PR Lions Shortlist - Cannes Lions 2013

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Consumer Goods, including FMCG and Household Products)							
A01/009	00174	NATIONAL NIGHT	PERFETTI VAN MELLE	MENTOS	BBH ASIA PACIFIC Singapore	SINGAPORE	BBH ASIA PACIFIC Singapore
A01/022	00384	LAY'S DO US A FLAVOR	FRITO-LAY	POTATO CHIPS	KETCHUM San Francisco	USA	KETCHUM San Francisco / ENERGY BBDO Chicago
A01/023	00421	MY MATTRESS SAVINGS BANK	DES´S	MATTRESS MANUFACTURER	VCCP Madrid	SPAIN	VCCP Madrid / EUROPAPRESS Madrid
A01/030	00258	HOW TO LAUNCH A BUSINESS AND RAISE $50K IN 50 HOURS	WHO GIVES A CRAP	WHO GIVES A CRAP TOILET PAPER	NAKED COMMUNICATIONS Cremorne	AUSTRALIA	NAKED COMMUNICATIONS Cremorne
A01/034	00320	TOASTIE KNIFE	WARBURTONS	BAKERY PRODUCTS	CLARION COMMUNICATIONS London	UNITED KINGDOM	CLARION COMMUNICATIONS London
A01/037	00378	OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB New York	USA	DRAFTFCB New York / WEBER SHANDWICK Chicago
A01/046	00721	GENERATION KNOW	KIMBERLY-CLARK	U BY KOTEX	OGILVY NEW YORK	USA	OGILVY NEW YORK / OGILVY PUBLIC RELATIONS New York / MARINA MAHER COMMUNICATIONS New York
A01/062	01208	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	CARAMBAR	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS / LES MERVEILLEUSES Paris
A01/065	01290	AXE MORNING AFTER PILLOW	UNILEVER	AXE BODY SPRAY	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB LATINA PUERTO RICO San Juan
A02 (Healthcare and Services)							
A02/009	00467	DUREXPERIMENT FUNDAWEAR	RECKITT BENCKISER	DUREX	HAVAS WORLDWIDE AUSTRALIA North Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA North Sydney / FRANK PR SYDNEY
A03 (Automotive and Transport)							
A03/007	00360	ADOPT A POTHOLE PROJECT	APOLLO TYRES	APOLLO TYRES	PUBLICIS COMMUNICATIONS Gurgaon	INDIA	PUBLICIS COMMUNICATIONS Gurgaon

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A03/012	00675	VOICE DRIVER	NISSAN	NISSAN	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
A03/020	01233	TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA	USA	SAATCHI & SAATCHI LA

A04 (Media, Arts and Entertainment)

A04/004	00195	THE AUDIOGUIDE PROJECT	TOCHKA G	THE MOSCOW MUSEUM OF EROTIC ART	Y&R RUSSIA Moscow	RUSSIA	Y&R RUSSIA Moscow
A04/011	00548	WHY DON'T YOU COME OVER?	MEDIAFAX GROUP	GANDUL.INFO	GMP ADVERTISING Bucharest	ROMANIA	GMP ADVERTISING Bucharest / WEBSTYLER Bucharest
A04/031	00470	METROPOLE TWEETPHONY	METROPOLE ORKEST	METROPOLE ORKEST	HAVAS WORLDWIDE AMSTERDAM	THE NETHERLANDS	HAVAS WORLDWIDE AMSTERDAM

A05 (Travel, Tourism & Leisure)

A05/007	00039	WELCOMING CHINESE AROUND THE WORLD	HILTON HOTELS AND RESORTS	HOSPITALITY	KETCHUM Shanghai	CHINA	KETCHUM Shanghai
A05/021	01118	ICELAND BY ANOTHER NAME	PROMOTE ICELAND	ICELAND	THE BROOKLYN BROTHERS London	UNITED KINGDOM	THE BROOKLYN BROTHERS London / ISLENSKA London
A05/022	01249	100% MIDDLE-EARTH, 100% PURE NEW ZEALAND	TOURISM NEW ZEALAND	100% MIDDLE-EARTH, 100% PURE NEW ZEALAND	WHYBIN\TBWA AUCKLAND	NEW ZEALAND	WHYBIN\TBWA AUCKLAND / ELEVEN/PR Auckland
A05/027	00517	SOLAR CHARGING DUMMIES	SPIES TRAVELS	HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen / RADIUS KOMMUNKATION A/S Copenhagen

