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## PROMO &amp; ACTIVATION LIONS SHORTLIST 2013

CANNES LIONS

60TH INTERNATIONAL FESTIVAL OF CREATIVITY 16-22 JUNE 2013

CATEGORY	CATNO	TITLE	CLIENT	PRODUCT	ENTRANT / AGENCY	ENTRANT COUNTRY
Best Use of Experiential Marketing in a Promotional Campaign	A01/008	XPERIA SODA STUNT	SONY MOBILE	ACRO S	CP+B Gothenburg	SWEDEN
Best Use of Experiential Marketing in a Promotional Campaign	A01/027	THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND
Best Use of Experiential Marketing in a Promotional Campaign	A01/028	FASCINATORS	LION	JAMES BOAGS DRAUGHT	PUBLICIS MOJO Sydney	AUSTRALIA
Best Use of Experiential Marketing in a Promotional Campaign	A01/031	COFFEE CART	YWCA AUCKLAND	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
Best Use of Experiential Marketing in a Promotional Campaign	A01/032	WELLINGTON IN A PINT	SELF-PROMOTION	SELF-PROMOTION	CLEMENGER BBDO Wellington	NEW ZEALAND
Best Use of Experiential Marketing in a Promotional Campaign	A01/036	CONVERSATIONS	AL SERKAL AVENUE/ AL MANZIL SCHOOL	AL MANZIL SCHOOL	DDB DUBAI	UNITED ARAB EMIRATES
Best Use of Experiential Marketing in a Promotional Campaign	A01/037	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO GERMANY Berlin	GERMANY
Best Use of Experiential Marketing in a Promotional Campaign	A01/053	OLYMPIC SHIRT FLAG	PROCTER & GAMBLE PHILIPPINES	LAUNDRY DETERGENT	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES
Best Use of Experiential Marketing in a Promotional Campaign	A01/080	THE ANT RALLYE	WORLDWIDE FUND FOR NATURE (WWF)	WWF	BBDO GERMANY Düsseldorf	GERMANY
Best Use of Experiential Marketing in a Promotional Campaign	A01/119	THE AIRFOOD PROJECT	LES RESTAURANTS DU COEUR	THE EUROPEAN FOOD AID	HAVAS WORLDWIDE PARIS	FRANCE
Best Use of Experiential Marketing in a Promotional Campaign	A01/125	MEERKAT TALES LIVE BOOK READING	COMPARETHEMARKET.COM & COMPARETHEMEERKAT.COM	PRICE COMPAIRSON	VCCP London	UNITED KINGDOM
Best Use of Experiential Marketing in a Promotional Campaign	A01/133	MESSAGE IN A BOTTLE	SOLO	SOFT DRINK	TRY/APT ADVERTISING AGENCY Oslo	NORWAY
Best Use of Experiential Marketing in a Promotional Campaign	A01/140	SOLAR CHARGING DUMMIES	SPIES TRAVELS	HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
Best Use of Experiential Marketing in a Promotional Campaign	A01/143	APOLLO CAMPAIGN	AXE	LYNX	BBH London	UNITED KINGDOM

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Best Use of Experiential Marketing in a Promotional Campaign	A01/173	FASTLINE	FASTWEB	INTERNET - OPTICAL FIBER	M&C SAATCHI Milan	ITALY
Best Use of Experiential Marketing in a Promotional Campaign	A01/180	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
Best Use of Experiential Marketing in a Promotional Campaign	A01/188	TOON MACHINE	TURNER	CARTOON NETWORK	NEWSTYLE São Paulo	BRAZIL
Best Use of Experiential Marketing in a Promotional Campaign	A01/197	DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS LIVE EVENT	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND
Best Use of Experiential Marketing in a Promotional Campaign	A01/200	DOUBLE LOOP DARE @ X GAMES	MATTEL	HOT WHEELS	MISTRESS Venice	USA
Best Use of Experiential Marketing in a Promotional Campaign	A01/229	BACK TO VINYL - THE OFFICE TURNTABLE	KONTOR RECORDS	KONTOR RECORDS	OGILVYACTION Düsseldorf / OGILVYONE Frankfurt	GERMANY
Best Use of Experiential Marketing in a Promotional Campaign	A01/268	THE REAL MASTER OF INTUITION	HEINEKEN ITALIA	HEINEKEN	PUBLICIS ITALY Milan	ITALY
Best Use of Experiential Marketing in a Promotional Campaign	A01/284	PHOTOBALL	HP	HP	ALMAPBBDO São Paulo	BRAZIL
Best Use of Experiential Marketing in a Promotional Campaign	A01/307	RECALLING 1993	NEW MUSUEM	"NYC 1993: EXPERIMENTAL JET SET, TRASH AND NO STAR" EXHIBITION	DROGA5 New York	USA
Best Use of Experiential Marketing in a Promotional Campaign	A01/327	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY / LEO BURNETT CHICAGO	AUSTRALIA
Best Use of Experiential Marketing in a Promotional Campaign	A01/341	YES, VIRGINIA THE MUSICAL	MACY'S	DEPARTMENT STORE	JWT NEW YORK	USA
Best Use of Experiential Marketing in a Promotional Campaign	A01/343	TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA Torrance	USA
Best Use of Experiential Marketing in a Promotional Campaign	A01/350	THE BREAD OF MEMORY	AMIA	AMIA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA
Best Use of Experiential Marketing in a Promotional Campaign	A01/376	MEASURE OF PLEASURE	BEYOND DARK	CHOCOLATE DROPS	OGILVYONE LONDON	UNITED KINGDOM
Best Use of Guerilla Marketing in a Promotional Campaign	A02/008	MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD Yekaterinburg	RUSSIA

