

## Shortlist (Direct Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<b>A01 (Food &amp; Drinks )</b>							
A01/005	00082	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A01/007	00071	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
A01/012	01025	SKITTLES HOLIDAY PAWN SHOP	WRIGLEY CANADA	SKITTLES	BBDO TORONTO	CANADA	BBDO TORONTO
A01/015	00577	#MAKEDINNERTI MEMATTER	MARS FOOD	MASTERFOODS	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY
A01/021	02609	THE REAL ICE COLD COCA-COLA.	COCA-COLA.	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
A01/026	02543	SPARE CHAIR SUNDAY	PREMIER FOODS	BISTO BEST	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
A01/027	00083	LEAVE ROOM	TIP TOP, FONTERRA BRANDS NZ	MEMPHIS MELTDOWN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A01/050	02557	#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
A01/077	01270	CHEERS TO A LEGEND	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney
<b>A02 (Fast Moving Consumer Goods )</b>							
A02/011	02359	ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES	McCANN NEW YORK New York	USA	
A02/017	02696	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK
A02/022	01971	DADS#SHARETH ELOAD (CASE STUDY)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
A02/039	01106	GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
A02/040	00874	FOOTBALL OR FATHER	REMED PHARMA	CONDOM	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels
<b>A03 (Durable Consumer Goods)</b>							
A03/011	00869	ETON STYLE CAROUSEL	ETON SHIRTS	ETON SHIRTS	TILLSAMMANS STHLM Stockholm	SWEDEN	TILLSAMMANS STHLM Stockholm

## Shortlist (Direct Lions)

A03/021	02408	THE BABY STROLLER TEST- RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO
A03/030	02107	EAT YOUR RUN	DECATHLON	KALENJI	ROSAPARK Paris	FRANCE	ROSAPARK Paris
A03/039	03067	PINLIST	TOK&STOK	FURNITURE STORE	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A03/044	02733	THE 2 LITRE TOWEL	AUSTRALIAN WEAVING	2 LITRE TOWEL	M&C SAATCHI MELBOURNE Melbourne	AUSTRALIA	M&C SAATCHI MELBOURNE Melbourne

## A04 (Cars & Automotive Products & Services)

A04/014	00695	MOST OPEN TEST DRIVE	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A04/030	00890	E-MOBILITY - ENJOY THE SILENCE	VOLKSWAGEN	VOLKSWAGEN E-MODELS	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A04/033	02785	ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE	OGILVYONE LONDON	UNITED KINGDOM	
A04/064	02725	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK

## A05 (Retail, e-Commerce, Restaurants & Fast Food Chains)

A05/004	00591	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco
A05/007	00043	BETTY	CHICKEN TREAT	CHICKEN TREAT PRODUCTS	MARKETFORCE West Perth	AUSTRALIA	MARKETFORCE West Perth
A05/022	02229	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
A05/035	02569	BEEES CAN FIND SUGAR WHERE YOU LEAST SUSPECT IT	NÁŠ GRUNT	NÁŠ GRUNT - SHOPS WITH HONEST PRODUCTS FROM NATURAL INGREDIENTS	McCANN ERICKSON PRAGUE	CZECH REPUBLIC	McCANN ERICKSON PRAGUE
A05/040	01822	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
A05/043	01346	THE DEVILISH NEWSLETTER	ARMEDANGELS	THE DEVILISH NEWSLETTER	OGILVY GERMANY Düsseldorf	GERMANY	OGILVY GERMANY Frankfurt

## A06 (Travel, Transport & Leisure)

## Shortlist (Direct Lions)

A06/016	00622	GIGA SELFIE	TOURISM AUSTRALIA	SIGHTSEEING	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
A06/018	01264	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
A06/019	02231	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
A06/027	01107	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
A06/049	01934	NO BORDERS	AIRBNB	AIRBNB	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
A06/061	03047	HOLIDAYS ON DEMAND	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux

## A07 (Media & Publications)

A07/001	00212	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A07/017	02545	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
A07/022	02908	FOOTBALL MEMORIES FM	LIBERO	FOOTBALL MAGAZINE	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid
A07/025	03043	MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO	MEXICO	LEO BURNETT MÉXICO

