

## Outdoor Lions Winners

| Cat. No | Entry No | Title                 | Advertiser                            | Product                | Entrant / Agency                                  | Country        | Prize              |
|---------|----------|-----------------------|---------------------------------------|------------------------|---|----------------|--------------------|
| E01/018 | 01925    | WORLD GALLERY         | APPLE                                 | IPHONE 6               | TBWA\MEDIA ARTS LAB Los Angeles / APPLE Cupertino | USA            | Grand Prix         |
| A04/023 | 01926    | BRENDAN O             | APPLE                                 | IPHONE 6               | TBWA\MEDIA ARTS LAB Los Angeles / APPLE Cupertino | USA            | Gold Lion Campaign |
| A04/024 | 01928    | CIELO D               | APPLE                                 | IPHONE 6               | TBWA\MEDIA ARTS LAB Los Angeles / APPLE Cupertino | USA            | Gold Lion Campaign |
| A04/025 | 01929    | JIRASAK P             | APPLE                                 | IPHONE 6               | TBWA\MEDIA ARTS LAB Los Angeles / APPLE Cupertino | USA            | Gold Lion Campaign |
| A04/026 | 01930    | COLE R                | APPLE                                 | IPHONE 6               | TBWA\MEDIA ARTS LAB Los Angeles / APPLE Cupertino | USA            | Gold Lion Campaign |
| A04/027 | 01931    | TEPPO K               | APPLE                                 | IPHONE 6               | TBWA\MEDIA ARTS LAB Los Angeles / APPLE Cupertino | USA            | Gold Lion Campaign |
| A07/018 | 03765    | CYAN                  | ECOFILL                               | ECOFILL INK CARTRIDGES | OGILVY & MATHER COLOMBIA Bogotá                   | COLOMBIA       | Gold Lion Campaign |
| A07/019 | 03768    | MAGENTA               | ECOFILL                               | ECOFILL INK CARTRIDGES | OGILVY & MATHER COLOMBIA Bogotá                   | COLOMBIA       | Gold Lion Campaign |
| A07/020 | 03771    | YELLOW                | ECOFILL                               | ECOFILL INK CARTRIDGES | OGILVY & MATHER COLOMBIA Bogotá                   | COLOMBIA       | Gold Lion Campaign |
| A07/021 | 03775    | BLACK                 | ECOFILL                               | ECOFILL INK CARTRIDGES | OGILVY & MATHER COLOMBIA Bogotá                   | COLOMBIA       | Gold Lion Campaign |
| A08/044 | 02287    | CONFUSING INDIAN      | ALGHANIM MOTORS - HONDA               | HONDA ACCORD GPS       | IMPACT & ECHO BBDO Safat                          | KUWAIT         | Gold Lion Campaign |
| A08/045 | 02289    | CONFUSING IRANIAN     | ALGHANIM MOTORS - HONDA               | HONDA ACCORD GPS       | IMPACT & ECHO BBDO Safat                          | KUWAIT         | Gold Lion Campaign |
| A08/046 | 02291    | CONFUSING ARAB        | ALGHANIM MOTORS - HONDA               | HONDA ACCORD GPS       | IMPACT & ECHO BBDO Safat                          | KUWAIT         | Gold Lion Campaign |
| A12/086 | 05271    | ELTON                 | NEWS UK                               | SUNDAY TIMES           | GREY LONDON                                       | UNITED KINGDOM | Gold Lion Campaign |
| A12/087 | 05273    | BRANSON               | NEWS UK                               | SUNDAY TIMES           | GREY LONDON                                       | UNITED KINGDOM | Gold Lion Campaign |
| A12/088 | 05275    | COWELL                | NEWS UK                               | SUNDAY TIMES           | GREY LONDON                                       | UNITED KINGDOM | Gold Lion Campaign |
| A17/116 | 03055    | B&W DRESS             | ABRINQ FOUNDATION - SAVE THE CHILDREN | INSTITUTIONAL          | LEW\LARA\TBWA São Paulo                           | BRAZIL         | Gold Lion Campaign |
| A17/117 | 03056    | BLUE DRESS            | ABRINQ FOUNDATION - SAVE THE CHILDREN | INSTITUTIONAL          | LEW\LARA\TBWA São Paulo                           | BRAZIL         | Gold Lion Campaign |
| A17/118 | 03057    | PULLOVER              | ABRINQ FOUNDATION - SAVE THE CHILDREN | INSTITUTIONAL          | LEW\LARA\TBWA São Paulo                           | BRAZIL         | Gold Lion Campaign |
| A17/119 | 03058    | SWEATER               | ABRINQ FOUNDATION - SAVE THE CHILDREN | INSTITUTIONAL          | LEW\LARA\TBWA São Paulo                           | BRAZIL         | Gold Lion Campaign |
| A17/120 | 03059    | TUNIC                 | ABRINQ FOUNDATION - SAVE THE CHILDREN | INSTITUTIONAL          | LEW\LARA\TBWA São Paulo                           | BRAZIL         | Gold Lion Campaign |
| B05/035 | 01652    | ALEX                  | MILLIMED THAILAND                     | THROATSIL              | BBDO PROXIMITY THAILAND Bangkok                   | THAILAND       | Gold Lion Campaign |
| B05/036 | 01653    | RAMSAY                | MILLIMED THAILAND                     | THROATSIL              | BBDO PROXIMITY THAILAND Bangkok                   | THAILAND       | Gold Lion Campaign |
| B05/037 | 01654    | TYLER                 | MILLIMED THAILAND                     | THROATSIL              | BBDO PROXIMITY THAILAND Bangkok                   | THAILAND       | Gold Lion Campaign |
| B09/002 | 00207    | DRUMSTICK             | KFC                                   | KFC BRAND              | BBDO PROXIMITY MALAYSIA Kuala Lumpur              | MALAYSIA       | Gold Lion Campaign |
| B09/003 | 00212    | BURGER                | KFC                                   | KFC BRAND              | BBDO PROXIMITY MALAYSIA Kuala Lumpur              | MALAYSIA       | Gold Lion Campaign |
| B09/004 | 00215    | FRENCH FRIES          | KFC                                   | KFC BRAND              | BBDO PROXIMITY MALAYSIA Kuala Lumpur              | MALAYSIA       | Gold Lion Campaign |
| B17/174 | 02971    | FATTY                 | UNICEF                                | CORP                   | PROLAM Y&R Santiago                               | CHILE          | Gold Lion Campaign |
| B17/175 | 02973    | NERD                  | UNICEF                                | CORP                   | PROLAM Y&R Santiago                               | CHILE          | Gold Lion Campaign |
| B17/254 | 05114    | UK                    | 28 TOO MANY                           | FGM                    | OGILVY & MATHER LONDON                            | UNITED KINGDOM | Gold Lion Campaign |
| B17/255 | 05116    | SWEDEN                | 28 TOO MANY                           | FGM                    | OGILVY & MATHER LONDON                            | UNITED KINGDOM | Gold Lion Campaign |
| B17/256 | 05118    | NETHERLANDS           | 28 TOO MANY                           | FGM                    | OGILVY & MATHER LONDON                            | UNITED KINGDOM | Gold Lion Campaign |
| B17/257 | 05120    | GERMANY               | 28 TOO MANY                           | FGM                    | OGILVY & MATHER LONDON                            | UNITED KINGDOM | Gold Lion Campaign |
| B17/258 | 05122    | ITALY                 | 28 TOO MANY                           | FGM                    | OGILVY & MATHER LONDON                            | UNITED KINGDOM | Gold Lion Campaign |
| B17/259 | 05124    | SCOTLAND              | 28 TOO MANY                           | FGM                    | OGILVY & MATHER LONDON                            | UNITED KINGDOM | Gold Lion Campaign |
| D04/035 | 02741    | HOLOGRAMS FOR FREEDOM | NO SOMOS DELITO (WE ARE NOT CRIME)    | NGO                    | DDB SPAIN Madrid                                  | SPAIN          | Gold Lion          |

