

Shortlist (Press Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
A01 (Savory Foods)									
A01/030	03464	LITTLE RED RIDING HOOD	UNILEVER	KNORR QUICK	BORGHI/LOWE São Paulo	BRAZIL	BORGHI/LOWE São Paulo		BIG STUDIOS CGI+ ANIMATION São Paulo
A01/031	03467	SUPER-HERO	UNILEVER	KNORR QUICK	BORGHI/LOWE São Paulo	BRAZIL	BORGHI/LOWE São Paulo		BIG STUDIOS CGI+ ANIMATION São Paulo
A01/032	03470	POPSTAR	UNILEVER	KNORR QUICK	BORGHI/LOWE São Paulo	BRAZIL	BORGHI/LOWE São Paulo		BIG STUDIOS CGI+ ANIMATION São Paulo
A01/042	03816	FLUTE	GROUPE AOSTE	COCHONOU	Y&R PARIS	FRANCE	Y&R PARIS		
A01/044	03820	PENS	GROUPE AOSTE	COCHONOU	Y&R PARIS	FRANCE	Y&R PARIS		
A01/048	03828	SUITCASE	GROUPE AOSTE	COCHONOU	Y&R PARIS	FRANCE	Y&R PARIS		
A02 (Sweet Foods & Snacks)									
A02/032	01218	PASTA	UNILEVER	MARMITE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		
A02/033	01590	ASTRONAUTS	BAUDUCCO	BAUDUCCO TOAST	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		
A02/034	01591	HOLMES	BAUDUCCO	BAUDUCCO TOAST	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		
A02/051	02301	BEAR	MARS CHOCOLATE NORTH AMERICA	SNICKERS BITES	BBDO NEW YORK	USA	BBDO NEW YORK		
A02/064	04082	APEMAN	MARS GCC	SNICKERS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		
A02/065	04084	GRANDMA	MARS GCC	SNICKERS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		
A02/079	04334	RACE CAR	DOS EN UNO	DOS EN UNO	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago		
A02/095	05118	JURY	UNILEVER DE PUERTO RICO	WALL'S	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB LATINA PUERTO RICO San Juan		
A02/096	05119	LOAN	UNILEVER DE PUERTO RICO	WALL'S	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB LATINA PUERTO RICO San Juan		
A02/097	05120	TICKET	UNILEVER DE PUERTO RICO	WALL'S	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB LATINA PUERTO RICO San Juan		
A03 (Alcoholic Drinks)									
A03/029	03136	UN	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE		
A03/031	03138	TROIS	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE		
A03/033	03140	CINQ	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE		
A03/062	04314	VIKINGS	ROTHAMMER	ROTHAMMER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago		
A03/063	04317	PIRATES	ROTHAMMER	ROTHAMMER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago		
A03/064	04320	MUSKETEERS	ROTHAMMER	ROTHAMMER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago		
A03/065	04326	PUNKS	ROTHAMMER	ROTHAMMER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago		
A03/066	04328	DUCK HUNTERS	ROTHAMMER	ROTHAMMER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago		
A03/067	04330	BIKERS	ROTHAMMER	ROTHAMMER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago		
A04 (Non-Alcoholic Drinks)									
A04/003	00366	SNACK VS SPORT	ULTRA PRIMA ABADI	ULTRA PRIMA ABADI	JWT JAKARTA	INDONESIA	JWT JAKARTA		
A04/004	00367	WORKING LATE VS SLEEPING EARLY	ULTRA PRIMA ABADI	ULTRA PRIMA ABADI	JWT JAKARTA	INDONESIA	JWT JAKARTA		
A04/015	01376	RUNNER	GRUPO PETRÓPOLIS	IRONAGE	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO		
A04/016	01377	SWIMMER	GRUPO PETRÓPOLIS	IRONAGE	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO		
A04/017	01378	CYCLIST	GRUPO PETRÓPOLIS	IRONAGE	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO		
A04/040	04064	BALLET	SAUDIA DAIRY & FOODSTUFF COMPANY - SADAFCO	SAUDIA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		

Shortlist (Press Lions)

A04/041	04067	KARATE	SAUDIA DAIRY & FOODSTUFF COMPANY - SADAFCO	SAUDIA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai
A04/042	04070	GYMNASTIC	SAUDIA DAIRY & FOODSTUFF COMPANY - SADAFCO	SAUDIA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai
A04/069	05003	PICK-UP	DRINKOLOGIST	COFFEE 24	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok

A05 (Household: Cleaning Products)

A05/009	03961	JOYSTICK VS. FOOTBALL	UNILEVER	OMO	LOWE VIETNAM Ho Chi Minh City	VIETNAM	LOWE VIETNAM Ho Chi Minh City	MINDSHARE VIETNAM Ho Chi Minh City
A05/010	03962	TABLET VS. TREE	UNILEVER	OMO	LOWE VIETNAM Ho Chi Minh City	VIETNAM	LOWE VIETNAM Ho Chi Minh City	MINDSHARE VIETNAM Ho Chi Minh City
A05/011	03963	MOBILE VS SAND	UNILEVER	OMO	LOWE VIETNAM Ho Chi Minh City	VIETNAM	LOWE VIETNAM Ho Chi Minh City	MINDSHARE VIETNAM Ho Chi Minh City
A05/044	02254	BEAR	QROMA	DUKTO	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	ESTILO 3D Buenos Aires
A05/045	02256	ELEPHANT	QROMA	DUKTO	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	RESET Lima ESTILO 3D Buenos Aires
A05/054	03945	HANSEL AND GRETEL	OMO	DETERGENT	LOWE ISTANBUL	TURKEY	LOWE ISTANBUL	MINDSHARE Istanbul
A05/055	03947	ALICE IN WONDERLAND	OMO	DETERGENT	LOWE ISTANBUL	TURKEY	LOWE ISTANBUL	MINDSHARE Istanbul
A05/056	03949	FROG PRINCE	OMO	DETERGENT	LOWE ISTANBUL	TURKEY	LOWE ISTANBUL	MINDSHARE Istanbul
A05/089	05000	OCTOPUS	AMWAY (THAILAND)	SA8	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	
A05/090	05011	FISH	AMWAY (THAILAND)	SA8	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	

A06 (Household: Other)

A06/008	00630	ROBOT	DURACELL	DURACELL BATTERIES	PUBLICIS PERU Lima	PERU	PUBLICIS PERU Lima	
A06/009	00631	HELICOPTER	DURACELL	DURACELL BATTERIES	PUBLICIS PERU Lima	PERU	PUBLICIS PERU Lima	
A06/010	00632	CAR	DURACELL	DURACELL BATTERIES	PUBLICIS PERU Lima	PERU	PUBLICIS PERU Lima	
A06/024	01469	CHOO-CHOO	PROCTER & GAMBLE	DURACELL BATTERIES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai	MEDIACOM Mumbai
A06/025	01472	REMOTE CONTROL	PROCTER & GAMBLE	DURACELL BATTERIES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai	MEDIACOM Mumbai
A06/026	01475	CAMERA	PROCTER & GAMBLE	DURACELL BATTERIES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai	MEDIACOM Mumbai
A06/079	04098	ANGEL	BOXMAN	BOXMAN	M&CSAATCHI ABEL Johannesburg	SOUTH AFRICA	M&CSAATCHI ABEL Johannesburg	
A06/080	04099	DRUM	BOXMAN	BOXMAN	M&CSAATCHI ABEL Johannesburg	SOUTH AFRICA	M&CSAATCHI ABEL Johannesburg	
A06/081	04100	TEACUP	BOXMAN	BOXMAN	M&CSAATCHI ABEL Johannesburg	SOUTH AFRICA	M&CSAATCHI ABEL Johannesburg	

