

Media Lions Winners

Campaña	Anunciante	Producto	Agencia	Pais	Agencia de Medio	Galardón
VODAFONE RED LIGHT APPLICATION // BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	MINDSHARE Istanbul	Grand Prix
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN		Gold Lion
LEBANON4SALE	SAKKER EL DEKKENE (STOP THE SHOP)	ANTI-CORRUPTION ORGANIZATION	LEO BURNETT BEIRUT	LEBANON		Gold Lion
THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK / GREY ACTIVATION & PR New York	USA		Gold Lion
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY		Gold Lion
THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA		Gold Lion
SEARCH FOR FREE WIFI SEARCH FOR MISSING CHILDREN	BAOBEIHUIJIA	BAOBEIHUIJIA	TBWA/BEING Shanghai	CHINA		Gold Lion
THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow / PROXIMITY RUSSIA Moscow	RUSSIA		Gold Lion
#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	STARCOM MEDIAVEST GROUP Chicago / LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	USA	STARCOM MEDIAVEST GROUP Chicago	Gold Lion
RISK EVERYTHING	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	MINDSHARE Portland	Gold Lion
VODAFONE RED LIGHT APPLICATION // BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	MINDSHARE Istanbul	Gold Lion
THE RGB NEWS	ANTENA 1 - OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA		Silver Lion
THE WORLD'S FIRST FULLY PERSONALISED TV CAMPAIGN	COCA-COLA	COCA-COLA	MEDIACOM London	UNITED KINGDOM	MEDIACOM London	Silver Lion
BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	UNITED ARAB EMIRATES		Silver Lion
SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	UNITED KINGDOM		Silver Lion
BETTER CALL SAUL - THE VICIOUS CAMPAIGN	NETFLIX	SVOD	OGILVY PARIS	FRANCE	MEC Paris	Silver Lion
MORNING LIKE A KING	BURGER KING	BURGER KING	CHEIL WORLDWIDE Seoul	SOUTH KOREA		Silver Lion
WAVE	DECATHLON	TRIBORD IZEBER FLOTATION VESTS	ROSAPARK Paris	FRANCE		Silver Lion
TICKET BOOKS	L&PM	POCKET BOOKS	AFRICA São Paulo	BRAZIL		Silver Lion
NAZIS AGAINST NAZIS - GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	GERMANY		Silver Lion
THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE		Silver Lion
SPEAK BEAUTIFUL	UNILEVER	DOVE	MINDSHARE New York	USA	MINDSHARE New York	Silver Lion
TACO BELL BLACKOUT	TACO BELL	FAST FOOD RESTAURANT	DIGITASLBI San Francisco	USA		Silver Lion
#COLOURYOURSUMMER	COCA-COLA SOUTH PACIFIC	COCA-COLA	UM Sydney / OGILVY & MATHER Sydney	AUSTRALIA	UM Sydney	Silver Lion
TTYL (TALK TO YOU LATER)	CHEVROLET	CHEVROLET	MARURI GREY Guayaquil	ECUADOR	MEDIACOM MEXICO / MEXICO	Silver Lion
AID TO CART	EXITO GROUP / FOOD BANK	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	OMD COLOMBIA Bogotá	Silver Lion
ADOPTABLE TRENDS	DPA	PET ADOPTION	DIESTE Dallas	USA		Silver Lion
THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow / PROXIMITY RUSSIA Moscow	RUSSIA		Silver Lion
THE 24 HOUR AD BREAK	DNB	24 HOUR CUSTOMER SERVICE	TRY Oslo	NORWAY	VICEUM Oslo	Silver Lion
SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	KR MEDIA Paris	Silver Lion
MORNING LIKE A KING	BURGER KING	BURGER KING	CHEIL WORLDWIDE Seoul	SOUTH KOREA		Silver Lion
REVENGE OF THE (IT) NERDS	DELL	DELL	MEDIACOM AGENTUR FÜR MEDIENBERATUNG Düsseldorf	GERMANY	MEDIACOM AGENTUR FÜR MEDIENBERATUNG Düsseldorf	Silver Lion
SEARCH FOR FREE WIFI SEARCH FOR MISSING CHILDREN	BAOBEIHUIJIA	BAOBEIHUIJIA	TBWA/BEING Shanghai	CHINA		Silver Lion
I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	OPTIMUM SPORTS New York	Silver Lion
LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM		Bronze Lion
OWN BOARD MAGAZINE	TAM AIRLINES	OWN BOARD MAGAZINE	FCB MILAN Milan	ITALY		Bronze Lion
THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND		Bronze Lion
NETFLIX GIF CAMPAIGN	NETFLIX	SVOD	OGILVY PARIS	FRANCE	MEC Paris	Bronze Lion
SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	KR MEDIA Paris	Bronze Lion
THE RAMP LESSON	DRIVER'S SCHOOL	DRIVER'S SCHOOL	VML México	MEXICO		Bronze Lion
