



# PR LIONS WINNERS 2013



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Grand Prix</b>				
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
<b>Gold Lion</b>				
MY MATTRESS SAVINGS BANK	DES'S	MATTRESS MANUFACTURER	VCCP, Madrid	SPAIN
OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB, New York	USA
TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA	USA
METROPOLE TWEETPHONY	METROPOLE ORKEST	METROPOLE ORKEST	HAVAS WORLDWIDE AMSTERDAM	THE NETHERLANDS
SAME SEX MARRIAGE	GOOGLE/TOUS UNIS POUR L'EGALITE	GOOGLE+	OGILVY FRANCE, Paris	FRANCE
TREE CONCERT	FRIENDS OF THE EARTH	NATURE PROTECTION (PRO BONO CAMPAIGN)	KETCHUM PLEON, Berlin	GERMANY
IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL, São Paulo	BRAZIL
NO MEANS NO	AMNESTY INTERNATIONAL NORWAY	AMNESTY INTERNATIONAL	TRY/APT ADVERTISING AGENCY, Oslo	NORWAY
THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD, Yekaterinburg	RUSSIA
TOXIC TOURS	GREENPEACE MEXICO	AWARENESS ON MEXICAN RIVERS POLLUTION	CIRCUS DF, Mexico City	MEXICO
WE BELIEVE IN D&T - AVERTING A CRISIS	THE DESIGN AND TECHNOLOGY ASSOCIATION	DESIGN & TECHNOLOGY IN SCHOOLS	WEBER SHANDWICK, London	UNITED KINGDOM
DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD, Yekaterinburg	RUSSIA
AMAZING MINDREADER	FEBELFIN	BELGIAN FEDERATION OF BANKS	DUVAL GUILLAUME MODEM, Antwerp	BELGIUM
WE ARE DAVID BAILEY	SAMSUNG	NX CAMERA	CHEIL UK	UNITED KINGDOM
PUTTING SEA CONTAINERS ON THE MAP	THE DEERBROOK GROUP	SEA CONTAINERS	GOLDEN GOOSE PR, Surrey	UNITED KINGDOM

TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA	USA
REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL, São Paulo	BRAZIL
<b>Silver Lion</b>				
AXE MORNING AFTER PILLOW	UNILEVER	AXE BODY SPRAY	DDB LATINA PUERTO RICO, San Juan	PUERTO RICO
DUREXPERIMENT FUNDAREAR	RECKITT BENCKISER	DUREX	HAVAS WORLDWIDE AUSTRALIA, North Sydney	AUSTRALIA
ADOPT A POTHOLE PROJECT	APOLLO TYRES	APOLLO TYRES	PUBLICIS COMMUNICATIONS, Gurgaon	INDIA
SOLAR CHARGING DUMMIES	SPIES TRAVELS	HOLIDAY	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK
BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
EXPERIENCE: HALO FOR HALO 4	MICROSOFT	X BOX	EDELMAN, London	UNITED KINGDOM
WAITING. FOR SEVEN YEARS.	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	OGILVY GERMANY, Frankfurt	GERMANY
DRIVING DOGS	SPCA NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND, Auckland	NEW ZEALAND
THE MOST POWERFUL ARM EVER INVENTED	SAVE OUR SONS & DUCHENNE FOUNDATION	DUCHENNE MUSCULAR DYSTROPHY CHARITY	RED AGENCY, Sydney	AUSTRALIA
DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	SAATCHI & SAATCHI, Berlin	GERMANY
A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGILVY NEW YORK	USA
NO NAME MATCH	UNICEF	ID CAMPAIGN	ONIRIA/TBWA, Asuncion	PARAGUAY
FOLLOW2UNFOLLOW-	PUERTO RICO GOVERNMENT	CORRECTIONAL AND REHABILITATION DEPARTMENT	STARCOM MEDIAVEST GROUP, San Juan	PUERTO RICO
SMOKING KID	THAI HEALTH PROMOTION FOUNDATION	THAI HEALTH PROMOTION FOUNDATION	OGILVY & MATHER, Bangkok	THAILAND
MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE, São Paulo	BRAZIL
DONATE YOUR FACEBOOK TIMELINE	ALZHEIMER'S DISEASE INTERNATIONAL	WORLD ALZHEIMER'S DAY	OGILVY GROUP, Brussels	BELGIUM
CIVIL RIGHTS	CIVIL RIGHTS DEFENDERS	CAPTCHA	PRIME, Stockholm	SWEDEN
CENSORED TWEET	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	DDB BRASIL, São Paulo	BRAZIL
WAITING. FOR SEVEN YEARS.	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	OGILVY GERMANY, Frankfurt	GERMANY
UPPER CLASS PARK BENCH	VIRGIN ATLANTIC AIRWAYS	VIRGIN ATLANTIC	Y&R, New York	USA
FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	ONE GREEN BEAN, Sydney	AUSTRALIA
DEFORESTED FIELD	WWF	WWF	GREY 141 GROUP, São Paulo	BRAZIL

DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	SAATCHI & SAATCHI, Berlin	GERMANY
INMESSIONANTE	PEPSICO ARGENTINA	PEPSI	ADVERPR, Buenos Aires	ARGENTINA
MY MATTRESS SAVINGS BANK	DES'S	MATTRESS MANUFACTURER	VCCP, Madrid	SPAIN
EXPERIENCE: HALO FOR HALO 4	MICROSOFT	X BOX	EDELMAN, London	UNITED KINGDOM
THE BREAD OF MEMORY	AMIA	AMIA	OGILVY & MATHER ARGENTINA, Buenos Aires	ARGENTINA
MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels	BELGIUM
DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIA	SAATCHI & SAATCHI, Berlin	GERMANY
<b>Bronze Lion</b>				
NATIONAL NIGHT	PERFETTI VAN MELLE	MENTOS	BBH ASIA PACIFIC, Singapore	SINGAPORE
TOASTIE KNIFE	WARBURTONS	BAKERY PRODUCTS	CLARION COMMUNICATIONS, London	UNITED KINGDOM
VOICE DRIVER	NISSAN	NISSAN	TBWA\HAKUHODO, Tokyo	JAPAN
THE AUDIOGUIDE PROJECT	TOCHKA G	THE MOSCOW MUSEUM OF EROTIC ART	Y&R RUSSIA, Moscow	RUSSIA
ICELAND BY ANOTHER NAME	PROMOTE ICELAND	ICELAND	THE BROOKLYN BROTHERS, London	UNITED KINGDOM
100% MIDDLE-EARTH, 100% PURE NEW ZEALAND	TOURISM NEW ZEALAND	100% MIDDLE-EARTH, 100% PURE NEW ZEALAND	WHYBIN\TBWA AUCKLAND	NEW ZEALAND
WE ARE DAVID BAILEY	SAMSUNG	NX CAMERA	CHEIL UK	UNITED KINGDOM
MAKING A NEW HOLIDAY TRADITION: #GIVINGTUESDAY	INSPIRED BY THE 92ND STREET Y WITH THE SUPPORT OF THE UNITED NATIONS FOUNDATION	#GIVINGTUESDAY	HAVAS PR, New York	USA
DEMAND EQUAL PAY	YWCA AUCKLAND	CHARITY	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY, Schwalbach	GERMANY
CIVIL RIGHTS	CIVIL RIGHTS DEFENDERS	CAPTCHA	PRIME, Stockholm	SWEDEN
THE AIRFOOD PROJECT	LES RESTAURANTS DU COEUR	THE EUROPEAN FOOD AID	HAVAS WORLDWIDE PARIS	FRANCE
WATCH YOUR MOUTH!	CALL ME	TELCO	LEAD AGENCY, Copenhagen	DENMARK
IMPOSSIBLE ORCHESTRA	DEPARTMENT OF FAMILIES, HOUSING, COMMUNITY SERVICES AND INDIGENOUS AFFAIRS	CARE AWARE	McCANN MELBOURNE	AUSTRALIA
FACEBOOK IN YOUR PANTS	FINNISH HIV COUNCIL	HIV AWARENESS	McCANN WORLDGROUP HELSINKI	FINLAND
THE ENEMIES OF DESPAIR	THE SWEDISH SOCIAL INSURANCE AGENCY (FÖRSÄKRINGSKASSAN)	THE SWEDISH SOCIAL INSURANCE AGENCY (FÖRSÄKRINGSKASSAN)	PRIME, Stockholm	SWEDEN

