

## APÉNDICE 2

# Campañas premiadas en el Festival Cannes Cyber Lions 2013

## 1. Ganadores



CYBER LIONS WINNERS 2013



### 1.1 Grand Prix

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Grand Prix</b>				
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PERERA & O'DELL, San Francisco	USA
OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB, New York	USA

### 1.2 Oro

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Gold Lion</b>				
HELLO AGAIN	LINCOLN MOTOR COMPANY	LINCOLN MKZ	HUDSON ROUGE, New York	USA
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF SHOES	SMFB, Oslo	NORWAY
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
OUR FOOD. YOUR QUESTIONS	MCDONALD'S CANADA	MCDONALD'S	TRIBAL DDB TORONTO	CANADA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	MCCANN MELBOURNE	AUSTRALIA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PERERA & O'DELL, San Francisco	USA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	MCCANN MELBOURNE	AUSTRALIA
HELLO AGAIN	LINCOLN MOTOR COMPANY	LINCOLN MKZ	HUDSON ROUGE, New York	USA
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
NIKE+ KINECT TRAINING	NIKE	FITNESS TITLE FOR XBOX 360	AKQA, London	UNITED KINGDOM
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	MCCANN MELBOURNE	AUSTRALIA
WINDOW SHOPPING	ADDAS	ADDAS NEO	TBWAHELSENKI	FINLAND
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	MCCANN MELBOURNE	AUSTRALIA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	MCCANN MELBOURNE	AUSTRALIA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
THE TRUTH	SCA	BODYFORM	RUBBER REPUBLIC, Bristol	UNITED KINGDOM
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE

### 1.3 Plata

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Silver Lion</b>				
THE MOVIE OUT HERE	LABATT BREWERIES OF CANADA	KOKANEE	GRP LIMITED, Toronto	CANADA
THE CHALLENGE LAB	PRUDENTIAL	PRUDENTIAL FINANCIAL	DROGAS, New York	USA
WEB LAB	GOOGLE	GOOGLE CHROME	GOOGLE CREATIVE LAB, London	UNITED KINGDOM
METROPOLE TWEEETPHONY	METROPOLE ORKEST	METROPOLE ORKEST	HAVAS WORLDWIDE AMSTERDAM	THE NETHERLANDS
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
PERFUME GLOBAL SITE PROJECT	UNIVERSAL MUSIC LLC	PERFUME	RHIZOMATIKS, Tokyo	JAPAN
EASY WAY SUBTTILES	EASY WAY LANGUAGE CENTER	LANGUAGE CENTER	LODUCCA, São Paulo	BRAZIL
CARLY'S CAFE	CARLY FLEISCHMANN	PRODUCT	john st., Toronto	CANADA
TOKYO CITY SYMPHONY	NORI BUILDING CO.	ROPPONGIHILLS	HAKUHODO, Tokyo	JAPAN
THE CHANGE	NIKE	FOOTBALL	AKQA, London	UNITED KINGDOM
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
SUSAN GLENN	UNILEVER	AXE	BBH NEW YORK	USA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	MCCANN MELBOURNE	AUSTRALIA
THE MONSTER	ING DIRECT	ING DIRECT	OGILVYONE, Madrid	SPAIN
THE SOUND OF CREATION	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
WINDOW SHOPPING	ADDAS	ADDAS NEO	TBWAHELSENKI	FINLAND
LIVE TWITTER FILM 'UNDER CONTROL'	DUTCH FILM FESTIVAL	DUTCH FILM FESTIVAL 2012	WOEDENI, Amsterdam	THE NETHERLANDS
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF SHOES	SMFB, Oslo	NORWAY
FAKTUM HOTELS	FAKTUM	CHARITY	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PERERA & O'DELL, San Francisco	USA
FLAVORPRINT	MCCORMICK	MCCORMICK FLAVORPRINT	R/GA, New York	USA

THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PERERA & O'DELL, San Francisco	USA
ENTER THE GAME	KONAMI	VIDEOGAMES/DURABLE GOODS	HAVAS SPORTS & ENT., Madrid	SPAIN
THUNDERCLAP	DE-DE	THUNDERCLAP - SOCIAL MEDIA TECHNOLOGY	DE-DE, New York	USA
MUSCLE MUSIC	OLD SPICE	DANGER ZONE	WEDEN-KENNEDY, Portland	USA

## 1.4 Bronze

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Bronze Lion</b>				
SECRET PLACE	NESTLE WATERS	PERRIER	OGLVY FRANCE, Paris	FRANCE
ELECTRAPHOBIA	MITSUBISHI CANADA	I-MEV	john st., Toronto	CANADA
JAM WITH CHROME	GOOGLE	GOOGLE CHROME	GOOGLE UK, London	UNITED KINGDOM
BUILT	EBAY	MOTORS	VENABLES BELL & PARTNERS, SF	USA
ONE TWENTY THREE WEST WEBSITE	ONE TWENTY THREE WEST	ADVERTISING AND DESIGN AGENCY	123 WEST, Vancouver	CANADA
THE PARCEL MEMORY	THE SWEDISH POST	NATIONAL POSTAL SERVICE	ÅKESTAM HOLST, Stockholm	SWEDEN
INTO THE ARCTIC	GREENPEACE	INFORMATION	HELLO MONDAY, Aarhus C	DENMARK
FAKTUM HOTELS	FAKTUM	CHARITY	FORSMAN & BODENFORS, Gothenburg	SWEDEN
LAUNCH OF THE NEW VOLVO FH	VOLVO GROUP SWEDEN	THE NEW VOLVO FH	FORSMAN & BODENFORS, Gothenburg	SWEDEN
OUR FOOD: YOUR QUESTIONS	MCDONALD'S CANADA	MCDONALD'S	TRIBAL, DBB TORONTO	CANADA
PROMETHEUS MARKETING CAMPAIGN	TWENTYETH CENTURY FOX	PROMETHEUS	RSA FILMS, London	UNITED KINGDOM
THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENSO BBDO, Auckland	NEW ZEALAND
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
SBB TRICKYTRACKS	SBB, THE SWISS RAILWAY	GLEIS7	MAXOMEDIA, Bern	SWITZERLAND
SECRET PLACE	NESTLE WATERS	PERRIER	OGLVY FRANCE, Paris	FRANCE
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF SHOES	SMFB, Oslo	NORWAY
WEB HIKING	RHAETISCHE BAHN	RHAETISCHE BAHN	JUNG von MATTLIMMAT, Zürich	SWITZERLAND
SECRET PLACE	NESTLE WATERS	PERRIER	OGLVY FRANCE, Paris	FRANCE
HELLO AGAIN	LINCOLN MOTOR COMPANY	LINCOLN MKZ	HUDSON ROUGE, New York	USA
FLAVORPRINT	MCCORMICK	MCCORMICK FLAVORPRINT	R/GA, New York	USA
ANYTIME, ANYWHERE	DEFENCE FORCE RECRUITING	AUSTRALIAN AIR FORCE	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
MY TIME IS NOW	NIKE	FOOTBALL	WEDEN-KENNEDY, London	UNITED KINGDOM
TROY DAVIS - I AM ALIVE	ALIVE - COALITION TO ABOLISH THE DEATH PENALTY	EATH ALIVE - COALITION TO ABOLISH THE DEATH PENALTY	SERVICEPLAN, Munich	GERMANY
KLM SPACE	KLM ROYAL DUTCH AIRLINES	KLM ROYAL DUTCH AIRLINES	DOB & TRIBAL AMSTERDAM	THE NETHERLANDS
STRIPPED SCREW	LOWE'S	LOWE'S	BBDO NEW YORK	USA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGLVY BRASIL, São Paulo	BRAZIL
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
TELEKINIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA
THE MOST POWERFUL ARM EVER INVENTED	SAVE OUR SONS	AWARENESS AND DONATION DRIVE	REACTIVE, Melbourne	AUSTRALIA
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
TOOLPOOL	MALMÖ JÄRNHANDEL (MALMÖ HARD STORE)	AREHARDWARE STORE	THE FAN CLUB, Malmö	SWEDEN
VOICE BANK	EL TIEMPO NEWSPAPER	EL TIEMPO WEB	SANCHO BBDO, Bogotá	COLOMBIA
THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST, Stockholm	SWEDEN
UNICEF TAP PROJECT 2013	U.S. FUND FOR UNICEF	TAP PROJECT	DROGAS, New York	USA
#DRAWATWEET	TURNER	BOOMERANG	CIRCUS DF, Mexico City	MEXICO
TELEKINIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA
THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENSO BBDO, Auckland	NEW ZEALAND
TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO GERMANY, Berlin	GERMANY
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFFTCB NEW ZEALAND, Auckland	NEW ZEALAND
NIKE GREATNESS	NIKE	NIKE	WEDEN-KENNEDY, Shanghai	CHINA
THE OREGO BLACKOUT TWEET	MONDELEZ INTERNATIONAL	OREO	360, New York	USA
DON'T COVER IT UP	REFUGE	REFUGE	BBH, London	UNITED KINGDOM
A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGLVY NEW YORK	USA
SURFER	TRUE FRUITS	TRUE FRUITS SMOOTHIES	BBDO GERMANY, Düsseldorf	GERMANY
DIGITAL LULLABY	LOTTE CO.	CAFA	SIX, Tokyo	JAPAN
OUR FOOD: YOUR QUESTIONS - BEHIND THE SCENES	MCDONALD'S CANADA	MCDONALD'S	TRIBAL, DBB TORONTO	CANADA
THE MONSTER	ING DIRECT	ING DIRECT	OGLVY ONE, Madrid	SPAIN
MY TIME IS NOW	NIKE	FOOTBALL	WEDEN-KENNEDY, London	UNITED KINGDOM

