

Creative Effectiveness Lions Winners - CANNES LIONS 2014

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Agency	Country	Prize
A01/022	00003	GUILT TRIPS	V/LINE	TRANSPORT	McCANN MELBOURNE	AUSTRALIA	Creative Effectiveness Grand Prix
A01/009	00039	'WEAVE YOUR MAGIC': HOW LURPAK FOUND ITS GLOBAL VOICE	ARLA FOODS	LURPAK / SVENSKT SMÖR	WIEDEN+KENNEDY London	UNITED KINGDOM	Creative Effectiveness Lion
A01/018	00029	EXPEDIA - TRAVEL YOURSELF INTERESTING	EXPEDIA	EXPEDIA	OGILVY & MATHER ADVERTISING London	UNITED KINGDOM	Creative Effectiveness Lion
A01/019	00033	DON'T RAISE MONEY, MAKE MONEY	DEPAUL UK	THE DEPAUL BOX COMPANY	PUBLICIS LONDON	UNITED KINGDOM	Creative Effectiveness Lion
A01/024	00004	HOW BRAD PITT'S BRO' HELPED VIRGIN MOBILE PUNCH ABOVE ITS WEIGHT	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA Sydney / ONE GREEN BEAN Sydney	AUSTRALIA	Creative Effectiveness Lion
A01/032	00046	DOVE REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL	Creative Effectiveness Lion
A01/059	00064	AUSTRALIA DAY	McDONALD'S AUSTRALIA	McDONALDS	DDB Sydney	AUSTRALIA	Creative Effectiveness Lion
Total Awards:			7				