

Film Lions Winners - CL2012

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Production Company	Prize
B04/046	02242	BACK TO THE START	CHIPOTLE	FAST FOOD	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles	NEXUS PRODUCTIONS London	Grand Prix
A02/129	03495	DIPS DESPERADO	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	INDEPENDENT London	Gold Lion
A03/057	01626	SUPER IN. SUPER OUT.	LION NATHAN	HAHN SUPER DRY	PUBLICIS MOJO Sydney	AUSTRALIA	PUBLICIS MOJO Sydney	MJZ Los Angeles	Gold Lion
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	Gold Lion Campaign
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	Gold Lion Campaign
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	Gold Lion Campaign
A20/096	02753	THREE LITTLE PIGS	THE GUARDIAN	THE GUARDIAN	BBH LONDON	UNITED KINGDOM	BBH LONDON	RATTLING STICK London	Gold Lion
A20/111	03263	THE BEAR	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris	SOIXANTE QUINZE Paris	Gold Lion
A23/233	03056	ROADSIDE DITCH	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles	Gold Lion Campaign
A23/234	03057	STRAY ANIMAL	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles	Gold Lion Campaign
A23/235	03058	DOG COLLAR	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles	Gold Lion Campaign
A23/236	03059	WIG SHOP	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles	Gold Lion Campaign
A23/237	03060	PLATOON	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles	Gold Lion Campaign
A23/238	03061	HOUSE	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles	Gold Lion Campaign
A24/071	01973	BEST JOB	PROCTER & GAMBLE	PROCTER & GAMBLE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ANONYMOUS CONTENT Culver City	Gold Lion
A27/046	02821	ILLY FOR INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	AKITA FILM Milan	Gold Lion Campaign
A27/047	02822	PAMPERS FOR INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	MADE Milan	Gold Lion Campaign
A27/048	02823	AVERNA FOR INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	AKITA FILM Milan	Gold Lion Campaign
A27/049	02824	TOYOTA FOR INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	MERCURIO CINEMATOGRAFICA Milan	Gold Lion Campaign
A27/050	02825	CARTASI FOR INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	AKITA FILM Milan	Gold Lion Campaign
B02/012	01383	BLOOD RELATIONS	THE PERES CENTER FOR PEACE	RECONCILIATION	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	Gold Lion
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	Gold Lion

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C03/022	02652	THE MUSEUM OF ME	INTEL	INTEL CORE i5 PROCESSOR	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo	TAIYO KIKAKU Tokyo / RHIZOMATIKS Tokyo / DELTRO Tokyo	Gold Lion
A01/095	03205	GARAGE	KERRY FOODS	WALL'S	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	RATTLING STICK London	Silver Lion Campaign
A01/096	03206	KITCHEN	KERRY FOODS	WALL'S	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	RATTLING STICK London	Silver Lion Campaign
A03/088	03241	POMMEL HORSE	HEINEKEN	DOS EQUIS	EURO RSCG NEW YORK	USA	EURO RSCG NEW YORK	@radical.media New York	Silver Lion Campaign
A03/089	03242	SWORD FIGHT	HEINEKEN	DOS EQUIS	EURO RSCG NEW YORK	USA	EURO RSCG NEW YORK	@radical.media New York	Silver Lion Campaign
A04/084	02874	SECURITY CAMS	COCA-COLA	COCA-COLA	WUNDERMAN BUENOS AIRES	ARGENTINA	WUNDERMAN BUENOS AIRES / BONAVENTA Buenos Aires	LANDIA Buenos Aires	Silver Lion
A08/048	02867	SPORTY GIRL	UNILEVER	AXE SENSORIES SHOWER GEL	BBH LONDON	UNITED KINGDOM	BBH LONDON	BISCUIT FILMWORKS London	Silver Lion Campaign
A08/050	02869	BRAINY GIRL	UNILEVER	AXE SENSORIES SHOWER GEL	BBH LONDON	UNITED KINGDOM	BBH LONDON	BISCUIT FILMWORKS London	Silver Lion Campaign
A16/071	01240	WALK OF SHAME	HARVEY NICHOLS	WOMENSWEAR	DDB UK London	UNITED KINGDOM	DDB UK London	OUTSIDER London	Silver Lion
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	Silver Lion
A20/104	03048	SHAKE ON IT	ESPN	ESPN	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	BISCUIT FILMWORKS Los Angeles	Silver Lion
A22/029	01909	AAAA AUTO REPAIR	FEDEX	FEDEX	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York	Silver Lion
A22/048	02938	GRANDMOTHER	ZONAJOB	JOB SEARCHER	DRAFTFCB BUENOS AIRES	ARGENTINA	DRAFTFCB BUENOS AIRES	PALERMO FILMS Buenos Aires	Silver Lion
A22/049	03086	FROM LOVE TO BINGO	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	PARANOIDBR São Paulo	Silver Lion
A23/136	01496	GOOGLE CHROME: DEAR SOPHIE	GOOGLE	GOOGLE CHROME	BBH NEW YORK	USA	BBH NEW YORK / GOOGLE CREATIVE LAB New York	MOXIE PICTURES New York	Silver Lion
A24/070	01972	IT'S HALFTIME IN AMERICA	CHRYSLER GROUP	CHRYSLER BRAND	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	CHELSEA PICTURES New York	Silver Lion
A28/070	02755	LIFE STORY	BARNARDO'S	CHILDREN'S CHARITY	BBH LONDON	UNITED KINGDOM	BBH LONDON	RATTLING STICK London	Silver Lion
B01/105	01140	BIKERS	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	MONODOT Brussels	Silver Lion
B01/107	01142	PUSH TO ADD DRAMA	TNT TURNER BROADCASTING SYSTEM	TV CHANNEL	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	CZAR Brussels	Silver Lion
B02/014	01578	MFCEO	K-SWISS	FOOTWEAR	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	CAVIAR Los Angeles	Silver Lion
B03/031	00399	MICHAEL	SONY COMPUTER ENTERTAINMENT AMERICA	PLAYSTATION 3	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	IMPERIAL WOODPECKER Santa Monica	Silver Lion
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	Silver Lion Campaign
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	Silver Lion Campaign
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	Silver Lion Campaign
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	Silver Lion Campaign

