

LIA 2014 SHORTLIST						
Print + Poster and Billboard						
Medium	Entrant	Entrant City	Country	Category	Brand	Title
Print	Ogilvy & Mather Argentina	Buenos Aires	ARGENTINA	Public Service/Social Welfare Campaign	TEDx Buenos Aires	Ideas Era campaign - Stephen Hawking; Ken Robinson; Hillary Clinton
Poster	Leo Burnett Sydney	Sydney	AUSTRALIA	Art Direction Campaign	McCafe	Baby; Study; Party
Poster	Leo Burnett Sydney	Sydney	AUSTRALIA	Use of Illustration Campaign	McCafe	Baby; Study; Party
Poster	Leo Burnett Sydney	Sydney	AUSTRALIA	Consumer Campaign	McCafe	Baby; Study; Party
Poster	Jung von Matt	Vienna	AUSTRIA	Use of Photography Campaign	1 Dance Company - Down Syndrome Festival	Ralf; Karin; Sinah; Sinah; Karin; Ralf
Poster	AlmapBBDO	São Paulo	BRAZIL	Pet Products	Pedigree	Play
Print	AlmapBBDO	São Paulo	BRAZIL	Cosmetics/Toiletries/Pharmaceuticals	Bayer Cafiaspirina	Firetruck
Print	FCB Brasil	São Paulo	BRAZIL	Cosmetics/Toiletries/Pharmaceuticals	Nivea Sun Kids	Protection Ad
Print	Ogilvy Brasil	São Paulo	BRAZIL	Health Care Services	GRAACC	Bald Cartoons
Poster	Publicis Brasil	São Paulo	BRAZIL	Public Service/Social Welfare	Fundação Pró-Sangue	Blood Charger
Poster	Publicis Brasil	São Paulo	BRAZIL	Use of Illustration Campaign	Santa Cruz Wine Store	Bank Roll; Dumb; Ex; Less Talk; Mask; Neck Down
Print	Publicis Brasil	São Paulo	BRAZIL	Use of Illustration Campaign	Santa Cruz Wine Store	Bank Roll; Dumb; Ex; Less Talk; Mask; Neck Down
Print	VML Brazil	São Paulo	BRAZIL	Use of Photography Campaign	Expedia	Double Exposure Obelisk; Double Exposure Church; Double Exposure Beach
Billboard	Leo Burnett Toronto	Toronto	CANADA	Consumer Campaign	US Open Tennis Tournament	Serena; Eugenie; Milos
Billboard	Leo Burnett Toronto	Toronto	CANADA	Art Direction Campaign	US Open Tennis Tournament	Serena; Milos; Eugenie
Billboard	Leo Burnett Toronto	Toronto	CANADA	Use of Typography	US Open Tennis Tournament	Kings and Queens of the Court
Billboard	Leo Burnett Toronto	Toronto	CANADA	Innovative Use of Billboard	US Open Tennis Tournament	Kings and Queens of the Court
Billboard	Leo Burnett Toronto	Toronto	CANADA	Media Promotion	US Open Tennis Tournament	Serena
Billboard	Leo Burnett Toronto	Toronto	CANADA	Media Promotion	US Open Tennis Tournament	Milos
Billboard	Leo Burnett Toronto	Toronto	CANADA	Media Promotion	US Open Tennis Tournament	Eugenie
Print	Saatchi & Saatchi Canada	Toronto	CANADA	Media Promotion	Proud FM	Knights
Print	Saatchi & Saatchi Canada	Toronto	CANADA	Art Direction Campaign	Proud FM	Cowboy; Knights; Never Never Land
Poster	Lowe and Partners	Shanghai	CHINA	Public Service/Social Welfare Campaign	Buick	Human Traffic Sign campaign - Speed Limited; No Trucks; Traffic Light Ahead; No Pedestrians; No Entry; No Left Turn
Print	Lowe and Partners	Shanghai	CHINA	Art Direction Campaign	Buick	Human Traffic Sign campaign - Speed Limited; No Left Turn; No Trucks; No U-Turn; Traffic Light Ahead; No Pedestrians
