

Shortlist (Film Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
A01 (Savoury Foods)									
A01/009	00378	ADVENTURE AWAITS	ARLA FOODS	COOK'S RANGE	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London		BLINK PRODUCTIONS London / MPC London / WAVE STUDIOS London
A01/010	00520	RESCUE	UNILEVER	MARMITE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MINDSHARE London	OUTSIDER London
A01/044	02106	GOOD MORNING BACON	PRIMO SMALLGOODS	SMALLGOODS	OGILVY & MATHER Sydney	AUSTRALIA	OGILVY & MATHER Sydney	NEO@OGILVY St Leonards	CURIOUS FILM Sydney
A01/049	02956	SCHWARTZ - THE SOUND OF TASTE	SCHWARTZ	SCHWARTZ FLAVOUR SHOTS	GREY LONDON	UNITED KINGDOM	GREY LONDON	STARCOM MEDIAVEST GROUP London	PARTIZAN London
A01/052	02137	LONG LIFE	CAMPOFRIO	CUIDAT+	McCANN MADRID Madrid	SPAIN	McCANN MADRID Madrid	ZENITH Madrid	LEE FILMS Madrid
A02 (Sweet Foods & Snacks)									
A02/027	01708	COMB OVER	JELLO	JELLO	CP+B Boulder	USA	CP+B Boulder		SMITH AND JONES FILMS Los Angeles
A02/060	01429	MEDITATION	KRISPY KERNELS	MIXED NUTS	LG2 Québec	CANADA	LG2 Québec	TOUCHE! PHD Montréal	NOVA FILM Quebec
A02/077	02260	HAIRSPRAY	MARS CHOCOLATE NORTH AMERICA	MARS BITES	BBDO NEW YORK	USA	BBDO NEW YORK		O POSITIVE FILMS New York
A02/091	02898	SMILE	MARS, INC.	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	STARCOM MEDIAVEST GROUP Chicago	SMUGGLER Los Angeles, CA / WHITEHOUSE POST Chicago / FILMWORKERS CLUB Chicago, IL
A02/092	02903	CLOUD	MARS, INC.	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	STARCOM MEDIAVEST GROUP Chicago	GORGEOUS INC Los Angeles / WHITEHOUSE POST Chicago / THE MILL Los Angeles
A02/093	02904	GROOMER	MARS, INC.	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	STARCOM MEDIAVEST GROUP Chicago	GORGEOUS INC Los Angeles / WHITEHOUSE POST Chicago / THE MILL Los Angeles
A02/094	02905	VET	MARS, INC.	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	STARCOM MEDIAVEST GROUP Chicago	GORGEOUS INC Los Angeles / WHITEHOUSE POST Chicago / THE MILL Los Angeles
A03 (Alcoholic Drinks)									
A03/003	00531	SAPEURS	DIAGEO	GUINNESS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	CARAT London	MJZ LONDON London
A03/018	01517	HANDBALL	HEINEKEN	DOS EQUIS	HAVAS WORLDWIDE New York	USA	HAVAS WORLDWIDE New		OUTSIDE EDIT + DESIGN New York
A03/019	01518	DOGSLED	HEINEKEN	DOS EQUIS	HAVAS WORLDWIDE New York	USA	HAVAS WORLDWIDE New		RADICAL MEDIA Los Angeles
A03/025	00483	THE ODYSSEY	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	STARCOM MEDIAVEST GROUP Amsterdam	MJZ LONDON London
A03/047	01804	BOWLING ALLEY	MARK ANTHONY BRANDS, INC.	MIKE'S HARD LEMONADE	MJZ Los Angeles	USA	GREY NEW YORK		MJZ Los Angeles
A03/051	01982	HURRICANE LAURA	ABINBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		REBOLUCION Buenos Aires
A03/052	01983	HURRICANE MARTHA	ABINBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		REBOLUCION Buenos Aires
A03/076	02878	THE SEARCH	LION	TAP KING	BMF Sydney	AUSTRALIA	BMF Sydney	ZENITHOPTIMEDIA Sydney	REVOLVER/WILL O'ROURKE Sydney
A03/094	02417	SHAMPOO	SOUTHERN COMFORT	SOUTHERN COMFORT	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	UM New York	BISCUIT FILMWORKS Los Angeles
A03/096	02419	KARATE	SOUTHERN COMFORT	SOUTHERN COMFORT	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	UM New York	BISCUIT FILMWORKS Los Angeles
A03/099	02748	WHY NOT MAN	HEINEKEN INTERNATIONAL	HEINEKEN LIGHT	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	STARCOM MEDIAVEST GROUP Amsterdam	STINK London
A04 (Non-Alcoholic Drinks)									
A04/022	01538	JUDO CHAMPION	CAMPINA	MILK	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam		PINK RABBIT Amsterdam

Shortlist (Film Lions)

A04/032	00493	DON'T DRINK AND DRIVE	STAR	SOGNI D'ORO	DLV BBDO Milan	ITALY	DLV BBDO Milan	FILMGOOD	Serravalle
A04/045	01224	ANNOUNCEMENT S	PEPSICO ARGENTINA	H2OH!	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	PHD ARGENTINA Buenos Aires	ARGENTINACINE Buenos Aires
A04/057	02255	ROCKETS	PEPSI-COLA COMPANY	MOUNTAIN DEW KICKSTART	BBDO NEW YORK	USA	BBDO NEW YORK		MJZ New York
A04/065	01170	CAT LADY	MURRAY GOULBURN CO OPERATIVE LTD	DEVONDALE LONG LIFE MILK	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE		PRODIGY Sydney
A04/073	02115	THE TEACHER	MURRAY GOULBURN CO OPERATIVE LTD	DEVONDALE SMOOTHIES	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE		EXIT FILMS Melbourne, VIC
A04/079	02193	PARENTS	COCA-COLA COMPANY	COCA-COLA LIFE	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires		BLUE Buenos Aires

A05 (Household)

A05/003	02845	THE DAY I VISITED MY SON - A TRUE STORY	UNILEVER	COMFORT	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE		COLLIDER Sydney
A05/008	01090	REFRESHING COLOURS	SPOTLESS	HOUSEHOLD PRODUCTS	HEREZIE Paris	FRANCE	HEREZIE Paris		HENRY DE CZAR Paris
A05/020	01869	PIG	UNILEVER	SUNLIGHT/ DISHWASHER DETERGENTS	LOWE Bangkok	THAILAND	LOWE Bangkok		DIRECTOR'S THINK TANK Kuala Lumpur
A05/025	02546	HOSPITAL	PROCTER & GAMBLE	MAGISTRAL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires		REBOLUCION Buenos Aires
A05/026	00039	10 YEARS WITH YOU AND LED.	TOSHIBA CORPORATION	LED CEILING LIGHT	DENTSU Tokyo	JAPAN	DENTSU Tokyo		SUN-AD COMPANY Tokyo

A06 (Home Appliances & Furnishings)

A06/012	00845	VIBRATION FREE WASHING	SAMSUNG ELECTRONICS AUSTRIA	WASHING MACHINE	TRAKTOR WIEN Vienna	AUSTRIA	TRAKTOR WIEN Vienna		WARDA NETWORK Vienna
A06/026	02784	NO ENTRANCE	MOBOTIX SECURITY SYSTEMS	SECURITY SYSTEMS	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL		ANIMA Istanbul

