

**Media Winners**

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A04/018	00936	HANDSHAKE HUNT	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	CINE CINEMATOGRAFICA Sao Paulo / MUGSHOT Sao Paulo / PEDRO DIMITROW Sao Paulo / RAIZ ESTUDIO Sao Paulo / YELLOW MELLO Campo Grande		GUT Sao Paulo		MERCADO LIVRE Sao Paulo	Grand Prix
A01/051	01467	CLEAN SPONSORSHIP	CONSUL	WASHING MACHINES CONSUL	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo	CDN Sao Paulo		Gold Lion
A02/005	00513	NO AD	PAGUE MENOS	NO AD	LEW'LARA\TBWA, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo		LEW'LARA\TBWA A Sao Paulo	LEW'LARA\TBWA Sao Paulo		Gold Lion
B01/008	00267	THE BIG SHAKE UP	AKTION DEUTSCHL AND HILFT (ALLIANCE OF GERMAN AID ORGANISATIONS)	AKTION DEUTSCHLAND HILFT	HAVAS, Dusseldorf	GERMANY			HAVAS Dusseldorf	HAVAS Dusseldorf	AUDIOVERSUM Düsseldorf / HRZN Mannheim / SCHOESSLERS.COM Berlin / SEVEN.ONE ADFACTORY Munich / UMBRELLA Budapest / WALLDECAUX Berlin	Gold Lion
B05/050	01500	IF YOU'RE INTO IT, IT'S IN THE V&A	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London		PHD London	HOPE AND GLORY London	750MPH London / adam&eveDesign London / ADYLIC London / KING HENRY London / TIME BASED ARTS London	Gold Lion
B10/023	00536	THE UNNOTICEABLE WHOPPER	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris	FRANCE			BUZZMAN Paris			Gold Lion
B11/023	00937	MICHAEL CERAVE	CERAVE	CERAVE 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	Gold Lion
C05/001	00280	INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS SLANE	DENTSU CREATIVE, Toronto / DENTSU CREATIVE, Montreal	CANADA	DENTSU CREATIVE Montreal / DENTSU CREATIVE Toronto			EGS GROUP PR Montreal / POMP AND CIRCUMSTANCE Toronto		Gold Lion
D07/061	01369	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima	LLYC Lima		Gold Lion
D08/020	01272	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO	CURRENT GLOBAL Chicago		Gold Lion
E05/001	00697	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	MEDIAPLUS GERMANY, Munich / SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich	PEPPERCOMM New York	AGOSTO MUSIC AND SOUND CRAFT Lima / ASTRAL KREATIV Munich / EAT, SLEEP + DESIGN Berlin / ZEPPELIN PRODUCCIONES SAC Lima	Gold Lion
A06/024	01800	LIVE INSURANCE BY MAPFRE	MAPFRE	SEGUROS MAPFRE	MAPFRE, Madrid / McCANN SPAIN, Madrid	SPAIN	CRAFT Madrid / HARRY Madrid	CRAFT Madrid / THE LOBBY Madrid	MAKING SCIENCE Madrid / UM Madrid			Silver Lion
A07/014	00266	THE BIG SHAKE UP	AKTION DEUTSCHL AND HILFT (ALLIANCE OF GERMAN AID ORGANISATIONS)	AKTION DEUTSCHLAND HILFT	HAVAS, Dusseldorf	GERMANY			HAVAS Dusseldorf	HAVAS Dusseldorf	AUDIOVERSUM Düsseldorf / HRZN Mannheim / SCHOESSLERS.COM Berlin / SEVEN.ONE ADFACTORY Munich / UMBRELLA Budapest / WALLDECAUX Berlin	Silver Lion
B06/053	01819	RENT YOUR SUNSET	CORONA	CORONA	FAHRENHEIT DDB, Lima	PERU	CREASONICA Lima / KAZOO AUDIO Lima					Silver Lion
B07/011	00179	THE NAME CONFUSION	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION / RACING CLUB	REPUBLICA HAVAS, Miami	UNITED STATES	TWINS MUSIC Buenos Aires / WALDEN STUDIO Buenos Aires					Silver Lion
B07/064	00966	SEE MY NAME	MOLSON™	MOLSON™	RETHINK, Toronto	CANADA	SUNEEVA Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	WAVEMAKER Toronto	CITIZEN RELATIONS Toronto	MOLSON CANADA Toronto	Silver Lion
B07/109	01758	OUT-OF-HOME MATCHES	HEINEKEN	HEINEKEN	LEPUB, Sao Paulo	BRAZIL			JCDECAUX Sao Paulo / NEOOH Sao Paulo		HEINEKEN BRASIL Sao Paulo	Silver Lion

B08/046	01697	E-POLICE STATION	WONDER WOMEN TECH	E-POLICE STATION	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / MONSTER FILMS Sao Paulo					Silver Lion
