



FILM LIONS WINNERS 2013



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
Grand Prix * indicates Entrant Company						
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE *	AUSTRALIA		
Grand Prix Campaign * indicates Entrant Company						
THE BEAUTY INSIDE: EPISODE 1: HELLO MY NAME IS ALEX	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco *	USA	B-REEL, Los Angeles	USA
THE BEAUTY INSIDE: EPISODE 2: LEAH	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco *	USA	B-REEL, Los Angeles	USA
THE BEAUTY INSIDE: EPISODE 3: IT HAS TO BE TONIGHT	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco *	USA	B-REEL, Los Angeles	USA
THE BEAUTY INSIDE: EPISODE 4: HELP WANTED	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco *	USA	B-REEL, Los Angeles	USA
THE BEAUTY INSIDE: EPISODE 5: I'D LIKE TO SHOW YOU SOMETHING	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco *	USA	B-REEL, Los Angeles	USA
THE BEAUTY INSIDE: EPISODE 6: THAT'S IT FOR ME	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco *	USA	B-REEL, Los Angeles	USA
Gold Lion * indicates Entrant Company						
BEER CHASE	CARLTON & UNITED BREWERIES	CARLTON DRAUGHT	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	THE SWEET SHOP, Melbourne	AUSTRALIA
WHATEVER'S COMFORTABLE BEACH	SOUTHERN COMFORT	SOUTHERN COMFORT	WIEDEN+KENNEDY, New York *	USA	BISCUIT FILMWORKS, New York	USA
CAMERA SHY	UNILEVER	DOVE BRAND	OGILVY & MATHER LONDON *	UNITED KINGDOM	EPOCH LONDON	UNITED KINGDOM
OFFROAD	DAIMLER / SMART	SMART FORTWO	BBDO GERMANY, Berlin *	GERMANY	BIGFISH FILMPRODUKTION, Berlin	GERMANY
PLAYIN' WITH MY FRIENDS	IKEA	IKEA	MOTHER, London *	UNITED KINGDOM	BLINK PRODUCTIONS, London	UNITED KINGDOM
MEET THE SUPERHUMANS	CHANNEL 4	ON AIR TV PROMOTION	4creative, London *	UNITED KINGDOM	4creative, London	UNITED KINGDOM
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo *	BRAZIL	PARANOID US, Culver City	USA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE *	AUSTRALIA		

SUSAN GLENN	UNILEVER	AXE	BBH NEW YORK *	USA	RATTLING STICK, London	UNITED KINGDOM
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt *	FRANCE	CARNIBIRD, Paris	FRANCE
Gold Lion				* indicates Entrant Company		
FUNERAL	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK *	USA	MJZ, Los Angeles	USA
DINNER PARTY	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK *	USA	MJZ, Los Angeles	USA
PIZZERIA	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK *	USA	MJZ, Los Angeles	USA
Silver Lion				* indicates Entrant Company		
WEAVE YOUR MAGIC	ARLA	LURPAK	WIEDEN+KENNEDY, London *	UNITED KINGDOM	OUTSIDER, London	UNITED KINGDOM
BATTLE	CALIFORNIA MILK PROCESSING BOARD	MILK	GRUPO GALLEGOS, HUNTINGTON BEACH *	USA	REBOLUCION, Buenos Aires	ARGENTINA
LIFE RAFT	OREO	OREO COOKIE	WIEDEN+KENNEDY, Portland *	USA	MJZ, Los Angeles	USA
WHISPER FIGHT	OREO	OREO COOKIE	WIEDEN+KENNEDY, Portland *	USA	MJZ, Los Angeles	USA
COINCIDENCE	CARLTON & UNITED BREWERIES	CARLTON MID	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	FINCH, Sydney	AUSTRALIA
BABY AND ME	EVIAN	EVIAN	BETC, Paris *	FRANCE	ICONOCLAST, Paris	FRANCE
PALS	ROBINSONS	ROBINSONS ORANGE SQUASH	BBH, London *	UNITED KINGDOM	ACADEMY FILMS, London	UNITED KINGDOM
SUMMER HATER	BGH	AIR CONDITIONER	DEL CAMPO SAATCHI & SAATCHI, Buenos Aires *	ARGENTINA	MJZ, London	UNITED KINGDOM
YOUNG AND MATURE	UNILEVER	AXE YOUNG AND AXE MATURE	ponce buenos aires *	ARGENTINA	LANDIA, Buenos Aires	ARGENTINA
MAN	BOEHRINGER INGELHEIM	ANADOR	BORGHI/LOWE, São Paulo *	BRAZIL	CINE CINEMATOGRAFICA-, São Paulo	BRAZIL
JOGGER	NIKE	NIKE	WIEDEN+KENNEDY, Portland *	USA	PARK PICTURES, Santa Monica	USA
THE CENTAUR	HONDA MOTO	HONDA MOTO	DDB PARIS *	FRANCE	CRAC, Paris	FRANCE
INSPIRED	CANON USA	DIGITAL SLR CAMERAS	GREY NEW YORK *	USA	MJZ, Los Angeles	USA
SOUL	LEICA STORE SÃO PAULO	LEICA M-MONOCROM	F/NAZCA SAATCHI & SAATCHI, São Paulo *	BRAZIL	SENTIMENTAL FILME, São Paulo	BRAZIL
BAND	FEDEX	FEDEX CUP	BBDO NEW YORK *	USA	O POSITIVE FILMS, New York	USA
POOL	WRAAC	PARENTAL CONTROL BAR	LATINWORKS, Austin *	USA	BOXER FILMS, Los Angeles	USA
HELP A CHILD REACH 5	UNILEVER	LIFEBUOY	LOWE LINTAS + PARTNERS, Mumbai	INDIA	CHROME PICTURES, Mumbai	INDIA
ED	STATES UNITED TO PREVENT GUN VIOLENCE	GUN CONTROL ORGANIZATION	GREY NEW YORK *	USA	harvest, Santa Monica	USA

HELPLESS	ST JOHNS AMBULANCE	ST JOHNS AMBULANCE	BBH, London *	UNITED KINGDOM	BLINK PRODUCTIONS, London	UNITED KINGDOM
BAD PRESS	THE PRINCE'S TRUST	THE PRINCE'S TRUST	CHI & PARTNERS, London *	UNITED KINGDOM	CHI LAB, London	UNITED KINGDOM
SHIP MY PANTS	KMART	STORE TO HOME	DRAFTFCB, Chicago *	USA	BOB INDUSTRIES, Santa Monica	USA
GT 86 TEST WIFE	TOYOTA MOTOR EUROPE	TOYOTA GT 86	HAPPINESS BRUSSELS *	BELGIUM	CAVIAR, Brussels	BELGIUM
BEACH	SOUTHERN COMFORT	SOUTHERN COMFORT	WIEDEN+KENNEDY, New York *	USA	BISCUIT FILMWORKS, New York	USA
PLAYIN' WITH MY FRIENDS	IKEA	IKEA	MOTHER, London *	UNITED KINGDOM	BLINK PRODUCTIONS, London	UNITED KINGDOM
NIKE MY TIME IS NOW	NIKE	FOOTBALL	WIEDEN+KENNEDY, London *	UNITED KINGDOM	STINK, London	UNITED KINGDOM
Silver Lion						
BATTING PRACTICE CENTER 1	MURATA KAMPO CHINESE HERBAL MEDICINE	BAIKA GOFUKU GAN	DENTSU, Tokyo	JAPAN	DENTSU CREATIVE X, Tokyo * JAPAN	
