

Shortlist (Promo & Activation Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
A01 (Use of Promotional Stunts and Live Advertising)									
A01/002	00014	ALL EYES ON S4.	SWISSCOM	SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin	MEDIASCHNEIDER Zurich	WHO'S MCQUEEN PICTURE Berlin
A01/018	00228	THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHARITY	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town		
A01/028	00310	TROJAN MAILING	DHL	POSTAL DELIVERY	JUNG von MATT Stuttgart	GERMANY	JUNG von MATT Stuttgart		
A01/030	00332	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA/LONDON	UNITED KINGDOM	TBWA/LONDON		
A01/037	00434	MORE THAN A NUMBER	KELLOGG'S	SPECIAL K	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	STARCOM MEDIAVEST GROUP Chicago	O POSITIVE FILMS New York
A01/051	00550	SENSACIONALIST BEST SELLERS	LIBRARIÁ ESPAÑOLA	BOOKS	McCANN ECUADOR Quito	ECUADOR	McCANN ECUADOR Quito / McCANN HONDURAS San Pedro		
A01/076	00864	ASICS RYAN HALL TREADMILL	ASICS AMERICA	ASICS	VITRO San Diego	USA	VITRO San Diego		
A01/097	01158	DEFYING DEATH VALLEY	DAIMLER	MERCEDES-BENZ B-KLASSE F-CELL/F-CELL TECHNOLOGIE	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg		MARKENFILM CROSSING Hamburg
A01/109	01459	NON-VIOLENCE BUS	THE NON-VIOLENCE PROJECT MEXICO	NON-VIOLENCE	McCANN MEXICO CITY	MEXICO	McCANN MEXICO CITY		UNIDAD 59 Mexico City
A01/113	01520	G+ CONVERSE GARAGE	GOOGLE & CONVERSE	GOOGLE +	GOOGLE London	UNITED KINGDOM	GOOGLE CREATIVE LAB London		
A01/117	01575	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		AGOSTO BUENOS AIRES
A01/118	01591	WHATEVER HAPPENS STUNT	ANHEUSER-BUSCH	BUD LIGHT	BBDO NEW YORK	USA	BBDO NEW YORK		HELO Los Angeles
A01/121	01652	EXTREME SIMULATOR	SEAT	CUPRA	DLKW LOWE London	UNITED KINGDOM	DLKW LOWE London		ROGUE FILMS London
A01/122	01662	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MITCHELL & PARTNERS South Melbourne	TOOL OF NORTH AMERICA Santa Monica
A01/150	02265	HAVE A SEAT	NESTLÉ	KITKAT	JWT Amsterdam	THE NETHERLANDS	JWT Amsterdam		FILMGASTEN Amsterdam
A01/152	02799	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON		SUPERGOOBER London
A01/182	01654	AMAZING STREET HACKS	UBISOFT	WATCHDOGS	BETC Paris	FRANCE	BETC Paris		RITA FILMS
A01/189	02048	COCA COLA SLURP!	COCA-COLA	COCA-COLA	SAATCHI & SAATCHI Copenhagen	DENMARK	SAATCHI & SAATCHI Copenhagen	IUM Copenhagen	M2FILM Copenhagen
A01/204	02325	THE TAKEOFF	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux		PARTIZAN/THE DARK ROOM Paris
A01/210	02462	CHANGE THE BEEP	MONOPRIX	SUPERMARKET SELF BRANDED PRODUCTS	ROSAPARK Paris	FRANCE	ROSAPARK Paris		SOFILMS Paris
A01/211	02468	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
A01/231	02807	CAR CRASH LIVE BROADCAST	MEXICAN RED CROSS	DONATION CAMPAIGN	FCB WORLDWIDE Mexico City	MEXICO	FCB WORLDWIDE Mexico City		MR WOO Mexico City
A01/233	02831	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
A02 (Use of Live Shows/Concerts/Festivals)									
A02/021	00644	THE GREAT PHONE SWAP	SONY MOBILE	XPERIA Z	CRISPIN PORTER + BOGUSKY Gothenburg	SWEDEN	CRISPIN PORTER + BOGUSKY Gothenburg		
A02/022	00653	FIAT ITALIAN MASTERPIECE	CHRYSLER GROUP	FIAT 500L	SAPIENTNITRO Miami, FL	USA	SAPIENTNITRO Miami, FL		
A02/026	00738	TRIAL OF SUZUKI	CAPE FAREWELL	ENVIRONMENTAL CHARITY	john st. Toronto	CANADA	john st. Toronto		
A02/033	01409	THE LIVING PIANO	GROUPE MÉDIA TFO	GROUPE MÉDIA TFO	LOWE ROCHE Toronto	CANADA	LOWE ROCHE Toronto		1ONE Montréal

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A02/047	01172	CLARO EXTRA MINUTES	CLARO COSTA RICA	PREPAID SERVICE	OGILVY & MATHER COSTA RICA San Jose	COSTA RICA	OGILVY & MATHER COSTA RICA San Jose	APPLEBOX San José
A02/058	02308	THEATRE COMMERCIALS	THEATER AAN DE STROOM	THEATRE	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS	EARLYBIRDS FILMS Gent
A02/073	03023	THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	

A03 (Use of Exhibitions and Digital Installations)

A03/005	00146	FLASHBACK	BERLIN TOURISMUS & KONGRESS	THE VISITBERLIN MUSEUM PASS	BBDO BERLIN	GERMANY	BBDO BERLIN	
A03/010	00319	LEGO. BLIND ART PROJECT	LEGO	LEGO. BLIND ART PROJECT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	
A03/022	00872	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	
A03/041	01584	WALK INTO A BOOK	HUNGARIAN TELEKOM (T-MOBILE)	TXTR E-BOOK SERVICE	KIROWSKI ISOBAR Budapest	HUNGARY	KIROWSKI ISOBAR Budapest	
A03/043	01772	REPAIRED WITH GOLD	CHRISTCHURCH & CANTERBURY TOURISM	TOURISM	WHYBINTBWA SYDNEY	AUSTRALIA	WHYBINTBWA SYDNEY	
A03/050	02705	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	T.B.FILMS ADVERTISING Beijing
A03/067	01819	BLOWING IN THE WIND	APOTEK HJÄRTAT	APOLOSOPHY	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	STARCOM MEDIAVEST GROUP Stockholm
A03/076	02306	NO CHILD BRIDES	CHILD SURVIVAL INDIA	CHILD SURVIVAL INDIA	HAVAS WORLDWIDE INDIA Gurgaon	INDIA	HAVAS WORLDWIDE INDIA Gurgaon	UNCOMMONSENSE COMMUNICATIONS New Delhi
A03/083	02773	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON	PATRICIA MURPHY FILMS London
A03/090	02971	RETURN OF THE ASHES	HHK INTERTRADE	CARAN DACHE & FOREST CONTROL	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	
A03/106	00354	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo

A04 (Use of Guerrilla Marketing in a Promotional Campaign (Small Scale))

A04/002	00043	PEEPVERTISING	EDEL	"INTIMATE EXPOSURES" - THE MARILYN MONROE BOOK	PREUSS UND PREUSS Berlin	GERMANY	PREUSS UND PREUSS Berlin	
A04/021	00482	HAPPY ID	THE COCA-COLA COMPANY	COCA-COLA	McCANN LIMA	PERU	McCANN LIMA	
A04/027	00651	BILLS ONLY COLLECTION BOX	RED CROSS	ANNUAL FUNDRAISING DRIVE 2014	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City	
A04/053	01282	SADDLE BLOSSOMS	COGOG - CLEAN CITY ORGANIZATION	STOP ABANDONING BICYCLES	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo	AOI PRO. Tokyo
A04/080	01966	PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	EDIT2 São Paulo
A04/097	00341	BUCHAREST NOT BUDAPEST	KANDIA DULCE	CHOCOLATE BAR	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest / MRM	UM ROMANIA Bucharest
A04/110	01583	THE TIGER ALPHABET	TIGER BRANDS	TIGER BRANDS	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG	7FILMS Cape Town
A04/118	01762	LAND ROVER BOTTLE CAP	LAND ROVER SOUTH AFRICA	LAND ROVER	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town	MINDSHARE WORLD Cape Town
A04/120	01919	PIANO	SKOPJE JAZZ FESTIVAL	SKOPJE JAZZ FESTIVAL 2013	NEW MOMENT NEW IDEAS COMPANY Skopje	MACEDONIA	NEW MOMENT NEW IDEAS COMPANY Skopje	
A04/125	02392	PORTRAITS AGAINST OBLIVION	AMNESTY INTERNATIONAL	ANNUAL REPORT	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo	
A04/128	02083	PRESERVING PRIDE	HENKEL	PERSIL BLACK & PERSIL WHITE	DDB DUBAI	UNITED ARAB EMIRATES	DDB DUBAI	OMD Dubai
A04/137	02298	CIF CLEANS ROMANIA	UNILEVER ROMANIA	HOUSEHOLD CLEANING PRODUCTS	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest / MRM	

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A04/157	02616	DEEZER MONKEY TAXI	DEEZER MONKEY WEEK	INDEPENDENT MUSIC FESTIVAL	LOLA Madrid	SPAIN	LOLA Madrid		
A04/163	02670	DRINKABLE BOOK	WATERISLIFE	NON-PROFIT	DDB NEW YORK New York	USA	DDB NEW YORK New York		
A04/168	02776	PUTPOCKETS	CRIMESTOPPERS	ANTI PICKPOCKETING	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON		
A04/175	02908	VITTEL REFRESH CAP	VITTEL - NESTLÉ WATERS	VITTEL, MINERAL WATER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris		
A04/184	03153	UNCENSORED ARTICLES MADE IN CHINA	HUMO MAGAZINE	HUMO MAGAZINE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	DE VIJVER MEDIA Vilvoorde	EUGENE & LOUISE Aaigem
A04/189	03261	ELO TEDDY BEAR	AMARAL CARVALHO HOSPITAL	HEALTHCARE/CANCER HOSPITAL	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo		
A04/192	03316	THE INVERTED JERSEY	BOTAFOGO DE FUTEBOL E REGATAS	BOTAFOGO DE FUTEBOL E REGATAS	AFRICA Sao Paulo	BRAZIL	AFRICA Sao Paulo		CONSPIRACAO FILMES Rio de Janeiro

A05 (Use of non-Traditional Ambient in a Promotional Campaign (Large Scale))

A05/006	00151	THE SMART PHONE LINE	SAMSUNG NEW ZEALAND	GALAXY S4	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	STARCOM NEW ZEALAND Auckland	ASSEMBLY Auckland
A05/028	00873	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg		
A05/033	01106	DILL - THE RESTAURANT.	LIDL	SUPERMARKETS	INGO Stockholm	SWEDEN	INGO Stockholm		ACNE PRODUCTION Stockholm
A05/056	01185	RENOVATED BILLBOARDS	OBI	OBI	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg		
A05/069	01814	BLOWING IN THE WIND	APOTEK HJÄRTAT	APOLOSOPHY	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	STARCOM MEDIAVEST GROUP Stockholm	STOPP/FAMILY Stockholm
A05/076	02064	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore		
A05/081	02326	THE TAKEOFF	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux		PARTIZAN/THE DARK ROOM Paris
A05/087	02469	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
A05/095	02626	BLOOD CHARGER	FUNDAÇÃO PRÓ-SANGUE	FUNDAÇÃO PRÓ-SANGUE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo		
A05/107	03111	SEE ONE. WANT ONE.	McDONALDS	McDONALDS	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON		

A06 (Use of Customer in-Store Experience)

A06/014	00523	LIGHTEN UP	LEUCHTECH	PRODUCT - ELECTRONICS	JWT JAKARTA	INDONESIA	JWT JAKARTA		
A06/048	01664	BOOBS	PACIFIC BRANDS UNDERWEAR GROUP	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MEDIACOM Melbourne	
A06/056	02134	THANKFUL RECEIPTS PROJECT	EK-CHAI DISTRIBUTION SYSTEM	TESCO LOTUS	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok		
A06/058	02695	THE GAME OF TIME	EL TIEMPO PUBLISHING HOUSE	EL TIEMPO NEWSPAPER	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá		
A06/070	02153	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE		
A06/073	02339	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	ZENITHOPTIMEDIA Paris	
A06/079	02499	NIKE FREE BOX	NIKE URUGUAY	NIKE FREE 5.0	PUBLICIS IMPETU Montevideo	URUGUAY	PUBLICIS IMPETU Montevideo		METROPOLIS FILMS Montevideo

