



# CYBER LIONS SHORTLIST 2013



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Foods &amp; Drinks</b>				
SECRET PLACE	NESTLE WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
V ROBBERS	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO, Auckland	NEW ZEALAND
THE MOVIE OUT HERE	LABATT BREWERIES OF CANADA	KOKANEE	GRIP LIMITED, Toronto	CANADA
<b>A02 Automotive Products &amp; Services</b>				
HELLO AGAIN	LINCOLN MOTOR COMPANY	LINCOLN MKZ	HUDSON ROUGE, New York	USA
ELECTRIPHOBIA-	MITSUBISHI CANADA	I-MIEV	john st., Toronto	CANADA
STREET QUEST	VOLKSWAGEN	CORPORATE	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA
AFFORD TO LIVE AGAIN	RENAULT	CARCULATOR	PUBLICIS DUBLIN, Dublin	IRELAND
<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. SOCIAL KARAOKE	BEIERSDORF	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	AT&T	BBDO NEW YORK	USA
<b>A06 Financial Services</b>				
THE CHALLENGE LAB	PRUDENTIAL	PRUDENTIAL FINANCIAL	DROGA5, New York	USA
THE GAP IN THE MARKET	KBC	KBC ENTREPRENEURS-	TBWA/BELGIUM, 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
METROPOLE TWEETPHONY	METROPOLE ORKEST	METROPOLE ORKEST	HAVAS WORLDWIDE AMSTERDAM	THE NETHERLANDS

A08 Retail & E-Commerce, including Restaurants				
BUILT	EBAY	MOTORS	VENABLES BELL & PARTNERS, San Francisco	USA
1440 PROJECT	RECREATIONAL EQUIPMENT	REI	BBDO ATLANTA	USA
A09 Publications & Media				
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
PERFUME GLOBAL SITE PROJECT	UNIVERSAL MUSIC LLC	PERFUME	RHIZOMATIKS, Tokyo	JAPAN
A11 Advertising & Media				
ONE TWENTY THREE WEST WEBSITE	ONE TWENTY THREE WEST	ADVERTISING AND DESIGN AGENCY	123 WEST, Vancouver	CANADA
A12 Commercial Public Services				
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
A13 Charities, Public Health & Safety, Public Awareness Messages				
TROY DAVIS - I AM ALIVE	ALIVE - COALITION TO ABOLISH THE DEATH PENALTY	ALIVE - 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
#DAMMIPIÙVOCE- - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI, Milan	ITALY
A14 Corporate Information				
OUR FOOD. YOUR QUESTIONS	McDONALD'S CANADA	McDONALD'S	TRIBAL DDB TORONTO	CANADA
TOKYO CITY SYMPHONY	MORI BUILDING CO.	ROPPONGIHILLS-	HAKUHODO, Tokyo	JAPAN
WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS
IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL, São Paulo	BRAZIL
B01 Best Digitally Led Integrated Campaign				

THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO, Auckland	NEW ZEALAND
EVERY BEAT MATTERS INTEGRATED DIGITAL CAMPAIGN	SAVE THE CHILDREN	SAVE THE CHILDREN	BBDO NEW YORK	USA
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
PARDON ME	GREY POUPON	GREY POUPON	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	TRIBAL DDB TORONTO	CANADA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
PUDDING DROP	JELLO	JELLO	CP+B, Boulder	USA
FOLLOW2UNFOLLOW	PUERTO RICO GOVERNMENT	CORRECTIONAL AND REHABILITATION DEPARTMENT	STARCOM MEDIAVEST GROUP, San Juan	PUERTO RICO
THE CHANCE	NIKE	FOOTBALL	AKQA, London	UNITED KINGDOM
APOLLO CAMPAIGN	AXE	LYNX	BBH, London	UNITED KINGDOM
PROMETHEUS MARKETING CAMPAIGN	TWENTIETH CENTURY FOX	PROMETHEUS	RSA FILMS, London	UNITED KINGDOM
THE CHALLENGE LAB	PRUDENTIAL	PRUDENTIAL FINANCIAL	DROGA5, New York	USA
PEACE & POST	MUSEUM OF MEMORY & TOLERANCE	MUSEUM OF MEMORY & TOLERANCE	OGILVY & MATHER, Mexico City	MEXICO
<b>C03 Interactive</b>				
SPREAD THE WEB	TEDX	TEDX	OGILVY & MATHER ARGENTINA, Buenos Aires	ARGENTINA
<b>C07 Other Rich Media</b>				
WOLFD OG - XBOX CALL OF DUTY	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY, Portland	USA
<b>D01 Best Copywriting</b>				
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
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	COLENZO BBDO, Auckland	NEW ZEALAND
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
HELLO AGAIN	LINCOLN MOTOR COMPANY	LINCOLN MKZ	HUDSON ROUGE, New York	USA

