

## **Shortlist (Branded Content & Entertainment Lions)**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<b><u>A01 (Best fictional program, series or film where a client has successfully created a drama, comedy or miniseries around a product or brand)</u></b>							
A01/002	00025	NINJAGO	THE LEGO GROUP	TV SERIES	THE LEGO GROUP Billund	DENMARK	THE LEGO GROUP Billund / WIL FILM Copenhagen
A01/009	00374	TRUE ORIGINS OF PIZZA	MR. PIZZA	PIZZA RESTAURANT	SS+K New York	USA	SS+K New York / ADDICT MEDIA FILMS Seoul
A01/016	00424	MFCEO	K-SWISS	FOOTWEAR	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles
A01/018	00673	CLASSIFIED THE SERIES	LAND ROVER	RANGE ROVER EVOQUE	BOOMTOWN PRODUCTIONS Dubai	UNITED ARAB EMIRATES	BOOMTOWN PRODUCTIONS Dubai / FILMWORKS Dubai / MEC Dubai
A01/019	00510	THE GREAT CRUSADE	QANTAS	TOURISM	WONDER Sydney	AUSTRALIA	WONDER Sydney / FINCH Sydney
A01/021	00255	ALWAYS OPEN	DENNY'S	DENNY'S RESTAURANT	GOTHAM New York	USA	GOTHAM New York / DUMBDUMB PRODCUTIONS West Hollywood
A01/043	00549	UNBEATABLE SEASON 2	UNILEVER	CLEAR	PHD Shanghai	CHINA	PHD Shanghai
<b><u>A02 (Best non-fiction program, series or film where a client has successfully created a reality, documentary or light entertainment show around a product(s) or brand(s))</u></b>							
A02/006	00042	THE DEWARISTS	BACARDI INDIA	DEWAR'S SCOTCH	BACARDI INDIA Gurgaon	INDIA	BABBLE FISH PRODUCTIONS Mumbai / ONLY MUCH LOUDER ENTERTAINMENT Mumbai / DESIGN OF INFORMATION Mumbai
A02/010	00071	EVERYTHING TO PROVE	GATORADE	SPORTS DRINKS	VML Kansas City	USA	VML Kansas City / FLEISHMAN-HILLARD Chicago / NFL FILMS Mount Laurel

## **Shortlist (Branded Content & Entertainment Lions)**

A02/015	00141	CROSSING THE ICE	SONY	SONY BLOGGIE	NAKED COMMUNICATIONS Sydney	AUSTRALIA	NAKED COMMUNICATIONS Sydney / SEVEN NETWORK Sydney
A02/025	00198	THE KIWI SCEPTICS	AIR NEW ZEALAND	AIRLINE	HOST Sydney	AUSTRALIA	HOST Sydney / THE JAMBOREE Sydney
A02/041	00671	SECONDS WITH	CANON	EOS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A02/052	00118	A SUMMER WITHOUT RAIN	WIDERØE	DOMESTIC AIRLINE	McCANN NORWAY Oslo	NORWAY	McCANN NORWAY Oslo / MEDIAFRONT Oslo / SCANDINAVIAN DESIGN GROUP Oslo
A02/079	00509	TOKYO RISING	PALLADIUM BOOTS	F/W 2011 COLLECTION	VICE MEDIA Brooklyn	USA	VICE MEDIA Brooklyn
A02/086	00487	THIS IS NOT A MOVIE	THE VATICAN CHARITY FOUNDATION	GENERATING SUPPORT FOR PRIESTS	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan
A02/088	00452	GT ACADEMY USA	NISSAN / PLAYSTATION	NISSAN / GT-R / GRAN TURISMO 5	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles / OMD Los Angeles
A02/093	00293	IMPOSSIBLE AIRFIELD	DEFENCE FORCE RECRUITING	THE ROYAL AUSTRALIAN AIR FORCE	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne
A02/098	00627	DEEPEST DIVE	ROLEX	ROLEX	JWT NEW YORK	USA	JWT New York
A02/099	00787	CENTENNIAL FILMS	IBM	IBM	OGILVY NEW YORK	USA	OGILVY NEW YORK
A02/114	00532	FROM PERÚ FOR PERU	PROM PERÚ	PERU TOURISM	Y&R Lima	PERU	Y&R Lima

## **A03 (Best brand or product integration into a feature film)**

A03/005	00039	POM WONDERFUL PRESENTS: THE GREATEST MOVIE EVER SOLD	POM WONDERFUL, HYATT, JETBLUE	FEATURE FILM	WARRIOR POETS New York	USA	WARRIOR POETS New York
---------	-------	--	-------------------------------	--------------	------------------------	-----	------------------------