A07 (New Product Launch/re-Launch or Multi-Product Promotion)

A07/007	00099	THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland		
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Shortlist (Promo & Activation Lions)

A07/019	00379	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	PHD London / ROCKET London
A07/052	01844	CLASSICAL BAND MERCHANDISE	SWISS YOUTH SYMPHONY ORCHESTRA	LEISURE/ENTERTAINMENT	FCB ZURICH	SWITZERLAND	FCB ZURICH	
A07/072	01874	JC DECAUX STREET VIEW UNPAID BILLS	JC DECAUX	OUTDOOR ADVERTISING	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels	
A07/085	02340	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	ZENITHOPTIMEDIA Paris
A07/086	02349	CABVERTISING	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York	MAGNETIC Minneapolis
A07/088	02411	FOOTBALL RELIGION	FOCA BEER	BEER	GREY BRASIL Sao Paulo	BRAZIL	GREY BRASIL Sao Paulo	LANDIA São Paulo
A07/091	02467	SECRETS	O.P.NATURAL PRODUCTS	ORIENTAL PRINCESS	JWT BANGKOK	THAILAND	JWT BANGKOK	NAKED Bangkok
A07/104	02796	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	FOLKE Stockholm
A07/105	02820	SAT-JF14	RECORD COLLECTION	MUSIC ALBUM - JOHN FRUSCIANTE	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	
A07/112	02974	RETURN OF THE ASHES	HHK INTERTRADE	CARAN DACHE & FOREST CONTROL	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	
A07/115	03026	REARVIEW CAMERAMAN	TOYOTA DE P.R.	RAV4	BADILLO SAATCHI & SAATCHI Guaynabo	PUERTO RICO	BADILLO SAATCHI & SAATCHI Guaynabo	MEDIANET San Juan
A07/116	03049	AIR-OIL	PHILIPS	PHILIPS AIR FRYER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	SALADO FILMS Montevideo HOGARTH WORLDWIDE Singapore

A08 (Use of Broadcast in a Promotional Campaign)

A08/005	00305	FOX CRIME: CINEMA CRIME SCENE	FOX INTERNATIONAL CHANNELS	FOX CRIME CHANNEL SOUTH AFRICA	IRELAND/DAVENPORT Johannesburg	SOUTH AFRICA	IRELAND/DAVENPORT Johannesburg	SPITFIRE FILMS Johannesburg
A08/006	00345	NO FAKE PROFILES	PARSHIP	PARSHIP.AT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / SERVICEPLAN Vienna	PING PONG COMMUNICATIONS Vienna
A08/022	01098	THE WOMAN WHO CAN'T WATCH MOVIES	CANAL+ SPAIN	CANAL+ SPAIN	FCB SPAIN Madrid	SPAIN	FCB SPAIN Madrid	HELO Los Angeles
A08/031	01807	THE ALTERNATIVE COMMENTARY	NC+	CANAL+ SPORT	HAVAS WORLDWIDE Warsaw	POLAND	HAVAS WORLDWIDE Warsaw	
A08/035	02054	THE SOCIAL MEDIA GUARD	COCA-COLA COMPANY	COCA-COLA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	UM DUBAI
A08/056	02290	THE WORLD'S FIRST ALL-LEGO AD BREAK	WARNER BROS.	THE LEGO MOVIE	PHD London	UNITED KINGDOM		PHD London
A08/073	03007	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	PARANOID BR São Paulo
A08/080	03196	BROKEN LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI PRODUCTIONS Guayaquil

A09 (Use of Print or Standard Outdoor in a Promotional Campaign)

A09/006	00316	THE AUTOCOMplete TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	
A09/020	01707	YOU ARE MY SON	MINISTRY OF DEFENSE	PROGRAM OF HUMANITARIAN ATTENTION TO THE DEMOBILISED	LOWE-SSP3 Bogotá	COLOMBIA	LOWE-SSP3 Bogotá	
A09/021	01722	1200 TREES-LIKE PURIFYING BILLBOARD	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSION 2014	FCB MAYO Lima	PERU	FCB MAYO Lima	MEDIA CONNECTION BPN Lima
A09/026	01967	PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	EDIT2 São Paulo
A09/032	01239	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	STARCOM MEDIAVEST GROUP Amsterdam

Shortlist (Promo & Activation Lions)

A10 (Use of Games)

A10/013	02001	#HITTHEWINNER	ADIDAS	TENNIS	IRIS WORLDWIDE London	UNITED KINGDOM	IRIS WORLDWIDE London		
A10/021	02092	#ESURANCESAVE30	ESURANCE	DIRECT INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	STARCOM MEDIAVEST GROUP Chicago	SMUGGLER Los Angeles, CA
A10/026	02486	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles		MOONBOT STUDIOS Shreveport
A10/029	02682	WALL GAMES	BASF	SUVINIL	NBS Rio de Janeiro	BRAZIL	NBS Rio de Janeiro		

A11 (Sponsorship or Partnership Campaigns)

A11/005	00323	LEGO. BLIND ART PROJECT	LEGO	LEGO. BLIND ART PROJECT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich		
A11/025	00846	WIPE OFF 5	TRANSPORT ACCIDENT COMMISSION	SPEED	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	MITCHELL & PARTNERS South Melbourne	THE POUND Melbourne
A11/052	01397	MESSAGES	RED CROSS	TELCEL	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City		
A11/069	02315	THE LIONFISH INVASION. TERRIBLY DELICIOUS	COLOMBIA'S MINISTRY OF ENVIRONMENT AND NATURAL RESOURCES	THE LIONFISH INVASION	GEOMETRY GLOBAL Bogotá	COLOMBIA	GEOMETRY GLOBAL Bogotá / OGLIVY & MATHER COLOMBIA Bogotá		WHISKEY FILMS Bogotá
A11/070	02327	TRANSAVIA - EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux		
A11/078	02719	MEMORY EDITION	FUNDACIÓN REINA SOFÍA	FUNDACIÓN REINA SOFÍA	SRA. RUSHMORE Madrid	SPAIN	SRA. RUSHMORE Madrid		BRAVO Madrid
A11/081	02747	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 GROUP San		
A11/094	03277	THE ETERNAL JERSEY	OLYMPIKUS	OLYMPIKUS	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo		

B01 (Online Advertising in a Promotional Campaign)

B01/002	00073	FINGERS TO DIABETES	NOVO NORDISK GULF	ACTION ON DIABETES	AGENCY 222 Doha	QATAR	AGENCY 222 Doha		
B01/005	03181	UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI GUN VIOLENCE ORGANIZATION	GREY NEW YORK	USA	GREY NEW YORK		RABBIT CONTENT New York
B01/021	00394	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE	SID LEE Paris		B-REEL Stockholm
B01/022	00395	ASSASSIN'S CREED IV - BLACK FLAG - DEFY HISTORY	UBISOFT EMEA	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris		
B01/035	01024	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam		TETTEROO MEDIA Amsterdam
B01/041	01316	7 DAYS OF RAIN	GEOX S.P.A	AMPHIBIOX SHOES	SMFB Oslo	NORWAY	SMFB Oslo	GROUPM Milan	
B01/066	00446	BOB DYLAN LIKE A ROLLING STONE	SONY MUSIC	BOB DYLAN BOX SET RELEASE	INTERLUDE New York City, NY	USA	INTERLUDE New York City, NY		WALTER PICTURES New York
B01/068	01020	BE THE MOST FAMOUS YOU	THE LOERIE AWARDS	CALL TO ENTRY	TBWA\HUNTLASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNTLASCARIS JOHANNESBURG		
B01/080	01859	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
B01/093	02108	RESULTS DON'T LIE	CAANZ COMMUNICATION AGENCIES ASSOCIATION	THE NEW ZEALAND EFFIE AWARDS	WHYBIN\TBWA\IDAN Auckland	NEW ZEALAND	WHYBIN\TBWA\IDAN Auckland		
B01/114	02575	ARE YOU KLAUS-HEIDI?	LUFTHANSA	FLIGHT CARRIER	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	MINDSHARE Stockholm	DDB FILM Stockholm
B01/116	02641	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen		GOBSMACK PRODUCTIONS Copenhagen

Shortlist (Promo & Activation Lions)

B01/119	02794	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	FOLKE Stockholm
B01/120	02821	THE EMPTY PROJECT	SHOPPING VILLALOBOS	INSTITUCIONAL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	

B02 (Use of Other Digital Platforms in a Promotional Campaign)

B02/002	00016	ALL EYES ON S4.	SWISSCOM	SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin	MEDIASCHNEIDER Zurich	WHO'S MCQUEEN PICTURE Berlin
B02/027	00643	UNIQLO RECIPE	UNIQLO	UNIQLO	PROJECTOR New York	USA	PROJECTOR New York		SPRING/SUMMER Copenhagen
B02/043	01022	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam		TETTEROO MEDIA Amsterdam
B02/061	01522	GOOGLE SCIENCE FAIR 2014	GOOGLE	INTERNET	GOOGLE London	UNITED KINGDOM	GOOGLE CREATIVE LAB London		
B02/075	01969	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo		HUNGRY MAN Rio de Janeiro
B02/097	01398	MESSAGES	RED CROSS	TELCEL	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City		
B02/108	01975	THE APPSTRIP BY XIMO	XIMO ABADIA	B02	WING New York City, NY	USA	WING New York City, NY / LOWEKEY MEDIA New York		
B02/112	02099	UNLOCK LESSONS	VIVO/TELEFONICA	APP	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO		
B02/134	02779	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON		PATRICIA MURPHY FILMS London
B02/146	03052	MOVIE EMOJI	SINGTEL	SINGTEL MIO TV	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	MEC Singapore	HOGARTH WORLDWIDE Singapore

B03 (Use of Social Platform(s) in a Promotional Campaign)

B03/005	00074	FINGERS TO DIABETES	NOVO NORDISK GULF	ACTION ON DIABETES	AGENCY 222 Doha	QATAR	AGENCY 222 Doha		
B03/006	00090	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND		
B03/022	00338	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
B03/023	00340	SMARTPHONE CASE N	HONDA MOTOR CO.	N-WGN	DENTSU Tokyo	JAPAN	DENTSU Tokyo		TOHOKUSHINSHA FILM CORPORATION Tokyo / ADBRAIN Tokyo
B03/026	00423	WORLD'S FIRST LIVE TWEETING HONEY BADGER	JOHANNESBURG ZOO	JOHANNESBURG ZOO BRAND	FCB SOUTH AFRICA Johannesburg	SOUTH AFRICA	FCB SOUTH AFRICA Johannesburg / HELLOCOMPUTER Johannesburg		
B03/040	00658	ZOMBIE FOLLOWERS	FOXTEL	FX CHANNEL - THE WALKING DEAD	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY / PORTER NOVELLI SYDNEY		
B03/047	00907	OPENING BANDS	PEPSICO ARGENTINA	PEPSI MUSIC	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	ZENITHOPTIMEDIA Buenos Aires / PERFORMICS Buenos Aires	THE LOVER Buenos Aires
B03/050	00929	MUTTBOMBING	DPA	PET ADOPTION	DIESTE Dallas	USA	DIESTE Dallas		LANDIA Buenos Aires
B03/059	01202	FRONT ROW	GOOGLE+	GOOGLE FRONT ROW	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		GRAND VISUAL London
B03/071	01647	SUPERGEIL	EDEKA ZENTRALE	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg		
B03/105	01334	THE ONLIVE SALE	VISA	VISA CREDIT CARD	SISTOLE Bogotá	COLOMBIA	SISTOLE Bogotá		
B03/111	01605	NISSAN & REDDIT: A LOVE STORY	NISSAN	VERSA NOTE	TBWA/CHIAT/DAY Los Angeles	USA	TBWA/CHIAT/DAY Los Angeles	OMD Los Angeles	THE ACADEMY Seattle / FOUNDATION CONTENT Culver City
B03/117	01907	FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS		
B03/129	02217	#SHARETHESOFA	HEINEKEN	BEER	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam	STARCOM MEDIAVEST GROUP Amsterdam	
B03/130	02300	GHITA - THE SOCIAL SHEPHERD	VODAFONE ROMANIA	TELECOM	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest	UM ROMANIA Bucharest	