B09/027	01275	BANNED BOOK CLUB	DIGITAL PUBLIC	DIGITAL PUBLIC	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO	CURRENT GLOBAL Chicago		Silver Lion
B11/010	00364	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
C01/024	00511	NO AD	PAGUE MENOS	NO AD	LEW'LARA/TBWA, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo		LEW'LARA/TBWA A Sao Paulo	LEW'LARA/TBWA Sao Paulo		Silver Lion
C02/019	00935	HANDSHAKE HUNT	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	CINE CINEMATOGRAFICA Sao Paulo / MUGSHOT Sao Paulo /		GUT Sao Paulo		MERCADO LIVRE Sao Paulo	Silver Lion
D01/017	01512	IF YOU'RE INTO IT, IT'S IN THE V&A	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London		PHD London	HOPE AND GLORY London	750MPH London / adam&eveDesign London /	Silver Lion
D03/024	00804	THIS IS AN IKEA STORE	IKEA	IKEA	OGILVY, Manila	PHILIPPINES			OMD PHILIPPINES		IKANO Pasay	Silver Lion
D04/066	00965	HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	WOLF CREDO STUDIO Buenos Aires	FRAME DISTILLERY VFX	STARCOM Chicago	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago	Silver Lion
D06/030	00649	DON'T DELETE MENU	WENDY'S	WENDY'S	VML, New York / VML COMMERCE, Buenos Aires / VML COMMERCE, New York	UNITED STATES / ARGENTINA					VML Buenos Aires	Silver Lion
D07/035	00667	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY	PEPPERCOMM New York	AGOSTO MUSIC AND SOUND CRAFT Lima / ASTRAL	Silver Lion
D08/014	00608	INFLATION COOKBOOK	SKIPTHEHIS HES	SKIPEXPRES SLANE	DENTSU CREATIVE, Toronto / DENTSU CREATIVE, Montreal	CANADA	DENTSU CREATIVE Montreal / DENTSU CREATIVE Toronto			EGS GROUP PR Montreal / POMP		Silver Lion
E03/039	10909	CERAVE: THE SKINCARE MVP MASTERING SUPER	CERAVE	CERAVE MOISTURIZIN	LOREAL USA, New York / OGILVY PR, New York	UNITED STATES	BLACKSMITH New York / PRETTYBIRD Los Angeles	HEARD CITY New York / LELAND	BCL New York / LOREAL USA	OGILVY New York	BPCM Los Angeles	Silver Lion
E04/004	00653	SANS EMISSION	VOLKSWAGEN	THE VOLKSWAGE	TOUCHE!, Montreal / VML CANADA, Toronto	CANADA			TOUCHE! Montreal			Silver Lion
A01/008	00367	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
A03/002	00109	THE ICONIC PLAYLIST	MERCEDES-BENZ	CARS	TBWA/PARIS	FRANCE			GM TEAM X MEDIA Paris			Bronze Lion
A04/002	00029	ADOPTION LIVE	MUSTI JA MIRRI	ADOPTION LIVE	ERMA & REINIKAINEN, Helsinki	FINLAND	INTERACTIVE INUITS Helsinki / LIVETEK OY Vantaa		WAVEMAKER Helsinki	BOB THE ROBOT/ NOA Helsinki	CLEAR CHANNEL Helsinki / MEDIATEKO Helsinki /	Bronze Lion
A04/033	01623	BALLBOARDS	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	DRAGON.FLY AUDIO Sao Paulo / NEW BUZZ Sao Paulo		GUT Sao Paulo	GUT Sao Paulo	MERCADO LIVRE Sao Paulo	Bronze Lion
A05/024	01072	BARBIE BREAKS OUT OF THE BOX (OFFICE)	BARBIE	THE BARBIE MOVIE	HEARTS & SCIENCE, Burbank	UNITED STATES			HEARTS & SCIENCE		WARNER BROS. Burbank	Bronze Lion
A07/034	00743	SIM: SPECIAL INVESTIGATIVE MEDIA	DUTCH POLICE	DUTCH POLICE	INITIATIVE MEDIA, New York / KINESSO, New York / POLITIE,	UNITED STATES /			INITIATIVE MEDIA New			Bronze Lion
B01/014	00934	HANDSHAKE HUNT	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	CINE CINEMATOGRAFICA Sao Paulo / MUGSHOT Sao Paulo /		GUT Sao Paulo		MERCADO LIVRE Sao Paulo	Bronze Lion
B01/019	01048	LUX "THE END"	LUX	LUX	VML, Singapore	SINGAPORE	VML Singapore		VML Singapore			Bronze Lion
B02/014	00666	855-HOW-TO-QUIT-(OPIOIDS)	ANZEN HEALTH	HEALTHCARE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Los Angeles	MEDIAPLUS GERMANY	TULOM Sao Paulo	DAHOUSE AUDIO Overath / RAW MATERIALS Austin	Bronze Lion
B04/034	01003	AD-ONS	MCDONALD'S	MCDONALD'S	DDB NEW ZEALAND, Auckland	NEW ZEALAND			OMD Auckland		MCDONALD'S NEW ZEALAND Auckland	Bronze Lion
