



MEDIA LIONS WINNERS 2013



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
Grand Prix * indicates Entrant Company						
WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM *	THE NETHERLANDS	MEDIAVALUE, Eindhoven	THE NETHERLANDS
Gold Lion * indicates Entrant Company						
BACK TO VINYL - THE OFFICE TURNTABLE	KONTOR RECORDS	KONTOR RECORDS	OGILVY GERMANY, Düsseldorf *	GERMANY		
POTABLE WATER GENERATOR	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSIONS 2013	MEDIA CONNECTION BPN, Lima *	PERU		
MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD, Yekaterinburg *	RUSSIA		
IBM OUTDOOR AS UTILITY	IBM	SMARTER CITIES	OGILVY FRANCE, Paris *	FRANCE		
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY *	AUSTRALIA		
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE *	AUSTRALIA		
KLEENEX CATCHES COLDS	KIMBERLY CLARK	KLEENEX			MINDSHARE WW, London *	UNITED KINGDOM
FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS *	FRANCE		
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo *	BRAZIL	PHD, London	UNITED KINGDOM
TRACK MY MACCA'S	McDONALD'S AUSTRALIA	CORE MENU	DDB, Sydney *	AUSTRALIA	OMD AUSTRALIA, Pyrmont	AUSTRALIA
A MILLION REASONS TO BELIEVE IN THAILAND	COCA-COLA	COKE			INITIATIVE, Bangkok *	THAILAND
THANK YOU MOM	P&G	OLYMPICS CAMPAIGN; CORPORATE IMAGE AND REPUTATION			CARAT, New York *	USA
A MILLION REASONS TO BELIEVE IN THAILAND	COCA-COLA	COKE			INITIATIVE, Bangkok *	THAILAND
AQUA SOCIAL FES!!	TOYOTA MARKETING JAPAN CORPORATION	AQUA	DENTSU, Tokyo *	JAPAN		
SAVE 11	ALLSTATE	INSURANCE	LEO BURNETT CHICAGO	USA	STARCOM MEDIAVEST GROUP, Chicago *	USA

POTABLE WATER GENERATOR	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSIONS 2013	MEDIA CONNECTION BPN, Lima *	PERU		
McDONALD'S BECOMES MACCA'S	McDONALD'S AUSTRILA	AUSSIE TASTES MENU	DDB, Sydney *	AUSTRALIA	OMD AUSTRALIA, Pymont	AUSTRALIA
IBM OUTDOOR AS UTILITY	IBM	SMARTER CITIES	OGILVY FRANCE, Paris *	FRANCE		
Silver Lion * indicates Entrant Company						
CONVERSATIONS START HERE	AOL HUFFINGTON POST MEDIA GROUP UK	HUFFINGTON POST UK	GRAVITY ROAD, London *	UNITED KINGDOM		
MARIACHI CHRISTMAS	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM	OMD UK, London *	UNITED KINGDOM
MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA, Tunis *	TUNISIA		
NIVEA - SOLAR CHARGER	NIVEA	NIVEA SUN	GIOVANNI+DRAFTFCB, São Paulo *	BRAZIL		
CV CAMPAIGN	SITUATION STOCKHOLM	SITUATION STOCKHOLM IS A MAGAZINE SOLD BY HOMELESS PEOPLE IN STOCKHOLM	INGO, Stockholm *	SWEDEN	CLEAR CHANNEL, Stockholm	SWEDEN
SHED LIGHT ON RAPE	JHHESA	BROTHERS FOR LIFE	JOE PUBLIC, Johannesburg *	SOUTH AFRICA		
LIBERATION WRAPPER	FRESHNESS BURGER	CLASSIC BURGER	DENTSU, Tokyo *	JAPAN		
DENGUE BOTTLE	MAYNILAD WATER SERVICES	ANTI-DENGUE FEVER CAMPAIGN	Y&R PHILIPPINES, Manila *	THE PHILIPPINES		
THE GERM STAMP	PROCTER & GAMBLE	SAFEGUARD SOAP	SAATCHI & SAATCHI, Singapore *	SINGAPORE		
DIGITAL PUBLIC LIBRARY	VODAFONE ROMANIA	MOBILE INTERNET	McCANN ERICKSON, Bucharest *	ROMANIA	UM ROMANIA, Bucharest	ROMANIA
McDONALD'S BECOMES MACCA'S	McDONALD'S AUSTRILA	AUSSIE TASTES MENU	DDB, Sydney *	AUSTRALIA	OMD AUSTRALIA, Pymont	AUSTRALIA
PAR-KING	SMART VERTRIEBS	SMART FORTWO	BBDO GERMANY, Berlin *	GERMANY		
MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels *	BELGIUM	VRT, Brussels	BELGIUM
MEANAMORPHOSIS	PROCTER & GAMBLE	SECRET DEODORANT	LEO BURNETT CHICAGO *	USA	STARCOM MEDIAVEST GROUP, Chicago	USA
DIGITAL EARTH HOUR	WWF CHINA	EARTH HOUR	BBH CHINA, Shanghai *	CHINA		
COINOFFERS COINS FOR CLICKS	McDONALD'S	COINOFFERS	DDB COPENHAGEN, Copenhagen *	DENMARK	OMD DENMARK, Copenhagen	DENMARK
THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST, Stockholm *	SWEDEN		
SCREEN-AGE LOVE STORY	PLDT	MYDSL	ACE SAATCHI & SAATCHI, Manila *	THE PHILIPPINES		
OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB, New York *	USA	MEDIAVEST, New York	USA

DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE *	AUSTRALIA		
#DAMMIPIÙVOCE - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI, Milan *	ITALY		
PAR-KING	SMART VERTRIEBS	SMART FORTWO	BBDO GERMANY, Berlin *	GERMANY		
THE HIGHEST GOAL	ADIDAS JAPAN K.K.	FOOTBALL	TBWA\HAKUHODO, Tokyo *	JAPAN	ROBOT COMMUNICATIONS, Tokyo	JAPAN
1000 STORES	YIHAODIAN	E-GROCERY	OGILVY & MATHER SHANGHAI *	CHINA		
WHAT DOES ABSOLUTE SOUND LIKE?	PERNOD RICARD	ABSOLUT VODKA	SANCHO BBDO, Bogotá	COLOMBIA	PHD COLOMBIA, Bogotá *	COLOMBIA
LONGER MERRY CHRISTMAS	HEINEKEN	HEINEKEN	JWT SAN JUAN *	PUERTO RICO	MINDSHARE WW, San Juan	PUERTO RICO
THE GERM STAMP	PROCTER & GAMBLE	SAFEGUARD SOAP	SAATCHI & SAATCHI, Singapore *	SINGAPORE		
#YOUDRIVE	MERCEDES-BENZ	A-CLASS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM	MAXUS GLOBAL *	UNITED KINGDOM
THE GAP IN THE MARKET	KBC	KBC ENTREPRENEURS	TBWA\BELGIUM, Brussels *	BELGIUM		
GOLD MEDAL WINNER STAMPS	ROYAL MAIL	ROYAL MAIL STAMPS			UM, London *	UNITED KINGDOM
#BESTNIGHTEVER	ASOS	WOMENSWEAR	ASOS, London	UNITED KINGDOM	CARAT, London *	UNITED KINGDOM
I'M AMAZING	McDONALD'S RESTAURANTS	RESTAURANTS	DDB GROUP HONG KONG *	HONG KONG	OMD HONG KONG	HONG KONG
SHARE THE NEWSPAPER WITH CHILDREN	THE TOKYO SHIMBUN	THE TOKYO SHIMBUN	DENTSU, Tokyo *	JAPAN		
THE POWER OF NEWSPAPER	NEWSPAPERWORK	MARKETINGPLATFORM OF ALL BELGIAN NEWSPAPERS	DUVAL GUILLAUME MODEM, Antwerp *	BELGIUM		
WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM *	THE NETHERLANDS	MEDIAVALUE, Eindhoven	THE NETHERLANDS
WHITE FLAG	MISSING CHILDREN	MISSING CHILDREN'S WHITE FLAG	ALMACEN, Olivos *	ARGENTINA	ALMACEN, Olivos	ARGENTINA
MISSING CHILDREN	MAES DA SE	MAES DA SE	AFRICA, Sao Paulo *	BRAZIL		
GREEN SIN	SAMBITO	RECYCLING CAMPAIGN	MARURI GREY, Guayaquil *	ECUADOR		
Bronze Lion * indicates Entrant Company						
BRING HAPPINESS HOME	PEPSICO	PEPSI, LAY'S, TROPICANA	BBDO CHINA, Shanghai	CHINA	OMD CHINA, Shanghai *	CHINA
LONGER MERRY CHRISTMAS	HEINEKEN	HEINEKEN	JWT SAN JUAN *	PUERTO RICO	MINDSHARE WW, San Juan	PUERTO RICO
RADIO AMBULANCE	AER (ECUADORIAN RADIO ASSOCIATION)	CORPORATE IMAGE CAMPAIGN	MARURI GREY, Guayaquil *	ECUADOR		
YOU READ THEY LEARN	HINDUSTAN TIMES	NEWSPAPER	LOWE + PARTNERS, London *	UNITED KINGDOM		

