

# PROMO & ACTIVATION LIONS WINNERS



| Title                               | Advertiser/Client                 | Product/Service                     | Entrant Company                      | Country         |
|-------------------------------------|-----------------------------------|-------------------------------------|--------------------------------------|-----------------|
| <b>Grand Prix</b>                   |                                   |                                     |                                      |                 |
| SMALL BUSINESS GETS AN OFFICIAL DAY | AMERICAN EXPRESS                  | AMERICAN EXPRESS                    | CRISPIN PORTER + BOGUSKY, Boulder    | USA             |
| <b>Gold Lion</b>                    |                                   |                                     |                                      |                 |
| THE RETURN OF DICTATOR BEN ALI      | ENGAGEMENT CITOYEN                | ENGAGEMENT CITOYEN                  | MEMAC OGILVY LABEL TUNISIA, Tunis    | TUNISIA         |
| INSIGHT                             | SAMSUNG ELECTRONICS               | SAMSUNG CAMERA                      | CHEIL WORLDWIDE, Seoul               | SOUTH KOREA     |
| SPRITE SHOWER                       | THE COCA-COLA COMPANY             | SPRITE                              | OGILVY BRASIL, São Paulo             | BRAZIL          |
| PUSH TO ADD DRAMA                   | TNT TURNER BROADCASTING SYSTEM    | TV CHANNEL                          | DUVAL GUILLAUME MODEM, Antwerp       | BELGIUM         |
| LEGO BUILDERS OF SOUND              | LEGO                              | LEGO                                | SERVICEPLAN, Munich                  | GERMANY         |
| DONATION GLASSES                    | MARS                              | PEDIGREE ADOPTION DRIVE             | COLENZO BBDO, Auckland               | NEW ZEALAND     |
| INTEGRATION DAY                     | COORDOWN ONLUS                    | WORLD DOWN SYNDROME DAY             | SAATCHI & SAATCHI, Milan             | ITALY           |
| MOBILE MEDIC                        | AUSTRALIAN DEFENCE FORCE          | DEFENCE UNIVERSITIES SPONSORSHIP    | GEORGE PATTERSON Y&R, Melbourne      | AUSTRALIA       |
| MOBILE MEDIC                        | AUSTRALIAN DEFENCE FORCE          | DEFENCE UNIVERSITIES SPONSORSHIP    | GEORGE PATTERSON Y&R, Melbourne      | AUSTRALIA       |
| LG THIEF                            | LG ELECTRONICS BENELUX            | OLED TELEVISION                     | Y&R NOT JUST FILM, Amsterdam         | THE NETHERLANDS |
| RECIPE RECEIPT                      | UNILEVER                          | HELLMANN'S MAYONNAISE               | OGILVY BRASIL, São Paulo             | BRAZIL          |
| BIKERS                              | CARLSBERG                         | CARLSBERG                           | DUVAL GUILLAUME MODEM, Antwerp       | BELGIUM         |
| PUSH TO ADD DRAMA                   | TNT TURNER BROADCASTING SYSTEM    | TV CHANNEL                          | DUVAL GUILLAUME MODEM, Antwerp       | BELGIUM         |
| THE RETURN OF DICTATOR BEN ALI      | ENGAGEMENT CITOYEN                | ENGAGEMENT CITOYEN                  | MEMAC OGILVY LABEL TUNISIA, Tunis    | TUNISIA         |
| HELP I WANT TO SAVE A LIFE          | HELP REMEDIES                     | BANDAGES                            | DROGA5, New York                     | USA             |
| INSIGHT                             | SAMSUNG ELECTRONICS               | SAMSUNG CAMERA                      | CHEIL WORLDWIDE, Seoul               | SOUTH KOREA     |
| SORRY ABOUT THE TWIGS, FOLKS        | DB BREWERIES                      | MONTEITH'S CRUSHED CIDER            | COLENZO BBDO, Auckland               | NEW ZEALAND     |
| <b>Silver Lion</b>                  |                                   |                                     |                                      |                 |
| HOT WHEELS FOR REAL                 | MATTEL                            | HOT WHEELS                          | MISTRESS, Venice                     | USA             |
| CURIOSISM                           | PINACOTECA DO ESTADO DE SÃO PAULO | NEW EXHIBITION OF THE COLLECTION    | F/NAZCA SAATCHI & SAATCHI, São Paulo | BRAZIL          |
| REAL FRUIT BOXES                    | CAMP NECTAR                       | JUICE                               | AGE ISOBAR, São Paulo                | BRAZIL          |
| RIVERS OF LIGHT                     | MINISTRY OF DEFENSE               | HUMANITARIAN DEMOBILIZATION PROGRAM | LOWE-SSP3, Bogotá                    | COLOMBIA        |
| THE INVISIBLE DRIVE                 | DAIMLER                           | MERCEDES-BENZ F-CELL                | JUNG von MATT, Hamburg               | GERMANY         |
| THE WORLD'S FASTEST PURCHASE        | PUMA                              | PUMA FAAS                           | CIRCUS DF, Mexico City               | MEXICO          |
| HEMA MEGA PUSH-UP BRA               | HEMA                              | MEGA PUSH-UP BRA                    | DOOM & DICKSON, Amsterdam            | THE NETHERLANDS |
| THE NIGHTJAR                        | WRIGLEYS                          | 5 GUM                               | ABBOTT MEAD VICKERS BBDO, London     | UNITED KINGDOM  |
| SWEBUS JACKPOT                      | SWEBUS                            | LONG DISTANCE BUS                   | ÅKESTAM HOLST, Stockholm             | SWEDEN          |
| SPONSOR THE WHITE HOUSE             | RECKITT BENCKISER                 | VANISH NAPISAN CRYSTAL WHITE        | EURO RSCG AUSTRALIA, Sydney          | AUSTRALIA       |
| SMALL BUSINESS GETS AN OFFICIAL DAY | AMERICAN EXPRESS                  | AMERICAN EXPRESS                    | CRISPIN PORTER + BOGUSKY, Boulder    | USA             |
| THE SECRET IDOL                     | EZAKI GLICO                       | FRUIT GELATO ICE CREAM              | ENGINE FILM, Tokyo                   | JAPAN           |
| BYO CUP DAY                         | 7-ELEVEN                          | SLURPEE                             | LEO BURNETT, Melbourne               | AUSTRALIA       |
| SORRY ABOUT THE TWIGS, FOLKS        | DB BREWERIES                      | MONTEITH'S CRUSHED CIDER            | COLENZO BBDO, Auckland               | NEW ZEALAND     |
| SPONSOR THE WHITE HOUSE             | RECKITT BENCKISER                 | VANISH NAPISAN CRYSTAL WHITE        | EURO RSCG AUSTRALIA, Sydney          | AUSTRALIA       |
| THE BEAUTY OF A SECOND              | MONTBLANC INTERNATIONAL           | NICOLAS RIEUSSEC CHRONOGRAPH        | LEO BURNETT, Milan                   | ITALY           |
| BID YOUR SWEAT                      | NIKE                              | NIKE +                              | JWT MEXICO, Mexico City              | MEXICO          |
| TOYOTA IQ STREETVIEW                | TOYOTA BELGIUM                    | TOYOTA IQ                           | HAPPINESS BRUSSELS                   | BELGIUM         |
| GREAT PAPER AIRPLANE PROJECT        | PIMA AIR AND SPACE MUSEUM         | PIMA AIR & SPACE MUSEUM             | BBDO SAN FRANCISCO                   | USA             |
| THE NATIONAL SURPRISE PARTY         | JOE FM                            | RADIO                               | DALLAS, Antwerp                      | BELGIUM         |
| THE POWER OF A COIN                 | BISCHOEFLICHES HILFSWERK MISEREOR | CHARITY                             | KOLLE REBBE, Hamburg                 | GERMANY         |
| RIVERS OF LIGHT                     | MINISTRY OF DEFENSE               | HUMANITARIAN DEMOBILIZATION PROGRAM | LOWE-SSP3, Bogotá                    | COLOMBIA        |
| THE SECRET IDOL                     | EZAKI GLICO                       | FRUIT GELATO ICE CREAM              | ENGINE FILM, Tokyo                   | JAPAN           |
| MEMORIES FOR THE FUTURE             | GOOGLE JAPAN                      | GOOGLE                              | HAKUHODO, Tokyo                      | JAPAN           |
| WHO CARES?                          | SWEDISH ARMED FORCES              | RECRUITMENT                         | DDB STOCKHOLM                        | SWEDEN          |
| THE HUMAN PRESERVATION PROJECT      | WRIGLEY                           | 5 GUM                               | 42 ENTERTAINMENT, BURBANK            | USA             |
| <b>Bronze Lion</b>                  |                                   |                                     |                                      |                 |

|                                                                  |                                            |                                                   |                                            |                         |
|------------------------------------------------------------------|--------------------------------------------|---------------------------------------------------|--------------------------------------------|-------------------------|
| HOPE FROM GROUND ZERO                                            | 6 MAJOR CITIES IN TOHOKU                   | THE TOHOKU SIX-SOUL FESTIVAL                      | DENTSU, Tokyo                              | JAPAN                   |
| THE SMURF VILLAGE                                                | SONY PICTURES RELEASING                    | THE SMURFS 3D MOVIE                               | BUNGALOW25, Madrid                         | SPAIN                   |
