

## Media Winners

Prize	Title	Entrant / Idea Creation	Product	Brand	Production	Media	Location
Grand Prix	BOARDS OF CHANGE	FCB, Chicago	CITY OF CHICAGO	CITY OF CHICAGO	LORD & THOMAS Chicago		USA
Grand Prix	NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELENOR PAKISTAN, Islamabad / OGILVY PAKISTAN, Islamabad	TELENOR 4G	TELENOR PAKISTAN	CABOOSE UNITED KINGDOM London / GSMA London	TELENOR PAKISTAN Islamabad	PAKISTAN
Gold Lion	MEDIA THAT 'EATS' POLLUTION	PHD, London	VOLKSWAGEN ID.3	VOLKSWAGEN UK	adam&eveDDB London / GLOBAL London / TALON OUTDOOR London / TRIBAL WORLDWIDE London	PHD London	UNITED KINGDOM
Gold Lion	ADDRESSING THE 'NO FIXED ADDRESS' PROBLEM	PHD, London / WUNDERMAN THOMPSON, London	NO FIXED ADDRESS SERVICE	HSBC UK	WUNDERMAN THOMPSON London	PHD London	UNITED KINGDOM
Gold Lion	INVISIBLE PETITIONS	TBWAISTANBUL, Istanbul	NON-PROFIT	WE WILL STOP FEMICIDE PLATFORM	PUBLIC FILM Istanbul	OMD TURKEY Istanbul	TURKEY
Gold Lion	MICHELOB ULTRA COURTSIDE	FCB, New York	MICHELOB ULTRA	ABINBEV		DENTSU X New York	USA
Gold Lion	#NOKIDSINCAGES	BADGER AND WINTERS, New York	N/A	RAICES	BADGER AND WINTERS New York / DIGITAL E665, INC. Brooklyn / SQUARE DESIGN New York		USA
Gold Lion	RAISING PROFILES	FCB INFERNO, London	THE BIG ISSUE & LINKEDIN	THE BIG ISSUE & LINKEDIN			UNITED KINGDOM
Gold Lion	COLD TRACKER	PROMISE, Johannesburg	CASTLE LITE	ABINBEV	INFORMED DECISIONS Johannesburg / PROMISE Johannesburg		SOUTH AFRICA
Gold Lion	YOUR DATA IS YOUR DATA	S-GROUP, Helsinki	MOBILE SERVICE FOR S-GROUP CUSTOMER OWNERS	S-GROUP	S-GROUP Helsinki / SOLITA OY Helsinki	CARAT Helsinki	FINLAND
Gold Lion	THE BREAD EXAM	McCANN, Paris	SPINNEYS FLOUR	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	CRAFT Dusseldorf / McCANN Paris / OCTOPUS Paris / SATELLITE MY LOVE Paris		FRANCE
Gold Lion	CHICKEN WARS	GSD&M, Austin	POPEYES CHICKEN SANDWICH	POPEYES LOUISIANA KITCHEN		GSD&M Austin	USA
Silver Lion	COLD TRACKER	PROMISE, Johannesburg	CASTLE LITE	ABINBEV	INFORMED DECISIONS Johannesburg / PROMISE Johannesburg		SOUTH AFRICA
Silver Lion	SLOWAYS	CHE PROXIMITY, Sydney	NRMA INSURANCE	IAG	HECKLER Sydney	MINDSHARE Sydney	AUSTRALIA
Silver Lion	INVISIBLE PETITIONS	TBWAISTANBUL, Istanbul	NON-PROFIT	WE WILL STOP FEMICIDE PLATFORM	PUBLIC FILM Istanbul	OMD TURKEY Istanbul	TURKEY