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|         |       |   |                                       |                                     |   |                |                      |
|---------|-------|---|---------------------------------------|-------------------------------------|---|----------------|----------------------|
| D04/113 | 02998 | THE MARATHON WALKER   | WATER FOR AFRICA                      | CHARITY                             | OGILVY PARIS                                    | FRANCE         | Gold Lion            |
| D04/124 | 04438 | SECURITY MOMS   | SPORT CLUBE DO RECIFE                 | SOCCER TEAM                         | OGILVY BRASIL São Paulo                         | BRAZIL         | Gold Lion            |
| D05/048 | 01719 | NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK | ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR | EXIT-DEUTSCHLAND                    | GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg    | GERMANY        | Gold Lion            |
| D06/069 | 04665 | SAFETY TRUCK  | SAMSUNG                               | CORPORATE                           | LEO BURNETT ARGENTINA Buenos Aires              | ARGENTINA      | Gold Lion            |
| D07/003 | 00164 | LOOK AT ME  | WOMEN'S AID                           | WOMEN'S AID                         | WCRS London                                     | UNITED KINGDOM | Gold Lion            |
| D08/011 | 04084 | BREATHE AGAIN   | XIAO ZHU                              | AIR PURIFIER                        | Y&R SHANGHAI                                    | CHINA          | Gold Lion            |
| E01/059 | 04882 | THE GUN SHOP  | STATES UNITED TO PREVENT GUN VIOLENCE | ANTI-GUN VIOLENCE                   | GREY NEW YORK                                   | USA            | Gold Lion            |
| F02/197 | 02510 | DOG   | CITY OF BUENOS AIRES                  | THE BUENOS AIRES PUBLIC BIKE SYSTEM | THE COMMUNITY/LA COMUNIDAD Miami                | USA            | Gold Lion Campaign   |
| F02/198 | 02513 | BABY  | CITY OF BUENOS AIRES                  | THE BUENOS AIRES PUBLIC BIKE SYSTEM | THE COMMUNITY/LA COMUNIDAD Miami                | USA            | Gold Lion Campaign   |
| F03/178 | 02972 | FATTY   | UNICEF                                | CORP                                | PROLAM Y&R Santiago                             | CHILE          | Gold Lion Campaign   |
| F03/179 | 02974 | NERD  | UNICEF                                | CORP                                | PROLAM Y&R Santiago                             | CHILE          | Gold Lion Campaign   |
| A01/022 | 01220 | LITTLE GIRL   | FREDDO                                | ICE CREAM                           | Y&R SÃO PAULO                                   | BRAZIL         | Silver Lion          |
| A02/022 | 00562 | COCA-COLA TOGETHER LOVE                                       | THE COCA-COLA COMPANY                 | DRINKS                              | OGILVY PARIS                                    | FRANCE         | Silver Lion Campaign |
| A02/023 | 00564 | COCA-COLA TOGETHER PEACE                                      | THE COCA-COLA COMPANY                 | DRINKS                              | OGILVY PARIS                                    | FRANCE         | Silver Lion Campaign |
| A09/010 | 00206 | DRUMSTICK   | KFC                                   | KFC BRAND                           | BBDO PROXIMITY MALAYSIA Kuala Lumpur            | MALAYSIA       | Silver Lion Campaign |
| A09/011 | 00211 | BURGER  | KFC                                   | KFC BRAND                           | BBDO PROXIMITY MALAYSIA Kuala Lumpur            | MALAYSIA       | Silver Lion Campaign |
| A09/012 | 00214 | FRENCH FRIES  | KFC                                   | KFC BRAND                           | BBDO PROXIMITY MALAYSIA Kuala Lumpur            | MALAYSIA       | Silver Lion Campaign |
| A10/023 | 01661 | BEACH   | THAI AIRASIA                          | THAI AIR ASIA DOMESTIC CAMPAIGN     | BBDO PROXIMITY THAILAND Bangkok                 | THAILAND       | Silver Lion Campaign |
| A10/024 | 01663 | MOUNTAIN  | THAI AIRASIA                          | THAI AIR ASIA DOMESTIC CAMPAIGN     | BBDO PROXIMITY THAILAND Bangkok                 | THAILAND       | Silver Lion Campaign |
| A10/028 | 01297 | FIREMEN   | BEIJING SUBWAY                        | BEIJING SUBWAY                      | GREY GROUP CHINA Beijing                        | CHINA          | Silver Lion Campaign |
| A10/029 | 01298 | PARAMEDICS  | BEIJING SUBWAY                        | BEIJING SUBWAY                      | GREY GROUP CHINA Beijing                        | CHINA          | Silver Lion Campaign |
| A10/030 | 01299 | PIZZA DELIVERYMEN   | BEIJING SUBWAY                        | BEIJING SUBWAY                      | GREY GROUP CHINA Beijing                        | CHINA          | Silver Lion Campaign |
| A10/040 | 02508 | DOG   | CITY OF BUENOS AIRES                  | THE BUENOS AIRES PUBLIC BIKE SYSTEM | THE COMMUNITY/LA COMUNIDAD Miami                | USA            | Silver Lion Campaign |
| A10/041 | 02511 | BABY  | CITY OF BUENOS AIRES                  | THE BUENOS AIRES PUBLIC BIKE SYSTEM | THE COMMUNITY/LA COMUNIDAD Miami                | USA            | Silver Lion Campaign |
| A10/042 | 02514 | SQUIRREL  | CITY OF BUENOS AIRES                  | THE BUENOS AIRES PUBLIC BIKE SYSTEM | THE COMMUNITY/LA COMUNIDAD Miami                | USA            | Silver Lion Campaign |
| A10/043 | 02516 | MOTHS   | CITY OF BUENOS AIRES                  | THE BUENOS AIRES PUBLIC BIKE SYSTEM | THE COMMUNITY/LA COMUNIDAD Miami                | USA            | Silver Lion Campaign |
| A15/044 | 04785 | BASEMENT  | ESSEL GROUP                           | DISH TV                             | McCANN WORLDGROUP INDIA Mumbai                  | INDIA          | Silver Lion          |
| A16/019 | 03187 | SINKBOY   | COLGATE - PALMOLIVE                   | COLGATE                             | RED FUZE COMMUNICATIONS New York / Y&R NEW YORK | USA            | Silver Lion          |
| A17/180 | 03947 | 1984  | NEW ZEALAND BOOK COUNCIL              | NEW ZEALAND BOOK COUNCIL            | COLENZO BBDO Auckland                           | NEW ZEALAND    | Silver Lion Campaign |
| A17/181 | 03948 | ROMEO AND JULIET  | NEW ZEALAND BOOK COUNCIL              | NEW ZEALAND BOOK COUNCIL            | COLENZO BBDO Auckland                           | NEW ZEALAND    | Silver Lion Campaign |
| A17/182 | 03949 | THE BIBLE   | NEW ZEALAND BOOK COUNCIL              | NEW ZEALAND BOOK COUNCIL            | COLENZO BBDO Auckland                           | NEW ZEALAND    | Silver Lion Campaign |
| A17/203 | 04969 | SPONGE CHILDREN KITCHEN                                       | SAVE THE CHILDREN                     | SOCIAL AWARENESS                    | EL TAIER / TRIBU DDB Guatemala City             | GUATEMALA      | Silver Lion          |
| A17/225 | 04415 | DAD 1   | UNICEF                                | UNICEF                              | OGILVY & MATHER CHILE Santiago                  | CHILE          | Silver Lion Campaign |
| A17/226 | 04417 | DAD 2   | UNICEF                                | UNICEF                              | OGILVY & MATHER CHILE Santiago                  | CHILE          | Silver Lion Campaign |
| B01/008 | 01221 | LITTLE GIRL   | FREDDO                                | ICE CREAM                           | Y&R SÃO PAULO                                   | BRAZIL         | Silver Lion          |

