

## Branded Content & Entertainment Lions Winners

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Contributing Company	Country	Production Company	Prize
A03/014	00776	TINNYVISION	NZ TRANSPORT AGENCY	DRUG DRIVING	CLEMENGER BBDO WELLINGTON Wellington	NEW ZEALAND	CURIOUS FILM Auckland	Gold Lion
A09/052	01349	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	RIVAL SCHOOL PICTURES New York / THE MILL New York	Gold Lion
A11/022	00848	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE	GANG FILMS Paris	Gold Lion
A11/066	00730	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	NEW LAND Stockholm / ICONOCLAST Paris	Gold Lion
A11/089	01257	COKE THIRST	COCA-COLA	COCA-COLA	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL		Gold Lion
A12/031	00942	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA		Gold Lion
A13/048	00122	HOUSE OF MAMBA	NIKE	NIKE BASKETBALL CHINA	AKQA London / AKQA Shanghai	UNITED KINGDOM		Gold Lion
A13/107	00527	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATIS CHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	GERMANY	27 KILOMETER ENTERTAINMENT Hamburg / HARVEST DIGITAL AGRICULTURE Hamburg	Gold Lion
A13/115	00795	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	GARLIC TV Madrid / LA LIVINGSTON Madrid / 20 HUNGAROS Barcelona	Gold Lion
A14/027	00760	MADDEN SEASON	EA SPORTS	MADDEN NFL 15	HEAT San Francisco	USA	HUNGRY MAN Los Angeles	Gold Lion
A14/048	00442	3-SECOND COOKING "SHRIMP FRYING CANNON" & "SUPER FRIED DUMPLING"	NTT DOCOMO	ADVANCED LTE NETWORK	TOKYU AGENCY Tokyo / JAPAN NTT ADVERTISING Tokyo	JAPAN	AOI PRO. Tokyo	Gold Lion
A15/049	01430	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	PULSE FILMS London	Gold Lion
A17/069	00944	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA		Gold Lion
A17/110	01228	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE		Gold Lion
A18/004	00066	MONTY'S CHRISTMAS	JOHN LEWIS PARTNERSHIP	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	BLINK PRODUCTIONS London	Gold Lion
A18/155	01205	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY	ENDEMOL BEYOND Cologne / MMC STUDIOS KOELN	Gold Lion
A03/004	00042	THE ELECTRIC SAGA	EDF	ENERGY	HAVAS WORLDWIDE PARIS	FRANCE	QUAD PRODUCTIONS Clichy / 4 MECS EN BASKETS PARIS	Silver Lion

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A04/025	00805	STRUCK BY A RAINBOW	WRIGLEY CANADA	SKITTLES	BBDO Toronto	CANADA	THE CORNER STORE Toronto	Silver Lion
A04/031	00439	NINJA HIGH SCHOOL GIRL	SUNTORY BEVERAGE & FOOD	C.C.LEMON	HAKUHODO Tokyo / HAKUHODO KETTLE Tokyo	JAPAN		Silver Lion
A04/032	00447	BARELY LEGAL PAWN	AUDI OF AMERICA	BRAND	PMK*BNC New York	USA	PAULILU Los angeles	Silver Lion
A04/059	00614	THE RETURN OF LASSO	NBC SPORTS	BARCLAYS PREMIER LEAGUE	THE BROOKLYN BROTHERS New York	USA	MOXIE PICTURES New York	Silver Lion
A04/065	00831	MADDEN SEASON	EA SPORTS	MADDEN 15	HUNGRY MAN New York	USA	HUNGRY MAN New York	Silver Lion
A04/068	00859	MORTAL TIMELINE	INTOUCH INSURANCE	MOVEMENT FOR RESPONSIBLE DRIVING	BBDO RUSSIA GROUP Moscow	RUSSIA	FIBR FILM PRODUCTION Moscow	Silver Lion
A09/060	01080	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	SMUGGLER New York	Silver Lion
A09/067	00627	SUPERPOWER FOR HIRE: RISE OF THE PRIVATE MILITARY	ACTIVISION	CALL OF DUTY: BLACKSMITH	VICE MEDIA / 72ANDSUNNY Playa Vista	USA		Silver Lion
A09/079	00976	THE GAME BEFORE THE GAME	BEATS BY DR. DRE	BEATS SOLO2	R/GA LONDON	UNITED KINGDOM	THE SWORD FIGHT Los Angeles / ROCK PAPER SCISSORS Santa Monica / BREWSTER PARSONS Los Angeles	Silver Lion
A11/076	01245	RADIO PRIDE PARADE	BILLBOARD BRASIL	BILLBOARD MAGAZNE	OGILVY BRASIL São Paulo	BRAZIL		Silver Lion
A12/021	00356	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	THE KITCHEN @ BBDO New York	Silver Lion
A13/021	00197	SAMSUNG SLIDELINER	SAMSUNG AUSTRALIA	SAMSUNG CURVED TV RANGE	TRAFFIK Sydney	AUSTRALIA	ANTONYM Sydney	Silver Lion
A13/109	00683	THE LAST SHOT	JORDAN BRAND	FOOTWEAR	AKQA San Francisco	USA	LOS YORK Santa Monica	Silver Lion
A13/221	01322	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI PRODUCTIONS Guayaquil	Silver Lion
A14/003	00139	PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VML Kansas City / KETCHUM New York	USA	LIQUID 9 Kansas City	Silver Lion
A14/019	00263	THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf / GREY GERMANY Berlin	GERMANY		Silver Lion
A14/051	01304	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL		Silver Lion
A15/046	01364	THE EVEREADY BOOK OF PLAY	ENERGIZER MALAYSIA	BATTERY AND TORCHLIGHTS	TBWA GROUP KUALA LUMPUR	MALAYSIA	RESERVOIR WORLD SDN BHD Kuala Lumpur / CANANG STUDIO Petaling Java	Silver Lion
A16/025	00819	FIRST PERSON LOVER	BJÖRN BORG	SPORTSWEAR	GARBERGS Stockholm	SWEDEN		Silver Lion
A17/040	00577	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	SMUGGLER New York	Silver Lion
A17/073	00261	TAP THRU	LOWE'S	LOWE'S	BBDO NEW YORK	USA	JAKE MILLS PRODUCTIONS New York	Silver Lion