A07 (Home Appliances & Furnishings)

A07/028	01154	KNIVES 1	ZWILLING J. A. HENCKELS	KNIFE MANUFACTURER	HEREZIE Paris	FRANCE	HEREZIE Paris	CLEO PROD Paris
A07/029	01155	KNIVES 2	ZWILLING J. A. HENCKELS	KNIFE MANUFACTURER	HEREZIE Paris	FRANCE	HEREZIE Paris	CLEO PROD Paris
A07/030	01156	KNIVES 3	ZWILLING J. A. HENCKELS	KNIFE MANUFACTURER	HEREZIE Paris	FRANCE	HEREZIE Paris	CLEO PROD Paris
A07/044	02615	GREEN SKIRT	ELECTROLUX HAUSGERÄTE	AEG PROSTEAM	DDB TRIBAL BERLIN	GERMANY	DDB TRIBAL BERLIN	
A07/045	02616	BLUE SHIRT	ELECTROLUX HAUSGERÄTE	AEG PROSTEAM	DDB TRIBAL BERLIN	GERMANY	DDB TRIBAL BERLIN	
A07/046	02617	RED BLOUSE	ELECTROLUX HAUSGERÄTE	AEG PROSTEAM	DDB TRIBAL BERLIN	GERMANY	DDB TRIBAL BERLIN	
A07/099	04890	CAT	INOVA	LED FLASHLIGHTS	OGILVY & MATHER CHILE Santiago	CHILE	OGILVY & MATHER CHILE Santiago	
A07/100	04891	TOY	INOVA	LED FLASHLIGHTS	OGILVY & MATHER CHILE Santiago	CHILE	OGILVY & MATHER CHILE Santiago	

Shortlist (Press Lions)

A07/105	04958	HOUSE	GODREJ	SECURITY SOLUTIONS	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai	MINDSHARE Gurgaon	PAINTBOX Mumbai
A07/106	04959	ANTIQUE STORE	GODREJ	SECURITY SOLUTIONS	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai	MINDSHARE Gurgaon	PAINTBOX Mumbai
A07/107	04960	MUSIC STORE	GODREJ	SECURITY SOLUTIONS	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai	MINDSHARE Gurgaon	PAINTBOX Mumbai

A08 (Cosmetics & Beauty)

A08/011	00545	SEDUCTIVE	UNILEVER	AXE BLACK PERFUME	ponce buenos aires	ARGENTINA	ponce buenos aires		
A08/012	00549	INTRIGUING	UNILEVER	AXE BLACK PERFUME	ponce buenos aires	ARGENTINA	ponce buenos aires		
A08/013	00553	HEROIC	UNILEVER	AXE BLACK PERFUME	ponce buenos aires	ARGENTINA	ponce buenos aires		
A08/014	00554	CLASSY	UNILEVER	AXE BLACK PERFUME	ponce buenos aires	ARGENTINA	ponce buenos aires		
A08/015	00555	SEXY	UNILEVER	AXE BLACK PERFUME	ponce buenos aires	ARGENTINA	ponce buenos aires		
A08/026	01044	MEET THE PARENTS	CORPORATIVO L'OREAL MEXICO	RADIANCE CAFFEINE EYE ROLL-ON FOR MEN	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich		CZAR Berlin
A08/027	01047	JOB INTERVIEW	CORPORATIVO L'OREAL MEXICO	RADIANCE CAFFEINE EYE ROLL-ON FOR MEN	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich		CZAR Berlin
A08/028	01050	BABYSITTER	CORPORATIVO L'OREAL MEXICO	RADIANCE CAFFEINE EYE ROLL-ON FOR MEN	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich		CZAR Berlin

A09 (Toiletries)

A09/011	01289	KING	SANTHER	PERSONAL BABY NAPPIES	TALENT São Paulo	BRAZIL	TALENT São Paulo		
A09/012	01290	QUEEN	SANTHER	PERSONAL BABY NAPPIES	TALENT São Paulo	BRAZIL	TALENT São Paulo		
A09/013	01291	EMPEROR	SANTHER	PERSONAL BABY NAPPIES	TALENT São Paulo	BRAZIL	TALENT São Paulo		
A09/048	03382	IT LOOKS BIGGER	PHILIPS	BODYGROOMER	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG		
A09/055	03766	BEAR	BADABULLE	CHILDCARE ACCESSORIES AND BABIES PRODUCTS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris		
A09/056	03767	BUNNY	BADABULLE	CHILDCARE ACCESSORIES AND BABIES PRODUCTS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris		

A10 (OTC Pharmacy, Healthcare & Prescription Drugs)

A10/001	00112	BRIDGE	JOHNSON & JOHNSON	BANLICE	JWT Sydney	AUSTRALIA	JWT Sydney		
A10/002	00113	CABLE CAR	JOHNSON & JOHNSON	BANLICE	JWT Sydney	AUSTRALIA	JWT Sydney		
A10/037	01530	QUEUE	BAYER BRASIL	CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		
A10/038	01531	FIRETRUCK	BAYER BRASIL	CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		
A10/066	01672	ROASTED CHIKEN	BAYER DE MEXICO S.A DE C.V	ALKA SELTZER	BBDO MEXICO	MEXICO	BBDO MEXICO		GORILA Santiago
A10/067	01673	HAMBURGER	BAYER DE MEXICO S.A DE C.V	ALKA SELTZER	BBDO MEXICO	MEXICO	BBDO MEXICO		GORILA Santiago
A10/070	01451	KINDERGARTEN	NBTY(CHINA) TRADING	NEURO-PS	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA Beijing		
A10/071	01452	PRIMARY SCHOOL	NBTY(CHINA) TRADING	NEURO-PS	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA Beijing		
A10/127	04421	BANK	JOHNSON & JOHNSON	KY GEL	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires		
A10/143	04351	ALIEN	GARDEN HOUSE	CIRUELAX	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago		
A10/144	04353	TRANSVESTITE	GARDEN HOUSE	CIRUELAX	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago		

Shortlist (Press Lions)

A10/165	04745	BOLD	L'OREAL	NEOGENIC ANTI-HAIRLOSS	TBWA/ESPAÑA Madrid	SPAIN	TBWA/ESPAÑA Madrid	
A10/179	04935	HAND	J&J	BAND AID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
A10/180	04936	FEET	J&J	BAND AID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	

A11 (Clothing, Footwear & Accessories)

A11/003	00840	SUBWAY	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris	ELYSIAN FIELDS Clichy
A11/004	00842	COP	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris	ELYSIAN FIELDS Clichy
A11/005	00844	MOSHPIT	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris	ELYSIAN FIELDS Clichy
A11/026	01573	WHY DO THEY SMILE SO MUCH	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A11/027	01576	IT'S EASY TO EXPLAIN	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A11/028	01579	LAND OF CONTRASTS	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A11/069	04437	TART	STARCO FASHION GROUP	WOZ FOOTWEAR	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	
A11/070	04439	CLOWN	STARCO FASHION GROUP	WOZ FOOTWEAR	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	
A11/071	04441	BLONDE	STARCO FASHION GROUP	WOZ FOOTWEAR	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	
A11/081	04912	THE KILLER	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
A11/082	04914	THE BRAIN	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
A11/083	04916	THE MAN	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
A11/084	04918	THE LUNG	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
A11/085	04921	THE CAPTAIN	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
A11/086	04922	THE WARRIOR	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	

A12 (Miscellaneous)

A12/001	00134	ANGEL VS DEMON	NEWELL RUBBERMAID	PAPERMATE LIQUID PAPER	TBWA/KUALA LUMPUR	MALAYSIA	TBWA/KUALA LUMPUR	START Bandar Sri Permaisuri
A12/002	00135	WIZARD VS WITCH	NEWELL RUBBERMAID	PAPERMATE LIQUID PAPER	TBWA/KUALA LUMPUR	MALAYSIA	TBWA/KUALA LUMPUR	START Bandar Sri Permaisuri
A12/003	00136	PERSEUS VS MEDUSA	NEWELL RUBBERMAID	PAPERMATE LIQUID PAPER	TBWA/KUALA LUMPUR	MALAYSIA	TBWA/KUALA LUMPUR	START Bandar Sri Permaisuri
A12/019	01772	NORBERT	MARS INC. / PEDIGREE	PEDIGREE	BBDO BERLIN	GERMANY	BBDO BERLIN	STARCOM MEDIAVEST GROUP Chicago
A12/020	01773	WILSON	MARS INC. / PEDIGREE	PEDIGREE	BBDO BERLIN	GERMANY	BBDO BERLIN	STARCOM MEDIAVEST GROUP Chicago
A12/021	01774	SANDRA	MARS INC. / PEDIGREE	PEDIGREE	BBDO BERLIN	GERMANY	BBDO BERLIN	STARCOM MEDIAVEST GROUP Chicago
A12/047	03487	CYAN	ECOFILL	ORIGINAL INK CARTRIDGES	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá	STUDIO NUTS Rio De Janeiro
A12/048	03489	MAGENTA	ECOFILL	ORIGINAL INK CARTRIDGES	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá	STUDIO NUTS Rio De Janeiro
A12/049	03491	YELLOW	ECOFILL	ORIGINAL INK CARTRIDGES	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá	STUDIO NUTS Rio De Janeiro
A12/050	03493	BLACK	ECOFILL	ORIGINAL INK CARTRIDGES	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá	STUDIO NUTS Rio De Janeiro
A12/052	03456	KITCHEN	MARS PETCARE	WHISKAS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	ZENITHOPTIMEDIA London
A12/053	03458	GARDEN	MARS PETCARE	WHISKAS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	ZENITHOPTIMEDIA London
A12/054	03460	LIVING ROOM	MARS PETCARE	WHISKAS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	ZENITHOPTIMEDIA London

A13 (Cars)

A13/018	00328	BARBIE	LAND ROVER	LAND ROVER	Y&R GERMANY Berlin	GERMANY	Y&R GERMANY Berlin	MINDSHARE WW Frankfurt
---------	-------	--------	------------	------------	--------------------	---------	--------------------	------------------------

Shortlist (Press Lions)

A13/019	00330	KID	LAND ROVER	LAND ROVER	Y&R GERMANY Berlin	GERMANY	Y&R GERMANY Berlin	MINDSHARE WW Frankfurt
A13/020	00332	FANS	LAND ROVER	LAND ROVER	Y&R GERMANY Berlin	GERMANY	Y&R GERMANY Berlin	MINDSHARE WW Frankfurt
A13/047	01815	LADYBUG	PEUGEOT	DISTANCE ALERT	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A13/048	01816	ANT	PEUGEOT	DISTANCE ALERT	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A13/049	01817	CATERPILLAR	PEUGEOT	DISTANCE ALERT	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A13/059	01584	CENTRAL PARK	AUDI BRASIL	A6 ALLROAD QUATTRO	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A13/060	01585	HYDE PARK	AUDI BRASIL	A6 ALLROAD QUATTRO	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A13/061	01586	IPANEMA BEACH	AUDI BRASIL	A6 ALLROAD QUATTRO	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A13/065	01420	BLIND	PEUGEOT	SKY WINDOW	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A13/066	01421	BROTHERS	PEUGEOT	SKY WINDOW	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A13/067	01422	GRANDMA	PEUGEOT	SKY WINDOW	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A13/072	02559	DOE & SEA-LION	JEEP FRANCE	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	
A13/073	02561	ELEPHANT & SWAN	JEEP FRANCE	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	
A13/074	02563	GIRAFFE & PENGUIN	JEEP FRANCE	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	
A13/094	02924	DINNER	VOLKSWAGEN	POLO GTI	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City	SHAKTIPROD México City
A13/095	02925	SOCCER	VOLKSWAGEN	POLO GTI	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City	SHAKTIPROD México City
A13/096	02926	COLLEGE	VOLKSWAGEN	POLO GTI	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City	SHAKTIPROD México City
A13/126	03315	DESERTS	JEEP	NEW JEEP GRAND CHEROKEE 2014	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
A13/127	03316	FORESTS	JEEP	NEW JEEP GRAND CHEROKEE 2014	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
A13/128	03317	MOUNTAINS	JEEP	NEW JEEP GRAND CHEROKEE 2014	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
A13/196	05129	KID	GENERAL MOTORS	OPEL	Tapsa Y&R Madrid	SPAIN	Tapsa Y&R Madrid	
A13/197	05130	RUNNER	GENERAL MOTORS	OPEL	Tapsa Y&R Madrid	SPAIN	Tapsa Y&R Madrid	
A13/198	05131	DEER	GENERAL MOTORS	OPEL	Tapsa Y&R Madrid	SPAIN	Tapsa Y&R Madrid	

A14 (Other Vehicles, Auto Products & Services)

A14/065	01106	SPORTS CAR	HOWARD'S AUTO BODY	BODY SHOP	FITZGERALD+CO Atlanta	USA	FITZGERALD+CO Atlanta	
A14/066	01107	VINTAGE CAR	HOWARD'S AUTO BODY	BODY SHOP	FITZGERALD+CO Atlanta	USA	FITZGERALD+CO Atlanta	
A14/067	01108	TRUCK	HOWARD'S AUTO BODY	BODY SHOP	FITZGERALD+CO Atlanta	USA	FITZGERALD+CO Atlanta	
A14/085	01510	UNINTRODUCING	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	INKUBA São Paulo
A14/093	01532	MOOSE	AUDI BRASIL	AUDI PRE SENSE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A14/094	01533	CHILD	AUDI BRASIL	AUDI PRE SENSE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A14/097	01548	TRUCK DRIVER	VOLKSWAGEN DO BRASIL	VOLKSWAGEN SIDE ASSIST	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A14/098	01549	LADY WITH A SCOOTER	VOLKSWAGEN DO BRASIL	VOLKSWAGEN SIDE ASSIST	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A14/113	01812	BOY	VAESA	VOLKSWAGEN	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	
A14/114	01813	GIRL	VAESA	VOLKSWAGEN	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	
A14/115	01814	DOG	VAESA	VOLKSWAGEN	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	
A14/116	00935	BLISSFUL DOG	PANASONIC	NANOE AUTOMOTIVE TECHNOLOGY	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney	FREEWAY REPS Sydney
A14/117	00937	CONFUSED DOG	PANASONIC	NANOE AUTOMOTIVE TECHNOLOGY	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney	FREEWAY REPS Sydney
A14/118	00939	WINDBLOWN DOG	PANASONIC	NANOE AUTOMOTIVE TECHNOLOGY	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney	FREEWAY REPS Sydney
A14/123	02372	GRANDSTAND	VW	PARK ASSIST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	

Shortlist (Press Lions)

