

RUSSIA

FILM LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency | Production Company |
|---------|----------|-------------------------------------|-------------------------------------|--------------------------------------|---------------------------------|---------------------------------|-------------------------------------|
| A01/002 | 00093 | QUEUE | CHERKASHIN MEAT FACTORY | SAUSAGES | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg | RADIOACTIVE FILM |
| A01/003 | 00094 | GOT IT! | CHERKASHIN MEAT FACTORY | SAUSAGES | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg | RADIOACTIVE FILM |
| A01/007 | 00248 | THANKS ADVERTISING | CHERKASHIN MEAT FACTORY | SAUSAGES "YAZYKOVAYA" | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg | RADIOACTIVE FILM |
| A01/083 | 02994 | PURÉE | FRUTONYANYA | HYPO-ALLERGENIC PURÉES | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow | BALL PARK Moscow |
| A10/014 | 01288 | HORROR | NOVARTIS | VIBROCIL | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow | FIBR FILM PRODUCTION Moscow |
| A16/065 | 00404 | CROSSWORD | MEDIA MARKT | MEDIA MARKT STORE | GN INTERPARTNERS Moscow | GN INTERPARTNERS Moscow | YARCHE Moscow |
| A16/066 | 00405 | CHRISTMAS | MEDIA MARKT | MEDIA MRKT STORE | GN INTERPARTNERS Moscow | GN INTERPARTNERS Moscow | YARCHE Moscow |
| A16/101 | 02995 | CANYON | OBI | DIY STORE | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow | BAZELEVS REKLAMA Moscow |
| A16/104 | 03138 | ATRIUM WRITES THE HISTORY OF TRENDS | ATRIUM SHOPPING MALL | ATRIUM SHOPPING MALL | SLAVA MOSCOW | SLAVA MOSCOW | HYPE PRODUCTION Moscow |
| A18/036 | 00415 | FROM THE PAST TO THE FUTURE | RUSSIAN RAILWAYS | RUSSIAN RAILWAYS | MULTI TECHNOLOGII Moscow | MULTI TECHNOLOGII Moscow | STUDIO OF ALEXANDR PETROV Yaroslavl |
| A19/128 | 01537 | POLICEMAN | RUSSIAN FITNESS-AEROBICS FEDERATION | RUSSIAN FITNESS -AEROBICS FEDERATION | E:MG Moscow | E:MG Moscow | BALL PARK Moscow |
| A19/129 | 01538 | SECURITY GUARD | RUSSIAN FITNESS-AEROBICS FEDERATION | RUSSIAN FITNESS -AEROBICS FEDERATION | E:MG Moscow | E:MG Moscow | BALL PARK Moscow |
| A21/046 | 00416 | SOGAZ. PUCK | SOGAZ | INSURANCE | MULTI TECHNOLOGII Moscow | MULTI TECHNOLOGII Moscow | METRAFILMS Moscow |
| A21/047 | 00417 | SOGAZ. PARKING | SOGAZ | INSURANCE | MULTI TECHNOLOGII Moscow | MULTI TECHNOLOGII Moscow | METRAFILMS Moscow |
| A23/137 | 01009 | THE BIRD | PRIVATE PSYCHOLOGIST | FAMILY THERAPIST | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg | HOW WE LOVE Ekaterinburg |

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|--------------|-----------|--|--|---|--|-----------------------------|--------------------------|
| A23/164 | 01596 | TEASER MEGAFON 4G | MEGAFON | MOBILE INTERNET | JSC INSTINCT Moscow | JSC INSTINCT Moscow | Trehmer Moscow |
| A23/165 | 01597 | REVEAL MEGAFON 4G | MEGAFON | MOBILE INTERNET | JSC INSTINCT Moscow | JSC INSTINCT Moscow | Trehmer Moscow |
| B03/069 | 01195 | G-VIBE VIRAL VIDEO NULETTO, EN | FUN TOYS | G-VIBE | FUNTOYS Moscow | FUNTOYS Moscow | |
| B03/119 | 00993 | AN EASIER WAY TO LEARN FOREIGN LANGUAGES | NATIVE SPEAKERS CLUB | T-PAD | NATIVE SPEAKERS CLUB Moscow | NATIVE SPEAKERS CLUB Moscow | VIDEOKROLIK Moscow |
| B03/121 | 01314 | MUSICAL UNIVERSIADE | MUSICAL UNIVERSIADE | FESTIVAL | LOMONOSOV MOSCOW STATE UNIVERSITY Moscow | | VARVARA ERMOLAEVA Moscow |
| B03/164 | 00024 | SAVE THE CHRISTMAS TREE | VIRUBKE | SAVE THE TREES CAMPAIGN | NECTARIN Moscow | NECTARIN Moscow | |
| B03/338 | 01194 | EROSHOP.RU | EROSHOP | ADULT TOYS | FUNTOYS Moscow | | FUNTOYS Moscow |
| B03/346 | 01054 | SCOTCH TAPE | THE DEPARTMENT OF TRANSPORT AND THE DEVELOPMENT OF ROAD TRANSPORT INFRASTRUCTURE IN THE CITY OF MOSCOW | OFFICIAL SOCIAL ADVERTIZING AGAINST ILLEGAL TAXIS | WHAT IF SEMIN Moscow | WHAT IF SEMIN Moscow | WE ARE 73 Moscow |
| B03/347 | 01053 | MEETING | THE DEPARTMENT OF TRANSPORT AND THE DEVELOPMENT OF ROAD TRANSPORT INFRASTRUCTURE IN THE CITY OF MOSCOW | OFFICIAL PUBLIC ADVERTISING AGAINST ILLEGAL PARKING | WHAT IF SEMIN Moscow | WHAT IF SEMIN Moscow | WE ARE 73 Moscow |
| Total | 24 | | | | | | |

PRESS LIONS

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|---------|----------|----------------------|------------------|-------------------------|--------------------------------|--------------------------------|
| A01/003 | 00062 | WHEEL OF SANSARA | PIKANTA | HARICOT "PIKANTA" | LBL COMMUNICATION GROUP Moscow | LBL COMMUNICATION GROUP Moscow |
| A05/028 | 01158 | AOS 'STAINS' DRESS | NEFIS COSMETICS | AOS | OGILVY GROUP RUSSIA Moscow | OGILVY GROUP RUSSIA Moscow |
| A05/029 | 01159 | AOS 'STAINS' SHIRT | NEFIS COSMETICS | AOS | OGILVY GROUP RUSSIA Moscow | OGILVY GROUP RUSSIA Moscow |
| A05/030 | 01160 | AOS 'STAINS' SHORTS | NEFIS COSMETICS | AOS | OGILVY GROUP RUSSIA Moscow | OGILVY GROUP RUSSIA Moscow |
| A05/031 | 01161 | AOS 'STAINS' T-SHIRT | NEFIS COSMETICS | AOS | OGILVY GROUP RUSSIA Moscow | OGILVY GROUP RUSSIA Moscow |
| A05/132 | 05161 | GULLIVER | PROCTER & GAMBLE | MYTH DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A05/133 | 05162 | RENDEZVOUS | PROCTER & GAMBLE | DREFT LAUNDRY DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A07/041 | 01162 | GRAPES | PHILIPS | PHILIPS JUICER | OGILVY GROUP RUSSIA Moscow | OGILVY GROUP RUSSIA Moscow |
| A07/042 | 01163 | PEAR | PHILIPS | PHILIPS JUICER | OGILVY GROUP RUSSIA Moscow | OGILVY GROUP RUSSIA Moscow |
| A07/043 | 01164 | PINEAPPLE | PHILIPS | PHILIPS JUICER | OGILVY GROUP RUSSIA Moscow | OGILVY GROUP RUSSIA Moscow |
| A08/004 | 00105 | DURU_DARK_MANGO | EVYAP RUSSIA | DURU GOURMET | ALASKA CREATIVE MOSCOW | ALASKA CREATIVE MOSCOW |
| A08/005 | 00106 | DURU_LIGHT_BLUEBERRY | EVYAP RUSSIA | DURU GOURMET | ALASKA CREATIVE MOSCOW | ALASKA CREATIVE MOSCOW |
| A09/021 | 01157 | BEFORE&AFTE R | PHILIPS | PHILIPS BODY GROOMER | OGILVY GROUP RUSSIA Moscow | OGILVY GROUP RUSSIA Moscow |
| A10/010 | 00064 | HOTEL | NUTRITION HOUSE | MULTIVITAMIN SUPPLEMENT | LBL COMMUNICATION GROUP Moscow | LBL COMMUNICATION GROUP Moscow |
| A10/011 | 00065 | MEETING | NUTRITION HOUSE | MULTIVITAMIN SUPPLEMENT | LBL COMMUNICATION GROUP Moscow | LBL COMMUNICATION GROUP Moscow |
| A10/012 | 00066 | RESTAURANT | NUTRITION HOUSE | MULTIVITAMIN SUPPLEMENT | LBL COMMUNICATION GROUP Moscow | LBL COMMUNICATION GROUP Moscow |
| A10/201 | 04581 | CHRISTMAS | BAYER | ALKA SELTZER | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |

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|---------|----------|---------------------------|------------------------------|--|-----------------------------|-----------------------------|
| A10/202 | 04582 | BIRTHDAY | BAYER | ALKA SELTZER | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A10/203 | 04583 | NEW YEAR | BAYER | ALKA SELTZER | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A14/157 | 03321 | ROAD: WEDDING | RUSSIAN MOTORCYCLES LLC | URAL MOTORCYCLE | FRIENDS MOSCOW Moscow | FRIENDS MOSCOW Moscow |
| A14/158 | 03322 | ROAD: OFFICE | RUSSIAN MOTORCYCLES LLC | URAL MOTORCYCLE | FRIENDS MOSCOW Moscow | FRIENDS MOSCOW Moscow |
| A16/164 | 05165 | 50 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A16/165 | 05168 | 100 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A16/166 | 05171 | 500 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A17/063 | 03320 | CHOPPER'S SPIRIT | HARLEY BAR | BAR FOR CHOPPERS LOVERS | FRIENDS MOSCOW Moscow | FRIENDS MOSCOW Moscow |
| A18/097 | 05579 | DYNAMIC PRICING | FEDERAL PASSENGER COMPANY | NEW PRICING | MULTI TECHNOLOGII Moscow | MULTI TECHNOLOGII Moscow |
| A19/020 | 00857 | MAN | ARJUNA YOGA STUDIO | ANTISTRESS YOGA | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| A19/021 | 00858 | WOMAN | ARJUNA YOGA STUDIO | ANTISTRESS YOGA | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| A19/063 | 00994 | BORING SEX 1 | TOCHKA G | MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| A19/064 | 00995 | BORING SEX 2 | TOCHKA G | MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| A19/198 | 04439 | MEDIA ICONS. HULK | FC ZENIT | TICKETS UEFA CHAMPIONS LEAGUE 2012/13 GROUP STAGE | SPECIALONE St Petersburg | SPECIALONE St Petersburg |
| A19/199 | 04440 | MEDIA ICONS. KERZHAKOV | FC ZENIT | TICKETS UEFA CHAMPIONS LEAGUE 2012/13 GROUP STAGE | SPECIALONE St Petersburg | SPECIALONE St Petersburg |

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|---------|----------|----------------------------------|---|---|---------------------------------|---------------------------------|
| A19/215 | 05677 | ICEBERG 1 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| A19/216 | 05673 | ICEBERG 2 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| A19/217 | 05676 | ICEBERG 3 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| A21/087 | 05580 | LIVING IN WELL-BEING? IT'S EASY! | BLAGOSOSTOYANIYE | NON-STATE PENSION FUND | MULTI TECHNOLOGII Moscow | MULTI TECHNOLOGII Moscow |
| A29/252 | 05443 | PUSHKIN | FEDERAL AGENCY OF PUBLISHING AND MASS COMMUNICATION | SOCIAL CAMPAIGN TO PROMOTE READING | SLAVA MOSCOW | SLAVA MOSCOW |
| A29/253 | 05444 | CHEKHOV | FEDERAL AGENCY OF PUBLISHING AND MASS COMMUNICATION | SOCIAL CAMPAIGN TO PROMOTE READING | SLAVA MOSCOW | SLAVA MOSCOW |
| A29/254 | 05445 | TOLSTOY | FEDERAL AGENCY OF PUBLISHING AND MASS COMMUNICATION | SOCIAL CAMPAIGN TO PROMOTE READING | SLAVA MOSCOW | SLAVA MOSCOW |
| B02/017 | 00063 | WHEEL OF SANSARA | PIKANTA | HARICOT "PIKANTA" | LBL COMMUNICATION GROUP Moscow | LBL COMMUNICATION GROUP Moscow |
| B02/465 | 05163 | GULLIVER | PROCTER & GAMBLE | MYTH DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B02/466 | 05166 | 50 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B02/467 | 05169 | 100 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B02/468 | 05172 | 500 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B03/194 | 04447 | MEDIA ICONS CAMPAIGN. HULK | FC ZENIT | TICKETS UEFA CHAMPIONS LEAGUE 2012/13 GROUP STAGE | SPECIALONE St Petersburg | SPECIALONE St Petersburg |
| B03/317 | 05164 | GULLIVER | PROCTER & GAMBLE | MYTH DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |

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|--------------|-----------|------------|--------------------------------------|---------------------|---------------------------------|---------------------------------|
| B03/318 | 05167 | 50 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B03/319 | 05170 | 100 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B03/320 | 05173 | 500 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B03/330 | 05678 | ICEBERG 1 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| B03/331 | 05674 | ICEBERG 2 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| B03/332 | 05675 | ICEBERG 3 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| Total | 52 | | | | | |

