

Entertainment Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
E04/045	00526	WE ARE AYENDA	WHATSAPP	WHATSAPP	CREATIVE X, Palo Alto / MODERN ARTS, Los Angeles	UNITED STATES	EVEN ODD San Francisco				WHATSAPP INC. Menlo Park	Grand Prix
A04/023	00527	WE ARE AYENDA	WHATSAPP	WHATSAPP	CREATIVE X, Palo Alto / MODERN ARTS, Los Angeles	UNITED STATES	EVEN ODD San Francisco				WHATSAPP INC. Menlo Park	Gold Lion
D01/024	00198	AMERICAN CANCER STORY	CHANGE THE REF	NGO	KLICK HEALTH, Toronto	CANADA	TAKING OVER New York	BUF PARIS				Gold Lion
E01/026	00489	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris				ARTISANS DU FILM Paris	Gold Lion
A01/015	00200	AMERICAN CANCER STORY	CHANGE THE REF	NGO	KLICK HEALTH, Toronto	CANADA	TAKING OVER New York	BUF PARIS				Silver Lion
A03/033	00758	SHOT ON IPHONE / LITTLE GARLIC	APPLE	IPHONE	TBWAMEDIA ARTS LAB, Los Angeles / TBWAMEDIA ARTS LAB, Shanghai	UNITED STATES / MAINLAND CHINA	RADICALMEDIA New York	CODA TECHNOLOGIES Santa Rosa / THE MILL Shanghai / TRAFIK Los Angeles	OMD Shanghai / OMD USA Los Angeles	TBWAMEDIA ARTS LAB Los Angeles		Silver Lion
A07/005	00206	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York		OMD USA New York	KETCHUM New York		Silver Lion
D02/010	00207	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York		OMD USA New York	KETCHUM New York		Silver Lion
E04/021	00333	PLAY IT SAFE	SYDNEY OPERA HOUSE	SYDNEY OPERA HOUSE	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	REVOLVER Sydney	ARC EDIT Sydney / MASSIVEMUSIC Sydney / TURNING STUDIOS Sydney				Silver Lion
E04/049	00488	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris				ARTISANS DU FILM Paris	Silver Lion
E04/081	00631	THIS IS NOT A GAME	MOVISTAR	MOVISTAR	VML, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City				Silver Lion
E04/085	00738	TRANSLATORS	U.S. BANK	U.S. BANK - BANKING / FINANCIAL SERVICES	McCANN, Detroit	UNITED STATES	PARK PICTURES Los Angeles			WEBER SHANDWICK New York	CASANOVA Los Angeles / US BANK Minneapolis	Silver Lion
A01/051	00756	FUZZY FEELINGS	APPLE	IPAD AND IPHONE	TBWAMEDIA ARTS LAB, Los Angeles	UNITED STATES	HUNGRY MAN London / PASSION PICTURES London	LIME STUDIOS Los Angeles / ROCK PAPER SCISSORS Los Angeles / TRAFIK Los Angeles	OMD USA Los Angeles	TBWAMEDIA ARTS LAB Los Angeles		Bronze Lion
A02/004	00113	ANOTHER BIRTHDAY	APPLE	APPLE WATCH AND IPHONE	TBWAMEDIA ARTS LAB, Los Angeles	UNITED STATES	SANCTUARY CONTENT Los Angeles	FINAL CUT London / FORMOSA Santa Monica / TRAFIK Los Angeles	OMD USA Los Angeles		MCBRIDE CASTING Santa Monica	Bronze Lion
A02/029	00580	THE STORIES THAT KILLED US	PROPUESTA CIVICA	PROPUESTA CIVICA	LANDIA, Mexico City	MEXICO	LANDIA Mexico City					Bronze Lion
A08/018	20753	THE FLYING TRAIN, A MAGNETIC STORY	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
B01/026	00652	HUTUKARA	SALGUEIRO & URIHI YANOMAMI	THE YANOMAMI PEOPLE	ACADEMICOS DO SALGUEIRO, Andaraí / DM9, Sao Paulo	BRAZIL	ACADEMICOS DO SALGUEIRO Andaraí	ACADEMICOS DO SALGUEIRO Andaraí			HUTUKARA ASSOCIACAO YANOMAMI Boa Vista / URIHI ASSOCIACAO YANOMAMI Boa Vista	Bronze Lion
B01/033	00591	DREAMCASTER	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York / CITIZEN MUSIC New York / HELO Santa Monica	DAHOUSE AUDIO Los Angeles	STARCOM Chicago	3PM/WEBER SHANDWICK New York	ASL New York / VICAPS New York	Bronze Lion
B03/006	00441	MICHAEL CERA VE	CERA VE	CERA VE MOISTURIZING CREAM	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Los Angeles	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York	BCL New York	OGILVY PR New York	BPCM New York / OBVIOUSLY New York	Bronze Lion
B03/016	00625	ERASE VALENTINE'S DAY	MONDELEZ	CADBURY 5 STAR CHOCOLATE	OGILVY, Mumbai	INDIA	COLOSCEUM MEDIA Mumbai / OGILVY Mumbai / RETRO FILMS Mumbai		WAVEMAKER Mumbai	WAVEMAKER Mumbai		Bronze Lion
C01/032	00722	ALCARAZ SIGNS	NETFLIX	TV PROGRAM	DAVID, Madrid	SPAIN	DESEIF Madrid / MORENA FILMS Madrid / OWLEY STUDIO New York / PICKLE MUSIC Madrid	SISTEMA DEL SOLAR (PROD. AUDIOVISUAL) Valencia			NETFLIX Madrid	Bronze Lion
C02/025	00534	EAT LIKE YOUR AVATAR	INTERBEV	NATURELLEMEN T FLEXITARIENS	OGILVY PARIS	FRANCE	HOGARTH PARIS Levallois Perret	HOGARTH PARIS Levallois Perret				Bronze Lion
C02/033	00645	THE GRAVY RACE	SHEBA	SHEBA	AMV BBDO, London	UNITED KINGDOM	RED STUDIOS London	JUNGLE STUDIOS London / RED STUDIOS London	ESSENCEDIACO M New York	WEBER SHANDWICK New York		Bronze Lion
D01/017	00187	THE PRINCESS AND THE CROWN	SUNSIK	SEDA	SOKO, Sao Paulo	BRAZIL	BIG SYNC MUSIC Sao Paulo / CASA DE VIDEO São Paulo / LOUD PRODUCOES Sao Paulo / SAGAZ FILMES Sao Paulo	AUDIOMANIACOS Sao Paulo / SAGAZ FILMES Sao Paulo		SOKO Sao Paulo	INSTITUTO PLANO DE MENINA São Paulo / PRETAHUB Sao Paulo / UNILEVER Sao Paulo	Bronze Lion
E04/047	00425	47	CAFE JOYEUX	DOWN SYNDROME AWARENESS	KLICK HEALTH, Toronto	CANADA	CANJA AUDIO CULTURE Curitiba / ZOMBIE STUDIO Sao Paulo					Bronze Lion
E04/078	00755	SHOT ON IPHONE / MIDNIGHT	APPLE	IPHONE	TBWAMEDIA ARTS LAB, Los Angeles / TBWAMEDIA ARTS LAB, Tokyo	UNITED STATES / JAPAN	AOI PRO. Tokyo / MYRIAGON STUDIO Shibuya City / TEZUKA PRODUCTIONS Tokyo	BLACK CAT WHITE CAT MUSIC Tokyo / DUB Tokyo / IMAGICA ENTERTAINMENT MEDIA SERVICES Tokyo / OLM DIGITAL Tokyo	OMD Minatoku / OMD Shanghai / OMD USA Los Angeles	PLATINUM Tokyo / TBWAMEDIA ARTS LAB Los Angeles		Bronze Lion
E05/038	00669	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	ESSENCEDIACO M New York	WEBER SHANDWICK Washington, DC		Bronze Lion
Total Awards:		27										