BATTING PRACTICE CENTER 2	MURATA KAMPO CHINESE HERBAL MEDICINE	BAIKA GOFUKU GAN	DENTSU, Tokyo	JAPAN	DENTSU CREATIVE X, Tokyo * JAPAN	
BATTING PRACTICE CENTER 3	MURATA KAMPO CHINESE HERBAL MEDICINE	BAIKA GOFUKU GAN	DENTSU, Tokyo	JAPAN	DENTSU CREATIVE X, Tokyo * JAPAN	
BULGARIA	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON *	UNITED KINGDOM	MOXIE PICTURES, London	UNITED KINGDOM
NEW ZEALAND	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON *	UNITED KINGDOM	MOXIE PICTURES, London	UNITED KINGDOM
HIMALAYAS	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON *	UNITED KINGDOM	MOXIE PICTURES, London	UNITED KINGDOM
YEAH THAT KINDA RICH, WRITERS ROOM	NY LOTTERY	LOTTERY/ POWER BALL	DDB NEW YORK *	USA	O POSITIVE FILMS, New York	USA
YEAH THAT KINDA RICH, INVASION	NY LOTTERY	NY LOTTERY	DDB NEW YORK *	USA	O POSITIVE FILMS, New York	USA
MOTORCYCLE	DIRECTV	CABLE	GREY NEW YORK *	USA	MJZ, Los Angeles	USA
HAWK	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK *	USA	MJZ, Los Angeles	USA
BEARS	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK *	USA	MJZ, Los Angeles	USA
HORSES	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK *	USA	MJZ, Los Angeles	USA
PS3 AND BEER	CABLEVISION	FIBERTEL	DON, Buenos Aires *	ARGENTINA	URSULA, Buenos Aires	ARGENTINA
NEPHEWS	CABLEVISION	FIBERTEL	DON, Buenos Aires *	ARGENTINA	URSULA, Buenos Aires	ARGENTINA
Bronze Lion						
FARMER'S LAD	HOVIS	HOVIS	ACADEMY FILMS, London *	UNITED KINGDOM	ACADEMY FILMS, London	UNITED KINGDOM

HANK	KERRY FOODS	MATTESSONS	SAATCHI & SAATCHI, London *	UNITED KINGDOM	RATTLING STICK, London	UNITED KINGDOM
THE PROFITEERS	FIORUCCI FOOD	COLD CUTS	McCANN WORLDGROUP, Milan *	ITALY	MERCURIO CINEMATOGRAFICA-, Milan	ITALY
THEY KNOW IT	CALVO	CALVO TUNA	McCANN ERICKSON, Madrid *	SPAIN	WIND, Madrid	SPAIN
FIGURINES	MARS / WRIGLEY	SKITTLES	DDB CHICAGO *	USA	STATION FILM, Los Angeles	USA
CLOUD	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO, London *	UNITED KINGDOM	GORGEOUS, London	UNITED KINGDOM
SUNSHINE BUBBLE	MURRAY GOULBURN CO-OPERATIVE	DEVONDALE FAST START LIQUID BREAKFAST	DDB MELBOURNE, Melbourne *	AUSTRALIA	PRODIGY, Sydney	AUSTRALIA
MIRACLE STAIN	P&G	TIDE DETERGENT	SAATCHI & SAATCHI, New York *	USA	HUNGRY MAN, New York	USA
VOICES	NIKE	NIKEWOMEN	ANONYMOUS CONTENT, Culver City *	USA		
BABY	VOLKSWAGEN	VW JETTA	DEUTSCH, Los Angeles *	USA	BISCUIT FILMWORKS, Los Angeles	USA
HOW TO CHANGE CARS FOREVER	DODGE	DART	WIEDEN+KENNEDY, Portland	USA	BISCUIT FILMWORKS, Los Angeles *	USA
ROAM	LAND ROVER	LAND ROVER BRAND	Y&R, New York *	USA	BISCUIT FILMWORKS, Los Angeles	USA
PEDRO	VOLKSWAGEN	SIGN ASSIST	DDB TRIBAL BERLIN *	GERMANY	BUBBLES FILM, Berlin	GERMANY
