

Creative Effectiveness Lions Winners

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Agency	Country	Prize
A01/083	00069	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	Grand Prix
A01/050	00059	THE BEAR AND THE HARE	JOHN LEWIS	DEPARTMENT STORE	ADAM&EVEDDB London	UNITED KINGDOM	Gold Lion
A01/061	00080	THIS IS WHOLESOME	MONDELÉZ INTERNATIONAL	HONEYMAID	DROGA5 New York	USA	Gold Lion
A01/049	00016	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	Silver Lion
A01/059	00078	IF WE MADE IT	HEINEKEN USA	NEWCASTLE	DROGA5 New York	USA	Silver Lion
A01/068	00110	CABLE EFFECTS	DIRECTV	PAY TV	GREY NEW YORK	USA	Silver Lion
A01/105	00040	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	FOOD RETAIL	MARCEL Paris	FRANCE	Silver Lion
A01/022	00045	PENNY THE PIRATE	LUXOTTICA	OPSM	SAATCHI & SAATCHI Sydney	AUSTRALIA	Bronze Lion
A01/033	00022	DILL	LIDL	LIDL	INGO Stockholm	SWEDEN	Bronze Lion
A01/052	00065	BENTLEY BURIAL	ABTO (BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION)	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	Bronze Lion
A01/070	00112	2014 TACO BELL BREAKFAST LAUNCH (RONALD McDONALD LAUNCH)	TACO BELL	TACO BELL BREAKFAST MENU	DEUTSCH LA	USA	Bronze Lion
A01/078	00041	THE LAUNCH OF PS4	PLAYSTATION	GAMES CONSOLE	BBH NEW YORK	USA	Bronze Lion
A01/087	00095	OFFROAD	DAIMLER AG / SMART	SMART FORTWO	BBDO GROUP GERMANY Berlin	GERMANY	Bronze Lion
A01/092	00121	GHITA, THE SOCIAL SHEPHERD	VODAFONE	VODAFONE	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	Bronze Lion
A01/096	00127	KAN KHAJURA TESAN STATION	UNILEVER INDIA	UNILEVER	LOWE AND PARTNERS WORLDWIDE London	UNITED KINGDOM	Bronze Lion
A01/117	00092	THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	Bronze Lion
A01/152	00159	WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS	Bronze Lion

Total Awards: 17