

# INNOVATION WINNERS 2014



| Title                                                     | Advertiser/Client | Product/Service                               | Entrant Company                | Country |
|-----------------------------------------------------------|-------------------|-----------------------------------------------|--------------------------------|---------|
| <b>Grand Prix</b>                                         |                   |                                               |                                |         |
| MEGAFACES PAVILION AT THE SOCHI 2014 WINTER OLYMPIC GAMES | JSC MEGAFON       | DIGITAL 3D AVATAR/SELFIE                      | MEGAFON, Moscow                | RUSSIA  |
| <b>Innovation Lion</b>                                    |                   |                                               |                                |         |
| POINTS                                                    |                   | THE MOST ADVANCED SIGN ON EARTH               | BREAKFAST, New York            | USA     |
| FIAT LIVE STORE                                           | FIAT              | FIAT CARS                                     | AGÊNCIAClick ISOBAR, São Paulo | BRAZIL  |
| BABOLAT PLAY                                              | BABOLAT           | CONNECTED RACKET AND SOCIAL (TENNIS) PLATFORM | OGILVY FRANCE, Paris           | FRANCE  |