

Winners (Direct Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Prize
B04/040	00604	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest	ROMANIA	BV MCCANN ERICKSON Bucharest	Grand Prix
A05/170	02045	COME BACK FERRORAMA	ESTRELA TOYS	FERRORAMA TOY TRAIN	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Gold Lion
A07/036	00723	BURMA	HUMAN RIGHTS WATCH	PETITION	JWT NEW YORK	USA	JWT NEW YORK	Gold Lion
A07/051	01259	THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires	Gold Lion
A10/008	00353	HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE Seoul	KOREA	CHEIL WORLDWIDE Seoul	Gold Lion
B04/068	01310	RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	Gold Lion
C01/021	00605	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest	ROMANIA	BV MCCANN ERICKSON Bucharest	Gold Lion
C01/029	01260	THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires	Gold Lion
C07/006	00354	HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE Seoul	KOREA	CHEIL WORLDWIDE Seoul	Gold Lion
C11/061	00725	BURMA	HUMAN RIGHTS WATCH	PETITION	JWT NEW YORK	USA	JWT NEW YORK	Gold Lion
D01/108	01591	DECODE JAY-Z WITH BING	BING/JAY-Z	INTERNET SEARCH ENGINE	DROGA5 New York	USA	DROGA5 New York	Gold Lion
A01/022	00559	SPRINTER APPLIES FOR A JOB	LUKAS LINDEMANN ROSINSKI /DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg	Silver Lion
A02/007	00040	SPARK HOPE MATCHBOOK	ROCK 4 AIDS	ART FOR AIDS	JOE PUBLIC Johannesburg	SOUTH AFRICA	JOE PUBLIC Johannesburg	Silver Lion
A05/153	01828	THE HUMAN JUKEBOX	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	Silver Lion
A06/033	01831	THE SOUND OF GREEN	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	Silver Lion
A07/021	00615	THE BIG TRIP	STRAUSS GROUP	CHOCOLATE	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	Silver Lion
A07/090	01586	SPREAD THE TED	TEDX BUENOS AIRES	TEDX	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires	Silver Lion
B02/052	01239	4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR Boulder	USA	4TH AMENDMENT WEAR Boulder	Silver Lion
B02/078	02041	SAVE AS WWF	WWF	CHARITY	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Silver Lion
B03/038	02049	COME BACK FERRORAMA	ESTRELA TOYS	FERRORAMA TOY TRAIN	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Silver Lion
B04/097	01711	UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid	Silver Lion
C03/024	01789	BUILDERS OF INFINITY	LEGO	TOYS	PLAN.NET Hamburg	GERMANY	PLAN.NET Hamburg	Silver Lion
C06/032	01684	DRUNK VALET	BAR AURORA &	CHAIN OF BARS	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Silver Lion
C06/033	01716	UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid	Silver Lion
C08/005	00490	CARDENOSA	MOVISTAR	SPORTS WEBSITE	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	Silver Lion
C10/068	01688	SANTA'S FORGOTTEN LETTERS	COCA-COLA	CHRISTMAS MESSAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Silver Lion

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A01/081	01820	LIVING CHRISTMAS CARDS	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	Bronze Lion
A03/017	01272	WE DELIVER YOUR DOWNLOAD	CINE 24 HORAS	VIDEO RENTAL	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo	Bronze Lion
A04/043	01247	THE VOICE	REPORTERS WITHOUT BORDERS	NON GOVERNMENTAL ORGANISATION	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	Bronze Lion
A04/063	01898	INVISIBLE POP UP STORE	AIRWALK	FOOTWEAR	Y&R New York	USA	Y&R New York	Bronze Lion
A05/113	01085	SEND A MESSAGE TO THE FUTURE	AMF	PENSION FUNDS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Bronze Lion
A05/114	01086	THE PROMISE KEEPER	REEBOK	SHOES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Bronze Lion
A05/130	01538	PHOTOSHOOTING	WWF	CHARITY	LEO BURNETT MOSCOW Moscow	RUSSIA	LEO BURNETT MOSCOW Moscow	Bronze Lion
A05/134	01569	A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN Paris	FRANCE	BUZZMAN Paris	Bronze Lion
A06/018	01096	MUSICAL FITTING ROOMS	STARHUB	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE	Bronze Lion
A06/021	00465	EDDING DIGITAL HIGHLIGHTER	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg	Bronze Lion
A06/027	01441	DOGGELGANGER	MARS	DOG ADOPTION	COLENSO BBDO Auckland	NEW ZEALAND	COLENSO BBDO Auckland	Bronze Lion
A07/082	01409	POOLBALL	COMPANIA INDUSTRIAL CERVECERA	BUDWEISER	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires	Bronze Lion
A09/025	01922	REVENGE ON CALLCENTERS & HELPDESKS	RADIO 1	PEETERS & PICHAL	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	Bronze Lion
A09/031	01351	THE CODE	ARMED FORCES OF COLOMBIA	ARMED FORCES SUPPORT	DDB COLOMBIA Bogotá	COLOMBIA	DDB COLOMBIA Bogotá	Bronze Lion
B04/109	01896	SUBTITLES	ENGLISH LANGUAGE	LANGUAGE CLASS	OGILVY PERU Lima	PERU	OGILVY PERU Lima	Bronze Lion
C02/027	01222	LIE DETECTOR	KIA MOTORS BELGIUM	AUTOMOBILE	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp	Bronze Lion
C04/020	01055	MY CAR IS YOUR CAR	NRMA	CAR INSURANCE	WHYBINTBWA Sydney	AUSTRALIA	WHYBINTBWA Sydney	Bronze Lion
C05/008	00856	HIDDEN PIZZA RESTAURANT	SENSIS YELLOW PAGES	BUSINESS DIRECTORY	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	Bronze Lion
C05/019	00803	HIGH SPEEDS	TELMEX	BROADBAND INTERNET	JWT COLOMBIA Bogotá	COLOMBIA	JWT COLOMBIA Bogotá	Bronze Lion
C09/014	00625	THE CRYING INVOICE	USG PEOPLE	OUTSOURCING COMPANY	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM	DUVAL GUILLAUME ANTWERP/MODEM	Bronze Lion
C09/025	01823	THE SOUND OF GREEN	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	Bronze Lion
C10/013	00301	4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR Boulder	USA	4TH AMENDMENT WEAR Boulder	Bronze Lion
C11/011	00190	SAVE AS WWF	WWF	WWF	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Bronze Lion
C11/043	01072	REPAY FOR GOOD	UNICEF	UNICEF DONATIONS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Bronze Lion
C11/105	01342	OPERATION CHRISTMAS	MINISTERIO DE DEFENSA NACIONAL	HUMANITARIAN	LOWE-SSP3 Bogotá	COLOMBIA	LOWE-SSP3 Bogotá	Bronze Lion
C11/123	01587	SPREAD THE TED	TEDX BUENOS AIRES	TEDX	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires	Bronze Lion
C11/129	01689	DRUNK VALET	BAR AURORA &	CHAIN OF BARS	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Bronze Lion
D01/019	00492	CARDENOSA	MOVISTAR	SPORTS WEBSITE	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	Bronze Lion

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D01/041	00776	GERMANY'S BIGGEST SEARCH FOR MISSING CHILDREN	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN'S INITIATIVE	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg	Bronze Lion
D01/068	01924	REVENGE ON CALLCENTERS & HELPDESKS	RADIO 1	PEETERS & PICHAL	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	Bronze Lion
D01/070	01926	SHARE YOUR PARENTS	STUDIO BRUSSELS	CHARITY	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	Bronze Lion
Total Entries:		57						