

## Cyber Lions Winners

Cat. No	Entry No	Title	Advertiser	Entrant / Agency	Country	Prize
I01/053	01760	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	DROGA5 New York	USA	Grand Prix
A02/076	02916	HAMMERHEAD	HAMMERHEAD NAVIGATION	R/GA New York	USA	Gold Lion
A03/006	00223	THE OTHER SIDE	HONDA MOTOR EUROPE	WIEDEN+KENNEDY London	UNITED KINGDOM	Gold Lion
A03/057	01747	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	DROGA5 New York	USA	Gold Lion
A08/014	00859	THE BERLIN WALL OF SOUND	SOUNDCLOUD	GREY GERMANY Düsseldorf / GREY GERMANY Berlin	GERMANY	Gold Lion
B04/003	01752	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	DROGA5 New York	USA	Gold Lion
B05/001	00133	LOOK AT ME	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	Gold Lion
B13/034	02181	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	GREY CANADA Toronto	CANADA	Gold Lion
E01/159	03704	#LIKEAGIRL	PROCTER & GAMBLE	LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	CANADA	Gold Lion
E02/002	00224	THE OTHER SIDE	HONDA MOTOR EUROPE	WIEDEN+KENNEDY London	UNITED KINGDOM	Gold Lion
F01/081	03476	PRINT FOR HELP	HEWLETT-PACKARD BRASIL	FCB BRASIL São Paulo	BRAZIL	Gold Lion
F04/044	01992	DREAM ON	ADOBE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	Gold Lion
F04/086	02826	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	Gold Lion
F08/049	03705	#LIKEAGIRL	PROCTER & GAMBLE	LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	CANADA	Gold Lion
F12/004	00703	UNSKIPPABLE: ELEVATOR	GEICO	THE MARTIN AGENCY Richmond	USA	Gold Lion Campaign
F12/007	00702	UNSKIPPABLE	GEICO	THE MARTIN AGENCY Richmond	USA	Gold Lion Campaign
F12/008	00704	UNSKIPPABLE: FAMILY	GEICO	THE MARTIN AGENCY Richmond	USA	Gold Lion Campaign
F12/009	00705	UNSKIPPABLE: FAMILY LONG FORM	GEICO	THE MARTIN AGENCY Richmond	USA	Gold Lion Campaign
F12/010	00706	UNSKIPPABLES: HIGH FIVE	GEICO	THE MARTIN AGENCY Richmond	USA	Gold Lion Campaign
H01/007	00343	CLEVER BUOY	OPTUS	M&C SAATCHI Sydney	AUSTRALIA	Gold Lion
H02/013	00402	HOUSE OF MAMBA	NIKE	AKQA London / AKQA Shanghai	UNITED KINGDOM	Gold Lion
H02/042	03703	SAFETY TRUCK	SAMSUNG	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	Gold Lion
A03/092	01944	MADE IN NY	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	Silver Lion
A03/132	03818	JEFF BRIDGES SLEEPING TAPES	SQUARESPACE	WIEDEN+KENNEDY New York	USA	Silver Lion
A04/017	01988	DREAM ON	ADOBE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	Silver Lion
A06/035	03585	THE MSSNG PROJECT	AUTISM SPEAKS	BBDO NEW YORK	USA	Silver Lion
A06/054	04068	STREET ART PROJECT	GOOGLE	84.PARIS	FRANCE	Silver Lion
A07/040	01748	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	DROGA5 New York	USA	Silver Lion

