



CYBER LIONS WINNERS 2013



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB, New York	USA
Gold Lion				
HELLO AGAIN	LINCOLN MOTOR COMPANY	LINCOLN MKZ	HUDSON ROUGE, New York	USA
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF SHOES	SMFB, Oslo	NORWAY
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
OUR FOOD. YOUR QUESTIONS	McDONALD'S CANADA	McDONALD'S	TRIBAL DDB TORONTO	CANADA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
HELLO AGAIN	LINCOLN MOTOR COMPANY	LINCOLN MKZ	HUDSON ROUGE, New York	USA
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
NIKE+ KINECT TRAINING	NIKE	FITNESS TITLE FOR XBOX 360	AKQA, London	UNITED KINGDOM
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBW\HELSINKI	FINLAND
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
THE TRUTH	SCA	BODYFORM	RUBBER REPUBLIC, Bristol	UNITED KINGDOM
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
Silver Lion				
THE MOVIE OUT HERE	LABATT BREWERIES OF CANADA	KOKANEE	GRIP LIMITED, Toronto	CANADA
THE CHALLENGE LAB	PRUDENTIAL	PRUDENTIAL FINANCIAL	DROGA5, New York	USA

WEB LAB	GOOGLE	GOOGLE CHROME	GOOGLE CREATIVE LAB, London	UNITED KINGDOM
METROPOLE TWEETPHONY	METROPOLE ORKEST	METROPOLE ORKEST	HAVAS WORLDWIDE AMSTERDAM	THE NETHERLANDS
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
PERFUME GLOBAL SITE PROJECT	UNIVERSAL MUSIC LLC	PERFUME	RHIZOMATIKS, Tokyo	JAPAN
EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	LANGUAGE CENTER	LODUCCA, São Paulo	BRAZIL
CARLY'S CAFE	CARLY FLEISCHMANN	PRODUCT	john st., Toronto	CANADA
TOKYO CITY SYMPHONY	MORI BUILDING CO.	ROPPONGIHILLS	HAKUHODO, Tokyo	JAPAN
THE CHANCE	NIKE	FOOTBALL	AKQA, London	UNITED KINGDOM
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
SUSAN GLENN	UNILEVER	AXE	BBH NEW YORK	USA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
THE MONSTER	ING DIRECT	ING DIRECT	OGILVYONE, Madrid	SPAIN
THE SOUND OF CREATION	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBWA\HELSINKI	FINLAND
LIVE TWITTER FILM 'UNDER CONTROL'	DUTCH FILM FESTIVAL	DUTCH FILM FESTIVAL 2012	WOEDEND!, Amsterdam	THE NETHERLANDS
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF SHOES	SMFB, Oslo	NORWAY
FAKTUM HOTELS	FAKTUM	CHARITY	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
FLAVORPRINT	MCCORMICK	MCCORMICK FLAVORPRINT	R/GA, New York	USA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
ENTER THE GAME	KONAMI	VIDEOGAMES/DURABLE GOODS	HAVAS SPORTS & ENTERTAINMENT, Madrid	SPAIN
THUNDERCLAP	DE-DE	THUNDERCLAP - SOCIAL MEDIA TECHNOLOGY	DE-DE, New York	USA
MUSCLE MUSIC	OLD SPICE	DANGER ZONE	WIEDEN+KENNEDY, Portland	USA
Bronze Lion				
SECRET PLACE	NESTLE WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
ELECTRIPHOBIA	MITSUBISHI CANADA	I-MIEV	john st., Toronto	CANADA
JAM WITH CHROME	GOOGLE	GOOGLE CHROME	GOOGLE UK, London	UNITED KINGDOM
BUILT	EBAY	MOTORS	VENABLES BELL & PARTNERS, San Francisco	USA