## A08 (Financial Products & Services)

A08/004	01452	SLEEP ON IT	CBC	FINANCIAL SERVICES	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels
A08/024	01784	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
A08/026	02976	MEMORIES FOR LIFE	HDFC	HDFC BANK	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
A08/033	01898	38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan
A08/034	01777	FAST FORWARD.	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
A08/049	00589	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE

## A09 (Business Products & Services)

## Shortlist (Direct Lions)

A09/024	02859	ENDLESS POSSIBILITIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A09/025	02829	EMERGENCY PIN CODE	SEKRON SECURITY SYSTEMS	SEKRON DIGITAL PROTECTION	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo

## A10 (Commercial Public Services)

A10/002	00142	ACR STREET VIEW TEST	ACR (THE AUTOMOBILE CLUB OF ROMANIA)	DRIVING SCHOOL	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
A10/004	00182	PRIDESTREAM	KPN	TELECOM	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam
A10/006	01215	THE GOLD MEDAL SIM CARDS	TELENOR	MOBILE NETWORK	TRY Oslo	NORWAY	TRY Oslo
A10/008	00614	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo / HAKUHODO Tokyo
A10/017	02030	PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City
A10/022	00985	PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITASLBI London	UNITED KINGDOM	DIGITASLBI London
A10/023	00495	The Happy Mom Deal / Call mommy. Save money.	O2 / TELEFÓNICA	O2	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg

## A11 (Corporate Image)

A11/008	01523	REACH ACROSS THE AISLE	JETBLUE	JETBLUE	MULLENLOWE Boston	USA	MULLENLOWE Boston
A11/021	01711	WONDERFUL HOLD MUSIC	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A11/036	02654	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
A11/042	02010	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
A11/047	02830	THE PAYBACK DINNER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
A11/053	01150	LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá

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A11/054	03029	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK
A11/061	00934	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
A11/087	02799	DONATE YOUR DATA	WAOO	FIBRE BROADBAND	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen

## A12 (Public Health & Safety)

A12/003	00238	TOY OR TOXIC	VEILIGHEIDNL (THE DUTCH GOVERNMENT'S HOME SAFETY PROMOTION ORGANIZATION) & NVWA	AWARENESS	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam
A12/008	00205	REMIND ME SOAP	FORD WARRIORS IN PINK	REMIND ME SOAP	ZUBI ADVERTISING Coral Gables	USA	ZUBI ADVERTISING Coral Gables
A12/012	01538	CANCER UNCENSORED	GOLLO	GOLLO	McCANN SAN JOSE San Jose	COSTA RICA	McCANN SAN JOSE San Jose
A12/021	01434	LIFE SAVING STICKERS	AUSTRALIAN ROAD SAFETY FOUNDATION	Australian Road Safety Foundation	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
A12/024	02832	BRICKS FROM MARIANA	TIJOLOS DE MARIANA	TIJOLOS DE MARIANA	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
A12/041	03031	STRIKING LESSONS	BRISA HIGHWAY COMPANY	INSTITUTIONAL	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA
A12/050	01953	PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan	PUERTO RICO	McCANN San Juan / HAROLD JESSURUN San Juan
A12/052	02345	SMS LAST WORDS	GLOBAL ROAD SAFETY PARTENERSHIP	GLOBAL ROAD SAFETY	HAVAS WORLDWIDE SHANGHAI	CHINA	HAVAS WORLDWIDE SHANGHAI
A12/057	02613	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires
A12/061	10812	LIVING MEMORIES	BRAKE NZ	ROAD SAFETY	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland

## A13 (Public Sector & Awareness Messages)

A13/006	01841	ZERO MINUTES OF FAME	THE BRADY CAMPAIGN	THE BRADY CAMPAIGN	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
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A13/012	02081	#IMMIGRANT	REFUGEES UNITED (REFUNITE)	INSTITUTIONAL	LDC São Paulo	BRAZIL	LDC São Paulo
A13/015	01034	UNFAIRY TALES INTEGRATED	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica
A13/021	01045	COMING SOON	RAISING THE ROOF	RAISING THE ROOF	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A13/029	01240	#THEREAL10	AAUW	AAUW	RETHINK Toronto	CANADA	RETHINK Toronto / WONGDOODY Los Angeles
A13/031	01810	THE INVISIBLE CHILDREN YEARBOOK	REINSERTA	REINSERTA	LEO BURNETT MÉXICO	MEXICO	LEO BURNETT MÉXICO
A13/049	02698	GHOST VOTE	STATES UNITED TO PREVENT GUN VIOLENCE	PROMOTING SMART GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK
A13/053	02885	MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL	W3HAUS São Paulo
A13/081	02678	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
A13/091	02980	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE

## A14 (Charities & Appeals)

A14/001	00193	WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
A14/029	00524	FIRST PHOTO LAST PHOTO	JOY OF LIFE	JOY OF LIFE	GREY GROUP HONG KONG	HONG KONG	GREY GROUP HONG KONG / GREY GROUP Shanghai
A14/036	00393	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM	ENGINE London
A14/042	01794	DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London
A14/052	02092	AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A14/081	01958	THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON	J. WALTER THOMPSON BEIRUT

## Shortlist (Direct Lions)

A14/092	01373	THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
A14/099	02961	BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI
A14/109	02172	BREAST MILK	BREAST CANCER CURE	BREAST MILK	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
A14/111	02458	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
A14/112	02833	REVERSE DELIVERY	BANCO DE ALIMENTOS	BANCO DE ALIMENTOS	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
A14/113	00830	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
A14/116	03004	BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
A14/125	00962	THE ART HEIST FOR GOOD	WATERISLIFE	CHARITY	DEUTSCH New York	USA	DEUTSCH New York
A14/129	01197	HELP KENYA NOT KANYE	CROWDRISE	FUNDRAISING FOR KENYAN CHARITIES	ALMA DDB Miami	USA	ALMA DDB Miami
A14/132	02666	#DONATEFORPRI SCILA	CLUBE SANGUE BOM	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A14/149	01421	SAVING AFRICA'S LAST WILD RHINOS, BY POISONING THEM.	RHINO RESCUE PROJECT	WILDLIFE CONSERVATION	OGILVY & MATHER VIETNAM Ho Chi Minh City	VIETNAM	OGILVY & MATHER VIETNAM Ho Chi Minh City / RHINO RESCUE PROJECT Gauteng

## B01 (Flat Mailing)

B01/019	01019	TESTIMONIES	FUNDACIÓN HUÉSPED	INSTITUTIONAL FUNDRAISING	WUNDERMAN BUENOS AIRES	ARGENTINA	WUNDERMAN BUENOS AIRES
B01/024	01174	UNFOLDING GREAT CONSEQUENCES	GLOBAL EXPORT	AMERICAN GARDEN HABANERO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI

## B02 (Dimensional Mailing)

B02/008	00214	FARGO WOOLLENS	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B02/020	02755	HATTRICK	BEIN SPORTS	CHAMPIONS LEAGUE CHANNEL	TAPSA   Y&R Madrid	SPAIN	TAPSA   Y&R Madrid

## Shortlist (Direct Lions)

B02/029	02570	BEES CAN FIND SUGAR WHERE YOU LEAST SUSPECT IT	NÁŠ GRUNT	NÁŠ GRUNT - SHOPS WITH HONEST PRODUCTS FROM NATURAL INGREDIENTS	McCANN ERICKSON PRAGUE	CZECH REPUBLIC	McCANN ERICKSON PRAGUE
B02/033	02834	BRICKS FROM MARIANA	TIJOLOS DE MARIANA	TIJOLOS DE MARIANA	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
B02/046	01322	THE TEAR-OPEN-MAILING FOR "MEIN KAMPF - AGAINST RACISM"	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	MEIN KAMPF - AGAINST RACISM	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
B02/085	01867	THE BULLETPEN	MINISTRY OF NATIONAL EDUCATION COLOMBIA	MINISTRY OF NATIONAL EDUCATION	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá
<b>B03 (Use of Ambient Media: Small Scale)</b>							
B03/003	00220	DONATE FOR AFRICA. YOUR MONEY HAS NEVER BEEN MORE VALUABLE.	DFC DEUTSCHE FUNDRAISING COMPANY	UNITED FOR AFRICA	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
B03/008	00462	LEGOLAND DOLLARS	LEGOLAND FLORIDA RESORT	ENTERTAINMENT/T RAVEL & LEISURE	VML New York	USA	VML New York
B03/019	00715	ROLLING PARCELS	POST CH	POST CH	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich
B03/031	01425	THE BLOODY SOAP	NETFLIX	NETFLIX - ONLINE SVOD PLATFORM	OGILVY & MATHER Paris	FRANCE	OGILVY & MATHER Paris
B03/050	02835	PROTECTIVE BUCKET	LA FABRIL	PERLA SOFT	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
B03/054	01352	AMNESTY TEAR GAS SCENTED CANDLES	AMNESTY INTERNATIONAL	SOCIAL RESPONSIBILITY	4129GREY Istanbul	TURKEY	4129GREY Istanbul
B03/059	02093	X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
B03/060	00085	LEAVE ROOM	TIP TOP, FONTERRA BRANDS NZ	MEMPHIS MELTDOWN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland



## Shortlist (Direct Lions)

B03/067	01233	THE SAB SPIKE DETECTOR COASTER	SOUTH AFRICAN BREWRIES	DRINK RESPONSIBLY INITIATIVE	GEOMETRY GLOBAL JOHANNESBURG	SOUTH AFRICA	GEOMETRY GLOBAL JOHANNESBURG
B03/070	01436	LIFE SAVING STICKERS	AUSTRALIAN ROAD SAFETY FOUNDATION	Australian Road Safety Foundation	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
B03/080	02872	PAY WITH BLOOD	UNTOLD FESTIVAL AND NATIONAL INSTITUTE FOR BLOOD DONATIONS	EVENTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest
B03/081	02031	PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MEXICO Mexico City	MEXICO	GREY MEXICO Mexico City
B03/084	02080	WHERE IS MY OTORONGO?	BACKUS SABMILLER	SAN JUAN BEER	FCB MAYO Lima	PERU	FCB MAYO Lima
B03/106	01823	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
B03/137	02897	PEDAL PURE	WATERAID	THE PEDAL POWERED WATER FILTER	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka
B03/153	00976	CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland
B03/160	01422	SAVING AFRICA'S LAST WILD RHINOS, BY POISONING THEM.	RHINO RESCUE PROJECT	WILDLIFE CONSERVATION	OGILVY & MATHER VIETNAM Ho Chi Minh City	VIETNAM	OGILVY & MATHER VIETNAM Ho Chi Minh City / RHINO RESCUE PROJECT Gauteng
B03/164	00972	#WOMENNOTOBJ ECTS	BADGER & WINTERS	ADVERTISING INDUSTRY MESSAGE	BADGER AND WINTERS New York	USA	BADGER AND WINTERS New York

## B04 (Use of Ambient Media: Large Scale)

B04/011	00215	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B04/036	00623	GIGA SELFIE	TOURISM AUSTRALIA	SIGHTSEEING	TBWA/HAKUHODO Tokyo	JAPAN	TBWA/HAKUHODO Tokyo
B04/038	00699	MOST OPEN TEST DRIVE	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
B04/055	02232	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
B04/066	01108	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO

## Shortlist (Direct Lions)

B04/068	00891	E-MOBILITY - ENJOY THE SILENCE	VOLKSWAGEN	VOLKSWAGEN E-MODELS	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
B04/078	02547	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
B04/092	02412	THE BABY STROLLER TEST- RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO
B04/096	01785	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
B04/102	02864	MAGIC WORDS - THE BOOTH	HP	HP	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B04/112	02224	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels
B04/114	02700	GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK
B04/117	02459	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
B04/119	00832	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
B04/121	03005	BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
B04/136	02818	FLIGHTS	EL CRONISTA COMERCIAL	EL CRONISTA COMERCIAL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
B04/146	02727	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK
B04/160	01875	DOPPELGÄNGER TOURISTS	MEXICAN TOURISM BOARD	MEXICO AS A TOURISTIC DESTINATION	LAPIZ Chicago	USA	LAPIZ Chicago
B04/167	02650	WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami

## B05 (Use of Broadcast)

B05/014	01716	WONDERFUL HOLD MUSIC	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
B05/016	02233	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
B05/036	02702	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK

## Shortlist (Direct Lions)

B05/043	01234	#LETSTALCKOLO UR	VIACOM / MTV	MTV AFRICA	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG
B05/044	01491	OP45	OPERATION SMILE	CHARITY	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town
B05/048	02701	GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK
B05/056	03073	TRUTH DETECTOR	89 FM	89 FM	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

## B06 (Use of Print or Standard Outdoor )

B06/018	01048	COMING SOON	RAISING THE ROOF	RAISING THE ROOF	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B06/019	02761	HOPE FOR SALE	FUNDACIÓN INTHEOS	FUNDACIÓN INTHEOS	TAPSA   Y&R Madrid	SPAIN	TAPSA   Y&R Madrid
B06/025	02549	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
B06/049	02605	THE DAILY CATCH	METRO	THE DAILY CATCH	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
B06/059	02352	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland

## C01 (Use of Digital Platforms)

C01/029	01846	ZERO MINUTES OF FAME	THE BRADY CAMPAIGN	THE BRADY CAMPAIGN	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
C01/030	01796	DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London
C01/040	02094	AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
C01/046	00853	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo
C01/057	03044	MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO	MEXICO	LEO BURNETT MÉXICO
C01/065	02225	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels
C01/075	03048	HOLIDAYS ON DEMAND	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux
C01/080	03017	VOLKSWAGEN   UNLEASH YOUR RRRR: GOLF R LAUNCH	VOLKSWAGEN GROUP OF AMERICA	GOLF R	DEUTSCH LA	USA	DEUTSCH LA

## Shortlist (Direct Lions)

### C02 (Use of Mobile )

C02/002	00087	PEDIGREE FOUND	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
C02/005	00099	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C02/019	00624	GIGA SELFIE	TOURISM AUSTRALIA	SIGHTSEEING	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
C02/032	02235	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
C02/040	01985	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo
C02/049	02849	LIFE SIGNAL	UNACEM	UNACEM	CIRCUS GREY Lima	PERU	CIRCUS GREY Lima
C02/059	01955	IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York
C02/066	01770	HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
C02/073	02949	AMATEUR REPLAY	ALLIANZ	INSURANCE	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
C02/099	02463	LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
C02/107	03062	THE FASHION MAG HIJACK	STYLIGHT	STYLIGHT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C02/113	01273	CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney
C02/116	02670	SAMSUNG GALAXY SURFBOARD	SAMSUNG	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo

### C03 (Use of Social Platforms)

C03/005	00251	SWITCHEROO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York	USA	BBDO New York
C03/018	00268	THE GUY WHO CUT EVERYTHING IN HALF	DEUTSCHER ANWALTVEREIN	LEGAL ADVICE (GERMAN BAR ASSOCIATION)	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C03/025	02083	#IMMIGRANT	REFUGEES UNITED (REFUNITE)	INSTITUTIONAL	LDC São Paulo	BRAZIL	LDC São Paulo

## Shortlist (Direct Lions)

C03/029	01500	WHO THE F*CK WANTS TO FOLLOW PEPTO ON TWITTER?	PROCTER & GAMBLE	PEPTO-BISMOL	PUBLICIS NORTH AMERICA New York	USA	PUBLICIS NORTH AMERICA New York
C03/033	01377	WESTPAC GET CASH TUTORIALS	WESTPAC BANKING CORPORATION	WESTPAC TRANSACTIONAL BANKING	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
C03/041	01265	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
C03/072	01109	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
C03/077	01681	JUSTINO	LOTERÍAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid
C03/083	01139	THE HASHTAG 500	NASCAR	MOTOR SPORTS/AUTO RACING	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK
C03/086	00574	RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
C03/094	01243	#THEREAL10	AAUW	AAUW	RETHINK Toronto	CANADA	RETHINK Toronto / WONGDOODY Los Angeles
C03/097	02704	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK
C03/125	02965	BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI
C03/147	01782	FAST FORWARD.	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
C03/161	02821	FLIGHTS	EL CRONISTA COMERCIAL	EL CRONISTA COMERCIAL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
C03/182	01016	HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO	NEW ZEALAND	CLEMENGER BBDO
C03/184	02679	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
C03/193	02616	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires

## Shortlist (Direct Lions)

C03/196	00590	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
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### C04 (Response / Real-time Activity)

C04/001	00089	PEDIGREE FOUND	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
C04/002	00253	PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York
C04/017	01267	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
C04/025	00929	THE DIADORA DELIVERY	DIADORA SPORT	DIADORA RUNNING SHOES AND APPAREL	SMFB Oslo	NORWAY	SMFB Oslo
C04/033	00432	#COVERTHEATH LETE	COVERTHEATHLET E.COM	#COVERTHEATHLE TE	JOHN ST. Toronto	CANADA	JOHN ST. Toronto
C04/051	01771	HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
C04/052	01738	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
C04/060	00923	END THE SILENCE	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo
C04/069	01701	#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris
C04/079	01235	#THEDUDEWITHT HECRATES	CERVECERÍA Y MALTERÍA QUILMES	QUILMES CRISTAL	CIRCUS Mexico City	MEXICO	CIRCUS BA Buenos Aires

### C05 (Co-Creation & User Generated Content)

C05/002	00255	PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York
C05/031	01887	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles
C05/037	01987	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo
C05/048	02074	MARC OR NOTHING	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE	MARCEL Paris
C05/054	02822	LET GIRLS BE GIRLS	PROCTER & GAMBLE	COVERGIRL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires / GREY MELBOURNE
C05/069	03045	MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO	MEXICO	LEO BURNETT MÉXICO
C05/073	02353	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland

## Shortlist (Direct Lions)

C05/091	02381	DIY MAYHEM	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
C05/096	01212	SPECIAL SPONSORS	SPECIAL OLYMPICS	SPECIAL OLYMPICS COLOMBIA	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá
C05/102	02652	WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami
C05/104	02884	GOOGLE TRANSLATE FOR REFUGEES	GOOGLE	GOOGLE TRANSLATE	GOOGLE New York	USA	GOOGLE New York

## C06 (Use of New Technology)

C06/016	00617	INTELLIGENT PARKIG CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo / TYO INC Tokyo / BIRDMAN Tokyo
C06/021	01797	DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London
C06/024	02656	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
C06/026	02789	ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE	OGILVYONE LONDON	UNITED KINGDOM	
C06/045	02464	LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney

## D01 (Use of Data)

D01/028	02850	LIFE SIGNAL	UNACEM	UNACEM	CIRCUS GREY Lima	PERU	CIRCUS GREY Lima
D01/034	02944	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
D01/040	01788	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
D01/055	02739	ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
D01/057	02887	MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL	W3HAUS São Paulo
D01/071	02800	DONATE YOUR DATA	WAOO	FIBRE BROADBAND	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen

## E01 (Acquisitions)

## Shortlist (Direct Lions)

E01/004	00091	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
E01/011	01902	38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan
E01/016	01379	WESTPAC GET CASH TUTORIALS	WESTPAC BANKING CORPORATION	WESTPAC TRANSACTIONAL BANKING	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
E01/026	02238	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
E01/045	01772	HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
E01/047	02414	THE BABY STROLLER TEST- RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO
E01/066	01775	FAST FORWARD.	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
E01/070	01370	THE VOLVO SELF CONFIDENCE CHALLENGE	VOLVO NORTH MIAMI	VOLVO	WE BELIEVERS New York	USA	WE BELIEVERS New York

## E02 (Retention)

E02/004	00073	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
E02/028	01928	GASCALE	MABE	DOMESTIC GAS SCALE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
E02/043	01255	HAGGLERS	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
E02/054	03092	BLAME IT ON INTERFLORA	INTERFLORA	FLOWERS	BRANDHOUSE Copenhagen	DENMARK	BRANDHOUSE Copenhagen

## E03 (Launch / Re-launch)

E03/017	00930	THE DIADORA DELIVERY	DIADORA SPORT	DIADORA RUNNING SHOES AND APPAREL	SMFB Oslo	NORWAY	SMFB Oslo
E03/029	02360	ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES	McCANN NEW YORK New York	USA	
E03/030	02552	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON



## Shortlist (Direct Lions)

E03/040	00575	RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
E03/043	02187	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
E03/048	01824	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
E03/061	02354	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland
E03/062	02465	LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
E03/075	02728	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK

## F02 (Art Direction / Design)

F02/001	00258	LIVE VINES	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York
F02/004	00216	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
F02/015	02567	500 YEARS OF STORIES	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON
F02/050	00935	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
F02/075	02568	FAIR	PROCTER & GAMBLE	FAIRY LIQUID	GREY LONDON	UNITED KINGDOM	GREY LONDON

