

Best of Products and Services

01 - BEST OF FOOD

01016	RICE-CODE	HAKUHODO INC.
W AF	INAKADATE VILLAGE	INAKADATE VILLAGE OFFICE
01011	Cow Marathon	Leo Burnett Schweiz AG
AD	Food Label (Organic Food)	Bio Suisse
01003	Long life	McCann Erickson
FI	Cuidat+	Campofrío
01002	GLOBALIZATION	DENTSU INC./NEANDERTAL INC.
AF	CUPNOODLE	NISSIN FOODS HOLDINGS CO., LTD.
01006	Dogs	AlmapBBDO
FI	Pedigree	EFFEM

02 - BEST OF BEVERAGES

02009	GUINNESS DRAUGHT IN A BOTTLE: DEUX/QUATRE/TROIS	BBDO SINGAPORE PTE LTD
AF	GUINNESS	ASIA PACIFIC BREWERIES SINGAPORE
02013	SMALL WORLD MACHINES	LEO BURNETT
AF	COKE	COCA-COLA
02015	Labelled Under Influence	Demner, Merlice & Bergmann Werbegesellschaft mbH
GD	Austrian Vintner Andreas Tscheppe	Austrian Vintner Andreas Tscheppe
02014	ROAD TO RECOVERY	LEO BURNETT
AF	BUNDABERG RUM	DIAGEO
02001	B:DARK	Kaspen/Jung von Matt
GD	Budweiser Budvar	Budejovicky Budvar, n.p.
02003	CarlaLuis	La Comunidad
FI	Alma Mora	Finca Las Moras

03 - BEST OF HEALTH AND PERSONAL CARE

03013	MOTHER BOOK	DENTSU INC.
W AF	BELL-NET OBSTETRICS	BELL-NET OBSTETRICS
03002	Cafiaspirina	AlmapBBDO
FI	Cafiaspirina	Bayer Brasil
03011	It's in your hands	VCCP Spain
FI	Prevención del cáncer de testículos	Asociación española de Adolescentes y Adultos jóve
03014	ZZZ RADIO	ACE SAATCHI & SAATCHI MANILA
AF	PAMPERS DIAPER	P&G DISTRIBUTING PHILIPPINES INC.

04 - BEST OF SPORTS

04001	PARALLEL JOURNEYS	JWT INDIA
W AF	NIKE	NIKE INDIA

04002 **Tilcara**
FI Seleccion Argenita de futbol

Diego + Kbar + Partners
Seleccion Argenita de futbol

06 - BEST OF CARS

06001 **Chicken**
W AD Mercedes-Benz

Jung von Matt AG
Daimler AG

06013 **Opel Sky Surprise**
GD Opel

WIEN NORD Werbeagentur
GmbH
Opel General Motors Austria
GmbH

06012 **There goes the van**
FI Kombi

AlmapBBDO
Volkswagen do Brasil

06008 **smart fortwo cinema - FILM**
GD smart

ALICE BBDO
Daimler

06002 **Horn**
FI Toyota Certified Used Vehicles (TCUV)

Conill Saatchi & Saatchi
Toyota Motor Sales USA

07 - BEST OF OTHER VEHICLES AND ACCESSORIES

07019 **SOUND OF HONDA / AYRTON SENNA 1989**
W AF INTERNAVI

DENTSU INC.
HONDA MOTOR CO., LTD.

07003 **Sala, Bathroom**
FI Side Assist

AlmapBBDO
Volkswagen do Brasil

07015 **It adapts**
FI Piezas Originales

AlmapBBDO
Volkswagen do Brasil

07004 **Angulos**
FI Area View

AlmapBBDO
Volkswagen do Brasil

07010 **Real Ad**
FI Park Assist

AlmapBBDO
Volkswagen do Brasil

08 - BEST OF ELECTRONICS

08007 **All eyes on S4**
W AD Swisscom & Samsung Galaxy S4

Heimat
Swisscom (Schweiz) AG

08004 **UGLY PARENTS, BEAUTIFUL KIDS 1, 2, 3**
FI ARNO

Publicis Brasil
GROUPE SEB

10004 **Megaprint**
FI HP

AlmapBBDO
HP

08002 **The world needs better technology - Sportsbar**
AD Electronics Store Chain Saturn

Scholz & Friends
Media-Saturn-Holding GmbH

09 - BEST OF TRAVEL, TOURISM AND TRANSPORT

09001 **Flight**
FI Middle Seat Blocking

AlmapBBDO
Gol Aerolineas

10 - BEST OF RETAIL

10010 **The Hornbach Hammer**
GC AD DIY Home Improvement Superstores

Heimat, Berlin
Hornbach Baumarkt AG

10009	Supergeil	Jung von Matt AG
AD	Food Retailer	Edeka Zentrale AG & Co KG
10006	#BalconyExpress	M&C Saatchi
AD	Retail	Leroy Merlin
10012	The Doubled Change	Demner, Merlicek & Bergmann Werbegesellschaft mbH
GD	moemax Furniture Store	XXXLutz KG/ moemax Furniture Store

