

## Outdoor Lions Winners



Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Short	Prize	Award
A12/002	00608	CANNABIS	TWITTER	TWITTER	TWITTER, San Francisco	USA					YES	Grand Prix Campaign	Grand Prix
A12/003	00613	GLORIA STEINEM & DOROTHY PITMAN HUGHES	TWITTER	TWITTER	TWITTER, San Francisco	USA					YES	Grand Prix Campaign	
A12/004	00615	GUNS	TWITTER	TWITTER	TWITTER, San Francisco	USA					YES	Grand Prix Campaign	
A12/005	00617	MUHAMMAD ALI	TWITTER	TWITTER	TWITTER, San Francisco	USA					YES	Grand Prix Campaign	
A12/006	00621	PUTIN	TWITTER	TWITTER	TWITTER, San Francisco	USA					YES	Grand Prix Campaign	
A12/007	00625	SONOGRAM	TWITTER	TWITTER	TWITTER, San Francisco	USA					YES	Grand Prix Campaign	
A12/008	00619	PRINCE	TWITTER	TWITTER	TWITTER, San Francisco	USA					YES	Grand Prix Campaign	
A12/009	00623	SATURDAY NIGHT LIVE	TWITTER	TWITTER	TWITTER, San Francisco	USA					YES	Grand Prix Campaign	
A12/010	00610	HANDS UP	TWITTER	TWITTER	TWITTER, San Francisco	USA					YES	Grand Prix Campaign	
A12/011	00611	EYES: HILLARY CLINTON & DONALD TRUMP	TWITTER	TWITTER	TWITTER, San Francisco	USA					YES	Grand Prix Campaign	

## Outdoor Lions Winners



E02/116	04742	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	McCANN NEW YORK	USA	CRAFT WORLDWIDE New York / STUART WEISSMAN PRODUCTIONS New York / COPILOT STRATEGIC MUSIC + SOUND New York	STATE STREET GLOBAL ADVISORS COMMUNICATIONS, Boston	VISBAL FINE BRONZE SCULPTURE	YES	Grand Prix	Grand Prix
A01/046	03789	STEAK	THE KRAFT HEINZ COMPANY	HEINZ	DAVID, Miami / STERLING COOPER DRAPER PRYCE, New York	USA	DOMO PRODUcoes São Paulo		KRAFT HEINZ COMPANY	YES	Gold Lion Campaign	Gold Lion
A01/047	03790	BURGER	THE KRAFT HEINZ COMPANY	HEINZ	DAVID, Miami / STERLING COOPER DRAPER PRYCE, New York	USA	DOMO PRODUcoes São Paulo		KRAFT HEINZ COMPANY	YES	Gold Lion Campaign	
A01/048	03791	FRIES	THE KRAFT HEINZ COMPANY	HEINZ	DAVID, Miami / STERLING COOPER DRAPER PRYCE, New York	USA	DOMO PRODUcoes São Paulo		KRAFT HEINZ COMPANY	YES	Gold Lion Campaign	
A10/032	03047	BORDERS SAN LUIS RIO COLORADO	AEROMEXICO	AEROMEXICO	OGILVY & MATHER, Mexico City	MEXICO	OGILVY & MATHER Mexico City			YES	Gold Lion Campaign	Gold Lion
A10/033	03043	BORDERS CIUDAD JUAREZ	AEROMEXICO	AEROMEXICO	OGILVY & MATHER, Mexico City	MEXICO	OGILVY & MATHER Mexico City			YES	Gold Lion Campaign	
A10/034	03045	BORDERS RIO BRAVO	AEROMEXICO	AEROMEXICO	OGILVY & MATHER, Mexico City	MEXICO	OGILVY & MATHER Mexico City			YES	Gold Lion Campaign	
B08/116	04564	GREY GATE	MAN LATIN AMERICA	VOLKSWAGEN TRUCKS	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / ZOMBIE STUDIO São Paulo	ALMAPBBDO São Paulo		YES	Gold Lion Campaign	Gold Lion
B08/117	04538	WHITE GATE	MAN LATIN AMERICA	VOLKSWAGEN TRUCKS	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / ZOMBIE STUDIO São Paulo	ALMAPBBDO São Paulo		YES	Gold Lion Campaign	
B12/005	00442	TRUMP	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY	SOLAR UND FOTOGRAFEN Hamburg			YES	Gold Lion	Gold Lion
C01/003	00607	WHAT'S HAPPENING?	TWITTER	TWITTER	TWITTER, San Francisco	USA				YES	Gold Lion	Gold Lion

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C03/038	02919	ORGASM SOUND LIBRARY	BIJOUX INDISCRETS	EROTIC PRODUCTS	PROXIMITY MADRID	SPAIN	PROXIMITY MADRID		PROXIMITY MADRID	YES	Gold Lion	Gold Lion	
C04/001	00099	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	BBH, Singapore	SINGAPORE	BBH Singapore			YES	Gold Lion	Gold Lion	
C04/038	04018	PAYPHONE BANK	TIGO-UNE	PAYPHONE MICRO SAVINGS ACCOUNT	GREY COLOMBIA, Bogotá	COLOMBIA	LA OCTAVA Bogotá			YES	Gold Lion	Gold Lion	
C05/041	04078	MAGENTA UNLEASHED	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI, London	UNITED KINGDOM	STRANGELOVE PRODUCTIONS London / PASSION PICTURES London / SPINDLE PRODUCTIONS Norwich / COFFEE AND TV London / SPEADE London	MEDIACOM Düsseldorf	PROUD ROBINSON, Brighton	RAVENS COURT STUDIOS	YES	Gold Lion	Gold Lion
D01/029	04514	DOG CHANNEL	MARS PET	PEDIGREE	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / TRATOR FILMES São Paulo / LUCHA LIBRE AUDIO São Paulo	ALMAPBBDO São Paulo		YES	Gold Lion	Gold Lion	
D02/027	01784	IKEA: COOK THIS PAGE	IKEA CANADA	IKEA CANADA	LEO BURNETT TORONTO	CANADA	TRADE GRAPHICS BY DESIGN INC. Concord / PAPERTEC INC. Garfield / PRINTED BY SOMERSET Mississauga / GRAYSON MATTHEWS Toronto			YES	Gold Lion	Gold Lion	
D02/075	04687	SAVLON HEALTHY HANDS CHALK STICKS	ITC SAVLON	SAVLON HEALTHY HANDS CHALK STICKS	OGILVY & MATHER MUMBAI	INDIA	GOOD MORNING Mumbai		PR PUNDIT, Mumbai	YES	Gold Lion	Gold Lion	
D03/077	04381	DOORS OF THRONES	TOURISM IRELAND	TRAVEL/TOURIS M	PUBLICIS LONDON	UNITED KINGDOM	BELIEVE MEDIA London	CARAT London	PUBLICIS LONDON	YES	Gold Lion	Gold Lion	

## Outdoor Lions Winners



D03/141	04740	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	McCANN NEW YORK	USA	CRAFT WORLDWIDE New York / STUART WEISSMAN PRODUCTIONS New York / COPILOT STRATEGIC MUSIC + SOUND New York	STATE STREET GLOBAL ADVISORS COMMUNICATIONS, Boston	VISBAL FINE BRONZE SCULPTURE	YES	Gold Lion	Gold Lion
D04/070	03996	THE CLICHÉ	HEINEKEN	INSTITUTIONAL	PUBLICIS BRASIL, São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL, São Paulo	YES	Gold Lion	Gold Lion
D04/109	01646	BOOST YOUR VOICE	BOOST MOBILE	PROMOTE BOOST STORES AS POLLING STATIONS	180LA, Santa Monica	USA	180LA Santa Monica / THE CORNER SHOP Santa Monica / THERAPY STUDIOS Los Angeles / ATOMICA MUSIC Texas			YES	Gold Lion	Gold Lion
D06/032	01290	AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	MARCEL SYDNEY	AUSTRALIA	GOODOIL FILMS Sydney / HECKLER / Sydney / SQUEAK E CLEAN PRODUCTIONS Los Angeles	STARCOM London / FLORA&FAUNAVISI ONS Berlin / STARCOM Singapore / MEDIAVEST SPARK New York / CURIOUS FEW Hong Kong	EDELMAN SINGAPORE / MSL HONG KONG, Kwun Tong / OGILVY PUBLIC RELATIONS WORLDWIDE, SCHRODER+SCHOMB S PR, Berlin / BRAYA, New York	YES	Gold Lion	Gold Lion
F02/041	00616	GUNS	TWITTER	TWITTER	TWITTER, San Francisco	USA				YES	Gold Lion Campaign	Gold Lion
F02/042	00618	MUHAMMAD ALI	TWITTER	TWITTER	TWITTER, San Francisco	USA				YES	Gold Lion Campaign	
F02/043	00620	PRINCE	TWITTER	TWITTER	TWITTER, San Francisco	USA				YES	Gold Lion Campaign	
F02/044	00622	SONOGRAM	TWITTER	TWITTER	TWITTER, San Francisco	USA				YES	Gold Lion Campaign	
F02/045	00624	HANDS UP	TWITTER	TWITTER	TWITTER, San Francisco	USA				YES	Gold Lion Campaign	
G01/038	00138	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARENESS AROUND THE REFUGEE CAUSE	OGILVY NEW YORK	USA	ASTEROIDE FILMS Curitiba / CANJA AUDIO CULTURE Curitiba / SQUARE PIXEL Rio De Janeiro			YES	Gold Lion	Gold Lion

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G01/051	11858	GIVE THE RAINBOW	WRIGLEYS	SKITTLES	MEDIACOM, London / adam&eveDDB, London	UNITED KINGDOM		MEDIACOM London			YES	Gold Lion	Gold Lion	
A01/025	03563	NOW IN APPLE	FERRERO	TIC TAC	GREYNJ UNITED, Bangkok	THAILAND		L&R MEDIA Bangkok	FERRERO ASIA		YES	Silver Lion Campaign	Silver Lion	
A01/026	03565	NOW IN ORANGE	FERRERO	TIC TAC	GREYNJ UNITED, Bangkok	THAILAND		L&R MEDIA Bangkok	FERRERO ASIA		YES	Silver Lion Campaign		
A01/027	03561	NOW IN MANGO	FERRERO	TIC TAC	GREYNJ UNITED, Bangkok	THAILAND		L&R MEDIA Bangkok	FERRERO ASIA		YES	Silver Lion Campaign		
A11/029	04325	BUILD THE FUTURE 1	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND		ILLUSION Bangkok			YES	Silver Lion Campaign	Silver Lion	
A11/030	04329	BUILD THE FUTURE 2	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND		ILLUSION Bangkok			YES	Silver Lion Campaign		
A11/031	04333	BUILD THE FUTURE 3	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND		ILLUSION Bangkok			YES	Silver Lion Campaign		
A19/096	01658	MELISSA MALDONADO	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	LEO BURNETT CHICAGO	USA		LEO BURNETT CHICAGO	LEO BURNETT CHICAGO	LEO BURNETT CHICAGO	JEFF SCIORTINO PHOTOGRAPHY	YES	Silver Lion Campaign	Silver Lion
A19/097	01663	MARIANNE VALENTINA	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	LEO BURNETT CHICAGO	USA		LEO BURNETT CHICAGO	LEO BURNETT CHICAGO	LEO BURNETT CHICAGO	JEFF SCIORTINO PHOTOGRAPHY	YES	Silver Lion Campaign	
A19/098	01668	JONATHAN HALLORAN	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	LEO BURNETT CHICAGO	USA		LEO BURNETT CHICAGO	LEO BURNETT CHICAGO	LEO BURNETT CHICAGO	JEFF SCIORTINO PHOTOGRAPHY	YES	Silver Lion Campaign	
B01/016	02112	JOHN	MONDELEZ	TOBLERONE	MUSEO, Santiago	CHILE						YES	Silver Lion Campaign	Silver Lion
B01/017	02111	JFK	MONDELEZ	TOBLERONE	MUSEO, Santiago	CHILE						YES	Silver Lion Campaign	
B03/040	03909	PORTRAITS COMPLETED: CEZANNE OUTDOOR	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA		PHD Chicago				YES	Silver Lion Campaign	Silver Lion
B03/041	03910	PORTRAITS COMPLETED: CHANDOS OUTDOOR	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA		PHD Chicago				YES	Silver Lion Campaign	
B03/042	03911	PORTRAITS COMPLETED: LEONARDO OUTDOOR	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA		PHD Chicago				YES	Silver Lion Campaign	
B03/043	03912	PORTRAITS COMPLETED: MATISSE OUTDOOR	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA		PHD Chicago				YES	Silver Lion Campaign	
B03/044	03913	PORTRAITS COMPLETED: MONET OUTDOOR	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA		PHD Chicago				YES	Silver Lion Campaign	

