDELMAN Madrid			

C01 (Use of digital Platforms)

C01/004	00034	RICE-CODE	INAKADATE VILLAGE	INAKADATE VILLAGE	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo			NIPPON MOVIE CO. Tokyo
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Shortlist (PR Lions)

C01/029	00432	UNICEF TAP PROJECT 2014	U.S. FUND FOR UNICEF	NGO THAT SUPPORTS UNICEF'S WORK THROUGH FUNDRAISING, ADVOCACY AND EDUCATION IN THE U.S.	DROGA5 New York	USA	DROGA5 New York / PORTER NOVELLI New York	STARCOM MEDIAVEST GROUP New York City, NY	MODERN ASSEMBLY New York
C01/051	00656	POWER SLEEP	SAMSUNG	BRANDING & SOCIAL RESPONSIBILITY	CHEIL AUSTRIA Vienna	AUSTRIA	CHEIL AUSTRIA Vienna / CHEIL WORLDWIDE Seoul		
C01/057	00978	TA NO MAPA! (ON THE MAP)	AFROREGGAE	AFROREGGAE	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo		NITRO B São Paulo
C01/061	01656	ANDROID KIT KAT	NESTLÉ	KIT KAT	JWT LONDON	UNITED KINGDOM	JWT LONDON	MINDSHARE London	
C01/063	01153	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
C01/065	01478	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles / EDELMAN New York		MOONBOT STUDIOS Shreveport
C01/075	01629	SAT-JF14	RECORD COLLECTION	MUSIC ALBUM - JOHN FRUSCIANTE	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo / BIG HASSLE MEDIA Los Angeles		
C01/080	01264	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		
C01/085	01576	INCOMPLETE BIOS	FUNDACIÓN PANIAMOR	CHILD PROTECTION (NON PROFIT ORGANIZATION)	LEO BURNETT COSTA RICA San Jose	COSTA RICA	LEO BURNETT COSTA RICA San Jose		

C02 (Community Building/Management)

C02/007	00246	NO SOCIAL NETWORK	TIGO - FACEBOOK	INTERNET & MOBILE	BIEDERMANN / McCANN Paraguay	PARAGUAY	BIEDERMANN / McCANN Paraguay / BIEDERMANN PR Asunción	UM BIEDERMANN Asuncion	LA DOBLE A Buenos Aires
C02/017	00843	HACKING POLITICS	THE NET PARTY	THE NET PARTY	ADVERPR Buenos Aires	ARGENTINA	ADVERPR Buenos Aires		
C02/020	01528	PROUD OF BELGIAN BEER	VLAM - BELGIAN BREWERS	BEER	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	MINDSHARE Brussels	SPUTNIK Kessel-Lo
C02/026	01670	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		

C03 (Audience Targeting/Engagement (incl. social listening and conversational insight))

C03/003	01189	LOVE	HONEY MAID	SNACKS	DROGA5 New York	USA	DROGA5 New York / WEBER SHANDWICK		
C03/005	00583	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam		TETTEROO MEDIA Amsterdam
C03/014	01692	#SPCSUNDAY	SPC ARDMONA	FMCG FOOD (TINNED FRUIT, BAKED BEANS AND SPAGHETTI)	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE / OPEN HAUS Paddington		

C04 (Influencer Communications)

C04/003	01168	STYLESCAPE: PHILLIP LIM FOR TARGET		RETAIL	MOTHER NEW YORK	USA	MOTHER NEW YORK / LAFORCE + STEVENS New York		URBAN NYC
C04/013	01598	#SHARETHESOFA	HEINEKEN	HEINEKEN	EDELMAN London	UNITED KINGDOM	EDELMAN London / DDB & TRIBAL WORLDWIDE Amsterdam	STARCOM MEDIAVEST GROUP Amsterdam	
C04/020	01525	MESSAGE BARTER	THE AKANKSHA FOUNDATION	THE AKANKSHA FOUNDATION SCHOOLS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai		
C04/029	01756	UNGROUND: AN INNOVATION LAB IN THE SKY	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVY NEW YORK	USA	OGILVY NEW YORK / TEXT 100 New York		
C04/051	01737	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo		PARANOID BR São Paulo

C05 (Response/Real-Time Activity (including crowdsourcing))

C05/003	00211	MINDDRIVE SOCIAL FUEL	MINDDRIVE	EDUCATION	VML Kansas City	USA	VML Kansas City		
C05/012	00994	SOLVING #SOCHIPROBLEMS	AIRBNB	SHORT-TERM HOME RENTALS	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		
C05/014	00139	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai		

Shortlist (PR Lions)

C05/039	01693	#SPCSUNDAY	SPC ARDMONA	FMCG FOOD (TINNED FRUIT, BAKED BEANS AND SPAGHETTI)	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE / OPEN HAUS Paddington	
C05/043	01391	IF WE MADE IT	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York / FAST HORSE Minneapolis, MN	STARCOM MEDIAVEST GROUP New York City, NY
C05/047	01828	#SOMOSTODOSMACACOS #WEAREALLMONKEYS	NEYMAR JR	INSTITUCIONAL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	

C06 (Use of Co-Creation & User Generated Content)

C06/022	00216	WENDY'S PRETZEL BACON CHEESEBURGER LOVE SONGS	WENDY'S	QSR	VML Kansas City	USA	VML Kansas City / KETCHUM Atlanta, GA	STARCOM MEDIAVEST GROUP New York City, NY	LIQUID 9 Kansas City
C06/025	01154	I REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE	FOUNDATION	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt / WELLCOM Paris		WERKSTATT Paris
C06/043	01540	ASSASSIN'S CREED IV - BLACK FLAG - DEFY HISTORY	UBISOFT EMEA	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris		UNIT 9 London

