

DIRECT WINNERS 2014



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
PAY PER LAUGH	TEATRENEU	PAY PER LAUGH	THE CYRANOS McCANN, Barcelona	SPAIN
Gold Eurobest				
TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE, Hamburg	GERMANY
TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE, Hamburg	GERMANY
ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN, Madrid	SPAIN
Silver				
D ROSE JUMP STORE	ADIDAS	ADIDAS 3.5 BASKETBALL SHOES	TBWA/LONDON	UNITED KINGDOM
DON'T GOOGLE IT	CEBAM	HEALTH SITE	DDB BRUSSELS	BELGIUM
TRY MY HYBRID	TOYOTA	HYBRIDS	SAATCHI & SAATCHI, Oslo	NORWAY
TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE, Hamburg	GERMANY
TRY MY HYBRID	TOYOTA	HYBRIDS	SAATCHI & SAATCHI, Oslo	NORWAY
ARE YOU KLAUS-HEIDI?	LUFTHANSA	AIRLINE TICKETS	DDB STOCKHOLM	SWEDEN
BOSSE'S MILK	LIDL DISCOUNT SUPERMARKETS	SUPERMARKET	INGO, Stockholm	SWEDEN
PAY PER LAUGH	TEATRENEU	PAY PER LAUGH	THE CYRANOS McCANN, Barcelona	SPAIN
UNCENSORED ARTICLES MADE IN CHINA	HUMO MAGAZINE	HUMO MAGAZINE	MORTIERBRIGADE, Brussels	BELGIUM
A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR / LIFEJACKETS	CLM BBDO, Boulogne-Billancourt	FRANCE
Bronze				
VIRUS OUTBREAK	ELMSTA 3000 HORROR FEST	FILM FESTIVAL	SAATCHI & SAATCHI, Stockholm	SWEDEN
THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE, Hamburg	GERMANY
THE GAME REPORT	BYTRO LABS	BYTRO LABS GAME DEVELOPING STARTUP	SERVICEPLAN, Munich	GERMANY
THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE, Hamburg	GERMANY
ANGRY TWEETS	BURGER KING	BURGER KING	BUZZMAN, Paris	FRANCE
INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL, Paris	FRANCE
FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
THE WEDDINGLOPE	ROSENTHAL	PORCELAIN TABLEWARE	KOLLE REBBE, Hamburg	GERMANY
GIVE BLOOD. GIVE POWER. CHAMPIONS FOR CHILDREN	GERMAN RED CROSS	BLOOD DONATION	JUNG von MATT, Hamburg	GERMANY
FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
BOSSE'S MILK	LIDL DISCOUNT SUPERMARKETS	SUPERMARKET	INGO, Stockholm	SWEDEN