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|---------|----------|--|-------------|------------------|--------------------|--------------------|
| A04/077 | 03899 | PHILIPS. THE ART OF IRONING. REMBRANDT | PHILIPS | IRON AND STEAMER | DDB RUSSIA Moscow | DDB RUSSIA Moscow |
| A04/078 | 03900 | PHILIPS. THE ART OF IRONING. VERMEER | PHILIPS | IRON AND STEAMER | DDB RUSSIA Moscow | DDB RUSSIA Moscow |
| A04/079 | 03901 | PHILIPS. THE ART OF IRONING. VAN GOGH | PHILIPS | IRON AND STEAMER | DDB RUSSIA Moscow | DDB RUSSIA Moscow |
| A08/111 | 05149 | POWERFUL TRANSFORMATION | GAZPROMNEFT | G-DRIVE FUEL | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |

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|---------|----------|--|--------------------------------------|------------------------------------|---------------------------------|--|
| A10/073 | 05565 | SAY HELLO TO MOUNTAINS! ECHO OUTDOOR | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| A10/074 | 05566 | SAY HELLO TO MOUNTAINS! ECHO POSTERS | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| A11/104 | 05698 | ICEBERG 1 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| A11/105 | 05691 | ICEBERG 3 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| A11/106 | 05693 | ICEBERG 2 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| A11/107 | 05145 | JEWISH MUSEUM CAMPAIGN | JEWISH MUSEUM AND TOLERANCE CENTER | JEWISH MUSEUM AND TOLERANCE CENTER | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A13/007 | 00616 | SLINGSHOT | PROMSVYAZBANK | PROMSVYAZBANK DEBIT CARDS | IMMEDIA HOLDING Moscow | IMMEDIA HOLDING Moscow |
| A17/011 | 00274 | CLEAN CAR - CLEAN CITY | MOSCOW CITY GOVERNMENT | SOCIAL ADVERTISING | ADV CITY GROUP Moscow | ADV CITY GROUP Moscow / AMC GROUP Moscow |
| A17/195 | 00198 | GAME OVER? WE NEED A KINDERGARTEN | PARENTS COMMITTEE OF BURASHEVO | NEW KINDERGARTEN | STRONG ADVERTISING GROUP Moscow | STRONG ADVERTISING GROUP Moscow |
| A17/199 | 00921 | EXTREMIST CONSTITUTION | ZNAK.COM | ZNAK.COM | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |
| B03/110 | 05146 | GULLIVER | PROCTER & GAMBLE | MYTH LAUNDRY DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B03/111 | 05147 | RENDEZVOUS | PROCTER & GAMBLE | DREFT LAUNDRY DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B05/079 | 04818 | SWIRL | BAYER | RENNIE | JWT RUSSIA Moscow | JWT RUSSIA Moscow |
| B05/080 | 04819 | BRAIN | BAYER | BEROCCA | JWT RUSSIA Moscow | JWT RUSSIA Moscow |
| B05/081 | 04820 | SHAKESPEARE | BAYER | BEROCCA | JWT RUSSIA Moscow | JWT RUSSIA Moscow |

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|---------|----------|---------------------------|-------------------------------------|--|-------------------------------------|-------------------------------------|
| B05/082 | 04822 | FRANKLIN | BAYER | BEROCCA | JWT RUSSIA Moscow | JWT RUSSIA Moscow |
| B05/083 | 04821 | EINSTEIN | BAYER | BEROCCA | JWT RUSSIA Moscow | JWT RUSSIA Moscow |
| B09/104 | 05150 | 50 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B09/105 | 05152 | 100 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B09/106 | 05154 | 500 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B11/016 | 01102 | BORING SEX | TOCHKA G | MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| B11/017 | 01103 | BORING SEX | TOCHKA G | MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| B11/109 | 05217 | ALL OF US ARE ROCK STARS | HENDRIX STUDIO | HENDRIX STUDIO - MUSICAL REHEARSAL STUDIOS | TWIGA Moscow | TWIGA Moscow |
| C01/118 | 04060 | IMMORTAL COLLECTION | ASD COMPANY | SEKUNDA GLUE | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| C01/120 | 05764 | FITTING ROOM | RUSSIAN FITNESS-AEROBICS FEDERATION | RUSSIAN FITNESS -AEROBICS FEDERATION | E:MG Moscow | E:MG Moscow |
| C03/010 | 00802 | MAKE THE POLITICIANS WORK | URA.RU CITY WEBSITE | URA.RU CITY WEBSITE | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| C03/113 | 05148 | MYTH SNOW BEDS | PROCTER & GAMBLE | MYTH LAUNDRY DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| C03/184 | 05645 | THE BEST POSTERS ON EARTH | MOSCOW GOVERNMENT | "BOOKS IN PARKS" BOOK FAIR | FILONOVA SOKOLOV FITZPATRICK Moscow | FILONOVA SOKOLOV FITZPATRICK Moscow |
| C04/006 | 00804 | COMEDIAN-FISH | MERIDIAN | FISH AND SEAFOOD | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| C04/020 | 00920 | COW MARKETING | ZHADINA GOVYADINA | STEAK HOUSE | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |
| C04/028 | 01101 | THE AUDIOGUIDE PROJECT | TOCHKA G | MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |

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|---------|----------|--|--------------------------------------|---------------------------|---------------------------------|---------------------------------|
| C04/095 | 04061 | THE UNEXPECTED TEST DRIVE | MERCEDES BENZ AG | SMART | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| C04/162 | 05763 | TURN ON THE COLOUR! | IKEA | CATALOGUE IKEA 2013 | E:MG Moscow | E:MG Moscow / INSTINCT Moscow |
| C05/009 | 00408 | PAINT ME RIGHT ON THE RUST!!! | AKZONOBEL DECORATIVE PAINTS RUSSIA | HAMMERITE | MEDIACOM Moscow | MEDIACOM Moscow |
| C05/054 | 04062 | SKODA HOSTEL | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| E02/248 | 05151 | 50 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| E02/249 | 05153 | 100 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| E02/250 | 05155 | 500 RUBLES | LEROY MERLIN | LEROY MERLIN STORES | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| E02/437 | 05699 | ICEBERG 1 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| E02/438 | 05692 | ICEBERG 3 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| E02/439 | 05694 | ICEBERG 2 | SCHUSEV STATE MUSEUM OF ARCHITECTURE | MUSEUM | SAATCHI & SAATCHI RUSSIA Moscow | SAATCHI & SAATCHI RUSSIA Moscow |
| E02/454 | 05904 | SAY HELLO TO MOUNTAINS / ITALY ECHO-CARD | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| E02/455 | 05905 | SAY HELLO TO MOUNTAINS / GERMANY ECHO-CARD | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| E02/456 | 05567 | SAY HELLO TO MOUNTAINS! ECHO POSTERS | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |

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|--------------|-----------|------------|------------|-----------------------------|-------------------|-------------------|
| E03/222 | 05955 | BORING SEX | TOCHKA G | MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| Total | 49 | | | | | |

