

CREATIVE EFFECTIVENESS LIONS

Sponsored by:



Winners

Title	Brand	Product/Service	Entrant Company	Country	Prize
A01 (Creative Effectiveness)					
THE CHILD REPLACEMENT PROGRAMME	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND	GOLD LION
SICKKIDS VS	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA	SILVER LION
CHEETOS MUSEUM	CHEETOS - FRITO LAY NORTH AMERICA	CHEETOS	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOLD LION
GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID MIAMI	USA	SILVER LION
THE IMPACT OF FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	MCCANN NEW YORK	USA	SILVER LION
A02 (Creative Effectiveness for Good)					
BOOST YOUR VOICE	BOOST MOBILE	N/A	180LA	USA	BRONZE LION
THE REFUGEE NATION	AMNESTY INTERNATIONAL	THE REFUGEE NATION	SQUARE PIXEL RIO DE JANEIRO	BRAZIL	BRONZE LION
QQ ALERT: REUNION AFTER YEARS	TENCENT	QQ ALERT	TENCENT SHENZHEN	CHINA	BRONZE LION
A03 (Single Country Creative Effectiveness)					
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	BRONZE LION
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	CLEMENGER BBDO MELBOURNE	AUSTRALIA	BRONZE LION
NEW YORK TIMES - THE TRUTH IS HARD TO FIND	NEW YORK TIMES	NEW YORK TIMES	DROGA5 NEW YORK	USA	BRONZE LION
QQ ALERT: REUNION AFTER YEARS	TENCENT	QQ ALERT	TENCENT SHENZHEN	CHINA	BRONZE LION
EDIBLE SIX PACK RINGS (E6PR)	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS NEW YORK	USA	SILVER LION
SAVLON HEALTHY HANDS CHALK STICKS	ITC	SAVLON	OGILVY MUMBAI	INDIA	CREATIVE EFFECTIVENESS GRAND PRIX
GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID MIAMI	USA	SILVER LION
THE IMPACT OF FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	MCCANN NEW YORK	USA	BRONZE LION
A04 (Multi-country Creative Effectiveness)					
ORIGINAL IS NEVER FINISHED	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JOHANNES LEONARDO NEW YORK	USA	BRONZE LION
A05 (Long-term Creative Effectiveness)					
BUSTER THE BOXER, JOHN LEWIS' BEST CHRISTMAS EVER	JOHN LEWIS	JOHN LEWIS CRISTMAS	ADAM&EVEDDB LONDON	UNITED KINGDOM	SILVER LION