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INTRO

On behalf of the entire team at USA TODAY and Gannett, we would like to congratulate the winners from the 2014 Cannes Lions International Festival of Creativity.

Cannes Lions is internationally recognized as one of the most prestigious awards in the world for the brand communications industry. As the proud U.S. representative since 2000, we are honored to celebrate creativity, foster dialogue with creative leaders, and champion the Festival across the nation.

This year’s Festival broke records as it drew more than 12,000 delegates and over 37,400 submissions. We are proud to say that this year the U.S. brought home **213 Lions, including 2 Grand Prix, 38 Gold, 69 Silver, 98 Bronze, 1 Innovation, 3 Product Design and 2 Titanium**.

Congratulations again to all of the U.S. winners, and we invite you to join in the celebration by viewing their amazing, award-winning work!

Sandra C. Micek  
Senior Vice President of Marketing

Randy Kilgore  
President of Sales
BRANDED CONTENT & ENTERTAINMENT LIONS

GOLD LION WINNERS

Project Drive-In
Advertiser: American Honda Motor Co.
Product: Honda
Agency: RPA Los Angeles

Oscars Selfie
Advertiser: Samsung Telecommunications America
Product: Samsung Galaxy Note 3

The Scarecrow
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Creative Artists Agency Los Angeles

Bob Dylan Like a Rolling Stone
Advertiser: Sony Music
Product: Bob Dylan Album Release
Agency: Interlude New York
**BRANDED CONTENT & ENTERTAINMENT LIONS**

**SILVER LION WINNERS**

**Climate Name Change**
Advertiser: 350 Action  
Product: Environmental Public Service  
Agency: Barton F. Graf 9000 New York

**From One Second to the Next**
Advertiser: AT&T  
Product: AT&T  
Agency: BBDO New York

**IBM Fractal Fest**
Advertiser: IBM  
Product: Tumblr  
Agency: Ogilvy New York

**For the Love of Music**
Advertiser: Nashville Convention and Visitors Corporation  
Product: Entertainment, Travel, and Tourism  
Agency: VML Kansas City
The Next Big Thing Is Here with Samsung + Jay Z
Advertiser: Samsung Telecommunications America
Product: Galaxy

Unload Your 401K
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence Organization
Agency: Grey New York

#Theworldneedsmore
Advertiser: United Nations, Office for the Coordination of Humanitarian Affairs
Product: World Humanitarian Day
Agency: Leo Burnett New York
BRONZE LION WINNERS

**Farmed and Dangerous Fiction Entry**
Advertiser: Chipotle Mexican Grill  
Product: Fast Casual Dining  
Agency: Piro New York, Chipotle Mexican Grill  
New York

**The Power Inside**
Advertiser: Intel+Toshiba  
Product: Toshiba Laptop with Intel Inside  
Agency: Pereira & O’Dell San Francisco

**#6secondscience Fair**
Advertiser: GE  
Product: Technology  
Agency: General Electric New York

**The Social Music Experiment**
Advertiser: Logitech: Ultimate Ears  
Product: UE Boom  
Agency: Greenlight Media and Marketing  
Los Angeles
BRONZE LION WINNERS (continued)

For the Love of Music
Advertiser: Nashville Convention and Visitors Corporation
Product: Entertainment, Travel, and Tourism
Agency: VML Kansas City

Project Daniel: 3D Printing Prosthetic Arms for Children of War-torn Sudan
Advertiser: Not Impossible, Intel, Venables Bell
Product: 3D Printing Prosthetics
Agency: The Ebeling Group New York, Not Impossible Labs Venice, Venables Bell & Partners San Francisco

East Los High TV Series
Advertiser: Population Media Center
Product: Improving Sexual Health Among Young Latinas in the US
Agency: Wise Entertainment Los Angeles, The Alchemists Los Angeles, Hulu Santa Monica

How To Raise an Olympian
Advertiser: Procter & Gamble
Product: Consumer Packaged Goods
Agency: Wieden + Kennedy Portland
BRANDED CONTENT & ENTERTAINMENT LIONS

BRONZE LION WINNERS (continued)

The Born Friends Family Portrait
Advertiser: Skype
Product: Voice-Over-IP
Agency: Pereira & O’Dell San Francisco

Unload Your 401K
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence Organization
Agency: Grey New York
CYBER LIONS

GRAND PRIX

The Scarecrow
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Creative Artists Agency Los Angeles

GOLD LION WINNERS

The Scarecrow
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Creative Artists Agency Los Angeles

If We Made It
Advertiser: Heineken
Product: Newcastle Brown Ale
Agency: Droga5 New York, Caviar Digital
Los Angeles
CYBER LIONS

GOLD LION WINNERS (continued)

Launch of Greatness Awaits
Advertiser: Sony
Product: PlayStation
Agency: BBH New York

The Collaboratory
Advertiser: United States Air Force
Product: Government
Agency: GSD&M Austin, Welikesmall Salt Lake City

SILVER LION WINNERS

Climate Name Change
Advertiser: 350 Action
Product: 350 Action
Agency: Furlined Los Angeles, Barton F. Graf 9000 New York

