

BRANDED CONTENT & ENTERTAINMENT WINNERS 2014



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Gold Lion				
THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY, Los Angeles	USA
SWEETIE	TERRE DES HOMMES NETHERLANDS	INTERNATIONAL CHILDRENS' AID ORGANIZATION	LEMZ, Amsterdam	THE NETHERLANDS
OSCARS SELFIE	SAMSUNG TELECOMMUNICATIONS AMERICA	SAMSUNG GALAXY NOTE 3	72ANDSUNNY, Los Angeles, CA	USA
KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO, São Paulo	BRAZIL
AMIA BOOTH	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	OGILVY & MATHER ARGENTINA, Buenos Aires	ARGENTINA
BOB DYLAN LIKE A ROLLING STONE	SONY MUSIC	BOB DYLAN BOX SET RELEASE	INTERLUDE, New York	USA
THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY, Los Angeles	USA
THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY, Los Angeles	USA
PROJECT DRIVE-IN	AMERICAN HONDA MOTOR CO.	HONDA	RPA, Los Angeles	USA
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KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO, São Paulo	BRAZIL
Silver Lion				
CORNETTO CUPIDITY	UNILEVER	CORNETTO	MOFILM, London	UNITED KINGDOM
CLIMATE NAME CHANGE	350 ACTION	ENVIRONMENTAL PUBLIC SERVICE	BARTON F. GRAF 9000, New York	USA
ONCE MORE, THE STORY OF VIN 903847	VOLKSWAGEN CANADA	VOLKSWAGEN	RED URBAN, Toronto	CANADA
FOR THE LOVE OF MUSIC	NASHVILLE CONVENTION AND VISITORS CORPORATION	ENTERTAINMENT, TRAVEL AND TOURISM	VML, Kansas City	USA
SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU, Tokyo	JAPAN
FROM ONE SECOND TO THE NEXT	AT&T	AT&T	BBDO NEW YORK	USA
BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL, São Paulo	BRAZIL
MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA, Mumbai	INDIA
D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWAILONDON	UNITED KINGDOM

THE NEXT BIG THING IS HERE WITH SAMSUNG + JAY Z	SAMSUNG TELECOMMUNICATIONS AMERICA	GALAXY	72ANDSUNNY, Los Angeles, CA	USA
I TOUCH MYSELF	CANCER COUNCIL	BREAST CANCER	JWT, Sydney	AUSTRALIA
IF ONLY FOR A SECOND	MIMI FOUNDATION	SUPPORT AND WELLBEING CENTERS	LEO BURNETT FRANCE, Paris	FRANCE
LEON 1914, THE BOOK	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE, Paris	FRANCE
#THEWORLDNEEDSM-ORE	UNITED NATIONS, OFFICE FOR THE COORDINATION OF HUMANITARIAN AFFAIRS	WORLD HUMANITARIAN DAY	LEO BURNETT NEW YORK	USA
MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA, Mumbai	INDIA
REAL LIFE	ALLIANZ	INSURANCE PRODUCTS/SERVICES	OGILVY FRANCE, Paris	FRANCE
IBM FRACTAL FEST	IBM	TUMBLR	OGILVY NEW YORK	USA
UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI GUN VIOLENCE ORGANIZATION	GREY NEW YORK	USA
WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE, Paris	FRANCE
Bronze Lion				
FATHER'S DAY	PROSTATE CANCER UK	PROSTATE CANCER UK	COAST, London	UNITED KINGDOM
THE SOCIAL MUSIC EXPERIMENT	LOGITECH: ULTIMATE EARS	UE BOOM	GREENLIGHT MEDIA AND MARKETING, Los Angeles, CA	USA
FARMED AND DANGEROUS FICTION ENTRY	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	PIRO, New York	USA
THE POWER INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
STREET TALES	FIAT	FIAT	LEO BURNETT TAILOR MADE, São Paulo	BRAZIL
EAST LOS HIGH TV SERIES	POPULATION MEDIA CENTER	IMPROVING SEXUAL HEALTH AMONG YOUNG LATINAS IN THE US	WISE ENTERTAINMENT, Los Angeles	USA
UN LUGAR LLAMADO MUNDO	SAN MIGUEL	SAN MIGUEL ESPECIAL	WINK TTD, Madrid	SPAIN
GENERATION ASTRONAUT	UNILEVER	AXE APOLLO	BBH, London	UNITED KINGDOM
FORD ON THE ROAD AGAIN	FORD FRANCE	FORD ECOSPORT	OGILVY FRANCE, Paris	FRANCE
HOW TO RAISE AN OLYMPIAN	PROCTER & GAMBLE	CONSUMER PACKAGED GOODS	WIEDEN+KENNEDY, Portland	USA
SAPEURS DOCUMENTARY	DIAGEO	GUINNESS	AMV BBDO, London	UNITED KINGDOM
WHY BRING A CHILD INTO THIS WORLD?	UNILEVER BRAND GLOBAL	UNILEVER BRAND GLOBAL	DAVID, Buenos Aires	ARGENTINA
WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE, Paris	FRANCE
THE BORN FRIENDS FAMILY PORTRAIT	SKYPE	VOICE-OVER-IP	PEREIRA & O'DELL, San Francisco	USA
PROJECT DANIEL: 3D PRINTING PROSTHETIC ARMS FOR CHILDREN OF WAR-TORN SUDAN	NOT IMPOSSIBLE, INTEL, VENABLES BELL	3D PRINTING PROSTHETICS	THE EBELING GROUP, New York	USA
SAPEURS DOCUMENTARY	DIAGEO	GUINNESS	AMV BBDO, London	UNITED KINGDOM

