

LIA 2014 SHORTLIST Non-Traditional					
Entrant	Entrant City	Country	Category	Brand	Title
Del Campo Saatchi & Saatchi	Buenos Aires	ARGENTINA	Interactive Installations	Beldent	Almost Identical
Del Campo Saatchi & Saatchi	Buenos Aires	ARGENTINA	Branded Content	Beldent Gum	Almost Identical
Clemenger BBDO	Sydney	AUSTRALIA	Guerrilla Marketing	The Walking Dead	Zombie Followers
Clemenger BBDO	Sydney	AUSTRALIA	Media Promotion	The Walking Dead	Zombie Followers
Clemenger BBDO Melbourne	Melbourne	AUSTRALIA	Utilities	Australia Post	Video Stamp
Saatchi & Saatchi Sydney	Sydney	AUSTRALIA	Direct Marketing	OPSM	Penny the Pirate
Whybin\TBWA Group Melbourne	Melbourne	AUSTRALIA	Banking/Financial/Insurance	ANZ Bank	ANZ GAYTMs
Whybin\TBWA Group Melbourne	Melbourne	AUSTRALIA	Experiential	ANZ Bank	ANZ GAYTMs
Whybin\TBWA Group Melbourne	Melbourne	AUSTRALIA	Interactive Installations	ANZ Bank	ANZ GAYTMs
Cheil Austria	Vienna	AUSTRIA	Electronic Equipment	Samsung Power Sleep	Samsung Power Sleep
Cheil Austria	Vienna	AUSTRIA	Corporate Image	Samsung Power Sleep	Samsung Power Sleep
mortierbrigade	Brussels	BELGIUM	Media Promotion	Humo Magazine	Uncensored articles, made in China
AlmapBBDO	São Paulo	BRAZIL	Branded Content	Volkswagen Bus	Kombi Last Wishes
AlmapBBDO	São Paulo	BRAZIL	Automotive	Volkswagen Bus	Kombi Last Wishes
FCB Brasil	São Paulo	BRAZIL	Web Services	CNA	Speaking Exchange
FCB Brasil	São Paulo	BRAZIL	Direct Marketing	CNA	Speaking Exchange
FCB Brasil	São Paulo	BRAZIL	Experiential	CNA	Speaking Exchange
FCB Brasil	São Paulo	BRAZIL	Cosmetics/Toiletries/Pharmaceuticals	Nivea Sun Kids	Protection Ad
Leo Burnett Tailor Made	São Paulo	BRAZIL	Public Service/Social Welfare	ABTO - Brazilian Association of Organ Transplantation	Bentley Burial
Ogilvy Brasil	São Paulo	BRAZIL	Health Care Services	GRAACC	Bald Cartoons
Ogilvy Brasil	São Paulo	BRAZIL	Corporate Image	Sol de Janeiro	Tattoo Skin Cancer Check
Leo Burnett Toronto	Toronto	CANADA	Corporate Image	Always	#LikeAGirl
Leo Burnett Toronto	Toronto	CANADA	Branded Content	Always	#LikeAGirl
Lowe China	Shanghai	CHINA	Live Events - Beyond Advertising	Buick	Human Traffic Signs
Ogilvy Beijing	Beijing	CHINA	Corporate Image	Volkswagen	Eyes On Road
Geometry Global / Ogilvy & Mather	Bogotá	COLOMBIA	Public Service/Social Welfare	Ministerio de Ambiente y Desarrollo Sostenible	Terrribly Delicious
Lowe/SSP3	Bogotá	COLOMBIA	Guerrilla Marketing	Program of Humanitarian Attention to the Demobilised	You are my Son
Leo Burnett Costa Rica	San Jose	COSTA RICA	Guerrilla Marketing	Paniamor Child Protection Organization	Incomplete Bios
Leo Burnett France	Saint-Denis	FRANCE	Public Service/Social Welfare	Mimi Foundation	If Only For A Second
Les Gaulois	Paris	FRANCE	Travel	transavia.com	Transavia/Ebay
Marcel	Paris	FRANCE	Experiential	Intermarché	Inglorious Fruits and Vegetables
Marcel	Paris	FRANCE	Retail	Intermarché	Inglorious Fruits and Vegetables
Publicis Conseil	Paris	FRANCE	Branded Content	APREC	One Note Against Cancer
BBDO Germany	Berlin	GERMANY	Entertainment	The Visit Berlin Museum Pass	Flashback
Heimat	Berlin	GERMANY	Experiential	Swisscom / Samsung Galaxy S4	Stare down Contest
Heimat	Berlin	GERMANY	Electronic Equipment	Swisscom / Samsung Galaxy S4	Staredown Contest
Heimat	Berlin	GERMANY	Interactive Installations	Swisscom / Samsung Galaxy S4	Staredown Contest
Jung von Matt	Hamburg	GERMANY	Retail	OBI	Renovated Billboards
Jung von Matt	Hamburg	GERMANY	Utilities	Vodafone	Viva Communication
Jung von Matt	Stuttgart	GERMANY	Guerrilla Marketing	DHL	Trojan Mailing
Kolle Rebbe	Hamburg	GERMANY	Interactive Installations	Misereor	The Social Swipe