A14/124	02374	JURY	VW	PARK ASSIST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN
A14/126	03029	DIALECTICAL	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A14/127	03030	PHENOMENOLOGY	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A14/130	03033	LEGACY	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A14/267	04434	FRIDGE	VOLKSWAGEN	VW PARK ASSIST	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires
A14/268	04435	SHELVES	VOLKSWAGEN	VW PARK ASSIST	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires

A15 (Home Electronics & Audio-Visual)

A15/004	00533	SAILOR/NURSE/KISS	LEICA	100 YEARS OF LEICA PHOTOGRAPHY	GEOMETRY GLOBAL GERMANY Berlin	GERMANY	GEOMETRY GLOBAL GERMANY Frankfurt
A15/005	00534	NAPALM/GIRL/ROAD	LEICA	100 YEARS OF LEICA PHOTOGRAPHY	GEOMETRY GLOBAL GERMANY Berlin	GERMANY	GEOMETRY GLOBAL GERMANY Frankfurt
A15/036	03176	CALLS BRIDE	CANON	HOME APPLIANCES & FURNISHING	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City
A15/037	03177	CALLS BOWLING	CANON	HOME APPLIANCES & FURNISHING	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City
A15/038	03178	CALLS CHOIR	CANON	HOME APPLIANCES & FURNISHING	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City
A15/066	03383	ELVIS	BOSE	NOISE CANCELLING HEADPHONES	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG
A15/067	03384	KURT	BOSE	NOISE CANCELLING HEADPHONES	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG
A15/068	03385	JAMES	BOSE	NOISE CANCELLING HEADPHONES	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG

A16 (Retail Stores)

A16/010	00289	CHRISTMAS LUNCH	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MANNING GOTTLIEB OMD London
A16/011	00290	GRAVEL	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MANNING GOTTLIEB OMD London
A16/012	00291	WIRE WOOL	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MANNING GOTTLIEB OMD London
A16/013	00292	SINK PLUG	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MANNING GOTTLIEB OMD London
A16/014	00293	TOOTHBRUSH	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MANNING GOTTLIEB OMD London
A16/069	02387	GROTESQUE APPLE	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	ZENITHOPTIMEDIA Paris ELYSIAN FIELDS Clichy
A16/070	02389	DISFIGURED EGGPLANT	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	ZENITHOPTIMEDIA Paris ELYSIAN FIELDS Clichy
A16/071	02391	UGLY CARROT	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	ZENITHOPTIMEDIA Paris ELYSIAN FIELDS Clichy
A16/072	02393	RIDICULOUS POTATO	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	ZENITHOPTIMEDIA Paris ELYSIAN FIELDS Clichy
A16/073	02395	FAILED LEMON	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	ZENITHOPTIMEDIA Paris ELYSIAN FIELDS Clichy
A16/078	03283	BEARD	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK	
A16/079	03286	CLOSE	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK	
A16/080	03289	COSTUMES	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK	
A16/081	03292	SILLY	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK	
A16/082	03295	MUD	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK	
A16/083	03298	BIRD	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK	
A16/157	04188	SHOE STORAGE	IKEA	FURNITURE&HOME ACCESSORIES	TBWAIISTANBUL	TURKEY	TBWAIISTANBUL	
A16/158	04189	COFFEE TABLE	IKEA	FURNITURE&HOME ACCESSORIES	TBWAIISTANBUL	TURKEY	TBWAIISTANBUL	
A16/159	04190	SHELVING UNIT	IKEA	FURNITURE&HOME ACCESSORIES	TBWAIISTANBUL	TURKEY	TBWAIISTANBUL	

A17 (Restaurants & Fast Food Outlets)

A17/017	02358	RACE	McDONALD'S AUSTRIA	McCAFÉ	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN
---------	-------	------	--------------------	--------	-----------------	---------	-----------------

Shortlist (Press Lions)

A17/018	02360	ANIMALS	McDONALD'S AUSTRIA	McCAFÉ	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
A17/019	02364	CACTUS	McDONALD'S AUSTRIA	McDONALD'S BREAKFAST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
A17/020	02367	BUBBLES	McDONALD'S AUSTRIA	McDONALD'S BREAKFAST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
A17/021	02370	FIREWORKS	McDONALD'S AUSTRIA	McDONALD'S BREAKFAST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
A17/034	04141	BIG MAC LEGENDS - DARTH VADER	McDONALDS	McDONALDS	DDB Sydney	AUSTRALIA	DDB Sydney	OMD SYDNEY
A17/035	04142	BIG MAC LEGENDS - SUPERMAN	McDONALDS	McDONALDS	DDB Sydney	AUSTRALIA	DDB Sydney	OMD SYDNEY

A18 (Travel, Transport & Tourism)

A18/029	01660	TOILET	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTLASCARIS JOHANNESBURG	SOUTH AFRICA	TBWAHUNTLASCARIS JOHANNESBURG	
A18/030	01661	CUPCAKE	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTLASCARIS JOHANNESBURG	SOUTH AFRICA	TBWAHUNTLASCARIS JOHANNESBURG	
A18/031	01662	CRACK	CITY LODGE	STUDENT FLIGHTS	TBWAHUNTLASCARIS JOHANNESBURG	SOUTH AFRICA	TBWAHUNTLASCARIS JOHANNESBURG	
A18/032	01663	SNOG	CITY LODGE	STUDENT FLIGHTS	TBWAHUNTLASCARIS JOHANNESBURG	SOUTH AFRICA	TBWAHUNTLASCARIS JOHANNESBURG	
A18/033	01664	SACK	CITY LODGE	STUDENT FLIGHTS	TBWAHUNTLASCARIS JOHANNESBURG	SOUTH AFRICA	TBWAHUNTLASCARIS JOHANNESBURG	
A18/065	01643	DOUBLE EXPOSURE - OBELISK	EXPEDIA	EXPEDIA	VML PROPAGANDA São Paulo	BRAZIL	VML PROPAGANDA São Paulo	
A18/066	01645	DOUBLE EXPOSURE - CHURCH	EXPEDIA	A18	VML PROPAGANDA São Paulo	BRAZIL	VML PROPAGANDA São Paulo	

A19 (Entertainment & Leisure)

A19/017	00624	LIMOUSINE	INTRALOT	LA TINKA	PUBLICIS PERU Lima	PERU	PUBLICIS PERU Lima	
A19/019	00626	DIRECTORY	INTRALOT	LA TINKA	PUBLICIS PERU Lima	PERU	PUBLICIS PERU Lima	
A19/020	00627	GOLF	INTRALOT	LA TINKA	PUBLICIS PERU Lima	PERU	PUBLICIS PERU Lima	
A19/021	00628	JEWELRY	INTRALOT	LA TINKA	PUBLICIS PERU Lima	PERU	PUBLICIS PERU Lima	
A19/022	00629	JET	INTRALOT	LA TINKA	PUBLICIS PERU Lima	PERU	PUBLICIS PERU Lima	
A19/087	03109	CAR	NEW YORK LOTTERY	NEW YORK LOTTERY	DDB NEW YORK	USA	DDB NEW YORK	
A19/088	03112	JACUZZI	NEW YORK LOTTERY	NEW YORK LOTTERY	DDB NEW YORK	USA	DDB NEW YORK	
A19/089	03115	SKI	NEW YORK LOTTERY	NEW YORK LOTTERY	DDB NEW YORK	USA	DDB NEW YORK	
A19/090	03118	FIREPLACE	NEW YORK LOTTERY	NEW YORK LOTTERY	DDB NEW YORK	USA	DDB NEW YORK	
A19/094	03954	REIMAGINE A TRUCK	UNIVERSAL	LEGO	TRIBU DDB Heredia	COSTA RICA	TRIBU DDB Heredia	GONZALO ARÉVALO Santiago
A19/095	03956	REIMAGINE A HOUSE	UNIVERSAL	LEGO	TRIBU DDB Heredia	COSTA RICA	TRIBU DDB Heredia	GONZALO ARÉVALO Santiago
A19/130	03753	NOTRE DAME DE PARIS	MUSEUM NATIONAL D'HISTOIRE NATURELLE	PARC ZOOLOGIQUE DE PARIS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	
A19/131	03755	JARDIN DES TUILERIES	MUSEUM NATIONAL D'HISTOIRE NATURELLE	PARC ZOOLOGIQUE DE PARIS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	
A19/132	03757	QUARTIER LATIN	MUSEUM NATIONAL D'HISTOIRE NATURELLE	PARC ZOOLOGIQUE DE PARIS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	
A19/174	04905	TOULOUSE LAUTREC	MASP MUSEUM	GUIDE TOUR	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
A19/175	04906	CEZANNE	MASP MUSEUM	GUIDE TOUR	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	

