

Winners (Media Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Prize
<u>A01 (Food & Drinks)</u>								
A01/008	02108	WHERE IS MY OTORONGO?	BACKUS SABMILLER	SAN JUAN BEER	FCB MAYO Lima	PERU	FCB MAYO Lima	Bronze Lion
A01/020	01655	CHAMPIONS' BOSS	HEINEKEN	UEFA CHAMPIONS LEAGUE	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	Bronze Lion
A01/034	02371	FRONT PAGE PACK	CIA CACIQUE DE CAFÉ SOLUVEL	CAFÉ PELÉ	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo	Bronze Lion
A01/055	00351	BREAKVERTISING BY ROYCO	CONTINENTAL FOODS BELGIUM	ROYCO INSTANT SOUP	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp	Silver Lion
<u>A02 (Fast Moving Consumer Goods)</u>								
A02/022	02667	100% KOSHER HEAD & SHOULDERS	PROCTER & GAMBLE	HEAD & SHOULDERS	MEDIACOM ISRAEL Tel Aviv	ISRAEL	MEDIACOM ISRAEL Tel Aviv	Gold Lion
A02/027	02840	BREAKING NEWS	HENKEL	LOCTITE SUPER BONDER	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA	Silver Lion
<u>A03 (Durable Consumer Goods)</u>								
A03/020	01275	UNCRUSHABLE	M.J. BALE	M.J. BALE 100% MERINO WOOL SUIT	TBWA\SYDNEY	AUSTRALIA	TBWA\SYDNEY	Silver Lion
<u>A04 (Cars & Automotive Products & Services)</u>								
A04/042	01453	BUSINESS BOOSTER	RENAULT ITALIA	AUTOMOTIVE	OMD Milan	ITALY	PUBLICIS ITALY Milan	Bronze Lion
<u>A05 (Retail, e-Commerce, Restaurants & Fast Food Chains)</u>								
A05/014	02251	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm	Bronze Lion
A05/036	02365	IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AVIV	ISRAEL	McCANN TEL AVIV	Bronze Lion
A05/073	01612	SHARING THE GIFT OF READING AT CHRISTMAS	SAINSBURY'S	SAINSBURY'S	PHD London	UNITED KINGDOM	PHD London / AMVBBDO London / ANALOGFOLK London	Silver Lion

A05/085	02849	TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	DEUTSCH LA	Bronze Lion
A06 (Travel, Transport & Leisure)								
A06/012	02253	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	Silver Lion
A06/021	01241	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney	Bronze Lion
A06/023	01068	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Silver Lion
A06/049	02887	HOLIDAYS ON DEMAND	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux	Bronze Lion
A07 (Media & Publications)								
A07/030	01262	STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	Silver Lion
A07/035	01293	HUMANS	CHANNEL 4	HUMANS	OMD UK London	UNITED KINGDOM	OMD UK London	Silver Lion
A08 (Financial Products & Services)								
A08/021	00565	GAYNZ	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE	Gold Lion
A08/022	00566	SMART GIRLS — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE	Bronze Lion
A10 (Commercial Public Services)								
A10/019	01940	38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan	Bronze Lion
A11 (Corporate Image)								
A11/037	02007	NO BORDERS	AIRBNB	AIRBNB	STARCOM MEDIAVEST GROUP Chicago	USA	STARCOM MEDIAVEST GROUP Chicago / TBWA QUARTZDAY Los Angeles	Silver Lion
A12 (Public Health & Safety)								
A12/012	01498	CANCER UNCENSORED	GOLLO	GOLLO	McCANN SAN JOSE San Jose	COSTA RICA	McCANN SAN JOSE San Jose	Bronze Lion
A12/018	01403	LIFE SAVING STICKERS	AUSTRALIAN ROAD SAFETY FOUNDATION	AUSTRALIAN ROAD SAFETY FOUNDATION	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane	Gold Lion

