

Direct Lions Shortlist - Cannes Lions 2013

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Flat Mailing)							
A01/011	00248	THE DAILY ABUSE	INNOCENCE IN DANGER	NGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A01/015	00633	A MESSAGE FROM JENNIFER	PARKINSON'S VICTORIA	FUNDRAISING	DDB MELBOURNE Melbourne	AUSTRALIA	DDB MELBOURNE Melbourne
A01/029	00861	EXCLUSION	HEKS	NGO	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND	Y&R GROUP SWITZERLAND Zürich
A01/036	01791	REAR VIEW COLLAR	VAESA	VW REAR VIEW ASSIST TECHNOLOGY	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A01/039	01561	THE FASTEST CHRISTMAS SONG	BMW	BMW M135I	DRAFTFCB/LOWE Zürich	SWITZERLAND	DRAFTFCB/LOWE Zürich
A01/054	01837	MAP OF CORRUPTION	FIORUCCI FOOD	COLD-CUTS	McCANN WORLDGROUP Milan	ITALY	McCANN WORLDGROUP Milan
A02 (Dimensional Mailing)							
A02/012	00229	STETHOSCOPE RADIO AD	AFRICA HEALTH PLACEMENTS	AFRICA HEALTH PLACEMENTS	BOOMTOWN STRATEGIC BRAND AGENCY Port Elizabeth	SOUTH AFRICA	BOOMTOWN STRATEGIC BRAND AGENCY Port Elizabeth
A02/014	00302	PANTONE QUEEN	PANTONE	PANTONE	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON
A02/026	00401	MONEY CALENDAR	MUJERES LATINAS EN ACCION	MUJERES LATINAS EN ACCION	LAPIZ Chicago	USA	LAPIZ Chicago
A02/040	01462	THE TEA CALENDAR	GOOGLE GERMANY	TEA	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A02/065	00967	THE SCENT OF TIME	CAPITAL COSMETICS	THE SCENT OF TIME CALENDAR	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A02/079	01445	BACK TO VINYL - THE OFFICE TURNTABLE	KONTOR RECORDS	KONTOR RECORDS	OGILVYACTION Düsseldorf	GERMANY	OGILVYACTION Düsseldorf / OGILVYONE Frankfurt
A02/080	01456	POOPS EXPRESS	BRUNETE'S CITY COUNCIL	CIVIC AWARENESS CAMPAIGN	McCANN ERICKSON MADRID	SPAIN	McCANN ERICKSON MADRID
A02/084	01613	AIR FORCE FM	DEFENCE FORCE RECRUITING	AIR FORCE	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne
A03 (Ambient Media: large scale)							
A03/005	00063	POTABLE WATER GENERATOR	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSIONS 2013	MAYO DRAFTFCB Lima	PERU	MAYO DRAFTFCB Lima

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A03/024	00285	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
A03/033	00519	THE OTHER SIDE PROJECT	HOME PRODUCT CENTER	HOMEPRO EXPO	BBDO PROXIMITY THAILAND Bangkok	THAILAND	BBDO PROXIMITY THAILAND Bangkok
A03/085	02315	DIGITAL PUBLIC LIBRARY	VODAFONE ROMANIA	MOBILE INTERNET	McCANN ERICKSON Bucharest	ROMANIA	McCANN ERICKSON Bucharest
A03/086	02136	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A03/133	00982	REAL TEST RIDE	HARLEY-DAVIDSON DO BRASIL	TEST RIDE	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A03/135	01205	INJURED TEXT	MINI COOPER	MINI COOPER	PUBLICIS MEXICO	MEXICO	PUBLICIS MEXICO
A03/137	01215	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A03/143	00246	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf
A03/147	01090	WILL AND GEORGE COME TO LIFE	CHICAGO SHAKESPEARE THEATER	CHICAGO SHAKESPEARE THEATER	ARC WORLDWIDE Chicago	USA	ARC WORLDWIDE Chicago
A03/148	01100	TOON MACHINE	TURNER	CARTOON NETWORK	NEWSTYLE São Paulo	BRAZIL	NEWSTYLE São Paulo
A03/149	01117	#SCRIBEBILLBOARD	GRUPO PAPELERO SCRIBE	SCRIBE	VIVA LA DOBLEVIDA Mexico City	MEXICO	VIVA LA DOBLEVIDA Mexico City
A03/161	01225	LOOOONG SANDALS	GOLDEN STEP SHOES	GREEN TEA SANDALS	McCANN WORLDGROUP Shanghai	CHINA	McCANN WORLDGROUP Shanghai
A03/162	01255	CALL GIRL	PRIME TELEVISION	TELEVISION PROGRAMME / CHANNEL	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND	DRAFTFCB NEW ZEALAND Auckland
A03/194	01611	I'M AMAZING	McDONALD'S RESTAURANTS	RESTAURANTS	DDB GROUP HONG KONG	HONG KONG	DDB GROUP HONG KONG
A03/196	01714	FREE NO WIFI ZONE	NÉSTLE	KIT KAT	JWT Amsterdam	THE NETHERLANDS	JWT Amsterdam
A03/197	01754	MARIONETTEBOT	UNITED ARROWS GREEN LABEL RELAXING	UNITED ARROWS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
A03/207	02109	SAME	GOBIERNO DE LA CIUDAD DE BUENOS AIRES	SAME	DON Buenos Aires	ARGENTINA	DON Buenos Aires
A03/212	02154	SKY TWEETS	PADDY POWER	PADDY POWER	CP+B Boulder	USA	CP+B Boulder / CURB MEDIA London / M2M London
A03/213	02194	VOLKSWAGEN SUITE	VOLKSWAGEN DE ARGENTINA	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires

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A03/224	02327	THE GREAT TOWER OF FAILE	NYC BALLET	NYC BALLET	DDB NEW YORK	USA	DDB NEW YORK
A03/226	02337	CUT TO BUILD	THE JCC CO.	OLFA CUTTER	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
A04 (Ambient Media: small scale)							
A04/008	00172	THE LETTERBOX TARP	SUNCORP INSURANCE	INSURANCE - HOME	GEORGE PATTERSON Y&R Brisbane	AUSTRALIA	GEORGE PATTERSON Y&R Brisbane
A04/012	00470	WAILING WALLS AGAINST INJUSTICE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
A04/020	00317	ART BY CHANCE	BONNIER ART GALLERY	EXHIBITION TICKETS	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
A04/021	00327	RAJEC WATER COASTERS	KOFOA A.S.	RAJEC	LEAGAS DELANEY PRAHA	CZECH REPUBLIC	LEAGAS DELANEY PRAHA
A04/024	00349	HUNGER BAGS	BRAZILIAN RED CROSS	CAMPAIGN AGAINST HUNGER	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo
A04/025	00352	BARCODE READER AD	BRITISH AIRWAYS	BRITISH AIRWAYS	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo
A04/032	00381	OLYMPIC SHIRT FLAG	PROCTER & GAMBLE PHILIPPINES	LAUNDRY DETERGENT	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila
A04/034	00562	SMART QR	KIDUM 700	S.A.T TRAINING INSTITUTE	YEHOSHUA/TBWA Tel Aviv	ISRAEL	YEHOSHUA/TBWA Tel Aviv
A04/042	02684	THE BUDDY CUP	AMBEV	BUDWEISER	P&G Sao Paulo	BRAZIL	AFRICA Sao Paulo
A04/054	02077	THE SHARING CAN	THE COCA-COLA COMPANY	COCA-COLA	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris / OGILVY & MATHER SINGAPORE
A04/057	02092	LIKES THAT HELP	SANTA CASA DE SÃO PAULO	DONATION	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO
A04/075	01595	HELPING HANDS	DUESSELDORFER TAFEL	DUESSELDORFER TAFEL	OGILVY GERMANY Düsseldorf	GERMANY	OGILVY GERMANY Düsseldorf
A04/077	01381	VIRUS	JHHESA	WORLD AIDS DAY	JOE PUBLIC Johannesburg	SOUTH AFRICA	JOE PUBLIC Johannesburg
A04/079	01196	THE SOCIAL HOME TOUR 2.0	CARVALHO HOSKEN	CARVALHO HOSKEN	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro
A04/091	00897	THE LABEL LOTTERY	SAFETYNL & DUTCH FOOD AUTHORITY	GETTING PEOPLE TO READ THE LABELS OF HOUSEHOLD CHEMICALS	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam
A04/094	00985	DRINK BLOW DRIVE	GRUPO MODELO	CORONA	LEO BURNETT MEXICO	MEXICO	LEO BURNETT MEXICO

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A04/097	01905	REFLECTION OF MUSIC - TABLE MAT	COCA-COLA INDIA	COKE STUDIO	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
A04/171	02479	THE INTRUDER	AMIS	MEXICAN INSURANCE ASSOCIATION	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City
A04/176	02541	THE LAST MEAL: A STRONG DISH	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB LATINA PUERTO RICO San Juan

