

Design Lions Shortlist - Cannes Lions 2013

| Cat. No | Entry No | Title | Client | Product | Entrant Company | Country | Agency |
|----------------------|----------|---|---|------------------------------|---------------------------------|--------------|---------------------------------|
| A01 (Posters) | | | | | | | |
| A01/005 | 00042 | THE ULTIMATE PENCIL | STAEDTLER NIPPON | MARS LUMOGRAPH | DENTSU Tokyo | JAPAN | DENTSU Tokyo |
| A01/010 | 00095 | PLEATS PLEASE HAPPY ANNIVERSARY POSTERS | ISSEY MIYAKE | POSTERS | TAKU SATOH DESIGN Tokyo | JAPAN | TAKU SATOH DESIGN Tokyo |
| A01/026 | 00169 | LIFE IS ELECTRIC | PANASONIC CORPORATION | CORPORATE ADVERTISING | DENTSU Tokyo | JAPAN | DENTSU Tokyo |
| A01/049 | 00386 | KIKUCHI NARUYOSHI : JAZZ | BUREAU KIKUCHI | KIKUCHI NARUYOSHI | HAKUHODO Tokyo | JAPAN | HAKUHODO Tokyo |
| A01/054 | 00426 | ANIMAL TREES | WWF INDIA | WWF INDIA | OGILVY & MATHER INDIA Gurgaon | INDIA | OGILVY & MATHER INDIA Gurgaon |
| A01/067 | 00540 | THE OPTICAL EFFECT BILLBOARD | THE ECONOMIST | SPECIAL FRENCH ISSUE | CLM BBDO Boulogne-Billancourt | FRANCE | CLM BBDO Boulogne-Billancourt |
| A01/089 | 00773 | ZOFF SMART | ZOFF | GLASSES | HAKUHODO Tokyo | JAPAN | HAKUHODO Tokyo |
| A01/174 | 01360 | FUR HURTS | PETA | ETHICAL TREATMENT OF ANIMALS | OGILVY BEIJING | CHINA | OGILVY BEIJING |
| A01/199 | 01535 | BIAN POSTERS | BIAN | POSTERS | BAILLAT CARDELL & FILS Montreal | CANADA | BAILLAT CARDELL & FILS Montreal |
| A01/203 | 01547 | VASES | NISSAN DO BRASIL | NISSAN SENTRA | LEW'LARA\TBWA São Paulo | BRAZIL | LEW'LARA\TBWA São Paulo |
| A01/204 | 01554 | CRACK CONSUMES | PARTNERSHIP AGAINST DRUGS | ANTI - DRUGS | TALENT São Paulo | BRAZIL | TALENT São Paulo |
| A01/226 | 01701 | ARCHITECTURE | STAEDTLER | SKETCHING PENCIL | LEO BURNETT HONG KONG | HONG KONG | LEO BURNETT HONG KONG |
| A01/231 | 01723 | THE RHINO STAMP PROJECT | STOPRHINOPOACHI NG.COM | STOP RHINO POACHING | TBWA\HUNT\LASCARIS JOHANNESBURG | SOUTH AFRICA | TBWA\HUNT\LASCARIS JOHANNESBURG |
| A01/233 | 01729 | ALLEY | PHILIPS ELECTRONICS INDIA | LED TORCH | OGILVY & MATHER INDIA Gurgaon | INDIA | OGILVY & MATHER INDIA Gurgaon |
| A01/234 | 01732 | GORGE | PHILIPS ELECTRONICS INDIA | LED TORCH | OGILVY & MATHER INDIA Gurgaon | INDIA | OGILVY & MATHER INDIA Gurgaon |
| A01/246 | 01833 | WALL CRICKET | ADIDAS INDIA | ADIDAS CRICKET GEAR | TBWA\INDIA Mumbai | INDIA | TBWA\INDIA Mumbai |
| A01/250 | 01869 | NECKS | TIANJIN SMITHKLINE &FRENCH LABORATORIES | CONTAC SORE THROAT PASTILLES | GREY GROUP CHINA Beijing | CHINA | GREY GROUP CHINA Beijing |

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| A01/253 | 01887 | FLEXIWAIST | VAN HEUSEN | VAN HEUSEN FLEXIWAIST TROUSERS | JWT INDIA Mumbai | INDIA | JWT INDIA Mumbai |
| A01/254 | 01889 | CHILD ABUSE | THE CENTER FOR THE PROTECTION OF CHILDREN'S RIGHTS FOUNDATION | CPCR BRAND CORPORATE | THE LEO BURNETT GROUP THAILAND Bangkok | THAILAND | THE LEO BURNETT GROUP THAILAND Bangkok |
| A01/255 | 01894 | PICTOGRAM FACE POSTER- CAMPAIGN, MOTIF BRAZIL | GESTALTEN VERLAG / MUTABOR DESIGN | LINGUA DIGITALIS | MUTABOR DESIGN Hamburg | GERMANY | MUTABOR DESIGN Hamburg |
| A01/256 | 01895 | PICTOGRAM FACE POSTER- CAMPAIGN, MOTIF FRANCE | GESTALTEN VERLAG / MUTABOR DESIGN | LINGUA DIGITALIS | MUTABOR DESIGN Hamburg | GERMANY | MUTABOR DESIGN Hamburg |
| A01/257 | 01896 | FACE POSTER- CAMPAIGN, MOTIF GERMANY | GESTALTEN VERLAG / MUTABOR DESIGN | LINGUA DIGITALIS | MUTABOR DESIGN Hamburg | GERMANY | MUTABOR DESIGN Hamburg |
| A01/258 | 01897 | PICTOGRAM FACE POSTER- CAMPAIGN, MOTIF ITALY | GESTALTEN VERLAG / MUTABOR DESIGN | LINGUA DIGITALIS | MUTABOR DESIGN Hamburg | GERMANY | MUTABOR DESIGN Hamburg |
| A01/259 | 01898 | PICTOGRAM FACE POSTER- CAMPAIGN, MOTIF JAPAN | GESTALTEN VERLAG / MUTABOR DESIGN | LINGUA DIGITALIS | MUTABOR DESIGN Hamburg | GERMANY | MUTABOR DESIGN Hamburg |
| A01/260 | 01899 | PICTOGRAM FACE POSTER- CAMPAIGN, MOTIF UK | GESTALTEN VERLAG / MUTABOR DESIGN | LINGUA DIGITALIS | MUTABOR DESIGN Hamburg | GERMANY | MUTABOR DESIGN Hamburg |
| A01/261 | 01900 | PICTOGRAM FACE POSTER- CAMPAIGN, MOTIF USA | GESTALTEN VERLAG / MUTABOR DESIGN | LINGUA DIGITALIS | MUTABOR DESIGN Hamburg | GERMANY | MUTABOR DESIGN Hamburg |
| A01/264 | 01907 | POSTER CAMPAIGN HSV FOOTBALL LEGENDS, MOTIF LEGENDE | HAMBURGER SPORTVEREIN | HSV | MUTABOR DESIGN Hamburg | GERMANY | MUTABOR DESIGN Hamburg |
| A01/272 | 01965 | FILM CODES | BROOKLYN FILM FESTIVAL | BROOKLYN FILM FESTIVAL | TBWA\CHIAT\DAY New York | USA | TBWA\CHIAT\DAY New York |
| A01/273 | 01982 | SENSITIVE | SIGNAL | SENSITIVE TOOTHPASTE | LOWE SINGAPORE | SINGAPORE | LOWE SINGAPORE |