RADIO LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency | Production Company |
|--------------|----------|----------------------|------------------|------------------------------|--------------------|--------------------|---------------------------------------|
| A12/021 | 01224 | BREAKFAST LULLABY | MCDONALD'S | BEEF MCMUFFIN SANDWICH | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW | DTV-MA PRODUCTION HOUSE Moscow |
| A13/031 | 01560 | S7 AIRLINES: VIVALDI | S7 AIRLINES | FLIGHTS FROM MOSCOW TO SPAIN | GOOD Moscow | GOOD Moscow | |
| A14/038 | 00647 | SNEAKERS SONG | SPORT LIFE GROUP | SPORT LIFE FITNESS CLUB | G2 Moscow | G2 UKRAINE Kiev | GWARDIYA Kiev / GRAMOPHONE SOUND Kiev |
| B01/032 | 00648 | SNEAKERS SONG | SPORT LIFE GROUP | SPORT LIFE FITNESS CLUB | G2 Moscow | G2 Moscow | GWARDIYA Kiev / GRAMOPHONE SOUND Kiev |
| B01/094 | 01561 | S7 AIRLINES: VIVALDI | S7 AIRLINES | FLIGHTS FROM MOSCOW TO SPAIN | GOOD Moscow | GOOD Moscow | |
| B04/071 | 01225 | BREAKFAST LULLABY | MCDONALD'S | BEEF MCMUFFIN SANDWICH | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW | DTV-MA PRODUCTION HOUSE Moscow |
| Total | 6 | | | | | | |

CYBER LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency | URL |
|---------|----------|-----------------|------------|--------------------|---------------------------|---------------------------|--|
| A01/036 | 00476 | TASTY FAIRYTALE | DANONE | RASTISHKA KEFIRNIY | ADWATCH/ISOBAR Moscow | ADWATCH/ISOBAR Moscow | http://www.blessmyentry.com/rastishka/kefir http://www.rastishka.ru/kefirniy/ |
| A03/018 | 00664 | USELESS ADVICE | DENI | DENI 3 - ACTIVE | DELUXE INTERACTIVE Moscow | DELUXE INTERACTIVE Moscow | http://www.youtube.com/watch?v=FEypZkjwdj0 http://deni-sovetchikam.net/ |

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|---------|----------|-------------------------|---|--|-----------------------------|-----------------------------|---|
| A09/024 | 01627 | SHARE OPENING | MUSIC BAND "POMPEYA" | OFFICIAL WEBSITE OF THE MUSIC BAND "POMPEYA" | FRIENDS MOSCOW Moscow | FRIENDS MOSCOW Moscow | http://pompeyamoscw.com/shareopening/ http://pompeyamoscw.com/ |
| A13/** | 02711 | ACCESSIBILITY MAP | THE SOCHI-2014 ORGANIZING COMMITTEE AND THE ONE COUNTRY FOUNDATION | WEBSITE | ARTICUL MEDIA Moscow | ARTICUL MEDIA Moscow | http://articulmedia.ru/festivals/2013/kartadostupnosti/ http://kartadostupnosti.ru/ |
| A13/027 | 00008 | BLIND | CHARITY FUND OF SOCIAL ASSISTANCE TO THE BLIND CHILDREN OF ANNA CHAPMAN "THE RIGHT TO SMILE". | YOUAREBLIND.COM | HUNGRY BOYS Moscow | HUNGRY BOYS Moscow | http://vimeo.com/65036378 http://youareblind.com/ |
| A13/065 | 00892 | ACCESSIBILITY MAP | ONE COUNTRY FOUNDATION | WEBSITE | ARTICUL MEDIA Moscow | ARTICUL MEDIA Moscow | http://kartadostupnosti.ru/ |
| A13/089 | 02692 | ALLFORBEAR.COM | WWF RUSSIA | WWF POLAR BEAR CONSERVATION PROGRAM | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow | http://www.allforbear.com |
| A14/024 | 00475 | DINO WORLD | DANONE | RASTISHKA | ADWATCH/ISOBAR Moscow | ADWATCH/ISOBAR Moscow | http://www.rastishka.ru/children/ http://blessmyentry.com/dinoworld/ |
| C03/044 | 02491 | PROMOTED BY NATURE | SAMSUNG ELECTRONICS RUSSIA | SAMSUNG GALAXY SIII | LOOK AT MEDIA MOSCOW | LOOK AT MEDIA MOSCOW | http://www.the-village.ru/village/city/design_ot_prirodi http://festival-cases.com/samsung_galaxy_s3/ |
| C07/008 | 02710 | SKODA HOSTEL | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow | http://www.skodahostelcase.com |
| D02/017 | 00302 | BEELINE WORLD MUSIC MIX | BEELINE MOBILE | ROAMING | MFIVE CREATIVE GROUP Moscow | MFIVE CREATIVE GROUP Moscow | http://youtu.be/My9GTpIH3AA |
| D06/051 | 00477 | DINO WORLD | DANONE | RASTISHKA | ADWATCH/ISOBAR Moscow | ADWATCH/ISOBAR Moscow | http://www.blessmyentry.com/dinoworldcraft http://www.rastishka.ru/children/ |
| D08/018 | 00011 | SAVE THE CHRISTMAS TREE | NECTARIN | SOCIAL CAMPAIGN | NECTARIN Moscow | NECTARIN Moscow | http://www.youtube.com/watch?v=PXYUY5VilZ8 http://www.youtube.com/watch?v=OLGKdCUv0cc http://youtu.be/lwi76qNxOoc |
| D09/123 | 00600 | REXBALL | REXONA | REXONA MEN (DEOS) | ADVANCE DIGITAL Moscow | ADVANCE DIGITAL Moscow | http://rexona-rexball-case.ru/ |
| E02/103 | 00931 | NEW YEAR ROBOCRAFT | GRAPE | SELF-PROMO // NEW YEAR GREETING | GRAPE Moscow | GRAPE Moscow | https://vimeo.com/60814199 https://apps.facebook.com/robocraft/ |

CYBER LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency | URL |
|--------------|-----------|-----------------------------|-----------------------|-----------------------|--|--|---|
| E03/029 | 00601 | REXBALL | REXONA | REXONA MEN (DEOS) | ADVANCE DIGITAL Moscow | ADVANCE DIGITAL Moscow | http://rexona-rexball-case.ru/ |
| G01/035 | 00303 | BEELINE WORLD MUSIC MIX | BEELINE MOBILE | ROAMING | MFIVE CREATIVE GROUP Moscow | MFIVE CREATIVE GROUP Moscow | http://youtu.be/My9GTpIH3AA |
| G01/075 | 00020 | PAVEL BAZHENOV SCHOOL | PAVEL BAZHENOV SCHOOL | PAVEL BAZHENOV SCHOOL | THE PAVEL BAZHENOV SCHOOL OF HAIRDRESSING Moskow | THE PAVEL BAZHENOV SCHOOL OF HAIRDRESSING Moskow | http://www.youtube.com/watch?v=BYOuAAhr0GE&list=UUDmMjBzq3DkAXHO1LqcGAoQ&index=3 |
| G01/189 | 01765 | PHILIPS. THE ART OF IRONING | PHILIPS | IRON AND STEAMER | NAVIGATOR DDB Moscow | NAVIGATOR DDB Moscow | http://youtu.be/_ntQIZvHVjU |
| G02/028 | 00104 | BIG PEOPLE | BIG-PEOPLE.ORG | CHARITY | OUTOFTHEBOX Moscow | OUTOFTHEBOX Moscow | https://vimeo.com/59976875# https://www.youtube.com/watch?v=LEaL61YPH5I |
| Total | 20 | | | | | | |

DIRECT LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency | |
|---------|----------|---|-------------------|----------------------------|--------------------------|--------------------------|--|
| A01/063 | 02659 | SAY HELLO TO MOUNTAINS! ECHO CARDS | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow | |
| A03/012 | 00130 | COMEDIAN-FISH | MERIDIAN | FISH AND SEAFOOD | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg | |
| A03/028 | 00476 | NOTHING CASHIONAL | KOLTCO URALA BANK | GREENCARD | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg | |
| A03/244 | 02532 | SKODA HOSTEL | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow | |
| A04/145 | 01948 | A RING TO BRING THEM CLOSER | MCDONALD'S | RONALD MCDONALD FOUNDATION | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW | |
| A04/175 | 02533 | SMART TWIST: THE SIMPLEST TEST DRIVE EVER | MERCEDES BENZ AG | SMART | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow | |

DIRECT LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|---|---|-----------------------------------|--------------------------------------|--------------------------------------|
| A06/007 | 02661 | SAY HELLO TO MOUNTAINS! ECHO OUTDOOR | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| A06/053 | 02660 | «V LESU» RADIO OUTDOOR | RGI INTERNATIONAL | «V LESU» RESIDENTIAL ESTATE | GOOD Moscow | GOOD Moscow |
| B01/141 | 02534 | THE UNEXPECTED ONLINE BOOKING | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| B03/003 | 00013 | SAVE THE CHRISTMAS TREE | NECTARIN | SOCIAL CAMPAIGN | NECTARIN Moscow | NECTARIN Moscow |
| C02/040 | 02662 | SAY HELLO TO MOUNTAINS! ECHO CARDS | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| D01/008 | 00131 | COMEDIAN- FISH | MERIDIAN | FISH AND SEAFOOD | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| D02/075 | 02535 | SKODA HOSTEL | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| D03/024 | 01405 | PHILIPS. THE ART OF IRONING | PHILIPS | IRON AND STEAMER | DDB RUSSIA Moscow | DDB RUSSIA Moscow |
| D04/004 | 00477 | NOTHING CASHIONAL | KOLTCO URALA BANK | GREENCARD | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |
| D06/058 | 02663 | SAY HELLO TO MOUNTAINS! ECHO OUTDOOR | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| D10/056 | 01103 | THE BEST RECOMMEN- DATION EVER | DMITRY&OLEG | DMITRY&OLEG, CREATIVE TEAM | DMITRY & OLEG Moscow | DMITRY & OLEG Moscow |
| D10/076 | 01949 | A RING TO BRING THEM CLOSER | MCDONALD'S | RONALD MCDONALD FOUNDATION | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| D12/026 | 00540 | RUSSIA CLEARS THE AIR ON TOBACCO USE | HEALTH AND DEVELOPMENT FOUNDATION | SMOKE FREE MOSCOW | FLEISHMAN-HILLARD VANGUARD Moscow | FLEISHMAN-HILLARD VANGUARD Moscow |

DIRECT LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------|-----------|----------------|------------|-------------------------------------|-----------------------------|-----------------------------|
| D12/167 | 02536 | ALLFORBEAR.COM | WWF RUSSIA | WWF POLAR BEAR CONSERVATION PROGRAM | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| Total | 20 | | | | | |

MEDIA LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|--|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| A04/002 | 00025 | ONE BILLBOARD MAKES 120 CHILDREN HAPPY | PARENTS COMMITTEE OF BURASHEVO | NEW KINDERGARTEN | STRONG ADVERTISING GROUP Moscow | STRONG ADVERTISING GROUP Moscow |
| A04/008 | 00124 | CLEAN CAR - CLEAN CITY | MOSCOW CITY GOVERNMENT | SOCIAL ADVERTISING | ADV CITY GROUP Moscow | ADV CITY GROUP Moscow |
| A04/020 | 00548 | COW MARKETING | ZHADINA GOVYADINA | STEAK HOUSE | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |
| A04/021 | 00549 | EXTREMIST CONSTITUTION | ZNAK.COM | ZNAK.COM | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |
| A04/050 | 01877 | PHILIPS. THE ART OF IRONING | PHILIPS | IRON AND STEAMER | NAVIGATOR DDB Moscow | NAVIGATOR DDB Moscow |
| A04/074 | 02407 | JEWISH MUSEUM CAMPAIGN | JEWISH MUSEUM AND TOLERANCE CENTER | JEWISH MUSEUM AND TOLERANCE CENTER | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A04/090 | 03090 | «V LESU» RADIO OUTDOOR | RGI INTERNATIONAL | «V LESU» RESIDENTIAL ESTATE | GOOD Moscow | GOOD Moscow |
| A04/091 | 03091 | SAY HELLO TO MOUNTAINS! ECHO OUTDOOR | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| A05/152 | 02408 | A RING TO BRING THEM CLOSER | MCDONALD'S | RONALD MCDONALD FOUNDATION | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |

MEDIA LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|---|---|---|-----------------------------|-----------------------------|
| A05/185 | 02979 | SMART TWIST: THE SIMPLEST TEST DRIVE EVER | MERCEDES BENZ AG | SMART | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A06/003 | 00141 | COMEDIAN-FISH | MERIDIAN | FISH AND SEAFOOD | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| A06/004 | 00142 | MAKE THE POLITICIANS WORK | URA.RU CITY WEBSITE | URA.RU CITY WEBSITE | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| A06/036 | 01153 | FITTING ROOM | RUSSIAN FITNESS-AEROBICS FEDERATION | RUSSIAN FITNESS -AEROBICS FEDERATION | E:MG Moscow | E:MG Moscow |
| A06/096 | 02409 | MYTH SNOW BEDS | PROCTER & GAMBLE | MYTH LAUNDRY DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A07/172 | 00336 | THE AUDIOGUIDE PROJECT | TOCHKA G | THE MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| A07/193 | 00576 | INTERNATIONAL FESTIVAL YARKIYE LYUDI | MOSCOW CREDIT BANK / MOSCOW GOVERNMENT CULTURE DEPARTMENT | INTERNATIONAL FESTIVAL YARKIYE LYUDI / 20TH ANNIVERSARY OF BANK | BRIGHT PEOPLE Moscow | BRIGHT PEOPLE Moscow |
| A07/296 | 02980 | THE UNEXPECTED TEST DRIVE | MERCEDES BENZ AG | SMART | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A08/028 | 00496 | WE'RE CLEANING UP WITH VORONINY | UNILEVER RUSSIA | CIF, DOMESTOS AND GLORIX | INITIATIVE MOSCOW | INITIATIVE MOSCOW |
| A09/030 | 00581 | REXBALL | REXONA | REXONA MEN (DEOS) | ADVANCE DIGITAL Moscow | ADVANCE DIGITAL Moscow |
| A09/173 | 02981 | SKODA HOSTEL | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A10/002 | 00009 | SAVE THE CHRISTMAS TREE | NECTARIN | SOCIAL CAMPAIGN | NECTARIN Moscow | NECTARIN Moscow |
| A10/050 | 00582 | REXBALL | REXONA | REXONA MEN (DEOS) | ADVANCE DIGITAL Moscow | ADVANCE DIGITAL Moscow |