The New Creatives
Advertiser: Adobe
Product: Adobe Creative Cloud
Agency: Goodby Silverstein & Partners San Francisco
Farmed and Dangerous Restaurant Series Episode 2
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Piro New York

Farmed and Dangerous Restaurant Series Episode 4
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Piro New York

Anna Kendrick: Behind the Scenes of the Mega Huge Football Ad We Almost Made
Advertiser: Heineken
Product: New Castle Brown Ale
Agency: Droga5 New York, Caviar Digital
Los Angeles

Ifwemadeit.com
Advertiser: Heineken
Product: New Castle Brown Ale
Agency: Droga5 New York, Caviar Digital
Los Angeles
CYBER LIONS

SILVER LION WINNERS (continued)

Levi’s Tools
Advertiser: Levi Strauss & Co.
Product: Apparel

Killing Kennedy
Advertiser: National Geographic Channel
Product: TV Program/Website
Agency: Mullen Boston

Biggest Assembly Ever
Advertiser: Procter & Gamble
Product: Secret Deodorant
Agency: Leo Burnett Chicago

Stay Together Family Portraits
Advertiser: Skype
Product: Voice-Over-IP
Agency: Pereira & O’Dell San Francisco
CYBER LIONS

SILVER LION WINNERS (continued)

The Animal Family Portrait
Advertiser: Skype
Product: Voice-Over-IP
Agency: Pereira & O’Dell San Francisco

The Impossible Family Portrait
Advertiser: Skype
Product: Voice-Over-IP
Agency: Pereira & O’Dell San Francisco

The Born Friends Family Portrait
Advertiser: Skype
Product: Voice-Over-IP
Agency: Pereira & O’Dell San Francisco

Be Moved Hub
Advertiser: Sony
Product: Website
Agency: Wieden + Kennedy Portland
CYBER LIONS

SILVER LION WINNERS (continued)

Bid For Greatness
Advertiser: Sony
Product: PlayStation
Agency: BBH New York

First To Greatness
Advertiser: Sony
Product: PlayStation
Agency: BBH New York

The Collaboratory
Advertiser: United States Air Force
Product: Government
Agency: GSD&M Austin, Welikesmall Salt Lake City

Google Night Walk
Advertiser: Google
Product: Google Brand
Agency: 72andSunny Los Angeles, 72andSunny Amsterdam, Google Creative Lab London
CYBER LIONS

SILVER LION WINNERS (continued)

Climate Name Change
Advertiser: 350 Action
Product: 350 Action
Agency: Furlined Los Angeles, Barton F. Graf
9000 New York

BRONZE LION WINNERS

Climate Name Change
Advertiser: 350 Action
Product: 350 Action
Agency: Furlined Los Angeles, Barton F. Graf
9000 New York

Airbnb #Sochiproblems
Advertiser: Airbnb
Product: Travel Rentals
Agency: Pereira & O’Dell San Francisco
CYBER LIONS

BRONZE LION WINNERS

The Scarecrow
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Creative Artists Agency Los Angeles

Coder
Advertiser: Google
Product: Educational Coding Platform
Agency: Google Creative Lab New York

Google Night Walk
Advertiser: Google
Product: Google Brand
Agency: 72andSunny Los Angeles, 72andSunny Amsterdam, Google Creative Lab London

Just a Reflektor
Advertiser: Google, Arcade Fire, Google Chrome
Product: Interactive Film
Agency: Google Creative Lab, Data Arts Team San Francisco, AATOAA Montreal
CYBER LIONS

BRONZE LION WINNERS (continued)

Unnumbered Sparks
Advertiser: Google
Product: Interactive Sculpture
Agency: Google Creative Lab, Data Arts Team
San Francisco

Anna Kendrick: Behind the Scenes of the Mega Huge Game Day Ad
Newcastle Almost Made
Advertiser: Heineken
Product: Newcastle Brown Ale
Agency: Droga5 New York

Appreciation
Advertiser: Home Box Office Inc.
Product: HBO GO
Agency: SS+K New York

Faithful
Advertiser: Home Box Office Inc.
Product: HBO GO
Agency: SS+K New York
BRONZE LION WINNERS (continued)

Unconditional Love
Advertiser: Home Box Office Inc.
Product: HBO GO
Agency: SS+K New York

Your Choice
Advertiser: Home Box Office Inc.
Product: HBO GO
Agency: SS+K New York

Looking Inside.™: Mick Ebeling
Advertiser: Intel
Product: Intel
Agency: Venables Bell & Partners San Francisco

The Power Inside: Episode 1
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco
BRONZE LION WINNERS (continued)

The Power Inside: Episode 2
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

The Power Inside: Episode 3
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

The Power Inside: Episode 4
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

The Power Inside: Episode 5
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco
BRONZE LION WINNERS (continued)

The Power Inside: Episode 6
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

Levi’s Tools
Advertiser: Levi Strauss & Co.
Product: Apparel

The Nike SB App – Trick Tree
Advertiser: Nike
Product: Apparel
Agency: R/GA New York

