

Shortlist (Cyber Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	URL
A01 (Foods & Drinks)								
A01/012	01271	POLE OF INACCESSIBILITY	GMODELO	CORONA BEER	JWT SPAIN Madrid	SPAIN	JWT SPAIN Madrid	http://ci2.es/festivals/2012/pole http://www.coronaextra.eu/china
A01/031	02409	SKATE PINBALL	FRUCOR BEVERAGES	MOUNTAIN DEW	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	http://www.ourshowroom.co.nz/skatepinballwebsite/ http://awards.skatepinball.co.nz/
A01/032	02495	THE WORLD'S DEEPEST WEBSITE	IDS	BORJOMI	OGILVY & MATHER UKRAINE Kiev	UKRAINE	OGILVY & MATHER UKRAINE Kiev	http://casespage.com/cannes_2012/Borjomi_The_Deepesst_Site.html http://thedeepesstsite.com/
A02 (Automotive Products & Services)								
A02/017	00948	THE WINTER ADJUSTED BEAR	VOLKSWAGEN GROUP SWEDEN	VOLKSWAGEN 4MOTION CARS	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	http://adqualifier.com/competitions/2012/eng/vwskiteam/2/ http://competition-entry.vwskiteam.se/en/
A02/023	01703	YARIS - IT'S A CAR!	TOYOTA MOTOR SALES, USA	TOYOTA YARIS	SAATCHI & SAATCHI LA	USA	SAATCHI & SAATCHI LA	http://awards.saatchila.com/2012-cannes/yaris-its-a-car-series-8/ http://www.toyota.com/itsacar/
A02/033	00343	BLUEMOTION ROULETTE	VOLKSWAGEN	GOLF BLUEMOTION	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo	http://judgehere.no/volkswagen/roulette/cyber1.html http://www.bluemotion.no
A02/043	02520	ESCAPE THE MAP	MERCEDES	C-CLASS AMG COUPE	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	http://digital.151awards.com/awards/escapethemap/cyber/ http://www.escapethemap.com/awards
A02/046	00897	IQ STREETVIEW	TOYOTA BELGIUM	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS	http://vimeo.com/42398236 http://www.iqstreetview.be

Shortlist (Cyber Lions)

A03 (Cosmetics, Beauty & Toiletries)

A03/017	01634	THE GRAPHIC NOVEL	AXE	AXE ANARCHY	RAZORFISH New York	USA	RAZORFISH New York	http://cargocollective.com/awardsubmissions/Anarchy-The-Graphic-Novel-5 http://www.axeanarchy.com
A03/019	01904	DEVASTATING EXPLOSIONS	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	http://walkinstupid.com/pr/login?autologinkey=1ODM6OLc19Q http://www.devastatingexplosions.com

A04 (Clothing, Footwear & Accessories)

A04/013	00711	CHOOSE YOUR FLIGHT	JORDAN BRAND, A DIVISION OF NIKE	AJ2012	BLAST RADIUS Vancouver	CANADA	BLAST RADIUS Vancouver / ACADEMY Vancouver	http://www.blastradius.com/submissions/jordanflight http://www.nike.com/jumpman23/aj2012/
A04/015	01618	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	ITALY	LEO BURNETT Milan	http://awards.lbdevelop.com/A04/ http://www.montblanc-onesecond.com
A04/019	02258	NIKE SPARQ	NIKE	NIKE	R/GA New York	USA	R/GA New York	http://judgeseyesonly.com/nike-sparq http://www.sparqtraining.com/
A04/022	00410	UU MAP	UNIQLO	UU (UNIQLO UNDERCOVER)	PARTY Tokyo	JAPAN	PARTY Tokyo / DENTSU Tokyo	http://prty.jp/uu/award/en/ http://www.undercover.uniqlo.com/uk/

A05 (Other Consumer Products (including Durable Goods))

A05/015	01953	OBSESSED WITH SOUND	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM	http://www.award-entry.nl/2011/cannesliions/philips/obsessed-with-sound/interactive http://ows.clients.vellance.net/ows/ http://award-entry.nl/2011/default/philips/obsessed-with-sound/casevideo/interactive/
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Shortlist (Cyber Lions)

A05/021	01507	2012 BIRTHDAY PARTY	TIPP-EX BIC GROUP	WHITEOUT POCKET MOUSE	BUZZMAN Paris	FRANCE	BUZZMAN Paris	http://our-case-studies.fr/tippex-hunter-and-bears-2012-birthday-party-a05/ http://www.youtube.com/watch?v=eQtai7HMbuQ
A05/032	01921	THE MUSEUM OF ME	INTEL	INTEL CORE i5 PROCESSOR	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo	http://www.projector.jp/awards/museumofme/en.html

A06 (Financial Services)

A06/002	00374	TAKE THEM TO SCHOOL	ING DIRECT SPAIN	ING DIRECT	OGILVYONE Madrid	SPAIN	OGILVYONE Madrid	http://www.essolotrabajo.com/2012/llevalosalaescuela/en/web_a06.html
A06/015	02370	CAR VS PIANO	INTOUCH	CAR INSURANCE	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow	http://carvspiano.ru/awards/cyberlions/A06/ http://www.carvspiano.com

A07 (Travel, Entertainment & Leisure)

A07/005	00083	CURATORS OF SWEDEN	SWEDISH INSTITUTE/VISIT SWEDEN	SWEDEN	VOLONTAIRE Stockholm	SWEDEN	VOLONTAIRE Stockholm	http://curatorsofsweden.com/jury/ http://curatorsofsweden.com/
A07/020	02216	JACKPOT	SWEBUS	LONG DISTANCE BUS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	http://ourwork.se/swebusjackpot/ http://swebusjackpot.se/demo/
A07/028	02228	INTERNET ON A ZIP	UPLOAD FILM FESTIVAL	UPLOAD FILM FESTIVAL	LOLA/LOWE & PARTNERS Madrid	SPAIN	LOLA/LOWE & PARTNERS Madrid	http://www.thewholeinternetishere.com/
A07/044	01605	MIS MATCH	GÖTEBORGSOPERAN	OPERAHOUSE OF GOTHENBURG	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	http://entries.se/e/opera/mismatch/ http://operan.entries.se/

A08 (Retail & E-Commerce, including Restaurants)

A08/004	01844	THE LIBERATION	ONLY	JEANS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen / NORTH KINGDOM Stockholm	http://cases.pixelada.com/only/onlybecausewecan/cybera08 http://www.onlybecausewecan.com/
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Shortlist (Cyber Lions)

A08/005	00273	CHIP IT!	SHERWIN-WILLIAMS	PAINT	McKINNEY Durham	USA	McKINNEY Durham	http://www.awardshowsubmissions.com/sw/chipit.html http://letschipit.com/
A08/014	02217	THE HEIST	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	http://ourwork.se/heist/ http://www.pausejudbild.com/heist/

A09 (Publications & Media)

A09/003	00159	ALL IS NOT LOST	GOOGLE/OK GO	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	http://portfolio.tyoid.jp/google_okgo/index_e.html http://www.allisnotlost.com/index_en.html
A09/004	00140	SOCIAL BOOKMARK	KODANSHA	PUBLISHER	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo / TBWA HAKUHODO Tokyo	http://777interactive.jp/archives/awards/2012/socialbookmark/e/index.html http://minnanoshiori.jp/
A09/012	00696	PLUS	SVERIGES RADIO	SWEDISH RADIO	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	http://entries.se/e/sr/plus/ http://sverigesradioplus.demos.se
A09/016	02573	DIG DEEPER	HBO	TRUE BLOOD	BBDO NEW YORK	USA	BBDO NEW YORK	http://pmdigdeeper.com http://hbo-tbl-prod.reliam.com/
A09/017	00726	BESPOKE ALBUM CREATION EXPERIENCE	KAISER CHIEFS/B-UNIQUE/FICTION RECORDS	KAISER CHIEFS	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London	http://www.wkinteractive.co.uk/awards/KaiserChiefs/ http://kaiserchiefs.specialmoves.com/

A10 (Business Products & Services)

A10/019	02349	THE GNOME EXPERIMENT	KERN & SOHN	PRECISION SCALES & CALIBRATION	OGILVYONE WORLDWIDE London	UNITED KINGDOM	OGILVYONE WORLDWIDE London / OGILVY PR London	http://vimeo.com/41283158 http://www.gnomeexperiment.com
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A11 (Advertising & Media)

A11/010	02172	FROM LOVE TO BINGO	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	http://www.551121615600.com/awards/2012/getty_films/eng/ http://fromlovetobingo.com/
A11/018	00475	PROJECT REBRIEF	GOOGLE	DISPLAY ADVERTISING	Fi New York	USA	Fi New York / GOOGLE New York	http://www.projectrebrief.com

Shortlist (Cyber Lions)

A11/030	02567	HOTEL FOR INTERNATIO NAL TRAINEES	MORTIERBRIG ADE	AGENCY	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	http://edagirbreitrom.com/cannes/2012/mortierhotel/ http://mortierbrigadehotel.com
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A12 (Commercial Public Services)

A12/004	00249	VOCAL COACHING WEBSITE	YOUR MUSIC	VOCAL COACHING SCHOOL	RED RABBIT Hamburg	GERMANY	RED RABBIT Hamburg	http://www.red-rabbit.de/show/cases/musicschool/film-en/ http://www.your-music-school.com
A12/009	02087	EASY WAY TEST	EASY WAY	LANGUAGE SCHOOL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	http://www.easywaytest.com/awards http://www.easywaytest.com

A13 (Charities, Public Health & Safety, Public Awareness Messages)

A13/008	00286	SLAVERY FOOTPRINT	CALL + RESPONSE / US STATE DEPARTMENT	HUMAN RIGHTS	MUH-TAY-ZIK HOF- FER San Francisco	USA	MUH-TAY-ZIK HOF- FER San Francisco / UNIT 9 London	http://www.thisisnotbranded.com/awardentry/slaveryfootprint/ http://slaveryfootprint.thisisnotbranded.com/
A13/011	00702	SEXY FINGERS	AIDES	RAPID HIV TESTING	JWT Paris	FRANCE	JWT Paris	http://www.sexyfingers.org
A13/021	00950	WHO CARES?	SWEDISH ARMED FORCES	RECRUITME NT	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	http://adqualifier.com/competitions/2012/eng/armedforces/whocares/site/ http://vembryrsig.forsvarsmakten.se/?phase=2&version=14459
A13/023	00645	LRA CRISIS TRACKER	INVISIBLE CHILDREN	LRA CRISIS TRACKER	DIGITARIA San Diego	USA	DIGITARIA San Diego	http://www.weworkweekend.sforbrands.com/invisible-children/ http://www.lracrisistracker.com
A13/062	01552	BEAR 71	THE NFB (NATIONAL FILM BOARD)	ECOLOGICAL AWARENESS	JAM3 Toronto	CANADA	JAM3 Toronto	http://foryourconsideration.ca/bear71/ http://bear71.nfb.ca

Shortlist (Cyber Lions)

A14 (Corporate Information)

A14/022	02110	CHRISTMAS PRICE INDEX EXPRESS	PNC BANK	BRAND PROMOTION	DEUTSCH New York	USA	DEUTSCH New York	http://ny.deutschinc.com/pnc/2011_cpi/ http://content.pnccmc.com/live/pnc/microsite/CPI/2011/index.html
A14/031	00737	DONATE DOTCOM	GREAT WORKS / DONATE DOTCOM	DONATE DOTCOM	GREAT WORKS Stockholm	SWEDEN	GREAT WORKS Stockholm	http://www.kungsgriillen.se/awards/donatedotcom http://donatedotcom.com/

B01 (Best Digitally Led Integrated Campaign)

B01/029	02283	CHEVY SONIC INTEGRATED	CHEVROLET	CHEVROLET SONIC	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	http://www.myawardshows.com/2012/cannes/chevrolet_sonic_integrated_case_film/ http://letsdothis.com/ http://staging.letsdothis.com/ http://youtu.be/MejbOFk7H6c http://www.myawardshows.com/2012/cannes/chevrolet_sonic_integrated/Chevy_Sonic_HPTO/index.html http://youtu.be/Gi_RAR311QQ http://youtu.be/mH5bvGQ1KL8 http://youtu.be/mSH2Xz8xM0E
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Shortlist (Cyber Lions)

B01/034	01956	OBSSESSED WITH SOUND	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM	http://www.award-entry.nl/2011/canneslions/philips/obsessed-with-sound/integrated/ http://ows.clients.vellance.net/ows/ http://www.facebook.com/philipsSound http://youtu.be/eMNjRZi8HcM?hd=1 http://www.award-entry.nl/2011/default/philips/obsessed-with-sound/integrated/banners/300x250/ http://youtu.be/5jgxP2XZAfs?hd=1 http://youtu.be/PRejwPNes64?hd=1 http://youtu.be/rdm_hkD1M4?hd=1 http://award-entry.nl/2011/default/philips/obsessed-with-sound/casevideo/interactive/
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B01/045	00211	LONG LIVE PLAY	SONY PLAYSTATION	PLAYSTATION N GAMES	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	http://www.2012awardshowcase.com/PlayStation/LLP/interactive-cannes/index.html http://www.2012awardshowcase.com/PlayStation/LLP/interactive-cannes/twitter.html http://www.2012awardshowcase.com/PlayStation/LLP/interactive-cannes/banner.html https://www.facebook.com/PlayStation?sk=app_256946544349323 http://www.youtube.com/watch?v=40CYAx4qc5E&feature=youtu.be http://www.youtube.com/watch?v=mdWkKKSckNk&feature=youtu.be
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Shortlist (Cyber Lions)

B01/050	00345	BLUEMOTION ROULETTE	VOLKSWAGEN	GOLF BLUEMOTION	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo	http://judgehere.no/volkswagen/roulette/ http://www.bluemotion.no https://www.facebook.com/BlueMotionRoulette http://judgehere.no/volkswagen/roulette/banners.html#bannerlocation
B01/085	00899	IQ STREETVIEW	TOYOTA BELGIUM	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS	http://www.kuotzu-i.net/iqstreetview/ http://www.iqstreetview.be http://vimeo.com/41074436 http://www.kuotzu-i.net/iqstreetview/banner/
B01/113	01199	THE PEOPLE'S CAR PROJECT	VOLKSWAGEN GROUP CHINA	VOLKSWAGEN	PROXIMITY CHINA Beijing	CHINA	PROXIMITY CHINA Beijing / GOODSTEIN & PARTNERS Beijing	http://theworkx3.com/PCP/Integrated_cyber/Integrated_Cyber.html http://www.zaoche.cn http://v.youku.com/v_show/id_XMjY5NDEzNDYw.html http://v.youku.com/v_show/id_XMjczMzkyNTY4.html http://v.youku.com/v_show/id_XMjY5NDQzOTY0.html

Shortlist (Cyber Lions)

B01/152	01645	SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder / DIGITAS New York	http://rockymountaintech.org/amex_smallbusinessaturday_2012.html https://www.facebook.com/SmallBusinessSaturday http://www.youtube.com/watch?v=wBJJUWt47rk
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B01/160	01760	THE INSIDE EXPERIENCE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	http://showcase.noagencyname.com/inside/the_campaign.html http://showcase.noagencyname.com/inside/website.html http://www.facebook.com/TheInsideExperience https://twitter.com#!/theinsideexp http://www.youtube.com/watch?v=2dUFNMjYmBI&feature=related http://showcase.noagencyname.com/inside/banner.html
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Shortlist (Cyber Lions)

B01/168	01905	MANTA CLAUS	OLD SPICE	OLD SPICE FIJI BODYWASH AND DEODORANT	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	http://walkinstupid.com/pr/login? autologinkey=0tXW6dPS19v P4ul http://www.facebook.com/Ol dSpice/app_327381220621 545 http://www.youtube.com/play list? list=PL6F8281C4E6897AD4 &feature=plcp http://devastatingexplosions. com/
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B01/169	01906	MANO A MANO IN EL BÁÑO	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	http://walkinstupid.com/pr/lo gin? autologinkey=0tXW5Ovg1d3 d http://www.facebook.com/Ol dSpice/app_192526097475 872 http://www.youtube.com/play list? list=PL65C7BDF782A4DAC 7&feature=plpp
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Shortlist (Cyber Lions)

B01/182	02157	PROJECT RE: BRIEF	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York / GROW INTERACTIVE Norfolk	http://goo.gl/shkJJ http://www.projectrebrief.com http://www.youtube.com/user/projectrebrief/videos http://goo.gl/rYBBA http://goo.gl/YUadC
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C02 (Automotive Products & Services)

C02/022	02252	YAHOO HOMEPAGE TAKEOVER	BMW NORTH AMERICA	BMW 3 SERIES	KIRSHENBAUM BOND SENEAL + PARTNERS New York	USA	KIRSHENBAUM BOND SENEAL + PARTNERS New York	http://review.kbsp.com/staging/kbspAwards/2012/submission5.html http://public.yahoo.com/~wwwads/archives/bmw/120220/
C02/037	02130	THE ORIGINAL CLICK	VOLKSWAGEN	VOLKSWAGEN ORIGINAL PARTS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	http://www.551121615600.com/awards/2012/YT_original/eng/

C03 (Cosmetics, Beauty & Toiletries)

C03/006	02435	THE DOVE AD MAKEOVER	UNILEVER	DOVE BRAND	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	http://www.creative-awards-entries.com/2012/thedoveadmakeover/summary http://www.creative-awards-entries.com/2012/thedoveadmakeover/banner/
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C05 (Other Consumer Products)

C05/003	00740	THE SMALLEST IKEA STORE	IKEA	IKEA	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai / OGILVY GERMANY Frankfurt	http://www.smalleststoreintheworld.com
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Shortlist (Cyber Lions)

C05/005	00368	THE HOME SHOWROOM	IKEA	TIDAFORS SOFA	SMFB Oslo	NORWAY	SMFB Oslo	http://entries.se/e/ikea/thehomeshowroom/ http://fbfactory.se/show/smfb/ikea_no/cannes/
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C10 (Business Products & Services)

C10/003	01510	2012 BIRTHDAY PARTY	TIPP-EX BIC GROUP	WHITEOUT POCKET MOUSE	BUZZMAN Paris	FRANCE	BUZZMAN Paris	http://www.youtube.com/watch?v=eQtai7HMbuQ http://our-case-studies.fr/tippex-hunter-and-bears-2012-birthday-party-c10/
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C11 (Advertising & Media)

C11/003	02152	HILLTOP RE-IMAGINED FOR COCA-COLA	GOOGLE	DISPLAY ADVERTISING	GROW INTERACTIVE Norfolk	USA	GROW INTERACTIVE Norfolk / JOHANNES LEONARDO New York	http://205.186.160.102/awards/rebrief/cocacola/display/ http://www.projectrebrief.com/coke/#page=new
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C13 (Charities, Public Health & Safety, Public Awareness)

C13/005	00922	HANDS ONLY CPR	BRITISH HEART FOUNDATION	CHARITY	GLUE ISOBAR London	UNITED KINGDOM	GLUE ISOBAR London / GREY LONDON	http://www.bestofg.com/2012-cannes/banners-and-other-rich-media-bhf-hands-only/
C13/019	02289	THE BLOOD SCROLL	CRUZ ROJA COLOMBIANA	BLOOD DONATION	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá	http://74.205.118.149/cruzroja/cruz-roja-en2012/ http://74.205.118.149/cruzroja/institucional2012/

D01 (Best Copywriting)

D01/002	00439	METAMORPHOSIS	GOOD BOOKS	GOOD BOOKS	STRING THEORY Auckland	NEW ZEALAND	STRING THEORY Auckland	http://www.youtube.com/watch?v=WTfdqPutk5Y
D01/056	02523	SHEEP DOG	DIAGEO	GUINNESS ST PATRICK'S DAY	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	http://digital.151awards.com/awards/guinnesssheepdog http://www.youtube.com/watch?v=y07at1bU89Q
D01/059	02524	YNYWYH	MASTERFOODS	SNICKERS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	http://digital.151awards.com/awards/ynywyh

Shortlist (Cyber Lions)

D02 (Best Music/Sound Design)

D02/011	00213	THE BARK SIDE	VOLKSWAGEN	VW BEETLE	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles / ENDLESS NOISE Los Angeles	http://www.2012awardshowcase.com/VW/bark-side-viral-cannes/index.html
D02/018	01957	OBSESSED WITH SOUND	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM	http://www.award-entry.nl/2011/canneslions/philips/obsessed-with-sound/music/ http://ows.clients.vellance.net/ows/ http://award-entry.nl/2011/default/philips/obsessed-with-sound/casevideo/interactive/
D02/021	02293	URBAN TOUR	ASOS	ASOS.COM	BBH LONDON	UNITED KINGDOM	BBH LONDON	http://www.grazeourfield.com/asos/urbantour/ http://www.asos.com/urban-tour/
D02/027	01996	PIANO FOR PEACE	STEINWAY & SONS	IMAGINE SERIES LIMITED EDITION GRAND PIANO	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf	http://www.pianoforpeace.com/award-sound http://pianoforpeace.com
D02/046	01311	TURNTABLE RIDER	RELATIONS	BICYCLE SHARING SERVICE	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	http://cogoo.jp/turntablerider/creative_award2/ http://www.youtube.com/watch?feature=player_embedded&v=x8Rf2vZqjSg#

D03 (Animation)

D03/021	00413	SPERM VISUALIZER	SPACE SHOWER NETWORK	SPACE SHOWER TV	PARTY Tokyo	JAPAN	PARTY Tokyo	http://prty.jp/sperm/award/en/ http://sperm.jp/
D03/032	02173	FROM LOVE TO BINGO	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	http://www.551121615600.com/awards/2012/getty_films/eng/ http://fromlovetobingo.com/
D03/039	02114	CHRISTMAS PRICE INDEX EXPRESS	PNC BANK	BRAND PROMOTION	DEUTSCH New York	USA	DEUTSCH New York	http://ny.deutschinc.com/pnc/2011_cpi/ http://content.pnmc.com/live/pnc/microsite/CPI/2011/index.html

Shortlist (Cyber Lions)

D03/042	01290	ROME 3 DREAMS OF BLACK	GOOGLE	WEBGL	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea / GOOGLE CREATIVE LAB New York / MIRADA Los Angeles	http://www.youtube.com/watch?v=ReH7zzj5GPc http://www.ro.me
D03/049	00414	BELL	WARNER MUSIC JAPAN	ANDROP BAND	PARTY Tokyo	JAPAN	PARTY Tokyo	http://prty.jp/bell/award/en/ http://www.androp.jp/bell/
D03/055	02133	AMAROK - AUTOMATIC SITE	VOLKSWAGEN DO BRASIL	VOLKSWAGEN AMAROK	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	http://www.551121615600.com/awards/2012/amarok_site/eng/ http://amarok.vw.com.br/en/#/home
D03/059	02526	ESCAPE THE MAP	MERCEDES	C-CLASS AMG COUPE	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	http://digital.151awards.com/awards/escapethemap/cyber/ http://escapethemap.com/awards
D03/065	01909	COCA-COLA POLAR BOWL	COCA-COLA	COCA-COLA CLASSIC	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	http://walkinstupid.com/pr/login?autologinkey=yOPL1tXi4NA http://www.youtube.com/watch?v=S2nBBMbjS8w&list=PL0D74B5C94759942A&mp;index=1&feature=plpp_video

D04 (Interface & Navigation)

D04/007	00290	THE GOOGLE PUZZLE	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	http://portfolio.tyo-id.jp/google_puzzle/index_e.html http://www.thegooglepuzzle.com/
D04/009	00013	360° LANGSTRASSE	SRF SCHWEIZER RADIO UND FERNSEHEN	SF DOK	HINDERLING VOLKART Zürich	SWITZERLAND	HINDERLING VOLKART Zürich	http://vimeo.com/40529145 http://www.360langstrasse.sf.tv
D04/025	00336	ECOSPHERE	CNN INTERNATIONAL	CNN INTERNATIONAL I-LIST	HEIMAT Berlin	GERMANY	HEIMAT Berlin	http://cnn-ecosphere.com/case/ http://cnn-ecosphere.com/cop17/
D04/029	01108	GET YOUR EDGE BACK	WRANGLER EMEA	CLOTHING	STINKDIGITAL New York	USA	STINKDIGITAL New York	http://www.wrangler-europe.com/wrangler/
D04/038	01273	POLE OF INACCESSIBILITY	GMODELO	CORONA BEER	JWT SPAIN Madrid	SPAIN	JWT SPAIN Madrid	http://cl2.es/festivals/2012/pole http://www.coronaextra.eu/c hina

Shortlist (Cyber Lions)

D04/042	01958	OBSSESSED WITH SOUND	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM	http://www.award-entry.nl/2011/canneslions/philips/obsessed-with-sound/navigation http://ows.clients.vellance.net/ows/ http://award-entry.nl/2011/default/philips/obsessed-with-sound/casevideo/interactive/
D04/082	01847	THE LIBERATION	ONLY	JEANS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen / NORTH KINGDOM Stockholm	http://cases.pixelada.com/only/onlybecausewecan/cyber/d04 http://www.onlybecausewecan.com

D05 (Illustration and Graphic Design)

D05/008	00337	ECOSPHERE	CNN INTERNATIONAL	CNN INTERNATIONAL I-LIST	HEIMAT Berlin	GERMANY	HEIMAT Berlin	http://cnn-ecosphere.com/case/ http://cnn-ecosphere.com/cop17/
D05/010	00940	FANWAGEN	VOLKSWAGEN	VOLKSWAGEN	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam	http://www.lammetje.com/fanwagen/
D05/016	01918	KINETIC V5	KINETIC SINGAPORE	KINETIC SINGAPORE	KINETIC SINGAPORE	SINGAPORE	KINETIC SINGAPORE	http://hardworkby.us/kv5/ http://www.kinetic.com.sg/
D05/036	00714	QUICKNESS REVEALED	JORDAN BRAND, A DIVISION OF NIKE	CP3	BLAST RADIUS Vancouver	CANADA	BLAST RADIUS Vancouver	http://www.blastradius.com/submissions/jordanquick http://www.nike.com/jumpman23/cp3v/
D05/040	01877	ROCK 'N' SCROLL	VOLKSWAGEN	VOLKSWAGEN BEETLE	DDB TRIBAL GROUP Berlin	GERMANY	DDB TRIBAL GROUP Berlin	http://www.beetle.com/award/ http://www.beetle.com/
D05/043	02090	EASY WAY TEST	EASY WAY	LANGUAGE SCHOOL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	http://www.easywaytest.com/awards http://www.easywaytest.com
D05/047	01291	ROME 3 DREAMS OF BLACK	GOOGLE	WEBGL	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea / GOOGLE CREATIVE LAB New York / MIRADA Los Angeles	http://www.youtube.com/watch?v=ReH7zzj5GPc http://www.ro.me

Shortlist (Cyber Lions)

D05/055	00411	MAGIC	MENICON	MAGIC DISPOSABLE CONTACT LENS	PARTY Tokyo	JAPAN	PARTY Tokyo / DENTSU Tokyo	http://prty.jp/magic/award/en/ http://magic.menicon.co.jp/
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D06 (Photography)

D06/004	00366	THE KITCHEN COLAB	IKEA	KITCHEN PLANNER	SMFB Oslo	NORWAY	SMFB Oslo	http://entries.se/e/ikea/thekitchencolab/
D06/009	01447	CASTOR GIGASHELF	CASTOR DESIGN	FURNITURE/ DESIGN	TAXI CANADA Toronto	CANADA	TAXI CANADA Toronto	http://www.neverinneutral.com/awards/#/cannes/castorgigashef/d06 http://www.castordesign.ca/m
D06/014	01848	THE LIBERATION	ONLY	JEANS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen / NORTH KINGDOM Stockholm	http://cases.pixelada.com/only/onlybecausewecan/cyber/d06 http://www.onlybecausewecan.com
D06/017	00416	BRIGHT SIREN	WARNER MUSIC JAPAN	ANDROP BAND	PARTY Tokyo	JAPAN	PARTY Tokyo	http://birdman.ne.jp/awards/brightsiren_cyber/ http://www.androp.jp/brightsiren/

D07 (Best Video)

D07/003	00162	ALL IS NOT LOST	GOOGLE/OK GO	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	http://portfolio.tyo-id.jp/google_okgo/index_e.html
D07/012	00720	TAKE THIS LOLLIPOP	LITTLE MONSTER	LITTLE MONSTER	TOOL Santa Monica	USA	TOOL Santa Monica / LITTLE MONSTER Mill Valley	http://takethislollipopawards.toolprototype.com/cannes http://www.takethislollipop.com
D07/025	01111	GET YOUR EDGE BACK	WRANGLER EMEA	CLOTHING	STINKDIGITAL New York	USA	STINKDIGITAL New York	http://www.wrangler-europe.com/wrangler/
D07/045	02294	URBAN TOUR	ASOS	ASOS.COM	BBH LONDON	UNITED KINGDOM	BBH LONDON	http://www.grazeourfield.com/asos/urbantour/ http://www.asos.com/urban-tour/
D07/050	01910	DEVASTATING EXPLOSIONS	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	http://devastatingexplosions.com/

Shortlist (Cyber Lions)

D07/063	01881	DON'T MAKE UP AND DRIVE	VOLKSWAGEN	ROAD SAFETY MESSAGE	DDB TRIBAL GROUP Berlin	GERMANY	DDB TRIBAL GROUP Berlin	http://www.dont.makeupanddrive.com http://www.youtube.com/watch?v=wMFqSjnte0
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D07/078	01292	ROME 3 DREAMS OF BLACK	GOOGLE	WEBGL	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea / GOOGLE CREATIVE LAB New York / MIRADA Los Angeles	http://www.youtube.com/watch?v=ReH7zzj5GPc http://www.ro.me
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D07/092	02591	DIG DEEPER	HBO	TRUE BLOOD	BBDO NEW YORK	USA	BBDO NEW YORK	http://s3digdeeper.com/ http://hbo-tbl-prod.reliam.com/
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D07/096	02127	LOVE TO BINGO	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	http://www.551121615600.com/awards/2012/getty_films_case/eng/ http://www.lovetobingo.com
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D07/113	01922	THE MUSEUM OF ME	INTEL	INTEL CORE i5 PROCESSOR	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo	http://www.projector.jp/awards/museumofme/en.html http://www.intel.com/museumofme/r/index.htm
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D07/121	02331	THE INSIDE EXPERIENCE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	http://showcase.noagencyname.com/inside/interactive_movie.html
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E01 (Interactive Tools (for PCs, MACs, etc))

E01/014	00278	CHIP IT!	SHERWIN-WILLIAMS	PAINT	McKINNEY Durham	USA	McKINNEY Durham	http://www.awardshowsubmissions.com/sw/chipit.html http://letschipit.com/
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E01/021	02579	PACK YOUR HBO	HBO	HBO	BBDO NEW YORK	USA	BBDO NEW YORK	http://www.entrypackyourhbo.com/ http://www.demopackyourhbo.com
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Shortlist (Cyber Lions)

E02 (Community Applications)

E02/012	00111	FAIR TWEETS	BEN & JERRY'S	WORLD FAIR TRADE DAY	AMALGAMATED New York	USA	AMALGAMATED New York / STINKDIGITAL New York	http://awards.amalgamatednyc.com/fairtweets http://fairtweets.archive.stinkdigital.com/
E02/032	00941	FANWAGEN	VOLKSWAGEN	VOLKSWAGEN	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam	http://www.achtung.nl/awards/2011/fanwagen
E02/033	00942	LINKEDUIT	VOLKSWAGEN	VOLKSWAGEN PASSAT	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam	http://www.lammetje.com/volkswagenlinkeduit/ http://www.linkeduit.nl/
E02/054	02426	MINI MAPS	MINI FRANCE	MINI	DDB PARIS	FRANCE	DDB PARIS	http://www.ddbparis-campaignsonline.com/MINImaps/Cannes/ https://apps.facebook.com/minimaps/
E02/055	00700	PLUS	SVERIGES RADIO	SWEDISH RADIO	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	http://entries.se/e/sr/plus/ http://sverigesradioplus.demofb.se
E02/065	02272	ONE COPY SONG	ADAM TENSTA	ADAM TENSTA	R/GA New York	USA	R/GA New York	http://judgeseyesonly.com/one-copy-song https://apps.facebook.com/justpassiton/
E02/072	00340	ECOSPHERE	CNN INTERNATIONAL	CNN INTERNATIONAL I-LIST	HEIMAT Berlin	GERMANY	HEIMAT Berlin	http://www.ecosphere-case.com/viral/ http://cnn-ecosphere.com/cop17/
E02/090	02436	THE DOVE AD MAKEOVER	UNILEVER	DOVE BRAND	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	http://www.creative-awards-entries.com/2012/thedoveadmakeover/summary http://www.creative-awards-entries.com/2012/thedoveadmakeover/web
E02/096	00721	TAKE THIS LOLLIPOP	LITTLE MONSTER	LITTLE MONSTER	TOOL Santa Monica	USA	TOOL Santa Monica / LITTLE MONSTER Mill Valley	http://takethislollipopawards.toolprototype.com/cannes http://www.takethislollipop.com
E02/125	01042	THE GENEROUS STORE	TOMS GRUPPEN	ANTHON BERG	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen	http://www.mrtesticle.com/cannes/2012/anthonberg/generousstore/
E02/172	01651	SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder / DIGITAS New York	http://rockymountaintech.org/amex_smallbusinessaturday_2012.html

Shortlist (Cyber Lions)

E02/175	01690	WORLD'S MOST VALUABLE SOCIAL NETWORK	MISSING CHILDREN SOCIETY OF CANADA	MISSING CHILDREN AWARENESS	GREY GROUP CANADA Toronto	CANADA	GREY GROUP CANADA Toronto	http://64.40.117.97/work/2012/valuablenetwork/index.html http://valuablenetwork.ca/
E02/179	01792	ARIEL FASHION SHOOT	P&G NORDIC	ARIEL ACTILIFT LIQUID DETERGENT	SAATCHI & SAATCHI Stockholm	SWEDEN	SAATCHI & SAATCHI Stockholm	http://adawardentries.com/01792/ http://adawardentries.com/01792/gaming.html

E03 (Games)

E03/002	00163	THE GOOGLE PUZZLE	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	http://portfolio.tyo-id.jp/google_puzzle/index_e.html http://www.thegooglepuzzle.com
E03/009	00418	BELL	WARNER MUSIC JAPAN	ANDROP BAND	PARTY Tokyo	JAPAN	PARTY Tokyo	http://prty.jp/bell/award/en/ http://www.androp.jp/bell/
E03/028	02581	DIG DEEPER	HBO	TRUE BLOOD	BBDO NEW YORK	USA	BBDO NEW YORK	http://vmdigdeeper.com/ http://hbo-tbl-prod.reliam.com/
E03/032	02564	CHROME EXPERIMENT : RAMAYANA	GOOGLE	CHROME LAUNCH IN ASIA	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	http://www.our-work.info/ramayana http://www.ramaya.na/
E03/036	00727	THE EXPERIMENT GAME	HONDA	CIVIC	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London	http://www.wkinteractive.co.uk/awards/HondaExperiment/ http://www.experimentgame.com/
E03/041	00792	TWITTERSCRABBLE	MATTEL	SCRABBLE TRICKSTER	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	http://www.somethingdigital.be/cases/mattel/twitterscrabble/ http://www.twitscrabble.be/

E04 (Other Digital Channels)

E04/002	00055	CONNECTING LIFELINES	HONDA MOTOR	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	http://internavi-dots.shipoo.jp/landing_cl_all_e.html
E04/014	00197	KEY TO VIANO	MERCEDES-BENZ	MERCEDES-BENZ VIANO	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg	http://www.llr-hamburg.de/awards/keytoviano_en/ http://www.llr-hamburg.de/awards/keytoviano_en/

Shortlist (Cyber Lions)

E04/015	01281	VIP FRIDGE MAGNET	RED TOMATO PIZZA	RESTAURAN T	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	http://204.42.145.61/Awards/2012/VIPFridgeMagnet/
E04/026	00451	SMART EBALL	DAIMLER	SMART FORTWO ELECTRIC DRIVE	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf / BBDO PROXIMITY BERLIN	http://www.myaward.info/eball/cannes/
E04/062	02277	NIKE+ FUELBAND	NIKE+	NIKE+ FUELBAND	R/GA New York	USA	R/GA New York	http://judgeseyesonly.com/nike-fuelband http://www.nike.com/fuelband/
E04/068	02595	FASHION LIKE	C&A	C&A	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	http://69.59.17.174/fashionlike/

F01 (Email Marketing, incl. e-cards)

F01/003	00396	FORGOT YOUR PASSWORD?	ALZHEIMER'S ASSOCIATION	ALZHEIMER'S ASSOCIATIO N	GRUPO GALLEGOS HUNTINGTON BEACH	USA	GRUPO GALLEGOS HUNTINGTON BEACH	http://youtu.be/M6q0f3CJyuk
F01/005	00854	OUT OF OFFICE POETRY	STICHTING LEZEN	POETRY DAY	LEO BURNETT BRUSSELS	BELGIUM	LEO BURNETT BRUSSELS	http://vimeo.com/41785227 http://www.outofofficepoetrycase.be/digi.php

F02 (Viral Video)

F02/017	00220	GO BEYOND THE COVER	DERMABLEND PROFESSIONA L	LEG AND BODY TATTOO PRIMER	AGENCE TUXEDO Montreal	CANADA	AGENCE TUXEDO Montreal	http://www.youtube.com/watch?v=9mIBKifOOQQ&context=C46685e9ADvjVQa1PpcFPZSHbRRPhlHWa06_kMRW4kUYZeQRhDjzE=
F02/032	00216	THE BARK SIDE	VOLKSWAGEN	VW BEETLE	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	http://www.2012awardshowcase.com/VW/bark-side-viral-cannes/index.html
F02/048	00619	DEAR 16- YEAR-OLD ME	DAVID CORNFIELD MELANOMA FUND	PUBLIC AWARENESS MESSAGE	EVIDENTLY London	UNITED KINGDOM	EVIDENTLY London	http://dcmfsubmission.wordpress.com/2012/04/05/cyberlions/ http://dcmfsubmission.wordpress.com/2012/04/05/dear16yo/
F02/059	01576	BACK TO THE START	CHIPOTLE	FAST FOOD	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles	http://www.youtube.com/watch?v=aMfSGt6rHos
F02/061	01122	MFCEO	K-SWISS	FOOTWEAR	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	http://youtu.be/-Y389CeuAdA

Shortlist (Cyber Lions)

F02/081	01880	DON'T MAKE UP AND DRIVE	VOLKSWAGEN	ROAD SAFETY MESSAGE	DDB TRIBAL GROUP Berlin	GERMANY	DDB TRIBAL GROUP Berlin	http://www.dont.makeupanddrive.com http://www.youtube.com/watch?v=wMFqSjinte0
F02/112	00530	RHIAN SUGDEN TOUCHES HERSELF	MALE CANCER AWARENESS CAMPAIGN	CANCER AWARENESS MESSAGE	JWT LONDON	UNITED KINGDOM	JWT LONDON	http://www.youtube.com/watch?feature=player_embedded&v=oGgByLLQwSw http://touchingmyself.org/
F02/133	00999	THIEF	LG ELECTRONICS BENELUX	OLED TELEVISION	Y&R AMSTERDAM	THE NETHERLANDS	Y&R AMSTERDAM	http://youtu.be/uu9NBC8QaJk http://youtu.be/EYX5fxcXWU
F02/136	01369	MAPS 8-BIT	GOOGLE	GOOGLE MAPS	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	http://google.preview.i-studio.co.jp/map/award/ http://www.youtube.com/watch?v=rznYifPHxDg
F02/146	02530	SHEEP DOG	DIAGEO	GUINNESS ST PATRICK'S DAY	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	http://digital.151awards.com/awards/guinnesssheepdog http://www.youtube.com/watch?v=y07at1bU89Q
F02/148	00795	APE WITH AK-47	20TH CENTURY FOX	RISE OF THE PLANET OF THE APES	MEKANISM San Francisco	USA	MEKANISM San Francisco	http://www.youtube.com/watch?v=GhxqITtTU
F02/177	00793	BIKERS	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	http://www.somethingdigital.be/cases/carlsberg/bikers-cannes/ http://www.youtube.com/watch?v=RS3iB47nQ6E
F02/178	00794	PUSH TO ADD DRAMA	TNT TURNER BROADCASTING SYSTEM	TV CHANNEL	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	http://www.somethingdigital.be/cases/tnt/launch/ http://www.youtube.com/watch?v=316AzLYfAzw
F02/256	01989	ANGRY BIRDS LIVE	DEUTSCHE TELEKOM	T-MOBILE	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan / SAATCHI & SAATCHI London	http://www.forjuroronly.com/2012/angry_birds_eng/viral.php http://www.youtube.com/watch?v=jzIBZQkj6SY
F02/258	02018	THE INVISIBLE DRIVE	DAIMLER	MERCEDES-BENZ F-CELL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	http://www.youtube.com/watch?v=ZIGzpi9ICck
F02/260	02027	DR. CYCLOPS	WRIGLEY CANADA	SKITTLES	BBDO TORONTO	CANADA	BBDO TORONTO	http://www.youtube.com/watch?v=gBgOWQVr4vE&feature=relmfu

Shortlist (Cyber Lions)

F02/264	02031	THE PRINCESS AND THE FINGER	WRIGLEY CANADA	SKITTLES	BBDO TORONTO	CANADA	BBDO TORONTO	http://www.youtube.com/watch?v=6Q-h7_6NX1A&feature=relmfu
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F03 (Viral Marketing)

F03/010	00113	FAIR TWEETS	BEN & JERRY'S	WORLD FAIR TRADE DAY	AMALGAMATED New York	USA	AMALGAMATED New York / STINKDIGITAL New York	http://awards.amalgamatednyc.com/fairtweets http://fairtweets.archive.stinkdigital.com/
F03/014	00164	ALL IS NOT LOST	GOOGLE/OK GO	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	http://portfolio.tyo-id.jp/google_okgo/index_e.html http://www.allisnotlost.com/index_en.html

F03/027	00218	LONG LIVE PLAY	SONY PLAYSTATION	PLAYSTATION N GAMES	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	http://www.2012awardshowcase.com/PlayStation/LLP/interactive/index.html https://www.facebook.com/PlayStation?sk=app_256946544349323 http://www.youtube.com/watch?v=mdWkKKsckNk http://www.youtube.com/watch?v=40CYAx4qc5E&feature=youtu.be http://www.youtube.com/watch?v=mdWkKKsckNk
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Shortlist (Cyber Lions)

F03/041	01517	2012 BIRTHDAY PARTY	TIPP-EX BIC GROUP	WHITEOUT POCKET MOUSE	BUZZMAN Paris	FRANCE	BUZZMAN Paris	http://www.youtube.com/watch?v=eQtai7HMbuQ
								http://our-case-studies.fr/tippex-hunter-and-bears-2012-birthday-party-f03/
F03/081	00968	WHO CARES?	SWEDISH ARMED FORCES	RECRUITME NT	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	http://adqualifier.com/competitions/2012/eng/armedforces/whocares/integrated/
F03/088	00728	BESPOKE ALBUM CREATION EXPERIENCE	KAISER CHIEFS, B- UNIQUE AND FICTION RECORDS	KAISER CHIEFS	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London	http://www.wkinteractive.co.uk/awards/KaiserChiefs/ http://kaiserchiefs.specialmoves.com/
F03/090	02584	DIG DEEPER	HBO	TRUE BLOOD	BBDO NEW YORK	USA	BBDO NEW YORK	http://vmdigdeeper.com/
F03/095	01006	CURATORS OF SWEDEN	SWEDISH INSTITUTE/VISI TSWEDEN	SWEDEN	VOLONTAIRE Stockholm	SWEDEN	VOLONTAIRE Stockholm	http://curatorsofsweden.com/jury/ https://twitter.com/#!/sweden http://rotationcuration.com/

Shortlist (Cyber Lions)

F03/117	00984	ROBOT CAT	PINACOTECA DO ESTADO DE SÃO PAULO	NEW EXHIBITION OF THE COLLECTION	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo	http://www.adversiting.com.br/awards/2012/141-clHN/
F03/120	01043	THE GENEROUS STORE	TOMS GRUPPEN	ANTHON BERG	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen	http://www.mrtesticle.com/cannes/2012/anthonberg/generousstore/ http://www.youtube.com/watch?v=_cNfX3tJonw&feature=g-all-u&context=G26f4b6dFAAAAAAADAA
F03/124	01303	COCA-COLA SITELETS	COCA-COLA	COCA-COLA	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	http://www.siteletofsitelets.com http://www.facebook.com/cocacola http://www.abeachbonfire.com/ http://www.blowingbubblesinthesky.com/ http://www.onebillionmiles.com/ http://www.cokespinner.com/ http://www.underwaterdanceparty.com/ http://www.fallingdominoes.com/ http://www.makingmusicwithcoke.com http://www.astretchyhand.com/ http://www.recordingrecord.com http://nomoving.com

Shortlist (Cyber Lions)

F03/151	01658	SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder / DIGITAS New York	http://rockymountaintech.org/amex_smallbusinessaturday_2012.html
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F03/153	01661	TOILET BIKE NEO	TOTO	TOILET MANUFACTURERS	DENTSU Tokyo	JAPAN	DENTSU Tokyo / PARTY Tokyo	http://prty.jp/toiletbike/award/en/ http://www.facebook.com/pages/?????/?/?/118370484930395
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F03/167	02004	ACADEMY	NIKE UK	FOOTBALL	AKQA London	UNITED KINGDOM	AKQA London	http://awards.akqa.com/awards2012/CannesLions/nikeacademy/default.html http://www.facebook.com/NikeAcademy
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F03/196	02352	THE GNOME EXPERIMENT	KERN & SOHN	PRECISION SCALES & CALIBRATION	OGILVYONE WORLDWIDE London	UNITED KINGDOM	OGILVYONE WORLDWIDE London / OGILVY PR London	http://vimeo.com/41283158 http://www.gnomeexperiment.com http://kerthegnome.tumblr.com/ https://twitter.com/#!/KernGnome
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Shortlist (Cyber Lions)

F03/212	02532	YNYWYH	MASTERFOOD S	SNICKERS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	http://digital.151awards.com/ awards/ynywyh
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Total Entries: **172**