FACE TO FRIENDS	NESTLÉ	NESCAFÉ	PUBLICIS CONSEIL, Paris	FRANCE
UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI GUN VIOLENCE ORGANIZATION	GREY NEW YORK	USA
FIFA 14	MICROSOFT	XBOX 360	Y&R COLOMBIA, Bogotá	COLOMBIA
THE KAN KHAJURA STATION	UNILEVER INDIA	AN ON DEMAND ENTERTAINMENT CHANNEL ON A MOBILE PHONE.	LOWE AND PARTNERS WORLDWIDE, Mumbai	INDIA
THE WORLD'S FIRST ALL-LEGO AD BREAK	WARNER BROS.	THE LEGO MOVIE	PHD, London	UNITED KINGDOM
#6SECONDS SCIENCE-FAIR	GE	TECHNOLOGY	GENERAL ELECTRIC, New York	USA
CHRISTMAS IN A DAY FILM	SAINSBURY'S	SAINSBURY'S SUPERMARKETS	AMV BBDO, London	UNITED KINGDOM
WE WERE THERE	BNP PARIBAS	BANK & ASSURANCES	SID LEE, Paris	FRANCE
RICE-CODE	INAKADATE VILLAGE	RICE-CODE	HAKUHODO, Tokyo	JAPAN
WESTJET CHRISTMAS MIRACLE: REAL-TIME GIVING	WESTJET AIRLINES LTD	AIRLINE	WESTJET, Calgary	CANADA
SAPNA (DREAM)	SMARTLIFE	SMARTLIFE'S SAPNA FUND	FP7/DXB, Dubai	UNITED ARAB EMIRATES
THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER, Mexico City	MEXICO
THE BARBECUE BIBLE	TRAMONTINA	BARBECUE PRODUCTS	JWT BRAZIL, São Paulo	BRAZIL
BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL, São Paulo	BRAZIL
A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR - LIFEJACKETS	CLM BBDO, Boulogne-Billancourt	FRANCE
VIDEO GAME VETERANS	IRAQ VETERANS AGAINST THE WAR (IVAW)	ONG	THE CYRANOS McCANN WORLDGROUP EUROPE, Barcelona	SPAIN
FOR THE LOVE OF MUSIC	NASHVILLE CONVENTION AND VISITORS CORPORATION	ENTERTAINMENT, TRAVEL AND TOURISM	VML, Kansas City	USA
SPEAKING EXCHANGE	CNA	ENGLISH COURSE	FCB BRASIL, São Paulo	BRAZIL
TRAVEL YOUR TWEET INTERESTING	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON	UNITED KINGDOM