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B03/045	03914	PORTRAITS COMPLETED: RAPHAEL OUTDOOR	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA		PHD Chicago	YES	Silver Lion Campaign	
B03/046	03915	PORTRAITS COMPLETED: REMBRANDT OUTDOOR	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA		PHD Chicago	YES	Silver Lion Campaign	
B03/047	03916	PORTRAITS COMPLETED: RENOIR OUTDOOR	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA		PHD Chicago	YES	Silver Lion Campaign	
B03/048	03917	PORTRAITS COMPLETED: VAN GOGH OUTDOOR	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA		PHD Chicago	YES	Silver Lion Campaign	
B03/049	03918	PORTRAITS COMPLETED: VEERMER OUTDOOR	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA		PHD Chicago	YES	Silver Lion Campaign	
B11/042	04330	BUILD THE FUTURE 2	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND		ILLUSION Bangkok	YES	Silver Lion Campaign	Silver Lion
B11/043	04334	BUILD THE FUTURE 3	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND		ILLUSION Bangkok	YES	Silver Lion Campaign	
B11/044	04326	BUILD THE FUTURE 1	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND		ILLUSION Bangkok	YES	Silver Lion Campaign	
B12/004	00438	REFUGEES	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY		SOLAR UND FOTOGRAFEN Hamburg	YES	Silver Lion Campaign	
B12/006	00446	SOCCER	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY		SOLAR UND FOTOGRAFEN Hamburg	YES	Silver Lion Campaign	Silver Lion
B14/016	04543	CEO	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO, São Paulo	BRAZIL		ALMAPBBDO São Paulo / PILOTO TV São Paulo / SATELITE AUDIO São Paulo	YES	Silver Lion Campaign	Silver Lion
B14/017	04573	SUPERMARKET	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO, São Paulo	BRAZIL		ALMAPBBDO São Paulo / PILOTO TV São Paulo / SATELITE AUDIO São Paulo	YES	Silver Lion Campaign	
B14/018	04603	HOUSEKEEPER	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO, São Paulo	BRAZIL		ALMAPBBDO São Paulo / PILOTO TV São Paulo / SATELITE AUDIO São Paulo	YES	Silver Lion Campaign	
B19/007	00196	LAM WING KEE	AMNESTY INTERNATION AL HONG KONG	AMNESTY INTERNATIONAL HONG KONG	OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong	HONG KONG			YES	Silver Lion Campaign	Silver Lion

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B19/008	00198	NG LAI YING	AMNESTY INTERNATIONAL AL HONG KONG	AMNESTY INTERNATIONAL HONG KONG	OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong	HONG KONG				YES	Silver Lion Campaign		
B19/009	00200	ANONYMOUS	AMNESTY INTERNATIONAL AL HONG KONG	AMNESTY INTERNATIONAL HONG KONG	OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong	HONG KONG				YES	Silver Lion Campaign		
B19/010	00202	EDWARD SNOWDEN	AMNESTY INTERNATIONAL AL HONG KONG	AMNESTY INTERNATIONAL HONG KONG	OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong	HONG KONG				YES	Silver Lion Campaign		
C01/010	02544	THIS GIRL CAN - PHENOMENAL WOMEN	SPORT ENGLAND	SPORT ENGLAND	FCB INFERNO, London	UNITED KINGDOM	FRAMESTORE London / SOUNDTREE MUSIC London	CARAT London	BLUE RUBICON, London	YES	Silver Lion	Silver Lion	
C02/009	04259	ZOMBIE CHRISTMAS: THE REAL-WORLD TRAILER	MICROSOFT / XBOX	DEAD RISING 4	McCANN LONDON	UNITED KINGDOM	CRAFT WORLDWIDE London / MOMENTUM WORLDWIDE London / HELIX 3D London / FLUX BROADCAST London	CARAT London	EDELMAN, London	YES	Silver Lion	Silver Lion	
C04/026	02658	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	The University of Melbourne	McCANN MELBOURNE	AUSTRALIA	AIRBAG PRODUCTIONS Melbourne			YES	Silver Lion	Silver Lion	
D01/011	01416	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	FLARE PRODUCTIONS BBDO Melbourne / AIRBAG PRODUCTIONS Melbourne		CLEMENGER BBDO MELBOURNE	YES	Silver Lion	Silver Lion	
D01/044	04797	NO MORE BLACK TARGETS	NEW YORK SOCIETY FOR ETHICAL CULTURE	/	FRED & FARID, New York	USA	FRED & FARID New York	FRED & FARID New York	FRED & FARID, New York	NEW YORK SOCIETY FOR ETHICAL CULTURE / LABELLE	YES	Silver Lion	Silver Lion
D03/001	00100	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	BBH, Singapore	SINGAPORE	BBH Singapore				YES	Silver Lion	Silver Lion
D03/033	00815	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY	PROPERTY DEVELOPMENT	AP THAILAND, Bangkok / CJ WORX, Bangkok	THAILAND	MEOUR Bangkok	CJ WORX Bangkok			YES	Silver Lion	Silver Lion

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D03/161	04823	MADE POSSIBLE BY MELBOURNE.	UNIVERSITY OF MELBOURNE	THE UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA	AIRBAG PRODUCTIONS Melbourne				YES	Silver Lion	Silver Lion
D04/063	00135	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARNESS AROUND THE REFUGEE CAUSE	OGILVY NEW YORK	USA	ASTEROIDE FILMS Curitiba / CANJA AUDIO CULTURE Curitiba / SQUARE PIXEL Rio De Janeiro				YES	Silver Lion	Silver Lion
D05/032	02659	YMCA PLAYNASIUM	YMCA	PLAYNASIUM	McCANN MELBOURNE	AUSTRALIA	TREEHOUSE STUDIOS Melbourne				YES	Silver Lion	Silver Lion
D06/034	04254	NO METRO	SONY PICTURES SPAIN	GHOSTBUSTER S MOVIE PREMIERE	SHACKLETON, Madrid	SPAIN	SHACKLETON Madrid	SHACKLETON, Madrid			YES	Silver Lion	Silver Lion
E02/054	03879	TEQUILA CLOUD	MEXICO TOURISM BOARD	TOURISM	LAPIZ, Chicago	USA	TWO BIT CIRCUS Los Angeles / EARHOLE STUDIOS Chicago	MSLGROUP, Chicago			YES	Silver Lion	Silver Lion
E02/057	04382	DOORS OF THRONES	TOURISM IRELAND	TRAVEL/TOURISM	PUBLICIS LONDON	UNITED KINGDOM	BELIEVE MEDIA London	CARAT London	PUBLICIS LONDON		YES	Silver Lion	Silver Lion
E03/057	04079	MAGENTA UNLEASHED	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI, London	UNITED KINGDOM	STRANGELOVE PRODUCTIONS London / PASSION PICTURES London / SPINDLE PRODUCTIONS Norwich / COFFEE AND TV London / SPEADE London	MEDIACOM Düsseldorf	PROUD ROBINSON, Brighton	RAVENSCOURT STUDIOS	YES	Silver Lion	Silver Lion
F01/091	04141	HUNTING LODGE, A DISTURBANCE	ARCHER+WOLF, LLC	ARCHER AIR SUPERIORITY	FCB CHICAGO	USA					YES	Silver Lion Campaign	Silver Lion
F01/092	04145	DISTILLERY, MOST BELOVED	ARCHER+WOLF, LLC	ARCHER AIR SUPERIORITY	FCB CHICAGO	USA					YES	Silver Lion Campaign	
F01/093	04143	EUROPEAN SPORTS CAR, THE BLEATING	ARCHER+WOLF, LLC	ARCHER AIR SUPERIORITY	FCB CHICAGO	USA					YES	Silver Lion Campaign	
F02/192	04579	ENDLESS ENERGY	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / MOTOR NIVEO São Paulo / GELMI ESTÚDIO DE ARTE São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo			YES	Silver Lion Campaign	Silver Lion



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F02/193	04604	INSTANT FRIENDSHIP	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / MOTOR NIVEO São Paulo / GELMI ESTÚDIO DE ARTE São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo	YES	Silver Lion Campaign	
F02/194	04549	DELICIOUS HAPPINESS	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / MOTOR NIVEO São Paulo / GELMI ESTÚDIO DE ARTE São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo	YES	Silver Lion Campaign	
F02/195	04606	PURE SPONTANEITY	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / MOTOR NIVEO São Paulo / GELMI ESTÚDIO DE ARTE São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo	YES	Silver Lion Campaign	
F02/196	04598	FREE SPIRIT	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / MOTOR NIVEO São Paulo / GELMI ESTÚDIO DE ARTE São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo	YES	Silver Lion Campaign	
F02/197	04578	CUP	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / MOTOR NIVEO São Paulo / GELMI ESTÚDIO DE ARTE São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo	YES	Silver Lion Campaign	Silver Lion
F02/198	04550	MATCHES	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / MOTOR NIVEO São Paulo / GELMI ESTÚDIO DE ARTE São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo	YES	Silver Lion Campaign	
F02/199	04597	BOWL	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / MOTOR NIVEO São Paulo / GELMI ESTÚDIO DE ARTE São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo	YES	Silver Lion Campaign	
F03/254	01221	FLOUNDER FISH	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN			YES	Silver Lion Campaign	Silver Lion

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F03/257	01239	MACKEREL	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN			YES	Silver Lion Campaign	
F04/109	02837	LOVING BANGKOK NIGHT 2	MCDONALD'S	MCDONALD'S 24 HRS.	TBWA\THAILAND, Bangkok	THAILAND			YES	Silver Lion Campaign	Silver Lion
F04/110	02831	LOVING BANGKOK NIGHT 1	MCDONALD'S	MCDONALD'S 24 HRS.	TBWA\THAILAND, Bangkok	THAILAND			YES	Silver Lion Campaign	
F04/111	02842	LOVING BANGKOK NIGHT 3	MCDONALD'S	MCDONALD'S 24 HRS.	TBWA\THAILAND, Bangkok	THAILAND			YES	Silver Lion Campaign	
F04/112	02849	LOVING BANGKOK NIGHT 5	MCDONALD'S	MCDONALD'S 24 HRS.	TBWA\THAILAND, Bangkok	THAILAND			YES	Silver Lion Campaign	
F04/185	00411	CAT	WORLD FOR ALL ( ANIMAL CARE AND ADOPTIONS )	WORLD FOR ALL ( ANIMAL CARE AND ADOPTIONS )	McCANN WORLDGROUP INDIA, Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai		YES	Silver Lion Campaign	Silver Lion
F04/186	00414	RABBIT	WORLD FOR ALL ( ANIMAL CARE AND ADOPTIONS )	WORLD FOR ALL ( ANIMAL CARE AND ADOPTIONS )	McCANN WORLDGROUP INDIA, Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai		YES	Silver Lion Campaign	
F04/187	00408	DOG	WORLD FOR ALL ( ANIMAL CARE AND ADOPTIONS )	WORLD FOR ALL ( ANIMAL CARE AND ADOPTIONS )	McCANN WORLDGROUP INDIA, Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai		YES	Silver Lion Campaign	
G01/020	01417	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	FLARE PRODUCTIONS BBDO Melbourne / AIRBAG PRODUCTIONS Melbourne	CLEMENGER BBDO MELBOURNE	YES	Silver Lion Campaign	Silver Lion
A02/044	02557	BUSINESSMAN	PRONTO	PRONTO CAFE	RAY PRODUCTIONS, Paris	FRANCE	RAY PRODUCTIONS Paris / WANDA PRODUCTIONS Paris		YES	Bronze Lion Campaign	Bronze Lion

