

# Two SA agencies walk away with Cannes Lions 2015 Press wins!

Two South African agencies, FoxP2 Cape Town and Y&R South Africa Cape Town/Creative Y&R Nairobi, garnered Cannes Lions press wins tonight - all as Bronze Lion campaigns...

The category included 79 awards in total, from 4,470 entries.



Examples of the Bronze Lion-winning work, from FoxP2 and Y&R South Africa Cape Town/Creative Y&R Nairobi, respectively

"Dog", "Baby", "Squirrel" and "Moths", a campaign for the City of Buenos Aires by The Community/La Comunidad Miami, triumphed.

Jury President Pablo del Campo, Worldwide Creative Director, Saatchi & Saatchi, Argentina said that the jury had seen many entries which had "brought light" to the category, but the Grand Prix stood out for its freshness, originality and, ultimately, creative bravery. "There were other great ideas that we loved, but we thought that this one was the most challenging and farthest away from the comfort zone."

## Press Lions Winners

| Title                           | Advertiser                                       | Product                             | Entrant / Agency                 | Country     | Prize               |
|---------------------------------|--------------------------------------------------|-------------------------------------|----------------------------------|-------------|---------------------|
| DOG                             | CITY OF BUENOS AIRES                             | THE BUENOS AIRES PUBLIC BIKE SYSTEM | THE COMMUNITY/LA COMUNIDAD Miami | USA         | Grand Prix Campaign |
| BABY                            | CITY OF BUENOS AIRES                             | THE BUENOS AIRES PUBLIC BIKE SYSTEM | THE COMMUNITY/LA COMUNIDAD Miami | USA         | Grand Prix Campaign |
| SQUIRREL                        | CITY OF BUENOS AIRES                             | THE BUENOS AIRES PUBLIC BIKE SYSTEM | THE COMMUNITY/LA COMUNIDAD Miami | USA         | Grand Prix Campaign |
| MOTHS                           | CITY OF BUENOS AIRES                             | THE BUENOS AIRES PUBLIC BIKE SYSTEM | THE COMMUNITY/LA COMUNIDAD Miami | USA         | Grand Prix Campaign |
| COCA-COLA TOGETHER LOVE         | THE COCA-COLA COMPANY                            | DRINKS                              | OGILVY PARIS                     | FRANCE      | Gold Lion Campaign  |
| COCA-COLA TOGETHER PEACE        | THE COCA-COLA COMPANY                            | DRINKS                              | OGILVY PARIS                     | FRANCE      | Gold Lion Campaign  |
| A CREAM THAT GIVES YOU WRINKLES | SKINFOODS / NEW ZEALAND BREAST CANCER FOUNDATION | BREAST CREAM                        | COLENZO BBDO Auckland            | NEW ZEALAND | Gold Lion           |
| FIAT 500                        | MERCEDES-BENZ / SMART                            | SMART FORTWO                        | CLM BBDO Boulogne-Billancourt    | FRANCE      | Gold Lion Campaign  |
| WW UP                           | MERCEDES-BENZ / SMART                            | SMART FORTWO                        | CLM BBDO Boulogne-Billancourt    | FRANCE      | Gold Lion Campaign  |
| RENAULT TWINGO                  | MERCEDES-BENZ / SMART                            | SMART FORTWO                        | CLM BBDO Boulogne-Billancourt    | FRANCE      | Gold Lion Campaign  |

|             |                                            |                                            |                                 |                |                    |
|-------------|--------------------------------------------|--------------------------------------------|---------------------------------|----------------|--------------------|
| TOYOTA IQ   | MERCEDES-BENZ / SMART                      | SMART FORTWO                               | CLMBBDO Boulogne-Billancourt    | FRANCE         | Gold Lion Campaign |
| MINI COOPER | MERCEDES-BENZ / SMART                      | SMART FORTWO                               | CLMBBDO Boulogne-Billancourt    | FRANCE         | Gold Lion Campaign |
| GRANDMA     | VOLKSWAGEN DO BRASIL                       | TOUAREG WITH 4 ZONE CLIMATE CONTROL        | ALMAPBBDO São Paulo             | BRAZIL         | Gold Lion Campaign |
| BROKE UP    | VOLKSWAGEN DO BRASIL                       | TOUAREG WITH 4 ZONE CLIMATE CONTROL        | ALMAPBBDO São Paulo             | BRAZIL         | Gold Lion Campaign |
| MOVE OUT    | VOLKSWAGEN DO BRASIL                       | TOUAREG WITH 4 ZONE CLIMATE CONTROL        | ALMAPBBDO São Paulo             | BRAZIL         | Gold Lion Campaign |
| MACHINE GUN | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                       | FRANCE         | Gold Lion Campaign |
| OBUS        | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                       | FRANCE         | Gold Lion Campaign |
| GRENADE     | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                       | FRANCE         | Gold Lion Campaign |
| PROTHESIS   | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                       | FRANCE         | Gold Lion Campaign |
| SAW         | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                       | FRANCE         | Gold Lion Campaign |
| UK          | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| SWEDEN      | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| NETHERLANDS | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| GERMANY     | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| ITALY       | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| SCOTLAND    | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| DOG         | CITY OF BUENOS AIRES                       | THE BUENOS AIRES PUBLIC BIKE SYSTEM        | THE COMMUNITY/LA COMUNIDAD Mami | USA            | Gold Lion Campaign |
| BABY        | CITY OF BUENOS AIRES                       | THE BUENOS AIRES PUBLIC BIKE SYSTEM        | THE COMMUNITY/LA COMUNIDAD Mami | USA            | Gold Lion Campaign |
| SQUIRREL    | CITY OF BUENOS AIRES                       | THE BUENOS AIRES PUBLIC BIKE SYSTEM        | THE COMMUNITY/LA COMUNIDAD Mami | USA            | Gold Lion Campaign |
| UK          | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| SWEDEN      | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| NETHERLANDS | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| GERMANY     | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| ITALY       | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| SCOTLAND    | 28 TOO MANY                                | FGM                                        | OGILVY & MATHER LONDON          | UNITED KINGDOM | Gold Lion Campaign |
| DOG         | CITY OF BUENOS AIRES                       | THE BUENOS AIRES PUBLIC BIKE SYSTEM        | THE COMMUNITY/LA COMUNIDAD Mami | USA            | Gold Lion Campaign |
| BABY        | CITY OF BUENOS AIRES                       | THE BUENOS AIRES PUBLIC BIKE SYSTEM        | THE COMMUNITY/LA COMUNIDAD Mami | USA            | Gold Lion Campaign |
| SQUIRREL    | CITY OF BUENOS AIRES                       | THE BUENOS AIRES PUBLIC BIKE SYSTEM        | THE COMMUNITY/LA COMUNIDAD Mami | USA            | Gold Lion Campaign |
| WEAK        | UNICEF                                     | CORP                                       | PROLAM Y&R Santiago             | CHILE          | Gold Lion Campaign |
| FATTY       | UNICEF                                     | CORP                                       | PROLAM Y&R Santiago             | CHILE          | Gold Lion Campaign |

|                      |                               |                                 |                                          |                |                      |
|----------------------|-------------------------------|---------------------------------|------------------------------------------|----------------|----------------------|
| NERD                 | UNICEF                        | CORP                            | PROLAM Y&R Santiago                      | CHILE          | Gold Lion Campaign   |
| LITTLE GIRL          | FREDDO                        | ICE CREAM                       | Y&R SÃO PAULO                            | BRAZIL         | Silver Lion          |
| SOCCER               | FARNHAM ALE & LAGER           | BEERS                           | Ig2 Québec                               | CANADA         | Silver Lion Campaign |
| SPOUSE               | FARNHAM ALE & LAGER           | BEERS                           | Ig2 Québec                               | CANADA         | Silver Lion Campaign |
| BUSINESS DINNER      | PROCTER & GAMBLE              | TIDE                            | DEL CAMPO SAATCHI & SAATCHI Buenos Aires | ARGENTINA      | Silver Lion Campaign |
| GIRL                 | PROCTER & GAMBLE              | TIDE                            | DEL CAMPO SAATCHI & SAATCHI Buenos Aires | ARGENTINA      | Silver Lion Campaign |
| LEAD ROLE            | PROCTER & GAMBLE              | TIDE                            | DEL CAMPO SAATCHI & SAATCHI Buenos Aires | ARGENTINA      | Silver Lion Campaign |
| VIDEO CONFERENCE     | PROCTER & GAMBLE              | TIDE                            | DEL CAMPO SAATCHI & SAATCHI Buenos Aires | ARGENTINA      | Silver Lion Campaign |
| FRENCH HORN          | DABUR                         | GASTRINA                        | McCANN WORLDGROUP INDIA Mumbai           | INDIA          | Silver Lion Campaign |
| FLUGELHORN           | DABUR                         | GASTRINA                        | McCANN WORLDGROUP INDIA Mumbai           | INDIA          | Silver Lion Campaign |
| SAXOPHONE            | DABUR                         | GASTRINA                        | McCANN WORLDGROUP INDIA Mumbai           | INDIA          | Silver Lion Campaign |
| GYM CLUB             | DARJEELING - GROUPE CHANTELLE | LINGERIE                        | HEREZIE Paris                            | FRANCE         | Silver Lion Campaign |
| ROOFTOP              | DARJEELING - GROUPE CHANTELLE | LINGERIE                        | HEREZIE Paris                            | FRANCE         | Silver Lion Campaign |
| PARK                 | DARJEELING - GROUPE CHANTELLE | LINGERIE                        | HEREZIE Paris                            | FRANCE         | Silver Lion Campaign |
| SALMON               | MARS                          | TEMPTATIONS CAT TREATS          | ADAM&EVEDDB London                       | UNITED KINGDOM | Silver Lion Campaign |
| CHICKEN              | MARS                          | TEMPTATIONS CAT TREATS          | ADAM&EVEDDB London                       | UNITED KINGDOM | Silver Lion Campaign |
| SEAFOOD              | MARS                          | TEMPTATIONS CAT TREATS          | ADAM&EVEDDB London                       | UNITED KINGDOM | Silver Lion Campaign |
| CONFUSING INDIAN     | ALGHANIM MOTORS - HONDA       | HONDA ACCORD GPS                | IMPACT & ECHO BBDO Safat                 | KUWAIT         | Silver Lion Campaign |
| CONFUSING IRANIAN    | ALGHANIM MOTORS - HONDA       | HONDA ACCORD GPS                | IMPACT & ECHO BBDO Safat                 | KUWAIT         | Silver Lion Campaign |
| CONFUSING ARAB       | ALGHANIM MOTORS - HONDA       | HONDA ACCORD GPS                | IMPACT & ECHO BBDO Safat                 | KUWAIT         | Silver Lion Campaign |
| BIG AIRPLANE         | CKGADGET                      | AUDIOGEAR                       | OGILVY & MATHER Bangkok                  | THAILAND       | Silver Lion Campaign |
| BUS                  | CKGADGET                      | AUDIOGEAR                       | OGILVY & MATHER Bangkok                  | THAILAND       | Silver Lion Campaign |
| SHOE                 | HARVEY NICHOLS                | SPRING/SUMMER SALE 14           | ADAM&EVEDDB London                       | UNITED KINGDOM | Silver Lion Campaign |
| SHIRT                | HARVEY NICHOLS                | SPRING/SUMMER SALE 14           | ADAM&EVEDDB London                       | UNITED KINGDOM | Silver Lion Campaign |
| BIKINI               | HARVEY NICHOLS                | SPRING/SUMMER SALE 14           | ADAM&EVEDDB London                       | UNITED KINGDOM | Silver Lion Campaign |
| TIDINGS OF JOY       | HARVEY NICHOLS                | CHRISTMAS                       | ADAM&EVEDDB London                       | UNITED KINGDOM | Silver Lion Campaign |
| CHRISTMAS TIME       | HARVEY NICHOLS                | CHRISTMAS                       | ADAM&EVEDDB London                       | UNITED KINGDOM | Silver Lion Campaign |
| GOOD WILL TO ALL MEN | HARVEY NICHOLS                | CHRISTMAS                       | ADAM&EVEDDB London                       | UNITED KINGDOM | Silver Lion Campaign |
| BEACH                | THAI AIRASIA                  | THAI AIR ASIA DOMESTIC CAMPAIGN | BBDO PROXIMITY THAILAND Bangkok          | THAILAND       | Silver Lion Campaign |
| MOUNTAIN             | THAI AIRASIA                  | THAI AIR ASIA DOMESTIC CAMPAIGN | BBDO PROXIMITY THAILAND Bangkok          | THAILAND       | Silver Lion Campaign |
| WATERFALL            | THAI AIRASIA                  | THAI AIR ASIA DOMESTIC CAMPAIGN | BBDO PROXIMITY THAILAND Bangkok          | THAILAND       | Silver Lion Campaign |
| SUBMARINE            | HASBRO                        | PLAY DOH                        | DDB COLOMBIA Bogotá                      | COLOMBIA       | Silver Lion Campaign |
| TANK                 | HASBRO                        | PLAY DOH                        | DDB COLOMBIA Bogotá                      | COLOMBIA       | Silver Lion Campaign |

