

Branded Content & Entertainment Lions Winners - CANNES LIONS 2014

Cat. No	Entry No	Title	Advertiser	Entrant / Contributing Company	Country	Prize
A03/066	00950	THE SCARECROW	CHIPOTLE MEXICAN GRILL	CREATIVE ARTISTS AGENCY Los Angeles	USA	Gold Lion
A06/029	00398	SWEETIE	TERRE DES HOMMES NETHERLANDS	LEMZ Amsterdam	THE NETHERLANDS	Gold Lion
A07/063	00918	OSCAR'S SELFIE	SAMSUNG TELECOMMUNICATIONS AMERICA	72ANDSUNNY Los Angeles, CA / PMKBNC New York / EDELMAN DIGITAL New York	USA	Gold Lion
A08/041	00771	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	ALMAPBBDO São Paulo / INKUBA São Paulo	BRAZIL	Gold Lion
A09/178	01105	AMIA BOOTH	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	Gold Lion
A10/020	00309	BOB DYLAN LIKE A ROLLING STONE	SONY MUSIC	INTERLUDE New York	USA	Gold Lion
A10/069	00951	THE SCARECROW	CHIPOTLE MEXICAN GRILL	CREATIVE ARTISTS AGENCY Los Angeles	USA	Gold Lion
A12/046	00952	THE SCARECROW	CHIPOTLE MEXICAN GRILL	CREATIVE ARTISTS AGENCY Los Angeles	USA	Gold Lion
A13/020	00134	PROJECT DRIVE-IN	AMERICAN HONDA MOTOR CO.	RPA Los Angeles	USA	Gold Lion
A14/012	00135	PROJECT DRIVE-IN	AMERICAN HONDA MOTOR CO.	RPA Los Angeles	USA	Gold Lion
A14/074	00775	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	ALMAPBBDO São Paulo / INKUBA São Paulo	BRAZIL	Gold Lion
A03/058	00546	CORNETTO CUPIDITY	UNILEVER	MOFILM London / THEAUDIENCE London	UNITED KINGDOM	Silver Lion
A03/074	00876	CLIMATE NAME CHANGE	350 ACTION	BARTON F. GRAF 9000 New York	USA	Silver Lion
A04/014	00435	ONCE MORE, THE STORY OF VIN 903847	VOLKSWAGEN CANADA	RED URBAN Toronto	CANADA	Silver Lion
A05/004	00311	FOR THE LOVE OF MUSIC	NASHVILLE CONVENTION AND VISITORS CORPORATION	VML Kansas City	USA	Silver Lion
A06/007	00116	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	DENTSU Tokyo	JAPAN	Silver Lion
A06/026	00283	FROM ONE SECOND TO THE NEXT	AT&T	BBDO NEW YORK	USA	Silver Lion
A07/067	01113	BALD CARTOONS	GRAACC	OGILVY BRASIL São Paulo	BRAZIL	Silver Lion
A08/055	01058	MAKE EVERY YARD COUNT	NIKE	JWT INDIA Mumbai	INDIA	Silver Lion
A09/016	00104	D ROSE JUMP STORE	ADIDAS	TBWA/LONDON	UNITED KINGDOM	Silver Lion
A10/048	00915	THE NEXT BIG THING IS HERE WITH SAMSUNG + JAY Z	SAMSUNG TELECOMMUNICATIONS AMERICA	72ANDSUNNY Los Angeles, CA / R/GA New York / EDELMAN New York	USA	Silver Lion
A10/082	01148	I TOUCH MYSELF	CANCER COUNCIL	JWT Sydney / SOAP CREATIVE Sydney	AUSTRALIA	Silver Lion
A11/007	00349	IF ONLY FOR A SECOND	MIMI FOUNDATION	LEO BURNETT FRANCE Paris	FRANCE	Silver Lion
A11/016	00756	LEON 1914, THE BOOK	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	Silver Lion
A13/018	00130	WE WERE THERE	BNP PARIBAS	SID LEE Paris	FRANCE	Silver Lion
A13/160	00947	#THEWORLDNEEDSMORE	UNITED NATIONS, OFFICE FOR THE COORDINATION OF HUMANITARIAN AFFAIRS	LEO BURNETT NEW YORK	USA	Silver Lion
A13/168	01059	MAKE EVERY YARD COUNT	NIKE	JWT INDIA Mumbai	INDIA	Silver Lion
A13/170	01086	REAL LIFE	ALLIANZ	OGILVY FRANCE Paris	FRANCE	Silver Lion
A13/176	01134	IBM FRACTAL FEST	IBM	OGILVY NEW YORK	USA	Silver Lion
A13/193	01194	UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	GREY NEW YORK	USA	Silver Lion
A14/011	00131	WE WERE THERE	BNP PARIBAS	SID LEE Paris	FRANCE	Silver Lion
A01/004	00336	FATHER'S DAY	PROSTATE CANCER UK	COAST London	UNITED KINGDOM	Bronze Lion
A03/005	00166	THE SOCIAL MUSIC EXPERIMENT	LOGITECH: ULTIMATE EARS	GREENLIGHT MEDIA AND MARKETING Los Angeles, CA	USA	Bronze Lion
A03/030	00695	FARMED AND DANGEROUS FICTION ENTRY	CHIPOTLE MEXICAN GRILL	PIRO New York / CHIPOTLE MEXICAN GRILL New York	USA	Bronze Lion
A03/042	00640	THE POWER INSIDE	INTEL + TOSHIBA	PEREIRA & O'DELL San Francisco	USA	Bronze Lion
A03/067	01050	STREET TALES	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	Bronze Lion
A03/072	00576	EAST LOS HIGH TV SERIES	POPULATION MEDIA CENTER	WISE ENTERTAINMENT Los Angeles / THE ALCHEMISTS Los Angeles / HULU Santa Monica	USA	Bronze Lion
A04/008	00072	UN LUGAR LLAMADO MUNDO	SAN MIGUEL	WINK TTD Madrid	SPAIN	Bronze Lion
A04/012	00419	GENERATION ASTRONAUT	UNILEVER	BBH London	UNITED KINGDOM	Bronze Lion
A04/031	01081	FORD ON THE ROAD AGAIN	FORD FRANCE	OGILVY FRANCE Paris	FRANCE	Bronze Lion
A05/009	01015	HOW TO RAISE AN OLYMPIAN	PROCTER & GAMBLE	WIEDEN+KENNEDY Portland	USA	Bronze Lion
A05/012	01031	SAPEURS DOCUMENTARY	DIAGEO	AMV BBDO London	UNITED KINGDOM	Bronze Lion
A05/013	01170	WHY BRING A CHILD INTO THIS WORLD?	UNILEVER BRAND GLOBAL	DAVID Buenos Aires	ARGENTINA	Bronze Lion
A06/011	00129	WE WERE THERE	BNP PARIBAS	SID LEE Paris	FRANCE	Bronze Lion
A06/059	00642	THE BORN FRIENDS FAMILY PORTRAIT	SKYPE	PEREIRA & O'DELL San Francisco	USA	Bronze Lion
A06/099	00629	PROJECT DANIEL: 3D PRINTING PROSTHETIC ARMS FOR CHILDREN OF WAR-TORN SUDAN	NOT IMPOSSIBLE, INTEL, VENABLES BELL	THE EBELING GROUP New York / NOT IMPOSSIBLE LABS Venice / VENABLES BELL & PARTNERS San Francisco / INTEL Santa Clara	USA	Bronze Lion
A06/113	01032	SAPEURS DOCUMENTARY	DIAGEO	AMV BBDO London	UNITED KINGDOM	Bronze Lion
A06/124	01160	FACE TO FRIENDS	NESTLÉ	PUBLICIS CONSEIL Paris	FRANCE	Bronze Lion
A06/137	01189	UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	GREY NEW YORK	USA	Bronze Lion

