

**ITALY**

**FILM LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	Production Company
A01/088	02810	THE LONG WAY	FRATELLI ORSERO	FRATELLI ORSERO	THE FAMILY Milan	McCANN ERICKSON ITALIA Milan	THE FAMILY Milan
A02/048	00728	THE MAN OF THE MILL	BARILLA G. AND R. F.LLI	TARALLUCCI MULINO BIANCO	BRW FILMLAND Milan	JWT ITALIA Milan	BRW FILMLAND Milan
A02/049	00729	MOTHER IN LAW	BARILLA G. E R. F.LLI	GOCCIOLE PAVESI	BRW FILMLAND Milan	NADLER LARIMER & MARTINELLI Milan	BRW FILMLAND Milan
A02/103	02816	GNOME	KRAFT FOODS ITALIA	FONZIES	EURO RSCG MILANO	EURO RSCG MILANO	MERCURIO CINEMATOGRAFICA Milan
A02/131	03554	SORRY	YOMO	ALL NATURAL YOGURT	LORENZO MARINI & ASSOCIATI Milan	LORENZO MARINI & ASSOCIATI Milan	BRW FILMLAND Milan
A03/098	03555	SHEEP	HEINEKEN	DREHER	LORENZO MARINI & ASSOCIATI Milan	LORENZO MARINI & ASSOCIATI Milan	MOVIE MAGIC INTERNATIONAL Milan
A06/009	01212	SHOWER	VIGORPLANT ITALIA S.R.L.	POTTING SOIL	ARMANDO TESTA Turin	ARMANDO TESTA Turin	MERCURIO CINEMATOGRAFICA Milan / PRIMO Buenos Aires
A06/010	01213	TOILET	VIGORPLANT ITALIA S.R.L.	POTTING SOIL	ARMANDO TESTA Turin	ARMANDO TESTA Turin	MERCURIO CINEMATOGRAFICA Milan / PRIMO Buenos Aires
A06/011	01214	VOMIT	VIGORPLANT ITALIA S.R.L.	POTTING SOIL	ARMANDO TESTA Turin	ARMANDO TESTA Turin	MERCURIO CINEMATOGRAFICA Milan / PRIMO Buenos Aires
A07/008	00963	EVERYTHING IS FANTASTIC	FRANKE	ORIGINAL ACCESSORIES	DOUBLE P ITALIA Parma	DOUBLE P ITALIA Parma	IKON Povoletto-Udine
A07/051	02805	CHANGE	DE' LONGHI APPLIANCES SPA	FULLY AUTOMATIC COFFEE MAKER PRIMADONNA S DE' LONGHI	MAX INFORMATION Bologna	MAX INFORMATION Bologna	NEW PARTNERS FILM PRODUCTIONS Milan
A09/006	01424	MESSAGE IN A ROLL	SOFIDEL	ROTOLONI REGINA	DIAVIVA Reggio Emilia	SAATCHI & SAATCHI Milan	DIAVIVA Reggio Emilia
A09/007	01425	MESSAGE IN A ROLL	SOFIDEL	ROTOLONI REGINA	DIAVIVA Reggio Emilia	SAATCHI & SAATCHI Milan	DIAVIVA Reggio Emilia
A09/008	01426	MESSAGE IN A ROLL	SOFIDEL	ROTOLONI REGINA	DIAVIVA Reggio Emilia	SAATCHI & SAATCHI Milan	DIAVIVA Reggio Emilia
A10/008	00465	KEYS	SANOFI	LIOTONDOL ACTION	LES ENFANTS PICTURES Milan	LES ENFANTS PICTURES Milan	LES ENFANTS PICTURES Milan
A10/009	00466	SOFA	SANOFI	LIOTONDOL ACTION	LES ENFANTS PICTURES Milan	LES ENFANTS PICTURES Milan	LES ENFANTS PICTURES Milan

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A11/036	02298	AFTER ALL NO REGRETS	SAFILO	CARRERA	DLVBBDO Milan	DLVBBDO Milan	FILMMASTER MEA PRODUCTIONS Dubai
A13/071	02828	SHOPPING	TOYOTA	VERSO S - IQ	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	MERCURIO CINEMATOGRAFICA Milan
A13/072	02829	PARKING	TOYOTA	VERSO S - IQ	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	MERCURIO CINEMATOGRAFICA Milan
A13/073	03588	WE LIKE PUNTO	FIAT AUTO SPA	FIAT PUNTO MODEL YEAR 2012	HAIBUN Milan	KUBE LIBRE Milan	HAIBUN Milan
A13/077	01209	TEST ME	ALFA ROMEO	GIULIETTA	ARMANDO TESTA Turin	ARMANDO TESTA Turin	AKITA FILM Milan
A13/078	01210	BOB DYLAN	ALFA ROMEO	MITO	ARMANDO TESTA Turin	ARMANDO TESTA Turin	AKITA FILM Milan
A13/079	01211	TRILOGY	FIAT GROUP AUTOMOBILES	YPSILON	ARMANDO TESTA Turin	ARMANDO TESTA Turin	THE FAMILY Milan / CAVIAR Paris
A13/129	02299	SAD GAS STATION	MERCEDES BENZ ITALY	SMART ELECTRONIC DRIVE	DLVBBDO Milan	DLVBBDO Milan	FRAME BY FRAME Rome
A13/130	02311	JEEP NEVER ADAPT	CHRYSLER	JEEP	LEO BURNETT Milan	LEO BURNETT Milan	NICE SHIRT FILMS London
A13/150	02817	YES MAN	CITROEN	CITROEN DS4	EURO RSCG MILANO	EURO RSCG MILANO	QUAD Paris
A13/180	03563	IL MANIFESTO	FIAT GROUP	FIAT PANDA	MOVIE MAGIC INTERNATIONAL Milan	KUBE LIBRE Milan	MOVIE MAGIC INTERNATIONAL Milan
A13/186	01089	FIVE BOLTS	VOLKSWAGEN	VW POLO	DDB ITALY Turin	DDB ITALY Turin	MOVIE MAGIC INTERNATIONAL Milan
A13/187	01090	DOUBLE GASKET	VOLKSWAGEN	VW POLO	DDB ITALY Turin	DDB ITALY Turin	MOVIE MAGIC INTERNATIONAL Milan
A13/188	01091	UNDERBODY PROTECTION	VOLKSWAGEN	VW POLO	DDB ITALY Turin	DDB ITALY Turin	MOVIE MAGIC INTERNATIONAL Milan
A13/189	01092	ADJUSTABLE WHEEL	VOLKSWAGEN	VW POLO	DDB ITALY Turin	DDB ITALY Turin	MOVIE MAGIC INTERNATIONAL Milan
A14/033	02300	OUT OF SYNC LIFE	YAMAHA ITALY	YAMAHA R1	DLVBBDO Milan	DLVBBDO Milan	BLOWUP FILM Milan
A14/034	02301	IDEAS	YAMAHA MOTOR ITALIA SPA	BYE HELMETS	DLVBBDO Milan	DLVBBDO Milan	SOHO WHAT Milan
A16/046	00601	INVASION	IKEA	FURNITURE	MERCURIO CINEMATOGRAFICA Milan	1861 UNITED	MERCURIO CINEMATOGRAFICA Milan

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A16/155	01859	IL MAGO DI ESSELUNGA (THE WIZARD OF ESSELUNGA)	ESSELUNGA SPA	ESSELUNGA SUPERMARKETS	ESSELUNGA Milan	ESSELUNGA Milan	ESSELUNGA Milan
A20/034	01230	"CINEMATIC CHRISTMAS"	SKY ITALIA SATELLITE TV	SKY CINEMA	AKITA FILM Milan	1861UNITED Milan	AKITA FILM Milan
A20/035	01231	MIRACLES	SKY ITALIA SATELLITE TV	SKY SPORT	AKITA FILM Milan	1861UNITED Milan	AKITA FILM Milan
A20/038	01309	REPUBBLICA.IT:WORLD CHANGES IN SECONDS	GRUPPO EDITORIALE L'ESPRESSO/LA REPUBBLICA	REPUBBLICA.IT - 24H NEWS COVERAGE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan	POSTATOMIC Milan
A20/050	01448	INCLINATION	SKY	SKY GO	M&C SAATCHI Milan	M&C SAATCHI Milan	AKITA FILM Milan
A20/051	00730	STREET	MEDIASET	MEDIASET PREMIUM	BRW FILMLAND Milan	EURO RSCG MILANO	BRW FILMLAND Milan
A20/099	02812	BEWARE	HORROR CHANNEL	DIRECTOR'S NIGHT	BCUBE Milan	BCUBE Milan	MOVIE MAGIC INTERNATIONAL Milan
A21/037	02826	HAMMER	ENEL	ENEL BONDS 2012	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	MERCURIO CINEMATOGRAFICA Milan
A21/038	02827	STONE	ENEL	ENEL BONDS 2012	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	MERCURIO CINEMATOGRAFICA Milan
A23/088	00940	LA MUSICA PIÙ BELLA (THE MOST BEAUTIFUL MUSIC) SANJAY	TIM	INT.LE MOBILE TELEPHONY	ETNOCOM ETNOMKTG Rome	ETNOCOM ETNOMKTG Rome	INDIANA PRODUCTION COMPANY Milan
A23/089	00941	LA MUSICA PIÙ BELLA (THE MOST BEAUTIFUL MUSIC) ZIAD	TIM	INT.LE MOBILE TELEPHONY	ETNOCOM ETNOMKTG Rome	ETNOCOM ETNOMKTG Rome	INDIANA PRODUCTION COMPANY Milan
A23/090	00942	LA MUSICA PIÙ BELLA (THE MOST BEAUTIFUL MUSIC) ABDU	TIM	INT.LE MOBILE TELEPHONY	ETNOCOM ETNOMKTG Rome	ETNOCOM ETNOMKTG Rome	INDIANA PRODUCTION COMPANY Milan
A23/091	00943	LA MUSICA PIÙ BELLA (THE MOST BEAUTIFUL MUSIC) MELI	TIM	INT.LE MOBILE TELEPHONY	ETNOCOM ETNOMKTG Rome	ETNOCOM ETNOMKTG Rome	INDIANA PRODUCTION COMPANY Milan