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A17/189	01308	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	CANADA	CHELSEA PICTURES Los Angeles	Silver Lion
A03/025	01063	WI FI DOGS	DEUTSCHE TELEKOM	TRAVEL & SURF	DDB GROUP GERMANY Berlin	GERMANY	COMMUNITY FILM MÜNICH / PIRATES 'N PARADISE Düsseldorf / SMUGGLER London	Bronze Lion
A03/032	01094	ABORTION TUTORIALS	MILES CORPORATION	CAMPAIGN IN SUPPORT OF THERAPEUTIC ABORTION LAW	GREY CHILE Santiago	CHILE	FUNKY FILMS Santiago	Bronze Lion
A06/041	01204	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY	ENDEMOL BEYOND Cologne / MMC STUDIOS KOELN	Bronze Lion
A08/007	00094	ONE RAND MAN	SANLAM	FINANCIAL SERVICES	KING JAMES GROUP Cape Town	SOUTH AFRICA	ARCADE Cape Town	Bronze Lion
A08/036	01115	SWEAT IT TO GET IT	GATORADE	GATORADE	TBWACHIAI/DAY Los Angeles	USA	CAVIAR Los Angeles	Bronze Lion
A08/087	01328	UNBELIEVABLE CAMPAIGN	PEPSICO	PEPSI MAX	AMV BBDO London	UNITED KINGDOM	LITTLE DOT STUDIOS London	Bronze Lion
A09/010	00444	LIVING WITH LAG	UMEÅ ENERGI / UME.NET	FIBER BROADBAND PROVIDER	ANR BBDO Stockholm	SWEDEN	STOPP/FAMILY Stockholm / HARD HAT Stockholm	Bronze Lion
A09/016	00758	THE SNICKERS WRITE-OFF	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA		Bronze Lion
A09/030	00874	RADIANT RETURN	PZ CUSSONS	RADIANT	DDB GROUP MELBOURNE	AUSTRALIA	EXIT FILMS Melbourne	Bronze Lion
A09/106	00216	KIDS READ MEAN TWEETS	CANADIAN SAFE SCHOOL NETWORK	SERVICE	JOHN ST. Toronto	CANADA	OPC Toronto / SAINTS EDITORIAL Toronto / THE VANITY Toronto, ON	Bronze Lion
A09/107	00568	REVIVEAPHONE	REVIVEAPHONE	REVIVEAPHONE	Ig2 Montréal	CANADA	1ONE Montréal	Bronze Lion
A11/024	00773	WATCH PORN, SAVE YOUR LIVE	PORNHUB NETWORK	PORNHUB	McCANN LIMA	PERU	PATRIA Lima	Bronze Lion
A11/074	01236	SOCCER FATIGUE SENSOR	VOLKSWAGEN DO BRASIL	FATIGUE SENSOR	ALMAPBBDO São Paulo	BRAZIL		Bronze Lion
A12/037	00715	WHAT LIVES INSIDE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	RSA FILMS Los Angeles / MPC Santa Monica / LAUNDRY! Los Angeles	Bronze Lion
A13/014	00148	THE CONCERT NO ONE WAS WAITING FOR	BBVA	BBVA	FAHRENHEIT DDB Lima	PERU	PATRIA Lima	Bronze Lion
A13/080	00690	BUD LIGHT WHATEVER, USA LAUNCH 2014	AB-INBEV	BUD LIGHT	ENERGY BBDO Chicago / MOSAIC Chicago, IL	USA	CAVIAR DIGITAL Los Angeles	Bronze Lion
A13/113	00336	XPERIA UNDERWATER STORE	SONY MOBILE COMMUNICATIONS	MOBILE	FP7/DXB Dubai	UNITED ARAB EMIRATES		Bronze Lion
A13/202	00571	ZOOLANDER RETURNS TO THE RUNWAY	PARAMOUNT PICTURES	ZOOLANDER 2	WME IMG New York / CATALYST PUBLIC RELATIONS New York	USA	RED HOUR Los Angeles	Bronze Lion

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A14/034	01136	SEASTARS	WWF THE NETHERLANDS	THE OCEANS	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS	NOT TO SCALE AMSTERDAM / MEDIAMONKS Amsterdam	Bronze Lion
A14/050	00932	TRUTH - LEFT SWIPE DAT	AMERICAN LEGACY FOUNDATION	TRUTH	72ANDSUNNY Playa Vista	USA	DNA FILMS Los Angeles	Bronze Lion
A15/037	01119	DON'T DIE FOR ME	NGO VIDA MUJER	ORGANIZATION	CIRCUS GREY Lima	PERU	REBECA Lima	Bronze Lion
A16/007	00170	PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit	USA		Bronze Lion
A17/166	00225	UNSKIPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	PARK PICTURES New York	Bronze Lion
A17/183	01150	YOUTUBE ARRELS	ARRELS FUNDACIÓ	NGO	THE CYRANOS//McCANN Barcelona	SPAIN	OXIGENO Barcelona	Bronze Lion

**Total Awards:**

**63**