## 2. Finalistas (Shortlist)



### CYBER LIONS SHORTLIST 2013



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Foods &amp; Drinks</b>				
SECRET PLACE	NESTLE WATERS	PERRIER	OGLVY FRANCE, Paris	FRANCE
V ROBBERS	FRUCOR BEVERAGES	V ENERGY DRINK	COLENSO BBDO, Auckland	NEW ZEALAND
THE MOVIE OUT HERE	LABATT BREWERIES OF CANADA	KOKANE	GRP LIMITED, Toronto	CANADA
<b>A02 Automotive Products &amp; Services</b>				
HELLO AGAIN	LINCOLN MOTOR COMPANY	LINCOLN MKZ	HUDSON ROUGE, New York	USA
ELECTRAPHOBIA	MITSUBISHI CANADA	I-MEV	john st., Toronto	CANADA
STREET QUEST	NIKE	VOLKSWAGEN	OGLVY & MATHER CAPE TOWN	SOUTH AFRICA
AFFORD TO LIVE AGAIN	RENAULT	CAR CALCULATOR	PUBLICIS DUBLIN, Dublin	IRELAND

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A03 Cosmetics, Beauty &amp; Toiletries</b>				
THE ART OF MAKING ROOM	INDUSTRIE CARTARIE TRONCHETTI	FOXY	LOWE PIRELLA FRONZONI, Milan	ITALY
SINGING IN THE SHOWER COMMUNITY, SOCIA KARAOKE	LBIEERSDORF	NIVEA SHOWER GELS	ISD GROUP, Kyiv	UKRAINE
<b>A04 Clothing, Footwear &amp; Accessories</b>				
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF SHOES	SMFB, Oslo	NORWAY
<b>A05 Other Consumer Products (including Durable Goods)</b>				
A GIFT THAT MONEY CAN'T BUY FROM AT&T		AT&T	BBDO NEW YORK	USA
<b>A06 Financial Services</b>				
THE CHALLENGE LAB	PRUDENTIAL	PRUDENTIAL FINANCIAL	DROGAS, New York	USA
THE GAP IN THE MARKET	KBC	KBC ENTREPRENEURS-	TBWA BELGUM, Brussels	BELGIUM
<b>A07 Travel, Entertainment &amp; Leisure</b>				
THIS EXQUISITE FOREST	GOOGLE/TATE MODERN	GOOGLE	GOOGLE CREATIVE LAB, New York	USA
WEB LAB	GOOGLE	GOOGLE CHROME	GOOGLE CREATIVE LAB, London	UNITED KINGDOM
JAM WITH CHROME	GOOGLE	GOOGLE CHROME	GOOGLE UK, London	UNITED KINGDOM
BUILT	EBAY	MOTORS	VENABLES BELL & PARTNERS, SF	USA
1440 PROJECT	RECREATIONAL EQUIPMENT	REI	BBDO ATLANTA	USA
<b>A09 Publications &amp; Media</b>				
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
PERFUME GLOBAL SITE PROJECT	UNIVERSAL MUSIC LLC	PERFUME	RHIZOMATKS, Tokyo	JAPAN
<b>A11 Advertising &amp; Media</b>				
ONE TWENTY THREE WEST WEBSITE	ONE TWENTY THREE WEST	ADVERTISING AND DESIGN AGENCY	123 WEST, Vancouver	CANADA
<b>A12 Commercial Public Services</b>				
BUILD WITH CHROME	GOOGLE AUSTRALIA	CHROME	M&C SAATCHI/MARK, Sydney	AUSTRALIA
EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	LANGUAGE CENTER	LODUCCA, São Paulo	BRAZIL
THE PARCEL MEMORY	THE SWEDISH POST	NATIONAL POSTAL SERVICE	ÅKESTAM HOLST, Stockholm	SWEDEN
COLOR PLUS CITY	GOOGLE	GOOGLE+, GOOGLE MAPS	CUBOCC, São Paulo	BRAZIL
<b>A13 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
TROY DAVIS - I AM ALIVE	ALIVE - COALITION TO ABOLISH THE DEATH PENALTY	EALIVE - COALITION TO ABOLISH THE DEATH PENALTY	SERVICEPLAN, Munich	GERMANY
INTO THE ARCTIC	GREENPEACE	INFORMATION	HELLO MONDAY, Aarhus C	DENMARK
THE MOST POWERFUL ARM EVER INVENTED	SAVE OUR SONS	AWARENESS AND DONATION DRIVE	REACTIVE, Melbourne	AUSTRALIA
FAKTUM HOTELS	FAKTUM	CHARITY	FORSMAN & BODENFORS, Gothenburg	SWEDEN
CARLY'S CAFE	CARLY FLEISCHMANN	PRODUCT	john st., Toronto	CANADA
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
HEALING HISTORIES	W.K. KELLOGG FOUNDATION	W.K. KELLOGG FOUNDATION AMERICA HEALING PROGRAM	WEBER SHANDWICK, New York	USA
THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENSO BBDO, Auckland	NEW ZEALAND
EVERY BEAT MATTERS INTEGRATED DIG CAMPAIGN	ITALSAVE THE CHILDREN	SAVE THE CHILDREN	BBDO NEW YORK	USA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
RARDON ME	GREY POUPOIN	GREY POUPOIN	CP-B, Boulder	USA
LAUNCH OF THE NEW VOLVO FH	VOLVO GROUP SWEDEN	THE NEW VOLVO FH	FORSMAN & BODENFORS, Gothenburg	SWEDEN
RARDON ME	GREY POUPOIN	GREY POUPOIN	CP-B, Boulder	USA
LAUNCH OF THE NEW VOLVO FH	VOLVO GROUP SWEDEN	THE NEW VOLVO FH	FORSMAN & BODENFORS, Gothenburg	SWEDEN
YOUTUBE SPACE LAB	GOOGLE	YOUTUBE	GOOGLE CREATIVE LAB, London	UNITED KINGDOM
OUR FOOD, YOUR QUESTIONS	MCDONALD'S CANADA	MCDONALD'S	TBWA, DOB TORONTO	CANADA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francis	co USA
RIDDING DROP	JELLO	JELLO	CP-B, Boulder	USA
SPREAD THE WEB	TEDEX	TEDEX	OGLIVY & MATHER ARGENTINA, BA	ARGENTINA
<b>C07 Other Rich Media</b>				
WOLFD0G - XBOX CALL OF DUTY	OLD SPICE	OLD SPICE	WIEDEN-KENNED- Y, Portland	USA
<b>D01 Best Copywriting</b>				
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL L MUSEUM	BRARY & AXE	THE MARTIN AGENCY, Richmond	USA
SUSAN GLEIN	UNILEVER	AXE	BBH NEW YORK	USA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
<b>D02 Best Music/Sound Design</b>				
THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENSO BBDO, Auckland	NEW ZEALAND
