

Entry Detail (Creative Effectiveness Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Prize
A01/064	00087	AXE 'EXCITE' – RETURNING TO UNIVERSAL TRUTHS TO CREATE GLOBAL HITS	UNILEVER	AXE	BBH LONDON	UNITED KINGDOM	Creative Effectiveness Grand Prix
A01/011	00034	BORN OF FIRE	CHRYSLER	200	WIEDEN+KENNEDY Portland	USA	Creative Effectiveness Lion
A01/023	00014	WATERMARK	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA	Creative Effectiveness Lion
A01/036	00065	BREATHE HAPPY	P&G	FEBREZE	GREY NEW YORK	USA	Creative Effectiveness Lion
A01/057	00062	GERMANY'S BIGGEST SEARCH FOR MISSING CHILDREN	INITIATIVE VERMISSTE KINDER	GERMANY WILL FIND YOU	KEMPERTRAUTMANN Hamburg	GERMANY	Creative Effectiveness Lion
A01/090	00093	YOU'RE NOT YOU WHEN YOU'RE HUNGRY GLOBAL CASE STUDY	MARS	SNICKERS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	Creative Effectiveness Lion
Total Entries:			6				

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