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Best Use of Guerilla Marketing in a Promotional Campaign	A02/030	JOY SCULPTURES	CADBURY	CADBURY DAIRY MILK PROMOTION	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA
Best Use of Guerilla Marketing in a Promotional Campaign	A02/044	STRESS TEST	BEIERSDORF	NIVEA STRESS PROTECT DEO	LABAMBA Hamburg	GERMANY
Best Use of Guerilla Marketing in a Promotional Campaign	A02/046	BIG BROTHER	NATIONAL AUSTRALIA BANK	NATIONAL AUSTRALIA BANK	CLEMENGER BBDO MELBOURNE	AUSTRALIA
Best Use of Guerilla Marketing in a Promotional Campaign	A02/068	DRINK BLOW DRIVE	GRUPO MODELO	CORONA	LEO BURNETT MEXICO	MEXICO
Best Use of Guerilla Marketing in a Promotional Campaign	A02/069	HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA
Best Use of Guerilla Marketing in a Promotional Campaign	A02/078	CALL GIRL	PRIME TELEVISION	TELEVISION PROGRAMME / CHANNEL	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND
Best Use of Guerilla Marketing in a Promotional Campaign	A02/081	JARRITOS DOUBLE STRAW	JARRITOS	JARRITOS MEXICAN SODA	GSD&M Austin	USA
Best Use of Guerilla Marketing in a Promotional Campaign	A02/097	OPERATION BETHLEHEM	MINISTERIO DE DEFENSA	PROGRAMA DE ATENCIÓN HUMANITARIA AL DESMOVILIZADO (PAHD)	LOWE-SSP3 Bogotá	COLOMBIA
Best Use of Guerilla Marketing in a Promotional Campaign	A02/103	THE DEPAUL BOX COMPANY	DEPAUL UK	YOUTH HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
Best Use of Guerilla Marketing in a Promotional Campaign	A02/145	THE INTRUDER	AMIS	MEXICAN INSURANCE ASSOCIATION	OGILVY & MATHER Mexico City	MEXICO
Best Use of Guerilla Marketing in a Promotional Campaign	A02/152	THE SHARING CAN	THE COCA-COLA COMPANY	COCA-COLA	OGILVY & MATHER SINGAPORE / OGILVY & MATHER Paris	SINGAPORE
Best Use of Guerilla Marketing in a Promotional Campaign	A02/163	NIKE FC247 - ANYTIME, ANYWHERE.	NIKE	NIKE FOOTBALL	DOUBLEYOU Barcelona	SPAIN
Best Use of Guerilla Marketing in a Promotional Campaign	A02/164	THE POWER OF CUTE	THE ROYAL BOROUGH OF GREENWICH	GREEN'S END, WOOLWICH	OGILVY GROUP UK London	UNITED KINGDOM
Best Use of Guerilla Marketing in a Promotional Campaign	A02/166	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL
Best Use of Ambient in a Promotional Campaign	A03/002	POTABLE WATER GENERATOR	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSIONS 2013	MAYO DRAFTFCB Lima	PERU
Best Use of Ambient in a Promotional Campaign	A03/012	WAITING. FOR SEVEN YEARS.	FOUNDATION "FOR LIFE - FOR ORGAN DONATION"	FOUNDATION "FOR LIFE - FOR ORGAN DONATION"	OGILVY GERMANY Frankfurt	GERMANY
Best Use of Ambient in a Promotional Campaign	A03/017	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA
Best Use of Ambient in a Promotional Campaign	A03/060	ONLY FOR CHILDREN	FUNDACIÓN ANAR	HELPLINE FOR CHILDREN & TEENAGERS	GREY ESPAÑA Madrid	SPAIN
Best Use of Ambient in a Promotional Campaign	A03/069	A PLACE TO REMEMBER	TRANSPORT ACCIDENT COMMISSION	ROAD SAFETY	GREY MELBOURNE	AUSTRALIA
Best Use of Ambient in a Promotional Campaign	A03/078	McDONALD'S BECOMES MACCA'S	McDONALD'S AUSTRALIA	AUSSIE TASTES MENU	DDB Sydney	AUSTRALIA
Best Use of Ambient in a Promotional Campaign	A03/079	THE PEE ANALYSER	ZOUK SINGAPORE	ANTI-DRINK DRIVING	DDB GROUP SINGAPORE	SINGAPORE