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A02/045	02550	FISHERMAN	PRONTO	PRONTO CAFE	RAY PRODUCTIONS, Paris	FRANCE	RAY PRODUCTIONS Paris / WANDA PRODUCTIONS Paris	YES	Bronze Lion Campaign	
A02/046	02571	BAKER	PRONTO	PRONTO CAFE	RAY PRODUCTIONS, Paris	FRANCE	RAY PRODUCTIONS Paris / WANDA PRODUCTIONS Paris	YES	Bronze Lion Campaign	
A02/047	02564	TRAFFIC WARDEN	PRONTO	PRONTO CAFE	RAY PRODUCTIONS, Paris	FRANCE	RAY PRODUCTIONS Paris / WANDA PRODUCTIONS Paris	YES	Bronze Lion Campaign	
A03/038	03932	VAN GOGH	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA	PHD Chicago	YES	Bronze Lion Campaign	Bronze Lion
A03/039	03921	RAPHAEL	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA	PHD Chicago	YES	Bronze Lion Campaign	
A03/041	03920	LEONARDO	S.C. JOHNSON	KIWI	OGILVY & MATHER, Chicago	USA	PHD Chicago	YES	Bronze Lion Campaign	
A04/042	02597	LION	LABORATORIOS FECOFAR	FECOFAR LAXATIVE	DHÉLET Y&R LATAM, Buenos Aires	ARGENTINA	LABORATORIOS FECOFAR	YES	Bronze Lion Campaign	Bronze Lion
A04/043	02589	BULL	LABORATORIOS FECOFAR	FECOFAR LAXATIVE	DHÉLET Y&R LATAM, Buenos Aires	ARGENTINA	LABORATORIOS FECOFAR	YES	Bronze Lion Campaign	
A06/008	01531	GAY WEDDING	DIESEL	DIESEL	ANOMALY, Amsterdam / CXA, New York	THE NETHERLANDS	CXA New York / AMP AMSTERDAM / MAAVVEN Beverly Hills	YES	Bronze Lion Campaign	Bronze Lion
A06/009	01530	WALL	DIESEL	DIESEL	ANOMALY, Amsterdam / CXA, New York	THE NETHERLANDS	CXA New York / AMP AMSTERDAM / MAAVVEN Beverly Hills	YES	Bronze Lion Campaign	
A06/010	01529	TANK	DIESEL	DIESEL	ANOMALY, Amsterdam / CXA, New York	THE NETHERLANDS	CXA New York / AMP AMSTERDAM / MAAVVEN Beverly Hills	YES	Bronze Lion Campaign	

## Outdoor Lions Winners



A07/028	03225	BLOCK OUT THE CHAOS: BABIES	JBL	JBL HEADPHONES	CHEIL WORLDWIDE HONG KONG	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	YES	Bronze Lion Campaign	Bronze Lion
A07/029	03235	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	JBL HEADPHONES	CHEIL WORLDWIDE HONG KONG	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	YES	Bronze Lion Campaign	Bronze Lion
A07/030	03230	BLOCK OUT THE CHAOS: DOGS	JBL	JBL HEADPHONES	CHEIL WORLDWIDE HONG KONG	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	YES	Bronze Lion Campaign	Bronze Lion
A08/042	03893	SAUNA	VOLKSWAGEN	DISTANCE CONTROL	DDB ARGENTINA, Buenos Aires	ARGENTINA	BUENA VISTA FOTOGRAFIA Buenos Aires	ARTIOM GELVEZ KOSTENKO / DIEGO SALAS / 300DPI / VOLKSWAGEN	YES	Bronze Lion Campaign	Bronze Lion
A08/043	03888	URINALS	VOLKSWAGEN	DISTANCE CONTROL	DDB ARGENTINA, Buenos Aires	ARGENTINA	BUENA VISTA FOTOGRAFIA Buenos Aires	ARTIOM GELVEZ KOSTENKO / DIEGO SALAS / 300DPI / VOLKSWAGEN	YES	Bronze Lion Campaign	Bronze Lion
A09/013	00965	CLOTHES BASKET	IKEA GERMANY	IKEA GERMANY	THJNK, Hamburg	GERMANY		SAPIENTRAZORFISH	YES	Bronze Lion Campaign	Bronze Lion
A09/014	00966	RAINCAPE	IKEA GERMANY	IKEA GERMANY	THJNK, Hamburg	GERMANY		SAPIENTRAZORFISH	YES	Bronze Lion Campaign	Bronze Lion
A09/015	00967	PARASHUTE	IKEA GERMANY	IKEA GERMANY	THJNK, Hamburg	GERMANY		SAPIENTRAZORFISH	YES	Bronze Lion Campaign	Bronze Lion
A09/058	04073	CHICKEN MCNUGGETS	MCDONALD'S	MCDONALD'S	LEO BURNETT LONDON	UNITED KINGDOM			YES	Bronze Lion Campaign	Bronze Lion
A09/059	04069	FRENCH FRIES	MCDONALD'S	MCDONALD'S	LEO BURNETT LONDON	UNITED KINGDOM			YES	Bronze Lion Campaign	Bronze Lion
A09/060	04067	STRAWBERRY MILKSHAKE	MCDONALD'S	MCDONALD'S	LEO BURNETT LONDON	UNITED KINGDOM			YES	Bronze Lion Campaign	Bronze Lion
A09/061	04071	QUARTER POUNDER	MCDONALD'S	MCDONALD'S	LEO BURNETT LONDON	UNITED KINGDOM			YES	Bronze Lion Campaign	Bronze Lion
A09/062	04065	BIG MAC	MCDONALD'S	MCDONALD'S	LEO BURNETT LONDON	UNITED KINGDOM			YES	Bronze Lion Campaign	Bronze Lion

## Outdoor Lions Winners



A11/036	03741	HEAD TRANSPLANT	HASBRO	PLAY-DOH	DDB PARIS	FRANCE				YES	Bronze Lion Campaign	Bronze Lion
A11/037	03736	EMERGING SPECIES	HASBRO	PLAY-DOH	DDB PARIS	FRANCE				YES	Bronze Lion Campaign	Bronze Lion
A12/071	04306	THE SONS OF ALL BOMBS	PERFIL	INSTITUTIONAL	MERCADO McCANN, Buenos Aires	ARGENTINA				YES	Bronze Lion Campaign	Bronze Lion
A18/029	02351	FROG	JOHANNESBURG ZOO	JOBURG ZOO	Y&R SOUTH AFRICA, Cape Town	SOUTH AFRICA				YES	Bronze Lion Campaign	Bronze Lion
A18/030	02352	SNAKE	JOHANNESBURG ZOO	JOBURG ZOO	Y&R SOUTH AFRICA, Cape Town	SOUTH AFRICA				YES	Bronze Lion Campaign	Bronze Lion
A18/031	02349	BAT	JOHANNESBURG ZOO	JOBURG ZOO	Y&R SOUTH AFRICA, Cape Town	SOUTH AFRICA				YES	Bronze Lion Campaign	Bronze Lion
A19/002	00270	CHILD	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY GERMANY, Frankfurt	GERMANY	H&O FRANKFURT	MINDSHARE Zürich	AMNESTY INTERNATIONAL	YES	Bronze Lion Campaign	Bronze Lion
A19/003	00273	EXPLOSION	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY GERMANY, Frankfurt	GERMANY	H&O FRANKFURT	MINDSHARE Zürich	AMNESTY INTERNATIONAL	YES	Bronze Lion Campaign	Bronze Lion
A19/004	00276	SOLDIERS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY GERMANY, Frankfurt	GERMANY	H&O FRANKFURT	MINDSHARE Zürich	AMNESTY INTERNATIONAL	YES	Bronze Lion Campaign	Bronze Lion
A19/164	02100	TEQUILA	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	Y&R BRAZIL, São Paulo	BRAZIL				YES	Bronze Lion Campaign	Bronze Lion
A19/165	02087	GIN	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	Y&R BRAZIL, São Paulo	BRAZIL				YES	Bronze Lion Campaign	Bronze Lion
A19/166	02094	VODKA	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	Y&R BRAZIL, São Paulo	BRAZIL				YES	Bronze Lion Campaign	Bronze Lion