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| A01/275 | 01995 | IBM OUTDOOR AS UTILITY | IBM | SMARTER CITIES | OGILVY FRANCE Paris | FRANCE | OGILVY FRANCE Paris |
| A01/286 | 02052 | THANK YOU FOR HELPING THE HOMELESS | RAISING THE ROOF | RAISING THE ROOF | LEO BURNETT TORONTO | CANADA | LEO BURNETT TORONTO |
| A01/302 | 02117 | PLAYFIELD | DEUTSCHES SCHAUSPIELHAUS IN HAMBURG | DEUTSCHES SCHAUSPIELHAUS | THJNK Hamburg | GERMANY | THJNK Hamburg |
| A01/304 | 02158 | GLOW | LAMPTITUDE CO. | LAMPTITUDE | OGILVY & MATHER THAILAND Bangkok | THAILAND | OGILVY & MATHER THAILAND Bangkok |
| A01/306 | 02164 | LUGGAGE LABELS | EXPEDIA | EXPEDIA | OGILVY & MATHER LONDON | UNITED KINGDOM | OGILVY & MATHER LONDON |
| A01/334 | 02324 | BEAR | GREENPEACE | CHARITY | SAATCHI & SAATCHI Shanghai | CHINA | SAATCHI & SAATCHI Shanghai |
| A01/335 | 02325 | GIRAFFE | GREENPEACE | CHARITY | SAATCHI & SAATCHI Shanghai | CHINA | SAATCHI & SAATCHI Shanghai |
| A01/336 | 02326 | SNUB-NOSED MONKEY | GREENPEACE | CHARITY | SAATCHI & SAATCHI Shanghai | CHINA | SAATCHI & SAATCHI Shanghai |
| A01/340 | 02347 | AUTHOR HEADPHONES | PENGUIN GROUP(INDIA) | AUDIOBOOKS | McCANN WORLDGROUP INDIA Mumbai | INDIA | McCANN WORLDGROUP INDIA |
| A01/343 | 02361 | OFF 2013 | INFOPRESSE | MULTIDISCIPLINAR Y CONFERENCE, ORGANIZED BY INFOPRESSE | COSSETTE Montreal | CANADA | COSSETTE Montreal |
| A01/359 | 02443 | FARMERS' SUICIDES | BENNETT COLMAN & CO. | TIMES OF INDIA | TAPROOT INDIA Mumbai | INDIA | TAPROOT INDIA Mumbai |
| A01/374 | 01316 | CUTOUT | DIAGEO AUSTRALIA | BUNDABERG RUM | LEO BURNETT SYDNEY | AUSTRALIA | LEO BURNETT SYDNEY |

A02 (Flyers, Tickets, Invitations, Postcards, Christmas and Other Greetings Cards)

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|---------|-------|--|------------------------|------------------------|---|-----------------|--|
| A02/004 | 00188 | STAND UP HOMELESS! STAND-UP RECEIPTS! | THE BIG ISSUE JAPAN | THE BIG ISSUE JAPAN | HAKUHODO Tokyo | JAPAN | HAKUHODO Tokyo |
| A02/036 | 02145 | KOI FISH FEED INVITE | AYALA LAND | NUVALI | TBWA\SANTIAGO MANGADA PUNO Makati City | THE PHILIPPINES | TBWA\SANTIAGO MANGADA PUNO Makati City |
| A02/039 | 02281 | STICK IT ART | HAIYYA | PUBLIC AWARENESS | BBDO INDIA Mumbai | INDIA | BBDO INDIA Mumbai |

A03 (Calendars)

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| A03/008 | 00495 | MAPPING THE WORLD IN 12 MONTHS | LAND ROVER | LAND ROVER | Y&R DUBAI | UNITED ARAB EMIRATES | Y&R DUBAI |
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| A03/017 | 00951 | THE CORONA CALENDAR | GRUPO MODELO S.A.B. DE C.V. | CORONA BEER | TBWA\SINGAPORE | SINGAPORE | TBWA\SINGAPORE |
| A03/020 | 01087 | DUBAI'S GOT CULTURE | QUINT | QUINT MAGAZINE | Y&R DUBAI | UNITED ARAB EMIRATES | Y&R DUBAI |
| A03/027 | 01517 | THE TEA CALENDAR | HAELSSSEN & LYON | TEA | KOLLE REBBE Hamburg | GERMANY | KOLLE REBBE Hamburg |

A04 (Large Scale Logo and Visual Design)

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|---------|-------|--|----------------------------------|---|--------------------------------|----------------|----------------------------------|
| A04/007 | 00112 | MELKERAMPA | TINE SA | MELKERAMPA CONCEPT STORE | SCANDINAVIAN DESIGN GROUP Oslo | NORWAY | SCANDINAVIAN DESIGN GROUP Oslo / |
| A04/010 | 00230 | 2012 TOKYO ANNUAL MEETINGS OF THE IMF AND WORLD BANK GROUP | MINISTRY OF FINANCE | ANNUAL MEETINGS OF THE IMF AND WORLD BANK GROUP | DENTSU Tokyo | JAPAN | DENTSU Tokyo |
| A04/020 | 00513 | [D]IVERSITY + [D]ESIGN = [B]IENNIAL | STATE GOVERNMENT OF MINAS GERAIS | IV BRAZILIAN DESIGN BIENNIAL | GRECO DESIGN Belo Horizonte | BRAZIL | GRECO DESIGN Belo Horizonte |
| A04/025 | 00686 | THE SHIRT FACTORY VISUAL IDENTITY | THE SHIRT FACTORY | SHIRTS | BOLD Stockholm | SWEDEN | BOLD Stockholm |
| A04/026 | 00726 | 7-ELEVEN COFFEE CONCEPT SWEDEN | REITAN CONVENIENCE SWEDEN | COFFEE CONCEPT | BVD Stockholm | SWEDEN | BVD Stockholm |
| A04/035 | 00967 | ITV IDENTITY | ITV | ITV NETWORK | ITV CREATIVE London | UNITED KINGDOM | ITV CREATIVE London |
| A04/054 | 01778 | CANCER RESEARCH UK BRAND IDENTITY | CANCER RESEARCH UK | CHARITY | INTERBRAND New York | USA | INTERBRAND London |

A05 (Small Scale logo and visual identity)

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| A05/004 | 00077 | SILLO THEATRE IDENTITY | SILLO THEATRE | IDENTITY | ALT GROUP Auckland | NEW ZEALAND | ALT GROUP Auckland |
| A05/025 | 00647 | OITO ENDOBRANDING LOGO | OITO ENDOBRANDING | BRAND CONSULTING | PAIM COMUNICAÇÃO Porto Alegre | BRAZIL | PAIM COMUNICAÇÃO Porto Alegre |
| A05/033 | 00782 | 2II2 | SARL CHATEAU DE BEAULIEU | WINE | LANDOR ASSOCIATES Paris | FRANCE | LANDOR ASSOCIATES Paris |
| A05/041 | 00886 | TOLV IDENTITY | SGA FASTIGHETER | BRAND IDENTITY | IMAGINATION London | UNITED KINGDOM | IMAGINATION London |
| A05/046 | 00957 | THE FARM | AL BARARI | ORGANIC RESTAURANT & SHOP | FP7/DXB Dubai | UNITED ARAB EMIRATES | FP7/DXB Dubai |