A07 (Toiletries, Cosmetics & Beauty)

A07/009	02695	MOMSONG	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland		MJZ Los Angeles
A07/010	02696	TREE	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland		MJZ Los Angeles
A07/011	02697	BOWL	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland		MJZ Los Angeles
A07/016	00457	LA DONNA	UNILEVER	AXE	ponce buenos aires	ARGENTINA	ponce buenos aires		MJZ Los Angeles / LABHOUSE Buenos Aires
A07/028	02682	MEETING	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland		MJZ Los Angeles
A07/029	02683	BOARDWALK	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland		MJZ Los Angeles

A08 (Pharmacy)

A08/011	01064	THE GREAT ESCAPE	SIGMA TAU	YOVIS VIAGGIO	BEDESCHI FILM Milan	ITALY	PUBLICIS ITALY Milan	MEC Rome	BEDESCHI FILM Milan
A08/038	02514	DIALOGUE 2	BOEHRINGER INGELHEIM DO BRASIL	ANADOR	BORGHI/LOWE São Paulo	BRAZIL	BORGHI/LOWE São Paulo		CINE CINEMATOGRAFICA São Paulo / SAXSOFUNNY São Paulo

A09 (Clothing, Footwear & Accessories)

A09/001	00436	THE BIG LEAP	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris		WANDA PRODUCTIONS Saint-Denis La Plaine Cedex
A09/009	01272	MADE FROM COOL - MAKING THE CUT	JACK & JONES	CLOTHING	& CO. Copenhagen	DENMARK	& CO. Copenhagen	OMD Copenhagen	BACON Copenhagen
A09/010	01273	MADE FROM COOL - SEWING IT UP	JACK & JONES	CLOTHING	& CO. Copenhagen	DENMARK	& CO. Copenhagen	OMD Copenhagen	BACON Copenhagen

Shortlist (Film Lions)

A09/023	02742	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Bangalore	INDIA	JWT INDIA Bangalore	MINDSHARE Bangalore	1ST DECEMBER FILMS Bangalore
A09/037	02674	POSSIBILITIES	NIKE	ATHLETIC FOOTWEAR AND APPAREL	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland		MJZ Los Angeles / ROCK PAPER SCISSORS Los Angeles, CA / A52 Los Angeles, CA

A10 (Miscellaneous)

A10/012	01690	WE HAVE TO TALK	MARS MEXICO/ PEDIGREE	BRAND	BBDO MEXICO	MEXICO	BBDO MEXICO		CENTRAL FILMS Mexico City
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A11 (Cars)

A11/015	00362	HONDA ILLUSIONS	HONDA	HONDA CR-V	mcgarrybowen London	UNITED KINGDOM	mcgarrybowen London	STARCOM MEDIAVEST GROUP London	GORGEOUS London / THE MILL London
A11/025	00526	PARACHUTE	VOLKSWAGEN	CAR	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MEDIACOM London	OUTSIDER London
A11/026	00527	ROPE	VOLKSWAGEN	CAR	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MEDIACOM London	OUTSIDER London
A11/027	00528	CAGE	VOLKSWAGEN	CAR	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MEDIACOM London	OUTSIDER London
A11/059	00677	DODGE DURANGO RON BURGUNDY IT COMES STANDARD	DODGE	2014 DODGE DURANGO	CAVIAR Los Angeles	USA	WIEDEN+KENNEDY Portland		CAVIAR Los Angeles / GIFTED YOUTH Los Angeles, CA / FUNNY OR DIE Los Angeles
A11/060	00678	DODGE DURANGO RON BURGUNDY SCHOOL	DODGE	2014 DODGE DURANGO	CAVIAR Los Angeles	USA	WIEDEN+KENNEDY Portland		CAVIAR Los Angeles / GIFTED YOUTH Los Angeles, CA / FUNNY OR DIE Los Angeles
A11/061	00679	DODGE DURANGO RON BURGUNDY BALLROOM DANCERS	DODGE	2014 DODGE DURANGO	CAVIAR Los Angeles	USA	WIEDEN+KENNEDY Portland		CAVIAR Los Angeles / GIFTED YOUTH Los Angeles, CA / FUNNY OR DIE Los Angeles
A11/063	02217	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		SPRAY FILMES São Paulo
A11/085	01418	GTD: ICE CREAM	VOLKSWAGEN CANADA	AUTOMOTIVE	RED URBAN Toronto	CANADA	RED URBAN Toronto		UNTITLED FILMS Toronto / ROOSTER POST PRODUCTION Toronto, oN / EGGPLANT COLLECTIVE Toronto
A11/087	01439	TEDDY TRAGEDY	VOLKSWAGEN	AUTOMATIC DISTANCE CONTROL	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		MOVIE MAGIC INTERNATIONAL Milan
A11/088	01508	CHICKEN	DAIMLER	MERCEDES-BENZ	JUNG von MATT Stuttgart	GERMANY	JUNG von MATT Stuttgart		BIGFISH FILMPRODUKTION Berlin
A11/138	02569	FIAT 500 CULT	FIAT GROUP	FIAT 500 CAR	LEO BURNETT Milan	ITALY	LEO BURNETT Milan		ALTOVERBANO Milan
A11/139	01219	AMERICA'S IMPORT	FIAT CHRYSLER AUTOMOBILES	CHRYSLER 200	GLOBALHUE Southfield	USA	GLOBALHUE Southfield	UM Birmingham, AL	CAVIAR Los Angeles
A11/152	02430	DADDY	CITROËN	CAR	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux	HAVAS MEDIA Puteaux / OMD INTERNATIONAL London	WANDA PRODUCTIONS Saint-Denis La Plaine Cedex
A11/162	00641	FEELING CAREFREE	VOLKSWAGEN	VOLKSWAGEN	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	MEDIACOM New York	O POSITIVE FILMS New York

A12 (Other Vehicles, Auto Products & Services)

A12/007	02719	CAR CRUSHER	FIAT	NOVO FIORINO	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		ZOLA São Paulo
A12/022	02153	ALL ALONE	TOTAL	TOTAL ACCESS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt	VIZEUM Paris	LES TÉLÉCRÉATEURS Paris
A12/025	02611	PLASTIC CONTAINER	CAR ONE	CAR DEALER	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires		ARGENTINACINE Buenos Aires

Shortlist (Film Lions)

A12/026	02612	FAN	CAR ONE	CAR DEALER	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINACINE Buenos Aires
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A13 (Home Electronics & Audio-Visual)

A13/028	00690	EVOLUTION	SAMSUNG TELECOMMUNICATIONS AMERICA	GALAXY GEAR	72ANDSUNNY Los Angeles, CA	USA	72ANDSUNNY Los Angeles, CA	STARCOM MEDIAVEST GROUP New York	FURLINED Los Angeles
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A14 (Retail Stores)