A05 (Direct response broadcast: TV, radio & infomercials)

A05/022	01687	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A05/035	01108	DEFORESTED FIELD	WWF	WWF	GREY 141 GROUP São Paulo	BRAZIL	GREY 141 GROUP São Paulo
A05/037	01154	JET ENGINE TESTING	SPRINT	KYOCERA TORQUE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO

A06 (Direct response print or standard outdoor, including inserts)

A06/009	00307	CHILDREN AGAINST BULLETS	UNITED WAY	CRIME PREVENTION	BADILLO SAATCHI & SAATCHI Guaynabo	PUERTO RICO	BADILLO SAATCHI & SAATCHI Guaynabo
A06/042	02170	TE ARAROA-THE LONG PATHWAY	TOURISM NEW ZEALAND	TOURISM NEW ZEALAND	WHYBIN\TBWA SYDNEY	AUSTRALIA	WHYBIN\TBWA SYDNEY
A06/051	02467	BLOOD WRITING	RSF (REPORTERS WITHOUT BORDERS)	NGO	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS

B01 (Websites, Microsites & Banners)

B01/028	00415	GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
B01/030	00728	DIGITAL EARTH HOUR	WWF CHINA	EARTH HOUR	BBH CHINA Shanghai	CHINA	BBH CHINA Shanghai
B01/031	00734	NAME TUNNELS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
B01/038	01407	SWEDENS LARGEST ENERGY EXPERIMENT	E.ON	ENERGY	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
B01/054	01632	CATACOMBO SOUND SYSTEM	PAUSE HOME ENTERTAINMENT	CUSTOM SOUND SYSTEMS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
B01/061	01698	THE WORLD'S MOST POWERFUL BANNER	NECKERMANN	NECKERMANN.DE	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt

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B01/098	01309	REAL BANNER	COCA-COLA	COCA-COLA	THE CYRANOS Barcelona	SPAIN	THE CYRANOS Barcelona / McCANN WORLDGROUP Barcelona
B01/100	01348	OUR FOOD. YOUR QUESTIONS	McDONALD'S CANADA	McDONALD'S	TRIBAL DDB TORONTO	CANADA	TRIBAL DDB TORONTO
B01/104	01615	TRIAL BY TIMELINE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
B01/112	01751	STREET QUEST	VOLKSWAGEN	CORPORATE	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN
B01/116	01923	CLASSICALS BEHIND THE CLASSICS	BRAZILIAN SINPHONY ORCHESTRA	CLASSIC MUSIC CONCERTS	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro
B01/124	02149	DODGE DART REGISTRY	DODGE	DART	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
B01/125	02150	BACK TO COLLEGE	TARGET	TARGET SCHOLARSHIPS	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland

B02 (Mobile Marketing)

B02/022	00718	SHOPELSEWHER E.HK	SHOPELSEWHER.H K	FASHION	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG / OGILVYACTION Hong Kong
B02/023	00725	WEATHER TO WAKE	METSERVICE	METEOROLOGICAL SERVICE	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
B02/038	02078	SCRABBLE WIFI	MATTEL	SCRABBLE	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
B02/046	01647	THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
B02/049	01699	TOOTHBRUSH GAMES	LZG – NATIONAL GERMAN CENTER FOR HEALTH INFORMATION	APPLICATION FOR EDUCATION	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
B02/051	01441	THE HIGHEST GOAL	ADIDAS JAPAN K.K.	FOOTBALL	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
B02/053	01300	SECOND-LIFE APPS	REBORN	ORGAN DONATION FOUNDATION	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
B02/077	01447	BACK TO VINYL - THE OFFICE TURNTABLE	KONTOR RECORDS	KONTOR RECORDS	OGILVYACTION Düsseldorf	GERMANY	OGILVYACTION Düsseldorf / OGILVYONE Frankfurt
B02/078	01468	VIBE TUNES	SALVI FOUNDATION	CARTAGENA MUSIC FESTIVAL	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá
B02/111	02599	WORD FINDER	PELIKAN AMERICAS	PELIKAN HIGHLIGHTER	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA

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B03 (Social Media & Viral Marketing)

