

Film Craft Lions Winners - CL2012

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Country | Agency | Production Company | Prize |
|---------|----------|--------------------------------|------------------------|--------------------|-------------------------------------|----------------|-------------------------------------|-------------------------------|-------------|
| A03/031 | 21504 | BEAR | CANAL + | CANAL + | BETC Paris | FRANCE | BETC Paris | SOIXANTE QUINZE Paris | Grand Prix |
| A01/027 | 21322 | THREE LITTLE PIGS | THE GUARDIAN | THE GUARDIAN | BBH LONDON | UNITED KINGDOM | BBH LONDON | RATTLING STICK London | Gold Lion |
| A02/052 | 21503 | BEAR | CANAL + | CANAL + | BETC Paris | FRANCE | BETC Paris | SOIXANTE QUINZE Paris | Gold Lion |
| A02/072 | 20021 | I AM MUMBAI | BENNETT, COLEMAN & CO. | THE TIMES OF INDIA | RAMESH DEO PRODUCTIONS Mumbai | INDIA | TAPROOT INDIA Mumbai | RAMESH DEO PRODUCTIONS Mumbai | Gold Lion |
| A03/068 | 20891 | BEST JOB | PROCTER & GAMBLE | PROCTER & GAMBLE | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | ANONYMOUS CONTENT Culver City | Gold Lion |
| A05/004 | 20439 | RAINBOW | ARLA FOODS | LURPAK | BLINK PRODUCTIONS London | UNITED KINGDOM | WIEDEN+KENNEDY London | BLINK PRODUCTIONS London | Gold Lion |
| A06/058 | 21507 | BEAR | CANAL + | CANAL + | BETC Paris | FRANCE | BETC Paris | SOIXANTE QUINZE Paris | Gold Lion |
| A08/049 | 20048 | RAINBOW | ARLA FOODS | LURPAK | WAVE STUDIOS London | UNITED KINGDOM | WIEDEN+KENNEDY London | BLINK PRODUCTIONS London | Gold Lion |
| A09/015 | 21508 | BEAR | CANAL + | CANAL + | BETC Paris | FRANCE | BETC Paris | SOIXANTE QUINZE Paris | Gold Lion |
| A09/117 | 21394 | L'ODYSSÉE | CARTIER | JEWELLERY | MARCEL Paris | FRANCE | MARCEL Paris | QUAD Paris | Gold Lion |
| A10/010 | 21071 | BACK TO THE START | CHIPOTLE | FAST FOOD | CREATIVE ARTISTS AGENCY Los Angeles | USA | CREATIVE ARTISTS AGENCY Los Angeles | NEXUS PRODUCTIONS London | Gold Lion |
| A01/110 | 20889 | BEST JOB | PROCTER & GAMBLE | PROCTER & GAMBLE | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | ANONYMOUS CONTENT Culver City | Silver Lion |
| A02/016 | 20822 | THREE LITTLE PIGS | THE GUARDIAN | THE GUARDIAN | RATTLING STICK London | UNITED KINGDOM | BBH LONDON | RATTLING STICK London | Silver Lion |
| A02/179 | 20890 | BEST JOB | PROCTER & GAMBLE | PROCTER & GAMBLE | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | ANONYMOUS CONTENT Culver City | Silver Lion |
| A03/025 | 21323 | THREE LITTLE PIGS | THE GUARDIAN | THE GUARDIAN | BBH LONDON | UNITED KINGDOM | BBH LONDON | RATTLING STICK London | Silver Lion |
| A04/019 | 21026 | HISTORY MADE AND IN THE MAKING | CONVERSE | CONVERSE | ANOMALY New York | USA | ANOMALY New York | SMUGGLER Hollywood | Silver Lion |
| A04/109 | 20894 | BEST JOB | PROCTER & GAMBLE | PROCTER & GAMBLE | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | ANONYMOUS CONTENT Culver City | Silver Lion |
| A04/134 | 21533 | MANNY | LVMH | HENNESSY | DROGA5 New York | USA | DROGA5 New York | HUNGRY MAN New York | Silver Lion |
| A05/010 | 20544 | THREE LITTLE PIGS | THE GUARDIAN | THE GUARDIAN | WORK London | UNITED KINGDOM | BBH LONDON | RATTLING STICK London | Silver Lion |
| A05/038 | 21506 | BEAR | CANAL + | CANAL + | BETC Paris | FRANCE | BETC Paris | SOIXANTE QUINZE Paris | Silver Lion |
| A06/047 | 21325 | THREE LITTLE PIGS | THE GUARDIAN | THE GUARDIAN | BBH LONDON | UNITED KINGDOM | BBH LONDON | RATTLING STICK London | Silver Lion |
| A07/032 | 21070 | BACK TO THE START | CHIPOTLE | FAST FOOD | CREATIVE ARTISTS AGENCY Los Angeles | USA | CREATIVE ARTISTS AGENCY Los Angeles | NEXUS PRODUCTIONS London | Silver Lion |
| A08/024 | 21333 | THREE LITTLE PIGS | THE GUARDIAN | THE GUARDIAN | BBH LONDON | UNITED KINGDOM | BBH LONDON | RATTLING STICK London | Silver Lion |
| A09/019 | 20005 | NOCTURNAL MIGRATION | LION | TOOHEYS EXTRA DRY | Alt.VFX Queensland | AUSTRALIA | BMF Sydney | EXIT FILMS Melbourne | Silver Lion |
| A10/034 | 20096 | HOMES WITHIN HOMES | TALK TALK | TALKTALK | CHI & PARTNERS London | UNITED KINGDOM | CHI & PARTNERS London | STINK London | Silver Lion |
| A01/055 | 20099 | NOCTURNAL MIGRATION | LION | TOOHEYS EXTRA DRY | BMF Sydney | AUSTRALIA | BMF Sydney | EXIT FILMS Melbourne | Bronze Lion |
| A01/081 | 20413 | GAS POWERED EVERYTHING | NISSAN | LEAF | TBWA\CHIAT\DAY Los Angeles | USA | TBWA\CHIAT\DAY Los Angeles | MJZ Los Angeles | Bronze Lion |

Film Craft Lions Winners - CL2012

| | | | | | | | | | | | |
|---------|-------|--|---------------------------------------|------------------------------|---|---|----------------------|---|--|----------------------|-------------|
| A01/088 | 20524 | TEDXSUMMIT INTRO: THE DOHA FILM THE POWER OF X | TALKTALK | TALKTALK | TALKTALK | TEDXSUMMIT 2012 | BIG PRODUCTION Paris | FRANCE | WE ARE PI Amsterdam | BIG PRODUCTION Paris | Bronze Lion |
| A01/144 | 21576 | HOMES WITHIN HOMES | TALKTALK | TALKTALK | TALKTALK | STINK London | UNITED KINGDOM | CHI & PARTNERS London | STINK London | | Bronze Lion |
| A02/057 | 21625 | DIPS DESPERADO | PEPSICO | DORITOS | ABBOTT MEAD VICKERS BBDO London | ABBOTT MEAD VICKERS BBDO London | UNITED KINGDOM | ABBOTT MEAD VICKERS BBDO London | INDEPENDENT London | | Bronze Lion |
| A02/080 | 20083 | I CAN'T WAIT | ISPC | ISPC | OGILVY & MATHER Dublin | OGILVY & MATHER Dublin | IRELAND | OGILVY & MATHER Dublin | BLINDER Dublin | | Bronze Lion |
| A02/092 | 20162 | POTATO PEELERS | MELBOURNE INTERNATIONAL FILM FESTIVAL | FILM FESTIVAL | THE SWEET SHOP Melbourne | THE SWEET SHOP Melbourne | AUSTRALIA | CLEMENGER BBDO MELBOURNE | THE SWEET SHOP Melbourne | | Bronze Lion |
| A02/149 | 20645 | MEMORIES | VOLKSWAGEN | VW JETTA | DDB Sydney | DDB Sydney | AUSTRALIA | DDB Sydney | EXIT FILMS Melbourne | | Bronze Lion |
| A02/257 | 21438 | PLATOON | DIRECTV | TELECOMMUNICATIONS | GREY NEW YORK | GREY NEW YORK | USA | GREY NEW YORK | MJZ Los Angeles | | Bronze Lion |
| A03/086 | 21564 | WALK OF SHAME | HARVEY NICHOLS | WOMENSWEAR | DDB UK London | DDB UK London | UNITED KINGDOM | DDB UK London | OUTSIDER London | | Bronze Lion |
| A04/123 | 21153 | KENTUCKY | TOYOTA | TOYOTA | SMUGGLER Hollywood | SMUGGLER Hollywood | USA | SAATCHI & SAATCHI LA | SMUGGLER Hollywood | | Bronze Lion |
| A05/078 | 20339 | ADDICTION | NIKE | RUNNING | F/NAZCA SAATCHI & SAATCHI São Paulo | F/NAZCA SAATCHI & SAATCHI São Paulo | BRAZIL | F/NAZCA SAATCHI & SAATCHI São Paulo | DELIBISTROT FILMES São Paulo | | Bronze Lion |
| A05/090 | 20468 | LEGACY | LEVI STRAUSS & CO. | LEVI STRAUSS & CO. | JOINT EDITORIAL Portland | JOINT EDITORIAL Portland | USA | WIEDEN+KENNEDY Portland | @radical.media New York | | Bronze Lion |
| A05/106 | 20649 | MEMORIES | VOLKSWAGEN | VW JETTA | DDB Sydney | DDB Sydney | AUSTRALIA | DDB Sydney | EXIT FILMS Melbourne | | Bronze Lion |
| A06/006 | 20553 | BANK TELLER | CANADIAN FILM FESTIVAL | CANADIAN FILM FESTIVAL | JWT Toronto | JWT Toronto | CANADA | JWT Toronto | RUCKUS FILMS Toronto | | Bronze Lion |
| A06/142 | 21307 | THE MOST CREATIVE COUNTRY IN THE WORLD | CAANZ | AXIS AWARD SHOW OPENING FILM | SPECIAL GROUP Auckland | SPECIAL GROUP Auckland | NEW ZEALAND | SPECIAL GROUP Auckland | DIGITAL POST Auckland | | Bronze Lion |
| A06/152 | 21432 | THE NAME | ESPN | ESPN | WIEDEN+KENNEDY New York | WIEDEN+KENNEDY New York | USA | WIEDEN+KENNEDY New York | BISCUIT FILMWORKS Los Angeles | | Bronze Lion |
| A06/153 | 21437 | PLATOON | DIRECTV | TELECOMMUNICATIONS | GREY NEW YORK | GREY NEW YORK | USA | GREY NEW YORK | MJZ Los Angeles | | Bronze Lion |
| A07/055 | 21447 | PLAY RAMIREZ | MTV BRASIL | MTV | LODUCCA São Paulo | LODUCCA São Paulo | BRAZIL | LODUCCA São Paulo | PARANOIDBR São Paulo | | Bronze Lion |
| A07/176 | 21309 | OK GO | CHEVROLET | CHEVY SONIC | GOODBY SILVERSTEIN & PARTNERS San Francisco | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA | GOODBY SILVERSTEIN & PARTNERS San Francisco | CAVIAR Los Angeles | | Bronze Lion |
| A07/206 | 21302 | I WOULD RUN TO YOU | NIKE | NIKE FREE RUN+ | WIEDEN+KENNEDY Portland | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | RATTLING STICK Los Angeles | | Bronze Lion |
| A07/221 | 21774 | IS THE NEW | FOLLOW MAGAZINE | FOLLOW MAGAZINE | DDB BRASIL São Paulo | DDB BRASIL São Paulo | BRAZIL | DDB BRASIL São Paulo | AD STUDIO São Paulo | | Bronze Lion |
| A08/055 | 20086 | JUMPROPE | NIKE | NIKE SURFWEAR | harvest Santa Monica | harvest Santa Monica | USA | harvest Santa Monica | harvest Santa Monica | | Bronze Lion |
| A08/056 | 20135 | THE BARK SIDE | VOLKSWAGEN | VW BEETLE | DEUTSCH Los Angeles | DEUTSCH Los Angeles | USA | DEUTSCH Los Angeles | CAVIAR Los Angeles | | Bronze Lion |
| A08/064 | 20261 | INTRODUCING GOOGLE PLAY | GOOGLE | GOOGLE PLAY | GOOGLE Mountain View | GOOGLE Mountain View | USA | GOOGLE STUDIO G Mountain View | GOOGLE STUDIO G Mountain View / CAMP CREATIVE Berkeley | | Bronze Lion |
| A09/001 | 20175 | FLYING OBJECTS | NEW ZEALAND TRANSPORT AGENCY | ROAD SAFETY | FINCH Sydney | FINCH Sydney | AUSTRALIA | CLEMENGER BBDO Wellington | FINCH Sydney | | Bronze Lion |
| A10/022 | 20006 | NOCTURNAL MIGRATION | LION | TOOHEYS EXTRA DRY | Alt.VFX Queensland | Alt.VFX Queensland | AUSTRALIA | BMF Sydney | EXIT FILMS Melbourne | | Bronze Lion |
| A10/031 | 20090 | GULP | NOKIA | NOKIA N8 | AARDMAN ANIMATIONS Bristol | AARDMAN ANIMATIONS Bristol | UNITED KINGDOM | WIEDEN+KENNEDY London | AARDMAN ANIMATIONS Bristol | | Bronze Lion |
| A10/130 | 21403 | DEATHS | 91 ROCK | 91 ROCK | JWT BRAZIL São Paulo | JWT BRAZIL São Paulo | BRAZIL | JWT BRAZIL São Paulo | PARANOIDBR São Paulo | | Bronze Lion |
| A10/139 | 21518 | HEDGEHOG | VOLKSWAGEN | GOLF | WANDA PRODUCTIONS Saint-Denis La Plaine Cedex | WANDA PRODUCTIONS Saint-Denis La Plaine Cedex | FRANCE | AGENCE .V. Saint-Ouen | WANDA PRODUCTIONS Saint-Denis La Plaine Cedex | | Bronze Lion |

Film Craft Lions Winners - CL2012

| | | | | | | | | | |
|---------|-------|-------|-----------------------------------|-----------------------------------|--------------------|---------|--------------------|---------------|-------------|
| A10/155 | 21115 | T-MAN | TIENSE SUIKER/SUCRES DE TIRLEMONT | TIENSE SUIKER/SUCRES DE TIRLEMONT | EURO RSCG BRUSSELS | BELGIUM | EURO RSCG BRUSSELS | CZAR Brussels | Bronze Lion |
|---------|-------|-------|-----------------------------------|-----------------------------------|--------------------|---------|--------------------|---------------|-------------|

Total Entries: 56