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Best Use of Ambient in a Promotional Campaign	A03/094	SOLARAD CHARGER	NIVEA	NIVEA SUN	DRAFTFCB BRASIL São Paulo	BRAZIL
Best Use of Ambient in a Promotional Campaign	A03/104	CATRACA DA BOA	AMBEV	ANTARCTICA	ALMAPBDO São Paulo	BRAZIL
Best Use of Ambient in a Promotional Campaign	A03/113	WALL GOAL	NIKE	NIKE FOOTBALL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL
Best Use of Ambient in a Promotional Campaign	A03/125	THE BILL-BOARD	CASA DE LA AMISTAD	FUNDRAISING	OGILVY & MATHER Mexico City	MEXICO
Best Use of Ambient in a Promotional Campaign	A03/128	LIFE SIGNS	LA VOZ	LA VOZ	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA
Best Use of Ambient in a Promotional Campaign	A03/140	ROACHVILLE	TIGER BRANDS	DOOM FOGGER	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
Best Use of Ambient in a Promotional Campaign	A03/141	VOLKSWAGEN SUITE	VOLKSWAGEN DE ARGENTINA	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA
Best Use of Shopper Marketing in a Promotional Campaign	A04/017	TOOLPOOL	MALMÖ JÄRNHANDEL	HARDWARE STORE	THE FAN CLUB Malmo	SWEDEN
Best Use of Shopper Marketing in a Promotional Campaign	A04/018	7-ELECTION	7-ELEVEN	COFFEE	KETCHUM Dallas	USA
Best Use of Shopper Marketing in a Promotional Campaign	A04/038	THE HOT STAMP	PRESSBYRÅN	CONVENIENCE STORE CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN
Best Use of Shopper Marketing in a Promotional Campaign	A04/048	VODAFONE FAKKA	VODAFONE EGYPT	MICRO RECHARGE CARDS	JWT CAIRO	EGYPT
Best Use of Shopper Marketing in a Promotional Campaign	A04/055	FRUIT MASHUP	PHILIPS WALITA	BLENDERS	OGILVY BRASIL São Paulo	BRAZIL
Best New Product Launch/ Re-Launch or Multi-Product Promotion	A05/005	WEED WEAPON	KIWICARE	WEED WEAPON PRODUCT LAUNCH	CONTAGION Auckland	NEW ZEALAND
Best New Product Launch/ Re-Launch or Multi-Product Promotion	A05/006	GLASS PIPE	COCA-COLA	SCHWEPPE	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
Best New Product Launch/ Re-Launch or Multi-Product Promotion	A05/018	BE MY GUEST	KLM ROYAL DUTCH AIRLINES	KLM MEET & SEAT	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
Best New Product Launch/ Re-Launch or Multi-Product Promotion	A05/038	APOLLO CAMPAIGN	AXE	LYNX	BBH London	UNITED KINGDOM
Best New Product Launch/ Re-Launch or Multi-Product Promotion	A05/049	BUDWEISER RED LIGHTS	LABATT BREWERIES OF CANADA	BUDWEISER RED LIGHTS	ANOMALY Toronto	CANADA
Best New Product Launch/ Re-Launch or Multi-Product Promotion	A05/055	HUEWO	EXPOLLITOS	SPECIAL EDITION	MARURI GREY Guayaquil	ECUADOR

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Best New Product Launch/ Re-Launch or Multi-Product Promotion	A05/082	THE REAL MASTER OF INTUITION	HEINEKEN ITALIA	HEINEKEN	PUBLICIS ITALY Milan	ITALY
Best New Product Launch/ Re-Launch or Multi-Product Promotion	A05/084	1.800.ZZZQUIL	P&G	ZZZQUIL	PUBLICIS KAPLAN THALER New York	USA
Best New Product Launch/ Re-Launch or Multi-Product Promotion	A05/091	ROAD TO RECOVERY	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
Best Temporary In-Store Displays in a Promotional Campaign	A06/018	THE WORLD'S SMALLEST IDEA	VITAL HEALTH FOODS	VITAL: VIRAL BOOST	DRAFTFCB CAPE TOWN	SOUTH AFRICA
Best Temporary In-Store Displays in a Promotional Campaign	A06/024	A SMALL DEMONSTRATION	MICROSOFT PORTUGAL	WINDOWS 8	O ESCRITORIO Estoril	PORTUGAL
Best Temporary In-Store Displays in a Promotional Campaign	A06/040	BOOKENDS	KINOKUNIYA	KINOKUNIYA	JWT Dubai	UNITED ARAB EMIRATES
Best Temporary In-Store Displays in a Promotional Campaign	A06/060	CUT TO BUILD	THE JCC CO.	OLFA CUTTER	OGILVY & MATHER Bangkok	THAILAND
Best Temporary In-Store Displays in a Promotional Campaign	A06/064	9.58 CATALOGUE	PUMA	PUMA TRAINING GEAR	CIRCUS DF Mexico City	MEXICO
Best Temporary In-Store Displays in a Promotional Campaign	A06/065	THE GIFT BOTTLE	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA
Best Use of Broadcast in a Promotional Campaign	A07/006	GIVING BIRTH LIVE	PROCTER & GAMBLE	PAMPERS	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
Best Use of Broadcast in a Promotional Campaign	A07/031	AIR FORCE FM	DEFENCE FORCE RECRUITING	AIR FORCE	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA
Best Use of Broadcast in a Promotional Campaign	A07/034	DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	SAATCHI & SAATCHI Berlin	GERMANY
Best Use of Broadcast in a Promotional Campaign	A07/038	NO NAME MATCH	UNICEF	ID CAMPAIGN	ONIRIA/TBWA Asuncion	PARAGUAY
Best Use of Print or Standard Outdoor in a Promotional Campaign	A08/005	THE DAILY ABUSE	INNOCENCE IN DANGER	NGO	SERVICEPLAN Munich	GERMANY
Best Use of Print or Standard Outdoor in a Promotional Campaign	A08/009	MAD MEN	NEWSWEEK	NEWS MAGAZINE	HILL HOLLIDAY Boston	USA

