

Audio & Radio Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A01/004	00136	THE MISHEARD VERSION	SPECSAVERS	SPECSAVERS HEARING TESTS	GOLIN, London	UNITED KINGDOM	GOLIN London	GOLIN London	GOLIN London	GOLIN London	TANGERINE COMMUNICATIONS Manchester	Grand Prix
B01/004	00134	THE MISHEARD VERSION	SPECSAVERS	SPECSAVERS HEARING TESTS	GOLIN, London	UNITED KINGDOM	GOLIN London	GOLIN London	GOLIN London	GOLIN London	TANGERINE COMMUNICATIONS Manchester	Gold Lion
B01/035	00759	UNINTERRUPTAD	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LA CARRETERA FILMES São Paulo / MODO INTEGRADO DE PRODUÇOES Sao Paulo / MUGSHOT Sao Paulo		AFRICA CREATIVE DDB Sao Paulo			Gold Lion
B03/044	00584	BREATHE THROUGH IT	HALLS	CANDY	DAVID, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid / PICKLE MUSIC Madrid				IBERIAN MEDIA PRODUCTIONS Madrid / MONDELEZ INTERNATIONAL Glattpark	Gold Lion
B03/055	00714	OTTER	SANDOZ DEUTSCHLAND / HEXAL	MACROGOL HEXAL PLUS ELEKTROLYTE	SERVICEPLAN, Munich / SERVICEPLAN, Brussels	GERMANY / BELGIUM	GERMAN WAHNSINN Hamburg		MEDIAPLUS GERMANY Munich			Gold Lion
A01/055	00760	UNINTERRUPTAD	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LA CARRETERA FILMES São Paulo / MODO INTEGRADO DE PRODUÇOES Sao Paulo / MUGSHOT Sao Paulo		AFRICA CREATIVE DDB Sao Paulo			Silver Lion
A02/006	00313	SOUND SCALES	BAILEYS	BAILEYS	VML, London / VML, New York	UNITED KINGDOM / UNITED STATES			PHD London		VML London	Silver Lion
C03/025	00719	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND		LENS THAT - AR CREATIVE STUDIO Warsaw		THINKHOUSE Dublin	LEGARAGE Milan	Silver Lion
C04/038	00589	THE SOUND STUDIO	THE GENERAL INSURANCE	THE GENERAL INSURANCE	ENERGY BBDO, Chicago	UNITED STATES	FLARE BBDO Chicago	FLARE BBDO Chicago				Silver Lion
D01/031	00666	SORRY FOR SLURPING	POT NOODLE / UNILEVER	POT NOODLE (CHICKEN AND MUSHROOM)	adam&eveDDB, London	UNITED KINGDOM				W COMMUNICATIONS London	adam&eveStudios London / ANONYMOUS CONTENT London / COFFEE AND TV London / KING HENRY London / WAVE STUDIOS London	Silver Lion
D02/005	00139	THE MISHEARD VERSION	SPECSAVERS	SPECSAVERS HEARING TESTS	GOLIN, London	UNITED KINGDOM	GOLIN London	GOLIN London	GOLIN London	GOLIN London	TANGERINE COMMUNICATIONS Manchester	Silver Lion
A04/022	00686	TAIL ORCHESTRA	PEDIGREE	PEDIGREE DOGFOOD	BBDO NEW YORK	UNITED STATES	B-REEL FILMS Stockholm / SUPREME MUSIC Hamburg / THE FILM PLACE Buckingham	COLOR COLLECTIVE New York / FINAL CUT New York / MACHINE SOUND London / SUPREME MUSIC Hamburg	ESSENCEMEDIACO M New York	WEBER SHANDWICK Washington, DC		Bronze Lion
A06/035	00642	MAGNETIC STORIES	SIEMENS HEALTHINEERS	MAGNETIC RESONANCE IMAGING	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	BRO Lisbon / SONIDO Lisbon / TEMPEST ORIGINALS CUSTOM CARPENTRY Brooklyn	ARS THANEA Warsaw			GRUPO LEYA Lisbon	Bronze Lion
B02/019	00763	DEW BATTLE	MOUNTAIN DEW	MOUNTAIN DEW	BBDO GUERRERO, Makati City	PHILIPPINES	HIT PRODUCTIONS Makati / SYN Tokyo	FLARE MANILA Makati City				Bronze Lion
C04/034	00398	NO SMILES	MCDONALD'S	HIRING	TBWAHAKUHODO, Tokyo	JAPAN	ROBOT COMMUNICATIONS Tokyo	ROBOT COMMUNICATIONS Tokyo				Bronze Lion
C04/048	00700	HEINZ KETCHUP INSURANCE	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		BELIEVE TV Santiago	CARAT Dubai	CURRENT GLOBAL Dubai		Bronze Lion
C04/060	00738	ROCK DNA	BILLBOARD	ROCK DNA APP	ALMAPBBDO, Sao Paulo	BRAZIL	ACACA Sao Paulo / PUNCH AUDIO Sao Paulo					Bronze Lion
C05/029	00585	BREATHE THROUGH IT	HALLS	CANDY	DAVID, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid / PICKLE MUSIC Madrid				IBERIAN MEDIA PRODUCTIONS Madrid / MONDELEZ INTERNATIONAL Glattpark	Bronze Lion
C07/027	00231	TOUCH	MASTERCARD	MASTERCARD TOUCH CARD	HOWATSON+COMPANY, Sydney	AUSTRALIA	HECKLER Sydney		CARAT Sydney	TBWA/ELEVEN SYDNEY	BIG BANG SOUND DESIGN Sydney / BUS STOP FILMS Melbourne / McCANN SYDNEY / STARE CRAZY GMBH Berlin / WE ARE SOCIAL Sydney	Bronze Lion
C08/007	00492	THE UNIVERSAL LANGUAGE OF COCA-COLA	COCA-COLA	COCA-COLA	GUT, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires				BAMBA MUSIC Buenos Aires	Bronze Lion
D03/004	00060	THE ICONIC PLAYLIST	MERCEDES-BENZ	CARS	TBWAIPARIS	FRANCE			GM TEAM X MEDIA Paris			Bronze Lion
D06/016	11319	THE SOUND STUDIO	THE GENERAL INSURANCE	THE GENERAL INSURANCE	ENERGY BBDO, Chicago	UNITED STATES	FLARE BBDO Chicago	FLARE BBDO Chicago				Bronze Lion
D07/005	00054	WEDDING	WORLD VISION FRANCE	HUMANITARIAN CAUSES	STEVE, PARIS	FRANCE	STEVE PARIS	STEVE PARIS				Bronze Lion
Total Awards:			23									