BYC Tools Page
Advertiser: Prudential
Product: Retirement Planning
Agency: Droga5 New York
BRONZE LION WINNERS (continued)

**Goodbye 80s**
Advertiser: RadioShack
Product: Electronics Retail Store
Agency: GSD&M Austin

**Stay Together Family Portraits**
Advertiser: Skype
Product: Voice-Over-IP
Agency: Pereira & O’Dell San Francisco

**The Born Friends Family Portraits**
Advertiser: Skype
Product: Voice-Over-IP
Agency: Pereira & O’Dell San Francisco

**GT6: First Love**
Advertiser: Sony
Product: PlayStation
Agency: BBH New York
**CYBER LIONS**

**BRONZE LION WINNERS** (continued)

**Bob Dylan Like a Rolling Stone**  
Advertiser: Sony Music  
Product: Bob Dylan Album Release  
Agency: Interlude New York

**Mob City Twitter Script**  
Advertiser: TNT  
Product: Mob City  
Agency: Deutsch New York

**Remote Control Tourist**  
Advertiser: Tourism Victoria  
Product: Melbourne  
Agency: Tool Los Angeles, Clemenger BBDO Melbourne
DESIGN LIONS

GOLD LION WINNERS

**Intention**
Advertiser: Apple  
Product: Apple  
Agency: TBWA\Media Arts Lab Los Angeles

**Paper Prison**
Advertiser: Mandela Poster Project  
Product: Design Collective  
Agency: Interbrand New York

SILVER LION WINNER

**Datagrams**
Advertiser: IBM  
Product: US Open  
Agency: Ogilvy New York
DESIGN LIONS

BRONZE LION WINNERS

Husband
Advertiser: Alzheimer’s Association
Product: Alzheimer’s Association
Agency: Grupo Gallegos Huntington Beach

Killing Kennedy
Advertiser: National Geographic Channel
Product: TV Program/Website
Agency: Mullen Boston

Anthem
Advertiser: Oreo
Product: Cookies
Agency: The Martin Agency Richmond

The Qualms
Advertiser: Steppenwolf Theatre
Product: Theatre
Agency: Ogilvy & Mather Chicago
DESIGN LIONS

BRONZE LION WINNERS (continued)

Tribes
Advertiser: Steppenwolf Theatre
Product: Theatre
Agency: Ogilvy & Mather Chicago

Way Way West
Advertiser: Steppenwolf Theatre
Product: Theatre
Agency: Ogilvy & Mather Chicago

The Wheel
Advertiser: Steppenwolf Theatre
Product: Theatre
Agency: Ogilvy & Mather Chicago

Uniqlo HariDo
Advertiser: Uniqlo
Product: Uniqlo
Agency: Projector New York
**DESIGN LIONS**

**BRONZE LION WINNERS** (continued)

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**Drinkable Book**
Adviser: WaterIsLife
Product: WaterIsLife
Agency: DDB New York
Bob Dylan Like a Rolling Stone
Advertiser: Sony Music
Product: Bob Dylan Album Release
Agency: Interlude New York
FILM CRAFT LIONS

GOLD LION WINNER

Ian Up for Whatever Film
Advertiser: Anheuser-Busch
Product: Bud Light
Agency: BBDO New York

The Scarecrow
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Creative Artists Agency Los Angeles

Focus and Explode
Advertiser: Dick’s Sporting Goods
Product: Sporting Goods
Agency: Anomaly New York

Happily Married – Curb Your Enthusiasm
Advertiser: HBO GO
Product: HBO GO
GOLD LION WINNERS (continued)

Unconditional Love - Girls
Advertiser: HBO GO
Product: HBO GO/Home Box Office Inc.
Agency: O Positive Films New York, SS+K
New York

What’s He In - Game of Thrones
Advertiser: HBO GO
Product: HBO GO/Home Box Office Inc.
Agency: O Positive Films New York, SS+K
New York

Your Choice - Girls
Advertiser: HBO GO
Product: HBO GO/Home Box Office Inc.
Agency: O Positive Films New York, SS+K
New York

Pick Them Back Up
Advertiser: Procter & Gamble
Product: P&G Brand
Agency: Park Pictures New York,
Wieden+Kennedy Portland
FILM CRAFT LIONS

GOLD LION WINNERS (continued)

Bob Dylan Like a Rolling Stone
Advertiser: Sony Music
Product: Bob Dylan Album Release
Agency: Interlude New York

SILVER LION WINNERS

Climate Name Change
Advertiser: 350 Action
Product: Climate Name Change
Agency: Barton F. Graf 9000 New York

Box
Advertiser: Bot & Dolly
Product: Bot & Dolly
Agency: Bot & Dolly San Francisco
Faithful - True Detective
Advertiser: HBO GO
Product: HBO GO/Home Box Office Inc.
Agency: O Positive Films New York, SS+K
New York

Happily Married - Curb Your Enthusiasm
Advertiser: HBO GO
Product: HBO GO/Home Box Office Inc.
Agency: O Positive Films New York, SS+K
New York