A14/005	00022	THE HORNBACK HAMMER	HORNBACK	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	CROSSMEDIA Düsseldorf	BIGFISH FILMPRODUKTION Berlin
A14/024	00946	VIEWMASTER	KOL KID	KOL KID	TRIBAL DDB TORONTO	CANADA	TRIBAL DDB TORONTO		CODE FILM Toronto, ON
A14/026	00363	THE WORLD NEEDS BETTER TECHNOLOGY - SPORTSBAR	MEDIA-SATURN-HOLDING	SEASONAL CAMPAIN 2013	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN		CZAR Berlin
A14/029	00547	ALL IS RIGHT	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK		O POSITIVE FILMS New York
A14/036	00523	BEAR & HARE	JOHN LEWIS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MANNING GOTTLIEB OMD London	BLINK PRODUCTIONS London
A14/037	00522	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	PHD London / ROCKET London	OUTSIDER London
A14/042	01645	THE SECOND HAND CAMPAIGN - SOFA	IKEA	FURNITURE	SMFB Oslo	NORWAY	SMFB Oslo	MEDIACOM Oslo	ANIMASJONSDEPARTEMENTET Oslo / FACTORY Oslo / VERDENS STERKESTE MANN Oslo
A14/043	01646	THE SECOND HAND CAMPAIGN - CABINET	IKEA	FURNITURE	SMFB Oslo	NORWAY	SMFB Oslo	MEDIACOM Oslo	ANIMASJONSDEPARTEMENTET Oslo / FACTORY Oslo / VERDENS STERKESTE MANN Oslo
A14/044	01647	THE SECOND HAND CAMPAIGN - CHAIRS	IKEA	FURNITURE	SMFB Oslo	NORWAY	SMFB Oslo	MEDIACOM Oslo	ANIMASJONSDEPARTEMENTET Oslo / FACTORY Oslo / VERDENS STERKESTE MANN Oslo
A14/061	02604	THE SUN ISN'T WHAT THEY SAY IT IS	VISIONLAB	OPTICAL BRAND	LOLA Madrid	SPAIN	LOLA Madrid		BLUR PRODUCCIONES Madrid
A14/062	02605	WHATSUP	VISIONLAB	OPTICAL BRAND	LOLA Madrid	SPAIN	LOLA Madrid		BLUR PRODUCCIONES Madrid
A14/063	02606	SUNSET	VISIONLAB	OPTICAL BRAND	LOLA Madrid	SPAIN	LOLA Madrid		BLUR PRODUCCIONES Madrid
A14/073	00364	DENTIST	EPIC COMPANIES	ONLINE SHOP	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN		CZAR Berlin
A14/074	00365	BEDROOM	EPIC COMPANIES	ONLINE SHOP	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN		CZAR Berlin
A14/075	00433	THE PERFECT DAUGHTER	PROMART HOMECENTER	DYS RETAIL STORE	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima		REBECA Lima
A14/078	00529	CHRISTMAS IN A DAY	SAINSBURY'S SUPERMARKETS	SUPERMARKET	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	VIZEUM London	RSA FILMS London
A14/094	01121	BOB	HALFORDS	WE FIT	MOTHER London	UNITED KINGDOM	MOTHER London	WALKER MEDIA London	BLINK PRODUCTIONS London
A14/095	01122	NEEDLES	HALFORDS	WE FIT	MOTHER London	UNITED KINGDOM	MOTHER London	WALKER MEDIA London	BLINK PRODUCTIONS London
A14/114	02051	PROPOSAL	IPIRANGA PRODUTOS DE PETROLEO SA	24 HOUR CONVENIENCE STORE / FAST FOOD	TALENT São Paulo	BRAZIL	TALENT São Paulo		PRODIGO FILMS São Paulo
A14/132	02859	TV START SOMETHING NEW	IKEA	IKEA	S,C,P,F Barcelona	SPAIN	S,C,P,F Barcelona		ALBERT Barcelona / GARLIC FILMS Madrid
A14/143	02356	CARROT	WAITROSE	WAITROSE BRAND	BBH London	UNITED KINGDOM	BBH London	MANNING GOTTLIEB OMD London	PARK PICTURES London

A15 (Restaurants & Fast Food Outlets)

A15/013	01542	PARACHUTE	McDONALDS	BURGERS	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam		PINK RABBIT Amsterdam
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Shortlist (Film Lions)

A15/029	01751	CAST	LITTLE CAESARS	FAST FOOD PIZZA	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York	HORIZON MEDIA New York	STATION FILM New York City, NY / MACKENZIE CUTLER New York / COMPANY 3 New York
A15/033	02013	GUESS WHO LOVES TACO BELL'S NEW BREAKFAST (RONALD MCDONALD LAUNCH)	TACO BELL	TACO BELL BREAKFAST	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	MEC Los Angeles	MOXIE PICTURES Los Angeles
A15/034	02014	WAFFLE TACO - GUESS WHO LOVES IT (RONALD MCDONALD)	TACO BELL	TACO BELL BREAKFAST - WAFFLE TACO	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	MEC Los Angeles	MOXIE PICTURES Los Angeles
A15/035	02015	A.M. CRUNCHWRAP - GUESS WHO LOVES IT (RONALD MCDONALD)	TACO BELL	TACO BELL BREAKFAST - A.M. CRUNCHWRAP	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	MEC Los Angeles	MOXIE PICTURES Los Angeles

A16 (Travel, Transport & Tourism)

A16/001	00538	STORIES ARE WAITING IN PARIS	EUROSTAR	EUROSTAR	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	ARENA MEDIA London	HLA London
A16/002	00539	STORIES ARE WAITING IN LONDON	EUROSTAR	EUROSTAR	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	ARENA MEDIA London	HLA London
A16/005	00161	SIMON THE OGRE	TUI TRAVEL UK AND IRELAND	THOMSON HOLIDAYS	BMB London	UNITED KINGDOM	BMB London	MEDIACOM London	REALISE STUDIO London / SONNY London / 750MPH London
A16/010	01958	FROM MY WINDOW	AIRBNB	SHORT-TERM HOME RENTALS	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		TOOL OF NORTH AMERICA Santa Monica
A16/017	02493	PARIS	EXPEDIA	TRAVEL SERVICES	Y&R MEXICO	MEXICO	Y&R MEXICO	STARCOM MEDIAVEST GROUP Mexico	CENTRAL FILMS Mexico City
A16/044	01748	STAIRLIFT	KAYAK	TRAVEL SEARCH ENGINE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York	PHD New York	STATION FILM New York City, NY / MACKENZIE CUTLER New York / COMPANY 3 New York
A16/051	01721	CAPTAIN OBVIOUS	HOTELS.COM	HOTELS.COM	CP+B Boulder	USA	CP+B Boulder		IMPERIAL WOODPECKER New York
A16/052	01722	OBVIOUS EYE CONTACT	HOTELS.COM	HOTELS.COM	CP+B Boulder	USA	CP+B Boulder		IMPERIAL WOODPECKER New York
A16/053	01723	OBVIOUS LIES	HOTELS.COM	HOTELS.COM	CP+B Boulder	USA	CP+B Boulder		IMPERIAL WOODPECKER New York
A16/056	02061	LANDING	AEROLINEAS ARGENTINAS	AIRLINE	MADRE Buenos Aires	ARGENTINA	MADRE Buenos Aires		AGOSTO BUENOS AIRES / PIKLE Buenos Aires / BIG LAZY ROBOT Barcelona
A16/057	02062	NIGHT FLIGHT	AEROLINEAS ARGENTINAS	AIRLINE	MADRE Buenos Aires	ARGENTINA	MADRE Buenos Aires		AGOSTO BUENOS AIRES / PIKLE Buenos Aires / BIG LAZY ROBOT Barcelona
A16/058	02070	TAKE OFF	AEROLINEAS ARGENTINAS	AIRLINE	MADRE Buenos Aires	ARGENTINA	MADRE Buenos Aires	MEDIA STRATEGY Buenos Aires	AGOSTO BUENOS AIRES
A16/065	02441	VOICES	AMTRAK	ACELA EXPRESS	FCB GARFINKEL New York	USA	FCB GARFINKEL New York	INITIATIVE New York	BOXER FILMS Los Angeles