B03/019	00245	WAITING. FOR SEVEN YEARS.	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
B03/023	00297	SEND YOUR FACEBOOK PROFILE TO CAPE TOWN	CAPE TOWN TOURISM	CAPE TOWN	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN / R.E.C Cape Town
B03/024	00311	DONATE YOUR FACEBOOK TIMELINE	ALZHEIMER'S DISEASE INTERNATIONAL	WORLD ALZHEIMER'S DAY	OGILVY GROUP Brussels	BELGIUM	OGILVY GROUP Brussels
B03/064	00706	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
B03/079	02561	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B03/098	01808	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
B03/109	01428	CAMOUFLAGE PACKS	ARNOTT'S	TIM TAM	DDB Sydney	AUSTRALIA	DDB Sydney
B03/111	01301	POKER	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
B03/112	01302	YOU HAVE 70 SECONDS	COCA-COLA COMPANY	COCA-COLA ZERO	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
B03/113	01303	AMAZING MINDREADER	FEBELFIN	BELGIAN FEDERATION OF BANKS	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
B03/127	01249	REVERSE ROBBERIES	PARMALAT	OAK FLAVOURED MILK	THE MONKEYS Sydney	AUSTRALIA	THE MONKEYS Sydney
B03/139	00931	MEAT SNACKING HELMET	KERRY FOODS	MATTESSONS FRIDGE RAIDERS	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
B03/143	01029	THE OREO BLACKOUT TWEET	MONDELEZ INTERNATIONAL	OREO	360i New York	USA	360i New York
B03/145	00885	DON'T COVER IT UP	REFUGE	REFUGE	BBH London	UNITED KINGDOM	BBH London
B03/158	01256	DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND	DRAFTFCB NEW ZEALAND Auckland
B03/197	02151	MUSCLE MUSIC	OLD SPICE	DANGER ZONE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
B03/206	02328	HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE (NON PROFIT)	DDB NEW YORK	USA	DDB NEW YORK

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B03/207	02346	FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
B03/212	02512	DANCE DICTIONARY	P&G	PUMA FRAGRANCE	GREY LONDON	UNITED KINGDOM	GREY LONDON
B03/217	02553	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B03/225	00541	FREE FACE	NIKE JAPAN	NIKE FREE	WIEDEN+KENNEDY TOKYO	JAPAN	WIEDEN+KENNEDY TOKYO
B03/230	02079	SAME SEX MARRIAGE	GOOGLE/TOUS UNIS POUR L'EGALITE	GOOGLE+	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
B04 (Email Marketing)							
B04/004	00321	THE TRACK-LIST GUEST LIST	BONNIER ART GALLERY	ART GALLERY	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
B04/007	01795	BLOCKED IMAGES	VAESA	VOLKSWAGEN GENUINE PARTS®	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
B04/019	01074	HALO 4 KEY ART REVEAL	MICROSOFT	XBOX	WUNDERMAN Seattle	USA	WUNDERMAN Seattle
B05 (Other Digital Platforms)							
B05/020	00161	THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
B05/023	01219	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
B05/028	01898	NIKE+ KINECT TRAINING	NIKE	FITNESS TITLE FOR XBOX 360	AKQA London	UNITED KINGDOM	AKQA London
C01 (Acquisitions)							
C01/012	00719	SHOPELSEWHER E.HK	SHOPELSEWHERE.H K	FASHION	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG / OGILVYACTION Hong Kong
C01/014	00890	THE GAP IN THE MARKET	KBC	KBC ENTREPRENEURS	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels
C01/026	01689	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C01/029	00795	FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA North Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA North Sydney / ONE GREEN BEAN Sydney

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C01/044	01899	NIKE+ KINECT TRAINING	NIKE	FITNESS TITLE FOR XBOX 360	AKQA London	UNITED KINGDOM	AKQA London
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C02 (Retention)

C02/022	01587	THE BAD BEHAVIOR EXPERIMENT	DALLAS	TELEVISION SHOW	GREY NEW YORK	USA	GREY NEW YORK
C02/028	01179	ENJOY TV BETTER	TIME WARNER CABLE	BRAND	OGILVY NEW YORK	USA	OGILVY NEW YORK
C02/033	01970	COKE WEARABLE MOVIE	THE COCA-COLA COMPANY	COCA-COLA	OGILVY NEW YORK	USA	OGILVY NEW YORK
C02/034	02230	THE GIFT BOTTLE	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá

C03 (Best Low Budget Campaign)