DAMN LICENSE PLATES	CAR ONE	USED CARS	LEO BURNETT ARGENTINA, Buenos Aires *	ARGENTINA	GLORIA FILMS, Buenos Aires	ARGENTINA
KYRIE IN THE AIR	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK *	USA	O POSITIVE FILMS, New York	USA
THE OTHER HALF	JOHN LEWIS	NEVER KNOWINGLY UNDERSOLD	ADAM&EVEDDB, London *	UNITED KINGDOM	RATTLING STICK, London	UNITED KINGDOM
SHIP MY PANTS	KMART	STORE TO HOME	DRAFTFCB, Chicago *	USA	BOB INDUSTRIES, Santa Monica	USA
TERRACE	IKEA	IKEA	S,C,P,F, Barcelona *	SPAIN	PUENTE AÉREO, Barcelona	SPAIN
GRANDPA'S MAGIC TRICK	WIDERØE	AIRLINE	McCANN OSLO, Oslo *	NORWAY	4 1/2, Oslo	NORWAY
DADDY'S GIRL	SAS – SCANDINAVIAN AIRLINES SYSTEM	SAS – SCANDINAVIAN AIRLINES SYSTEM	DDB OSLO *	NORWAY	EINAR FILM & FORTELLINGER, Oslo	NORWAY
STREET RACE	CHANNEL 4	ON AIR TV PROMOTION	4creative, London	UNITED KINGDOM	4creative, London	UNITED KINGDOM
TEAM SPIRIT	ESPN	ESPN	WIEDEN+KENNEDY, New York *	USA	MOXIE PICTURES, New York	USA
SANDSTORM	NATGÉO WILD	NATGÉO WILD	DDB PARIS *	FRANCE	STRIPES, Paris	FRANCE
DISCUSSION	AMIS	MEXICAN INSURANCE ASSOCIATION	OGILVY & MATHER, Mexico City *	MEXICO	CENTRAL FILMS, Mexico City	MEXICO

LIFE CUTS	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO, São Paulo *	BRAZIL	ZOLA, São Paulo	BRAZIL
LAST DAY	STAPLES	STAPLES.COM	DAVID, Buenos Aires *	ARGENTINA	PALERMO FILMS, Buenos Aires	ARGENTINA
THE MOST FERTILE WOMAN IN THE WORLD	CANAL DIGITAL NORGE AS	OPTIONAL TV PACKAGE	TRY/APT ADVERTISING AGENCY, Oslo *	NORWAY	BACON OSL, Oslo	NORWAY
VODAFONE - KISS	VODAFONE	MOBILE SERVICE PROVIDER	GREY LONDON *	UNITED KINGDOM	ACADEMY, London	UNITED KINGDOM
CRAZY FOR GOOD	COCA-COLA COMPANY	COCA-COLA GLOBAL CAMPAIGN	OGILVY BRASIL, São Paulo *	BRAZIL	SMUGGLER, Hollywood	USA
NATHALIE	INSTITUT DE FRANCE / FONDATION RECHERCHE CARDIO-VASCULAIRE	CHARITIES	PUBLICIS CONSEIL, Paris *	FRANCE	PARTIZAN, Paris	FRANCE
TAKEAWAY	CCTV	TV/BROADCASTING STATION	SAATCHI & SAATCHI, Shanghai *	CHINA	OFF-LO-HI, Hong Kong	HONG KONG
PLAYGROUND	MOVIMIENTO TODOS LOS DIAS ES EL DIA PARA NO DISCRIMINAR	MOVIMIENTO TODOS LOS DIAS ES EL DIA PARA NO DISCRIMINAR	OGILVY & MATHER, Mexico City *	MEXICO	CENTRAL FILMS, Mexico City	MEXICO
POKER	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM, Antwerp *	BELGIUM	MONODOT, Brussels	BELGIUM
BABY AND ME	EVIAN	EVIAN	BETC, Paris *	FRANCE	ICONOCLAST, Paris	FRANCE
WEYLAND'S 2023 TED TALK	PROMETHEUS	PROMETHEUS	IGNITION CREATIVE, Santa Monica	USA	RSA FILMS, New York *	USA
TEAM SPIRT	ESPN	ESPN	WIEDEN+KENNEDY, New York *	USA	MOXIE PICTURES, New York	USA
IT FOLLOWS ME AROUND	CHILDLINE	PHYSICAL ABUSE AWARENESS	NSPCC, London	UNITED KINGDOM	MUSTARD, London *	UNITED KINGDOM