B05/006	00128	THE CUSHIONING ROUTE	NIKE	NIKE INVINCIBLE 3	BOOST BRAND ACCELERATOR, Barranco	PERU	BARBA ROJA AUDIO Lima / SHIWA Lima	BARBA ROJA AUDIO Lima /				Bronze Lion
B05/037	00917	TACOMA DOG TOY	TOYOTA	TOYOTA TACOMA	SAATCHI & SAATCHI, Los Angeles	UNITED STATES	ACME MACHELL Waukesha / PTR DESIGN STUDIOS New York /	SAATCHI & SAATCHI Los	SAATCHI & SAATCHI Los	SAATCHI & SAATCHI Los		Bronze Lion
B06/016	00776	SPHERE	GOOGLE CLOUD	CLOUD COMPUTING	GOOGLE- CLOUD BRAND AND CREATIVE, Santa Cruz	UNITED STATES			MEDIA FUTURES			Bronze Lion
B08/011	00469	GATORADE MATCH SAVER	GATORADE	GATORADE	SPRINGTIME, Buenos Aires	ARGENTINA	MAMA HUNGARA Buenos Aires / NO SMOKING Buenos Aires / PAPA	M&M Buenos Aires	UM Buenos Aires			Bronze Lion
B09/017	00950	OREO CALLS	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago					Bronze Lion
B10/014	00341	NEXT TO STOK'D	STOK'D CANNABIS	CANNABIS RETAILER	ANGRY BUTTERFLY, Toronto	CANADA	NIMBLE CONTENT Toronto		ANGRY BUTTERFLY	ANGRY BUTTERFLY		Bronze Lion
B10/025	00591	INPLOYABLE	CANADIAN DOWN	SUPPORT FOR DOWN	INITIATIVE, Toronto / FCB TORONTO	CANADA			INITIATIVE Toronto			Bronze Lion
B11/008	00241	COORS LIGHTS OUT	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON ENTERTAINMENT Los Angeles			ICF NEXT New York	BLUEDGE New York / CANWORKS PRINTING	Bronze Lion
C01/023	00534	BMW IJACK	BMW GROUP	BMW IX	SERVICEPLAN MIDDLE EAST, Dubai	UNITED ARAB EMIRATES			MEDIAPLUS MIDDLE EAST			Bronze Lion
C01/060	01598	AFTER-DINNER DINNER	MCDONALD'S	MCDONALD'S	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		VOX HAUS Petropolis	SPLASH MEDIA SRL. Santo	WEBER SHANDWICK		Bronze Lion
C01/066	01514	SORRY FOR SLURPING	POT NOODLE /	POT NOODLE (CHICKEN)	adam&eveDDB, London	UNITED KINGDOM			W COMMUNICATION		adam&eveStudios London / ANONYMOUS CONTENT	Bronze Lion
C02/038	01789	ALCARAZ SIGNS	NETFLIX	TV PROGRAM	DAVID, Madrid	SPAIN	DESEIF Madrid / MORENA FILMS Madrid / OWLEY STUDIO New	SISTEMA DEL SOLAR (PROD.			NETFLIX Madrid	Bronze Lion
C03/006	00662	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY	PEPPERCOMM New York	AGOSTO MUSIC AND SOUND CRAFT Lima / ASTRAL	Bronze Lion
C04/033	01682	E-POLICE STATION	WONDER WOMEN	E-POLICE STATION	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / MONSTER FILMS Sao Paulo					Bronze Lion
D03/022	00675	ET LE BUUUUD	BUDWEISER	BUDWEISER	BETC, Paris	FRANCE	GENERAL POP Paris / SOLDATS FILMS Paris		DENTSU CREATIVE	VERITAS Pittsburgh		Bronze Lion
D03/051	01371	ROASTS FOR RIVALS	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE, New York	UNITED STATES			DENTSU X New York			Bronze Lion
D05/053	01768	UNFROSTED: NOT BROUGHT TO YOU BY	POP TARTS	POP TARTS TOASTER	STARCOM, Chicago / LE TRUC, New York / NETFLIX MARKETING	UNITED STATES	FURLINED Santa Monica / MOPHONICS Culver City	ARCADE EDIT Los Angeles / HARBOR	STARCOM Chicago	WEBER SHANDWICK	GROUPECONNECT Boston / MCA New York	Bronze Lion

D06/032	00737	THE SWEAT SIDE OF SPONSORSHIP	GATORADE	GATORADE	ISLA REPUBLICA, Sao Paulo	BRAZIL					PEPSICO Mexico City	Bronze Lion
E02/011	01359	COST OF BEAUTY	DOVE	DOVE	MINDSHARE, New York / OGILVY, London / OGILVY, Toronto	UNITED STATES / UNITED	SMUGGLER London	SIGNIFICANT OTHERS New York	MINDSHARE London	EDELMAN New York	BIG SYNC MUSIC London / FINAL CUT New York /	Bronze Lion
E03/018	01229	SHOT ON IPHONE / LITTLE GARLIC	APPLE	IPHONE	OMD USA, Los Angeles / TBWA\MEDIA ARTS LAB, Los Angeles / TBWA\MEDIA	UNITED STATES / MAINLAND	RADICALMEDIA New York	CODA TECHNOLOGIES	OMD Shanghai / OMD USA Los	TBWA\MEDIA ARTS LAB Los Angeles		Bronze Lion
<b>Total Awards:</b>		<b>60</b>										