



DESIGN LIONS WINNERS 2013



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
THE SELFSCAN REPORT	AUCHAN	AUCHAN	SERVICEPLAN, Munich	GERMANY
Gold Lion				
THE ULTIMATE PENCIL	STAEDTLER NIPPON	MARS LUMOGRAPH	DENTSU, Tokyo	JAPAN
KIKUCHI NARUYOSHI : JAZZ	BUREAU KIKUCHI	KIKUCHI NARUYOSHI	HAKUHODO, Tokyo	JAPAN
THE TEA CALENDAR	HAELSEN & LYON	TEA	KOLLE REBBE, Hamburg	GERMANY
STICKY NOTES ANNUAL	COPYWRITERS CLUB NAGOYA	ANNUAL	DENTSU CHUBU, Nagoya	JAPAN
THE JAPAN PILL-HARMONIC	JAPAN PHILHARMONIC ORCHESTRA	THE JAPAN PILL-HARMONIC	I&S BBDO, Tokyo	JAPAN
BACK TO VINYL - THE OFFICE TURNTABLE	KONTOR RECORDS	KONTOR RECORDS	OGILVY GERMANY, Düsseldorf	GERMANY
THE SHARING CAN	THE COCA-COLA COMPANY	COCA-COLA	OGILVY FRANCE, Paris	FRANCE
STORIES FOR EVERY JOURNEY	QANTAS	BRAND	DROGA5 SYDNEY	AUSTRALIA
THE ULTIMATE PENCIL	STAEDTLER NIPPON	MARS LUMOGRAPH	DENTSU, Tokyo	JAPAN
FARMERS' SUICIDES	BENNETT COLMAN & CO.	TIMES OF INDIA	TAPROOT INDIA, Mumbai	INDIA
CITV REBRAND	CITV	CITV	ITV CREATIVE, London	UNITED KINGDOM
4SEVEN	4SEVEN	ON AIR/TV PROMOTION	4creative, London	UNITED KINGDOM
MAGNETIC WORLD	DMG::EVENTS JAPAN CO.	AD:TECH TOKYO 2012	HAKUHODO, Tokyo	JAPAN
DAY LIGHT	PHILIPS ELECTRONICS INDIA	LED TORCH	OGILVY & MATHER INDIA, Gurgaon	INDIA
UNIQLO STORMS PINTEREST	UNIQLO	UNIQLO DRY MESH	FIRSTBORN, New York	USA
TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO GERMANY, Düsseldorf	GERMANY
A LOJA VAZIA	SHOPPING VILLALOBOS	SHOPPING VILLALOBOS	LODUCCA, São Paulo	BRAZIL
NIKE+ HOUSE OF INNOVATION - SELFRIDGES WINDOWS	NIKE EMEA	NIKE PRODUCT INNOVATIONS	...,STAAT CREATIVE AGENCY, Amsterdam	THE NETHERLANDS
MT EX SENDAI	KAMO I KAKOSHI CO.	MASKING TAPE	IYAMADESIGN, Tokyo	JAPAN
DUNE GRASS	BLACKPOOL CITY COUNCIL	PUBLIC SCULPTURE	FREESTATE, London	UNITED KINGDOM
ABSOLUT UNIQUE	THE ABSOLUT COMPANY	ABSOLUT VODKA	FAMILY BUSINESS, Stockholm	SWEDEN

NINE SUNS	NINE SUNS WINERY	NINE SUNS WINE	LANDOR ASSOCIATES, San Francisco	USA
JA MINDS	MINDS AGRICULTURAL COOPERATIVE	JA MINDS	6D-K, Tokyo	JAPAN
Silver Lion				
PLEATS PLEASE HAPPY ANNIVERSARY POSTERS	ISSEY MIYAKE	POSTERS	TAKU SATOH DESIGN, Tokyo	JAPAN
LIFE IS ELECTRIC	PANASONIC CORPORATION	CORPORATE ADVERTISING	DENTSU, Tokyo	JAPAN
FUR HURTS	PETA	ETHICAL TREATMENT OF ANIMALS	OGILVY BEIJING	CHINA
THE RHINO STAMP PROJECT	STOPRHINOPOACHING.COM	STOP RHINO POACHING	TBWAI\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