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| A05/054 | 01306 | VISUAL IDENTITY | NOISE INTERNATIONAL | MUSIC & SOUND FOR ADVERTISING & FILM | NOISE INTERNATIONAL Sydney | AUSTRALIA | LIKE MINDED STUDIO Walsh Bay |
| A05/060 | 01737 | PSYCHOLOGIST | SAURABH SARKAR | PSYCHOLOGIST | OGILVY & MATHER INDIA Gurgaon | INDIA | OGILVY & MATHER INDIA Gurgaon |
| A06 (Books) | | | | | | | |
| A06/004 | 00088 | STICKY NOTES ANNUAL | COPYWRITERS CLUB NAGOYA | ANNUAL | DENTSU CHUBU Nagoya | JAPAN | DENTSU CHUBU Nagoya / OPENENDS |
| A06/011 | 00338 | LIFE IN FIVE SECONDS | QUERCUS BOOKS | LIFE IN FIVE SECONDS BOOK | H-57 Milan | ITALY | H-57 Milan |
| A06/013 | 00496 | PERSONAL EXTINCTION PREVENTION BOOK | LAND ROVER | LAND ROVER | Y&R DUBAI | UNITED ARAB EMIRATES | Y&R DUBAI |
| A06/027 | 00777 | BRAND DOCUMENTARY MAGAZINE B | JOH & COMPANY | MAGAZINE B | JOH & COMPANY Seoul | SOUTH KOREA | JOH & COMPANY Seoul |
| A06/046 | 01471 | SPRITE TRUTH 365 #1 | THE COCA-COLA COMPANY | SPRITE | HALBYE KAAG JWT Copenhagen | DENMARK | HALBYE KAAG JWT Copenhagen |
| A06/057 | 02222 | GROOMING BOOK | PROCTER & GAMBLE | THE ART OF SHAVING | BBDO NEW YORK | USA | BBDO NEW YORK |
| A07 (Self Promotion) | | | | | | | |
| A07/006 | 00063 | OZ ESTRATÉGIA + DESIGN BRAND IDENTITY | OZ ESTRATÉGIA + DESIGN | BRANDING AND DESIGN | OZ ESTRATÉGIA + DESIGN São Paulo | BRAZIL | OZ ESTRATÉGIA + DESIGN São Paulo |
| A07/020 | 00422 | OGILVY PERSIAN & URDU | OGILVY & MATHER | BRAND IDENTITY | OGILVY & MATHER INDIA Gurgaon | INDIA | OGILVY & MATHER INDIA Gurgaon |
| A07/021 | 00454 | WE SENT THEIR BRIEFS BACK | TBWA HUNT LASCARIS JOHANNESBURG | DESIGN | TBWA HUNT LASCARIS JOHANNESBURG | SOUTH AFRICA | TBWA HUNT LASCARIS JOHANNESBURG |
| A07/046 | 00815 | WAKE UP | LANDOR SYDNEY | LANDOR MORNING EVENTS | LANDOR ASSOCIATES Sydney | AUSTRALIA | LANDOR ASSOCIATES Sydney |
| A07/049 | 00869 | TURNER DUCKWORTH CHRISTMAS CARD 2012 | TURNER DUCKWORTH | CHRISTMAS CARD | TURNER DUCKWORTH London | UNITED KINGDOM | TURNER DUCKWORTH London |
| A07/055 | 00980 | IVITY SNIFF NOSE COLLECTION | IVITY BRAND CORP | IVITY SNIFF NOSE COLLECTION | IVITY BRAND CORP Lisbon | PORTUGAL | IVITY BRAND CORP Lisbon |
| A07/059 | 01089 | CREATIVE SOAP | IDEASLAB IDEAS LABORATORY | IDEASLAB IDEAS LABORATORY | IDEASLAB Montevideo | URUGUAY | IDEASLAB Montevideo |

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| A07/060 | 01128 | THE USEFUL BOOK | ACNE R&D | THE USEFUL BOOK | ACNE ADVERTISING Stockholm | SWEDEN | ACNE ADVERTISING Stockholm |
| A07/070 | 01318 | LEO'S CIDER | LEO BURNETT SYDNEY | LEO'S CIDER | LEO BURNETT SYDNEY | AUSTRALIA | LEO BURNETT SYDNEY |
| A07/079 | 01694 | CONDENSED OFFICE | JWT AMSTERDAM | DIRECT MAIL | JWT Amsterdam | THE NETHERLANDS | JWT Amsterdam |
| A07/086 | 01990 | ANAGRAPHICS | BUTTON BUTTON | BUTTON BUTTON | BUTTON BUTTON Fontenay-sous-Bois | FRANCE | BUTTON BUTTON Fontenay-sous-Bois |
| A07/087 | 02039 | COOK WITHOUT THE BOOK | LEO BURNETT, TORONTO | LEO BURNETT, TORONTO | LEO BURNETT TORONTO | CANADA | LEO BURNETT TORONTO |
| A07/088 | 02125 | DAVID OGILVY QUOTES | OGILVY & MATHER SINGAPORE | OGILVY & MATHER SINGAPORE | OGILVY & MATHER SINGAPORE | SINGAPORE | OGILVY & MATHER SINGAPORE |
| A07/104 | 02063 | 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 |

A08 (Promotional Item Design)

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| A08/015 | 00287 | THE JAPAN PILL-HARMONIC | JAPAN PHILHARMONIC ORCHESTRA | THE JAPAN PILL-HARMONIC | I&S BBDO Tokyo | JAPAN | I&S BBDO Tokyo |
| A08/022 | 00365 | BRING A SMILE | CLOROX COMPANY | GLAD | DDB DUBAI | UNITED ARAB EMIRATES | DDB DUBAI |
| A08/027 | 00443 | PANTONE QUEEN | PANTONE | PANTONE | LEO BURNETT LONDON | UNITED KINGDOM | LEO BURNETT LONDON |
| A08/033 | 00498 | PERSONAL EXTINCTION PREVENTION BOOK | LAND ROVER | LAND ROVER | Y&R DUBAI | UNITED ARAB EMIRATES | Y&R DUBAI |
| A08/051 | 00933 | THE ICE RECORD PROJECT | SHOUT OUT LOUDS | BLUE ICE SINGLE | TBWA\STOCKHOLM | SWEDEN | TBWA\STOCKHOLM |
| A08/062 | 01121 | THE SCENT OF TIME | CAPITAL COSMETICS | THE SCENT OF TIME CALENDAR | KOLLE REBBE Hamburg | GERMANY | KOLLE REBBE Hamburg |
| A08/063 | 01122 | GEO GLOBE | GRUNER+JAHR AG & CO | GLOBE | KOLLE REBBE Hamburg | GERMANY | KOLLE REBBE Hamburg |
| A08/064 | 01123 | MELTDOWN | GRUNER+JAHR AG & CO | MELTDOWN | KOLLE REBBE Hamburg | GERMANY | KOLLE REBBE Hamburg |
| A08/071 | 01177 | HOPE SOAP | SAFETY LAB AND BLIKKIESDORP 4 HOPE | HOPE SOAP | Y&R SOUTH AFRICA Cape Town | SOUTH AFRICA | Y&R SOUTH AFRICA Cape Town |
| A08/091 | 01444 | CHANGE YOUR TUNE / MUSIC BOX | OFM | REGIONAL RADIO STATION | JOE PUBLIC Johannesburg | SOUTH AFRICA | JOE PUBLIC Johannesburg |
| A08/094 | 01509 | BACK TO VINYL - THE OFFICE TURNTABLE | KONTOR RECORDS | KONTOR RECORDS | OGILVYACTION Düsseldorf | GERMANY | OGILVYACTION Düsseldorf / OGILVYONE Düsseldorf |

