

Shortlist (Film Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Production Company
<u>A01 (Savoury Foods)</u>								
A01/017	01093	RAINBOW	ARLA	LURPAK	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London	BLINK PRODUCTIONS London
A01/019	02326	75TH ANNIVERSARY	KRAFT	KRAFT	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder	HUNGRY MAN New York
A01/024	03151	TOADS	CAMPOFRIO	HAM	McCANN ERICKSON SPAIN Madrid	SPAIN	McCANN ERICKSON SPAIN Madrid	PLANTA FILMS Madrid
A01/043	01763	GPS	SOUTH AFRICAN POULTRY ASSOCIATION	EGGS	THE JUPITER DRAWING ROOM JOHANNESBURG	SOUTH AFRICA	THE JUPITER DRAWING ROOM JOHANNESBURG	BOUFFANT FILMS Johannesburg
A01/044	01764	SPANISH	SOUTH AFRICAN POULTRY ASSOCIATION	EGGS	THE JUPITER DRAWING ROOM JOHANNESBURG	SOUTH AFRICA	THE JUPITER DRAWING ROOM JOHANNESBURG	BOUFFANT FILMS Johannesburg
A01/045	01792	DISCOVER THE STORY BEHIND EVERY CAN - COMBOVER	JOHN WEST	JOHN WEST TUNA	JWT CHEETHAMBELL Manchester	UNITED KINGDOM	JWT CHEETHAMBELL Manchester	422 Manchester
A01/046	01793	DISCOVER THE STORY BEHIND EVERY CAN - LUCKY PETE	JOHN WEST	JOHN WEST TUNA	JWT CHEETHAMBELL Manchester	UNITED KINGDOM	JWT CHEETHAMBELL Manchester	422 Manchester
A01/058	02098	MILK ME BRIAN	ARLA FOODS / CRAVENDALE	MILK BRAND	FURLINED Santa Monica	USA	WIEDEN+KENNEDY London	ROKKIT London
A01/065	02322	ROBOT	CARL'S JR/HARDEE'S	CHICKEN FILET SANDWICH	DAVID&GOLIATH EI Segundo	USA	DAVID&GOLIATH EI Segundo	MJZ Los Angeles
A01/087	02798	PING PONG	UNILEVER	KNORR QUICK	BORGHIERH/LOWE São Paulo	BRAZIL	BORGHIERH/LOWE São Paulo	DOGS CAN FLY Sao Paulo
A01/095	03205	GARAGE	KERRY FOODS	WALL'S	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	RATTLING STICK London
A01/096	03206	KITCHEN	KERRY FOODS	WALL'S	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	RATTLING STICK London

Shortlist (Film Lions)

A02 (Sweet Foods & Snacks)

A02/031	01159	PRESIDENT	KRISPY KERNELS	MIXED NUTS	LG2 Québec	CANADA	LG2 Québec	QUATRE ZÉRO UN Montréal
A02/032	01160	COUCH	KRISPY KERNELS	MIXED NUTS	LG2 Québec	CANADA	LG2 Québec	QUATRE ZÉRO UN Montréal
A02/037	01337	MENTOR	WRIGLEY	SKITTLES	LATINWORKS Austin	USA	LATINWORKS Austin	BOXER FILMS Los Angeles
A02/055	01687	THE DOLPHIN MAN	KRAFT FOODS/MARABOU CHOCOLATE	CHOCOLATE CONFECTIONARY	INGO Stockholm	SWEDEN	INGO Stockholm	PARTIZAN Stockholm / STILLKING FILMS Prague
A02/066	02197	COCOON	GENERAL MILLS	FRUIT ROLLUPS	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	BISCUIT FILMWORKS Los Angeles
A02/085	02424	THE SWEDISH PILOTS	CLOETTA, GALLEBERG	POPSY	DIST CREATIVE Oslo	NORWAY	DIST CREATIVE Oslo	MOTION BLUR Oslo
A02/086	02425	THE SWEDISH TRUCK DRIVERS	CLOETTA, GALLEBERG	POPSY	DIST CREATIVE Oslo	NORWAY	DIST CREATIVE Oslo	MOTION BLUR Oslo
A02/087	02426	THE SWEDISH AUTO MECHANICS	CLOETTA, GALLEBERG	POPSY	DIST CREATIVE Oslo	NORWAY	DIST CREATIVE Oslo	MOTION BLUR Oslo
A02/088	02444	BLEACHERS	MARS WRIGLEY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BOXER FILMS Los Angeles
A02/089	02445	CRANKY	MARS WRIGLEY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BOXER FILMS Los Angeles
A02/090	02446	TREADMILL	MARS WRIGLEY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BOXER FILMS Los Angeles
A02/091	02447	WALRUS	MARS WRIGLEY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MOXIE PICTURES New York
A02/101	02745	BOYBAND	YEO VALLEY	YEO VALLEY ORGANIC	BBH LONDON	UNITED KINGDOM	BBH LONDON	PULSE FILMS London
A02/111	03142	BIG DAY	WEETABIX	WEETABIX YELLOW BOX	BBH LONDON	UNITED KINGDOM	BBH LONDON	SMUGGLER London
A02/118	03278	SECRET PORTAL	CONCORP BRANDS B.V.	AUTODROP	DDB AMSTERDAM	THE NETHERLANDS	DDB AMSTERDAM	ELECTRIC ZOO Amsterdam
A02/128	03494	JOAN COLLINS	MASTERFOODS	SNICKERS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	CROSSROADS FILMS London

Shortlist (Film Lions)

A02/129	03495	DIPS DESPERADO	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	INDEPENDENT London
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A03 (Alcoholic Drinks)

A03/018	00484	LUCK IS AN ATTITUDE	BACARDI GLOBAL BRANDS	MARTINI	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	GORGEOUS London
A03/023	00629	OPERA	HEINEKEN	HEINEKEN LAGER	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLAN DS	WIEDEN+KENNEDY AMSTERDAM	STINK London
A03/048	01111	BALLERINA	ABINBEV	ANDES BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	REBOLUCION Buenos Aires
A03/050	01116	WITH/WITHO UT	ABINBEV	NORTE BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	LANDIA Buenos Aires
A03/057	01626	SUPER IN. SUPER OUT.	LION NATHAN	HAHN SUPER DRY	PUBLICIS MOJO Sydney	AUSTRALIA	PUBLICIS MOJO Sydney	MJZ Los Angeles
A03/075	02375	BREWER	HEINEKEN	NEWCASTLE BROWN ALE	SMUGGLER Hollywood	USA	DROGA5 New York	SMUGGLER Hollywood
A03/079	02871	EQUALISM	CERVECERIA Y MALTERIA QUILMES	QUILMES	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES	ARGENTINACINE Buenos Aires
A03/083	03100	ROCK GIANT	DIAGEO BRAZIL	JOHNNIE WALKER	NEOGAMA/BBH São Paulo	BRAZIL	NEOGAMA/BBH São Paulo	ZOHAR Rio de Janeiro / GORGEOUS London
A03/088	03241	POMMEL HORSE	HEINEKEN	DOS EQUIS	EURO RSCG NEW YORK	USA	EURO RSCG NEW YORK	@radical.media New York
A03/089	03242	SWORD FIGHT	HEINEKEN	DOS EQUIS	EURO RSCG NEW YORK	USA	EURO RSCG NEW YORK	@radical.media New York
A03/095	03321	MINERS	HEINEKEN	NEWCASTLE	DROGA5 New York	USA	DROGA5 New York	SMUGGLER New York

A04 (Non-Alcoholic Drinks)

A04/011	01060	ICE-SKATING	PEPSICO ARGENTINA	H2OH!	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	LANDIA Buenos Aires
A04/017	01133	60%	COCA-COLA CHINA	ICE DEW PACKAGED WATER	BBH CHINA Shanghai	CHINA	BBH CHINA Shanghai	THE LOFT FILMS Shanghai

Shortlist (Film Lions)

A04/027	01264	LEAVING	TATA GLOBAL BEVERAGES	TETLEY	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	FURLINED Santa Monica / FINCH Auckland / THE REFINERY Victoria
A04/061	02069	THE DROP	NESTLÉ WATERS	PERRIER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	SOIXANTE QUINZE Paris
A04/069	02415	COUPLE	SARA LEE	PILÃO COFFEE	TALENT São Paulo	BRAZIL	TALENT São Paulo	PRODIGO FILMS São Paulo
A04/070	02416	PARTNER	SARA LEE	PILÃO COFFEE	TALENT São Paulo	BRAZIL	TALENT São Paulo	PRODIGO FILMS São Paulo
A04/084	02874	SECURITY CAMS	COCA-COLA	COCA-COLA	WUNDERMAN BUENOS AIRES	ARGENTINA	WUNDERMAN BUENOS AIRES / BONAVENTA Buenos Aires	LANDIA Buenos Aires
A04/086	02922	ROUTINE	TATA GLOBAL BEVERAGES	TETLEY INFUSIONS	JOHN ST Toronto	CANADA	JOHN ST Toronto	SOFT CITIZEN Toronto
A04/100	03440	CATOAST	GLOBALBEV	FLYING HORSE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	ZOAR Produções Rio De Janeiro

A05 (Household: Cleaning Products)

A05/010	01300	SET FREE	UNILEVER	OMO	DLKW LOWE London	UNITED KINGDOM	DLKW LOWE London	OUTSIDER London
A05/029	02245	DOUBLE IMPACT	THE CLOROX COMPANY	LIQUID PLUMR	DDB SAN FRANCISCO	USA	DDB SAN FRANCISCO	BISCUIT FILMWORKS Los Angeles

A06 (Household: Other)

A06/001	00206	WITH 10 YEARS OF LIFE	TOSHIBA INC	LED BULBS	DENTSU Tokyo	JAPAN	DENTSU Tokyo	PARADISE CAFE Tokyo
A06/024	03309	RACCOON	SEKUNDA GLUE	GLUE	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow	DTV-MA PRODUCTION HOUSE Moscow

A07 (Home Appliances & Furnishings)

A07/010	00309	CLIMBING WALL	IKEA SWEDEN	HOME APPLIANCES & FURNISHINGS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	FOLKE Stockholm
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Shortlist (Film Lions)

A07/012	01112	DADS IN BRIEFS	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	PRIMO Buenos Aires
A07/013	01113	FRIENDS	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	PRIMO Buenos Aires
A07/014	01114	NO SIGNAL	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	PRIMO Buenos Aires
A07/047	02697	SCISSORSHANDS	HAIER	WASHING MACHINE	JWT SHANGHAI	CHINA	JWT SHANGHAI	PERFECT LIFE Beijing

A08 (Cosmetics & Beauty)

A08/023	01969	MOTORCYCLE	PROCTER & GAMBLE	OLD SPICE SWAGGER	WIEDEN+KENNEDY Portland	USA	WIEDEN + KENNEDY São Paulo / WIEDEN+KENNEDY Portland	MJZ Los Angeles
A08/041	02570	2012	UNILEVER	AXE BODY SPRAY	ponce buenos aires	ARGENTINA	ponce buenos aires	PARK PICTURES New York / PIONEER PRODUCTIONS Buenos Aires
A08/043	02649	JUNGLE WILDERNESSES	PROCTER & GAMBLE	OLD SPICE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	BISCUIT FILMWORKS Los Angeles / CHEROKEE FILMS Auckland
A08/045	02864	THE CHAIN	UNILEVER	AXE	BBH LONDON	UNITED KINGDOM	BBH LONDON	MJZ London
A08/046	02866	FLIRTY GIRL	UNILEVER	AXE SHOWER GEL	BBH LONDON	UNITED KINGDOM	BBH LONDON	BISCUIT FILMWORKS London
A08/048	02867	SPORTY GIRL	UNILEVER	AXE SENSORIES SHOWER GEL	BBH LONDON	UNITED KINGDOM	BBH LONDON	BISCUIT FILMWORKS London
A08/049	02868	PARTY GIRL	UNILEVER	AXE	BBH LONDON	UNITED KINGDOM	BBH LONDON	BISCUIT FILMWORKS London
A08/050	02869	BRAINY GIRL	UNILEVER	AXE SENSORIES SHOWER GEL	BBH LONDON	UNITED KINGDOM	BBH LONDON	BISCUIT FILMWORKS London

Shortlist (Film Lions)

A08/051	02870	HIGH MAINTENAN CE GIRL	UNILEVER	AXE SENSORIES SHOWER GEL	BBH LONDON	UNITED KINGDOM	BBH LONDON	BISCUIT FILMWORKS London
A08/060	03023	I CAN DO ANYTHING	OLD SPICE	CHAMPION	BISCUIT FILMWORKS Los Angeles	USA	WIEDEN+KENNEDY Portland	BISCUIT FILMWORKS Los Angeles

A09 (Toiletries)

A09/002	00310	CLIMBER	LIBERO, SCA HYGIENE PRODUCTS	DIAPERS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	ANDERS SKOG FILMS Stockholm
A09/017	02860	PIG-CHICKEN -COW	WATERPIK	WATER FLOSSER	Y&R GERMANY Berlin	GERMANY	Y&R GERMANY Berlin	BUBBLES FILM Berlin

A10 (Pharmacy)

A10/024	01350	THE DOG	ESSILOR	OPTIFOG	HEREZIE Paris	FRANCE	HEREZIE Paris	HARD CITIZEN Toronto
A10/027	01460	BASEMENT	LILLY CANADA	CIALIS	DDB CANADA/TORONTO	CANADA	DDB CANADA/TORONTO	HUNGRY MAN New York
A10/042	02767	HAMMER	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	REVOLVER STUDIOS Makati City
A10/043	02768	POUND	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	REVOLVER STUDIOS Makati City
A10/044	02769	STAMP	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	REVOLVER STUDIOS Makati City
A10/047	02875	UNGRATEFU L	KOPELCO	TULIPAN	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES	FIGHT FILMS Buenos Aires

A11 (Clothing, Footwear & Accessories)

A11/027	01873	I WOULD RUN TO YOU	NIKE	NIKE FREE RUN+	RATTLING STICK London	UNITED KINGDOM	Wieden + Kennedy Portland	RATTLING STICK Los Angeles
A11/031	02236	KOBESYSTE M LEVEL FOUR: EXPLOSION W/ TONY ROBBINS	NIKE	GLOBAL NIKE BASKETBALL	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	CAVIAR Los Angeles

Shortlist (Film Lions)

A11/032	02237	KOBESYSTE M LEVEL SIX: BEASTION W/ KANYE WEST	NIKE	GLOBAL NIKE BASKETBALL	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	CAVIAR Los Angeles
A11/043	03323	BETTER OUT THAN IN	PUMA	PUMA SOCIAL	DROGA5 New York	USA	DROGA5 New York	MJZ New York

A12 (Miscellaneous)

A12/003	03311	GIVE AND GET	HALLMARK	GREETING CARDS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	FURLINED Santa Monica
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A13 (Cars)

A13/029	00394	THE DOG STRIKES BACK	VOLKSWAGEN	VW BEETLE	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	PARK PICTURES Santa Monica
A13/032	00397	SPANISH	VOLKSWAGEN	VW PASSAT	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	PARK PICTURES Santa Monica
A13/033	00398	PIÑATA	VOLKSWAGEN	VW TOUAREG	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	BISCUIT FILMWORKS Los Angeles
A13/070	01158	HELIPAD	BMW CANADA	BMW 1M LAUNCH	CUNDARI Toronto	CANADA	CUNDARI Toronto	BANDITO BROS. Los Angeles
A13/086	01250	LETTER	TOYOTA DE PUERTO RICO	TOYOTA COROLLA	BADILLO NAZCA SAATCHI & SAATCHI San Juan	PUERTO RICO	BADILLO NAZCA SAATCHI & SAATCHI San Juan	SALADO MEDIA Montevideo
A13/101	01623	CROSS COUNTRY	VOLKSWAGEN	TIGUAN	DDB Sydney	AUSTRALIA	DDB Sydney	SOMA FILMS Sydney
A13/179	03527	7TH WHEEL	LAND ROVER	LR4	Y&R New York	USA	Y&R New York	PARK PICTURES New York

A14 (Other Vehicles, Auto Products & Services)

A14/016	01319	CYLINDER	FORD MOTOR VENEZUELA	REAR VIEW CAMERA FORD EXPLORER 2012	JWT CARACAS	VENEZUELA	JWT CARACAS	TRES PRODUCTIONS Caracas
A14/017	01320	COLUMN	FORD MOTOR VENEZUELA	REAR VIEW CAMERA FORD EXPLORER 2012	JWT CARACAS	VENEZUELA	JWT CARACAS	TRES PRODUCTIONS Caracas

Shortlist (Film Lions)

A14/018	01321	TREE	FORD MOTOR VENEZUELA	REAR VIEW CAMERA FORD EXPLORER 2012	JWT CARACAS	VENEZUELA	JWT CARACAS	TRES PRODUCTIONS Caracas
A14/044	02580	WIDESCREEN MAKER	NISSAN DO BRASIL	NISSAN FRONTIER	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo	PRODUTORA ASSOCIADOS São Paulo
A14/055	03093	LOST IN TRANSLATION 1	VOLKSWAGEN DO BRASIL	ORIGINAL PARTS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	VETOR ZERO São Paulo
A14/056	03094	LOST IN TRANSLATION 2	VOLKSWAGEN DO BRASIL	ORIGINAL PARTS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	VETOR ZERO São Paulo
A14/057	03095	LOST IN TRANSLATION 3	VOLKSWAGEN DO BRASIL	ORIGINAL PARTS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	VETOR ZERO São Paulo