CHILD ABUSE	THE CENTER FOR THE PROTECTION OF CHILDREN'S RIGHTS FOUNDATION (CPCR)	CPCR BRAND CORPORATE	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
IBM OUTDOOR AS UTILITY	IBM	SMARTER CITIES	OGILVY FRANCE, Paris	FRANCE
CANADIAN CEO OLYMPIC INVITE	BELL	SOCHI OLYMPIC INVITE	LEO BURNETT TORONTO	CANADA
DUBAI'S GOT CULTURE	QUINT	QUINT MAGAZINE	Y&R DUBAI	UNITED ARAB EMIRATES
2012 TOKYO ANNUAL MEETINGS OF THE IMF AND WORLD BANK GROUP	MINISTRY OF FINANCE	ANNUAL MEETINGS OF THE IMF AND WORLD BANK GROUP	DENTSU, Tokyo	JAPAN
[D]IVERSITY + [D]ESIGN = [B]IENNIAL	STATE GOVERNMENT OF MINAS GERAIS	IV BRAZILIAN DESIGN BIENNIAL	GRECO DESIGN, Belo Horizonte	BRAZIL
SILO THEATRE IDENTITY	SILO THEATRE	IDENTITY	ALT GROUP, Auckland	NEW ZEALAND
OITO ENDOBRANDING LOGO	OITO ENDOBRANDING	BRAND CONSULTING	PAIM COMUNICAÇÃO, Porto Alegre	BRAZIL
BRAND DOCUMENTARY MAGAZINE B	JOH & COMPANY	MAGAZINE B	JOH & COMPANY, Seoul	SOUTH KOREA
SPRITE TRUTH 365 #1	THE COCA-COLA COMPANY	SPRITE	HALBYE KAAG JWT, Copenhagen	DENMARK
ANAGRAPHS	BUTTON BUTTON	BUTTON BUTTON	BUTTON BUTTON, Fontenay-sous-Bois	FRANCE
MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE, São Paulo	BRAZIL
PERSONAL EXTINCTION PREVENTION BOOK	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
MELTDOWN	GRUNER+JAHR AG & CO	MELTDOWN	KOLLE REBBE, Hamburg	GERMANY
CATCH THE MOON,CATCH THE BLOSSOM.	SHO OFFICE	HAIKU AND ART EXHIBITION IN LONDON	DENTSU, Tokyo	JAPAN
THE DAILY ABUSE	INNOCENCE IN DANGER	NGO	SERVICEPLAN, Munich	GERMANY
HABITAT HOUSE	HABITAT FOR HUMANITY	HABITAT FOR HUMANITY SOUTH AFRICA ANNUAL REPORT	IRELAND DAVENPORT, Johannesburg	SOUTH AFRICA
EVERY ONE HAS A STORY	WENFANGJUSHE CO.	MOLESKINE	Y&R BEIJING, Beijing	CHINA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
FONTS AGAINST ILLITERACY	BUNDESVERBAND DER DEUTSCHEN VOLKSBANKEN UND RAIFFEISENBANKEN	VOLKSBANKEN RAIFFEISENBANKEN	HEIMAT, Berlin	GERMANY
OGILVY PERSIAN & URDU	OGILVY & MATHER	BRAND IDENTITY	OGILVY & MATHER INDIA, Gurgaon	INDIA

THE ENABLIS EFFECT	ENABLIS	NON-PROFIT ORGANISATION	COSSETTE, Montreal	CANADA
THE SELFSCAN REPORT	AUCHAN	AUCHAN	SERVICEPLAN, Munich	GERMANY
THE ART OF NOISE	NOISE INTERNATIONAL	SOUND STUDIO	M&C SAATCHI, Sydney	AUSTRALIA
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
MAKEHEALTHLAST.-CA	HEART & STROKE FOUNDATION	HEART & STROKE FOUNDATION	LOWE ROCHE, Toronto	CANADA