Print	Lowe and Partners	Shanghai	CHINA	Public Service/Social Welfare Campaign	Buick	Human Traffic Sign campaign - Speed Limited; No Left Turn; No Trucks; No U-Turn; Traffic Light Ahead; No Pedestrians
Print	Lowe and Partners	Shanghai	CHINA	Use of Photography Campaign	Buick	Human Traffic Sign - Speed Limited; No Left Turn; No Trucks; No U-Turn; Traffic Light Ahead; No Pedestrians
Poster	Y&R Beijing	Beijing	CHINA	Use of Illustration Campaign	Penguin Audiobooks	Moby Dick; Frankenstein; Dracula; Don Quixote; Alice; D-Day
Poster	Y&R Beijing	Beijing	CHINA	Consumer Campaign	Penguin Audiobooks	Moby Dick; Frankenstein; Dracula; Don Quixote; Alice; D-Day
Print	Y&R Beijing	Beijing	CHINA	Use of Illustration Campaign	Penguin Audiobooks	Moby Dick; Frankenstein; Dracula; Don Quixote; Alice; D-Day
Print	Y&R Beijing	Beijing	CHINA	Consumer Campaign	Penguin Audiobooks	Moby Dick; Frankenstein; Dracula; Don Quixote; Alice; D-Day
Billboard	Ogilvy & Mather Colombia	Bogotá	COLOMBIA	Consumer Campaign	Carulla	Shutter Billboards
Print	Y&R Prague	Prague	CZECH REPUBLIC	Use of Photography Campaign	Harley Davidson	Fork; Exhaust; Kickstarter; Piston
Print	Herezie	Paris	FRANCE	Art Direction Campaign	MIYABI	Watermelon; Cheese; Salmon
Print	Herezie	Paris	FRANCE	Consumer Campaign	MIYABI	Watermelon; Cheese; Salmon
Poster	Marcel	Paris	FRANCE	Apparel	Ray-Ban	Subway
Poster	Marcel	Paris	FRANCE	Use of Photography	Ray-Ban	Subway
Poster	Marcel	Paris	FRANCE	Apparel	Ray-Ban	Cop
Poster	Marcel	Paris	FRANCE	Apparel	Ray-Ban	Naked Model
Poster	Marcel	Paris	FRANCE	Use of Photography	Ray-Ban	Cop
Poster	Marcel	Paris	FRANCE	Use of Photography	Ray-Ban	Naked Model
Print	Marcel	Paris	FRANCE	Apparel	Ray-Ban	Subway
Print	Marcel	Paris	FRANCE	Use of Photography	Ray-Ban	Subway
Print	Marcel	Paris	FRANCE	Apparel	Ray-Ban	Cop
Print	Marcel	Paris	FRANCE	Use of Photography	Ray-Ban	Cop
Billboard	Publicis Conseil	Paris	FRANCE	Consumer Campaign	Zoological Park Of Paris	Notre-Dame de Paris; Jardin des Tuileries; Quartier Latin; Jardins du Louvre
Print	Publicis Conseil	Paris	FRANCE	Use of Photography Campaign	Paris Zoo	Notre-Dame de Paris; Jardin des Tuileries; Quartier Latin; Jardins du Louvre
Print	Publicis Conseil	Paris	FRANCE	Consumer Campaign	Paris Zoo	Notre-Dame de Paris; Jardin des Tuileries; Quartier Latin; Jardins du Louvre
Poster	Red Wax	Boulogne Billancourt	FRANCE	Art Direction Campaign	Mini Babybel	Bottle; Bowl; Jug; Pitcher; Pack
Print	Red Wax	Boulogne Billancourt	FRANCE	Art Direction Campaign	Mini Babybel	Bottle; Bowl; Pack; Pitcher
Print	BBDO Germany	Berlin	GERMANY	Consumer Campaign	Pedigree	Get Adopted - Norbert; Get Adopted - Sandra; Get Adopted - Wilson
Print	DDB Group	Berlin	GERMANY	Consumer Campaign	Volkswagen Park Assist	Grandstand; Jury
Print	DDB Group & DDB Team Blue	Berlin	GERMANY	Consumer Campaign	Volkswagen Driver Alert System	Eye Clash - Pig; Eye Clash - Hammer; Eye Clash - Singer