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| A08/096 | 01518 | THE TEA CALENDAR | HAELSSSEN & LYON | TEA | KOLLE REBBE Hamburg | GERMANY | KOLLE REBBE Hamburg |
| A08/154 | 01996 | THE SHARING CAN | THE COCA-COLA COMPANY | COCA-COLA | OGILVY FRANCE Paris | FRANCE | OGILVY & MATHER SINGAPORE / OGILVY |
| A08/162 | 02043 | COOK WITHOUT THE BOOK | LEO BURNETT, TORONTO | LEO BURNETT, TORONTO | LEO BURNETT TORONTO | CANADA | LEO BURNETT TORONTO |
| A08/164 | 02062 | HERO HUG | FIAT | FIAT | LEO BURNETT TAILOR MADE São Paulo | BRAZIL | LEO BURNETT TAILOR MADE São Paulo |
| A08/180 | 02182 | FAILE, ART SERIES | NYC BALLEET | NYC BALLEET | DDB NEW YORK | USA | DDB NEW YORK |
| A08/209 | 02202 | CUT TO BUILD | THE J.C.C. CO. | OLFA CUTTER | OGILVY & MATHER Bangkok | THAILAND | OGILVY & MATHER Bangkok |

A09 (Publications & Business Communications)

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|---------|-------|--|---|--|-----------------------------|-------------------------|--|
| A09/004 | 00046 | REMOTE | RAJIV SAINI | DOG TRAINING SERVICE | BLUE APPLE Dubai | UNITED ARAB EMIRATES | BLUE APPLE Dubai |
| A09/011 | 00166 | CATCH THE MOON,CATCH THE BLOSSOM. | SHO OFFICE | HAIKU AND ART EXHIBITION IN LONDON | DENTSU Tokyo | JAPAN | DENTSU Tokyo |
| A09/012 | 00171 | LIFE IS ELECTRIC | PANASONIC CORPORATION | CORPORATE ADVERTISING | DENTSU Tokyo | JAPAN | DENTSU Tokyo |
| A09/015 | 00201 | STAND UP HOMELESS! STAND-UP RECEIPTS! | THE BIG ISSUE JAPAN | THE BIG ISSUE JAPAN | HAKUHODO Tokyo | JAPAN | HAKUHODO Tokyo |
| A09/023 | 00444 | PANTONE QUEEN | PANTONE | PANTONE | LEO BURNETT LONDON | UNITED KINGDOM | LEO BURNETT LONDON |
| A09/031 | 00683 | STEVE LI, ACUPUNCTURIST | STEVE LI | ACUPUNCTURIST | RE Sydney | AUSTRALIA | RE Sydney |
| A09/040 | 00867 | LEVI'S BRAND STANDARDS MAP | LEVI STRAUSS & CO. | LEVI STRAUSS & CO. | TURNER DUCKWORTH London | UNITED KINGDOM | TURNER DUCKWORTH San Francisco / TURNER DUCKWORTH London |
| A09/053 | 01339 | STORIES FOR EVERY JOURNEY | QANTAS | BRAND | DROGA5 SYDNEY | AUSTRALIA | DROGA5 SYDNEY |
| A09/055 | 01368 | SMALLEST YEARBOOK IN THE WORLD | STOCKHOLM SCHOOL OF ECONOMICS IN RIGA | PRESENT FOR SCHOOL'S POST- GRADUATES | YOUNG/HUNGRY Riga | LATVIA | YOUNG/HUNGRY Riga |
| A09/058 | 01485 | THE DAILY ABUSE | INNOCENCE IN DANGER | NGO | SERVICEPLAN GROUP Munich | GERMANY | SERVICEPLAN GROUP Munich |
| A09/093 | 02120 | 9.58 CATALOGUE | PUMA | PUMA TRAINING GEAR | CIRCUS DF Mexico City | MEXICO | CIRCUS DF Mexico City |

A10ii (Medium Business - regional or national organisations)

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| A10ii/004 | 01363 | HABITAT HOUSE | HABITAT FOR HUMANITY | HABITAT FOR HUMANITY SOUTH AFRICA ANNUAL REPORT | IRELAND DAVENPORT Johannesburg | SOUTH AFRICA | IRELAND DAVENPORT Johannesburg / IRELAND DAVENPORT Craighall |
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A10iii (Large Business - international or global scale)

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| A10iii/004 | 01677 | THE SELFSCAN REPORT | AUCHAN | AUCHAN | SERVICEPLAN Munich | GERMANY | SERVICEPLAN Munich |
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A11i (Publications)

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| A11i/006 | 01189 | WINTER'S KNIGHT-PART | ROB BALL | ILLUSTRATOR | THE PARTNERS London | UNITED KINGDOM | THE PARTNERS London |
| A11i/023 | 01228 | EVERY ONE HAS A STORY | WENFANGJUSHE CO. | MOLESKINE | Y&R BEIJING Beijing | CHINA | Y&R BEIJING Beijing |

A11ii (Print and Poster Ads)

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| A11ii/002 | 00044 | THE ULTIMATE PENCIL | STAEDTLER NIPPON | MARS LUMOGRAPH | DENTSU Tokyo | JAPAN | DENTSU Tokyo |
| A11ii/029 | 00370 | THE OTHER SIDE OF NEWSPAPERS | ZMG (NEWSPAPER MARKETING ASSOCIATION) | ZMG (NEWSPAPER MARKETING ASSOCIATION) | OGILVY GERMANY Frankfurt | GERMANY | OGILVY GERMANY Frankfurt |
| A11ii/067 | 01282 | THINK PATENT X 20 POSTERS | IBM | IBM | OGILVY NEW YORK | USA | OGILVY NEW YORK |
| A11ii/091 | 01627 | BIRDS | HISTODISEASE.ORG | HISTOPLASMOSIS AWARENESS | PUBLICIS DALLAS | USA | PUBLICIS DALLAS |
| A11ii/095 | 02441 | FARMERS' SUICIDES | BENNETT COLMAN & CO. | TIMES OF INDIA | TAPROOT INDIA Mumbai | INDIA | TAPROOT INDIA Mumbai |
| A11ii/100 | 01742 | ANIMAL TREES | WWF INDIA | WWF INDIA | OGILVY & MATHER INDIA Gurgaon | INDIA | OGILVY & MATHER INDIA Gurgaon |
| A11ii/105 | 01867 | NECKS | TIANJIN SMITHKLINE & FRENCH LABORATORIES | CONTAC SORE THROAT PASTILLES | GREY GROUP CHINA Beijing | CHINA | GREY GROUP CHINA Beijing |
| A11ii/111 | 01929 | HEARTBEATS PORTRAITS PRINT CAMPAIGN | SAVE THE CHILDREN | SAVE THE CHILDREN | BBDO NEW YORK | USA | BBDO NEW YORK |
| A11ii/116 | 01983 | SENSITIVE | SIGNAL | SENSITIVE TOOTHPASTE | LOWE SINGAPORE | SINGAPORE | LOWE SINGAPORE |
| A11ii/124 | 02143 | ARCHITECTURE | STAEDTLER | SKETCHING PENCIL | LEO BURNETT HONG KONG | HONG KONG | LEO BURNETT HONG KONG |
| A11ii/131 | 02183 | FAILE, ART SERIES | NYC BALLET | NYC BALLET | DDB NEW YORK | USA | DDB NEW YORK |
| A11ii/142 | 02340 | REAL BEAUTY SKETCHES | UNILEVER | DOVE MASTERBRAND | OGILVY BRASIL São Paulo | BRAZIL | OGILVY BRASIL São Paulo |