A12/019	02783	SNAPCHAT FROM THE CLOSET	OOGACHAGA	LGBT COUNSELLING / NON-PROFIT	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	Silver Lion
A12/025	01680	DIPPER CONDOMS	TATA MOTORS	DIPPER CONDOMS	REDIFFUSION Y&R Mumbai	INDIA	REDIFFUSION Y&R Mumbai	Silver Lion
A12/046	02339	SMS LAST WORDS	GLOBAL ROAD SAFETY PARTENERSHIP	GLOBAL ROAD SAFETY	HAVAS WORLDWIDE SHANGHAI	CHINA	HAVAS WORLDWIDE SHANGHAI	Gold Lion
A13 (Public Sector & Awareness Messages)								
A13/006	01163	THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	J. WALTER THOMPSON COSTA RICA San José	Gold Lion
A13/025	00804	END THE SILENCE	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo	Gold Lion
A13/031	01768	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	Silver Lion
A13/037	02578	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	Bronze Lion
A14 (Charities & Appeals)								
A14/007	02122	AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Silver Lion
A14/016	02130	I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANISATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES	J. WALTER THOMPSON DUBAI	Bronze Lion
B01 (Use of Screens)								
B01/006	00588	THE GREAT ESCAPE	GRAUBUENDEN FERIEEN	GRAUBUENDEN FERIEEN	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	Silver Lion
B01/023	01982	SAVING HANDS	LALCEC	LALCEC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires	Bronze Lion
B01/035	01290	ANIMAL DETECTING BILLBOARDS	BMW AUSTRIA	BMW NIGHT VISION SYSTEM	DEMNER, MERLICEK & BERGMANN Vienna	AUSTRIA	DEMNER, MERLICEK & BERGMANN Vienna	Silver Lion
B01/062	02590	GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK	Bronze Lion

B02 (Use of Audio Platforms)

B02/005	00111	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Bronze Lion
B02/030	02409	SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	Gold Lion

B03 (Use of Print)

B03/016	00680	SHOWROOM HOME DELIVERY	AUDI JAPAN KK	AUDI A3	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion
B03/023	02308	CHAMPIONS HIJACK	GO SPORT	GO SPORT	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	Bronze Lion
B03/051	02004	PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan	PUERTO RICO	McCANN San Juan / HAROLD JESSURUN San Juan	Silver Lion

B04 (Use of Outdoor)

B04/027	02490	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Bronze Lion
B04/031	02249	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels	Bronze Lion

B05 (Use of Ambient Media: Small Scale)

B05/013	00387	LEGOLAND DOLLARS	LEGOLAND FLORIDA RESORT	ENTERTAINMENT/ TRAVEL & LEISURE	VML New York	USA	VML New York	Silver Lion
B05/066	01404	LIFE SAVING STICKERS	AUSTRALIAN ROAD SAFETY FOUNDATION	AUSTRALIAN ROAD SAFETY FOUNDATION	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane	Bronze Lion
B05/080	02123	X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Silver Lion
B05/093	02718	PAY WITH BLOOD	UNTOLD FESTIVAL AND NATIONAL INSTITUTE FOR BLOOD DONATIONS	EVENTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest	Bronze Lion
B05/155	02717	BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MPM/McCANN Bucharest	Bronze Lion
B05/157	00749	HUNTED	CHANNEL 4	ENTERTAINMENT	OMD UK London	UNITED KINGDOM	4creative London	Bronze Lion

B06 (Use of Ambient Media: Large Scale)

B06/063	02558	WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami	Bronze Lion
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B06/065	01861	TRIBECA FILM FESTIVAL REACTOR	TRIBECA FILM FESTIVAL	FILM FESTIVAL	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York	Silver Lion
B06/068	02562	UNKNOWN	CANON U.S.A	CANON EOS REBEL T6I	GREY NEW YORK	USA	GREY NEW YORK	Bronze Lion
B06/069	02609	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK	Bronze Lion
B06/080	02387	THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO	Silver Lion
B06/084	02838	BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	Gold Lion
B07 (Use of Events)								
B07/014	02255	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm	Gold Lion
B07/050	00806	END THE SILENCE	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo	Silver Lion
B07/101	01673	THE DILEMMA	HEINEKEN	BEER	STARCOM MEDIAVEST GROUP Milan	ITALY	PUBLICIS ITALY Milan	Gold Lion
B08 (Use of Stunts)								
B08/007	00151	WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp	Bronze Lion
B08/052	01070	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Silver Lion
B08/064	00716	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	Bronze Lion
B08/068	00921	TESTIMONIES	FUNDACIÓN HUÉSPED	INSTITUTIONAL FUNDRAISING	WUNDERMAN BUENOS AIRES	ARGENTINA	WUNDERMAN BUENOS AIRES	Bronze Lion
B08/080	00466	SKITTLES HOLIDAY PAWN SHOP	WRIGLEY CANADA	SKITTLES	MEDIACOM Toronto	CANADA	BBDO TORONTO	Bronze Lion
B08/115	02414	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	Silver Lion
B08/128	02591	GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK	Silver Lion

