

## Shortlist (Creative Effectiveness Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
<b>A01 (Creative Effectiveness)</b>						
A01/007	00058	MONTY'S CHRISTMAS	JOHN LEWIS	RETAIL	ADAM&EVEDDB London	UNITED KINGDOM
A01/010	00006	INFREQUENT FLYERS	TIGERAIR	TRAVEL/TOURISM	McCANN MELBOURNE	AUSTRALIA
A01/014	00009	THE AKANKSHA FOUNDATION - SUSTAINED	THE AKANKSHA FOUNDATION	NON-PROFIT ORGANISATION RUNNING SCHOOLS FOR UNDERPRIVILEGED CHILDREN	OGILVY & MATHER MUMBAI	INDIA
A01/021	00083	THE WORLD'S TOUGHEST JOB	AMERICAN GREETINGS	AMERICAN GREETINGS	MULLENLOWE Boston	USA
A01/026	00031	SMELLCOME TO MANHOOD	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA
A01/031	00070	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY
A01/033	00040	MACITBETTER	McDONALD'S	BIG MAC	DDB Sydney	AUSTRALIA
A01/034	00015	HENNESSY WILD RABBIT	HENNESSY / LVMH	HENNESSY	DROGA5 New York	USA
A01/035	00016	UNDER ARMOUR I WILL WHAT I WANT	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA
A01/036	00066	SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA
A01/042	00067	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA
A01/050	00038	#MYFAMILYCAN	SPC ARDMONA	SPC PACKAGED FRUITS & VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA
A01/051	00069	RAISING EYEBROWS AND SUBSCRIPTIONS	THE ECONOMIST	NEWSPAPER	PROXIMITY LONDON	UNITED KINGDOM
A01/057	00065	MADDEN NFL 15	EA SPORTS	MADDEN NFL 15	HEAT San Francisco	USA
A01/069	00077	THE YEAR OF THE SUPERSTAR	ADIDAS ORIGINALS	SUPERSTAR	JOHANNES LEONARDO New York	USA
A01/071	00074	ARIEL - SHARE THE LOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA
A01/075	00036	THE PAPER SKIN	FEDRIGONI	CONSTELLATION JADE (OPALESCENT PAPER GROUP)	GEOMETRY GLOBAL GERMANY Frankfurt	GERMANY
A01/084	00095	VF FAKKA	VODAFONE EGYPT	COMMUNICATION	J. WALTER THOMPSON CAIRO	EGYPT
A01/087	00037	DISHES	FINISH UK	DETERGENT	WIEDEN+KENNEDY London	UNITED KINGDOM
A01/090	00109	THERE IS NO BIGGER PRIZE THAN SHARING	LOTERIAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN
A01/103	00094	CHRISTMAS IF FOR SHARING - 1914: A CHRISTMAS TRUCE	SAINSBURY'S	SUPERMARKET	AMVBBDO London	UNITED KINGDOM
A01/104	00092	CELEBRATE	DEPARTMENT FOR TRANSPORT	ROAD SAFETY	AMVBBDO London	UNITED KINGDOM

## Shortlist (Creative Effectiveness Lions)

A01/109 00093 UNBELIEVABLE PEPSI PEPSI MAX AMVBBDO London UNITED KINGDOM  
CAMPAIGN

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**Total Entries:** 23