

Winners (Cyber Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Prize
<u>A01 (Food & Drinks)</u>								
A01/025	01677	SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York	USA	360i New York	Bronze Lion
A01/033	01314	GIVE EXTRA, GET EXTRA	WRIGLEY, A SUBSIDIARY OF MARSORPORATED	EXTRA GUM	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	Bronze Lion
<u>A02 (Fast Moving Consumer Goods)</u>								
A02/008	01129	THE FIRST EVER PINTEREST YARD SALE	SHERWIN WILLIAMS	KRYLON	DEUTSCH New York	USA	DEUTSCH New York	Bronze Lion
<u>A03 (Durable Consumer Goods)</u>								
A03/010	02795	MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Bronze Lion
<u>A04 (Cars & Automotive Products & Services)</u>								
A04/005	00560	SLIDE AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	Gold Lion
<u>A05 (Retail, e-Commerce, Restaurants & Fast Food Chains)</u>								
A05/005	00677	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco	Gold Lion
A05/026	01641	COLORMAPS	PPG COMEX	COMEX	J. WALTER THOMPSON MEXICO Mexico City	MEXICO	J. WALTER THOMPSON MEXICO Mexico City / GOOGLE Mexico City	Gold Lion
<u>A06 (Travel, Transport & Leisure)</u>								
A06/015	02420	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	Gold Lion

Winners (Cyber Lions)

A06/029	02961	HOLIDAYS ON DEMAND	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux	Bronze Lion
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A07 (Media & Publications)

A07/001	00375	MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York	Silver Lion
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A07/005	00984	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK	Bronze Lion
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A08 (Financial Products & Services)

A08/003	00341	MEET HALFWAY	PAYPAL/AIRBNB	FINANCIAL SERVICE	CP+B Los Angeles	USA	CP+B Los Angeles	Bronze Lion
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A08/009	01151	CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland	Gold Lion
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A08/017	02023	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	Grand Prix
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A08/030	03025	KIDSBOK COLLECTION	ITAU BANK	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	Bronze Lion
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A09 (Business Products & Services)

A09/001	00352	STABILO - "TRUE COLOURS"	STABILO INTERNATIONAL	PLUG-IN	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Silver Lion
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A10 (Commercial Public Services)

A10/004	01172	PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITASLBi London	UNITED KINGDOM	DIGITASLBi London	Bronze Lion
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A10/011	01252	"THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES	NORTON BY SYMANTEC	NORTON	GREY SAN FRANCISCO	USA	GREY SAN FRANCISCO	Gold Lion
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Winners (Cyber Lions)

A11 (Corporate Image)

A11/006	00570	GE PODCAST THEATRE PRESENTS THE MESSAGE	GE	GE	BBDO New York	USA	BBDO New York	Gold Lion
A11/012	02104	EYE AM UNIQUE	LENSCRAFTERS	LENSCRAFTERS	MARCEL Paris	FRANCE	MARCEL Paris	Bronze Lion
A11/017	02024	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	Silver Lion
A11/021	02069	MAKE WHAT'S NEXT	MICROSOFT	TECHNOLOGY	M:UNITED//McCANN New York	USA	M:UNITED//McCANN New York	Silver Lion
A11/022	02563	RE:SHAKESPEARE	SAMSUNG ELECTRONICS, THE ROYAL SHAKESPEARE COMPANY	THE RE:SHAKESPEARE APP	CHEIL UK London	UNITED KINGDOM	CHEIL UK London	Bronze Lion

A12 (Public Health & Safety, Public Sector & Awareness Messages)

A12/016	02668	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	Gold Lion
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B01 (Website)

B01/008	01284	PRINTED BY SOMERSET	PRINTED BY SOMERSET	PRINTED BY SOMERSET	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	Bronze Lion
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B02 (Microsite)

B02/010	00121	ALIVE MEMORY	GOOGLE RUSSIA	GOOGLE	FRIENDS Moscow	RUSSIA	FRIENDS Moscow	Bronze Lion
B02/047	02208	BOB DYLAN: STUDIO A REVISITED	LEGACY RECORDINGS / SONY MUSIC	BOB DYLAN THE CUTTING EDGE ALBUM	HAVAS WORLDWIDE NEW YORK	USA	HAVAS WORLDWIDE NEW YORK	Bronze Lion
B02/106	02350	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	84.PARIS	Silver Lion

