

Direct Lions Winners - CANNES LIONS 2014

Cat. No	Entry No	Title	Advertiser	Product	Entrant / Agency	Country
A03/206	02312	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM
A03/082	01247	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
A04/046	00927	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM
A05/012	00990	FIFA 14	MICROSOFT	XBOX 360	Y&R COLOMBIA Bogotá / WUNDERMAN COLOMBIA Bogotá	COLOMBIA
B01/021	00374	BOB DYLAN LIKE A ROLLING STONE	SONY MUSIC	BOB DYLAN BOX SET RELEASE	INTERLUDE New York	USA
B01/047	00829	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS
B02/045	01617	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL
B05/022	01308	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY
C04/031	01958	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
D01/041	01251	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
D01/090	02021	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	FOOD	BUZZMAN Paris	FRANCE
D02/006	00308	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN
D02/056	02352	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN
D07/053	01959	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
D10/084	02711	VROOM RING BOOM	CLARO	CLARO	OGILVY GUATEMALA	GUATEMALA
D11/036	00830	SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ Amsterdam	THE NETHERLANDS
D11/122	02546	RAISING VOICES	COLEGIO LAS LOMAS ORAL	COLEGIO LAS LOMAS ORAL	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA
D12/062	01311	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY
E01/004	00343	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE
A02/008	00236	AUDI TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE Hamburg	GERMANY
A02/025	00551	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA
A03/170	01957	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
A04/164	02732	SHARE MY DABBA	HAPPY LIFE WELFARE & DABBAWALA FOUNDATION	SHARE MY DABBA	McCANN WORLDGROUP INDIA Mumbai	INDIA
B01/018	00307	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN
B01/019	00338	WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE Paris	FRANCE
B06/028	00668	PHUBBING	MACQUARIE	DICTIONARY	McCANN MELBOURNE	AUSTRALIA
C01/003	00237	AUDI TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE Hamburg	GERMANY
C03/065	01310	DEAR FUTURE MOM	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY

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C03/110	01640	I WISH MY SON HAD CANCER	HARRISON'S FUND	HARRISON'S FUND	AIS London	UNITED KINGDOM
C03/152	02362	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
D03/017	01252	MY HOME IS AN OVEN	BGH	BGH AIR CONDITIONERS	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
D05/026	01621	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL
D06/038	01951	TRANSAVIA - EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
D08/018	00670	PHUBBING	MACQUARIE	DICTIONARY	McCANN MELBOURNE	AUSTRALIA
D11/131	02736	SHARE MY DABBA	HAPPY LIFE WELFARE & DABBAWALA FOUNDATION	SHARE MY DABBA	McCANN WORLDGROUP INDIA Mumbai	INDIA
E01/036	02023	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	FOOD	BUZZMAN Paris	FRANCE
A01/026	01531	JC DECAUX STREET VIEW UNPAID BILLS	JC DECAUX	OUTDOOR ADVERTISING	BBDO BELGIUM Brussels	BELGIUM
A02/060	01216	THE BARBECUE BIBLE	TRAMONTINA	BARBECUE PRODUCTS	JWT BRAZIL São Paulo	BRAZIL
A03/001	00003	ALL EYES ON S4.	SWISSCOM	SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY
A03/046	00545	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA
A03/092	01461	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S	DDB SPAIN Madrid	SPAIN
A03/118	01022	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
A04/066	01643	3D ON THE ROCKS	SUNTORY HOLDINGS LIMITED	SUNTORY WHISKY	TBWAHAKUHODO Tokyo	JAPAN
A05/053	02675	HAVING A GOOD MEMORY HAS ITS BENEFITS	NATURE'S GARDEN	MULTICEBRINA	MARURI GREY Guayaquil	ECUADOR
A06/005	01391	1200 TREES-LIKE PURIFYING BILLBOARD	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSION 2014	FCB MAYO Lima	PERU
B01/064	01248	MY HOME IS AN OVEN	BGH	BGH AIR CONDITIONERS	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
B01/091	00942	SECOND CHANCE	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM
B01/118	01949	TRANSAVIA - EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
B02/051	01778	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN
B02/061	02116	SAMSUNG MAESTROS ACADEMY	SAMSUNG ELECTRONICS ITALY	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT Milan	ITALY
B03/100	02246	MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA
B05/066	02379	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
B06/008	00179	UNSELFIE	BBDO Guerrero/TYPHOON YOLANDA APPEAL	FUNDRAISING	BBDO GUERRERO Makati City	THE PHILIPPINES
B06/045	01609	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo	BRAZIL
C01/010	00552	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA
C01/059	01782	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN
C02/012	00512	DACIA SPONSOR DAY	RENAULT ITALIA	DACIA	PUBLICIS ITALY Milan	ITALY

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C02/025	01536	JC DECAUX STREET VIEW UNPAID BILLS	JC DECAUX	OUTDOOR ADVERTISING	BBDO BELGIUM Brussels	BELGIUM
C02/042	01619	SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL São Paulo	BRAZIL
C03/049	00669	PHUBBING	MACQUARIE	DICTIONARY	McCANN MELBOURNE	AUSTRALIA
C03/071	01396	SEARCHING FOR HEARTS	PERUVIAN CANCER FOUNDATION	PONLE CORAZON	FCB MAYO Lima	PERU
C03/115	01706	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN
D01/055	01023	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
D02/034	01611	KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBDO São Paulo	BRAZIL
D04/012	00549	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA
D06/031	01784	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN
D10/032	01527	A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR - LIFEJACKETS	CLM BBDO Boulogne-Billancourt	FRANCE
D11/032	00704	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY
D11/110	02365	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
D11/112	02384	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
D11/135	01876	GIFT BOX	THE SALVATION ARMY, CROWN RELOCATIONS	RE-CYCLING	LEO BURNETT HONG KONG	HONG KONG
D12/068	01468	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S	DDB SPAIN Madrid	SPAIN
D12/087	00944	SECOND CHANCE	BUSINESS IN THE COMMUNITY	BUSINESS IN THE COMMUNITY	LEO BURNETT LONDON	UNITED KINGDOM
D12/104	01379	YOU ARE MY SON	MINISTRY OF DEFENSE	PROGRAM OF HUMANITARIAN ATTENTION TO THE	LOWE-SSP3 Bogotá	COLOMBIA
E01/043	02264	MEMORY EDITION	FUNDACIÓN REINA SOFÍA	FUNDACIÓN REINA SOFÍA	SRA. RUSHMORE Madrid	SPAIN

Total Awards:

75

Prize

Grand Prix

Gold Lion

Gold Lion

Gold Lion

Gold Lion

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