Print	Geometry Global Germany	Frankfurt	GERMANY	Consumer Campaign	Leica	Sailor/Nurse/Kiss; Napalm/Girl/Road; Chancellor/Knee/Wreath
Print	Grabarz & Partner	Hamburg	GERMANY	Business-to-Business Campaign	Volkswagen 4Motion	4Motion Jackhammer; 4Motion Chainsaw; 4Motion Circular Saw Bench
Poster	Heimat	Berlin	GERMANY	Innovative Use of Poster	Swisscom / Samsung Galaxy S4	Stare Down Contest
Billboard	Heye	Munich	GERMANY	Retail	McDonald's	Fries Hands
Poster	Heye	Munich	GERMANY	Retail	McDonald's	Fries Hands
Billboard	Jung von Matt	Hamburg	GERMANY	Beverages - Alcoholic	Hanseatisches Wein- und Sekt-Kontor Hawesko GmbH	The Pommery Revenge
Billboard	Jung von Matt	Hamburg	GERMANY	Innovative Use of Billboard	OBI	Renovated Billboards
Billboard	Jung von Matt	Hamburg	GERMANY	Consumer Campaign	OBI	Renovated Billboards campaign - Yellow House; Pink House; White House
Poster	Kolle Rebbe	Hamburg	GERMANY	Public Service/Social Welfare	Misereor	The Social Swipe
Poster	Kolle Rebbe	Hamburg	GERMANY	Innovative Use of Poster	Misereor - Donations	The Social Swipe
Poster	Ogilvy Germany	Frankfurt	GERMANY	Art Direction Campaign	ZMG (Newspaper Marketing Association)	The Newspaper Effect campaign - USA; Russia; Italy; Europe
Print	serviceplan	Munich	GERMANY	Use of Typography Campaign	BMW X5	#DeathValleyMessages campaign - Commander of Dynamics; Control Wizard; Traction Master; Twin Turbo
Billboard	thjnk	Hamburg	GERMANY	Use of Typography	IKEA	The IKEA RGB Billboard
Billboard	thjnk	Hamburg	GERMANY	Home Furnishings/Appliances	IKEA	The IKEA RGB Billboard
Poster	Ogilvy & Mather Group	Hong Kong	HONG KONG	Use of Illustration Campaign	Faber-Castell	Boat; Duck; Iceberg
Poster	Red Fuse Communications [Y&R]	Hong Kong	HONG KONG	Use of Illustration Campaign	Colgate Dental Creme	Cavities Attack at Night; GrandPa's Teeth; Good Food vs Bad Food; Your Digestive System; Presentation Board; Case Film
Poster	McCann Worldgroup	Mumbai	INDIA	Consumer Campaign	Big Babol	Mango; Tangerine; Pear
Poster	McCann Worldgroup	Mumbai	INDIA	Use of Illustration Campaign	Big Babol	Mango; Tangerine; Pear
Print	McCann Worldgroup	Mumbai	INDIA	Confections/Snacks	Big Babol	Tangerine
Print	McCann Worldgroup	Mumbai	INDIA	Confections/Snacks	Big Babol	Mango
Print	McCann Worldgroup	Mumbai	INDIA	Confections/Snacks	Big Babol	Pear
Print	Banamex CDC	México City	MEXICO	Public Service/Social Welfare Campaign	CDC - Erase The Difference Campaign	Houses; Garden; Lake
Print	DDB México	México City	MEXICO	Consumer Campaign	Volkswagen Polo GTI	Dinner; College; Soccer
Print	Ogilvy & Mather New Zealand	Auckland	NEW ZEALAND	Public Service/Social Welfare Campaign	Forest & Bird NZ	\$5 Makes A Difference; \$10 Makes A Difference; \$50 Makes A Difference
Poster	Y&R New Zealand	Auckland	NEW ZEALAND	Consumer Campaign	Schick Razors	Sloat; Weasel; Ferret
Poster	BBDO Pakistan	Lahore	PAKISTAN	Innovative Use of Poster	Relieve/Foundation for Fundamental Rights	Not A Bug Splat
Print	McCann Lima	Lima	PERU	Pet Products	Equilibrio	Frisbee
Print	Publicis Peru	Lima	PERU	Consumer Campaign	Tinka Lottery	Limousine; Directory; Golf; Jewelry; Jet
Poster	Lowe Philippines	Makati City	PHILIPPINES	Use of Illustration Campaign	SM Eco Bag	Plastic Kids; Plastic Grandma; Plastic Dudes
Print	Lowe Philippines	Makati City	PHILIPPINES	Use of Illustration Campaign	SM Eco Bag	Plastic Kids; Plastic Grandma; Plastic Dudes
Print	DDB Latina Puerto Rico	San Juan	PUERTO RICO	Consumer Campaign	Wall's	Ticket
Print	DDB Latina Puerto Rico	San Juan	PUERTO RICO	Art Direction Campaign	Wall's	Jury; Loan; Ticket
Poster	BBDO Proximity Singapore	Singapore	SINGAPORE	Beverages - Alcoholic	Guinness	Un
Poster	BBDO Proximity Singapore	Singapore	SINGAPORE	Beverages - Alcoholic	Guinness	Deux
Poster	BBDO Proximity Singapore	Singapore	SINGAPORE	Beverages - Alcoholic	Guinness	Trois
Poster	BBDO Proximity Singapore	Singapore	SINGAPORE	Art Direction Campaign	Guinness	Trois
Poster	BBDO Proximity Singapore	Singapore	SINGAPORE	Use of Illustration Campaign	Guinness	Cinq
Poster	BBDO Proximity Singapore	Singapore	SINGAPORE	Consumer Campaign	Guinness	Quatre; Uni; Deux; Trois; Cinq
Print	BBDO Proximity Singapore	Singapore	SINGAPORE	Beverages - Alcoholic	Guinness	Un
Print	BBDO Proximity Singapore	Singapore	SINGAPORE	Beverages - Alcoholic	Guinness	Deux
Print	BBDO Proximity Singapore	Singapore	SINGAPORE	Beverages - Alcoholic	Guinness	Quatre
Print	BBDO Proximity Singapore	Singapore	SINGAPORE	Beverages - Alcoholic	Guinness	Cinq
Print	Ogilvy & Mather Johannesburg	Johannesburg	SOUTH AFRICA	Consumer Campaign	Bose Noise-Cancelling Headphones	Elvis; James; Kurt
Print	DDB Spain	Madrid	SPAIN	Use of Photography Campaign	Volkswagen	Baby; Boy; Dog; Girl
Print	Leo Burnett Solutions	Colombo	SRI LANKA	Public Service/Social Welfare	Mawdima	The Worlds First Mosquito Repellent Newspaper
Poster	Akestam Holst	Stockholm	SWEDEN	Innovative Use of Poster	Apolosophy	Blowing In The Wind
Poster	Akestam Holst	Stockholm	SWEDEN	Cosmetics/Toiletries/Pharmaceuticals	Apolosophy	Blowing In The Wind
Poster	Y&R Group Switzerland	Zurich	SWITZERLAND	Consumer Campaign	Pay TV	No Commercials campaign
Print	Havas Worldwide Istanbul	Istanbul	TURKEY	Media Promotion	Açık Radyo / Open Radio	Music of the People
Poster	adamandeveDDB	London	UNITED KINGDOM	Retail	Harvey Nichols	Womenswear
Poster	adamandeveDDB	London	UNITED KINGDOM	Art Direction Campaign	Harvey Nichols	Womenswear; Menswear; Accessories
Poster	adamandeveDDB	London	UNITED KINGDOM	Consumer Campaign	Marmite	Ketchup; Pasta; Mayo
Print	adamandeveDDB	London	UNITED KINGDOM	Retail	Harvey Nichols	Womenswear
Print	adamandeveDDB	London	UNITED KINGDOM	Art Direction Campaign	Harvey Nichols	Womenswear; Menswear; Accessories
Print	adamandeveDDB	London	UNITED KINGDOM	Consumer Campaign	Marmite	Ketchup; Pasta; Mayo
Billboard	adamandeveDDB	London	UNITED KINGDOM	Innovative Use of Billboard	Google+	Front Row
