

## Winners (Media Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Media Company	Prize
A04/011	00422	HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE Seoul	KOREA	CHEIL WORLDWIDE Seoul		Grand Prix
A03/015	00118	YOUR HAPPY NEWS IS OUR TOP STORY	IWATE NIPPO	IWATTE	HAKUHODO DY MEDIA PARTNERS Tokyo	JAPAN		HAKUHODO DY MEDIA PARTNERS Tokyo	Gold Lion
A05/051	01156	SPORTY VOUCHERS	SPORTSCHECK	SPORTS STORE	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT		Gold Lion
A07/156	01958	CRUSH HOUR	EUROPCAR	AUTOLIBERTE	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris		Gold Lion
A08/076	01225	THE MISSING CHILD	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN'S INITIATIVE	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg		Gold Lion
A08/102	01828	GT ACADEMY	NISSAN / SONY PLAYSTATION	NISSAN SPORTS CARS AND GRAN TURISMO 5	MANNING GOTTLIEB OMD London	UNITED KINGDOM		MANNING GOTTLIEB OMD London	Gold Lion
A10/006	00869	BRUZIL	AG BARR	IRN BRU	PHD London	UNITED KINGDOM		PHD London	Gold Lion
A10/104	02750	NIKE CITY CUP	NIKE	NIKE	MPG Mexico	MEXICO		MPG Mexico	Gold Lion
A15/009	00215	SAVE AS WWF	WWF	WWF	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	GOSIGN MEDIA Hamburg	Gold Lion
B01/280	02677	FOLLOW THE GREEN LINE	FIDELITY INVESTMENTS	FIDELITY INVESTMENTS	MPG Boston	USA	MEDIA CONTACTS Boston	MPG Boston	Gold Lion
C01/055	01507	20 PERCENT MORE	PROCTER & GAMBLE	DURACELL	STARCOM MEDIAVEST GROUP San Juan	PUERTO RICO		STARCOM MEDIAVEST GROUP San Juan	Gold Lion
C01/095	02297	THE WORLD'S FIRST NEWSPAPER ON 100% RECYCLED NEWSPRINT	L'OREAL	GARNIER	LODESTAR UM Mumbai	INDIA		LODESTAR UM Mumbai	Gold Lion
C07/005	00429	HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE Seoul	KOREA	CHEIL WORLDWIDE Seoul		Gold Lion
C08/024	02213	HEARTBREAKER<3	KAIZERS ORCHESTRA	ORCHESTRA	STARCOM NORWAY Oslo	NORWAY	ANORAK Oslo / HAALAND EIDSVAAG & STROEM Oslo	STARCOM NORWAY Oslo	Gold Lion
C11/090	02041	JUNE 16TH 2014	BRAND COLLECTIVE	TUNISIA	MEMAC OGILVY LABEL Tunisia	TUNISIA	MEMAC OGILVY LABEL Tunisia / OGILVY PUBLIC RELATIONS WORLDWIDE Tunisia	MINDSHARE Tunisia	Gold Lion
A01/038	01110	ALL BRAZILIAN SCREENS CHANGED TO SEMP TOSHIBA	SEMP TOSHIBA	TV AND COMPUTER	TALENT São Paulo	BRAZIL	TALENT São Paulo	TALENT PROPAGANDA Sao Paulo	Silver Lion
A02/023	00233	THE PIRATE RADIO EXPERIMENT	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	HUMAN RIGHTS AWARENESS	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / JUNG von MATT Berlin		Silver Lion
A02/037	01687	MUSICAL FITTING ROOMS	STARHUB	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE		Silver Lion
A03/090	01947	THE VOICE	REPORTERS WITHOUT BORDERS	NON GOVERNMENTAL ORGANISATION	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS		Silver Lion

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A04/024	01155	SOPRONI PERFECT DRAUGHT	HEINEKEN	BEER	INITIATIVE BUDAPEST	HUNGARY		INITIATIVE BUDAPEST	Silver Lion
A06/021	00482	EQUIPPING THE MOST EXPOSED	STADA	GRIPPOSTAD C FLU MEDICINE	INITIATIVE MEDIA Hamburg	GERMANY		INITIATIVE MEDIA Hamburg	Silver Lion
A06/111	01841	KALEIDOSCOPIIC FASHION SPECTACULAR	TARGET	TARGET	MOTHER NEW YORK	USA	MOTHER NEW YORK		Silver Lion
A07/018	00733	KOC GROUP MEDIA PITCH	MINDSHARE	MINDSHARE SERVICES	MINDSHARE Istanbul	TURKEY		MINDSHARE Istanbul	Silver Lion
A07/051	00356	THE 250KM WAVE	KYUSHU RAILWAY	BULLET TRAIN	DENTSU Tokyo	JAPAN	DENTSU Tokyo		Silver Lion
A08/121	02663	MY IDEAL DOG	MARS	DOG ADOPTION	HAVAS MEDIA Miami	USA	HAVAS SPORTS & ENTERTAINMENT Miami	HAVAS MEDIA Miami	Silver Lion
A09/026	01286	MISSION IMPOSSIBLE	GASCO	GAS	HAVAS SPORTS & ENTERTAINMENT Santiago De Chile	CHILE	ARENA CHILE Santiago / VOXCOM Santiago	HAVAS SPORTS & ENTERTAINMENT Santiago De Chile	Silver Lion
A10/040	01448	GATECRASH THE WORLD CUP	BURGER KING	FAST FOOD	INITIATIVE Madrid	SPAIN		INITIATIVE Madrid	Silver Lion
A11/129	01964	THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires		Silver Lion
A11/180	01390	IT'S 'FACE' TIME!	VITASOY INTERNATIONAL	VITASOY - SOY DRINKS	PHD HONG KONG	HONG KONG	DDB GROUP HONG KONG	PHD HONG KONG	Silver Lion
A11/247	02471	A HUNTER SHOOTS A BEAR	BIC / TIPP-EX	POCKET MOUSE	BUZZMAN Paris	FRANCE	BUZZMAN Paris		Silver Lion
A13/033	00830	F**K TREE	THE NATIONAL HIV COUNCIL	HIV & STD AWARENESS	STARCOM SWEDEN Stockholm	SWEDEN		STARCOM SWEDEN Stockholm	Silver Lion
A13/133	02048	OLD SPICE RESPONSES	PROCTER & GAMBLE	OLD SPICE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland		Silver Lion
A14/057	00107	THE COMMBANK PROPERTY GUIDE APPLICATION	THE COMMONWEALTH BANK OF AUSTRALIA	HOME LOANS	IKON COMMUNICATIONS Sydney	AUSTRALIA	THE WHITE AGENCY Sydney / VIVANT Sydney	IKON COMMUNICATIONS Sydney	Silver Lion
A14/096	02803	THE SAMPLER	CONVERSE	MOBILE APP	R/GA New York	USA	R/GA New York		Silver Lion
B01/008	00042	DATED PILLOWS	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS Sydney	AUSTRALIA	HAPPY SOLDIERS Sydney	MEDIACOM Sydney	Silver Lion
B01/085	00443	THE MEGANE EXPERIMENT	RENAULT	MEGANE	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON / PUBLICIS MODEM London		Silver Lion
B01/123	00882	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest	ROMANIA	BV MCCANN ERICKSON Bucharest	UM ROMANIA	Silver Lion
C01/040	01545	GOL OOL	COCA-COLA	COCA-COLA 2010 WORLD CUP	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo		Silver Lion
C03/006	00043	DATED PILLOWS	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS Sydney	AUSTRALIA	HAPPY SOLDIERS Sydney	MEDIACOM Sydney	Silver Lion
C03/007	00314	WASHING TUNNEL	LG ELECTRONICS	WASHING MACHINE	Y&R SOUTH AFRICA Johannesburg	SOUTH AFRICA	Y&R SOUTH AFRICA Johannesburg	MINDSHARE SOUTH AFRICA Johannesburg	Silver Lion
C03/017	00972	SAMSUNG LED 3D TV	SAMSUNG	LED 3D TV	STARCOM THE NETHERLANDS Amsterdam	THE NETHERLANDS	MUSE AMSTERDAM	STARCOM THE NETHERLANDS Amsterdam	Silver Lion