FOLLOW THE FROG	RAINFOREST ALLIANCE	THE RAINFOREST	WANDER, Los Angeles	USA	WANDER, Los Angeles	USA
HASHTAG KILLER: FIRST WORLD PROBLEMS ANTHEM	WATER IS LIFE	WATER IS LIFE (NON PROFIT)	DDB NEW YORK *	USA		
FOCUS GROUP	NATIONAL ADVERTISING AWARDS	AWARD SHOW	DRAFTFCB, Toronto *	CANADA	ERIC YEALLAND, Toronto	CANADA
THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY, Milan *	ITALY	STATE 31, Amsterdam	THE NETHERLANDS
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond *	USA	TOOL, Santa Monica	USA
UNCLE DREW	PEPSI	PEPSI MAX	DAVIE-BROWN ENTERTAINMENT, Los Angeles *	USA	MINUSL, New York	USA
Bronze Lion * indicates Entrant Company						
FIREMAN	AXE	AXE APOLLO SPACE ACADEMY	BBH, London *	UNITED KINGDOM	BISCUIT FILMWORKS, London	UNITED KINGDOM
LIFEGUARD	AXE	AXE APOLLO SPACE ACADEMY	BBH, London *	UNITED KINGDOM	BISCUIT FILMWORKS, London	UNITED KINGDOM

MUSTANG	LILLY CANADA	CIALIS	DDB CANADA/TORONTO *	CANADA	IMPORTED ARTISTS FILM COMPANY, Toronto	CANADA
CURFEW	LILLY CANADA	CIALIS	DDB CANADA/TORONTO *	CANADA	IMPORTED ARTISTS FILM COMPANY, Toronto	CANADA
SWOPPED AT BIRTH	TIGER BRANDS	UNIBALL	TBWA\HUNT\LASCARIS JOHANNESBURG *	SOUTH AFRICA	FRIEZE FILMS, Johannesburg	SOUTH AFRICA
BUST YOU OUT	TIGER BRANDS	UNIBALL	TBWA\HUNT\LASCARIS JOHANNESBURG *	SOUTH AFRICA	FRIEZE FILMS, Johannesburg	SOUTH AFRICA
THE SLOT CAR MAN	SVENSKA SPEL	LOTTERY	KING, Stockholm *	SWEDEN	TRAKTOR, Venice	USA
THE SLOT CAR MAN (NEIGHBOUR)	SVENSKA SPEL	LOTTERY	KING, Stockholm *	SWEDEN	TRAKTOR, Venice	USA
THE SLOT CAR MAN (CURVE)	SVENSKA SPEL	LOTTERY	KING, Stockholm *	SWEDEN	TRAKTOR, Venice	USA
PHOTO BOOTH	FIFTH THIRD BANK	IDENTITY ALERT	LEO BURNETT CHICAGO *	USA	MONACO REPS, New York	USA
SCHOOL PHOTO	FIFTH THIRD BANK	IDENTITY ALERT	LEO BURNETT CHICAGO *	USA	MONACO REPS, New York	USA
DOLYPHAN	WWF	WWF FRANCE	MARCEL, Paris *	FRANCE	STINK, Paris	FRANCE
BAMBOSEAL	WWF	WWF FRANCE	MARCEL, Paris *	FRANCE	STINK, Paris	FRANCE
DREAM	LOUIS VUITTON	CORE VALUES	OGILVY FRANCE, Paris *	FRANCE	STEAM FILMS, Toronto	CANADA
WORD	LOUIS VUITTON	CORE VALUES	OGILVY FRANCE, Paris *	FRANCE	STEAM FILMS, Toronto	CANADA
MAKE IT TO MUSE - PART 1	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels *	BELGIUM	CAVIAR, Brussels	BELGIUM
MAKE IT TO MUSE - PART 2	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels *	BELGIUM	CAVIAR, Brussels	BELGIUM
MAKE IT TO MUSE - PART 3	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels *	BELGIUM	CAVIAR, Brussels	BELGIUM
MAKE IT TO MUSE - PART 4	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels *	BELGIUM	CAVIAR, Brussels	BELGIUM