

PR Lions Winners - CL 2013

Cat. No	Entry No	Title	Advertiser	Entrant / Agency	Country	Prize
A14/020	00434	DUMB WAYS TO DIE	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA	Grand Prix
A01/023	00421	MY MATTRESS SAVINGS BANK	DES'S	VCCP Madrid / EUROPAPRESS Madrid	SPAIN	Gold Lion
A01/037	00378	OREO DAILY TWIST	MONDELEZ INTERNATIONAL	DRAFTFCB New York	USA	Gold Lion
A03/020	01233	TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	SAATCHI & SAATCHI LA	USA	Gold Lion
A04/031	00470	METROPOLE TWEETPHONY	METROPOLE ORKEST	HAVAS WORLDWIDE AMSTERDAM	THE NETHERLANDS	Gold Lion
A08/027	01090	SAME SEX MARRIAGE	GOOGLE/TOUS UNIS POUR L'EGALITE	OGILVY FRANCE Paris	FRANCE	Gold Lion
A09/013	00046	TREE CONCERT	FRIENDS OF THE EARTH	KETCHUM PLEON Berlin / BBDO GERMANY Düsseldorf	GERMANY	Gold Lion
A10/040	01300	IMMORTAL FANS	SPORT CLUB RECIFE	OGILVY BRASIL São Paulo	BRAZIL	Gold Lion
A11/004	00491	NO MEANS NO	AMNESTY INTERNATIONAL	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	Gold Lion
A13/016	01018	THE CANDIDATE	HEINEKEN INTERNATIONAL	PUBLICIS ITALY Milan	ITALY	Gold Lion
A14/004	00123	MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	VOSKHOD Yekaterinburg	RUSSIA	Gold Lion
A15/016	01121	TOXIC TOURS	GREENPEACE MEXICO	CIRCUS DF Mexico City	MEXICO	Gold Lion
A16/016	00541	WE BELIEVE IN D&T - AVERTING A CRISIS	THE DESIGN AND TECHNOLOGY ASSOCIATION	WEBER SHANDWICK London	UNITED KINGDOM	Gold Lion
B02/023	00435	DUMB WAYS TO DIE	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA	Gold Lion
B02/081	01302	REAL BEAUTY SKETCHES	UNILEVER	OGILVY BRASIL São Paulo	BRAZIL	Gold Lion
B03/003	00124	MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	VOSKHOD Yekaterinburg	RUSSIA	Gold Lion
B03/073	00792	AMAZING MINDREADER	FEBELFIN	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	Gold Lion
B07/030	00645	WE ARE DAVID BAILEY	SAMSUNG	CHEIL UK	UNITED KINGDOM	Gold Lion
B08/004	00018	PUTTING SEA CONTAINERS ON THE MAP	THE DEERBROOK GROUP	GOLDEN GOOSE PR Surrey	UNITED KINGDOM	Gold Lion
C01/036	01238	TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	SAATCHI & SAATCHI LA	USA	Gold Lion
C01/040	01303	REAL BEAUTY SKETCHES	UNILEVER	OGILVY BRASIL São Paulo	BRAZIL	Gold Lion
A01/065	01290	AXE MORNING AFTER PILLOW	UNILEVER	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	Silver Lion
A02/009	00467	DUREXPERIMENT FUNDAREAR	RECKITT BENCKISER	HAVAS WORLDWIDE AUSTRALIA North Sydney / FRANK PR SYDNEY	AUSTRALIA	Silver Lion
A03/007	00360	ADOPT A POTHOLE PROJECT	APOLLO TYRES	PUBLICIS COMMUNICATIONS Gurgaon	INDIA	Silver Lion
A05/027	00517	SOLAR CHARGING DUMMIES	SPIES TRAVELS	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	Silver Lion
A07/019	00960	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA	Silver Lion
A08/020	00484	EXPERIENCE: HALO FOR HALO 4	MICROSOFT	EDELMAN London	UNITED KINGDOM	Silver Lion
A09/019	00167	WAITING. FOR SEVEN YEARS.	FOUNDATION "FOR LIFE - FOR ORGAN DONATION"	OGILVY GERMANY Frankfurt	GERMANY	Silver Lion
A09/043	00765	DRIVING DOGS	SPCA NEW ZEALAND	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND	Silver Lion
A09/086	00468	THE MOST POWERFUL ARM EVER INVENTED	SAVE OUR SONS & DUCHENNE FOUNDATION	RED AGENCY Sydney	AUSTRALIA	Silver Lion

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A09/102	01007	DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	SAATCHI & SAATCHI Berlin	GERMANY	Silver Lion
A10/044	01331	A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	OGILVY NEW YORK	USA	Silver Lion
A11/023	01029	NO NAME MATCH	UNICEF	ONIRIA/TBWA Asuncion	PARAGUAY	Silver Lion
A12/009	00246	FOLLOW2UNFOLLOW	PUERTO RICO GOVERNMENT	STARCOM MEDIAVEST GROUP San Juan	PUERTO RICO	Silver Lion
A12/020	01178	SMOKING KID	THAI HEALTH PROMOTION FOUNDATION	OGILVY & MATHER Bangkok	THAILAND	Silver Lion
A14/063	01102	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	Silver Lion
B02/011	00192	DONATE YOUR FACEBOOK TIMELINE	ALZHEIMER'S DISEASE INTERNATIONAL	OGILVY GROUP Brussels	BELGIUM	Silver Lion
B02/048	00627	CIVIL RIGHTS	CIVIL RIGHTS DEFENDERS	PRIME Stockholm	SWEDEN	Silver Lion
B02/078	01274	CENSORED TWEET	AMNESTY INTERNATIONAL	DDB BRASIL São Paulo	BRAZIL	Silver Lion
B03/024	00170	WAITING. FOR SEVEN YEARS.	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	OGILVY GERMANY Frankfurt	GERMANY	Silver Lion
B03/108	01261	UPPER CLASS PARK BENCH	VIRGIN ATLANTIC AIRWAYS	Y&R New York	USA	Silver Lion
B04/020	00719	FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	ONE GREEN BEAN Sydney / HAVAS WORLDWIDE AUSTRALIA North Sydney	AUSTRALIA	Silver Lion
B05/013	01216	DEFORESTED FIELD	WWF	GREY 141 GROUP São Paulo	BRAZIL	Silver Lion
B05/023	01008	DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	SAATCHI & SAATCHI Berlin	GERMANY	Silver Lion
B06/011	00310	INMESSIONANTE	PEPSICO ARGENTINA	ADVERPR Buenos Aires / BBDO ARGENTINA Buenos Aires	ARGENTINA	Silver Lion
B07/017	00424	MY MATTRESS SAVINGS BANK	DES´S	VCCP Madrid / EUROPAPRESS Madrid	SPAIN	Silver Lion
B07/059	00486	EXPERIENCE: HALO FOR HALO 4	MICROSOFT	EDELMAN London	UNITED KINGDOM	Silver Lion
B08/038	01227	THE BREAD OF MEMORY	AMIA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	Silver Lion
C01/041	01320	MAKE IT TO MUSE	STUDIO BRUSSELS	MORTIERBRIGADE Brussels / VRT Brussels	BELGIUM	Silver Lion
C02/022	01009	DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	SAATCHI & SAATCHI Berlin	GERMANY	Silver Lion
A01/009	00174	NATIONAL NIGHT	PERFETTI VAN MELLE	BBH ASIA PACIFIC Singapore	SINGAPORE	Bronze Lion
A01/034	00320	TOASTIE KNIFE	WARBURTONS	CLARION COMMUNICATIONS London	UNITED KINGDOM	Bronze Lion
A03/012	00675	VOICE DRIVER	NISSAN	TBWA\HAKUHODO Tokyo	JAPAN	Bronze Lion

