



PROMO & ACTIVATION LIONS WINNERS

2013



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL, São Paulo	BRAZIL
Gold Lion				
THE ANT RALLY	WORLDWIDE FUND FOR NATURE (WWF)	WWF	BBDO GERMANY, Düsseldorf	GERMANY
TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA	USA
MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD, Yekaterinburg	RUSSIA
THE POWER OF CUTE	THE ROYAL BOROUGH OF GREENWICH	GREEN'S END, WOOLWICH	OGILVY GROUP UK, London	UNITED KINGDOM
IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL, São Paulo	BRAZIL
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
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
CELEB GRAMMAR COPS	RED BALLOON	ENGLISH SCHOOL FOR KIDS	OGILVY BRASIL, São Paulo	BRAZIL
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
THE SHARING CAN	THE COCA-COLA COMPANY	COCA-COLA	OGILVY & MATHER SINGAPORE	SINGAPORE
GIVING BIRTH LIVE	PROCTER & GAMBLE	PAMPERS	DEL CAMPO SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
ENTER THE GAME	KONAMI	VIDEOGAMES / DURABLE GOODS	HAVAS SPORTS & ENTERTAINMENT, Madrid	SPAIN
MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD, Yekaterinburg	RUSSIA
IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL, São Paulo	BRAZIL
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
APOLLO CAMPAIGN	AXE	LYNX	BBH, London	UNITED KINGDOM
Silver Lion				

COFFEE CART	YWCA AUCKLAND	CHARITY	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS LIVE EVENT	DRAFTFCB NEW ZEALAND, Auckland	NEW ZEALAND
DOUBLE LOOP DARE @ X GAMES	MATTEL	HOT WHEELS	MISTRESS, Venice	USA
HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA, Cape Town	SOUTH AFRICA
CALL GIRL	PRIME TELEVISION	TELEVISION PROGRAMME / CHANNEL	DRAFTFCB NEW ZEALAND, Auckland	NEW ZEALAND
TOOLPOOL	MALMÖ JÄRNHANDEL	HARDWARE STORE	THE FAN CLUB, Malmo	SWEDEN
7-ELECTION	7-ELEVEN	COFFEE	KETCHUM, Dallas	USA
VODAFONE FAKKA	VODAFONE EGYPT	MICRO RECHARGE CARDS	JWT CAIRO	EGYPT
APOLLO CAMPAIGN	AXE	LYNX	BBH, London	UNITED KINGDOM
BUDWEISER RED LIGHTS	LABATT BREWERIES OF CANADA	BUDWEISER RED LIGHTS	ANOMALY, Toronto	CANADA
A SMALL DEMONSTRATION	MICROSOFT PORTUGAL	WINDOWS 8	O ESCRITORIO, Estoril	PORTUGAL
CUT TO BUILD	THE JCC CO.	OLFA CUTTER	OGILVY & MATHER, Bangkok	THAILAND
GIVING BIRTH LIVE	PROCTER & GAMBLE	PAMPERS	DEL CAMPO SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	SAATCHI & SAATCHI, Berlin	GERMANY
THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
OUR FOOD. YOUR QUESTIONS	McDONALD'S CANADA	McDONALD'S	TRIBAL DDB TORONTO	CANADA
THE SOCIETY OF GOOD TASTE	GREY POUPON	GREY POUPON	CP+B, Boulder	USA
7-ELECTION	7-ELEVEN	COFFEE	KETCHUM, Dallas	USA
SWEAT AND WIN	PEPSICO AMERICAS BEVERAGES	GATORADE	JWT SAN JUAN	PUERTO RICO
MAKE MUSIC IN THE CORNER SHOP	DIAGEO	RED STRIPE	STINKDIGITAL, London	UNITED KINGDOM
THE GLAD TENT	CLOROX COMPANY	GLAD FORCEFLEX	ALMA DDB, Miami	USA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
SHIP MY PANTS	KMART	STORE TO HOME	DRAFTFCB, Chicago	USA
OVERSTAY CHECKOUT	ART SERIES HOTELS	HOTEL ACCOMMODATION	NAKED COMMUNICATIONS, Cremorne	AUSTRALIA
WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS
THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY, Milan	ITALY

DIGITAL PUBLIC LIBRARY	VODAFONE ROMANIA	MOBILE INTERNET	McCANN ERICKSON, Bucharest	ROMANIA
DRIVING DOGS	SPCA NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND, Auckland	NEW ZEALAND
DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	SAATCHI & SAATCHI, Berlin	GERMANY
HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA, Cape Town	SOUTH AFRICA
UNIQUE BREEDS	TERRITORIO DE ZAGUATES	TERRITORIO DE ZAGUATES ANIMAL SHELTER	GARNIER/BBDO, San José	COSTA RICA
Bronze Lion				
FASTLINE	FASTWEB	INTERNET - OPTICAL FIBER	M&C SAATCHI, Milan	ITALY
8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
RECALLING 1993	NEW MUSEUM	“NYC 1993: EXPERIMENTAL JET SET, TRASH AND NO STAR” EXHIBITION	DROGA5, New York	USA
THE INTRUDER	AMIS	MEXICAN INSURANCE ASSOCIATION	OGILVY & MATHER, Mexico City	MEXICO
CATRACA DA BOA	AMBEV	ANTARCTICA	ALMAPBBDO, São Paulo	BRAZIL
THE HOT STAMP	PRESSBYRÅN	CONVENIENCE STORE CHAIN	ÅKESTAM HOLST, Stockholm	SWEDEN
THE WORLD'S SMALLEST IDEA	VITAL HEALTH FOODS	VITAL: VIRAL BOOST	DRAFTFCB CAPE TOWN	SOUTH AFRICA
BOOKENDS	KINOKUNIYA	KINOKUNIYA	JWT, Dubai	UNITED ARAB EMIRATES
AIR FORCE FM	DEFENCE FORCE RECRUITING	AIR FORCE	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
CLICK FARM	AXE	LYNX	BBH, London	UNITED KINGDOM
THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST, Stockholm	SWEDEN
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	LANGUAGE CENTER	LODUCCA, São Paulo	BRAZIL
A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGILVY NEW YORK	USA
SONG FOR LIFE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels	BELGIUM
FOLLOW2UNFOLLOW-	PUERTO RICO GOVERNMENT	CORRECTIONAL AND REHABILITATION DEPARTMENT	STARCOM MEDIAVEST GROUP, San Juan	PUERTO RICO
OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB, New York	USA
SHIP MY PANTS	KMART	STORE TO HOME	DRAFTFCB, Chicago	USA
#DAMMIPIÙVOCE - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI, Milan	ITALY
NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION, Stockholm	SWEDEN
SAME SEX MARRIAGE	GOOGLE/TOUS UNIS POUR L'EGALITE	GOOGLE+	OGILVY FRANCE, Paris	FRANCE

AMSTEL TROPHY CAN	AMSTEL	AMSTEL	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
LONG LIFE TO RUGBY	COMPañÍA INDUSTRIAL CERVECERA	CERVEZA SALTA	OGILVY & MATHER ARGENTINA, Buenos Aires	ARGENTINA
TWEET PEE	HUGGIES	BABY DIAPERS	OGILVY BRASIL, São Paulo	BRAZIL
SECRET FISHING SPOTS	HUTCHWILCO	SAFETY EQUIPMENT	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
McDONALD'S BECOMES MACCA'S	McDONALD'S AUSTRAILA	AUSSIE TASTES MENU	DDB, Sydney	AUSTRALIA
THE HOT STAMP	PRESSBYRÅN	CONVENIENCE STORE CHAIN	ÅKESTAM HOLST, Stockholm	SWEDEN
MARIONETTEBOT	UNITED ARROWS GREEN LABEL RELAXING	UNITED ARROWS	TBWA\HAKUHODO, Tokyo	JAPAN
GUILT TRIPS	V/LINE	V/LINE	McCANN MELBOURNE	AUSTRALIA
MELTDOWN	GRUNER+JAHR AG & CO	MELTDOWN / BOARDGAME	KOLLE REBBE, Hamburg	GERMANY
SKY LIVESPOTS	SKY	SKY	SERVICEPLAN, Munich	GERMANY
SOUND TYPEFACE	CLUB NME BRASIL	MAGAZINE / WEBSITE	DDB BRASIL, São Paulo	BRAZIL
THE RACE OF A COUNTRY	BANCO POPULAR DE PUERTO RICO	BANK	JWT SAN JUAN	PUERTO RICO
THE GAP IN THE MARKET	KBC BANK	KBC ENTREPRENEURS	TBWA\BELGIUM, Brussels	BELGIUM
IF YOU THINK ABOUT IT, YOU CHOOSE US	ZURICH	ZURICH	DON, Buenos Aires	ARGENTINA
CUT TO BUILD	THE JCC CO.	OLFA CUTTER	OGILVY & MATHER, Bangkok	THAILAND
#DAMMIPIÙVOCE - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI, Milan	ITALY
A LOJA VAZIA	SHOPPING VILLALOBOS	SHOPPING VILLALOBOS	LODUCCA, São Paulo	BRAZIL
THE DAILY ABUSE	INNOCENCE IN DANGER	NGO	SERVICEPLAN, Munich	GERMANY
DENGUE BOTTLE	MAYNILAD WATER SERVICES	MAYNILAD	Y&R PHILIPPINES, Manila	THE PHILIPPINES
NUTCASE'S OUTDOOR FITTING ROOM	NUTCASE DENMARK - RITTER PLUS	NUTCASE BIKE HELMETS	OGILVY, Copenhagen	DENMARK
TOGETHER FOR RECONSTRUCTION	McDONALD'S ITALY	PARMIGIANO REGGIANO'S FACTORIES	TBWA\ITALIA, Milan	ITALY
THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE
TOXIC TOURS	GREENPEACE MEXICO	AWARENESS OF MEXICAN RIVERS POLLUTION	CIRCUS DF, Mexico City	MEXICO