

Media Lions Winners

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Agency	Country	Media Agency	Prize
C05/020	02507	VODAFONE RED LIGHT APPLICATION // BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	MINDSHARE Istanbul	Grand Prix
A06/114	01604	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN		Gold Lion
A07/017	00169	LEBANON4SALE	SAKKER EL DEKKENE (STOP THE SHOP)	ANTI-CORRUPTION ORGANIZATION	LEO BURNETT BEIRUT	LEBANON		Gold Lion
A07/120	03111	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK / GREY ACTIVATION & PR New York	USA		Gold Lion
A08/133	02783	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY		Gold Lion
B01/229	02031	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA		Gold Lion
B02/180	02219	SEARCH FOR FREE WIFI SEARCH FOR MISSING CHILDREN	BAOBEIHUIJIA	BAOBEIHUIJIA	TBWA/BEING Shanghai	CHINA		Gold Lion
B03/083	01785	THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow / PROXIMITY RUSSIA Moscow	RUSSIA		Gold Lion
B04/112	02347	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	STARCOM MEDIAVEST GROUP Chicago / LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	USA	STARCOM MEDIAVEST GROUP Chicago	Gold Lion
B04/241	02440	RISK EVERYTHING	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	MINDSHARE Portland	Gold Lion
D01/093	02508	VODAFONE RED LIGHT APPLICATION // BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	MINDSHARE Istanbul	Gold Lion
A01/051	02702	THE RGB NEWS	ANTENA 1 - OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA		Silver Lion
A01/072	01930	THE WORLD'S FIRST FULLY PERSONALISED TV CAMPAIGN	COCA-COLA	COCA-COLA	MEDIACOM London	UNITED KINGDOM	MEDIACOM London	Silver Lion
A02/033	03072	BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	UNITED ARAB EMIRATES		Silver Lion
A03/062	01900	SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	UNITED KINGDOM		Silver Lion
A04/098	03262	BETTER CALL SAUL - THE VICIOUS CAMPAIGN	NETFLIX	SVOD	OGILVY PARIS	FRANCE	MEC Paris	Silver Lion
A05/037	00819	MORNING LIKE A KING	BURGER KING	BURGER KING	CHEIL WORLDWIDE Seoul	SOUTH KOREA		Silver Lion
A05/160	02932	WAVE	DECATHLON	TRIBORD IZEBER FLOTATION VESTS	ROSAPARK Paris	FRANCE		Silver Lion
A05/164	03225	TICKET BOOKS	L&PM	POCKET BOOKS	AFRICA São Paulo	BRAZIL		Silver Lion
A07/086	01041	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	GERMANY		Silver Lion
A07/167	01769	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE		Silver Lion
B01/101	03033	SPEAK BEAUTIFUL	UNILEVER	DOVE	MINDSHARE New York	USA	MINDSHARE New York	Silver Lion
B01/126	02229	TACO BELL BLACKOUT	TACO BELL	FAST FOOD RESTAURANT	DIGITASLBI San Francisco	USA		Silver Lion
B02/028	00710	#COLOURYOURSUMMER	COCA-COLA SOUTH PACIFIC	COCA-COLA	UM Sydney / OGILVY & MATHER Sydney	AUSTRALIA	UM Sydney	Silver Lion
B02/181	03060	TTYL (TALK TO YOU LATER)	CHEVROLET	CHEVROLET	MARURI GREY Guayaquil	ECUADOR	MEDIACOM MEXICO / MEXICO	Silver Lion
B03/072	02336	AID TO CART	EXITO GROUP / FOOD BANK	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	OMD COLOMBIA Bogotá	Silver Lion
B04/017	00221	ADOPTABLE TRENDS	DPA	PET ADOPTION	DIESTE Dallas	USA		Silver Lion
C01/103	01786	THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow / PROXIMITY RUSSIA Moscow	RUSSIA		Silver Lion

Media Lions Winners

C04/010	00781	THE 24 HOUR AD BREAK	DNB	24 HOUR CUSTOMER SERVICE	TRY Oslo	NORWAY	VIZEUM Oslo	Silver Lion
C06/037	02405	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	KR MEDIA Paris	Silver Lion
C07/012	00823	MORNING LIKE A KING	BURGER KING	BURGER KING	CHEIL WORLDWIDE Seoul	SOUTH KOREA		Silver Lion
C09/010	02554	REVENGE OF THE (IT) NERDS	DELL	DELL	MEDIACOM AGENTUR FÜR MEDIENBERATUNG Düsseldorf	GERMANY	MEDIACOM AGENTUR FÜR MEDIENBERATUNG G Düsseldorf	Silver Lion
C12/143	02221	SEARCH FOR FREE WIFI SEARCH FOR MISSING CHILDREN	BAOBEIHUIJIA	BAOBEIHUIJIA	TBWA/BEING Shanghai	CHINA		Silver Lion
D01/162	01138	I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	OPTIMUM SPORTS New York	Silver Lion
A01/103	03184	LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM		Bronze Lion
A03/037	01037	OWN BOARD MAGAZINE	TAM AIRLINES	OWN BOARD MAGAZINE	FCB MILAN Milan	ITALY		Bronze Lion
A03/051	02715	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND		Bronze Lion
A04/090	01766	NETFLIX GIF CAMPAIGN	NETFLIX	SVOD	OGILVY PARIS	FRANCE	MEC Paris	Bronze Lion
A05/105	02404	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	KR MEDIA Paris	Bronze Lion
A06/041	00851	THE RAMP LESSON	DRIVER'S SCHOOL	DRIVER'S SCHOOL	VML México	MEXICO		Bronze Lion
A06/097	01747	SUN LIFE GUARDS	LALCEC	LALCEC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA		Bronze Lion
A06/104	01211	SCANDIC TO GO	SCANDIC HOTELS	HOTELS	PRIME Stockholm	SWEDEN		Bronze Lion
A07/191	00939	NOT THERE	THE CLINTON FOUNDATION	NO CEILINGS REPORT	DROGA5 New York	USA		Bronze Lion
A07/201	01605	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN		Bronze Lion
A07/213	02036	SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA	BRAND NETWORKS New York	Bronze Lion
A07/244	02850	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL		Bronze Lion
A08/117	01725	DEFROST DINNERS	GDF SUEZ	ELECTRABEL	FAMOUS BRUSSELS	BELGIUM		Bronze Lion
A08/137	02969	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL		Bronze Lion
A08/147	02004	JOHNNIE WALKER BLUE LABEL - THE GENTLEMAN'S WAGER	DIAGEO	JOHNNIE WALKER BLUE LABEL	PHD SINGAPORE / ANOMALY New York	SINGAPORE	PHD SINGAPORE	Bronze Lion
A08/150	03083	PLAY WITH YOURSELF	THE BLUE BALL FOUNDATION	TESTICULAR CANCER AWARENESS	M&C SAATCHI Sydney / BANG PR Sydney	AUSTRALIA		Bronze Lion
A08/160	01756	THANK-YOU PARCELS	PRIMA POLAND	PRIMA FINEZJA	FCB WARSAW Warsaw	POLAND	HAVAS MEDIA Warsaw	Bronze Lion
B01/031	00427	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS		Bronze Lion
B01/065	00920	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY MEDIA Dusseldorf	Bronze Lion
B01/079	01251	#SENBADLUCK	ALLSTATE	ALLSTATE INSURANCE	LAPIZ Chicago / LEO BURNETT CHICAGO	USA	TAPESTRY Chicago	Bronze Lion
B01/220	02090	BLUEBIRD	McDONALD'S	McDONALD'S	OMD New York / DDB CHICAGO / LEO BURNETT CHICAGO	USA	OMD New York	Bronze Lion
B02/074	02999	LGBT AVATARS	PRAGUE PRIDE	PRAGUE PRIDE	GEOMETRY GLOBAL Prague / OGILVY & MATHER PRAGUE	CZECH REPUBLIC		Bronze Lion
B02/110	02126	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City	MEXICO		Bronze Lion
B02/115	01881	MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane	AUSTRALIA		Bronze Lion
B02/139	01394	VISUAL DICTIONARY	BRITISH COUNCIL	PRIVATE EDUCATION	GREY GROUP Singapore	SINGAPORE		Bronze Lion
B03/007	00240	CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney	AUSTRALIA	STARCOM MEDIAVEST GROUP Sydney	Bronze Lion
B03/015	00470	ATM	FNB	ATM	GLOO@OGILVY Cape Town	SOUTH AFRICA		Bronze Lion