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A23/092	00944	LA MUSICA PIÙ BELLA (THE MOST BEAUTIFUL MUSIC) PAP	TIM	INT.LE MOBILE TELEPHONY	ETNOCOM ETNOMKTG Rome	ETNOCOM ETNOMKTG Rome	INDIANA PRODUCTION COMPANY Milan
A23/093	00945	LA MUSICA PIÙ BELLA (THE MOST BEAUTIFUL MUSIC) MARIAN	TIM	INT.LE MOBILE TELEPHONY	ETNOCOM ETNOMKTG Rome	ETNOCOM ETNOMKTG Rome	INDIANA PRODUCTION COMPANY Milan
A23/094	00946	LA MUSICA PIÙ BELLA (THE MOST BEAUTIFUL MUSIC) CARLOS	TIM	INT.LE MOBILE TELEPHONY	ETNOCOM ETNOMKTG Rome	ETNOCOM ETNOMKTG Rome	INDIANA PRODUCTION COMPANY Milan
A23/102	01012	ENERGY SAVING	SORGENIA	INSTITUTIONAL	THE FAMILY Milan	OGILVY & MATHER Milan	THE FAMILY Milan
A23/103	01013	DISTRIBUTED GENERATION	SORGENIA	INSTITUTIONAL	THE FAMILY Milan	OGILVY & MATHER Milan	THE FAMILY Milan
A23/104	01014	CO2	SORGENIA	INSTITUTIONAL	THE FAMILY Milan	OGILVY & MATHER Milan	THE FAMILY Milan
A23/195	02302	PIANO	WALL STREET ENGLISH	INSTITUTIONAL	DLVBBDO Milan	DLVBBDO Milan	H FILMS Milan
A23/211	02629	COLOMBO CARAVELLA	TIM	PASSA A TIM	SANTO ITALIA Milan	SANTO Buenos Aires	INDIANA PRODUCTION COMPANY Milan
A23/212	02630	GIULIO CESARE - PUGNALI	TIM	PASSA A TIM	SANTO ITALIA Milan	SANTO Buenos Aires	INDIANA PRODUCTION COMPANY Milan
A23/213	02631	GARIBALDI MAMMA	TIM	PASSA A TIM	SANTO ITALIA Milan	SANTO Buenos Aires	INDIANA PRODUCTION COMPANY Milan
A24/088	02549	NEVER EXTINGUISH	COCA COLA	BURN ENERGY DRINK	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	CURIOUS FILM Surry Hills
A24/089	02550	HEINEKEN THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	SONNY London
A26/019	00463	WHEELCHAIR	ANIA FOUNDATION INSURANCE FOR ROAD SAFETY	ROAD SAFETY	LES ENFANTS PICTURES Milan	LES ENFANTS PICTURES Milan	LES ENFANTS PICTURES Milan
A26/020	00464	POOL	ANIA FOUNDATION INSURANCE FOR ROAD SAFETY	ROAD SAFETY	LES ENFANTS PICTURES Milan	LES ENFANTS PICTURES Milan	LES ENFANTS PICTURES Milan

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A27/045	02819	CASTING	IL PONTE DEL SORRISO ONLUS	IL PONTE DEL SORRISO	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	MOVIE MAGIC INTERNATIONAL Milan
A27/046	02821	ILLY FOR INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	AKITA FILM Milan
A27/047	02822	PAMPERS FOR INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	MADE Milan
A27/048	02823	AVERNA FOR INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	AKITA FILM Milan
A27/049	02824	TOYOTA FOR INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	MERCURIO CINEMATOGRAFICA Milan
A27/050	02825	CARTASI FOR INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	AKITA FILM Milan
A27/058	01310	ANTIPIRACY-AMBULANCE	105 RADIO	RADIO	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan	BRW FILMLAND Milan
A27/071	01803	THE MAN WHO HAD NEVER DRUNK A COFFEE	MIBAC - MINISTRY OF CULTURAL HERITAGE AND ACTIVITIES	MUSEUMS	LOWE PIRELLA FRONZONI Milan	LOWE PIRELLA FRONZONI Milan	CHIARAFAMA Rome
A27/103	02813	DIALOGUE	AIBI/ITALIAN CHILDREN FRIENDS ASSOCIATION	CHILD ABANDONMENT AWARENESS	BCUBE Milan	BCUBE Milan	MOVIE MAGIC INTERNATIONAL Milan
A28/002	00020	THIS IS A BED (BUT ONLY FOR A SHORT WHILE)	CARITAS AMBROSIANA	CARITAS SHELTER IN CENTRAL STATION IN MILAN	COOPERATIVA OLTRE Milan	COOPERATIVA OLTRE Milan	BB PRODUCTIONS LAB Milan
A28/003	00160	FREE TO BE CHAMPION	UILDM:UNIONE ITALIANA LOTTA ALLA DISTROFIA MUSCOLARE	MUSCULAR DYSTROPHY NATIONAL SPORTS DAY	MATZ FILM DUE CARRARE	MATZ FILM DUE CARRARE	MATZ FILM DUE CARRARE
A28/008	00697	HAPPY NEW YEAR?	EMERGENCY	MEDICAL CARE CHARITY	OGILVY & MATHER Milan	OGILVY & MATHER Milan	GREEN MOVIE GROUP Milan
A28/062	02303	SPEAKERS	ACTION AID	STITUTIONAL	DLVBBDO Milan	DLVBBDO Milan	H FILMS Milan
A28/071	02781	HATE	UNA ONLUS	UNA ONLUS	JWT ITALIA Milan	JWT ITALIA Milan	FILMASTER Milan
B01/070	02818	ANGRY BIRDS LIVE	DEUTSCHE TELEKOM	T-MOBILE	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	ROKKIT London

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B03/127	02304	BODY TRANSMISSION	FREDDY	ACTIVE F/W 2012	DLVBBDO Milan	DLVBBDO Milan	ABSTRACT:GROOVE Milan
B03/128	02305	MIAMI	FREDDY	THE SLOUNGE WAY S/S2012	DLVBBDO Milan	DLVBBDO Milan	FILMMASTER Milan
B03/129	02306	OUT OF SYNC	YAMAHA ITALY	R1	DLVBBDO Milan	DLVBBDO Milan	BLOWUP FILM Milan
B03/130	02308	PICASSO / BACON	MI ART	INTERNATIONAL MODERN & CONTEMPORARY ART FAIR	DLVBBDO Milan	DLVBBDO Milan	H FILMS Milan
B03/131	02309	MOURAKAMI / POINTLLISM (SEURAT)	MI ART	INTERNATIONAL MODERN & CONTEMPORARY ART FAIR	DLVBBDO Milan	DLVBBDO Milan	H FILMS Milan
B03/132	02310	DUCHAMP/ CATTELAN	MI ART	INTERNATIONAL MODERN & CONTEMPORARY ART FAIR	DLVBBDO Milan	DLVBBDO Milan	H FILMS Milan
B03/202	01423	ISTANBUL	FREDDY	SLOUNGE F W 2011	DIAVIVA Reggio Emilia	DLVBBDO Milan	DIAVIVA Reggio Emilia
B04/033	02307	EVERGLADES	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan	FILMMASTER Milan
B04/103	02551	BURN NEVER EXTINGUISH	COCA COLA	BURN ENERGY DRINK	RED LION COMMUNICATIONS Milan	PUBLICIS ITALY Milan	CURIOUS FILM Surry Hills
B04/104	02552	HEINEKEN_ THE SUNRISE	HEINEKEN	HEINEKEN INTERNATIONAL	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	SONNY London
B04/115	02820	THIS IS NOT A MOVIE	CONFERENZA EPISCOPALE ITALIANA	OFFERINGS TO HELP SUPPORT CATHOLIC PRIESTS	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	LUX VIDE
<b>Total</b>	<b>87</b>						

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A02/032	02239	TROLLEY	NESTLÉ ITALIANA	ANTICA GELATERIA DEL CORSO	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A02/033	02240	BEACH BAG	NESTLÉ ITALIANA	ANTICA GELATERIA DEL CORSO	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A03/012	01015	SUSHI	HEINEKEN	BIRRA MORETTI	ARMANDO TESTA Turin	ARMANDO TESTA Turin
A03/013	01016	CHICKEN	HEINEKEN	BIRRA MORETTI	ARMANDO TESTA Turin	ARMANDO TESTA Turin
A03/014	01017	FUSILLI	HEINEKEN	BIRRA MORETTI	ARMANDO TESTA Turin	ARMANDO TESTA Turin
A03/015	01018	KEBAB	HEINEKEN	BIRRA MORETTI	ARMANDO TESTA Turin	ARMANDO TESTA Turin
A04/091	03842	ADDICTED	TWININGS	ENGLISH BREAKFAST TEA	LORENZO MARINI & ASSOCIATI Milan	LORENZO MARINI & ASSOCIATI Milan
A05/056	02241	JEANS	BOLTON MANITOBA	OMINO BIANCO	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A05/057	02242	TABLECLOTH	BOLTON MANITOBA	OMINO BIANCO	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A05/058	02243	POLO	BOLTON MANITOBA	OMINO BIANCO	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A06/017	01014	THE LIFE OF PLANTS - CACTUS	VIGORPLANT ITALIA	POTTING SOIL	ARMANDO TESTA Turin	ARMANDO TESTA Turin
A06/033	02236	HOUSE	TAVOLA	ORPHEA NATURALE PROTEZIONE CASA FORMICHE E SCARAFAGGI	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A06/034	02237	CAMPING	TAVOLA	ORPHEA NATURALE PROTEZIONE CASA FORMICHE E SCARAFAGGI	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A06/035	02238	CARAVAN	TAVOLA	ORPHEA NATURALE PROTEZIONE CASA FORMICHE E SCARAFAGGI	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A07/004	00480	BUBBLE	ELICA	ELICA KITCHEN HOODS	WALK IN Rome	WALK IN Rome

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A07/005	00481	MINI SKIN	ELICA	ELICA KITCHEN HOODS	WALK IN Rome	WALK IN Rome
A07/006	00482	FEEL	ELICA	ELICA KITCHEN HOODS	WALK IN Rome	WALK IN Rome
A07/086	03008	HORSES IN THE WOOD	CAM	CHILDCARE ARTICLES	DLVBBDO Milan	DLVBBDO Milan
A07/087	03010	MAILMAN DOVES	CAM	CHILDCARE ARTICLES	DLVBBDO Milan	DLVBBDO Milan
A07/088	03012	CAR FAMILY CROSSING	CAM	CHILDCARE ARTICLES	DLVBBDO Milan	DLVBBDO Milan
A07/089	03014	SCARECROW POLICEMAN	CAM	CHILDCARE ARTICLES	DLVBBDO Milan	DLVBBDO Milan
A07/090	03015	SALTING AIRPLANES	CAM	CHILDCARE ARTICLES	DLVBBDO Milan	DLVBBDO Milan
A07/091	03016	THEATER IN A CAR	CAM	CHILDCARE ARTICLES	DLVBBDO Milan	DLVBBDO Milan
A07/092	03017	FIREMAN SUNRISE	CAM	CHILDCARE ARTICLES	DLVBBDO Milan	DLVBBDO Milan
A08/007	00142	INTIMATELY FRESH - DESERT	HENKEL / DIVISIONE COSMETICI	NEUTROMED	MONDADORI PUBBLICITA Segrate	MONDADORI PUBBLICITA Segrate
A08/008	00143	INTIMATELY GENTLE - ROCK	HENKEL / DIVISIONE COSMETICI	NEUTROMED	MONDADORI PUBBLICITA Segrate	MONDADORI PUBBLICITA Segrate
A08/009	00144	INTIMATELY FRESH - SNOW	HENKEL / DIVISIONE COSMETICI	NEUTROMED	MONDADORI PUBBLICITA Segrate	MONDADORI PUBBLICITA Segrate
A09/104	02588	PLAY NOW	WILKINSON SWORD	WOMAN RAZOR	JWT ITALIA Milan	JWT ITALIA Milan
A10/197	03352	BUNGALOW	JOHNSON & JOHNSON	IMODIUM	JWT ROME	JWT ROME
A10/198	03353	VIETNAM	JOHNSON & JOHNSON	IMODIUM	JWT ROME	JWT ROME
A10/199	03354	NIAGARA	JOHNSON & JOHNSON	IMODIUM	JWT ROME	JWT ROME
A10/218	02590	PIN UP	BAYER	BEPANTHENOL	JWT ITALIA Milan	JWT ITALIA Milan
A10/219	02591	SKULL	BAYER	BEPANTHENOL	JWT ITALIA Milan	JWT ITALIA Milan
A10/220	02595	TENNIS INSTRUCTOR	BAYER	FITOSONNO	JWT ITALIA Milan	JWT ITALIA Milan
A10/221	02596	DAUGHTER'S BOYFRIEND	BAYER	FITOSONNO	JWT ITALIA Milan	JWT ITALIA Milan
A11/055	02997	BED	FREDDY	SLOUNGE	DLVBBDO Milan	DLVBBDO Milan