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A04/004	00195	THE AUDIOGUIDE PROJECT	TOCHKA G	Y&R RUSSIA Moscow	RUSSIA	Bronze Lion
A05/021	01118	ICELAND BY ANOTHER NAME	PROMOTE ICELAND	THE BROOKLYN BROTHERS London	UNITED KINGDOM	Bronze Lion
A05/022	01249	100% MIDDLE-EARTH, 100% PURE NEW ZEALAND	TOURISM NEW ZEALAND	WHYBIN/TBWA AUCKLAND	NEW ZEALAND	Bronze Lion
A08/013	00642	WE ARE DAVID BAILEY	SAMSUNG	CHEIL UK	UNITED KINGDOM	Bronze Lion
A09/005	00125	MAKING A NEW HOLIDAY TRADITION: #GIVINGTUESDAY	INSPIRED BY THE 92ND STREET Y WITH THE SUPPORT OF THE UNITED NATIONS FOUNDATION	HAVAS PR New York	USA	Bronze Lion
A09/006	00151	DEMAND EQUAL PAY	YWCA AUCKLAND	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	Bronze Lion
A09/030	00396	FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	CHEIL GERMANY Schwalbach / PP AGENDA Frankfurt	GERMANY	Bronze Lion
A09/036	00614	CIVIL RIGHTS	CIVIL RIGHTS DEFENDERS	PRIME Stockholm	SWEDEN	Bronze Lion
A09/083	00449	THE AIRFOOD PROJECT	LES RESTAURANTS DU COEUR	HAVAS WORLDWIDE PARIS	FRANCE	Bronze Lion
A10/008	00094	WATCH YOUR MOUTH!	CALL ME	LEAD AGENCY Copenhagen / JANGAARD, MARK & KO Copenhagen	DENMARK	Bronze Lion
A12/008	00433	IMPOSSIBLE ORCHESTRA	DEPARTMENT OF FAMILIES, HOUSING, COMMUNITY SERVICES AND INDIGENOUS AFFAIRS	McCANN MELBOURNE	AUSTRALIA	Bronze Lion
A12/018	00763	FACEBOOK IN YOUR PANTS	FINNISH HIV COUNCIL	McCANN WORLDGROUP HELSINKI	FINLAND	Bronze Lion
A13/007	00621	THE ENEMIES OF DESPAIR	THE SWEDISH SOCIAL INSURANCE AGENCY (FÖRSÄKRINGSKASSAN)	PRIME Stockholm	SWEDEN	Bronze Lion
A13/009	00862	THE HUMAN YOUTUBE PLAYER	PUBLICIS GROUPE	DIGITAS FRANCE Levallois Perret	FRANCE	Bronze Lion
A14/055	00962	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA	Bronze Lion
A14/057	00993	LIFEBUOY ROTI REMINDER	HINDUSTAN UNILEVER	OGILVY & MATHER INDIA Mumbai / MINDSHARE FULCRUM Mumbai	INDIA	Bronze Lion
A15/004	00056	TREE CONCERT	FRIENDS OF THE EARTH	KETCHUM PLEON Berlin / BBDO GERMANY Düsseldorf	GERMANY	Bronze Lion
A16/002	00168	THE WORLD'S MOST POWERFUL BANNER	NECKERMANN	OGILVY GERMANY Frankfurt	GERMANY	Bronze Lion
A16/003	00387	FARMERS & RANCHERS ANSWER THE TOUGH QUESTIONS	U.S. FARMERS AND RANCHERS ALLIANCE (USFRA)	KETCHUM Los Angeles	USA	Bronze Lion
B01/021	00625	PARENTAL MULTITASKING	THE SWEDISH CIVIL CONTINGENCIES AGENCY	PRIME Stockholm	SWEDEN	Bronze Lion
B01/027	00469	THE MOST POWERFUL ARM EVER INVENTED	SAVE OUR SONS & DUCHENNE FOUNDATION	RED AGENCY Sydney	AUSTRALIA	Bronze Lion
B01/039	01024	THE BIKE THEFT / VELOFENDERS	IR	WRONG DIGITAL Riga	LATVIA	Bronze Lion
B02/027	00247	FOLLOW2UNFOLLOW	PUERTO RICO GOVERNMENT	STARCOM MEDIAVEST GROUP San Juan	PUERTO RICO	Bronze Lion
B03/011	00067	TREE CONCERT	FRIENDS OF THE EARTH	KETCHUM PLEON Berlin / BBDO GERMANY Düsseldorf	GERMANY	Bronze Lion
B03/045	00397	FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	CHEIL GERMANY Schwalbach / PP AGENDA Frankfurt	GERMANY	Bronze Lion
B04/006	00389	MCKAYLA MARONEY IS FINALLY IMPRESSED...WITH 7UP TEN	DR PEPPER SNAPPLE GROUP	KETCHUM Washington	USA	Bronze Lion
B04/017	00644	WE ARE DAVID BAILEY	SAMSUNG	CHEIL UK	UNITED KINGDOM	Bronze Lion

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B05/024	01030	NO NAME MATCH	UNICEF	ONIRIA/TBWA Asuncion	PARAGUAY	Bronze Lion
B06/033	00402	P&G PARALYMPICS MEDAL CEREMONY - GOLDEN MOMENT OF THE GAMES	P&G	FLEISHMAN HILLARD Dublin	IRELAND	Bronze Lion
B06/041	00542	ENERGY OF THE NATION	EDF ENERGY	WEBER SHANDWICK London	UNITED KINGDOM	Bronze Lion
B07/010	00081	PHILIP'S PERFECTCARE MAKES IRONING HOT	PHILIPS UK	ONEVOICE CONNECT London	UNITED KINGDOM	Bronze Lion
B07/068	00988	THE SOIL RESTAURANT	PROTOLEAF	TBWA\HAKUHODO Tokyo	JAPAN	Bronze Lion
B08/007	00086	BEAT FOR ME, ARGENTINA	DANONE ARGENTINA S.A.	KETCHUM ARGENTINA Buenos Aires	ARGENTINA	Bronze Lion
B08/023	00398	FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	CHEIL GERMANY Schwalbach / PP AGENDA Frankfurt	GERMANY	Bronze Lion
B08/037	01211	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	FRED & FARID PARIS	FRANCE	Bronze Lion
B08/057	00455	LOVEVILLE	RECKITT BENCKISER	HAVAS WORLDWIDE MILAN	ITALY	Bronze Lion
C01/018	00685	UNIQUE BREEDS	TERRITORIO DE ZAGUATES	GARNIER/BBDO San José	COSTA RICA	Bronze Lion
C01/020	00720	FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	ONE GREEN BEAN Sydney / HAVAS WORLDWIDE AUSTRALIA North Sydney	AUSTRALIA	Bronze Lion
C01/023	00767	DRIVING DOGS	SPCA / MINI NEW ZEALAND	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND	Bronze Lion
C01/035	01228	THE BREAD OF MEMORY	AMIA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	Bronze Lion
C01/038	01267	SHAVE OR CRAVE	P&G INDIA	BBDO INDIA Mumbai	INDIA	Bronze Lion
C02/012	01120	ICELAND BY ANOTHER NAME	PROMOTE ICELAND	THE BROOKLYN BROTHERS London	UNITED KINGDOM	Bronze Lion

Total Winners :

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