Winners (Cyber Lions)

B03 (Web Service / Apps)

B03/033	01279	CHOOSE YOUR SIDE	GOOGLE	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCASFILM	72ANDSUNNY Playa Vista	USA	72ANDSUNNY Playa Vista / GOOGLE Mountain View	Silver Lion
B03/061	02770	EMERGENCY PIN CODE	SEKRON SECURITY SYSTEMS	SEKRON DIGITAL PROTECTION	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	Silver Lion

C02 (Innovative Online Ad Solution)

C02/014	02004	FAST FORWARD, HIKE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	Silver Lion Campaign
C02/015	02005	FAST FORWARD, FOREST	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	Silver Lion Campaign
C02/016	02003	FAST FORWARD, LAKE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	Silver Lion Campaign
C02/035	02006	FAST FORWARD, GOING UP	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	Silver Lion Campaign
C02/057	02321	AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Bronze Lion

C03 (Native Advertising)

C03/007	00573	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City	Silver Lion
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D01 (Social Video)

D01/053	00056	LOOK WHO'S DRIVING	VOLVO TRUCKS	VOLVO FMX	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Bronze Lion
D01/060	00326	THE VOICE OF NATURE	NOÉ	NOÉ	MARCEL Paris	FRANCE	MARCEL Paris	Bronze Lion
D01/152	01339	IMAGINE THE POSSIBILITIES	MATTEL	BARBIE	BBDO SAN FRANCISCO	USA	BBDO SAN FRANCISCO	Silver Lion
D01/248	01243	NATIVE MOBILE MUSIC VIDEO	KING RECORDS	LYRICAL SCHOOL	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo	Bronze Lion
D01/331	02644	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	Gold Lion

Winners (Cyber Lions)

D02 (Interactive Video)

D02/029	00351	DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	Gold Lion
D02/050	01346	OUT THERE	CANADA GOOSE	OUTDOOR APPAREL	CAA MARKETING LOS ANGELES	USA	CAA MARKETING LOS ANGELES / CANADA GOOSE Toronto	Bronze Lion

D03 (Webisodes / Series)

D03/044	01249	MALAK AND THE BOAT	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica	Gold Lion Campaign
D03/045	01250	IVINE AND PILLOW	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica	Gold Lion Campaign
D03/046	01251	MUSTAFA GOES FOR A WALK	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica	Gold Lion Campaign

D04 (Other Video)

D04/071	02807	VOICES OF LIFE	SAMSUNG CONSUMER ELECTRONICS	MOBILE APP & SPEAKER SYSTEM	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Silver Lion
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E01 (Web)

E01/007	01280	LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista	USA	72ANDSUNNY Playa Vista / GOOGLE Mountain View	Bronze Lion
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E03 (Live Digital)

E03/007	01994	HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	Silver Lion
E03/012	02658	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Gold Lion

F01 (Social Business)

F01/011	00763	SMART SOCIAL LEASING	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	Bronze Lion
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Winners (Cyber Lions)

F01/056	02919	TACOBOT	TACO BELL	TACOBOT	DEUTSCH LA	USA	DEUTSCH LA	Bronze Lion
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F02 (Social Purpose)

F02/004	00468	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM	ENGINE London	Bronze Lion
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F02/048	00348	I AM A WITNESS	AD COUNCIL	EMOJI	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	Gold Lion
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F02/071	02669	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	Silver Lion
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F02/088	02241	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion
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F02/089	02234	DADS#SHARETH ELOAD (CASE STUDY)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai	Bronze Lion
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F02/095	01203	HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO	NEW ZEALAND	CLEMENGER BBDO	Gold Lion
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F02/116	02692	GHOST VOTE	STATES UNITED TO PREVENT GUN VIOLENCE	PROMOTING SMART GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK	Bronze Lion
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F02/148	02619	ADAPTOYS	CHRISTOPHER & DANA REEVE FOUNDATION	ADAPTOYS	360i New York	USA	360i New York	Silver Lion
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F02/161	02640	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	Gold Lion
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F02/172	01647	UNACCEPTABLE ACCEPTANCE LETTERS	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	Bronze Lion
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Winners (Cyber Lions)

F03 (Response / Real-time Activity)

