



**Shortlist Promo & Activation  
Cannes Lions 2015**

la **RÉCLAME**

### Shortlist (Promo & Activation Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<b>A01 (Use of Promotional Events &amp; Stunts)</b>							
A01003	00019	THE NORTH FACE KOREA: NEVER STOP EXPLORING CAMPAIGN	THE NORTH FACE KOREA	APPAREL	INNORED Seoul	SOUTH KOREA	INNORED Seoul
A01020	00168	VOTE FOR US. WE'LL VOTE FOR YOU	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
A01021	00186	THE AIRPLANE APARTMENT	KLM ROYAL DUTCH AIRLINES, AIRBNB	THE AIRPLANE APARTMENT	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM
A01057	00517	CHASING HORIZONS	CITIZEN	ECD-DRIVE SATELLITE WAVE F100	WEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WEDEN+KENNEDY AMSTERDAM / WEDEN+KENNEDY
A01080	00709	DONATE YOUR SHADOW	CONVERSE HQ & BRASIL	CONVERSE	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
A01104	01955	REVERSE APRIL FOOLS'	BMW	APRIL FOOLS' STUNT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A01109	02076	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	
A01110	02143	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
A01126	01085	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg
A01131	01668	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A01150	01917	OCTOGRAPHER	SONY NEW ZEALAND	SONY CYBER-SHOT TX30	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A01154	02632	NIVEA DOLL	BDF NIVEA BRASIL	KIDS SUNBLOCK	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
A01156	00089	HUMAN ADOPTION PROGRAM	LOST DOGS HOME	PET ADOPTION	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
A01162	00829	THE PIZZA DELIVERY EXPERIMENT	RUTER	PUBLIC TRANSPORTATION COMPANY	McCANN OSLO	NORWAY	McCANN OSLO
A01167	01002	SEPARATING AMATEURS FROM TRUE DIY-ENTHUSIASTS. THE HORNBACH SPRING COLLECTION.	HORNBACH	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin

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