Unconditional Love - Girls
Advertiser: HBO GO
Product: HBO GO/Home Box Office Inc.
Agency: O Positive Films New York, SS+K
New York

Your Choice – Girls
Advertiser: HBO GO
Product: HBO GO/Home Box Office Inc.
Agency: O Positive Films New York, SS+K
New York
FILM CRAFT LIONS

SILVER LION WINNERS (continued)

The Man Who Couldn’t Slow Down
Advertiser: LVMH/Moet Hennessy USA
Product: Hennessy
Agency: Droga5 New York

Possibilities
Advertiser: Nike
Product: Nike
Agency: MJZ Los Angeles, Wieden+Kennedy Portland

Pick Them Back Up
Advertiser: Procter & Gamble
Product: P&G Brand
Agency: Joint Editorial Portland, Wieden+Kennedy Portland

Perfect Day
Advertiser: Sony
Product: PlayStation
Agency: BBH New York
FILM CRAFT LIONS

BRONZE LION WINNERS

The Scarecrow
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Creative Artists Agency Los Angeles

The Power Inside: Episode 1
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

The Power Inside: Episode 2
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

The Power Inside: Episode 3
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco
The Power Inside: Episode 4
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

The Power Inside: Episode 5
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

The Power Inside: Episode 6
Advertiser: Intel + Toshiba
Product: Toshiba Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

The Man Who Couldn’t Slow Down
Advertiser: LVMH/Moet Hennessy USA
Product: Hennessy
Agency: Droga5 New York
FILM CRAFT LIONS

BRONZE LION WINNERS (continued)

Possibilities
Advertiser: Nike
Product: Nike
Agency: MJZ Los Angeles, Wieden+Kennedy Portland

Momsong
Advertiser: Procter & Gamble/Old Spice
Product: Old Spice/Personal Care
Agency: MJZ Los Angeles, Wieden+Kennedy Portland

Pick Them Back Up
Advertiser: Procter & Gamble
Product: Consumer Packaged Goods
Agency: Park Pictures New York, Wieden+Kennedy Portland

Perfect Day
Advertiser: Sony
Product: PlayStation
Agency: BBH New York
FILM CRAFT LIONS

BRONZE LION WINNERS (continued)

Body & Soul
Advertiser: SRT/Viper Chrysler
Product: SRT Viper
Agency: Smuggler Los Angeles, The Richards Group Dallas

First Kiss
Advertiser: Wren
Product: Clothing
Agency: Durable Goods Los Angeles, Wren Los Angeles
FILM LIONS

GOLD LION WINNERS

Climate Name Change
Advertiser: 350 Action
Product: Climate Name Change
Agency: Barton F. Graf 9000 New York

Possibilities
Advertiser: Nike
Product: Athletic Footwear & Apparel
Agency: Wieden+Kennedy Portland

Bowl
Advertiser: Old Spice
Product: Personal Care
Agency: Wieden+Kennedy Portland

Tree
Advertiser: Old Spice
Product: Personal Care
Agency: Wieden+Kennedy Portland
FILM LIONS

GOLD LION WINNERS (continued)

**Momsong**
Advertiser: Old Spice
Product: Personal Care
Agency: Wieden+Kennedy Portland

**Karate**
Advertiser: Southern Comfort
Product: Southern Comfort
Agency: Wieden+Kennedy New York

**Shampoo**
Advertiser: Southern Comfort
Product: Southern Comfort
Agency: Wieden+Kennedy New York

**Perfect Day**
Advertiser: Sony
Product: PlayStation
Agency: BBH New York
FILM LIONS

GOLD LION WINNERS (continued)

Bucket List
Advertiser: WaterIsLife
Product: Non-Profit
Agency: DBB New York

First Kiss
Advertiser: Wren
Product: Clothing
Agency: Durable Goods Los Angeles, Wren Los Angeles

SILVER LION WINNERS

Misunderstood
Advertiser: Apple
Product: Apple
Agency: TBWA\Media Arts Lab Los Angeles

Appreciation
Advertiser: Home Box Office Inc.
Product: HBO GO
Agency: SS+K New York
FILM LIONS

SILVER LION WINNERS

Faithful
Advertiser: Home Box Office Inc.
Product: HBO GO
Agency: SS+K New York

Happily Married
Advertiser: Home Box Office Inc.
Product: HBO GO
Agency: SS+K New York

Unconditional Love
Advertiser: Home Box Office Inc.
Product: HBO GO
Agency: SS+K New York

What’s He In
Advertiser: Home Box Office Inc.
Product: HBO GO
Agency: SS+K New York
FILM LIONS

SILVER LION WINNERS (continued)

Your Choice
Advertiser: Home Box Office Inc.
Product: HBO GO
Agency: SS+K New York

Boardwalk
Advertiser: Old Spice
Product: Personal Care
Agency: Wieden+Kennedy Portland

Meeting
Advertiser: Old Spice
Product: Personal Care
Agency: Wieden+Kennedy Portland