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Silver Lion	FREEDOM TAMPONS	UNION, Toronto	INTERVAL HOUSE	INTERVAL HOUSE	CJ GRAPHICS Mississauga / CLOCKWORK PRODUCTIONS Toronto / UNION Toronto		CANADA
Silver Lion	JUST A WALL	ROSA PARIS	CHILD PROTECTION	INNOCENCE EN DANGER	ROSA PARIS	ROSA PARIS	FRANCE
Silver Lion	SHUTTER ADS	PUBLICIS ITALY, Milan	HEINEKEN	HEINEKEN	JAJA FILM Barcelona / PRODIGIOUS ITALY Milan / TRESBIEN! Buenos Aires		ITALY
Silver Lion	WE STAND	VMLY&R BRAZIL, São Paulo / SUNO UNITED CREATORS, Sao Paulo	WE STAND FOR NEWSSTANDS	SANTANDER BANK	O2 FILMES São Paulo / SUNO UNITED CREATORS Sao Paulo / VANDALO São Paulo / VMLY&R BRAZIL São Paulo	SUNO UNITED CREATORS Sao Paulo / VMLY&R BRAZIL São Paulo	BRAZIL
Silver Lion	THE ILLEGAL BLOOD BANK	LADBIBLE GROUP, Manchester / ELVIS, London	UNILAD	LADBIBLE GROUP	JACK AGENCY London	LADBIBLE GROUP Manchester	UNITED KINGDOM
Silver Lion	ANTI BULLYING SKIN	SAMSUNG, Sao Paulo / CHEIL WORLDWIDE, São Paulo	GALAXY GLOW SKIN	SAMSUNG	JAMUTE São Paulo		BRAZIL
Silver Lion	CHICKEN WARS	GSD&M, Austin	POPEYES CHICKEN SANDWICH	POPEYES LOUISIANA KITCHEN		GSD&M Austin	USA
Silver Lion	ROADSIDE MARKET	McCANN, Bucharest	MASTERCARD	MASTERCARD		DENTSU Bucharest	ROMANIA
Silver Lion	BLOOD BEACON	WUNDERMAN THOMPSON, Taipei	BLOOD DONATION	TAIPEI BLOOD CENTER	ACER ITS, INC Taipei	ACER ITS, INC Taipei	TAIWAN
Silver Lion	SWIPE NIGHT	72ANDSUNNY, Los Angeles	TINDER	MATCH GROUP	M S S N G P ECES Los Angeles		USA
Silver Lion	LAUNDRY NIGHT	SAATCHI & SAATCHI, New York / PROCTER & GAMBLE, Cincinnati	TIDE	PROCTER & GAMBLE	BISCUIT FILMWORKS Los Angeles	PROCTER & GAMBLE Cincinnati	USA
Silver Lion	ROOFTOP FARMS	FP7 McCANN, Cairo	SUSTAINABILITY PROGRAM	KNORR	FEKR PRODUCTION Cairo	FP7 McCANN Cairo	EGYPT
Silver Lion	CODES OF CULTURE	TRONCO, Brooklyn / AT&T, El Segundo	AT&T	AT&T		HEARTS & SCIENCE New York	USA
Silver Lion	72 REMEMBERED	BBH, London	JUSTICE4GRENFELL	JUSTICE4GRENFELL	BLACK SHEEP STUDIOS London / STRING AND TINS London	ELECTRIC GLUE London	UNITED KINGDOM
Silver Lion	#NOKIDSINCAGES	BADGER AND WINTERS, New York	N/A	RAICES	BADGER AND WINTERS New York / DIGITAL E665, INC. Brooklyn / SQUARE DESIGN New York		USA
Silver Lion	INVISIBLE PETITIONS	TBWAISTANBUL, Istanbul	NON-PROFIT	WE WILL STOP FEMICIDE PLATFORM	PUBLIC FILM Istanbul	OMD TURKEY Istanbul	TURKEY
Bronze Lion	SHE CAN	AMBEV, Sao Paulo / SOKO, São Paulo	GUARANÁ ANTARCTICA	AB INBEV/GUARANA ANTARCTICA	BRODERS São Paulo / HEFTY São Paulo	AMBEV Sao Paulo	BRAZIL