## Cyber Lions Winners

A08/005	00163	THE OTHER SIDE	HONDA	FACTORY London / WIEDEN+KENNEDY London	UNITED KINGDOM	Silver Lion
A10/024	00338	CLEVER BUOY	OPTUS	M&C SAATCHI Sydney	AUSTRALIA	Silver Lion
A10/130	03702	SAFETY TRUCK	SAMSUNG	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	Silver Lion
A11/018	02810	BE MORE HUMAN ONLINE EXPERIENCE	REEBOK	VENABLES BELL & PARTNERS San Francisco	USA	Silver Lion
A12/003	00141	REVIVING LEGENDS	JAPAN SPORT COUNCIL	DENTSU INC. Tokyo / DENTSU JAPAN TEC INC. Tokyo		Silver Lion
B01/015	01463	NEWCASTLE BAND OF BRANDS	HEINKEN USA	DROGA5 New York	USA	Silver Lion
B05/025	03846	THE SOFTTEST	UNILEVER	OGILVY & MATHER SINGAPORE	SINGAPORE	Silver Lion
B06/025	00689	UNSKIPPABLE	GEICO	THE MARTIN AGENCY Richmond	USA	Silver Lion
B09/002	00292	SELF-DESTRUCTING BOOK	JAMES PATTERSON	MOTHER NEW YORK	USA	Silver Lion
B12/011	03046	RELOCKLOVE	ORANGE	MARCEL Paris	FRANCE	Silver Lion
B13/012	00841	HOPE.LY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	Silver Lion
C02/053	01425	EVERY MAN REMEMBERED	ROYAL BRITISH LEGION	RKCR/Y&R London	UNITED KINGDOM	Silver Lion
C02/104	03297	WEBER BBQ CULTURES	EMEA MARKETING DIRECTOR STIG PEDERSEN	UNCLE GREY Copenhagen	DENMARK	Silver Lion
C03/010	00842	HOPE.LY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	Silver Lion
C03/053	03923	MUTANT FONT	AMNESTY INTERNATIONAL	AFRICA São Paulo	BRAZIL	Silver Lion
D02/012	00803	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	GROW Norfolk	USA	Silver Lion
E01/078	02183	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	GREY CANADA Toronto	CANADA	Silver Lion
E01/150	03163	LEGO: EVERYTHING IS NOT AWESOME	GREENPEACE	DON'T PANIC London	UNITED KINGDOM	Silver Lion
E01/156	03514	TASTE THE TRANSLATION	ELAN	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	Silver Lion
E01/255	02976	THE GAME BEFORE THE GAME	BEATS BY DR. DRE	R/GA LONDON London	UNITED KINGDOM	Silver Lion
E02/022	01755	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	DROGA5 New York	USA	Silver Lion
E03/077	02162	WHAT LIVES INSIDE - EPISODE ONE	INTEL + DELL	PEREIRA & O'DELL San Francisco	USA	Silver Lion Campaign
E03/078	02163	WHAT LIVES INSIDE - EPISODE TWO	INTEL + DELL	PEREIRA & O'DELL San Francisco	USA	Silver Lion Campaign
E03/079	02164	WHAT LIVES INSIDE - EPISODE THREE	INTEL + DELL	PEREIRA & O'DELL San Francisco	USA	Silver Lion Campaign
E03/080	02165	WHAT LIVES INSIDE - EPISODE FOUR	INTEL + DELL	PEREIRA & O'DELL San Francisco	USA	Silver Lion Campaign
F01/087	03685	ASSASSIN'S CREED UNITY	UBISOFT	SID LEE Paris	FRANCE	Silver Lion
F03/012	00241	KEEP THE FLAME ALIVE	DIAGEO LEBANON	LEO BURNETT BEIRUT	LEBANON	Silver Lion
F03/048	01757	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	DROGA5 New York	USA	Silver Lion
F03/124	03840	INTERCEPTION	VOLVO	GREY NEW YORK	USA	Silver Lion
F06/066	01759	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	DROGA5 New York	USA	Silver Lion
F08/027	02186	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	GREY CANADA Toronto	CANADA	Silver Lion
G02/003	00856	HORSE WITH HARDEN	FOOT LOCKER	BBDO NEW YORK	USA	Silver Lion

## Cyber Lions Winners

H01/031	03406	REDUCE SPEED DIAL	VOLKSWAGEN	COLENZO BBDO Auckland	NEW ZEALAND	Silver Lion
H01/039	03008	HAMMERHEAD	HAMMERHEAD NAVIGATION	R/GA New York	USA	Silver Lion
H02/038	02430	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	DDB SPAIN Madrid	SPAIN	Silver Lion
H03/002	00061	LOOK AT ME	WOMEN'S AID	WCRS London	UNITED KINGDOM	Silver Lion
H03/026	03929	ESPN EYE TEST / BUS SHELTER	ESPN	AFRICA São Paulo	BRAZIL	Silver Lion
I01/097	02815	BE MORE HUMAN	REEBOK	VENABLES BELL & PARTNERS San Francisco	USA	Silver Lion
A01/029	01557	IMAGINATION MACHINE	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	Bronze Lion
A01/055	04067	STREET ART PROJECT	GOOGLE	84.PARIS	FRANCE	Bronze Lion
A02/010	00398	HOUSE OF MAMBA	NIKE	AKQA London / AKQA Shanghai	UNITED KINGDOM	Bronze Lion
A03/037	00858	THE BERLIN WALL OF SOUND	SOUNDCLOUD	GREY GERMANY Düsseldorf / GREY GERMANY Berlin	GERMANY	Bronze Lion
A03/062	02143	WHAT LIVES INSIDE	INTEL + DELL	PEREIRA & O'DELL San Francisco	USA	Bronze Lion
A04/003	00137	FENCING VISUALIZED	SPORTS BIZ CO.	DENTSU INC. Tokyo / RHIZOMATIKS Tokyo	JAPAN	Bronze Lion
A04/044	02931	SAMSUNG HOLIDAY DREAMS	SAMSUNG TELECOMMUNICATIONS AMERICA	R/GA New York	USA	Bronze Lion
A05/024	03293	WEBER BBQ CULTURES	EMEA MARKETING DIRECTOR STIG PEDERSEN	UNCLE GREY Copenhagen	DENMARK	Bronze Lion
A05/027	03895	THE VOICE OF THE DROUGHT	AKATU - NGO	DDB BRASIL São Paulo	BRAZIL	Bronze Lion
A06/009	00238	KEEP THE FLAME ALIVE	DIAGEO LEBANON	LEO BURNETT BEIRUT	LEBANON	Bronze Lion
A06/022	01789	ANIMAL COPYRIGHTS	WWF/LATINSTOCK	CHEIL SPAIN Madrid	SPAIN	Bronze Lion
A07/083	01785	ENDLESS ROAD	HONDA	MCGARRYBOWEN London	UNITED KINGDOM	Bronze Lion
A07/108	00683	UNSKIPPABLE	GEICO	THE MARTIN AGENCY Richmond	USA	Bronze Lion Campaign
A07/109	00684	UNSKIPPABLE	GEICO	THE MARTIN AGENCY Richmond	USA	Bronze Lion Campaign
A10/107	02265	UBER SAFE	UBER	RETHINK Toronto	CANADA	Bronze Lion
A10/149	02942	HAMMERHEAD	HAMMERHEAD NAVIGATION	R/GA New York	USA	Bronze Lion
A11/028	02947	HAMMERHEAD	HAMMERHEAD NAVIGATION	R/GA New York	USA	Bronze Lion
B02/012	04022	LIFEPAINT	VOLVO UK	GREY LONDON	UNITED KINGDOM	Bronze Lion
B06/005	00233	HELLO PLAY!	BNP PARIBAS	WE ARE SOCIAL Paris	FRANCE	Bronze Lion
B13/073	02963	LOVE HAS NO LABELS	ADCOUNCIL	R/GA New York	USA	Bronze Lion
B14/027	03533	PLAY!	IBM	OGILVY NEW YORK	USA	Bronze Lion
C01/014	00598	#PROJECT360	MAMMUT SPORTS GROUP	HEYE Munich	GERMANY	Bronze Lion
C02/070	01825	WHERE GOOD DAYS START	IKEA	SMFB Oslo	NORWAY	Bronze Lion
C02/147	03682	ASSASSIN'S CREED UNITY	UBISOFT	SID LEE Paris	FRANCE	Bronze Lion
C03/031	03195	THE AD FILTER	D&AD	BETC Paris / BETC DIGITAL Paris	FRANCE	Bronze Lion
C03/043	03544	NFSCAN	NFSCAN	LODUCCA São Paulo	BRAZIL	Bronze Lion
C03/047	03927	ESPN EYE TEST / WEBSITE	ESPN	AFRICA São Paulo	BRAZIL	Bronze Lion
D01/023	02561	THE BANNER THAT MAKES YOU LIKE BANNERS	3M	BBDO RUSSIA GROUP Moscow / PROXIMITY RUSSIA Moscow	RUSSIA	Bronze Lion