Tough Love
Advertiser: Procter & Gamble
Product: Consumer Packaged Goods
Agency: Wieden+Kennedy Portland
A.M. Crunchwrap – Guess Who Loves It (Ronald McDonald)
Advertiser: Taco Bell
Product: Taco Bell Breakfast - A.M. Crunchwrap
Agency: Deutsch Los Angeles

Guess Who Loves Taco Bell’s New Breakfast (Ronald McDonald Launch)
Advertiser: Taco Bell
Product: Taco Bell Breakfast
Agency: Deutsch Los Angeles

Waffle Taco – Guess Who Loves It (Ronald McDonald)
Advertiser: Taco Bell
Product: Taco Bell Breakfast - Waffle Taco
Agency: Deutsch Los Angeles

The Parting Glass - Long Form
Advertiser: Williams Grant & Sons LTD
Product: Tullamore Dew Irish Whiskey
Agency: Opperman Weiss New York
**FEELING CAREFREE**
Advertiser: Volkswagen  
Product: Volkswagen  
Agency: Deutsch Los Angeles

**ROBOCOP**
Advertiser: Consulate General of Argentina in Los Angeles  
Product: Argentina New Cinema Film Festival  
Agency: Conill Saatchi & Saatchi Torrance/Conill Advertising El Segundo

**INTENTION**
Advertiser: Apple  
Product: Apple  
Agency: TBWA\Media Arts Lab Los Angeles

**THE SCARECROW**
Advertiser: Chipotle Mexican Grill  
Product: Fast Casual Dining  
Agency: Creative Artists Agency Los Angeles
FILM LIONS

BRONZE LION WINNERS

Butterflies
Advertiser: DirecTV
Product: DirecTV
Agency: MJZ Los Angeles, Grey New York

Fisherman
Advertiser: DirecTV
Product: DirecTV
Agency: MJZ Los Angeles, Grey New York

Soup
Advertiser: DirecTV
Product: DirecTV
Agency: MJZ Los Angeles, Grey New York

Snuffy
Advertiser: Discovery
Product: Shark Week
Agency: Discovery Channel Silver Spring
FILM LIONS

BRONZE LION WINNERS (continued)

All is Right
Advertiser: Foot Locker
Product: Foot Locker
Agency: BBDO New York

Actual Focus Groups React to the Mega Football Ad We Didn’t Actually Make
Advertiser: Heineken
Product: Newcastle Brown Ale
Agency: Droga5 New York

Anna Kendrick: Behind the Scenes of the Mega Huge Football Game Ad We Almost Made
Advertiser: Heineken
Product: Newcastle Brown Ale
Agency: Droga5 New York

Official Stock Footage Trailer for the Mega Huge Football Game Ad We Didn’t Make
Advertiser: Heineken
Product: Newcastle Brown Ale
Agency: Droga5 New York
The Ad Newcastle Made to Prepare You for the Ad We Didn’t Make
Advertiser: Heineken
Product: Newcastle Brown Ale
Agency: Droga5 New York

The Official Teaser for the Trailer for the Mega Huge Football Game Ad
Advertiser: Heineken
Product: Newcastle Brown Ale
Agency: Droga5 New York

Captain Obvious
Advertiser: Hotels.com
Product: Hotels.com
Agency: CP+B Boulder

Obvious Eye Contact
Advertiser: Hotels.com
Product: Hotels.com
Agency: CP+B Boulder
FILM LIONS

BRONZE LION WINNERS (continued)

**Obvious Lies**
Advertiser: Hotels.com
Product: Hotels.com
Agency: CP+B Boulder

**Look Inside.™: Erik Weihenmayer**
Advertiser: Intel
Product: Brand
Agency: Venables Bell & Partners San Francisco

**Look Inside.™: Jack Andraka**
Advertiser: Intel
Product: Brand
Agency: Venables Bell & Partners San Francisco

**Look Inside.™: Mick Ebeling**
Advertiser: Intel
Product: Brand
Agency: Venables Bell & Partners San Francisco
FILM LIONS

BRONZE LION WINNERS (continued)

**Comb Over**  
Advertiser: Jello  
Product: Jello  
Agency: CP+B Boulder

**Cast**  
Advertiser: Little Caesars  
Product: Fast Food Pizza  
Agency: Barton F. Graf 9000 New York

**Cloud**  
Advertiser: Mars, Inc.  
Product: Skittles  
Agency: DDB Chicago

**Groomer**  
Advertiser: Mars, Inc.  
Product: Skittles  
Agency: DDB Chicago
FILM LIONS

BRONZE LION WINNERS (continued)

Smile
Advertiser: Mars, Inc.
Product: Skittles
Agency: DDB Chicago

Vet
Advertiser: Mars, Inc.
Product: Skittles
Agency: DDB Chicago

Covert
Advertiser: Nike Golf
Product: Sports Equipment
Agency: Biscuit Filmworks Los Angeles, Wieden+Kennedy Portland

Pick Them Back Up
Advertiser: Procter & Gamble
Product: Consumer Packaged Goods
Agency: Wieden+Kennedy Portland
FILM LIONS

BRONZE LION WINNERS (continued)