A20 (Publications & Media)

A20/010	00382	MJ	VIRGIN RADIO	RADIO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	
A20/011	00384	THE POLICE	VIRGIN RADIO	RADIO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	

Shortlist (Press Lions)

A20/012	00386	NIRVANA	VIRGIN RADIO	RADIO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	
A20/021	00398	BALANCE-WHITE HOUSE	EL OBSERVADOR	NEWSPAPER	HAVAS WORLDWIDE GURISA Montevideo	URUGUAY	HAVAS WORLDWIDE GURISA Montevideo	
A20/022	00399	BALANCE-REICHSTAG	EL OBSERVADOR	NEWSPAPER	HAVAS WORLDWIDE GURISA Montevideo	URUGUAY	HAVAS WORLDWIDE GURISA Montevideo	
A20/023	00400	BALANCE-KREMLIN	EL OBSERVADOR	NEWSPAPER	HAVAS WORLDWIDE GURISA Montevideo	URUGUAY	HAVAS WORLDWIDE GURISA Montevideo	
A20/098	01550	BILL	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ILLUSION Bangkok
A20/099	01553	MARK	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ILLUSION Bangkok
A20/100	01556	TRUMP	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ILLUSION Bangkok
A20/111	01425	MONKEY	PENGUIN COMPANHIA DAS LETRAS	PENGUIN	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A20/114	01431	GIANT	PENGUIN COMPANHIA DAS LETRAS	PENGUIN	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A20/115	01433	WINDMILLS	PENGUIN COMPANHIA DAS LETRAS	PENGUIN	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A20/174	03475	CLOCK 1 (NYC)	RUNNERS MAGAZINE	MAGAZINE	BORGHI/LOWE São Paulo	BRAZIL	BORGHI/LOWE São Paulo	
A20/175	03478	CLOCK 2 (PARIS)	RUNNERS MAGAZINE	MAGAZINE	BORGHI/LOWE São Paulo	BRAZIL	BORGHI/LOWE São Paulo	
A20/176	03054	PAUL	MTV	VH1	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	
A20/177	03055	TINA	MTV	VH1	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	
A20/178	03056	BILLY	MTV	VH1	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	
A20/179	03057	OSTRICH	MTV	COMEDY CENTRAL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	4HUMANS Buenos Aires
A20/180	03060	SNORKELER	MTV	COMEDY CENTRAL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	4HUMANS Buenos Aires
A20/181	03063	CUPID	MTV	COMEDY CENTRAL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	4HUMANS Buenos Aires
A20/182	03066	BULB	MTV	COMEDY CENTRAL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	4HUMANS Buenos Aires
A20/244	01666	DIANA TUNNEL	MAIL & GUARDIAN	MAIL & GUARDIAN	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG	
A20/245	01667	NAPALM GIRL	MAIL & GUARDIAN	MAIL & GUARDIAN	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG	
A20/246	01668	MANDELA IN PRISON	MAIL & GUARDIAN	MAIL & GUARDIAN	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG	
A20/306	05054	STEPHEN HAWKING	TEDX	TEDX BUENOS AIRES	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	
A20/307	05056	KEN ROBINSON	TEDX	TEDX BUENOS AIRES	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	
A20/308	05058	HILLARY CLINTON	TEDX	TEDX BUENOS AIRES	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	

A22 (Business Equipment & Services)

A22/019	01301	TH	TILIBRA	SWINGLINE PAPER SHREDDER	TALENT São Paulo	BRAZIL	TALENT São Paulo	
A22/020	01302	GR	TILIBRA	SWINGLINE PAPER SHREDDER	TALENT São Paulo	BRAZIL	TALENT São Paulo	
A22/021	01303	MO	TILIBRA	SWINGLINE PAPER SHREDDER	TALENT São Paulo	BRAZIL	TALENT São Paulo	

A23 (Advertising & Media)

A23/024	03340	WAR	LEMONADE FILMS	LEMONADE FILMS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
---------	-------	-----	----------------	----------------	-----------------------------------	--------	-----------------------------------	--

Shortlist (Press Lions)

A23/025	03341	EROTIC	LEMONADE FILMS	LEMONADE FILMS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A23/026	03342	DRAMA	LEMONADE FILMS	LEMONADE FILMS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo

A24 (Commercial Public Services)

A24/034	01834	POP	POPAKADEMIE BADEN- WÜRTTEMBERG	IMAGE - POPAKADEMIE BADEN- WÜRTTEMBERG	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf
A24/035	01836	RAP	POPAKADEMIE BADEN- WÜRTTEMBERG	IMAGE - POPAKADEMIE BADEN- WÜRTTEMBERG	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf
A24/036	01838	RAPSONG	POPAKADEMIE BADEN- WÜRTTEMBERG	IMAGE - POPAKADEMIE BADEN- WÜRTTEMBERG	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf
A24/037	01840	ROCKSONG	POPAKADEMIE BADEN- WÜRTTEMBERG	IMAGE - POPAKADEMIE BADEN- WÜRTTEMBERG	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf
A24/038	01842	TECHNO	POPAKADEMIE BADEN- WÜRTTEMBERG	IMAGE - POPAKADEMIE BADEN- WÜRTTEMBERG	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf
A24/046	01567	PHOTOGRAPHY AND DRAWING 1	ESCOLA PANAMERICANA DE ARTE E DESIGN	PHOTOGRAPHY AND DRAWING COURSES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A24/047	01569	PHOTOGRAPHY AND DRAWING 2	ESCOLA PANAMERICANA DE ARTE E DESIGN	PHOTOGRAPHY AND DRAWING COURSES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A24/048	01571	PHOTOGRAPHY AND DRAWING 3	ESCOLA PANAMERICANA DE ARTE E DESIGN	PHOTOGRAPHY AND DRAWING COURSES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A24/067	02907	SUBLIMINAL 1	TERRA	PARENTAL CONTROL	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City
A24/068	02908	SUBLIMINAL 2	TERRA	PARENTAL CONTROL	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City
A24/069	02909	SUBLIMINAL 3	TERRA	PARENTAL CONTROL	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City

A25 (Corporate Image)

A25/033	03021	FORK	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A25/034	03023	EXHAUST	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A25/035	03025	KICKSTARTER	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A25/036	03027	PISTON	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A25/064	04449	MOUNTAIN	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI / Y&R GROUP SWITZERLAND Zürich
A25/065	04451	RIVER	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI / Y&R GROUP SWITZERLAND Zürich
A25/066	04453	DESERT	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI / Y&R GROUP SWITZERLAND Zürich

A26 (Public Health & Safety & Public Awareness Messages)

