

## PR Lions Winners

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Agency	Country	PR Agency	Prize
B12/076	01485	ALWAYS #LIKEAGIRL: TURNING AN INSULT INTO A CONFIDENCE MOVEMENT	PROCTER & GAMBLE	FEMCARE PRODUCT	MSLGROUP New York / LEO BURNETT TORONTO	USA	MSLGROUP New York	Grand Prix
A02/017	01175	70 GUARDIANS OF WINTER	ŠKODA SPAIN	ŠKODA SCOUT 4X4	PROXIMITY BARCELONA Barcelona	SPAIN		Gold Lion
A02/029	01880	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	WAGGENER EDSTROM New York	Gold Lion
A03/020	01856	THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	FORTIFIED NUTRITION PRODUCT	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	UNITED ARAB EMIRATES		Gold Lion
A04/010	01380	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWAHAKUHODO Tokyo	JAPAN	MATERIAL Tokyo	Gold Lion
A06/043	01653	THE RGB NEWS	ANTENA 1 - OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA		Gold Lion
A07/041	01557	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY PUBLIC RELATIONS Beijing	Gold Lion
A10/004	00177	CLEVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney / M&C SAATCHI Sydney	AUSTRALIA	FUEL COMMUNICATIONS Sydney	Gold Lion
A11/103	01882	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK / GREY ACTIVATION & PR New York	USA		Gold Lion
B02/016	00999	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA		Gold Lion
B04/023	01517	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	ALISON BROD PUBLIC RELATIONS New York	Gold Lion
B06/009	01802	ASHES	CAMPOFRIO	INSTITUTIONAL FIRE LA BUREBA FACTORY	McCANN MADRID	SPAIN		Gold Lion
B08/137	00771	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	GERMANY		Gold Lion
C01/095	01559	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY PUBLIC RELATIONS Beijing	Gold Lion
C02/004	00393	PHOTOSHOP MURDER MYSTERY	ADOBE	PHOTOSHOP	EDELMAN San Francisco	USA	EDELMAN San Francisco	Gold Lion
C05/004	00326	#TECHNOLOGYANDSTUFF: RAPID INTEGRATION TURNS PR CRISIS INTO SOCIAL CURRENCY	GENERAL MOTORS	CHEVROLET TRUCKS	FLEISHMANHILLARD St. Louis	USA	FLEISHMAN-HILLARD DALLAS	Gold Lion
C06/029	01317	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	PORTER NOVELLI New York	Gold Lion
E01/079	01487	ALWAYS #LIKEAGIRL: TURNING AN INSULT INTO A CONFIDENCE MOVEMENT	PROCTER & GAMBLE	FEMCARE PRODUCT	MSLGROUP New York / LEO BURNETT TORONTO	USA	MSLGROUP New York	Gold Lion
A07/028	01493	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	MARIE-ANTOINETTE Paris	Silver Lion
A08/011	01516	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	ALISON BROD PUBLIC RELATIONS New York	Silver Lion
A09/006	00218	THE CONCERT NO ONE WAS WAITING FOR	BBVA	BBVA	FAHRENHEIT DDB Lima	PERU		Silver Lion
A11/058	00769	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	GERMANY		Silver Lion
B01/006	00178	CLEVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney / M&C SAATCHI Sydney	AUSTRALIA	FUEL COMMUNICATIONS Sydney	Silver Lion
B01/090	01314	THE ART OF WAITING	RECLAME AQUI	INSTITUTIONAL	GREY BRAZIL São Paulo	BRAZIL		Silver Lion
B02/020	00770	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg	GERMANY		Silver Lion
B02/032	01885	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK / GREY ACTIVATION & PR New York	USA		Silver Lion
B03/002	00325	#TECHNOLOGYANDSTUFF: RAPID INTEGRATION TURNS PR CRISIS INTO SOCIAL CURRENCY	GENERAL MOTORS	CHEVROLET TRUCKS	FLEISHMANHILLARD St. Louis	USA	FLEISHMAN-HILLARD DALLAS	Silver Lion
B08/092	01122	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN		Silver Lion
B08/166	01889	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK / GREY ACTIVATION & PR New York	USA		Silver Lion
B10/005	00298	STAY WITH PRIDE	AIRBNB	TRAVEL & ACCOMMODATION	WHYBINTBWA GROUP SYDNEY	AUSTRALIA	N2N COMMUNICATIONS Sydney	Silver Lion
B11/031	01382	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWAHAKUHODO Tokyo	JAPAN	MATERIAL Tokyo	Silver Lion
B12/050	01806	INSPIRING SPIRIT	SCOOT AIRLINES	AIRLINE	SAATCHI & SAATCHI Singapore	SINGAPORE	SWEENEYVESTY Singapore	Silver Lion
B12/080	01826	INTIMATE WORDS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT MEXICO	MEXICO		Silver Lion
C01/012	00087	LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA		Silver Lion
C02/026	01673	MOVE THE LUNCH	HEINEKEN	HEINEKEN	CHICO LATAM Bogotá	COLOMBIA	COLECTIVO Bogotá	Silver Lion
C03/023	01745	MAS QUE UN AUTO	TOYOTA	BRAND LOYALTY	CONILL SAATCHI & SAATCHI Miami	USA		Silver Lion
C05/056	01892	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	WAGGENER EDSTROM New York	Silver Lion
C06/050	01558	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY PUBLIC RELATIONS Beijing	Silver Lion
C07/006	00397	PHOTOSHOP MURDER MYSTERY	ADOBE	PHOTOSHOP	EDELMAN San Francisco	USA	EDELMAN San Francisco	Silver Lion
D01/022	01734	CHOOSE BEAUTIFUL	DOVE	PERSONAL CARE	EDELMAN London / OGILVY & MATHER Chicago	UNITED KINGDOM	EDELMAN London	Silver Lion

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E02/050	01148	RED PHONE	TELMA TV	CORPORATE	NEW MOMENT NEW IDEAS COMPANY Skopje	MACEDONIA		Silver Lion
A01/013	00286	WAKE UP & SMELL THE BACON	OSCAR MAYER	OSCAR MAYER BACON	OLSON ENGAGE Chicago / 360i Chicago	USA	OLSON ENGAGE Chicago	Bronze Lion
A03/008	01360	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA		Bronze Lion
A03/022	01053	ROCCO SIFFREDI'S VOW OF CHASTITY	RECKITT BENCKISER ITALIA	DUREX	HAVAS WORLDWIDE MILAN	ITALY	HAVAS PR MILAN	Bronze Lion
A03/023	01491	HORSE SELLS NASAL STRIP TO HUMANS	GSK	BREATHE RIGHT NASAL STRIPS	PHD New York	USA	WEBER SHANDWICK New York	Bronze Lion
A04/004	00488	CALL HER NAME	POLA	RED B.A	HAKUHODO Tokyo	JAPAN	CYBERCASTING & PR (CCPR) Tokyo	Bronze Lion
A04/026	01718	CHOOSE BEAUTIFUL	DOVE	PERSONAL CARE	EDELMAN London / OGILVY & MATHER Chicago	UNITED KINGDOM	EDELMAN London	Bronze Lion
A05/027	01150	KEEP THE FLAME ALIVE	DIAGEO LEBANON	JOHNNIE WALKER	LEO BURNETT BEIRUT	LEBANON	LEOCOMM Beirut	Bronze Lion
A05/045	01640	BREATHE AGAIN	XIAO ZHU	AIR PURIFIER	Y&R SHANGHAI	CHINA		Bronze Lion
A06/048	01658	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	FREUDS London	Bronze Lion
A07/042	01748	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL		Bronze Lion
A10/054	01851	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON ROMANIA Bucharest	ROMANIA		Bronze Lion
A11/024	00848	MORE THAN A COSTUME	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	PUBLICIS KAPLAN THALER New York	USA		Bronze Lion
A11/065	01179	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	CURRENT Chicago	Bronze Lion
A11/114	01398	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	KETCHUM PLEON Berlin / BBDO GROUP GERMANY Berlin	GERMANY	KETCHUM PLEON Berlin	Bronze Lion
B02/003	00124	VOTE FOR US. WE'LL VOTE FOR YOU	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEOCOMM Beirut	Bronze Lion
B02/018	01121	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN		Bronze Lion
B02/022	00994	TOYS IN MOURNING	UNICEF	INSTITUTIONAL	ONIRIA/TBWA Asuncion	PARAGUAY	VIENTO SUR/URBAN GRUPO DE COMUNICACION Asunción	Bronze Lion
B03/016	01541	SHRED OF DECENCY	DAINTREE PAPER	MARRIAGE EQUALITY	ROTHCO Dublin	IRELAND		Bronze Lion
B04/010	01020	LIFE SAVING DOT	TALWAR BINDI	BINDI	GREY GROUP Singapore	SINGAPORE		Bronze Lion