A06 (Retail and E-commerce, including Restaurants)

A06/022	00948	I'M AMAZING	McDONALD'S RESTAURANTS	RESTAURANTS	DDB GROUP HONG KONG	HONG KONG	DDB GROUP HONG KONG / BENTLEY COMMUNICATIONS Hong Kong
A06/025	01031	SKINNY SKINNY	AMERICAN EAGLE	AMERICAN EAGLE	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston / SHADOW PR New York

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A07 (Financial Services, incl. Investor Relations and Corporate Finance)

A07/006	00537	THE SMAMMAS	WEBANK	FINANCIAL SERVICES AIMED AT 18 TO 24 YEAR-OLDS	BURSON MARSTELLER Milan	ITALY	BURSON MARSTELLER Milan
A07/019	00960	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
A07/020	00976	OUR HEROES ARE BACK	ING	ING SPONSORSHIP	JWT Amsterdam	THE NETHERLANDS	JWT Amsterdam / WE ARE FIRST Amsterdam

A08 (Technology and Manufacturing)

A08/013	00642	WE ARE DAVID BAILEY	SAMSUNG	NX CAMERA	CHEIL UK	UNITED KINGDOM	CHEIL UK / THE RED CONSULTANCY London
A08/016	00717	FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	ONE GREEN BEAN Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA North Sydney / ONE GREEN BEAN Sydney
A08/020	00484	EXPERIENCE: HALO FOR HALO 4	MICROSOFT	X BOX	EDELMAN London	UNITED KINGDOM	EDELMAN London
A08/025	01013	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco / OGILVY PUBLIC RELATIONS WORLDWIDE Denver
A08/027	01090	SAME SEX MARRIAGE	GOOGLE/TOUS UNIS POUR L'EGALITE	GOOGLE+	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris / OGILVY PUBLIC RELATIONS Paris
A08/028	00538	ENERGY OF THE NATION	EDF ENERGY	ENERGY OF THE NATION	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London

A09 (Charity and Not for Profit)

A09/005	00125	MAKING A NEW HOLIDAY TRADITION: #GIVINGTUESDAY	INSPIRED BY THE 92ND STREET Y WITH THE SUPPORT OF THE UNITED NATIONS FOUNDATION	#GIVINGTUESDAY	HAVAS PR New York	USA	HAVAS PR New York
A09/006	00151	DEMAND EQUAL PAY	YWCA AUCKLAND	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland / MANGO COMMUNICATIONS Auckland

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A09/007	00179	TWEE-Q	CROSSING BOARDERS	GENDER INEQUALITY AWARENESS	DEPORTIVO Stockholm	SWEDEN	DEPORTIVO Stockholm
A09/013	00046	TREE CONCERT	FRIENDS OF THE EARTH	NATURE PROTECTION (PRO BONO CAMPAIGN)	KETCHUM PLEON Berlin	GERMANY	KETCHUM PLEON Berlin / BBDO GERMANY Düsseldorf
A09/019	00167	WAITING. FOR SEVEN YEARS.	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
A09/030	00396	FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach / PP AGENDA Frankfurt
A09/036	00614	CIVIL RIGHTS	CIVIL RIGHTS DEFENDERS	CAPTCHA	PRIME Stockholm	SWEDEN	PRIME Stockholm
A09/043	00765	DRIVING DOGS	SPCA NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND	DRAFTFCB NEW ZEALAND Auckland
A09/054	01152	WORST HARLEM SHAKE EVER	PARKINSON VERENIGING	DUTCH PARKINSONS FOUNDATION	SAATCHI & SAATCHI / LEO BURNETT Amsterdam	THE NETHERLANDS	SAATCHI & SAATCHI / LEO BURNETT Amsterdam / WE ARE FIRST Amsterdam
A09/071	01269	IMAGINARY TOYS	FUNDACAO PAO DOS POBRES	CHARITY	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A09/083	00449	THE AIRFOOD PROJECT	LES RESTAURANTS DU COEUR	THE EUROPEAN FOOD AID	HAVAS WORLDWIDE PARIS	FRANCE	HAVAS WORLDWIDE PARIS
A09/086	00468	THE MOST POWERFUL ARM EVER INVENTED	SAVE OUR SONS & DUCHENNE FOUNDATION	DUCHENNE MUSCULAR DYSTROPHY CHARITY	RED AGENCY Sydney	AUSTRALIA	RED AGENCY Sydney
A09/099	00971	NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm / LEWIS PR Stockholm
A09/100	00991	CLASSROOM MUMBAI	THE AKANKSHA FOUNDATION	AKANKSHA SCHOOL	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai

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A09/102	01007	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

A10 (Corporate Communication)

A10/008	00094	WATCH YOUR MOUTH!	CALL ME	TELCO	LEAD AGENCY Copenhagen	DENMARK	LEAD AGENCY Copenhagen / JANGAARD, MARK & KO Copenhagen
A10/040	01300	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A10/042	01308	STUNNING SURPRISE BY THE CHORUS OF FANS	ANADOLU EFES	ANADOLU EFES SPORTS CLUB	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL / LOBBY Istanbul
A10/044	01331	A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGILVY NEW YORK	USA	OGILVY NEW YORK

A11 (Public Affairs)

A11/004	00491	NO MEANS NO	AMNESTY INTERNATIONAL NORWAY	AMNESTY INTERNATIONAL	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo
A11/023	01029	NO NAME MATCH	UNICEF	ID CAMPAIN	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion / DEBROCA Asunción

A12 (Public Sector)

A12/008	00433	IMPOSSIBLE ORCHESTRA	DEPARTMENT OF FAMILIES, HOUSING, COMMUNITY SERVICES AND INDIGENOUS AFFAIRS	CARE AWARE	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE / PORTER NOVELLI MELBOURNE

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A12/009	00246	FOLLOW2UNFOLLOW	PUERTO RICO GOVERNMENT	CORRECTIONAL AND REHABILITATION DEPARTMENT	STARCOM MEDIAVEST GROUP San Juan	PUERTO RICO	STARCOM MEDIAVEST GROUP San Juan
A12/018	00763	FACEBOOK IN YOUR PANTS	FINNISH HIV COUNCIL	HIV AWARENESS	McCANN WORLDGROUP HELSINKI	FINLAND	McCANN WORLDGROUP HELSINKI
A12/020	01178	SMOKING KID	THAI HEALTH PROMOTION FOUNDATION	THAI HEALTH PROMOTION FOUNDATION	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok

A13 (Internal Communications)

A13/007	00621	THE ENEMIES OF DESPAIR	THE SWEDISH SOCIAL INSURANCE AGENCY (FÖRSÄKRINGSKASSAN)	THE SWEDISH SOCIAL INSURANCE AGENCY (FÖRSÄKRINGSKASSAN)	PRIME Stockholm	SWEDEN	PRIME Stockholm
A13/009	00862	THE HUMAN YOUTUBE PLAYER	PUBLICIS GROUPE	PUBLICIS GROUPE WISHES 2013	DIGITAS FRANCE Levallois Perret	FRANCE	DIGITAS FRANCE Levallois Perret
A13/016	01018	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan / EDELMAN London

A14 (Corporate Responsibility)

A14/004	00123	MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD Yekaterinburg	RUSSIA	VOSKHOD Yekaterinburg
A14/011	00054	HOW MONSTER HIGH HELPED GIRLS CELEBRATE THEIR IMPERFLECTIONS	MATTEL	MONSTER HIGH	KETCHUM Los Angeles	USA	KETCHUM Los Angeles
A14/020	00434	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
A14/027	00357	DENGUE BOTTLE	MAYNILAD WATER SERVICES	MAYNILAD	Y&R PHILIPPINES Manila	THE PHILIPPINES	Y&R PHILIPPINES Manila
A14/050	00504	HELP A CHILD REACH 5	LIFEBUOY	SOAP	SALT London	UNITED KINGDOM	SALT London
A14/055	00962	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
A14/056	00964	LITTLE RED SCHOOL HOUSE	THE COCA-COLA EXPORT CORPORATION	COCA-COLA	McCANN WORLDGROUP PHILIPPINES Taguig	THE PHILIPPINES	McCANN WORLDGROUP PHILIPPINES Taguig

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A14/057	00993	LIFEBUOY ROTI REMINDER	HINDUSTAN UNILEVER	LIFEBUOY	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai / MINDSHARE FULCRUM Mumbai
A14/060	01049	A RING TO BRING THEM CLOSER	McDONALD'S	RONALD McDONALD FOUNDATION	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW
A14/063	01102	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

A15 (Environmental PR)

A15/002	00003	THE LAUNCH OF SHWOPPING	MARKS & SPENCER	SHWOPPING	UNITY London	UNITED KINGDOM	UNITY London
A15/004	00056	TREE CONCERT	FRIENDS OF THE EARTH	NATURE PROTECTION (PRO BONO CAMPAIGN)	KETCHUM PLEON Berlin	GERMANY	KETCHUM PLEON Berlin / BBDO GERMANY Düsseldorf
A15/016	01121	TOXIC TOURS	GREENPEACE MEXICO	AWARENESS ON MEXICAN RIVERS POLLUTION	CIRCUS DF Mexico City	MEXICO	CIRCUS DF Mexico City

A16 (Crisis and Issue Management)

A16/002	00168	THE WORLD'S MOST POWERFUL BANNER	NECKERMANN	NECKERMANN.DE	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
A16/003	00387	FARMERS & RANCHERS ANSWER THE TOUGH QUESTIONS	U.S. FARMERS AND RANCHERS ALLIANCE (USFRA)	NON-PROFIT FARMER AND RANCHER LED ALLIANCE	KETCHUM Los Angeles	USA	KETCHUM Los Angeles
A16/006	00550	WHY DON'T YOU COME OVER?	MEDIAFAX GROUP	GANDUL.INFO	GMP ADVERTISING Bucharest	ROMANIA	GMP ADVERTISING Bucharest / WEBSTYLER Bucharest
A16/010	01203	MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis / OGILVYACTION TUNISIA Tunis
A16/016	00541	WE BELIEVE IN D&T - AVERTING A CRISIS	THE DESIGN AND TECHNOLOGY ASSOCIATION	DESIGN & TECHNOLOGY IN SCHOOLS	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London

B01 (Best Use of Digital PR)

B01/020	00507	EVOLUCIONARIOS	GOVERNMENT OF ECUADOR	SENACOM	LA FACULTAD Quito	ECUADOR	AWA Quito / LA FACULTAD Quito

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B01/021	00625	PARENTAL MULTITASKING	THE SWEDISH CIVIL CONTINGENCIES AGENCY	PUBLIC SERVICE	PRIME Stockholm	SWEDEN	PRIME Stockholm
B01/027	00469	THE MOST POWERFUL ARM EVER INVENTED	SAVE OUR SONS & DUCHENNE FOUNDATION	DUCHENNE MUSCULAR DYSTROPHY CHARITY	RED AGENCY Sydney	AUSTRALIA	RED AGENCY Sydney
B01/032	00709	BANANA AMBASSADOR	MINISTRY OF TOURISM OF ECUADOR	ECUADOR´S PROMOTIONAL CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
B01/036	00957	FARMAGEDDON	THE UNITED NATIONS FOOD AND AGRICULTURE ORGANIZATION (FAO)	WORLD WATER DAY	SAATCHI & SAATCHI Frankfurt	GERMANY	SAATCHI & SAATCHI Frankfurt / SEIDLERS Darmstadt
B01/039	01024	THE BIKE THEFT / VELOFENDERS	IR	MAGAZINE	WRONG DIGITAL Riga	LATVIA	WRONG DIGITAL Riga

B02 (Best Use of Social Media)