THE HUMAN YOUTUBE PLAYER	PUBLICIS GROUPE	PUBLICIS GROUPE WISHES 2013	DIGITAS FRANCE, Levallois Perret	FRANCE
BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
LIFEBUOY ROTI REMINDER	HINDUSTAN UNILEVER	LIFEBUOY	OGILVY & MATHER INDIA, Mumbai	INDIA
TREE CONCERT	FRIENDS OF THE EARTH	NATURE PROTECTION (PRO BONO CAMPAIGN)	KETCHUM PLEON, Berlin	GERMANY
THE WORLD'S MOST POWERFUL BANNER	NECKERMANN	NECKERMANN.DE	OGILVY GERMANY, Frankfurt	GERMANY
FARMERS & RANCHERS ANSWER THE TOUGH QUESTIONS	U.S. FARMERS AND RANCHERS ALLIANCE (USFRA)	NON-PROFIT FARMER AND RANCHER LED ALLIANCE	KETCHUM, Los Angeles	USA
PARENTAL MULTITASKING	THE SWEDISH CIVIL CONTINGENCIES AGENCY	PUBLIC SERVICE	PRIME, Stockholm	SWEDEN
THE MOST POWERFUL ARM EVER INVENTED	SAVE OUR SONS & DUCHENNE FOUNDATION	DUCHENNE MUSCULAR DYSTROPHY CHARITY	RED AGENCY, Sydney	AUSTRALIA
THE BIKE THEFT / VELOFENDERS	IR	MAGAZINE	WRONG DIGITAL, Riga	LATVIA
FOLLOW2UNFOLLOW-	PUERTO RICO GOVERNMENT	CORRECTIONAL AND REHABILITATION DEPARTMENT	STARCOM MEDIAVEST GROUP, San Juan	PUERTO RICO
TREE CONCERT	FRIENDS OF THE EARTH	NATURE PROTECTION (PRO BONO CAMPAIGN)	KETCHUM PLEON, Berlin	GERMANY
FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY, Schwalbach	GERMANY
MCKAYLA MARONEY IS FINALLY IMPRESSED...WIT-H 7UP TEN	DR PEPPER SNAPPLE GROUP	BEVERAGE/SODA	KETCHUM, Washington	USA
WE ARE DAVID BAILEY	SAMSUNG	NX CAMERA	CHEIL UK	UNITED KINGDOM
NO NAME MATCH	UNICEF	ID CAMPAIN	ONIRIA/TBWA, Asuncion	PARAGUAY
P&G PARALYMPICS MEDAL CEREMONY - GOLDEN MOMENT OF THE GAMES	P&G	P&G	FLEISHMAN HILLARD, Dublin	IRELAND
ENERGY OF THE NATION	EDF ENERGY	ENERGY OF THE NATION	WEBER SHANDWICK, London	UNITED KINGDOM
PHILIP'S PERFECTCARE MAKES IRONING HOT	PHILIPS UK	PHILIPS PERFECTCARE IRON	ONEVOICE CONNECT, London	UNITED KINGDOM
THE SOIL RESTAURANT	PROTOLEAF	100% ORGANIC SOIL	TBWA\HAKUHODO, Tokyo	JAPAN
BEAT FOR ME, ARGENTINA	DANONE ARGENTINA S.A.	VIDACOL	KETCHUM ARGENTINA, Buenos Aires	ARGENTINA
FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY, Schwalbach	GERMANY
THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ INTERNATIONAL	CARAMBAR	FRED & FARID PARIS	FRANCE
LOVEVILLE	RECKITT BENCKISER	DUREX	HAVAS WORLDWIDE MILAN	ITALY
UNIQUE BREEDS	TERRITORIO DE ZAGUATES	TERRITORIO DE ZAGUATES DOG SHELTER	GARNIER/BBDO, San José	COSTA RICA

FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	ONE GREEN BEAN, Sydney	AUSTRALIA
DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS / BRAND SPONSORSHIP LEVERAGE / PET ADOPTION	DRAFTFCB NEW ZEALAND, Auckland	NEW ZEALAND
THE BREAD OF MEMORY	AMIA	AMIA	OGILVY & MATHER ARGENTINA, Buenos Aires	ARGENTINA
SHAVE OR CRAVE	P&G INDIA	GILLETTE FUSION GAMER	BBDO INDIA, Mumbai	INDIA
ICELAND BY ANOTHER NAME	PROMOTE ICELAND	ICELAND	THE BROOKLYN BROTHERS, London	UNITED KINGDOM