

Direct Lions Winners - CL2012

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Prize
C04/025	01445	SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder	Grand Prix
A04/023	01038	SUNNY SALE	EMART	EMART	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	Gold Lion
A04/043	00985	MOBILE MEDIC	AUSTRALIAN DEFENCE FORCE	DEFENCE UNIVERSITIES SPONSORSHIP	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne / VML Kansas City	Gold Lion
A05/078	01427	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	ITALY	LEO BURNETT Milan	Gold Lion
A08/047	00922	LEGO BUILDERS OF SOUND	LEGO	LEGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Gold Lion
A10/026	02357	HALF OF HBO FOR FREE	CLARO TV	HBO PREMIUM PACKAGE	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA	Gold Lion
B03/071	02434	BOOK BURNING PARTY	LEO BURNETT DETROIT / TROY PUBLIC LIBRARY	TROY PUBLIC LIBRARY	LEO BURNETT DETROIT	USA	LEO BURNETT DETROIT	Gold Lion
B04/016	01827	THE INVISIBLE DRIVE	DAIMLER	MERCEDES-BENZ F-CELL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Gold Lion
C01/076	01636	COCA-COLA POLAR BOWL	THE COCA-COLA COMPANY	COCA-COLA CLASSIC	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	Gold Lion
C02/069	02204	MINI MAPS	MINI FRANCE	MINI	DDB PARIS	FRANCE	DDB PARIS	Gold Lion
C10/074	00812	THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR - VEREIN ZUR FOERDERUNG DER THERMISCHEN SOLARENERGIE	SOLAR ENERGY PROVIDER	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Gold Lion
C11/034	00679	I HAVE ALREADY DIED	ALS FOUNDATION NETHERLANDS	CHARITY	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam	Gold Lion
C12/037	00880	BLOOD RELATIONS	THE PERES CENTER FOR PEACE	RECONCILIATION	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	Gold Lion
C12/095	01748	INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	Gold Lion
C12/097	02126	HELP I WANT TO SAVE A LIFE	HELP REMEDIES	BANDAGES	DROGA5 New York	USA	DROGA5 New York	Gold Lion
D01/145	01746	INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	Gold Lion
A01/076	00805	THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR - VEREIN ZUR FOERDERUNG DER THERMISCHEN SOLARENERGIE	SOLAR ENERGY PROVIDER	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Silver Lion
A02/027	00127	RELIEF PET HOUSE	ANIMAL RELIEF HEADQUATERS	RELIEF PET HOUSE	HAKUHODO PRODUCT'S Tokyo	JAPAN	HAKUHODO PRODUCT'S Tokyo	Silver Lion
A05/028	00237	MEMORIES FOR THE FUTURE	GOOGLE JAPAN	GOOGLE	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo	Silver Lion
A06/010	00463	TASK FORCE INVESTIGATION FIREWORK BOMB-MAKERS	CONSUMER SAFETY	TACKLING THE PRODUCTION OF HOMEMADE FIREWORK BOMBS	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	Silver Lion
A06/025	00931	SMART TWITTER SPOT	MERCEDES-BENZ ARGENTINA	SMART	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	Silver Lion
A06/115	01638	MUSEUM OF ME	INTEL	INTEL CORE I5 PROCESSOR	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo	Silver Lion
A06/150	02196	MINI MAPS	MINI FRANCE	MINI	DDB PARIS	FRANCE	DDB PARIS	Silver Lion
A07/032	00671	CONNECTING LIFELINES	HONDA MOTOR	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	Silver Lion

