

## Entry Detail (Design Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Prize
A09ii/002	00750	THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR - VEREIN ZUR FOERDERUNG DER THERMISCHEN SOLARENERGIE	SOLAR ENERGY PROVIDER	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Grand Prix
A01/025	00129	GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	EAST JAPAN RAILWAY COMPANY	DENTSU Tokyo	JAPAN	DENTSU Tokyo	Gold Lion
A01/027	00131	THE ULTRA ASIAN	THE YOSHIDA HIDEO MEMORIAL FOUNDATION / ADVERTISING MUSEUM TOKYO	ADFEST 2011 EXHIBITION	DENTSU Tokyo	JAPAN	DENTSU Tokyo	Gold Lion
A04/113	01743	GOOGLE DISPLAY LOGO	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	Gold Lion
A07/020	00391	DESIGN NORI (SEAWEED)	UMINO SEAWEED STORE	SEAWEED	I&S BBDO Tokyo	JAPAN	I&S BBDO Tokyo	Gold Lion
A07/088	01019	THE REAL COOKBOOK	GERSTENBERG VERLAG	COOKBOOK	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	Gold Lion
A08/021	00751	THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR - VEREIN ZUR FOERDERUNG DER THERMISCHEN SOLARENERGIE	SOLAR ENERGY PROVIDER	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Gold Lion
A10/279	02104	MOUNTAIN	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Gold Lion
A11/021	02065	THINK	IBM	IBM	OGILVY NEW YORK	USA	OGILVY NEW YORK	Gold Lion
A12/008	00179	OK GO - ALL IS NOT LOST	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Gold Lion
A13/031	01041	MORE4 REBRAND - FLIP, FLOP & PUZZLE	MORE4 / CHANNEL 4	CHANNEL IDENTITY	4creative London	UNITED KINGDOM	4creative London	Gold Lion
B01/013	00408	THE CNN ECOSPHERE	TURNER BROADCASTING SYSTEMS DEUTSCHLAND	CNN	HEIMAT Berlin	GERMANY	HEIMAT Berlin	Gold Lion
B01/035	01862	URBAN TOUR	ASOS	ASOS.COM	BBH LONDON	UNITED KINGDOM	BBH LONDON	Gold Lion
C02/010	01275	SUN BATHING	A.O.SMITH	SOLAR POWERED WATER HEATER	LEO BURNETT SHANGHAI	CHINA	LEO BURNETT SHANGHAI	Gold Lion
C05/003	00135	QUBE3	AUDI	AUDI Q3	KMS BLACKBOX Munich	GERMANY	KMS BLACKBOX Munich	Gold Lion
C05/024	00400	ANAMORPHIC MIRROR	DEUTSCHE BANK	ANAMORPHIC MIRROR	ART+COM Berlin	GERMANY	ART+COM Berlin / COORDINATION Berlin	Gold Lion
C05/027	00474	THE LAUNDRY GALLERY	SIEMENS ELECTROGERAETE	SIEMENS ANTI-VIBRATION WASHING MACHINES	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	Gold Lion
D01i/001	00101	IKEA SKARPSILL	IKEA FOOD SERVICES	TINNED HERRING	STOCKHOLM DESIGN LAB Stockholm	SWEDEN	STOCKHOLM DESIGN LAB Stockholm	Gold Lion
E01/007	00127	MAGIC	MENICON	MAGIC MENICON 1DAY FLAT PACK	DENTSU Tokyo	JAPAN	DENTSU Tokyo / PARTY Tokyo	Gold Lion

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E02/042	02253	THE HINGLISH PROJECT	MINISTRY OF TOURISM - GOVERNMENT OF INDIA	INCREDIBLE INDIA	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai	Gold Lion
A01/010	00111	15TH ANNIVERSARY POSTERS	EXPEDIA	TRAVEL WEBSITE	CREATURE Seattle	USA	CREATURE Seattle	Silver Lion
A01/101	01425	THE WHOLE PICTURE	THE GUARDIAN	THE GUARDIAN	BBH LONDON	UNITED KINGDOM	BBH LONDON	Silver Lion
A04/003	00028	WEARHOUSE IDENTITY	VICURBAN	COMMUNITY FASHION SPACE	ELMWOOD MELBOURNE	AUSTRALIA	ELMWOOD MELBOURNE	Silver Lion
A08/001	00009	LOST & FOUND	GÖTEBORGSTRYCKE RIET PRINTING HOUSE	CATALOGUE OF PRINTING TECHNIQUES	HAPPY F&B Gothenburg	SWEDEN	HAPPY F&B Gothenburg	Silver Lion
A10/138	01348	FAIRY TALES	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur	Silver Lion Campaign
A10/139	01349	GRAPHIC NOVELS	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur	Silver Lion Campaign
A10/140	01350	TRAVEL	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur	Silver Lion Campaign
A10/277	02105	ROOTS	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Silver Lion
A11/034	00999	EFFICIENTDYNAMICS SCULPTURE	BMW GROUP	BMW EFFICIENTDYNAMICS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Silver Lion
C02/015	01608	NIKEFUEL STATION	NIKE UK	NIKE+ FUELBAND	AKQA London	UNITED KINGDOM	AKQA London	Silver Lion
C05/018	00323	THE KEYBOARD OF ISOLATION	FAMILY CARE FOR GRASSROOTS COMMUNITY	LESS ONLINE TIME AND MORE FAMILY TIME	DDB CHINA GROUP Shanghai	CHINA	DDB CHINA GROUP Shanghai	Silver Lion
C05/025	00401	THE BRANDSPACE	DEUTSCHE BANK	DEUTSCHE BANK	ART+COM Berlin	GERMANY	ART+COM Berlin / COORDINATION Berlin	Silver Lion
C05/060	01500	BMW VISION CONNECTEDDRIVE	BMW	BMW VISION CONNECTEDDRIVE	MUTABOR DESIGN Hamburg	GERMANY	MUTABOR DESIGN Hamburg / BMW DESIGN Munich	Silver Lion
D04i/003	00073	MAGIC	MENICON	MAGIC 1DAY MENICON FLAT PACK	DENTSU KANSAI Osaka	JAPAN	DENTSU KANSAI Osaka	Silver Lion
E03/001	00012	SWEDISH NATIONAL PARKS	SWEDISH ENVIRONMENTAL PROTECTION AGENCY	COPORATE IDENTITY	HAPPY F&B Gothenburg	SWEDEN	HAPPY F&B Gothenburg	Silver Lion
A01/003	00017	SHIBUYA HIKAIRE	TOKYU CORPORATION	COMPLEX BUILDING	TOKYU AGENCY Tokyo	JAPAN	TOKYU AGENCY Tokyo	Bronze Lion
A01/024	00128	DESIGN FEVER!	THE YOSHIDA HIDEO MEMORIAL FOUNDATION / ADVERTISING MUSEUM TOKYO	D&AD 2011 EXHIBITION IN JAPAN	DENTSU Tokyo	JAPAN	DENTSU Tokyo	Bronze Lion
A01/135	01347	MORE THAN JUST THE CLASSICS	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur	Bronze Lion
A01/198	01355	GIFT A LIFE	COMMITTEE OF ORGAN DONATION IN LEBANON	ORGAN DONATION	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai	Bronze Lion
A02/012	00734	SHOELACE BUSINESS CARD	ADIDAS	ADIDAS STORES	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo	Bronze Lion

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A03/028	01925	DAILY FUN MATH	PT KIE INDONESIA	KUMON	GREY INDONESIA Jakarta	INDONESIA	GREY INDONESIA Jakarta	Bronze Lion
A03/029	02099	BOOKCALENDAR	GANDHI BOOKSTORES	GANDHI BOOKSTORES	OGILVY MEXICO Mexico City	MEXICO	OGILVY MEXICO Mexico City	Bronze Lion
A04/119	01620	SOHO'S SECRET TEA ROOM	SOHO'S SECRET TEA ROOM	TEA ROOM	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London	Bronze Lion
A05/004	00132	FOR BROWSING ONLY	THE BROWSING COPY PROJECT	RECYCLING	BEAUTIFUL Singapore	SINGAPORE	BEAUTIFUL Singapore	Bronze Lion
A06/022	00404	GOOD DESIGN IS A TOUGH JOB	STRICHPUNKT	CREATIVE AGENCY	STRICHPUNKT Stuttgart	GERMANY	STRICHPUNKT Stuttgart	Bronze Lion
A07/022	00412	RYSKAPOSTEN	RYSKA POSTEN	COURIER EXPRESS S	KING Stockholm	SWEDEN	KING Stockholm	Bronze Lion
A07/086	00897	BARDOT	ADVANCED ICE CREAM TECHNOLOGIES	FROZEN CONFECTIONS	LANDOR ASSOCIATES San Francisco	USA	LANDOR ASSOCIATES San Francisco	Bronze Lion
A07/147	01289	D&AD IN BOOK AND NOMINATION AWARDS	D&AD	D&AD IN BOOK AND NOMINATION AWARDS	TURNER DUCKWORTH London	UNITED KINGDOM	TURNER DUCKWORTH London / TURNER DUCKWORTH San Francisco	Bronze Lion
A10/121	02013	BLURRED EYES - BIRTHDAY	L'OFFICIEL III	BEAUTY SALON	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	Bronze Lion Campaign
A10/122	02014	BLURRED EYES - FAT	L'OFFICIEL III	BEAUTY SALON	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	Bronze Lion Campaign
A10/123	02015	BLURRED EYES - OLD	L'OFFICIEL III	BEAUTY SALON	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	Bronze Lion Campaign
A11/010	00649	SMART TWITTER SPOT	MERCEDES-BENZ ARGENTINA	SMART	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	Bronze Lion
A12/047	02241	THE HINGLISH PROJECT	MINISTRY OF TOURISM - GOVERNMENT OF INDIA	INCREDIBLE INDIA	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai	Bronze Lion
A13/017	01273	180 CHANNEL TV IDENTITY	180 CHANNEL	OPEN SOURCE TV CHANNEL	O ESCRITORIO Lisbon	PORTUGAL	O ESCRITORIO Lisbon	Bronze Lion
A13/039	01724	DEATHS	91 ROCK	91 ROCK	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo	Bronze Lion
B01/007	00180	OK GO - ALL IS NOT LOST	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Bronze Lion
B01/009	00294	SPACE BALLOON PROJECT	SAMSUNG ELECTRONICS JAPAN	GALAXY SII	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Bronze Lion
B01/012	00354	BELL	WARNER MUSIC JAPAN	ANDROP BAND	PARTY Tokyo	JAPAN	PARTY Tokyo	Bronze Lion
B02/019	00887	AN EXPRESSION OF INNOVATION	ROYAL DUTCH SHELL	PEARL GTL INTERACTIVE MODEL	IMAGINATION London	UNITED KINGDOM	IMAGINATION London	Bronze Lion
B02/023	02040	HAPPINESS REFILL	THE COCA-COLA COMPANY	COCA-COLA	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Bronze Lion
C03/033	01170	BACKLIGHT PANEL	LEICA	LEICA	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo	Bronze Lion
C03/044	00933	FRUIT FIGURES	FRESH'N'FRIENDS	FRUIT FIGURES	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	Bronze Lion
C03/067	02176	CAFÉ TERRACE AT NIGHT	FABER-CASTELL	ARTIST COLOR PENCILS	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	Bronze Lion Campaign
C03/068	02177	THE SCREAM	FABER-CASTELL	ARTIST COLOR PENCILS	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	Bronze Lion Campaign

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C06/014	00690	PROGRESS ON POWELL STREET	AUDI OF AMERICA	A7	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco / HOOD DESIGN San Francisco	Bronze Lion
C06/035	01254	DAURO OLIVEIRA ORTHODONTICS CLINIC SIGNAGE	DAURO OLIVEIRA ORTHODONTICS CLINIC	ORTHODONTICS OFFICE	GRECO DESIGN Belo Horizonte	BRAZIL	GRECO DESIGN Belo Horizonte	Bronze Lion
D01i/010	00390	DESIGN NORI (SEAWEED)	UMINO SEAWEED STORE	SEAWEED	I&S BBDO Tokyo	JAPAN	I&S BBDO Tokyo	Bronze Lion
D02ii/007	01296	TUBORG BOTTLE	CARLSBERG	TUBORG BEER	TURNER DUCKWORTH London	UNITED KINGDOM	TURNER DUCKWORTH London / TURNER DUCKWORTH San Francisco	Bronze Lion
D02iii/001	00088	JOHNNIE WALKER BLUE LABEL	DIAGEO	JOHNNIE WALKER BLUE LABEL	SEDLEY PLACE London	UNITED KINGDOM	SEDLEY PLACE London	Bronze Lion
D03ii/009	01298	COCA-COLA SUMMER 2011 PACKAGING	THE COCA-COLA COMPANY NORTH AMERICA	COCA-COLA	TURNER DUCKWORTH San Francisco	USA	TURNER DUCKWORTH San Francisco / TURNER DUCKWORTH London	Bronze Lion
D05/003	00331	NO WRAPPING, JUST BAKING PAPER	TREIBER	BAKERY	JUNG von MATT Stuttgart	GERMANY	JUNG von MATT Stuttgart	Bronze Lion
D05/007	00166	RELIEF PET HOUSE	JSPCA	RELIEF PET HOUSE	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Bronze Lion
E02/005	00102	VÅRDAPOTEKET	VÅRDAPOTEKET I NORDEN	PHARMACY	STOCKHOLM DESIGN LAB Stockholm	SWEDEN	STOCKHOLM DESIGN LAB Stockholm	Bronze Lion
E02/023	02070	ICONS OF PROGRESS	IBM	IBM	OGILVY NEW YORK	USA	OGILVY NEW YORK	Bronze Lion
E02/040	01447	OFF	INFOPRESSE	OFF	COSSETTE Montreal	CANADA	COSSETTE Montreal	Bronze Lion
E03/033	00861	UNICEF: GOOD SHIRTS	UNICEF	UNICEF	BBH NEW YORK	USA	BBH NEW YORK	Bronze Lion

**Total Entries:** 76

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