SUN LIFEGUARDS	LALCEC	LALCEC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA		Bronze Lion
SCANDIC TO GO	SCANDIC HOTELS	HOTELS	PRIME Stockholm	SWEDEN		Bronze Lion
NOT THERE	THE CLINTON FOUNDATION	NO CEILINGS REPORT	DROGA5 New York	USA		Bronze Lion
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN		Bronze Lion
SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA	BRAND NETWORKS New York	Bronze Lion
SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL		Bronze Lion
DEFROST DINNERS	GDF SUEZ	ELECTRABEL	FAMOUS BRUSSELS	BELGIUM		Bronze Lion
SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL		Bronze Lion
JOHNNIE WALKER BLUE LABEL - THE GENTLEMAN'S WAGER	DIAGEO	JOHNNIE WALKER BLUE LABEL	PHD SINGAPORE / ANOMALY New York	SINGAPORE	PHD SINGAPORE	Bronze Lion
PLAY WITH YOURSELF	THE BLUE BALL FOUNDATION	TESTICULAR CANCER AWARENESS	M&C SAATCHI Sydney / BANG PR Sydney	AUSTRALIA		Bronze Lion
THANK-YOU PARCELS	PRIMA POLAND	PRIMA FINEZJA	FCB WARSAW Warsaw	POLAND	HAVAS MEDIA Warsaw	Bronze Lion
#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS		Bronze Lion
CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY MEDIA Düsseldorf	Bronze Lion
#SENBADLUCK	ALLSTATE	ALLSTATE INSURANCE	LAPIZ Chicago / LEO BURNETT CHICAGO	USA	TAPESTRY Chicago	Bronze Lion
BLUEBIRD	McDONALD'S	McDONALD'S	OMD New York / DDB CHICAGO / LEO BURNETT CHICAGO	USA	OMD New York	Bronze Lion
LGBT AVATARS	PRAGUE PRIDE	PRAGUE PRIDE	GEOMETRY GLOBAL Prague / OGILVY & MATHER PRAGUE	CZECH REPUBLIC		Bronze Lion
SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MÉXICO Mexico City	MEXICO		Bronze Lion
MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane	AUSTRALIA		Bronze Lion
VISUAL DICTIONARY	BRITISH COUNCIL	PRIVATE EDUCATION	GREY GROUP Singapore	SINGAPORE		Bronze Lion
CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney	AUSTRALIA	STARCOM MEDIAVEST GROUP Sydney	Bronze Lion
ATM	FNB	ATM	GLOO@OGILVY Cape Town	SOUTH AFRICA		Bronze Lion
SHINE	CANON	CANON CAMERAS	LEO BURNETT SYDNEY	AUSTRALIA	MEDIACOM Sydney	Bronze Lion
THE OREO ECLIPSE	MONDELÉZ INTERNATIONAL	OREO	PHD London / DRUM London / FCB INFERNO London	UNITED KINGDOM	PHD London	Bronze Lion
DRINKABLE ADVERTISING	THE COCA-COLA COMPANY	NON-ALCOHOLIC BEVERAGES	OGILVY NEW YORK	USA	STARCOM MEDIAVEST GROUP New York	Bronze Lion
#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	STARCOM MEDIAVEST GROUP Chicago / LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	USA	STARCOM MEDIAVEST GROUP Chicago	Bronze Lion
TECHNOLOGY & STUFF	GENERAL MOTORS- CHEVROLET	CARS	COMMONWEALTH/McCANN Detroit / FLEISHMAN HILLARD Detroit	USA	CARAT Detroit	Bronze Lion
BETTER CONTENT THROUGH DATA	BOSE CORPORATION	SOUNDTRUE HEADPHONES	MEDIACOM London	UNITED KINGDOM	MEDIACOM London	Bronze Lion
#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS		Bronze Lion
PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	HORIZON MEDIA New York	Bronze Lion
SKY SQREENING	SKY DEUTSCHLAND FERNSEHEN	SKY GO	SERVICEPLAN Munich	GERMANY		Bronze Lion
POWER OF SPORT: #MAKETHEFUTURERIO	SHELL	SHELL	MEDIACOM London / J. WALTER THOMPSON London	UNITED KINGDOM	MEDIACOM London	Bronze Lion
BREATHE AGAIN	XIAO ZHU	AIR PURIFIER	Y&R SHANGHAI	CHINA		Bronze Lion
DON'T TRADE ME	PAW JUSTICE	ANTI AUCTIONS	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	OMD Auckland	Bronze Lion
THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE		Bronze Lion
NOT THERE	THE CLINTON FOUNDATION	NO CEILINGS REPORT	DROGA5 New York	USA		Bronze Lion
LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM		Bronze Lion
FIRST STEP PROJECT	KANUI	SPORTING GOODS E-COMMERCE	AFRICA São Paulo	BRAZIL		Bronze Lion
BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	UNITED ARAB EMIRATES		Bronze Lion
THE RGB NEWS	ANTENA 1 - OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA		Bronze Lion
TOUCH THE PICKLE	PROCTER & GAMBLE INDIA	WHISPER SANITARY NAPKINS	BBDO INDIA Mumbai	INDIA		Bronze Lion