## **Shortlist (Branded Content & Entertainment Lions)**

### **A04 (Best brand or product integration into an existing TV show or series)**

A04/001	00157	WHEAT THINS & COLBERT	KRAFT	WHEAT THINS	STARCOM MEDIAVEST GROUP New York	USA	STARCOM MEDIAVEST GROUP New York / COMEDY CENTRAL New York
A04/009	00188	PARANORMAL BIG BROTHER	PARAMOUNT PICTURES UK	PARANORMAL ACTIVITY 3	MEDIAEDGE:CIA London	UNITED KINGDOM	MEDIAEDGE:CIA London
A04/015	00802	THE TV STAR THAT SAVED MILLIONS OF DOGS	MARS	PEDIGREE	HAVAS SPORTS & ENTERTAINMENT Madrid	SPAIN	HAVAS SPORTS & ENTERTAINMENT Madrid / MPG/MC Buenos Aires
A04/016	00343	OFFICE WAR - HELPING GERMANY HAVE FUN AT WORK	HASBRO DEUTSCHLAND	NERF BLASTERS	MEDIACOM AGENTUR FÜR MEDIENBERATUNG Düsseldorf	GERMANY	MEDIACOM AGENTUR FÜR MEDIENBERATUNG Düsseldorf

### **A05 (Best use of brand sponsorship integration (where there is no product overtly displayed in the film, show, event etc. but it is aligned to a brand message))**

A05/008	00076	OPEN UP WITH ANDRE AGASSI	PREMIUM WINE BRANDS - JACOB'S CREEK	JACOB'S CREEK WINE	CUMMINSROSS Melbourne	AUSTRALIA	CUMMINSROSS Melbourne
A05/020	00390	NATURE VALLEY TRAIL VIEW	GENERAL MILLS	GENERAL MILLS	McCANN ERICKSON New York	USA	McCANN ERICKSON New York

### **A06 (Best use or integration of user-generated content)**

A06/006	00169	AUTODANCE	UBISOFT	VIDEO GAME	CP+B Gothenburg	SWEDEN	CP+B Gothenburg
A06/015	00356	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	ITALY	LEO BURNETT Milan
A06/030	00662	NEW YORK WRITES ITSELF	VILLAGE VOICE / NEW YORK TYPES	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK
A06/041	00631	PROJECT IMAGIN8ION	CANON USA	DIGITAL SLR CAMERAS	GREY NEW YORK	USA	GREY NEW YORK / ALLIANCE New York / MEDIACOM New York

## Shortlist (Branded Content & Entertainment Lions)

A06/048	00396	A STEP FROM ZERO	COCA-COLA COMPANY	COKE ZERO	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
A06/050	00368	HATSUNE MIKU	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo

## A07 (Best use or integration of experiential events)

A07/009	00126	THE SMIRNOFF NIGHT PROJECT	SMIRNOFF	VODKA	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland
A07/013	00147	SMART EBALL	DAIMLER	SMART FORTWO ELECTRIC DRIVE	BBDO GERMANY Düsseldorf	GERMANY	BBDO PROXIMITY BERLIN
A07/025	00333	BE THE COACH	SOUTH AFRICAN BREWERIES	CARLING BLACK LABEL	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
A07/032	00763	NIKE FUEL BAND	NIKE	NIKE+ FUEL BAND	@radical.media New York	USA	@radical.media New York
A07/034	00734	KARAOKE BREATHALIZER	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A07/043	00796	SKATE PINBALL	FRUCOR BEVERAGES	MOUNTAIN DEW	COLENZO BBDO Auckland	NEW ZEALAND	SATIN AND LACE Auckland / COLENZO BBDO Auckland
A07/058	00682	MLB FAN CAVE	MAJOR LEAGUE BASEBALL	MLB FAN CAVE	HILL HOLLIDAY Boston	USA	HILL HOLLIDAY Boston
A07/059	00693	GREAT PAPER AIRPLANE PROJECT	PIMA AIR AND SPACE MUSEUM	NON-PROFIT MUSEUM/ENTERTAINMENT & EDUCATION	BBDO SAN FRANCISCO	USA	BBDO SAN FRANCISCO / BECORE Los Angeles
A07/061	00292	BYO CUP DAY	7-ELEVEN	SLURPEE	LEO BURNETT Melbourne	AUSTRALIA	LEO BURNETT Melbourne
A07/065	00438	CALL OF DUTY XP 2011	ACTIVISION PUBLISHING	CALL OF DUTY: MODERN WARFARE 3	NCOMPASS INTERNATIONAL West Hollywood	USA	NCOMPASS INTERNATIONAL West Hollywood
A07/068	00680	BACK TO GARBARINO	GARBARINO	GARBARINO	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires
A07/069	00397	THE WORST BREATH IN THE WORLD	FERRERO	TIC TAC	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris

## **Shortlist (Branded Content & Entertainment Lions)**

A07/084	00469	UNSTAGED	AMERICAN EXPRESS	AMERICAN EXPRESS UNSTAGED	DIGITAS New York	USA	DIGITAS New York / MOMENTUM WORLDWIDE New York
A07/088	00670	THE CREATORS PROJECT	INTEL	INTEL	VICE MEDIA Brooklyn	USA	VICE MEDIA Brooklyn
A07/112	00702	THE CONCERT OF TOYS	TOYS'R'US	TOYS'R'US	CHINA Madrid	SPAIN	CHINA Madrid
A07/120	00675	THE EXPLOSIVE GAME	JORDAN	CARMELO ANTHONY'S M8 NYC FLIGHT SHOE	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York / KLIP COLLECTIVE Philadelphia

## **A08 (Best use or integration of music)**

A08/008	00040	PLAN B - BALLANTINE'S	PERNOD RICARD	BALLANTINE'S WHISKY	OPTIMEDIA Madrid	SPAIN	OPTIMEDIA Madrid / NOVAEMUSIK Madrid
A08/013	00287	RE:GENERATION MUSIC PROJECT	HYUNDAI MOTOR AMERICA	HYUNDAI VELOSTER	GREENLIGHT MEDIA AND MARKETING	USA	GREENLIGHT MEDIA AND MARKETING / INNOCEAN USA Huntington Beach / RSA FILMS Los Angeles
A08/015	00324	HP BEATS AUDIO WITH PLAN B	HEWLETT PACKARD	HP BEATS LAPTOPS	DRUM PHD London	UNITED KINGDOM	DRUM PHD London / M2M London
A08/028	00636	THE CODE	MILITARY FORCES OF COLOMBIA	HOSTAGE AWARENESS	DDB COLOMBIA Bogotá	COLOMBIA	DDB COLOMBIA Bogotá
A08/031	00400	THE MOST POPULAR SONG	BANCO POPULAR DE PUERTO RICO	BANK	JWT SAN JUAN	PUERTO RICO	JWT SAN JUAN
A08/038	00696	ONLINE STREET MUSICIANS	GERMAN RED CROSS	GERMAN RED CROSS	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg

## **Shortlist (Branded Content & Entertainment Lions)**

A08/044	00351	MOVE TO THE BEAT - LONDON OLYMPIC GAMES 2012 - MUSIC TRACK	THE COCA-COLA COMPANY	COCA-COLA	MOTHER London	UNITED KINGDOM	MOTHER London / CAKE (HAVAS SPORTS & ENTERTAINMENT) London
---------	-------	--	-----------------------	-----------	---------------	----------------	--

### **A09 (Best use or integration of offline media such as print, outdoor etc)**

A09/009	00685	SNOOP DOGG'S SMOKABLE BOOK	SNOOP DOGG	KING SIZE SLIM ROLLING PAPERS	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
A09/010	00329	THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	ENGAGEMENT CITOYEN	MEMAC OGILVY LABEL TUNISIA	TUNISIA	MEMAC OGILVY LABEL TUNISIA
A09/014	00739	RECIPE RECEIPT	UNILEVER	HELLMANN'S	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

### **A10 (Best use or integration of gaming)**

A10/002	00148	SMART EBALL	DAIMLER	SMART FORTWO ELECTRIC DRIVE	BBDO GERMANY Düsseldorf	GERMANY	BBDO PROXIMITY BERLIN
A10/007	00263	I AM PLAYR	NIKE	NIKE FOOTBALL	WE R INTERACTIVE London	UNITED KINGDOM	WE R INTERACTIVE London / BIGBALLS FILMS London
A10/015	00194	OCEANS OF TREASURE FACEBOOK GAME	SONY ELECTRONICS	SONY VAIO	180LA Santa Monica	USA	180LA Santa Monica
A10/017	00779	MINI MAPS	MINI FRANCE	MINI	DDB PARIS	FRANCE	DDB PARIS
A10/022	00454	GT ACADEMY USA	NISSAN / PLAYSTATION	NISSAN / GT-R / GRAN TURISMO 5	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles / OMD Los Angeles
A10/028	00803	ESCAPE THE MAP	MERCEDES	C-CLASS AMG COUPE	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London

## Shortlist (Branded Content & Entertainment Lions)

### A11 (Best use or integration of digital media)

A11/020	00249	THE X FACTOR USA DIGITAL ECOSYSTEM	PEPSI	PEPSI / VERIZON PHONES & SERVICES / SONY ELECTRONICS	SONY MUSIC New York	USA	SONY MUSIC New York / SYCO / FREMANTLE MEDIA Beverly Hills / FOX BROADCASTING CORPORATION Los Angeles
A11/021	00281	NATURE VALLEY TRAIL VIEW	GENERAL MILLS	GENERAL MILLS	McCANN ERICKSON New York	USA	McCANN ERICKSON New York
A11/022	00300	THE MUSEUM OF ME	INTEL	INTEL CORE i5 PROCESSOR	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo
A11/034	00713	CORRIDA SP-RIO	NIKE	RUNNING	LIVEAD São Paulo	BRAZIL	LIVEAD São Paulo
A11/051	00780	MINI MAPS	MINI FRANCE	MINI	DDB PARIS	FRANCE	DDB PARIS
A11/052	00359	BLUE SKITTLES - LIKE THE RAINBOW	WRIGLEY	SKITTLES	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON
A11/055	00110	MEMORIES FOR THE FUTURE	GOOGLE JAPAN	GOOGLE	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO Tokyo / GOOGLE Roppongi, Minato-ku / HAKUHODO KETTLE Tokyo
A11/066	00399	LE CLUB PERRIER	NESTLÉ WATERS	PERRIER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
A11/072	00743	NIKE ACADEMY	NIKE UK	FOOTBALL	AKQA London	UNITED KINGDOM	AKQA London
A11/077	00639	COCA-COLA POLAR BOWL	THE COCA-COLA COMPANY	COCA-COLA CLASSIC	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A11/082	00785	YOU'VE GOT A CASE	AT&T	PHONE AND CELL SERVICES	BBDO NEW YORK	USA	BBDO NEW YORK

### A12 (Best integrated content campaign)

A12/024	00121	FIND ME	OPPO	OPPO FIND SMARTPHONE	NIM DIGITAL Shanghai	CHINA	NIM DIGITAL Shanghai
A12/047	00435	MFCEO	K-SWISS	FOOTWEAR	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles

## Shortlist (Branded Content & Entertainment Lions)

A12/061	00749	RENAULT TWIZY	RENAULT	TWIZY CAR	MOXIE PARIS	FRANCE	MOXIE PARIS / PUBLICIS CONSEIL Paris / DIGITAS FRANCE Levallois Perret
A12/086	00415	CULTIVATE CAMPAIGN	CHIPOTLE	FAST FOOD	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles
A12/088	00455	GT ACADEMY USA	NISSAN / PLAYSTATION	NISSAN / GT- R / GRAN TURISMO 5	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles / OMD Los Angeles
A12/096	00772	THE HUMAN PRESERVATI ON PROJECT	WRIGLEY	5 GUM	42 ENTERTAINMENT BURBANK	USA	42 ENTERTAINMENT BURBANK
A12/106	00478	A STEP FROM ZERO	COCA-COLA COMPANY	COKE ZERO	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
A12/109	00187	THE HORIZONS PROJECT	DUPONT	DUPONT	OGILVY ENTERTAINMENT New York	USA	OGILVY ENTERTAINMENT New York
A12/111	00381	7 DAYS IN HAVANA	HAVANA CLUB INTERNATIONA L	HAVANA RUM	M&C SAATCHI.GAD Paris	FRANCE	M&C SAATCHI.GAD Paris / FULL HOUSE Paris / MORENA FILMS Madrid
A12/114	00677	WORLD GONE SOUR	KRAFT	SOUR PATCH KIDS	MOTHER NEW YORK	USA	MOTHER NEW YORK New York
A12/125	00416	24 HOURS OF REALITY	THE CLIMATE REALITY PROJECT	CLIMATE CHANGE AWARENESS	M S S N G P ECES Brooklyn	USA	M S S N G P ECES Brooklyn / FEARLESS REVOLUTION Brooklyn / ELECTRIC PULP Sioux Falls

Total Entries: 87