C03/006	00193	DEMAND EQUAL PAY	YWCA AUCKLAND	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
C03/009	00265	DON'T CRY, BABY	AFRICAN ANGEL	AFRICAN ANGEL	OGILVYACTION Düsseldorf	GERMANY	OGILVYACTION Düsseldorf / OGILVYONE Düsseldorf
C03/012	00303	PANTONE QUEEN	PANTONE	PANTONE	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON
C03/022	00636	A MESSAGE FROM JENNIFER	PARKINSON'S VICTORIA	FUNDRAISING	DDB MELBOURNE Melbourne	AUSTRALIA	DDB MELBOURNE Melbourne
C03/025	00814	DROGA GIVE ME 5	UNDERGROUND	DIGITAL CAREER	UNDERGROUND Buenos Aires	ARGENTINA	UNDERGROUND Buenos Aires
C03/029	00416	PARK ON TIME	MERCEDES-BENZ	SMART	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
C03/041	02143	READING FEEDS PROJECT	LIVRARIA DA VILA / CESTA NOBRE	LIVRARIA DA VILA / CESTA NOBRE	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
C03/053	01702	THE WORLD'S MOST POWERFUL BANNER	NECKERMANN	NECKERMANN.DE	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
C03/058	01430	CAMOUFLAGE PACKS	ARNOTT'S	TIM TAM	DDB Sydney	AUSTRALIA	DDB Sydney
C03/060	01319	QR CODE	ASSOCIAÇÃO VALORIZAÇÃO DO CHIADO / TURISMO DE PORTUGAL	QR CODE	MSTF PARTNERS Lisbon	PORTUGAL	MSTF PARTNERS Lisbon
C03/066	01010	THE CHILDREN NETWORK	ADVERTISERS WITHOUT BORDERS	CHILD LABOUR	COUPE BUENOS AIRES	ARGENTINA	COUPE BUENOS AIRES / INTERNET URL S.A. Martinez

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C03/077	00886	DON'T COVER IT UP	REFUGE	REFUGE	BBH London	UNITED KINGDOM	BBH London
C03/079	01081	FRESH NEWS	SC JOHNSON	ZIPLOC	PHD GUATEMALA	GUATEMALA	PHD GUATEMALA
C03/085	00804	HUNDREDS OF REASONS TO LOVE NORWAY'S MINISTER OF FINANCE	CHANGEMAKER NORWAY (NORWEGIAN CHURCH AID'S YOUTH ORGANISATION)	POLITICAL CAMPAIGN TO CHANGE NORWEGIAN TAX LAWS	ANORAK Oslo	NORWAY	ANORAK Oslo
C03/088	00693	THE DAY WE GAVE AUSTRALIA PARKINGSON'S	SHAKE IT UP AUSTRALIA FOUNDATION	PARKINSONS DISEASE	OGILVY & MATHER Sydney	AUSTRALIA	OGILVY & MATHER Sydney
C03/090	01237	THE STRATOS JUMP 1:350	REED EXHIBITIONS	MODEL MAKER FAIR	OGILVY & MATHER VIENNA	AUSTRIA	OGILVY & MATHER VIENNA
C03/092	01385	WATCH ME STEAL FROM YOU	SOVIP	SECURITY CAMERAS	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
C03/093	01411	THE GREATEST STORYTELLER	IED MILANO	STORYTELLING AND COPYWRITING COURSES.	OGILVY & MATHER Milan	ITALY	OGILVY & MATHER Milan
C03/111	02207	THE POWER OF CUTE	THE ROYAL BOROUGH OF GREENWICH	GREEN'S END, WOOLWICH	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
C03/112	02219	TOXIC TOURS	GREENPEACE MEXICO	AWARENESS ON MEXICAN RIVERS POLLUTION	CIRCUS DF Mexico City	MEXICO	CIRCUS DF Mexico City
C03/116	02347	FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
C03/120	02468	THE ALCOHOL BARRIER	RESPONSIBLE YOUNG DRIVERS (RYD)	NGO	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
C03/122	02491	HELP DESK	AARAMBH	HELP DESK	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai
C04 (Product Launches)							
C04/016	01809	THE REAL MASTER OF INTUITION	HEINEKEN ITALIA	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
C04/035	02208	MEASURE OF PLEASURE	BEYOND DARK	CHOCOLATE DROPS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON

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D01 (Fast Moving Consumer Goods)

D01/018	00475	OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB New York	USA	DRAFTFCB New York
D01/019	00485	JOY SCULPTURES	CADBURY	CADBURY DAIRY MILK PROMOTION	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney
D01/020	00524	PURROMETER	MARS PETCARE	WHISKAS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
D01/028	00342	BEIJING DUCK	T.C. PHARMACEUTICAL INDUSTRIES CO.	SUNSNACK	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok
D01/032	00426	TELEKINIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY
D01/038	02697	THE DREAM REMOTE	AMBEV	BRAHMA BEER	P&G Sao Paulo	BRAZIL	AFRICA Sao Paulo
D01/051	01920	EVEN IF YOU SHOULDN'T	MONDELEZ	MIKADO	BUZZMAN Paris	FRANCE	BUZZMAN Paris
D01/056	01690	BANANA COMIC WEEK 2013	FYFFES	A WORLDWIDE INITIATIVE AGAINST CHILDREN'S DIABETES & ADIPOSITY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
D01/069	00968	THE SCENT OF TIME	CAPITAL COSMETICS	THE SCENT OF TIME CALENDAR	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
D01/104	00808	THE HAPPY FLAG	COCA-COLA DENMARK	COCA-COLA	McCANN COPENHAGEN Copenhagen	DENMARK	McCANN COPENHAGEN Copenhagen
D01/125	02231	THE REAL ICE COLD COCA-COLA	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
D01/132	02325	TWISTED FOOTBALL	NESTLÉ	MILO CANS	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur

D02 (Cars & Automotive Services)

D02/012	00506	PATROL VS BEETHOVEN	NISSAN MOTOR CO AUSTRALIA	NISSAN PATROL	WHYBIN\TBWA MELBOURNE	AUSTRALIA	WHYBIN\TBWA MELBOURNE
D02/018	00369	LAND ROVER ESCAPE KEY	LAND ROVER MIDDLE EAST	LR4	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
D02/032	01858	GPS TO GET LOST	CHRYSLER	JEEP	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires
D02/041	01084	A WINDOW INTO THE NEAR FUTURE	BMW NORTH AMERICA	BMW i	kbs+ New York	USA	kbs+ New York

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D02/043	01063	INSTANT DM	PFAFF AUTOMOTIVE PARTNERS	PFAFF PORSCHE	LOWE ROCHE Toronto	CANADA	LOWE ROCHE Toronto
D02/058	02644	SPRINTER RECEIPT	MERCEDES-BENZ	SPRINTER	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
D02/061	01753	STREET QUEST	VOLKSWAGEN	CORPORATE	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN
D02/070	02299	BUILDING THE PEOPLE'S CAR	VOLKSWAGEN GROUP CHINA	AUTOMOTIVE	PROXIMITY BEIJING	CHINA	PROXIMITY BEIJING / GOODSTEIN & PARTNERS Beijing
D02/076	02586	BEETLE SLOWMERCIAL	VOLKSWAGEN	VW BEETLE CONVERTIBLE	DDB BRUSSELS Brussels	BELGIUM	DDB BRUSSELS Brussels
D02/078	02652	JEEP LEGENDARY ACCESSORIES	JEEP (FIAT GROUP)	JEEP	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid

D03 (Other Consumer Products (including Durable Goods))

D03/003	00110	TUPPERWARE ALARM	BGH	MICROWAVES	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
D03/011	02566	FRUIT MASHUP	PHILIPS WALITA	BLENDERS	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
D03/012	02529	THE VISIBLE SHIELD	E-PLUS GRUPPE / BSVH	THE VISIBLE SHIELD	THJNK Hamburg	GERMANY	THJNK Hamburg
D03/015	01786	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
D03/018	01023	WE ARE DAVID BAILEY	SAMSUNG	NX CAMERA	CHEIL UK London	UNITED KINGDOM	CHEIL UK London
D03/021	01384	IKEA SUKIMA GALLERY	IKEA JAPAN K.K.	IKEA	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
D03/024	01405	THE ART OF IRONING	PHILIPS	IRON AND STEAMER	DDB RUSSIA Moscow	RUSSIA	DDB RUSSIA Moscow
D03/025	01536	DANCE TO DRAW X AF1	NIKE	AIR FORCE 1	OGILVY & MATHER TAIWAN Taipei	CHINESE TAIPEI	OGILVY & MATHER TAIWAN Taipei
D03/031	01044	#SHOWYOURCOLOR	BEATS BY DR. DRE	BEATS BY DR. DRE	R/GA New York	USA	R/GA London
D03/035	02265	SMART DOTS	THE VIEW ZONE	MIICALO(SCREEN PROTECTOR FILM)	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul
D03/037	02295	GLOW	LAMPTITUDE CO.	LAMPTITUDE	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
D03/042	02531	AT&T DIGITAL LIFE	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK

D04 (Financial Products & Services)

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D04/014	00772	AWESOME TRAVELING MACHINE	EMIRATES NBD	EMIRATES NBD ATMS	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai
D04/028	01425	SABB SALE INTERVENTION	SABB - THE SAUDI BRITISH BANK	BANK	JWT Riyadh	SAUDI ARABIA	JWT Riyadh
D04/041	02485	THE INTRUDER	MEXICAN INSURANCE ASSOCIATION	INSURANCE	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City