Shortlist (Promo & Activation Lions)

B03/137	02592	MESSAGE BARTER	THE AKANKSHA FOUNDATION	THE AKANKSHA FOUNDATION SCHOOLS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai		
B03/138	02609	PROUD OF BELGIAN BEER	VLAM - BELGIAN BREWERS	BEER	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	MINDSHARE Brussels	SPUTNIK Kessel-Lo
B03/151	02958	CRACK THE US OPEN	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York		LOVELY GIANT New York
B03/157	03070	TRAVEL YOUR TWEET INTERESTING	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	PHD London	

B04 (Use of Social Audience in a Promotional Campaign)

B04/010	00317	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai		
B04/016	00388	PYRAMID SCHEME THE RAINBOW	WRIGLEY CANADA	SKITTLES	BBDO TORONTO	CANADA	BBDO TORONTO	MEDIACOM Toronto	RADKE FILM GROUP Toronto
B04/037	00787	SONG SWIMMER	SONY	WALKMAN SERIE W DEPORTIVA NWZ - W273	McCANN ERICKSON BUENOS AIRES Buenos Aires	ARGENTINA	McCANN ERICKSON BUENOS AIRES Buenos Aires		SAKE Buenos Aires
B04/063	01668	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MITCHELL & PARTNERS South Melbourne	TOOL OF NORTH AMERICA Santa Monica
B04/067	01841	THE EMOGRAPHY PROJECT	MTV MOBILE / SUNRISE TELECOMMUNICATIONS SWITZERLAND	COMMUNICATIONS PROVIDER	FCB ZURICH	SWITZERLAND	FCB ZURICH		
B04/071	01960	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		SPRAY FILMES São Paulo
B04/094	01147	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
B04/139	02405	BOOKSQUARE	PORRÚA BOOKSTORE	BOOKSQUARE	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City		UNIDAD 59 Mexico City
B04/152	02721	HOWL WITH A WOLF	BACARDI-MARTINI	ERISTOFF VODKA	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS		
B04/155	02834	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
B04/166	03071	TRAVEL YOUR TWEET INTERESTING	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	PHD London	
B04/170	03117	ONE NOTE AGAINST CANCER	APREC	CHARITY	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris		ICONOCLAST Paris
B04/173	03159	#SOMOSTODOSMA CACOS #WEAREALLMONKEYS	NEYMAR JR	INSTITUCIONAL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo		
B04/174	03214	CLEANER FOOTBALL MACHINE	INDESIT COMPANY	WASHING MACHINE	JWT ITALIA Milan	ITALY	JWT ITALIA Milan		

B05 (Social Commerce Activation)

B05/004	00426	MINDDRIVE SOCIAL FUEL	MINDDRIVE	EDUCATION	VML Kansas City	USA	VML Kansas City		
B05/022	03078	FABULOUS FORTY	MINI	CLUBVAN	FEL Amsterdam	THE NETHERLANDS	FEL Amsterdam		FREQUIN PRODUCTIES Amsterdam
B05/024	03182	BEARD BALLS	P&G	GILLETTE	GREY NEW YORK	USA	GREY NEW YORK / KETCHUM New York		IMAGINARY FORCES New York City, NY

Shortlist (Promo & Activation Lions)

C01 (Food & non- Alcoholic Drinks)

C01/009	00253	MINI KIOSK	COCA-COLA GERMANY	COCA-COLA MINI CAN 0.15L	OGILVY GERMANY Berlin	GERMANY	OGILVY GERMANY Berlin		TONY PETERSEN FILM Berlin
C01/025	00908	OPENING BANDS	PEPSICO ARGENTINA	PEPSI MUSIC	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	ZENITHOPTIMEDIA Buenos Aires / PERFORMICS Buenos Aires	THE LOVER Buenos Aires
C01/045	01577	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		AGOSTO BUENOS AIRES
C01/055	02268	HAVE A SEAT	NESTLÉ	KITKAT	JWT Amsterdam	THE NETHERLANDS	JWT Amsterdam		FILMGASTEN Amsterdam
C01/057	00343	BUCHAREST NOT BUDAPEST	KANDIA DULCE	CHOCOLATE BAR	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest / MRM	UM ROMANIA Bucharest	
C01/080	02441	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris		WE ARE ANONYMOUS Paris
C01/081	02470	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
C01/088	02636	AUDIO COFFEE	DELI STAR BAGEL & COFFEE	COFFEE BRAND DELI STAR	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich		
C01/093	02860	COKE 2ND LIFE CAPS	COCA-COLA	COCA-COLA	OGILVY BEIJING	CHINA	OGILVY BEIJING		FATMAN FILMS Ho Chi Minh City

C02 (Alcoholic Drinks)

C02/012	00800	MOZZIE BOX	SP BREWERY	SP LAGER PROMO/ACTIVATION	GEORGE PATTERSON Y&R Brisbane	AUSTRALIA	GEORGE PATTERSON Y&R		
C02/013	00923	TUI BEER PLUMBER	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland	SPARK PHD Auckland	8COM Auckland
C02/015	00968	THE PHOTOGENIC BEER	KIRIN BREWERY COMPANY	KIRIN ICHIBAN	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	HAKUHODO DY MEDIA PARTNERS Tokyo	TYO Tokyo
C02/022	01999	CABVERTISING	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York		MAGNETIC Minneapolis
C02/031	01991	LUNA CORONA	CONSTELLATION BRANDS	CORONA EXTRA	CRAMER KRASSELT Chicago	USA	CRAMER KRASSELT Chicago	DELTA MEDIA Miami	DISTRICT 7 MEDIA Alexandria
C02/034	02414	FOOTBALL RELIGION	FOCA BEER	BEER	GREY BRASIL Sao Paulo	BRAZIL	GREY BRASIL Sao Paulo		LANDIA São Paulo

C03 (Fast Moving Consumer Goods (not including food))