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B04/157	00627	THE LEGENDARY MAKING OF THE DATE	HEINEKEN	LAGER	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	SONNY London	Silver Lion
A01/017	01093	RAINBOW	ARLA	LURPAK	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London	BLINK PRODUCTIONS London	Bronze Lion
A02/032	01160	COUCH	KRISPY KERNELS	MIXED NUTS	LG2 Québec	CANADA	LG2 Québec	QUATRE ZÉRO UN Montréal	Bronze Lion
A02/066	02197	COCOON	GENERAL MILLS	FRUIT ROLLUPS	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	BISCUIT FILMWORKS Los Angeles	Bronze Lion
A02/086	02425	THE SWEDISH TRUCK DRIVERS	CLOETTA, GALLEBERG	POPSY	DIST CREATIVE Oslo	NORWAY	DIST CREATIVE Oslo	MOTION BLUR Oslo	Bronze Lion
A02/111	03142	BIG DAY	WEETABIX	WEETABIX YELLOW BOX	BBH LONDON	UNITED KINGDOM	BBH LONDON	SMUGGLER London	Bronze Lion
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	Bronze Lion
A03/095	03321	MINERS	HEINEKEN	NEWCASTLE	DROGA5 New York	USA	DROGA5 New York	SMUGGLER New York	Bronze Lion
A04/100	03440	CATOAST	GLOBALBEV	FLYING HORSE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	ZOAR Produções Rio De Janeiro	Bronze Lion
A05/010	01300	SET FREE	UNILEVER	OMO	DLKW LOWE London	UNITED KINGDOM	DLKW LOWE London	OUTSIDER London	Bronze Lion
A08/023	01969	MOTORCYCLE	PROCTER & GAMBLE	OLD SPICE SWAGGER	WIEDEN+KENNEDY Portland	USA	WIEDEN + KENNEDY São Paulo / WIEDEN+KENNEDY Portland	MJZ Los Angeles	Bronze Lion
A10/042	02767	HAMMER	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	REVOLVER STUDIOS Makati City	Bronze Lion Campaign
A10/043	02768	POUND	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	REVOLVER STUDIOS Makati City	Bronze Lion Campaign
A10/044	02769	STAMP	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	REVOLVER STUDIOS Makati City	Bronze Lion Campaign
A11/027	01873	I WOULD RUN TO YOU	NIKE	NIKE FREE RUN+	RATTLING STICK London	UNITED KINGDOM	Wieden + Kennedy Portland	RATTLING STICK Los Angeles	Bronze Lion
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	Bronze Lion
A13/101	01623	CROSS COUNTRY	VOLKSWAGEN	TIGUAN	DDB Sydney	AUSTRALIA	DDB Sydney	SOMA FILMS Sydney	Bronze Lion
A16/044	00563	THE LONG WAIT	JOHN LEWIS PARTNERSHIP	DEPARTMENT STORE	ADAM & EVE London	UNITED KINGDOM	ADAM & EVE London	BLINK PRODUCTIONS London	Bronze Lion
A16/148	03488	WOODS	GANDHI BOOKSTORES	GANDHI BOOKSTORES	OGILVY MEXICO Mexico City	MEXICO	OGILVY MEXICO Mexico City	CENTRAL FILMS Mexico City	Bronze Lion Campaign
A16/149	03489	BURIED	GANDHI BOOKSTORES	GANDHI BOOKSTORES	OGILVY MEXICO Mexico City	MEXICO	OGILVY MEXICO Mexico City	CATATONIA COMUNA FILMICA Mexico City	Bronze Lion Campaign
A16/150	03490	EXECUTED	GANDHI BOOKSTORES	GANDHI BOOKSTORES	OGILVY MEXICO Mexico City	MEXICO	OGILVY MEXICO Mexico City	CENTRAL FILMS Mexico City	Bronze Lion Campaign
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	Bronze Lion
A19/108	01942	BOBBIE BISHOP	HOCKEY HALL OF FAME	HOCKEY MUSEUM	TAXI CANADA Toronto	CANADA	TAXI CANADA Toronto	SONS AND DAUGHTERS Toronto	Bronze Lion
A20/033	03581	IS THE NEW	FOLLOW MAGAZINE	FOLLOW MAGAZINE	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	AD STUDIO São Paulo	Bronze Lion
A20/105	03049	THE NAME	ESPN	ESPN	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	BISCUIT FILMWORKS Los Angeles	Bronze Lion
A21/061	01841	SIR SNEAKY	SANTAM	SANTAM INSURER	KING JAMES Cape Town	SOUTH AFRICA	KING JAMES Cape Town	BOUFFANT FILMS Johannesburg	Bronze Lion

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A21/121	03392	SILENCE OF LOVE	THAI LIFE INSURANCE	THAI LIFE INSURANCE	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	PHENOMENA Bangkok	Bronze Lion
A22/031	01911	THE OFFER	FEDEX	FEDEX	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York	Bronze Lion
A23/137	01497	GOOGLE CHROME: IT GETS BETTER	GOOGLE	GOOGLE CHROME	BBH NEW YORK	USA	BBH NEW YORK / GOOGLE CREATIVE LAB New York		Bronze Lion
A24/040	01061	THE DAY THE STADIUM SPOKE	NIKE	NIKE FOOTBALL	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	PRIMO Buenos Aires	Bronze Lion
A24/072	01974	WHAT I SEE	PROCTER & GAMBLE	PROCTER & GAMBLE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ANONYMOUS CONTENT Culver City	Bronze Lion
A24/106	03043	LOVE THE GAME	JORDAN	JORDAN BRAND	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	HSI PRODUCTIONS Los Angeles	Bronze Lion
A25/023	02949	PLAY MIGUEL	MTV BRASIL	MTV BRASIL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	PARANOIDBR São Paulo / A9 AUDIO São Paulo	Bronze Lion Campaign
A25/025	02951	PLAY RAMIREZ	MTV BRASIL	MTV BRASIL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	PARANOIDBR São Paulo / A9 AUDIO São Paulo	Bronze Lion Campaign
A25/026	02952	PLAY FABRICIO	MTV BRASIL	MTV BRASIL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	PARANOIDBR São Paulo / A9 AUDIO São Paulo	Bronze Lion Campaign
A26/011	00314	SMOOTHNESS	IQ	RESPONSIBLE DRINKING	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	FLODELLFILM Stockholm	Bronze Lion
A26/101	03626	CHEF	VOLKSWAGEN DE ARGENTINA	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires	MINIMAL FILMS Buenos Aires	Bronze Lion
A27/105	02888	RUNNING	CANADIAN PARALYMPIC COMMITTEE	CANADIAN PARALYMPICS	BBDO TORONTO	CANADA	BBDO TORONTO	SONS AND DAUGHTERS Toronto	Bronze Lion
A28/071	02781	HATE	UNA ONLUS	UNA ONLUS	JWT ITALIA Milan	ITALY	JWT ITALIA Milan	FILMMASTER Milan	Bronze Lion
B01/086	02232	BOUNCE	PROCTER & GAMBLE	OLD SPICE RED ZONE BODY SPRAY COLLECTION	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ABSOLUTELY PRODUCTIONS New York	Bronze Lion
B01/106	01141	BULLY CHOIR	OPVOEDINGSLIJN	HOTLINE FOR PARENTS	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	DUVAL GUILLAUME MODEM Antwerp	Bronze Lion
B01/130	01847	THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	TUNISIAN DEMOCRACY	MEMAC OGILVY LABEL Tunisia	TUNISIA	MEMAC OGILVY LABEL Tunisia	PROPAGANDA Tunis	Bronze Lion
B03/061	00784	LOCKER ROOM	PLANET FITNESS	GYM	MULLEN Boston	USA	MULLEN Boston	STATION FILM New York	Bronze Lion
B03/192	01037	BEFORE & AFTER	NIKE	FOOTBALL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo	IOIO FILMES Sao Paulo	Bronze Lion
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	Bronze Lion
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	Bronze Lion

Total Entries: 70