

Winners (PR Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Prize
A01 (Food & Drinks)								
A01/004	00415	PURITY TEST	VALVIS HOLDING	AQUA CARPATICA	COHNANDJANSEN J. WALTER THOMPSON Bucharest	ROMANIA	COHNANDJANSEN J. WALTER THOMPSON Bucharest	Gold Lion
A01/046	00383	10 MINUTES NOODLE	NISSIN FOOD PRODUCTS CO.	DONBEI	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion
A01/056	02171	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York	Silver Lion
A02 (Fast Moving Consumer Goods)								
A02/007	01794	ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES	McCANN NEW YORK	USA	McCANN NEW YORK	Bronze Lion
A03 (Durable Consumer Goods)								
A03/026	02133	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK	Silver Lion
A04 (Healthcare & Wellbeing)								
A04/011	01040	ANTI-BACTERIAL RED PACKET	UNILEVER CHINA	LIFEBUOY	BBH CHINA Shanghai	CHINA	BBH CHINA Shanghai	Bronze Lion
A04/013	01807	NIVEA DOLL	BDF NIVEA BRASIL	SUNBLOCK	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	Gold Lion
A05 (Luxury Goods & Services)								
A05/004	00353	SLIDE AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	Bronze Lion
A07 (Retail, e-Commerce, Restaurants & Fast Food Chains)								
A07/005	00119	THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Grand Prix
A07/010	00159	HOME FOR CHRISTMAS	EDEKA ZENTRALE & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Bronze Lion

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A07/022	01882	BEES CAN FIND SUGAR WHERE YOU LEAST SUSPECT IT	NÁŠ GRUNT	NÁŠ GRUNT - SHOPS WITH HONEST PRODUCTS FROM NATURAL INGREDIENTS	McCANN ERICKSON PRAGUE	CZECH REPUBLIC	McCANN ERICKSON PRAGUE	Gold Lion
A07/028	02035	BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest	Bronze Lion

A08 (Travel, Transport & Leisure)

A08/015	00944	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Silver Lion
A08/017	01729	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	Silver Lion

A09 (Media & Publications)

A09/015	01754	#DININGFORBRUSSELS	MEDIAFIN	DE TIJD / L'ECHO NEWSPAPER	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS	Bronze Lion
A09/019	01081	STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	Gold Lion
A09/044	00774	NETFLIX HELPS PARENTS CELEBRATE NEW YEAR'S EVE ON-DEMAND	NETFLIX	NETFLIX NEW YEAR'S EVE COUNTDOWNS	ZENO GROUP Chicago	USA	ZENO GROUP Chicago	Bronze Lion

A10 (Financial Products & Services)

A10/004	00166	DON'T DRINK AND DIVE	TRYGG-HANSA	WATER SAFETY	PRIME Stockholm	SWEDEN	PRIME Stockholm	Silver Lion
A10/006	00450	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE	Gold Lion

Winners (PR Lions)

A12 (Commercial Public Services)

A12/015	01417	PLANT LAMP	UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSION 2016	FCB MAYO Lima	PERU	FCB MAYO Lima	Bronze Lion
A12/019	01584	PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MÈXICO Mexico City	MEXICO	GREY MÈXICO Mexico City	Gold Lion

A13 (Public Sector)

A13/029	00964	PREDIABETES	AD COUNCIL	DIABETES PREVENTION	OGILVY & MATHER New York	USA	OGILVY & MATHER New York	Bronze Lion
A13/030	01447	THE BULLETPEN	MINISTRY OF NATIONAL EDUCATION COLOMBIA	MINISTRY OF NATIONAL EDUCATION	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá	Gold Lion
A13/035	02094	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	Bronze Lion

A14 (Charity & not for Profit)

A14/006	00150	WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp	Gold Lion
A14/022	00943	CHANGE PLEASE	CHANGE PLEASE AND THE BIG ISSUE	CHANGE PLEASE	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	Silver Lion
A14/048	02009	#JOINTHEHERD	WILDAID	WILDLIFE CONSERVATION	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion
A14/148	01915	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	Gold Lion

B02 (Public Affairs & Lobbying)