A17 (Entertainment & Leisure)

A17/010	00268	THE MIRACLE	ESTE'N'EST	ANIM'EST	OGILVY&MATHER ROMANIA Bucharest	ROMANIA	OGILVY&MATHER ROMANIA Bucharest	MINDSHARE Bucharest	ABIS STUDIO Bucharest
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Shortlist (Film Lions)

A17/024	01830	GREATNESS AWAITS	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK	CARAT San Francisco	MJZ New York
A17/025	01831	PERFECT DAY	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK	CARAT San Francisco	MJZ New York
A17/036	00515	BEST EXTRA	CANADIAN FILM FEST	CANADIAN FILM FEST	JWT Toronto	CANADA	JWT Toronto		STEAM FILMS Toronto
A17/040	00640	COVERT	NIKE GOLF	SPORTS EQUIPMENT	BISCUIT FILMWORKS Los Angeles	USA	WIEDEN+KENNEDY Portland		BISCUIT FILMWORKS Los Angeles
A17/052	01096	PEOPLE'S DREAMS	LOTERIAS Y APUESTAS DEL ESTADO - SPANISH LOTTERY	LA PRIMITIVA LOTTERY	PUBLICIS COMUNICACIÓN ESPAÑA Madrid	SPAIN	PUBLICIS COMUNICACIÓN ESPAÑA Madrid	OPTIMEDIA Madrid	IGLOO FILMS Madrid
A17/053	01142	PRIDE HEART	QUEER LISBOA	QUEER LISBOA	FUEL LISBON	PORTUGAL	FUEL LISBON		SYNC Lisbon
A17/054	01220	THE FAKE TRAILER	THEATRE DE LA BASTILLE	LIVE THEATER	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris		BLUE FILM PRODUCTION Paris
A17/067	02292	ROBOCOP	CONSULATE GENERAL OF ARGENTINA IN LOS ANGELES	ARGENTINA NEW CINEMA FILM FESTIVAL	CONILL SAATCHI & SAATCHI Torrance	USA	CONILL SAATCHI & SAATCHI Torrance / CONILL ADVERTISING El Segundo		PARANA FILMS Los Angeles
A17/084	01463	THE LAST OF US	SONY COMPUTER ENTERTAINMENT EUROPE	PLAYSTATION 4	180 AMSTERDAM	THE NETHERLANDS	180 AMSTERDAM		MINIVEGAS Amsterdam
A17/098	02138	WRITER	SPANISH NATIONAL LOTTERY (LOTERÍAS Y APUESTAS DEL ESTADO)	EUROLOTTO	McCANN MADRID Madrid	SPAIN	McCANN MADRID Madrid	ALMA MEDIA Madrid	GARLIC FILMS Madrid

A18 (Publications & Media)

A18/019	02581	TAKING OUT THE TRASH	LIBERO	FOOTBALL MAGAZINE	LOLA Madrid	SPAIN	LOLA Madrid		BLUR PRODUCCIONES Madrid
A18/020	02583	LUNCH WITH YOUR FATHER IN LAW	LIBERO	FOOTBALL MAGAZINE	LOLA Madrid	SPAIN	LOLA Madrid		BLUR PRODUCCIONES Madrid
A18/021	02585	RELATIONSHIP	LIBERO	FOOTBALL MAGAZINE	LOLA Madrid	SPAIN	LOLA Madrid		BLUR PRODUCCIONES Madrid
A18/022	02587	AB MACHINE	LIBERO	FOOTBALL MAGAZINE	LOLA Madrid	SPAIN	LOLA Madrid		BLUR PRODUCCIONES Madrid
A18/027	00604	MEGAGLOVE	THE GUARDIAN AND OBSERVER	THE GUARDIAN AND OBSERVER WEEKEND NEWSPAPERS AND SUPPLEMENT	BISCUIT FILMWORKS Los Angeles	USA	BBH London		BISCUIT FILMWORKS Los Angeles
A18/031	00649	SNUFFY	DISCOVERY	SHARK WEEK	DISCOVERY CHANNEL Silver Spring	USA			mOCEAN Los Angeles, CA
A18/033	00708	EDUCATION	BUSINESS DAY	BUSINESS DAY	OWENKESSEL LEO BURNETTE Johannesburg	SOUTH AFRICA	OWENKESSEL LEO BURNETTE Johannesburg	APPLIED MEDIA LOGIC Johannesburg	VELOCITY FILMS Cape Town
A18/035	00710	HOUSING	BUSINESS DAY	BUSINESS DAY	OWENKESSEL LEO BURNETTE Johannesburg	SOUTH AFRICA	OWENKESSEL LEO BURNETTE Johannesburg	APPLIED MEDIA LOGIC Johannesburg	VELOCITY FILMS Cape Town
A18/037	00795	AFTERMATH	GUARDIAN/OBSERVER	DO SOMETHING	BISCUIT FILMWORKS Los Angeles	USA	BBH London		BISCUIT FILMWORKS Los Angeles / BISCUIT FILMWORKS London
A18/043	01030	OBAMA	EITB	RADIO EUSKADI	DIMENSION San Sebastian	SPAIN	DIMENSION San Sebastian	EITB Bilbao	DEBOLEX San Sebastian / IRUSOIN San Sebastian
A18/046	01383	THE WOMAN WHO CAN'T WATCH MOVIES	CANAL+ SPAIN	CANAL+ SPAIN	FCB SPAIN Madrid	SPAIN	FCB SPAIN Madrid		HELO Los Angeles
A18/047	01402	MAN DRILL	TMC CONTENT GROUP	BEATE UHSE.TV	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf		DOPPELGAENGER FILM Hamburg / PIRATES N PARADISE Düsseldorf
A18/048	01403	BLUE TACKLE	TMC CONTENT GROUP	BEATE UHSE.TV	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf		DOPPELGAENGER FILM Hamburg / PIRATES N PARADISE Düsseldorf
A18/076	02963	THE SUNDAY TIMES - ICONS	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON	M/SIX London	ACADEMY FILMS London

Shortlist (Film Lions)

A18/081	01474	FREE THE WORDS	TVRAIN OPTIMISTIC CHANNEL	TV FILM	SKBD.SH Moscow	RUSSIA		SKBD.SH Moscow
A18/086	01583	THE WORLD'S FIRST ALL-LEGO AD BREAK	WARNER BROS.	THE LEGO MOVIE	PHD London	UNITED KINGDOM	PHD London	ITN PRODUCTIONS London / BRICKSPORTS Leeuwarden / BROTHERHOOD WORKSHOP Leeuwarden
A18/093	02038	LETTER	TYC SPORTS	TYC SPORTS	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES	SABADO Buenos Aires
A18/095	02040	REQUIEM	TYC SPORTS	TYC SPORTS	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES	SABADO Buenos Aires
A18/103	02488	NATIVE	TIME OUT	TIME OUT MAGAZINE	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City	THE MAESTROS Mexico City

A19 (Banking, Investment & Insurance)

A19/025	00385	MOVING OUT	LLOYDS BANK	BRAND	RKCR Y&R London	UNITED KINGDOM	RKCR Y&R London	MEC London	ROGUE FILMS London
A19/028	00393	HATS	RAYMOND JAMES FINANCIAL	FINANCIAL ADVISING	MARTIN WILLIAMS Minneapolis	USA	MARTIN WILLIAMS Minneapolis		FURLINED Los Angeles
A19/036	00229	PREGNANCY	NIMBLE	SMART LITTLE LOANS	PROXIMITY BRISBANE	AUSTRALIA	PROXIMITY BRISBANE / COLENZO BBDO Auckland		THE SWEET SHOP Melbourne
A19/037	00230	VET	NIMBLE	SMART LITTLE LOANS	PROXIMITY BRISBANE	AUSTRALIA	PROXIMITY BRISBANE / COLENZO BBDO Auckland		THE SWEET SHOP Melbourne
A19/038	00231	BREAKDOWN	NIMBLE	SMART LITTLE LOANS	PROXIMITY BRISBANE	AUSTRALIA	PROXIMITY BRISBANE / COLENZO BBDO Auckland		THE SWEET SHOP Melbourne
A19/097	02946	THE VALUE OF EXPERIENCE	EL CORTE INGLÉS SEGUROS	CAR INSURANCE	VCCP Madrid	SPAIN	VCCP Madrid		LA BALLENA DE HOJALATA Madrid
A19/108	02389	TVC - LEO	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS	OGILVY & MATHER AMSTERDAM	MEDIAVALUE Eindhoven	WEFILM Amsterdam
A19/110	02391	TVC - MARK	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS	OGILVY & MATHER AMSTERDAM	MEDIAVALUE Eindhoven	WEFILM Amsterdam
A19/129	01342	UN Sung HERO	THAI LIFE INSURANCE	THAI LIFE INSURANCE	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	MEDIACOM Bangkok	PHENOMENA Bangkok
A19/135	02315	DOCTOR	CORONATION FUND MANAGERS	CORONATION FUND MANAGERS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg		STINK London / STERLING SOUND Johannesburg
A19/138	02663	DYLAN	ING DIRECT	ING DIRECT	SRA. RUSHMORE Madrid	SPAIN	SRA. RUSHMORE Madrid	YMEDIA Madrid	
A19/148	02920	SISTERS REMEET	CEBUANA LHUILLIER	MONEY REMITTANCE	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila		FILM EXPERTS Makati City

A20 (Business Equipment & Services)

A20/011	02508	DOUBLE A, THE DOUBLE QUALITY PAPER	DOUBLE A	PAPER	BUZZMAN Paris	FRANCE	BUZZMAN Paris		HENRY DE CZAR Paris
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A21 (Commercial Public Services)

A21/014	00182	COME WITH US	SKY TELEVISION	PAY TV	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland		RUSKIN Auckland
A21/015	01799	SOUP	DIRECTV	DIRECTV	MJZ Los Angeles	USA	GREY NEW YORK		MJZ Los Angeles
A21/016	01795	FISHERMAN	DIRECTV	DIRECTV	MJZ Los Angeles	USA	GREY NEW YORK		MJZ Los Angeles
A21/017	01794	BUTTERFLIES	DIRECTV	DIRECTV	MJZ Los Angeles	USA	GREY NEW YORK		MJZ Los Angeles
A21/050	01960	THE IMPOSSIBLE FAMILY PORTRAIT :60	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco		STATION FILM New York City, NY
A21/058	00297	CLOSER	LINE PLUS CORPORATION	LINE	McCANN WORLDGROUP Bangkok	THAILAND	McCANN WORLDGROUP		SUNSHINE ETC Bangkok
A21/133	01343	GIVING	REAL MOVE CO.	TRUEMOVE H	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok		PHENOMENA Bangkok
A21/135	01573	BAR	NEXTEL COMMUNICATIONS ARGENTINA	TELECOMMUNICATI ONS	MADRE Buenos Aires	ARGENTINA	MADRE Buenos Aires	ZENITHOPTIMEDIA Buenos Aires	LABHOUSE Buenos Aires / MJZ Los Angeles
A21/136	01574	CINEMA	NEXTEL COMMUNICATIONS ARGENTINA	TELECOMMUNICATI ONS	MADRE Buenos Aires	ARGENTINA	MADRE Buenos Aires	ZENITHOPTIMEDIA Buenos Aires	LABHOUSE Buenos Aires / MJZ Los Angeles

Shortlist (Film Lions)

A21/142	02195	SPAM	TELECOM PERSONAL	ARNET	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires	ARGENTINACINE Buenos Aires
A21/147	02309	MISTAKE	FAR EASTONE	FAR EASTONE	OGILVY & MATHER Taipei	CHINESE TAIPEI	OGILVY & MATHER Taipei	BOKU FILM Taipei
A21/148	02310	RECOGNITION	FAR EASTONE	FAR EASTONE	OGILVY & MATHER Taipei	CHINESE TAIPEI	OGILVY & MATHER Taipei	BOKU FILM Taipei
A21/151	02371	BE MORE DOG LAUNCH	O2	IT / TELECOMS	VCCP London	UNITED KINGDOM	VCCP London	ZENITHOPTIMEDIA London
A21/154	02427	FATHER	CABLEVISION	CABLEVISION INTERNET	TRIBAL DDB Mexico City	MEXICO	TRIBAL DDB Mexico City	THE MAESTROS Mexico City
A21/161	02837	TOO COMPLICATED	DU	TELECOMMUNICATIONS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	DEJA VU Dubai
A21/163	02839	TOO DEPRESSING	DU	TELECOMMUNICATIONS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	DEJA VU Dubai
A21/174	00557	BRIEFCASE	FEDEX	FEDEX CUP	BBDO NEW YORK	USA	BBDO NEW YORK	BISCUIT FILMWORKS Los Angeles

A22 (Corporate Image)

A22/005	00798	WHAT'S YOUR PROBLEM? SPORT DOESN'T CARE (MAIN FILM)	SAMSUNG ELECTRONICS	2014 SOCHI PARALYMPICS GAMES	72ANDSUNNY Los Angeles, CA	USA	72ANDSUNNY Amsterdam	SMUGGLER London
A22/012	00115	LIFE IS NOT A MARATHON.	RECRUIT HOLDINGS	RECRUIT POINTS	DENTSU Tokyo	JAPAN	DENTSU Tokyo	PADDLE Tokyo
A22/014	00206	LOUIE	TD AMERITRADE	TD AMERITRADE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	MEDIAVEST New York
A22/019	01009	SPORTS MATTER - DICK'S SPORTING GOODS BASEBALL	SPORTING GOODS	SPORTING GOODS	ANOMALY New York	USA	ANOMALY New York	BISCUIT FILMWORKS Los Angeles / BIKINI EDIT New York
A22/020	01010	SPORTS MATTER - DICK'S SPORTING GOODS LACROSSE	SPORTING GOODS	SPORTING GOODS	ANOMALY New York	USA	ANOMALY New York	EPOCH FILMS New York City, NY
A22/023	00680	MISUNDERSTOOD APPLE	APPLE	APPLE	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles	OMD New York
A22/037	00533	BAD DOG GOOD DOG	MARS PETCARE	PEDIGREE	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	ZENITHOPTIMEDIA London
A22/047	00380	HANDS	HONDA MOTOR EUROPE & HONDA UK	AUTOMOTIVE COMPANY	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London	PARK PICTURES Los Angeles, CA
A22/074	02036	HANDMA	APSA	ALTO PALERMO SHOPPING CENTER	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES	NEXUS PRODUCTIONS London / TRIM EDITING London / Factory and Siren London
A22/078	02196	THE RIDE	CARLSBERG	CARLSBERG	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires	REBOLUCION Buenos Aires
A22/081	02273	EXPLOSION	VOLKSWAGEN	FILM SPONSORSHIP	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MJZ LONDON London
A22/082	02301	HAPPINESS IS MOVEMENT CARTOON	COCA-COLA	COCA-COLA	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	MEDIACOM London
A22/083	02432	THE SLEEPING SUPPORTER	CITROËN	FRENCH FOOTBALL TEAM SPONSORSHIP	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux	THE MOB FILM COMPANY Manchester
A22/090	02690	PICK THEM BACK UP	PROCTER & GAMBLE	CONSUMER PACKAGED GOODS	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	NEXUS PRODUCTIONS London
A22/091	02691	TOUGH LOVE	PROCTER & GAMBLE	CONSUMER PACKAGED GOODS	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	HAVAS MEDIA Puteaux
A22/096	02887	THE SOUL EMBRACE	COCA-COLA	TROPHY TOUR	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	CARAT New York
								PARK PICTURES Los Angeles, CA
								CARAT New York
								JOINT EDITORIAL Portland, OR
								REBOLUCION Buenos Aires

A23 (Public Health & Safety)

Shortlist (Film Lions)

A23/004	00158	DEAD MAN TALKING	TFL	TFL	RATTLING STICK London	UNITED KINGDOM	M&C SAATCHI London	MEC London	RATTLING STICK London
A23/005	00183	BE THE ARTIST	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland		THE SWEETSHOP Auckland
A23/008	00188	MISTAKES	NEW ZEALAND TRANSPORT AGENCY	SPEED	CLEMENGER BBDO Wellington	NEW ZEALAND	CLEMENGER BBDO Wellington	OMD Wellington	FINCH Sydney
A23/032	01322	HUMAN TRAFFIC SIGNS	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai		A NEW LIFE FILMS Shanghai / LOCUS Seoul
A23/045	02858	I TOUCH MYSELF	CANCER COUNCIL	BREAST CANCER	JWT Sydney	AUSTRALIA	JWT Sydney		COLLIDER Sydney / STUDIOS 301 Alexandria
A23/046	00140	SAVE THE BOY	ST JOHN AMBULANCE	FIRST AID	BBH London	UNITED KINGDOM	BBH London		BLINK PRODUCTIONS London

A24 (Public Awareness Messages)

A24/023	00449	HIRE JIM	GOVERNMENT OF ONTARIO - MINISTRY OF TRAINING, COLLEGES AND UNIVERSITIES	YOUTH JOB STRATEGY	BENSIMON BYRNE Toronto	CANADA	BENSIMON BYRNE Toronto		OPC Toronto / POSTERBOY EDIT Toronto / PIRATE GROUP Toronto
A24/035	01977	I WILL SURVIVE	VH1 LATIN AMERICA	VH1 LATIN AMERICA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		LANDIA Buenos Aires / STINK London
A24/039	00852	MUTE	HANDLOOM PICTURE COMPANY	PUBLIC SERVICE	HANDLOOM PICTURE COMPANY Mumbai	INDIA			HANDLOOM PICTURE COMPANY Mumbai
A24/051	02025	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan		THE FAMILY Milan
A24/056	02269	NO MORE SILENCE	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY GROUP CANADA Toronto	CANADA	GREY GROUP CANADA Toronto		SPY FILMS Toronto, ON
A24/064	02076	WATER	COLGATE	WATER RESOURCE SAVING	Y&R Lima	PERU	Y&R Lima		PATRIA Lima / KAZOO AUDIO Lima / MAKACO Lima
A24/067	01358	THE 1000 MILES OF LUCA	CONSEJO PUBLICITARIO ARGENTINO	INTERNATIONAL DAY OF PEOPLE WITH DISABILITIES	TBWA\BUENOS AIRES	ARGENTINA	TBWA\BUENOS AIRES		PRIMO Buenos Aires
A24/077	02188	NEW BEES	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE	DDB PARIS		WOODBLOCK Berlin

A25 (Fundraising, Donations & Appeals)

A25/022	00871	SEAN	CANADIAN BREAST CANCER FOUNDATION	RUN FOR THE CURE	DARE DIGITAL Toronto, ON	CANADA	DARE DIGITAL Toronto, ON		OPC Toronto
A25/034	02641	GIRL WHO COULDN'T CRY	WATERISLIFE	NON-PROFIT	DDB NEW YORK	USA	DDB NEW YORK		
A25/041	01201	THE GREATEST STORY	UNICEF	AWARENESS MESSAGE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	MAXUS GLOBAL Stockholm	ACNE PRODUCTION Stockholm
A25/061	01314	HIDDEN PICTURE	UNRWA		JWT SPAIN Madrid	SPAIN	JWT SPAIN Madrid		
A25/063	01496	DON'T LET THIS STORY BECOME HIS STORY	WAR CHILD	CHARITY	DOOM & DICKSON Amsterdam	THE NETHERLANDS	DOOM & DICKSON Amsterdam	UM Amsterdam	HAZAZAH Amsterdam
A25/075	02204	KEVIN	TOPSY FOUNDATION	TOPSY	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG		VELOCITY FILMS Cape Town

B01 (Internet Film)

B01/006	02940	UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI GUN VIOLENCE ORGANIZATION	GREY NEW YORK	USA	GREY NEW YORK		RABBIT CONTENT New York / ROCK PAPER SCISSORS New York City, NY
B01/010	00374	WINGS	VOLKSWAGEN	AUTOMOBILE	ARGONAUT San Francisco	USA	ARGONAUT San Francisco	MEDIACOM New York	MJZ Los Angeles / STERNTAG FILM Hamburg
B01/011	00406	REAL WINTER	CENTRAAL BEHEER ACHMEA	INSURANCE	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam		IN CASE OF FIRE Amsterdam
B01/039	00682	1.24.14	APPLE	APPLE	TBWA\AMEDIA ARTS LAB Los Angeles	USA	TBWA\AMEDIA ARTS LAB Los Angeles	OMD New York	RSA FILMS Los Angeles

Shortlist (Film Lions)

B01/040	00683	INTENTION	APPLE	APPLE	TBWAMEDIA ARTS LAB Los Angeles	USA	TBWAMEDIA ARTS LAB Los Angeles	OMD New York	BUCK Los Angeles
B01/048	00800	WHAT'S YOUR PROBLEM? SPORT DOESN'T CARE (MANIFESTO)	SAMSUNG ELECTRONICS	2014 SOCHI PARALYMPICS GAMES	72ANDSUNNY Los Angeles, CA	USA	72ANDSUNNY Amsterdam		SMUGGLER London
B01/082	00705	SAXX PROM	SAXX	SAXX UNDERWEAR CO	ONE TWENTY THREE WEST Vancouver	CANADA	ONE TWENTY THREE WEST Vancouver		OPC FAMILYSTYLE Toronto
B01/110	00663	ANNA KENDRICK: BEHIND THE SCENES OF THE MEGA HUGE FOOTBALL GAME AD WE ALMOST MAD	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York		SMUGGLER Los Angeles, CA
B01/112	00665	THE OFFICIAL TEASER FOR THE TRAILER FOR THE MEGA HUGE FOOTBALL GAME AD	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York		
B01/113	00666	OFFICIAL STOCK FOOTAGE TRAILER FOR THE MEGA HUGE FOOTBALL GAME AD WE DIDN'T MAKE	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York		
B01/114	00667	ACTUAL FOCUS GROUPS REACT TO THE MEGA FOOTBALL AD WE DIDN'T ACTUALLY MAKE	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York		
B01/115	00668	THE AD NEWCASTLE MADE TO PREPARE YOU FOR THE AD WE DIDN'T MAKE	HEINEKEN	NEWCASTLE BROWN ALE	DROGA5 New York	USA	DROGA5 New York		
B01/134	00079	THE PARTING GLASS - LONG FORM	WILLIAMS GRANT & SONS LTD	TULLAMORE DEW IRISH WHISKEY	OPPERMANWEISS New York	USA	OPPERMANWEISS New York		RSA FILMS Los Angeles
B01/157	01196	THE EPIC SPLIT	VOLVO TRUCKS	THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg		FOLKE Stockholm
B01/159	01198	THE TECHNICIAN	VOLVO TRUCKS	THE NEW VOLVO FMX	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg		FOLKE Stockholm
B01/168	00160	#DONTRETALIATE	CYBERSMILE FOUNDATION	CYBERSMILE	RATTLING STICK London	UNITED KINGDOM			RATTLING STICK London
B01/172	01016	THE FIREMAN'S SMILE	SÉCURITÉ ROUTIÈRE	ANTI DRINK-DRIVING	PUBLICIS CONSULTANTS Paris	FRANCE	PUBLICIS CONSULTANTS Paris		BIG PRODUCTION Paris
B01/173	01017	I LOVE YOU VERY MUCH	SÉCURITÉ ROUTIÈRE	ANTI DRINK-DRIVING	PUBLICIS CONSULTANTS Paris	FRANCE	PUBLICIS CONSULTANTS Paris		BIG PRODUCTION Paris

Shortlist (Film Lions)

B01/177	01276	MADE FROM COOL - KNIT WITH WIT	JACK & JONES	CLOTHING	& CO. Copenhagen	DENMARK	& CO. Copenhagen	OMD Copenhagen	BACON Copenhagen
B01/178	01277	MADE FROM COOL - ON THE BUTTON	JACK & JONES	CLOTHING	& CO. Copenhagen	DENMARK	& CO. Copenhagen	OMD Copenhagen	BACON Copenhagen
B01/179	01278	MADE FROM COOL - WOOL FROM COOL	JACK & JONES	CLOTHING	& CO. Copenhagen	DENMARK	& CO. Copenhagen	OMD Copenhagen	BACON Copenhagen
B01/210	01562	THE BABYSITTER YOU DON'T WANT TO BE	AMERICAN RED CROSS	ONLINE BABYSITTING COURSES	BBDO ATLANTA	USA	BBDO ATLANTA		TOOL OF NORTH AMERICA Santa Monica
B01/215	01812	APPRECIATION	HOME BOX OFFICE INC.	HBO GO	SS+K New York	USA	SS+K New York		O POSITIVE FILMS New York
B01/216	01813	WHAT'S HE IN	HOME BOX OFFICE INC.	HBOGO	SS+K New York	USA	SS+K New York		O POSITIVE FILMS New York
B01/217	01814	YOUR CHOICE	HOME BOX OFFICE INC.	HBO GO	SS+K New York	USA	SS+K New York		O POSITIVE FILMS New York
B01/218	01815	FAITHFUL	HOME BOX OFFICE INC.	HBO GO	SS+K New York	USA	SS+K New York		O POSITIVE FILMS New York
B01/219	01816	UNCONDITIONAL LOVE	HOME BOX OFFICE INC.	HBO GO	SS+K New York	USA	SS+K New York		O POSITIVE FILMS New York
B01/220	01817	HAPPILY MARRIED	HOME BOX OFFICE INC.	HBO GO	SS+K New York	USA	SS+K New York		O POSITIVE FILMS New York
B01/228	02012	THE BACKSTORY - TACO BELL GUESS WHO'S COMING TO BREAKFAST (RONALD MCDONALD LAUNCH)		TACO BELL BREAKFAST MENU	DEUTSCH Los Angeles	USA	DEUTSCH Los Angeles	MEC Los Angeles	MOXIE PICTURES Los Angeles
B01/241	01640	START SOMETHING NEW	IKEA	IKEA	S,C,P,F Barcelona	SPAIN	S,C,P,F Barcelona		GARLIC FILMS Madrid / ALBERT Barcelona
B01/248	01248	LOOK INSIDE™: JACK ANDRAKA	INTEL	BRAND	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco		FARM LEAGUE Los Angeles
B01/249	01249	LOOK INSIDE™: MICK EBELING	INTEL	BRAND	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco		THE EBELING GROUP Playa Del Rey
B01/250	01250	LOOK INSIDE™: ERIK WEIHENMAYER	INTEL	BRAND	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco		KNUCKLEHEAD London
B01/268	01768	WE ARE NOT ALONE	FACEBOOK	FACEBOOK	EPOCH FILMS New York City, NY	USA	WIEDEN+KENNEDY Portland		EPOCH FILMS New York City, NY
B01/289	02139	WE'LL TRY AS HARD AS YOU	MOVISTAR	SPANISH FOOTBALL TEAM SPONSORSHIP	McCANN MADRID Madrid	SPAIN	McCANN MADRID Madrid		LEE FILMS Madrid / TELSON Madrid
B01/290	02148	BORDER FOOTBALL	CARLSBERG GROUP INTERNATIONAL	CARLSBERG	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp		TRS BRUSSELS
B01/312	02686	GET SHAVED IN THE FACE	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland		FATAL FARM Los Angeles
B01/415	02225	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		SPRAY FILMES São Paulo
B01/472	02538	JENNIFER MCKINLEY	PRUDENTIAL	FINANCIAL SERVICES	DROGA5 New York	USA	DROGA5 New York		Brainwash Los Angeles

B02 (Viral Films)

B02/014	00409	THE AUTOCOMplete TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai		
B02/017	00476	FIRST KISS	WREN	CLOTHING	DURABLE GOODS Los Angeles	USA			DURABLE GOODS Los Angeles

Shortlist (Film Lions)

B02/022	00702	CLIMATE NAME CHANGE	350 ACTION	CLIMATE NAME CHANGE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York	FURLINED Los Angeles / BIG SKY EDIT New York / APM MUSIC New York	
B02/027	00133	DEVIL BABY ATTACK	20TH CENTURY FOX	DEVIL'S DUE	THINKMODO New York	USA	THINKMODO New York		
B02/028	00134	TELEKINETIC COFFEE SHOP SURPRISE	SONY PICTURES	CARRIE	THINKMODO New York	USA	THINKMODO New York		
B02/047	01300	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET (THE LABOUR PARTY)	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo	PRAVDA Oslo	
B02/056	01318	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS	LEMZ Amsterdam	TETTEROO MEDIA Amsterdam	
B02/068	01235	TUI BEER PLUMBER	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland SPARK PHD Auckland	8COM Auckland / BLOCKHEAD Auckland / FRANKLIN ROAD Auckland	
B02/077	01990	IAN UP FOR WHATEVER FILM	ANHEUSER-BUSCH	BUD LIGHT	BBDO NEW YORK	USA	BBDO NEW YORK	HELO Los Angeles	
B02/087	02644	BUCKET LIST	WATERISLIFE	NON-PROFIT	DDB NEW YORK	USA	DDB NEW YORK		
B02/090	02714	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON	SUPERGOOBER London	
B02/100	01978	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	AGOSTO BUENOS AIRES	
B02/103	02380	THE STORY OF BOB & LINDA	TELEKOM DEUTSCHLAND	BEST NETWORK	DDB TRIBAL BERLIN	GERMANY	DDB TRIBAL HAMBURG Hamburg	MEDIACOM Düsseldorf	SOUP FILMPRODUKTION Berlin / OPTIX DIGITAL PICTURES Hamburg / HASTINGS AUDIO NETWORK Hamburg
B02/105	02451	HAVE THE HOMELESS BECOME INVISIBLE?	NEW YORK CITY RESCUE MISSION	MAKE THEM VISIBLE	SILVER + PARTNERS New York City, NY	USA	SILVER + PARTNERS New York City, NY	SMUGGLER New York City	
B02/108	02770	LIVING WITH LAG	UMEÅ ENERGI	FIBER BROADBAND PROVIDER	ANR BBDO Stockholm	SWEDEN	ANR BBDO Stockholm	STOPP/FAMILY Stockholm / HARD HAT Stockholm	
B02/124	02988	HEINEKEN RESPONSE ON THE ODYSSEY FILM AUTHENTICITY	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	STARCOM MEDIAVEST GROUP Amsterdam	MJZ LONDON London

B03 (Branded Entertainment Internet Film)

B03/002	00438	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo	
B03/006	00744	SEVEN DAYS	NATIONWIDE INSURANCE	PUBLIC SERVICE	ANIMAL VFX Pittsburgh, pa	USA	ANIMAL VFX Pittsburgh, pa		
B03/015	01222	IF ONLY FOR A SECOND	MIMI FOUNDATION	SUPPORT AND WELLBEING CENTERS	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	PRODIGIOUS Paris	
B03/017	00751	PEPSI MAX & JEFF GORDON PRESENT 'TEST DRIVE 2'	PEPSICO	PEPSI MAX	THE MARKETING ARM Los Angeles	USA	THE MARKETING ARM Los Angeles / DAVIE BROWN Los Angeles	OMD New York	GIFTED YOUTH Los Angeles, CA / THERAPY STUDIOS LOS ANGELES
B03/028	01242	SAROO BRIERLEY: HOMEWARD BOUND	GOOGLE	GOOGLE MAPS	GOOGLE Mountain View	USA		STORYBOX FILMS New York	

Shortlist (Film Lions)

B03/044	02543	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles	MOONBOT STUDIOS Shreveport
B03/053	01359	THE 1000 MILES OF LUCA	CONSEJO PUBLICITARIO ARGENTINO	INTERNATIONAL DAY OF PEOPLE WITH DISABILITIES	TBWAIBUENOS AIRES	ARGENTINA	TBWAIBUENOS AIRES	PRIMO Buenos Aires
B03/061	02433	FROM SKYPE TO REAL LIFE	HOP!	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux	MONODOT Brussels

B04 (Branded Entertainment Internet Film Series)

B04/021	01964	THE IMPOSSIBLE FAMILY PORTRAIT/DENIS	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	STATION FILM New York City, NY
B04/022	01965	THE ANIMAL FAMILY PORTRAIT/LINDS AY	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	STATION FILM New York City, NY
B04/024	01967	THE BORN FRIENDS FAMILY PORTRAIT/SARAH & PAIGE	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	STATION FILM New York City, NY

C01 (Branded Entertainment for TV & Cinema)

C01/001	00537	SAPEURS DOCUMENTARY	DIAGEO	GUINNESS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	CARAT London	STILLKING FILMS Cape Town
C01/016	02574	THE CLASSICAL COMEBACK	B-CLASSIC	MUSIC FESTIVAL	DDB BRUSSELS	BELGIUM	DDB BRUSSELS		CAVIAR Brussels
C01/018	01416	ONCE MORE, THE STORY OF VIN 903847	VOLKSWAGEN CANADA	AUTOMOTIVE	RED URBAN Toronto	CANADA	RED URBAN Toronto	MEDIACOM Toronto	UNTITLED FILMS Toronto / ROOSTER POST PRODUCTION Toronto, oN / IMPRINT MUSIC Toronto

C02 (Integrated Campaign)

C02/001	00685	MISUNDERSTOOD + HARRIS FAMILY HOLIDAY	APPLE	APPLE	TBWAIMEDIA ARTS LAB Los Angeles	USA	TBWAIMEDIA ARTS LAB Los Angeles	OMD New York	PARK PICTURES Los Angeles, CA
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C03 (Other Screens)

C03/007	00057	LIVE ON	MALYSIAN SOCIETY OF TRANSPLANTATION	ORGAN DONATION DRIVE	TBWAIKUALA LUMPUR	MALAYSIA	TBWAIKUALA LUMPUR		STUDIO 31 Petaling Jaya / MUNCHING MONSTERS Petaling Jaya / CANANG STUDIO Petaling Jaya
C03/022	01156	TEDX THE FIRST TASTE	SAATCHI & HECKLER	SELF PROMOTION	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney		HECKLER Sydney
C03/032	02066	THE JOB	THE LONDON METROPOLITAN POLICE	METROPOLITAN POLICE	AMV BBDO London	UNITED KINGDOM	AMV BBDO London		ACADEMY FILMS London
C03/048	01105	EXFEARIENTIAL	JOHN ST.	ADVERTISING AGENCY	john st. Toronto	CANADA	john st. Toronto		OPC Toronto / ALTER EGO Toronto / Topix Toronto

Total Entries: 280