A26/055	01723	ROQUEFORT	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	ANTI-OBESITY	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
A26/056	01724	PISTACHIO	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	ANTI-OBESITY	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO

Shortlist (Press Lions)

A26/057	01725	JAMON	SANTA CASA DE MISERICORDIA DE SÃO PAULO	ANTI-OBESITY	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
A26/096	01974	SPEED LIMIT	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai
A26/097	01978	NO LEFT TURN	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai
A26/098	01982	NO TRUCKS	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai
A26/099	01983	NO U-TURN	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai
A26/100	01984	TRAFFIC LIGHT AHEAD	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai
A26/102	01986	NO ENTRY	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai
A26/120	02046	DANIEL	TODO MEJORA FOUNDATION	TODO MEJORA FOUNDATION	TBWA\FREDERICK Santiago	CHILE	TBWA\FREDERICK Santiago
A26/121	02047	VICTOR	TODO MEJORA FOUNDATION	TODO MEJORA FOUNDATION	TBWA\FREDERICK Santiago	CHILE	TBWA\FREDERICK Santiago
A26/136	02148	PIG	SLOW FOOD	SLOW FOOD	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A26/137	02151	FOUL	SLOW FOOD	SLOW FOOD	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A26/138	02154	COW	SLOW FOOD	SLOW FOOD	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A26/139	02157	FISH	SLOW FOOD	SLOW FOOD	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A26/175	02319	GARY	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON
A26/176	02321	KELLY	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON
A26/177	02323	MARK	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON
A26/226	03337	Y	FIAT	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A26/227	03338	F	FIAT	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A26/228	03339	L	FIAT	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A26/229	03362	WILLIAM	CVV	EMOTIONAL SUPPORT HOTLINE	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A26/230	03364	DADDY	CVV	EMOTIONAL SUPPORT HOTLINE	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A26/231	03366	E.S.	CVV	EMOTIONAL SUPPORT HOTLINE	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A26/318	05006	A	ACCIDENT PREVENTION NETWORK	ACCIDENT PREVENTION NETWORK	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
A26/319	05007	B	ACCIDENT PREVENTION NETWORK	ACCIDENT PREVENTION NETWORK	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
A26/320	05008	P	ACCIDENT PREVENTION NETWORK	ACCIDENT PREVENTION NETWORK	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok

A27 (Fundraising, Donations & Appeals)

A27/041	00900	ALZHEIMER NEWS MESS UP	ALZHEIMER NEDERLAND	ALZHEIMER	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam
A27/100	03093	OCEAN	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK
A27/101	03097	RACE CAR	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK

Shortlist (Press Lions)

A27/102	03101	PLANE	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK		
A27/103	03105	HOT AIR BALLON	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK		
A27/120	01189	SYRIA	UNRWA	UNRWA	JWT SPAIN Madrid	SPAIN	JWT SPAIN Madrid		
A27/121	01190	GAZA	UNRWA	UNRWA	JWT SPAIN Madrid	SPAIN	JWT SPAIN Madrid		
A27/129	03013	WALL	AFAL (NATIONAL ALZHEIMER'S ASSOCIATION)	ANNIVERSARY IMAGE	McCANN MADRID Madrid	SPAIN	McCANN MADRID Madrid		THE FILM HOUSE Madrid
A27/130	03014	LEAGUES	AFAL (NATIONAL ALZHEIMER'S ASSOCIATION)	ANNIVERSARY IMAGE	McCANN MADRID Madrid	SPAIN	McCANN MADRID Madrid		THE FILM HOUSE Madrid
A27/131	03015	TIAN'ANMEN	AFAL (NATIONAL ALZHEIMER'S ASSOCIATION)	ANNIVERSARY IMAGE	McCANN MADRID Madrid	SPAIN	McCANN MADRID Madrid		THE FILM HOUSE Madrid
A27/148	02055	BLOOD TYPE	GRUPO RBS	NATIONAL BLOOD DONATION DAY	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo		
A27/152	02999	MEETING OF THE MINDS - ROUTINE	MINDS FOR MINDS TRUST	MINDS FOR MINDS TRUST	WHYBIN\TBWA\ DAN Auckland	NEW ZEALAND	WHYBIN\TBWA\ DAN Auckland		LIGHTFARM STUDIOS Auckland
A27/153	03001	MEETING OF THE MINDS - EYE CONTACT	MINDS FOR MINDS TRUST	MINDS FOR MINDS TRUST	WHYBIN\TBWA\ DAN Auckland	NEW ZEALAND	WHYBIN\TBWA\ DAN Auckland		LIGHTFARM STUDIOS Auckland
A27/154	03003	MEETING OF THE MINDS - VOICE	MINDS FOR MINDS TRUST	MINDS FOR MINDS TRUST	WHYBIN\TBWA\ DAN Auckland	NEW ZEALAND	WHYBIN\TBWA\ DAN Auckland		LIGHTFARM STUDIOS Auckland
A27/158	03331	FIREFIGHTER	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
A27/159	03333	LIFEGUARD	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
A27/167	04287	HOUSES	BANAMEX / CDC	BANAMEX	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico City	STARCOM MEDIAVEST GROUP Mexico	OSCAR RUIZ CARDEÑA Mexico City
A27/168	04288	DEVELOPMENT	BANAMEX / CDC	BANAMEX	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico City	STARCOM MEDIAVEST GROUP Mexico	OSCAR RUIZ CARDEÑA Mexico City
A27/169	04289	GARDEN	BANAMEX / CDC	BANAMEX	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico City	STARCOM MEDIAVEST GROUP Mexico	OSCAR RUIZ CARDEÑA Mexico City
A27/170	04290	LAKES	BANAMEX / CDC	BANAMEX	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico City	STARCOM MEDIAVEST GROUP Mexico	OSCAR RUIZ CARDEÑA Mexico City
A27/185	04548	RHINO	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney	ILLUSION Bangkok
A27/186	04551	SHARK	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney	ILLUSION Bangkok
A27/187	04554	TIGER	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney	ILLUSION Bangkok
A27/203	03121	PORTRAITS AGAINST OBLIVION ANDRES BELLIZZI	AMNESTY INTERNATIONAL	ANNUAL REPORT	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo		

B01 (Copywriting)

B01/051	01515	UNINTRODUCING	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		INKUBA São Paulo
B01/097	02320	GARY	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON		
B01/098	02322	KELLY	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON		
B01/099	02324	MARK	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON		
B01/116	03363	WILLIAM	CVV	EMOTIONAL SUPPORT HOTLINE	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
B01/117	03365	DADDY	CVV	EMOTIONAL SUPPORT HOTLINE	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
B01/118	03367	E.S.	CVV	EMOTIONAL SUPPORT HOTLINE	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
B01/156	04478	OBITUARY	ALS LEAGUE	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS		

Shortlist (Press Lions)