B02/011	00192	DONATE YOUR FACEBOOK TIMELINE	ALZHEIMER'S DISEASE INTERNATIONAL	WORLD ALZHEIMER'S DAY	OGILVY GROUP Brussels	BELGIUM	OGILVY GROUP Brussels
B02/023	00435	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
B02/027	00247	FOLLOW2UNFOLLOW	PUERTO RICO GOVERNMENT	CORRECTIONAL AND REHABILITATION DEPARTMENT	STARCOM MEDIAVEST GROUP San Juan	PUERTO RICO	STARCOM MEDIAVEST GROUP San Juan
B02/048	00627	CIVIL RIGHTS	CIVIL RIGHTS DEFENDERS	CAPTCHA	PRIME Stockholm	SWEDEN	PRIME Stockholm
B02/053	00649	THE GREAT AMERICAN BACON BARTER	OSCAR MAYER	OSCAR MAYER BUTCHER THICK CUT BACON	360i New York	USA	OLSON Minneapolis / NBTV New York
B02/062	00806	OUR FOOD. YOUR QUESTIONS	McDONALD'S CANADA	McDONALD'S	TRIBAL DDB TORONTO	CANADA	TRIBAL DDB TORONTO
B02/065	00869	CINZIA, YOUR SKIN FRIEND	IDI FARMACEUTICI (MSD)	PHARMACEUTICAL PRODUCTS	LEO BURNETT Milan	ITALY	LEO BURNETT Milan / STARCOM ITALIA Milan
B02/073	01183	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

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B02/076	01210	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	CARAMBAR	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS / LES MERVEILLEUSES Paris
B02/078	01274	CENSORED TWEET	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
B02/081	01302	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B02/107	00972	NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm / LEWIS PR Stockholm
B02/109	01012	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco / OGILVY PUBLIC RELATIONS WORLDWIDE Denver

B03 (Best Use of Live Events and/or Stunts)

B03/001	00004	THE LAUNCH OF SHWOPPING	MARKS & SPENCER	SHWOPPING	UNITY London	UNITED KINGDOM	UNITY London
B03/003	00124	MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD Yekaterinburg	RUSSIA	VOSKHOD Yekaterinburg
B03/007	00152	COFFEE CART	YWCA AUCKLAND	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland / MANGO COMMUNICATIONS Auckland
B03/011	00067	TREE CONCERT	FRIENDS OF THE EARTH	NATURE PROTECTION (PRO BONO CAMPAIGN)	KETCHUM PLEON Berlin	GERMANY	KETCHUM PLEON Berlin / BBDO GERMANY Düsseldorf
B03/018	00074	PHILIP'S PERFECTCARE MAKES IRONING HOT	PHILIPS UK	PHILIPS PERFECTCARE IRON	ONEVOICE CONNECT London	UNITED KINGDOM	ONEVOICE CONNECT London
B03/024	00170	WAITING. FOR SEVEN YEARS.	FOUNDATION “FOR LIFE – FOR ORGAN DONATION”	FOUNDATION “FOR LIFE – FOR ORGAN DONATION”	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
B03/037	01215	ELECTRIC PEE	AFROREGGAE	AFROREGGAE	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
B03/038	00744	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT Sydney	AUSTRALIA	LEXIS RECOMMENDATION AGENCY London / LEO BURNETT Sydney

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B03/045	00397	FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	PP AGENDA Frankfurt / CHEIL GERMANY Schwalbach
B03/048	00554	VOICE DRIVER	NISSAN	NISSAN	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
B03/059	00661	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK
B03/070	00789	THE EXHIBITION THAT SHOULDN'T EXIST	CONTROL ARMS	ARMS TRADE TREATY	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA
B03/073	00792	AMAZING MINDREADER	FEBELFIN	BELGIAN FEDERATION OF BANKS	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
B03/108	01261	UPPER CLASS PARK BENCH	VIRGIN ATLANTIC AIRWAYS	VIRGIN ATLANTIC	Y&R New York	USA	Y&R New York
B03/134	00890	THE SOLAR BBQ	PERUVIAN LEAGUE AGAINST CANCER	SKIN CANCER AWARENESS	Y&R Lima	PERU	Y&R Lima

B04 (Celebrity Endorsement)