C05/015	01087	WE MIXED INDIA!	TATA SKY	SATELLITE TV SERVICE	MAXUS Mumbai	INDIA		MAXUS Mumbai	Silver Lion
C06/010	00357	THE 250KM WAVE	KYUSHU RAILWAY COMPANY	KYUSHU BULLET TRAIN	DENTSU Tokyo	JAPAN	DENTSU Tokyo		Silver Lion
C07/041	00669	THE ROTISSERIE CHANNEL	CARA OPERATIONS	SWISS CHALET RESTAURANT	BBDO CANADA Toronto	CANADA	BBDO CANADA Toronto	MEC Toronto	Silver Lion

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C11/044	01075	KIMBO	UNICEF	UNICEF	JWT Madrid	SPAIN	JWT Madrid		Silver Lion
C11/064	01826	SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires		Silver Lion
A01/015	01168	NICKELODEON AND LEGO TURN TV STATION OFF	LEGO	LEGO BOARD GAMES	MEDIAPLUS Munich	GERMANY	MEDIAPLUS Munich		Bronze Lion
A01/029	02330	CHARMIN PRE COMMERCIALS	PROCTER & GAMBLE	TOILET PAPER	PUBLICIS NEW YORK	USA	PUBLICIS NEW YORK	CARAT New York	Bronze Lion
A03/024	00637	TEST DRIVE	VOLKSWAGEN	VOLKSWAGEN	TRY ADVERTISING AGENCY Oslo	NORWAY	TRY ADVERTISING AGENCY Oslo	MEDIACOM Oslo	Bronze Lion
A03/045	01336	SCIROCCO CUP	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING	CHINA	OGILVY BEIJING		Bronze Lion
A03/064	00941	PROBABLY THE BEST AD IN THE WORLD	CARLSBERG	BEER	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM	DUVAL GUILLAUME ANTWERP/MODEM	INITIATIVE MEDIA Brussels	Bronze Lion
A05/081	02512	SPONGEPILL	GLAXOSMITHKLINE	PAIN RELIEF	4 AM SAATCHI & SAATCHI Guatemala	GUATEMALA	4 AM SAATCHI & SAATCHI Guatemala		Bronze Lion
A05/098	01882	SAFE CHILD ON THE NET	NOBODY CHILD FOUNDATION	INTERNET SAFETY	PUBLICIS Warsaw	POLAND	PUBLICIS Warsaw		Bronze Lion
A05/117	01900	BOOKS FRESHENERS	100 000 BOOKS	CHAIN OF BOOKSTORES	VOSKHOD Yekaterinburg	RUSSIA	VOSKHOD Yekaterinburg		Bronze Lion
A05/150	00905	FUR FUR AWAY TOWELS	PROCTER & GAMBLE	GILLETTE	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf / BBDO PROXIMITY Düsseldorf		Bronze Lion
A06/087	01598	BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING Guangzhou	CHINA	SAATCHI & SAATCHI GREAT WALL ADVERTISING Guangzhou		Bronze Lion
A06/090	01825	SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires		Bronze Lion
A06/091	02665	GET LOST IN THE WEST END	WEST END PARTNERSHIP	TOURISM CAMPAIGN	CAKE London	UNITED KINGDOM	CAKE London		Bronze Lion
A07/103	00943	LITTLE ROBIN	OPVOEDINGSLIJN	PARENT ADVICE HELPLINE	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM	DUVAL GUILLAUME ANTWERP/MODEM		Bronze Lion
A07/147	01842	KALEIDOSCOPIC FASHION SPECTACULAR	TARGET	TARGET	MOTHER NEW YORK	USA	MOTHER NEW YORK		Bronze Lion
A07/162	02538	WELCOME AND GOODBYE	VOYAGES-SNCF.COM	ONLINE RAILWAY BOOKING SITE	DDB PARIS	FRANCE	DDB PARIS		Bronze Lion
A07/174	01810	WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	MEDIACOM London	Bronze Lion
A07/178	02046	BURMA	HUMAN RIGHTS WATCH	PETITION TO FREE BURMA'S POLITICAL PRISONERS	JWT NEW YORK	USA	JWT NEW YORK		Bronze Lion