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| B01/045 | 02085 | PARROT                                | DOS EN UNO                                 | LOLLIPOP                                   | PROLAM Y&R Santiago             | CHILE          | Silver Lion Campaign |
| B01/046 | 02086 | RAKE                                  | DOS EN UNO                                 | LOLLIPOP                                   | PROLAM Y&R Santiago             | CHILE          | Silver Lion Campaign |
| B01/047 | 02087 | BEES                                  | DOS EN UNO                                 | LOLLIPOP                                   | PROLAM Y&R Santiago             | CHILE          | Silver Lion Campaign |
| B03/007 | 00235 | FLOWER DOG                            | RECKITT BENCKISER                          | AIRWICK                                    | HAVAS WORLDWIDE VALE Mexico     | MEXICO         | Silver Lion          |
| B03/039 | 02649 | JUDITE                                | TEKBOND                                    | SUPER GLUE                                 | Y&R SÃO PAULO                   | BRAZIL         | Silver Lion Campaign |
| B03/040 | 02651 | NOEMIA                                | TEKBOND                                    | SUPER GLUE                                 | Y&R SÃO PAULO                   | BRAZIL         | Silver Lion Campaign |
| B03/041 | 02653 | MIRTES                                | TEKBOND                                    | SUPER GLUE                                 | Y&R SÃO PAULO                   | BRAZIL         | Silver Lion Campaign |
| B05/163 | 04972 | HEART                                 | RECKITT BENCKISER (INDIA)                  | DUREX REALFEEL CONDOMS                     | CREATIVELAND ASIA Mumbai        | INDIA          | Silver Lion Campaign |
| B05/164 | 04973 | GUT                                   | RECKITT BENCKISER (INDIA)                  | DUREX REALFEEL CONDOMS                     | CREATIVELAND ASIA Mumbai        | INDIA          | Silver Lion Campaign |
| B05/165 | 04974 | BRAIN                                 | RECKITT BENCKISER (INDIA)                  | DUREX REALFEEL CONDOMS                     | CREATIVELAND ASIA Mumbai        | INDIA          | Silver Lion Campaign |
| B07/028 | 03772 | YELLOW                                | ECOFILL                                    | ECOFILL INK CARTRIDGES                     | OGILVY & MATHER COLOMBIA Bogotá | COLOMBIA       | Silver Lion          |
| B08/045 | 02288 | CONFUSING INDIAN                      | ALGHANIM MOTORS - HONDA                    | HONDA ACCORD GPS                           | IMPACT & ECHO BBDO Safat        | KUWAIT         | Silver Lion Campaign |
| B08/046 | 02290 | CONFUSING IRANIAN                     | ALGHANIM MOTORS - HONDA                    | HONDA ACCORD GPS                           | IMPACT & ECHO BBDO Safat        | KUWAIT         | Silver Lion Campaign |
| B08/047 | 02292 | CONFUSING ARAB                        | ALGHANIM MOTORS - HONDA                    | HONDA ACCORD GPS                           | IMPACT & ECHO BBDO Safat        | KUWAIT         | Silver Lion Campaign |
| B09/041 | 00460 | SHOE                                  | HARVEY NICHOLS                             | SPRING/SUMMER SALE 14                      | ADAM&EVEDDB London              | UNITED KINGDOM | Silver Lion Campaign |
| B09/042 | 00462 | SHIRT                                 | HARVEY NICHOLS                             | SPRING/SUMMER SALE 14                      | ADAM&EVEDDB London              | UNITED KINGDOM | Silver Lion Campaign |
| B09/043 | 00464 | BIKINI                                | HARVEY NICHOLS                             | SPRING/SUMMER SALE 14                      | ADAM&EVEDDB London              | UNITED KINGDOM | Silver Lion Campaign |
| B10/034 | 01300 | FIREMEN                               | BEIJING SUBWAY                             | BEIJING SUBWAY                             | GREY GROUP CHINA Beijing        | CHINA          | Silver Lion Campaign |
| B10/035 | 01301 | PARAMEDICS                            | BEIJING SUBWAY                             | BEIJING SUBWAY                             | GREY GROUP CHINA Beijing        | CHINA          | Silver Lion Campaign |
| B10/036 | 01302 | PIZZA DELIVERYMEN                     | BEIJING SUBWAY                             | BEIJING SUBWAY                             | GREY GROUP CHINA Beijing        | CHINA          | Silver Lion Campaign |
| B11/046 | 00106 | OBUS                                  | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                       | FRANCE         | Silver Lion Campaign |
| B11/047 | 00109 | SLEDGEHAMMER                          | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                       | FRANCE         | Silver Lion Campaign |
| B11/048 | 00112 | GRENADE                               | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                       | FRANCE         | Silver Lion Campaign |
| B11/050 | 00118 | TAXI                                  | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                       | FRANCE         | Silver Lion Campaign |
| B11/051 | 00121 | SAW                                   | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                       | FRANCE         | Silver Lion Campaign |
| B12/084 | 04831 | TWENTY THOUSAND LEAGUES UNDER THE SEA | SARAIVA                                    | BOOKS                                      | F.BIZ São Paulo                 | BRAZIL         | Silver Lion Campaign |
| B12/085 | 04832 | METAMORPHOSIS                         | SARAIVA                                    | BOOKS                                      | F.BIZ São Paulo                 | BRAZIL         | Silver Lion Campaign |
| B12/086 | 04833 | TREASURE ISLAND                       | SARAIVA                                    | BOOKS                                      | F.BIZ São Paulo                 | BRAZIL         | Silver Lion Campaign |
| B12/087 | 04834 | THE LITTLE PRINCE                     | SARAIVA                                    | BOOKS                                      | F.BIZ São Paulo                 | BRAZIL         | Silver Lion Campaign |
| B12/088 | 04835 | WAR AND PEACE                         | SARAIVA                                    | BOOKS                                      | F.BIZ São Paulo                 | BRAZIL         | Silver Lion Campaign |
| B14/017 | 03392 | BILL CLINTON                          | GETTY IMAGES                               | 20 YEARS OF GETTY IMAGES                   | ALMAPBBDO São Paulo             | BRAZIL         | Silver Lion Campaign |
| B14/018 | 03393 | SCARLET JOHANSSON                     | GETTY IMAGES                               | 20 YEARS OF GETTY IMAGES                   | ALMAPBBDO São Paulo             | BRAZIL         | Silver Lion Campaign |
| B14/019 | 03394 | PRINCE WILLIAM                        | GETTY IMAGES                               | 20 YEARS OF GETTY IMAGES                   | ALMAPBBDO São Paulo             | BRAZIL         | Silver Lion Campaign |
| B15/031 | 04095 | HAPPY                                 | BAIDU                                      | ONLINE SAFETY PRODUCT                      | Y&R SHANGHAI                    | CHINA          | Silver Lion Campaign |
| B15/032 | 04097 | CHEEKY                                | BAIDU                                      | ONLINE SAFETY PRODUCT                      | Y&R SHANGHAI                    | CHINA          | Silver Lion Campaign |

