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DIRECT LIONS WINNERS 2013



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
Gold Lion				
THE DAILY ABUSE	INNOCENCE IN DANGER	NGO	SERVICEPLAN, Munich	GERMANY
MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE, São Paulo	BRAZIL
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
SKY LIVESPOTS	SKY	SKY	SERVICEPLAN, Munich	GERMANY
TRIAL BY TIMELINE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COLENSO BBDO, Auckland	NEW ZEALAND
THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
THE GAP IN THE MARKET	KBC	KBC ENTREPRENEURS	TBWA\BELGIUM, Brussels	BELGIUM
TAXI	RIBEIRO	MINICUOTAS RIBEIRO	ALMACEN, Olivos	ARGENTINA
DRIVING DOGS	SPCA NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND, Auckland	NEW ZEALAND
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE
Silver Lion				
AIR FORCE FM	DEFENCE FORCE RECRUITING	AIR FORCE	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
DEFORESTED FIELD	WWF	WWF	GREY 141 GROUP, São Paulo	BRAZIL
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
CLASSICALS BEHIND THE CLASSICS	BRAZILIAN SINPHONY ORCHESTRA	CLASSIC MUSIC CONCERTS	ARTPLAN, Rio de Janeiro	BRAZIL
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
THE OREO BLACKOUT TWEET	MONDELEZ INTERNATIONAL	OREO	360i, New York	USA

DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND, Auckland	NEW ZEALAND
FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
NIKE+ KINECT TRAINING	NIKE	FITNESS TITLE FOR XBOX 360	AKQA, London	UNITED KINGDOM
FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA, North Sydney	AUSTRALIA
FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB, New York	USA
FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA, North Sydney	AUSTRALIA
8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL, São Paulo	BRAZIL
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	SAATCHI & SAATCHI, Berlin	GERMANY
MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE, São Paulo	BRAZIL
8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
Bronze Lion				
THE FASTEST CHRISTMAS SONG	BMW	BMW M135i	DRAFTFCB/LOWE, Zürich	SWITZERLAND
MAP OF CORRUPTION	FIORUCCI FOOD	COLD-CUTS	McCANN WORLDGROUP, Milan	ITALY
PANTONE QUEEN	PANTONE	PANTONE	LEO BURNETT LONDON	UNITED KINGDOM
POOPS EXPRESS	BRUNETE'S CITY COUNCIL	CIVIC AWARENESS CAMPAIGN	McCANN ERICKSON MADRID	SPAIN
POTABLE WATER GENERATOR	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSIONS 2013	MAYO DRAFTFCB, Lima	PERU
BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
DIGITAL PUBLIC LIBRARY	VODAFONE ROMANIA	MOBILE INTERNET	McCANN ERICKSON, Bucharest	ROMANIA
HELPING HANDS	DUESSELDORFER TAFEL	DUESSELDORFER TAFEL	OGILVY GERMANY, Düsseldorf	GERMANY
SHOPELSEWHERE.H-K	SHOPELSEWHERE.HK	FASHION	OGILVY & MATHER GROUP HONG KONG	HONG KONG
WEATHER TO WAKE	METSERVICE	METEOROLOGICAL SERVICE	Y&R NZ, Auckland	NEW ZEALAND
SECOND-LIFE APPS	REBORN	ORGAN DONATION FOUNDATION	DUVAL GUILLAUME MODEM, Antwerp	BELGIUM
IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL, São Paulo	BRAZIL

SKY LIVESPOTS	SKY	SKY	SERVICEPLAN, Munich	GERMANY
DEMAND EQUAL PAY	YWCA AUCKLAND	CHARITY	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
HELP DESK	AARAMBH	HELP DESK	DDB MUDRA GROUP, Mumbai	INDIA
THE REAL MASTER OF INTUITION	HEINEKEN ITALIA	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
TELEKINIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA
BUILDING THE PEOPLE'S CAR	VOLKSWAGEN GROUP CHINA	AUTOMOTIVE	PROXIMITY BEIJING	CHINA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
GUILT TRIPS	V/LINE	V/LINE	McCANN MELBOURNE	AUSTRALIA
THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST, Stockholm	SWEDEN
CV CAMPAIGN	SITUATION STOCKHOLM	SITUATION STOCKHOLM IS A MAGAZINE SOLD BY HOMELESS PEOPLE IN STOCKHOLM	INGO, Stockholm	SWEDEN
THE ANT RALLY	WORLDWIDE FUND FOR NATURE (WWF)	WWF	BBDO GERMANY, Düsseldorf	GERMANY
TRIAL BY TIMELINE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COLENZO BBDO, Auckland	NEW ZEALAND
SAME SEX MARRIAGE	GOOGLE/TOUS UNIS POUR L'EGALITE	GOOGLE+	OGILVY FRANCE, Paris	FRANCE
GUILT TRIPS	V/LINE	V/LINE	McCANN MELBOURNE	AUSTRALIA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA