

**Winners (Entertainment Lions)**

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company
<b>A04 (TV &amp; Broadcast: Fiction 15 minutes or under in Length)</b>								
A04/008	00320	ORANGEAID - LAST DAY OF SCHOOL	NTUC INCOME	ORANGEAID BURSARY AWARD	BBH SINGAPORE	SINGAPORE	BBH SINGAPORE	DOGHOUSE73 PICTURES Selangor
<b>A05 (TV &amp; Broadcast: Fiction 15 minutes or over in Length)</b>								
A05/001	00591	LOVE LIKE THERE'S NO TOMORROW	MONDELÉZ INTERNATIONAL	LACTA	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS	FOSS PRODUCTIONS Athens
<b>A09 (Online: Fiction Series)</b>								
A09/008	01417	NIKEWOMEN : MARGOT VS LILY	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	RSA FILMS New York City, NY
<b>A10 (Online: Fiction 15 minutes or under in Length)</b>								
A10/022	01451	BECOMING BECKHAM	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SONNY London
A10/036	01390	DADS#SHARETHELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai	RED ICE FILMS Mumbai
<b>A11 (Online: Fiction 15 minutes or over in Length)</b>								
A11/002	01822	THE FAMILY	FORD MOTOR COMPANY	AUTOMOTIVES	VERY AGENCY Copenhagen	DENMARK	VERY AGENCY Copenhagen / NEW LAND Copenhagen	NEW LAND Copenhagen
<b>A12 (Online: Non-Fiction Series )</b>								
A12/011	00785	UNFAIRY TALES SERIES	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica	HOUSE OF COLORS Sao Paulo / CONSULADO São Paulo / BUBBA'S CHOP SHOP Burbank

A12/015	00787	"THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES	NORTON BY SYMANTEC	NORTON	GREY SAN FRANCISCO	USA	GREY SAN FRANCISCO	HELO Venice
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**A13 (Online: Non-Fiction 15 minutes or under in Length)**

A13/045	01038	LOOK WHO'S DRIVING	VOLVO TRUCKS	VOLVO FMX	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm
A13/046	01147	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	TOOL Santa Monica
A13/115	01295	WAVES OF GRACE	THE UNITED NATIONS	THE UNITED NATIONS	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles

**A15 (Live Broadcast/Live Streaming)**

A15/001	00243	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	WAYS & MEANS Los Angeles
A15/002	00152	SWITCHEROO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York	USA	BBDO New York	THE KITCHEN @ BBDO New York
A15/014	01604	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
A15/018	00912	WING OF LOVE	JANA	JANA NATURAL MINERAL WATER	IMAGO OGILVY Zagreb	CROATIA	IMAGO OGILVY Zagreb	ANTITALENT Zapresic
A15/023	01836	TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	DEUTSCH LA	WONDROS Los Angeles

**A16 (User Generated Content in Visual Storytelling)**

A16/014	01547	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / Y&R DIGITAL NZ Auckland	FLYING FISH Auckland
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**A17 (Use of Brand/Product Integration into Existing Content)**

A17/004	01316	38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan	LATITUDE 18 FILMS San Juan
A17/010	01556	IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AVIV	ISRAEL	McCANN TEL AVIV	

A17/019	00464	PEPSI PERFECT	PEPSI	PEPSI	MARKETSHARE Los Angeles	USA	THE MARKETING ARM Los Angeles	THE MARKETING ARM Los Angeles / STUN CREATIVE Los Angeles
<b>A18 (Excellence in Partnerships between a Content Producer and a Brand/Product/Talent)</b>								
A18/003	00024	COCAINENOMICS	NETFLIX	NARCOS	WSJ. CUSTOM STUDIOS New York	USA	WSJ. CUSTOM STUDIOS New York	WSJ. CUSTOM STUDIOS New York
A18/005	00088	BATMAN V SUPERMAN	TURKISH AIRLINES	TURKISH AIRLINES	CP+B London	UNITED KINGDOM	CP+B London	SOMESUCH London / ELASTIC Santa Monica
A18/039	01678	SHAVE FORTH	PROCTER & GAMBLE	GILLETTE BODY RAZOR	GREY NEW YORK	USA	GREY NEW YORK	NINJA ENTERTAINMENT Los Angeles, CA
<b>A19 (Excellence in Production &amp; Distribution Strategy)</b>								
A19/007	00646	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK	RESET Santa Monica / THE MILL New York / EXILE Santa Monica
<b>A20 (Innovation in Visual Storytelling and Branded Entertainment )</b>								
A20/014	01605	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
A20/047	01298	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles
<b>A21 (Audio Content in Branded Entertainment)</b>								
A21/006	00389	GE PODCAST THEATRE PRESENTS THE MESSAGE	GE	GE	BBDO New York	USA	BBDO New York	PANOPLY MEDIA New York
<b>B01 (Talent: Visual Storytelling)</b>								
B01/026	01586	NEVER ALONE	DIAGEO	GUINNESS	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	TUBBY BROTHER London
B01/039	01463	GRILLED DOGS: THE WHOPPER OF HOT DOGS	BURGER KING CORPORATION	GRILLED DOGS	CODE AND THEORY New York	USA	CODE AND THEORY New York	GIFTED YOUTH Los Angeles
<b>B06 (Talent: Sports)</b>								
B06/007	01681	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK	COMMUNITY FILMS Culver City