SKY OF MEMORIES	ARD / HAMBURG LEUCHTFEUER	ARD THEMENWOCHE / DAS LOTSENHAUS	THJNK, Hamburg	GERMANY
CUT TO BUILD	THE J.C.C. CO.	OLFA CUTTER	OGILVY & MATHER, Bangkok	THAILAND
POINT OF PURCHASE GRILLE	BRANDHOUSE	WINDHOEK BEER	THE JUPITER DRAWING ROOM, Cape Town	SOUTH AFRICA
THE SOCIAL KITCHEN 2012	FISHER & PAYKEL	TRADE SHOW	ALT GROUP, Auckland	NEW ZEALAND
THE STREET HOUSE	RAISING THE ROOF	RAISING THE ROOF	LEO BURNETT TORONTO	CANADA
THE GREAT TOWER OF FAILE	NYC BALLET	NYC BALLET	DDB NEW YORK	USA
IGNITE	HEINEKEN	HEINEKEN IGNITE	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
THE BIGGEST AIR FILTER	PACIFIC PAINT (BOYSEN) PHILIPPINES	KNOX-OUT PAINT	TBWA SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
IBM OUTDOOR AS UTILITY	IBM	SMARTER CITIES	OGILVY FRANCE, Paris	FRANCE
NATIONAL DAY EMMENTALER	EMMENTALER SWITZERLAND	CHEESE	LEO BURNETT SCHWEIZ, Zürich	SWITZERLAND
OUR	PERNOD RICARD	OUR	GREAT WORKS, Stockholm	SWEDEN
TAKARAZUKA MILK	TAKARAZUKA MILK	MILK	ADESTY, Osaka	JAPAN
SMILEMAKERS VIBRATORS	RAMBLIN' BRANDS	VIBRATORS	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA
THE ELECTRIC TRANSLATOR	SAMSONITE	SUITCASE	JWT SHANGHAI	CHINA
THE JAPAN PILL-HARMONIC	JAPAN PHILHARMONIC ORCHESTRA	THE JAPAN PILL-HARMONIC	I&S BBDO, Tokyo	JAPAN
MARMITE BLOGGER DROP	MARMITE	SANDWICH SPREAD	MACHINE, Cape Town	SOUTH AFRICA
THE SHARING CAN	THE COCA-COLA COMPANY	COCA-COLA	OGILVY FRANCE, Paris	FRANCE
WEE SOCIETY BRANDING	WEE SOCIETY	WEE SOCIETY	OFFICE, San Francisco	USA
USA TODAY VISUAL IDENTITY	USA TODAY	USA TODAY NEWSPAPER	WOLFF OLINS, New York	USA
Silver Lion				
ALLEY	PHILIPS ELECTRONICS INDIA	LED TORCH	OGILVY & MATHER INDIA, Gurgaon	INDIA
GORGE	PHILIPS ELECTRONICS INDIA	LED TORCH	OGILVY & MATHER INDIA, Gurgaon	INDIA
Bronze Lion				
ANIMAL TREES	WWF INDIA	WWF INDIA	OGILVY & MATHER INDIA, Gurgaon	INDIA

BIAN POSTERS	BIAN	POSTERS	BAILLAT CARDELL & FILS, Montreal	CANADA
CRACK CONSUMES	PARTNERSHIP AGAINST DRUGS	ANTI - DRUGS	TALENT, São Paulo	BRAZIL
WALL CRICKET	ADIDAS INDIA	ADIDAS CRICKET GEAR	TBWA\INDIA, Mumbai	INDIA
GLOW	LAMPTITUDE CO.	LAMPTITUDE	OGILVY & MATHER THAILAND, Bangkok	THAILAND
AUTHOR HEADPHONES	PENGUIN GROUP(INDIA)	AUDIOBOOKS	McCANN WORLDGROUP INDIA, Mumbai	INDIA
KOI FISH FEED INVITE	AYALA LAND	NUVALI	TBWA\SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
STICK IT ART	HAIYYA	PUBLIC AWARENESS	BBDO INDIA, Mumbai	INDIA