THE LIGHTEST AD EVER	ALPARGARTAS	MIZUNO MORELIA NEO	TALENT, São Paulo *	BRAZIL		
UNITY PAPER	WIJEYA NEWSPAPERS LIMITED & ADA NEWSPAPER	ADA NEWSPAPER	LEO BURNETT SOLUTIONS, Colombo *	SRI LANKA	STARCOM, Colombo	SRI LANKA
AMPLIFIER	COCA-COLA	COCA-COLA FM	JWT BRAZIL, São Paulo *	BRAZIL		
WINDOW PINTS	DIAGEO	GUINNESS	GREY GROUP CANADA, Toronto *	CANADA		
A LOJA VAZIA	SHOPPING VILLALOBOS	SHOPPING VILLALOBOS	LODUCCA, São Paulo *	BRAZIL		
MOVING THE STORE	IKEA	IKEA	SMFB, Oslo *	NORWAY	MEDIACOM, Oslo	NORWAY
GOOGLE+ DIGITAL SIGNINGS	GOOGLE	GOOGLE+	GOOGLE UK, London *	UNITED KINGDOM		
THE PROFITEERS	FIORUCCI FOOD	COLD CUTS	McCANN WORLDGROUP, Milan *	ITALY		
FASTLINE	FASTWEB	INTERNET - OPTICAL FIBER	M&C SAATCHI, Milan *	ITALY		
ROAD TO RECOVERY	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY *	AUSTRALIA	IKON COMMUNICATIONS, Sydney	AUSTRALIA
POKER	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM, Antwerp *	BELGIUM		
JOURNEY OF HOPE	KFC	KFC ADD HOPE	OGILVY & MATHER JOHANNESBURG *	SOUTH AFRICA	MEC ACCESS, Johannesburg	SOUTH AFRICA
THE ALCOHOL BARRIER	RESPONSIBLE YOUNG DRIVERS (RYD)	NGO	PUBLICIS BRUSSELS *	BELGIUM	BEPARK, Gent	BELGIUM
THE LAST MEAL: RESTAURANT	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	DDB LATINA PUERTO RICO, San Juan *	PUERTO RICO		
DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	SAATCHI & SAATCHI, Berlin *	GERMANY		
SERIOUS PLAY	HSBC	HSBC	JWT LONDON *	UNITED KINGDOM	MINDSHARE WW, London	UNITED KINGDOM
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF SHOES	SMFB, Oslo *	NORWAY	MEC NORWAY, Oslo	NORWAY
WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBWAIHELSINKI *	FINLAND		
FREE WI-FI	McDONALD'S SISTEMAS DE ESPAÑA	McDONALD'S	TBWAI/ESPAÑA, Madrid *	SPAIN	OMD SPAIN, Madrid	SPAIN
NAWRAS PIGGYBACKING	NAWRAS	WIFI	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES		
THE FUTURE OF THE FASHION SHOW BY TOPSHOP	IN HOUSE (TOPSHOP)	TOPSHOP UNIQUE FASHION SHOW	TOPSHOP, London *	UNITED KINGDOM	TOPSHOP, London	UNITED KINGDOM
SHE RUNS THE NIGHT	NIKE	WOMEN'S RUNNING	JOY., Sydney *	AUSTRALIA	RAZOR, East Redfern	AUSTRALIA

