

Cannes Lions 2014 - Shortlist&Winners Austria

Löwe	Shortlist	Kategorie	Unterkategorie	Agentur	Auftraggeber	Produkt	Sujet
Gold campaign	campaign	Press	Restaurants & Fast Food Outlets	DDB Tribal Wien	McDonald's Austria	McDonald's Breakfast	Cactus
		Press	Restaurants & Fast Food Outlets	DDB Tribal Wien	McDonald's Austria	McDonald's Breakfast	Bubbles
		Press	Restaurants & Fast Food Outlets	DDB Tribal Wien	McDonald's Austria	McDonald's Breakfast	Fireworks
Silver	X	Media	Use of ambient media: small scale	Ogilvy & Mather Vienna	Reed Exhibitions Vienna	Model Makers Fair	The Grand Theft
Silver	X	Design	Photography	Jung von Matt/Donau	I Dance Company		Down Syndrome Festival
Bronze campaign	campaign	Outdoor	Cars & Automative Services (BILLBOARDS & STREET POSTERS)	DDB Tribal Wien	VW	Park Assistant	Grandstand
		Outdoor	Cars & Automative Services (BILLBOARDS & STREET POSTERS)	DDB Tribal Wien	VW	Park Assistant	Jury
Bronze campaign	campaign	Outdoor	Retail Stores, Restaurants & Fast Food Outlets (BILLBOARDS & STREET POSTERS)	DDB Tribal Wien	McDonald's Austria	McCafé	Race
		Outdoor	Retail Stores, Restaurants & Fast Food Outlets (BILLBOARDS & STREET POSTERS)	DDB Tribal Wien	McDonald's Austria	McCafé	Animals
		Outdoor	Retail Stores, Restaurants & Fast Food Outlets (BILLBOARDS & STREET POSTERS)	DDB Tribal Wien	McDonald's Austria	McCafé	Music
Bronze campaign	campaign	Outdoor	Cars & Automative Services (INDOOR POSTERS)	DDB Tribal Wien	VW	Park Assistant	Grandstand
		Outdoor	Cars & Automative Services (INDOOR POSTERS)	DDB Tribal Wien	VW	Park Assistant	Jury
Bronze	X	Press	Other Vehicles, Auto Products & Services	DDB Tribal Wien	VW	Park Assistant	Grandstand
Bronze campaign	campaign	Press	Art Direction	DDB Tribal Wien	McDonald's Austria	McDonald's Breakfast	Cactus
		Press	Art Direction	DDB Tribal Wien	McDonald's Austria	McDonald's Breakfast	Bubbles
		Press	Art Direction	DDB Tribal Wien	McDonald's Austria	McDonald's Breakfast	Fireworks
Bronze	X	Outdoor	Adapted Billboards and Outdoor Posters	DDB Tribal Wien	Caritas		Give Warmth
Bronze	X	Cyber	Innovative Use of Technology	Jung von Matt/Donau	Vienna Tourist Board		Long Distance Art
Bronze	X	Cyber	Installation/Exhibit	Jung von Matt/Donau	Vienna Tourist Board		Long Distance Art
Bronze Medaille		Young Lions	PR	Doris Christina Steiner & Pepita Adelman (Kechum Publico)			
-	X	Promo & Activation	Entertainment & Leisure	Ogilvy & Mather Vienna	Reed Exhibitions Vienna	Model Makers Fair	The Grand Theft
-	X	Direct	Direct response broadcast: TV, radio & infomercials	Demner, Merlicek & Bergmann	Rote Nasen Clowndoctors	Rote Nasen Clowndoctors	
-	X	Direct	Use of mobile marketing	Cheil Austria Vienna	Samsung		Power Sleep
-	X	Direct	Publications & Media	Ogilvy & Mather Vienna	Kleine Zeitung		The Prize for not voting
-	X	Direct	Corporate Image & Information	Cheil Austria Vienna	Samsung		Power Sleep
-	X	Direct	Integrated Campaign Led by Direct Marketing	Cheil Austria Vienna	Samsung		Power Sleep
-	X	Innovation Lions	Innovation Lions	Cheil Austria Vienna	Samsung		Power Sleep
-	X	PR	Use of digital Platforms	Cheil Austria Vienna	Samsung		Power Sleep
-	X	Mobile	Products	DDB Tribal Wien	Henkel, Pattex	Pattex Glue	Rubberband Ad
-	campaign	Press	Restaurants & Fast Food Outlets	DDB Tribal Wien	McDonald's Austria	McCafé	Race
		Press	Restaurants & Fast Food Outlets	DDB Tribal Wien	McDonald's Austria	McCafé	Animals
-	campaign	Outdoor	Retail Stores, Restaurants & Fast Food Outlets (INDOOR POSTERS)	DDB Tribal Wien	McDonald's Austria	McCafé	Race
		Outdoor	Retail Stores, Restaurants & Fast Food Outlets (INDOOR POSTERS)	DDB Tribal Wien	McDonald's Austria	McCafé	Animals
		Outdoor	Retail Stores, Restaurants & Fast Food Outlets (INDOOR POSTERS)	DDB Tribal Wien	McDonald's Austria	McCafé	Music
-	X	Outdoor	3-Dimensionally Crafted Poster Work	DDB Tribal Wien	Caritas		Give Warmth
-	X	Cyber	Utility/Tool/Service	Demner, Merlicek & Bergmann	Rote Nasen Clowndoctors		Red Button
-	X	Design	Posters	Wien Nord	Villa Verdin		Activity Holiday on the lake
-	X	Design	Typography-Publication	Jung von Matt Vienna	Caritas/Hospice		The Masks of Life
-	X	Film	Home Appliances & Furnishings	Traktor Wien	Samsung Electronics Austria	Washing Machine	Vibration Free Washing
-	X	Titanium & Integrated	Titanium	Cheil Austria Vienna	Samsung		Power Sleep
-	Deutschl.		Use of Broadcast in a Promotional Campaign	Serviceplan Munich/Serviceplan Vienna	Parship	Parship.at	No Fake Profiles

11 Löwen	1x Gold
	2x Silber
	8x Bronze
YL PR	1x Bronze
18 Shortlists	