

Print & Publishing Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	Award
D04/063	00719	RECYCLE ME	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York					Grand Prix	Grand Prix
A01/031	00447	THE MOST FAMOUS CHALICE MODEL	STELLA ARTOIS	STELLA ARTOIS	GUT, Miami	UNITED STATES	JONES KNOWLES RITCHIE London / SYNERGY PRODUCTIONS St. Louis		STARCOM Chicago	3PM/WEBER SHANDWICK New York		Gold Lion Campaign	Gold Lion
A01/032	00445	THE MOST FAMOUS CAN MODEL	STELLA ARTOIS	STELLA ARTOIS	GUT, Miami	UNITED STATES	JONES KNOWLES RITCHIE London / SYNERGY PRODUCTIONS St. Louis		STARCOM Chicago	3PM/WEBER SHANDWICK New York		Gold Lion Campaign	
A01/039	00442	THE MOST FAMOUS 6-PACK MODEL	STELLA ARTOIS	STELLA ARTOIS	GUT, Miami	UNITED STATES	JONES KNOWLES RITCHIE London / SYNERGY PRODUCTIONS St. Louis		STARCOM Chicago	3PM/WEBER SHANDWICK New York		Gold Lion Campaign	
A01/073	00545	STAIRS	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	MJZ Los Angeles	BIG SYNC MUSIC London / GLASSWORKS Barcelona	MINDSHARE London			Gold Lion Campaign	Gold Lion
A01/075	00550	CORNER	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	MJZ London	BIG SYNC MUSIC London / GLASSWORKS Barcelona	MINDSHARE London			Gold Lion Campaign	
A01/076	00554	DOORSTEP	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	MJZ London	BIG SYNC MUSIC London / GLASSWORKS Barcelona	MINDSHARE London			Gold Lion Campaign	
A01/079	00546	WALL	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	MJZ Los Angeles	BIG SYNC MUSIC London / GLASSWORKS Barcelona	MINDSHARE London			Gold Lion Campaign	
D04/046	00722	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIACO M Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney	Gold Lion	Gold Lion
D07/034	00646	BRAIDED HISTORY	L'OREAL DE PUERTO RICO	MIZANI	DDB LATIN PUERTO RICO	PUERTO RICO	DDB LATIN PUERTO RICO	DDB LATIN PUERTO RICO	DDB LATIN PUERTO RICO	DDB LATIN PUERTO RICO		Gold Lion	Gold Lion
A07/056	00655	GREG ABBOTT	CHANGE THE REF	CHANGE THE REF	ALMA DDB, Miami	UNITED STATES	NOT NORMAL Miami				CHANGE THE REF Parkland	Silver Lion Campaign	Silver Lion
A07/057	00650	RICK SCOTT	CHANGE THE REF	CHANGE THE REF	ALMA DDB, Miami	UNITED STATES	NOT NORMAL Miami				CHANGE THE REF Parkland	Silver Lion Campaign	
A07/058	00653	NIKKI HALEY	CHANGE THE REF	CHANGE THE REF	ALMA DDB, Miami	UNITED STATES	NOT NORMAL Miami				CHANGE THE REF Parkland	Silver Lion Campaign	
B01/004	00154	UNFINISHED	EE	EE	SAATCHI & SAATCHI, London	UNITED KINGDOM	PRODIGIOUS London	FACTORY STUDIO London / PRESSISION Leeds		PITCH London	EE London	Silver Lion	Silver Lion
C01/008	00702	THE AI PRESIDENT	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADDITION New York		AN-NAHAR NEWSPAPER Beirut	IMPACT BBDO Beirut / IMPACT PORTER NOVELLI Dubai		Silver Lion	Silver Lion
A01/128	00751	THE BEER INSIDE THE MUSIC_AMERICANQUARTET	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LA CARRETERA FILMES Sao Paulo / MODO INTEGRADO DE PRODUCOES Sao Paulo / MUGSHOT Sao Paulo					Bronze Lion Campaign	Bronze Lion
A01/129	00743	THE BEER INSIDE THE MUSIC_FEDEM	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LA CARRETERA FILMES Sao Paulo / MODO INTEGRADO DE PRODUCOES Sao Paulo / MUGSHOT Sao Paulo					Bronze Lion Campaign	
