

PR Lions Winners - CANNES LIONS 2014

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Agency	Country	PR Agency
C01/065	01478	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	EDELMAN New York
A01/004	01188	THIS IS WHOLESOME	HONEY MAID	SNACKS	DROGA5 New York	USA	WEBER SHANDWICK Chicago
A05/011	00499	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland / APOLLONATION Auckland	NEW ZEALAND	
A06/051	01861	THE FADING NEWS	RADIKAL	NEWSPAPER	TBWA\ISTANBUL	TURKEY	
A08/028	01474	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	EDELMAN New York
A11/024	00581	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	
A11/030	00137	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	
A12/002	00033	RICE-CODE	INAKADATE VILLAGE	INAKADATE VILLAGE	HAKUHODO Tokyo	JAPAN	
B01/078	01518	SAMSUNG MAESTROS ACADEMY	SAMSUNG ELECTRONICS ITALY	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT Milan	ITALY	
B02/040	01862	THE FADING NEWS	RADIKAL	NEWSPAPER	TBWA\ISTANBUL	TURKEY	
B11/019	01855	DALLAS GAS STATION	TNT	DALLAS	GREY NEW YORK	USA	
B12/030	01477	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	EDELMAN New York
C04/051	01737	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	
E01/056	01635	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, FL, FM- INTEGRATED CAMPAIGN	FORSMAN & BODENFORS Gothenburg / VOLVO TRUCKS PUBLIC RELATIONS	SWEDEN	BE ON Stockholm
A05/028	01388	IF WE MADE IT	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	FAST HORSE Minneapolis
A06/010	01848	FOOTBALL ON YOUR PHONE	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	
A06/016	01849	DALLAS GAS STATION	TNT	DALLAS	GREY NEW YORK	USA	KETCHUM New York
A08/023	01020	2014 TACO BELL BREAKFAST LAUNCH (RONALD MCDONALD LAUNCH)	TACO BELL	TACO BELL BREAKFAST MENU	DEUTSCH Los Angeles	USA	
A09/022	01102	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN\TBWA GROUP MELBOURNE	AUSTRALIA	ELEVEN PR Sydney
A10/005	00797	HANDS ON SEARCH	YAHOO! JAPAN	YAHOO! JAPAN	HAKUHODO KETTLE Tokyo	JAPAN	
A11/022	00556	MOVIES THAT CHANGE LIVES	CHANGE ONE LIFE	ADOPTION AWARENESS	Y&R Moscow	RUSSIA	PROSTOR PR AND CONSULTING Moscow
B02/030	01133	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN Madrid / DDB SPAIN Madrid	SPAIN	QMS Madrid
B04/057	01184	18TH ZONE EMBASSY	FRITOLAY	TORTRIX	BBDO GUATEMALA	GUATEMALA	
B04/060	01103	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN\TBWA GROUP MELBOURNE	AUSTRALIA	ELEVEN PR Sydney
B07/029	00417	POLISH DIACRITICS CAMPAIGN	POLISH ACADEMY OF SCIENCES	POLISH LANGUAGE	OGILVY & MATHER ADVERTISING Warsaw	POLAND	OGILVY PUBLIC RELATIONS WORLDWIDE INC
B08/019	00142	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA\LONDON	UNITED KINGDOM	
B08/078	00818	SADDLE BLOSSOMS	COGOO - CLEAN CITY ORGANIZATION	STOP ABANDONING BICYCLES	TBWA\HAKUHODO Tokyo	JAPAN	THE WINDWARD Tokyo