C03/007	00640	THINK ABOUT THE BOX	CENTRAL VETERINARIA	SUPER GATO	JWT COSTA RICA San José	COSTA RICA	JWT COSTA RICA San José	FULL MEDIA San José	MONKEY STUDIO San José
C03/008	00693	MESSAGE IN A BUBBLE	E. BREUNINGER	B BY M. MICALLEF	JUNG von MATT Stuttgart	GERMANY	JUNG von MATT Stuttgart		
C03/028	01971	PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo		EDIT2 São Paulo
C03/043	01403	VENDING MACHINE	COLGATE PALMOLIVE	COLGATE TOOTHPASTE	Y&R PUERTO RICO Guaynabo	PUERTO RICO	Y&R PUERTO RICO Guaynabo	MEC San Juan	
C03/048	02302	CIF CLEANS ROMANIA	UNILEVER ROMANIA	HOUSEHOLD CLEANING PRODUCTS	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest / MRM		
C03/071	03283	HELLO MY NAME MEANS	J&J	JOHNSON'S BABY	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo		UNIT 9 London

C04 (Durable Goods)

C04/004	00142	REINVENTING THE AUTOGRAPH	ADIDAS	ADIDAS	TBWA SINGAPORE	SINGAPORE	TBWA SINGAPORE		SIXTOES TV Singapore
C04/019	00788	SONG SWIMMER	SONY	WALKMAN SERIE W DEPORTIVA NWZ - W273	McCANN ERICKSON BUENOS AIRES Buenos Aires	ARGENTINA	McCANN ERICKSON BUENOS AIRES Buenos Aires		SAKE Buenos Aires
C04/025	01318	7 DAYS OF RAIN	GEOX S.P.A	AMPHIBIOX SHOES	SMFB Oslo	NORWAY	SMFB Oslo	GROUPM Milan	
C04/060	02622	SAVING WORDS	MATTEL	SCRABBLE	LOLA Madrid	SPAIN	LOLA Madrid		
C04/071	03189	LIVE TOY TRAFFIC	LA JUGUETERIA	BBURAGO TOY CARS	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA		16MM Guatemala / VISUAL Guatemala

Shortlist (Promo & Activation Lions)

C05 (Retail, e-Commerce & Restaurants)

C05/001	00012	THE HORNBACH HAMMER	HORNBACH	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	CROSSMEDIA Düsseldorf	BIGFISH FILMPRODUKTION Berlin
C05/009	00381	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	PHD London / ROCKET London	
C05/022	01107	DILL - THE RESTAURANT.	LIDL	SUPERMARKETS	INGO Stockholm	SWEDEN	INGO Stockholm		ACNE PRODUCTION Stockholm
C05/025	01315	THE SECOND HAND CAMPAIGN	IKEA	FURNITURE	SMFB Oslo	NORWAY	SMFB Oslo	MEDIACOM Oslo	ANIMASJONSDEPARTEM ENTET Oslo / FACTORY Oslo / VERDENS STERKESTE MANN Oslo
C05/026	01363	PIZZAVESTMENT	DOMINO'S	DOMINO'S	CP+B Boulder	USA	CP+B Boulder		
C05/029	01615	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
C05/067	02406	BOOKSQUARE	PORRÚA BOOKSTORE	BOOKSQUARE	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City		UNIDAD 59 Mexico City

C06 (Cars & Automotive Services)

C06/009	00356	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo		DENTSU CREATIVE X Tokyo
C06/031	01961	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		SPRAY FILMES São Paulo
C06/032	02174	THE ELECTRIC TRAFFIC REPORT	PEUGEOT	PEUGEOT ION	DDB OSLO	NORWAY	DDB OSLO	STARCOM Oslo	VERDENS STERKESTE MANN Oslo
C06/051	01878	@FOLLOWEDBYVOLVO	VOLVO CARS BELGIUM	CARS	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels		

C07 (Entertainment & Leisure)

C07/009	00326	LEGO. BLIND ART PROJECT	LEGO	LEGO. BLIND ART PROJECT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich		
C07/046	02713	THE GRAND THEFT	REED EXHIBITIONS VIENNA	MODEL MAKERS FAIR	OGILVY & MATHER VIENNA	AUSTRIA	OGILVY & MATHER VIENNA		SABOTAGE FILMS Vienna
C07/053	01783	TAB-BACK GOLD IN BRAZIL	TABCORP HOLDINGS LTD	WAGERING AND GAMING	WHYBIN/TBWA SYDNEY	AUSTRALIA	WHYBIN/TBWA SYDNEY	OMD SYDNEY	
C07/058	02159	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE GOOD Moscow		
C07/069	02457	MOSCOW — KIEV / KIEV — MOSCOW	S7 AIRLINES	FLIGHTS: MOSCOW — KIEV, KIEV — MOSCOW	GOOD Moscow	RUSSIA	GOOD Moscow		
C07/074	02643	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen		GOBSMACK PRODUCTIONS Copenhagen
C07/079	02778	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON		PATRICIA MURPHY FILMS London
C07/083	03029	AFTER DEATH	PUERTO RICO HORROR FILM FEST	PUERTO RICO HORROR FILM FEST	BADILLO SAATCHI & SAATCHI Guaynabo	PUERTO RICO	BADILLO SAATCHI & SAATCHI Guaynabo	MEDIANET San Juan	SALADO FILMS Montevideo

C08 (Publications & Media)

C08/023	01099	THE WOMAN WHO CAN'T WATCH MOVIES	CANAL+ SPAIN	CANAL+ SPAIN	FCB SPAIN Madrid	SPAIN	FCB SPAIN Madrid		HELO Los Angeles
C08/036	01412	THE LIVING PIANO	GROUPE MÉDIA TFO	GROUPE MÉDIA TFO	LOWE ROCHE Toronto	CANADA	LOWE ROCHE Toronto		1ONE Montréal
C08/042	02291	THE WORLD'S FIRST ALL-LEGO AD BREAK	WARNER BROS.	THE LEGO MOVIE	PHD London	UNITED KINGDOM		PHD London	
C08/052	02826	SAT-JF14	RECORD COLLECTION	MUSIC ALBUM - JOHN FRUSCIANTE	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo		

Shortlist (Promo & Activation Lions)