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL L MUSEUM	BRARY & AXE	THE MARTIN AGENCY, Richmond	USA
HELLO AGAN	LINCOLN MOTOR COMPA	NY LINCOLN MKZ	HUDSON ROUGE, New York	USA
MY TIME IS NOW	NIKE	NKE	FACTORY STUDIOS, London	UNITED KINGDOM
<b>D03 Animation</b>				
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
THE V MOTION PROJECT - CAN'T HELP MYSELF	FRUCOR BEVERAGES	V ENERGY DRINK	COLENSO BBDO, Auckland	NEW ZEALAND
SBB TRUCKY TRACKS	SBB, THE SWISS RAILWAY	GLEIS7	MAXOMEDIA, Bern	SWITZERLAND
THE MONSTER	ING DIRECT	ING DIRECT	OGLIVYONE, Madrid	SPAIN
<b>D04 Interface &amp; Navigation</b>				
THE SOUND OF CREATION	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT-	DOB & TBWA AMSTERDAM	THE NETHERLANDS
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
SECRET PLACE	NESTLE WATERS	PERRIER	OGLIVY FRANCE, Paris	FRANCE
THE GF ME MORE PARTY	MTV MOBILE EUROPE (VIACOM)	MTV MOBILE	BUZZZMAN, Paris	FRANCE
MIXSHAPE	MICROSOFT	MIXSHAPE	BEATTE McGUINNESS BUNGAY, London	UNITED KINGDOM
THE DIGITAL CREATIVITY GUIDEBOOK	GOOGLE	CREATIVE SANDBOX	ADAM&VEDDB, London	UNITED KINGDOM
JAM WITH CHROME	GOOGLE	GOOGLE CHROME	GOOGLE CREATIVE LAB, London	UNITED KINGDOM
1440 PROJECT	RECREATIONAL EQUIPMENT	REI	BBDO ATLANTA	USA
<b>D05 User experience</b>				
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF SHOES	SMFB, Oslo	NORWAY
WEB HIKING	RHAETISCHE BAHN	RHAETISCHE BAHN	JUNG von MATTLIMMÄT, Zürich	SWITZERLAND
SECRET PLACE	NESTLE WATERS	PERRIER	OGLIVY FRANCE, Paris	FRANCE
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
MMESTHAI	TEDEX SYDNEY	TEDEX	CLEMENSER BBDO SYDNEY	AUSTRALIA
HELLO AGAN	LINCOLN MOTOR COMPANY	LINCOLN MKZ	HUDSON ROUGE, New York	USA
FLAVORPRINT	MCCORMICK	MCCORMICK FLAVORPRINT	R/GA, New York	USA
WEB LAB	GOOGLE	GOOGLE CHROME	GOOGLE CREATIVE LAB, London	UNITED KINGDOM
THE 2013 KEA CATALOG APPLICATION	INTER KEA SYSTEMS	KEA	McCANN ERICKSON, New York	USA
WINDOW SHOPPING	ADDAS	ADDAS NEO	TBWA HELSENKI-	FINLAND
THE HIGHEST GOAL	ADDAS JAPAN K.K.	FOOTBALL	TBWA HAKUHODO,, Tokyo	JAPAN
ONENKE	NKE	NKE.COM	R/GA, New York	USA
ANYTIME ANYWHERE	DEFENCE FORCE RECRUITING	AUSTRALIAN AIR FORCE	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
NKE+ KINECT TRAINING	NKE	FITNESS TITLE FOR XBOX 360	AKQA, London	UNITED KINGDOM
MY TIME IS NOW	NKE	FOOTBALL	WIEDEN-KENNED- Y, London	UNITED KINGDOM