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Best Use of Print or Standard Outdoor in a Promotional Campaign	A08/031	AMPLIFIER	COCA-COLA	COCA-COLA FM	JWT BRAZIL São Paulo	BRAZIL
Best Use of Games	A09/016	CLICK FARM	AXE	LYNX	BBH London	UNITED KINGDOM
Best Use of Games	A09/026	PROJECT IMAGINATION	CANON USA	DIGITAL SLR CAMERAS	GREY NEW YORK	USA
Best Use of Games	A09/028	THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST Stockholm	SWEDEN
Best Use of Games	A09/038	V ROBBERS	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND
Best Sponsorship or Partnership Campaigns	A10/002	NOTHING BEATS A JINGLE	THE WELLINGTON INTERNATIONAL UKULELE ORCHESTRA	SUMMER TOUR	CLEMENGER BBDO Wellington	NEW ZEALAND
Best Sponsorship or Partnership Campaigns	A10/012	INMESSIONANTE	PEPSICO ARGENTINA	PEPSI	BBDO ARGENTINA Buenos Aires	ARGENTINA
Best Sponsorship or Partnership Campaigns	A10/015	STAND INS	NATIONAL AUSTRALIA BANK	NATIONAL AUSTRALIA BANK	CLEMENGER BBDO MELBOURNE	AUSTRALIA
Best Sponsorship or Partnership Campaigns	A10/044	YOU HAVE 70 SECONDS	COCA-COLA COMPANY	COCA-COLA ZERO	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
Best Sponsorship or Partnership Campaigns	A10/058	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY
Best Sponsorship or Partnership Campaigns	A10/061	WATER IN THE DESERT	COCA-COLA / MEXICAN RED CROSS	CIEL	JWT MEXICO Mexico City	MEXICO
Best Sponsorship or Partnership Campaigns	A10/062	BORN TO ASSIST	STATE FARM	STATE FARM INSURANCE	TRANSLATION New York	USA
Best Sponsorship or Partnership Campaigns	A10/076	MAKE BORING BRILLIANT PRO	VITAMINWATER	VITAMINWATER	CP+B Boulder / SMG MULTICULTURAL New York / SAPIENTNITRO Miami	USA
Best Online Advertising in a Promotional Campaign	A11/018	GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO Boulogne-Billancourt	FRANCE
Best Online Advertising in a Promotional Campaign	A11/020	AS QUICK AS A CLICK	AVIVA / EUROFIL	EUROFIL	CLM BBDO Boulogne-Billancourt	FRANCE
Best Online Advertising in a Promotional Campaign	A11/038	A WEALTH OF EXPERIENCE	TWENTIETH CENTURY FOX	PROMETHEUS	IGNITION INTERACTIVE Santa Monica	USA
Best Online Advertising in a Promotional Campaign	A11/055	THE PARCEL MEMORY	THE SWEDISH POST	NATIONAL POSTAL SERVICE	ÅKESTAM HOLST Stockholm	SWEDEN
Best Online Advertising in a Promotional Campaign	A11/078	O RESTAURADOR	NEBACETIN	NEBACETIN CREAM	SANTA CLARA São Paulo	BRAZIL
Best Online Advertising in a Promotional Campaign	A11/084	BING IT ON	MICROSOFT	BING	CP+B Boulder	USA
Best Use of Other Digital Media in a Promotional Campaign	A12/015	EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	LANGUAGE CENTER	LODUCCA São Paulo	BRAZIL
Best Use of Other Digital Media in a Promotional Campaign	A12/033	PENGUIN NAVI	SUNSHINE CITY CORPORATION	SUNSHIN AQUARIUM	HAKUHODO Tokyo	JAPAN
Best Use of Other Digital Media in a Promotional Campaign	A12/043	A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGILVY NEW YORK	USA

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Best Use of Other Digital Media in a Promotional Campaign	A12/047	BIC FILES	BIC	BIC FILES	GREY ESPAÑA Madrid	SPAIN
Best Use of Other Digital Media in a Promotional Campaign	A12/057	BACK TO VINYL - THE OFFICE TURNTABLE	KONTOR RECORDS	KONTOR RECORDS	OGILVYACTION Düsseldorf / OGILVYONE Frankfurt	GERMANY
Best Use of Other Digital Media in a Promotional Campaign	A12/060	VIRTUAL MAKEUP MIRROR	NATURA	UNA MAKEUP	ID\ São Paulo	BRAZIL
Best Use of Other Digital Media in a Promotional Campaign	A12/075	GPS TO GET LOST	CHRYSLER	JEEP	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA
Best Use of Other Digital Media in a Promotional Campaign	A12/087	MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA Tunis / OGILVYACTION TUNISIA Tunis	TUNISIA
Best Use of Other Digital Media in a Promotional Campaign	A12/096	SAFE DRIVING MILES	BANORTE	BANORTE CAR INSURANCE	DRAFTFCB MEXICO Mexico City	MEXICO
Best Use of Other Digital Media in a Promotional Campaign	A12/106	FAN CHECK MACHINE	BILLBOARD	BILLBOARD MAGAZINE	OGILVY BRASIL São Paulo	BRAZIL
Best Use of Other Digital Media in a Promotional Campaign	A12/107	THE END OF SILENT MAGAZINE	BILLBOARD	BILLBOARD MAGAZINE	OGILVY BRASIL São Paulo	BRAZIL
Best Use of Other Digital Media in a Promotional Campaign	A12/108	TWEET PEE	HUGGIES	BABY DIAPERS	OGILVY BRASIL São Paulo	BRAZIL
Best Use of Other Digital Media in a Promotional Campaign	A12/110	SONG FOR LIFE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM
Best Use of Other Digital Media in a Promotional Campaign	A12/111	SPEED CAM	ASICS	FOOTWEAR	180 AMSTERDAM	THE NETHERLANDS
Best use of Social Media Marketing in a Promotional Campaign	A13/030	YOU'LL NEVER WEAR THAT AGAIN	STOCKHOLMS STADSMISSION	SECOND HAND DONATIONS	DDB STOCKHOLM	SWEDEN
Best use of Social Media Marketing in a Promotional Campaign	A13/038	FOLLOW2UNFOLLOW	PUERTO RICO GOVERNMENT	CORRECTIONAL AND REHABILITATION DEPARTMENT	STARCOM MEDIAVEST GROUP San Juan	PUERTO RICO
Best use of Social Media Marketing in a Promotional Campaign	A13/055	OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB New York	USA
Best use of Social Media Marketing in a Promotional Campaign	A13/063	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
Best use of Social Media Marketing in a Promotional Campaign	A13/101	GOOGLE+ DIGITAL SIGNINGS	GOOGLE	GOOGLE+	GOOGLE CREATIVE LAB London	UNITED KINGDOM
Best use of Social Media Marketing in a Promotional Campaign	A13/109	THE STRATOS JUMP 1:350	REED EXHIBITIONS	MODEL MAKER FAIR	OGILVY & MATHER VIENNA	AUSTRIA
Best use of Social Media Marketing in a Promotional Campaign	A13/117	OUR FOOD. YOUR QUESTIONS	McDONALD'S CANADA	McDONALD'S	TRIBAL DDB TORONTO	CANADA

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Best use of Social Media Marketing in a Promotional Campaign	A13/119	SHIP MY PANTS	KMART	STORE TO HOME	DRAFTFCB Chicago	USA
Best use of Social Media Marketing in a Promotional Campaign	A13/120	#DAMMIPIÙVOCE - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY
Best use of Social Media Marketing in a Promotional Campaign	A13/125	SINGLE FLOWER	GIULIANA FLORES	FLOWERS' E-COMMERCE	AGÊNCIAClick ISOBAR São Paulo	BRAZIL
Best use of Social Media Marketing in a Promotional Campaign	A13/138	NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION Stockholm	SWEDEN
Best use of Social Media Marketing in a Promotional Campaign	A13/160	HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE (NON PROFIT)	DDB NEW YORK	USA
Best use of Social Media Marketing in a Promotional Campaign	A13/162	THE DIGITAL RED RIBBON	DOHIV GEMEINNÜTZIGER	.HIV	THJNK Hamburg	GERMANY
Best use of Social Media Marketing in a Promotional Campaign	A13/178	IMOVELWEB CHECK-IN	IMOVELWEB	REAL ESTATE WEBSITE	PEREIRA & O'DELL San Francisco	USA
Best use of Social Media Marketing in a Promotional Campaign	A13/181	TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA Torrance	USA
Best use of Social Media Marketing in a Promotional Campaign	A13/189	SAME SEX MARRIAGE	GOOGLE / TOUS UNIS POUR L'EGALITE	GOOGLE+	OGILVY FRANCE Paris	FRANCE
Best use of Social Media Marketing in a Promotional Campaign	A13/196	THE SOCIETY OF GOOD TASTE	GREY POUPON	GREY POUPON	CP+B Boulder	USA
Best use of Social Media Marketing in a Promotional Campaign	A13/204	CELEB GRAMMAR COPS	RED BALLOON	ENGLISH SCHOOL FOR KIDS	OGILVY BRASIL São Paulo	BRAZIL
Best use of Social Media Marketing in a Promotional Campaign	A13/205	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL
Food and Non-Alcoholic Drinks	B01/002	GLASS PIPE	COCA-COLA	SCHWEPPEs	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
Food and Non-Alcoholic Drinks	B01/008	THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENso BBDO Auckland	NEW ZEALAND
Food and Non-Alcoholic Drinks	B01/025	JOY SCULPTURES	CADBURY	CADBURY DAIRY MILK PROMOTION	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA
Food and Non-Alcoholic Drinks	B01/031	7-ELECTION	7-ELEVEN	COFFEE	KETCHUM Dallas	USA
Food and Non-Alcoholic Drinks	B01/038	MESSAGE IN A BOTTLE	SOLO AS	SOLO SOFT DRINK	TRY/APT ADVERTISING AGENCY Oslo	NORWAY
Food and Non-Alcoholic Drinks	B01/051	SWEAT AND WIN	PEPSICO AMERICAS BEVERAGES	GATORADE	JWT SAN JUAN	PUERTO RICO



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Food and Non-Alcoholic Drinks	B01/066	THE TEA CALENDAR	HAELSEN & LYON	TEA	KOLLE REBBE Hamburg	GERMANY
Food and Non-Alcoholic Drinks	B01/074	CHEWMELIER	MONDELEZ CANADA	MAYNARDS	THE HIVE Toronto	CANADA
Food and Non-Alcoholic Drinks	B01/099	LEFT TWIX vs RIGHT TWIX	MARS CHOCOLATE NORTH AMERICA	TWIX	BBDO NEW YORK	USA
Food and Non-Alcoholic Drinks	B01/100	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY / LEO BURNETT CHICAGO	AUSTRALIA
Food and Non-Alcoholic Drinks	B01/110	THE SHARING CAN	THE COCA-COLA COMPANY	COCA-COLA	OGILVY & MATHER SINGAPORE / OGILVY & MATHER Paris	SINGAPORE
Alcoholic Drinks	B02/003	WIDE THUMB	AB INBEV	NORTE BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
Alcoholic Drinks	B02/010	AMSTEL TROPHY CAN	AMSTEL	AMSTEL	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
Alcoholic Drinks	B02/011	THE MOVIE OUT HERE	LABATT BREWERIES OF CANADA	KOKANEE	GRIP LIMITED Toronto	CANADA
Alcoholic Drinks	B02/012	MAKE MUSIC IN THE CORNER SHOP	DIAGEO	RED STRIPE	STINKDIGITAL London / KK OUTLET London / HIRSCH & MANN	UNITED KINGDOM
Alcoholic Drinks	B02/029	POKER	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
Alcoholic Drinks	B02/033	JUKEBOX	BUDWEISER	BUDWEISER	KEPEL & MATA Buenos Aires	ARGENTINA
Alcoholic Drinks	B02/044	I VOTE ANYWAY	ROYAL UNIBREW	CERES BEER	BCUBE Milan	ITALY
Alcoholic Drinks	B02/046	LONG LIFE TO RUGBY	COMPAÑIA INDUSTRIAL CERVECERA	CERVEZA SALTA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA
Fast Moving Consumer Goods (not including food)	B03/007	GIVING BIRTH LIVE	PROCTER & GAMBLE	PAMPERS	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
Fast Moving Consumer Goods (not including food)	B03/009	REXONA GYM PLAN: DO MORE, PAY LESS	UNILEVER / JERÓNIMO MARTINS	REXONA	TORKE+CC Lisbon	PORTUGAL
Fast Moving Consumer Goods (not including food)	B03/025	ANT FARM	UNILEVER	PERSIL	DLKW LOWE London	UNITED KINGDOM
Fast Moving Consumer Goods (not including food)	B03/032	#SCRIBEBILLBOARD	GRUPO PAPELERO SCRIBE	SCRIBE	VIVA LA DOBLEVIDA Mexico City	MEXICO
Fast Moving Consumer Goods (not including food)	B03/042	CINZIA, YOUR SKIN FRIEND	IDI FARMACEUTICI (MSD)	PHARMACEUTICAL PRODUCTS	LEO BURNETT Milan	ITALY
Fast Moving Consumer Goods (not including food)	B03/043	ANARCHY: THE GRAPHIC NOVEL	UNILEVER	AXE	RAZORFISH New York	USA
Fast Moving Consumer Goods (not including food)	B03/044	FIRST FITTING	KIMBERLY CLARK	HUGGIES	OGILVY & MATHER Chicago	USA
Fast Moving Consumer Goods (not including food)	B03/050	THE GLAD TENT	CLOROX COMPANY	GLAD FORCEFLEX	ALMA DDB Miami	USA
Fast Moving Consumer Goods (not including food)	B03/056	1.800.ZZZQUIL	P&G	ZZZQUIL	PUBLICIS KAPLAN THALER New York	USA
Fast Moving Consumer Goods (not including food)	B03/080	ROACHVILLE	TIGER BRANDS	DOOM FOGGER	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
Fast Moving Consumer Goods (not including food)	B03/081	TWEET PEE	HUGGIES	BABY DIAPERS	OGILVY BRASIL São Paulo	BRAZIL
Durable Goods	B04/006	SECRET FISHING SPOTS	HUTCHWILCO	SAFETY EQUIPMENT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
Durable Goods	B04/009	HOT WHEELS MY RIDE	MATTEL	HOT WHEELS	AGE ISOBAR São Paulo	BRAZIL

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Durable Goods	B04/019	VALENTINE'S DAY	IKEA	IKEA	303LOWE Subiaco	AUSTRALIA
Durable Goods	B04/020	THE BRIGHTEST ONLINE AD	LUPINE LIGHTING SYSTEMS / BIKE DIGITAL	OUTDOOR HELMET/CYCLING LAMPS // MOUNTAINBIKE SPECIAL INTEREST MAGAZINE	PUBLICIS MUNICH	GERMANY
Durable Goods	B04/042	IKEA SUKIMA GALLERY	IKEA JAPAN K.K.	IKEA	TBWA \ HAKUHODO Tokyo	JAPAN
Durable Goods	B04/050	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA
Durable Goods	B04/057	ENTER THE GAME	KONAMI	VIDEOGAMES / DURABLE GOODS	HAVAS SPORTS & ENTERTAINMENT Madrid	SPAIN
Retail (Incl. Restaurants)	B05/012	LIVE WEATHER BILLBOARD	LA REDOUTE	SALES	CLM BBDO Boulogne-Billancourt	FRANCE
Retail (Incl. Restaurants)	B05/030	DOMINO'S PIZZA DISC	DOMINO'S PIZZA	PIZZA DELIVERY	ARTPLAN Rio de Janeiro	BRAZIL
Retail (Incl. Restaurants)	B05/035	SHIP MY PANTS	KMART	STORE TO HOME	DRAFTFCB Chicago	USA
Retail (Incl. Restaurants)	B05/046	McDONALD'S BECOMES MACCA'S	McDONALD'S AUSTRALIA	AUSSIE TASTES MENU	DDB Sydney	AUSTRALIA
Retail (Incl. Restaurants)	B05/050	THE HOT STAMP	PRESSBYRÅN	CONVENIENCE STORE CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN
Retail (Incl. Restaurants)	B05/058	MARIONETTEBOT	UNITED ARROWS GREEN LABEL RELAXING	UNITED ARROWS	TBWA \ HAKUHODO Tokyo	JAPAN
Cars & Automotive Services	B06/006	BEETLEING	VOLKSWAGEN	VW BEETLE	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
Cars & Automotive Services	B06/021	OUTBACK DIRT WASH	TOYOTA	LANDCRUISER	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA
Cars & Automotive Services	B06/040	THE FASTEST CHRISTMAS SONG	BMW	BMW M135i	DRAFTFCB/LOWE Zürich	SWITZERLAND
Cars & Automotive Services	B06/057	THE ULTIMATE SPEED DATE	RENAULT	RENAULT CLIO RS	PUBLICIS BRUSSELS	BELGIUM
Entertainment & Leisure	B07/011	OVERSTAY CHECKOUT	ART SERIES HOTELS	HOTEL ACCOMMODATION	NAKED COMMUNICATIONS Cremorne	AUSTRALIA
Entertainment & Leisure	B07/018	GUILT TRIPS	V/LINE	V/LINE	McCANN MELBOURNE	AUSTRALIA
Entertainment & Leisure	B07/022	THE WORLD'S MOST VALUABLE AD	MODERN MUSEUM	EXHIBITION	TBWA \ STOCKHOLM	SWEDEN
Entertainment & Leisure	B07/023	METROPOLE TWEETPHONY	METROPOLE ORKEST	METROPOLE ORKEST	HAVAS WORLDWIDE AMSTERDAM Amstelveen	THE NETHERLANDS
Entertainment & Leisure	B07/060	RECALLING 1993	NEW MUSUEM	"NYC 1993: EXPERIMENTAL JET SET, TRASH AND NO STAR" EXHIBITION	DROGA5 New York	USA
Entertainment & Leisure	B07/065	ROAD TO RECOVERY	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
Entertainment & Leisure	B07/079	VIBE TUNES	SALVI FOUNDATION	CARTAGENA MUSIC FESTIVAL	Y&R COLOMBIA Bogotá	COLOMBIA
Publications & Media	B08/003	MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD Yekaterinburg	RUSSIA
Publications & Media	B08/006	GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO Boulogne-Billancourt	FRANCE
Publications & Media	B08/011	MAD MEN	NEWSWEEK	NEWS MAGAZINE	HILL HOLLIDAY Boston	USA
Publications & Media	B08/021	GEO GLOBE	GRUNER+JAHR AG & CO.	GLOBE	KOLLE REBBE Hamburg	GERMANY
Publications & Media	B08/022	MELTDOWN	GRUNER+JAHR AG & CO.	MELTDOWN / BOARDGAME	KOLLE REBBE Hamburg	GERMANY
Publications & Media	B08/025	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
Publications & Media	B08/026	GOOGLE+ DIGITAL SIGNINGS	GOOGLE	GOOGLE+	GOOGLE CREATIVE LAB London	UNITED KINGDOM
Publications & Media	B08/028	TOON MACHINE	TURNER	CARTOON NETWORK	NEWSTYLE São Paulo	BRAZIL
Publications & Media	B08/039	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY
Publications & Media	B08/048	DOPPLERGANGER	THE WEATHER CHANNEL	THE WEATHER CHANNEL	BBH NEW YORK	USA

