

Winners (Creative Data Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company
<u>A01 (Creative Data Enhancement)</u>								
A01/019	00343	THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	THE MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE	AIRBAG PRODUCTIONS Melbourne
A01/021	00409	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago	RADICAL MEDIA New York
A01/035	00483	VACATION MATCHMAKER	TENNESSEE DEPARTMENT OF TOURISM DEVELOPMENT	TOURISM	VML Kansas City	USA	VML Kansas City	
A01/039	00395	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam
A01/043	00487	GASCALE	MABE	DOMESTIC GAS SCALE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI GREY Guayaquil
A01/060	00192	OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	
<u>A02 (Data-Driven Targeting)</u>								
A02/017	00392	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	FCB ZÜRICH
A02/024	00140	THE 'ITALIAN' ART OF PERSUASION	MASERATI	MASERATI Ghibli	GEOMETRY GLOBAL GERMANY Duesseldorf	GERMANY	GEOMETRY GLOBAL GERMANY Duesseldorf	
A02/041	00600	HINTS	DIXONS CARPHONE	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	
A02/043	00296	FEMALE RECRUITMENT	DEFENCE FORCES	FEMALE RECRUITMENT	ROTHCO Dublin	IRELAND	ROTHCO Dublin	
A02/096	10886	THE IMPOSSIBLE GAME	SNCF	SNCF ENGINEER CHALLENGE	TBWA/PARIS	FRANCE	TBWA/PARIS	ELSE Boulogne-Billancourt / DAN PARIS Boulogne-Billancourt

A03 (Creative Data Client Strategy)

A03/013	00193	OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	
---------	-------	-------------------	--------	---------------	------------------	-------	------------------	--

A04 (Data Storytelling)

A04/018	00344	THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	THE MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE	AIRBAG PRODUCTIONS Melbourne
A04/034	00396	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam
A04/035	00577	BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MPM/McCANN Bucharest	
A04/045	00182	LIVING MEMORIES	BRAKE NZ	ROAD SAFETY	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland	TVNZ Auckland
A04/046	00221	NRG SOLAR FORECAST	NRG	ENERGY	DROGA5 New York	USA	DROGA5 New York / NRG ENERGY Princeton, NJ	

A05 (Data Visualisation)

A05/004	00138	PLAYDOWJONES	J&T BANK	INVESTMENTS	WIKTOR LEO BURNETT Bratislava	SLOVAK REPUBLIC	WIKTOR LEO BURNETT Bratislava	
A05/007	00345	THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	THE MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE	AIRBAG PRODUCTIONS Melbourne
A05/024	00465	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris	MAKE ME PULSE Paris / BETC DIGITAL Paris
A05/025	00397	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam
A05/027	00523	LIVE LOGO	INEC: NATIONAL STATISTICS INSTITUTE	INNOVATIVE LOGO DESIGN WITH LIVE DATA	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI GREY Guayaquil
A05/044	00640	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE VR STUDIO New York

A06 (Data-Technology Models / Tools / Platforms)

A06/017	00423	FOCUSMOTION	FOCUSMOTION	FOCUSMOTION	R/GA New York	USA	R/GA New York	
A06/024	00569	EMERGENCY PIN CODE	SEKRON SECURITY SYSTEMS	SEKRON DIGITAL PROTECTION	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
A06/039	00115	THE TRAIN BRAIN PROJECT	STOCKHOLMSTÄG	STOCKHOLM'S COMMUTER TRAIN SERVICE	KÄRNHuset Stockholm	SWEDEN	KÄRNHuset Stockholm	KÄRNHuset Stockholm
A06/046	00568	WIFIALARM	WIFIALARM	WIFIALARM	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	

A07 (Use of Real-time Data)

A07/059	00264	THE COLDER IT GETS...	MARK'S	SOFTGOODS	TOUCHÉ! Montréal	CANADA	SID LEE Montreal	
A07/084	00583	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	THE POOL COLLECTIVE Sydney / WE LOVE JAM Sydney
A07/088	00482	THE THERMOMETER THAT GETS COLD	THE SALVATION ARMY	DONATIONS	WMcCANN Rio De Janeiro	BRAZIL	WMcCANN Rio De Janeiro	
A07/098	00573	LIFE SIGNAL	UNACEM	UNACEM	CIRCUS GREY Lima	PERU	CIRCUS GREY Lima	PICNIC Lima / SANGRE Lima / AUDIOPOST Lima
A07/111	00234	THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	J. WALTER THOMPSON COSTA RICA San José	

A09 (Social Data)

A09/008	00112	BIGGER ISSUES	LYNX, UNILEVER & CAMPAIGN AGAINST LIVING MISERABLY	LYNX & CAMPAIGN AGAINST LIVING MISERABLY	TMW UNLIMITED London	UNITED KINGDOM	TMW UNLIMITED London	
A09/041	00580	MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL	W3HAUS São Paulo	W3HAUS São Paulo
A09/046	00599	UNTYPIC	VUELING - LING	XXXXXX	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona / McCANN WORLDGROUP Barcelona	ALBINAÑA FILMS Barcelona
A09/052	00235	THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	J. WALTER THOMPSON COSTA RICA San José	

A10 (Creative Data Collection & Research)

A10/003	00295	HASHTAGS FOR LIFE.	PERUVIAN RED CROSS	VOLUNTARY BLOOD DONORS	McCANN LIMA	PERU	McCANN LIMA	
---------	-------	--------------------	--------------------	------------------------	-------------	------	-------------	--

A10/011	00399	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam
A10/019	00195	OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	
<u>A11 (Data Integration)</u>								
A11/018	00336	ZYRTEC 'ALLERGY IMPACT'	MCNEIL CONSUMER HEALTHCARE	OTC ORAL MEDICINE	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York	
Total Entries:			40					

Prize

Bronze Lion

Bronze Lion

Silver Lion

Silver Lion

Gold Lion

Bronze Lion

Bronze Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

Gold Lion

Silver Lion

Silver Lion

Bronze Lion

Bronze Lion

Bronze Lion

Silver Lion

Bronze Lion

Bronze Lion

Gold Lion

Gold Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Bronze Lion

Silver Lion

Bronze Lion

Bronze Lion

Gold Lion

Silver Lion

Bronze Lion

Bronze Lion

Bronze Lion

Silver Lion

Grand Prix
Bronze Lion
Bronze Lion