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A11/056	02998	BAG	FREDDY	SLOUNGE	DLVBBDO Milan	DLVBBDO Milan
A11/057	02999	SUNSET	FREDDY	SLOUNGE	DLVBBDO Milan	DLVBBDO Milan
A11/058	03000	PHONE	FREDDY	SLOUNGE	DLVBBDO Milan	DLVBBDO Milan
A11/059	03001	SALT	FREDDY	SLOUNGE	DLVBBDO Milan	DLVBBDO Milan
A11/060	03018	ELK	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan
A11/061	03020	PANTHER	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan
A11/062	03022	HERON	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan
A11/063	03024	SNAKE	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan
A11/064	03026	ARIES	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan
A13/041	00826	MUSEUM	AUDI	AUDI A1 WITH S TRONIC GEARBOX	VERBA Milan	VERBA Milan
A13/042	00827	YOUHUUU	AUDI	AUDI A1 SPORTBACK	VERBA Milan	VERBA Milan
A13/069	01019	YPSILON STAIRS	FIAT GROUP AUTOMOBILES	LANCIA YPSILON	ARMANDO TESTA Turin	ARMANDO TESTA Turin
A13/070	01020	DELTA HILLS	FIAT GROUP AUTOMOBILES	LANCIA DELTA	ARMANDO TESTA Turin	ARMANDO TESTA Turin
A13/108	03390	AD COLOR IS UP TO YOU	MERCEDES-BENZ ITALY	BUY A SMART AND YOU CAN HAVE YOUR PREFERRED EXTERIOR COLOR FOR FREE	DLVBBDO Milan	DLVBBDO Milan
A14/043	01223	ONE TRACK MIND	NISSAN	EXTESA WARRANTY	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A14/059	02990	PIRATE	YAMAHA MOTOR ITALIA	V6 OUTBOARDS	DLVBBDO Milan	DLVBBDO Milan
A14/060	02991	THE END	YAMAHA MOTOR ITALIA	YAMAHA MARINE	DLVBBDO Milan	DLVBBDO Milan
A14/061	02992	ASPHALT DESERT	YAMAHA MOTOR ITALIA	YAMAHA SUPERTENERE	DLVBBDO Milan	DLVBBDO Milan
A14/062	02993	FISHERMAN	YAMAHA MOTOR ITALIA	OPEN WEEK END	DLVBBDO Milan	DLVBBDO Milan
A14/082	02884	UMBRELLAS	PIRELLI	WINTER TYRES	LOWE PIRELLA FRONZONI Milan	LOWE PIRELLA FRONZONI Milan

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Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A16/156	02592	TRAPS - OCEAN	PAM - PANORAMA	SUPERMARKET AND MALL	JWT ITALIA Milan	JWT ITALIA Milan
A16/157	02593	TRAPS - RAPIDS	PAM - PANORAMA	SUPERMARKET AND MALL	JWT ITALIA Milan	JWT ITALIA Milan
A16/158	02594	TRAPS - WOODS	PAM - PANORAMA	SUPERMARKET AND MALL	JWT ITALIA Milan	JWT ITALIA Milan
A19/076	01183	BASKETBALL	SISAL	MATCHPOINT	GREY WORLDWIDE ITALIA Milan	GREY WORLDWIDE ITALIA Milan
A19/077	01184	FOOTBALL	SISAL	MATCHPOINT	GREY WORLDWIDE ITALIA Milan	GREY WORLDWIDE ITALIA Milan
A19/078	01185	TENNIS	SISAL	MATCHPOINT	GREY WORLDWIDE ITALIA Milan	GREY WORLDWIDE ITALIA Milan
A19/079	01186	HORSE RACING	SISAL	MATCHPOINT	GREY WORLDWIDE ITALIA Milan	GREY WORLDWIDE ITALIA Milan
A20/001	01308	EARS - OBAMA	THE POST INTERNAZIONALE	THE POST INTERNAZIONALE	LOWE PIRELLA FRONZONI Milan	LOWE PIRELLA FRONZONI Milan
A20/002	01309	EARS - PUTIN	THE POST INTERNAZIONALE	THE POST INTERNAZIONALE	LOWE PIRELLA FRONZONI Milan	LOWE PIRELLA FRONZONI Milan
A20/003	01310	EARS - CAMERON	THE POST INTERNAZIONALE	THE POST INTERNAZIONALE	LOWE PIRELLA FRONZONI Milan	LOWE PIRELLA FRONZONI Milan
A20/063	01270	SADDAM	GRUPPO EDITORIALE L'ESPRESSO	REPUBBLICA.IT - 24H NEWS COVERAGE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
A20/064	01271	BIN LADEN	GRUPPO EDITORIALE L'ESPRESSO	REPUBBLICA.IT - 24H NEWS COVERAGE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
A20/065	01272	NUCLEAR ENERGY	GRUPPO EDITORIALE L'ESPRESSO	REPUBBLICA.IT - 24H NEWS COVERAGE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
A20/106	03632	LORD	SKY ITALIA SATELLITE TV	SKY CINEMA	1861UNITED Milan	1861UNITED Milan
A20/107	03633	PIRATES	SKY ITALIA SATELLITE TV	SKY CINEMA	1861UNITED Milan	1861UNITED Milan
A20/108	03634	SWAT	SKY ITALIA SATELLITE TV	SKY CINEMA	1861UNITED Milan	1861UNITED Milan
A20/109	03635	X-MAS	SKY ITALIA SATELLITE TV	SKY CINEMA	1861UNITED Milan	1861UNITED Milan
A20/110	03636	AMBROSINI	SKY ITALIA SATELLITE TV	SKY SPORT	1861UNITED Milan	1861UNITED Milan

**PRESS LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A20/111	03637	ETO	SKY ITALIA SATELLITE TV	SKY SPORT	1861UNITED Milan	1861UNITED Milan
A20/112	03638	PIQUE	SKY ITALIA SATELLITE TV	SKY SPORT	1861UNITED Milan	1861UNITED Milan
A24/028	03391	TURTLE CARETTA CARETTA	PFIZER ANIMAL HEALTH	VETERINARY VACCINES AND ANTHIBIOTICS	DLVBBDO Milan	DLVBBDO Milan
A24/029	03392	EVERY FARM TELLS A NEW STORY.	PFIZER ANIMAL HEALTH	VETERINARY VACCINES AND ANTHIBIOTICS	DLVBBDO Milan	DLVBBDO Milan
A24/030	03393	EVERY VET HAS A STORY TO TELL	PFIZER ANIMAL HEALTH	VETERINARY VACCINES AND ANTHIBIOTICS	DLVBBDO Milan	DLVBBDO Milan
A28/050	01224	CAR	ASSOCIAZIONE ONLUS SIEROPOSITIVO.IT	AIDS AWARENESS	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A28/051	01225	BEDROOM	ASSOCIAZIONE ONLUS SIEROPOSITIVO.IT	AIDS AWARENESS	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A28/052	01226	TENT	ASSOCIAZIONE ONLUS SIEROPOSITIVO.IT	AIDS AWARENESS	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A30/013	00224	RUBBER	FEDERAZIONE ALZHEIMER ITALIA	PUBLIC AWARENESS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan
A30/097	02994	KILLER	AMICI CANI	AMICI CANI	DLVBBDO Milan	DLVBBDO Milan
A30/098	02995	EXECUTIONER	AMICI CANI	AMICI CANI	DLVBBDO Milan	DLVBBDO Milan
A30/099	02996	ROBBER	AMICI CANI	AMICI CANI	DLVBBDO Milan	DLVBBDO Milan
A30/100	03002	BUFFALO	ACTIONAID	ACTIONAID	DLVBBDO Milan	DLVBBDO Milan
A30/101	03003	AFRICAN WOMAN	ACTIONAID	ACTIONAID	DLVBBDO Milan	DLVBBDO Milan
A30/102	03004	MUM	ACTIONAID	ACTIONAID	DLVBBDO Milan	DLVBBDO Milan
A30/103	03005	BASKET	ACTIONAID	ACTIONAID	DLVBBDO Milan	DLVBBDO Milan
A30/104	03006	FISHERMAN	ACTIONAID	ACTIONAID	DLVBBDO Milan	DLVBBDO Milan
A30/105	03007	SCHOOL	ACTIONAID	ACTIONAID	DLVBBDO Milan	DLVBBDO Milan
B01/065	02854	HAPPY NEW YEAR	RECKITT BENCKISER	DUREX	EURO RSCG MILANO	EURO RSCG MILANO

**PRESS LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
B03/105	03009	HORSES IN THE WOOD	CAM	CHILDCARE ARTICLES	DLVBBDO Milan	DLVBBDO Milan
B03/106	03011	FIREMAN SUNRISE	CAM	CHILDCARE ARTICLES	DLVBBDO Milan	DLVBBDO Milan
B03/107	03013	THEATER IN A CAR	CAM	CHILDCARE ARTICLES	DLVBBDO Milan	DLVBBDO Milan
B05/102	03019	ELK	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan
B05/103	03021	PANTHER	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan
B05/104	03023	HERON	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan
B05/105	03025	SNAKE	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan
B05/106	03027	ARIES	FREDDY	THE CLUB	DLVBBDO Milan	DLVBBDO Milan
<b>Total</b>	<b>101</b>					

**OUTDOOR LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A01/052	02208	TROLLEY	NESTLÉ ITALIANA	ANTICA GELATERIA DEL CORSO	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A01/053	02209	BEACH BAG	NESTLÉ ITALIANA	ANTICA GELATERIA DEL CORSO	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A03/036	02205	CARAVAN	TAVOLA	ORPHEA NATURAL PROTECTION HOUSE ANTS AND COCKROACHES	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A03/037	02206	CAMPING	TAVOLA	ORPHEA NATURAL PROTECTION HOUSE ANTS AND COCKROACHES	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A03/038	02207	HOUSE	TAVOLA	ORPHEA NATURAL PROTECTION HOUSE ANTS AND COCKROACHES	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan

**OUTDOOR LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A03/039	02210	JEANS	BOLTON MANITOBA	OMINO BIANCO	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A03/040	02211	TABLECLOTH	BOLTON MANITOBA	OMINO BIANCO	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A03/041	02212	POLO	BOLTON MANITOBA	OMINO BIANCO	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A05/105	03627	BUNGALOW	JOHNSON & JOHNSON	IMODIUM	JWT ROME	JWT ROME
A05/106	03628	VIETNAM	JOHNSON & JOHNSON	IMODIUM	JWT ROME	JWT ROME
A05/107	03629	NIAGARA	JOHNSON & JOHNSON	IMODIUM	JWT ROME	JWT ROME
A09/078	01707	GREEN INSIDE	IKEA RETAIL ITALY	IKEA/ ANCONA GREEN	AUGE HEADQUARTER Milan	AUGE HEADQUARTER Milan
A12/056	03187	LORD	SKY ITALIA SATELLITE TV	SKY CINEMA	1861UNITED Milan	1861UNITED Milan
A12/057	03188	PIRATES	SKY ITALIA SATELLITE TV	SKY CINEMA	1861UNITED Milan	1861UNITED Milan
A12/058	03189	SWAT	SKY ITALIA SATELLITE TV	SKY CINEMA	1861UNITED Milan	1861UNITED Milan
A12/059	03190	X-MAS	SKY ITALIA SATELLITE TV	SKY CINEMA	1861UNITED Milan	1861UNITED Milan
A12/060	03191	AMBROSINI	SKY ITALIA SATELLITE TV	SKY SPORT	1861UNITED Milan	1861UNITED Milan
A12/061	03192	ETO	SKY ITALIA SATELLITE TV	SKY SPORT	1861UNITED Milan	1861UNITED Milan
A12/062	03193	PIQUE	SKY ITALIA SATELLITE TV	SKY SPORT	1861UNITED Milan	1861UNITED Milan
A15/050	02204	FOLLOWING EYES	SECURITY SERVICE	SURVEILLANCE SERVICES	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
B05/054	05206	PIN UP	BAYER	BEPANTHENOL	JWT ITALIA Milan	JWT ITALIA Milan
B05/055	05207	SKULL	BAYER	BEPANTHENOL	JWT ITALIA Milan	JWT ITALIA Milan
B05/140	02588	TENNIS INSTRUCTOR	BAYER	FITOSONNO	JWT ITALIA Milan	JWT ITALIA Milan
B05/141	02589	DAUGHTER'S BOYFRIEND	BAYER	FITOSONNO	JWT ITALIA Milan	JWT ITALIA Milan
B08/080	03103	ASPHALT DESERT	YAMAHA	YAMAHA SUPERTENERE	D'ADDA, LORENZINI, VIGORELLI, BBDO Milan	D'ADDA, LORENZINI, VIGORELLI, BBDO Milan
B10/015	01095	AUSTRALIA MAP	AZONZO	TRAVEL AGENCY	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan

## OUTDOOR LIONS

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
B10/016	01096	CUBA MAP	AZONZO	TRAVEL AGENCY	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
B12/011	01097	SADDAM	GRUPPO EDITORIALE L'ESPRESSO	REPUBBLICA.IT - 24H NEWS COVERAGE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
B12/012	01098	BIN LADEN	GRUPPO EDITORIALE L'ESPRESSO	REPUBBLICA.IT - 24H NEWS COVERAGE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
B12/013	01099	NUCLEAR ENERGY	GRUPPO EDITORIALE L'ESPRESSO	REPUBBLICA.IT - 24H NEWS COVERAGE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
C01/107	03681	HEINEKEN SUNRISE WATER	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
C02/041	01092	CHAIN	BIOS LINE	BIOKAP SHAMPOO	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
C02/075	03101	ASPIRINA	BAYER	ASPIRINA	D'ADDA, LORENZINI, VIGORELLI, BBDO Milan	D'ADDA, LORENZINI, VIGORELLI, BBDO Milan
C03/090	01093	NOSE	BIOS LINE	PROPOLI INFLUNELL SPRAY NASALE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
C03/178	02586	DESIGN BREAK	NESTLÉ ITALIANA	KIT KAT	JWT ITALIA Milan	JWT ITALIA Milan
C03/183	03634	WHO SAID A BATHROOM SHOULD BE JUST A LOO?	IKEA	BATHROOM	1861UNITED Milan	1861UNITED Milan
C04/013	00244	A JOURNEY INTO ALZHEIMERS	FEDERAZIONE ALZHEIMER ITALIA	PUBLIC AWARENESS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan
C04/066	01094	ADOPT THE SALAMI VILLAGE	DANONE	DANACOL	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
C04/097	03102	SISTER ACT	STAGE ENTERTAINMENT ITALY	SISTER ON DEMAND	D'ADDA, LORENZINI, VIGORELLI, BBDO Milan	D'ADDA, LORENZINI, VIGORELLI, BBDO Milan
C04/111	04437	ANGRY BIRDS LIVE	DEUTSCHE TELEKOM	T-MOBILE	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan / SAATCHI & SAATCHI London

**OUTDOOR LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
C05/046	01803	PLAY ON THE WAY	CASINÓ CAMPIONE D'ITALIA	GAMING	ADMCOM Bologna	ADMCOM Bologna
<b>Total</b>	<b>41</b>					

**RADIO LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	Production Company
A01/027	00690	DARK CORNER	KRAFT ITALIA	JOCCA COTTAGE CHEESE	ECCETERA PRODUZIONI AUDIO Milan	JWT ITALIA Milan	ECCETERA PRODUZIONI AUDIO Milan
A01/028	00691	VENEREAL	KRAFT ITALIA	JOCCA COTTAGE CHEESE	ECCETERA PRODUZIONI AUDIO Milan	JWT ITALIA Milan	ECCETERA PRODUZIONI AUDIO Milan
A04/020	00614	PARTY	P&G	ACE BLEACH	GREY WORLDWIDE ITALIA Milan	GREY WORLDWIDE ITALIA Milan	ECCETERA PRODUZIONI AUDIO Milan
A04/021	00615	RESIDENCE	P&G	ACE BLEACH	GREY WORLDWIDE ITALIA Milan	GREY WORLDWIDE ITALIA Milan	ECCETERA PRODUZIONI AUDIO Milan
A04/022	00616	TRULLO	PROCTER & GAMBLE	ACE BLEACH	GREY WORLDWIDE ITALIA Milan	GREY WORLDWIDE ITALIA Milan	ECCETERA PRODUZIONI AUDIO Milan
A08/005	00358	MARKET	INDUSTRIAL STRANGE CLUBWEAR	INDUSTRIAL STRANGE UNDERWEAR	TBWA\ITALIA Milan	TBWA\ITALIA Milan	ECCETERA PRODUZIONI AUDIO Milan
A08/006	00359	BEACH	INDUSTRIAL STRANGE CLUBWEAR	INDUSTRIAL STRANGE UNDERWEAR	TBWA\ITALIA Milan	TBWA\ITALIA Milan	ECCETERA PRODUZIONI AUDIO Milan
A08/007	00360	BUS	INDUSTRIAL STRANGE CLUBWEAR	INDUSTRIAL STRANGE UNDERWEAR	TBWA\ITALIA Milan	TBWA\ITALIA Milan	ECCETERA PRODUZIONI AUDIO Milan
A10/035	00298	FIRST LOVE	GOODYEAR DUNLOP TYRES	ULTRAGRIP 8 TYRES	LEAGAS DELANEY ITALIA Milan	LEAGAS DELANEY ITALIA Milan	GREEN MOVIE GROUP Milan
A10/039	00361	FAKE	NISSAN ITALIA	NISSAN SUMMER CHECK SERVICE	TBWA\ITALIA Milan	TBWA\ITALIA Milan	ECCETERA PRODUZIONI AUDIO Milan
A10/040	00362	WARNING	NISSAN ITALIA	SECURITY SYSTEM	TBWA\ITALIA Milan	TBWA\ITALIA Milan	ECCETERA PRODUZIONI AUDIO Milan

**RADIO LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	Production Company
A10/072	00619	NEW MUM	SKODA ITALIA - VOLKSWAGEN GROUP	SKODA ROOMSTER CAR	CAYENNE Milan	CAYENNE Milan	ECCETERA PRODUZIONI AUDIO Milan
A10/073	00620	DISK	SKODA ITALIA - VOLKSWAGEN GROUP	SKODA SERVICE	CAYENNE Milan	CAYENNE Milan	ECCETERA PRODUZIONI AUDIO Milan
A10/074	00621	TYRE	SKODA ITALIA - VOLKSWAGEN GROUP	SKODA SERVICE	CAYENNE Milan	CAYENNE Milan	ECCETERA PRODUZIONI AUDIO Milan
A11/047	00977	SNORE	YAMAHA MOTOR ITALIA SPA	YAMAHA OPEN WEEKEND	DLVBBDO Milan	DLVBBDO Milan	ECCETERA PRODUZIONI AUDIO Milan
A14/039	00688	PREMIER	HAMELIN - ASSOCIAZIONE CULTURALE	BILBOLBUL COMICS FESTIVAL	ECCETERA PRODUZIONI AUDIO Milan	ECCETERA PRODUZIONI AUDIO Milan	ECCETERA PRODUZIONI AUDIO Milan
A14/040	00689	CAPTAIN	HAMELIN - ASSOCIAZIONE CULTURALE	BILBOLBUL COMICS FESTIVAL	ECCETERA PRODUZIONI AUDIO Milan	ECCETERA PRODUZIONI AUDIO Milan	ECCETERA PRODUZIONI AUDIO Milan
A15/057	00978	BACK TO ROCK	EDITRICE QUADRATUM	ROLLING STONE MAGAZINE	DLVBBDO Milan	DLVBBDO Milan	ECCETERA PRODUZIONI AUDIO Milan
A15/060	01158	THE LAST CHOO-CHOO	SKY ITALIA	SKY TV	ECCETERA PRODUZIONI AUDIO Milan	M&C SAATCHI Milan	ECCETERA PRODUZIONI AUDIO Milan
A18/049	01159	MUSIC OF SAVANNAH	SKY ITALIA	SKY TV	ECCETERA PRODUZIONI AUDIO Milan	M&C SAATCHI Milan	ECCETERA PRODUZIONI AUDIO Milan
A19/005	00482	ECO RADIO	COOP	ENVIRONMENT CARE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan	ECCETERA PRODUZIONI AUDIO Milan
B01/050	00979	SNORE	YAMAHA MOTOR ITALIA SPA	YAMAHA OPEN WEEKEND	DLVBBDO Milan	DLVBBDO Milan	ECCETERA PRODUZIONI AUDIO Milan
B01/064	01157	STORM	VOLKSWAGEN	AUDI	ECCETERA PRODUZIONI AUDIO Milan	VERBA Milan	ECCETERA PRODUZIONI AUDIO Milan
B04/016	00483	ECO RADIO	COOP	ENVIRONMENT CARE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan	ECCETERA PRODUZIONI AUDIO Milan
<b>Total</b>	<b>24</b>						