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A09/040	00962	GOOD SHIRTS	UNICEF	UNICEF	BBH NEW YORK	USA	BBH NEW YORK	Silver Lion
A09/144	02263	RECIPE RECEIPT	UNILEVER	HELLMANN'S MAYONNAISE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Silver Lion
A10/029	01913	CABLE EFFECTS	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK	Silver Lion
B01/009	00525	IKEA ROTHENBURG	IKEA	IKEA	WIRZ/BBDO Zürich	SWITZERLAND	WIRZ/BBDO Zürich	Silver Lion
B03/057	01303	ROMANIANS ARE SMART	KANDIA DULCE	ROM	BV McCANN ERICKSON Bucharest	ROMANIA	BV McCANN ERICKSON Bucharest	Silver Lion
B03/092	01550	TROJAN SHIRT	EXIT DEUTSCHLAND	EXIT GERMANY	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	Silver Lion
C02/047	00763	IQ STREETVIEW	TOYOTA BELGIUM	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS	Silver Lion
C03/016	01507	BID YOUR SWEAT	NIKE	NIKE +	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City	Silver Lion
C03/022	00733	M.J BALE GRAZED ON GREATNESS	M.J.BALE	AUSTRALIAN CRICKET TEAM SPONSORSHIP	WHYBIN\TBWA\TEQUILA SYDNEY	AUSTRALIA	WHYBIN\TBWA\TEQUILA SYDNEY	Silver Lion
C04/030	01524	CHAOS IN YOUR TOWN	STATE FARM	INSURANCE	DDB CHICAGO	USA	DDB CHICAGO	Silver Lion
C08/037	00345	THE CNN ECOSPHERE	TURNER BROADCASTING SYSTEMS	CNN	HEIMAT Berlin	GERMANY	HEIMAT Berlin	Silver Lion
C09/015	02087	THE GNOME EXPERIMENT	KERN & SOHN	PRECISION SCALES & CALIBRATION	OGILVYONE WORLDWIDE London	UNITED KINGDOM	OGILVYONE WORLDWIDE London	Silver Lion
C10/061	02493	BOTTLE LIGHT	PEPSICO	PEPSI	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	Silver Lion
C11/041	01147	THE POWER OF A COIN	BISCHOEFLICHES HILFSWERK MISEREOR	CHARITY	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	Silver Lion
D01/051	01593	HEINEKEN REACH THE SUNRISE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	Silver Lion
D01/055	00738	NRMA CAR CREATION	INSURANCE AUSTRALIA GROUP	NRMA COMPREHENSIVE CAR INSURANCE	WHYBIN\TBWA\TEQUILA SYDNEY	AUSTRALIA	WHYBIN\TBWA\TEQUILA SYDNEY	Silver Lion
D01/111	01444	SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder	Silver Lion
A01/068	01769	EDIBLE DESERT SURVIVAL GUIDE	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	Bronze Lion
A02/079	01139	THE REAL COOKBOOK	GERSTENBERG VERLAG	COOKBOOK	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	Bronze Lion
A02/090	01396	THE RUBBER BAND	SINGAPORE RAFFLES MUSIC COLLEGE	RAFFLES MUSIC EDUCATION	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE	Bronze Lion
A02/123	02537	LATINSTOCK'S BOOKS	LATINSTOCK	IMAGE BANK	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Bronze Lion
A04/040	01471	BE THE COACH	SOUTH AFRICAN BREWERIES	CARLING BLACK LABEL	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	Bronze Lion
A05/061	01847	MISSING ADD-ON	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg	Bronze Lion
A05/104	01634	BACK 4 THE FUTURE	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	Bronze Lion
A06/131	01635	COCA-COLA POLAR BOWL	THE COCA-COLA COMPANY	COCA-COLA CLASSIC	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	Bronze Lion
A06/164	02542	LOOK BLOCK	C&A	C&A	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Bronze Lion
A07/053	01981	SWEBUS JACKPOT	SWEBUS	LONG DISTANCE BUS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	Bronze Lion
A07/056	02494	SONG ON AIR = CLIP ONLINE	ABSYNTH THE MINDED	ABSYNTH THE MINDED	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	Bronze Lion
A08/061	01559	ARIEL FASHION SHOOT	PROCTER & GAMBLE NORDIC	ARIEL ACTILIFT LIQUID DETERGENT	SAATCHI & SAATCHI Stockholm	SWEDEN	SAATCHI & SAATCHI Stockholm	Bronze Lion
A08/065	00723	NRMA CAR CREATION	INSURANCE AUSTRALIA GROUP	NRMA COMPREHENSIVE CAR INSURANCE	WHYBIN\TBWA\TEQUILA SYDNEY	AUSTRALIA	WHYBIN\TBWA\TEQUILA SYDNEY	Bronze Lion

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A08/079	01377	EMPTY CARTS	LATET	MEALS FOR HOLIDAY FUNDRAISER	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	Bronze Lion
A08/105	02136	NEW YORK WRITES ITSELF	VILLAGE VOICE	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK	Bronze Lion
A09/046	00784	REAL FRUIT BOXES	CAMP NECTAR	JUICE	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo	Bronze Lion
A09/149	02546	FASHION LIKE	C&A	C&A	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Bronze Lion
A11/024	01143	THE POWER OF A COIN	BISCHOEFLICHES HILFSWERK MISEREOR	CHARITY	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	Bronze Lion
A11/040	01472	THE BLUEMOTION LABEL	VOLKSWAGEN	BLUEMOTION	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	Bronze Lion
B02/008	00352	FASTEST CHRISTMAS CARD	BMW (SCHWEIZ)	BMW M5	DRAFTFCB Zurich	SWITZERLAND	DRAFTFCB Zurich	Bronze Lion
B02/026	01855	AUDI FAN MESSENGER	AUDI	AUDI MOTORSPORT / R8 LMS	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg	Bronze Lion
B03/095	01698	IFOLD	VODAFONE INDIA	SAVING PAPER	OGILVY & MATHER Mumbai	INDIA	OGILVY & MATHER Mumbai	Bronze Lion
B04/013	00618	PUSH TO ADD DRAMA	TNT TURNER BROADCASTING SYSTEM	TV CHANNEL	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	Bronze Lion
C01/021	00663	SHARE A COKE	COCA-COLA SOUTH PACIFIC	COCA-COLA	OGILVY & MATHER Sydney	AUSTRALIA	OGILVY & MATHER Sydney	Bronze Lion
C01/030	01560	ARIEL FASHION SHOOT	PROCTER & GAMBLE NORDIC	ARIEL ACTILIFT LIQUID DETERGENT	SAATCHI & SAATCHI Stockholm	SWEDEN	SAATCHI & SAATCHI Stockholm	Bronze Lion
C01/047	01045	DONATING 2-BARCODE WATER	CJ CHEILJEDANG	MINEWATER	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	Bronze Lion
C01/083	02176	THE WINE THAT SOLD BEER	DB BREWERIES	EXPORT DRY	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Bronze Lion
C01/096	01646	BYO CUP DAY	7-ELEVEN	SLURPEE	LEO BURNETT Melbourne	AUSTRALIA	LEO BURNETT Melbourne	Bronze Lion
C02/029	01028	THE PEOPLE'S CAR PROJECT	VOLKSWAGEN GROUP CHINA	VOLKSWAGEN	PROXIMITY CHINA Beijing	CHINA	PROXIMITY CHINA Beijing	Bronze Lion
C03/015	00925	LEGO BUILDERS OF SOUND	LEGO	LEGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Bronze Lion
C03/028	01429	THE BEAUTY OF A SECOND	MONTBLANC	LUXURY PENS	LEO BURNETT Milan	ITALY	LEO BURNETT Milan	Bronze Lion
C03/045	02415	YOU'VE GOT A CASE	AT&T	PHONE AND CELL SERVICES	BBDO NEW YORK	USA	BBDO NEW YORK	Bronze Lion
C04/006	00383	TODAY'S YOUTH FOR YESTERDAY'S YOUTH	KBC BANK	KBC BANK	TBWA BRUSSELS	BELGIUM	TBWA BRUSSELS	Bronze Lion
C05/010	01251	LEAVING THE LIGHT OFF	ENERSUR GDF SUEZ	ELECTRIC COMPANY	JWT LIMA	PERU	JWT LIMA	Bronze Lion
C07/014	00758	NAMES PROMOTION	MICASA	FURNITURE RETAILER	SPILLMANN/FELSER/LEO BURNETT Zürich	SWITZERLAND	SPILLMANN/FELSER/LEO BURNETT Zürich	Bronze Lion
C07/028	01052	SUNNY SALE	EMART	EMART	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	Bronze Lion
C10/073	01393	HATSUNE MIKU	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Bronze Lion
C11/015	00128	RELIEF PET HOUSE	ANIMAL RELIEF HEADQUARTERS	RELIEF PET HOUSE	HAKUHODO PRODUCT'S Tokyo	JAPAN	HAKUHODO PRODUCT'S Tokyo	Bronze Lion
C11/037	02410	LOVE PARKING CAMPAIGN	GOOD NEIGHBOURS	PUBLIC SERVICE	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul	Bronze Lion
C11/080	00231	LIMITED EDITION	SYDNEY DOG'S AND CAT'S HOME	ANIMAL SHELTER	M&C SAATCHI/MARK Sydney	AUSTRALIA	M&C SAATCHI/MARK Sydney	Bronze Lion
C12/045	00826	BANK OF MEMORIES	FUNDACIÓN REINA SOFÍA	SOCIAL CONCIIOUSNESS	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid	Bronze Lion
C12/114	01552	TROJAN SHIRT	EXIT DEUTSCHLAND	EXIT GERMANY	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	Bronze Lion
D01/054	00739	M.J BALE GRAZED ON GREATNESS	M.J.BALE	AUSTRALIAN CRICKET TEAM SPONSORSHIP	WHYBINTBWAITEQUILA SYDNEY	AUSTRALIA	WHYBINTBWAITEQUILA SYDNEY	Bronze Lion

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D01/093	02435	BOOK BURNING PARTY	LEO BURNETT DETROIT / TROY PUBLIC LIBRARY	TROY PUBLIC LIBRARY	LEO BURNETT DETROIT	USA	LEO BURNETT DETROIT	Bronze Lion
Total Entries:			85					