Poster	AMVBBDO	London	UNITED KINGDOM	Use of Photography Campaign	Guinness	Rumbling; Rolling; Rushing
Poster	AMVBBDO	London	UNITED KINGDOM	Innovative Use of Poster	Pepsi Max	Unbelievable Bus Shelter
Poster	AMVBBDO	London	UNITED KINGDOM	Beverages - Non-Alcoholic	PEPSI MAX	Unbelievable Bus Shelter
Poster	DKWLOWE	London	UNITED KINGDOM	Consumer Campaign	Morrisons	Piccadilly Circus; Westminster; Tottenham; Whitechapel; Finsbury Park; Mornington Crescent
Billboard	Leo Burnett London	London	UNITED KINGDOM	Public Service/Social Welfare	Help Get Them Homes	Departure Board
Billboard	Leo Burnett London	London	UNITED KINGDOM	Innovative Use of Billboard	Help Get Them Homes	Departure Board
Billboard	Leo Burnett London	London	UNITED KINGDOM	Innovative Use of Billboard	McDonald's	See One. Want One.
Billboard	Leo Burnett London	London	UNITED KINGDOM	Retail	McDonald's	See One. Want One.
Print	Leo Burnett London	London	UNITED KINGDOM	Public Service/Social Welfare Campaign	Ban the Box	Gary; Kelly; Mark
Print	Leo Burnett London	London	UNITED KINGDOM	Business-to-Business Campaign	Ban the Box	Gary; Kelly; Mark
Print	Leo Burnett London	London	UNITED KINGDOM	Use of Copywriting Campaign	Ban the Box	Gary; Kelly; Mark
Billboard	OgilvyOne	London	UNITED KINGDOM	Innovative Use of Billboard	British Airways	Magic of Flying
Billboard	OgilvyOne	London	UNITED KINGDOM	Travel	British Airways	Magic of Flying
Billboard	OgilvyOne	London	UNITED KINGDOM	Innovative Use of Billboard	British Airways	Magic of Flying
Billboard	Publicis	London	UNITED KINGDOM	Use of Illustration	Depaul UK	Street Stories - Rob
Billboard	Publicis	London	UNITED KINGDOM	Use of Illustration Campaign	Depaul UK	Street Stories campaign - Joe; Rob; Shelly; Katy
Billboard	Publicis	London	UNITED KINGDOM	Public Service/Social Welfare Campaign	Depaul UK	Street Stories campaign - Joe; Rob; Shelly; Katy
Print	Alma DDB	Miami	UNITED STATES	Consumer Campaign	Rosetta Stone	Catapult 2
Print	DDB New York	New York	UNITED STATES	Use of Illustration Campaign	NY Lottery	Jacuzzi
Print	DDB New York	New York	UNITED STATES	Entertainment	NY Lottery	Jacuzzi
Print	DDB New York	New York	UNITED STATES	Entertainment	NY Lottery	Car
Print	DDB New York	New York	UNITED STATES	Entertainment	NY Lottery	Ski
Print	DDB New York	New York	UNITED STATES	Entertainment	NY Lottery	Fireplace
Print	DDB New York	New York	UNITED STATES	Art Direction Campaign	WATERisLIFE	Hot Air Balloon; Plane; Race Car; Ocean
Print	Leo Burnett Vietnam	Ho Chi Minh City	VIETNAM	Use of Illustration Campaign	Crayola	What's In Your Crayola? - Red; What's In Your Crayola? - Green; What's In Your Crayola? - Blue
Poster	Lowe Vietnam	Ho Chi Minh City	VIETNAM	Consumer Campaign	Omo	Tablet Vs Tree; Mobile Vs Sand Castle; Joystick Vs Football
Print	Lowe Vietnam	Ho Chi Minh City	VIETNAM	Consumer Campaign	Omo	Tablet Vs Tree; Mobile Vs Sand Castle; Joystick Vs Football