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Publications & Media	B08/054	FAN CHECK MACHINE	BILLBOARD	BILLBOARD MAGAZINE	OGILVY BRASIL São Paulo	BRAZIL
Publications & Media	B08/055	SOUND TYPEFACE	CLUB NME BRASIL	MAGAZINE / WEBSITE	DDB BRASIL São Paulo	BRAZIL
Financial Products & Services	B09/026	THE RACE OF A COUNTRY	BANCO POPULAR DE PUERTO RICO	BANK	JWT SAN JUAN	PUERTO RICO
Financial Products & Services	B09/038	BORN TO ASSIST	STATE FARM	STATE FARM INSURANCE	TRANSLATION New York	USA
Financial Products & Services	B09/041	WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS
Financial Products & Services	B09/045	THE GAP IN THE MARKET	KBC BANK	KBC ENTREPRENEURS	TBWA \ BELGIUM Brussels	BELGIUM
Financial Products & Services	B09/049	IF YOU THINK ABOUT IT, YOU CHOOSE US	ZURICH	ZURICH	DON Buenos Aires	ARGENTINA
Business Products & Services	B10/008	THE POWER OF NEWSPAPER	NEWSPAPERWORKS.BE	MARKETINGPLATFORM BELGIAN NEWSPAPERS	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
Business Products & Services	B10/019	CUT TO BUILD	THE JCC CO.	OLFA CUTTER	OGILVY & MATHER Bangkok	THAILAND
Corporate Image & Information	B11/040	A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGILVY NEW YORK	USA
Corporate Image & Information	B11/041	THE FIRST AUCTION OF IDEAS THAT COULD NOT WAIT FOR THE BRIEF.	DRAFTFCB SPAIN	ADVERTISING AGENCY	DRAFTFCB SPAIN Madrid	SPAIN
Corporate Image & Information	B11/060	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY
Corporate Image & Information	B11/064	RINGPHONIC ORCHESTRA	NOKIA / ORQUESTA SINFONICA NACIONAL	NOKIA	JWT MEXICO Mexico City	MEXICO
Corporate Image & Information	B11/086	IBM OUTDOOR AS UTILITY	IBM	SMARTER CITIES	OGILVY FRANCE Paris	FRANCE
Corporate Image & Information	B11/091	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL
Corporate Image & Information	B11/092	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL
Commercial Public Services Incl. Healthcare & Medical	B12/007	WAITING. FOR SEVEN YEARS.	FOUNDATION "FOR LIFE - FOR ORGAN DONATION"	FOUNDATION "FOR LIFE - FOR ORGAN DONATION"	OGILVY GERMANY Frankfurt	GERMANY
Commercial Public Services Incl. Healthcare & Medical	B12/009	SCREEN-AGE LOVE STORY	PLDT	MYDSL	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES
Commercial Public Services Incl. Healthcare & Medical	B12/048	MOVE ON	DEUTSCHE TELEKOM	MOBILE INTERNET	DDB TRIBAL GROUP Düsseldorf	GERMANY
Commercial Public Services Incl. Healthcare & Medical	B12/052	DIGITAL PUBLIC LIBRARY	VODAFONE ROMANIA	MOBILE INTERNET	McCANN ERICKSON Bucharest	ROMANIA
Commercial Public Services Incl. Healthcare & Medical	B12/064	THE CONSCIOUS PLATE	ECOBENEFICIOS	SUPPLIES MEAL CARD	DDB BRASIL São Paulo	BRAZIL
Charities	B13/025	ERASABLE BILLBOARD	PLAN	INTERNATIONAL GIRLS DAY	CLM BBDO Boulogne-Billancourt	FRANCE
Charities	B13/072	DRIVING DOGS	SPCA NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND
Charities	B13/076	#DAMMIPIÙVOCE - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY

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Charities	B13/094	NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION Stockholm	SWEDEN
Charities	B13/100	DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	SAATCHI & SAATCHI Berlin	GERMANY
Charities	B13/106	ROCK AND ROLL SEEDS	INSTITUTO ROLLING STONE	INSTITUTO ROLLING STONE	FISCHER & FRIENDS São Paulo	BRAZIL
Charities	B13/108	A LOJA VAZIA	SHOPPING VILLALOBOS	SHOPPING VILLALOBOS	LODUCCA São Paulo	BRAZIL
Charities	B13/116	HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE (NON PROFIT)	DDB NEW YORK	USA
Charities	B13/117	HELP DESK	AARAMBH	HELP DESK	DDB MUDRA GROUP Mumbai	INDIA
Charities	B13/123	EVERY BEAT MATTERS INTEGRATED CAMPAIGN	SAVE THE CHILDREN	SAVE THE CHILDREN	BBDO NEW YORK	USA
Charities	B13/139	NOTFOUND.ORG	MISSING CHILDREN EUROPE - CHILD FOCUS	NON PROFIT	FAMOUS BRUSSELS	BELGIUM
Charities	B13/144	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
Charities	B13/151	MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM
Public Health & Safety, Public Awareness Messages	B14/015	THE DAILY ABUSE	INNOCENCE IN DANGER	NGO	SERVICEPLAN Munich	GERMANY
Public Health & Safety, Public Awareness Messages	B14/020	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA
Public Health & Safety, Public Awareness Messages	B14/026	BLIND. FAITH.	SINGAPORE ASSOCIATION OF THE VISUALLY HANDICAPPED	SINGAPORE ASSOCIATION OF THE VISUALLY HANDICAPPED	HAVAS WORLDWIDE Singapore	SINGAPORE
Public Health & Safety, Public Awareness Messages	B14/038	DENGUE BOTTLE	MAYNILAD WATER SERVICES	MAYNILAD	Y&R PHILIPPINES Manila	THE PHILIPPINES
Public Health & Safety, Public Awareness Messages	B14/045	NUTCASE'S OUTDOOR FITTING ROOM	NUTCASE DENMARK / RITTER PLUS	NUTCASE BIKE HELMETS	OGILVY Copenhagen	DENMARK
Public Health & Safety, Public Awareness Messages	B14/048	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
Public Health & Safety, Public Awareness Messages	B14/061	TOGETHER FOR RECONSTRUCTION	McDONALD'S ITALY	PARMIGIANO REGGIANO'S FACTORIES	TBWA \ITALIA Milan	ITALY
Public Health & Safety, Public Awareness Messages	B14/063	DRINK BLOW DRIVE	GRUPO MODELO	CORONA	LEO BURNETT MEXICO	MEXICO
Public Health & Safety, Public Awareness Messages	B14/065	HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA
Public Health & Safety, Public Awareness Messages	B14/069	UNIQUE BREEDS	TERRITORIO DE ZAGUATES	TERRITORIO DE ZAGUATES ANIMAL SHELTER	GARNIER/BBDO San José	COSTA RICA
Public Health & Safety, Public Awareness Messages	B14/071	DEFORESTED FIELD	WWF	WWF	GREY 141 GROUP São Paulo	BRAZIL
Public Health & Safety, Public Awareness Messages	B14/082	THE CHILDREN NETWORK	ADVERTISERS WITHOUT BORDERS	CHILD LABOUR	COUPE BUENOS AIRES / INTERNET URL S.A. Martinez	ARGENTINA

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Public Health & Safety, Public Awareness Messages	B14/083	AMAZING MINDREADER	FEBELFIN	BELGIAN FEDERATION OF BANKS	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
Public Health & Safety, Public Awareness Messages	B14/087	WWF INEVITABLE NEWS	WWF	WWF	john st. Toronto	CANADA
Public Health & Safety, Public Awareness Messages	B14/104	THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE
Public Health & Safety, Public Awareness Messages	B14/150	THE ALCOHOL BARRIER	RESPONSIBLE YOUNG DRIVERS (RYD)	NGO	PUBLICIS BRUSSELS	BELGIUM
Public Health & Safety, Public Awareness Messages	B14/156	LIFE SIGNS	LA VOZ	LA VOZ	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA
Public Health & Safety, Public Awareness Messages	B14/161	GREATEST ACTION MOVIE EVER	THE AD COUNCIL	CHARITY / NOT FOR PROFIT	McCANN ERICKSON New York	USA
Public Health & Safety, Public Awareness Messages	B14/169	VOLKSWAGEN SUITE	VOLKSWAGEN DE ARGENTINA	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA
Best Integrated Campaign Led by Promotion and Activation	C01/038	SECOND LIFE	GAZETA SPORTURILOR	GAZETA SPORTURILOR	LEO BURNETT & TARGET Bucharest	ROMANIA
Best Integrated Campaign Led by Promotion and Activation	C01/053	APOLLO CAMPAIGN	AXE	LYNX	BBH London	UNITED KINGDOM
Best Integrated Campaign Led by Promotion and Activation	C01/054	THE LABEL LOTTERY	SAFETYNL & DUTCH FOOD AUTHORITY	HOUSEHOLD SAFETY	LEMZ Amsterdam	THE NETHERLANDS
Best Integrated Campaign Led by Promotion and Activation	C01/067	BUDWEISER RED LIGHTS	LABATT BREWERIES OF CANADA	BUDWEISER RED LIGHTS	ANOMALY Toronto	CANADA
Best Integrated Campaign Led by Promotion and Activation	C01/071	LONGER MERRY CHRISTMAS	HEINEKEN	HEINEKEN	JWT SAN JUAN	PUERTO RICO
Best Integrated Campaign Led by Promotion and Activation	C01/092	TRACK MY MACCA'S	McDONALD'S AUSTRALIA	CORE MENU	DDB Sydney	AUSTRALIA
Best Integrated Campaign Led by Promotion and Activation	C01/093	I'M AMAZING	McDONALD'S RESTAURANTS	RESTAURANTS	DDB GROUP HONG KONG	HONG KONG
Best Integrated Campaign Led by Promotion and Activation	C01/099	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA
Best Integrated Campaign Led by Promotion and Activation	C01/101	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY
Best Integrated Campaign Led by Promotion and Activation	C01/138	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
Best Integrated Campaign Led by Promotion and Activation	C01/141	MEASURE OF PLEASURE	BEYOND DARK	CHOCOLATE DROPS	OGILVYONE LONDON	UNITED KINGDOM
Best Integrated Campaign Led by Promotion and Activation	C01/142	TOXIC TOURS	GREENPEACE MEXICO	AWARENESS OF MEXICAN RIVERS POLLUTION	CIRCUS DF Mexico City	MEXICO
Best Integrated Campaign Led by Promotion and Activation	C01/145	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL