

Creative Business Transformation Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A01/036	00243	REFURB	PHILIPS	PHILIPS	LEPUB, Amsterdam	NETHERLANDS	AMBASSADORS Amsterdam / SHOTZ Berlin	LENS THAT - AR CREATIVE STUDIO Warsaw	OMD Amsterdam	KETCHUM Amsterdam	LEGARAGE Milan	Grand Prix
B04/024	00232	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris			RENAULT GROUP SIEGE SOCIAL Paris	Gold Lion
A01/041	00229	RENAULT - PLUG-INN FOR BUSINESS	RENAULT	APPLICATION	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	PRODIGIOUS Paris			EPSILON Paris / RENAULT GROUP SIEGE SOCIAL Paris	Silver Lion
B02/039	00131	ADOPTABLE. BY PEDIGREE	PEDIGREE	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	NEXUS STUDIOS London		ESSENCEMEDIACO M Auckland	PORTER NOVELLI Auckland	MARS London	Silver Lion
B02/007	00063	ILLUSTRATE CHANGE	JOHNSON & JOHNSON	ILLUSTRATE CHANGE	DELOITTE DIGITAL, New York / JOHNSON & JOHNSON, New Brunswick	UNITED STATES	NORTE Sao Paulo				BCW New York / BRIGHTSPOT Virginia / NATIONSWELL HEADQUARTERS New York / PEANUT London / THE ASSOCIATION OF MEDICAL ILLUSTRATORS Lexington	Bronze Lion
B02/024	00168	THE E-COMMERCE OF TRUST	GAHR WECAPITAL	THE E-COMMERCE OF TRUST	DDB MEXICO, Mexico City	MEXICO	WHISKY FILMS Mexico City			PORTER NOVELLI Mexico City	ESTUDIOS MACHINA Bogota	Bronze Lion
B02/038	00081	AMUNAS RECOVERY	CUSQUENA	ALCOHOLIC DRINK	BACKUS - AB INBEV, Lima / PUBLICIS PERU, Lima	PERU	PUBLICIS PERU Lima	PUBLICIS PERU Lima		TALKABILITY Miami		Bronze Lion
C01/018	00115	HEINZ KETCHUP & SEEMINGLY RANCH	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto		STARCOM Chicago	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago	Bronze Lion
Total Awards:			8									