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| B15/033 | 04099 | SMILEY                           | BAIDU   | ONLINE SAFETY PRODUCT                | Y&R SHANGHAI   | CHINA     | Silver Lion Campaign |
| B15/034 | 04101 | CRAZY                            | BAIDU   | ONLINE SAFETY PRODUCT                | Y&R SHANGHAI   | CHINA     | Silver Lion Campaign |
| B15/057 | 04782 | SOFA                             | ESSEL GROUP   | DISH TV                              | McCANN WORLDGROUP INDIA Mumbai                       | INDIA     | Silver Lion Campaign |
| B15/058 | 04784 | PUDDLE                           | ESSEL GROUP   | DISH TV                              | McCANN WORLDGROUP INDIA Mumbai                       | INDIA     | Silver Lion Campaign |
| B15/059 | 04786 | BASEMENT                         | ESSEL GROUP   | DISH TV                              | McCANN WORLDGROUP INDIA Mumbai                       | INDIA     | Silver Lion Campaign |
| B17/144 | 03062 | PULLOVER                         | ABRINQ FOUNDATION -<br>SAVE THE CHILDREN                                    | INSTITUTIONAL                        | LEW'LARA\TBWA São Paulo                              | BRAZIL    | Silver Lion Campaign |
| B17/145 | 03063 | SWEATER                          | ABRINQ FOUNDATION -<br>SAVE THE CHILDREN                                    | INSTITUTIONAL                        | LEW'LARA\TBWA São Paulo                              | BRAZIL    | Silver Lion Campaign |
| B17/146 | 03064 | TUNIC                            | ABRINQ FOUNDATION -<br>SAVE THE CHILDREN                                    | INSTITUTIONAL                        | LEW'LARA\TBWA São Paulo                              | BRAZIL    | Silver Lion Campaign |
| C01/097 | 04395 | SERENA                           | BELL MEDIA (TSN)  | US OPEN                              | LEO BURNETT TORONTO                                  | CANADA    | Silver Lion Campaign |
| C01/098 | 04397 | MILOS                            | BELL MEDIA (TSN)  | US OPEN                              | LEO BURNETT TORONTO                                  | CANADA    | Silver Lion Campaign |
| C01/099 | 04399 | EUGENIE                          | BELL MEDIA (TSN)  | US OPEN                              | LEO BURNETT TORONTO                                  | CANADA    | Silver Lion Campaign |
| D02/081 | 04203 | NIVEA DOLL                       | BDF NIVEA BRASIL  | NIVEA SUN KIDS                       | FCB BRASIL São Paulo                                 | BRAZIL    | Silver Lion          |
| D02/103 | 05173 | TICKET BOOKS                     | L&PM  | POCKET BOOKS                         | AFRICA São Paulo                                     | BRAZIL    | Silver Lion          |
| D03/041 | 00492 | LIFE TIME CLOCK                  | STIFTUNG FÜRS LEBEN -<br>DEUTSCHE STIFTUNG<br>ORGANTRANSPLANTATION<br>(DSO) | FOR LIFE - FOR ORGAN-<br>DONATIONS   | SERVICEPLAN Munich                                   | GERMANY   | Silver Lion          |
| D04/061 | 03330 | LOVE HAS NO LABELS               | ADCOUNCIL   | LOVE HAS NO LABELS                   | R/GA New York  | USA       | Silver Lion          |
| D04/079 | 03176 | A DISCOUNT TO YOUR<br>MISFORTUNE | ISLAZUL   | ISLAZUL                              | DEL CAMPO SAATCHI & SAATCHI MADRID<br>Madrid         | SPAIN     | Silver Lion          |
| D04/121 | 04881 | THE GUN SHOP                     | STATES UNITED TO<br>PREVENT GUN VIOLENCE                                    | ANTI-GUN VIOLENCE                    | GREY NEW YORK  | USA       | Silver Lion          |
| D06/071 | 04532 | SAFETY WI-FI                     | FIAT  | INSTITUTIONAL                        | LEO BURNETT TAILOR MADE São Paulo                    | BRAZIL    | Silver Lion          |
| E01/011 | 02742 | HOLOGRAMS FOR FREEDOM            | NO SOMOS DELITO (WE ARE<br>NOT CRIME)                                       | NGO                                  | DDB SPAIN Madrid                                     | SPAIN     | Silver Lion          |
| F02/010 | 00209 | DRUMSTICK                        | KFC   | KFC BRAND                            | BBDO PROXIMITY MALAYSIA Kuala Lumpur                 | MALAYSIA  | Silver Lion          |
| F03/090 | 01933 | AUSTIN M                         | APPLE   | IPHONE 6                             | TBWA\MEDIA ARTS LAB Los Angeles /<br>APPLE Cupertino | USA       | Silver Lion Campaign |
| F03/092 | 01935 | BRENDAN Ó                        | APPLE   | IPHONE 6                             | TBWA\MEDIA ARTS LAB Los Angeles /<br>APPLE Cupertino | USA       | Silver Lion Campaign |
| A01/044 | 02363 | BE PREPARED                      | FERRERO ASIA  | TIC TAC                              | nudeJEH Bangkok / GREY THAILAND<br>Bangkok           | THAILAND  | Bronze Lion          |
| A02/068 | 01644 | SELFIE                           | BACKUS - SAB MILLER   | PILSEN CALLAO                        | PUBLICIS PERU Lima                                   | PERU      | Bronze Lion          |
| A03/019 | 02710 | MINISTRONE SOUP                  | 3M SINGAPORE  | SCOTCHGARD CARPET &<br>RUG PROTECTOR | LOWE SINGAPORE                                       | SINGAPORE | Bronze Lion Campaign |
| A03/020 | 02712 | OLIVE OIL & BALSAMIC<br>VINEGAR  | 3M SINGAPORE  | SCOTCHGARD CARPET &<br>RUG PROTECTOR | LOWE SINGAPORE                                       | SINGAPORE | Bronze Lion Campaign |
| A03/021 | 02714 | SANGRIA                          | 3M SINGAPORE  | SCOTCHGARD CARPET &<br>RUG PROTECTOR | LOWE SINGAPORE                                       | SINGAPORE | Bronze Lion Campaign |
| A04/008 | 00314 | COW                              | ARCELIK   | BUILT IN SERIES                      | Y&R ISTANBUL   | TURKEY    | Bronze Lion Campaign |
| A04/009 | 00317 | SHEEP                            | ARCELIK   | BUILT IN SERIES                      | Y&R ISTANBUL   | TURKEY    | Bronze Lion Campaign |
| A05/028 | 02169 | CRYING AIRPLANE                  | EMS   | DIAPER RASH CREAM                    | WE São Paulo   | BRAZIL    | Bronze Lion Campaign |
| A05/029 | 02170 | CRYING RESTAURANT                | EMS   | DIAPER RASH CREAM                    | WE São Paulo   | BRAZIL    | Bronze Lion Campaign |
| A06/007 | 02455 | ENDURO                           | BMW   | ENDURO HELMET                        | PUBLICIS MEXICO Mexico City                          | MEXICO    | Bronze Lion Campaign |
| A06/008 | 02456 | RACE                             | BMW   | RACE HELMET                          | PUBLICIS MEXICO Mexico City                          | MEXICO    | Bronze Lion Campaign |
| A08/042 | 01854 | OK                               | FIAT  | FIAT 500                             | MADE Mexico City                                     | MEXICO    | Bronze Lion Campaign |
| A08/043 | 01855 | TUMBS UP                         | FIAT  | FIAT 500                             | MADE Mexico City                                     | MEXICO    | Bronze Lion Campaign |
| A08/087 | 01598 | SMART FOR TWO YOKO               | SMART   | SMART FOR TWO                        | JUNG von MATT Vienna / JUNG von MATT<br>Hamburg      | AUSTRIA   | Bronze Lion Campaign |