Greatness Awaits
Advertiser: Sony
Product: PlayStation
Agency: BBH New York

The Backstory – Guess Who’s Coming to Breakfast (Ronald McDonald Launch)
Advertiser: Taco Bell
Product: Taco Bell Breakfast Menu
Agency: Deutsch Los Angeles
INNOVATION LIONS

Points
Product: The Most Advanced Sign on Earth
Agency: Breakfast New York
MEDIA LIONS

GOLD LION WINNER

Luna Corona
Advertiser: Constellation Brands
Product: Corona Extra
Agency: Cramer Krasselt Chicago

SILVER LION WINNERS

Luna Corona
Advertiser: Constellation Brands
Product: Corona Extra
Agency: Cramer Krasselt Chicago

If We Made It
Advertiser: Heineken
Product: Newcastle Brown Ale
Agency: Starcom MediaVest Group New York, Droga5 New York
MEDIA LIONS

SILVER LION WINNERS (continued)

IFC Presents the Spoils of Babylon
Advertiser: IFC
Product: IFC Network/Television Program
Agency: Fallon Minneapolis, IFC New York

Oscar Selfie
Advertiser: Samsung Telecommunications America
Product: Samsung Galaxy Note 3
Agency: 72andSunny Los Angeles

BRONZE LION WINNERS

Whatever Happens Integrated Campaign
Advertiser: Anheuser-Busch
Product: Bud Light
Agency: BBDO New York

The First Aids-Free Generation
Advertiser: Bank of America
Product: Bank of America
Agency: Starcom MediaVest Group Chicago, Hill Holliday Boston
MEDIA LIONS

BRONZE LION WINNERS (continued)

#Esurancesave30
Advertiser: Esurance
Product: Esurance
Agency: Starcom MediaVest Group Chicago, Leo Burnett Chicago

The Spoils of Babylon Premiere
Advertiser: IFC
Product: IFC Network/Television Program
Agency: Fallon Minneapolis, IFC New York

Literacy Store
Advertiser: McDonald’s
Product: McDonald’s
Agency: Leo Burnett Chicago
MOBILE LIONS

GOLD LION WINNERS

Alvio
Advertiser: QOL
Product: Respiratory App
Agency: R/GA New York

Racer
Advertiser: Google
Product: Multi-Player, Multi-Device Mobile Chrome Experiment
Agency: Google Creative Lab New York

SILVER LION WINNERS

Written in the Stars
Advertiser: AKQA
Product: Stars
Agency: AKQA New York

Wake Up & Smell the Bacon
Advertiser: Kraft Foods
Product: Oscar Mayer
Agency: 360i New York
MOBILE LIONS

BRONZE LION WINNERS

Glasses.com for iPad
Advertiser: Glasses.com
Product: Eyewear Retail
Agency: Glasses.com Draper

Racer
Advertiser: Google
Product: Multi-Player, Multi-Device Mobile Chrome Experiment
Agency: Google Creative Lab New York

Killing Kennedy
Advertiser: National Geographic Channel
Product: TV Program/Website
Agency: Mullen Boston

The Nike SB App
Advertiser: Nike
Product: Apparel
Agency: R/GA New York
MOBILE LIONS

BRONZE LION WINNERS (continued)

Alvio
Advertiser: QOL
Product: Respiratory App
Agency: R/GA New York

The Rolex Daytona Experience
Advertiser: Rolex
Product: Rolex Daytona
Agency: Firstborn New York
OUTDOOR LIONS

GOLD LION WINNERS

Drinkable Book
Advertiser: WaterIsLife
Product: WaterIsLife
Agency: DDB New York

Dallas Gas Station
Advertiser: TNT
Product: Dallas
Agency: Grey New York

SILVER LION WINNERS

Fiat Watercraft Stunt
Advertiser: Fiat USA
Product: Automotive
Agency: The Richards Group Dallas
OUTDOOR LIONS

BRONZE LION WINNERS

What’s in the Box?
Advertiser: Nissan
Product: Versa Note
Agency: TBWA\Chiat\Day Los Angeles

Blacks
Advertiser: Truth
Product: Truth
Agency: Arnold Worldwide Boston

Gays
Advertiser: Truth
Product: Truth
Agency: Arnold Worldwide Boston

Women
Advertiser: Truth
Product: Truth
Agency: Arnold Worldwide Boston
OUTDOOR LIONS

BRONZE LION WINNERS (continued)

Ancient Stone
Advertiser: Valspar
Product: Paint
Agency: FCB Chicago

Clay Red
Advertiser: Valspar
Product: Paint
Agency: FCB Chicago

Mysterious
Advertiser: Valspar
Product: Paint
Agency: FCB Chicago
PR LIONS

GRAND PRIX WINNER

The Scarecrow
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Creative Artists Agency Los Angeles, Edelman New York

GOLD LION WINNERS

This is Wholesome
Advertiser: Honey Maid
Product: Snacks
Agency: Droga5 New York, Weber Shandwick Chicago

The Scarecrow
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Creative Artists Agency Los Angeles, Edelman New York
PR LIONS

GOLD LION WINNERS (continued)