## F03 (Experience Design)

F03/004	00218	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
F03/012	00232	THE UNCRASHABLE TOYCARS	DAIMLER	BRAKE ASSIST SYSTEM PLUS	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
F03/013	00784	DESIGN YOUR TIME	SAMSUNG	SAMSUNG GEAR S2	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
F03/014	01534	ANALOG	AMERICAN GREETINGS	AMERICAN GREETINGS	MULLENLOWE Boston	USA	MULLENLOWE Boston
F03/027	02657	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
F03/028	01112	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO

## Shortlist (Direct Lions)

F03/029	02610	THE REAL ICE COLD COCA- COLA.	COCA-COLA.	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
F03/044	02417	THE BABY STROLLER TEST- RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO
F03/047	02295	ONE-DROP BOTTLE	HENKEL	PRIL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
F03/048	01296	STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
F03/050	01152	LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
F03/059	02694	TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK
F03/062	02611	THE GIFT BOTTLE	COCA-COLA.	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
F03/066	00995	LIFE UNPAUSED	SICKKIDS FOUNDATION	SICKKIDS	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto
F03/068	02460	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
F03/069	02840	REVERSE DELIVERY	BANCO DE ALIMENTOS	BANCO DE ALIMENTOS	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo

## G01 (Integrated Campaign led by Direct )

G01/003	00593	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco
G01/014	01269	THE NAKED UTE	VOLKSWAGEN AUSTRALIA	AMAROK	DDB Sydney	AUSTRALIA	DDB Sydney
G01/016	00396	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM	ENGINE London
G01/018	00580	#MAKEDINNERTI MEMATTER	MARS FOOD	MASTERFOODS	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY
G01/023	02239	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
G01/033	01684	CHAMPIONS' BOSS	HEINEKEN	UEFA CHAMPIONS LEAGUE	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid
G01/050	00966	THE FIRST EVER PINTEREST YARD SALE	SHERWIN WILLIAMS	KRYLON	DEUTSCH New York	USA	DEUTSCH New York

## Shortlist (Direct Lions)

G01/057	01947	NO BORDERS	AIRBNB	AIRBNB	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
G01/066	02355	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland
G01/071	03035	STRIKING LESSONS	BRISA HIGHWAY COMPANY	INSTITUTIONAL	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA
G01/077	01114	GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO

## G02 (Low Budget Campaign)

G02/021	01535	PAY WITH A CUPCAKE	ZAPPOS	ZAPPOS.COM	MULLENLOWE Boston	USA	MULLENLOWE Boston
G02/051	01477	HOLY WATER	MINISTERIO DEL MEDIO AMBIENTE	WATER SAVING	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá
G02/084	01518	TWITTER REFUGEES	PASSOP	AWARENESS MESSAGE	NATIVE VML Johannesburg	SOUTH AFRICA	NATIVE VML Johannesburg
G02/091	03001	GAY TURTLE	AMNESTY INTERNATIONAL TURKEY	NON-GOVERNMENTAL ORGANISATION	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
G02/109	00997	LIFE UNPAUSED	SICKKIDS FOUNDATION	SICKKIDS	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto
G02/110	02175	BREAST MILK	BREAST CANCER CURE	BREAST MILK	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
G02/117	02328	BEAUTY IN DIRT	JEEP	JEEP TERRITORY (TEST DRIVE AREA)	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW
G02/135	01547	SUBLIMINAL LEARNING	LANGENSCHIEDT	LANGENSCHIEDT SUBLIMINAL LEARNING	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf
G02/139	01341	UNACCEPTABLE ACCEPTANCE LETTERS	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
G02/142	02680	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin

## Shortlist (Direct Lions)

G02/152	01424	SAVING AFRICA'S LAST WILD RHINOS, BY POISONING THEM.	RHINO RESCUE PROJECT	WILDLIFE CONSERVATION	OGILVY & MATHER VIETNAM Ho Chi Minh City	VIETNAM	OGILVY & MATHER VIETNAM Ho Chi Minh City / RHINO RESCUE PROJECT Gauteng
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**Total Entries:**                      **293**