MEDIA LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------|-----------|--------------------------------------|-------------------------------------|--------------------------------------|--------------------------|--------------------------------|
| B01/055 | 01154 | START NOW! | RUSSIAN FITNESS-AEROBICS FEDERATION | RUSSIAN FITNESS -AEROBICS FEDERATION | E:MG Moscow | E:MG Moscow / BALL PARK Moscow |
| B01/202 | 01244 | MEGAFON 4G | MEGAFON | MOBILE INTERNET | JSC INSTINCT Moscow | JSC INSTINCT Moscow |
| C01/007 | 00143 | COMEDIAN-FISH | MERIDIAN | FISH AND SEAFOOD | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| C01/136 | 02410 | MYTH SNOW BEDS | PROCTER & GAMBLE | MYTH LAUNDRY DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| C02/077 | 02982 | SKODA HOSTEL | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| C06/031 | 00337 | THE AUDIOGUIDE PROJECT | TOCHKA G | THE MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| C06/060 | 03092 | SAY HELLO TO MOUNTAINS! ECHO CARDS | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| C06/061 | 03093 | SAY HELLO TO MOUNTAINS! ECHO OUTDOOR | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| C07/047 | 02411 | A RING TO BRING THEM CLOSER | MCDONALD'S | RONALD MCDONALD FOUNDATION | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| C08/005 | 00144 | MAKE THE POLITICIANS WORK | URA.RU CITY WEBSITE | URA.RU CITY WEBSITE | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| C11/005 | 00010 | SAVE THE CHRISTMAS TREE | NECTARIN | SOCIAL CAMPAIGN | NECTARIN Moscow | NECTARIN Moscow |
| Total | 33 | | | | | |

PROMO & ACTIVATION LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|---|---------------------|--------------------------------------|--------------------------|-------------------------------|
| A01/069 | 00552 | GLASS CUBE | ROSTELECOM | GOSUSLUGI.RU - GOVERNMENT E-SERVICES | BRANDLAB MOSCOW | BRANDLAB MOSCOW |
| A01/141 | 01008 | TURN ON THE COLOUR! | IKEA | CATALOGUE IKEA 2013 | E:MG Moscow | E:MG Moscow / INSTINCT Moscow |
| A01/288 | 02900 | 0 CALORIE | CINNABON | CINNABON CINAMON ROLL | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A01/289 | 02901 | THE UNEXPECTED TEST DRIVE | MERCEDES BENZ AG | SMART | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A01/290 | 02902 | SKODA HOSTEL | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A02/008 | 00152 | MAKE THE POLITICIANS WORK | URA.RU CITY WEBSITE | URA.RU CITY WEBSITE | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| A02/038 | 00651 | PERFECT PLACE TO MAKE A WISH | MECHTIVAL.RU | MECHTIVAL.RU | TWIGA Moscow | TWIGA Moscow |
| A02/120 | 02903 | IMMORTAL COLLECTION | ASD COMPANY | SEKUNDA GLUE | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A02/121 | 02904 | SMART TWIST: THE SIMPLEST TEST DRIVE EVER | MERCEDES BENZ AG | SMART | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A03/007 | 00153 | COMEDIAN-FISH | MERIDIAN | FISH AND SEAFOOD | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| A03/027 | 00521 | COW MARKETING | ZHADINA-GOVYADINA | STEAK HOUSE | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |
| A03/108 | 02905 | SKODA HOSTEL | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A03/131 | 02230 | MYTH SNOW BEDS | PROCTER & GAMBLE | MYTH LAUNDRY DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A03/149 | 03023 | SAY HELLO TO MOUNTAINS! ECHO OUTDOOR | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| A04/013 | 00522 | NOTHING CASHIONAL | KOLTCO URALA BANK | GREENCARD | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |

PROMO & ACTIVATION LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|--------------------------------|------------------------------------|------------------------------------|----------------------------------|--|
| A04/050 | 02231 | A RING TO BRING THEM CLOSER | MCDONALD'S | RONALD MCDONALD FOUNDATION | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A05/016 | 00374 | THE AUDIOGUIDE PROJECT | TOCHKA G | THE MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| A06/034 | 01666 | PHILIPS. THE ART OF IRONING | PHILIPS | IRON AND STEAMER | NAVIGATOR DDB Moscow | NAVIGATOR DDB Moscow |
| A08/036 | 02232 | JEWISH MUSEUM CAMPAIGN | JEWISH MUSEUM AND TOLERANCE CENTER | JEWISH MUSEUM AND TOLERANCE CENTER | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A11/005 | 00149 | ONLINE / OFFLINE PHOTO ALBUM | JOHNSON&JOHNSON RUSSIA | JOHNSON'S BABY | ATOMIC ADVERTISING AGENCY Moscow | ATOMIC ADVERTISING AGENCY Moscow / APOLLO PROJECT Moscow |
| A12/007 | 00375 | THE AUDIOGUIDE PROJECT | TOCHKA G | THE MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| A13/048 | 00578 | ON-LINE OFF-LINE PHOTO ALBUM | JOHNSON&JOHNSON RUSSIA | JOHNSON'S BABY | ATOMIC ADVERTISING AGENCY Moscow | ATOMIC ADVERTISING AGENCY Moscow / APOLLO PROJECT Moscow |
| A13/053 | 00644 | GALAXY EXPRESS | SAMSUNG ELECTRONICS | SAMSUNG GALAXY NOTE 10.1 | CHEIL RUSSIA Moscow | CHEIL RUSSIA Moscow |
| A13/073 | 01005 | NESTLE "FITNESS 14 DAYS" | NESTLE | NESTLE "FITNESS 14 DAYS" CEREALS | IMAGENCY Moscow | IMAGENCY Moscow |
| B01/005 | 00154 | COMEDIAN-FISH | MERIDIAN | FISH AND SEAFOOD | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| B03/075 | 02233 | MYTH SNOW BEDS | PROCTER & GAMBLE | MYTH LAUNDRY DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B04/043 | 01667 | PHILIPS. THE ART OF IRONING | PHILIPS | IRON AND STEAMER | NAVIGATOR DDB Moscow | NAVIGATOR DDB Moscow |
| B05/061 | 02906 | 0 CALORIE | CINNABON | CINNABON CINAMON ROLL | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |

PROMO & ACTIVATION LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|------------------------------------|--|-------------------------------------|--------------------------|--------------------------|
| B05/071 | 02234 | A RING TO BRING THEM CLOSER | MCDONALD'S | RONALD MCDONALD FOUNDATION | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B07/074 | 02235 | JEWISH MUSEUM CAMPAIGN | JEWISH MUSEUM AND TOLERANCE CENTER | JEWISH MUSEUM AND TOLERANCE CENTER | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| B07/081 | 03024 | SAY HELLO TO MOUNTAINS! ECHO CARDS | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| B08/003 | 00155 | MAKE THE POLITICIANS WORK | URA.RU CITY WEBSITE | URA.RU CITY WEBSITE | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| B08/007 | 00523 | EXTREMIST CONSTITUTION | ZNAK.COM | ZNAK.COM | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |
| B09/007 | 00524 | NOTHING CASHIONAL | KOLTCO URALA BANK | GREENCARD | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |
| B11/039 | 01345 | THE BEST RECOMMENDATION EVER | DMITRY & OLEG | DMITRY & OLEG, CREATIVE TEAM | DMITRY & OLEG Moscow | DMITRY & OLEG Moscow |
| B13/001 | 00002 | BLIND | CHARITY FUND OF SOCIAL ASSISTANCE TO THE BLIND CHILDREN OF ANNA CHAPMAN "THE RIGHT TO SMILE" | YOUAREBLIND.COM | HUNGRY BOYS Moscow | HUNGRY BOYS Moscow |
| B14/003 | 00010 | SAVE THE CHRISTMAS TREE | NECTARIN | SOCIAL CAMPAIGN | NECTARIN Moscow | NECTARIN Moscow |
| B14/007 | 00143 | BIG PEOPLE | BIG-PEOPLE.ORG | CHARITY | OUTOFTHEBOX Moscow | OUTOFTHEBOX Moscow |
| B14/139 | 02907 | ALLFORBEAR.COM | WWF RUSSIA | WWF POLAR BEAR CONSERVATION PROGRAM | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| C01/084 | 01668 | PHILIPS. THE ART OF IRONING | PHILIPS | IRON AND STEAMER | NAVIGATOR DDB Moscow | NAVIGATOR DDB Moscow |

PROMO & ACTIVATION LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------|-----------|-----------------------------|------------|----------------------------|--------------------|--------------------|
| C01/132 | 02236 | A RING TO BRING THEM CLOSER | MCDONALD'S | RONALD MCDONALD FOUNDATION | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| Total | 41 | | | | | |

TITANIUM AND INTEGRATED LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------|----------|------------|------------|-----------------|---------------------|---------------------|
| A01/103 | 00177 | MEGAFON 4G | MEGAFON | MOBILE INTERNET | JSC INSTINCT Moscow | JSC INSTINCT Moscow |
| Total | 1 | | | | | |

DESIGN LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|---|--|------------------------------|-----------------------------|-------------------------------------|
| A01/355 | 02425 | SAY HELLO TO MOUNTAINS! ECHO POSTERS | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| A02/040 | 02423 | SAY HELLO TO MOUNTAINS! ECHO CARDS | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| A03/002 | 00162 | LUCKY 13 | PARADOX BOX | SELF-ADVERTISEMENT | PARADOX BOX Ufa | PARADOX BOX Ufa |
| A03/004 | 00302 | ELF CALENDAR. THE MOTION DEPENDS ON YOU | TOTAL VOSTOK | ELF | DEZA Saint Petersburg | DEZA Saint Petersburg |
| A04/006 | 00094 | TWIG | AGC GLASS EUROPE | PVC WINDOWS | ONY Moscow | ONY Moscow |
| A04/028 | 00764 | FINANCIAL GROUP LIFE BRAND AND IDENTITY | COMMERCIAL BANK "PROBUSINESSBANK" JSCB | FINANCIAL GOODS AND SERVICES | FINANCIAL GROUP LIFE Moscow | ZOOMMER Orenburg / AIC MEDIA Moscow |

DESIGN LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------|-----------|------------------------------------|-------------------|----------------------------|--------------------------|--------------------------|
| A08/133 | 01861 | A RING TO BRING THEM CLOSER | MCDONALD'S | RONALD MCDONALD FOUNDATION | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A08/194 | 02335 | IMMORTAL COLLECTION | ASD COMPANY | SEKUNDA GLUE | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A09/019 | 00247 | A THORNY COVER | SANSARA ROCK BAND | SANSARA ROCK BAND | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| A11v/007 | 02424 | SAY HELLO TO MOUNTAINS! ECHO CARDS | S7 AIRLINES | FLIGHTS TO WINTER RESORTS | GOOD Moscow | GOOD Moscow |
| B01/121 | 00942 | AGRORESERV WEBSITES | AGRORESERV | AGRORESERV.RU | MOLINOS.RU St-Petersburg | MOLINOS.RU St-Petersburg |
| C02/025 | 02336 | SKODA HOSTEL | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| D01ii/028 | 01865 | SKY-HIGH | MINSKOBLPRODUCT | DAIRY PRODUCTS | DEPOT WPF Moscow | DEPOT WPF Moscow |
| D03iii/001 | 00210 | TRIPTEA | TRIPTEA | TRIPTEA TEA | ANDREW GORKOVENKO | ANDREW GORKOVENKO |
| D07/049 | 01866 | BEAUJOLAIS NOUVEAU | DEPOT WPF | WINE | DEPOT WPF Moscow | DEPOT WPF Moscow |
| Total | 15 | | | | | |

PR LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|------------------------|--------------------|---------------------------------|---------------------------|---------------------------|
| A04/004 | 00195 | THE AUDIOGUIDE PROJECT | TOCHKA G | THE MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| A07/005 | 00308 | DOOMSDAY INSURANCE | ALFA STRAKHOVANIIE | INSURANCE SERVICE | DELUXE INTERACTIVE Moscow | DELUXE INTERACTIVE Moscow |
| A08/011 | 00556 | RYBNOE MESTO | ER-TELECOM | TELECOMMUNICATIONS SERVICE | SPN OGILVY St Petersburg | SPN OGILVY St Petersburg |

PR LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|--|---|---|---------------------------------------|--------------------------------------|
| A09/011 | 00014 | GAME OVER? WE NEED A KINDERGARTE N | PARENTS COMMITTEE OF BURASHEVO | NEW KINDERGARTEN | STRONG ADVERTISING GROUP Moscow | STRONG ADVERTISING GROUP Moscow |
| A09/024 | 00302 | RUSSIA CLEARS THE AIR ON TOBACCO USE | HEALTH AND DEVELOPMENT FOUNDATION | SMOKE FREE MOSCOW | FLEISHMAN-HILLARD VANGUARD Moscow | FLEISHMAN-HILLARD VANGUARD Moscow |
| A11/006 | 00264 | EXTREMIST CONSTITUTIO N | ZNAK.COM | ZNAK.COM | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |
| A11/007 | 00301 | RUSSIA CLEARS THE AIR ON TOBACCO USE | HEALTH AND DEVELOPMENT FOUNDATION | SMOKE FREE MOSCOW | FLEISHMAN-HILLARD VANGUARD Moscow | FLEISHMAN-HILLARD VANGUARD Moscow |
| A14/004 | 00123 | MAKE THE POLITICIANS WORK | URA.RU CITY WEBSITE | URA.RU CITY WEBSITE | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| A14/029 | 00557 | WE ARE ONE BLOOD. LG PIONEERS BLOOD DONATION SUPPORT IN RUSSIA | LG ELECTRONICS RUS | LG CORPORATE SOCIAL RESPONSIBILITY | SPN OGILVY St Petersburg | SPN OGILVY St Petersburg |
| A14/060 | 01049 | A RING TO BRING THEM CLOSER | MCDONALD'S | RONALD MCDONALD FOUNDATION | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A15/019 | 01172 | ALLFORBEAR. COM | WWF RUSSIA | WWF POLAR BEAR CONSERVATION PROGRAM | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| B02/031 | 00309 | DOOMSDAY INSURANCE | ALFA STRAKHOVANIE | INSURANCE SERVICE | DELUXE INTERACTIVE Moscow | DELUXE INTERACTIVE Moscow |
| B02/038 | 00558 | RYBNOE MESTO | ER-TELECOM | TELECOMMUNICA TIONS SERVICE | SPN OGILVY St Petersburg | SPN OGILVY St Petersburg |
| B03/003 | 00124 | MAKE THE POLITICIANS WORK | URA.RU CITY WEBSITE | URA.RU CITY WEBSITE | VOSKHOD Yekaterinburg | VOSKHOD Yekaterinburg |
| B03/027 | 00196 | THE AUDIOGUIDE PROJECT | TOCHKA G | THE MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |

PR LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------|-----------|-----------------------------|------------|---------------------------------|-------------------------|-------------------------|
| B07/013 | 00197 | THE AUDIOGUIDE PROJECT | TOCHKA G | THE MOSCOW MUSEUM OF EROTIC ART | Y&R RUSSIA Moscow | Y&R RUSSIA Moscow |
| B08/020 | 00265 | EXTREMIST CONSTITUTION | ZNAK.COM | ZNAK.COM | RED PEPPER Ekaterinburg | RED PEPPER Ekaterinburg |
| B08/054 | 01050 | A RING TO BRING THEM CLOSER | MCDONALD'S | RONALD MCDONALD FOUNDATION | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| Total | 18 | | | | | |

FILM CRAFT LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency | Production Company |
|--------------|----------|-------------------------|-------------|----------------------|-------------------------|---------------------|--------------------------------|
| A01/133 | 21606 | POWERFUL TRANSFORMATION | GAZPROMNEFT | G-DRIVE FUEL | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW | FILMSERVICE PRODUCTIONS Moscow |
| A02/117 | 20599 | HISTORY | ENGEOCOM | ATRIUM SHOPPING MALL | HYPE PRODUCTION Moscow | SLAVA MOSCOW | HYPE PRODUCTION Moscow |
| A02/168 | 20847 | MEGAFON 4G | MEGAFON | MOBILE INTERNET | JSC INSTINCT Moscow | JSC INSTINCT Moscow | Trehmer Moscow |
| A05/060 | 20848 | MEGAFON 4G | MEGAFON | MOBILE INTERNET | JSC INSTINCT Moscow | JSC INSTINCT Moscow | Trehmer Moscow |
| A06/095 | 20849 | MEGAFON 4G | MEGAFON | MOBILE INTERNET | JSC INSTINCT Moscow | JSC INSTINCT Moscow | Trehmer Moscow |
| A09/090 | 21607 | POWERFUL TRANSFORMATION | GAZPROMNEFT | G-DRIVE FUEL | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW | FILMSERVICE PRODUCTIONS Moscow |
| A10/046 | 20603 | LIGHT UP | GAZPROM | ELECTRICAL ENERGY | DAGO PRODUCTIONS Moscow | DDB RUSSIA Moscow | DAGO PRODUCTIONS Moscow |
| Total | 7 | | | | | | |

CREATIVE EFFECTIVENESS LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------|----------|---------------|--------------------------|------------------|--------------------------|--------------------------|
| A01/090 | 00102 | VOLTEXERCISE! | NOVARTIS CONSUMER HEALTH | VOLTAREN EMULGEL | SPN OGILVY St Petersburg | SPN OGILVY St Petersburg |
| Total | 1 | | | | | |

BRANDED CONTENT & ENTERTAINMENT LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------|----------|--|--|--------------------------------------|--------------------------|--------------------------|
| A02/053 | 00342 | INTERACTIVE REALITY SHOW 'HITCHHIKING TO HAVANA' | PERNOD RICARD | HAVANA CLUB, '7 DAYS IN HAVANA' FILM | RED KEDS Moscow | RED KEDS Moscow |
| A05/142 | 00748 | MYTH SNOW BEDS | PROCTER & GAMBLE | MYTH LAUNDRY DETERGENT | LEO BURNETT MOSCOW | LEO BURNETT MOSCOW |
| A05/164 | 00875 | SKODA HOSTEL | SKODA | SKODA FABIA | BBDO RUSSIA GROUP Moscow | BBDO RUSSIA GROUP Moscow |
| A08/023 | 00160 | REXBALL | REXONA | REXONA MEN (DEOS) | ADVANCE DIGITAL Moscow | ADVANCE DIGITAL Moscow |
| A09/025 | 00001 | BLIND | CHARITY FUND OF SOCIAL ASSISTANCE TO THE BLIND CHILDREN OF ANNA CHAPMAN "THE RIGHT TO SMILE" | YOUAREBLIND.COM | HUNGRY BOYS Moscow | HUNGRY BOYS Moscow |
| Total | 5 | | | | | |

INNOVATION LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|---------|----------|---------------------------------|------------|-------------------|-----------------|-------------|
| A01/018 | 00023 | TWO SCREENS ARE BETTER THAN ONE | | NEW TYPE OF PHONE | YOTA Moscow | YOTA Moscow |

INNOVATION LIONS

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Agency |
|--------------------|-----------------|------------------|-------------------|--|-------------------------------|-------------------------------|
| A01/059 | 00040 | GOGOL MOGOL | VSEMARYKI | INNOVATIVE PACKAGING | KIAN BRAND AGENCY Novosibirsk | KIAN BRAND AGENCY Novosibirsk |
| A01/073 | 00106 | LITTLE AMSTERDAM | HEINEKEN | TO TELL TO A DIGITAL-AUDIENCE ABOUT AMSTEL PREMIUM PILSENER BEER AND INCREASE THE DEMAND OF THE PRODUCT. | RED KEDS Moscow | RED KEDS Moscow |
| Total | 3 | | | | | |
| Grand Total | | 295 | | | | |