C08/054	03000	WHAT WOULD YOU DO WITH US\$ 25,000?	20TH CENTURY FOX	THE SECRET LIFE OF WALTER MITTY	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	CASEY NEISTAT New York
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C09 (Financial Products & Services)

C09/017	00676	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA	WHYBINTBWA GROUP MELBOURNE	PHD Melbourne	REVOLVER/WILL O'ROURKE Sydney
C09/029	00481	WORN TO ASSIST	STATE FARM	INSURANCE	TRANSLATION New York	USA	TRANSLATION New York	OPTIMUM SPORTS Chicago	BUCK New York, City, NY
C09/033	01201	THE WORST CUSTOMER: AN INSURANCE NIGHTMARE	ASSTEL INSURANCE	PRIVATE LIABILITY INSURANCE	DIGITASLBI AG Cologne	GERMANY	DIGITASLBI AG Cologne		
C09/035	01328	PROTECT YOUR #L1F3	GENERTEL, EUROP ASSISTANCE	LIFE PARK - PROTECTION STORE	M&C SAATCHI Milan	ITALY	M&C SAATCHI Milan		(h) Films Milan
C09/042	02095	#ESURANCESAVE30	ESURANCE	DIRECT INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	STARCOM MEDIAVEST GROUP Chicago	SMUGGLER Los Angeles, CA

C10 (Business Products & Services)

C10/005	02233	GIFT BOX	THE SALVATION ARMY, CROWN RELOCATIONS	RE-CYCLING	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG		
C10/007	02111	RESULTS DON'T LIE	CAANZ COMMUNICATION AGENCIES ASSOCIATION	THE NEW ZEALAND EFFIE AWARDS	WHYBINTBWA\ DAN Auckland	NEW ZEALAND	WHYBINTBWA\ DAN Auckland		THE SWEET SHOP Auckland
C10/008	02443	THE SOCIALBOOK BY TIPP-EX	BIC	BUSINESS PRODUCT	BUZZMAN Paris	FRANCE	BUZZMAN Paris		WE ARE ANONYMOUS Paris

C11 (Corporate Image & Information)

C11/007	00398	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE	SID LEE Paris		B-REEL Stockholm
C11/041	01843	THE EMOGRAPHY PROJECT	MTV MOBILE / COMMUNICATIONS SWITZERLAND	SUNRISE TELECOMMUNICATION PROVIDER	FCB ZURICH	SWITZERLAND	FCB ZURICH		
C11/043	01851	BORDER FOOTBALL	CARLSBERG GROUP INTERNATIONAL	CARLSBERG	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp		
C11/060	01869	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
C11/061	01870	THE MOST LOYAL BANNER	PEDIGREE FRANCE	ADOPTION DRIVE CAMPAIGN	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt	HAVAS MEDIA Puteaux	OCEBO Lyon
C11/074	02384	THE GAME REPORT	BYTRO LABS	BYTRO LABS GAME DEVELOPING STARTUP	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich		LIGA_01 COMPUTERFILM Munich
C11/093	03190	VROOM RING BOOM CLARO		CLARO	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA		16MM Guatemala / VISUAL Guatemala

C12 (Commercial Public Services, including Healthcare & Medical)

C12/010	00513	NO SOCIAL NETWORK	TIGO - FACEBOOK	INTERNET & MOBILE	BIEDERMANN / McCANN Paraguay	PARAGUAY	BIEDERMANN / McCANN Paraguay	UM BIEDERMANN Asuncion	LA DOBLE A Buenos Aires
C12/014	00593	THE DAY THE EARTH SPOKE	AGUAS DE CHOLOMA	WATER SERVICE COMPANY	McCANN HONDURAS San Pedro Sula	HONDURAS	McCANN HONDURAS San Pedro Sula	UM San Pedro Sula	CRAFT HONDURAS San Pedro Sula
C12/028	01904	FLIGHT AGAINST CANCER	HOSPITAL DE CANCER DE BARRETOS	CANCER HOSPITAL	WMcCANN São Paulo	BRAZIL	WMcCANN São Paulo		CONSPIRAÇÃO FILMES São Paulo
C12/030	01972	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo		HUNGRY MAN Rio de Janeiro
C12/033	02100	UNLOCK LESSONS	VIVO/TELEFONICA	APP	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO		

C13 (Charities)

Shortlist (Promo & Activation Lions)

C13/001	00094	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND	
C13/022	00649	THE ALZHEIMER'S EVENT	ALZHEIMER NEDERLAND	ALZHEIMER	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam	SOCIALDEVELOPERS Amsterdam
C13/023	00650	BILLS ONLY COLLECTION BOX	RED CROSS	ANNUAL FUNDRAISING DRIVE 2014	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City	
C13/033	00874	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	
C13/034	00894	IF ONLY FOR A SECOND	MIMI FOUNDATION	SUPPORT AND WELLBEING CENTERS	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	
C13/036	00989	MOVIES THAT CHANGE LIVES	CHANGE ONE LIFE	ADOPTION AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow	ADSERVICE Moscow
C13/038	01023	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	TETTEROO MEDIA Amsterdam
C13/057	01724	SEARCHING FOR HEARTS	PERUVIAN CANCER FOUNDATION	PONLE CORAZON	FCB MAYO Lima	PERU	FCB MAYO Lima	MEDIA CONNECTION BPN Lima TUNCHE FILMS Lima
C13/067	02803	STREET STORIES	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON	
C13/068	02804	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON	SUPERGOOBER London
C13/116	02677	DRINKABLE BOOK	WATERISLIFE	NON-PROFIT	DDB NEW YORK New York	USA	DDB NEW YORK New York	
C13/124	02835	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	
C13/125	02861	MAKING CLOTHING DONATION INSTANTLY REWARDING	CHINA FOUNDATION FOR POVERTY ALLEVIATION	DONATION BOX	OGILVY BEIJING	CHINA	OGILVY BEIJING	
C13/130	02956	HAVE THE HOMELESS BECOME INVISIBLE?	NEW YORK CITY RESCUE MISSION	WEBSITE	SILVER + PARTNERS New York City, NY	USA	SILVER + PARTNERS New York City, NY	SMUGGLER New York City
C13/132	02978	RETURN OF THE ASHES	HHK INTERTRADE	CARAN DACHE & FOREST CONTROL	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	
C13/136	03024	THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	
C13/141	03164	SALVATION COINS	SALVATION ARMY	SALVATION COINS	OGILVY & MATHER CHILE Santiago	CHILE	OGILVY & MATHER CHILE	SCHKOLNICK Santiago