B02/018	02116	GAY TURTLE	AMNESTY INTERNATIONAL TURKEY	NON-GOVERNMENTAL ORGANISATION	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL	Silver Lion
B02/039	00815	DIGGERS AGAINST INJUSTICE	EL FARO	ELFARO.NET DIGITAL NEWSPAPER	PUBLICIDAD COMERCIAL MULLENLOWE Antiguo Cuscatlán	EL SALVADOR	PUBLICIDAD COMERCIAL MULLENLOWE Antiguo Cuscatlán	Bronze Lion

Winners (PR Lions)

B02/040	01088	I'M NOT ASKING TO BE A FIREFIGHTER	FOUNDATION INTEGRATION	RECRUITMENT SERVICE FOR PEOPLE WITH DISABILITIES	WALK Warsaw	POLAND	WALK Warsaw	Bronze Lion
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B03 (Crisis Communications & Issue Management)

B03/004	01692	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	Silver Lion
B03/018	01193	THE BEST MILK CANNOT BE BOUGHT	ALMARAI	CORPORATE COMMUNICATION	LEO BURNETT Riyadh	SAUDI ARABIA	LEO BURNETT Riyadh	Bronze Lion

B04 (Business Citizenship / Corporate Responsibility)

B04/008	00451	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE	Bronze Lion
B04/015	01348	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Gold Lion
B04/034	02134	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK	Silver Lion
B04/050	02141	STRIKING LESSONS	BRISA HIGHWAY COMPANY	INSTITUTIONAL	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA	Silver Lion
B04/073	01500	PUP SYNDROME	PEDIGREE	SOCIAL AWARENESS MESSAGE	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow	Silver Lion

B05 (Business Citizenship / Environmental)

B05/002	00122	THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Gold Lion
B05/008	01841	VULTURES WARN	USAID PERU	USAID PERU	FCB MAYO Lima	PERU	FCB MAYO Lima	Bronze Lion
B05/028	02172	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York	Gold Lion

Winners (PR Lions)

B06 (Internal Communications & Employee Engagement)

B06/014	01311	ALMIRALL	ALMIRALL	PHARMA	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid	Silver Lion
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B07 (Media Relations)

B07/031	01186	SAVING AFRICA'S LAST WILD RHINOS, BY POISONING THEM.	RHINO RESCUE PROJECT	WILDLIFE CONSERVATION	OGILVY & MATHER VIETNAM Ho Chi Minh City	VIETNAM	OGILVY & MATHER VIETNAM Ho Chi Minh City / RHINO RESCUE PROJECT Gauteng	Bronze Lion
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B07/053	00852	REI #OPTOUTSIDE	REI	#OPTOUTSIDE	EDELMAN Seattle	USA	VENABLES BELL & PARTNERS San Francisco / REI Kent	Bronze Lion
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B08 (Events & Stunts)

B08/017	00740	THE REVERSED TRAILER	HARALD A. MØLLER/ VOLKSWAGEN NORWAY	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo	Silver Lion
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B08/038	00945	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Silver Lion
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B08/063	01564	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	Gold Lion
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B08/082	00627	SL BENFICA SAFETY DEMONSTRATION	SL BENFICA, EMIRATES	SL BENFICA SPONSORSHIP	O ESCRITORIO Estoril	PORTUGAL	O ESCRITORIO Estoril	Silver Lion
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B09 (Live Shows / Concerts / Festivals)

B09/019	00628	SL BENFICA SAFETY DEMONSTRATION	SL BENFICA, EMIRATES	SL BENFICA SPONSORSHIP	O ESCRITORIO Estoril	PORTUGAL	O ESCRITORIO Estoril	Gold Lion
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B09/025	02039	PAY WITH BLOOD	UNTOLD FESTIVAL AND NATIONAL INSTITUTE FOR BLOOD DONATIONS	EVENTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest	Silver Lion
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Winners (PR Lions)

B10 (Celebrity Endorsement)

B10/024	01141	THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá	Gold Lion
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B11 (Sponsorship & Partnership)

B11/015	01565	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	Silver Lion
B11/026	02136	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK	Bronze Lion
B11/057	01588	PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City	Gold Lion

B12 (Launch / Re-launch)

B12/025	00681	100% REAL VIRTUAL REALITY	NATAKHTARI BREWERY (EFES GEORGIA)	OLD IRISH	LEAVINGSTONE Tbilisi	REPUBLIC OF GEORGIA	LEAVINGSTONE Tbilisi	Bronze Lion
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B13 (Brand Voice & Strategic Storytelling)

B13/020	01095	IT'S IN YOU	DAVID JONES	RETAIL/FASHION	TBWA\SYDNEY	AUSTRALIA	TBWA\SYDNEY / MAUD Surry Hills	Silver Lion
B13/022	01731	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	Gold Lion

B14 (Content-led Engagement & Marketing)

B14/002	00124	THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Silver Lion
B14/006	00537	KEYS OF HOPE	DEUTSCHER CARITASVERBAND / CARITAS INTERNATIONAL	WORLDWIDE HELP FOR PEOPLE ON THE RUN	BBDO GROUP Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf	Bronze Lion
B14/025	01902	THE MINDCHANGER WORKOUT	RIO 2016	PARALYMPIC GAMES	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Bronze Lion

Winners (PR Lions)

B14/036	01303	EVERY DAY A PLAY	KATONA JOZSEF THEATER	KATONA JOZSEF THEATER	Y&R BUDAPEST	HUNGARY	Y&R BUDAPEST	Silver Lion
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C01 (Use of Web Platforms & Apps)

C01/008	00169	THE HOUSE OF CLICKS	HEMNET	COMMERCIAL RESIDENCE	PRIME Stockholm	SWEDEN	PRIME Stockholm	Bronze Lion
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C01/016	00873	OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion
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C01/045	01653	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris	Silver Lion
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C02 (Social Community Building / Management)

C02/018	01958	LADYBALLS	OVARIAN CANCER CANADA	PUBLIC AWARENESS - OVARIAN CANCER	GREY CANADA Toronto	CANADA	GREY CANADA Toronto	Bronze Lion
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C02/019	02011	#JOINTHEHERD	WILDAID	WILDLIFE CONSERVATION	GREY LONDON	UNITED KINGDOM	GREY LONDON	Silver Lion
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C04 (Influencer Communication & Social Amplification)

C04/028	01142	THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá	Silver Lion
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C05 (Response / Real-time Activity)

C05/002	00220	#ALLTREESARE BEAUTIFUL	REESE'S	REESE'S PEANUT BUTTER CUPS	ARNOLD WORLDWIDE New York	USA	ARNOLD WORLDWIDE New York / HAVAS WORLDWIDE NEW YORK	Silver Lion
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C05/010	01027	THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	J. WALTER THOMPSON COSTA RICA San José	Bronze Lion
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C05/017	01165	BERNIE SPEED TEST	ARCUB FOR BUCHAREST2021	BUCHAREST2021 - EUROPEAN CAPITAL OF CULTURE CANDIDATE	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	Silver Lion
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Winners (PR Lions)

C05/023	01014	WIN A BREAST RECONSTRUCTION	BENETIET	BENETIET	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp	Bronze Lion
C05/041	01356	#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris	Bronze Lion

C06 (Co-Creation & User Generated Content)

C06/050	01790	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami	Bronze Lion
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C07 (Innovative Use of Social Media)

C07/050	01920	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	Silver Lion
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C08 (Use of New Technology)

C08/013	01942	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Bronze Lion
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D01 (Research, Data Analytics & Insight Generation)

D01/004	00171	THE HOUSE OF CLICKS	HEMNET	COMMERCIAL RESIDENCE	PRIME Stockholm	SWEDEN	PRIME Stockholm	Gold Lion
D01/016	02049	MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL	W3HAUS São Paulo	Bronze Lion

D02 (PR Excellence in Effectiveness)

D02/004	01520	NO BORDERS	AIRBNB	AIRBNB	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	Silver Lion
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E02 (Territory Marketing & Communication)

E02/009	01695	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	Bronze Lion
E02/019	01600	CHOCÓ TO DANCE	JPGC FOUNDATION	SCHOLARSHIPS FUND	MULLENLOWE SSP3 Bogotá D.C.	COLOMBIA	MULLENLOWE SSP3 Bogotá D.C.	Bronze Lion

Winners (PR Lions)

E02/035	01450	THE BULLETPEN	MINISTRY OF NATIONAL EDUCATION COLOMBIA	MINISTRY OF NATIONAL EDUCATION	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá	Bronze Lion
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G01 (Integrated Campaign led by PR)

G01/028	01143	THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá	Silver Lion
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G01/055	00661	#OPTOUTSIDE	REI	#OPTOUTSIDE	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco	Silver Lion
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G02 (Costs / Creative Performance PR Campaign)

G02/015	00947	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Gold Lion
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Total Entries: 84