B05/021	00501	TREE BOOK TREE	PEQUEÑO EDITOR	TREE BOOK TREE	FCB BUENOS AIRES	ARGENTINA	NV PRENSA Buenos Aires	Bronze Lion
B08/052	00732	HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	SAMSUNG	LEO BURNETT ISTANBUL	TURKEY		Bronze Lion
B08/191	00834	ZOOLANDER RETURNS TO THE RUNWAY	PARAMOUNT PICTURES	ZOOLANDER 2	WME JMG New York	USA	CATALYST PUBLIC RELATIONS New York	Bronze Lion
B08/209	01608	MORE THAN A SIGN	DISLIFE	DISABILITY RIGHTS AWARENESS	Y&R Moscow	RUSSIA	PROSTOR PR AND CONSULTING Moscow	Bronze Lion
B09/021	01187	WAKE UP TO EGGS WITH BACON	AMERICAN EGG BOARD	EGGS	EDELMAN Chicago / GREY NEW YORK	USA	EDELMAN Chicago	Bronze Lion
B09/040	01099	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN		Bronze Lion
B10/033	01563	DACIA SPONSOR DAY - THE SPLIT	RENAULT ITALIA	DACIA	PUBLICIS CONSULTANTS ITALIA Milan	ITALY	PUBLICIS CONSULTANTS ITALIA Milan	Bronze Lion
B11/003	00081	TWINGO STILETTO	RENAULT	FOOTWEAR	PUBLICIS Lisbon	PORTUGAL		Bronze Lion
B11/037	00642	STATUE JUST FOR LOVING BEER	BREWERY NATAKHTARI (EFES GEORGIA) 34		LEAVINGSTONE Tbilisi	REPUBLIC OF GEORGIA		Bronze Lion
B13/004	00490	CALL HER NAME	POLA	RED B.A	HAKUHODO Tokyo	JAPAN	CYBERCASTING & PR (CCPR) Tokyo	Bronze Lion
C04/010	00181	LOS CABOS RESELFIES	MEXICO BOARD OF TOURISM	LOS CABOS, MEXICO	LAPIZ Chicago	USA		Bronze Lion
C05/023	00887	DOWNLOADED WITH #FASTWEB	FASTWEB	INTERNET - OPTICAL FIBER	M&C SAATCHI Milan / ISOBAR Milan	ITALY		Bronze Lion
C06/047	01814	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE		Bronze Lion
D02/004	00279	LICHTGRENZE	THE CITY OF BERLIN (KULTURPROJEKTE BERLIN)	CITY WIDE MEMORIAL LIGHT INSTALLATION AND LIVE EVENT	WHITEVOID Berlin	GERMANY		Bronze Lion
E01/030	00954	DOVE #SPEAKBEAUTIFUL	DOVE	PUBLIC MESSAGE	EDELMAN New York	USA	EDELMAN New York	Bronze Lion
E01/062	01369	MISSION 22: WAR AT HOME	ELDER HEART	MISSION 22	CP+B Miami	USA		Bronze Lion
E01/063	01674	MOVE THE LUNCH	HEINEKEN	HEINEKEN	CHICO LATAM Bogotá	COLOMBIA	COLECTIVO Bogotá	Bronze Lion
E01/068	00775	NEWCASTLE BROWN ALE'S "BAND OF BRANDS"	HEINEKEN USA	NEWCASTLE BROWN ALE	FAST HORSE Minneapolis / DROGA5 New York	USA	FAST HORSE Minneapolis	Bronze Lion
E02/051	01199	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE		Bronze Lion

Total Awards:

79