B01/167	05092	I WISH MY SON HAD CANCER	HARRISON'S FUND	HARRISON'S FUND	AIS London	UNITED KINGDOM	AIS London
B02 (Art Direction)							
B02/014	00316	NAPOLEON	3M	3M-MC1500 HIGH VISCOSITY	KING HARVESTS MSLGROUP Shanghai	CHINA	KING HARVESTS MSLGROUP Shanghai HEIZI AD CO Shanghai
B02/043	00771	BALDFACE	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B02/044	00773	TEARS	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B02/045	00775	THUG LIFE	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B02/049	00547	HEROIC	UNILEVER	AXE BLACK PERFUME	ponce buenos aires	ARGENTINA	ponce buenos aires
B02/050	00551	CLASSY	UNILEVER	AXE BLACK PERFUME	ponce buenos aires	ARGENTINA	ponce buenos aires
B02/113	01835	POP	POPAKADEMIE BADEN- WÜRTTEMBERG	IMAGE - POPAKADEMIE BADEN- WÜRTTEMBERG	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf
B02/114	01837	RAP	POPAKADEMIE BADEN- WÜRTTEMBERG	IMAGE - POPAKADEMIE BADEN- WÜRTTEMBERG	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf
B02/115	01839	RAPSONG	POPAKADEMIE BADEN- WÜRTTEMBERG	IMAGE - POPAKADEMIE BADEN- WÜRTTEMBERG	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf
B02/117	01843	TECHNO	POPAKADEMIE BADEN- WÜRTTEMBERG	IMAGE - POPAKADEMIE BADEN- WÜRTTEMBERG	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf
B02/145	02009	HOLMES	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B02/146	02012	PROMETHEUS	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B02/147	02015	MOBY DICK	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B02/148	02018	FRANKENSTEIN	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B02/149	02021	DRACULA	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B02/150	02024	DON QUIXOTE	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B02/151	02027	ALICE	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B02/152	02030	D-DAY	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B02/159	01552	BILL	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo ILLUSION Bangkok
B02/160	01555	MARK	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo ILLUSION Bangkok
B02/161	01558	TRUMP	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo ILLUSION Bangkok
B02/162	01568	PHOTOGRAPHY AND DRAWING 1	ESCOLA PANAMERICANA DE ARTE E DESIGN	PHOTOGRAPHY AND DRAWING COURSES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/163	01570	PHOTOGRAPHY AND DRAWING 2	ESCOLA PANAMERICANA DE ARTE E DESIGN	PHOTOGRAPHY AND DRAWING COURSES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/164	01572	PHOTOGRAPHY AND DRAWING 3	ESCOLA PANAMERICANA DE ARTE E DESIGN	PHOTOGRAPHY AND DRAWING COURSES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/165	01575	WHY DO THEY SMILE SO MUCH	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/166	01578	IT'S EASY TO EXPLAIN	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/167	01581	LAND OF CONTRASTS	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/196	03142	UN	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE

Shortlist (Press Lions)

B02/197	03143	DEUX	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B02/198	03144	TROIS	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B02/200	03146	CINQ	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B02/207	02362	CACTUS	McDONALD'S AUSTRIA	McDONALD'S BREAKFAST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
B02/208	02365	BUBBLES	McDONALD'S AUSTRIA	McDONALD'S BREAKFAST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
B02/209	02368	FIREWORKS	McDONALD'S AUSTRIA	McDONALD'S BREAKFAST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
B02/302	03095	OCEAN	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK	
B02/303	03099	RACE CAR	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK	
B02/304	03103	PLANE	WATERISLIFE	NON-PROFIT	DDB NEW YORK	USA	DDB NEW YORK	
B02/305	03107	HOT AIR BALLOON	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK	
B02/375	04083	APEMAN	MARS GCC	SNICKERS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
B02/376	04085	GRANDMA	MARS GCC	SNICKERS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
B02/377	04087	MAD SCIENTIST	MARS GCC	SNICKERS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
B02/397	03545	PLASTIC KIDS	SM PRIME HOLDINGS INC.	SM ECO BAG	LOWE PHILIPPINES Makati City	THE PHILIPPINES	LOWE PHILIPPINES Makati City	M2M Makati City
B02/398	03546	PLASTIC GRANDMA	SM PRIME HOLDINGS INC.	SM ECO BAG	LOWE PHILIPPINES Makati City	THE PHILIPPINES	LOWE PHILIPPINES Makati City	M2M Makati City
B02/399	03547	PLASTIC DUDES	SM PRIME HOLDINGS INC.	SM ECO BAG	LOWE PHILIPPINES Makati City	THE PHILIPPINES	LOWE PHILIPPINES Makati City	M2M Makati City
B02/404	04309	STEVENSON	DE MASTER BLENDERS	PILÃO DESCACAFEINADO	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo	
B02/405	04311	HOWE	DE MASTER BLENDERS	PILÃO DESCACAFEINADO	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo	
B02/419	02311	HEAD	CITY OF BUENOS AIRES	CITY OF BUENOS AIRES	LA COMUNIDAD Buenos Aires	ARGENTINA	LA COMUNIDAD Buenos Aires	
B02/421	02316	STOMACH	CITY OF BUENOS AIRES	CITY OF BUENOS AIRES	LA COMUNIDAD Buenos Aires	ARGENTINA	LA COMUNIDAD Buenos Aires	
B02/422	02318	LEGS	CITY OF BUENOS AIRES	CITY OF BUENOS AIRES	LA COMUNIDAD Buenos Aires	ARGENTINA	LA COMUNIDAD Buenos Aires	
B02/436	04438	TART	STARCO FASHION GROUP	WOZ FOOTWEAR	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	
B02/437	04440	CLOWN	STARCO FASHION GROUP	WOZ FOOTWEAR	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	
B02/438	04442	BLONDE	STARCO FASHION GROUP	WOZ FOOTWEAR	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	
B02/439	04450	MOUNTAIN	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI / Y&R GROUP SWITZERLAND Zürich	
B02/440	04452	RIVER	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI / Y&R GROUP SWITZERLAND Zürich	
B02/441	04454	DESERT	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI / Y&R GROUP SWITZERLAND Zürich	
B02/492	04549	RHINO	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
B02/493	04552	SHARK	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
B02/494	04555	TIGER	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
B02/495	04398	GROUPIE	PROCTOR & GAMBLE	GAIN	LAPIZ Chicago	USA	LAPIZ Chicago	
B02/496	04400	INTERVIEW	PROCTOR & GAMBLE	GAIN	LAPIZ Chicago	USA	LAPIZ Chicago	
B02/509	02546	DOE & SEA-LION	JEEP FRANCE	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	
B02/510	02547	ELEPHANT & SWAN	JEEP FRANCE	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	

Shortlist (Press Lions)

B02/511	02548	GIRAFFE & PENGUIN	JEEP FRANCE	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	
B02/544	04982	911 REAR HORSEPOWER 1	PORSCHE (CHINA) MOTORS	911	FRED & FARID PARIS	FRANCE	FRED & FARID SHANGHAI	PHD Shanghai
B02/546	04988	911 REAR HORSEPOWER 3	PORSCHE (CHINA) MOTORS	911	FRED & FARID PARIS	FRANCE	FRED & FARID SHANGHAI	PHD Shanghai
B02/571	05087	SISTER IN LAW	KANUKTE FLOWER&EVENT	FLOWER	TBWAIISTANBUL	TURKEY	TBWAIISTANBUL	
B02/572	05088	LAS VEGAS	KANUKTE FLOWER&EVENT	FLOWER	TBWAIISTANBUL	TURKEY	TBWAIISTANBUL	
B02/573	05089	SECRETARY	KANUKTE FLOWER&EVENT	FLOWER	TBWAIISTANBUL	TURKEY	TBWAIISTANBUL	
B02/574	04913	THE KILLER	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
B02/575	04915	THE BRAIN	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
B02/576	04917	THE MAN	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
B02/577	04919	THE LUNG	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
B02/578	04920	THE CAPTAIN	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
B02/579	04923	THE WARRIOR	NETSHOES	FULL ID	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	

B03 (Illustration)