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B08/089	01621	THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER Mexico City	MEXICO	
B09/056	01632	THE EPIC SPLIT	VOLVO TRUCKS	THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg / VOLVO TRUCKS PUBLIC RELATIONS	SWEDEN	BE ON Stockholm
B10/008	00468	DACIA SPONSOR DAY	RENAULT ITALIA	DACIA	PUBLICIS CONSULTANTS ITALIA Milan	ITALY	PUBLICIS CONSULTANTS ITALIA Milan
B11/053	01021	2014 TACO BELL BREAKFAST LAUNCH (RONALD MCDONALD LAUNCH)	TACO BELL	TACO BELL BREAKFAST MENU	DEUTSCH Los Angeles	USA	
B12/018	01524	GOOGLE 'REUNION'	GOOGLE, INDIA	GOOGLE SEARCH	OGILVY & MATHER INDIA Mumbai	INDIA	
C01/004	00034	RICE-CODE	INAKADATE VILLAGE	INAKADATE VILLAGE	HAKUHODO Tokyo	JAPAN	
C01/061	01656	ANDROID KIT KAT	NESTLÉ	KIT KAT	JWT LONDON	UNITED KINGDOM	
C01/075	01629	SAT-JF14	RECORD COLLECTION	MUSIC ALBUM - JOHN FRUSCIANTE	LODUCCA São Paulo / BIG HASSLE MEDIA Los Angeles	BRAZIL	
C03/003	01189	LOVE	HONEY MAID	SNACKS	DROGA5 New York	USA	WEBER SHANDWICK Chicago
C05/047	01828	#SOMOSTODOSMACACOS #WEAREALLMONKEYS	NEYMAR JR	INSTITUCIONAL	LODUCCA São Paulo	BRAZIL	
C07/001	00053	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	MANGO COMMUNICATIONS Auckland
A02/002	01175	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	
A03/009	01718	DAD'S PREGNANT TOO	KIMBERLY CLARK	HUGGIES	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	
A03/013	00974	THE ANTI CANCER PASTE UP	A.C.CAMARGO CANCER CENTER	BREAST CANCER CAMPAIGN	JWT BRAZIL São Paulo	BRAZIL	
A04/010	01481	PANTENE LIFE CARE	PROCTER & GAMBLE	PANTENE	GREY ARGENTINA Buenos Aires	ARGENTINA	
A04/032	01732	TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	SOL DE JANEIRO	OGILVY BRASIL São Paulo	BRAZIL	
A07/012	01512	ARE YOU KLAUS-HEIDI?	LUFTHANSA	FLIGHT CARRIER	DDB STOCKHOLM	SWEDEN	BURSON-MARSTELLER Stockholm
A07/025	01749	UNGROUND: AN INNOVATION LAB IN THE SKY	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVY NEW YORK / TEXT 100 New York	USA	
A10/019	01520	GOOGLE 'REUNION'	GOOGLE, INDIA	GOOGLE SEARCH	OGILVY & MATHER INDIA Mumbai	INDIA	
A10/036	01330	GIVING	REAL MOVE CO.	TRUEMOVE H	OGILVY & MATHER Bangkok	THAILAND	
A11/016	00191	VERY GOOD MANNERS	POLISH RED CROSS	GOOD CHILDHOOD	CHEIL POLAND Warsaw	POLAND	
A11/019	01344	NO CHILD BRIDES	CHILD SURVIVAL INDIA	CHILD SURVIVAL INDIA	HAVAS WORLDWIDE INDIA Gurgaon	INDIA	
A11/073	00902	#MAMMING	N/A	BREAST CANCER AWARENESS	360i New York	USA	
B01/065	01831	WHY BRING A CHILD INTO THIS WORLD?	UNILEVER	UNILEVER BRAND GLOBAL	DAVID Buenos Aires	ARGENTINA	EDELMAN London
B02/013	00618	BE A MAN	KOMMUNAL	GENDER EQUALITY	VOLONTAIRE Stockholm	SWEDEN	
B02/039	01577	INCOMPLETE BIOS	FUNDACIÓN PANIAMOR	CHILD PROTECTION (NON PROFIT ORGANIZATION)	LEO BURNETT COSTA RICA San Jose	COSTA RICA	

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B03/002	00164	RUMBLE ON THE RAILS	COMMITTEE FOR THE PRESERVATION OF OLYMPIC WRESTLING (CPOW); INTERNATIONAL FEDERATION OF ASSOCIATED WRESTLING STYLES (FILA); USA WRESTLING	SPORTS FEDERATION	KETCHUM SPORTS & ENTERTAINMENT New York	USA	KETCHUM SPORTS & ENTERTAINMENT New York
B04/009	01252	RAIN FOR SALE	THE COCA-COLA COMPANY	RAINWATER OF LLORO	OGILVY & MATHER COLOMBIA Bogotá / GEOMETRY GLOBAL Bogotá	COLOMBIA	
B04/018	01483	PANTENE LIFE CARE	PROCTER & GAMBLE	PANTENE	GREY ARGENTINA Buenos Aires	ARGENTINA	
B04/059	01735	TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	SOL DE JANEIRO	OGILVY BRASIL São Paulo	BRAZIL	
B06/002	00749	HSBC NOW	HSBC	WEB TV SERIES	HSBC London	UNITED KINGDOM	
B07/017	00222	HIT 3001	DEPARTMENT OF ECONOMIC DEVELOPMENT AND COMMERCE OF PUERTO RICO	ENTREPRENEURSHIP	JWT SAN JUAN San Juan	PUERTO RICO	
B07/027	00569	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET (THE LABOUR PARTY)	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	
B07/043	01135	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN Madrid / DDB SPAIN Madrid	SPAIN	QMS Madrid
B08/118	01001	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	
B08/126	01726	DAD'S PREGNANT TOO	KIMBERLY CLARK	HUGGIES	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	
B09/014	01712	TRUST YOUR POWER	PROCTER & GAMBLE	DURACELL	SAATCHI & SAATCHI New York	USA	CITIZEN PR New York
B09/017	00732	GIVE BLOOD. GIVE POWER. – CHAMPIONS FOR CHILDREN.	GERMAN RED CROSS	BLOOD DONATION	JUNG von MATT Hamburg	GERMANY	MHOCH4 Hamburg
C01/057	00978	TA NO MAPA! (ON THE MAP)	AFROREGGAE	AFROREGGAE	JWT BRAZIL São Paulo	BRAZIL	
C04/020	01525	MESSAGE BARTER	THE AKANKSHA FOUNDATION	THE AKANKSHA FOUNDATION SCHOOLS	OGILVY & MATHER INDIA Mumbai	INDIA	
C05/012	00994	SOLVING #SOCHIPROBLEMS	AIRBNB	SHORT-TERM HOME RENTALS	PEREIRA & O'DELL San Francisco	USA	
C06/043	01540	ASSASSIN'S CREED IV - BLACK FLAG - DEFY HISTORY	UBISOFT EMEA	VIDEO GAME	SID LEE Paris	FRANCE	
E01/046	00956	#UNAPOLOGETIC	MATTEL	BARBIE	MATTEL INC El Segundo	USA	KETCHUM Los Angeles / HL GROUP New York
E01/061	01022	2014 TACO BELL BREAKFAST LAUNCH (RONALD MCDONALD LAUNCH)	TACO BELL	TACO BELL BREAKFAST MENU	DEUTSCH Los Angeles	USA	

Total Awards: 71

Prize

Grand Prix

Gold Lion

Gold Lion

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