MAPPING THE WORLD IN 12 MONTHS	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
MELKERAMPA	TINE SA	MELKERAMPA CONCEPT STORE	SCANDINAVIAN DESIGN GROUP, Oslo	NORWAY
7-ELEVEN COFFEE CONCEPT SWEDEN	REITAN CONVENIENCE SWEDEN	COFFEE CONCEPT	BVD, Stockholm	SWEDEN
ITV IDENTITY	ITV	ITV NETWORK	ITV CREATIVE, London	UNITED KINGDOM
VISUAL IDENTITY	NOISE INTERNATIONAL	MUSIC & SOUND FOR ADVERTISING & FILM	NOISE INTERNATIONAL, Sydney	AUSTRALIA
LIFE IN FIVE SECONDS	QUERCUS BOOKS	LIFE IN FIVE SECONDS BOOK	H-57, Milan	ITALY
GROOMING BOOK	PROCTER & GAMBLE	THE ART OF SHAVING	BBDO NEW YORK	USA
WE SENT THEIR BRIEFS BACK	TBWA HUNT LASCARIS JOHANNESBURG	DESIGN	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
THE USEFUL BOOK	ACNE R&D	THE USEFUL BOOK	ACNE ADVERTISING, Stockholm	SWEDEN
LEO'S CIDER	LEO BURNETT SYDNEY	LEO'S CIDER	LEO BURNETT SYDNEY	AUSTRALIA
PANTONE QUEEN	PANTONE	PANTONE	LEO BURNETT LONDON	UNITED KINGDOM
THE ICE RECORD PROJECT	SHOUT OUT LOUDS	BLUE ICE SINGLE	TBWA\STOCKHOLM	SWEDEN
CHANGE YOUR TUNE / MUSIC BOX	OFM	REGIONAL RADIO STATION	JOE PUBLIC SHIFT, Johannesburg	SOUTH AFRICA
THE TEA CALENDAR	HAELSSSEN & LYON	TEA	KOLLE REBBE, Hamburg	GERMANY
COOK WITHOUT THE BOOK	LEO BURNETT, TORONTO	LEO BURNETT, TORONTO	LEO BURNETT TORONTO	CANADA
FAILE, ART SERIES	NYC BALLET	NYC BALLET	DDB NEW YORK	USA
REMOTE	RAJIV SAINI	DOG TRAINING SERVICE	BLUE APPLE, Dubai	UNITED ARAB EMIRATES
STEVE LI, ACUPUNCTURIST	STEVE LI	ACUPUNCTURIST	RE, Sydney	AUSTRALIA
THE OTHER SIDE OF NEWSPAPERS	ZMG (NEWSPAPER MARKETING ASSOCIATION)	ZMG (NEWSPAPER MARKETING ASSOCIATION)	OGILVY GERMANY, Frankfurt	GERMANY
THINK PATENT X 20 POSTERS	IBM	IBM	OGILVY NEW YORK	USA
OSCAR WILDE	PENGUIN GROUP(INDIA)	AUDIOBOOKS	McCANN WORLDGROUP INDIA, Mumbai	INDIA
BLAH BLAH BLAH	HOLYCRAP.SG	ART GROUP	KINETIC SINGAPORE	SINGAPORE
STICK IT ART	HAIYYA	PUBLIC AWARENESS	BBDO INDIA, Mumbai	INDIA

SAVE CALLIGRAPHY	QALAMKARI CREATIVE CALLIGRAPHY TRUST	QALAM-AATMA CALLIGRAPHY FESTIVAL	OGILVY & MATHER INDIA, Gurgaon	INDIA
47 FLOORS	MAPFRE INSURANCE	INSURANCE	QG PROPAGANDA, São Paulo	BRAZIL
LUGGAGE LABELS	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON	UNITED KINGDOM
SOUND TYPEFACE	CLUB NME BRASIL	MAGAZINE / WEBSITE	DDB BRASIL, São Paulo	BRAZIL
ANIMAL PLANET REFRESH	ANIMAL PLANET	IDENTITY	DISCOVERY COMMUNICATIONS EUROPE, London	UNITED KINGDOM
WAR	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	CONTRAPUNTO BBDO, Madrid	SPAIN