A15 (Home Electronics & Audio-Visual)

A15/033	01681	WHAT DOES YOUR MIND SEE	SAMSUNG ELECTRONICS	SAMSUNG CAMERA	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	ADDICT MEDIA FILMS Seoul
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A16 (Retail Stores)

A16/037	00530	STUCK	WALMART	HOUSEHOLD /OTHER	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	FURLINED Santa Monica
A16/038	00531	YOUNGER SKIN	WALMART	COSMETICS & BEAUTY	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	FURLINED Santa Monica
A16/039	00534	AIRHORN	WALMART	CAMPING EQUIPMENT	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	FURLINED Santa Monica
A16/044	00563	THE LONG WAIT	JOHN LEWIS PARTNERSHIP	DEPARTMENT STORE	ADAM & EVE London	UNITED KINGDOM	ADAM & EVE London	BLINK PRODUCTIONS London
A16/047	00603	FESTIVAL	HORNBACH	DIY/ HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	STINK Berlin
A16/049	00606	CHANGE	HORNBACH	DIY/ HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	TRIGGER HAPPY PRODUCTIONS Berlin

Shortlist (Film Lions)

A16/067	01130	TAXI	KYORAKU SAKAE DEVELOPME NT	DEPARTMEN T STORE SALE	ADK JAPAN Tokyo	JAPAN	ADK JAPAN Tokyo	TYO PRODUCTIONS Tokyo
A16/071	01240	WALK OF SHAME	HARVEY NICHOLS	WOMENSWE AR	DDB UK London	UNITED KINGDOM	DDB UK London	OUTSIDER London
A16/148	03488	WOODS	GANDHI BOOKSTORES	GANDHI BOOKSTORE S	OGILVY MEXICO Mexico City	MEXICO	OGILVY MEXICO Mexico City	CENTRAL FILMS Mexico City
A16/149	03489	BURIED	GANDHI BOOKSTORES	GANDHI BOOKSTORE S	OGILVY MEXICO Mexico City	MEXICO	OGILVY MEXICO Mexico City	CATATONIA COMUNA FILMICA Mexico City
A16/150	03490	EXECUTED	GANDHI BOOKSTORES	GANDHI BOOKSTORE S	OGILVY MEXICO Mexico City	MEXICO	OGILVY MEXICO Mexico City	CENTRAL FILMS Mexico City
A16/151	03517	TRANSFORM ATION	SANOMA	SHEDEALS	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven	CZAR Brussels

A17 (Restaurants & Fast Food Outlets)

A17/012	00385	BAD ANNIVERSAR Y	BUFFALO WILD WINGS	MORE MARCH/ BUFFALO WILD WINGS RESTAURAN T	FALLON Minneapolis	USA	FALLON Minneapolis	MJZ Los Angeles
A17/037	02350	HEIRLOOM COLLECTION	McDONALD'S SOUTH AFRICA	KIDS BIRTHDAY PARTIES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA	DDB SOUTH AFRICA Johannesburg	PICTURE TREE Johannesburg
A17/038	02351	ANTIQU SHIP	McDONALD'S SOUTH AFRICA	KIDS BIRTHDAY PARTIES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA	DDB SOUTH AFRICA Johannesburg	PICTURE TREE Johannesburg

A18 (Travel, Transport & Tourism)

A18/012	00545	ONE ACTOR	EXPEDIA.CA	PROMOTION	GRIP LIMITED Toronto	CANADA	GRIP LIMITED Toronto	STEAM FILMS Toronto
A18/025	00959	FLY	AVIOS	REWARD SCHEME	HLA London	UNITED KINGDOM	101 London	HLA London
A18/028	00984	BRAIN SURGERY	KAYAK.COM	TRAVEL SEARCH ENGINE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York	STATION FILM New York

Shortlist (Film Lions)

A19 (Entertainment & Leisure)

A19/008	00146	UKULELE	MATCH.COM	MATCH.COM	MOTHER London	UNITED KINGDOM	MOTHER London	STINK London
A19/024	00433	STREET CLEANER	SORTEOS DEL TREBOL	LOTTERY	EURO RSCG MEXICO Mexico City	MEXICO	EURO RSCG MEXICO Mexico City	UNIDAD 59 Mexico City
A19/055	01118	YES/NO	PLAYSTATION	SONY	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	GARLIC FILMS Madrid
A19/066	01265	POTATO PEELERS	MELBOURNE INTERNATIONAL FILM FESTIVAL	FILM FESTIVAL	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	THE SWEET SHOP Melbourne
A19/085	01034	GOOD MORNING, GOOD AFTERNOON, GOOD NIGHT	ASSOCIAÇÃO CULTURAL VIDEOBRASIL/ SESC	17° FESTIVAL INTERNACIONAL DE ARTE CONTEMPORÂNEA	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo	FAT BASTARDS São Paulo
A19/087	01486	PRINCESS	WHISTLER FILM FESTIVAL	WHISTLER FILM FESTIVAL	DARE Vancouver	CANADA	DARE Vancouver	PICASSO PICTURES London
A19/099	01769	BLUFF	DANSKE SPIL	ONLINE POKER	BBDO DENMARK Copenhagen	DENMARK	BBDO DENMARK Copenhagen	BBDO DENMARK Copenhagen
A19/108	01942	BOBBIE BISHOP	HOCKEY HALL OF FAME	HOCKEY MUSEUM	TAXI CANADA Toronto	CANADA	TAXI CANADA Toronto	SONS AND DAUGHTERS Toronto
A19/117	02083	EMOTIONS	UGC	UGC	TBWA\PARIS	FRANCE	TBWA\PARIS	STINK Paris
A19/121	02130	PACKING UP	WHISTLER FILM FESTIVAL	WHISTLER FILM FESTIVAL	DARE Vancouver	CANADA	DARE Vancouver	OPC Toronto

A20 (Publications & Media)

A20/020	00888	KICK	EDITORIAL TELEvisa	TV & NOVELAS AWARDS	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá	INHOUSE RCN Bogotá
A20/030	01739	PEACE TALKS	SONNTAGSZEITUNG	NEWSPAPER	EXXTRA KOMMUNIKATION Zürich	SWITZERLAND	EXXTRA KOMMUNIKATION Zürich	MARKENFILM SCHWEIZ Zürich
A20/031	03601	I AM MUMBAI	BENNETT, COLEMAN & CO.	MUMBAI MIRROR	TAPROOT INDIA Mumbai	INDIA	TAPROOT INDIA Mumbai	RDP INDIA Mumbai

Shortlist (Film Lions)

A20/032	03546	MADE IN MISERY	RADIO 1	PEETERS & PICHAL CONSUMER PROGRAMME	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	L.A. INITIALS Antwerp
A20/033	03581	IS THE NEW	FOLLOW MAGAZINE	FOLLOW MAGAZINE	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	AD STUDIO São Paulo
A20/045	01511	MEMORIAL	N-TV NACHRICHTEN FERNSEHEN	N-TV NEWS APP	EURO RSCG DÜSSELDORF	GERMANY	EURO RSCG DÜSSELDORF	PIRATES N PARADISE Düsseldorf
A20/046	01512	MERKEL	N-TV NACHRICHTEN FERNSEHEN	N-TV NEWS APP	EURO RSCG DÜSSELDORF	GERMANY	EURO RSCG DÜSSELDORF	PIRATES N PARADISE Düsseldorf
A20/096	02753	THREE LITTLE PIGS	THE GUARDIAN	THE GUARDIAN	BBH LONDON	UNITED KINGDOM	BBH LONDON	RATTLING STICK London
A20/100	02947	VOCAL CHORDS	MTV BRASIL	MTV BRASIL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	PARANOIDBR São Paulo / A9 AUDIO São Paulo
A20/104	03048	SHAKE ON IT	ESPN	ESPN	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	BISCUIT FILMWORKS Los Angeles
A20/105	03049	THE NAME	ESPN	ESPN	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	BISCUIT FILMWORKS Los Angeles
A20/106	03050	FEAR THE BEARD	ESPN	THIS IS SPORTSCENTER	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	O POSITIVE FILMS New York
A20/111	03263	THE BEAR	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris	SOIXANTE QUINZE Paris

A21 (Banking, Investment & Insurance)

A21/022	00610	FINALLY MARRIED	DNB - THE NORWEGIAN BANK	BANK	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo	BACON OSL Oslo
A21/040	01266	THE MOMENT	BUPA	BUPA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	ANIMAL LOGIC Sydney
A21/061	01841	SIR SNEAKY	SANTAM	SANTAM INSURER	KING JAMES Cape Town	SOUTH AFRICA	KING JAMES Cape Town	BOUFFANT FILMS Johannesburg
A21/082	02602	THE CAR	AXA	INSURANCES	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	HENRY DE CZAR Paris
A21/083	02603	THE SKIER	AXA	INSURANCES	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	HENRY DE CZAR Paris

Shortlist (Film Lions)

A21/121	03392	SILENCE OF LOVE	THAI LIFE INSURANCE	THAI LIFE INSURANCE	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	PHENOMENA Bangkok
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A22 (Business Equipment & Services)

A22/029	01909	AAAA AUTO REPAIR	FEDEX	FEDEX	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York
A22/030	01910	CANDIDATES AFFAIR	FEDEX	FEDEX	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York
A22/031	01911	THE OFFER	FEDEX	FEDEX	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York
A22/048	02938	GRANDMOTHER	ZONAJOB	JOB SEARCHER	DRAFTFCB BUENOS AIRES	ARGENTINA	DRAFTFCB BUENOS AIRES	PALERMO FILMS Buenos Aires
A22/049	03086	FROM LOVE TO BINGO	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	PARANOIDBR São Paulo
A22/055	01912	WITNESS PROTECTION	FEDEX	FEDEX	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York

A23 (Commercial Public Services)

A23/035	00229	MAY CAUSE DROWSINESS	JPRS	.JP DOMAIN	PARADISE CAFE Tokyo	JAPAN	DENTSU Tokyo	PARADISE CAFE Tokyo
A23/054	00611	THE MAN WHO LIVED IN A FILM	CANAL DIGITAL NORGE AS	GO - VIDEO ON DEMAND	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo	ONE BIG HAPPY FAMILY Oslo
A23/109	01251	EYE EYE	TELUS	COMMUNICATIONS	TAXI CANADA Vancouver	CANADA	TAXI CANADA Vancouver	SOFT CITIZEN Toronto
A23/136	01496	GOOGLE CHROME: DEAR SOPHIE	GOOGLE	GOOGLE CHROME	BBH NEW YORK	USA	BBH NEW YORK / GOOGLE CREATIVE LAB New York	
A23/137	01497	GOOGLE CHROME: IT GETS BETTER	GOOGLE	GOOGLE CHROME	BBH NEW YORK	USA	BBH NEW YORK / GOOGLE CREATIVE LAB New York	
A23/171	01913	FLASH MOB	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York
A23/172	01914	ROMANTIC DINNER	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK	SMUGGLER New York
A23/197	02342	BANK ROBBERY	WIND HELLAS TELECOMMUNICATIONS	WIND CORPORATE	THE NEWTONS LABORATORY Athens	GREECE	THE NEWTONS LABORATORY Athens	FILMIKI PRODUCTIONS Athens

Shortlist (Film Lions)

A23/233	03056	ROADSIDE DITCH	DIRECTV	TELECOMMU NICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles
A23/234	03057	STRAY ANIMAL	DIRECTV	TELECOMMU NICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles
A23/235	03058	DOG COLLAR	DIRECTV	TELECOMMU NICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles
A23/236	03059	WIG SHOP	DIRECTV	TELECOMMU NICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles
A23/237	03060	PLATOON	DIRECTV	TELECOMMU NICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles
A23/238	03061	HOUSE	DIRECTV	TELECOMMU NICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles
A23/240	03104	LOOK-ALIKES	DIRECTV	DIRECTV	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES	ARGENTINACINE Buenos Aires
A23/241	03157	THE BIGGEST STADIUM IN THE WORLD	TELEFONICA	MOVISTAR IMAGENIO	McCANN ERICKSON SPAIN Madrid	SPAIN	McCANN ERICKSON SPAIN Madrid	INGRAVITTO Madrid

A24 (Corporate Image)

A24/026	00666	SECURITY	ORANGE	ORANGE GOLDSPOT	FALLON LONDON	UNITED KINGDOM	FALLON LONDON	OUTSIDER London
A24/040	01061	THE DAY THE STADIUM SPOKE	NIKE	NIKE FOOTBALL	ADVERPR Buenos Aires	ARGENTINA	ADVERPR Buenos Aires	PRIMO Buenos Aires
A24/069	01971	LEGACY	LEVI STRAUSS & CO.	LEVI STRAUSS & CO.	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	@radical.media New York
A24/070	01972	IT'S HALFTIME IN AMERICA	CHRYSLER GROUP	CHRYSLER BRAND	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	CHELSEA PICTURES New York
A24/071	01973	BEST JOB	PROCTER & GAMBLE	PROCTER & GAMBLE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ANONYMOUS CONTENT Culver City
A24/072	01974	WHAT I SEE	PROCTER & GAMBLE	PROCTER & GAMBLE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ANONYMOUS CONTENT Culver City
A24/073	01975	SPOTLIGHT	NIKE	GLOBAL NIKE BASKETBALL	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica
A24/074	01976	SHINE	NIKE	GLOBAL NIKE BASKETBALL	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica

Shortlist (Film Lions)

A24/075	01977	PAINT THE TOWN	NIKE	GLOBAL NIKE BASKETBALL	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica
A24/103	02970	ANTHEM	P&G	BOUNTY	PUBLICIS NEW YORK	USA	PUBLICIS NEW YORK	2FILMS Cham
A24/106	03043	LOVE THE GAME	JORDAN	JORDAN BRAND	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	HSI PRODUCTIONS Los Angeles

A25 (Broadcast Idents & Sponsorships)

A25/006	00238	PETER, YOUR ROUND	OLD SPECKLED HEN	OLD SPECKLED HEN	DARE London	UNITED KINGDOM	DARE London	LOVE PRODUCTIONS London
A25/023	02949	PLAY MIGUEL	MTV BRASIL	MTV BRASIL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	PARANOIDBR São Paulo / A9 AUDIO São Paulo
A25/025	02951	PLAY RAMIREZ	MTV BRASIL	MTV BRASIL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	PARANOIDBR São Paulo / A9 AUDIO São Paulo
A25/026	02952	PLAY FABRICIO	MTV BRASIL	MTV BRASIL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	PARANOIDBR São Paulo / A9 AUDIO São Paulo

A26 (Public Health & Safety)

A26/007	00172	FLYING OBJECTS	NEW ZEALAND TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO Wellington	NEW ZEALAND	CLEMENGER BBDO Wellington	FINCH Auckland / NYLON STUDIOS Sydney / FIN DESIGN + EFFECTS Sydney
A26/011	00314	SMOOTHNES S	IQ	RESPONSIBLE DRINKING	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	FLODELLFILM Stockholm
A26/096	03417	BEING WITH YOU	MTV STAYING ALIVE	MTV STAYING ALIVE	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	SMUGGLER London
A26/097	03441	ABC	ABRAMET	NATIONAL ASSOCIATION OF TRAFFIC MEDICINE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	DIGITAL 21 São Paulo
A26/101	03626	CHEF	VOLKSWAGEN DE ARGENTINA	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires	MINIMAL FILMS Buenos Aires

Shortlist (Film Lions)

A26/102	03627	ARCHERY	VOLKSWAGEN DE ARGENTINA	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires	MINIMAL FILMS Buenos Aires
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A27 (Public Awareness Messages)

A27/044	03188	THE TWO FACES OF BAHRAIN	REPORTERS WITHOUT BORDERS	REPORTERS WITHOUT BORDERS	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	COMOTION Brussels
A27/046	02821	ILLY FOR INTEGRATIO N DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	AKITA FILM Milan
A27/047	02822	PAMPERS FOR INTEGRATIO N DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	MADE Milan
A27/048	02823	AVERNA FOR INTEGRATIO N DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	AKITA FILM Milan
A27/049	02824	TOYOTA FOR INTEGRATIO N DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	MERCURIO CINEMATOGRAFIC A Milan
A27/050	02825	CARTASI FOR INTEGRATIO N DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	AKITA FILM Milan
A27/051	03513	OIL ON CANVAS	GREENPEACE NEW ZEALAND	GREENPEAC E	PUBLICIS MOJO Auckland	NEW ZEALAND	PUBLICIS MOJO Auckland	FLYING FISH Auckland
A27/105	02888	RUNNING	CANADIAN PARALYMPIC COMMITTEE	CANADIAN PARALYMPIC S	BBDO TORONTO	CANADA	BBDO TORONTO	SONS AND DAUGHTERS Toronto
A27/123	03416	SHARKFIN	BITE-BACK SHARK AND MARINE CONSERVATIO N	ANTI SHARK FINNING	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	OGILVY & MATHER LONDON

A28 (Fundraising & Appeals)

A28/008	00697	HAPPY NEW YEAR?	EMERGENCY	MEDICAL CARE CHARITY	OGILVY & MATHER Milan	ITALY	OGILVY & MATHER Milan	GREEN MOVIE GROUP Milan
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Shortlist (Film Lions)

A28/012	00932	NEVER ALONE - THE FAMILY REUNION	RED CROSS SWEDEN	HUMANITARIAN AID TO ELDERLY	NAKED COMMUNICATIONS Stockholm	SWEDEN	NAKED COMMUNICATIONS Stockholm	HOBBY FILM Stockholm
A28/023	03160	FIX YOU	AECC (THE SPANISH CANCER RESEARCH ASSOCIATION)	CANCER RESEARCH	McCANN ERICKSON SPAIN Madrid	SPAIN	McCANN ERICKSON SPAIN Madrid	BROTHER'S FILMS Madrid
A28/028	01216	I HAVE ALREADY DIED	ALS FOUNDATION NETHERLANDS	CHARITY	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam	IN CASE OF FIRE Amsterdam
A28/029	01217	I HAVE ALREADY DIED	ALS FOUNDATION NETHERLANDS	CHARITY	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam	IN CASE OF FIRE Amsterdam
A28/058	02256	RESTAURANT	AKIM	60 YEARS OF ACTIVITY - PRO BONO	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	OG GROUP Tel Aviv
A28/065	02491	LEILA	ORGAN DONOR FOUNDATION	ORGAN DONOR FOUNDATION	LOWE BULL Cape Town	SOUTH AFRICA	LOWE BULL Cape Town	VELOCITY FILMS Cape Town
A28/070	02755	LIFE STORY	BARNARDO'S	CHILDREN'S CHARITY	BBH LONDON	UNITED KINGDOM	BBH LONDON	RATTLING STICK London
A28/071	02781	HATE	UNA ONLUS	UNA ONLUS	JWT ITALIA Milan	ITALY	JWT ITALIA Milan	FILMMASTER Milan
A28/095	03500	THE ANSWER IS PLAIN	CANCER RESEARCH UK	CANCER RESEARCH	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	ROGUE FILMS London

B01 (Viral Film)

B01/022	00951	40 YEARS OF VICTORIES	GREENPEACE	GREENPEACE	GORGEOUS London	UNITED KINGDOM		GORGEOUS London
B01/036	01377	LG THIEF	LG ELECTRONICS BENELUX	OLED TELEVISION	Y&R AMSTERDAM	THE NETHERLANDS	Y&R AMSTERDAM	ELECTRIC ZOO Amsterdam
B01/073	02891	DR. CYCLOPS	WRIGLEY CANADA	SKITTLES	BBDO TORONTO	CANADA	BBDO TORONTO	OPC Toronto / BISCUIT FILMWORKS Los Angeles / PIXELPUSHER Toronto

Shortlist (Film Lions)

B01/078	02896	WEREBABY	WRIGLEY CANADA	SKITTLES	BBDO TORONTO	CANADA	BBDO TORONTO	OPC Toronto / BISCUIT FILMWORKS Los Angeles / PIXELPUSHER Toronto
B01/086	02232	BOUNCE	PROCTER & GAMBLE	OLD SPICE RED ZONE BODY SPRAY COLLECTION	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ABSOLUTELY PRODUCTIONS New York
B01/089	02885	THE INVISIBLE DRIVE	DAIMLER	MERCEDES- BENZ F-CELL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	MARKENFILM Hamburg
B01/090	02923	CATVERTISI NG	JOHN ST.	ADVERTISIN G AGENCY	JOHN ST Toronto	CANADA	JOHN ST Toronto	AIRCASTLE PRODUCTION Toronto
B01/105	01140	BIKERS	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	MONODOT Brussels
B01/106	01141	BULLY CHOIR	OPVOEDINGSL IJN	HOTLINE FOR PARENTS	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	DUVAL GUILLAUME MODEM Antwerp
B01/107	01142	PUSH TO ADD DRAMA	TNT TURNER BROADCASTIN G SYSTEM	TV CHANNEL	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	CZAR Brussels
B01/130	01847	THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	TUNISIAN DEMOCRACY	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis	PROPAGANDA Tunis
B01/165	03501	SHEEP DOG	DIAGEO	GUINNESS ST PATRICK'S DAY	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	THOMAS THOMAS FILMS London

B02 (Long Format Internet Film)

B02/010	02241	ABANDONED	CHIPOTLE	FAST FOOD	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles	DOOMSDAY ENTERTAINEMNT Los Angeles
B02/012	01383	BLOOD RELATIONS	THE PERES CENTER FOR PEACE	RECONCILIA TION	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan
B02/014	01578	MFCEO	K-SWISS	FOOTWEAR	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	CAVIAR Los Angeles

Shortlist (Film Lions)

B03 (Short Format Internet Film)

B03/021	00254	SEARCH STORIES: A NEW/OLD PROSTHETIC	GOOGLE	GOOGLE SEARCH ENGINE	GOOGLE CREATIVE LAB New York	USA	GOOGLE CREATIVE LAB New York	MOXIE PICTURES New York
B03/031	00399	MICHAEL	SONY COMPUTER ENTERTAINME NT AMERICA	PLAYSTATIO N 3	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	IMPERIAL WOODPECKER Santa Monica
B03/054	00763	SOME TIME TOGETHER	NIKE	NIKE LUNARGLIDE 3+ SHIELD	WIEDEN + KENNEDY São Paulo	BRAZIL	WIEDEN + KENNEDY São Paulo / WIEDEN+KENNEDY Portland	PARK PICTURES New York
B03/061	00784	LOCKER ROOM	PLANET FITNESS	GYM	MULLEN Boston	USA	MULLEN Boston	STATION FILM New York
B03/070	01053	VINYL 50	RECKITT BENCKISER	DUREX PERFORMAX CONDOMS	EURO RSCG LONDON	UNITED KINGDOM	EURO RSCG LONDON	ACADEMY FILMS London
B03/084	01263	EXPLORE YOUR WORLD	GOOGLE	GOOGLE MAPS	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco	1ST AVENUE MACHINE New York
B03/092	01394	GOOGLE ANALYTICS IN REAL LIFE: ON LINE SHOPPING	GOOGLE	GOOGLE ANALYTICS	ACROSS THE POND London	UNITED KINGDOM	ACROSS THE POND London	ACROSS THE POND London
B03/180	00627	THE LEGENDARY MAKING OF THE DATE	HEINEKEN	LAGER	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLAN DS	WIEDEN+KENNEDY AMSTERDAM	SONNY London
B03/186	00989	FORGIVE YOUR SON	KAYAK.COM	TRAVEL SEARCH ENGINE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York	DRIVER DIGITAL New York
B03/187	00990	RELEASE THE SMOKE	KAYAK.COM	TRAVEL SEARCH ENGINE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York	DRIVER DIGITAL New York
B03/188	00991	SING YOUR FAVORITE WORD	KAYAK.COM	TRAVEL SEARCH ENGINE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York	DRIVER DIGITAL New York
B03/190	00993	TELL US WHY YOU LOVE YOUR DOG	KAYAK.COM	TRAVEL SEARCH ENGINE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York	DRIVER DIGITAL New York
B03/192	01037	BEFORE & AFTER	NIKE	FOOTBALL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo	IOIO FILMES Sao Paulo

Shortlist (Film Lions)

B03/195	01064	PRAY TOGETHER WITH US	IWAKI CITY	PUBLIC AWARENESS MESSAGE	DENTSU Tokyo	JAPAN	DENTSU Tokyo	COPLA Tokyo / IMAGEWORKS Iwaki
B03/272	03189	TEXT & DRIVE TEST	RESPONSIBLE YOUNG DRIVERS	NGO	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	POETRY IN MOTION Ghent
B03/295	03503	THE ANSWER IS PLAIN	CANCER RESEARCH UK	CANCER RESEARCH	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	ROGUE FILMS London

B04 (Branded Content Internet Film)

B04/046	02242	BACK TO THE START	CHIPOTLE	FAST FOOD	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles	NEXUS PRODUCTIONS London
B04/052	03259	BLOODSPOR T	KALAHARI.CO M	ONLINE SHOPPING	JWT CAPE TOWN	SOUTH AFRICA	JWT CAPE TOWN	JWT CAPE TOWN
B04/053	03260	RAMBO	KALAHARI.CO M	ONLINE SHOPPING	JWT CAPE TOWN	SOUTH AFRICA	JWT CAPE TOWN	JWT CAPE TOWN
B04/063	00948	JOHN'S HAPPY ENDING	BAWBAGS	BAWBAGS UNDERPANT S	NEWHAVEN COMMUNICATIONS Edinburgh	UNITED KINGDOM	NEWHAVEN COMMUNICATIONS Edinburgh	RATTLING STICK London
B04/105	02575	EVIDENCE 1	UNILEVER	AXE SHOWER GEL	ponce buenos aires	ARGENTINA	ponce buenos aires	ARGENTINACINE Buenos Aires
B04/131	03027	PROJECT RE: BRIEF, A FILM ABOUT RE- IMAGINING ADVERTISING	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York / GOOGLE New York	OIL FACTORY Los Angeles

B05 (Internet Film Series)

B05/028	03028	PROJECT RE: BRIEF - I CAN'T BELIEVE I ATE THE WHOLE THING	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York / GOOGLE New York	OIL FACTORY Los Angeles
B05/029	03030	PROJECT RE: BRIEF - WE TRY HARDER	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York / GOOGLE New York	OIL FACTORY Los Angeles

Shortlist (Film Lions)

B05/030	03032	PROJECT RE: BRIEF - HILLTOP	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York / GOOGLE New York	OIL FACTORY Los Angeles
B05/031	03034	PROJECT RE: BRIEF - DRIVE IT LIKE YOU HATE IT	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York / GOOGLE New York	OIL FACTORY Los Angeles

C01 (Other Screens)

C01/011	01631	MK ULTRA	MTV EXIT	MTV EXIT	COLMAN RASIC Sydney	AUSTRALIA	COLMAN RASIC Sydney	COLMAN RASIC Sydney
C01/015	02655	THE MOST CREATIVE COUNTRY IN THE WORLD	CAANZ	AXIS AWARD SHOW OPENING FILM	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland	DIGIPOST Auckland
C01/016	02878	THE COUNTER DEMORALIZATION	EDITORIAL DOSSIER	LAPIZ DE PLATINO	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES	FIGHT FILMS Buenos Aires

C03 (Interactive Film)

C03/004	00295	OK GO - ALL IS NOT LOST	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	TYO ID DIVISION Tokyo / AOI ADVERTISING PROMOTION Tokyo
C03/010	00835	BYTUREN	MOVIA	NIGHT BUS SERVICE	BOCCA ADVERTISING AGENCY Copenhagen	DENMARK	BOCCA ADVERTISING AGENCY Copenhagen	NOBODY Copenhagen
C03/020	02234	COCA-COLA POLAR BOWL	THE COCA-COLA COMPANY	COCA-COLA CLASSIC	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ANIMAL LOGIC Sydney / FRAMESTORE New York / BLITZ GAMES Leamington Spa
C03/022	02652	THE MUSEUM OF ME	INTEL	INTEL CORE i5 PROCESSOR	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo	TAIYO KIKAKU Tokyo / RHIZOMATIKS Tokyo / DELTRO Tokyo

Shortlist (Film Lions)

C03/028	02110	HUNTER AND BEAR'S 2012 BIRTHDAY PARTY	TIPP-EX BIC GROUP	WHITEOUT POCKET MOUSE	BUZZMAN Paris	FRANCE	BUZZMAN Paris	LES TÉLÉCRÉATEURS Paris
C03/036	03031	PROJECT RE: BRIEF - THE DAY RALPH ATE THE WHOLE THING	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York / GROW INTERACTIVE Norfolk	@radical.media New York
C03/041	03296	SPOTLIGHT	AUSTRALIAN BUREAU OF STATISTICS	CENSUS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	
C03/052	03629	BRACKETS BY SIX YEAR OLDS	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK	CAVIAR Los Angeles / THE FAMOUS GROUP Culver City

Total Entries: 257