D05 (Commercial Public Services, incl. Healthcare & Medical)

D05/006	00393	DELIVERY DOGS	.+KOTA	.+KOTA	Y&R MEXICO	MEXICO	Y&R MEXICO
D05/024	00796	FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA North Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA North Sydney
D05/035	02646	TERRA VIP	TERRA PORTAL	TERRA PORTAL	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
D05/042	02654	ARTIST RESCUE	ABRA / ACADEMY OF ART	CLASS OF ART	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

D06 (Travel, Entertainment & Leisure)

D06/011	00707	GUILT TRIPS	V/LINE	V/LINE	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
D06/021	01635	THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
D06/033	01220	ROAD TO RECOVERY	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
D06/049	01924	CLASSICALS BEHIND THE CLASSICS	BRAZILIAN SINPHONY ORCHESTRA	CLASSIC MUSIC CONCERTS	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro
D06/052	02332	FAILE, ART SERIES	NYC BALLETT	NYC BALLETT	DDB NEW YORK	USA	DDB NEW YORK

D07 (Retail & E-Commerce, including Restaurants)

D07/016	02280	SLEEP MODE	CASABLANCA	BEDDING PRODUCTS	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG
D07/021	01847	TAXI	RIBEIRO	MINICUOTAS RIBEIRO	ALMACEN Olivos	ARGENTINA	ALMACEN Olivos
D07/022	01922	MY PEOPLE'S CHOICE	OPTIC 2000	PRESCRIPTION GLASSES	BUZZMAN Paris	FRANCE	BUZZMAN Paris
D07/025	01636	CATACOMBO SOUND SYSTEM	PAUSE HOME ENTERTAINMENT	CUSTOM SOUND SYSTEMS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
D07/026	01637	THE HOT STAMP	PRESSBYRÅN	CONVENIENCE STORE CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm

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D07/029	01676	SALE NAVIGATION EMART	EMART	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	
D07/050	01755	MARIONETTEBOT	UNITED ARROWS GREEN LABEL RELAXING	UNITED ARROWS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
D08 (Publications & Media)							
D08/006	00619	CV CAMPAIGN	SITUATION STOCKHOLM	SITUATION STOCKHOLM IS A MAGAZINE SOLD BY HOMELESS PEOPLE IN STOCKHOLM	INGO Stockholm	SWEDEN	INGO Stockholm
D08/023	01052	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK
D08/033	01907	REFLECTION OF MUSIC - INSTALLATION	COCA-COLA INDIA	COKE STUDIO	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
D08/035	01910	SENSITIVE BRICKLAYERS	RADIO CORAZÓN	RADIO CORAZÓN	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion
D09 (Business Products & Services)							
D09/011	01190	TEAM PERFORMANCE INDEX	UPS	SPORTS INDEX	OGILVY NEW YORK	USA	OGILVY NEW YORK
D10 (Corporate Image & Information)							
D10/006	00296	STORAGE BUSINESS CARD	XTRASPACE SELF STORAGE	XTRASPACE SELF STORAGE	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town
D10/011	00632	PENCILS EQUAL PROFITS	AUSTRALIAN WRITERS AND ART DIRECTORS ASSOCIATION (AWARD)	2013 AWARD AWARDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
D10/027	00720	PEOPLE'S MARATHON PROMOTION SYSTEM	SEIKO HOLDINGS CORPORATION	SPORTS TIMER	DENTSU Tokyo	JAPAN	DENTSU Tokyo
D10/031	02557	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
D10/032	02568	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