F03/007	00188	DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	Bronze Lion
F03/045	00283	MR. ROBOT DEBT DELETION	NBCUNIVERSAL	MR. ROBOT	ISL Washington	USA	ISL Washington / USA NETWORK New York	Bronze Lion
F03/062	01596	STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	Silver Lion
F03/084	02196	#LIVEINTHEMOVIES	AIRBNB	AIRBNB	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	Bronze Lion

F04 (Co-Creation & User Generated Content)

F04/009	00376	MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York	Gold Lion
F04/013	00245	THE HOUSE OF CLICKS	HEMNET	COMMERCIAL RESIDENCE	PRIME Stockholm	SWEDEN	PRIME Stockholm	Silver Lion
F04/024	00875	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City	Gold Lion
F04/040	02144	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles	Silver Lion
F04/070	02242	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	Silver Lion
F04/109	02483	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / Y&R DIGITAL NZ Auckland	Bronze Lion

F05 (Influencer / Talent)

F05/010	00257	SWITCHEROO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York	USA	BBDO New York	Bronze Lion
F05/062	01296	ANTIDIARY	SAMSUNG	SAMSUNG MOBILE	EDELMAN New York	USA	SAMSUNG ELECTRONICS AMERICA Ridgefield Park	Bronze Lion

Winners (Cyber Lions)

F05/064	01776	THE SHELTER PET PROJECT	AD COUNCIL, MADDIE'S FUND, THE HUMANE SOCIETY OF THE UNITED STATES	THE SHELTER PET PROJECT	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York	Silver Lion
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F06 (Innovative Use of Social or Community)

F06/067	03011	TRUTH DETECTOR	89 FM	89 FM	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Bronze Lion
F06/115	02848	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	Silver Lion

F07 (Content Placement)

F07/009	01544	VERIZON IN MINECRAFT	VERIZON	CONSUMER ELECTRONICS	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	Gold Lion
F07/029	01400	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Gold Lion

F08 (Community Building / Management)

F08/053	01298	ANTIDIARY	SAMSUNG	SAMSUNG MOBILE	EDELMAN New York	USA	SAMSUNG ELECTRONICS AMERICA Ridgefield Park	Bronze Lion
F08/059	02479	SOCIAL INNOVATION CAMPAIGN	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York	Bronze Lion

F09 (Use of Social Data & Insight)

F09/038	02806	MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL	W3HAUS São Paulo	Silver Lion
F09/052	03065	SPOTIFY SINGLES	SPOTIFY	SINGLES (FOUND THEM FIRST, TASTE REWIND, MIXTUP, ...)	RAZORFISH New York	USA	RAZORFISH New York / SPOTIFY New York	Silver Lion

Winners (Cyber Lions)

F10 (Apps / Tools)

F10/007	02491	YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne	Silver Lion
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F11 (Social Currency & Commerce)

F11/004	00765	SMART SOCIAL LEASING	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	Bronze Lion
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G01 (Tangible Tech)

G01/005	00133	F21 THREAD SCREEN	FOREVER 21	FOREVER 21	BREAKFAST New York	USA	BREAKFAST New York	Silver Lion
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G01/010	00711	GIGA SELFIE	TOURISM AUSTRALIA	SIGHTSEEING	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo	Gold Lion
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G01/017	03013	PINLIST	TOK&STOK	FURNITURE STORE	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Bronze Lion
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G01/031	02447	PUMA BEATBOT	PUMA	ATHLETIC WEAR	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York	Silver Lion
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G02 (Spatial Tech)

G02/033	02659	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Silver Lion
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G02/040	02078	TRIBECA FILM FESTIVAL REACTOR	TRIBECA FILM FESTIVAL	FILM FESTIVAL	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York	Bronze Lion
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G03 (Digital Billboard)

G03/007	01680	PHOTO COACH	CANON	CANON LENSES	360i New York	USA	360i New York	Silver Lion
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H01 (Integrated Multi-Platform Campaign (Online & Offline))

H01/003	00503	BALLANTINE'S SPACE GLASS	PERNOD RICARD	BALLANTINE'S	HAVAS WORLDWIDE London	UNITED KINGDOM	HAVAS WORLDWIDE London	Bronze Lion
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H01/058	02585	SQUADVERTISE R	MICROSOFT	XBOX / HALO	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	Silver Lion
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Winners (Cyber Lions)

H01/069	02797	MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Gold Lion
H01/072	01895	JUSTINO	LOTERÍAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	Grand Prix

Total Entries: 96