Kolle Rebbe	Hamburg	GERMANY	Public Service/Social Welfare	Misereor	The Social Swipe
thjnk	Hamburg	GERMANY	Retail	IKEA	The IKEA RGB Billboard
Red Fuse Communications [Y&R]	Hong Kong	HONG KONG	Corporate Image	Colgate Dental Creme	Turning Packaging Into Education
Ogilvy & Mather India	Mumbai	INDIA	Public Service/Social Welfare	The Akanksha Foundation	Message Barter
Leo Burnett	Milan	ITALY	Electronic Equipment	Samsung	Smart Bike
Publicis Italy	Milan	ITALY	Automotive	Dacia	Dacia Sponsor Day
Saatchi & Saatchi Italy	Milan	ITALY	Public Service/Social Welfare	World Down Syndrome Day	Dear Future Mom
Dentsu Inc.	Tokyo	JAPAN	Live Events - Beyond Advertising	Internavi	Sound of Honda / Ayrton Senna 1989
Hakuhodo Inc	Tokyo	JAPAN	Foods	Inakadate Village	Rice-Code
Ogilvy & Mather Mexico	Mexico City	MEXICO	Public Service/Social Welfare	Casa de la Amistad	The Hair Fest
Ogilvy & Mather Mexico	Mexico City	MEXICO	Live Events - Beyond Advertising	Casa de la Amistad	The Hair Fest
Saatchi & Saatchi New Zealand and ApolloNation	Auckland	NEW ZEALAND	Beverages - Alcoholic	Tui Beer	Tui Catch a Million
Saatchi & Saatchi New Zealand and ApolloNation	Auckland	NEW ZEALAND	Experiential	Tui Beer	Tui Catch a Million
BBDO Pakistan	Lahore	PAKISTAN	Guerrilla Marketing	Reprieve/Foundation for Fundamental Rights	Not A Bug Splat
McCann	Lima	PERU	Beverages - Non-Alcoholic	Coca-Cola	Happy ID
DDB Spain	Madrid	SPAIN	Public Service/Social Welfare	Spanish Coordination for the European Women's Lobby	Abortion Travel
The Cyranos McCann	Barcelona	SPAIN	Entertainment	Pay Per Laugh	Pay Per Laugh
The Cyranos McCann	Barcelona	SPAIN	Live Events - Beyond Advertising	Pay Per Laugh	Pay Per Laugh
Leo Burnett Solutions	Colombo	SRI LANKA	Media Promotion	Mawbima	Mawbima the First Mosquito Repellent Newspaper
Leo Burnett Solutions	Colombo	SRI LANKA	Experiential	Mawbima	The Worlds First Mosquito Repellent Newspaper
Åkestam Holst	Stockholm	SWEDEN	Cosmetics/Toiletries/Pharmaceuticals	Apolosophy	Blowing in The Wind
Åkestam Holst	Stockholm	SWEDEN	Interactive Installations	Apolosophy	Blowing in The Wind
INGO Stockholm	Stockholm	SWEDEN	Retail	Lidl Discount Food Stores	Dill - The Restaurant
INGO Stockholm	Stockholm	SWEDEN	Experiential	Lidl Discount Food Stores	Dill - The Restaurant
admandeveDDB	London	UNITED KINGDOM	Retail	Harvey Nichols	Sorry I Spent It on Myself
McCann London	London	UNITED KINGDOM	Travel	Momondo	Friend Compass
OgilvyOne	London	UNITED KINGDOM	Travel	British Airways	Magic of Flying
OgilvyOne	London	UNITED KINGDOM	Interactive Installations	British Airways	Magic of Flying
BBDO New York	New York	UNITED STATES	Experiential	Bud Light	Bud Light - Whatever Happens Campaign
BBDO New York	New York	UNITED STATES	Live Events - Beyond Advertising	Bud Light	Bud Light - Whatever Happens Stunt
BBDO New York	New York	UNITED STATES	Branded Content	Foot Locker	Harden Soul Integrated Campaign
Creative Artists Agency	Los Angeles	UNITED STATES	Retail	Chipotle Mexican Grill	The Scarecrow
Creative Artists Agency	Los Angeles	UNITED STATES	Branded Content	Chipotle Mexican Grill	The Scarecrow
Leo Burnett Chicago	Chicago	UNITED STATES	Retail	McDonald's	Literacy Store
Leo Burnett New York	New York	UNITED STATES	Branded Content	The United Nations World Humanitarian Day	#TheWorldNeedsMore
Tool	Los Angeles	UNITED STATES	Travel	Tourism Victoria	The Melbourne Remote Control Tourist
Venables Bell & Partners	San Francisco	UNITED STATES	Live Events - Beyond Advertising	Google Fiber	Nick's First Pitch
Venables Bell & Partners	San Francisco	UNITED STATES	Branded Content	Google Fiber	Nick's First Pitch