| WHO CARES?                                                       | SWEDISH ARMED FORCES                       | RECRUITMENT                                       | DDB STOCKHOLM                              | SWEDEN                  |
| HAIR FOR HOPE                                                    | CHULABHORN HOSPITAL                        | CANCER PATIENTS DEPARTMENT                        | THE LEO BURNETT GROUP<br>THAILAND, Bangkok | THAILAND                |
| PRANK CALLS CAMPAIGN 065                                         | RED CROSS                                  | RED CROSS                                         | SAATCHI & SAATCHI MEXICO                   | MEXICO                  |
| PIN BALL                                                         | FORD                                       | PARK ASSIST                                       | OGILVY FRANCE, Paris                       | FRANCE                  |
| SORRY ABOUT THE TWIGS, FOLKS                                     | DB BREWERIES                               | MONTEITH'S CRUSHED CIDER                          | COLENZO BBDO, Auckland                     | NEW ZEALAND             |
| VW QR LOAD                                                       | VOLKSWAGEN                                 | VOLKSWAGEN CRAFTER                                | DDB MEXICO, Mexico City                    | MEXICO                  |
| HERE BALLOON                                                     | S-OIL                                      | S-OIL                                             | CHEIL WORLDWIDE, Seoul                     | SOUTH KOREA             |
| THE POWER OF A COIN                                              | BISCHOEFLICHES HILFSWERK<br>MISEREOR       | CHARITY                                           | KOLLE REBBE, Hamburg                       | GERMANY                 |
| BELIEVE                                                          | LION NATHAN                                | STEINLAGER                                        | DDB GROUP NEW ZEALAND,<br>Auckland         | NEW ZEALAND             |
| FASHION LIKE                                                     | C&A                                        | C&A                                               | DDB BRASIL, São Paulo                      | BRAZIL                  |
| BHF - VINNIE                                                     | THE BRITISH HEART FOUNDATION               | CHARITY                                           | GREY LONDON                                | UNITED KINGDOM          |
| TODAY'S YOUTH FOR YESTERDAY'S YOUTH                              | KBC BANK                                   | KBC BANK                                          | TBWA BRUSSELS                              | BELGIUM                 |
| MOTOROLA URBAN ART                                               | MOTOROLA ARGENTINA                         | MOTOROLA                                          | HUMAN (B-SIDE SA), Buenos Aires            | ARGENTINA               |
| THE OFFICIAL SPONSORSHIP OF THE<br>AZERBAIJANI OLYMPIC WRESTLERS | P&G                                        | FEBREZE                                           | GREY NEW YORK                              | USA                     |
| MICROSOFT, BRITT'S TELEPHONE                                     | MICROSOFT                                  | WINDOWS 7.5 FOR SMARTPHONES                       | KUMPANY, Amsterdam                         | THE NETHERLANDS         |
| BLUEMOTION ROULETTE                                              | VOLKSWAGEN                                 | GOLF BLUEMOTION                                   | TRY/APT ADVERTISING AGENCY,<br>Oslo        | NORWAY                  |
| KEY TO VIANO                                                     | MERCEDES-BENZ                              | MERCEDES-BENZ VIANO                               | LUKAS LINDEMANN ROSINSKI,<br>Hamburg       | GERMANY                 |
| THE GREEN BOX PROJECT                                            | ANHEUSER-BUSCH INBEV                       | BECK'S                                            | MOTHER, London                             | UNITED KINGDOM          |
| CHOK! CHOK! CHOK!                                                | COCA-COLA CHINA                            | COCA-COLA                                         | McCANN WORLDGROUP, Hong Kong               | HONG KONG               |
| VIP FRIDGE MAGNET                                                | RED TOMATO PIZZA                           | RESTAURANT                                        | TBWA RAAD, Dubai                           | UNITED ARAB<br>EMIRATES |