Dallas Gas Station
Advertiser: TNT
Product: Dallas
Agency: Grey New York

SILVER LION WINNERS

Football on Your Phone
Advertiser: DirecTV
Product: Telecommunications
Agency: Grey New York

If We Made It
Advertiser: Heineken
Product: New Castle Brown Ale
Agency: Droga5 New York, Fast Horse Minneapolis
PR LIONS

SILVER LION WINNERS (continued)

Love
Advertiser: Honey Maid
Product: Snacks
Agency: Droga5 New York, Weber Shandwick Chicago

2014 Taco Bell Breakfast Launch (Ronald McDonald Launch)
Advertiser: Taco Bell
Product: Taco Bell Breakfast Menu
Agency: Deutsch Los Angeles

Dallas Gas Station
Advertiser: TNT
Product: Dallas
Agency: Grey New York
PR LIONS

BRONZE LION WINNERS

Solving #Sochiproblems
Advertiser: Airbnb
Product: Short-term Home Rentals
Agency: Pereira & O’Dell San Francisco

Undergrounded: an Innovation Lab in the Sky
Advertiser: British Airways
Product: British Airways
Agency: Ogilvy New York, Text 100 New York

Rumble on the Rails
Advertiser: Committee for the Preservation of Olympic Wrestling (CPOW), International Federation of Associated Wrestling Styles (FILA), USA Wrestling
Product: Sports Federation
Agency: Ketchum Sports & Entertainment New York

#Unapologetic
Advertiser: Mattel
Product: Barbie
PR LIONS

BRONZE LION WINNERS (continued)

#Mamming
Advertiser: N/A
Product: Breast Cancer Awareness
Agency: 360i New York

Trust Your Power
Advertiser: Procter & Gamble
Product: Duracell
Agency: Saatchi & Saatchi New York, Citizen PR New York

2014 Taco Bell Breakfast Launch (Ronald McDonald Launch)
Advertiser: Taco Bell
Product: Taco Bell Breakfast Menu
Agency: Deutsch Los Angeles
PRESS LIONS

SILVER LION WINNERS

Beard
Advertiser: Foot Locker
Product: Foot Locker
Agency: BBDO New York

Bird
Advertiser: Foot Locker
Product: Foot Locker
Agency: BBDO New York

Close
Advertiser: Foot Locker
Product: Foot Locker
Agency: BBDO New York

Costumes
Advertiser: Foot Locker
Product: Foot Locker
Agency: BBDO New York
PRESS LIONS

SILVER LION WINNERS (continued)

Mud
Advertiser: Foot Locker
Product: Foot Locker
Agency: BBDO New York

Silly
Advertiser: Foot Locker
Product: Foot Locker
Agency: BBDO New York

Car
Advertiser: New York Lottery
Product: New York Lottery
Agency: DDB New York

Fireplace
Advertiser: New York Lottery
Product: New York Lottery
Agency: DDB New York
PRESS LIONS

SILVER LION WINNERS (continued)

**Jacuzzi**
Advertiser: New York Lottery
Product: New York Lottery
Agency: DDB New York

**Ski**
Advertiser: New York Lottery
Product: New York Lottery
Agency: DDB New York

BRONZE LION WINNERS

**Sports Car**
Advertiser: Howard’s Auto Body
Product: Body Shop
Agency: Fitzgerald+CO Atlanta

**Truck**
Advertiser: Howard’s Auto Body
Product: Body Shop
Agency: Fitzgerald+CO Atlanta
PRESS LIONS

BRONZE LION WINNERS (continued)

Vintage Car
Advertiser: Howard’s Auto Body
Product: Body Shop
Agency: Fitzgerald+CO Atlanta

Bear
Advertiser: Mars Chocolate North America
Product: Snickers Bites
Agency: BBDO New York
PRODUCT DESIGNS LIONS

Central Park Conservancy Receptacles
Advertiser: Central Park Conservancy
Product: Trash and Recycling Receptacles
Agency: Landor Associates New York,
Landscape Forms Kalamazoo

Nest Learning Thermostat for the UK
Advertiser: Nest
Product: Nest Learning Thermostat
Agency: Nest Palo Alto, Bould Design Mountain View

Project Daniel: 3D Printing Prosthetic Arms for Children of War-torn Sudan
Advertiser: Not Impossible Labs
Product: 3D Printed Prosthetic Arms for $100
Agency: The Ebeling Group New York,
Not Impossible Labs Venice, Richard Van As|Robohand Johannesburg
PROMO & ACTIVATION LIONS

SILVER LION WINNERS

**Whatever Happens Stunt**
Advertiser: Anheuser-Busch  
Product: Bud Light  
Agency: BBDO New York

**Fiat Italian Masterpiece**
Advertiser: Chrysler Group  
Product: Fiat 500L  
Agency: SapientNitro Miami

**#Esurancesave30**
Advertiser: Esurance  
Product: Direct Insurance  
Agency: Leo Burnett Chicago

**Wendy’s Pretzel Bacon Cheeseburger Love Songs**
Advertiser: Wendy’s  
Product: QSR  
Agency: VML Kansas City, Ketchum Atlanta
PROMO & ACTIVATION LIONS

