

Promo & Activation Lions Winners - CANNES LIONS 2014

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Agency	Country	Prize
D01/015	00382	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	Grand Prix
A01/028	00310	TROJAN MAILING	DHL	POSTAL DELIVERY	JUNG von MATT Stuttgart	GERMANY	Gold Lion
A01/233	02831	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	Gold Lion
A03/022	00872	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	Gold Lion
A03/083	02773	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	Gold Lion
A03/106	00354	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	Gold Lion
A04/027	00651	BILLS ONLY COLLECTION BOX	RED CROSS	ANNUAL FUNDRAISING DRIVE 2014	JWT MEXICO Mexico City	MEXICO	Gold Lion
A06/073	02339	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Gold Lion
A07/019	00379	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	Gold Lion
A09/006	00316	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	Gold Lion
A11/070	02327	TRANSAVIA - EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	Gold Lion
B01/035	01024	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	Gold Lion
B01/119	02794	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	Gold Lion
B02/043	01022	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	Gold Lion
B02/075	01969	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	Gold Lion
B04/173	03159	#SOMOSTODOSMACACOS #WEAREALLMONKEYS	NEYMAR JR	INSTITUCIONAL	LODUCCA São Paulo	BRAZIL	Gold Lion
C05/009	00381	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	Gold Lion
C12/030	01972	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL	Gold Lion
C13/034	00894	IF ONLY FOR A SECOND	MIMI FOUNDATION	SUPPORT AND WELLBEING CENTERS	LEO BURNETT FRANCE Paris	FRANCE	Gold Lion
C14/018	00318	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	Gold Lion
C14/042	00849	UNGIVEN GIFTS	TRANSPORT ACCIDENT COMMISSION	SPEED	GREY MELBOURNE	AUSTRALIA	Gold Lion
A01/118	01591	WHATEVER HAPPENS STUNT	ANHEUSER-BUSCH	BUD LIGHT	BBDO NEW YORK	USA	Silver Lion
A01/152	02799	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	Silver Lion
A01/204	02325	THE TAKEOFF	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	Silver Lion
A02/022	00653	FIAT ITALIAN MASTERPIECE	CHRYSLER GROUP	FIAT 500L	SAPIENTNITRO Miami	USA	Silver Lion
A02/073	03023	THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER Mexico City	MEXICO	Silver Lion
A05/081	02326	THE TAKEOFF	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	Silver Lion
A06/048	01664	BOOBS	PACIFIC BRANDS UNDERWEAR GROUP	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	Silver Lion
A07/052	01844	CLASSICAL BAND MERCHANDISE	SWISS YOUTH SYMPHONY ORCHESTRA	LEISURE/ENTERTAINMENT	FCB ZURICH	SWITZERLAND	Silver Lion
A09/020	01707	YOU ARE MY SON	MINISTRY OF DEFENSE	PROGRAM OF HUMANITARIAN ATTENTION TO THE DEMOBILISED	LOWE-SSP3 Bogotá	COLOMBIA	Silver Lion
A11/005	00323	LEGO. BLIND ART PROJECT	LEGO	LEGO. BLIND ART PROJECT	SERVICEPLAN Munich	GERMANY	Silver Lion
A11/052	01397	MESSAGES	RED CROSS	TELCEL	JWT MEXICO Mexico City	MEXICO	Silver Lion
B02/097	01398	MESSAGES	RED CROSS	TELCEL	JWT MEXICO Mexico City	MEXICO	Silver Lion

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B03/022	00338	WENDY'S PRETZEL BACON CHEESEBURGER LOVE SONGS	WENDY'S	QSR	VML Kansas City / KETCHUM Atlanta, GA	USA	Silver Lion
B04/010	00317	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	Silver Lion
B04/037	00787	SONG SWIMMER	SONY	WALKMAN SERIE W DEPORTIVA NWZ - W273	McCANN ERICKSON BUENOS AIRES Buenos Aires	ARGENTINA	Silver Lion
C01/045	01577	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	Silver Lion
C02/012	00800	MOZZIE BOX	SP BREWERY	SP LAGER PROMO/ACTIVATION	GEORGE PATTERSON Y&R Brisbane	AUSTRALIA	Silver Lion
C04/019	00788	SONG SWIMMER	SONY	WALKMAN SERIE W DEPORTIVA NWZ - W273	McCANN ERICKSON BUENOS AIRES Buenos Aires	ARGENTINA	Silver Lion
C06/009	00356	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	Silver Lion
C09/042	02095	#ESURANCESAVE30	ESURANCE	DIRECT INSURANCE	LEO BURNETT CHICAGO	USA	Silver Lion
C13/023	00650	BILLS ONLY COLLECTION BOX	RED CROSS	ANNUAL FUNDRAISING DRIVE 2014	JWT MEXICO Mexico City	MEXICO	Silver Lion
C13/036	00989	MOVIES THAT CHANGE LIVES	CHANGE ONE LIFE	ADOPTION AWARENESS	Y&R Moscow	RUSSIA	Silver Lion
C13/038	01023	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	Silver Lion
C13/068	02804	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	Silver Lion
C13/124	02835	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	Silver Lion
C13/136	03024	THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER Mexico City	MEXICO	Silver Lion
C14/057	01233	MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	Silver Lion
C14/066	01638	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	Silver Lion
C14/136	02316	THE LIONFISH INVASION. TERRIBLY DELICIOUS	COLOMBIA'S MINISTRY OF ENVIRONMENT AND NATURAL RESOURCES	THE LIONFISH INVASION	GEOMETRY GLOBAL Bogotá / OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	Silver Lion
A01/076	00864	ASICS RYAN HALL TREADMILL	ASICS AMERICA	ASICS	VITRO San Diego	USA	Bronze Lion
A01/109	01459	NON-VIOLENCE BUS	THE NON-VIOLENCE PROJECT MEXICO	NON-VIOLENCE	McCANN MEXICO CITY	MEXICO	Bronze Lion
A01/211	02468	A RAINBOW FOR THE RAINBOW NATION	COCA-COLA SOUTH AFRICA	COCA-COLA	FCB SOUTH AFRICA Johannesburg	SOUTH AFRICA	Bronze Lion
A02/047	01172	CLARO EXTRA MINUTES	CLARO COSTA RICA	PREPAID SERVICE	OGILVY & MATHER COSTA RICA San Jose	COSTA RICA	Bronze Lion
A03/090	02971	RETURN OF THE ASHES	HHK INTERTRADE	CARAN DACHE & FOREST CONTROL	OGILVY & MATHER Bangkok	THAILAND	Bronze Lion
A04/110	01583	THE TIGER ALPHABET	TIGER BRANDS	TIGER BRANDS	TBWAHUNT/LASCARIS JOHANNESBURG	SOUTH AFRICA	Bronze Lion
A05/028	00873	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	Bronze Lion
A05/087	02469	A RAINBOW FOR THE RAINBOW NATION	COCA-COLA SOUTH AFRICA	COCA-COLA	FCB SOUTH AFRICA Johannesburg	SOUTH AFRICA	Bronze Lion
A06/070	02153	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	Bronze Lion
A07/072	01874	JC DECAUX STREET VIEW UNPAID BILLS	JC DECAUX	OUTDOOR ADVERTISING	BBDO BELGIUM Brussels	BELGIUM	Bronze Lion
A07/085	02340	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Bronze Lion
A07/105	02820	SAT-JF14	RECORD COLLECTION	MUSIC ALBUM - JOHN FRUSCIANTE	LODUCCA São Paulo	BRAZIL	Bronze Lion
A08/022	01098	THE WOMAN WHO CAN'T WATCH MOVIES	CANAL+ SPAIN	CANAL+ SPAIN	FCB SPAIN Madrid	SPAIN	Bronze Lion
A08/073	03007	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	Bronze Lion
A08/080	03196	BROKEN LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	Bronze Lion

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A09/026	01967	PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	Bronze Lion
A09/032	01239	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	Bronze Lion
A10/021	02092	#ESURANCESAVE30	ESURANCE	DIRECT INSURANCE	LEO BURNETT CHICAGO	USA	Bronze Lion
A11/025	00846	WIPE OFF 5	TRANSPORT ACCIDENT COMMISSION	SPEED	GREY MELBOURNE	AUSTRALIA	Bronze Lion
A11/069	02315	THE LIONFISH INVASION. TERRIBLY DELICIOUS	COLOMBIA'S MINISTRY OF ENVIRONMENT AND NATURAL RESOURCES	THE LIONFISH INVASION	GEOMETRY GLOBAL Bogotá / OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	Bronze Lion
B01/041	01316	7 DAYS OF RAIN	GEOX S.P.A	AMPHIBIOX SHOES	SMFB Oslo	NORWAY	Bronze Lion
B01/080	01859	A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR - LIFEJACKETS	CLM BBDO Boulogne-Billancourt	FRANCE	Bronze Lion
B02/134	02779	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	Bronze Lion
B03/059	01202	FRONT ROW	GOOGLE+	GOOGLE FRONT ROW	ADAM&EVEDDB London	UNITED KINGDOM	Bronze Lion
B04/067	01841	THE EMOGRAPHY PROJECT	MTV MOBILE / SUNRISE COMMUNICATIONS SWITZERLAND	TELECOMMUNICATION PROVIDER	FCB ZURICH	SWITZERLAND	Bronze Lion
B04/155	02834	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	Bronze Lion
C01/057	00343	BUCHAREST NOT BUDAPEST	KANDIA DULCE	CHOCOLATE BAR	BV McCANN ERICKSON ROMANIA Bucharest / MRM WORLDWIDE Bucharest	ROMANIA	Bronze Lion
C02/013	00923	TUI BEER PLUMBER	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	Bronze Lion
C02/015	00968	THE PHOTOGENIC BEER	KIRIN BREWERY COMPANY	KIRIN ICHIBAN	HAKUHODO Tokyo	JAPAN	Bronze Lion
C02/034	02414	FOOTBALL RELIGION	FOCA BEER	BEER	GREY BRASIL São Paulo	BRAZIL	Bronze Lion
C04/071	03189	LIVE TOY TRAFFIC	LA JUGUETERIA	BBURAGO TOY CARS	OGILVY GUATEMALA	GUATEMALA	Bronze Lion
C06/051	01878	@FOLLOWEDBYVOLVO	VOLVO CARS BELGIUM	CARS	BBDO BELGIUM Brussels	BELGIUM	Bronze Lion
C07/009	00326	LEGO. BLIND ART PROJECT	LEGO	LEGO. BLIND ART PROJECT	SERVICEPLAN Munich	GERMANY	Bronze Lion
C07/074	02643	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	Bronze Lion
C07/079	02778	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	Bronze Lion
C09/017	00676	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN/TBWA GROUP MELBOURNE	AUSTRALIA	Bronze Lion
C09/035	01328	PROTECT YOUR #L1F3	GENERTEL, EUROP ASSISTANCE	LIFE PARK - PROTECTION STORE	M&C SAATCHI Milan	ITALY	Bronze Lion
C11/093	03190	VROOM RING BOOM	CLARO	CLARO	OGILVY GUATEMALA	GUATEMALA	Bronze Lion
C13/033	00874	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	Bronze Lion
C13/125	02861	MAKING CLOTHING DONATION INSTANTLY REWARDING	CHINA FOUNDATION FOR POVERTY ALLEVIATION	DONATION BOX	OGILVY BEIJING	CHINA	Bronze Lion
C14/108	01393	THE LONGEST HANDSHAKE	TANGO NETWORK	RELATIONS BETWEEN THE TURKS AND THE ARMENIANS	TWIGA Moscow / ADACTIVE Tbilisi	RUSSIA	Bronze Lion
D01/079	02333	TRANSAVIA - EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	Bronze Lion
D01/085	02587	SAMSUNG MAESTROS ACADEMY	SAMSUNG ELECTRONICS ITALY	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT Milan	ITALY	Bronze Lion
D01/086	02644	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	Bronze Lion

Total Awards:

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