

Creative Effectiveness Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
C06/004	00127	IT HAS TO BE HEINZ	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA		OSO AUDIO Toronto / VAPOR MUSIC GROUP Toronto	CARAT Chicago	MIDDLE CHILD Toronto	KRAFT HEINZ COMPANY Chicago / PROPRINT SERVICES Toronto / SALT Toronto	Creative Effectiveness Grand Prix
C05/005	00182	#TURNYOURBACK	DOVE	HEALTHCARE	DAVID, Madrid / O'GILVY, London	SPAIN / UNITED KINGDOM	DESEIF Madrid		MINDSHARE London		UNILEVER London	Gold Lion
C08/011	00136	WORLD CUP DELIVERY	PEDIDOSYA	PEDIDOSYA DELIVERY APP	GUT, Buenos Aires	ARGENTINA	PAISANOS.IO Buenos Aires				LANZALLAMAS Buenos Aires	Gold Lion
A04/007	00103	RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES London		OMD London			Silver Lion
B01/029	00261	OREO #BRINGBACK2011	OREO	OREO	LEO BURNETT, Mumbai	INDIA						Silver Lion
B04/026	00228	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London			HOPE AND GLORY London	CREATIVE GIANTS ART Brighton / FINAL CUT London / KING HENRY London / KNUCKLEHEAD London / PERSUASION London / RASCAL POST London / THE7STARS London / WAVE STUDIOS London	Silver Lion
B04/037	00308	ADLAM: AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT ADLAM DISPLAY FONT	McCANN, New York	UNITED STATES	CRAFT WORLDWIDE New York / HUMAN MUSIC AND SOUND DESIGN New York / SPIRIT MCCANN Cite Du Niger				ANDREW FOOTIT DESIGN Brooklyn / JAMRA PATEL Portland / NAFFA Portland	Silver Lion
C05/007	00277	BRING HOME THE BUD	BUDWEISER	BUDWEISER	WIEDEN+KENNEDY, Sao Paulo / WIEDEN+KENNEDY, New York / AFRICA CREATIVE DDB, Sao Paulo	BRAZIL / UNITED STATES	COPA90 Sao Paulo / JOINT EDITORIAL New York / SONIC UNION New York			ALLISON AND PARTNERS Sao Paulo	OCTAGON BRAZIL Sao Paulo / WINK Sao Paulo	Silver Lion
A01/027	00195	TOXIC INFLUENCE	DOVE	DOVE	O'GILVY, London	UNITED KINGDOM	SMUGGLER London	ABSOLUTE London	MINDSHARE New York	EDELMAN New York	HOGARTH London / TENTHREE London	Bronze Lion
A06/006	00284	ROCK STAR	WORKDAY	ENTERPRISE CLOUD MANAGEMENT	O'GILVY, Chicago / O'GILVY, Los Angeles	UNITED STATES	O POSITIVE New York	MACKCUT New York / PARLIAMENT Los Angeles / RARE MEDIUM New York			LIME STUDIOS Los Angeles / THE ELEMENTS MUSIC Los Angeles	Bronze Lion
A06/016	00042	PINATEX	ANANAS ANAM + DOLE SUNSHINE COMPANY	ANANAS ANAM + DOLE SUNSHINE COMPANY	L&C, New York	UNITED STATES	SUITCASE PRODUCTIONS New York	AGOSTO MUSIC AND SOUND CRAFT Lima				Bronze Lion
C06/003	00056	WRAPPED ON PLATFORM EXPERIENCE	SPOTIFY	SPOTIFY	SPOTIFY, New York	UNITED STATES	SPOTIFY New York	SPOTIFY New York				Bronze Lion
C06/006	00310	INCLUSIVE BY DESIGN	MASTERCARD	MASTERCARD	McCANN XBC, New York	UNITED STATES	CRAFT London / CRAFT WORLDWIDE New York / DYNAMO Warsaw / NO6 New York	HEARD CITY New York / JSM MUSIC New York	CARAT New York / CARAT Warsaw / KETCHUM New York / SOLSKI COMMUNICATIONS Warsaw		ALZHEIMER'S SOCIETY London / ARMSTRONG PARTNERSHIP New York / BMF MEDIA New York / BRAND NEW GALAXY Warsaw / FCB AMSTERDAM Amsterdam / HENRYBOY New York / HUNGRY MAN New York / MASTERCARD New York / McCANN DEMAND London / McCANN New York / McCANN POLAND Warsaw / MCCANN PR ROMANIA Bucharest / McCANN Toronto / MORIZON-GRATKA Warsaw / MPC New York / OCTAGON McClean / Q DEPARTMENT New York / SEVEN CONSULTANCY London / SIBSTAR Southampton	Bronze Lion
C07/001	00009	THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SOUTH PACIFIC PICTURES Auckland / SPECIAL Auckland	IMAGES & SOUND Auckland / SOUTH PACIFIC PICTURES Auckland / SPECIAL Auckland	SPECIAL Auckland	SPECIAL Auckland		Bronze Lion
C09/003	00090	FITCHIX	HONEST EGGS CO	HONEST EGGS	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne		MINDSHARE Melbourne	BCW Melbourne		Bronze Lion
Total Awards:			15									