C07 (Innovative Use of Social or Community)

C07/001	00053	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland / MANGO COMMUNICATIONS Auckland		
C07/027	00511	PHUBBING	MACQUARIE	DICTIONARY	McCANN MELBOURNE	AUSTRALIA			AIRBAG PRODUCTIONS Melbourne
C07/031	00769	CAMPAIGN AGAINST ILLEGAL FIREWORKS	DUTCH CONSUMER SAFETY INSTITUTE	CONSUMER SAFETY AWARENESS	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam		
C07/045	00704	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
C07/047	00505	MUTTBOMBING	DPA	PET ADOPTION	DIESTE Dallas	USA	DIESTE Dallas		LANDIA Buenos Aires
C07/050	00980	TA NO MAPAI (ON THE MAP)	AFROREGGAE	AFROREGGAE	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo		NITRO B São Paulo
C07/065	01023	BUY THE SKY	ROYAL FLYING DOCTOR SERVICE	ROYAL FLYING DOCTOR SERVICE	HAVAS WORLDWIDE AUSTRALIA Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA Sydney / RED AGENCY Sydney	STARCOM MEDIAVEST GROUP Sydney	METHOD STUDIOS Sydney
C07/071	01662	THE JOKER'S JOB INTERVIEW	WARNER BROS INTERACTIVE	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris		WANDA PRODUCTIONS Saint-Denis La Plaine Cedex
C07/072	01808	ONE NOTE AGAINST CANCER	APREC	CHARITY	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris		ICONOCLAST Paris

D01 (Multi-Markets Campaigns)

D01/005	00308	THERE IS ALWAYS HOPE	CRISIS ACTION	#WITHSYRIA	FREUDS London	UNITED KINGDOM	FREUDS London / SUNSHINE London		
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D02 (Territory Marketing & Communication (incl. city/region/country branding, etc.))

D02/010	00242	THE PROOF OF LOVE	FLOWER TOWN	FLOWER	IMPACT BBDO Beirut	LEBANON	IMPACT BBDO Beirut		
D02/021	01187	18TH ZONE EMBASSY	FRITOLAY	TORTRIX	BBDO GUATEMALA	GUATEMALA	BBDO GUATEMALA		PELICULAS MANDRAKE Guatemala City
D02/022	00737	BUILD YOUR OWN ADVENTURE WITH GOOGLE	GOOGLE ASIA PACIFIC	GOOGLE MAPS WITH STREET VIEW AND THE CULTURAL INSTITUTE	GOOGLE ASIA PACIFIC Singapore	SINGAPORE	GOOGLE ASIA PACIFIC Singapore / PHIBIOUS Phnom Penh		

E01 (Integrated Campaign led by PR)

E01/012	00498	TUI BEER PLUMBER	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland / PORTER	SPARK PHD Auckland	8COM Auckland
E01/014	01773	ATTENTION POWERED CAR	ROYAL AUTOMOBILE CLUB OF WESTERN AUSTRALIA	MOTORING SERVICES	JWT Sydney	AUSTRALIA	JWT Sydney / ADHESIVE PR Sydney	INITIATIVE Sydney	FINCH Sydney
E01/046	00956	#UNAPOLOGETIC	MATTEL	BARBIE	MATTEL INC El Segundo	USA	KETCHUM Los Angeles / HL GROUP New York	STARCOM New York	
E01/048	00621	BE A MAN	KOMMUNAL	GENDER EQUALITY	VOLONTAIRE Stockholm	SWEDEN	VOLONTAIRE Stockholm		DELOREAN Stockholm
E01/051	01387	DATE-RAPE DRUG	TIMEOUT	DATE-RAPE DRUG AWARENESS WEEK	ZENITHOPTIMEDIA Ramat Gan	ISRAEL	ZENITHOPTIMEDIA Ramat Gan / KARVAT&WEISS Tel-Aviv	ZENITHOPTIMEDIA Ramat Gan	
E01/060	01480	QVC: JOAN RIVERS VS. MISS PIGGY	QVC	MASS RETAILER	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles / DKC Los Angeles	CHANNEL FACTORY Los Angeles, CA	SOAPBOX FILMS Los Angeles
E01/061	01022	2014 TACO BELL BREAKFAST LAUNCH (RONALD MCDONALD LAUNCH)	TACO BELL	TACO BELL BREAKFAST MENU	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	MEC Los Angeles	MOXIE PICTURES Los Angeles

E02 (Costs/Creative Performance PR Campaign)

Shortlist (PR Lions)

E02/035	00418	POLISH DIACRITICS CAMPAIGN	POLISH ACADEMY OF SCIENCES	POLISH LANGUAGE	OGILVY & MATHER ADVERTISING Warsaw	POLAND	OGILVY & MATHER ADVERTISING Warsaw / OGILVY PUBLIC RELATIONS WORLDWIDE	REDWORKS Warsaw
E02/062	01198	I WISH MY SON HAD CANCER	HARRISON'S FUND	HARRISON'S FUND	AIS London	UNITED KINGDOM	AIS London	
E02/071	01088	SEARCHING FOR HEARTS	PERUVIAN CANCER FOUNDATION	PONLE CORAZON	FCB MAYO Lima	PERU	FCB MAYO Lima / LA CONTRA Lima	MEDIA CONNECTION BPN TUNCHE FILMS Lima
E02/076	01373	THE BOBSLED SONG	JAMAICA TOURIST BOARD	JAMAICA TOURISM	FCB GARFINKEL New York	USA	FCB GARFINKEL New York / FINN PARTNERS	INITIATIVE New York
E02/079	01655	BENTLEY BURIAL	BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
E02/088	01830	#SOMOSTODOSMACACOS #WEAREALLMONKEYS	NEYMAR JR	NEYMAR JR	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	

Total Entries: 181