Bronze Lion	MEDIA THAT 'EATS' POLLUTION	PHD, London	VOLKSWAGEN ID.3	VOLKSWAGEN UK	adam&eveDDB London / GLOBAL London / TALON OUTDOOR London / TRIBAL WORLDWIDE London	PHD London	UNITED KINGDOM
Bronze Lion	THE NO SHOW ROOM	NORD DDB, Stockholm	PASSAT ALLTRACK	VOLKSWAGEN	CAMP DAVID FILM Stockholm / MANDARIN Stockholm / NORD DDB Stockholm	PHD Stockholm	SWEDEN

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Bronze Lion	THE UNSEEN STORY	UN WOMEN, New York / MULLENLOWE U.S., New York	UN WOMEN	UN WOMEN		MEDIAHUB New York, NY	USA
Bronze Lion	#STILLSPEAKINGUP DEEPTRUTH	PUBLICIS MEXICO, Mexico City / PUBLICIS LATVIA, Riga	NGO TO PROTECT MEXICAN JOURNALIST.	PROPUESTA CÍVICA + REPORTERS SANS FRONTIERES	ÁRBOL CINE Mexico City / EL MALL Mexico City / KAREN GÓMEZ NAVA Mexico City / THE LIFT Mexico City	STARCOM Mexico City	MEXICO / LATVIA
Bronze Lion	SILENCE	AKQA, São Paulo	FILM	DEEZER	HEFTY São Paulo / LABORATORIO FANTASMA Santana / SAIGON São Paulo		BRAZIL
Bronze Lion	SLOW DOWN SONGS	BROTHER & CO., Brisbane	AUSTRALIAN ROAD SAFETY FOUNDATION	AUSTRALIAN ROAD SAFETY FOUNDATION	CUTTING EDGE Brisbane	BROTHER & CO. Brisbane	AUSTRALIA
Bronze Lion	BRUTAL POSTINGS	RETHINK, Montréal	THE INTERNATIONAL DAY AGAINST HOMOPHOBIA AND TRANSPHOBIA	ÉMERGENGE FONDATION	CONTENT CONTENT Montreal	RETHINK Montréal	CANADA
Bronze Lion	HOPE TAPE	CHEIL WORLDWIDE, Seoul / BOUNCE CREATIVE, Seoul	HOPE TAPE	KOREAN NATIONAL POLICE AGENCY	VISION HOLDINGS Seoul	CHEIL WORLDWIDE Seoul	SOUTH KOREA
Bronze Lion	CROCODILE FREE	BETC, Paris	LACOSTE	LACOSTE			FRANCE
Bronze Lion	A FUTURE WITHOUT CHANGE	VMLY&R, Melbourne	STUDENT RECRUITMENT	MONASH UNIVERSITY	GRAFFITI Melbourne / VMLY&R Melbourne		AUSTRALIA
Bronze Lion	BOARDS OF CHANGE	FCB, Chicago	CITY OF CHICAGO	CITY OF CHICAGO	LORD & THOMAS Chicago		USA
Bronze Lion	THE LAST OLDER PERSON TO DIE IN LONELINESS	LLYC, Madrid	FOUNDATION	BBK FOUNDATION		LLYC Madrid	SPAIN
Bronze Lion	THE SKIN TRADE	WUNDERMAN THOMPSON, Buenos Aires	FLOW & FUNDACIÓN MANOS ABIERTAS	FLOW & FUNDACIÓN MANOS ABIERTAS			ARGENTINA
Bronze Lion	ANTICORRUPTION HACKATHON ZNÁMKAMARÁDA	ZNAMKAMARADA, Prague / WMC GREY, Prague	HACKATHON	ZNÁMKAMARÁDA	ACTUM DIGITAL Prague		CZECH REPUBLIC
Bronze Lion	THE ONLINE PARK	TELEKOM ROMANIA, Bucharest / LEO BURNETT, Bucharest	SAFE KIDS	TELEKOM ROMANIA	LEO BURNETT Bucharest / SAGA FILM Bucharest	MEDIA INVESTMENT Bucharest	ROMANIA
Bronze Lion	THE NO SHOW ROOM	NORD DDB, Stockholm	PASSAT ALLTRACK	VOLKSWAGEN	CAMP DAVID FILM Stockholm / MANDARIN Stockholm / NORD DDB Stockholm	PHD Stockholm	SWEDEN
Bronze Lion	40,000 STRONG	McCANN, London / MRM UK, London	HELP FOR HEROES	HELP FOR HEROES	CRAFT London / EIGHT VFX LONDON / FACEBOOK London		UNITED KINGDOM
Bronze Lion	UNDERCOVER AVATAR	HAVAS SPORTS & ENTERTAINMENT, Paris	ENFANT BLEU	ASSOCIATION L'ENFANT BLEU	HAVAS SPORTS & ENTERTAINMENT Paris		FRANCE
Bronze Lion	SHIFT+K+F+C	TBWA\RAAD, Dubai	KFC	KFC ARABIA		HEARTS & SCIENCE Dubai	UNITED ARAB EMIRATES

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Bronze Lion	SHOPPABLE GIRLS	TAXI CANADA, Toronto	PUBLIC SERVICE: SEX TRAFFICKING	COVENANT HOUSE	ARTHOUSE Toronto / SATY & PRATHA Toronto	MEDIA EXPERTS Toronto / TAXI CANADA Toronto	CANADA
Bronze Lion	EARTH IS SAYING	GREY COLOMBIA, Bogotá	GREENPEACE	GREENPEACE	MA-FRIEND Bogota / TOWNHOUSE Bogota		COLOMBIA
Bronze Lion	THE BREAD EXAM	McCANN, Paris	SPINNEYS FLOUR	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	CRAFT Dusseldorf / McCANN Paris / OCTOPUS Paris / SATELLITE MY LOVE Paris		FRANCE
Bronze Lion	SECOND LIFE	GEOMETRY OGILVY JAPAN, Tokyo	IBM	IBM	BIRDMAN Tokyo		JAPAN
Bronze Lion	INVISIBLE WOMEN	SERVICEPLAN FRANCE, Paris	INVISIBLE WOMEN	RÈGLES ÉLÉMENTAIRES	SERVICEPLAN FRANCE Paris	MEDIAPLUS Paris	FRANCE
Bronze Lion	INSURING THE MOVIES	SAATCHI & SAATCHI, London	DIRECT LINE	DIRECT LINE	RATTLING STICK London	MEDIACOM London	UNITED KINGDOM
Bronze Lion	TRAPPED IN ADVERTISING	GREY, New York	PRINGLES	PRINGLES	TOWNHOUSE New York		USA
Bronze Lion	H FOR HANDWASHING	LOWE LINTAS, Mumbai / MULLENLOWE SINGAPORE, Singapore	HANDWASHING EDUCATION	LIFEBUOY	LOWE LINTAS Mumbai		INDIA / SINGAPORE
Bronze Lion	MICHELOB ULTRA COURTSIDE	FCB, New York	MICHELOB ULTRA	ABINBEV		DENTSU X New York	USA
Bronze Lion	RABBI BOT	MEDIACOM CONNECTIONS, Tel Aviv / ACW GREY, Tel-Aviv	ALWAYS	ALWAYS		MEDIACOM CONNECTIONS Tel Aviv	ISRAEL
Bronze Lion	A DAD'S JOB	FP7 McCANN, Dubai	CULTURAL LEADERSHIP INITIATIVE	HOME CENTRE	DĚJÁVU Dubai	FP7 McCANN Dubai	UNITED ARAB EMIRATES
Bronze Lion	BOARDS OF CHANGE	FCB, Chicago	CITY OF CHICAGO	CITY OF CHICAGO	LORD & THOMAS Chicago		USA
Bronze Lion	MIGRANTS ON AMAZON	BETC, Paris	AUBERGE DES MIGRANTS	AUBERGE DES MIGRANTS	GENERAL POP Pantin / LA-BO Paris		FRANCE