B03/024	00689	BANK ROLL	SANTA CRUZ WINE STORE	WINE STORE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo / PUBLICIS	
B03/025	00691	DUMB	SANTA CRUZ WINE STORE	WINE STORE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo / PUBLICIS	
B03/026	00693	EX	SANTA CRUZ WINE STORE	WINE STORE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo / PUBLICIS	
B03/027	00695	LESS TALK	SANTA CRUZ WINE STORE	WINE STORE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo / PUBLICIS	
B03/028	00697	MASK	SANTA CRUZ WINE STORE	WINE STORE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo / PUBLICIS	
B03/029	00699	NECK DOWN	SANTA CRUZ WINE STORE	WINE STORE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo / PUBLICIS	
B03/030	00643	WINK	INNOCENCE EN DANGER	ONLINE SAFETY FOR CHILDREN	ROSAPARK Paris	FRANCE	ROSAPARK Paris	HAVAS MEDIA Puteaux MÉCANIQUE GÉNÉRALE Paris
B03/031	00645	KISS	INNOCENCE EN DANGER	ONLINE SAFETY FOR CHILDREN	ROSAPARK Paris	FRANCE	ROSAPARK Paris	HAVAS MEDIA Puteaux MÉCANIQUE GÉNÉRALE Paris
B03/032	00647	CRY	INNOCENCE EN DANGER	ONLINE SAFETY FOR CHILDREN	ROSAPARK Paris	FRANCE	ROSAPARK Paris	HAVAS MEDIA Puteaux MÉCANIQUE GÉNÉRALE Paris
B03/110	01551	BILL	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ILLUSION Bangkok
B03/111	01554	MARK	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ILLUSION Bangkok
B03/112	01557	TRUMP	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ILLUSION Bangkok
B03/113	01574	WHY DO THEY SMILE SO MUCH	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
B03/114	01577	IT'S EASY TO EXPLAIN	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
B03/115	01580	LAND OF CONTRASTS	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
B03/125	02560	DOE & SEA-LION	JEEP FRANCE	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	
B03/126	02562	ELEPHANT & SWAN	JEEP FRANCE	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	
B03/127	02564	GIRAFFE & PENGUIN	JEEP FRANCE	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	
B03/131	03131	UN	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B03/132	03132	DEUX	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B03/133	03133	TROIS	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B03/231	02255	BEAR	QROMA	DUKTO	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	RESET Lima ESTILO 3D Buenos Aires
B03/232	02257	ELEPHANT	QROMA	DUKTO	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	RESET Lima ESTILO 3D Buenos Aires
B03/279	03548	PLASTIC KIDS	SM PRIME HOLDINGS INC.	SM ECO BAG	LOWE PHILIPPINES Makati City	THE PHILIPPINES	LOWE PHILIPPINES Makati City	M2M Makati City
B03/280	03549	PLASTIC GRANDMA	SM PRIME HOLDINGS INC.	SM ECO BAG	LOWE PHILIPPINES Makati City	THE PHILIPPINES	LOWE PHILIPPINES Makati City	M2M Makati City
B03/281	03550	PLASTIC DUDES	SM PRIME HOLDINGS INC.	SM ECO BAG	LOWE PHILIPPINES Makati City	THE PHILIPPINES	LOWE PHILIPPINES Makati City	M2M Makati City
B03/348	02011	PROMETHEUS	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING	

Shortlist (Press Lions)

B03/349	02014	MOBY DICK	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B03/350	02017	FRANKENSTEIN	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B03/351	02020	DRACULA	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B03/352	02023	DON QUIXOTE	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B03/353	02026	ALICE	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING
B03/354	02029	D DAY	PENGUIN GROUP (CHINA)	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING

B04 (Typography)

B04/030	03302	DEBT	THE VILLAGE VOICE	THE VILLAGE VOICE	BBDO NEW YORK	USA	BBDO NEW YORK
B04/031	03304	POWER	THE VILLAGE VOICE	THE VILLAGE VOICE	BBDO NEW YORK	USA	BBDO NEW YORK
B04/032	03306	ELECTIONS	THE VILLAGE VOICE	THE VILLAGE VOICE	BBDO NEW YORK	USA	BBDO NEW YORK
B04/033	03308	CHINA	THE VILLAGE VOICE	THE VILLAGE VOICE	BBDO NEW YORK	USA	BBDO NEW YORK
B04/034	03310	GUNS	THE VILLAGE VOICE	THE VILLAGE VOICE	BBDO NEW YORK	USA	BBDO NEW YORK

B05 (Photography)

B05/059	00841	SUBWAY	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris	ELYSIAN FIELDS Clichy
B05/060	00843	COP	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris	ELYSIAN FIELDS Clichy
B05/061	00845	MOSHPIIT	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris	ELYSIAN FIELDS Clichy
B05/082	01976	SPEED LIMIT	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai	
B05/083	01979	NO U-TURN	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai	
B05/144	03104	PLANE	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK	
B05/145	03108	HOT AIR BALLOON	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK	
B05/158	02002	PHOTO DOSE - MOUNTAINS	PHOTO DOSE	NIKON UNDERWATER CAMERA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	MEDIAPLUS Hamburg
B05/159	02003	PHOTO DOSE - VALEY	PHOTO DOSE	NIKON UNDERWATER CAMERA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	MEDIAPLUS Hamburg
B05/160	02004	UNDER WATER - FOREST	PHOTO DOSE	NIKON UNDERWATER CAMERA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	MEDIAPLUS Hamburg
B05/171	03319	TUNNEL	FIAT	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
B05/172	03321	CURVE	FIAT	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
B05/173	03323	TREE	FIAT	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
B05/176	03754	NOTRE DAME DE PARIS	MUSEUM NATIONAL D'HISTOIRE NATURELLE	PARC ZOOLOGIQUE DE PARIS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	
B05/177	03756	JARDIN DES TUILERIES	MUSEUM NATIONAL D'HISTOIRE NATURELLE	PARC ZOOLOGIQUE DE PARIS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	
B05/178	03758	QUARTIER LATIN	MUSEUM NATIONAL D'HISTOIRE NATURELLE	PARC ZOOLOGIQUE DE PARIS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	
B05/209	04315	VIKINGS	ROTHAMMER	ROTHAMMER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago	
B05/210	04318	PIRATES	ROTHAMMER	ROTHAMMER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago	
B05/211	04321	MUSKETEERS	ROTHAMMER	ROTHAMMER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago	
B05/213	04329	DUCK HUNTERS	ROTHAMMER	ROTHAMMER	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago	
B05/242	04385	CRUCIFIXION	OFI ARTE STORE	BRUSHES	BADILLO SAATCHI & SAATCHI Guaynabo	PUERTO RICO	BADILLO SAATCHI & SAATCHI Guaynabo	MEDIANET San Juan F16 PRODUCCIONES Buenos Aires
B05/243	04387	DECAPITATION	OFI ARTE STORE	PAINT BRUSHES	BADILLO SAATCHI & SAATCHI Guaynabo	PUERTO RICO	BADILLO SAATCHI & SAATCHI Guaynabo	MEDIANET San Juan F16 PRODUCCIONES Buenos Aires
B05/244	04389	DINNER	OFI ARTE STORE	BRUSHES	BADILLO SAATCHI & SAATCHI Guaynabo	PUERTO RICO	BADILLO SAATCHI & SAATCHI Guaynabo	MEDIANET San Juan F16 PRODUCCIONES Buenos Aires
B05/247	03022	FORK	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	

Shortlist (Press Lions)

B05/248	03024	EXHAUST	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
B05/249	03026	KICKSTARTER	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
B05/250	03028	PISTON	PHD BIKES	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE

Total Entries: 472