## Outdoor Lions Winners

|         |       |  |   |   |   |                |                      |
|---------|-------|--|---|---|---|----------------|----------------------|
| A08/088 | 01600 | SMART FOR TWO SNAKE  | SMART                                       | SMART FOR TWO                               | JUNG von MATT Vienna / JUNG von MATT Hamburg        | AUSTRIA        | Bronze Lion Campaign |
| A08/089 | 01602 | SMART FOR TWO JACKIE   | SMART                                       | SMART FOR TWO                               | JUNG von MATT Vienna / JUNG von MATT Hamburg        | AUSTRIA        | Bronze Lion Campaign |
| A08/126 | 05227 | HYDRANT  | mitsubishi motors                           | ALL NEW OUTLANDER WITH REARVIEW CAMERA      | AFRICA São Paulo                                    | BRAZIL         | Bronze Lion          |
| A09/040 | 00459 | SHOE   | HARVEY NICHOLS                              | SPRING/SUMMER SALE 14                       | ADAM&EVEDDB London                                  | UNITED KINGDOM | Bronze Lion Campaign |
| A09/041 | 00461 | SHIRT  | HARVEY NICHOLS                              | SPRING/SUMMER SALE 14                       | ADAM&EVEDDB London                                  | UNITED KINGDOM | Bronze Lion Campaign |
| A09/042 | 00463 | BIKINI   | HARVEY NICHOLS                              | SPRING/SUMMER SALE 14                       | ADAM&EVEDDB London                                  | UNITED KINGDOM | Bronze Lion Campaign |
| A11/016 | 01862 | NAPALM   | MUSEO MEMORIA Y TOLERANCIA                  | MUSEO MEMORIA Y TOLERANCIA                  | MADE Mexico City                                    | MEXICO         | Bronze Lion Campaign |
| A11/017 | 01863 | WWII   | MUSEO MEMORIA Y TOLERANCIA                  | MUSEO MEMORIA Y TOLERANCIA                  | MADE Mexico City                                    | MEXICO         | Bronze Lion Campaign |
| A11/018 | 01864 | NGUYEN   | MUSEO MEMORIA Y TOLERANCIA                  | MUSEO MEMORIA Y TOLERANCIA                  | MADE Mexico City                                    | MEXICO         | Bronze Lion Campaign |
| A12/049 | 00189 | GLAMAZON   | PRIME TV                                    | TELEVISION PROGRAMME ADVERTISING            | FCB NEW ZEALAND Auckland                            | NEW ZEALAND    | Bronze Lion          |
| A13/007 | 01502 | JAMAICA / SCOTLAND   | HANSEMERKUR KRANKENVERSICHERUNG             | HEALTH INSURANCE                            | GREY GERMANY Düsseldorf                             | GERMANY        | Bronze Lion Campaign |
| A13/008 | 01504 | SWEDEN / DENMARK   | HANSEMERKUR KRANKENVERSICHERUNG             | HEALTH INSURANCE                            | GREY GERMANY Düsseldorf                             | GERMANY        | Bronze Lion Campaign |
| A14/008 | 02553 | DHL HANDS - RIPPED   | DHL   | EXPRESS COURIER SERVICES                    | GREY WORLDWIDE INDIA Mumbai / MARURI GREY Guayaquil | INDIA          | Bronze Lion Campaign |
| A14/009 | 02554 | DHL HANDS - CUTTER   | DHL   | EXPRESS COURIER SERVICES                    | GREY WORLDWIDE INDIA Mumbai / MARURI GREY Guayaquil | INDIA          | Bronze Lion Campaign |
| A14/010 | 02555 | DHL HANDS - SCISSORS   | DHL   | EXPRESS COURIER SERVICES                    | GREY WORLDWIDE INDIA Mumbai / MARURI GREY Guayaquil | INDIA          | Bronze Lion Campaign |
| A15/013 | 03889 | CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG PHONE WALL CAMPAIGN - LIVING ROOM  | CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG | CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG | OGILVY BEIJING                                      | CHINA          | Bronze Lion Campaign |
| A15/014 | 03890 | CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG PHONE WALL CAMPAIGN - DINING TABLE | CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG | CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG | OGILVY BEIJING                                      | CHINA          | Bronze Lion Campaign |
| A15/015 | 03891 | CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG PHONE WALL CAMPAIGN - BEDROOM      | CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG | CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG | OGILVY BEIJING                                      | CHINA          | Bronze Lion Campaign |
| A17/060 | 01236 | LOLLIPOP   | SANTA CASA DE MISERICORDIA                  | ANTI-OBESITY                                | Y&R SÃO PAULO                                       | BRAZIL         | Bronze Lion          |
| A17/168 | 04605 | NEIGHBOUR  | INNOCENCE IN DANGER                         | PROTECTING CHILDREN FROM ABUSE              | ROSAPARK Paris                                      | FRANCE         | Bronze Lion Campaign |
| A17/169 | 04607 | FATHER   | INNOCENCE IN DANGER                         | PROTECTING CHILDREN FROM ABUSE              | ROSAPARK Paris                                      | FRANCE         | Bronze Lion Campaign |
| A17/170 | 04609 | COACH  | INNOCENCE IN DANGER                         | PROTECTING CHILDREN FROM ABUSE              | ROSAPARK Paris                                      | FRANCE         | Bronze Lion Campaign |
| B01/064 | 05220 | PIG - KAMASUTRA  | DE CABRON                                   | PEPPER                                      | AFRICA São Paulo                                    | BRAZIL         | Bronze Lion Campaign |
| B01/065 | 05221 | COW - KAMASUTRA  | DE CABRON                                   | PEPPER                                      | AFRICA São Paulo                                    | BRAZIL         | Bronze Lion Campaign |
| B02/001 | 00526 | SOCCER   | FARNHAM ALE & LAGER                         | BEERS                                       | lg2 Québec  | CANADA         | Bronze Lion Campaign |
| B02/002 | 00527 | SPOUSE   | FARNHAM ALE & LAGER                         | BEERS                                       | lg2 Québec  | CANADA         | Bronze Lion Campaign |
| B02/031 | 01645 | SELFIE   | BACKUS - SAB MILLER                         | PILSEN CALLAO                               | PUBLICIS PERU Lima                                  | PERU           | Bronze Lion          |
| B03/027 | 02047 | MEAT   | 3M  | SCOTCH-BRITE / HEAVY DUTY SCRUB SPONGE      | BBDO MEXICO   | MEXICO         | Bronze Lion Campaign |
| B03/028 | 02049 | EGG  | 3M  | SCOTCH-BRITE / HEAVY DUTY SCRUB SPONGE      | BBDO MEXICO   | MEXICO         | Bronze Lion Campaign |

