
The 7th CUP Winners

GRAND CUP WINNER

I Am Mumbai

Taproot India

Mumbai

01 - BEST OF FOOD

Selizharovo Cannery

:OTVETDESIGN/St.-Petersburg

also Nominated in: **AM4 - BEST OF STRATEGY**

also Nominated in: **K - Best of Design**

02 - BEST OF BEVERAGES

The Candidate

Publicis Italy

Italy-Milano

also Nominated in: **J - Best of Campaign**

03 - BEST OF HEALTH AND PERSONAL CARE

Abogado_Lawyer / Compañero de celda_Cell mate / Dolor de Cabeza_Headacke

AlmapBBDO

Brasil

also Nominated in: **C - Best of Press**

05 - BEST OF FASHION, COSMETICS AND LUXURY GOODS

Young and Mature

Ponce

Argentina

also Nominated in: **A - Best of Film**

also Nominated in: **AM2 - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKI**

also Nominated in: **AM3 - BEST INTEGRATION OF A GLOBAL IDEA INTO A LOC CULTURE**

06 - BEST OF CARS

Offroad

BBDO Proximity Berlin GmbH

Germany-Duesseldorf

also Winner in: **AM5 - MOST INSIGHTFUL IDEA**

also Nominated in: **A - Best of Film**

07 - BEST OF OTHER VEHICLES AND ACCESSORIES

Traductor_Translator

AlmapBBDO

Brasil

08 - BEST OF ELECTRONICS

Alma_Soul

F/Nazca Saatchi & Saatchi

Brasil

also Winner in: **AM6 - BEST OF CRAFT**
also Winner in: **AM7 - BEST OF CRAFT FOR PRODUCTION**
also Nominated in: **A - Best of Film**

09 - BEST OF TRAVEL, TOURISM AND TRANSPORT

Dumb Ways to Die

McCann

Melbourne

also Winner in: **AM2 - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKET**
also Winner in: **J - Best of Campaign**
also Nominated in: **AM4 - BEST OF STRATEGY**
also Nominated in: **AM5 - MOST INSIGHTFUL IDEA**
also Nominated in: **E - Best of Interactive**
also Nominated in: **K - Best of Design**

10 - BEST OF RETAIL

Festival

Heimat Werbeagentur

Germany-Berlin

11 - BEST OF HOUSEHOLD PRODUCTS AND MAINTENANCE

CAJA DE AHORROS MI COLCHÓN_MY MATTRESS SAVINGS BANK

VCCP Spain

España

also Nominated in: **M - Best of PR**

13 - BEST OF COMMUNICATION MEDIA AND PUBLICATIONS

SHARE THE NEWS PAPER WITH CHILDREN

Dentsu Inc.

Tokyo

also Winner in: **E - Best of Interactive**
also Nominated in: **AM8 - BEST USE OF TECHNOLOGY**
also Nominated in: **I - Best of Media Innovation**

15 - BEST OF CORPORATE

I Am Mumbai

Taproot India

Mumbai

- also Winner in: **A - Best of Film**
- also Winner in: **AM1 - BEST USE OF LOCAL CULTURE**
- also Nominated in: **AM5 - MOST INSIGHTFUL IDEA**
- also Nominated in: **AM6 - BEST OF CRAFT**
- also Nominated in: **AM7 - BEST OF CRAFT FOR PRODUCTION**

16 - BEST OF FINANCIAL

Renovation loan

Age McCann/Tallinn

- also Nominated in: **D - Best of Outdoor**

17 - BEST OF PUBLIC AND PRIVATE SERVICES

Mi sangre es rojo_My blood is red black

Leo Burnett Tailor Made

Brasil

- also Winner in: **L - Best of Direct Marketing**
- also Winner in: **M - Best of PR**
- also Nominated in: **AM2 - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKET**
- also Nominated in: **AM4 - BEST OF STRATEGY**
- also Nominated in: **H - Best of Installations and Events**
- also Nominated in: **I - Best of Media Innovation**
- also Nominated in: **J - Best of Campaign**

18 - BEST OF SOCIAL ENGAGEMENTS

Integration Day

Saatchi & Saatchi Milan

Italy-Milano

- also Winner in: **AM4 - BEST OF STRATEGY**
- also Winner in: **J - Best of Campaign**
- also Nominated in: **AM5 - MOST INSIGHTFUL IDEA**
- also Nominated in: **M - Best of PR**

A - Best of Film

I Am Mumbai

Taproot India

Mumbai

- also Winner in: **15 - BEST OF CORPORATE**
- also Winner in: **AM1 - BEST USE OF LOCAL CULTURE**
- also Nominated in: **AM5 - MOST INSIGHTFUL IDEA**
- also Nominated in: **AM6 - BEST OF CRAFT**
- also Nominated in: **AM7 - BEST OF CRAFT FOR PRODUCTION**

B - Best of Radio

10 meters apart

New Moment New Ideas Company Skopje

also Nominated in: **18 - BEST OF SOCIAL ENGAGEMENTS**

also Nominated in: **AM1 - BEST USE OF LOCAL CULTURE**

also Nominated in: **H - Best of Installations and Events**

C - Best of Press

Life's turn in a sentence 2

Leo Burnett Schweiz AG

Switzerland-Zurich

also Nominated in: **15 - BEST OF CORPORATE**

also Nominated in: **AM5 - MOST INSIGHTFUL IDEA**

D - Best of Outdoor

Bridge of Life

Cheil worldwide

Seoul

also Nominated in: **17 - BEST OF PUBLIC AND PRIVATE SERVICES**

also Nominated in: **H - Best of Installations and Events**

E - Best of Interactive

SHARE THE NEWS PAPER WITH CHILDREN

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Tokyo

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also Nominated in: **I - Best of Media Innovation**

H - Best of Installations and Events

Catraca de Cerveza_The beer turnstile

AlmapBBDO

Brasil

also Nominated in: **15 - BEST OF CORPORATE**

also Nominated in: **AM2 - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKI**

I - Best of Media Innovation

Days of Hope

Saatchi &

Saatchi/Bucharest/Moscow/Belgrade/Warsaw

also Nominated in: **J - Best of Campaign**

J - Best of Campaign

Integration Day

Saatchi & Saatchi Milan

Italy-Milano

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also Winner in: **AM4 - BEST OF STRATEGY**
also Nominated in: **AM5 - MOST INSIGHTFUL IDEA**
also Nominated in: **M - Best of PR**

Dumb Ways to Die

McCann

Melbourne

also Winner in: **09 - BEST OF TRAVEL, TOURISM AND TRANSPORT**
also Winner in: **AM2 - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKI**
also Nominated in: **AM4 - BEST OF STRATEGY**
also Nominated in: **AM5 - MOST INSIGHTFUL IDEA**
also Nominated in: **E - Best of Interactive**
also Nominated in: **K - Best of Design**

K - Best of Design

The Tea Calendar

Kolle Rebbe GmbH

Germany-Hamburg,
Germany

also Nominated in: **02 - BEST OF BEVERAGES**

L - Best of Direct Marketing

Mi sangre es rojo negro_My blood is red black

Leo Burnett Tailor Made

Brasil

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also Nominated in: **AM2 - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKI**
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AM1 - BEST USE OF LOCAL CULTURE

I Am Mumbai

Taproot India

Mumbai

- also Winner in: **15 - BEST OF CORPORATE**
- also Winner in: **A - Best of Film**
- also Nominated in: **AM5 - MOST INSIGHTFUL IDEA**
- also Nominated in: **AM6 - BEST OF CRAFT**
- also Nominated in: **AM7 - BEST OF CRAFT FOR PRODUCTION**

AM2 - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKET

Dumb Ways to Die

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Melbourne

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- also Winner in: **J - Best of Campaign**
- also Nominated in: **AM4 - BEST OF STRATEGY**
- also Nominated in: **AM5 - MOST INSIGHTFUL IDEA**
- also Nominated in: **E - Best of Interactive**
- also Nominated in: **K - Best of Design**

AM4 - BEST OF STRATEGY

Integration Day

Saatchi & Saatchi Milan

Italy-Milano

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- also Nominated in: **AM5 - MOST INSIGHTFUL IDEA**
- also Nominated in: **M - Best of PR**

AM5 - MOST INSIGHTFUL IDEA

Offroad

BBDO Proximity Berlin GmbH

Germany-Duesseldorf

- also Winner in: **06 - BEST OF CARS**
- also Nominated in: **A - Best of Film**

AM6 - BEST OF CRAFT

Alma_Soul

F/Nazca Saatchi & Saatchi

Brasil

- also Winner in: **08 - BEST OF ELECTRONICS**
- also Winner in: **AM7 - BEST OF CRAFT FOR PRODUCTION**
- also Nominated in: **A - Best of Film**

AM7 - BEST OF CRAFT FOR PRODUCTION

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also Winner in: **AM6 - BEST OF CRAFT**

also Nominated in: **A - Best of Film**

AM8 - BEST USE OF TECHNOLOGY

WI-FI GRATIS

TBWA ESPAÑA

España

also Nominated in: **10 - BEST OF RETAIL**

also Nominated in: **H - Best of Installations and Events**

also Nominated in: **I - Best of Media Innovation**