MY TIME IS NOW	NIKE	NIKE	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	COLENZO BBDO, Auckland	NEW ZEALAND
SBB TRICKYTRACKS	SBB, THE SWISS RAILWAY	GLEIS7	MAXOMEDIA, Bern	SWITZERLAND
THE MONSTER	ING DIRECT	ING DIRECT	OGILVYONE, Madrid	SPAIN
<b>D04 Interface &amp; Navigation</b>				
THE SOUND OF CREATION	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT-	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
SECRET PLACE	NESTLE WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
THE GIF ME MORE PARTY	MTV MOBILE EUROPE (VIACOM)	MTV MOBILE	BUZZMAN, Paris	FRANCE
MIXSHAPE	MICROSOFT	MIXSHAPE	BEATTIE McGUINNESS BUNGAY, London	UNITED KINGDOM
THE DIGITAL CREATIVITY GUIDEBOOK	GOOGLE	CREATIVE SANDBOX	ADAM&EVEDDB, 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 MATT/LIMMAT, Zürich	SWITZERLAND
SECRET PLACE	NESTLE WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
MIMEISTHAI	TEDX SYDNEY	TEDX	CLEMENGER BBDO SYDNEY	AUSTRALIA
HELLO AGAIN	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 IKEA CATALOG APPLICATION	INTER IKEA SYSTEMS	IKEA	McCANN ERICKSON, New York	USA
WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBWA\HELSINKI-	FINLAND
THE HIGHEST GOAL	ADIDAS JAPAN K.K.	FOOTBALL	TBWA\HAKUHODO-, Tokyo	JAPAN
ONENIKE	NIKE	NIKE.COM	R/GA, New York	USA
BUILD WITH CHROME	GOOGLE AUSTRALIA	GOOGLE CHROME	NORTH KINGDOM, Skelleftea	SWEDEN

ANYTIME. ANYWHERE	DEFENCE FORCE RECRUITING	AUSTRALIAN AIR FORCE	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
NIKE+ KINECT TRAINING	NIKE	FITNESS TITLE FOR XBOX 360	AKQA, London	UNITED KINGDOM
MY TIME IS NOW	NIKE	FOOTBALL	WIEDEN+KENNEDY, London	UNITED KINGDOM
LIVE TWITTER FILM 'UNDER CONTROL'	DUTCH FILM FESTIVAL	DUTCH FILM FESTIVAL 2012	WOEDEND!, Amsterdam	THE NETHERLANDS
<b>D06 Illustration and Graphic Design</b>				
HITCHHIKE WITH A LIKE	VOLKSWAGEN	21ST CENTURY BEETLE	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
TROY DAVIS - I AM ALIVE	ALIVE - COALITION TO ABOLISH THE DEATH PENALTY	ALIVE - COALITION TO ABOLISH THE DEATH PENALTY	SERVICEPLAN, Munich	GERMANY
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF 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	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
<b>D07 Photography</b>				
GEOX AMPHIBIOX	GEOX	AMPHIBIOX URBAN WATERPROOF 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	OGILVY FRANCE, Paris	FRANCE
STRIPPED SCREW	LOWE'S	LOWE'S	BBDO NEW YORK	USA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, 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	PEREIRA & O'DELL, San Francisco	USA
<b>D09 Best Use of Technology</b>				
STANLEY PIANO	DIGITAL KITCHEN	CAPITOL HILL MUSIC FESTIVAL	DIGITAL KITCHEN, Chicago	USA
GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO, Boulogne-Billancourt	FRANCE
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

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	MALMÖ JÄRNHANDEL (MALMÖ 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	R/GA, 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 BRINDFORS, Stockholm	SWEDEN
VOLUNTEER TO PROMOTE VOLUNTEERING	SEEK VOLUNTEER	ONLINE VOLUNTEER SEARCH	LEO BURNETT MELBOURNE	AUSTRALIA
TRIAL BY TIMELINE	AMNESTY INTERNATIONAL-	AMNESTY INTERNATIONAL-	COLENZO BBDO, Auckland	NEW ZEALAND
GROLSCH PHOTO MACHINES	GROLSCH	GROLSCH BEER	NAKED COMMUNICATIONS, Stockholm	SWEDEN
THE GITCHHIKER	STANFIELD'S	UNDERWEAR	john st., Toronto	CANADA
UNICEF TAP PROJECT 2013	U.S. FUND FOR UNICEF	TAP PROJECT	DROGA5, New York	USA
A BARREL OF MAES FOR EVERYONE WITH THE NAME MAES	MAES (HEINEKEN GROUP)	MAES	TBWA BELGIUM, Brussels	BELGIUM
SEND YOUR FACEBOOK PROFILE TO CAPE TOWN	CAPE TOWN TOURISM	CAPE TOWN	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA
THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
#DRAWATWEET	TURNER	BOOMERANG	CIRCUS DF, Mexico City	MEXICO
NIKE+ BRITISH 10K	NIKE	NIKE+	AKQA, London	UNITED KINGDOM
<b>E03 Games</b>				
BUG RUN	VOLKSWAGEN GROUP SWEDEN	VOLKSWAGEN BEETLE	DDB STOCKHOLM	SWEDEN
TELEKINIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA
WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY, Tokyo	JAPAN
STREET QUEST	VOLKSWAGEN	CORPORATE	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA

DIKEMBE MUTOMBO'S 4 ½ WEEKS TO SAVE THE WORLD	OLD SPICE	OLD SPICE CHAMPION	WIEDEN+KENNED-Y, Portland	USA
<b>E04 Other Digital Channels</b>				
THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO, Auckland	NEW ZEALAND
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	TBWA\HELSINKI-	FINLAND
NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION-, Stockholm	SWEDEN
NEUROGOLF	HSBC	HSBC WOMEN'S CHAMPIONSHIP 2013	J. WALTER THOMPSON SINGAPORE, Singapore	SINGAPORE
ENTER THE GAME	KONAMI	VIDEOGAMES/DURABLE GOODS	HAVAS SPORTS & ENTERTAINMENT-, Madrid	SPAIN
<b>F02 Viral Marketing</b>				
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE (NON PROFIT)	DDB NEW YORK	USA
DUREXPERIMENT-FUNDAWEAR	RECKITT BENCKISER	DUREX	HAVAS WORLDWIDE AUSTRALIA, North Sydney	AUSTRALIA
8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
IBMBLR	IBM	IBM	OGILVY NEW YORK	USA
THE POOP TWEET	SMART USA	SMART CAR	RAZORFISH, New York	USA
THUNDERCLAP	DE-DE	THUNDERCLAP - SOCIAL MEDIA TECHNOLOGY	DE-DE, New York	USA
MEAN STINKS	PROCTER & GAMBLE	SECRET DEODORANT	LEO BURNETT CHICAGO	USA
DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND, Auckland	NEW ZEALAND
THE BEAUTY INSIDE YOUTUBE CHANNEL	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
#SCRIBEBILLBOARD	GRUPO PAPELERO SCRIBE	SCRIBE	VIVA LA DOBLEVIDA, Mexico City	MEXICO
OREO DAILY TWIST	MONDELEZ INTERNATIONAL-	OREO	DRAFTFCB, New York	USA
NIKE GREATNESS	NIKE	NIKE	WIEDEN+KENNED-Y, Shanghai	CHINA
UNIQLO STORMS PINTEREST	UNIQLO	UNIQLO DRY MESH	FIRSTBORN, New York	USA
THE OREO BLACKOUT TWEET	MONDELEZ INTERNATIONAL-	OREO	360i, New York	USA
#THEReturn	ADIDAS	SPORTS FOOTWEAR AND APPAREL	ROUNDARCH ISOBAR, Chicago	USA

LA CARNITA	LA CARNITA	POP-UP TACOS	ONEMETHOD, Toronto	CANADA
GET IT DONE IN A DAY	GET IT DONE	CHARITY/FUNDR-AISER	PHILIP&HUGO, 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	OGILVY BRASIL, 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
A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGILVY NEW YORK	USA
OREO SEPARATOR MACHINE #1 - CREATOR: PHYSICIST DAVID NEEVEL	OREO	OREO COOKIE	WIEDEN+KENNED-Y, Portland	USA
BEER CHASE	CARLTON & UNITED BREWERIES	CARLTON DRAUGHT	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE TRUTH	SCA	BODYFORM	RUBBER REPUBLIC, Bristol	UNITED KINGDOM
BUYRAL	JOHN ST.	VIRAL VIDEOS	john st., Toronto	CANADA
BUBBA'S HOVER	OAKLEY	OAKLEY GOLF	THINKMODO, New York	USA
THE CANDIDATE	HEINEKEN INTERNATIONAL-	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
THE CHASE FILM	GREY POUPON	GREY POUPON	CP+B, Boulder	USA
POKER	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM, Antwerp	BELGIUM
UNCLE DREW	PEPSI	PEPSI MAX	THE MARKETING ARM, Dallas	USA
TEST DRIVE	PEPSI	MAX	TBWA\CHIAT\DA-Y, Los Angeles	USA
CENTAUR	TRUE FRUITS	TRUE FRUITS SMOOTHIES	BBDO GERMANY, Düsseldorf	GERMANY
MERMAID	TRUE FRUITS	TRUE FRUITS SMOOTHIES	BBDO GERMANY, Düsseldorf	GERMANY
SURFER	TRUE FRUITS	TRUE FRUITS SMOOTHIES	BBDO GERMANY, Düsseldorf	GERMANY
DIGITAL LULLABY	LOTTE CO.	CAFCA	SIX, Tokyo	JAPAN
HELP A CHILD REACH 5	UNILEVER	LIFEBUOY	LOWE + PARTNERS, London	UNITED KINGDOM
DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND, Auckland	NEW ZEALAND



OUR FOOD. YOUR QUESTIONS - BEHIND THE SCENES	McDONALD'S CANADA	McDONALD'S	TRIBAL DDB TORONTO	CANADA
MONSTERS	FRAGILE 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	ING DIRECT	ING DIRECT	OGILVYONE, Madrid	SPAIN
MY TIME IS NOW	NIKE	FOOTBALL	WIEDEN+KENNED-Y, London	UNITED KINGDOM
THE BEAUTY INSIDE EP. 1	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL, San Francisco	USA
MUSCLE MUSIC	OLD SPICE	DANGER ZONE	WIEDEN+KENNED-Y, Portland	USA