Title	Advertiser/Client	Product/Service	Entrant Company	Country
LIVE TWITTER FILM 'UNDER CONTROL'	DUTCH FILM FESTIVAL	DUTCH FILM FESTIVAL 2012	WOEDENDI, Amsterdam	THE NETHERLANDS
<b>D06 Illustration and Graphic Design</b>				
HITCHHIKE WITH A LIKE	VOLKSWAGEN	21ST CENTURY BEETLE	DOB & TRIBAL AMSTERDAM	THE NETHERLANDS
TROY DAVIS - I AM ALIVE	ALIVE - COALITION TO ABOLISH THE DEATH PENALTY	EALIVE - COALITION TO ABOLISH THE DEATH PENALTY	SERVICEPLAN, Munich	GERMANY
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF OF SHOES	SMFB, Oslo	NORWAY
GREETING CARD 2013	HAVAS PARIS	GREETING CARD 2013	HAVAS WORLDWIDE PARIS	FRANCE
ATP PERSPECTIVE	GMODELO	CORONA BEER	JWT SPAIN, Madrid	SPAIN
JAM WITH CHROME	GOOGLE	GOOGLE CHROME	GOOGLE UK, London	UNITED KINGDOM
KLM SPACE	KLM ROYAL DUTCH AIRLINES	KLM ROYAL DUTCH AIRLINES	DOB & TRIBAL AMSTERDAM	THE NETHERLANDS
<b>D07 Photography</b>				
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF OF SHOES	SMFB, Oslo	NORWAY
FAKTUM HOTELS	FAKTUM	CHARITY	FORSMAN & BODENFORS, Gothenburg	SWEDEN
<b>D08 Best Video</b>				
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
DREAM	LOUIS VUITTON	CORE VALUES	OGLVY FRANCE, Paris	FRANCE
STRIPPED SCREW	LOVE'S	LOVE'S	BBDO NEW YORK	USA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGLVY'S BRASL, São Paulo	BRAZIL
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PERERA & O'DELL, San Francisco	USA
<b>D09 Best Use of Technology</b>				
STANLEY PIANO	DIGITAL KITCHEN	CARTOL HILL MUSIC FESTIVAL	DIGITAL KITCHEN, Chicago	USA
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
TELEKNIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA
WEB LAB	GOOGLE	GOOGLE CHROME	GOOGLE CREATIVE LAB, London	UNITED KINGDOM
JAM WITH CHROME	GOOGLE	GOOGLE CHROME	GOOGLE UK, London	UNITED KINGDOM
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
<b>E01 Branded utility/tool (for digital)</b>				
TOOLPOOL	MALMO JARINHANDEL (MALMO HARDWARE STORE)	HARDWARE STORE	THE FAN CLUB, Malmo	SWEDEN
JAM WITH CHROME	GOOGLE	GOOGLE CHROME	GOOGLE CREATIVE LAB, London	UNITED KINGDOM
VOICE BANK	EL TIEMPO NEWSPAPER	EL TIEMPO WEB	SANCHO BBDO, Bogotá	COLOMBIA
SWEDENS LARGEST ENERGY EXPERIMENT	E.ON	ENERGY	FORSMAN & BODENFORS, Gothenburg	SWEDEN
FLAVORPRINT	MCCORMICK	MCCORMICK FLAVORPRINT	RGA, New York	USA
THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST, Stockholm	SWEDEN
DOTS MAP	HONDA MOTOR CO.	INTERNAVI	DENTSU, Tokyo	JAPAN
<b>E02 Community Applications</b>				
THE BULLYING SIMULATOR	FRIENDS	ANTI-BULLYING ORGANISATION	LOWE BRANDFORS, Stockholm	SWEDEN
VOLUNTEER TO PROMOTE VOLUNTEERING	SEEK VOLUNTEER	ONLINE VOLUNTEER SEARCH	LEO BURNETT MELBOURNE	AUSTRALIA