Design Lions Shortlist - Cannes Lions 2013

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|-----------|-------|---------------------|----------------------|------------|--------------------------------|-------|-------------------------|
| A11ii/143 | 02348 | MARK TWAIN | PENGUIN GROUP(INDIA) | AUDIOBOOKS | McCANN WORLDGROUP INDIA Mumbai | INDIA | McCANN WORLDGROUP INDIA |
| A11ii/144 | 02349 | OSCAR WILDE | PENGUIN GROUP(INDIA) | AUDIOBOOKS | McCANN WORLDGROUP INDIA Mumbai | INDIA | McCANN WORLDGROUP INDIA |
| A11ii/145 | 02350 | WILLIAM SHAKESPEARE | PENGUIN GROUP(INDIA) | AUDIOBOOKS | McCANN WORLDGROUP INDIA Mumbai | INDIA | McCANN WORLDGROUP INDIA |

A11iii (Packaging and Promotional Item Design)

| | | | | | | | |
|------------|-------|----------------------|-----------------|----------------------------|-----------------------------|----------------|-----------------------------|
| A11iii/002 | 00243 | BLAH BLAH BLAH | HOLYCRAP.SG | ART GROUP | KINETIC SINGAPORE | SINGAPORE | KINETIC SINGAPORE |
| A11iii/028 | 02168 | GO FOR GOLDEN | HACKNEY BREWERY | GOLDEN ALE | JWT London | UNITED KINGDOM | JWT London |
| A11iii/030 | 02298 | ÜBERPONG PADDLE BOOK | ÜBERPONG | ÜBERPONG PING PONG PADDLES | DDB TRIBAL GROUP Düsseldorf | GERMANY | DDB TRIBAL GROUP Düsseldorf |

A11v (Calendars, Flyers, Tickets, Invitations, Postcards, Christmas and other Greetings)

| | | | | | | | |
|----------|-------|--------------|--------|------------------|-------------------|-------|-------------------|
| A11v/006 | 02282 | STICK IT ART | HAIYYA | PUBLIC AWARENESS | BBDO INDIA Mumbai | INDIA | BBDO INDIA Mumbai |
|----------|-------|--------------|--------|------------------|-------------------|-------|-------------------|

A12i (Design Typography)

| | | | | | | | |
|----------|-------|--------------------------|--|------------------------------|---------------|---------|---------------|
| A12i/009 | 00822 | FONTS AGAINST ILLITERACY | BUNDESVERBAND DER DEUTSCHEN VOLKSBANKEN UND RAIFFEISENBANKEN | VOLKSBANKEN RAIFFEISENBANKEN | HEIMAT Berlin | GERMANY | HEIMAT Berlin |
|----------|-------|--------------------------|--|------------------------------|---------------|---------|---------------|

A12ii (Advertising Typography)

| | | | | | | | |
|-----------|-------|------------------|--------------------------------------|----------------------------------|-------------------------------|----------------|-------------------------------|
| A12ii/001 | 00005 | HIDDEN DANGERS | KIA | KIA CEE'D | GÜRTLERBACHMANN Hamburg | GERMANY | GÜRTLERBACHMANN Hamburg |
| A12ii/014 | 00433 | SAVE CALLIGRAPHY | QALAMKARI CREATIVE CALLIGRAPHY TRUST | QALAM-AATMA CALLIGRAPHY FESTIVAL | OGILVY & MATHER INDIA Gurgaon | INDIA | OGILVY & MATHER INDIA Gurgaon |
| A12ii/025 | 00674 | 47 FLOORS | MAPFRE INSURANCE | INSURANCE | QG PROPAGANDA São Paulo | BRAZIL | QG PROPAGANDA São Paulo |
| A12ii/067 | 01874 | UNITY PAPER | WESTONE | ADA NEWSPAPER | LEO BURNETT SOLUTIONS Colombo | SRI LANKA | LEO BURNETT SOLUTIONS Colombo |
| A12ii/072 | 01986 | MYTHS | UNILEVER | CLEAR ANTI-HAIRFALL SHAMPOO | LOWE SINGAPORE | SINGAPORE | LOWE SINGAPORE |
| A12ii/075 | 02165 | LUGGAGE LABELS | EXPEDIA | EXPEDIA | OGILVY & MATHER LONDON | UNITED KINGDOM | OGILVY & MATHER LONDON |
| A12ii/087 | 02396 | SOUND TYPEFACE | CLUB NME BRASIL | MAGAZINE / WEBSITE | DDB BRASIL São Paulo | BRAZIL | DDB BRASIL São Paulo |

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A13i (Channel branding or Programme branding)

| | | | | | | | |
|----------|-------|-----------------------|---------------|---------------------|--|----------------|---------------------|
| A13i/007 | 00968 | CITV REBRAND | CITV | CITV | ITV CREATIVE London | UNITED KINGDOM | ITV CREATIVE London |
| A13i/010 | 01058 | 4SEVEN | 4SEVEN | ON AIR/TV PROMOTION | 4creative London | UNITED KINGDOM | 4creative London |
| A13i/014 | 02111 | ANIMAL PLANET REFRESH | ANIMAL PLANET | IDENTITY | DISCOVERY COMMUNICATIONS EUROPE London | UNITED KINGDOM | DOUBLE G London |

A13ii (Title sequences)

| | | | | | | | |
|-----------|-------|-----------------------|-------------------------------------|-----------------|------------------------------------|----------------|--------------------------------------|
| A13ii/002 | 00548 | MTV EMA 2012 | VIACOM INTERNATIONAL MEDIA NETWORKS | OPENING TITLES | VIMN MTV WORLD DESIGN STUDIO MILAN | ITALY | VIMN MTV WORLD DESIGN STUDIO MILAN |
| A13ii/005 | 01173 | VIKINGS 'MAIN TITLES' | HISTORY CHANNEL | HISTORY CHANNEL | THE MILL London | UNITED KINGDOM | THE MILL London / TAKE 5 PRODUCTIONS |

A13iii (Small Scale Projections)

| | | | | | | | |
|------------|-------|---------------------|-----------------------|--------------------|----------------|-------|----------------------------|
| A13iii/002 | 00596 | MAGNETIC WORLD | DMG::EVENTS JAPAN CO. | AD:TECH TOKYO 2012 | HAKUHODO Tokyo | JAPAN | HAKUHODO Tokyo |
| A13iii/004 | 00921 | TOKYO CITY SYMPHONY | MORI BUILDING CO. | ROPPONGIHILLS | HAKUHODO Tokyo | JAPAN | HAKUHODO Tokyo / SIX Tokyo |

A13iv (Mobile Animation)

| | | | | | | | |
|-----------|-------|--------------------------------------|----------------|----------------|-------------------------|---------|--|
| A13iv/001 | 01512 | BACK TO VINYL - THE OFFICE TURNTABLE | KONTOR RECORDS | KONTOR RECORDS | OGILVYACTION Düsseldorf | GERMANY | OGILVYACTION Düsseldorf / OGILVYONE Düsseldorf |
| A13iv/003 | 01679 | THE SELFSCAN REPORT | AUCHAN | AUCHAN | SERVICEPLAN Munich | GERMANY | SERVICEPLAN Munich |