## CYBER LIONS

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	URL
A02/048	01371	WEB PORTAL FIAT	FIAT	CORPORATE FIAT	DOMINO Turin	DOMINO Turin	<a href="http://www.fiat.it">http://www.fiat.it</a>
A04/015	01618	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	MONTBLANC NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan	<a href="http://awards.lbdevelop.com/A04/">http://awards.lbdevelop.com/A04/</a> <a href="http://www.montblanc-oneseccond.com">http://www.montblanc-oneseccond.com</a>
A13/063	01619	SAVE THE LIFE	AVIS NAZIONALE	VOLUNTEER ASSOCIATION OF BLOOD DONATION	LEO BURNETT Milan	LEO BURNETT Milan	<a href="http://awards.lbdevelop.com/avis/">http://awards.lbdevelop.com/avis/</a> <a href="http://www.salvagilavita.it/">http://www.salvagilavita.it/</a>
A14/032	00856	CREATIVE DONATION	CITROËN ITALIA	SOCIAL CSR CAMPAIGN	CROWDM Trieste	CROWDM Trieste	<a href="http://www.youtube.com/watch?v=ztnoExebEXY&amp;feature=youtu.be">http://www.youtube.com/watch?v=ztnoExebEXY&amp;feature=youtu.be</a> <a href="http://www.1clickdonation.com/cl/en/">http://www.1clickdonation.com/cl/en/</a>
B01/090	01054	SANTAS TEAM	SKY	SKY CINEMA	M&C SAATCHI Milan	M&C SAATCHI Milan	<a href="http://www.pleasevotefor.it/santasteam">http://www.pleasevotefor.it/santasteam</a> <a href="http://www.pleasevotefor.it/don-natale">http://www.pleasevotefor.it/don-natale</a> <a href="https://www.facebook.com/DonNataleSky">https://www.facebook.com/DonNataleSky</a> <a href="http://www.pleasevotefor.it/XmasRichMedia">http://www.pleasevotefor.it/XmasRichMedia</a> <a href="http://pleasevotefor.it/XmasRichMedia/banner/virgilio_swat/index.html">http://pleasevotefor.it/XmasRichMedia/banner/virgilio_swat/index.html</a> <a href="http://pleasevotefor.it/XmasRichMedia/banner/virgilio_superhero/index.html">http://pleasevotefor.it/XmasRichMedia/banner/virgilio_superhero/index.html</a> <a href="http://pleasevotefor.it/XmasRichMedia/banner/yahoo/index.html">http://pleasevotefor.it/XmasRichMedia/banner/yahoo/index.html</a> <a href="http://pleasevotefor.it/XmasRichMedia/banner/corriere/index.html">http://pleasevotefor.it/XmasRichMedia/banner/corriere/index.html</a> <a href="http://pleasevotefor.it/XmasRichMedia/banner/masthead/index.html">http://pleasevotefor.it/XmasRichMedia/banner/masthead/index.html</a>
B01/148	01620	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	MONTBLANC NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan	<a href="http://awards.lbdevelop.com/B01/">http://awards.lbdevelop.com/B01/</a> <a href="http://www.montblanc-oneseccond.com">http://www.montblanc-oneseccond.com</a> <a href="http://www.facebook.com/photo.php?v=10150299281276078">http://www.facebook.com/photo.php?v=10150299281276078</a> <a href="http://vimeo.com/32071937">http://vimeo.com/32071937</a> <a href="http://stories.montblanc.com/2011/09/montblanc%E2%80%99s-%E2%80%9Cthe-beauty-of-a-second%E2%80%9D-film-contest-with-film-director-wim-wenders/">http://stories.montblanc.com/2011/09/montblanc%E2%80%99s-%E2%80%9Cthe-beauty-of-a-second%E2%80%9D-film-contest-with-film-director-wim-wenders/</a>
C09/008	01055	SANTAS TEAM	SKY	SKY CINEMA	M&C SAATCHI Milan	M&C SAATCHI Milan	<a href="http://www.pleasevotefor.it/XmasRichMedia">http://www.pleasevotefor.it/XmasRichMedia</a>

**CYBER LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	URL
D01/016	01617	BODY TRANSMISSION	FREDDY	ACTIVE F/W 2012	DLVBBDO Milan	DLVBBDO Milan	<a href="http://www.freddy.com">http://www.freddy.com</a>
D03/014	00431	AMUSEMENT WITHOUT BREAKS	AUDI	AUDI A1 SPORTBACK	VERBA Milan	VERBA Milan	<a href="http://www.youtube.com/watch?v=6kiT5K3IR4Y">http://www.youtube.com/watch?v=6kiT5K3IR4Y</a>
E02/010	00109	MINI ADVENTURE	MINI	MINI COUPÉ	BRIGHT.LY Milan	BRIGHT.LY Milan	<a href="http://www.r2live.eu/imgweb/EN/http://2.minir58.appspot.com/mini/en">http://www.r2live.eu/imgweb/EN/http://2.minir58.appspot.com/mini/en</a>
E02/206	02486	GIFT MACHINE	AMERICAN EXPRESS	AMERICAN EXPRESS CREDIT CARDS	OGILVYONE Milan	OGILVYONE Milan	<a href="http://presentazioni.ogilvy.it/Cannes2012/video.html">http://presentazioni.ogilvy.it/Cannes2012/video.html</a> <a href="http://presentazioni.ogilvy.it/Cannes2012/photo.html">http://presentazioni.ogilvy.it/Cannes2012/photo.html</a>
F02/162	01671	IKEA CRAZY WEEKEND	IKEA	IKEA CRAZY WEEKEND	MERCURIO CINEMATOGRAFICA Milan	MERCURIO CINEMATOGRAFICA Milan / AUGER HEADQUARTER Milan	<a href="http://www.youtube.com/watch?v=YWPz6jalotc">http://www.youtube.com/watch?v=YWPz6jalotc</a> <a href="http://www.youtube.com/watch?v=FzuNDnYPgSY">http://www.youtube.com/watch?v=FzuNDnYPgSY</a>
F02/215	01988	NO NUKE PROJECT - A YES TO SAY NO	LEGAMBIENTE	LEGAMBIENTE	EURO RSCG MILANO	EURO RSCG MILANO	<a href="http://www.youtube.com/watch?v=oFmk7gxvlg">http://www.youtube.com/watch?v=oFmk7gxvlg</a> <a href="http://www.youtube.com/watch?v=VTPRQ9RRvoc&amp;feature=related">http://www.youtube.com/watch?v=VTPRQ9RRvoc&amp;feature=related</a>
F02/246	01823	NEVER EXTINGUISH	COCA COLA	BURN ENERGY DRINK	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	<a href="http://www.youtube.com/watch?src_vid=e4KO6A4fkRE&amp;annotation_id=annotation_164638&amp;feature=iv&amp;v=y0BjbgELCyY">http://www.youtube.com/watch?src_vid=e4KO6A4fkRE&amp;annotation_id=annotation_164638&amp;feature=iv&amp;v=y0BjbgELCyY</a> <a href="http://81.29.196.55/PM/no-remove/casehistories/burn/index.html">http://81.29.196.55/PM/no-remove/casehistories/burn/index.html</a>
F02/247	01824	THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	<a href="http://www.youtube.com/watch?v=OHUpQZlyIvc">http://www.youtube.com/watch?v=OHUpQZlyIvc</a> <a href="http://81.29.196.55/PM/no-remove/casehistories/sunrise/index.html">http://81.29.196.55/PM/no-remove/casehistories/sunrise/index.html</a>
F02/256	01989	ANGRY BIRDS LIVE	DEUTSCHE TELEKOM	T-MOBILE	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan / SAATCHI & SAATCHI London	<a href="http://www.forjuroronly.com/2012/angry_birds_eng/viral.php">http://www.forjuroronly.com/2012/angry_birds_eng/viral.php</a> <a href="http://www.youtube.com/watch?v=jzIBZQkj6SY">http://www.youtube.com/watch?v=jzIBZQkj6SY</a>

**CYBER LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	URL
F03/004	00040	FIGHT FOR ME	PERFUME HOLDING	DUCATI FIGHT FOR ME FRAGRANCE	MOVANTIA Bologna	MOVANTIA Bologna	<a href="http://www.facebook.com/Ducati.Fight.For.Me">http://www.facebook.com/Ducati.Fight.For.Me</a> <a href="http://youtu.be/1Y5daqSCq54">http://youtu.be/1Y5daqSCq54</a> <a href="http://youtu.be/yUU3_cbn4ic">http://youtu.be/yUU3_cbn4ic</a> <a href="http://youtu.be/dMsnPs9J_fm">http://youtu.be/dMsnPs9J_fm</a> <a href="http://youtu.be/VeKHYhJu7c4">http://youtu.be/VeKHYhJu7c4</a> <a href="http://youtu.be/5a4rYzUDEQo">http://youtu.be/5a4rYzUDEQo</a> <a href="http://youtu.be/QygQ9Gnndjo">http://youtu.be/QygQ9Gnndjo</a> <a href="http://youtu.be/1nhrq6v4ITo">http://youtu.be/1nhrq6v4ITo</a> <a href="http://www.webbroadcast.it/awards/canneslions2012.htm">http://www.webbroadcast.it/awards/canneslions2012.htm</a>
F03/012	00170	TWEET INTO SPACE	AVIO	AEROSPACE SYSTEMS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan / EBOLAINDUSTRIES Milan	<a href="http://www.tweetnelospazio.it/canneslions">http://www.tweetnelospazio.it/canneslions</a> <a href="http://www.tweetnelospazio.it">http://www.tweetnelospazio.it</a> <a href="https://twitter.com/#!/tweetspazio">https://twitter.com/#!/tweetspazio</a>
F03/074	00782	BOOST 190	NISSAN ITALIA	NISSAN JUKE 190 H.P LIMITED EDITION	TBWA\ITALIA Milan	TBWA\ITALIA Milan	<a href="http://vimeo.com/39819751">http://vimeo.com/39819751</a> <a href="http://boost190.it/">http://boost190.it/</a> <a href="http://www.facebook.com/BOOST190">http://www.facebook.com/BOOST190</a> <a href="http://www.youtube.com/user/Boost190Experiment">http://www.youtube.com/user/Boost190Experiment</a>
F03/084	00926	FIRST IN TIMELINE	E3	FACEBOOK SKILLS	E3 Milan	E3 Milan	<a href="http://www.youtube.com/watch?v=UuslhUcqP8">http://www.youtube.com/watch?v=UuslhUcqP8</a> <a href="https://www.facebook.com/media/set/?set=a.10150321133642832.346407.9697817831&amp;type=3">https://www.facebook.com/media/set/?set=a.10150321133642832.346407.9697817831&amp;type=3</a>

**CYBER LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	URL
F03/104	01056	SANTAS TEAM	SKY	SKY CINEMA	M&C SAATCHI Milan	M&C SAATCHI Milan	<a href="http://www.pleasevote4.it/film-don-natale">http://www.pleasevote4.it/film-don-natale</a> <a href="http://www.pleasevote4.it/don-natale">http://www.pleasevote4.it/don-natale</a> <a href="https://www.facebook.com/DonNataleSky">https://www.facebook.com/DonNataleSky</a>
<b>Total</b>		<b>21</b>					

**DIRECT LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A01/029	00917	OPERATION WATER EMERGENCY	INTERSOS	SOMALIA AND SUDAN DROUGHT	SCHOLZ & FRIENDS ROME ROME	SCHOLZ & FRIENDS ROME ROME
A02/040	00605	MCITALY PRESS CONFERENCE INVITATION	MCDONALDS ITALY	MCITALY SANDWICHES	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A02/101	00604	ONE YEAR WITHOUT SMOKING	GLAXOSMITHKLINE	NIQUITIN	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A05/078	01427	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	LUXURY PENS	LEO BURNETT Milan	LEO BURNETT Milan
A06/067	01428	SAVE THE LIFE	AVIS NAZIONALE	VOLUNTEER ASSOCIATION OF BLOOD DONATION	LEO BURNETT Milan	LEO BURNETT Milan
A07/020	00130	TWEET INTO SPACE	AVIO	AEROSPACE SYSTEMS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan
A08/040	00795	ADOPT THE SALAMI VILLAGE	DANONE	DANACOL	Y&R ITALIA Milan	Y&R ITALIA Milan