B04/006	00389	MCKAYLA MARONEY IS FINALLY IMPRESSED...WITH 7UP TEN	DR PEPPER SNAPPLE GROUP	BEVERAGE/SODA	KETCHUM Washington	USA	KETCHUM Washington
B04/017	00644	WE ARE DAVID BAILEY	SAMSUNG	NX CAMERA	CHEIL UK	UNITED KINGDOM	THE RED CONSULTANCY London / CHEIL UK
B04/020	00719	FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	ONE GREEN BEAN Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA North Sydney / ONE GREEN BEAN Sydney
B04/024	00796	THE CAMPAIGN THAT NEVER FLIGHTED	TASTE HOLDINGS	THE FISH & CHIP CO	METROPOLITANREPUBLIC Johannesburg	SOUTH AFRICA	METROPOLITANREPUBLIC Johannesburg
B04/026	00811	#DAMMIPIÙVOCE - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan

B05 (Best use of Broadcast)

B05/013	01216	DEFORESTED FIELD	WWF	WWF	GREY 141 GROUP São Paulo	BRAZIL	GREY 141 GROUP São Paulo

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B05/023	01008	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
B05/024	01030	NO NAME MATCH	UNICEF	ID CAMPAIN	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion / DEBROCA Asunción

B06 (Best Use of Sponsorship)

B06/011	00310	INMESSIONANTE	PEPSICO ARGENTINA	PEPSI	ADVERPR Buenos Aires	ARGENTINA	ADVERPR Buenos Aires / BBDO ARGENTINA Buenos Aires
B06/022	00825	THE REAL MASTER OF INTUITION	HEINEKEN ITALIA	HEINEKEN	BARABINO & PARTNERS Milan	ITALY	BARABINO & PARTNERS Milan / PUBLICIS ITALY Milan
B06/033	00402	P&G PARALYMPICS MEDAL CEREMONY - GOLDEN MOMENT OF THE GAMES	P&G	P&G	FLEISHMAN HILLARD Dublin	IRELAND	FLEISHMAN HILLARD Dublin
B06/041	00542	ENERGY OF THE NATION	EDF ENERGY	ENERGY OF THE NATION	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London

B07 (Best Launch or Re-launch)

B07/001	00005	THE LAUNCH OF SHWOPPING	MARKS & SPENCER	SHWOPPING	UNITY London	UNITED KINGDOM	UNITY London
B07/010	00081	PHILIP'S PERFECTCARE MAKES IRONING HOT	PHILIPS UK	PHILIPS PERFECTCARE IRON	ONEVOICE CONNECT London	UNITED KINGDOM	ONEVOICE CONNECT London
B07/017	00424	MY MATTRESS SAVINGS BANK	DES´S	MATTRESS MANUFACTURER	VCCP Madrid	SPAIN	VCCP Madrid / EUROPAPRESS Madrid
B07/025	00545	THE SMAMMAS	WEBANK	FINANCIAL SERVICES AIMED AT 18 TO 24 YEAR-OLDS	BURSON MARSTELLER Milan	ITALY	BURSON MARSTELLER Milan

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B07/030	00645	WE ARE DAVID BAILEY	SAMSUNG	NX CAMERA	CHEIL UK	UNITED KINGDOM	THE RED CONSULTANCY London
B07/059	00486	EXPERIENCE: HALO FOR HALO 4	MICROSOFT	X BOX	EDELMAN London	UNITED KINGDOM	EDELMAN London
B07/068	00988	THE SOIL RESTAURANT	PROTOLEAF	100% ORGANIC SOIL	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo

B08 (Best Use of Media Relations)