## Cyber Lions Winners

E01/023	01054	LET'S MAKE AN ANTI-AD WITH RICKY GERVAIS	OPTUS	EMOTIVE Sydney / M&C SAATCHI Sydney	AUSTRALIA	Bronze Lion
E01/045	01365	LIVING WITH LAG	UMEÅ ENERGI / UME.NET	ANR BBDO Stockholm	SWEDEN	Bronze Lion
E01/064	02594	RADIANT RETURN MASTER FILM	PZ CUSSONS	DDB GROUP MELBOURNE	AUSTRALIA	Bronze Lion
E01/073	01598	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg	GERMANY	Bronze Lion
E01/133	02427	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	DDB SPAIN Madrid	SPAIN	Bronze Lion
E01/152	03211	PROUD WHOPPER	BURGER KING	DAVID Miami	USA	Bronze Lion
E01/190	02370	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FORSMAN & BODENFORS Gothenburg	SWEDEN	Bronze Lion
E01/206	02974	LOVE HAS NO LABELS	ADCOUNCIL	R/GA New York	USA	Bronze Lion
E01/233	01258	NOW IT IS OUR TURN TO WALK	NORWEGIAN CHURCH AID	POL Oslo	NORWAY	Bronze Lion
E02/046	03684	ASSASSIN'S CREED UNITY	UBISOFT	SID LEE Paris	FRANCE	Bronze Lion
E02/052	03714	INSTACONCERT	TELEKOM	DDB GROUP DÜSSELDORF	GERMANY	Bronze Lion
E03/245	04028	QUESTION EVERYTHING	NEWS UK	GREY LONDON / PITCH & SYNC London	UNITED KINGDOM	Bronze Lion Campaign
E03/246	04029	TIMES NEW ROMAN	NEWS UK	GREY LONDON / PITCH & SYNC London	UNITED KINGDOM	Bronze Lion Campaign
E03/247	04030	BRINGING THE WORLD TO BRITAIN	NEWS UK	GREY LONDON / PITCH & SYNC London	UNITED KINGDOM	Bronze Lion Campaign
E03/248	04031	THE FIFA FILES	NEWS UK	GREY LONDON / PITCH & SYNC London	UNITED KINGDOM	Bronze Lion Campaign
E03/249	04032	ART OF SATIRE	NEWS UK	GREY LONDON / PITCH & SYNC London	UNITED KINGDOM	Bronze Lion Campaign
E04/040	03190	WI FI DOGS	DEUTSCHE TELEKOM	DDB GROUP GERMANY Berlin	GERMANY	Bronze Lion
F01/011	00235	HELLO PLAY!	BNP PARIBAS	WE ARE SOCIAL Paris	FRANCE	Bronze Lion
F01/055	03040	TACO BELL BLACKOUT	TACO BELL	DIGITASLBI San Francisco	USA	Bronze Lion
F03/026	00804	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	GROW Norfolk	USA	Bronze Lion
F03/029	00885	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	Bronze Lion
F03/042	01475	NEWCASTLE BAND OF BRANDS	HEINKEN USA	DROGA5 New York	USA	Bronze Lion
F04/028	00805	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	GROW Norfolk	USA	Bronze Lion
F04/045	02153	WHAT LIVES INSIDE	INTEL + DELL	PEREIRA & O'DELL San Francisco	USA	Bronze Lion
F05/018	00848	HORSE WITH HARDEN	FOOT LOCKER	BBDO NEW YORK	USA	Bronze Lion
F05/084	02371	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FORSMAN & BODENFORS Gothenburg	SWEDEN	Bronze Lion
F06/025	00850	HOPE.LY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	Bronze Lion
F06/044	00861	THE BERLIN WALL OF SOUND	SOUNDCLOUD	GREY GERMANY Düsseldorf / GREY GERMANY Berlin	GERMANY	Bronze Lion
F07/002	00172	SPECIAL OLYMPICS - KEVIN DE BRUYNE	SPECIAL OLYMPICS BELGIUM	LDV UNITED Antwerp	BELGIUM	Bronze Lion
F07/014	00862	THE BERLIN WALL OF SOUND	SOUNDCLOUD	GREY GERMANY Düsseldorf / GREY GERMANY Berlin	GERMANY	Bronze Lion
F09/002	00318	ADOPTABLE TRENDS	DPA	DIESTE Dallas	USA	Bronze Lion

## Cyber Lions Winners

F09/006	00887	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	Bronze Lion
F10/034	03928	MUTANT FONT	AMNESTY INTERNATIONAL	AFRICA São Paulo	BRAZIL	Bronze Lion
F11/003	00855	HOPE.LY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	Bronze Lion
G03/009	01559	IMAGINATION MACHINE	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	Bronze Lion
H01/015	01100	EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	HAKUHODO KETTLE Tokyo	JAPAN	Bronze Lion
H02/007	00145	REVIVING LEGENDS	JAPAN SPORT COUNCIL	DENTSU INC. Tokyo / DENTSU JAPAN TEC INC. Tokyo		Bronze Lion
H02/047	03012	LOVE HAS NO LABELS	ADCOUNCIL	R/GA New York	USA	Bronze Lion
H03/022	03937	LOOKING FOR YOU	BATTERSEA DOGS HOME	OGILVYONE LONDON	UNITED KINGDOM	Bronze Lion
I01/015	00400	NIKE RISE	NIKE	AKQA London / AKQA Shanghai	UNITED KINGDOM	Bronze Lion
I01/061	02261	#THEREWILLBEHATERS	ADIDAS	IRIS WORLDWIDE London	UNITED KINGDOM	Bronze Lion
I01/093	02528	IS THIS THE NEXT?	SAMSUNG	DDB STOCKHOLM	SWEDEN	Bronze Lion
I01/110	03688	ASSASSIN'S CREED UNITY	UBISOFT	SID LEE Paris	FRANCE	Bronze Lion
I01/149	01482	NEWCASTLE BAND OF BRANDS	HEINKEN USA	DROGA5 New York	USA	Bronze Lion

**Total Awards:**

**126**