**DIRECT LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A08/126	02594	WHO SAID A BATHROOM SHOULD BE JUST A LOO?	IKEA	BATHROOM	1861UNITED Milan	1861UNITED Milan
A08/133	01743	ANGRY BIRDS LIVE	DEUTSCHE TELEKOM	T-MOBILE	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A08/164	01426	SISTER ACT	STAGE	THEATRE	DLVBBDO Milan	DLVBBDO Milan
A08/165	00606	THE CASTING	ASSOCIAZIONE ONLUS SIEROPOSITIVO.IT	WORLD AIDS DAY 2011	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A09/051	01590	HEINEKEN THE COASTER CAMERA	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A10/013	01707	HATE	UNA ONLUS	DONATIONS	JWT ITALIA Milan	JWT ITALIA Milan
B01/002	00082	PASSEPARTO UT	THE BIGMAMA	PRODUCTION COMPANY	THE BIGMAMA Milan	THE BIGMAMA Milan
B01/020	00607	DESIGN THE FUTURE OF YOUR BRAND WITH YOUTUBE	GOOGLE	YOUTUBE DISPLAY NETWORK	TBWA\ITALIA Milan	TBWA\ITALIA Milan
B03/018	00284	SALAMURAI	NEGRONI SALUMI	NEGRONETTO	A-TONO Milan	A-TONO Milan
B03/072	01746	INTEGRATION DAY	COORDOWN	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
B03/096	00083	PASSEPARTO UT	THE BIGMAMA	PRODUCTION COMPANY	THE BIGMAMA Milan	THE BIGMAMA Milan
C01/022	00798	ADOPT THE SALAMI VILLAGE	DANONE	DANACOL	Y&R ITALIA Milan	Y&R ITALIA Milan
C02/039	01741	BMW ADVENT CALENDAR	BMW ITALY	BMW RANGE	BCUBE Milan	BCUBE Milan
C03/028	01429	THE BEAUTY OF A SECOND	MONTBLANC	LUXURY PENS	LEO BURNETT Milan	LEO BURNETT Milan
C05/009	01591	SCRATCH AND WIN	CENTRO STUDI	EDUCATION & DIDACTICS CENTRE	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
C10/039	01592	HEINEKEN SUNRISE WATER	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan

**DIRECT LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
C10/049	01788	PURPLE CARD	MAZDA MOTOR ITALIA	AUTOMOTIVE	JWT ROME	JWT ROME
C11/003	00131	A JOURNEY INTO ALZHEIMER'S	FEDERAZIONE ALZHEIMER ITALIA	PUBLIC AWARENESS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan
C12/069	01430	SAVE THE LIFE	AVIS NAZIONALE	VOLUNTEER ASSOCIATION OF BLOOD DONATION	LEO BURNETT Milan	LEO BURNETT Milan
C12/095	01748	INTEGRATION DAY	COORDOWN	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
C12/110	00608	THE CASTING	ASSOCIAZIONE ONLUS SIEROPOSITIVO.IT	WORLD AIDS DAY 2011	TBWA\ITALIA Milan	TBWA\ITALIA Milan
D01/036	00609	DESIGN THE FUTURE OF YOUR BRAND WITH YOUTUBE	GOOGLE	YOUTUBE DISPLAY NETWORK	TBWA\ITALIA Milan	TBWA\ITALIA Milan
D01/051	01593	HEINEKEN REACH THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
D01/079	01431	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	LUXURY PENS	LEO BURNETT Milan	LEO BURNETT Milan
D01/103	01745	INTEGRATION DAY	COORDOWN	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
<b>Total</b>	<b>32</b>					

**MEDIA LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A01/077	02544	INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A01/090	02334	SUNRISE IN TIMES SQUARE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A04/020	01637	PLAY ON THE WAY	CASINÓ CAMPIONE D'ITALIA	GAMING	ADMCOM Bologna	ADMCOM Bologna

**MEDIA LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A04/071	02335	FOLLOWING EYES	SECURITY SERVICE	SURVEILLANCE SERVICES	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A05/056	01690	HOLE GOLF	BAYER	FLECTOR	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A05/080	01440	SLIPPERY FLOORS	PROCTER AND GAMBLE	ACE HYGIENIZING BLEACH	GREY WORLDWIDE ITALIA Milan	GREY WORLDWIDE ITALIA Milan
A05/171	02545	THE SUNBURNT	CARREFOUR	LES COSMÉTIQUES SUN CREAM	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A05/191	02514	TAGS FOR LIFE	ONDA ONLUS	ONDA ONLUS	JWT ITALIA Milan	JWT ITALIA Milan
A06/103	02546	ANGRY BIRDS LIVE	DEUTSCHE TELEKOM	T-MOBILE	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A07/006	00193	A JOURNEY INTO ALZHEIMER'S	FEDERAZIONE ALZHEIMER ITALIA	PUBLIC AWARENESS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan
A07/114	01162	ECO RADIO AD	COOP	RETAIL STORE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
A07/179	02547	ANGRY BIRDS LIVE	DEUTSCHE TELEKOM	T-MOBILE	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A07/195	02126	DASH PROUD SPONSOR OF ITALIAN MUMS	P&G	DASH	PROXIMITY ITALIA Milan	PROXIMITY ITALIA Milan
A08/126	02584	PURPLE CARD	MAZDA MOTOR ITALIA	AUTOMOTIVE	JWT ROME	JWT ROME
A08/138	02123	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	MONTBLANC NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan
A08/148	02336	HEINEKEN LISTENING TO #MYSUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A09/071	01163	ADOPT THE SALAMI VILLAGE	DANONE	DANACOL	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
A09/111	02548	THE SUNBURNT	CARREFOUR	LES COSMÉTIQUES SUN CREAM	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A09/116	02569	THE BEST ITALIAN RECIPE	PROCTER & GAMBLE	FAIRY PLATINUM	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan

**MEDIA LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A09/135	02540	PIMP MY P	MINI ITALIA	MINI	BCUBE Milan	BCUBE Milan
A10/016	00228	GIVE HUNGER A FIESTA	FERRERO	FIESTA	BITMAMA Torino	BITMAMA Torino
A10/063	00877	DESIGN THE FUTURE OF YOUR BRAND WITH YOUTUBE	GOOGLE	YOUTUBE DISPLAY NETWORK	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A10/171	01164	ADOPT THE SALAMI VILLAGE	DANONE	DANACOL	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
A10/247	02122	CARRERA	SAFILO	CARRERA	DLVBBDO Milan	DLVBBDO Milan
A10/296	02124	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	MONTBLANC NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan
A10/331	02541	THE BIG BLUFF	MINI ITALIA	MINI	BCUBE Milan	BCUBE Milan
A11/154	02515	LIVE EXHIBIT BANNER	KRAFT ITALIA	SIMMENTHAL	JWT ITALIA Milan	JWT ITALIA Milan
A12/014	00194	TWEET INTO SPACE	AVIO	AEROSPACE SYSTEMS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan
A12/068	01001	ADCI - CALL FOR ENTRIES	ART DIRECTOR'S CLUB ITALIANO	CALL FOR ENTRIES	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A12/120	00585	NEVERENDING PEN	BIC ITALIA	BIC CRISTAL	ZERO STARTING IDEAS Milan	ZERO STARTING IDEAS Milan / VANGOGH
A12/145	01165	CALL FOR ENTRIES	ITALIAN ART DIRECTORS CLUB	ADCI CALL FOR ENTRIES 2012	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
A12/216	02125	SAVE THE LIFE	AVIS NAZIONALE	VOLUNTEER ASSOCIATION OF BLOOD DONATION	LEO BURNETT Milan	LEO BURNETT Milan
A12/224	02127	DASH PROUD SPONSOR OF ITALIAN MUMS	P&G	DASH	PROXIMITY ITALIA Milan	PROXIMITY ITALIA Milan
B01/203	01728	DEMOCRATIZING TECHNOLOGY	FORD	DEMOCRATIZING TECHNOLOGY	OGILVY & MATHER Milan	OGILVY & MATHER Milan
C09/006	01917	THE MOLESKINE ORCHESTRA	MOLESKINE	THE MOLESKINE COLLECTION	xister Rome	xister Rome



**MEDIA LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
C10/034	01166	ECO RADIO AD	COOP	RETAIL STORE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
C10/057	02337	REACH THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
C11/153	02550	INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
<b>Total</b>	<b>38</b>					

**PROMO & ACTIVATION LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A01/022	00240	MILAN VS. BARI WARM-UP	GAZZETTA DELLO SPORT	GAZZETTA DELLO SPORT - THE PINK SIDE OF LIFE (TUTTO IL ROSA DELLA VITA)	G-COM Bologna	G-COM Bologna
A01/026	00378	SOCIAL CHRISTMAS TREE	NESTLE' ITALIANA	NESCAFÉ DOLCE GUSTO	NOW AVAILABLE Milan	NOW AVAILABLE Milan
A01/075	00859	ADOPT THE SALAMI VILLAGE	DANONE	DANACOL	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
A01/095	00647	THE CASTING	ASSOCIAZIONE ONLUS SIEROPOSITIVO.IT	WORLD AIDS DAY 2011	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A01/187	01934	PIMP MY P	MINI ITALIA	MINI	BCUBE Milan	BCUBE Milan
A01/205	02429	LISTEN TO CUSTOMIZE	PFIZER ANIMAL HEALTH	VETERINARY VACCINES AND ANTIBIOTICS	DLVBBDO Milan	DLVBBDO Milan
A01/272	01593	SISTER ACT	STAGE	SISTER ON DEMAND	DLVBBDO Milan	DLVBBDO Milan
A01/281	01938	ANGRY BIRDS LIVE	DEUTSCHE TELEKOM	T-MOBILE	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A02/007	00096	PASSPARTOUT	THE BIGMAMA	PRODUCTION COMPANY	THE BIGMAMA Milan	THE BIGMAMA Milan

