

Winners (Entertainment Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company	Prize
A04 (TV & Broadcast: Fiction 15 minutes or under in Length)									
A04/008	00320	ORANGEAID - LAST DAY OF SCHOOL	NTUC INCOME	ORANGEAID BURSARY AWARD	BBH SINGAPORE	SINGAPORE	BBH SINGAPORE	DOGHOUSE73 PICTURES Selangor	Silver Lion
A05 (TV & Broadcast: Fiction 15 minutes or over in Length)									
A05/001	00591	LOVE LIKE THERE'S NO TOMORROW	MONDELÉZ INTERNATIONAL	LACTA	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS	FOSS PRODUCTIONS Athens	Silver Lion
A09 (Online: Fiction Series)									
A09/008	01417	NIKEWOMEN : MARGOT VS LILY	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	RSA FILMS New York City, NY	Gold Lion
A10 (Online: Fiction 15 minutes or under in Length)									
A10/022	01451	BECOMING BECKHAM	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SONNY London	Silver Lion
A10/036	01390	DADS#SHARETH ELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai	RED ICE FILMS Mumbai	Bronze Lion
A11 (Online: Fiction 15 minutes or over in Length)									
A11/002	01822	THE FAMILY	FORD MOTOR COMPANY	AUTOMOTIVES	VERY AGENCY Copenhagen	DENMARK	VERY AGENCY Copenhagen / NEW LAND Copenhagen	NEW LAND Copenhagen	Gold Lion
A12 (Online: Non-Fiction Series)									
A12/011	00785	UNFAIRY TALES SERIES	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica	HOUSE OF COLORS Sao Paulo / CONSULADO São Paulo / BUBBA'S CHOP SHOP Burbank	Bronze Lion

Winners (Entertainment Lions)

A12/015	00787	"THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES	NORTON BY SYMANTEC	NORTON	GREY SAN FRANCISCO	USA	GREY SAN FRANCISCO	HELO Venice	Gold Lion
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A13 (Online: Non-Fiction 15 minutes or under in Length)

A13/045	01038	LOOK WHO'S DRIVING	VOLVO TRUCKS	VOLVO FMX	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm	Bronze Lion
A13/046	01147	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	TOOL Santa Monica	Bronze Lion
A13/115	01295	WAVES OF GRACE	THE UNITED NATIONS	THE UNITED NATIONS	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles	Bronze Lion

A15 (Live Broadcast/Live Streaming)

A15/001	00243	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	WAYS & MEANS Los Angeles	Bronze Lion
A15/002	00152	SWITCHEROO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York	USA	BBDO New York	THE KITCHEN @ BBDO New York	Bronze Lion
A15/014	01604	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON		Bronze Lion
A15/018	00912	WING OF LOVE	JANA	JANA NATURAL MINERAL WATER	IMAGO OGILVY Zagreb	CROATIA	IMAGO OGILVY Zagreb	ANTITALENT Zapresic	Bronze Lion
A15/023	01836	TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	DEUTSCH LA	WONDROS Los Angeles	Silver Lion

A16 (User Generated Content in Visual Storytelling)

A16/014	01547	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / Y&R DIGITAL NZ Auckland	FLYING FISH Auckland	Bronze Lion
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Winners (Entertainment Lions)

A17 (Use of Brand/Product Integration into Existing Content)

A17/004	01316	38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan	LATITUDE 18 FILMS San Juan	Bronze Lion
A17/010	01556	IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AVIV	ISRAEL	McCANN TEL AVIV		Bronze Lion
A17/019	00464	PEPSI PERFECT	PEPSI	PEPSI	MARKETSHARE Los Angeles	USA	THE MARKETING ARM Los Angeles	THE MARKETING ARM Los Angeles / STUN CREATIVE Los Angeles	Bronze Lion

A18 (Excellence in Partnerships between a Content Producer and a Brand/Product/Talent)

A18/003	00024	COCAINENOMIC S	NETFLIX	NARCOS	WSJ. CUSTOM STUDIOS New York	USA	WSJ. CUSTOM STUDIOS New York	WSJ. CUSTOM STUDIOS New York	Bronze Lion
A18/005	00088	BATMAN V SUPERMAN	TURKISH AIRLINES	TURKISH AIRLINES	CP+B London	UNITED KINGDOM	CP+B London	SOMESUCH London / ELASTIC Santa Monica	Silver Lion
A18/039	01678	SHAVE FORTH	PROCTER & GAMBLE	GILLETTE BODY RAZOR	GREY NEW YORK	USA	GREY NEW YORK	NINJA ENTERTAINMENT Los Angeles, CA	Bronze Lion

A19 (Excellence in Production & Distribution Strategy)

A19/007	00646	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK	RESET Santa Monica / THE MILL New York / EXILE Santa Monica	Silver Lion
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A20 (Innovation in Visual Storytelling and Branded Entertainment)

A20/014	01605	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON		Silver Lion
A20/047	01298	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles	Grand Prix

A21 (Audio Content in Branded Entertainment)

A21/006	00389	GE PODCAST THEATRE PRESENTS THE MESSAGE	GE	GE	BBDO New York	USA	BBDO New York	PANOPLY MEDIA New York	Gold Lion
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Winners (Entertainment Lions)

B01 (Talent: Visual Storytelling)

B01/026	01586	NEVER ALONE	DIAGEO	GUINNESS	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	TUBBY BROTHER London	Bronze Lion
B01/039	01463	GRILLED DOGS: THE WHOPPER OF HOT DOGS	BURGER KING CORPORATION	GRILLED DOGS	CODE AND THEORY New York	USA	CODE AND THEORY New York	GIFTED YOUTH Los Angeles	Bronze Lion