A07/203	02670	BOOB HIJACK	COPPAFEEL!	BREAST CANCER CHARITY	archibald ingall stretton... London	UNITED KINGDOM	archibald ingall stretton... London		Bronze Lion
A08/055	01064	UNBEATABLE BRANDED DRAMA	UNILEVER	SHAMPOO	PHD Shanghai	CHINA	PHD Shanghai		Bronze Lion
A09/020	00595	CHANGING THE GAME	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	OMD New York	Bronze Lion
A11/106	01310	HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO	JWT SAN JUAN	OMD PUERTO RICO San Juan	Bronze Lion
A11/113	01876	2010 PRINCE'S HAPPY ADVENTURE	KRAFT FOODS	SNACKS	SAATCHI & SAATCHI Shanghai	CHINA	SAATCHI & SAATCHI Shanghai	CARAT CHINA Shanghai	Bronze Lion

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A11/151	01260	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT Stockholm	SWEDEN	JUNG von MATT Stockholm	CARAT Stockholm	Bronze Lion
A13/141	02531	FASHIONTAG	FLAIR	WOMEN'S MAGAZINE	DUVAL GUILLAUME BRUSSELS	BELGIUM	DUVAL GUILLAUME BRUSSELS		Bronze Lion
A13/190	02980	DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York		Bronze Lion
A15/029	01183	M&M'S FIND RED	MARS	M&M'S	PROXIMITY CANADA	CANADA	PROXIMITY CANADA		Bronze Lion
B01/143	01764	WELCOME HOME	T-MOBILE	CONSUMER PAY AS YOU GO	MEDIACOM London	UNITED KINGDOM	SAATCHI & SAATCHI London	MEDIACOM London	Bronze Lion
B01/195	01518	REPÚBLICA POPULAR DO CORINTHIANS	NIKE	CORINTHIANS	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo		Bronze Lion
C01/006	00493	RAINY DAYS	PEPSICO	WALKERS	OMD UK London	UNITED KINGDOM		OMD UK London	Bronze Lion
C01/105	02445	FASHION LAUNDRY	PROCTER & GAMBLE	ARIEL DETERGENT	ACE SAATCHI & SAATCHI Makati City	THE PHILIPPINES	ACE SAATCHI & SAATCHI Makati City		Bronze Lion
C02/021	00444	THE MEGANE EXPERIMENT	RENAULT	MEGANE	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON / PUBLICIS MODEM London		Bronze Lion
C08/028	01728	THE VOICELESS CAMPAIGN	THE ZIMBABWEAN	NEWSPAPER	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG		Bronze Lion
C10/014	00157	ONE LAPTOP PER CHILD	TELSTRA	TELSTRA BRAND	OMD Sydney	AUSTRALIA		OMD Sydney	Bronze Lion
C11/020	00021	I SWIM WITH MARCOS	UNITED NATIONS	POVERTY AWARENESS	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGES BBDO Santo Domingo	OMD DOMINICANA Santo Domingo	Bronze Lion
C11/069	01531	BOOTS	ASICS	ANTI RACISM	BABEL Sao Paulo	BRAZIL	BABEL Sao Paulo		Bronze Lion
C11/085	01559	HIDDEN MESSAGES	CASA PROTEGIDA JULIA DE BURGOS	SHELTER FOR ABUSED WOMEN	GREY PUERTO RICO Hato Rey	PUERTO RICO	GREY PUERTO RICO Hato Rey		Bronze Lion
C11/100	02248	BRIDGE PROJECTION LIFESAVER	SUICIDE PREVENTION CENTER	SOS INFO LINE	McCANN ERICKSON BELGRADE Belgrade	SERBIA	McCANN ERICKSON BELGRADE Belgrade		Bronze Lion
C11/117	02122	SR. AMOR	SALVATION ARMY	SALVATION ARMY	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires		Bronze Lion

**Total Entries:** 84