## Outdoor Lions Winners



B02/034	03181	FACEKINI 2	NGAU SAAM GUN	BAIJIU	OGILVY & MATHER HONG KONG	HONG KONG			YES	Bronze Lion Campaign	Bronze Lion
B02/035	03185	FACEKINI 3	NGAU SAAM GUN	BAIJIU	OGILVY & MATHER HONG KONG	HONG KONG			YES	Bronze Lion Campaign	
B02/036	03177	FACEKINI 1	NGAU SAAM GUN	BAIJIU	OGILVY & MATHER HONG KONG	HONG KONG			YES	Bronze Lion Campaign	
B03/019	03199	MUSTARD	UNILEVER (BREEZE)	BREEZE WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE	VISIONARY GROUP Bangkok		YES	Bronze Lion Campaign	Bronze Lion
B03/020	03197	INK	UNILEVER (BREEZE)	BREEZE WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE	VISIONARY GROUP Bangkok		YES	Bronze Lion Campaign	
B03/021	03198	SOY SAUCE	UNILEVER (BREEZE)	BREEZE WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE	VISIONARY GROUP Bangkok		YES	Bronze Lion Campaign	
B03/022	03200	COFFEE	UNILEVER (BREEZE)	BREEZE WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE	VISIONARY GROUP Bangkok		YES	Bronze Lion Campaign	
B05/006	03127	HULK	MOLESKINE SPA	SPECIAL EDITION NOTEBOOKS	LEO BURNETT ITALY, Milan	ITALY			YES	Bronze Lion Campaign	Bronze Lion
B05/007	03133	SPIDERMAN	MOLESKINE SPA	SPECIAL EDITION NOTEBOOKS	LEO BURNETT ITALY, Milan	ITALY			YES	Bronze Lion Campaign	
B05/024	04587	OLD LADY/YOUNG MAN	MARS PET	PEDIGREE	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo	YES	Bronze Lion Campaign	Bronze Lion
B05/025	04560	WOMAN/MONK	MARS PET	PEDIGREE	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo	YES	Bronze Lion Campaign	
B05/026	04530	SOLDIER/HIPPIE	MARS PET	PEDIGREE	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo	YES	Bronze Lion Campaign	
B09/024	00877	BIG MAC	MCDONALD'S	MCDONALD'S MOBILE APP	TBWA ZURICH	SWITZERLAND			YES	Bronze Lion Campaign	Bronze Lion

## Outdoor Lions Winners



B09/025	00874	FRIES	MCDONALD'S	MCDONALD'S MOBILE APP	TBWA ZURICH	SWITZERLAND			YES	Bronze Lion Campaign	
B09/065	02844	LOVING BANGKOK NIGHT 4	MCDONALD'S	MCDONALD'S 24 HRS.	TBWA THAILAND, Bangkok	THAILAND			YES	Bronze Lion Campaign	Bronze Lion
B09/067	02833	LOVING BANGKOK NIGHT 2	MCDONALD'S	MCDONALD'S 24 HRS.	TBWA THAILAND, Bangkok	THAILAND			YES	Bronze Lion Campaign	
B09/068	02838	LOVING BANGKOK NIGHT 3	MCDONALD'S	MCDONALD'S 24 HRS.	TBWA THAILAND, Bangkok	THAILAND			YES	Bronze Lion Campaign	
B09/069	02847	LOVING BANGKOK NIGHT 5	MCDONALD'S	MCDONALD'S 24 HRS.	TBWA THAILAND, Bangkok	THAILAND			YES	Bronze Lion Campaign	
B09/101	00845	DRINK	MCDONALD'S GERMANY	MCDONALD'S GERMANY	THJNK, München / LEO BURNETT FRANKFURT	GERMANY			YES	Bronze Lion Campaign	Bronze Lion
B09/102	00847	JOKE	MCDONALD'S GERMANY	MCDONALD'S GERMANY	THJNK, München / LEO BURNETT FRANKFURT	GERMANY			YES	Bronze Lion Campaign	
B15/014	03653	WHALE	VODAFONE	VODAFONE 4G NETWORK COVERAGE	Y&R TEAM RED ISTANBUL	TURKEY	RPRESENTER Istanbul / ANIMA Istanbul / 1000VOLT DESIGN Istanbul	MINDSHARE Istanbul	YES	Bronze Lion Campaign	Bronze Lion
B15/015	03640	JUMP	VODAFONE	VODAFONE 4G NETWORK COVERAGE	Y&R TEAM RED ISTANBUL	TURKEY	RPRESENTER Istanbul / ANIMA Istanbul / 1000VOLT DESIGN Istanbul	MINDSHARE Istanbul	YES	Bronze Lion Campaign	
B15/016	03647	METEOR	VODAFONE	VODAFONE 4G NETWORK COVERAGE	Y&R TEAM RED ISTANBUL	TURKEY	RPRESENTER Istanbul / ANIMA Istanbul / 1000VOLT DESIGN Istanbul	MINDSHARE Istanbul	YES	Bronze Lion Campaign	
B15/020	04007	ADOLF SALVADOR	LIGA DE ARTE	LIGA DE ARTE	WING, New York	USA			YES	Bronze Lion Campaign	Bronze Lion
B15/022	04011	FRANCISCO PABLO	LIGA DE ARTE	LIGA DE ARTE	WING, New York	USA			YES	Bronze Lion Campaign	
B17/044	04709	PEYOTE	LAND ROVER	AUTOMOTIVE	TBWA ISTANBUL	TURKEY			YES	Bronze Lion Campaign	Bronze Lion