C14 (Public Health & Safety & Public Awareness Messages)

C14/018	00318	THE AUTOCOMplete TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	
C14/042	00849	UNGIVEN GIFTS	TRANSPORT ACCIDENT SPEED COMMISSION		GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	THE POUND Melbourne
C14/049	01061	THE LIFE-SAVING CABLE	AZERFON	CHARGING CABLE	Y&R Moscow	RUSSIA	Y&R Moscow	PROJECT 111 Moscow
C14/057	01233	MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	PUMPKIN FILM Zürich
C14/063	01547	THE ANTI CANCER PASTE UP CENTER	AC CAMARGO CANCER CENTER	BREAST CANCER CAMPAIGN	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo	BANDO São Paulo
C14/066	01638	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	THE FAMILY Milan
C14/068	01687	TURNING PACKAGING INTO EDUCATION	COLGATE PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon	MEC HONG KONG
C14/073	01804	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	
C14/088	01035	WENT TOO FAST. GONE TOO SOON.	BIVV / IBSR (BELGIAN INSTITUTE FOR ROAD SAFETY)	ROAD SAFETY	20SOMETHING Brussels	BELGIUM	20SOMETHING Brussels	ZOOM PRODUCTION Brussels
C14/108	01393	THE LONGEST HANDESHAKE	TANGO NETWORK	RELATIONS BETWEEN THE TURKS AND THE ARMENIANS	TWIGA Moscow	RUSSIA	TWIGA Moscow / ADACTIVE Tbilisi	TT MEDIA Moscow

Shortlist (Promo & Activation Lions)

C14/125	02061	SKIP STARBUCKS SATURDAY	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY GROUP CANADA Toronto	CANADA	GREY GROUP CANADA Toronto	
C14/136	02316	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
C14/148	02552	THE AGENT ORANGE LAND PROJECT	GREEN ENERGY VIETNAM LTD	BIODIESEL	DDB GROUP VIETNAM Ho Chi Minh City	VIETNAM	DDB GROUP VIETNAM Ho Chi Minh City	
C14/149	02566	BE THE ARTIST	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	THE SWEET SHOP Auckland
C14/155	02600	JUMP PUMP	HINDUSTAN UNILEVER LIMITED	TOILET SOAP	GEOMETRY GLOBAL Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai	MILESTONE FILMS Mumbai
C14/157	02627	BLOOD CHARGER	FUNDAÇÃO PRÓ-SANGUE	FUNDAÇÃO PRÓ-SANGUE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	
C14/160	02661	THE RAG BAG	UNIFORMS FOR THE DEDICATED	SHOPPING BAG	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	B-REEL Stockholm
C14/162	02678	ENDANGERED SONG	SMITHSONIAN'S NATIONAL ZOO	SMITHSONIAN'S NATIONAL ZOO	DDB NEW YORK New York	USA	DDB NEW YORK New York	KAMP GRIZZLY Portland
C14/174	02889	DON'T LOOK AWAY	ORBIS HK	ORBIS	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG	
C14/183	03015	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	PARANOID BR São Paulo
C14/189	03185	UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI GUN VIOLENCE ORGANIZATION	GREY NEW YORK	USA	GREY NEW YORK	RABBIT CONTENT New York
C14/198	03330	THE INVERTED JERSEY	BOTAFOGO DE FUTEBOL E REGATAS	BOTAFOGO DE FUTEBOL E REGATAS	AFRICA Sao Paulo	BRAZIL	AFRICA Sao Paulo	CONSPIRACAO FILMES Rio de Janeiro

D01 (Integrated Campaign Led by Promotion and Activation)

D01/012	00334	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA/LONDON	UNITED KINGDOM	TBWA/LONDON	
D01/015	00382	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	PHD London / ROCKET London
D01/019	00611	GAME OF THRONES: SEASON 3 IS COMING	HBO	GAME OF THRONES SEASON 3	OMELET Culver City	USA	OMELET Culver City	DEFINITION 6 New York
D01/020	00614	DACIA SPONSOR DAY	RENAULT ITALIA	DACIA	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	OMD Rome
D01/036	01597	WHATEVER HAPPENS INTEGRATED CAMPAIGN	ANHEUSER-BUSCH	BUD LIGHT	BBDO NEW YORK	USA	BBDO NEW YORK	HELO Los Angeles
D01/038	01735	DUPE	YARRA VALLEY WATER	WATER UTILITIES	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE	
D01/041	01905	FLIGHT AGAINST CANCER	HOSPITAL DE CANCER DE BARRETOS	CANCER HOSPITAL	WMcCANN São Paulo	BRAZIL	WMcCANN São Paulo	CONSPIRAÇÃO FILMES São Paulo
D01/045	02691	BETTER FUTURES	UNITED NEGRO COLLEGE FUND	NON PROFIT/EDUCATION	Y&R New York	USA	Y&R New York	FURLINED Los Angeles, CA
D01/046	02707	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	T.B.FILMS ADVERTISING Beijing
D01/079	02333	TRANSAVIA - EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux	
D01/084	02581	ARE YOU KLAUS-HEIDI?	LUFTHANSA	FLIGHT CARRIER	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	MINDSHARE Stockholm
D01/085	02587	SAMSUNG MAESTROS ACADEMY	SAMSUNG ELECTRONICS ITALY	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT Milan	ITALY	LEO BURNETT Milan	MAGNOLIA Milan

Shortlist (Promo & Activation Lions)

D01/086	02644	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen	GOBSMACK PRODUCTIONS Copenhagen	
D01/089	02924	VITTEL COUCH CONVERTER	VITTEL - NESTLÉ WATERS	VITTEL, MINERAL WATER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris		
D01/091	03016	TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	SOL DE JANEIRO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo		
D01/099	03305	OPEN YOUR WORLD	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	STARCOM MEDIAVEST GROUP Chicago	LEGS MEDIA New York City, NY

Total Entries: 300