ONE TWENTY THREE WEST WEBSITE	ONE TWENTY THREE WEST	ADVERTISING AND DESIGN AGENCY	123 WEST, Vancouver	CANADA
THE PARCEL MEMORY	THE SWEDISH POST	NATIONAL POSTAL SERVICE	ÅKESTAM HOLST, Stockholm	SWEDEN
INTO THE ARCTIC	GREENPEACE	INFORMATION	HELLO MONDAY, Aarhus C	DENMARK
FAKTUM HOTELS	FAKTUM	CHARITY	FORSMAN & BODENFORS, Gothenburg	SWEDEN
LAUNCH OF THE NEW VOLVO FH	VOLVO GROUP SWEDEN	THE NEW VOLVO FH	FORSMAN & BODENFORS, Gothenburg	SWEDEN
OUR FOOD. YOUR QUESTIONS	MCDONALD'S CANADA	MCDONALD'S	TRIBAL DDB TORONTO	CANADA
PROMETHEUS MARKETING CAMPAIGN	TWENTIETH CENTURY FOX	PROMETHEUS	RSA FILMS, London	UNITED KINGDOM
THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO, Auckland	NEW ZEALAND
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
SBB TRICKYTRACKS	SBB, THE SWISS RAILWAY	GLEIS7	MAXOMEDIA, Bern	SWITZERLAND
SECRET PLACE	NESTLE WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF SHOES	SMFB, Oslo	NORWAY
WEB HIKING	RHAETISCHE BAHN	RHAETISCHE BAHN	JUNG von MATT/LIMMAT, Zürich	SWITZERLAND
SECRET PLACE	NESTLE WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
HELLO AGAIN	LINCOLN MOTOR COMPANY	LINCOLN MKZ	HUDSON ROUGE, New York	USA
FLAVORPRINT	MCCORMICK	MCCORMICK FLAVORPRINT	R/GA, New York	USA
ANYTIME. ANYWHERE	DEFENCE FORCE RECRUITING	AUSTRALIAN AIR FORCE	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
MY TIME IS NOW	NIKE	FOOTBALL	WIEDEN+KENNEDY, London	UNITED KINGDOM
TROY DAVIS - I AM ALIVE	ALIVE - COALITION TO ABOLISH THE DEATH PENALTY	ALIVE - COALITION TO ABOLISH THE DEATH PENALTY	SERVICEPLAN, Munich	GERMANY
KLM SPACE	KLM ROYAL DUTCH AIRLINES	KLM ROYAL DUTCH AIRLINES	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
STRIPPED SCREW	LOWE'S	LOWE'S	BBDO NEW YORK	USA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
TELEKINIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA
THE MOST POWERFUL ARM EVER INVENTED	SAVE OUR SONS	AWARENESS AND DONATION DRIVE	REACTIVE, Melbourne	AUSTRALIA
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
TOOLPOOL	MALMÖ JÄRNHANDEL (MALMÖ HARDWARE STORE)	HARDWARE STORE	THE FAN CLUB, Malmo	SWEDEN
VOICE BANK	EL TIEMPO NEWSPAPER	EL TIEMPO WEB	SANCHO BBDO, Bogotá	COLOMBIA
THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST, Stockholm	SWEDEN

UNICEF TAP PROJECT 2013	U.S. FUND FOR UNICEF	TAP PROJECT	DROGA5, New York	USA
#DRAWATWEET	TURNER	BOOMERANG	CIRCUS DF, Mexico City	MEXICO
TELEKINIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA
THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO, Auckland	NEW ZEALAND
TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO GERMANY, Berlin	GERMANY
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND, Auckland	NEW ZEALAND
NIKE GREATNESS	NIKE	NIKE	WIEDEN+KENNEDY, Shanghai	CHINA
THE OREO BLACKOUT TWEET	MONDELEZ INTERNATIONAL	OREO	360i, New York	USA
DON'T COVER IT UP	REFUGE	REFUGE	BBH, London	UNITED KINGDOM
A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGILVY NEW YORK	USA
SURFER	TRUE FRUITS	TRUE FRUITS SMOOTHIES	BBDO GERMANY, Düsseldorf	GERMANY
DIGITAL LULLABY	LOTTE CO.	CAFCA	SIX, Tokyo	JAPAN
OUR FOOD. YOUR QUESTIONS - BEHIND THE SCENES	MCDONALD'S CANADA	MCDONALD'S	TRIBAL DDB TORONTO	CANADA
THE MONSTER	ING DIRECT	ING DIRECT	OGILVYONE, Madrid	SPAIN
MY TIME IS NOW	NIKE	FOOTBALL	WIEDEN+KENNEDY, London	UNITED KINGDOM