

TITANIUM AND INTEGRATED LIONS WINNERS



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Titanium Grand Prix				
NIKE+ FUEL BAND	NIKE	NIKE+ FUEL BAND	R/GA, New York	USA
Titanium Lion				
VIRTUAL 2PAC FOR COACHELLA	DR. DRE	2PAC ALBUM SALES	CHRONIC TOURING	USA
TED WILLIAMS FIGHT HUNGER	KRAFT	KRAFT	CRISPIN PORTER + BOGUSKY, Boulder	USA
RIVERS OF LIGHT	MINISTRY OF DEFENSE	HUMANITARIAN DEMOBILIZATION PROGRAM	LOWE-SSP3, Bogotá	COLOMBIA
CONNECTING LIFELINES	HONDA MOTOR	INTERNAVI	DENTSU, Tokyo	JAPAN
Gold Lion				
NIKE+ FUEL BAND	NIKE	NIKE+ FUEL BAND	R/GA, New York	USA
DAY ONE	PRUDENTIAL	PRUDENTIAL FINANCIAL	DROGA5, New York	USA
Silver Lion				
THE WINE IS OVER	DB BREWERIES	EXPORT DRY	COLENZO BBDO, Auckland	NEW ZEALAND
SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY, Boulder	USA
THE WHOLE PICTURE	THE GUARDIAN	THE GUARDIAN	BBH LONDON	UNITED KINGDOM
MANO A MANO IN EL BÃÑO	PROCTER & GAMBLE	OLD SPICE FRESH COLLECTION	WIEDEN+KENNEDY, Portland	USA
I HAVE ALREADY DIED.	ALS FOUNDATION NETHERLANDS	CHARITY	PUBLICIS, Amsterdam	THE NETHERLANDS
Bronze Lion				
BID YOUR SWEAT	NIKE	NIKE +	JWT MEXICO, Mexico City	MEXICO
MEMORIES FOR THE FUTURE	GOOGLE JAPAN	GOOGLE	HAKUHODO, Tokyo	JAPAN
LITTLE MARINA	TARGET	MISSONI FOR TARGET	MOTHER NEW YORK	USA
INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI, Milan	ITALY
BHF - VINNIE	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON	UNITED KINGDOM
STONES TELLING STORIES	GUNTER DEMNIG	STUMBLING STONES	JUNG von MATT, Hamburg	GERMANY
MOBILE MEDIC	DEFENCE FORCE RECTRUITMENT	DEFENCE UNIVERSITY SPONSORSHIP	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA