Entry Detail (Media Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Media Company	Prize
C05/030	01796	GOOGLE VOICE SEARCH	GOOGLE	GOOGLE VOICE SEARCH	MANNING GOTTLIEB OMD London	UNITED KINGDOM	MANNING GOTTLIEB OMD London	Grand Prix
A03/012	00474	EMPTY PAGES	EPENSA	EL BOCÓN SPORTS JOURNAL	PUBLICIDAD CAUSA Lima	PERU	PHD Lima	Gold Lion
A06/112	02621	EVERY 18 SECONDS SOMEBODY DIES OF AIDS.	DEUTSCHE AIDS-STIFTUNG	WORLD AIDS DAY	KEMPERTRAUTMANN Hamburg	GERMANY		Gold Lion
A07/099	00903	PUSH TO ADD DRAMA	TNT TURNER BROADCASTING SYSTEM	TV CHANNEL	DUVAL GUILLAUME MODEM Antwerp	BELGIUM		Gold Lion
A08/159	02743	PROJECT IMAGIN8ION	CANON USA	DIGITAL SLR CAMERAS	MEDIACOM New York	USA	MEDIACOM New York	Gold Lion
A10/255	02465	THE NATIONAL SURPRISE PARTY	JOE FM	RADIO	DALLAS Antwerp	BELGIUM		Gold Lion
A11/167	02340	STONES TELLING STORIES – ONLINE HOLOCAUST MEMORIAL	GUNTER DEMNIG	STUMBLING STONES	JUNG von MATT Hamburg	GERMANY		Gold Lion
A13/052	01426	MOBILE MEDIC	AUSTRALIAN DEFENCE FORCE	DEFENCE UNIVERSITIES SPONSORSHIP	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA		Gold Lion
B01/187	02808	BHF - VINNIE	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON	UNITED KINGDOM		Gold Lion
C01/039	00906	BIKERS	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM		Gold Lion
C11/071	01295	BLOOD RELATIONS	THE PERES CENTER FOR PEACE	RECONCILIATION	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL		Gold Lion
C11/153	02550	INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	CARAT Milan	Gold Lion
A01/091	02423	COCA-COLA POLAR BOWL	THE COCA-COLA COMPANY	COCA-COLA CLASSIC	WIEDEN+KENNEDY Portland	USA	STARCOM MEDIAVEST GROUP New York	Silver Lion
A01/094	02559	LIVE EXPLOSIONS	FABRICAS NACIONALES DE CERVEZA (AB IMBEV)	PILSEN SOCCER SPONSORSHIP	EURO RSCG GURISA Montevideo	URUGUAY	IGNIS Montevideo	Silver Lion
A02/035	03246	RADIO GHOSTS	JOHANNITER-UNFALL-HILFE	VOLUNTARY HUMANITARIAN ORGANISATION	SERVICEPLAN Munich	GERMANY	MEDIAPLUS Munich	Silver Lion
A03/088	02190	THE BLUEMOTION LABEL	VOLKSWAGEN	BLUEMOTION	OGILVY CAPE TOWN	SOUTH AFRICA		Silver Lion
A04/043	01695	READY BAKED JACKETS	McCAIN FOODS	READY BAKED JACKETS	PHD London	UNITED KINGDOM	PHD London	Silver Lion
A04/048	01674	HAMBURGER TIMETABLE	McDONALD'S	McDONALD'S RESTAURANT AT CENTRAL TRAIN STATION	DDB WARSAW	POLAND	OMD Warsaw	Silver Lion
A05/203	02570	THE 'HEADLINE NEWS' CUP SLEEVE	AL NISR PUBLISHING	GULF NEWS	Y&R DUBAI	UNITED ARAB EMIRATES		Silver Lion

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A06/064	01364	DONATION ARMY	OROVERDE - DIE TROPENWALDSTIFTUNG (RAINFOREST FOUNDATION)	OROVERDE	OGILVY GERMANY Frankfurt	GERMANY		Silver Lion
A06/066	01510	SUNNY SALE	EMART	EMART	CHEIL WORLDWIDE Seoul	SOUTH KOREA		Silver Lion
A08/028	00640	5X MUTANT GUM	THE WRIGLEY COMPANY	5 GUM	OMD Sydney	AUSTRALIA	OMD Sydney	Silver Lion
A08/090	01090	GRAZED ON GREATNESS	M.J.BALE	AUSTRALIAN CRICKET TEAM SPONSORSHIP	WHYBIN\TBWA\TEQUILA SYDNEY	AUSTRALIA		Silver Lion
A08/146	02016	FUELING BUZZ	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO		Silver Lion
A09/052	03027	THE TV STAR THAT SAVED MILLIONS OF DOGS	MARS	PEDIGREE	HAVAS SPORTS & ENTERTAINMENT Buenos Aires	ARGENTINA	HAVAS SPORTS & ENTERTAINMENT Buenos Aires	Silver Lion
A09/105	02469	INK PAD	DOOR STEP SCHOOL	DOOR STEP SCHOOL	LEO BURNETT INDIA Mumbai	INDIA		Silver Lion
A10/114	01080	SHARE A COKE	COCA-COLA SOUTH PACIFIC	COCA-COLA	OGILVY & MATHER Sydney	AUSTRALIA	IKON COMMUNICATIONS Sydney	Silver Lion
A11/002	00070	CONNECTING LIFELINES	HONDA MOTOR	INTERNAVI	DENTSU Tokyo	JAPAN		Silver Lion
A11/144	01988	ROMANIANS ARE SMART	KANDIA DULCE	ROM	BV McCANN ERICKSON Bucharest	ROMANIA	UM ROMANIA	Silver Lion
A11/168	02339	ONLINE STREET MUSICIANS	DEUTSCHES ROTES KREUZ	GERMAN RED CROSS	JUNG von MATT Hamburg	GERMANY		Silver Lion
A13/126	01465	CHOK! CHOK! CHOK!	COCA-COLA CHINA	COCA-COLA	McCANN WORLDGROUP Hong Kong	HONG KONG	UM Hong Kong	Silver Lion
B01/011	00196	MINUS ONE PROJECT	SAMSUNG	PRINTERS	CHEIL WORLDWIDE Gurgaon	INDIA		Silver Lion
B01/040	01204	KRE-O TRANSFORM YOUR WORLD	HASBRO	KRE-O TRANSFORMERS	INITIATIVE New York	USA	INITIATIVE New York	Silver Lion
B01/175	02085	WHAT'S YOUR DULUX COLOUR OF NEW ZEALAND	DULUX NEW ZEALAND	DULUX COLOURS OF NEW ZEALAND	OMD Wellington	NEW ZEALAND	OMD Wellington	Silver Lion
C01/132	02689	CONTREXPERIENCE	CONTREX	MINERAL WATERS	MARCEL Paris	FRANCE	ZENITH OPTIMEDIA Levallois-Perret	Silver Lion
C03/007	01104	OFFICE WAR: HELPING GERMANY HAVE FUN AT WORK	HASBRO	NERF BLASTERS	MEDIACOM GERMANY Düsseldorf	GERMANY	MEDIACOM GERMANY Düsseldorf	Silver Lion
C06/005	00109	SEE MORE OF NEW ZEALAND BY TRAIN	KIWIRAIL	TRANZ SCENIC	CLEMENGER BBDO Wellington	NEW ZEALAND	OMD Wellington	Silver Lion
C07/039	01676	HAMBURGER TIMETABLE	McDONALD'S	McDONALD'S RESTAURANT AT CENTRAL TRAIN STATION	DDB WARSAW	POLAND	OMD Warsaw	Silver Lion
C08/026	02933	MCM PIZZAS	MCM	MCM	BETC Paris	FRANCE		Silver Lion
C11/051	01005	I HAVE ALREADY DIED	ALS FOUNDATION NETHERLANDS	CHARITY	PUBLICIS Amsterdam	THE NETHERLANDS		Silver Lion
A01/031	01655	LYNX ANGEL AMBUSH	UNILEVER	LYNX	MINDSHARE London	UNITED KINGDOM	MINDSHARE London	Bronze Lion

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A01/041	03228	HALF OF HBO FOR FREE	CLARO TV	HBO PREMIUM PACKAGE	OGILVY GUATEMALA	GUATEMALA		Bronze Lion
A01/052	01679	UNLOCK THE TRUTH ABOUT GUANTANAMO	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	GARBERGS Stockholm	SWEDEN		Bronze Lion
A03/004	00062	LET'S MAKE PIKACHU KABUTO	THE POKEMON COMPANY	BRANDING	DENTSU KANSAI Osaka	JAPAN		Bronze Lion
A03/087	02737	SMELLING LIKE COFFEE	McDONALD´S	COFFEE	OMNICOMMEDIAGROUP CHILE Santiago	CHILE	OMNICOMMEDIAGROUP CHILE Santiago	Bronze Lion
A03/089	02762	AIRBAG	PEUGEOT	PEUGEOT 408	LODUCCA São Paulo	BRAZIL		Bronze Lion
A04/016	00625	THE NON-INTERACTIVE, INTERACTIVE COMEDY	VIACOM INTERNATIONAL MEDIA NETWORKS NORTHERN EUROPE	COMEDY CENTRAL	GREY WORLDWIDE Düsseldorf	GERMANY		Bronze Lion
A05/085	03223	BOTTLE LIGHTS	PEPSICO INTERNATIONAL	BEVERAGE	BBDO GUERRERO Makati City	THE PHILIPPINES	MINDSHARE PHILIPPINES Taguig	Bronze Lion
A05/109	01512	FLAVOR RADIO	BR KOREA	DUNKIN' DONUTS	CHEIL WORLDWIDE Seoul	SOUTH KOREA		Bronze Lion
A05/125	01797	DANGER! DOG POOP	MOKESH - THE COALITION FOR MINE FREE ISRAEL	NON-PROFIT ORGANIZATION. CIVIL RIGHTS MOVEMENT.	MEDIACOM ISRAEL Ramat Gan	ISRAEL	MEDIACOM ISRAEL Ramat Gan	Bronze Lion
A05/133	01934	QR THANKS	SANTA CASA HOSPITAL	BLOOD DONATION	Y&R SÃO PAULO	BRAZIL		Bronze Lion
A05/193	03097	BIG BONE	DINOSAURIER MUSEUM SENCKENBERG	MUSEUM	SAATCHI & SAATCHI Frankfurt	GERMANY		Bronze Lion
A06/068	01554	INTERNATIONAL AIRPORT MOUTH	P&G	BRAUN ORAL-B	BEACON COMMUNICATIONS Tokyo	JAPAN	MEDIA CONCIERGE Tokyo	Bronze Lion
A06/105	02070	EMPTY CARTS	LATET	MEALS FOR HOLIDAY FUNDRAISER	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL		Bronze Lion
A07/085	03024	HAPPY TO BED	IKEA	IKEA	CAKE London	UNITED KINGDOM	MPGMC London	Bronze Lion
A07/189	02784	MOVING DAY WILD POSTINGS	IKEA	IKEA	LEO BURNETT TORONTO	CANADA	JUNGLE MEDIA Toronto	Bronze Lion
A08/001	00099	IT´S TIME TO UNLEARN	ING DIRECT	BANKING	YMEDIA Madrid	SPAIN	YMEDIA Madrid	Bronze Lion
A08/024	00037	FASHION FOR LESS	LA SIRENA	FASHION DEPARTMENT	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	OMD DOMINICANA Santo Domingo	Bronze Lion
A08/037	01262	THE GREAT CRUSADE	QANTAS	AIRLINE	WONDER Sydney	AUSTRALIA		Bronze Lion
A08/098	01479	SYNSAM OFFSIDE SPONSORSHIP	SYNSAM	GLASSES	STARCOM SWEDEN Stockholm	SWEDEN	STARCOM SWEDEN Stockholm	Bronze Lion
A08/106	01154	SAVE AN ORCHESTRA	THE METROPOLE ORCHESTRA	THE METROPOLE ORCHESTRA	EURO RSCG AMSTERDAM	THE NETHERLANDS		Bronze Lion
A08/139	00977	GT ACADEMY USA	NISSAN & PLAYSTATION	NISSAN 370Z, GT-R VEHICLES & GRAN TURISMO 5	TBWA\CHIAT\DAY Los Angeles	USA	OMD Los Angeles	Bronze Lion
A09/032	01460	KOREANS' BIG MAC SONG!	McDONALD'S	BIG MAC	STARCOM MEDIAVEST GROUP Seoul	SOUTH KOREA	STARCOM MEDIAVEST GROUP Seoul	Bronze Lion
A09/054	03284	BOOK BURNING PARTY	TROY PUBLIC LIBRARY	TROY PUBLIC LIBRARY	LEO BURNETT DETROIT	USA		Bronze Lion

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A10/106	00893	BLUE SKITTLES - LIKE THE RAINBOW	WRIGLEY	SKITTLES	TBWA\LONDON	UNITED KINGDOM	MEDIACOM London	Bronze Lion
A10/143	02292	THE LITTLE GUY INSIDE THE ATM MACHINE	BBVA CONTINENTAL FOUNDATION	READING IS TO BE AHEAD PROGRAM	VOLVER D6 SAC LIMA	PERU		Bronze Lion
A10/158	00967	AQUAFRESH PRESENTS THE NURDLES	GLAXOSMITHKLINE	TOOTHPASTE	PHD New York	USA	PHD New York	Bronze Lion
A10/160	01578	PAPER FLAG	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	STARCOM Colombo	Bronze Lion
A10/187	03173	TEDX HAIRDRESSERS	TED	TED TALKS	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA		Bronze Lion
A10/193	01561	MOVE YOUR THINKING	HYUNDAI MOTOR COMPANY	AZERA	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	MPG MIDDLE EAST Dubai / UNITED ARAB EMIRATES	Bronze Lion
A10/221	03371	FASHION LIKE	C&A	C&A	DDB BRASIL São Paulo	BRAZIL		Bronze Lion
A10/345	01560	LOVE PARKING CAMPAIGN	GOOD NEIGHBORS	PUBLIC SERVICE	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA		Bronze Lion
A11/005	00168	THE LIFE SAVER T-SHIRT	PROCTER & GAMBLE	OLAY / BREAST CANCER AWARENESS	SAATCHI & SAATCHI MEXICO	MEXICO		Bronze Lion
A11/023	00361	TWIX DIGITAL PAUSE BUTTON	MARS CHOCOLATE	TWIX	STARCOM MELBOURNE	AUSTRALIA	STARCOM MELBOURNE	Bronze Lion
A11/086	01029	TURKCELL CAPTCHAS ATTENTION	TURKCELL	TURKCELL	MINDSHARE Istanbul	TURKEY	MINDSHARE Istanbul	Bronze Lion
A11/119	00434	FORGOT YOUR PASSWORD?	ALZHEIMER'S ASSOCIATION US	ALZHEIMER'S ASSOCIATION	GRUPO GALLEGOS HUNTINGTON BEACH	USA		Bronze Lion
A12/011	00135	FAIR TWEETS	BEN & JERRY'S	WORLD FAIR TRADE DAY	AMALGAMATED New York	USA		Bronze Lion
A12/055	01151	NISSAN RUMBLE	NISSAN NORDIC EUROPE	NISSAN CROSSOVER CARS	TBWA\HELSINKI	FINLAND	OMD FINLAND Helsinki	Bronze Lion
A12/088	00517	NO RIGHTS NO WOMEN	NO RIGHTS NO WOMEN	PRESSURE GROUP FIGHTING FOR WOMEN'S RIGHTS	LEO BURNETT BEIRUT	LEBANON		Bronze Lion
A12/090	01081	SHARE A COKE	COCA-COLA SOUTH PACIFIC	COCA-COLA	OGILVY & MATHER Sydney	AUSTRALIA	IKON COMMUNICATIONS Sydney	Bronze Lion
A12/121	03285	BOOK BURNING PARTY	TROY PUBLIC LIBRARY	TROY PUBLIC LIBRARY	LEO BURNETT DETROIT	USA		Bronze Lion
A12/126	00848	TOP TO BOTTOM OFF ROAD	TOYOTA	FJ CRUISER	SAATCHI & SAATCHI NEW ZEALAND Auckland	NEW ZEALAND	STARCOM NEW ZEALAND Auckland	Bronze Lion
A12/138	02871	ONE COPY SONG	ADAM TENSTA	ADAM TENSTA	R/GA New York	USA		Bronze Lion
A13/017	00407	McDONALD'S EXTENDED HOURS	McDONALD'S UK	McDONALD'S 24 HOUR RESTAURANTS	OMD UK London	UNITED KINGDOM	OMD UK London	Bronze Lion
A13/056	01615	VIP FRIDGE MAGNET	RED TOMATO PIZZA	RESTAURANT	TBWA\RAAD Dubai	UNITED ARAB EMIRATES		Bronze Lion
A13/088	02942	WI-FICTION	MELBOURNE WRITERS FESTIVAL	2011 MELBOURNE WRITERS FESTIVAL	JWT Melbourne	AUSTRALIA		Bronze Lion
B01/031	00642	5X MUTANT GUM	THE WRIGLEY COMPANY	5 GUM	OMD Sydney	AUSTRALIA	OMD Sydney	Bronze Lion

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B01/064	01082	SHARE A COKE	COCA-COLA SOUTH PACIFIC	COCA-COLA	OGILVY & MATHER Sydney	AUSTRALIA	IKON COMMUNICATIONS Sydney	Bronze Lion
B01/083	00803	PEPSI'S GAME CHANGING X FACTOR PARTNERSHIP	PEPSICO BEVERAGE COMPANY	CARBONATED SOFT DRINK	OMD USA New York	USA	OMD USA New York	Bronze Lion
B01/200	03032	LIVE YOUNG	DANNON	BOTTLED WATER	MPG New York	USA	MPG New York	Bronze Lion
B01/211	02353	THE LAST DICTATOR STANDING	NANDO'S SOUTH AFRICA	NANDO'S MEAL FOR SIX	BLACK RIVER FC Johannesburg	SOUTH AFRICA	THE MEDIASHOP Johannesburg	Bronze Lion
B01/223	01725	COIN HUNTING	McDONALD'S	COINOFFERS	OMD DENMARK Copenhagen	DENMARK	OMD DENMARK Copenhagen	Bronze Lion
C01/042	03299	YOU SHAVE. I SHAVE.	P&G	GILLETTE FUSION	BBDO INDIA Mumbai	INDIA	MEDIACOM Mumbai	Bronze Lion
C01/051	03057	SORRY ABOUT THE TWIGS, FOLKS	DB BREWERIES	MONTEITH'S CRUSHED CIDER	COLENSO BBDO Auckland	NEW ZEALAND	SPARK PHD Auckland	Bronze Lion
C01/109	03034	LIVE YOUNG	DANNON	BOTTLED WATER	MPG New York	USA	MPG New York	Bronze Lion
C01/114	01989	ROMANIANS ARE SMART	KANDIA DULCE	ROM	BV McCANN ERICKSON Bucharest	ROMANIA	UM ROMANIA	Bronze Lion
C02/007	00338	BLUE MOTION ROULETTE	HARALD A. MØLLER/ VOLKSWAGEN	VOLKSWAGEN BLUEMOTION	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	MEDIACOM Oslo	Bronze Lion
C04/030	02021	THE MOST POPULAR SONG	BANCO POPULAR DE PUERTO RICO	BANK	JWT SAN JUAN	PUERTO RICO	MEDIANET San Juan	Bronze Lion
C04/033	00396	GIRO SEEKS HERO	DEUTSCHE SPARKASSEN- UND GIROVERBAND	SPARKASSEN-GIROKONTO	AM AGENTUR FUR KOMMUNIKATION Stuttgart	GERMANY	MPG Frankfurt	Bronze Lion
C05/017	01228	SOUNDTRACK SWEDEN	TELIA	TELIA	DDB STOCKHOLM	SWEDEN	MEC Stockholm	Bronze Lion
C05/045	02829	CELEBRITY CEASEFIRE	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST Stockholm	SWEDEN	IUM Stockholm	Bronze Lion
C05/049	01951	MORE THAN 5,000 DIFFERENT COVERS	TELEFONICA	OPTIC FIBER	Y&R SÃO PAULO	BRAZIL		Bronze Lion
C07/030	01527	FLAVOR RADIO	BR KOREA	DUNKIN' DONUTS	CHEIL WORLDWIDE Seoul	SOUTH KOREA		Bronze Lion
C08/042	03423	COLD LINE	REVISTA MAXIM	REVISTA MAXIM	DDB ARGENTINA Buenos Aires	ARGENTINA	OMD ARGENTINA Buenos Aires	Bronze Lion
C11/048	00525	NO RIGHTS NO WOMEN	NO RIGHTS NO WOMEN	PRESSURE GROUP FIGHTING FOR WOMEN'S RIGHTS	LEO BURNETT BEIRUT	LEBANON		Bronze Lion
C11/167	02622	EVERY 18 SECONDS SOMEBODY DIES OF AIDS.	DEUTSCHE AIDS-STIFTUNG	WORLD AIDS DAY	KEMPERTRAUTMANN Hamburg	GERMANY		Bronze Lion
C11/188	01564	LOVE PARKING CAMPAIGN	GOOD NEIGHBORS	PUBLIC SERVICE	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA		Bronze Lion

Total Entries: 107

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