WANDAWAGA SERIES	CAMP WANDAWAGA	CAMP	OGILVY & MATHER, Chicago	USA
YOUR FUTURE BOTTLE	HEINEKEN	HEINEKEN	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
WEB LAB	GOOGLE	GOOGLE CHROME	GOOGLE UK, London	UNITED KINGDOM
CENSORED TWEET	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	DDB BRASIL, São Paulo	BRAZIL
MELKERAMPA	TINE SA	MELKERAMPA CONCEPT STORE	SCANDINAVIAN DESIGN GROUP, Oslo	NORWAY
THE SCRATCH POSTER	URBAN EARS	SLUSSEN MOBILE MIXING SYSTEM HARDWEAR AND APP	UNCLE GREY, Copenhagen	DENMARK
CROSS-OVER-EVEN-T AUDI SPHERE, COPENHAGEN 2012	AUDI	EVENT	SCHMIDHUBER+PARTNER, Munich	GERMANY
NIKE+ FUELFEST	NIKE	NIKE+ FUELBAND	R/GA, London	UNITED KINGDOM
FUR HURTS	PETA	ETHICAL TREATMENT OF ANIMALS	OGILVY BEIJING	CHINA
THE WALL OF OPPORTUNITIES	HEINEKEN ITALIA	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
FROZEN BULLETS	PEACE ONE DAY	PEACE ONE DAY	SHINEWORKS, Shanghai	CHINA
HAPPY SHOT	SANOFI	CORPORATE SERVICE, CHARITY PROMOTION	PUBLICIS SHANGHAI, Shanghai	CHINA
BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
OOB ORGANIC ICE CREAM	OOB ORGANIC	ORGANIC ICE CREAM	SPECIAL GROUP, Auckland	NEW ZEALAND
Q CHOCOLATE	AQUIM GASTRONOMIA	Q CHOCOLATE	CLAUDIO NOVAES DESIGN, Sao Paulo	BRAZIL
MIKKELLER + BEDOW	MIKKELLER	CRAFT BEER	BEDOW, Stockholm	SWEDEN
ELECTRO	BACARDI-MARTINI	BOMBAY SAPPHIRE	WEBB DEVLAM, London	UNITED KINGDOM
BLOSSA ANNUAL 2012	ALTIA SWEDEN	ANNUAL LIMITED EDITION OF BLOSSA GLÖGG/MULLED WINE 2012	McCANN STOCKHOLM	SWEDEN
ABSOLUT CRAFT (BARTENDER'S COLLECTION)	THE ABSOLUT COMPANY	ABSOLUT CRAFT	THE BRAND UNION, Stockholm	SWEDEN
GOOD PAPER PROJECT	COTEX BIO-FARM	BIO-FARM ORGANIC FERTILIZER	LEO BURNETT INDIA, Mumbai	INDIA
F. MENARD	F. MENARD	PORK PRODUCTION TRADE	LG2BOUTIQUE, Montréal	CANADA
MAKISAN	MAKISAN	JAPANESE EATERY	KINETIC SINGAPORE	SINGAPORE

DESIGN INDABA	ABSA	SPONSORSHIP	THE JUPITER DRAWING ROOM JOHANNESBURG, Johannesburg	SOUTH AFRICA
IGLOO BRAND CREATION	SKY NEW ZEALAND	IGLOO	INTERBRAND AUSTRALIA, Sydney	AUSTRALIA
EE BRAND LAUNCH	EE	TELECOMMUNICATIONS - MOBILE NETWORK AND NEWDIGITAL SERVICES	WOLFF OLINS, London	UNITED KINGDOM
RECIPEACE	PEACE ONE DAY/D&AD	PEACE DAY	LEO BURNETT CHICAGO	USA
Bronze Lion				
BEAR	GREENPEACE	CHARITY	SAATCHI & SAATCHI, Shanghai	CHINA
GIRAFFE	GREENPEACE	CHARITY	SAATCHI & SAATCHI, Shanghai	CHINA
SNUB-NOSED MONKEY	GREENPEACE	CHARITY	SAATCHI & SAATCHI, Shanghai	CHINA