A03/047	00353	POLYESTER	VOLKSWAGEN	ID.BUZZ	VOLKSWAGEN, Quito / BBDO CHILE, Santiago / BBDO ECUADOR, Quito	ECUADOR / CHILE	EL NENE DEL GLOBO ROJO Madrid / WOLF CREDO STUDIO Buenos Aires	EDUARDO NAVARRO Madrid				Bronze Lion Campaign	Bronze Lion
A03/048	00356	FISHING WIRE	VOLKSWAGEN	ID.BUZZ	VOLKSWAGEN, Quito / BBDO CHILE, Santiago / BBDO ECUADOR, Quito	ECUADOR / CHILE	EL NENE DEL GLOBO ROJO Madrid / WOLF CREDO STUDIO Buenos Aires	EDUARDO NAVARRO Madrid				Bronze Lion Campaign	
A04/001	00022	1943	ROBERT CAPA CONTEMPORARY PHOTOGRAPHY CENTER	ROBERT CAPA PHOTOGRAPHY CENTER	INNOCEAN BERLIN	GERMANY	INNOCEAN BERLIN	INNOCEAN BERLIN	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan	PERSUASION COMMUNICATIONS London	ROBERT CAPA CONTEMPORARY PHOTOGRAPHY CENTER Budapest	Bronze Lion	Bronze Lion
A04/059	00256	MELBOURNE	SLEEPZONE	TEMPUR PILLOWS	ADPRO OMD, Amman	JORDAN			ADPRO OMD Amman			Bronze Lion Campaign	Bronze Lion
A04/060	00254	ROME	SLEEPZONE	TEMPUR PILLOWS	ADPRO OMD, Amman	JORDAN			ADPRO OMD Amman			Bronze Lion Campaign	
B02/020	00688	BLACK LIGHTS	BRADESCO SEGUROS & GOMA/ EMPREGUE AFRO & MUSEU AFRO-UFBA	BLACK LIGHTS	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / DIALETO STUDIO Sao Paulo / RAW AUDIO Sao Paulo					Bronze Lion	Bronze Lion
C01/010	00634	A SOUP TO REMEMBER	MARODI	MARODI	BRUKETA&ZINIC&GREY, Zagreb	CROATIA	BRUKETA&ZINIC&GREY Zagreb / CEROVSKI PRINT BOUTIQUE Zagreb	BRUKETA&ZINIC&GREY Zagreb	BRUKETA&ZINIC&GREY Zagreb / KOMUNIKACIJSKI LABORATORIJ Zagreb	BRUKETA&ZINIC&GREY Zagreb / KOMUNIKACIJSKI LABORATORIJ Zagreb		Bronze Lion	Bronze Lion
C01/013	00403	THE BEKO INHERITANCE	BEKO	BEKO	VML, London / VML, Berlin	UNITED KINGDOM / GERMANY	DEPO FILM Istanbul	ELECTRIC THEATRE COLLECTIVE London / ROOTS POST PRODUCTION Istanbul	INGAGE Istanbul	HILL+KNOWLTON STRATEGIES London	SOCIALIT Cairo	Bronze Lion	Bronze Lion
D02/011	00652	BETTER WITH PEPSI - RUM	PEPSI	PEPSI	ALMA DDB, Miami	UNITED STATES					PEPSI CO Miami	Bronze Lion	Bronze Lion
D03/012	00530	REPRINTING NICA	LA PRENSA NEWSPAPER	LA PRENSA SPECIAL EDITION	HAVAS COSTA RICA, San Antonio / BETC HAVAS, Sao Paulo	COSTA RICA / BRAZIL	FULFIERROS San Jose / PUNCH AUDIO Sao Paulo		HAVAS COSTA RICA San Antonio			Bronze Lion	Bronze Lion
D05/004	00077	LIFE IS NOT AN IKEA CATALOGUE	IKEA	FURNITURE	TRY, Oslo	NORWAY	PRAVDA Oslo / TINAGENT Oslo	PRAVDA Oslo / TINAGENT Oslo				Bronze Lion	Bronze Lion
D05/022	00708	LAST DROP	HEINZ	LAST DROP	LEPUB, Sao Paulo / PUBLICIS GROUPE BENELUX, Brussels	BRAZIL / BELGIUM	PUNCH AUDIO Sao Paulo / TROPICAL FILM Sao Paulo / WBORN Sao Paulo				THE KRAFT HEINZ CO Sao Paulo	Bronze Lion	Bronze Lion
D07/020	00422	THE 100TH EDITION	FRANKFURTER ALLGEMEINE ZEITUNG	FRANKFURTER ALLGEMEINE ZEITUNG	SCHOLZ & FRIENDS, Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin		SCHOLZ & FRIENDS Berlin		Bronze Lion	Bronze Lion
D07/032	00734	10 VS 10	DOVE	DOVE	OGILVY, London / OGILVY AUSTRALIA, Sydney	UNITED KINGDOM / AUSTRALIA	OGILVY AUSTRALIA Sydney / OGILVY London		MINDSHARE London	EDELMAN New York		Bronze Lion	Bronze Lion

Total Awards: 21