**PROMO & ACTIVATION LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A02/009	00145	A JOURNEY INTO ALZHEIMER'S	FEDERAZIONE ALZHEIMER ITALIA	PUBLIC AWARENESS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan
A02/046	01104	SLIPPERY FLOORS	P&G	ACE HYGIENIZING BLEACH	GREY WORLDWIDE ITALIA Milan	GREY WORLDWIDE ITALIA Milan
A02/091	00122	DOGS WERE BARKING	BARK & PAWS	BARK & PAWS	CATANDOGS Milan	CATANDOGS Milan
A02/139	01768	HEINEKEN SUNRISE WATER	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A02/140	01769	HEINEKEN THE COASTER CAMERA	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A02/141	01767	SCRATCH AND WIN	CENTRO STUDI	EDUCATION & DIDACTICS CENTRE	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A03/105	01939	THE SUNBURNT	CARREFOUR	LES COSMÉTIQUES SUN CREAM	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A04/049	01940	CARREFOUR 1961	CARREFOUR ITALY	CARREFOUR MARKET	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A07/051	01941	INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A08/029	02430	LISTEN TO CUSTOMIZE	PFIZER ANIMAL HEALTH	VETERINARY VACCINES AND ANTHIBIOTICS	DLVBBDO Milan	DLVBBDO Milan
A09/002	00315	SALAMURAI	NEGRONI SALUMI	NEGRONETTO	A-TONO Milan	A-TONO Milan
A09/017	01253	PLAY ON THE WAY.	CASINÓ CAMPIONE D'ITALIA	GAMING	ADMCOM Bologna	ADMCOM Bologna
A10/049	01963	PURPLE CARD	MAZDA MOTOR ITALIA	AUTOMOTIVE	JWT ROME	JWT ROME
A10/078	00168	THE OFFICIAL COFFEE OF WIMBLEDON	LAVAZZA	LAVAZZA	PROMOCONVENTION Milan	PROMOCONVENTION Milan
A13/077	01596	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	MONTBLANC NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan
B01/031	00860	ADOPT THE SALAMI VILLAGE	DANONE	DANACOL	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan

**PROMO & ACTIVATION LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
B03/033	01953	THE BEST ITALIAN RECIPE	P&G	FAIRY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
B03/036	02394	NOSE	BIOS LINE	PROPOLI INFLUNELL SPRAY NASALE	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
B03/037	02395	CHAIN	BIOS LINE	SHAMPOO BOKAP	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
B04/022	01597	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	MONTBLANC NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan
B04/067	01594	CARRERA	SAFILO	CARRERA	DLVBBDO Milan	DLVBBDO Milan
B05/078	01942	CARREFOUR 1961	CARREFOUR ITALY	CARREFOUR MARKET	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
B08/004	00241	MILAN VS. BARI WARM-UP	GAZZETTA DELLO SPORT	GAZZETTA DELLO SPORT - THE PINK SIDE OF LIFE (TUTTO IL ROSA DELLA VITA)	G-COM Bologna	G-COM Bologna
B11/050	01770	HEINEKEN REACH THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
B11/051	01771	HEINEKEN SUNRISE WATER	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
B12/019	01772	FOLLOWING EYES	SECURITY SERVICE	SURVEILLANCE SERVICES	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
B14/030	00648	THE CASTING	ASSOCIAZIONE ONLUS SIEROPOSITIVO.IT	WORLD AIDS DAY 2011	TBWAITALIA Milan	TBWAITALIA Milan
B14/045	01598	SAVE THE LIFE	AVIS NAZIONALE	VOLUNTEER ASSOCIATION OF BLOOD DONATION	LEO BURNETT Milan	LEO BURNETT Milan
B14/127	01943	INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
C01/077	01595	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	MONTBLANC NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan

**PROMO & ACTIVATION LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
C01/097	01773	HEINEKEN REACH THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
C01/119	00343	BLADNA MOBILE LAUNCH	BLADNA MOBILE	BLADNA MOBILE SERVICES	PIANO B Milan	PIANO B Milan
C01/124	00649	DESIGN THE FUTURE OF YOUR BRAND WITH YOUTUBE	GOOGLE	YOUTUBE DISPLAY NETWORK	TBWA\ITALIA Milan	TBWA\ITALIA Milan
<b>Total</b>	<b>42</b>					

**TITANIUM AND INTEGRATED LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A01/004	00324	REACH THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A01/171	00037	THE SMURFS	SONY PICTURES (WARNER BROS. PICTURES ITALIA)	THE SMURFS IN 3D	ARMOSIA ITALIA Rome	ARMOSIA ITALIA Rome
A01/204	00520	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	MONTBLANC NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan
A01/233	00361	INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A01/236	00136	TWINNING SOFA	HEINEKEN	BIRRA MORETTI BEER	ARMANDO TESTA Turin	ARMANDO TESTA Turin
<b>Total</b>	<b>5</b>					

**DESIGN LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A01/081	00670	ITALIAN ELEGANCE	FIAT GROUP AUTOMOBILES	LANCIA RANGE	ARMANDO TESTA Turin	ARMANDO TESTA Turin
A01/195	01246	TELL YOUR STORY	SAFILO GROUP	OXYDO	DLVBBDO Milan	DLVBBDO Milan
A01/200	01560	A HAND MADE CAMPAIGN	BINDA	HIP HOP VELVET TOUCH	BCUBE Milan	BCUBE Milan
A03/017	00639	ONE YEAR WITHOUT SMOKING	GLAXOSMITHKLINE	NIQUITIN	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A03/041	01250	SABBATICAL YEAR	FONTEGRAFICA	FONTEGRAFICA	LEO BURNETT Milan	LEO BURNETT Milan
A03/045	01559	BMW ADVENT CALENDAR	BMW ITALY	BMW	BCUBE Milan	BCUBE Milan
A03/046	01562	IT'S THE END OF THE WORLD, BABY	DAVIDE CAMPARI	CAMPARI	EURO RSCG MILANO	EURO RSCG MILANO
A04/013	00196	EBOLAINDUSTRIES' IDENTITY	EBOLAINDUSTRIES	EBOLAINDUSTRIES	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan / EBOLAINDUSTRIES Milan
A04/098	01247	MI ART	FIERA INTERNAZIONALE D'ARTE MODERNA E CONTEMPORANEA	MI ART	DLVBBDO Milan	DLVBBDO Milan
A05/040	01281	LESS IS LESS	ART DIRECTORS CLUB ITALIANO	ADCI ANNUAL	ART DIRECTORS CLUB ITALIANO MILAN	ART DIRECTORS CLUB ITALIANO MILAN
A06/061	00739	CALL FOR ENTRIES	ITALIAN ART DIRECTORS CLUB	ADCI CALL FOR ENTRIES 2012	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
A07/041	00640	MIDNIGHT IN PARIS MOLESKINE	MEDUSA FILM SPA	MIDNIGHT IN PARIS	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A11/042	01248	FREE WORKSHOP	FREDDY	FREE WORKSHOP	DLVBBDO Milan	DLVBBDO Milan
A11/043	01249	THE SLOUNGE RHYTHMS	FREDDY	THE SLOUNGE RHYTHMS	DLVBBDO Milan	DLVBBDO Milan
A11/051	01561	THE €186,73 FONT (LATEST CURRENCY EXCHANGE RATES)	BMW ITALY	BMW FINANCIAL SERVICE	BCUBE Milan	BCUBE Milan

**DESIGN LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A11/057	02274	THE BEAUTY OF A SECOND TYPE	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan
A12/038	01251	SABBATICAL YEAR	FONTEGRAFICA	FONTEGRAFICA	LEO BURNETT Milan	LEO BURNETT Milan
C02/003	01152	THE MOLESKINE ORCHESTRA	MOLESKINE	THE MOLESKINE COLLECTION	xister Rome	xister Rome
D07/021	01084	ZEIT PROMOTIONAL BOX	DIE SCHACHTEL	DIE SCHACHTEL "ZEIT SERIES"	DINAMOMILANO Milan	DINAMOMILANO Milan
<b>Total</b>	<b>19</b>					

**PR LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A01/062	00736	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL GMBH	MONTBLANC NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan
A01/074	00462	ADOPT THE SALAMI VILLAGE	DANONE	DANACOL	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan / BURSON MARSTELLER Milan
A02/004	00255	SEX AND THE WEB	ELI LILLY ITALIA	TADALAFIL (CIALIS)	KETCHUM PLEON Milan	KETCHUM PLEON Milan
A05/012	00264	ALTO ADIGE: THE ELDORADO OF GREEN BUSINESS	BLS	REGION PROMOTION	KETCHUM PLEON Milan	KETCHUM PLEON Milan
A06/***	00623	IL MAGO DI ESSELUNGA (THE WIZARD OF ESSELUNGA)	ESSELUNGA SPA	ESSELUNGA SUPERMARKETS	ESSELUNGA Milan	ESSELUNGA Milan

**PR LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A06/022	00729	THE DEFINITIVE HOME	IMMOBILIARE.IT GROUP	WWW.IMMOBILIAR E.IT	MY PR MILAN	MY PR MILAN
A08/002	00051	GAMES WEEK: VIDEO GAMES TAKE OVER MILAN	AESVI (ENTERTAINMENT SOFTWARE PUBLISHERS ASSOCIATION)	AESVI - GAMES WEEK	BURSON MARSTELLER Milan	BURSON MARSTELLER Milan
A08/006	00093	TWEET INTO SPACE	AVIO	AEROSPACE SYSTEMS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan
A09/006	00094	A JOURNEY INTO ALZHEIMER'S	FEDERAZIONE ALZHEIMER ITALIA	PUBLIC AWARENESS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan
A09/053	00871	INTEGRATION DAY	COORDOWN	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A09/066	00373	THE CASTING	ASSOCIAZIONE ONLUS SIEROPOSITIVO.IT	WORLD AIDS DAY 2011	TBWA\ITALIA Milan	TBWA\ITALIA Milan
A14/013	00224	THE PET BOTTLE	SANPELLEGRINO GROUP	RECYCLING CAMPAIGN	KETCHUM PLEON Milan	KETCHUM PLEON Milan
A14/035	00802	HEINEKEN REACH THE SUNRISE	HEINEKEN INTERNATIONAL	RESPONSIBLE DRINKING CAMPAIGN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan / HEINEKEN INTERNATIONAL Amsterdam
B01/033	00737	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL GMBH	MONTBLANC NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT Milan	LEO BURNETT Milan
B01/054	00419	FIRST FLOOR UNDER	TBWA\ITALIA	AGENCY PROMOTION	TBWA\ITALIA Milan	TBWA\ITALIA Milan
B02/011	00095	TWEET INTO SPACE	AVIO	AEROSPACE SYSTEMS	ENFANTS TERRIBLES Milan	ENFANTS TERRIBLES Milan
B02/025	00480	HOTPOINT FAMILY PORTRAITS	HOTPOINT	HOTPOINT BRAND PROMOTION	WE ARE SOCIAL ITALIA Milan	WE ARE SOCIAL ITALIA Milan
B02/057	00721	IMAGINE MORE	MANFROTTO	MANFROTTO PHOTOGRAPHIC ACCESSORIES (TRIPODS, BAGS, LED LIGHTS)	MSL ITALIA Milan	MSL ITALIA Milan

