

**Entertainment Lions for Sport Winners**

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
D01/049	00404	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris				ARTISANS DU FILM Paris	Grand Prix
A01/021	00433	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
A02/018	00596	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago	3PM/WEBER SHANDWICK New York	160OVER90 New York / FORMULA 1 London / GETTY IMAGES Chicago / MOTORSPORT IMAGES London / THE DUKE VIDEO ARCHIVE Isle of Man / WILLIAMS F1 Oxford	Gold Lion
E01/049	00461	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC New York / OSO AUDIO Toronto / SCHOOL EDITING Toronto		CURRENT GLOBAL London	ADIDAS Portland	Gold Lion
E04/001	00008	OLIVEIRA DOS CEN ANOS	REAL CLUB CELTA	MUSIC	REAL CLUB CELTA, Vigo / VISIT LITTLE SPAIN, Madrid	SPAIN	VISIT LITTLE SPAIN Madrid					Gold Lion
A01/033	00539	WHAT THE FOOTBALL	NIKE	NIKE	WIEDEN+KENNEDY, Portland	UNITED STATES	ICONOCLAST Paris	KEVIN Los Angeles / STOREFRONT MUSIC New York / TRAFIK Los Angeles / WALKER New York / WHITEHOUSE POST London				Silver Lion
B02/011	00598	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago	3PM/WEBER SHANDWICK New York	160OVER90 New York / FORMULA 1 London / GETTY IMAGES Chicago / MOTORSPORT IMAGES London / THE DUKE VIDEO ARCHIVE Isle of Man / WILLIAMS F1 Oxford	Silver Lion
C01/023	10003	AUDIENCE DELIVERY	IFOOD	IFOOD	DM9, Sao Paulo	BRAZIL	LIVEMODE SERVICOS DIGITAIS - RUA BAMBINA Rio De Janeiro					Silver Lion
C01/047	00508	THE EVERYDAY TACTICIAN	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CLOCKWORK Johannesburg / CRAFT London / EXELL London / LOWKEY FILMS London	CRAFT London / WAVE London	TNT SPORTS London	ASSEMBLY London	BROMLEY FC / MIAI BRAND PARTNERSHIPS Weybridge / SPORTS INTERACTIVE London	Silver Lion
D02/038	00361	ALWAYS OPEN	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE, New York	UNITED STATES				EDIBLE Chicago	CRAFTWORK Huntington Beach / GENESEO Dallas	Silver Lion
E02/014	00406	AT&T 5G HELMET	AT&T	FOOTBALL HELMET	TRANSLATION, New York / AT AND T, Dallas	UNITED STATES	LOVE SONG Los Angeles / SQUAD47 Bethesda / THE MAYDA CREATIVE CO New York	BARKING OWL New York / COMPANY 3 New York / CUT AND RUN New York / MATHEMATIC Los Angeles				Silver Lion
A04/026	00331	"TIL IT'S DONE	FOOTBALL AUSTRALIA	THE MATILDAS	OGILVY AUSTRALIA, Melbourne	AUSTRALIA	OGILVY AUSTRALIA Melbourne		OGILVY AUSTRALIA Melbourne	OGILVY AUSTRALIA Melbourne		Bronze Lion
A04/033	00435	WE ARE AYENDA	WHATSAPP	WHATSAPP	CREATIVE X, Palo Alto / MODERN ARTS, Los Angeles	UNITED STATES	EVEN ODD San Francisco				WHATSAPP INC. Menlo Park	Bronze Lion
A04/049	00622	LA ARGENTINA HOTEL	TYC SPORTS	TYC SPORTS	MERCADO McCANN, Buenos Aires	ARGENTINA		VIRGEN Buenos Aires			SUPERCHARANGO Buenos Aires	Bronze Lion
B01/008	00139	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		Bronze Lion
B01/016	00302	THE SWEAT SIDE OF SPONSORSHIP	GATORADE	GATORADE	ISLA REPUBLICA, Sao Paulo	BRAZIL					PEPSICO Mexico City	Bronze Lion
B01/031	00589	TURF FINDER	GATORADE	GATORADE	LEO BURNETT, Mumbai	INDIA	OFFROAD FILMS Mumbai				PEPSICO Gurgaon	Bronze Lion
C01/005	00058	COORS LIGHTS OUT	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON ENTERTAINMENT Los Angeles			ICF NEXT New York	BLUEDGE New York / CANWORKS PRINTING Austin / MOLSON CANADA Toronto	Bronze Lion
D01/041	00314	IMAGINARY SQUADS	ITAU UNIBANCO	INSTITUCIONAL	GALERIA, Sao Paulo	BRAZIL	CANJA AUDIO CULTURE Curitiba / FRAME Sao Paulo / THE ACID TIMES Sao Paulo	FRAME Sao Paulo		GALERIA Sao Paulo		Bronze Lion
D01/085	31448	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC New York / OSO AUDIO Toronto / SCHOOL EDITING Toronto		CURRENT GLOBAL London	ADIDAS Portland	Bronze Lion
E05/019	00473	THE TABLE READ	NFL	NFL	72ANDSUNNY, Los Angeles	UNITED STATES	BISCUIT FILMWORKS Los Angeles	COMPANY 3 Los Angeles / LIME STUDIOS Los Angeles / UNION EDITORIAL Los Angeles				Bronze Lion
<b>Total Awards:</b>			<b>21</b>									