## Outdoor Lions Winners

|         |       |   |                                   |  |  |                |                      |
|---------|-------|---|-----------------------------------|--|--|----------------|----------------------|
| B03/029 | 02051 | SALMON                                  | 3M                                | SCOTCH-BRITE / HEAVY DUTY SCRUB SPONGE | BBDO MEXICO                                  | MEXICO         | Bronze Lion Campaign |
| B03/075 | 04031 | PANDA                                   | THE CLOROX COMPANY                | GREEN WORKS                            | ALMA DDB Miami                               | USA            | Bronze Lion          |
| B04/082 | 02088 | COUPLE                                  | SODIMAC                           | OZOM                                   | PROLAM Y&R Santiago                          | CHILE          | Bronze Lion Campaign |
| B04/083 | 02089 | FAT                                     | SODIMAC                           | OZOM                                   | PROLAM Y&R Santiago                          | CHILE          | Bronze Lion Campaign |
| B04/084 | 02090 | FISH                                    | SODIMAC                           | OZOM                                   | PROLAM Y&R Santiago                          | CHILE          | Bronze Lion Campaign |
| B04/169 | 05158 | HELLO KITTY                             | DURACELL                          | HOME ELECTRONICS & AUDIO-VISUAL        | GREY LONDON                                  | UNITED KINGDOM | Bronze Lion Campaign |
| B04/170 | 05159 | MONKEY                                  | DURACELL                          | HOME ELECTRONICS & AUDIO-VISUAL        | GREY LONDON                                  | UNITED KINGDOM | Bronze Lion Campaign |
| B04/171 | 05160 | CLASSIC ROBOT                           | DURACELL                          | HOME ELECTRONICS & AUDIO-VISUAL        | GREY LONDON                                  | UNITED KINGDOM | Bronze Lion Campaign |
| B05/058 | 03410 | CHURCH -BALL                            | BAYER BRASIL                      | CAFIASPIRIN                            | ALMAPBBDO São Paulo                          | BRAZIL         | Bronze Lion Campaign |
| B05/059 | 03411 | CARPET - WINE                           | BAYER BRASIL                      | CAFIASPIRIN                            | ALMAPBBDO São Paulo                          | BRAZIL         | Bronze Lion Campaign |
| B05/060 | 03412 | CAR - VASE                              | BAYER BRASIL                      | CAFIASPIRIN                            | ALMAPBBDO São Paulo                          | BRAZIL         | Bronze Lion Campaign |
| B05/061 | 03416 | NELSON'S FOOT                           | BAYER BRASIL                      | DR. SCHOLL'S                           | ALMAPBBDO São Paulo                          | BRAZIL         | Bronze Lion Campaign |
| B05/062 | 03417 | ANNA'S FOOT                             | BAYER BRASIL                      | DR. SCHOLL'S                           | ALMAPBBDO São Paulo                          | BRAZIL         | Bronze Lion Campaign |
| B05/063 | 03418 | JOSE'S FOOT                             | BAYER BRASIL                      | DR. SCHOLL'S                           | ALMAPBBDO São Paulo                          | BRAZIL         | Bronze Lion Campaign |
| B05/075 | 03535 | FINE LINE                               | POPULATION SERVICES INTERNATIONAL | LOVERS+ CONDOMS                        | JOE PUBLIC UNITED Johannesburg               | SOUTH AFRICA   | Bronze Lion          |
| B05/083 | 03589 | PLANE                                   | DUREX                             | CONDOM-MUTUAL CLIMAX                   | HAVAS WORLDWIDE ISTANBUL                     | TURKEY         | Bronze Lion Campaign |
| B05/084 | 03590 | TRAIN                                   | DUREX                             | CONDOM-MUTUAL CLIMAX                   | HAVAS WORLDWIDE ISTANBUL                     | TURKEY         | Bronze Lion Campaign |
| B05/120 | 03858 | SAILOR                                  | X SENSE MEN                       | X SENSE MEN DE ALL NUTRITION           | PROLAM Y&R Santiago                          | CHILE          | Bronze Lion Campaign |
| B05/121 | 03859 | FIGHTER                                 | X SENSE MEN                       | X SENSE MEN DE ALL NUTRITION           | PROLAM Y&R Santiago                          | CHILE          | Bronze Lion Campaign |
| B06/033 | 05206 | BABY SELFIE SAWYER                      | CARTA BRANCA                      | BABY CLOTHES                           | AFRICA São Paulo                             | BRAZIL         | Bronze Lion Campaign |
| B06/034 | 05207 | BABY SELFIE KIM                         | CARTA BRANCA                      | BABY CLOTHES                           | AFRICA São Paulo                             | BRAZIL         | Bronze Lion Campaign |
| B06/035 | 05208 | BABY SELFIE BOBBY                       | CARTA BRANCA                      | BABY CLOTHES                           | AFRICA São Paulo                             | BRAZIL         | Bronze Lion Campaign |
| B07/005 | 01856 | JAIL                                    | STABILO                           | STABILO 0.4                            | MADE Mexico City                             | MEXICO         | Bronze Lion Campaign |
| B07/006 | 01857 | CHEERLEADER                             | STABILO                           | STABILO 0.4                            | MADE Mexico City                             | MEXICO         | Bronze Lion Campaign |
| B07/007 | 01858 | SEESAW                                  | STABILO                           | STABILO 0.4                            | MADE Mexico City                             | MEXICO         | Bronze Lion Campaign |
| B08/054 | 00425 | TERMINAL VELOCITY                       | VOLKSWAGEN SOUTH AFRICA           | GOLF R                                 | OGILVY & MATHER CAPE TOWN                    | SOUTH AFRICA   | Bronze Lion          |
| B08/073 | 02879 | SPIDER                                  | JAGUAR LAND ROVER SOUTH AFRICA    | LAND ROVER BRAND                       | Y&R SOUTH AFRICA Cape Town                   | SOUTH AFRICA   | Bronze Lion Campaign |
| B08/074 | 02880 | SCORPION                                | JAGUAR LAND ROVER SOUTH AFRICA    | LAND ROVER BRAND                       | Y&R SOUTH AFRICA Cape Town                   | SOUTH AFRICA   | Bronze Lion Campaign |
| B08/075 | 02881 | LEECH                                   | JAGUAR LAND ROVER SOUTH AFRICA    | LAND ROVER BRAND                       | Y&R SOUTH AFRICA Cape Town                   | SOUTH AFRICA   | Bronze Lion Campaign |
| B08/172 | 01599 | SMART FOR TWO YOKO                      | SMART                             | SMART FOR TWO                          | JUNG von MATT Vienna / JUNG von MATT Hamburg | AUSTRIA        | Bronze Lion Campaign |
| B08/173 | 01601 | SMART FOR TWO SNAKE                     | SMART                             | SMART FOR TWO                          | JUNG von MATT Vienna / JUNG von MATT Hamburg | AUSTRIA        | Bronze Lion Campaign |
| B08/174 | 01603 | SMART FOR TWO JACKIE                    | SMART                             | SMART FOR TWO                          | JUNG von MATT Vienna / JUNG von MATT Hamburg | AUSTRIA        | Bronze Lion Campaign |
| B08/225 | 04515 | VOLKSWAGEN BI-XENON HEADLAMPS           | VOLKSWAGEN                        | BI-XENON HEADLAMPS                     | DDB MUDRA GROUP Mumbai                       | INDIA          | Bronze Lion Campaign |
| B08/226 | 04516 | VOLKSWAGEN - AUTOMATIC DISTANCE CONTROL | VOLKSWAGEN                        | AUTOMATIC DISTANCE CONTROL             | DDB MUDRA GROUP Mumbai                       | INDIA          | Bronze Lion Campaign |
| B09/115 | 04264 | EMPTY FRIDGE                            | PIZZA HUT RESTAURANTS             | PIZZA HUT DELIVERY                     | OGILVY MALAYSIA Kuala Lumpur                 | MALAYSIA       | Bronze Lion Campaign |
| B09/116 | 04265 | FEED ME                                 | PIZZA HUT RESTAURANTS             | PIZZA HUT DELIVERY                     | OGILVY MALAYSIA Kuala Lumpur                 | MALAYSIA       | Bronze Lion Campaign |
| B09/117 | 04266 | GLUED TO THE TV                         | PIZZA HUT RESTAURANTS             | PIZZA HUT DELIVERY                     | OGILVY MALAYSIA Kuala Lumpur                 | MALAYSIA       | Bronze Lion Campaign |