A13v (Other Video Content)

| | | | | | | | |
|----------|-------|------------------|-----------------------|-----------------------|-------------------------|-----------|-------------------------|
| A13v/005 | 00978 | THE ART OF NOISE | NOISE INTERNATIONAL | SOUND STUDIO | M&C SAATCHI Sydney | AUSTRALIA | M&C SAATCHI Sydney |
| A13v/006 | 01153 | WAR | AMNESTY INTERNATIONAL | AMNESTY INTERNATIONAL | CONTRAPUNTO BBDO Madrid | SPAIN | CONTRAPUNTO BBDO Madrid |
| A13v/007 | 01174 | NO TEDDY | JOHNSON & JOHNSON | KY INTIMATE GEL | DRAFTFCB BUENOS AIRES | ARGENTINA | DRAFTFCB BUENOS AIRES |

A14 (Design Photography)

| | | | | | | | |
|---------|-------|--------------------|---------------------------|-----------------|--|-------------|--|
| A14/003 | 00428 | DAY LIGHT | PHILIPS ELECTRONICS INDIA | LED TORCH | OGILVY & MATHER INDIA Gurgaon | INDIA | OGILVY & MATHER INDIA Gurgaon |
| A14/007 | 00721 | FOR ANY HAIR TYPE. | L'ORÉAL SUISSE | GARNIER FRUCTIS | PUBLICIS COMMUNICATIONS SCHWEIZ Zürich | SWITZERLAND | PUBLICIS COMMUNICATIONS SCHWEIZ Zürich |

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|-------------------------------------|-------|-------------------------|---------------------------------------|---------------------------------------|--|-----------------|--|
| A14/021 | 01478 | DROPS | RAGGA MAGAZINE | MAGAZINE | FILADELFIA COMUNICAÇÃO Belo Horizonte | BRAZIL | FILADELFIA COMUNICAÇÃO Belo Horizonte |
| A14/027 | 01583 | WANDAWAGA SERIES | CAMP WANDAWAGA | CAMP | OGILVY & MATHER Chicago | USA | OGILVY & MATHER Chicago |
| B01 (Online Digital Design) | | | | | | | |
| B01/012 | 00468 | YOUR FUTURE BOTTLE | HEINEKEN | HEINEKEN | DDB & TRIBAL AMSTERDAM | THE NETHERLANDS | DDB & TRIBAL AMSTERDAM |
| B01/017 | 00538 | CLOUDS OVER CUBA | THE JFK PRESIDENTIAL LIBRARY & MUSEUM | CUBAN MISSILE CRISIS 50TH ANNIVERSARY | THE MARTIN AGENCY Richmond | USA | THE MARTIN AGENCY Richmond / TOOL OF NORTH AMERICA Santa |
| B01/041 | 01212 | UNIQLO STORMS PINTEREST | UNIQLO | UNIQLO DRY MESH | FIRSTBORN New York | USA | FIRSTBORN New York |
| B01/054 | 01246 | WEB LAB | GOOGLE | GOOGLE CHROME | GOOGLE UK London | UNITED KINGDOM | GOOGLE UK London |
| B01/056 | 01250 | MAKEHEALTHLAS T.CA | HEART & STROKE FOUNDATION | HEART & STROKE FOUNDATION | LOWE ROCHE Toronto | CANADA | LOWE ROCHE Toronto |
| B01/083 | 01648 | TRIAL BY TIMELINE | AMNESTY INTERNATIONAL | AMNESTY INTERNATIONAL | COLENZO BBDO Auckland | NEW ZEALAND | COLENZO BBDO Auckland |
| B01/108 | 02121 | SKY OF MEMORIES | ARD / HAMBURG LEUCHTFEUER | ARD THEMENWOCHE / DAS LOTSENHAUS | THJNK Hamburg | GERMANY | THJNK Hamburg |
| B01/118 | 02400 | CENSORED TWEET | AMNESTY INTERNATIONAL | AMNESTY INTERNATIONAL | DDB BRASIL São Paulo | BRAZIL | DDB BRASIL São Paulo |
| B02 (Offline Digital Design) | | | | | | | |
| B02/010 | 00296 | THE V MOTION PROJECT | FRUCOR BEVERAGES | V ENERGY DRINK | COLENZO BBDO Auckland | NEW ZEALAND | COLENZO BBDO Auckland |
| B02/011 | 00373 | TREE CONCERT | BUND / FRIENDS OF EARTH GERMANY | NATURE PROTECTION | BBDO GERMANY Düsseldorf | GERMANY | BBDO GERMANY Düsseldorf |
| B02/012 | 00406 | BRIDGE OF LIFE | SAMSUNG LIFE INSURANCE | SAMSUNG LIFE INSURANCE | CHEIL WORLDWIDE Seoul | SOUTH KOREA | CHEIL WORLDWIDE Seoul |
| C01 (Permanent Retail) | | | | | | | |
| C01/004 | 00113 | MELKERAMPA | TINE SA | MELKERAMPA CONCEPT STORE | SCANDINAVIAN DESIGN GROUP Oslo | NORWAY | SCANDINAVIAN DESIGN GROUP Oslo / |
| C01/009 | 00663 | KASTHALL FLAGSHIP STORE | KASTHALL MATTOR OCH GOLV AB | CARPETS | BAS Stockholm | SWEDEN | BAS Stockholm |
| C02 (Temporary Retail) | | | | | | | |
| C02/015 | 01840 | UGOKIDASE TOKYO | NIKE | NIKE+ | AKQA London | UNITED KINGDOM | AKQA London |

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|--|-------|--|---------------------|---|-------------------------------------|-----------------|--|
| C02/018 | 01850 | A LOJA VAZIA | SHOPPING VILLALOBOS | SHOPPING VILLALOBOS | LODUCCA São Paulo | BRAZIL | LODUCCA São Paulo |
| C02/026 | 02203 | CUT TO BUILD | THE J.C.C. CO. | OLFA CUTTER | OGILVY & MATHER Bangkok | THAILAND | OGILVY & MATHER Bangkok |
| C03 (Point of Sale) | | | | | | | |
| C03/010 | 00706 | NIKE+ HOUSE OF INNOVATION - SELFRIDGES WINDOWS | NIKE EMEA | NIKE PRODUCT INNOVATIONS | ...,STAAT CREATIVE AGENCY Amsterdam | THE NETHERLANDS | ...,STAAT CREATIVE AGENCY Amsterdam |
| C03/020 | 01334 | POINT OF PURCHASE GRILLE | BRANDHOUSE | WINDHOEK BEER | THE JUPITER DRAWING ROOM Cape Town | SOUTH AFRICA | THE JUPITER DRAWING ROOM Cape Town |
| C03/021 | 01357 | THE SCRATCH POSTER | URBAN EARS | SLUSSEN MOBILE MIXING SYSTEM HARDWEAR AND APP | UNCLE GREY Copenhagen | DENMARK | UNCLE GREY Copenhagen |
| C03/033 | 01684 | SAY IT WITH CHOCOLATE | KRAFT MALAYSIA | CADBURY DAIRY MILK | OGILVY MALAYSIA Kuala Lumpur | MALAYSIA | OGILVY MALAYSIA Kuala Lumpur |
| C03/035 | 01749 | KIDS OPTICAL TABLE | MARCHON | MARCHON EYEWEAR | BCUBE Milan | ITALY | BCUBE Milan |
| C04 (Hospitality/Leisure) | | | | | | | |
| C04/010 | 02359 | AGORA PLACE ASAKUSA | AGORA HOSPITALITIES | AGORA PLACE ASAKUSA | BEACON COMMUNICATIONS Tokyo | JAPAN | BEACON COMMUNICATIONS |
| C05 (Exhibitions & Live Events) | | | | | | | |
| C05/001 | 00013 | CROSS-OVER-EVENT AUDI SPHERE, COPENHAGEN 2012 | AUDI | EVENT | SCHMIDHUBER+PARTNER Munich | GERMANY | SCHMIDHUBER+PARTNER Munich / KMS BLACKSPACE Munich |
| C05/006 | 00079 | THE SOCIAL KITCHEN 2012 | FISHER & PAYKEL | TRADE SHOW | ALT GROUP Auckland | NEW ZEALAND | ALT GROUP Auckland |
| C05/025 | 00500 | CAMP VICTORY | NIKE | NIKE +, FUEL BAND, FLYKNIT, LUNAR, SPEEDSUIT | HUSH Brooklyn | USA | HUSH Brooklyn |
| C05/033 | 00717 | MT EX SENDAI | KAMO I KAKOSHI CO. | MASKING TAPE | IYAMADESIGN Tokyo | JAPAN | IYAMADESIGN Tokyo |
| C05/058 | 01242 | NIKE+ FUELFEST | NIKE | NIKE+ FUEL BAND | R/GA New York | USA | R/GA London |
| C05/065 | 01361 | FUR HURTS | PETA | ETHICAL TREATMENT OF ANIMALS | OGILVY BEIJING | CHINA | OGILVY BEIJING |

