

| Title                                     | Brand                 | Product/Service                      | Entrant Company                 | Location        | Idea Creation Company                          | Location        | Production Company                       | Location                 | Post Production Company   | Location                                 |
|---|-----------------------|--------------------------------------|---------------------------------|-----------------|--|-----------------|--|--------------------------|---|--|
| <b>Gold Eurobest</b>                      |                       |                                      |                                 |                 |  |                 |  |                          |   |  |
| FRANCESCA                                 | DIESEL                | DIESEL                               | PUBLICIS ITALY, Milan           | ITALY           | PUBLICIS ITALY Milan                           | ITALY           | DIVISION Paris / SIZZER AMSTERDAM        | FRANCE / THE NETHERLANDS | MIKROS IMAGE Paris  | FRANCE                                   |
| CROCODILE INSIDE                          | LACOSTE               | LACOSTE                              | BETC, Paris                     | FRANCE          | BETC Paris                                     | FRANCE          | GENERAL POP Pantin / ICONOCLAST Paris    | FRANCE                   | TIME BASED ARTS London<br>TIME BASED ARTS London  | UNITED KINGDOM                           |
| DANTE'S HEARTBEATS                        | HJÄRTEBARNFONDEN      | CHARITY FOR CONGENITAL HEART DISEASE | ABBY PRIEST, Stockholm          | SWEDEN          | ABBY PRIEST Stockholm                          | SWEDEN          | NEW LAND Stockholm                       | SWEDEN                   | CHIMNEY Stockholm   | SWEDEN                                   |
| CROCODILE INSIDE                          | LACOSTE               | LACOSTE                              | BETC, Paris                     | FRANCE          | BETC Paris                                     | FRANCE          | GENERAL POP Pantin / ICONOCLAST Paris    | FRANCE                   | TIME BASED ARTS London<br>TIME BASED ARTS London  | UNITED KINGDOM                           |
| TIPPING POINT                             | UBISOFT               | WATCH DOGS                           | DDB PARIS                       | FRANCE          | DDB PARIS                                      | FRANCE          | PINKMAN.TV Madrid                        | SPAIN                    | MACHINE SOUND LONDON  | UNITED KINGDOM                           |
| <b>Silver</b>                             |                       |                                      |                                 |                 |  |                 |  |                          |   |  |
| THE PARENTS                               | VOLVO CAR CORPORATION | VOLVO XC60 / XC90                    | FORSMAN & BODENFORS, Gothenburg | SWEDEN          | FORSMAN & BODENFORS Gothenburg                 | SWEDEN          | NEW LAND Stockholm                       | SWEDEN                   |   |  |
| THE TOWER                                 | VOLVO TRUCKS          | TRUCKS                               | FORSMAN & BODENFORS, Gothenburg | SWEDEN          | FORSMAN & BODENFORS Gothenburg                 | SWEDEN          | BACON Copenhagen                         | DENMARK                  | BACON Copenhagen  | DENMARK                                  |
| TIPPING POINT                             | UBISOFT               | WATCH DOGS                           | DDB PARIS                       | FRANCE          | DDB PARIS                                      | FRANCE          | PINKMAN.TV Madrid                        | SPAIN                    | MACHINE SOUND LONDON  | UNITED KINGDOM                           |
| FRANCESCA                                 | DIESEL                | DIESEL                               | PUBLICIS ITALY, Milan           | ITALY           | PUBLICIS ITALY Milan                           | ITALY           | DIVISION Paris / SIZZER AMSTERDAM        | FRANCE / THE NETHERLANDS | MIKROS IMAGE Paris  | FRANCE                                   |
| THE PARENTS                               | VOLVO CAR CORPORATION | VOLVO XC60 / XC90                    | FORSMAN & BODENFORS, Gothenburg | SWEDEN          | FORSMAN & BODENFORS Gothenburg                 | SWEDEN          | NEW LAND Stockholm                       | SWEDEN                   |   |  |
| <b>Bronze</b>                             |                       |                                      |                                 |                 |  |                 |  |                          |   |  |
| TIPPING POINT                             | UBISOFT               | WATCH DOGS                           | DDB PARIS                       | FRANCE          | DDB PARIS                                      | FRANCE          | PINKMAN.TV Madrid                        | SPAIN                    | MACHINE SOUND LONDON  | UNITED KINGDOM                           |
| COCA-COLA - OPEN LIKE NEVER BEFORE        | THE COCA-COLA COMPANY | COCA-COLA                            | 72ANDSUNNY, Amsterdam           | THE NETHERLANDS | 72ANDSUNNY Amsterdam                           | THE NETHERLANDS | NEW LAND London                          | UNITED KINGDOM           | CABIN EDITING COMPANY Santa Monica<br>WAVE STUDIOS London<br>THE SMC GROUP London<br>GLASSWORKS Amsterdam | USA<br>UNITED KINGDOM<br>THE NETHERLANDS |
| NYT LIFE NEEDS TRUTH                      | THE NEW YORK TIMES    | THE NEW YORK TIMES NEWSPAPER         | SOUNDTREE MUSIC, London         | UNITED KINGDOM  | DROGA5, PART OF ACCENTURE INTERACTIVE New York | USA             | SOUNDTREE MUSIC London / SOMESUCH London | UNITED KINGDOM           | SOMESUCH London   | UNITED KINGDOM                           |
| THE PARENTS                               | VOLVO CAR CORPORATION | VOLVO XC60 / XC90                    | FORSMAN & BODENFORS, Gothenburg | SWEDEN          | FORSMAN & BODENFORS Gothenburg                 | SWEDEN          | NEW LAND Stockholm                       | SWEDEN                   |   |  |
| WOMBSTORIES                               | LIBRESSE              | BODYFORM                             | 750MPH, London                  | UNITED KINGDOM  | AMVBBDO London                                 | UNITED KINGDOM  | CHELSEA PICTURES New York                | USA                      | 750MPH London   | UNITED KINGDOM                           |
| HANNA_BUMBLEBEE                           | ERSTE BANK            | FINANCIAL SERVICES                   | JUNG von MATT/DONAU, Vienna     | AUSTRIA         | JUNG von MATT/DONAU Vienna                     | AUSTRIA         | PASSION ANIMATION STUDIOS London         | UNITED KINGDOM           |   |  |
| ADOBE X KEITH HARING   CREATIVITY FOR ALL | ADOBE, INC.           | ADOBE PHOTOSHOP, ADOBE FRESCO        | BAKEHOUSE, Moscow               | RUSSIA          | dentsuAchtung! Amsterdam                       | THE NETHERLANDS | BAKEHOUSE Moscow / BAKEHOUSE Moscow      | RUSSIA                   | BAKEHOUSE Moscow  | RUSSIA                                   |