## Outdoor Lions Winners

|         |       |                                       |  |  |   |                |                      |
|---------|-------|---------------------------------------|--|--|---|----------------|----------------------|
| B09/118 | 04267 | HUNGRY WORKERS                        | PIZZA HUT RESTAURANTS  | PIZZA HUT DELIVERY   | OGILVY MALAYSIA Kuala Lumpur                    | MALAYSIA       | Bronze Lion Campaign |
| B10/016 | 01712 | BERLISTANBUL                          | GERMANWINGS  | GERMANWINGS  | GREY GERMANY Düsseldorf                         | GERMANY        | Bronze Lion Campaign |
| B10/017 | 01714 | PARISSELDORF                          | GERMANWINGS  | GERMANWINGS  | GREY GERMANY Düsseldorf                         | GERMANY        | Bronze Lion Campaign |
| B10/018 | 01716 | COLONDON                              | GERMANWINGS  | GERMANWINGS  | GREY GERMANY Düsseldorf                         | GERMANY        | Bronze Lion Campaign |
| B11/022 | 00839 | LAÉTICIA                              | LEGO   | TOYS   | BRAD Montréal                                   | CANADA         | Bronze Lion Campaign |
| B11/023 | 00840 | MIKA                                  | LEGO   | TOYS   | BRAD Montréal                                   | CANADA         | Bronze Lion Campaign |
| B11/024 | 00841 | TAM                                   | LEGO   | TOYS   | BRAD Montréal                                   | CANADA         | Bronze Lion Campaign |
| B11/032 | 00335 | COOKIES                               | HASBRO   | PLAY-DOH   | PUBLICIS MACHINE Cape Town                      | SOUTH AFRICA   | Bronze Lion          |
| B11/094 | 04006 | SOUNDLAB - SAILOR'S KISS              | LEICA GALLERY SÃO PAULO  | LEICA INSTITUTIONAL  | F/NAZCA SAATCHI & SAATCHI São Paulo             | BRAZIL         | Bronze Lion Campaign |
| B11/095 | 04008 | SOUNDLAB - RUN GIRL RUN               | LEICA GALLERY SÃO PAULO  | LEICA INSTITUTIONAL  | F/NAZCA SAATCHI & SAATCHI São Paulo             | BRAZIL         | Bronze Lion Campaign |
| B12/070 | 04823 | SOLDIER                               | MAXIM  | BOOKS, NEWSPAPERS & MAGAZINES PUBLISHING   | OGILVY & MATHER Mexico City                     | MEXICO         | Bronze Lion Campaign |
| B12/071 | 04825 | MARATHONER                            | MAXIM  | BOOKS, NEWSPAPERS & MAGAZINES PUBLISHING   | OGILVY & MATHER Mexico City                     | MEXICO         | Bronze Lion Campaign |
| B12/072 | 04827 | MOM                                   | MAXIM  | BOOKS, NEWSPAPERS & MAGAZINES PUBLISHING   | OGILVY & MATHER Mexico City                     | MEXICO         | Bronze Lion Campaign |
| B12/073 | 04829 | PHOTOGRAPHER                          | MAXIM  | BOOKS, NEWSPAPERS & MAGAZINES PUBLISHING   | OGILVY & MATHER Mexico City                     | MEXICO         | Bronze Lion Campaign |
| B12/089 | 04238 | SOUND WAVE - ALICE IN WONDERLAND      | PUFFIN   | CHILDREN'S AUDIOBOOKS  | OGILVY & MATHER MUMBAI                          | INDIA          | Bronze Lion Campaign |
| B12/090 | 04239 | SOUND WAVE - THE JUNGLE BOOK          | PUFFIN   | CHILDREN'S AUDIOBOOKS  | OGILVY & MATHER MUMBAI                          | INDIA          | Bronze Lion Campaign |
| B12/091 | 04240 | SOUND WAVE - CINDERELLA               | PUFFIN   | CHILDREN'S AUDIOBOOKS  | OGILVY & MATHER MUMBAI                          | INDIA          | Bronze Lion Campaign |
| B13/005 | 00330 | EURO                                  | ISBANK   | DIGITAL BANKING / INTERNET BRANCH  | TRIBAL WORLDWIDE ISTANBUL Istanbul              | TURKEY         | Bronze Lion Campaign |
| B13/006 | 00331 | RUBLE                                 | ISBANK   | DIGITAL BANKING / INTERNET BRANCH  | TRIBAL WORLDWIDE ISTANBUL Istanbul              | TURKEY         | Bronze Lion Campaign |
| B13/007 | 00332 | YEN                                   | ISBANK   | DIGITAL BANKING / INTERNET BRANCH  | TRIBAL WORLDWIDE ISTANBUL Istanbul              | TURKEY         | Bronze Lion Campaign |
| B13/013 | 01505 | SWEDEN / DENMARK                      | HANSEMERKUR KRANKENVERSICHERUNG  | HEALTH INSURANCE   | GREY GERMANY Düsseldorf                         | GERMANY        | Bronze Lion          |
| B14/021 | 03399 | AMUR LEOPARD                          | GETTY IMAGES   | GETTY IMAGES   | ALMAPBDO São Paulo                              | BRAZIL         | Bronze Lion          |
| B16/011 | 03185 | SINKGIRL                              | COLGATE - PALMOLIVE  | COLGATE  | RED FUSE COMMUNICATIONS New York / Y&R NEW YORK | USA            | Bronze Lion Campaign |
| B16/012 | 03188 | SINKBOY                               | COLGATE - PALMOLIVE  | COLGATE  | RED FUSE COMMUNICATIONS New York / Y&R NEW YORK | USA            | Bronze Lion Campaign |
| B17/222 | 04931 | STRAWBERRY CAKE                       | DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN | DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN | OGILVY & MATHER Bangkok                         | THAILAND       | Bronze Lion Campaign |
| B17/223 | 04932 | VANILLA CAKE                          | DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN | DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN | OGILVY & MATHER Bangkok                         | THAILAND       | Bronze Lion Campaign |
| B17/224 | 04933 | CHOCOLATE BROWNIE                     | DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN | DIABETES ASSOCIATION OF THAILAND UNDER THE PATRONAGE OF HER ROYAL HIGHNESS PRINCESS MAHA CHAKIR SIRINDHORN | OGILVY & MATHER Bangkok                         | THAILAND       | Bronze Lion Campaign |
| C01/022 | 01155 | PROBABLY THE BEST POSTER IN THE WORLD | CARLSBERG UK   | CARLSBERG  | FOLD7 London                                    | UNITED KINGDOM | Bronze Lion          |