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| C05/075 | 01750 | THE WALL OF OPPORTUNITIES | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | ITALY | PUBLICIS ITALY Milan |
| C05/084 | 02046 | THE STREET HOUSE | RAISING THE ROOF | RAISING THE ROOF | LEO BURNETT TORONTO | CANADA | LEO BURNETT TORONTO |
| C05/088 | 02189 | THE GREAT TOWER OF FAILE | NYC BALLET | NYC BALLET | DDB NEW YORK | USA | DDB NEW YORK |
| C05/090 | 02265 | FROZEN BULLETS | PEACE ONE DAY | PEACE ONE DAY | SHINEWORKS Shanghai | CHINA | SHINEWORKS Shanghai |
| C05/091 | 02279 | IGNITE | HEINEKEN | HEINEKEN IGNITE | DDB & TRIBAL AMSTERDAM | THE NETHERLANDS | DDB & TRIBAL AMSTERDAM |

C06 (Public Spaces)

| | | | | | | | |
|---------|-------|----------------------------|------------------------------------|--------------------------------------|--|-----------------|--|
| C06/007 | 00253 | THE BIGGEST AIR FILTER | PACIFIC PAINT (BOYSEN) PHILIPPINES | KNOX-OUT PAINT | TBWA\SANTIAGO MANGADA PUNO Makati City | THE PHILIPPINES | TBWA\SANTIAGO MANGADA PUNO Makati City |
| C06/029 | 01031 | HAPPY SHOT | SANOFI | CORPORATE SERVICE, CHARITY PROMOTION | PUBLICIS SHANGHAI Shanghai | CHINA | PUBLICIS SHANGHAI Shanghai |
| C06/040 | 01516 | PROTECT WHAT IS BEHIND YOU | TOYOTA | TOYOTA YARIS | HAPPINESS BRUSSELS | BELGIUM | HAPPINESS BRUSSELS |
| C06/049 | 02001 | IBM OUTDOOR AS UTILITY | IBM | SMARTER CITIES | OGILVY FRANCE Paris | FRANCE | OGILVY FRANCE Paris |
| C06/063 | 00710 | DUNE GRASS | BLACKPOOL CITY COUNCIL | PUBLIC SCULPTURE | FREESTATE London | UNITED KINGDOM | FREESTATE London |

D01ii (Core FMCG)

| | | | | | | | |
|-----------|-------|--------------------------------|------------------------|-------------------|----------------------------|-------------|----------------------------|
| D01ii/001 | 00108 | STAFIDENIOS RAISINS | ENIOS | STAFIDENIOS | MATADOG DESIGN Athens | GREECE | MATADOG DESIGN Athens |
| D01ii/005 | 00290 | OOB ORGANIC ICE CREAM | OOB ORGANIC | ORGANIC ICE CREAM | SPECIAL GROUP Auckland | NEW ZEALAND | SPECIAL GROUP Auckland |
| D01ii/016 | 00829 | NATIONAL DAY EMMENTALER | EMMENTALER SWITZERLAND | CHEESE | LEO BURNETT SCHWEIZ Zürich | SWITZERLAND | LEO BURNETT SCHWEIZ Zürich |
| D01ii/017 | 00830 | THE SWISS WRESTLING EMMENTALER | EMMENTALER SWITZERLAND | CHEESE | LEO BURNETT SCHWEIZ Zürich | SWITZERLAND | LEO BURNETT SCHWEIZ Zürich |

D01iii (Premium Brand)

| | | | | | | | |
|------------|-------|-------------|-------------------|-------------|---------------------------------|--------|---------------------------------|
| D01iii/002 | 00091 | Q CHOCOLATE | AQUIM GASTRONOMIA | Q CHOCOLATE | CLAUDIO NOVAES DESIGN Sao Paulo | BRAZIL | CLAUDIO NOVAES DESIGN Sao Paulo |
|------------|-------|-------------|-------------------|-------------|---------------------------------|--------|---------------------------------|

D02i (Own Label and Private Label brands)

| | | | | | | | |
|----------|-------|-------------------|-----------|------------|--------------------------|--------|--------------------------|
| D02i/001 | 00016 | MIKKELLER + BEDOW | MIKKELLER | CRAFT BEER | BEDOW CREATIVE Stockholm | SWEDEN | BEDOW CREATIVE Stockholm |
|----------|-------|-------------------|-----------|------------|--------------------------|--------|--------------------------|

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D02ii (Core FMCG)

| | | | | | | | |
|-----------|-------|---------|-----------------|-----------------|--------------------|----------------|--------------------|
| D02ii/004 | 00377 | ELECTRO | BACARDI-MARTINI | BOMBAY SAPPHIRE | WEBB DEVLAM London | UNITED KINGDOM | WEBB DEVLAM London |
|-----------|-------|---------|-----------------|-----------------|--------------------|----------------|--------------------|

D02iii (Premium Brand)

| | | | | | | | |
|------------|-------|--|---------------------|---|---------------------------|--------|---|
| D02iii/002 | 00416 | ABSOLUT UNIQUE | THE ABSOLUT COMPANY | ABSOLUT VODKA | FAMILY BUSINESS Stockholm | SWEDEN | FAMILY BUSINESS Stockholm |
| D02iii/006 | 00885 | OUR | PERNOD RICARD | OUR | GREAT WORKS Stockholm | SWEDEN | GREAT WORKS Stockholm |
| D02ii/010 | 00995 | BLOSSA ANNUAL 2012 | ALTIA SWEDEN | ANNUAL LIMITED EDITION OF BLOSSA GLÖGG/MULLED WINE 2012 | McCANN STOCKHOLM | SWEDEN | McCANN STOCKHOLM |
| D02iii/016 | 00140 | ABSOLUT CRAFT (BARTENDER'S COLLECTION) | THE ABSOLUT COMPANY | ABSOLUT CRAFT | THE BRAND UNION Stockholm | SWEDEN | THE BRAND UNION Stockholm / NO PICNIC Stockholm |

D03ii (Core FMCG)

| | | | | | | | |
|-----------|-------|-----------------|-----------------|------|--------------|-------|--------------|
| D03ii/007 | 00819 | TAKARAZUKA MILK | TAKARAZUKA MILK | MILK | ADESTY Osaka | JAPAN | ADESTY Osaka |
|-----------|-------|-----------------|-----------------|------|--------------|-------|--------------|