B06 (Talent: Sports)

B06/007	01681	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK	COMMUNITY FILMS Culver City	Bronze Lion
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B08 (Use of Artist/Talent Integration into Existing Content)

B08/008	01156	PEPSI + EMPIRE PARTNERSHIP	PEPSICO	TM PEPSI	OMD New York	USA	OMD New York / PEPSICO White Plains / WASSERMAN Los Angeles	BBDO New York	Bronze Lion
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C01 (Live Brand Experience)

C01/002	00136	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	REVOLVER/WILL O'ROURKE Sydney	Silver Lion
C01/053	01252	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago	RADICAL MEDIA New York	Gold Lion
C01/056	01511	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm		Silver Lion
C01/060	01606	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON		Silver Lion

C02 (Digital Brand Experience)

C02/008	00941	MADE BY PROFESSIONALS	PAGESJAUNES	PAGESJAUNES	SID LEE Paris	FRANCE	SID LEE Paris		Bronze Lion
C02/044	00836	OUT THERE	CANADA GOOSE	OUTDOOR APPAREL	CAA MARKETING LOS ANGELES	USA	CAA MARKETING LOS ANGELES / CANADA GOOSE Toronto	SAVILLE PRODUCTIONS Los Angeles, CA / CHEROKEE FILMS Auckland / SPOT WELDERS Los Angeles	Gold Lion

Winners (Entertainment Lions)

C03 (Social Brand Experience)

C03/008	00387	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City		Bronze Lion
C03/024	01569	THE TWEETING POTHOLES	MEDCOM	TELEMETRO REPORTA	P4 OGILVY&MATHER Panama City	PANAMA	P4 OGILVY&MATHER Panama City	VFX Panama / SAKE Buenos Aires	Bronze Lion

C04 (Mobile/Device Brand Experience)

C04/021	01373	IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York	HUMBLE New York	Bronze Lion
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C05 (New Technology Brand Experience)

C05/044	01214	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam	Bronze Lion
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C06 (Cross Channel Brand Experience)

C06/001	00215	HOUSE OF LITTLE MOMENTS	UNI PRESIDENTS	UNI NOODLE	ADK TAIWAN	CHINESE TAIPEI	ADK TAIWAN	INNOVATION FILMS Tapei City	Gold Lion
C06/018	01607	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON		Bronze Lion
C06/026	01435	HALO 5: GUARDIANS #HUNTTHE TRUTH	MICROSOFT / XBOX	HALO 5: GUARDIANS	TWOFIFTEENMcCANN San Francisco	USA	TWOFIFTEENMcCANN San Francisco	FURLINED Santa Monica	Silver Lion
C06/048	00827	GIVE EXTRA, GET EXTRA	WRIGLEY, A SUBSIDIARY OF MARS INCORPORATED	EXTRA GUM	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	RATTLING STICK Santa Monica	Silver Lion

C07 (Use of Brand/Product Integration into an Existing Brand Experience)

C07/006	00742	HACK IN BLACK	ACTIVISION	CALL OF DUTY : BLACK OPS 3	EDELMAN Los Angeles	USA	EDELMAN Los Angeles	EDELMAN Los Angeles	Bronze Lion
C07/008	01490	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS	Bronze Lion

Winners (Entertainment Lions)

C08 (Use of User Generated Content in a Brand Experience)

C08/003	00239	MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York	MTV New York / JAM3 Toronto	Silver Lion
C08/022	01514	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm	Silver Lion

C10 (Excellence in Production & Distribution Strategy in a Brand Experience)

C10/016	01307	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles	Silver Lion
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C11 (Innovation in Brand Experience)

C11/024	01609	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON		Bronze Lion
C11/040	01662	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE VR STUDIO New York	Silver Lion
C11/081	01308	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles	Silver Lion

D02 (Live Experience Games)

D02/008	01610	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON		Gold Lion
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D07 (Use of Brand/Product Integration into an Existing Game or Gaming Platform)

D07/011	01647	UNDER ARMOUR GAME CHANGER	UNDER ARMOUR	BASKETBALL	DROGA5 New York	USA	DROGA5 New York	THE MILL New York	Bronze Lion
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D11 (Innovation in Branded Games)

D11/001	00266	RICK AND MORTY RICKSTAVELSE	ADULT SWIM	THE ADULT SWIM TV SHOW "RICK AND MORTY"	CARROT CREATIVE Brooklyn	USA	CARROT CREATIVE Brooklyn		Bronze Lion
D11/011	01805	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London	Bronze Lion

Winners (Entertainment Lions)

E01 (Visual Storytelling in Sports Entertainment)

E01/043	00567	KALEIDOSCOPE	RED BULL MEDIA HOUSE	RED BULL	RSA FILMS London	UNITED KINGDOM	RED BULL MEDIA London	RSA FILMS London	Gold Lion
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E04 (Social in Sports Entertainment)

E04/007	00479	#AIRLINEWAGER	AIR NEW ZEALAND AND QANTAS	AIR NEW ZEALAND AND QANTAS	HOST SYDNEY Sydney	AUSTRALIA	HOST SYDNEY Sydney		Silver Lion
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E04/021	00880	THE HASHTAG 500	NASCAR	MOTOR SPORTS/AUTO RACING	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK	REPUBLIC CONTENT South Pasadena / BEAST EDITORIAL New York	Silver Lion
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E08 (Use of User Generated Content in Sports Entertainment)

E08/001	00173	PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York	THE KITCHEN @ BBDO New York	Silver Lion
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Total Entries: 61