## Outdoor Lions Winners

|         |       |                           |   |  |   |                      |                      |
|---------|-------|---------------------------|---|--|---|----------------------|----------------------|
| C01/059 | 00596 | MARCIA GETS HUNGRY        | MARS CHOCOLATE NORTH AMERICA                      | SNICKERS   | BBDO NEW YORK                             | USA                  | Bronze Lion          |
| C01/078 | 04599 | PARIS                     | THALYS TRAIN NETWORK                              | HIGH-SPEED RAIL TRAVEL                               | ROSAPARK Paris                            | FRANCE               | Bronze Lion Campaign |
| C01/079 | 04601 | AMSTERDAM                 | THALYS TRAIN NETWORK                              | HIGH-SPEED RAIL TRAVEL                               | ROSAPARK Paris                            | FRANCE               | Bronze Lion Campaign |
| C01/080 | 04603 | BRUSSELS                  | THALYS TRAIN NETWORK                              | HIGH-SPEED RAIL TRAVEL                               | ROSAPARK Paris                            | FRANCE               | Bronze Lion Campaign |
| C01/138 | 04182 | DONATION POSTERS          | PUBLIC TRANSPORT VICTORIA                         | CHARITY  | GPY&R Melbourne                           | AUSTRALIA            | Bronze Lion          |
| D01/066 | 01748 | BUTTON                    | RED CROSS OF SERBIA                               | ANTI TRAFFICKING                                     | NEW MOMENT NEW IDEAS COMPANY Y&R Belgrade | SERBIA               | Bronze Lion          |
| D01/089 | 03693 | PROUD WHOPPER             | BURGER KING                                       | WHOPPER  | DAVID Miami                               | USA                  | Bronze Lion          |
| D01/109 | 03500 | SAS ESCALATOR             | SAS (SCANDINAVIAN AIRLINES)                       | SAS  | LOS & CO Oslo                             | NORWAY               | Bronze Lion          |
| D02/040 | 03387 | PAPARAZZI TROLL           | CASA DO ZEZINHO                                   | CASA DO ZEZINHO                                      | ALMAPBBDO São Paulo                       | BRAZIL               | Bronze Lion          |
| D02/059 | 04425 | MAS QUE UN AUTO           | TOYOTA  | BRAND LOYALTY  | CONILL SAATCHI & SAATCHI Miami            | USA                  | Bronze Lion          |
| D02/092 | 04693 | MESSAGE IN A BOTTLE       | AB-INBEV  | ANDES  | DEL CAMPO SAATCHI & SAATCHI Buenos Aires  | ARGENTINA            | Bronze Lion          |
| D03/015 | 00694 | AUDI LED SCOREBOARD       | AUDI  | LED LIGHT TECHNOLOGY                                 | RAZORFISH Berlin                          | GERMANY              | Bronze Lion          |
| D03/031 | 00243 | THE DANCING TRAFFIC LIGHT | DAIMLER AG / SMART MM                             | SMART  | BBDO GROUP GERMANY Berlin                 | GERMANY              | Bronze Lion          |
| D03/050 | 01112 | XPERIA UNDERWATER STORE   | SONY MOBILE COMMUNICATIONS                        | MOBILE   | FP7/DXB Dubai                             | UNITED ARAB EMIRATES | Bronze Lion          |
| D03/093 | 01560 | WORKOUT BILLBOARDS        | COCA-COLA   | POWERADE   | OGILVY GERMANY Frankfurt                  | GERMANY              | Bronze Lion          |
| D03/104 | 03245 | THE WORLD'S FIRST BILLBED | MOLTYFOAM   | MATTRESSES   | BBDO PAKISTAN Lahore                      | PAKISTAN             | Bronze Lion          |
| D03/159 | 04911 | A MESSAGE TO SPACE        | HYUNDAI MOTOR COMPANY                             | BRAND CAMPAIGN                                       | INNOCEAN WORLDWIDE Seoul                  | SOUTH KOREA          | Bronze Lion          |
| D04/088 | 02583 | 805 MILLION NAMES         | UNITED NATIONS WORLD FOOD PROGRAMME               | FIGHTING HUNGER WORLDWIDE                            | FORSMAN & BODENFORS Gothenburg            | SWEDEN               | Bronze Lion          |
| D04/108 | 04658 | INTIMATE WORDS            | PROCTER & GAMBLE                                  | ALWAYS   | LEO BURNETT MEXICO                        | MEXICO               | Bronze Lion          |
| D05/014 | 00793 | LICHTGRENZE               | THE CITY OF BERLIN (KULTURPROJEKTE BERLIN)        | CITY WIDE MEMORIAL LIGHT INSTALLATION AND LIVE EVENT | WHITEVOID Berlin                          | GERMANY              | Bronze Lion          |
| D05/049 | 02186 | THE LAST SHOT             | JORDAN BRAND                                      | FOOTWEAR   | AKQA San Francisco                        | USA                  | Bronze Lion          |
| D05/071 | 04286 | TWEET VILLAGE             | SEKERBANK   | FAMILY FARMING BANKING                               | CONCEPT Istanbul                          | TURKEY               | Bronze Lion          |
| D06/077 | 04064 | REDUCE SPEED DIAL         | VOLKSWAGEN  | VOLKSWAGEN   | COLENSO BBDO Auckland                     | NEW ZEALAND          | Bronze Lion          |
| D06/083 | 05174 | UNFORGETTABLE SHOTS       | SHOPPING SP MARKET/CAMINHO DE VOLTA PROJECT       | INSTITUTIONAL  | AFRICA São Paulo                          | BRAZIL               | Bronze Lion          |
| D07/057 | 04183 | DONATION POSTERS          | PUBLIC TRANSPORT VICTORIA                         | CHARITY  | GPY&R Melbourne                           | AUSTRALIA            | Bronze Lion          |
| E01/002 | 00210 | ZOO JEANS                 | KAMINE ZOOLOGICAL SUPPORT ASSOCIATION MINEKO-CLUB | KAMINE ZOO   | I&S BBDO Tokyo                            | JAPAN                | Bronze Lion          |
| F01/060 | 00104 | MACHINE GUN               | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX        | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX           | DDB PARIS                                 | FRANCE               | Bronze Lion Campaign |
| F01/062 | 00110 | SLEDGEHAMMER              | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX        | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX           | DDB PARIS                                 | FRANCE               | Bronze Lion Campaign |
| F01/063 | 00113 | GRENADE                   | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX        | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX           | DDB PARIS                                 | FRANCE               | Bronze Lion Campaign |
| F02/300 | 05115 | UK                        | 28 TOO MANY                                       | FGM  | OGILVY & MATHER LONDON                    | UNITED KINGDOM       | Bronze Lion Campaign |
| F02/301 | 05117 | SWEDEN                    | 28 TOO MANY                                       | FGM  | OGILVY & MATHER LONDON                    | UNITED KINGDOM       | Bronze Lion Campaign |
| F02/302 | 05119 | NETHERLANDS               | 28 TOO MANY                                       | FGM  | OGILVY & MATHER LONDON                    | UNITED KINGDOM       | Bronze Lion Campaign |
| F02/303 | 05121 | GERMANY                   | 28 TOO MANY                                       | FGM  | OGILVY & MATHER LONDON                    | UNITED KINGDOM       | Bronze Lion Campaign |



**Outdoor Lions Winners**

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|         |       |          |             |     |                        |                |                      |
|---------|-------|----------|-------------|-----|------------------------|----------------|----------------------|
| F02/304 | 05123 | ITALY    | 28 TOO MANY | FGM | OGILVY & MATHER LONDON | UNITED KINGDOM | Bronze Lion Campaign |
| F02/305 | 05125 | SCOTLAND | 28 TOO MANY | FGM | OGILVY & MATHER LONDON | UNITED KINGDOM | Bronze Lion Campaign |

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**Total Awards: 131**