

ITALY
FILM LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|-------------------------|--------------------------------------|---------------------------------|-------------------------------------|------------------------------------|
| A02/053 | 00896 | GALLETTI | BARILLA G. E R. FRATELLI S.P.A. | MULINO BIANCO GALLETTI | BRW FILMLAND Milan | JWT ITALIA Milan |
| A02/054 | 00897 | FROM PAL TO PAL | BARILLA G. E R. FRATELLI S.P.A. | RINGO PAVESI | BRW FILMLAND Milan | NADLER LARIMER & MARTINELLI Milan |
| A03/009 | 00128 | TRANSPARENT ONE | MOLINARI | SAMBUCA | FRAME BY FRAME Rome | MOSQUITO Rome |
| A03/010 | 00129 | THREE REASONS | MOLINARI | SAMBUCA | FRAME BY FRAME Rome | MOSQUITO Rome |
| A03/099 | 02748 | WHY NOT MAN | HEINEKEN INTERNATIONAL | HEINEKEN LIGHT | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A03/100 | 02749 | WHY NOT WOMAN | HEINEKEN INTERNATIONAL | HEINEKEN LIGHT | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A04/032 | 00493 | DON'T DRINK AND DRIVE | STAR | SOGNI D'ORO | DLV BBDO Milan | DLV BBDO Milan |
| A04/078 | 02169 | ITALIAN INSPIRATION N.1 | SAN PELLEGRINO S.P.A. NESTLE' WATERS | S.PELLEGRINO | OGILVY & MATHER Milan | OGILVY & MATHER ADVERTISING Milan |
| A06/025 | 01535 | HOME | BIALETTI | MOKA | THE FAMILY Milan | HI! Milan |
| A07/014 | 00275 | MADE TO MEASURE | GUCCI | FRAGRANCES | REM RUINI E MARIOTTI Rome | REM RUINI E MARIOTTI Rome |
| A07/019 | 00494 | CLAP | MARIONNAUD | MARIONNAUD | DLV BBDO Milan | DLV BBDO Milan |
| A07/022 | 01226 | A BEAUTIFUL MAN | SIGMA TAU | DERMON | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A08/011 | 01064 | THE GREAT ESCAPE | SIGMA TAU | YOVIS VIAGGIO | BEDESCHI FILM Milan | PUBLICIS ITALY Milan |
| A08/030 | 02620 | CAMION | BAYER | LASONIL | DIAVIVA Reggio Emilia | DLV BBDO Milan |
| A09/024 | 00748 | THE ORIGINAL | LIU JO S.P.A. | LIU JO BOTTOM UP COLLECTION | KLEIN RUSSO Bologna | KLEIN RUSSO Rome |
| A11/067 | 00894 | FORGET | FIAT GROUP AUTOMOBILES S.P.A. | ALFA ROMEO GIULIETTA | ARMANDO TESTA Turin | ARMANDO TESTA Turin |
| A11/115 | 02023 | THE CURIOUS MAN | TOYOTA | NEW AURIS HYBRID TOURING SPORTS | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A11/138 | 02569 | FIAT 500 CULT | FIAT GROUP | FIAT 500 CAR | LEO BURNETT Milan | LEO BURNETT Milan |
| A16/054 | 01536 | MAGIC PATH | COSTA CROCIERE | CRUISES | THE FAMILY Milan | HAVAS WORLDWIDE MILAN |
| A17/049 | 00839 | ROME FILM FESTIVAL | RAI | ROME FILM FESTIVAL | RAI RADIO TELEVISIONE ITALIANA Rome | |
| A18/045 | 01171 | PIC NIC | RADIO 101 - MONDADORI | RADIO STATION | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A19/119 | 01216 | KIDNAP | SARA ASSICURAZIONI | INSURANCE | JWT ITALIA Milan | JWT ITALIA Milan |
| A19/120 | 01217 | SUBMARINE | SARA ASSICURAZIONI | INSURANCE | JWT ITALIA Milan | JWT ITALIA Milan |
| A21/072 | 00841 | CHILDREN | RAI | TV LICENSE | RAI RADIO TELEVISIONE ITALIANA Rome | |

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| A21/073 | 00842 | THE COUPLE | RAI | TV LICENSE | RAI RADIO TELEVISIONE ITALIANA Rome | |
| A21/074 | 00843 | GRANPA | RAI | TV LICENSE | RAI RADIO TELEVISIONE ITALIANA Rome | |
| A21/076 | 00898 | FASTWEB. YOU CAN SURF OR YOU CAN FLY | FASTWEB S.P.A. | FASTWEB INTERNET PROVIDER | BRW FILMLAND Milan | TAKE Milan |
| A21/139 | 02024 | WARRIORS | ENEL | ELECTRICITY PROVIDER | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A22/039 | 00840 | UNIVERSAL CHILDREN'S DAY | RAI | GIORNATA MONDIALE DELL'INFANZIA | RAI RADIO TELEVISIONE ITALIANA Rome | RAIADV ROME |
| A24/002 | 00489 | THE BALLOON TRAP | FONDAZIONE PUBBLICITA E PROGRESSO | NO PROFIT FOUNDATION | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A24/051 | 02025 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A25/060 | 01218 | MOTHER | UNA ONLUS | UNA ONLUS | JWT ITALIA Milan | JWT ITALIA Milan |
| A25/076 | 02570 | POLAR BEAR | WWF ITALY | PETS4PETS PROJECT - WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| B01/016 | 00490 | THE BALLOON TRAP | FONDAZIONE PUBBLICITA E PROGRESSO | PUBLIC AWARENESS MESSAGES | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| B01/174 | 01069 | ECSTASIM | ZEROMOBILE | TELEFONIA | HI! Milan | HI! Milan |
| B01/247 | 01210 | ROCKERS VS DJ | EDITRICE QUADRATUM | ROLLING STONE | DLV BBDO Milan | DLV BBDO Milan |
| B01/470 | 02571 | SUPERBEAR | WWF ITALY | PETS4PETS PROJECT - WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| B02/059 | 01698 | THE EXPERIMENT VIRAL | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| B03/016 | 00891 | STORIA DI LEO | DI LEO PIETRO S.P.A. | BRAND DI LEO - BISCUITS FACTORY | DI LEO PIETRO Matera | CARUCCIECHIURAZZI Bari |
| B03/031 | 01699 | THE EXPERIMENT - SAVE MY NIGHT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| B03/084 | 02750 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| C03/013 | 00090 | PANERAI CHRONO COLLECTION | OFFICINE PANERAI | CHRONO WATCHES | FSP Milano | ELF MADE Milan |
| C03/016 | 01049 | THE DEAL | INPS | GOVERNMENT / PUBLIC SERVICE | LOWE PIRELLA FRONZONI Milan | LOWE PIRELLA FRONZONI Milan |
| Total | 43 | | | | | |

PRESS LIONS

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| A02/009 | 00208 | FISH | CLOETTA | SAILA | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A02/010 | 00209 | ONION | CLOETTA | SAILA | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A02/011 | 00210 | GARLIC | CLOETTA | SAILA | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A03/025 | 00976 | AIRBAG | BAVARIA ITALIA | ANALCOLIC BEER | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A05/001 | 00058 | FILA, LESS IS MORE | FILA INDUSTRIA CHIMICA SPA | FILA'S PRODUCT RANGE | COOEE ITALIA Verona | COOEE ITALIA Verona |
| A10/009 | 00213 | CHEESEBURGER | BIOSLINE | BUONERBE | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A10/010 | 00214 | BARBECUE | BIOSLINE | BUONERBE | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A10/011 | 00215 | CHOCOLATE | BIOSLINE | BUONERBE | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A10/054 | 02531 | MOTHER TERESA | SIGMA TAU/AVANTGARDE | NILAXIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A10/055 | 02532 | BUDDHA | SIGMA TAU/AVANTGARDE | NILAXIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A13/** | 01198 | REMADE IN CINA | MERCEDES-BENZ ITALY | F 1 | DLV BBDO Milan | DLV BBDO Rome |
| A13/010 | 00211 | DESTINATION TEXT 1 | JAGUAR LAND ROVER ITALIA S.P.A. | LAND ROVER | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A13/011 | 00212 | DESTINATION TEXT 2 | JAGUAR LAND ROVER ITALIA S.P.A. | LAND ROVER | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A14/058 | 01197 | KEEP THE DISTANCE | MERCEDES BENZ | COLLISION PREVENTION ASSIST | DLV BBDO Rome | DLV BBDO Rome |
| A14/069 | 01200 | DOG | MERCEDES BENZ | NIGHTVIEW | DLV BBDO Rome | DLV BBDO Rome |
| A14/070 | 01199 | CYCLIST | MERCEDES BENZ | NIGHTVIEW | DLV BBDO Rome | DLV BBDO Rome |
| A14/071 | 01201 | KID | MERCEDES BENZ | NIGHTVIEW | DLV BBDO Rome | DLV BBDO Rome |
| A14/239 | 01001 | DNA | MERCEDES-BENZ ITALY | ORIGINAL PARTS | GRUPPO RONCAGLIA Rome | GRUPPO RONCAGLIA Rome |
| A14/240 | 01002 | CONSEGN | MERCEDES-BENZ ITALY | ORIGINAL PARTS | GRUPPO RONCAGLIA Rome | GRUPPO RONCAGLIA Rome |
| A14/275 | 03073 | JEEP DANGER | CHRYSLER GROUP LLC | JEEP CAR | LEO BURNETT Milan | LEO BURNETT Milan |
| A14/276 | 04132 | JEEP DANGER | CHRYSLER GROUP LLC | JEEP CAR | LEO BURNETT Milan | LEO BURNETT Milan |
| A14/277 | 04133 | JEEP DANGER CROCODILE | CHRYSLER GROUP LLC | JEEP CAR | LEO BURNETT Milan | LEO BURNETT Milan |
| A16/181 | 04773 | TAILOR OF THE SHADOWS | CAM | CAM | DLV BBDO Milan | DLV BBDO Milan |
| A16/182 | 04775 | STYLIST OF THE TREES | CAM | CAM | DLV BBDO Milan | DLV BBDO Milan |
| A16/183 | 04777 | DOCTOR OF SNOWMEN | CAM | CAM | DLV BBDO Milan | DLV BBDO Milan |
| A20/054 | 00219 | TRAIN | GRUPPO L'ESPRESSO | LIMES | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |

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| A20/055 | 00220 | GEAR | GRUPPO L'ESPRESSO | LIMES | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A20/056 | 00221 | BIRDS | GRUPPO L'ESPRESSO | LIMES | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A20/291 | 04766 | THE SCHOOL OF ROCK | EDITRICE QUADRATUM | ROLLING STONE | DLV BBDO Milan | DLV BBDO Milan |
| A22/001 | 00059 | NEW ERA | PERFORMANCE IN LIGHTING | LED LIGHTING | COOEE ITALIA Verona | COOEE ITALIA Verona |
| A25/006 | 00206 | WATERWORLD | ARENA ITALIA | SWIMWEAR | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A26/296 | 04768 | ALLIENUS | ASA ASSOCIAZIONE SOCIDARIETÀ AIDS | ASA ONLUS | DLV BBDO Milan | DLV BBDO Milan |
| A26/297 | 04770 | CAT | ASA ONLUS | ASA ONLUS | DLV BBDO Milan | DLV BBDO Milan |
| A26/298 | 04771 | BEAR | ASA ONLUS | ASA ONLUS | DLV BBDO Milan | DLV BBDO Milan |
| A27/045 | 00583 | ADSINT- HAI FATTO LA PRIMA SVOLTA | ADSINT ASSOCIAZIONE DONATORI SANGUE ISTITUTO NAZIONALE TUMORI DI MILANO | BLOOD DONATION | ADSINT ASSOCIAZIONE DONATORI SANGUE ISTITUTO NAZIONALE TUMORI Milan | TRA VIRGOLETTE Milan |
| A27/208 | 03074 | PLANIMETRY | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| A27/209 | 03087 | HOURLASS | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| A27/210 | 03088 | HUNTER | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| A27/211 | 03089 | CRYPANDA | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| A27/212 | 03090 | MELTINGPANDA | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| A27/213 | 03091 | GORILLAPROTES T | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| A27/214 | 03092 | PANDAWORLD | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| B03/013 | 00216 | HELIANTHUS ANNUUS | CORDENONS GROUP | IMPRESSIVE PAPERS | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| B03/014 | 00217 | ANTHIRINUUM | CORDENONS GROUP | IMPRESSIVE PAPERS | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| B03/015 | 00218 | ROSE | CORDENONS GROUP | IMPRESSIVE PAPERS | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| B03/361 | 04772 | TAILOR OF THE SHADOWS | CAM | CAM | DLV BBDO Milan | DLV BBDO Milan |
| B03/362 | 04774 | STYLIST OF THE TREES | CAM | CAM | DLV BBDO Milan | DLV BBDO Milan |
| B03/363 | 04776 | DOCTOR OF SNOWMEN | CAM | CAM | DLV BBDO Milan | DLV BBDO Milan |
| B03/368 | 04767 | ALLIENUS | ASA ONLUS | ASA ONLUS | DLV BBDO Milan | DLV BBDO Milan |
| B03/369 | 04769 | CAT | ASA ONLUS | ASA ONLUS | DLV BBDO Milan | DLV BBDO Milan |
| B05/015 | 00207 | WATERWORLD | ARENA ITALIA | SWIMWEAR | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |

Total 51

OUTDOOR LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
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| A01/009 | 00274 | FISH | CLOETTA ITALIA | SAILA | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A01/010 | 00275 | ONION | CLOETTA ITALIA | SAILA | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A01/011 | 00276 | GARLIC | CLOETTA ITALIA | SAILA | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A05/012 | 00277 | HUSBAND | BIOSLINE | BIOKAP GREY HAIR | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A05/013 | 00278 | WIFE | BIOSLINE | BIOKAP GREY HAIR | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A05/014 | 00279 | DAUGHTER | BIOSLINE | BIOKAP GREY HAIR | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A08/142 | 04066 | JEEP DANGER BEAR | CHRYSLER GROUP LLC | JEEP CAR | LEO BURNETT Milan | LEO BURNETT Milan |
| A08/143 | 04230 | JEEP DANGER CROCODILE | CHRYSLER GROUP LLC | JEEP CAR | LEO BURNETT Milan | LEO BURNETT Milan |
| A08/144 | 04231 | JEEP DANGER LIONESS | CHRYSLER GROUP LLC | JEEP CAR | LEO BURNETT Milan | LEO BURNETT Milan |
| A12/029 | 00402 | WAR | RAI RADIOTELEVISIONE ITALIANA | PUBLIC ALL-NEWS DIGITAL TV CHANNEL RAINEWS24 | MARIMO Rome | MARIMO Rome |
| A12/030 | 00403 | DAWN | RAI RADIOTELEVISIONE ITALIANA | PUBLIC ALL-NEWS DIGITAL TV CHANNEL RAINEWS24 | MARIMO Rome | MARIMO Rome |
| A12/031 | 00404 | RIOT | RAI RADIOTELEVISIONE ITALIANA | PUBLIC ALL-NEWS DIGITAL TV CHANNEL RAINEWS24 | MARIMO Rome | MARIMO Rome |
| A15/004 | 01159 | OPEN NEW ROADS TO YOUR FUTURE | WALL STREET ENGLISH | WALL STREET ENGLISH | DLV BBDO Milan | DLV BBDO Milan |
| A17/220 | 04921 | GUNS | BENETTON GROUP AND THE UNHATE FOUNDATION | BILLBOARDS | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |
| A17/221 | 04922 | PHYSICIAN | BENETTON GROUP AND THE UNHATE FOUNDATION | BILLBOARDS | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |
| A17/222 | 04923 | MCDONALD | BENETTON GROUP AND THE UNHATE FOUNDATION | BILLBOARDS | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |

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| A17/223 | 04924 | NUKE | BENETTON GROUP AND THE UNHATE FOUNDATION | BILLBOARDS | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |
| A17/224 | 04925 | SYRIA | BENETTON GROUP AND THE UNHATE FOUNDATION | BILLBOARDS | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |
| A17/225 | 04926 | THAILAND | BENETTON GROUP AND THE UNHATE FOUNDATION | BILLBOARDS | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |
| A17/226 | 01107 | UNTOUCHABLES | BENETTON GROUP AND THE UNHATE FOUNDATION | BILLBOARDS | FABRICA Treviso | FABRICA Treviso |
| C01/055 | 01265 | THE BALLOON TRAP | FONDAZIONE PUBBLICITÀ PROGRESSO | PUBLIC AWARENESS MESSAGES | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| C01/096 | 03818 | TIGRE TOAST WALL | EMMI | FOOD SHOP SPECIALIZED IN TOAST | BCUBE Milan | BCUBE Milan |
| D03/047 | 02829 | THE GREAT ESCAPE | SIGMA TAU | YOVIS VIAGGIO | BEDESCHI FILM Milan | PUBLICIS ITALY Milan |
| D03/062 | 01447 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| D03/074 | 03391 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D03/144 | 01870 | WALK FOR DRINK | AMREF ITALIA | AMREF ITALIA | Y&R ITALY Milan | Y&R ITALY Milan |
| D04/025 | 02791 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D04/043 | 03447 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| D04/044 | 02954 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D04/069 | 04067 | SAMSUNG SMART BIKE | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| D05/028 | 03820 | THE DON'T FORGET EXPERIMENT | AIFVUS - CITY OF MILAN | ROAD SAFETY | BCUBE Milan | BCUBE Milan |
| D05/061 | 01317 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| D08/002 | 00153 | PLAYSTATION 4 ITALIAN OFFICIAL LAUNCH | SONY COMPUTER ENTERTAINMENT ITALIA S.P.A | PLAYSTATION 4 | NINETYNINE Rome | NINETYNINE Rome |
| E01/017 | 03448 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| F04/023 | 03819 | TIGRE TOAST WALL | EMMI | FOOD SHOP SPECIALIZED IN TOAST | BCUBE Milan | BCUBE Milan |
| Total | 35 | | | | | |

RADIO LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------|-----------|---|---------------------------|---|---------------------------------------|---------------------------------------|
| A02/004 | 00455 | STUPID | BAVARIA ITALIA | BEER | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A02/005 | 00456 | ONOMATOPOEIC | BAVARIA ITALIA | BEER | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A02/006 | 00457 | DOG | BAVARIA ITALIA | BEER | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A07/058 | 00478 | BEEF | BAYER ITALIA | CITROSODINA DIGESTER | ECCETERA PRODUZIONI AUDIO Milan | JWT ITALIA Milan |
| A09/007 | 00247 | HISTORY | STAEDTLER HIGHLIGHTERS | STAEDTLER | DLV BBDO Milan | DLV BBDO Milan |
| A09/008 | 00248 | GEOGRAPHY | STAEDTLER HIGHLIGHTERS | STAEDTLER | DLV BBDO Milan | DLV BBDO Milan |
| A15/075 | 00600 | BIG BANG | RADIO ROCK | CORPORATE CAMPAIGN | HMNS - BEING Roma | TBWA\ITALIA Milan |
| A18/055 | 00921 | DUSTY MEN | VODAFONE | VODAFONE SCEGLI SPOTIFY | GREY UNITED Milan | GREY UNITED Milan |
| A18/056 | 00922 | TRANNE TE | VODAFONE | VODAFONE SCEGLI SPOTIFY | GREY UNITED Milan | GREY UNITED Milan |
| A22/006 | 01193 | PETS4PETS PROJECT | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| B01/068 | 00479 | VIVALDI'S WINTER | CITROEN | CITROEN SELECT SECOND HAND VEHICLES | ECCETERA PRODUZIONI AUDIO Milan | LES GAULOIS Puteaux |
| B02/144 | 01194 | PETS4PETS PROJECT | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| B03/004 | 00385 | MECHANICAL BULL | MINI | MINI COUNTRYMAN | BCUBE Milan | BCUBE Milan |
| B03/005 | 00386 | COWBOYS | MINI | MINI COUNTRYMAN | BCUBE Milan | BCUBE Milan |
| B03/006 | 00387 | WOLF | MINI | MINI COUNTRYMAN | BCUBE Milan | BCUBE Milan |
| B04/029 | 00246 | SMART PARKS EVERYWHERE | MERCEDS-BENZ | SMART | DLV BBDO Milan | DLV BBDO Milan |
| B04/031 | 00709 | THE RADIO COMMERCIAL THAT MAKES YOU YAWN | AUTOGRILL | COFFEE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| B04/035 | 00477 | SIMPLE ENGLISH | WALL STREET ENGLISH | ENGLISH SCHOOL | DLV BBDO Milan | DLV BBDO Milan |
| B04/036 | 01364 | "MEDIUM ENGLISH" | WALL STREET ENGLISH | ENGLISH SCHOLL | DLV BBDO Milan | DLV BBDO Milan |
| B04/037 | 01363 | "DIFFICULT ENGLISH" | WALL STREET ENGLISH | ENGLISH SCHOLL | DLV BBDO Milan | DLV BBDO Milan |
| Total | 20 | | | | | |

CYBER LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
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| A03/037 | 00041 | AFFINITY FLAGSHIP | AFFINITY | AFFINITY BRAND | DIGITASLBI Milan | DIGITASLBI Milan |

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| A03/082 | 03367 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| A04/008 | 00085 | THE DIGITAL REVOLUTION | FONDAZIONE COMUNICA | DIGITAGLIANDO ROADSHOW LIVE EVENTS AND WEBSITE | FONDAZIONE COMUNICA Padova | NICOLA CRIVELLARI Maserà di Padova |
| A07/082 | 02741 | 3.9 SECONDS | AUDI | RS6 | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| A07/110 | 02743 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| A08/029 | 01909 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| B02/014 | 02742 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| B05/004 | 00042 | AFFINITY FLAGSHIP | AFFINITY | AFFINITY BRAND | DIGITASLBI Milan | DIGITASLBI Milan |
| B12/003 | 03371 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| B13/019 | 01019 | UNTOUCHABLES | BENETTON GROUP AND THE UNHATE FOUNDATION | CHARITY CAMPAIGN | FABRICA Treviso | FABRICA Treviso |
| B13/020 | 02481 | ALPHABET | ALTERNATIVE EUROPEE | EUROPEAN INITIATIVE FOR MEDIA PLURALISM | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| C01/009 | 00043 | AFFINITY FLAGSHIP | AFFINITY | AFFINITY BRAND | DIGITASLBI Milan | DIGITASLBI Milan |
| C01/017 | 03368 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| C01/061 | 01458 | HOTELSTYLE | MURANO SRL | HOTELSTYLE COLLECTION | AQUEST Verona | AQUEST Verona |
| C03/012 | 00442 | SMASH YOUR LIMITS | PEPSICO | GATORADE | DLV BBDO Milan | DLV BBDO Milan |
| E01/047 | 00955 | DRESS FOR THESE TIMES | ERMENEGILDO ZEGNA, ZEGNA SPORT | ICON JACKET | TWIN STUDIO Milan | TWIN STUDIO Milan |
| E01/097 | 02482 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| E01/140 | 01910 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| E03/003 | 00882 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| E04/001 | 00044 | EN LO BUENO Y EN LO MALO | AFFINITY | AFFINITY BRAND | DIGITASLBI Milan | DIGITASLBI Milan |
| F01/014 | 00443 | SMASH YOUR LIMITS | PEPSICO | GATORADE | DLV BBDO Milan | DLV BBDO Milan |
| F01/022 | 03369 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| F03/028 | 02483 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |

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| F04/001 | 00045 | EN LO BUENO Y EN LO MALO | AFFINITY | AFFINITY BRAND | DIGITASLBI Milan | DIGITASLBI Milan |
| F04/046 | 01116 | WE HAVE A DREAM | TELECOM | TELECOM | DLV BBDO Milan | DLV BBDO Milan |
| F04/116 | 01246 | #LOVEJU, THE WORLD'S FIRST EVER SOCIAL MEDIA CHOREOGRAPHY | JUVENTUS FOOTBALL CLUB | FOOTBALL TEAM | WE ARE SOCIAL Milan | |
| F04/120 | 01559 | CAPTIVA READY FOR EVERYTHING | CHEVROLET | CAPTIVA | COMMONWEALTH Milan | McCANN WORLDGROUP Milan |
| F05/024 | 03370 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| F05/026 | 01254 | DONAILTUOPROFI LO | ACTIONAID | NON-PROFIT/ONG | DLV BBDO Milan | DLV BBDO Milan |
| F05/032 | 01911 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| F05/077 | 01247 | REEBOK FIT CLUB | REEBOK | FITNESS APPAREL | WE ARE SOCIAL Milan | |
| F05/080 | 01560 | CAPTIVA READY FOR EVERYTHING | CHEVROLET | CAPTIVA | COMMONWEALTH Milan | McCANN WORLDGROUP Milan |
| F06/052 | 01020 | UNTOUCHABLES | BENETTON GROUP AND THE UNHATE FOUNDATION | CHARITY CAMPAIGN | FABRICA Treviso | FABRICA Treviso |
| F06/057 | 01017 | CERES SOFT ALE | ROYALUNIBREW | CERES BEER | BCUBE Milan | BCUBE Milan |
| F06/154 | 01277 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
| F06/157 | 01234 | TWEET IF YOU ARE IN LOVE | CONTROL | CONTROL TWITTER PROFILE | B FLUID Milan | B FLUID Milan |
| F06/159 | 01561 | CAPTIVA READY FOR EVERYTHING | CHEVROLET | CAPTIVA | COMMONWEALTH Milan | McCANN WORLDGROUP Milan |
| F07/038 | 01245 | INTELLIGENT DRIVE | MERCEDES-BENZ ITALY | CARS | GRUPPO RONCAGLIA Rome | GRUPPO RONCAGLIA Rome |
| F08/010 | 00444 | SMASH YOUR LIMITS | PEPSICO | GATORADE | DLV BBDO Milan | DLV BBDO Milan |
| F08/018 | 01018 | CERES SOFT ALE | ROYALUNIBREW | CERES BEER | BCUBE Milan | BCUBE Milan |
| F08/056 | 01563 | ING DIRECT: THE SMART COMMUNITY | ING DIRECT ITALIA | BANKING | WE ARE SOCIAL Milan | |
| F09/027 | 01255 | DEDICATED TO ALL LACTOSE INTOLERANTS | KRAFT FOODS | PHILADELPHIA | DLV BBDO Milan | DLV BBDO Milan |

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| F10/038 | 01256 | DEDICATED TO ALL LACTOSE INTOLERANTS | KRAFT FOODS | PHILADELPHIA | DLV BBDO Milan | DLV BBDO Milan |
| F11/006 | 00441 | DONAILTUOPROFI LO | ACTIONAID | NON-PROFIT/ONG | DLV BBDO Milan | DLV BBDO Milan |
| F11/024 | 01278 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
| 101/005 | 00256 | DOES THE HUNGER FEELING HARASS YOU? | DANONE ITALIA | DANIO SNACK | DANONE ITALIA Milan | |
| 101/090 | 03454 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| Total | 47 | | | | | |

DIRECT LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
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| A01/057 | 02819 | LETTERS FROM TOMORROW | GENERALI ITALIA | INSURANCE | JWT ITALIA Milan | JWT ITALIA Milan |
| A02/023 | 00475 | COCA-COLA LEAFLET AND PACKAGING | COCA-COLA HBC ITALIA SRL | DIMENSIONAL MAILING | H-57 Milan | H-57 Milan |
| A02/051 | 00714 | CLEANER FOOTBALL MACHINE | INDESIT COMPANY | WASHING MACHINE | JWT ITALIA Milan | JWT ITALIA Milan |
| A02/065 | 01567 | PERFECT CONDITIONS DM | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| A03/049 | 00574 | THE GREAT ESCAPE | SIGMA TAU | YOVIS VIAGGIO | BEDESCHI FILM Milan | PUBLICIS ITALY Milan |
| A03/077 | 01162 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A03/085 | 01306 | TRACE YOUR ROAD | LEXUS | LEXUS IS HYBRID | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A03/110 | 00882 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| A03/124 | 01101 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| A04/081 | 01342 | OPERATION HUNGER | ACTIONAID | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan |
| A04/161 | 02619 | THE STAIN REMOVER PIZZA BOX | MADEL | SMACCHIOTUTTO | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| B01/041 | 00709 | SMASH YOUR LIMITS | PEPSICO | GATORADE | DLV BBDO Milan | DLV BBDO Milan |

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| B01/060 | 01113 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| B01/072 | 01307 | ALTPHABET | EUROALTER | EUROPEAN INITIATIVE FOR MEDIA PLURALISM | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| B02/004 | 00289 | TRACE YOUR ROAD | LEXUS | LEXUS IS HYBRID | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| B02/036 | 00883 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| B02/061 | 02116 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| B03/031 | 00735 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
| B05/022 | 01308 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| B06/026 | 00562 | BMW 500K | BMW | FACEBOOK BMW FANBASE | BCUBE Milan | BCUBE Milan |
| B06/047 | 00631 | MI BRUCIA | SANOFI AVENTIS | MAALOX | A-TONO Milan | A-TONO Milan |
| B06/060 | 01569 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| C01/041 | 00710 | SMASH YOUR LIMITS | PEPSICO | GATORADE | DLV BBDO Milan | DLV BBDO Milan |
| C01/053 | 01540 | BLIND FUEL | FORD ITALIA | FORD EASY FUEL | BLUE HIVE Rome | BLUE HIVE Rome |
| C01/102 | 02620 | THE STAIN REMOVER PIZZA BOX | MADEL | SMACCHIOTUTTO | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| C02/012 | 00512 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| C02/055 | 02117 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| C03/025 | 00319 | THE WRONG NUMBER | CAF ONLUS | CHARITY | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| C03/026 | 00321 | DONAILTUOPROFI LO | ACTIONAID | NON-PROFIT/ONG | DLV BBDO Milan | DLV BBDO Milan |
| C03/065 | 01310 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| C03/102 | 01309 | ALTPHABET | ALTERNATIVE EUROPEE | EUROPEAN INITIATIVE FOR MEDIA PLURALISM | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| C03/103 | 01343 | OPERATION HUNGER | ACTIONAID ITALIA ONLUS | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan |
| C03/134 | 02118 | INFINITY OPERATION VALENTINE | MEDIASET GROUP | ON DEMAND CINEMA AND TV SERIES | LEO BURNETT Milan | LEO BURNETT Milan |

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| C04/019 | 01163 | THE SUB | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D01/023 | 00575 | THE GREAT ESCAPE | SIGMA TAU | YOVIS VIAGGIO | BEDESCHI FILM Milan | PUBLICIS ITALY Milan |
| D01/039 | 01164 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D01/052 | 00884 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| D02/011 | 00513 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D02/016 | 00737 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
| D02/044 | 01570 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| D02/045 | 01571 | 3.9 SECONDS | AUDI | RS6 | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| D03/014 | 00917 | LIFEFrames | SONY MOBILE | XPERIA Z1 | INTEGER Milan | INTEGER Milan |
| D03/032 | 02119 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| D04/022 | 00715 | UNICREDIT CHANGING DOORS | UNICREDIT S.P.A. | FINANCIAL | JWT ITALIA Milan | JWT ITALIA Milan |
| D06/022 | 00480 | A SECRET PASS FOR A SECRET COCKTAIL BAR | MAIO S.R.L. | COCKTAIL BAR | BERLIN1948 Milan | BERLIN1948 Milan |
| D10/013 | 00563 | BMW WRAPPING PAPER | BMW PREMIUM SELECTION | CHRISTMAS GREETINGS | BCUBE Milan | BCUBE Milan |
| D10/014 | 00565 | BMW 500K | BMW | BMW FACEBOOK FANBASE | BCUBE Milan | BCUBE Milan |
| D10/024 | 01114 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D11/012 | 00320 | THE WRONG NUMBER | CAF ONLUS | CHARITY | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| D11/063 | 01344 | OPERATION HUNGER | ACTIONAID | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan |
| D11/093 | 02120 | PETS4PETS PROJECT | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| D12/024 | 00564 | THE DON'T FORGET EXPERIMENT | AIFVS - CITY OF MILAN | ROAD SAFETY | BCUBE Milan | BCUBE Milan |
| D12/062 | 01311 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| Total | 53 | | | | | |

MEDIA LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
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| A02/012 | 00311 | THE WRONG NUMBER | CAF ONLUS | CHARITY | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A04/024 | 00736 | THE BALLOON TRAP | FONDAZIONE PUBBLICITA PROGRESSO | PUBLIC AWARENESS MESSAGES | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| A05/078 | 01706 | OPERATION HUNGER | ACTIONAID ITALIA ONLUS | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan |
| A05/170 | 03019 | THE STAIN REMOVER PIZZA BOX | MADEL | SMACCHIOTUTTO | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| A06/034 | 00642 | THE GREAT ESCAPE | SIGMA TAU | YOVIS VIAGGIO | BEDESCHI FILM Milan | PUBLICIS ITALY Milan |
| A06/075 | 01464 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | MEDIAVEST Milan | PUBLICIS ITALY Milan |
| A07/082 | 00808 | GLA MOVIE TEST DRIVE | MERCEDES BENZ | GLA | DLV BBDO Rome | VIVAKI Milan / DLV BBDO Rome |
| A07/109 | 01118 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| A07/113 | 01152 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| A07/125 | 01377 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| A08/029 | 00629 | #POSSIBLE TOMORROW | IBM | BUSINESS SOLUTIONS | MINDSHARE Milan | OGILVY & MATHER Milan |
| A08/044 | 01119 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| A08/053 | 00762 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | OMD Milan | PUBLICIS ITALY Milan |
| A08/072 | 01658 | ALPHABET | ALTERNATIVE EUROPEE | EUROPEAN INITIATIVE FOR MEDIA PLURALISM | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A08/129 | 02522 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| A08/160 | 02120 | CAPTIVA READY FOR EVERYTHING | CHEVROLET | CAPTIVA | COMMONWEALTH Milan | McCANN WORLDGROUP Milan |
| B01/015 | 00281 | TRACE YOUR ROAD | LEXUS | LEXUS IS HYBRID | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| B01/073 | 01659 | ALPHABET | EUROALTER | EUROPEAN INITIATIVE FOR MEDIA PLURALISM | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |

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| B01/096 | 00465 | FINEDININGLOVE RS.COM: THE WORLD'S 50 BEST RESTURANTS DIGITAL EXPERIENCE | SANPELLEGRINO | FOOD & BEVERAGES | YAM112003 MILAN | YAM112003 MILAN |
| B01/172 | 00823 | THE FIRST SPEAKEASY WEBSITE | 1930 MILANO | SPEAKEASY NIGHTCLUB/BARS | ALKEMY DIGITAL_ENABLER Milan | ALKEMY DIGITAL_ENABLER Milan |
| B02/063 | 00623 | UNTOUCHABLES | BENETTON GROUP AND THE UNHATE FOUNDATION | CHARITY CAMPAIGN | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |
| B02/065 | 00628 | MAKE IT EASY | FORD KA | AUTOMOTIVE | MINDSHARE Milan | OGILVY & MATHER Milan |
| B02/106 | 01378 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| B02/120 | 00313 | DONAILTUOPROFI LO | ACTIONAID | NON-PROFIT/ONG | DLV BBDO Milan | DLV BBDO Milan |
| B02/130 | 01660 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| B02/143 | 01901 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| B02/175 | 00763 | DREAM A LITTLE DREAM OF RIO | LUXOTTICA | VOGUE SUNGLASSES | OMD Milan | FUSE Milano / FUN Rome |
| B02/232 | 02523 | INFINITY OPERATION VALENTINE | MEDIASET GROUP | ON DEMAND CINEMA AND TV SERIES | LEO BURNETT Milan | LEO BURNETT Milan |
| B02/293 | 02121 | CAPTIVA READY FOR EVERYTHING | CHEVROLET | CAPTIVA | COMMONWEALTH Milan | McCANN WORLDGROUP Milan |
| B03/017 | 00282 | TRACE YOUR ROAD | LEXUS | LEXUS IS HYBRID | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| B03/038 | 00849 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
| B03/128 | 02524 | SAMSUNG SMART BIKE | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| C01/025 | 00643 | THE GREAT ESCAPE | SIGMA TAU | YOVIS VIAGGIO | BEDESCHI FILM Milan | PUBLICIS ITALY Milan |
| C01/048 | 01120 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| C01/096 | 01465 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | MEDIAVEST Milan | PUBLICIS ITALY Milan |
| C01/136 | 03020 | THE STAIN REMOVER PIZZA BOX | MADEL | SMACCHIOTUTTO | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| C02/018 | 00622 | RADIO NOT NORMAL PROJECT | MINI | MINI | BCUBE Milan | BCUBE Milan |

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| C02/025 | 00850 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
| C02/035 | 01661 | TRACE YOUR ROAD | LEXUS | LEXUS IS HYBRID | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| C02/039 | 01902 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| C02/040 | 01903 | 3.9 SECONDS | AUDI | RS6 | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| C02/047 | 00764 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | OMD Milan | PUBLICIS ITALY Milan |
| C02/078 | 02122 | CAPTIVA READY FOR EVERYTHING | CHEVROLET | CAPTIVA | COMMONWEALTH Milan | McCANN WORLDGROUP Milan |
| C04/020 | 01379 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| C09/004 | 00630 | LET'S TALK | IBM | BUSINESS SOLUTIONS | MINDSHARE Milan | OGILVY & MATHER Milan |
| C11/020 | 00312 | THE WRONG NUMBER | CAF ONLUS | CHARITY | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| C11/029 | 00449 | SCIABICA | UNHATE FOUNDATION | CHARITY | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |
| C11/036 | 00624 | UNTOUCHABLES | BENETTON GROUP AND THE UNHATE FOUNDATION | CHARITY CAMPAIGN | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |
| C11/068 | 01155 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| C11/095 | 01662 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| C11/099 | 01707 | OPERATION HUNGER | ACTIONAID ITALIA ONLUS | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan |
| C11/136 | 00460 | IRANIAN LIVING ROOM | UNHATE FOUNDATION | CHARITY | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |
| C11/140 | 00814 | WALK FOR DRINK | AMREF ITALIA | AMREF ITALIA | Y&R ITALY Milan | Y&R ROMA |
| C11/201 | 02525 | PETS4PETS PROJECT | WWF ITALY | FUNDRAISING | LEO BURNETT Milan | LEO BURNETT Milan |
| D01/041 | 00670 | LINK & DRIVE | FIAT SPA | LANCIA YPSILON METHANE ECOCHIC | BITMAMA Torino | BITMAMA Torino |
| D01/084 | 01904 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| D01/102 | 00765 | POS IS NOT DEAD | BARILLA | BARILLA PASTA AND SAUCES | OMD Milan | Y&R ITALY Milan / LIVING BRANDS Milan |
| D01/103 | 00766 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | OMD Milan | PUBLICIS ITALY Milan |
| D01/144 | 02526 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| Total | 59 | | | | | |

PROMO & ACTIVATION LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
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| A01/103 | 01325 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| A01/164 | 01100 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| A01/187 | 01884 | BLIND FUEL | FORD ITALIA | FORD EASY FUEL | BLUE HIVE Rome | BLUE HIVE Rome |
| A02/001 | 00054 | PLAYSTATION 4 ITALIAN OFFICIAL LAUNCH | SONY COMPUTER ENTERTAINMENT ITALIA S.P.A | PLAYSTATION 4 | NINETYNINE Rome | NINETYNINE Rome |
| A02/032 | 01349 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A02/046 | 01101 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| A03/029 | 01126 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWA/ITALIA Milan | TBWA/ITALIA Milan |
| A03/042 | 01636 | TRACE YOUR ROAD | LEXUS | LEXUS IS HYBRID | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A03/058 | 01102 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| A04/183 | 03075 | THE STAIN REMOVER PIZZA BOX | MADEL | SMACCHIOTUTTO | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| A05/025 | 00706 | THE GREAT ESCAPE | SIGMA TAU | YOVIS VIAGGIO | BEDESCHI FILM Milan | PUBLICIS ITALY Milan |
| A06/061 | 00851 | POS IS NOT DEAD | BARILLA | BARILLA PASTA AND SAUCES | OMD Milan | LIVING BRANDS Milan / Y&R ITALY Milan |
| A07/005 | 00055 | PLAYSTATION 4 ITALIAN OFFICIAL LAUNCH | SONY COMPUTER ENTERTAINMENT ITALIA S.P.A | PLAYSTATION 4 | NINETYNINE Rome | NINETYNINE Rome |
| A07/042 | 01128 | LIFEFrames | SONY MOBILE | XPERIA Z1 | INTEGER Milan | INTEGER Milan |
| A07/043 | 01326 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| A07/044 | 01427 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A08/026 | 01327 | THE RADIO COMMERCIAL THAT MAKES YOU YAWN | AUTOGRILL | COFFEE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| A08/044 | 01676 | OPERATION HUNGER | ACTIONAID ITALIA ONLUS | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan |
| A09/013 | 00814 | THE BALLOON TRAP | FONDAZIONE PUBBLICITA PROGRESSO | PUBLIC AWARENESS MESSAGES | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |

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|---------|-------|--|------------------------------------|---|-----------------------------------|--|
| A10/019 | 02142 | XXL | MONDELEZ INTERNATIONAL | FONZIES | HAVAS WORLDWIDE MILAN | HAVAS WORLDWIDE MILAN |
| A11/015 | 00612 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| B01/085 | 01914 | 3.9 SECONDS | AUDI | RS6 | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| B02/086 | 00910 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
| B03/002 | 00048 | LANCIA MAGIC PARKING - PARKING IS CHILD'S PLAY | FIAT CHRYSLER AUTOMOBILES | AUTOMOTIVE | BITMAMA Torino | BITMAMA Torino |
| B03/118 | 01915 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| B03/175 | 00047 | LANCIA MAGIC PARKING - TURN STRESS INTO PLEASURE | LANCIA - FIAT CHRYSLER AUTOMOBILES | AUTOMOTIVE | BITMAMA Torino | BITMAMA Torino |
| B04/035 | 00690 | BMW 500K | BMW | FACEBOOK BMW FANBASE | BCUBE Milan | BCUBE Milan |
| B04/062 | 01637 | TRACE YOUR ROAD | LEXUS | LEXUS IS HYBRID | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| B04/108 | 01677 | OPERATION HUNGER | ACTIONAID ITALIA ONLUS | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan |
| B04/116 | 01916 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| B04/147 | 02582 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| B04/174 | 03214 | CLEANER FOOTBALL MACHINE | INDESIT COMPANY | WASHING MACHINE | JWT ITALIA Milan | JWT ITALIA Milan |
| C02/018 | 01350 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| C02/019 | 01428 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| C03/009 | 00707 | THE GREAT ESCAPE | SIGMA TAU | YOVIS VIAGGIO | BEDESCHI FILM Milan | PUBLICIS ITALY Milan |
| C03/067 | 03076 | THE STAIN REMOVER PIZZA BOX | MADEL | SMACCHIOTUTTO | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan |
| C04/059 | 02583 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| C06/008 | 00339 | TRACE YOUR ROAD | LEXUS | LEXUS IS HYBRID | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| C06/014 | 00613 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |

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| C06/022 | 01130 | NISSAN JUKE M20 | NISSAN | NEW NISSAN JUKE M20 | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| C06/037 | 00913 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
| C06/053 | 01917 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| C06/054 | 01918 | 3.9 SECONDS | AUDI | RS6 | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| C06/059 | 02584 | PANDA ANTARTICA | FIAT GROUP | PANDA 4X4 30TH ANNIVERSARY | LEO BURNETT Milan | LEO BURNETT Milan |
| C08/047 | 02585 | INFINITY OPERATION VALENTINE | MEDIASET GROUP | ON DEMAND CINEMA AND TV SERIES | LEO BURNETT Milan | LEO BURNETT Milan |
| C09/035 | 01328 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| C09/057 | 03215 | CLEANER FOOTBALL MACHINE | INDESIT COMPANY | WASHING MACHINE | JWT ITALIA Milan | JWT ITALIA Milan |
| C09/058 | 03216 | UNICREDIT CHANGING DOORS | UNICREDIT S.P.A | FINANCIAL | JWT ITALIA Milan | JWT ITALIA Milan |
| C11/022 | 00691 | BMW WRAPPING PAPER | BMW PREMIUM SELECTION | CHRISTMAS GREETINGS | BCUBE Milan | BCUBE Milan |
| C11/069 | 03352 | BEAUTY TO THE PEOPLE | LA PATTI SRL | SUNGLASSES | BEDESCHI FILM Milan | SPECIAL TEAM Varese |
| C13/013 | 00369 | THE WRONG NUMBER | CAF ONLUS | CHARITY | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| C13/082 | 01678 | OPERATION HUNGER | ACTIONAID ITALIA ONLUS | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan |
| C13/112 | 02586 | PETS4PETS PROJECT | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| C14/031 | 00692 | THE DON'T FORGET EXPERIMENT | AIFVUS - CITY OF MILAN | ROAD SAFETY | BCUBE Milan | BCUBE Milan |
| C14/053 | 01131 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| C14/066 | 01638 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| D01/020 | 00614 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D01/048 | 03080 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D01/085 | 02587 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| Total | 59 | | | | | |

TITANIUM AND INTEGRATED LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------|----------|--------------------------|---------------------------|------------------------------|-------------------------|-------------------------|
| A01/053 | 00056 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A01/098 | 00138 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A01/185 | 00192 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A01/214 | 00223 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| A01/280 | 00295 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| A01/281 | 00296 | SAMSUNG SMART BIKE | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| Total | 6 | | | | | |

DESIGN LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|-----------|----------|--------------------------------|--------------------------------------|---|---|-----------------------------------|
| A03/005 | 00932 | MOVIE SOUND PROJECT | TOP DIGITAL | AUDIO PRODUCTION | BCUBE Milan | BCUBE Milan |
| A03/010 | 00657 | STUDIO UNIVERSAL 2014 CALENDAR | NBC UNIVERSAL GLOBAL NETWORKS ITALIA | STUDIO UNIVERSAL | NBC UNIVERSAL GLOBAL NETWORKS ITALIA Rome | MARIMO Rome |
| A04/022 | 00754 | FILM IN FIVE SECONDS | QUERCUS EDITIONS LTD | BOOK | H-57 Milan | H-57 Milan |
| A04/053 | 00726 | IRANIAN LIVING ROOM | UNHATE FOUNDATION | CHARITY | FABRICA Ponzano Veneto | FABRICA Ponzano Veneto |
| A06/083 | 01716 | OPERATION HUNGER | ACTIONAID ITALIA ONLUS | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan |
| A06/213 | 02194 | SAMSUNG SMART BIKE | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| A08ii/004 | 01283 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| A09i/008 | 00738 | RAI5 | RAI | CHANNEL REBRANDING | RAI RADIO TELEVISIONE ITALIANA Rome | RAIADV ROME |
| B01iv/006 | 01284 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| B05/046 | 02193 | PETS4PETS PROJECT LOGO | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| B06/009 | 00156 | GIUSEPPE GIUSSANI IDENTITY | GIUSEPPE GIUSSANI | ARTISTIC HANDMADE PARQUET'S ARTISAN | 45GRADI Milan | 45GRADI Milan |

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|--------------|-----------|---|----------------------------|---|------------------------------------|--|
| C01/122 | 01677 | ALTPHABET | ALTERNATIVE EUROPEE | THE EUROPEAN INITIATIVE FOR MEDIA PLURALISM | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| C02/025 | 01534 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D04i/046 | 01533 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| D07/006 | 01285 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| D09/015 | 01487 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| E02iii/021 | 02195 | THE BOTTLE RACK | MARCHESI DE FRESCOBALDI | WINE | LEO BURNETT Milan | LEO BURNETT Milan |
| E04/003 | 00362 | WOMO | WOMO SRL | BEAUTY/COSMETICS/ PARFUME | CBA ITALY Milan | CBA ITALY Milan |
| E04/004 | 00523 | CUT HEADACHE AWAY | NATURAL BEAUTY | MAGNESIO MARINO | YOUNG & RUBICAM GROUP ITALIA Milan | YOUNG & RUBICAM GROUP ITALIA Milan |
| E07/004 | 00755 | COCA-COLA RECYCLED PACKAGING | COCA-COLA HBC ITALIA SRL | PACKAGING | H-57 Milan | H-57 Milan |
| E09/007 | 00363 | S.PELLEGRINO US SPECIAL EDITION: OFF THE MENU | SANPELLEGRINO SPA | WATER | CBA ITALY Milan | CBA ITALY Milan |
| E09/040 | 02196 | THE BOTTLE RACK | MARCHESI DE FRESCOBALDI | WINE | LEO BURNETT Milan | LEO BURNETT Milan |
| E09/052 | 01535 | THE SUB | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| F01/028 | 01536 | THE SUB | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| F01/036 | 01028 | TENUTE DEL CERRO | SAIAGRICOLA SPA | BRAND IDENTITY / PACKAGING / TYPOGRAPHY | LANDOR ASSOCIATES SRL Milan | LANDOR ASSOCIATES SRL Milan |
| F03/026 | 01029 | REVERT | NEUROTHON ONLUS | BRAND IDENTITY | LANDOR ASSOCIATES SRL Milan | LANDOR ASSOCIATES SRL Milan / HILL & KNOWLTON STRATEGIES Milan |
| Total | 26 | | | | | |

PR LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|--------------------|----------------|---------------|-----------------------------------|---|
| A02/007 | 00467 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS CONSULTANTS ITALIA Milan | PUBLICIS CONSULTANTS ITALIA Milan |
| A02/033 | 01166 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| A03/007 | 00372 | THE GREAT ESCAPE | SIGMA TAU | YOVIS VIAGGIO | BEDESCHI FILM Milan | BEDESCHI FILM Milan / VOX MEDIA PARTNER Milan |

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|---------|-------|---|-------------------------------|--|--------------------------------------|---|
| A04/021 | 00476 | GOOGLE & FENDI - FENDI THE FLYING CATWALK | | FENDI | GOOGLE Milan | GOOGLE Milan |
| A06/006 | 00186 | ROCKERS VS DJ | EDITRICE QUADRATUM | ROLLING STONE | DLV BBDO Milan | DLV BBDO Milan |
| A08/019 | 00496 | MCDONALD'S GOOD EMPLOYER | MCDONALD'S ITALY | MCITALIA JOB TOUR | HILL & KNOWLTON STRATEGIES Milan | HILL & KNOWLTON STRATEGIES Milan |
| A09/016 | 00826 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI PR London / WEBER SHANDWICK ITALY Milan |
| A11/065 | 00687 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| A11/101 | 01035 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A11/102 | 01036 | ALTPHABET | EUROALTER | EUROPEAN INITIATIVE FOR MEDIA PLURALISM | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A11/124 | 01061 | OPERATION HUNGER | ACTIONAID ITALIA ONLUS | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan / INC ISTITUTO NAZIONALE PER LA COMUNICAZIONE ROME |
| A11/137 | 01375 | NEVER WASTE IDEAS | TWINS INTERNATIONAL ONLUS | ALICE FOR CHILDREN | NOW AVAILABLE Milan | NOW AVAILABLE Milan |
| A11/145 | 01516 | PETS4PETS PROJECT | WWF ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| B01/057 | 00838 | MCDONALD'S GOOD EMPLOYER | MCDONALD'S ITALY | MCITALIA JOB TOUR | HILL & KNOWLTON STRATEGIES Milan | HILL & KNOWLTON STRATEGIES Milan |
| B01/077 | 01517 | PETS4PETS PROJECT | LEO BURNETT ITALY | WWF SOCIAL CAMPAIGN | LEO BURNETT Milan | LEO BURNETT Milan |
| B01/078 | 01518 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| B02/029 | 01037 | ALTPHABET | EUROALTER | EUROPEAN INITIATIVE FOR MEDIA PLURALISM | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| B06/010 | 01657 | BYE BYE MR. CORBELLI | VODAFONE | GOODBYE VIDEO | GREY UNITED Milan | GREY UNITED Milan |
| B08/097 | 00688 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| B08/134 | 00827 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan / M&C SAATCHI PR London / WEBER SHANDWICK ITALY Milan |
| B08/142 | 00890 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / BARABINO & PARTNERS Milan |

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|--------------|-----------|---|------------------------------|--|--------------------------------------|---|
| B08/148 | 00837 | MCDONALD'S GOOD EMPLOYER | MCDONALD'S ITALY | MCITALIA JOB TOUR | HILL & KNOWLTON STRATEGIES Milan | HILL & KNOWLTON STRATEGIES Milan |
| B09/024 | 00689 | RETHINK ENERGY BY BOLLE | ENI S.P.A. | ENERGY | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| B09/025 | 00690 | LIFEFRAMES | SONY MOBILE | XPERIA Z1 | INTEGER Milan | INTEGER Milan / BURSON MARSTELLER Milan |
| B09/055 | 01519 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| B10/008 | 00468 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS CONSULTANTS ITALIA Milan | PUBLICIS CONSULTANTS ITALIA Milan |
| B10/040 | 01860 | THE PURPLE CARD 2013 | MAZDA | SPONSORSHIP | JWT ITALIA Milan | JWT ITALIA Milan / MAZDA MOTOR ITALIA Rome |
| C02/024 | 01167 | PERFECT CONDITIONS | AUDI | QUATTRO® | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| C04/010 | 00481 | REEBOK FIT CLUB | REEBOK | FITNESS APPAREL | WE ARE SOCIAL Milan | |
| C05/042 | 01038 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| C06/010 | 00188 | WE HAVE A DREAM | TELECOM | TELECOM | DLV BBDO Milan | DLV BBDO Milan |
| C06/016 | 00482 | #LOVEJU, THE WORLD'S FIRST EVER SOCIAL MEDIA CHOREOGRAPHY | JUVENTUS FOOTBALL CLUB | FOOTBALL TEAM | WE ARE SOCIAL Milan | |
| E02/017 | 00469 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS CONSULTANTS ITALIA Milan | PUBLICIS CONSULTANTS ITALIA Milan |
| E02/067 | 01062 | OPERATION HUNGER | ACTIONAID ITALIA ONLUS | CHILD AND COMMUNITY DEVELOPMENT CHARITY | OGILVY & MATHER ADVERTISING Milan | OGILVY & MATHER ADVERTISING Milan / INC ISTITUTO NAZIONALE PER LA COMUNICAZIONE ROME |
| Total | 34 | | | | | |

FILM CRAFT LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|-----------------------------------|------------|---|-----------------|------------|
| A02/018 | 20096 | FREE TO BE ME | DIADORA | DIADORA STREETWEAR GENERATION 2.0 | DUDE Milan | |
| A02/019 | 20098 | THE CITY IS WHAT WE MAKE OF IT | DIADORA | DIADORA STREETWEAR GENERATION 2.0 | DUDE Milan | DUDE Milan |

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|--------------|-----------|---------------------------------------|----------------|------------------------------------|-------------------------|-------------------------|
| A02/156 | 20977 | RETHINK ENERGY ENI S.P.A. BY BOLLE | | ENERGY | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| A02/157 | 20978 | RETHINK ENERGY ENI S.P.A. | | ENERGY | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| A02/304 | 21470 | WARRIORS | ENEL | CORPORATE IMAGE | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A04/073 | 20979 | RETHINK ENERGY ENI S.P.A. | | ENERGY | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| A04/137 | 21471 | WARRIORS | ENEL | CORPORATE IMAGE | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A04/138 | 21472 | THE CURIOUS MAN | TOYOTA | NEW AURIS HYBRID TOURING SPORTS | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| A05/056 | 20980 | RETHINK ENERGY ENI S.P.A. | | ENERGY | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| A08/033 | 20981 | RETHINK ENERGY ENI S.P.A. | | ENERGY | TBWA\ITALIA Milan | TBWA\ITALIA Milan |
| A10/026 | 20318 | RISE UP | YAMAHA EUROPE | YAMAHA MT-07 | DLV BBDO Milan | DLV BBDO Milan |
| A11/102 | 21473 | DEAR FUTURE MOM | COORDOWN ONLUS | WORLD DOWN SYNDROME DAY | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| Total | 12 | | | | | |

MOBILE LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|--------------------------------|------------------------------|---|-------------------------|--|
| C01/006 | 00339 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
| C02/056 | 01244 | IN CUCINA GUIDI TU! | GALBANI | FOOD | OGILVYONE Milan | OGILVYONE Milan |
| C03/023 | 00319 | LAEFFE APP | EFFE TV | C03 | DGT MEDIA Turin | DGT MEDIA Turin |
| D01/004 | 00724 | TRACE YOUR ROAD | LEXUS | LEXUS IS HYBRID | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| D01/012 | 00323 | MASERATI E- BROCHURE | MASERATI SPA | MASERATI QUATTROPORTE AND MASERATI GHIBLI | ARACHNO Milan | ARACHNO Milan |
| E01/003 | 00093 | TRACE YOUR ROAD | LEXUS | LEXUS IS HYBRID | SAATCHI & SAATCHI Milan | SAATCHI & SAATCHI Milan |
| F01/012 | 00803 | 3.9 SECONDS | AUDI | RS6 | NEW VERBA SRL Torino | NEW VERBA SRL Torino |
| H01/036 | 01018 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| J03/029 | 01021 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |

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| J04/009 | 00341 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
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|--------------|-----------|--|--|--|--|--|
| Total | 10 | | | | | |
|--------------|-----------|--|--|--|--|--|

BRANDED CONTENT & ENTERTAINMENT LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|--|----------------------------|------------------------------|-----------------------------|--|
| A04/028 | 00981 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| A06/002 | 00012 | LANCIA MAGIC PARKING - PARKING IS CHILD'S PLAY | FIAT CHRYSLER AUTOMOBILES | AUTOMOTIVE | BITMAMA Torino | BITMAMA Torino |
| A06/017 | 00195 | MUSIC STREETS | UNICREDIT SPA | UNICREDIT | B FLUID Milan | B FLUID Milan |
| A06/101 | 00750 | BLIND FUEL | FORD | FORD EASY FUEL | BLUE HIVE Rome | BLUE HIVE Rome |
| A06/111 | 00982 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| A07/072 | 00823 | CAPTIVA READY FOR EVERYTHING | CHEVROLET | CAPTIVA | COMMONWEALTH Milan | COMMONWEALTH Milan / McCANN WORLDGROUP Milan |
| A08/011 | 00249 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A08/022 | 00437 | LIFEFrames | SONY MOBILE | XPERIA Z1 | INTEGER Milan | INTEGER Milan |
| A08/074 | 00824 | CAPTIVA READY FOR EVERYTHING | CHEVROLET | CAPTIVA | COMMONWEALTH Milan | COMMONWEALTH Milan / McCANN WORLDGROUP Milan |
| A08/078 | 00234 | CHICCO #MAMMACHESTY LE | CHICCO | BABY STROLLERS | ZENITHOPTIMEDIA GROUP Milan | |
| A09/033 | 00250 | DACIA SPONSOR DAY | RENAULT ITALIA | DACIA | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A09/046 | 00280 | THE GREAT ESCAPE | SIGMA TAU | YOVIS VIAGGIO | BEDESCHI FILM Milan | PUBLICIS ITALY Milan |
| A09/065 | 00438 | SMOK-INK | HUMANITAS CANCER CENTER | ANTI-SMOKING | TBWAITALIA Milan | TBWAITALIA Milan |
| A09/068 | 00554 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A09/070 | 00590 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / DOOLEY Milan |
| A09/104 | 00545 | PROTECT YOUR #L1F3 | GENERTEL, EUROP ASSISTANCE | LIFE PARK - PROTECTION STORE | M&C SAATCHI Milan | M&C SAATCHI Milan |
| A09/141 | 00424 | FAIR PLAY MACHINES | COCA-COLA | COCA-COLA | McCANN WORLDGROUP Milan | McCANN WORLDGROUP Milan / SAN SIRO STADIUM Milan |
| A10/013 | 00196 | MUSIC STREETS | UNICREDIT SPA | UNICREDIT | B FLUID Milan | B FLUID Milan |

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|--------------|-----------|--|---------------------------|------------------------------|----------------------|--|
| A10/026 | 00555 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A12/020 | 00591 | THE SUB LIVING ROOM | HEINEKEN ITALIA | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / DOOLEY Milan |
| A13/069 | 00351 | EXTRAESPACE | RENAULT ITALIA | ESPACE | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan / SDM INTERACTIVE PASSION Milan |
| A13/082 | 00556 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A13/161 | 00983 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| A13/187 | 00202 | FINEDININGLOVE RS.COM: THE WORLD'S 50 BEST RESTURANTS DIGITAL EXPERIENCE | SANPELLEGRINO | FOOD & BEVERAGES | YAM112003 MILAN | SAN PELLEGRINO Milan |
| A13/188 | 00338 | TWEET IF YOU ARE IN LOVE | CONTROL | CONTROL TWITTER PROFILE | B FLUID Milan | B FLUID Milan |
| A14/015 | 00187 | JACK ON TOUR 2013 | BROW-FORMAN ITALY | SPIRITS AND WINE | ZODIAK ACTIVE Milan | ZODIAK ACTIVE Milan |
| A14/016 | 00188 | INSPIRING CHEF | LAVAZZA S.P.A. | COFFEE | ZODIAK ACTIVE Milan | ZODIAK ACTIVE Milan |
| A14/028 | 00197 | MUSIC STREETS | UNICREDIT SPA | UNICREDIT | B FLUID Milan | B FLUID Milan |
| A14/051 | 00557 | THE EXPERIMENT | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A14/054 | 00592 | THE SUB | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| A14/109 | 00984 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| A14/129 | 01209 | NUTELLA4BABBO 2013 | FERRERO | FOOD | OGILVYONE Milan | OGILVYONE Milan |
| Total | 32 | | | | | |

INNOVATION LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|---------------------------|---------------------------|---|-------------------|-------------------|
| A01/061 | 00056 | SEMANTIC ADVERTISING DATA | | WEB SERVICE FOR IMPROVING ONLINE ADVERTISING BY USING SEMANTIC TECHNOLOGY | ADMANTX Naples | ADMANTX Naples |
| A01/133 | 00178 | SAMSUNG SMART BIKE | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| A01/186 | 00177 | SAMSUNG MAESTROS ACADEMY | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |

Total 3

PRODUCT DESIGN LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|----------------|-----------------|-----------------------|------------------------------|------------------------------------|------------------------|----------------------|
| A05/003 | 00108 | THE SUB | HEINEKEN INTERNATIONAL | HEINEKEN | PUBLICIS ITALY Milan | PUBLICIS ITALY Milan |
| B01/023 | 00182 | SAMSUNG SMART BIKE | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| C01/031 | 00183 | SAMSUNG SMART BIKE | SAMSUNG ELECTRONICS ITALY | SAMSUNG CONSUMER ELECTRONICS | LEO BURNETT Milan | LEO BURNETT Milan |
| Total | 3 | | | | | |

Grand Total 493



Production Company

BRW FILMLAND Milan

BRW FILMLAND Milan

FRAME BY FRAME Rome

FRAME BY FRAME Rome

STINK London

STINK London

FILMGOOD Serravalle

INDIANA PRODUCTION COMPANY Milan

THE FAMILY Milan

STINK Paris

BRW FILMLAND Milan

DOUBLE A PRODUCTION Los Angeles

BEDESCHI FILM Milan

DIAVIVA Reggio Emilia

THE BOX FILMS Milan

AKITA FILM Milan

MERCURIO CINEMATOGRAFICA Milan

ALTOVERBANO Milan

THE FAMILY Milan

DIRECT2BRAIN Rome / RAI RADIO TELEVISIONE
ITALIANA Rome

FILMMASTER Milan

THINK | CATTLEYA Rome

THINK | CATTLEYA Rome

TWISTER Rome / RAI RADIO TELEVISIONE
ITALIANA Rome

TWISTER Rome / RAI RADIO TELEVISIONE
ITALIANA Rome

TWISTER Rome / RAI RADIO TELEVISIONE
ITALIANA Rome

BRW FILMLAND Milan

FILMMASTER Milan

TWISTER Rome

COMBOCUT FILM Milan

THE FAMILY Milan

BRW FILMLAND Milan

MOVIE MAGIC INTERNATIONAL Milan

COMBOCUT FILM Milan

FABBRICA VIRALI Milan

FILMMASTER Milan

CICCIOTUN Milan

PARTIZAN/THE DARK ROOM Paris

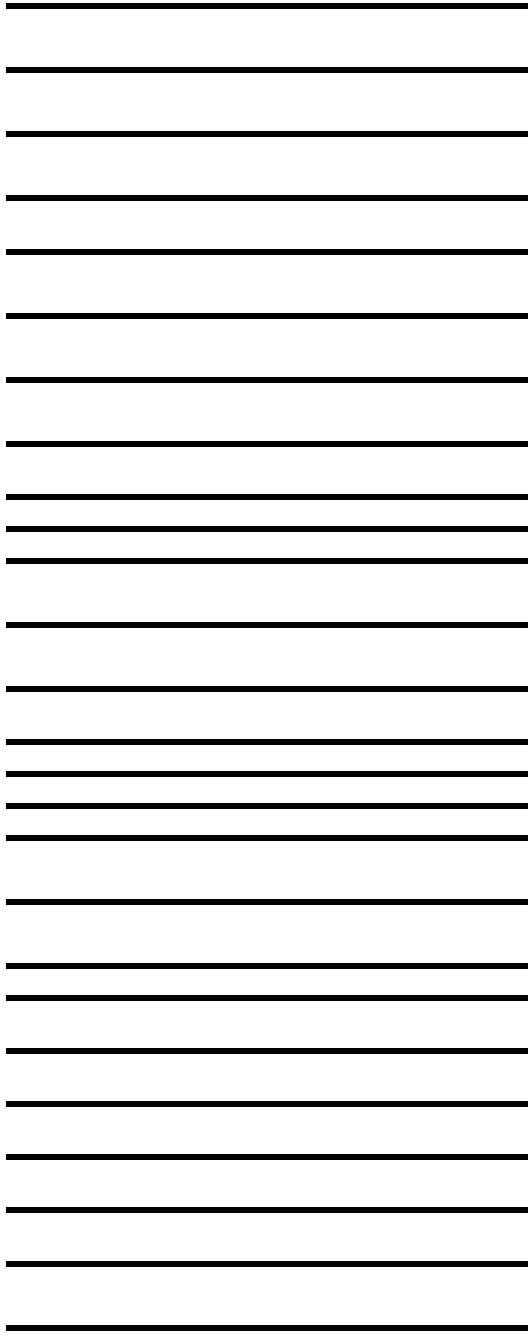
FANFARA FILM Bitonto

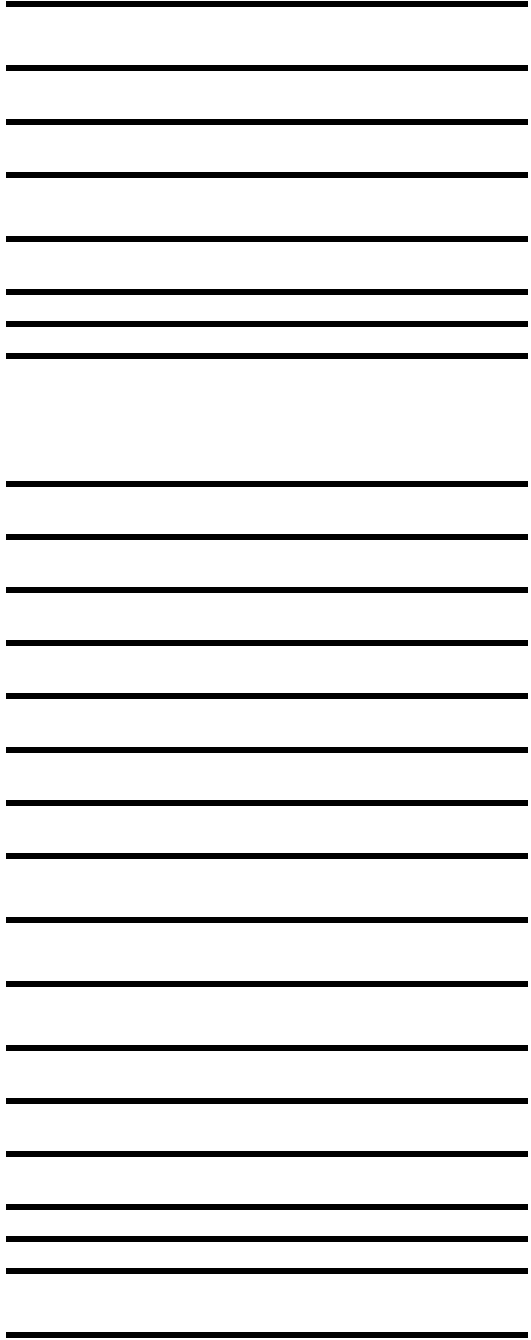
PARTIZAN/THE DARK ROOM Paris

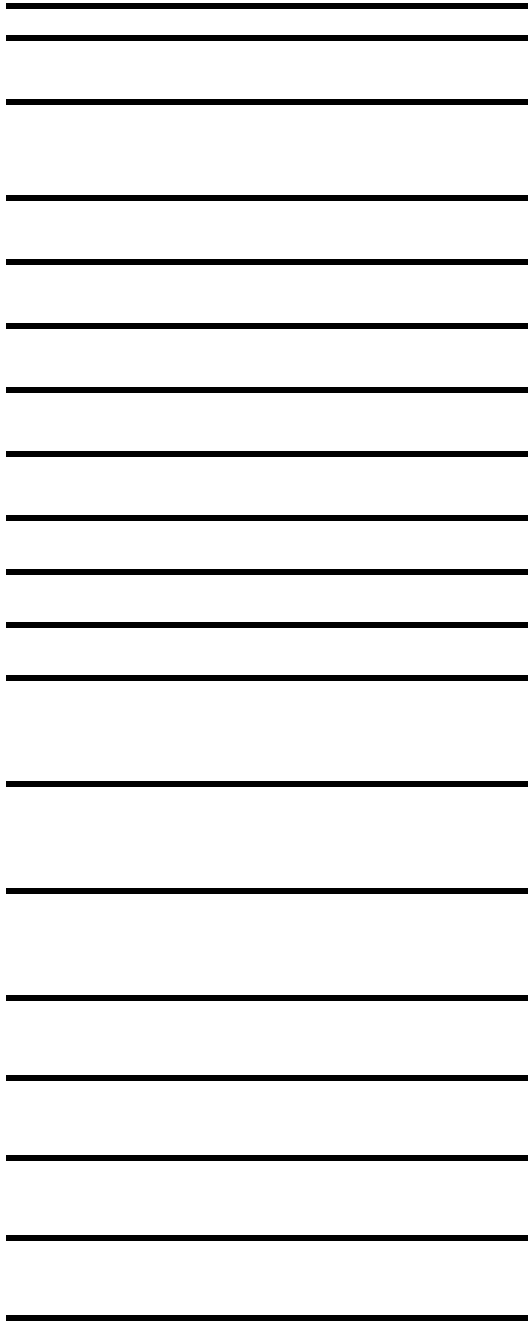
BEDESCHI FILM Milan

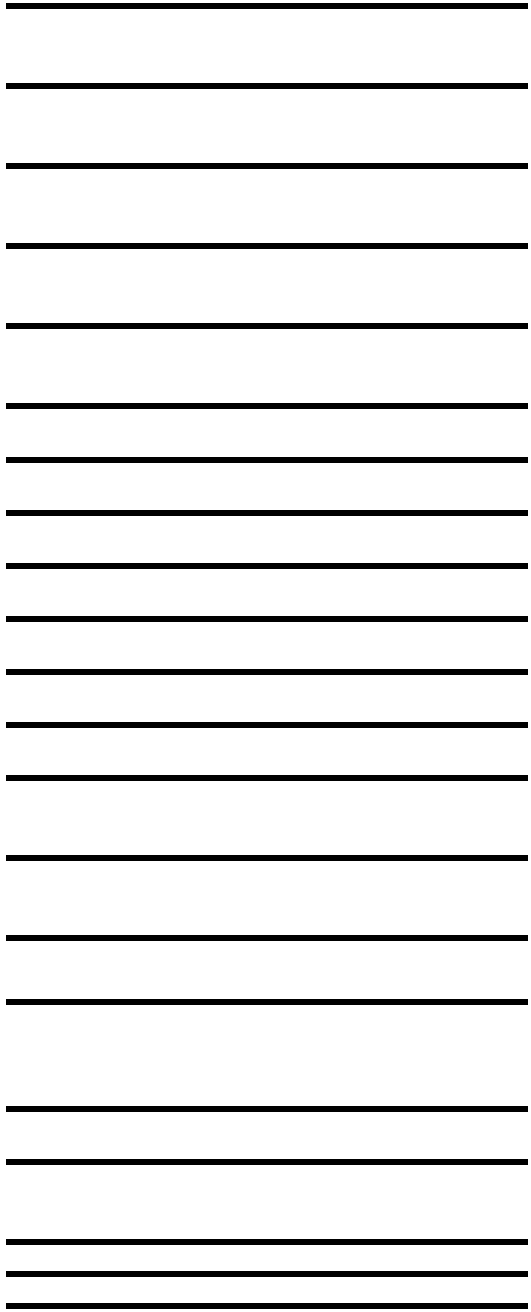
FSP Milano

THE FAMILY Milan









Production Company

ECCETERA PRODUZIONI AUDIO Milan

ECCETERA PRODUZIONI AUDIO Milan

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ECCETERA PRODUZIONI AUDIO Milan

SCREENPLAY Milan

ECCETERA PRODUZIONI AUDIO Milan

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ECCETERA PRODUZIONI AUDIO Milan /

ECCETERA PRODUZIONI AUDIO Milan /

ECCETERA PRODUZIONI AUDIO Milan

ECCETERA PRODUZIONI AUDIO Milan /

CHIARA&GLORIA VIDEO PRODUCTION Milan

ECCETERA PRODUZIONI AUDIO Milan

ECCETERA PRODUZIONI AUDIO Milan

ECCETERA PRODUZIONI AUDIO Milan

URL

<http://www.affinity-petcare.com/>

<http://awards.lbdevelop.com/maestros/cyber.html>

<http://www.digitagliando.it/news.php?i=12>

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<https://www.facebook.com/MercedesBenzItalia/posts/6>
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<https://www.facebook.com/philadelphia.ita>

<https://www.facebook.com/philadelphia.ita>

<http://case.donaituoprofilo.it/>

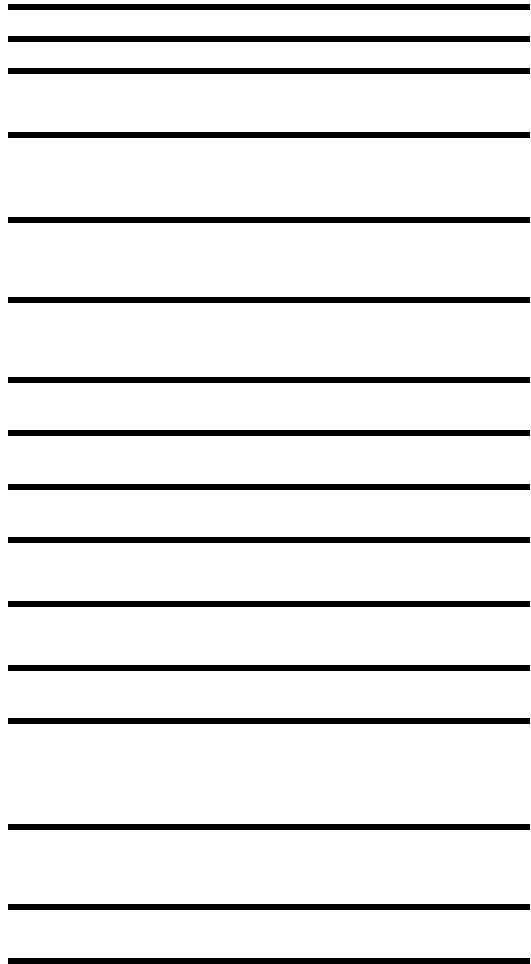
<http://extraespace.com/it/>

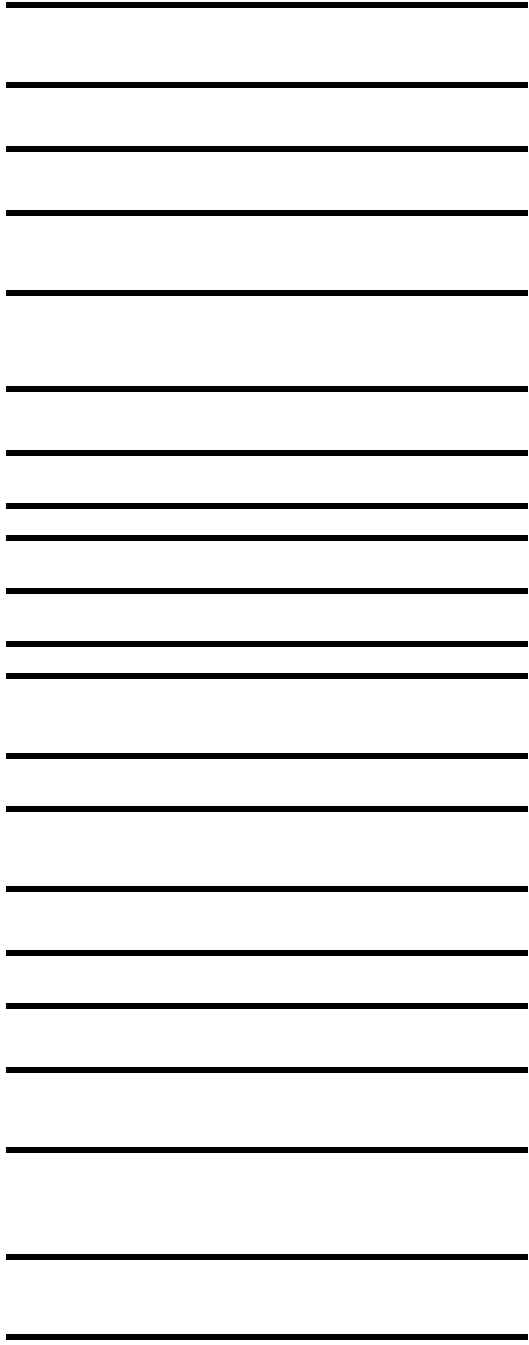
<http://www.daniosnack.it>

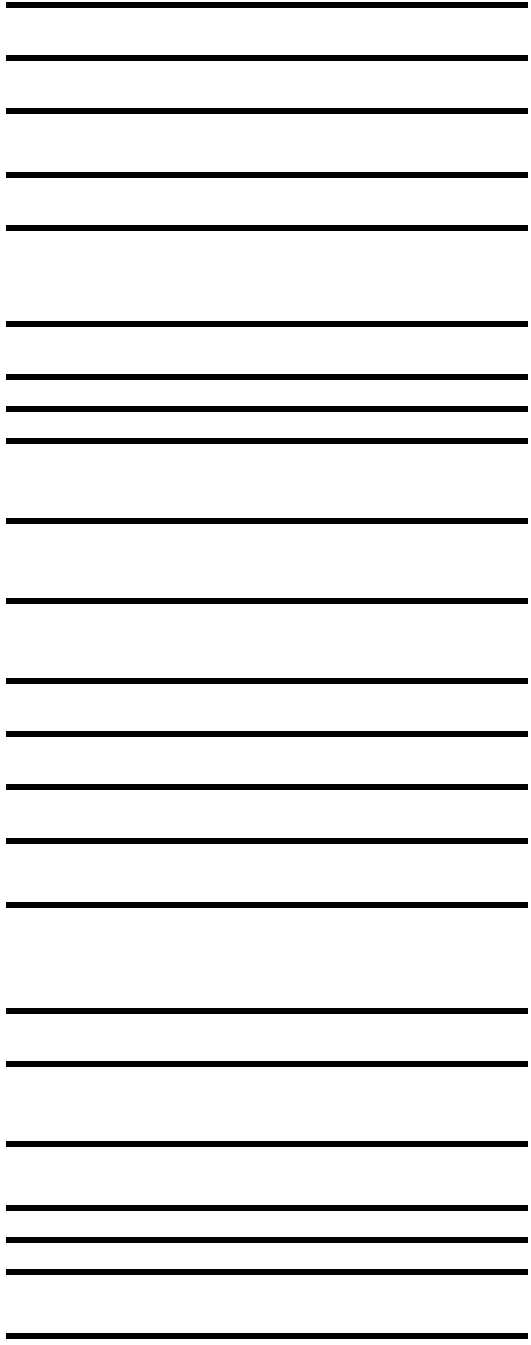
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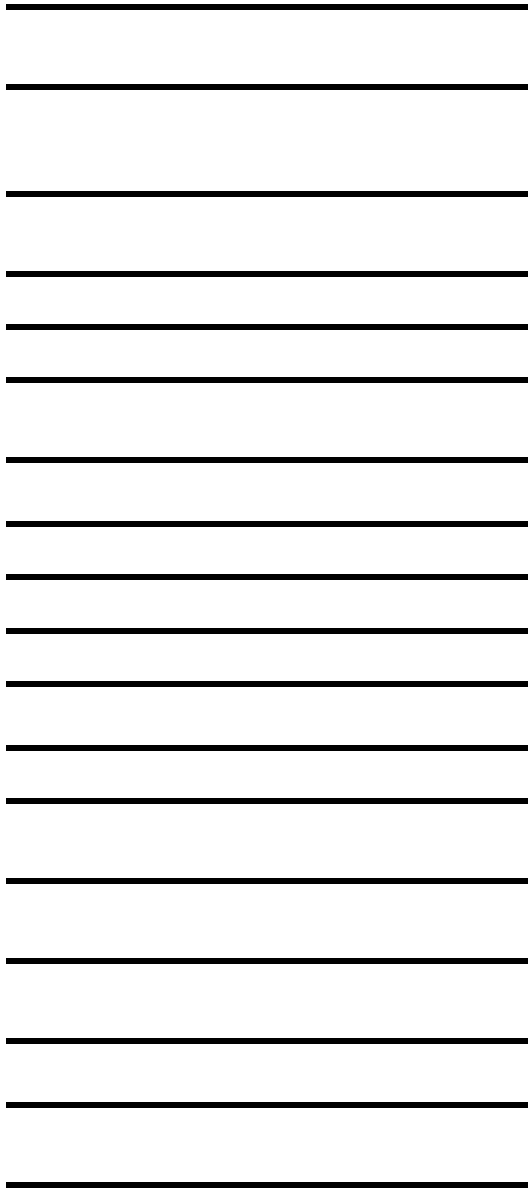
[http://www.youtube.com/watch?v=PgNixtYmuWY&am
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p:list=PL4iBXI6_v965b6x4zr4xECPxqlmfJMDkU)

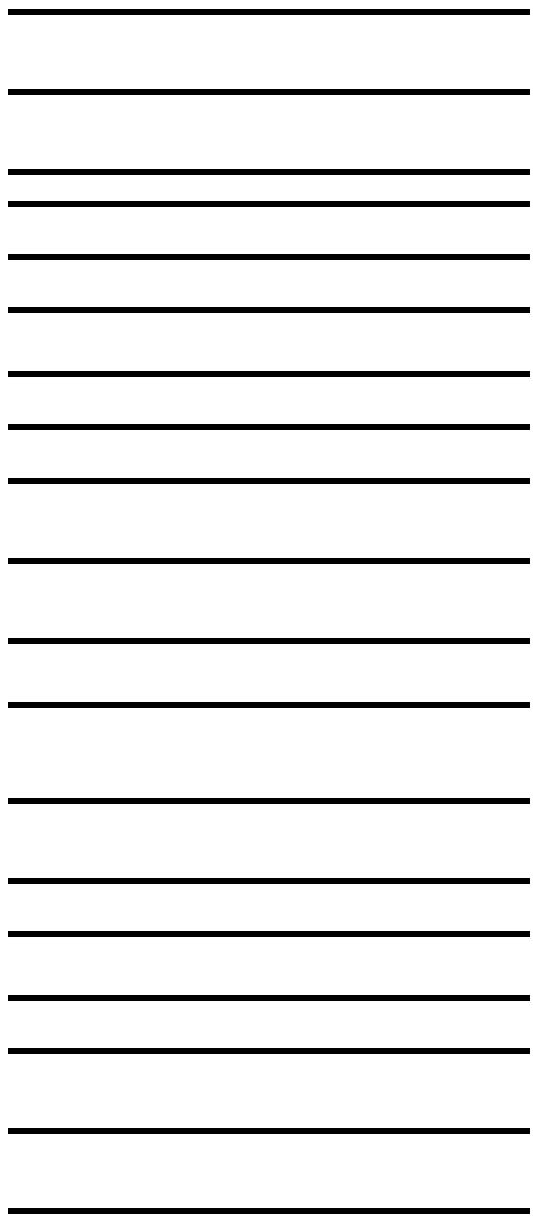
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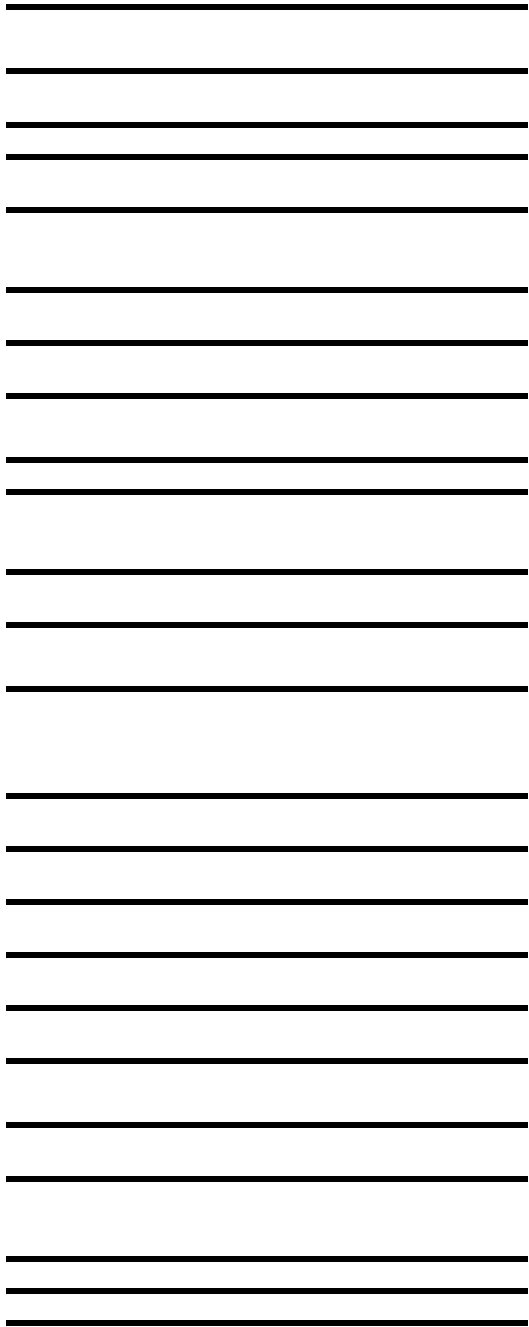


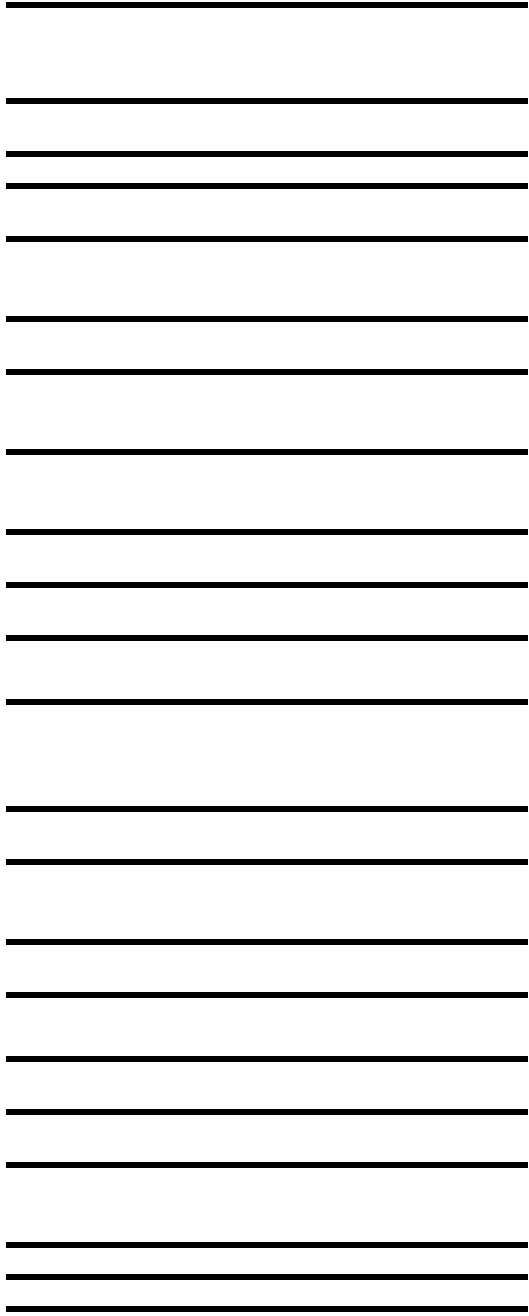


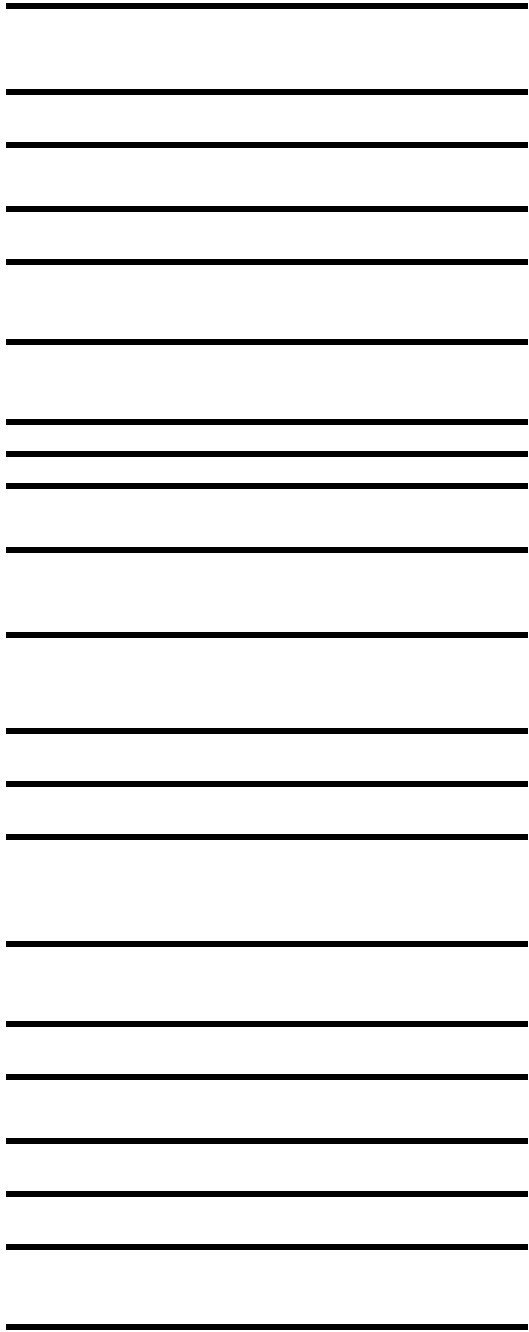


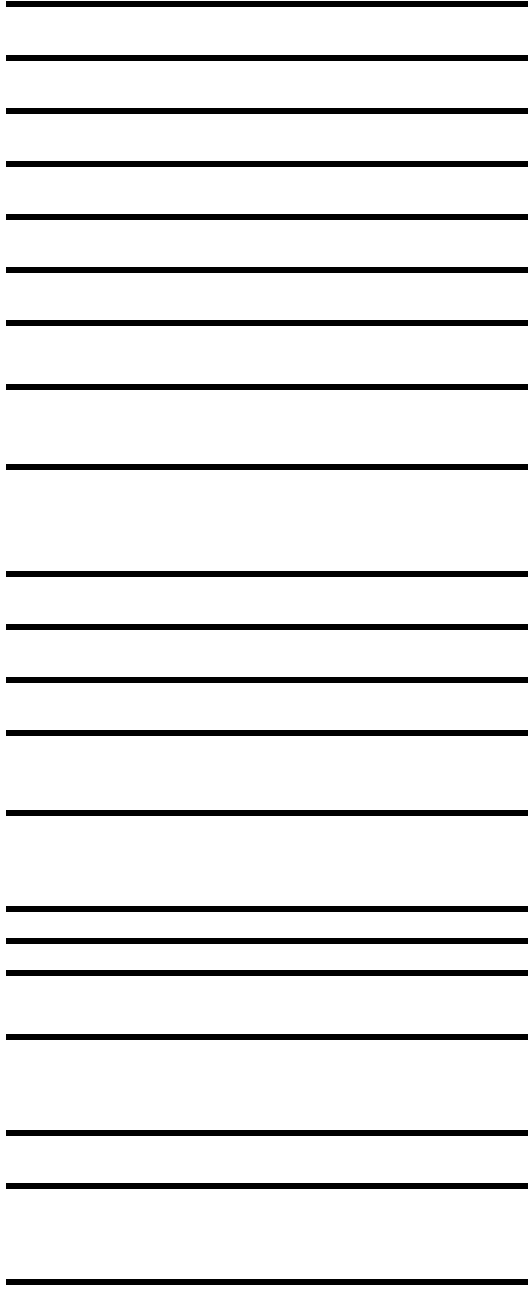












Production Company

DUDE Milan

DUDE Milan

FARGO FILM Torino

FARGO FILM Torino

FILMMASTER Milan

FARGO FILM Torino

FILMMASTER Milan

MERCURIO CINEMATOGRAFICA Milan

FARGO FILM Torino / FRAME BY FRAME Rome

FARGO FILM Torino / SUONI Rome

SIMOGUMI INC. Tokyo

THE FAMILY Milan