|                      |                                            |                                            |                                                     |                |                      |
|----------------------|--------------------------------------------|--------------------------------------------|-----------------------------------------------------|----------------|----------------------|
| SCHOOL BUS           | HASBRO                                     | PLAY DOH                                   | DDB COLOMBIA Bogotá                                 | COLOMBIA       | Silver Lion Campaign |
| ANAGRAM LOVERS       | MATTEL                                     | SCRABBLE                                   | LOLA LOWE & PARTNERS Madrid                         | SPAIN          | Silver Lion Campaign |
| ANAGRAM DUET         | MATTEL                                     | SCRABBLE                                   | LOLA LOWE & PARTNERS Madrid                         | SPAIN          | Silver Lion Campaign |
| ANAGRAM DREAMS       | MATTEL                                     | SCRABBLE                                   | LOLA LOWE & PARTNERS Madrid                         | SPAIN          | Silver Lion Campaign |
| OLD AXL              | MARISCAL ROCK RADIO                        | ONLINE RADIO                               | TAPSA   Y&R Madrid                                  | SPAIN          | Silver Lion Campaign |
| OLD MCCARTNEY        | MARISCAL ROCK RADIO                        | ONLINE RADIO                               | TAPSA   Y&R Madrid                                  | SPAIN          | Silver Lion Campaign |
| OLD DYLAN            | MARISCAL ROCK RADIO                        | ONLINE RADIO                               | TAPSA   Y&R Madrid                                  | SPAIN          | Silver Lion Campaign |
| OLD TYLER            | MARISCAL ROCK RADIO                        | ONLINE RADIO                               | TAPSA   Y&R Madrid                                  | SPAIN          | Silver Lion Campaign |
| OLD RICHARDS         | MARISCAL ROCK RADIO                        | ONLINE RADIO                               | TAPSA   Y&R Madrid                                  | SPAIN          | Silver Lion Campaign |
| DHL HANDS - RIPPED   | DHL                                        | EXPRESS COURIER SERVICES                   | GREY WORLDWIDE INDIA Mumbai / MARURI GREY Guayaquil | INDIA          | Silver Lion Campaign |
| DHL HANDS - CUTTER   | DHL                                        | EXPRESS COURIER SERVICES                   | GREY WORLDWIDE INDIA Mumbai / MARURI GREY Guayaquil | INDIA          | Silver Lion Campaign |
| DHL HANDS - SCISSORS | DHL                                        | EXPRESS COURIER SERVICES                   | GREY WORLDWIDE INDIA Mumbai / MARURI GREY Guayaquil | INDIA          | Silver Lion Campaign |
| PUDDLE               | ESSEL GROUP                                | DISH TV                                    | McCANN WORLDGROUP INDIA Mumbai                      | INDIA          | Silver Lion Campaign |
| BASEMENT             | ESSEL GROUP                                | DISH TV                                    | McCANN WORLDGROUP INDIA Mumbai                      | INDIA          | Silver Lion Campaign |
| ELEPHANT             | LAND ROVER USA                             | LAND ROVER PRINT ADS                       | Y&R NEW YORK                                        | USA            | Silver Lion Campaign |
| APE                  | LAND ROVER USA                             | LAND ROVER PRINT ADS                       | Y&R NEW YORK                                        | USA            | Silver Lion Campaign |
| HYENA                | LAND ROVER USA                             | LAND ROVER PRINT ADS                       | Y&R NEW YORK                                        | USA            | Silver Lion Campaign |
| FROG                 | LAND ROVER USA                             | AUTOMOBILE                                 | Y&R NEW YORK                                        | USA            | Silver Lion Campaign |
| TIDINGS OF JOY       | HARVEY NICHOLS                             | CHRISTMAS                                  | ADAM&EVEDDB London                                  | UNITED KINGDOM | Silver Lion Campaign |
| CHRISTMAS TIME       | HARVEY NICHOLS                             | CHRISTMAS                                  | ADAM&EVEDDB London                                  | UNITED KINGDOM | Silver Lion Campaign |
| GOOD WILL TO ALL MEN | HARVEY NICHOLS                             | CHRISTMAS                                  | ADAM&EVEDDB London                                  | UNITED KINGDOM | Silver Lion Campaign |
| MACHINE GUN          | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                                           | FRANCE         | Silver Lion Campaign |
| OBUS                 | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                                           | FRANCE         | Silver Lion Campaign |
| SLEDGEHAMMER         | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                                           | FRANCE         | Silver Lion Campaign |
| GRENADE              | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                                           | FRANCE         | Silver Lion Campaign |
| PROTHESIS            | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                                           | FRANCE         | Silver Lion Campaign |
| SAW                  | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                                           | FRANCE         | Silver Lion Campaign |
| ELEPHANT             | LAND ROVER USA                             | LAND ROVER PRINT ADS                       | Y&R NEW YORK                                        | USA            | Silver Lion Campaign |

