

Branded Content & Entertainment Lions Winners - CL2012

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Prize
A12/086	00415	CULTIVATE CAMPAIGN	CHIPOTLE	FAST FOOD	CREATIVE ARTISTS AGENCY Los	USA	CREATIVE ARTISTS AGENCY Los Angeles	Grand Prix
A01/016	00424	MFCEO	K-SWISS	FOOTWEAR	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	Gold Lion
A01/019	00510	THE GREAT CRUSADE	QANTAS	TOURISM	WONDER Sydney	AUSTRALIA	WONDER Sydney / FINCH Sydney	Gold Lion
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	Gold Lion
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	Gold Lion
A04/001	00157	WHEAT THINS & COLBERT	KRAFT	WHEAT THINS	STARCOM MEDIAVEST GROUP New York	USA	STARCOM MEDIAVEST GROUP New York / COMEDY CENTRAL New York	Gold Lion
A05/020	00390	NATURE VALLEY TRAIL VIEW	GENERAL MILLS	GENERAL MILLS	McCANN ERICKSON New York	USA	McCANN ERICKSON New York	Gold Lion
A06/015	00356	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	ITALY	LEO BURNETT Milan	Gold Lion
A06/030	00662	NEW YORK WRITES ITSELF	VILLAGE VOICE / NEW YORK TYPES	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK	Gold Lion
A07/025	00333	BE THE COACH	SOUTH AFRICAN BREWERIES	CARLING BLACK LABEL	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	Gold Lion
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	Gold Lion
A08/031	00400	THE MOST POPULAR SONG	BANCO POPULAR DE PUERTO RICO	BANK	JWT SAN JUAN	PUERTO RICO	JWT SAN JUAN	Gold Lion
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	Gold Lion
A09/010	00329	THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	ENGAGEMENT CITOYEN	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis	Gold Lion
A10/007	00263	I AM PLAYR	NIKE	NIKE FOOTBALL	WE R INTERACTIVE London	UNITED KINGDOM	WE R INTERACTIVE London / BIGBALLS FILMS London	Gold Lion
A11/021	00281	NATURE VALLEY TRAIL VIEW	GENERAL MILLS	GENERAL MILLS	McCANN ERICKSON New York	USA	McCANN ERICKSON New York	Gold Lion
A11/022	00300	THE MUSEUM OF ME	INTEL	INTEL CORE i5 PROCESSOR	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo	Gold Lion
A11/034	00713	CORRIDA SP-RIO	NIKE	RUNNING	LIVEAD São Paulo	BRAZIL	LIVEAD São Paulo	Gold Lion
A12/047	00435	MFCEO	K-SWISS	FOOTWEAR	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	Gold Lion
A02/010	00071	EVERYTHING TO PROVE	GATORADE	SPORTS DRINKS	VML Kansas City	USA	VML Kansas City / FLEISHMAN-HILLARD Chicago / NFL FILMS Mount Laurel	Silver Lion
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	Silver Lion
A06/006	00169	AUTODANCE	UBISOFT	VIDEO GAME	CP+B Gothenburg	SWEDEN	CP+B Gothenburg	Silver Lion
A06/041	00631	PROJECT IMAGIN8ION	CANON USA	DIGITAL SLR CAMERAS	GREY NEW YORK	USA	GREY NEW YORK / ALLIANCE New York / MEDIACOM New York	Silver Lion
A06/048	00396	A STEP FROM ZERO	COCA-COLA COMPANY	COKE ZERO	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	Silver Lion
A06/050	00368	HATSUNE MIKU	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Silver Lion
A07/009	00126	THE SMIRNOFF NIGHT PROJECT	SMIRNOFF	VODKA	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland	Silver Lion

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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	Silver Lion
A07/088	00670	THE CREATORS PROJECT	INTEL	INTEL	VICE MEDIA Brooklyn	USA	VICE MEDIA Brooklyn	Silver Lion
A08/028	00636	THE CODE	MILITARY FORCES OF COLOMBIA	HOSTAGE AWARENESS	DDB COLOMBIA Bogotá	COLOMBIA	DDB COLOMBIA Bogotá	Silver Lion
A11/052	00359	BLUE SKITTLES - LIKE THE RAINBOW	WRIGLEY	SKITTLES	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON	Silver Lion
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	Silver Lion
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	Silver Lion
A01/009	00374	TRUE ORIGINS OF PIZZA	MR. PIZZA	PIZZA RESTAURANT	SS+K New York	USA	SS+K New York / ADDICT MEDIA FILMS Seoul	Bronze Lion
A01/021	00255	ALWAYS OPEN	DENNY'S	DENNY'S RESTAURANT	GOTHAM New York	USA	GOTHAM New York / DUMBDUMB PRODCUTIONS West Hollywood	Bronze Lion
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	Bronze Lion
A02/025	00198	THE KIWI SCEPTICS	AIR NEW ZEALAND	AIRLINE	HOST Sydney	AUSTRALIA	HOST Sydney / THE JAMBOREE Sydney	Bronze Lion
A02/052	00118	A SUMMER WITHOUT RAIN	WIDERØE	DOMESTIC AIRLINE	McCANN NORWAY Oslo	NORWAY	McCANN NORWAY Oslo / MEDIAFRONT Oslo / SCANDINAVIAN DESIGN GROUP Oslo	Bronze Lion
A02/099	00787	CENTENNIAL FILMS	IBM	IBM	OGILVY NEW YORK	USA	OGILVY NEW YORK	Bronze Lion
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	Bronze Lion
A05/008	00076	OPEN UP WITH ANDRE AGASSI	PREMIUM WINE BRANDS	JACOB'S CREEK WINE - JACOB'S CREEK	CUMMINSROSS Melbourne	AUSTRALIA	CUMMINSROSS Melbourne	Bronze Lion
A07/013	00147	SMART EBALL	DAIMLER	SMART FORTWO ELECTRIC DRIVE	BBDO GERMANY Düsseldorf	GERMANY	BBDO PROXIMITY BERLIN	Bronze Lion
A07/043	00796	SKATE PINBALL	FRUCOR BEVERAGES	MOUNTAIN DEW	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Bronze Lion
A07/058	00682	MLB FAN CAVE	MAJOR LEAGUE BASEBALL	MLB FAN CAVE	HILL HOLLIDAY Boston	USA	HILL HOLLIDAY Boston	Bronze Lion
A07/069	00397	THE WORST BREATH IN THE WORLD	FERRERO	TIC TAC	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	Bronze Lion
A07/112	00702	THE CONCERT OF TOYS	TOYS'R'US	TOYS'R'US	CHINA Madrid	SPAIN	CHINA Madrid	Bronze Lion
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	Bronze Lion
A08/008	00040	PLAN B - BALLANTINE'S	PERNOD RICARD	BALLANTINE'S WHISKY	OPTIMEDIA Madrid	SPAIN	OPTIMEDIA Madrid / NOVAEMUSIK Madrid	Bronze Lion
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	Bronze Lion
A09/014	00739	RECIPE RECEIPT	UNILEVER	HELLMANN'S	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Bronze Lion
A10/017	00779	MINI MAPS	MINI FRANCE	MINI	DDB PARIS	FRANCE	DDB PARIS	Bronze Lion
A10/028	00803	ESCAPE THE MAP	MERCEDES	C-CLASS AMG COUPE	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Bronze Lion

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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	Bronze Lion
A11/055	00110	MEMORIES FOR THE FUTURE	GOOGLE JAPAN	GOOGLE	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO Tokyo / GOOGLE Roppongi, Minato-ku / HAKUHODO KETTLE Tokyo	Bronze Lion
A11/077	00639	COCA-COLA POLAR BOWL	THE COCA-COLA COMPANY	COCA-COLA CLASSIC	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	Bronze Lion
A12/106	00478	A STEP FROM ZERO	COCA-COLA COMPANY	COKE ZERO	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	Bronze Lion
A12/114	00677	WORLD GONE SOUR	KRAFT	SOUR PATCH KIDS	MOTHER NEW YORK	USA	MOTHER NEW YORK New York	Bronze Lion

Total Entries: 56