**B08 (Use of Artist/Talent Integration into Existing Content)**

B08/008	01156	PEPSI + EMPIRE PARTNERSHIP	PEPSICO	TM PEPSI	OMD New York	USA	OMD New York / PEPSICO White Plains / WASSERMAN Los Angeles	BBDO New York
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**C01 (Live Brand Experience)**

C01/002	00136	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	REVOLVER/WILL O'ROURKE Sydney
C01/053	01252	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago	RADICAL MEDIA New York
C01/056	01511	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm	
C01/060	01606	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	

**C02 (Digital Brand Experience)**

C02/008	00941	MADE BY PROFESSIONALS	PAGESJAUNES	PAGESJAUNES	SID LEE Paris	FRANCE	SID LEE Paris	
C02/044	00836	OUT THERE	CANADA GOOSE	OUTDOOR APPAREL	CAA MARKETING LOS ANGELES	USA	CAA MARKETING LOS ANGELES / CANADA GOOSE Toronto	SAVILLE PRODUCTIONS Los Angeles, CA / CHEROKEE FILMS Auckland / SPOT WELDERS Los Angeles

**C03 (Social Brand Experience)**

C03/008	00387	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City	
C03/024	01569	THE TWEETING POTHOLE	MEDCOM	TELEMETRO REPORTA	P4 OGILVY&MATHER Panama City	PANAMA	P4 OGILVY&MATHER Panama City	VFX Panama / SAKE Buenos Aires

**C04 (Mobile/Device Brand Experience)**

C04/021	01373	IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York	HUMBLE New York
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**C05 (New Technology Brand Experience)**

C05/044	01214	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam
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### **C06 (Cross Channel Brand Experience)**

C06/001	00215	HOUSE OF LITTLE MOMENTS	UNI PRESIDENTS	UNI NOODLE	ADK TAIWAN	CHINESE TAIPEI	ADK TAIWAN	INNOVATION FILMS Tapei City
C06/018	01607	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
C06/026	01435	HALO 5: GUARDIANS #HUNTTHE TRUTH	MICROSOFT / XBOX	HALO 5: GUARDIANS	TWOFIFTEENMcCANN San Francisco	USA	TWOFIFTEENMcCANN San Francisco	FURLINED Santa Monica
C06/048	00827	GIVE EXTRA, GET EXTRA	WRIGLEY, A SUBSIDIARY OF MARSORPORATED	EXTRA GUM	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	RATTLING STICK Santa Monica

### **C07 (Use of Brand/Product Integration into an Existing Brand Experience)**

C07/006	00742	HACK IN BLACK	ACTIVSION	CALL OF DUTY : BLACK OPS 3	EDELMAN Los Angeles	USA	EDELMAN Los Angeles	EDELMAN Los Angeles
C07/008	01490	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS

### **C08 (Use of User Generated Content in a Brand Experience)**

C08/003	00239	MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York	MTV New York / JAM3 Toronto
C08/022	01514	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm

### **C10 (Excellence in Production & Distribution Strategy in a Brand Experience)**

C10/016	01307	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles
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### **C11 (Innovation in Brand Experience )**

C11/024	01609	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
C11/040	01662	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE VR STUDIO New York

C11/081	01308	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles
<b>D02 (Live Experience Games)</b>								
D02/008	01610	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
<b>D07 (Use of Brand/Product Integration into an Existing Game or Gaming Platform)</b>								
D07/011	01647	UNDER ARMOUR GAME CHANGER	UNDER ARMOUR	BASKETBALL	DROGA5 New York	USA	DROGA5 New York	THE MILL New York
<b>D11 (Innovation in Branded Games)</b>								
D11/001	00266	RICK AND MORTY RICKSTAVES	ADULT SWIM	THE ADULT SWIM TV SHOW "RICK AND MORTY"	CARROT CREATIVE Brooklyn	USA	CARROT CREATIVE Brooklyn	
D11/011	01805	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London
<b>E01 (Visual Storytelling in Sports Entertainment)</b>								
E01/043	00567	KALEIDOSCOPE	RED BULL MEDIA HOUSE	RED BULL	RSA FILMS London	UNITED KINGDOM	RED BULL MEDIA London	RSA FILMS London
<b>E04 (Social in Sports Entertainment)</b>								
E04/007	00479	#AIRLINEWAGER	AIR NEW ZEALAND AND QANTAS	AIR NEW ZEALAND AND QANTAS	HOST SYDNEY Sydney	AUSTRALIA	HOST SYDNEY Sydney	
E04/021	00880	THE HASHTAG 500	NASCAR	MOTOR SPORTS/ AUTO RACING	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK	REPUBLIC CONTENT South Pasadena / BEAST EDITORIAL New York
<b>E08 (Use of User Generated Content in Sports Entertainment)</b>								
E08/001	00173	PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York	THE KITCHEN @ BBDO New York
<b>Total Entries:</b>		<b>61</b>						

Prize
Silver Lion
Silver Lion
Gold Lion
Silver Lion
Bronze Lion
Gold Lion
Bronze Lion

Gold Lion

Bronze Lion

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