|              |                                            |                                            |                                    |           |                      |
|--------------|--------------------------------------------|--------------------------------------------|------------------------------------|-----------|----------------------|
| APE          | LAND ROVER USA                             | LAND ROVER PRINT ADS                       | Y&R NEW YORK                       | USA       | Silver Lion Campaign |
| HYENA        | LAND ROVER USA                             | LAND ROVER PRINT ADS                       | Y&R NEW YORK                       | USA       | Silver Lion Campaign |
| FROG         | LAND ROVER USA                             | LAND ROVER PRINT ADS                       | Y&R NEW YORK                       | USA       | Silver Lion Campaign |
| MACHINE GUN  | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                          | FRANCE    | Silver Lion Campaign |
| OBUS         | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                          | FRANCE    | Silver Lion Campaign |
| SLEDGEHAMMER | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                          | FRANCE    | Silver Lion Campaign |
| GRENADE      | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                          | FRANCE    | Silver Lion Campaign |
| PROTHESIS    | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                          | FRANCE    | Silver Lion Campaign |
| TAXI         | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                          | FRANCE    | Silver Lion Campaign |
| SAW          | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX | DDB PARIS                          | FRANCE    | Silver Lion Campaign |
| PARROT       | DOS EN UNO                                 | LOLLIPOP                                   | PROLAM Y&R Santiago                | CHILE     | Bronze Lion          |
| MATHEMATICS  | CACAU SHOW                                 | CHOCOLATE MAU                              | LEW LARA TBWA São Paulo            | BRAZIL    | Bronze Lion Campaign |
| PAINTING     | CACAU SHOW                                 | CHOCOLATE MAU                              | LEW LARA TBWA São Paulo            | BRAZIL    | Bronze Lion Campaign |
| TIGER        | MP WINES / BODEGAS SALENTEIN               | WINE                                       | NiñA Buenos Aires                  | ARGENTINA | Bronze Lion Campaign |
| FOX          | MP WINES / BODEGAS SALENTEIN               | WINE                                       | NiñA Buenos Aires                  | ARGENTINA | Bronze Lion Campaign |
| BEAR         | MP WINES / BODEGAS SALENTEIN               | WINE                                       | NiñA Buenos Aires                  | ARGENTINA | Bronze Lion Campaign |
| CHOOSE       | SANTA TERESA RUM                           | ALCOHOLIC DRINKS                           | SCPF Barcelona                     | SPAIN     | Bronze Lion Campaign |
| HARD DAY     | SANTA TERESA RUM                           | ALCOHOLIC DRINKS                           | SCPF Barcelona                     | SPAIN     | Bronze Lion Campaign |
| PHILOSOPHY   | SANTA TERESA RUM                           | ALCOHOLIC DRINKS                           | SCPF Barcelona                     | SPAIN     | Bronze Lion Campaign |
| OUTPUT       | SANTA TERESA RUM                           | ALCOHOLIC DRINKS                           | SCPF Barcelona                     | SPAIN     | Bronze Lion Campaign |
| THE BODY 1   | RÖMERQUELLE                                | WATER                                      | HEREZIE Paris                      | FRANCE    | Bronze Lion Campaign |
| THE BODY 2   | RÖMERQUELLE                                | WATER                                      | HEREZIE Paris                      | FRANCE    | Bronze Lion Campaign |
| THE BODY 3   | RÖMERQUELLE                                | WATER                                      | HEREZIE Paris                      | FRANCE    | Bronze Lion Campaign |
| JUDITE       | TEKBOND                                    | SUPER GLUE                                 | WUNDERMAN BRAZIL São Paulo         | BRAZIL    | Bronze Lion Campaign |
| NOEMIA       | TEKBOND                                    | SUPER GLUE                                 | WUNDERMAN BRAZIL São Paulo         | BRAZIL    | Bronze Lion Campaign |
| MIRTES       | TEKBOND                                    | SUPER GLUE                                 | WUNDERMAN BRAZIL São Paulo         | BRAZIL    | Bronze Lion Campaign |
| RURAL        | UNILEVER INDONESIA                         | PUREIT                                     | LOWE INDONESIA Jakarta             | INDONESIA | Bronze Lion Campaign |
| URBAN        | UNILEVER INDONESIA                         | PUREIT                                     | LOWE INDONESIA Jakarta             | INDONESIA | Bronze Lion Campaign |
| MASTURBATION | PHILIPS WALITA / INSINUANTE.COM            | AUTO COOL IRON                             | REVOLUTION BRASIL Salvador - Bahia | BRAZIL    | Bronze Lion Campaign |
| XEROX        | PHILIPS WALITA / INSINUANTE.COM            | AUTO COOL IRON                             | REVOLUTION BRASIL Salvador - Bahia | BRAZIL    | Bronze Lion Campaign |

|                      |                                   |                              |                                                 |                |                         |
|----------------------|-----------------------------------|------------------------------|-------------------------------------------------|----------------|-------------------------|
| FETICHE              | PHILIPS WALITA/<br>INSINUANTE.COM | AUTO COOL IRON               | REVOLUTION BRASIL Salvador -<br>Bahia           | BRAZIL         | Bronze Lion<br>Campaign |
| 1 BOYFRIEND          | GARNIER                           | NUTRISSE                     | PUBLICIS MEXICO Mexico City                     | MEXICO         | Bronze Lion<br>Campaign |
| 2 JOB                | GARNIER                           | NUTRISSE                     | PUBLICIS MEXICO Mexico City                     | MEXICO         | Bronze Lion<br>Campaign |
| 3 BIG GIRL           | GARNIER                           | NUTRISSE                     | PUBLICIS MEXICO Mexico City                     | MEXICO         | Bronze Lion<br>Campaign |
| WHAT EMMA SEES       | SCHICK NEW ZEALAND                | TOILETRIES                   | Y&R NZ Auckland                                 | NEW<br>ZEALAND | Bronze Lion<br>Campaign |
| WHAT KATE SEES       | SCHICK NEW ZEALAND                | TOILETRIES                   | Y&R NZ Auckland                                 | NEW<br>ZEALAND | Bronze Lion<br>Campaign |
| WHAT SARAH SEES      | SCHICK NEW ZEALAND                | TOILETRIES                   | Y&R NZ Auckland                                 | NEW<br>ZEALAND | Bronze Lion<br>Campaign |
| BREAK UP             | PROCTER & GAMBLE                  | CREST                        | CONILL SAATCHI & SAATCHI<br>Miami               | USA            | Bronze Lion<br>Campaign |
| CRY                  | PROCTER & GAMBLE                  | CREST                        | CONILL SAATCHI & SAATCHI<br>Miami               | USA            | Bronze Lion<br>Campaign |
| HOSPITAL             | PROCTER & GAMBLE                  | CREST                        | CONILL SAATCHI & SAATCHI<br>Miami               | USA            | Bronze Lion<br>Campaign |
| RAIN                 | PROCTER & GAMBLE                  | CREST                        | CONILL SAATCHI & SAATCHI<br>Miami               | USA            | Bronze Lion<br>Campaign |
| PHOTOS               | PROCTER & GAMBLE                  | CREST                        | CONILL SAATCHI & SAATCHI<br>Miami               | USA            | Bronze Lion<br>Campaign |
| GELOCATIL_AAHH       | GRUPO FERRER<br>INTERNACIONAL     | PARACETAMOL 1G               | GREY SPAIN Madrid                               | SPAIN          | Bronze Lion<br>Campaign |
| GELOCATIL_GRR        | GRUPO FERRER<br>INTERNACIONAL     | PARACETAMOL 1G               | GREY SPAIN Madrid                               | SPAIN          | Bronze Lion<br>Campaign |
| HOT DOG COMBO        | BAYER                             | ALKA SELTZER                 | BBDO MEXICO                                     | MEXICO         | Bronze Lion<br>Campaign |
| RISOTTO POMODORO     | BAYER                             | ALKA SELTZER                 | BBDO MEXICO                                     | MEXICO         | Bronze Lion<br>Campaign |
| VIKING               | COPIC                             | COPIC MARKER                 | FCB CHICAGO                                     | USA            | Bronze Lion<br>Campaign |
| BEAR                 | COPIC                             | COPIC MARKER                 | FCB CHICAGO                                     | USA            | Bronze Lion<br>Campaign |
| LUCHADOR             | COPIC                             | COPIC MARKER                 | FCB CHICAGO                                     | USA            | Bronze Lion<br>Campaign |
| NEW YORK             | FLYING PET                        | FLYING PET SITE              | Y&R SÃO PAULO                                   | BRAZIL         | Bronze Lion<br>Campaign |
| PARIS                | FLYING PET                        | FLYING PET SITE              | Y&R SÃO PAULO                                   | BRAZIL         | Bronze Lion<br>Campaign |
| BORA BORA            | FLYING PET                        | FLYING PET SITE              | Y&R SÃO PAULO                                   | BRAZIL         | Bronze Lion<br>Campaign |
| TO ISTANBUL          | JEEP                              | JEEP RENEGADE<br>TURBODIESEL | LEO BURNETT TAILOR MADE<br>São Paulo            | BRAZIL         | Bronze Lion<br>Campaign |
| TO BARCELONA         | JEEP                              | JEEP RENEGADE<br>TURBODIESEL | LEO BURNETT TAILOR MADE<br>São Paulo            | BRAZIL         | Bronze Lion<br>Campaign |
| SMART FOR TWO YOKO   | SMART                             | SMART FOR TWO                | JUNG von MATT Vienna / JUNG<br>von MATT Hamburg | AUSTRIA        | Bronze Lion<br>Campaign |
| SMART FOR TWO SNAKE  | SMART                             | SMART FOR TWO                | JUNG von MATT Vienna / JUNG<br>von MATT Hamburg | AUSTRIA        | Bronze Lion<br>Campaign |
| SMART FOR TWO JACKIE | SMART                             | SMART FOR TWO                | JUNG von MATT Vienna / JUNG<br>von MATT Hamburg | AUSTRIA        | Bronze Lion<br>Campaign |
| ROME                 | DAIMLER AG / SMART MBD            | SMART FORTWO                 | BBDO GROUP GERMANY Berlin                       | GERMANY        | Bronze Lion<br>Campaign |
| BERLIN               | DAIMLER AG / SMART MBD            | SMART FORTWO                 | BBDO GROUP GERMANY Berlin                       | GERMANY        | Bronze Lion<br>Campaign |
| BEETLE               | LAND ROVER USA                    | LAND ROVER PRINT ADS         | Y&R NEW YORK                                    | USA            | Bronze Lion<br>Campaign |
| GRAPE                | LAND ROVER USA                    | LAND ROVER PRINT ADS         | Y&R NEW YORK                                    | USA            | Bronze Lion<br>Campaign |