## Outdoor Lions Winners



B17/045	04695	AYAHUASCA	LAND ROVER	AUTOMOTIVE	TBWA ISTANBUL	TURKEY				YES	Bronze Lion Campaign	
B17/046	04702	CARAMBOLA	LAND ROVER	AUTOMOTIVE	TBWA ISTANBUL	TURKEY				YES	Bronze Lion Campaign	
B18/010	02366	FROG	JOHANNESBURG ZOO	JOBURG ZOO	Y&R SOUTH AFRICA, Cape Town	SOUTH AFRICA				YES	Bronze Lion Campaign	Bronze Lion
B18/011	02367	SNAKE	JOHANNESBURG ZOO	JOBURG ZOO	Y&R SOUTH AFRICA, Cape Town	SOUTH AFRICA				YES	Bronze Lion Campaign	
B18/012	02368	BAT	JOHANNESBURG ZOO	JOBURG ZOO	Y&R SOUTH AFRICA, Cape Town	SOUTH AFRICA				YES	Bronze Lion Campaign	
B18/013	02369	BIRD	JOHANNESBURG	JOBURG ZOO	Y&R SOUTH AFRICA, Cape Town	SOUTH AFRICA				YES	Bronze Lion Campaign	
C02/005	00997	GIVE THE RAINBOW	MARS	SKITTLES	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London	MEDIACOM London	KING HENRY	YES	Bronze Lion	Bronze Lion
C03/005	01160	THE SMART BILLBOARD	SAMSUNG	SAMSUNG GEAR S3	LEO BURNETT ISRAEL, Bnei-Brak	ISRAEL				YES	Bronze Lion	Bronze Lion
C05/007	00636	THE SPEAKING FIREWORKS	MILITARY WITH PTSD	THE SPEAKING FIREWORKS HEADPHONES	AREA 23, New York	USA				YES	Bronze Lion	Bronze Lion
C05/011	01278	THE TAILOR MADE STORE	CHADSTONE SHOPPING CENTRE	CHADSTONE SHOPPING CENTRE	BWM DENTSU, Melbourne	AUSTRALIA	REVOLVER/WILL O'ROURKE Sydney	VIZEUM Melbourne		YES	Bronze Lion	Bronze Lion
D01/008	00326	HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA		CHEIL WORLDWIDE, Seoul		YES	Bronze Lion	Bronze Lion
D01/022	02666	BREASTFEEDING MANNINQUIES	Amigos de la Lactancia and Coalition brands	Amigos de la Lactancia	J. WALTER THOMPSON COLOMBIA, Bogotá	COLOMBIA				YES	Bronze Lion	Bronze Lion
D02/046	02257	COINS OF HOPE	CHILD FOCUS	PUBLIC SERVICE - BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	THESE DAYS - WUNDERMAN, Antwerp	BELGIUM		MEDIACOM Brussels	FINN PR, Brussels	YES	Bronze Lion	Bronze Lion
D02/049	01796	RESCUE RASHIE	WESTPAC BANKING CORPORATION	CHILDRENS' RASH VEST / CPR INSTRUCTIONS	SAATCHI & SAATCHI, Sydney	AUSTRALIA	SCOUNDREL Sydney / RUMBLE STUDIOS Sydney	MAP AND PAGE, Sydney	WESTPAC	YES	Bronze Lion	Bronze Lion



## Outdoor Lions Winners



D03/015	00839	THE CONSCIOUS CROSSING	KIWIRAIL	KIWIRAIL	CLEMENGER BBDO   TOUCHCAST, Wellington	NEW ZEALAND	CLEMENGER BBDO   TOUCHCAST Wellington	CLEMENGER BBDO   TOUCHCAST Wellington	CLEMENGER BBDO   TOUCHCAST, Wellington		YES	Bronze Lion	Bronze Lion
D03/082	04020	PAYPHONE BANK	TIGO-UNE	PAYPHONE MICRO SAVINGS ACCOUNT	GREY COLOMBIA, Bogotá	COLOMBIA	LA OCTAVA Bogotá				YES	Bronze Lion	Bronze Lion
D03/137	03784	SCARIEST BK	BURGER KING	BURGER KING	DAVID, Miami	USA	CRANE.TV New York		COSMO STREET / BURGER KING		YES	Bronze Lion	Bronze Lion
D03/159	03919	BULLET PROOF POSTERS	AMERICANS FOR RESPONSIBLE SOLUTIONS	ANTI-GUN AWARENESS	OGILVY & MATHER, Chicago	USA		OGILVY & MATHER Chicago			YES	Bronze Lion	Bronze Lion
D04/024	02249	GIVE THE RAINBOW	MARS	SKITTLES	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London	MEDIACOM London	KING HENRY		YES	Bronze Lion	Bronze Lion
D04/039	02142	GREEN LIGHT RUN	ADIDAS	PUREBOOST	TBWA\HAKUHODO, Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION Tokyo	TBWA\HAKUHODO Tokyo	TBWA\HAKUHODO, Tokyo		YES	Bronze Lion	Bronze Lion
D04/052	04302	THE DREAM CRADLE	RENAULT	AUTOMOTIVES	PUBLICIS CONSEIL, Paris / PUBLICIS ITALY, Milan / PUBLICIS BUENOS AIRES	FRANCE	FILMMASTER Milan / LANDIA Buenos Aires	OMD Milan	MSL GROUP, Milan		YES	Bronze Lion	Bronze Lion
D04/053	04518	NOSFERATU	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / GETTY IMAGES Brazil / PUNCH AUDIO São Paulo / SLIKLAND São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo			YES	Bronze Lion	Bronze Lion
D04/099	04712	GUARDIAN FANS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	BEDESCHI FILM Milan	MEDIAVEST SPARK Milan	COHN & WOLFE, Milan		YES	Bronze Lion	Bronze Lion
E01/057	04196	THE FINAL HASHTAG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	STUDIO ROSS Milan	STARCOM Milan	COHN & WOLFE		YES	Bronze Lion	Bronze Lion
E02/041	00945	TRAMROULETTE	HOLLAND CASINO	ROULETTE	TBWA\NEBOKO, Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam				YES	Bronze Lion	Bronze Lion
E02/069	04255	NO METRO	SONY PICTURES SPAIN	GHOSTBUSTER S MOVIE PREMIERE	SHACKLETON, Madrid	SPAIN	SHACKLETON Madrid		SHACKLETON, Madrid		YES	Bronze Lion	Bronze Lion