B08/002	00213	DRIVING ULTIMATE HUMAN PEFORMANCE	BMW OF NORTH AMERICA	BMW BRAND	FLEISHMAN-HILLARD San Francisco	USA	FLEISHMAN-HILLARD San Francisco
B08/004	00018	PUTTING SEA CONTAINERS ON THE MAP	THE DEERBROOK GROUP	SEA CONTAINERS	GOLDEN GOOSE PR Surrey	UNITED KINGDOM	GOLDEN GOOSE PR Surrey
B08/005	00084	7-ELECTION	7-ELEVEN	COFFEE	KETCHUM Dallas	USA	KETCHUM Dallas
B08/007	00086	BEAT FOR ME, ARGENTINA	DANONE ARGENTINA S.A.	VIDACOL	KETCHUM ARGENTINA Buenos Aires	ARGENTINA	KETCHUM ARGENTINA Buenos Aires
B08/015	00256	CULTURE BY THE CUP	CHOBANI	CHOBANI	FLEISHMAN-HILLARD New York	USA	FLEISHMAN-HILLARD New York
B08/016	00269	KEEPS NEW YORK BUZZING	CHURCH & DWIGHT/ TROJAN VIBRATIONS	TROJAN VIBRATIONS	EDELMAN New York	USA	EDELMAN New York
B08/023	00398	FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	PP AGENDA Frankfurt / CHEIL GERMANY Schwalbach
B08/024	00576	DAVID BECKHAM PHOTOBOOTH	ADIDAS	TEAM GB KIT	HILL+KNOWLTON STRATEGIES London	UNITED KINGDOM	HILL+KNOWLTON STRATEGIES London
B08/028	00663	BUILT BY HEART	CHOBANI	CHOBANI YOGURT	LEO BURNETT NEW YORK	USA	FLEISHMAN-HILLARD New York / LEO BURNETT NEW YORK
B08/037	01211	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	CARAMBAR	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS / LES MERVEILLEUSES Paris
B08/038	01227	THE BREAD OF MEMORY	AMIA	AMIA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires
B08/057	00455	LOVEVILLE	RECKITT BENCKISER	DUREX	HAVAS WORLDWIDE MILAN	ITALY	HAVAS WORLDWIDE MILAN / D'ANTONA&PARTNERS Milan

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C01 (Best Integrated Campaign Led by PR)

C01/011	00338	PARENTS WANTED IN THE CZECH REPUBLIC	J&T CHARITABLE FUND	FOSTER CARE	FLEISHMAN-HILLARD Prague	CZECH REPUBLIC	FLEISHMAN-HILLARD Prague
C01/018	00685	UNIQUE BREEDS	TERRITORIO DE ZAGUATES	TERRITORIO DE ZAGUATES DOG SHELTER	GARNIER/BBDO San José	COSTA RICA	GARNIER/BBDO San José
C01/020	00720	FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	ONE GREEN BEAN Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA North Sydney / ONE GREEN BEAN Sydney
C01/023	00767	DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS / BRAND SPONSORSHIP LEVERAGE / PET ADOPTION	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND	DRAFTFCB NEW ZEALAND Auckland
C01/026	00798	THE CAMPAIGN THAT NEVER FLIGHTED	TASTE HOLDINGS	THE FISH & CHIP CO	METROPOLITANREPUBLIC Johannesburg	SOUTH AFRICA	METROPOLITANREPUBLIC Johannesburg
C01/032	01123	TOXIC TOURS	GREENPEACE MEXICO	AWARENESS ON MEXICAN RIVERS POLLUTION	CIRCUS DF Mexico City	MEXICO	CIRCUS DF Mexico City
C01/035	01228	THE BREAD OF MEMORY	AMIA	AMIA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires
C01/036	01238	TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA	USA	SAATCHI & SAATCHI LA
C01/038	01267	SHAVE OR CRAVE	P&G INDIA	GILLETTE FUSION GAMER	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
C01/040	01303	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
C01/041	01320	MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	VRT Brussels / MORTIERBRIGADE Brussels
C01/049	00989	THE SOIL RESTAURANT	PROTOLEAF	100% ORGANIC SOIL	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
C01/055	00931	BUNGAY V BUNGAY	BUNGAY TOWN F C	BUNGAY TOWN F C	BEATTIE McGUINNESS BUNGAY London	UNITED KINGDOM	BEATTIE McGUINNESS BUNGAY London

C02 (Best International PR Campaign)

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C02/012	01120	ICELAND BY ANOTHER NAME	PROMOTE ICELAND	ICELAND	THE BROOKLYN BROTHERS London	UNITED KINGDOM	THE BROOKLYN BROTHERS London / ISLENSKA London
C02/022	01009	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
C02/023	01019	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan / EDELMAN London

Total Entries: **158**