| BOOK BURNING PARTY                                               | TROY PUBLIC LIBRARY                        | TROY PUBLIC LIBRARY                               | LEO BURNETT DETROIT                        | USA                     |
| A LIVE PLAY ON FACEBOOK                                          | MAXIM GORKI THEATRE BERLIN                 | EFFI BRIEST 2.0                                   | JUNG von MATT, Hamburg                     | GERMANY                 |
| THE MUSEUM OF ME                                                 | INTEL                                      | INTEL CORE I5 PROCESSOR                           | PROJECTOR, Tokyo                           | JAPAN                   |
| TOUCH THE UNTOUCHABLE                                            | WRIGLEY CANADA                             | SKITTLES                                          | BBDO TORONTO                               | CANADA                  |
| REAL FRUIT BOXES                                                 | CAMP NECTAR                                | JUICE                                             | AGE ISOBAR, São Paulo                      | BRAZIL                  |
| SPRITE SHOWER                                                    | THE COCA-COLA COMPANY                      | SPRITE                                            | OGILVY BRASIL, São Paulo                   | BRAZIL                  |
| HAMBURGER TIMETABLE                                              | McDONALD'S                                 | McDONALD'S RESTAURANT AT CENTRAL<br>TRAIN STATION | DDB WARSAW                                 | POLAND                  |
| THE WINTER ADJUSTED BEAR                                         | VOLKSWAGEN GROUP SWEDEN                    | VOLKSWAGEN 4MOTION CARS                           | DDB STOCKHOLM                              | SWEDEN                  |
| SHEIKH                                                           | ASEFA ESTUDIANTES                          | BASKETBALL CLUB                                   | McCANN ERICKSON SPAIN, Madrid              | SPAIN                   |
| THE BOOK THAT CAN'T WAIT                                         | ETERNA CADENCIA                            | ETERNA CADENCIA                                   | DRAFTFCB BUENOS AIRES                      | ARGENTINA               |
| THE SOLAR ANNUAL REPORT 2011                                     | AUSTRIA SOLAR                              | VERBAND AUSTRIA SOLAR                             | SERVICEPLAN, Munich                        | GERMANY                 |
| BOTTLE LIGHT                                                     | PEPSICO                                    | PEPSI                                             | BBDO GUERRERO, Makati City                 | THE PHILIPPINES         |
| + ARTE                                                           | BRAZILIAN ACADEMY OF ART                   | INSTITUTIONAL                                     | DDB BRASIL, São Paulo                      | BRAZIL                  |
| WHO CARES?                                                       | SWEDISH ARMED FORCES                       | RECRUITMENT                                       | DDB STOCKHOLM                              | SWEDEN                  |
| HAIR FOR HOPE                                                    | CHULABHORN HOSPITAL                        | CANCER PATIENTS DEPARTMENT                        | THE LEO BURNETT GROUP<br>THAILAND, Bangkok | THAILAND                |
| I WILL WORK FOR FREE                                             | PARALIFE FOUNDATION                        | DISABILITY UNEMPLOYMENT<br>AWARENESS              | PUBLICIS MEXICO                            | MEXICO                  |
| TWEETBULLETS                                                     | MUSEO DE MEMORIA Y TOLERANCIA              | MUSEO DE MEMORIA Y TOLERANCIA                     | OGILVY MEXICO, Mexico City                 | MEXICO                  |
| THE CNN ECOSPHERE                                                | TURNER BROADCASTING SYSTEMS<br>DEUTSCHLAND | CNN                                               | HEIMAT, Berlin                             | GERMANY                 |
| THE BEAUTY OF A SECOND                                           | MONTBLANC INTERNATIONAL                    | NICOLAS RIEUSSEC CHRONOGRAPH                      | LEO BURNETT, Milan                         | ITALY                   |
| BHF - VINNIE                                                     | THE BRITISH HEART FOUNDATION               | CHARITY                                           | GREY LONDON                                | UNITED KINGDOM          |