

Best of Admaking

AM1 - BEST USE OF LOCAL CULTURE

15010	I Am Mumbai	Taproot India
W AF	Mumbai Mirror	Bennett coleman & co. ltd
18001	10 meters apart	New Moment New Ideas Company Skopje
GD	Tolerance	Government of Republic of Macedonia
17003	Abused Goddess 1-3	Taproot India
AF	Save Our Sisters	(STCI)
13002	Adios Cliches, Hola Mexico	Alma DDB
FI	Hola Mexico Film Festival	Hola Mexico Film Festival
14005	Do not wait to get old to go to Benidorm	TBWA\ESPAÑA
AD	LOW COST FESTIVAL	LOW COST FESTIVAL

AM2 - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKET

09003	Dumb Ways to Die	McCann
W AF	Metro Trains	Metro Trains
04002	adidas Window Shopping	TBWA\Helsinki
GD	adidas NEO	adidas
15003	Catraca de Cerveza_The beer turnstile	AlmapBBDO
FI	Antarctica	AMBEV
17019	Mi sangre es rojo negro_My blood is red black	Leo Burnett Tailor Made
FI	Institucional	Hemoba/Esporto Clube Vitoria
05006	Young and Mature	Ponce
FI	Axe Young y Axe Mature	Unilever

AM3 - BEST INTEGRATION OF A GLOBAL IDEA INTO A LOCAL CULTURE

06006	Brasil 70 / Cépticos_Sceptics	AlmapBBDO
FI	Nuevo Fusca	Volkswagen do Brasil
04003	ENTER THE GAME	Havas Sports & Entertainment
FI	PES 2013	KONAMI
05006	Young and Mature	Ponce
FI	Axe Young y Axe Mature	Unilever

AM4 - BEST OF STRATEGY

18013	Integration Day	Saatchi & Saatchi Milan
W AD	World Down Syndrome Day	CoorDown Onlus
09003	Dumb Ways to Die	McCann
AF	Metro Trains	Metro Trains
17019	Mi sangre es rojo negro_My blood is red black	Leo Burnett Tailor Made
FI	Institucional	Hemoba/Esporto Clube Vitoria
01006	Selizharovo Cannery	:OTVETDESIGN/St.-Petersburg
GD	Canned goods	Selizharovo Cannery
09006	Why Don't You Come Over?	GMP Advertising & WEBSTYLER/Bucharest
GD	Newspaper	Mediafax Group

AM5 - MOST INSIGHTFUL IDEA

06012	Offroad	BBDO Proximity Berlin GmbH
W AD	smart fortwo	Daimler AG / smart
09003	Dumb Ways to Die	McCann
AF	Metro Trains	Metro Trains
15010	I Am Mumbai	Taproot India
AF	Mumbai Mirror	Bennett coleman & co. ltd
18013	Integration Day	Saatchi & Saatchi Milan
AD	World Down Syndrome Day	CoorDown Onlus
15011	Life's turn in a sentence 2	Leo Burnett Schweiz AG
AD	Life Insurance	Swiss Life

AM6 - BEST OF CRAFT

08001	Alma_Soul	F/Nazca Saatchi & Saatchi
W FI	M-Monochrom	Leica
09002	Dumb Ways to Die	McCann
AF	Metro Trains	McCann
15010	I Am Mumbai	Taproot India
AF	Mumbai Mirror	Bennett coleman & co. ltd
08006	Insight / What does your mind see?	Cheil worldwide
AF	Samsung Camera	Samsung Electronics

AM7 - BEST OF CRAFT FOR PRODUCTION

08001	Alma_Soul	F/Nazca Saatchi & Saatchi
W FI	M-Monochrom	Leica
09002	Dumb Ways to Die	McCann
AF	Metro Trains	McCann
10003	Egg Tart/Rice Cooker/Kettle	Leo Burnett, Hong Kong
AF	Redemption Promotion	7-Eleven Hong Kong
04003	ENTER THE GAME	Havas Sports & Entertainment
FI	PES 2013	KONAMI
15010	I Am Mumbai	Taproot India
AF	Mumbai Mirror	Bennett coleman & co. ltd

AM8 - BEST USE OF TECHNOLOGY

10016	WI-FI GRATIS	TBWA ESPAÑA
W FI	McDonalds	McDonald's Sistemas de España
04002	adidas Window Shopping	TBWA\Helsinki
GD	adidas NEO	adidas
04003	ENTER THE GAME	Havas Sports & Entertainment
FI	PES 2013	KONAMI
13014	SHARE THE NEWS PAPER WITH CHILDREN	Dentsu Inc.
AF	THE TOKYO SHIMBUN (NEWSPAPER)	THE TOKYO SHIMBUN (NEWSPAPER)