Media Lions Winners

B04/209	01856	SHINE	CANON	CANON CAMERAS	LEO BURNETT SYDNEY	AUSTRALIA	MEDIACOM Sydney	Bronze Lion
C01/085	02388	THE OREO ECLIPSE	MONDELÉZ INTERNATIONAL	OREO	PHD London / DRUM London / FCB INFERNO London	UNITED KINGDOM	PHD London	Bronze Lion
C01/142	02814	DRINKABLE ADVERTISING	THE COCA-COLA COMPANY	NON-ALCOHOLIC BEVERAGES	OGILVY NEW YORK	USA	STARCOM MEDIAVEST GROUP New York	Bronze Lion
C01/161	02348	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	STARCOM MEDIAVEST GROUP Chicago / LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	USA	STARCOM MEDIAVEST GROUP Chicago	Bronze Lion
C02/053	02043	TECHNOLOGY & STUFF	GENERAL MOTORS- CHEVROLET	CARS	COMMONWEALTH/McCANN Detroit / FLEISHMAN HILLARD Detroit	USA	CARAT Detroit	Bronze Lion
C03/030	02552	BETTER CONTENT THROUGH DATA	BOSE CORPORATION	SOUNDTRUE HEADPHONES	MEDIACOM London	UNITED KINGDOM	MEDIACOM London	Bronze Lion
C06/014	00428	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS		Bronze Lion
C07/052	02434	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	HORIZON MEDIA New York	Bronze Lion
C08/028	02678	SKY SREENING	SKY DEUTSCHLAND FERNSEHEN	SKY GO	SERVICEPLAN Munich	GERMANY		Bronze Lion
C10/031	02555	POWER OF SPORT: #MAKETHEFUTURERIO	SHELL	SHELL	MEDIACOM London / J. WALTER THOMPSON London	UNITED KINGDOM	MEDIACOM London	Bronze Lion
C10/064	02659	BREATHE AGAIN	XIAO ZHU	AIR PURIFIER	Y&R SHANGHAI	CHINA		Bronze Lion
C11/074	01892	DON'T TRADE ME	PAW JUSTICE	ANTI AUCTIONS	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	OMD Auckland	Bronze Lion
C11/077	01777	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE		Bronze Lion
C11/084	00938	NOT THERE	THE CLINTON FOUNDATION	NO CEILINGS REPORT	DROGA5 New York	USA		Bronze Lion
C11/105	03188	LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM		Bronze Lion
C11/106	03234	FIRST STEP PROJECT	KANUI	SPORTING GOODS E-COMMERCE	AFRICA São Paulo	BRAZIL		Bronze Lion
C12/056	03076	BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	UNITED ARAB EMIRATES		Bronze Lion
C12/064	02706	THE RGB NEWS	ANTENA 1 - OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA		Bronze Lion
D01/075	01327	TOUCH THE PICKLE	PROCTER & GAMBLE INDIA	WHISPER SANITARY NAPKINS	BBDO INDIA Mumbai	INDIA		Bronze Lion

Total Awards:

80