TRIAL BY TRAILINE	AMNESTY INTERNATIONAL-	AMNESTY INTERNATIONAL-	COLESON BBDO, Auckland	NEW ZEALAND
GROLSCH PHOTO MACHINES	GROLSCH	GROLSCH BEER	NAKED COMMUNICATION- S, Stockholm	SWEDEN
THE GITCHIKER	STANFELD'S	UNDERWEAR	john st., Toronto	CANADA
UNICEF TAP PROJECT 2013	U.S. FUND FOR UNICEF	TAP PROJECT	DROGAS, New York	USA
A BARREL OF MAES FOR EVERYONE WITH TH NAME MAES SEND YOUR FACEBOOK PROFILE TO CAPE TOWN	EMAES (HENEKEN GROUP) CAPE TOWN TOURISM	MAESCAPE TOWN	TBW&BELGIUM, Brussels	SOUTH AFRICA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PERERA & O'DELL, San Francisco	USA
#ORAWATWEET	TURNER	BOOMERANG	CIRCUS OF, Mexico City	MEXICO
NIKE+ BRITISH 10K	NIKE	NIKE+	AKQA, London	UNITED KINGDOM
<b>E03 Games</b>				
BUG RUN	VOLKSWAGEN GROUP SWEDEN	VOLKSWAGEN BEETLE	DOB STOCKHOLM	SWEDEN
TELEKNIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA
WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY, Tokyo	JAPAN
STREET QUIZT	VOLKSWAGEN	CORPORATE	OGLVY & MATHER CAPE TOWN	SOUTH AFRICA
TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO GERMANY, Berlin	GERMANY
THE MOST POWERFUL ARM EVER INVENTED	SAVE OUR SONS	AWARENESS AND DONATION DRIVE	REACTIVE, Melbourne	AUSTRALIA
SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBW&HELINSKI-	FINLAND
LA CARNITA	LA CARNITA	POP-UP TACOS	ONEMETHOD, Toronto	CANADA
GET IT DONE IN A DAY	GET IT DONE	CHARITY/FUNDR- AISER	PHILPHUGO, Amsterdam	THE NETHERLANDS
OBAMA FOR AMERICA FOR ALL CAMPAIGN	OBAMA FOR AMERICA	OBAMA FOR AMERICA	SS+K, New York	USA
<b>G01 Video</b>				
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGLVY'S BRASL, São Paulo	BRAZIL
DON'T COVER IT UP	REFUGE	REFUGE	BBH, London	UNITED KINGDOM
FPS RUSSIA: PROTOTYPE QUADROTOR WITH MACHINE GUN	ACTIVISION PUBLISHING	CALL OF DUTY: BLACK OPS II	72ANDSUNNY, Los Angeles	USA
THE REPLACER	ACTIVISION PUBLISHING	CALL OF DUTY: BLACK OPS II	72ANDSUNNY, Los Angeles	USA
THE REPLACERS	ACTIVISION PUBLISHING	CALL OF DUTY: BLACK OPS II	72ANDSUNNY, Los Angeles	USA
OUR FOOD. YOUR QUESTIONS - BEH SCENES	McDONALD'S CANADA	McDONALD'S	TRIBAL DOB TORONTO	CANADA
MONSTERS	FRAGLE CHILDHOOD	PARENTAL ALCOHOL AWARENESS	HAVAS WORLDWIDE HELSINKI	FINLAND
<b>G02 Interactive video</b>				
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
THE MONSTER	BIG DIRECT	BIG DIRECT	OGLVYONE, Madrid	SPAIN
MY TIME IS NOW	NKE	FOOTBALL	WEDEN-KENNED- Y, London	UNITED KINGDOM
THE BEAUTY INSIDE EP 1	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PERERA & O'DELL, San Francisco	USA
MUSCLE MUSIC	OLD SPICE	DANGER ZONE	WEDEN-KENNED- Y, Portland	USA