

# PR WINNERS 2014



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Grand Prix</b>				
#LIKEAGIRL	P&G	FEMCARE PRODUCT	MSLGROUP, London	UNITED KINGDOM
<b>Gold Eurobest</b>				
DACIA SPONSOR DAY	RENAULT ITALIA	DACIA	PUBLICIS ITALY, Milan	ITALY
#LIKEAGIRL	P&G	FEMCARE PRODUCT	MSLGROUP, London	UNITED KINGDOM
GHITA, THE SOCIAL SHEPHERD	VODAFONE ROMANIA	TELECOM	McCANN ERICKSON ROMANIA, Bucharest	ROMANIA
#LIKEAGIRL	P&G	FEMCARE PRODUCT	MSLGROUP, London	UNITED KINGDOM
<b>Silver</b>				
SAMSUNG MAESTROS ACADEMY	SAMSUNG ELECTRONICS ITALY	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT, Milan	ITALY
ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN, Madrid	SPAIN
THEATRE COMMERCIALS	THEATER AAN DE STROOM	THEATRE	FAMOUS BRUSSELS	BELGIUM
DACIA SPONSOR DAY	DACIA - RENAULT	DACIA	PUBLICIS CONSULTANTS ITALIA, Milan	ITALY
ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN, Madrid	SPAIN
WENT TOO FAST. GONE TOO SOON.	BELGIAN ROAD SAFETY INSTITUTE - IBSR/BIVV	ROAD SAFETY	20SOMETHING, Brussels	BELGIUM
PAY PER LAUGH	TEATRENEU	PAY PER LAUGH	THE CYRANOS McCANN, Barcelona	SPAIN
TRANSAVIA EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS, Puteaux	FRANCE
<b>Bronze</b>				
A PLANET THAT CALLS FOR A CHANGE	BLOCKET	ONLINE CLASSIFIEDS	JUNG RELATIONS, Stockholm	SWEDEN
PIECE OF TRASH PENALTY	ECPAT	NON-PROFIT ORGANIZATION FIGHTING THE CHILD SEX TRADE	PRIME, Stockholm	SWEDEN
WE DON'T WANT YOU HERE	THE PARENTS CIRCLE FAMILIES FORUM	RECONCILIATION	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan	ISRAEL
THE FADING NEWS	RADIKAL	NEWSPAPER	TBWA/ISTANBUL	TURKEY
ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN, Madrid	SPAIN
OPERATION HUNGER	ACTIONAID ITALIA ONLUS	ACTIONAID	OGILVY & MATHER, Milan	ITALY
DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK
AN AUCTION BASED ON EMOTIONS	ORREFORS KOSTA BODA	GLASS ART/GLASSWARE	ELLERMORE, Göteborg	SWEDEN
FLY WITH US	AVINOR	STATE OWNED AIRPORT OPERATOR	CREUNA, Oslo	NORWAY
VOILA MA SUISSE	MAZDA (SUISSE)	CAR	JWT/FABRIKANT, Zurich	SWITZERLAND
WATCH YOUR (GL)ASS	TIME-OUT	RAPE-DRUG AWARENESS WEEK	ZENITHOPTIMEDIA, Ramat Gan	ISRAEL
THE EXPERIMENT	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
#SELFYE	MAX FACTOR	COSMETICS	KETCHUM, London	UNITED KINGDOM
SCANDIC TO GO	SCANDIC HOTELS	HOTELS	PRIME, Stockholm	SWEDEN
WENT TOO FAST. GONE TOO SOON.	BELGIAN ROAD SAFETY INSTITUTE - IBSR/BIVV	ROAD SAFETY	20SOMETHING, Brussels	BELGIUM
LIVING WITH LAG	UMEA ENERGY/UME.NET	FIBER BROADBAND PROVIDER	ANR BBDO, Stockholm	SWEDEN
THE PEANUT EXPERIMENT	RADIO 1	RADIO 1 - THE WEEK OF EDUCATION	MORTIERBRIGADE, Brussels	BELGIUM
BLACKMAILING LAWYERS	ORDE VAN VLAAMSE BALIES	FLEMISH LAWYERS ASSOCIATION	FAMOUS BRUSSELS	BELGIUM