D04i (Own Label and Private Label brands)

| | | | | | | | |
|----------|-------|-----------------------|-----------------|-----------|--|-----------|--|
| D04i/010 | 01371 | SMILEMAKERS VIBRATORS | RAMBLIN' BRANDS | VIBRATORS | BEAR MEETS EAGLE ON FIRE Elizabeth Bay | AUSTRALIA | BEAR MEETS EAGLE ON FIRE Elizabeth Bay |
|----------|-------|-----------------------|-----------------|-----------|--|-----------|--|

D04ii (Core FMCG)

| | | | | | | | |
|-----------|-------|-------------------------|-----------|----------|-----------------------|-------|-----------------------|
| D04ii/006 | 01665 | THE ELECTRIC TRANSLATOR | SAMSONITE | SUITCASE | JWT SHANGHAI Shanghai | CHINA | JWT SHANGHAI Shanghai |
|-----------|-------|-------------------------|-----------|----------|-----------------------|-------|-----------------------|

D05 (Sustainable Packaging)

| | | | | | | | |
|---------|-------|--------------------|----------------|-----------------------------|--------------------------|-------|--------------------------|
| D05/002 | 00415 | GOOD PAPER PROJECT | COTEX BIO-FARM | BIO-FARM ORGANIC FERTILIZER | LEO BURNETT INDIA Mumbai | INDIA | LEO BURNETT INDIA Mumbai |
|---------|-------|--------------------|----------------|-----------------------------|--------------------------|-------|--------------------------|

D06 (3D Structural Design)

| | | | | | | | |
|---------|-------|------------------------------|-------------------------------------|--------------------|----------------------|--------|----------------------|
| D06/005 | 02005 | SLENDER VENDER | THE COCA-COLA COMPANY | DIET COKE | OGILVY FRANCE Paris | FRANCE | OGILVY FRANCE Paris |
| D06/006 | 02240 | SUPERFORMULA TO FIGHT CANCER | HOSPITAL A.C. CAMARGO CÂNCER CENTER | PEDIATRIC ONCOLOGY | JWT BRAZIL São Paulo | BRAZIL | JWT BRAZIL São Paulo |

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D07 (Special Editions & Promotional Packaging)

| | | | | | | | |
|---------|-------|-----------------------------|------------------------------|-------------------------|----------------------|--------------|----------------------|
| D07/005 | 00240 | BLAH BLAH BLAH | HOLYCRAP.SG | ART GROUP | KINETIC SINGAPORE | SINGAPORE | KINETIC SINGAPORE |
| D07/007 | 00286 | THE JAPAN PILL-HARMONIC | JAPAN PHILHARMONIC ORCHESTRA | THE JAPAN PILL-HARMONIC | I&S BBDO Tokyo | JAPAN | I&S BBDO Tokyo |
| D07/008 | 00327 | MARMITE BLOGGER DROP | MARMITE | SANDWICH SPREAD | MACHINE Cape Town | SOUTH AFRICA | MACHINE Cape Town |
| D07/026 | 01048 | HAPPY GIFT BOXES | HAPPY F&B | GIFT BOXES | HAPPY F&B Gothenburg | SWEDEN | HAPPY F&B Gothenburg |
| D07/040 | 01522 | THE TEA CALENDAR | HAELSEN & LYON | TEA | KOLLE REBBE Hamburg | GERMANY | KOLLE REBBE Hamburg |
| D07/054 | 02006 | THE SHARING CAN | THE COCA-COLA COMPANY | COCA-COLA | OGILVY FRANCE Paris | FRANCE | OGILVY FRANCE Paris |
| D07/056 | 02056 | CANADIAN CEO OLYMPIC INVITE | BELL | SOCHI OLYMPIC INVITE | LEO BURNETT TORONTO | CANADA | LEO BURNETT TORONTO |

E01 (Consumer Products)

| | | | | | | | |
|---------|-------|----------------------|------------------|-----------------|---------------------------------|--------|---------------------------------|
| E01/006 | 00198 | WEE SOCIETY BRANDING | WEE SOCIETY | WEE SOCIETY | OFFICE San Francisco | USA | OFFICE San Francisco |
| E01/007 | 00213 | NINE SUNS | NINE SUNS WINERY | NINE SUNS WINE | LANDOR ASSOCIATES San Francisco | USA | LANDOR ASSOCIATES San Francisco |
| E01/009 | 00260 | F. MENARD | F. MENARD | PORK PRODUCTION | LG2BOUTIQUE Montréal | CANADA | LG2BOUTIQUE Montréal |

E02 (Consumer Services)

| | | | | | | | |
|---------|-------|--------------------------------------|--------------------------------|---------------------|--|----------------|---------------------------------------|
| E02/002 | 00030 | JA MINDS | MINDS AGRICULTURAL COOPERATIVE | JA MINDS | 6D-K Tokyo | JAPAN | 6D-K Tokyo |
| E02/004 | 00156 | USA TODAY VISUAL IDENTITY | USA TODAY | USA TODAY NEWSPAPER | WOLFF OLINS New York | USA | WOLFF OLINS New York |
| E02/006 | 00241 | MAKISAN | MAKISAN | JAPANESE EATERY | KINETIC SINGAPORE | SINGAPORE | KINETIC SINGAPORE |
| E02/009 | 00356 | MAMA SHELTER: NO TWO MAMAS ARE ALIKE | MAMA SHELTER | HOTEL | GBH DESIGN London | UNITED KINGDOM | GBH DESIGN London |
| E02/036 | 01385 | DESIGN INDABA | ABSA | SPONSORSHIP | THE JUPITER DRAWING ROOM JOHANNESBURG Johannesburg | SOUTH AFRICA | THE JUPITER DRAWING ROOM JOHANNESBURG |

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| E02/038 | 01392 | CARMA THE BICYCLE MADE FROM THE SCRAP OF A CAR | FAST LANE MEDIA & EVENTOS | B - BICYCLE CULTURE MAGAZINE | LAP AGÊNCIAS DE COMUNICAÇÃO Lisbon | PORTUGAL | LAP AGÊNCIAS DE COMUNICAÇÃO Lisbon |
| E02/041 | 01795 | IGLOO BRAND CREATION | SKY NEW ZEALAND | IGLOO | INTERBRAND New York | USA | INTERBRAND AUSTRALIA Sydney |
| E02/050 | 02369 | OFF 2013 | INFOPRESSE | MULTIDISCIPLINARY CONFERENCE, ORGANIZED BY INFOPRESSE | COSSETTE Montreal | CANADA | COSSETTE Montreal |
| E02/056 | 00252 | EE BRAND LAUNCH | EE | TELECOMMUNICATIONS - MOBILE NETWORK AND NEWDIGITAL SERVICES | WOLFF OLINS London | UNITED KINGDOM | WOLFF OLINS London |

E03 (Charities & Not For Profit)

| | | | | | | | |
|---------|-------|--------------------|--------------------|-------------------------|---------------------|--------|---------------------|
| E03/007 | 00526 | RECIPEACE | PEACE ONE DAY/D&AD | PEACE DAY | LEO BURNETT CHICAGO | USA | LEO BURNETT CHICAGO |
| E03/032 | 02250 | BIKE | PEDALA SÃO PAULO | PEDALA SÃO PAULO | ALMAPBBDO São Paulo | BRAZIL | ALMAPBBDO São Paulo |
| E03/033 | 02371 | THE ENABLIS EFFECT | ENABLIS | NON-PROFIT ORGANISATION | COSSETTE Montreal | CANADA | COSSETTE Montreal |

Total Entries: 234