

## Promo & Activation Lions Winners - CL2012

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Prize
B09/013	01618	SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder / DIGITAS New York	Grand Prix
A01/153	01322	THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	ENGAGEMENT CITOYEN	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis	Gold Lion
A01/241	01154	INSIGHT	SAMSUNG ELECTRONICS	SAMSUNG CAMERA	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	Gold Lion
A03/099	02497	SPRITE SHOWER	THE COCA-COLA COMPANY	SPRITE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Gold Lion
A05/033	00664	PUSH TO ADD DRAMA	TNT TURNER BROADCASTING SYSTEM	TV CHANNEL	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	Gold Lion
A06/006	01014	LEGO BUILDERS OF SOUND	LEGO	LEGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Gold Lion
A07/048	02419	DONATION GLASSES	MARS	PEDIGREE ADOPTION DRIVE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Gold Lion
A07/051	01941	INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan	Gold Lion
A08/023	01086	MOBILE MEDIC	AUSTRALIAN DEFENCE FORCE	DEFENCE UNIVERSITIES SPONSORSHIP	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne	Gold Lion
A12/073	01089	MOBILE MEDIC	AUSTRALIAN DEFENCE FORCE	DEFENCE UNIVERSITIES SPONSORSHIP	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne	Gold Lion
A13/048	00957	LG THIEF	LG ELECTRONICS BENELUX	OLED TELEVISION	Y&R NOT JUST FILM Amsterdam	THE NETHERLANDS	Y&R NOT JUST FILM Amsterdam	Gold Lion
B01/096	02508	RECIPE RECEIPT	UNILEVER	HELLMANN'S MAYONNAISE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Gold Lion
B02/020	00667	BIKERS	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	Gold Lion
B08/015	00674	PUSH TO ADD DRAMA	TNT TURNER BROADCASTING SYSTEM	TV CHANNEL	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	Gold Lion
B14/053	01323	THE RETURN OF DICTATOR BEN ALI	ENGAGEMENT CITOYEN	ENGAGEMENT CITOYEN	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis	Gold Lion
B14/073	02370	HELP I WANT TO SAVE A LIFE	HELP REMEDIES	BANDAGES	DROGA5 New York	USA	DROGA5 New York	Gold Lion
C01/133	01176	INSIGHT	SAMSUNG ELECTRONICS	SAMSUNG CAMERA	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	Gold Lion
C01/158	02427	SORRY ABOUT THE TWIGS, FOLKS	DB BREWERIES	MONTEITH'S CRUSHED CIDER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Gold Lion
A01/020	00212	HOT WHEELS FOR REAL	MATTEL	HOT WHEELS	MISTRESS Venice	USA	MISTRESS Venice	Silver Lion
A01/129	00932	CURIOSISM	PINACOTECA DO ESTADO DE SÃO PAULO	NEW EXHIBITION OF THE COLLECTION	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo	Silver Lion
A01/212	00838	REAL FRUIT BOXES	CAMP NECTAR	JUICE	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo	Silver Lion
A02/066	00726	RIVERS OF LIGHT	MINISTRY OF DEFENSE	HUMANITARIAN DEMOBILIZATION PROGRAM	LOWE-SSP3 Bogotá	COLOMBIA	LOWE-SSP3 Bogotá	Silver Lion
A02/227	02008	THE INVISIBLE DRIVE	DAIMLER	MERCEDES-BENZ F-CELL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Silver Lion
A04/036	00761	THE WORLD'S FASTEST PURCHASE	PUMA	PUMA FAAS	CIRCUS DF Mexico City	MEXICO	CIRCUS DF Mexico City	Silver Lion
A05/014	00810	HEMA MEGA PUSH-UP BRA	HEMA	MEGA PUSH-UP BRA	DOOM & DICKSON Amsterdam	THE NETHERLANDS	DOOM & DICKSON Amsterdam	Silver Lion
A09/029	02637	THE NIGHTJAR	WRIGLEYS	5 GUM	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Silver Lion
A09/045	02242	SWEBUS JACKPOT	SWEBUS	LONG DISTANCE BUS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	Silver Lion
A10/075	01848	SPONSOR THE WHITE HOUSE	RECKITT BENCKISER	VANISH NAPISAN CRYSTAL WHITE	EURO RSCG AUSTRALIA Sydney	AUSTRALIA	EURO RSCG AUSTRALIA Sydney	Silver Lion
A13/084	01615	SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder / CRISPIN PORTER BOGUSKY + DIGITAS Boulder	Silver Lion
B01/082	00439	THE SECRET IDOL	EZAKI GLICO	FRUIT GELATO ICE CREAM	ENGINE FILM Tokyo	JAPAN	ENGINE FILM Tokyo	Silver Lion
B01/102	01833	BYO CUP DAY	7-ELEVEN	SLURPEE	LEO BURNETT Melbourne	AUSTRALIA	LEO BURNETT Melbourne	Silver Lion

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B02/035	02425	SORRY ABOUT THE TWIGS, FOLKS	DB BREWERIES	MONTEITH'S CRUSHED CIDER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Silver Lion
B03/048	01851	SPONSOR THE WHITE HOUSE	RECKITT BENCKISER	VANISH NAPISAN CRYSTAL WHITE	EURO RSCG AUSTRALIA Sydney	AUSTRALIA	EURO RSCG AUSTRALIA Sydney	Silver Lion
B04/022	01597	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	ITALY	LEO BURNETT Milan	Silver Lion
B04/043	01663	BID YOUR SWEAT	NIKE	NIKE +	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City	Silver Lion
B06/060	00824	TOYOTA IQ STREETVIEW	TOYOTA BELGIUM	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS	Silver Lion
B07/060	02661	GREAT PAPER AIRPLANE PROJECT	PIMA AIR AND SPACE MUSEUM	PIMA AIR & SPACE MUSEUM	BBDO SAN FRANCISCO	USA	BBDO SAN FRANCISCO	Silver Lion
B08/048	01854	THE NATIONAL SURPRISE PARTY	JOE FM	RADIO	DALLAS Antwerp	BELGIUM	DALLAS Antwerp	Silver Lion
B13/084	01293	THE POWER OF A COIN	BISCHOEFLICHES HILFSWERK MISEREOR	CHARITY	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	Silver Lion
B14/025	00727	RIVERS OF LIGHT	MINISTRY OF DEFENSE	HUMANITARIAN DEMOBILIZATION PROGRAM	LOWE-SSP3 Bogotá	COLOMBIA	LOWE-SSP3 Bogotá	Silver Lion
C01/026	00440	THE SECRET IDOL	EZAKI GLICO	FRUIT GELATO ICE CREAM	ENGINE FILM Tokyo	JAPAN	DENTSU KANSAI Osaka	Silver Lion
C01/051	00271	MEMORIES FOR THE FUTURE	GOOGLE JAPAN	GOOGLE	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo / HAKUHODO KETTLE Tokyo	Silver Lion
C01/071	00924	WHO CARES?	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	Silver Lion
C01/171	02322	THE HUMAN PRESERVATION PROJECT	WRIGLEY	5 GUM	42 ENTERTAINMENT BURBANK	USA	42 ENTERTAINMENT BURBANK	Silver Lion
A01/015	00076	HOPE FROM GROUND ZERO	6 MAJOR CITIES IN TOHOKU	THE TOHOKU SIX-SOUL FESTIVAL	DENTSU Tokyo	JAPAN	DENTSU Tokyo / DENTSU EAST JAPAN Tokyo	Bronze Lion
A01/031	00292	THE SMURF VILLAGE	SONY PICTURES RELEASING	THE SMURFS 3D MOVIE	BUNGALOW25 Madrid	SPAIN	BUNGALOW25 Madrid	Bronze Lion
A01/138	00896	WHO CARES?	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	Bronze Lion
A01/211	01912	HAIR FOR HOPE	CHULABHORN HOSPITAL	CANCER PATIENTS DEPARTMENT	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok	Bronze Lion
A02/024	00114	PRANK CALLS CAMPAIGN 065	RED CROSS	RED CROSS	SAATCHI & SAATCHI MEXICO	MEXICO	SAATCHI & SAATCHI MEXICO	Bronze Lion
A02/157	01433	PIN BALL	FORD	PARK ASSIST	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	Bronze Lion
A02/214	02417	SORRY ABOUT THE TWIGS, FOLKS	DB BREWERIES	MONTEITH'S CRUSHED CIDER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Bronze Lion
A03/053	00682	VW QR LOAD	VOLKSWAGEN	VOLKSWAGEN CRAFTER	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City	Bronze Lion
A03/086	01158	HERE BALLOON	S-OIL	S-OIL	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	Bronze Lion
A03/094	01282	THE POWER OF A COIN	BISCHOEFLICHES HILFSWERK MISEREOR	CHARITY	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	Bronze Lion
A05/064	01760	BELIEVE	LION NATHAN	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	Bronze Lion
A06/031	02753	FASHION LIKE	C&A	C&A	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Bronze Lion
A07/053	02212	BHF - VINNIE	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON	UNITED KINGDOM	GREY LONDON	Bronze Lion
A10/015	00458	TODAY'S YOUTH FOR YESTERDAY'S YOUTH	KBC BANK	KBC BANK	TBWA BRUSSELS	BELGIUM	TBWA BRUSSELS	Bronze Lion
A10/046	02356	MOTOROLA URBAN ART	MOTOROLA ARGENTINA	MOTOROLA	HUMAN (B-SIDE SA) Buenos Aires	ARGENTINA	HUMAN (B-SIDE SA) Buenos Aires	Bronze Lion
A10/079	02124	THE OFFICIAL SPONSORSHIP OF THE AZERBAIJANI OLYMPIC WRESTLERS	P&G	FEBREZE	GREY NEW YORK	USA	GREY NEW YORK	Bronze Lion
A11/027	00848	MICROSOFT, BRITT'S TELEPHONE	MICROSOFT	WINDOWS 7.5 FOR SMARTPHONES	KUMPANY Amsterdam	THE NETHERLANDS	KUMPANY Amsterdam	Bronze Lion
A11/034	00246	BLUEMOTION ROULETTE	VOLKSWAGEN	GOLF BLUEMOTION	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo	Bronze Lion
A12/009	00166	KEY TO VIANO	MERCEDES-BENZ	MERCEDES-BENZ VIANO	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg	Bronze Lion

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A12/016	00570	THE GREEN BOX PROJECT	ANHEUSER-BUSCH INBEV	BECK'S	MOTHER London	UNITED KINGDOM	MOTHER London	Bronze Lion
A12/040	01128	CHOK! CHOK! CHOK!	COCA-COLA CHINA	COCA-COLA	McCANN WORLDGROUP Hong Kong	HONG KONG	McCANN WORLDGROUP Hong Kong / UM Hong Kong	Bronze Lion
A12/052	01235	VIP FRIDGE MAGNET	RED TOMATO PIZZA	RESTAURANT	TBWA\IRAAD Dubai	UNITED ARAB EMIRATES	TBWA\IRAAD Dubai	Bronze Lion
A13/004	00151	BOOK BURNING PARTY	TROY PUBLIC LIBRARY	TROY PUBLIC LIBRARY	LEO BURNETT DETROIT	USA	LEO BURNETT DETROIT	Bronze Lion
A13/028	00133	A LIVE PLAY ON FACEBOOK	MAXIM GORKI THEATRE BERLIN	EFFI BRIEST 2.0	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Bronze Lion
A13/065	01825	THE MUSEUM OF ME	INTEL	INTEL CORE I5 PROCESSOR	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo	Bronze Lion
B01/072	02017	TOUCH THE UNTOUCHABLE	WRIGLEY CANADA	SKITTLES	BBDO TORONTO	CANADA	BBDO TORONTO	Bronze Lion
B01/076	00845	REAL FRUIT BOXES	CAMP NECTAR	JUICE	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo	Bronze Lion
B01/095	02507	SPRITE SHOWER	THE COCA-COLA COMPANY	SPRITE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Bronze Lion
B05/046	01269	HAMBURGER TIMETABLE	McDONALD'S	McDONALD'S RESTAURANT AT CENTRAL TRAIN STATION	DDB WARSAW	POLAND	DDB WARSAW	Bronze Lion
B06/032	00913	THE WINTER ADJUSTED BEAR	VOLKSWAGEN GROUP SWEDEN	VOLKSWAGEN 4MOTION CARS	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	Bronze Lion
B07/075	02270	SHEIKH	ASEFA ESTUDIANTES	BASKETBALL CLUB	McCANN ERICKSON SPAIN Madrid	SPAIN	McCANN ERICKSON SPAIN Madrid	Bronze Lion
B08/024	02035	THE BOOK THAT CAN'T WAIT	ETERNA CADENCIA	ETERNA CADENCIA	DRAFTFCB BUENOS AIRES	ARGENTINA	DRAFTFCB BUENOS AIRES	Bronze Lion
B11/032	00872	THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR	VERBAND AUSTRIA SOLAR	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Bronze Lion
B11/059	02712	BOTTLE LIGHT	PEPSICO	PEPSI	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	Bronze Lion
B12/032	02760	+ ARTE	BRAZILIAN ACADEMY OF ART	INSTITUTIONAL	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Bronze Lion
B13/042	00922	WHO CARES?	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	Bronze Lion
B13/074	01923	HAIR FOR HOPE	CHULABHORN HOSPITAL	CANCER PATIENTS DEPARTMENT	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok	Bronze Lion
B13/098	02351	I WILL WORK FOR FREE	PARALIFE FOUNDATION	DISABILITY UNEMPLOYMENT AWARENESS	PUBLICIS MEXICO	MEXICO	PUBLICIS MEXICO	Bronze Lion
B14/106	02585	TWEETBULLETS	MUSEO DE MEMORIA Y TOLERANCIA	MUSEO DE MEMORIA Y TOLERANCIA	OGILVY MEXICO Mexico City	MEXICO	OGILVY MEXICO Mexico City	Bronze Lion
C01/035	00397	THE CNN ECOSPHERE	TURNER BROADCASTING SYSTEMS DEUTSCHLAND	CNN	HEIMAT Berlin	GERMANY	HEIMAT Berlin	Bronze Lion
C01/077	01595	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	ITALY	LEO BURNETT Milan	Bronze Lion
C01/174	02217	BHF - VINNIE	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON	UNITED KINGDOM	GREY LONDON	Bronze Lion

Total Entries: 86