## Outdoor Lions Winners



E02/084	04399	TEDDY GUN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ANTI-GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING IN ILLINOIS	FCB CHICAGO	USA	LORD + THOMAS Chicago / DUCK POND CREATIVE Los Angeles	CURRENT MARKETING, Chicago	HERO SOLUTIONS	YES	Bronze Lion	Bronze Lion	
E02/088	04785	INEQUALITY COURTS	ESPNW	INSTITUTIONAL	AFRICA, São Paulo	BRAZIL	LA CARRETERA FILMES São Paulo / KALANGUS São Paulo			YES	Bronze Lion	Bronze Lion	
E02/106	03785	SCARIEST BK	BURGER KING	BURGER KING	DAVID, Miami	USA	CRANE.TV New York		COSMO STREET / BURGER KING	YES	Bronze Lion	Bronze Lion	
E02/111	24272	THE TRAFFICKING EXAM	POLARIS	THE ANTI-TRAFFICKING EXAM & OTOSCOPE	AREA 23, New York	USA	AREA 23 New York	AREA 23 New York		YES	Bronze Lion	Bronze Lion	
E03/037	03716	VR VACCINE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY BRASIL, São Paulo	BRAZIL	SONIDO São Paulo / VETOR FILMES São Paulo / SHUTTERSTOCK New York		HERMES PARDINI	YES	Bronze Lion	Bronze Lion	
E03/066	03371	THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY (DRIEA: DIR. RÉGION. INTERDÉP. EQUIPEMENT AMÉNAGEMENT)	ROAD SAFETY AUTHORITY (FRANCE / PARIS & SURBUBS)	SERVICEPLAN FRANCE, Paris	FRANCE	SERVICEPLAN FRANCE Paris / TRINITY FILMS Paris / COMPTOIR DU SON Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE, Paris	SERVICEPLAN	YES	Bronze Lion	Bronze Lion
F02/001	00678	ADOPTION	GUN BY GUN	CROWDFUNDED GUN BUYBACK NON PROFIT	DDB NEW YORK	USA				YES	Bronze Lion	Bronze Lion	
F02/017	00197	LAM WING KEE	AMNESTY INTERNATIONAL HONG KONG	AMNESTY INTERNATIONAL HONG KONG	OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong	HONG KONG				YES	Bronze Lion Campaign	Bronze Lion	
F02/018	00199	NG LAI YING	AMNESTY INTERNATIONAL HONG KONG	AMNESTY INTERNATIONAL HONG KONG	OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong	HONG KONG				YES	Bronze Lion Campaign		
F02/019	00201	ANONYMOUS	AMNESTY INTERNATIONAL HONG KONG	AMNESTY INTERNATIONAL HONG KONG	OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong	HONG KONG				YES	Bronze Lion Campaign		

## Outdoor Lions Winners



F02/020	00203	EDWARD SNOWDEN	AMNESTY INTERNATIONAL AL HONG KONG	AMNESTY INTERNATIONAL HONG KONG	OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong	HONG KONG			YES	Bronze Lion Campaign	
F02/433	01220	FLOUNDER FISH	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN			YES	Bronze Lion Campaign	Bronze Lion
F02/436	01238	MACKEREL	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN			YES	Bronze Lion Campaign	
F02/439	01255	MUSHROOM	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN			YES	Bronze Lion Campaign	
F03/209	03750	PEOPLE OF ALL COLORS	HASBRO	PLAY-DOH	DDB PARIS	FRANCE			YES	Bronze Lion Campaign	Bronze Lion
F03/210	03740	EMERGING SPECIES	HASBRO	PLAY-DOH	DDB PARIS	FRANCE			YES	Bronze Lion Campaign	
F03/211	03745	HEAD TRANSPLANT	HASBRO	PLAY-DOH	DDB PARIS	FRANCE			YES	Bronze Lion Campaign	
F03/215	02939	TANGLED SIA	VIVA BAHRAIN	BOSE WIRELESS HEADPHONES	MEMAC OGILVY, Manama	BAHRAIN	MEMAC OGILVY Manama		YES	Bronze Lion Campaign	Bronze Lion
F03/216	02933	TANGLED MJ	VIVA BAHRAIN	BOSE WIRELESS HEADPHONES	MEMAC OGILVY, Manama	BAHRAIN	MEMAC OGILVY Manama		YES	Bronze Lion Campaign	
F03/217	02936	TANGLED KISS	VIVA BAHRAIN	BOSE WIRELESS HEADPHONES	MEMAC OGILVY, Manama	BAHRAIN	MEMAC OGILVY Manama		YES	Bronze Lion Campaign	
F03/248	03925	CEZANNE	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA	PHD Chicago		YES	Bronze Lion Campaign	Bronze Lion
F03/249	03940	VAN GOGH	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA	PHD Chicago		YES	Bronze Lion Campaign	
F03/250	03937	RENOIR	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA	PHD Chicago		YES	Bronze Lion Campaign	
F03/251	03941	VERMEER	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA	PHD Chicago		YES	Bronze Lion Campaign	
F03/252	03931	MATISSE	S.C. JOHNSON	KIWI QUALITY SHOE CARE	OGILVY & MATHER, Chicago	USA	PHD Chicago		YES	Bronze Lion Campaign	
F04/058	02684	TANK	DIESEL	DIESEL	ANOMALY, Amsterdam / CXA, New York	THE NETHERLANDS	CXA New York / AMP AMSTERDAM / MAAVVEN Beverly Hills		YES	Bronze Lion Campaign	Bronze Lion

**Outdoor Lions Winners**



F04/059	02685	NAKED TANK	DIESEL	DIESEL	ANOMALY, Amsterdam / CXA, New York	THE NETHERLANDS	CXA New York / AMP AMSTERDAM / MAAVVEN Beverly Hills	YES	Bronze Lion Campaign	
F04/155	01612	KISS	THE AD COUNCIL	LOVE HAS NO LABELS	R/GA, New York	USA	MARK SELIGER STUDIO New York	YES	Bronze Lion Campaign	Bronze Lion
F04/158	01615	PRAYING	THE AD COUNCIL	LOVE HAS NO LABELS	R/GA, New York	USA	MARK SELIGER STUDIO New York	YES	Bronze Lion Campaign	

**Total Awards: 110**