**PR LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
B02/074	00738	SAVE THE LIFE	AVIS NAZIONALE	VOLUNTEER ASSOCIATION OF BLOOD DONATION	LEO BURNETT Milan	LEO BURNETT Milan
B02/075	00739	DASH PROUD SPONSOR OF ITALIAN MUMS	P&G	DASH	PROXIMITY ITALIA Milan	PROXIMITY ITALIA Milan / PELITI ASSOCIATI Rome
B02/099	00466	FIRST IN TIMELINE	E3	FACEBOOK SKILLS	E3 Milan	E3 Milan
B03/038	00312	CELEBRATING THE 100TH YEARS ANNIVERSARY	WHIRLPOOL EUROPE	FUTURE CONCEPTS OF APPLIANCES	KETCHUM PLEON Milan	KETCHUM PLEON Milan
B03/091	00740	DASH PROUD SPONSOR OR ITALIAN MUMS	P&G	DASH	PROXIMITY ITALIA Milan	PROXIMITY ITALIA Milan / PELITI ASSOCIATI Rome
B03/113	00463	ADOPT THE SALAMI VILLAGE	DANONE	DANACOL	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan / BURSON MARSTELLER Milan
B05/008	00872	INTEGRATION DAY	COORDOWN	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
B06/030	00878	PURPLE CARD	MAZDA MOTOR ITALIA	SPONSORSHIP	JWT ROME	JWT ROME
B08/006	00225	THE PET BOTTLE	SANPELLEGRINO GROUP	RECYCLING CAMPAIGN	KETCHUM PLEON Milan	KETCHUM PLEON Milan
B08/008	00257	SEX AND THE WEB	ELI LILLY ITALIA	TADALAFIL (CIALIS)	KETCHUM PLEON Milan	KETCHUM PLEON Milan
B08/009	00265	ALTO ADIGE: THE ELDORADO OF GREEN BUSINESS	BLS	REGION PROMOTION	KETCHUM PLEON Milan	KETCHUM PLEON Milan
B08/019	00873	PARASITES	AGENZIA DELLE ENTRATE - MINISTERO DELL'ECONOMIA E DELLE FINANZE	TAX EVASION	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
B08/024	00730	THE DEFINITIVE HOME	IMMOBILIARE.IT GROUP	WWW.IMMOBILIAR E.IT	MY PR MILAN	MY PR MILAN



**PR LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
B08/038	00877	PURPLE CARD	MAZDA MOTOR ITALIA	BRAND AWARENESS	JWT ROME	JWT ROME
C01/019	00226	THE PET BOTTLE	SANPELLEGRINO GROUP	RECYCLING CAMPAIGN	KETCHUM PLEON Milan	KETCHUM PLEON Milan
C01/023	00256	SEX AND THE WEB	ELI LILLY ITALIA	TADALAFIL (CIALIS)	KETCHUM PLEON Milan	KETCHUM PLEON Milan
C02/009	00313	IMAGINE MORE	MANFROTTO	MANFROTTO PHOTOGRAPHIC ACCESSORIES (TRIPODS, BAGS, LED LIGHTS)	MSL ITALIA Milan	MSL ITALIA Milan
C02/011	00479	HOTPOINT FAMILY PORTRAITS	HOTPOINT	HOTPOINT BRAND PROMOTION	WE ARE SOCIAL ITALIA Milan	WE ARE SOCIAL ITALIA Milan
C02/018	00801	HEINEKEN REACH THE SUNRISE	HEINEKEN INTERNATIONAL	RESPONSIBLE DRINKING CAMPAIGN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan / HEINEKEN INTERNATIONAL Amsterdam
<b>Total</b>	<b>37</b>					

**FILM CRAFT LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	Production Company
A02/241	21246	NEVER EXTINGUISH	COCA COLA	BURN ENERGY DRINK	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	CURIOUS FILM Surry Hills
A02/242	21247	HEINEKEN THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	SONNY London
A02/342	21656	BEHIND THE SCENES	CAMPARI	ALCOHOLIC DRINK	FILMMASTER Milan	BCUBE Milan	FILMMASTER Milan
A03/018	21116	OUT OF SYNC LIFE	YAMAHA MOTOR ITALIA SPA	YAMAHA R1	DLVBBDO Milan	DLVBBDO Milan	BLOWUP FILM Milan
A03/019	21117	PICASSO / BACON	FIERA INTERNAZIONALE D'ARTE MODERNA E CONTEMPORANEA	MIA ART	DLVBBDO Milan	DLVBBDO Milan	H FILMS Milan

**FILM CRAFT LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	Production Company
A03/020	21118	MOURAKAMI - POINTLLISM (SEURAT)	FIERA INTERNAZIONALE D'ASRTE MODERNA E CONTEMPORANEA	MIA ART	DLVBBDO Milan	DLVBBDO Milan	H FILMS Milan
A03/021	21119	DUCHAMP/CAT TELAN	FIERA INTERNAZIONALE D'ASRTE MODERNA E CONTEMPORANEA	MIA ART	DLVBBDO Milan	DLVBBDO Milan	H FILMS Milan
A04/125	21248	NEVER EXTINGUISH	COCA COLA	BURN ENERGY DRINK	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	CURIOUS FILM Surry Hills
A04/126	21249	HEINEKEN THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	SONNY London
A05/121	21250	HEINEKEN THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	SONNY London
A06/176	21254	HATE	UNA ONLUS	CHILD CANCER APPEAL	FILMMASTER Milan	JWT ITALIA Milan	FILMMASTER Milan
A07/074	21657	BEHIND THE SCENES	CAMPARI	ALCOHOLIC DRINK	FILMMASTER Milan	BCUBE Milan	FILMMASTER Milan
A07/080	20068	25 YEARS TOGETHER	CALZEDONIA	CORPORATE IMAGE	CANDLE STUDIO Milano	SAATCHI & SAATCHI Milan	FILMMASTER Milan
A07/174	21251	NEVER EXTINGUISH	COCA COLA	BURN ENERGY DRINK	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	CURIOUS FILM Surry Hills
A07/175	21252	HEINEKEN THE SUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	SONNY London
A08/014	20760	PARIS-ROME	CITROEN	C3	ECCETERA PRODUZIONI AUDIO Milan	H Suresnes	BANDITS Paris
A08/093	21253	NEVER EXTINGUISH	COCA COLA	BURN ENERGY DRINK	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan	CURIOUS FILM Surry Hills
A09/093	21341	HAMMER	ENEL	ENEL BONDS 2012	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	MERCURIO CINEMATOGRAFICA Milan
A09/094	21342	STONE	ENEL	ENEL BONDS 2012	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan	MERCURIO CINEMATOGRAFICA Milan
A10/002	20541	MESSAGE IN A ROLL	SOFIDEL	ROTOLONI REGINA	DIAVIVA Reggio Emilia	SAATCHI & SAATCHI Milan	DIAVIVA Reggio Emilia
A10/043	20226	AMUSEMENT WITHOUT BREAKS	AUDI	AUDI A1 SPORTBACK	VERBA Milan	VERBA Milan	KAREN FILMS Milan

**FILM CRAFT LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	Production Company
A10/062	20427	FAIRY TALE IN MY WAY	LUIGI LAVAZZA	COFFEE MACHINE ELECTROLUX	ARMANDO TESTA Turin	ARMANDO TESTA Turin	DADOMANI Milan
A10/065	20440	ALIAH	LAB81	SELF-PROMOTION	LAB81 Ancona		LAB81 Ancona
A10/150	21660	PANDA, PROVA A PRENDERLA	FIAT	PANDA	PROXIMA MILANO	LEO BURNETT Turin	PROXIMA MILANO
<b>Total</b>	<b>24</b>						

**MOBILE LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency	
A01/012	00224	SWARMBIT	A-TONO	SWARMBIT	A-TONO Milan	A-TONO Milan	
A02/011	00394	MY MARCOPOLO APP	SGM DISTRIBUZIONE	STORE SHOPPING EXPERIENCE	MODOMODO Milan	MODOMODO Milan	
B01/017	00013	LANCIA MOBILE EXPERIENCE	FIAT	LANCIA	BITMAMA Torino	BITMAMA Torino	
C02/009	00192	MY SOMMELIER	MY SOMMELIER ITALIA	MY SOMMELIER	BESANOPOLI Milan	BESANOPOLI Milan	
C02/016	00395	MY MARCOPOLO APP	SGM DISTRIBUZIONE	STORE SHOPPING EXPERIENCE	MODOMODO Milan	MODOMODO Milan	
C05/002	00109	SWARMBIT	A-TONO	SWARMBIT	A-TONO Milan	A-TONO Milan	
E01/002	00110	SALAMURAI	NEGRONI SALUMI	NEGRONETTO	A-TONO Milan	A-TONO Milan	
I01/006	00079	LANCIA MOBILE EXPERIENCE	FIAT	LANCIA	BITMAMA Torino	BITMAMA Torino	
I03/032	00373	MY SOMMELIER	MY SOMMELIER ITALIA	MY SOMMELIER	BESANOPOLI Milan	BESANOPOLI Milan	
I03/046	00014	LANCIA MOBILE EXPERIENCE	LANCIA - FIAT GROUP AUTOMOBILES	LANCIA	BITMAMA Torino	BITMAMA Torino	

**MOBILE LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
103/061	00735	ANGRY BIRDS LIVE	DEUTSCHE TELEKOM	T-MOBILE	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
<b>Total</b>	<b>11</b>					

**BRANDED CONTENT & ENTERTAINMENT LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A01/**	00589	IL MAGO DI ESSELUNGA (THE WIZARD OF ESSELUNGA)	ESSELUNGA	SUPERMARKETS	ESSELUNGA Milan	ESSELUNGA Milan
A02/004	00023	BEST OF THE BLOCK	MICROSOFT	XBOX KINECT	UNIVERSAL McCANN Milan	UNIVERSAL McCANN Milan / ZODIAK MEDIA GROUP Milan
A02/011	00068	LATO C	BAUSCH & LOMB, CONFIDA, BOEHRINGER INGELHEIM, AIRC	ADVERTISING TALENT SHOW	LATO C Milan	ZODIAK MEDIA GROUP Milan / POLYTECHNIC UNIVERSITY OF MILAN Milan / LORIEN Milan
A02/086	00487	THIS IS NOT A MOVIE	THE VATICAN CHARITY FOUNDATION	GENERATING SUPPORT FOR PRIESTS	SAATCHI & SAATCHI Milan	SAATCHI & SAATCHI Milan
A03/002	00101	THIS MUST BE THE PLACE	TUMI	TROLLEY SUITCASE	QUANTUM MARKETING ITALIA Milan	QUANTUM MARKETING ITALIA Milan / SEESAW MEDIA London
A06/015	00356	THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH WATCH	LEO BURNETT Milan	LEO BURNETT Milan
A07/044	00489	ADOPT THE SALAMI VILLAGE	DANONE	DANACOL	YOUNG & RUBICAM BRANDS ITALY Milan	YOUNG & RUBICAM BRANDS ITALY Milan
A07/081	00498	GREAT THINGS START WITH A SMILE	SAMSUNG	SAMSUNG GALAXY NEXUS	M&C SAATCHI Milan	M&C SAATCHI Milan

**BRANDED CONTENT & ENTERTAINMENT  
LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Agency
A07/108	00605	THE MOLESKINE ORCHESTRA	MOLESKINE	THE MOLESKINE COLLECTION	xister Rome	xister Rome
A08/024	00360	LISTENING TO #MYSUNRISE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	PUBLICIS ITALY Milan
A08/030	00142	JACK ON TOUR	BROWN FORMAN	JACK DANIEL'S	ZODIAK MEDIA GROUP Milan	ZODIAK MEDIA GROUP Milan / UNIVERSAL McCANN Milan
A11/004	00048	BEING A MOM IS THE BEST JOB IN THE WORLD	BARILLA G. & R. FRATELLI	PICCOLINI	IMILLE Milan	IMILLE Milan
<b>Total</b>	<b>12</b>					
<b>Grand Total</b>		<b>494</b>				