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A07/024	00467	FIFA 14	MICROSOFT	Y&R COLOMBIA Bogotá / WUNDERMAN COLOMBIA Bogotá	COLOMBIA	Bronze Lion
A07/059	00808	THE KAN KHAJURA STATION	UNILEVER INDIA	LOWE AND PARTNERS WORLDWIDE Mumbai / OZONTEL Hyderabad	INDIA	Bronze Lion
A07/061	00869	THE WORLD'S FIRST ALL-LEGO AD BREAK	WARNER BROS.	PHD London	UNITED KINGDOM	Bronze Lion
A08/006	00126	#6SECONDCIENCE FAIR	GE	GENERAL ELECTRIC New York	USA	Bronze Lion
A08/066	01168	CHRISTMAS IN A DAY FILM	SAINSBURY'S	AMV BBDO London	UNITED KINGDOM	Bronze Lion
A08/081	01014	WE WERE THERE	BNP PARIBAS	SID LEE Paris	FRANCE	Bronze Lion
A09/003	00022	RICE-CODE	INAKADATE VILLAGE	HAKUHODO Tokyo	JAPAN	Bronze Lion
A09/005	00036	WESTJET CHRISTMAS MIRACLE: REAL-TIME GIVING	WESTJET AIRLINES LTD	WESTJET Calgary	CANADA	Bronze Lion
A09/027	00171	SAPNA (DREAM)	SMARTLIFE	FP7/DXB Dubai / TETRA ADVERTISING Dubai	UNITED ARAB EMIRATES	Bronze Lion
A09/165	01028	THE HAIR FEST	CASA DE LA AMISTAD	OGILVY & MATHER Mexico City	MEXICO	Bronze Lion
A11/011	00635	THE BARBECUE BIBLE	TRAMONTINA	JWT BRAZIL São Paulo	BRAZIL	Bronze Lion
A11/035	01118	BALD CARTOONS	GRAACC	OGILVY BRASIL São Paulo	BRAZIL	Bronze Lion
A12/025	00749	A TRIP OUT TO SEA	GUY COTTEN	CLM BBDO Boulogne-Billancourt	FRANCE	Bronze Lion
A12/035	00831	VIDEO GAME VETERANS	IRAQ VETERANS AGAINST THE WAR (IVAW)	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	Bronze Lion
A13/062	00314	FOR THE LOVE OF MUSIC	NASHVILLE CONVENTION AND VISITORS CORPORATION	VML Kansas City	USA	Bronze Lion
A13/113	00779	SPEAKING EXCHANGE	CNA	FCB BRASIL São Paulo	BRAZIL	Bronze Lion
A13/177	01143	TRAVEL YOUR TWEET INTERESTING	EXPEDIA	OGILVY & MATHER LONDON	UNITED KINGDOM	Bronze Lion

Total Awards:

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