11 - BEST OF HOUSEHOLD, BUSINESS APPLIANCES, FURNISHING

11004	Renovated Billboards	Jung von Matt AG
W AD	DIY Store	OBI GmbH & Co. Deutschland KG
11003	PIG/LAMB/COW	LOWE, THAILAND
AF	SUNLIGHT	UNILEVER
11005	Names App.	Leo Burnett Schweiz AG
AD	Furniture Retailer	Micasa
11006	AID COUTURE	LEO BURNETT MANILA
AF	ARIEL + DOWNY PARFUM	PROCTER & GAMBLE

12 - BEST OF COMMUNICATION MEDIA AND PUBLICATIONS

12001	85 Seconds	AlmapBBDO
W FI	Getty Images	Getty Images
12002	Elvis Death	Loducca
FI	Institucional	MTV Brasil
12016	WILLIAM SHAKESPEARE/ MARK TWAIN/OSCAR WILDE	MCCANN WORLDGROUP
AF	AUDIOBOOKS	PENGUIN GROUP(INDIA)
12012	HAWKER HEROES	BBDO SINGAPORE PTE LTD
AF	SINGTEL	SINGAPORE TELECOMMUNICATIONS
12013	UNITY PAPER	LEO BURNETT SOLUTIONS INC
AF	ADA NEWSPAPER	WIJEYA NEWSPAPERS LIMITED

13 - BEST OF ENTERTAINMENT, RECREATION, LEISURE

13001	Robocop	Conill Saatchi & Saatchi
W FI	Festival de Nuevo Cine Argentino en Hollywood	Consulado General de Argentina en Los Angeles
13021	ZUGSPITZE	OGILVY & MATHER GMBH.
GD	REED EXHIBITIONS VIENNA	REED EXHIBITIONS VIENNA
13013	Enemy Front	McCANN Worldgroup Poland
GD	CI Games	CI Games
13006	Tickets to dream about	McCann Erickson
FI	Loterías y Apuestas del Estado	Loterías y Apuestas del Estado
13004	Taxi Drama 3	McCann Belgrade
GD	Yugoslav Drama Theatre	Yugoslav Drama Theatre
13015	SKY Livespots	serviceplan
AD	SKY	Sky Deutschland Fernsehen GmbH & Co. KG

14 - BEST OF CORPORATE

14015	Come to the street	Leo Burnett Tailor Made
W FI	Institucional	Fiat
14019	TOKYO CITY SYMPHONY	SIX INC.
AF	ROPPONGI HILLS	MORI BUILDING CO.,LTD
14004	Letters: F, N, R	Leo Burnett Tailor Made
FI	Fiat Institucional	Fiat
14011	The Selfscan Report	serviceplan
AD	Auchan	Auchan S.p.A.
14002	FORK / PISTON / EXHAUST / KICKSTARTER	Y&R Prague
GD	Harley Davidson	PHD Bikes a.s.
14008	Ghita, The Social Shepherd	BV Mccann Erickson Romania
GD	Vodafone	Vodafone

15 - BEST OF FINANCIAL

14022	The value of experience	VCCP Spain
W FI	Seguros	El Corte Inglés
15010	FAMILY REMEET (+SISTERS REMEET/FATHER&SON REMEET)	ACE SAATCHI & SAATCHI
AF	CEBUANA LHUILLIER	PJLHUIILLIER
15008	Tablecloth.Winter	Media-Storm Advertising
GD	Morton Invest	Morton Invest

16 - BEST OF PUBLIC AND PRIVATE SERVICES

16008	Tweet Censurado	DDB Brasil
W FI	Censura	Anistia Internacional
16013	RICE-CODE	HAKUHODO INC.
AF	INAKADATE VILLAGE OFFICE	INAKADATE VILLAGE
16010	SINGSLATOR	TBWA ESPAÑA
FI	Anicols-asociación para la normalización del lenguaje de signos	ANICOLS
16011	Bentley Burial	Leo Burnett Tailor Made
FI	Institucional	Asociación Brasileña de Trasplante de Órganos
16004	Animal Pills	Leo Burnett Schweiz AG
AD	Public Service Message (Food)	Slow Food
16006	RUN THAT TOWN	LEO BURNETT
AF	CENSUS	AUSTRALIAN BUREAU OF STATISTICS

17 - BEST OF SOCIAL ENGAGEMENTS

17006	Farmer suicide 1, 2, 3	TAPROOT INDIA
W AF	TIMES OF INDIA	BENNETT COLEMAN & CO. LTD
17001	Dear Future Mom.	Saatchi & Saatchi Italy
AD	World Down Syndrome Day	CoorDown Onlus
17022	if only for a second	Leo Burnett France
AD	Mimi Foundation support and wellbeing centers	Mimi Foundation

17016 **Mannequins**

AD Pro Infirmis

Jung von Matt / Limmat

Pro Infirmis

17007 **Liking isn't helping: War/ Earthquake/ Flood**

AF CRISIS RELIEF

PUBLICIS SINGAPORE

CRISIS RELIEF SINGAPORE

17012 **MISSING CHILDREN**

AF BAOBEIHUIJIA.COM

J. WALTER THOMPSON-BRIDGE
ADVERTISING CO., LTD, BEIJING

BAOBEIHUIJIA.COM