|                                               |                                    |                                    |                       |                      |                      |
|-----------------------------------------------|------------------------------------|------------------------------------|-----------------------|----------------------|----------------------|
| SNAKE                                         | LAND ROVER USA                     | LAND ROVER PRINT ADS               | Y&R NEW YORK          | USA                  | Bronze Lion Campaign |
| FLOWER                                        | LAND ROVER USA                     | LAND ROVER PRINT ADS               | Y&R NEW YORK          | USA                  | Bronze Lion Campaign |
| ICE CREAM STORE                               | MAN LATIN AMERICA                  | VOLKSWAGEN TRUCKS                  | ALMAPBBDO São Paulo   | BRAZIL               | Bronze Lion Campaign |
| FISH MARKET                                   | MAN LATIN AMERICA                  | VOLKSWAGEN TRUCKS                  | ALMAPBBDO São Paulo   | BRAZIL               | Bronze Lion Campaign |
| FLOWER BOUTIQUE                               | MAN LATIN AMERICA                  | VOLKSWAGEN TRUCKS                  | ALMAPBBDO São Paulo   | BRAZIL               | Bronze Lion Campaign |
| SPEED DIAL                                    | VOLKSWAGEN                         | VOLKSWAGEN                         | COLENZO BBDO Auckland | NEW ZEALAND          | Bronze Lion          |
| 8:36                                          | INTERMARCHÉ                        | INTERMARCHÉ                        | MARCEL Paris          | FRANCE               | Bronze Lion Campaign |
| 9:32                                          | INTERMARCHÉ                        | INTERMARCHÉ                        | MARCEL Paris          | FRANCE               | Bronze Lion Campaign |
| ALLEY                                         | McDONALD'S                         | McDONALD'S                         | LEO BURNETT DUBAI     | UNITED ARAB EMIRATES | Bronze Lion Campaign |
| SQUARE                                        | McDONALD'S                         | McDONALD'S                         | LEO BURNETT DUBAI     | UNITED ARAB EMIRATES | Bronze Lion Campaign |
| STREET                                        | McDONALD'S                         | McDONALD'S                         | LEO BURNETT DUBAI     | UNITED ARAB EMIRATES | Bronze Lion Campaign |
| McDONALD'S BREAKFAST - HOTCAKES               | McDONALD'S                         | McDONALD'S                         | LEO BURNETT DUBAI     | UNITED ARAB EMIRATES | Bronze Lion Campaign |
| McDONALD'S BREAKFAST - SAUSAGE McMUFFIN & EGG | McDONALD'S                         | McDONALD'S                         | LEO BURNETT DUBAI     | UNITED ARAB EMIRATES | Bronze Lion Campaign |
| LIFE OF PI                                    | NETFLIX                            | ENTERTAINMENT                      | DDB CANADA Vancouver  | CANADA               | Bronze Lion Campaign |
| FARGO                                         | NETFLIX                            | ENTERTAINMENT                      | DDB CANADA Vancouver  | CANADA               | Bronze Lion Campaign |
| GHOSTBUSTERS                                  | NETFLIX                            | ENTERTAINMENT                      | DDB CANADA Vancouver  | CANADA               | Bronze Lion Campaign |
| BEAR                                          | NATIONAL GEOGRAPHIC KIDS MAGAZINE  | MAGAZINE                           | FoxP2 Cape Town       | SOUTH AFRICA         | Bronze Lion Campaign |
| SNAKE                                         | NATIONAL GEOGRAPHIC KIDS MAGAZINE  | MAGAZINE                           | FoxP2 Cape Town       | SOUTH AFRICA         | Bronze Lion Campaign |
| ICE CAPS                                      | NATIONAL GEOGRAPHIC KIDS MAGAZINE  | MAGAZINE                           | FoxP2 Cape Town       | SOUTH AFRICA         | Bronze Lion Campaign |
| BEEES                                         | NATIONAL GEOGRAPHIC KIDS MAGAZINE  | MAGAZINE                           | FoxP2 Cape Town       | SOUTH AFRICA         | Bronze Lion Campaign |
| FISH                                          | NATIONAL GEOGRAPHIC KIDS MAGAZINE  | MAGAZINE                           | FoxP2 Cape Town       | SOUTH AFRICA         | Bronze Lion Campaign |
| FRANCE                                        | EDITORIA TODAS AS CULTURAS         | TOP DESTINOS                       | ALMAPBBDO São Paulo   | BRAZIL               | Bronze Lion Campaign |
| GERMANY                                       | EDITORIA TODAS AS CULTURAS         | TOP DESTINOS                       | ALMAPBBDO São Paulo   | BRAZIL               | Bronze Lion Campaign |
| SPAIN                                         | EDITORIA TODAS AS CULTURAS         | TOP DESTINOS                       | ALMAPBBDO São Paulo   | BRAZIL               | Bronze Lion Campaign |
| KID                                           | AXA                                | ART INSURANCE                      | DDB GROUP SINGAPORE   | SINGAPORE            | Bronze Lion Campaign |
| CAT                                           | AXA                                | ART INSURANCE                      | DDB GROUP SINGAPORE   | SINGAPORE            | Bronze Lion Campaign |
| PAINT                                         | AXA                                | ART INSURANCE                      | DDB GROUP SINGAPORE   | SINGAPORE            | Bronze Lion Campaign |
| CATCH 22                                      | THE WINSTON FLETCHER FICTION PRIZE | THE WINSTON FLETCHER FICTION PRIZE | DLKW LOWE London      | UNITED KINGDOM       | Bronze Lion Campaign |
| THE GREAT GATSBY                              | THE WINSTON FLETCHER FICTION PRIZE | THE WINSTON FLETCHER FICTION PRIZE | DLKW LOWE London      | UNITED KINGDOM       | Bronze Lion Campaign |
| MIDNIGHT'S CHILDREN                           | THE WINSTON FLETCHER FICTION PRIZE | THE WINSTON FLETCHER FICTION PRIZE | DLKW LOWE London      | UNITED KINGDOM       | Bronze Lion Campaign |

|                                         |                                    |                                    |                                                   |                |                      |
|-----------------------------------------|------------------------------------|------------------------------------|---------------------------------------------------|----------------|----------------------|
| MARRIAGE                                | VTR INTERNET                       | WI-FI RANGE EXTENDERS              | SIMPLE Santiago                                   | CHILE          | Bronze Lion Campaign |
| ITCH                                    | VTR INTERNET                       | WI-FI RANGE EXTENDERS              | SIMPLE Santiago                                   | CHILE          | Bronze Lion Campaign |
| HAPPY                                   | BAIDU                              | ONLINE SAFETY PRODUCT              | Y&R SHANGHAI                                      | CHINA          | Bronze Lion Campaign |
| CHEEKY                                  | BAIDU                              | ONLINE SAFETY PRODUCT              | Y&R SHANGHAI                                      | CHINA          | Bronze Lion Campaign |
| SMILEY                                  | BAIDU                              | ONLINE SAFETY PRODUCT              | Y&R SHANGHAI                                      | CHINA          | Bronze Lion Campaign |
| CRAZY                                   | BAIDU                              | ONLINE SAFETY PRODUCT              | Y&R SHANGHAI                                      | CHINA          | Bronze Lion Campaign |
| SURRENDER                               | PHD BIKES                          | HARLEY DAVIDSON                    | Y&R PRAGUE                                        | CZECH REPUBLIC | Bronze Lion Campaign |
| RETREAT                                 | PHD BIKES                          | HARLEY DAVIDSON                    | Y&R PRAGUE                                        | CZECH REPUBLIC | Bronze Lion Campaign |
| ESCAPE                                  | PHD BIKES                          | HARLEY DAVIDSON                    | Y&R PRAGUE                                        | CZECH REPUBLIC | Bronze Lion Campaign |
| DEFEAT                                  | PHD BIKES                          | HARLEY DAVIDSON                    | Y&R PRAGUE                                        | CZECH REPUBLIC | Bronze Lion Campaign |
| KID                                     | MINI                               | DON'T TEXT AND DRIVE               | PUBLICIS MEXICO Mexico City                       | MEXICO         | Bronze Lion Campaign |
| TEENNAGER                               | MINI                               | DON'T TEXT AND DRIVE               | PUBLICIS MEXICO Mexico City                       | MEXICO         | Bronze Lion Campaign |
| THE HIV POSITIVE AD                     | GIV (LIFE SUPPORT GROUP)           | CORPORATE                          | OGILVY BRASIL São Paulo                           | BRAZIL         | Bronze Lion          |
| BLIND SPOT CHILD                        | SINGULARES                         | NGO - AGAINST ALCOOL               | F.BIZ São Paulo                                   | BRAZIL         | Bronze Lion Campaign |
| BLIND SPOT BRIDGE                       | SINGULARES                         | NGO - AGAINST ALCOOL               | F.BIZ São Paulo                                   | BRAZIL         | Bronze Lion Campaign |
| BLIND SPOT BIKE                         | SINGULARES                         | NGO - AGAINST ALCOOL               | F.BIZ São Paulo                                   | BRAZIL         | Bronze Lion Campaign |
| ANDY WARHOL                             | CITY OF BUENOS AIRES               | BLOOD DONATION                     | THE COMMUNITY/LA COMUNIDAD Mami                   | USA            | Bronze Lion Campaign |
| GEORGE LUCAS                            | CITY OF BUENOS AIRES               | BLOOD DONATION                     | THE COMMUNITY/LA COMUNIDAD Mami                   | USA            | Bronze Lion Campaign |
| CATCH 22                                | THE WINSTON FLETCHER FICTION PRIZE | THE WINSTON FLETCHER FICTION PRIZE | DLKW LOWE London                                  | UNITED KINGDOM | Bronze Lion Campaign |
| THE GREAT GATSBY                        | THE WINSTON FLETCHER FICTION PRIZE | THE WINSTON FLETCHER FICTION PRIZE | DLKW LOWE London                                  | UNITED KINGDOM | Bronze Lion Campaign |
| MIDNIGHT'S CHILDREN                     | THE WINSTON FLETCHER FICTION PRIZE | THE WINSTON FLETCHER FICTION PRIZE | DLKW LOWE London                                  | UNITED KINGDOM | Bronze Lion Campaign |
| HERPESTES AUROPUNCTATUS/INDIAN MONGOOSE | HONDA AUSTRALIA                    | HONDA GENUINE PARTS                | LEO BURNETT MELBOURNE                             | AUSTRALIA      | Bronze Lion Campaign |
| RHINELLA MARINA/CANE TOAD               | HONDA AUSTRALIA                    | HONDA GENUINE PARTS                | LEO BURNETT MELBOURNE                             | AUSTRALIA      | Bronze Lion Campaign |
| ALOPEX LAGOPUS/ARCTIC FOX               | HONDA AUSTRALIA                    | HONDA GENUINE PARTS                | LEO BURNETT MELBOURNE                             | AUSTRALIA      | Bronze Lion Campaign |
| GOAT                                    | X-NEWS                             | NEWSPAPER                          | Y&R SOUTH AFRICA Cape Town / CREATIVE Y&R Nairobi | SOUTH AFRICA   | Bronze Lion Campaign |
| STARVE                                  | X-NEWS                             | NEWSPAPER                          | Y&R SOUTH AFRICA Cape Town / CREATIVE Y&R Nairobi | SOUTH AFRICA   | Bronze Lion Campaign |
| HELL                                    | X-NEWS                             | NEWSPAPER                          | Y&R SOUTH AFRICA Cape Town / CREATIVE Y&R Nairobi | SOUTH AFRICA   | Bronze Lion Campaign |
| RURAL                                   | UNILEVER INDONESIA                 | PUREIT                             | LOWE INDONESIA Jakarta                            | INDONESIA      | Bronze Lion Campaign |
| URBAN                                   | UNILEVER INDONESIA                 | PUREIT                             | LOWE INDONESIA Jakarta                            | INDONESIA      | Bronze Lion Campaign |
| SURRENDER                               | PHD BIKES                          | HARLEY DAVIDSON                    | Y&R PRAGUE                                        | CZECH REPUBLIC | Bronze Lion Campaign |
| RETREAT                                 | PHD BIKES                          | HARLEY DAVIDSON                    | Y&R PRAGUE                                        | CZECH REPUBLIC | Bronze Lion Campaign |
| ESCAPE                                  | PHD BIKES                          | HARLEY DAVIDSON                    | Y&R PRAGUE                                        | CZECH REPUBLIC | Bronze Lion Campaign |

|                               |                           |                             |                         |                |                      |
|-------------------------------|---------------------------|-----------------------------|-------------------------|----------------|----------------------|
| DEFEAT                        | PHD BIKES                 | HARLEY DAVIDSON             | Y&R PRAGUE              | CZECH REPUBLIC | Bronze Lion Campaign |
| MOUNT FUJI                    | TIPCO F&B CO.             | TEA PLUS                    | IPG ADVERTISING Bangkok | THAILAND       | Bronze Lion Campaign |
| WAVE                          | TIPCO F&B CO.             | TEA PLUS                    | IPG ADVERTISING Bangkok | THAILAND       | Bronze Lion Campaign |
| WALRUS                        | GREEN PEACE               | CHARITY                     | PUBLICIS SHANGHAI       | CHINA          | Bronze Lion Campaign |
| BEAR                          | GREEN PEACE               | CHARITY                     | PUBLICIS SHANGHAI       | CHINA          | Bronze Lion Campaign |
| HOMEWRECK                     | THE SAMARITANS HONG KONG  | SUICIDE PREVENTION HELPLINE | Y&R SHANGHAI            | CHINA          | Bronze Lion Campaign |
| HEARTBREAK                    | THE SAMARITANS HONG KONG  | SUICIDE PREVENTION HELPLINE | Y&R SHANGHAI            | CHINA          | Bronze Lion Campaign |
| ALCOHOLIC                     | THE SAMARITANS HONG KONG  | SUICIDE PREVENTION HELPLINE | Y&R SHANGHAI            | CHINA          | Bronze Lion Campaign |
| GAMBLER                       | THE SAMARITANS HONG KONG  | SUICIDE PREVENTION HELPLINE | Y&R SHANGHAI            | CHINA          | Bronze Lion Campaign |
| BULLY                         | THE SAMARITANS HONG KONG  | SUICIDE PREVENTION HELPLINE | Y&R SHANGHAI            | CHINA          | Bronze Lion Campaign |
| ROCKETS                       | SNEAKER FREAKER BOOGAZINE | SNEAKER FREAKER BOOGAZINE   | BBDO NEW YORK           | USA            | Bronze Lion          |
| EXPLORE YOUR DREAMS           | LIST GENERAL CONTRACTOR   | LIST GENERAL CONTRACTOR     | REICHL UND PARTNER Linz | AUSTRIA        | Bronze Lion Campaign |
| BE THE TAILOR OF YOUR DREAMS  | LIST GENERAL CONTRACTOR   | LIST GENERAL CONTRACTOR     | REICHL UND PARTNER Linz | AUSTRIA        | Bronze Lion Campaign |
| BE THE PAINTER OF YOUR DREAMS | LIST GENERAL CONTRACTOR   | LIST GENERAL CONTRACTOR     | REICHL UND PARTNER Linz | AUSTRIA        | Bronze Lion Campaign |
| PIMP                          | BENNETT COLEMAN           | MUMBAI MIRROR               | TAPROOT DENTSU Mumbai   | INDIA          | Bronze Lion          |

[Click here](#) to view the full shortlist for this category.

For more, visit: <https://www.bizcommunity.com>