TORCHVIEW	LLOYDS BANKING GROUP	LLOYDS TSB	MEC, London *	UNITED KINGDOM	MEC, London	UNITED KINGDOM
NIKE GREATNESS	NIKE	NIKE	WIEDEN+KENNEDY, Shanghai *	CHINA	MINDSHARE WW, Shanghai	CHINA
WELCOME TO SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS, New York *	USA	MINDSHARE WW, New York	USA
WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBWA\HELSINKI *	FINLAND		
LEND AN EYE	EUREKA CALL CENTRE SYSTEM (S)	AWARENESS	GREY GROUP SINGAPORE *	SINGAPORE		
THE WORD ON THE STREET	THE ECONOMIST GROUP	MAGAZINE	FHV BBDO, Amsterdam *	THE NETHERLANDS	PHD GERMANY, Frankfurt	GERMANY
OLYMPIC SHIRT FLAG	PROCTER & GAMBLE PHILIPPINES	LAUNDRY DETERGENT	ACE SAATCHI & SAATCHI, Manila *	THE PHILIPPINES		
ROAD TO RECOVERY	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY *	AUSTRALIA	IKON COMMUNICATIONS, Sydney	AUSTRALIA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo *	BRAZIL	PHD, London	UNITED KINGDOM
BEDTIME STORIES	CALIFORNIA MILK PROCESSING BOARD	MILK	GRUPO GALLEGOS, HUNTINGTON BEACH *	USA		
MEAT SNACKING HELMET	KERRY FOODS	MATTESSONS FRIDGE RAIDERS	SAATCHI & SAATCHI, London *	UNITED KINGDOM	VIZEUM, London	UNITED KINGDOM
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY *	AUSTRALIA		
THE BEETLE SHARK CAGE	VOLKSWAGEN	VW BEETLE	DISCOVERY CHANNEL, Silver Spring	USA	MEDIACOM, New York *	USA
LAUNCH SITE ON EBAY	VOLVO GROUP SWEDEN	THE NEW VOLVO FH	FORSMAN & BODENFORS, Gothenburg *	SWEDEN		
THE GAME OF YOUR LIFE	OZYESIN UNIVERSITY	SOCIAL MEDIA	41?29!, Istanbul *	TURKEY		
SCREEN-AGE LOVE STORY	PLDT	MYDSL	ACE SAATCHI & SAATCHI, Manila *	THE PHILIPPINES		
NAWRAS PIGGYBACKING	NAWRAS	WIFI	LEO BURNETT DUBAI *	UNITED ARAB EMIRATES		
YOUR BETTER STARTS HERE	FGL SPORT	SPORT CHEK			TOUCHE! PHD, Montréal *	CANADA
WATERDROP AD	DOMINO'S PIZZA	PIZZA	INNOCEAN WORLDWIDE, Seoul *	SOUTH KOREA		
A RING TO BRING THEM CLOSER	McDONALD'S	RONALD McDONALD FOUNDATION	LEO BURNETT MOSCOW *	RUSSIA	OPTIMUM MEDIA OMD, Moscow	RUSSIA
MY-NNEQUIN	APSA CENTROS COMERCIALES	DOT BAIRE'S SHOPPING	DAVID, Buenos Aires *	ARGENTINA		
MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD, Yekaterinburg *	RUSSIA		

SKY LIVESPOTS	SKY	SKY	SERVICEPLAN, Munich *	GERMANY	MINDSHARE WW, Frankfurt	GERMANY
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo *	BRAZIL	PHD, London	UNITED KINGDOM
TINY HOLE	HEMORIO	BLOOD BANK	BINDER VISAO ESTRATEGICA, Rio De Janeiro *	BRAZIL		
FLASH DRIVING GAME	NEW ZEALAND TRANSPORT AGENCY	SLOW DOWN - YOUNG MALES	CLEMENGER BBDO, Wellington	NEW ZEALAND	OMD, Wellington *	NEW ZEALAND
BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA		
FRAME OF SPEECH	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	GREY ISTANBUL *	TURKEY		
SAVE 11	ALLSTATE	INSURANCE	LEO BURNETT CHICAGO	USA	STARCOM MEDIAVEST GROUP, Chicago *	USA
FOLLOW2UNFOLLOW-	PUERTO RICO GOVERNMENT	CORRECTIONAL AND REHABILITATION DEPARTMENT			STARCOM MEDIAVEST GROUP, San Juan *	PUERTO RICO
FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY, Schwalbach *	GERMANY		
RADIO AMBULANCE	AER (ECUADORIAN RADIO ASSOCIATION)	CORPORATE IMAGE CAMPAIGN	MARURI GREY, Guayaquil *	ECUADOR		