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D10/044	01477	THE HUMAN YOUTUBE PLAYER	PUBLICIS GROUPE	PUBLICIS GROUPE WISHES 2013	DIGITAS FRANCE Levallois Perret	FRANCE	DIGITAS FRANCE Levallois Perret
D10/077	01961	SMELL A MEMORY	GIVAUDAN	FRAGRANCE HOUSE	J. WALTER THOMPSON SINGAPORE Singapore	SINGAPORE	J. WALTER THOMPSON SINGAPORE Singapore
D10/086	02422	MY VERY FIRST FRIEND	KIMBERLY CLARK	HUGGIES	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires
D11 (Charities)							
D11/009	00184	MAILBOOKS FOR GOOD	THE FOOTPATH LIBRARY / RANDOM HOUSE	MAILBOOKS FOR GOOD	BMF Sydney	AUSTRALIA	BMF Sydney
D11/022	00455	DEMAND EQUAL PAY	YWCA AUCKLAND	PUBLIC AWARENESS WEBSITE FOR CHARITY ORGANISATION	DDB GROUP RAPP TRIBAL NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP RAPP TRIBAL NEW ZEALAND Auckland
D11/044	02268	SHARE HAIR	HOLCIM GROUP	HOMEPLUS CHILDHOOD CANCER CHARITY PROGRAM	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul
D11/052	01771	DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin
D11/075	00567	THE ANT RALLYE	WORLDWIDE FUND FOR NATURE (WWF)	WWF	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf
D11/079	01259	DRIVING DOGS	SPCA NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND	DRAFTFCB NEW ZEALAND Auckland
D11/094	02006	EVERY BEAT MATTERS INTEGRATED CAMPAIGN	SAVE THE CHILDREN	SAVE THE CHILDREN	BBDO NEW YORK	USA	BBDO NEW YORK

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D11/098	02216	WONDER WORLD FUR	WWF	WWF FRANCE	MARCEL Paris	FRANCE	MARCEL Paris / PUBLICIS ARGENTINA Buenos Aires
D11/103	02333	HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE (NON PROFIT)	DDB NEW YORK	USA	DDB NEW YORK
D11/107	02607	MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
D11/110	01369	#DAMMIPIUVOCE - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
D12 (Public Health & Safety, Public Awareness Messages)							
D12/037	00710	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
D12/061	02147	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
D12/077	01658	THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
D12/084	01583	SKY VOICES	MINISTRY OF DEFENCE	PROGRAM OF HUMANITARIAN ATTENTION TO THE DEMOBILISED (PAHD)	LOWE-SSP3 Bogotá	COLOMBIA	LOWE-SSP3 Bogotá
D12/099	00898	THE LABEL LOTTERY	SAFETYNL & DUTCH FOOD AUTHORITY	GETTING PEOPLE TO READ THE LABELS OF HOUSEHOLD CHEMICALS	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam
D12/101	00987	DRINK BLOW DRIVE	GRUPO MODELO	CORONA	LEO BURNETT MEXICO	MEXICO	LEO BURNETT MEXICO
D12/103	01011	THE CHILDREN NETWORK	ADVERTISERS WITHOUT BORDERS	CHILD LABOUR	COUPE BUENOS AIRES	ARGENTINA	COUPE BUENOS AIRES / INTERNET URL S.A. Martinez
D12/111	01008	WHERE'S THE BEST GET-LAID- PLACE IN THE WORLD?	Lafa, THE STOCKHOLM COUNTY AIDS PREVENTION PROGRAMME	PUBLIC HEALTH/USE OF CONDOMS	ESTER Stockholm	SWEDEN	ESTER Stockholm
D12/117	01144	RADIO AMBULANCE	AER (ECUADORIAN RADIO ASSOCIATION)	CORPORATE IMAGE CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
D12/126	01461	POOPS EXPRESS	BRUNETE'S CITY COUNCIL	CIVIC AWARENESS CAMPAIGN	McCANN ERICKSON MADRID	SPAIN	McCANN ERICKSON MADRID

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D12/129	01616	TRIAL BY TIMELINE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
D12/135	01614	AIR FORCE FM	DEFENCE FORCE RECRUITING	AIR FORCE	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne
D12/136	01756	MISSING CHILDREN	BAOBEIHUIJIA.COM – 'BABY BACK HOME' VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA	JWT BEIJING
D12/145	02108	10 STEPS FOR HUMAN RIGHTS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo
D12/170	02601	ANX	CORPORACION BATARSE	LEE JEANS	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA
D12/178	02085	SAME SEX MARRIAGE	GOOGLE/TOUS UNIS POUR L'EGALITE	GOOGLE+	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris

E01 (Best Integrated Campaign Led by Direct Marketing)

E01/020	00711	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
E01/021	00712	GUILT TRIPS	V/LINE	V/LINE	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
E01/027	02571	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
E01/047	01053	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK
E01/053	01222	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
E01/063	01193	TEAM PERFORMANCE INDEX	UPS	LOGISTICS	OGILVY NEW YORK	USA	OGILVY NEW YORK
E01/071	00400	RECIPEACE	PEACE ONE DAY/D&AD	PEACE DAY	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
E01/072	00777	THE WEST END DRAUGHT RECLAIM	BMF	WEST END DRAUGHT	BMF Sydney	AUSTRALIA	BMF Sydney

Total Entries: 247