

Direct Lions Winners - CANNES LIONS 2014

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Agency	Country
A03/206	02312	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM
A03/082	01247	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
A04/046	00927	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM
A05/012	00990	FIFA 14	MICROSOFT	XBOX 360	Y&R COLOMBIA Bogotá / WUNDERMAN COLOMBIA Bogotá	COLOMBIA
B01/021	00374	BOB DYLAN LIKE A ROLLING STONE	SONY MUSIC	BOB DYLAN BOX SET RELEASE	INTERLUDE New York	USA
B01/047	00829	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS
B02/045	01617	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL
B05/022	01308	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY
C04/031	01958	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
D01/041	01251	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
D01/090	02021	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	FOOD	BUZZMAN Paris	FRANCE
D02/006	00308	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN
D02/056	02352	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN
D07/053	01959	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
D10/084	02711	VROOM RING BOOM	CLARO	CLARO	OGILVY GUATEMALA	GUATEMALA
D11/036	00830	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS
D11/122	02546	RAISING VOICES	COLEGIO LAS LOMAS ORAL	COLEGIO LAS LOMAS ORAL	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA
D12/062	01311	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY
E01/004	00343	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE
A02/008	00236	AUDI TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE Hamburg	GERMANY
A02/025	00551	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA
A03/170	01957	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
A04/164	02732	SHARE MY DABBA	HAPPY LIFE WELFARE & DABBAWALA FOUNDATION	SHARE MY DABBA	McCANN WORLDGROUP INDIA Mumbai	INDIA
B01/018	00307	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN
B01/019	00338	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE
B06/028	00668	PHUBBING	MACQUARIE	DICTIONARY	McCANN MELBOURNE	AUSTRALIA
C01/003	00237	AUDI TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE Hamburg	GERMANY

Direct Lions Winners - CANNES LIONS 2014

C03/065	01310	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY
C03/110	01640	I WISH MY SON HAD CANCER	HARRISON'S FUND	HARRISON'S FUND	AIS London	UNITED KINGDOM
C03/152	02362	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
D03/017	01252	MY HOME IS AN OVEN	BGH	BGH AIR CONDITIONERS	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
D05/026	01621	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL
D06/038	01951	TRANSAVIA - EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
D08/018	00670	PHUBBING	MACQUARIE	DICTIONARY	McCANN MELBOURNE	AUSTRALIA
D11/131	02736	SHARE MY DABBA	HAPPY LIFE WELFARE & DABBAWALA FOUNDATION	SHARE MY DABBA	McCANN WORLDGROUP INDIA Mumbai	INDIA
E01/036	02023	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	FOOD	BUZZMAN Paris	FRANCE
A01/026	01531	JC DECAUX STREET VIEW UNPAID BILLS	JC DECAUX	OUTDOOR ADVERTISING	BBDO BELGIUM Brussels	BELGIUM
A02/060	01216	THE BARBECUE BIBLE	TRAMONTINA	BARBECUE PRODUCTS	JWT BRAZIL São Paulo	BRAZIL
A03/001	00003	ALL EYES ON S4.	SWISSCOM	SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY
A03/046	00545	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA
A03/092	01461	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S	DDB SPAIN Madrid	SPAIN
A03/118	01022	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
A04/066	01643	3D ON THE ROCKS	SUNTORY HOLDINGS LIMITED	SUNTORY WHISKY	TBWA\HAKUHODO Tokyo	JAPAN
A05/053	02675	HAVING A GOOD MEMORY HAS ITS BENEFITS	NATURE'S GARDEN	MULTICEBRINA	MARURI GREY Guayaquil	ECUADOR
A06/005	01391	1200 TREES-LIKE PURIFYING BILLBOARD	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSION 2014	FCB MAYO Lima	PERU
B01/064	01248	MY HOME IS AN OVEN	BGH	BGH AIR CONDITIONERS	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
B01/091	00942	SECOND CHANCE	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM
B01/118	01949	TRANSAVIA - EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
B02/051	01778	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN
B02/061	02116	SAMSUNG MAESTROS ACADEMY	SAMSUNG ELECTRONICS ITALY	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT Milan	ITALY
B03/100	02246	MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA
B05/066	02379	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
B06/008	00179	UNSELFIE	BBDO Guerrero/TYPHOON YOLANDA APPEAL	FUNDRAISING	BBDO GUERRERO Makati City	THE PHILIPPINES
B06/045	01609	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL
C01/010	00552	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA

Direct Lions Winners - CANNES LIONS 2014

C01/059	01782	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN
C02/012	00512	DACIA SPONSOR DAY	RENAULT ITALIA	DACIA	PUBLICIS ITALY Milan	ITALY
C02/025	01536	JC DECAUX STREET VIEW UNPAID BILLS	JC DECAUX	OUTDOOR ADVERTISING	BBDO BELGIUM Brussels	BELGIUM
C02/042	01619	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL
C03/049	00669	PHUBBING	MACQUARIE	DICTIONARY	McCANN MELBOURNE	AUSTRALIA
C03/071	01396	SEARCHING FOR HEARTS	PERUVIAN CANCER FOUNDATION	PONLE CORAZON	FCB MAYO Lima	PERU
C03/115	01706	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN
D01/055	01023	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
D02/034	01611	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL
D04/012	00549	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA
D06/031	01784	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN
D10/032	01527	A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR - LIFEJACKETS	CLM BBDO Boulogne-Billancourt	FRANCE
D11/032	00704	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY
D11/110	02365	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
D11/112	02384	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
D11/135	01876	GIFT BOX	THE SALVATION ARMY, CROWN RELOCATIONS	RE-CYCLING	LEO BURNETT HONG KONG	HONG KONG
D12/068	01468	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S	DDB SPAIN Madrid	SPAIN
D12/087	00944	SECOND CHANCE	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM
D12/104	01379	YOU ARE MY SON	MINISTRY OF DEFENSE	PROGRAM OF HUMANITARIAN ATTENTION TO THE	LOWE-SSP3 Bogotá	COLOMBIA
E01/043	02264	MEMORY EDITION	FUNDACIÓN REINA SOFÍA	FUNDACIÓN REINA SOFÍA	SRA. RUSHMORE Madrid	SPAIN

Total Awards:

75

Prize

Grand Prix

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion