

## Creative Effectiveness Lions Winners - Cannes Lions 2013

Cat. No	Entry No	Title	Advertiser	Entrant / Agency	Country	Prize
A01/042	00100	HEINEKEN'S LEGENDARY JOURNEY: JUSTIFYING A PREMIUM THE WORLD OVER	HEINEKEN INTERNATIONAL N.V.	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	Creative Effectiver
A01/004	00027	FROM CRYING TO BUYING: HOW JOHN LEWIS HARNESSED THE SELLING POWER OF EMOTION	JOHN LEWIS	ADAM&EVEDDB London / MANNING GOTTLIEB OMD London	UNITED KINGDOM	Creative Effectiver
A01/036	00047	BELIEVE	LION NATHAN	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	Creative Effectiver
A01/071	00092	AUSTRALIA'S LARGEST RISK MITIGATOR	INSURANCE AUSTRALIA GROUP	WHYBIN\TBWA SYDNEY	AUSTRALIA	Creative Effectiver
A01/072	00115	HARD, FAST & EFFECTIVE	BRITISH HEART FOUNDATION	GREY LONDON	UNITED KINGDOM	Creative Effectiver
A01/091	00068	SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS OPEN®	DIGITAS/CRISPIN PORTER + BOGUSKY New York / DIGITAS New York	USA	Creative Effectiver
A01/104	00093	SHARE A COKE	COCA-COLA SOUTH PACIFIC	OGILVY & MATHER Sydney	AUSTRALIA	Creative Effectiver
<b>Total Awards</b>	<b>7</b>					

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