

Winners (PR Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Prize
A07/006	00383	BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	Grand Prix
A03/019	00333	TRAMP A BENZ	DAIMLER	MERCEDES-BENZ	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Gold Lion
A08/020	00455	WATSON	IBM	IBM	OGILVY & MATHER New York	USA		Gold Lion
A09/027	00823	DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	Gold Lion
A11/017	00570	SHINE A LIGHT ON OPPORTUNITY	DURAND ACADEMY	STATE EDUCATION (SCHOOL)	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR) London	UNITED KINGDOM	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR) London	Gold Lion
A14/026	00642	TAXI DRIVERS' UNIVERSITY	GM COLMOTORES	CHEVROLET	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá	Gold Lion
B02/047	00824	DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	Gold Lion
B02/049	00819	SKANKPLAY	SKANK	SKANK'S NEWEST SONG	DONTRYTHIS São Paulo	BRAZIL	DONTRYTHIS São Paulo	Gold Lion
B06/033	00794	WATER MARK	DIAGEO	BUNDEBERG RUM	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	Gold Lion
B07/024	00569	SHINE A LIGHT ON OPPORTUNITY	DURAND ACADEMY	STATE EDUCATION (SCHOOL)	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR) London	UNITED KINGDOM	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR) London	Gold Lion
C02/014	00539	VAC FROM THE SEA	ELECTROLUX	GREEN RANGE VACUUM CLEANERS	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm / ELECTROLUX PR STUDIO Stockholm	Gold Lion
A01/022	00757	SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai	Silver Lion
A02/008	00656	UNDERSTANDING MULTIPLE SCLEROSIS	GEDEON RICHTER MARKETING	PHARMACEUTICAL COMPANY	HILL & KNOWLTON London	UNITED KINGDOM	FEEDBACK/HILL & KNOWLTON Warsaw	Silver Lion
A08/017	00308	PARALLEL LINES	PHILIPS	TELEVISIONS	ONEVOICE London	UNITED KINGDOM	ONEVOICE London	Silver Lion
A09/004	00053	2 MINUTE SILENCE	THE ROYAL BRITISH LEGION	THE 2010 POPPY APPEAL	BURSON-MARSTELLER London	UNITED KINGDOM	BURSON-MARSTELLER London	Silver Lion
A12/013	00322	SALUTE TRAINER	JAPAN MARITIME SELF DEFENSE FORCES	ARMED FORCES RECRUITMENT	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Silver Lion
B02/001	00010	SOCIALPEACE	RIO DE JANEIRO STATE GOVERNMENT	PUBLIC POLICY INITIATIVES	FSB COMUNICAÇÕES Rio de Janeiro	BRAZIL	FSB COMUNICAÇÕES Rio de Janeiro	Silver Lion
B03/045	00457	WATSON	IBM	IBM	OGILVY & MATHER New York	USA		Silver Lion
B04/004	00729	SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS Mumbai	Silver Lion
B04/017	00622	GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	Silver Lion
B06/012	00758	SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai	Silver Lion
B07/015	00384	BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	Silver Lion
C01/004	00055	2 MINUTE SILENCE	THE ROYAL BRITISH LEGION	THE 2010 POPPY APPEAL	BURSON-MARSTELLER London	UNITED KINGDOM	BURSON-MARSTELLER London	Silver Lion
C01/036	00699	FAKE IT ALL	BRAND PROTECTION GROUP	ANTI-COUNTERFEIT AWARENESS	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	Silver Lion

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A01/024	00350	DM50	DR MARTENS	BOOTS	EXPOSURE PROMOTIONS London	UNITED KINGDOM	EXPOSURE PROMOTIONS London	Bronze Lion
A01/025	00366	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest	ROMANIA	BV MCCANN ERICKSON Bucharest	Bronze Lion
A09/014	00302	UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH New York	USA	BBH New York	Bronze Lion
A13/005	00132	INSIDE OUT	SHANGRI-LA HOTELS AND RESORTS	INTERNAL COMMUNICATIONS	OGILVY & MATHER Hong Kong	HONG KONG	OGILVY & MATHER Hong Kong	Bronze Lion
A16/006	00762	THE NEW AFLAC DUCK VOICE	AFLAC	INSURANCE	THE KAPLAN THALER GROUP New York	USA	THE KAPLAN THALER GROUP New York	Bronze Lion
B01/026	00732	A NEW WARRIOR	GREENPEACE	RAINBOW WARRIOR WEBSITE	DDB PARIS	FRANCE	DDB PARIS	Bronze Lion
B02/004	00096	KLM SURPRISE	KLM	AIRLINE	BOONDOGGLE Amsterdam	THE NETHERLANDS	BOONDOGGLE Amsterdam	Bronze Lion
B02/024	00303	UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH New York	USA	BBH New York	Bronze Lion
B03/037	00292	THE MESSIAH	ADIDAS	ADIDAS FOOTBALL	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON	Bronze Lion
B03/074	00279	DOKTOR PROKTOR	ASCHEHOUG	PUBLISHER	TRY ADVERTISING AGENCY Oslo	NORWAY	TRY ADVERTISING AGENCY Oslo	Bronze Lion
B03/119	00620	WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	Bronze Lion
B05/009	00294	TOKYO MARATHON SPECIAL BANANA	DOLE JAPAN	LAKATAN BANANAS	DENTSU Y&R Tokyo	JAPAN	DENTSU Y&R Tokyo	Bronze Lion
B06/015	00369	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest	ROMANIA	BV MCCANN ERICKSON Bucharest	Bronze Lion
B07/029	00771	DM50	DR MARTENS	BOOTS	EXPOSURE PROMOTIONS London	UNITED KINGDOM	EXPOSURE PROMOTIONS London	Bronze Lion
C01/066	00623	WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	Bronze Lion
Total Entries:			39					