B08/142	02839	BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	Silver Lion
B08/155	02051	BREWTROLEUM	DB BREWERIES	DB EXPORT	PHD Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Gold Lion
B08/178	02560	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Bronze Lion
C01 (Use of Digital Platforms)								
C01/004	00501	WESTPAC CHOPPER APPEAL	WESTPAC	CHOPPER APPEAL MONTH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	Bronze Lion
C01/009	02124	AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Silver Lion
C01/016	00758	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo	Bronze Lion
C02 (Use of Mobile)								
C02/035	01815	HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	Silver Lion
C02/038	01242	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney	Bronze Lion
C02/043	01247	CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	Silver Lion
C02/102	01608	LO KAR LO BAAT	HINDUSTAN UNILEVER	ACTIVE WHEEL DETERGENT	PHD INDIA Mumbai	INDIA	PHD INDIA Mumbai	Bronze Lion
C03 (Use of Social Platforms)								
C03/016	01931	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles	Bronze Lion
C03/057	02352	YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne	Bronze Lion
C03/117	01480	TWITTER REFUGEES	PASSOP	AWARENESS MESSAGE	VML Cape Town	SOUTH AFRICA	VML Cape Town	Silver Lion
C03/158	02579	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	Bronze Lion

C03/200	02540	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	Bronze Lion
C04 (Use of New Technology)								
C04/039	01709	INTEL WINTER X GAMES 2016	INTEL	INTEL CURIE TECHNOLOGY	OMD New York	USA	OMD New York	Bronze Lion
C04/057	00815	GRAB A SEAT, IT'S PIMM'S O'CLOCK	DIAGEO	PIMM'S	CARAT London	UNITED KINGDOM	CARAT London	Silver Lion
D01 (Use of Data)								
D01/007	01766	FASHION INTELLIGENCE INDEX	HANG LUNG PROPERTIES	FASHION WALK	McCANN & SPENCER Hong Kong	HONG KONG	McCANN & SPENCER Hong Kong	Bronze Lion
D01/032	02411	SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	Bronze Lion
D01/035	00189	THE HOUSE OF CLICKS	HEMNET	COMMERCIAL RESIDENCE	PRIME Stockholm	SWEDEN	PRIME Stockholm	Silver Lion
E01 (Use of Brand or Product Integration into a Programme or Platform)								
E01/013	01166	THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	J. WALTER THOMPSON COSTA RICA San José	Gold Lion
E01/031	02370	IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AVIV	ISRAEL	McCANN TEL AVIV	Bronze Lion
E01/079	02572	#DONATEFORPRIS CILA	CLUBE SANGUE BOM	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	Bronze Lion
E02 (Use of Co-Creation & User Generated Content)								
E02/069	01933	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles	Silver Lion
E03 (Use of Branded Content created for Digital or Social Media)								
E03/008	02525	THE MINDCHANGER WORKOUT	RIO 2016	PARALYMPIC GAMES	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Bronze Lion
E03/130	00145	DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	Bronze Lion

F01 (Use of Integrated Media)

F01/003	00229	HOUSE OF LITTLE MOMENTS	UNI PRESIDENTS	UNI NOODLE	ADK TAIWAN	CHINESE TAIPEI	ADK TAIWAN	Silver Lion
F01/050	02833	CAPTAIN OBVIOUS RUNS FOR PRESIDENT	HOTELS.COM	TRAVEL	CP+B Boulder	USA	CP+B Boulder	Bronze Lion
F01/069	01294	HUMANS	CHANNEL 4	HUMANS	OMD UK London	UNITED KINGDOM	OMD UK London	Silver Lion
F01/098	02346	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami	Grand Prix
F01/126	10124	A GROUND-BREAKING CAMPAIGN TO COMBAT LONELINESS.	JOHN LEWIS	JOHN LEWIS	MANNING GOTTLIEB OMD London	UNITED KINGDOM	MANNING GOTTLIEB OMD London / ADAM&EVEDDB London	Bronze Lion

Total Entries: 97