BRONZE LION WINNERS

ASICS Ryan Hall Treadmill
Advertiser: ASICS America
Product: ASICS
Agency: Vitro San Diego

#Esurancesave30
Advertiser: Esurance
Product: Direct Insurance
Agency: Leo Burnett Chicago
RADIO LIONS

SILVER LION WINNERS

Bushes
Advertiser: DirecTV
Product: Telecommunications
Agency: Grey New York

Magic
Advertiser: DirecTV
Product: Telecommunications
Agency: Grey New York

Screensaver
Advertiser: DirecTV
Product: Telecommunications
Agency: Grey New York

Toys
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence Organization
Agency: Grey New York
RADIO LIONS

SILVER LION WINNERS (continued)

Gun Music: Lullaby
Advertiser: Newtown Action Alliance
Product: Public Awareness
Agency: Y&R New York

BRONZE LION WINNERS

Money
Advertiser: Cine Las Americas
Product: Cine Las Americas
Agency: LatinWorks Austin

Best Dressed
Advertiser: Heineken
Product: Dos Equis
Agency: Havas Worldwide New York
RADIO LIONS

BRONZE LION WINNERS (continued)

Gun Music: Lullaby
Advertiser: Newtown Action Alliance
Product: Public Awareness
Agency: Y&R New York
TITANIUM AND INTEGRATED LIONS

TITANIUM LION WINNERS

Project Daniel: 3D Printing Prosthetic Arms for Children of War-torn Sudan
Advertiser: Not Impossible Labs
Product: 3D Printing Prosthetics
Agency: The Ebeling Group New York, Not Impossible Labs Venice

Unload Your 401K
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence Organization
Agency: Grey New York

SILVER LION WINNERS

If We Made It
Advertiser: Heineken
Product: Newcastle Brown Ale
Agency: Droga5 New York
TITANIUM AND INTEGRATED LIONS

BRONZE LION WINNERS

The Scarecrow
Advertiser: Chipotle Mexican Grill
Product: Fast Casual Dining
Agency: Creative Artists Agency Los Angeles

Old Spice Hair Care Integrated Campaign
Advertiser: Old Spice
Product: Personal Care
Agency: Wieden+Kennedy Portland

Chapter Two
Advertiser: Prudential
Product: Financial Services
Agency: Droga5 New York
USA TODAY hosted the U.S. Young Lions Competitions in four categories – Cyber, Film, Media and Print. The work submitted for U.S. Young Lions this year focused on ONE, a campaign and advocacy organization of more than 3.5 million people taking action to end extreme poverty and preventable disease. ONE served as the non-profit partner for the 2014 competitions. The assignment challenged the teams to develop creative digital/mobile ads, short films, media plans and print ads to encourage the millennials to make phone calls to their representatives.

The 2014 U.S. Young Lions Competitions included teams from advertising agencies and media companies across the U.S. totaling 275 entries. The four winning teams competed in the Global Young Lions Competitions during the Cannes Lions International Festival of Creativity this past June. There were 43 cyber teams, 45 film teams, 30 media teams and 49 print teams in this year’s global competitions.

**CYBER COMPETITION**
Rachel Theberge, DigitasLBi
Ryan Bacharach, DigitasLBi
Sponsor:

**FILM COMPETITION**
Jordan Pick, DigitasLBi
James LaPorte, DigitasLBi
Sponsor:

**MEDIA COMPETITION**
Kiersten Timpe, Omnicom Media Group
Abby Grauman, Omnicom Media Group
Sponsor:

**PRINT COMPETITION**
Robyn Tenenbaum, DigitasLBi
Shelby Rodeffer, DigitasLBi
Sponsor:
SPONSOR SPOTLIGHT

New this year, some of our competition sponsors are shining a spotlight on entries that best embodied a principle they are passionate about. The teams selected, along with the winning teams of this year’s U.S. Young Lions competitions, participated in a live pitch day where they presented their work to ONE’s CMO. The below teams are being recognized by our sponsors:

**CYBER: DigitasLBi | Fearless**
Celebrates future-leaning, fearless ideas and innovations that will help brands connect with their customers in memorable, surprising and transformative ways. This could be a first or a never-been-done-before concept, or simply a new approach to an established idea.

Bryan Barnes and Nedal Ahmed, BBDO

**MEDIA: Spark | Make Next Now**
Entries that incorporate the most future-focused ideas and craft new, innovative ways to connect brands and consumers through media, will be recognized in Spark’s Make Next Now Spotlight.

Neethu Ramchander, Horizon Media and Jessica Farley, PHD Media
Bailey Appleton, Spark and Nick Brammerman, Spark
Colin Murtagh, Twitter and Marc Pardy, 72andSunny

**PRINT: USA TODAY | Smarter. Faster. More Colorful.**
USA TODAY’s Smarter, Faster, More Colorful Spotlight will highlight entries that are concise, informed and visual with a distinct, colorful approach.

Ryan Besch and Matt Keltz, DigitasLBi
Ryan Murphy and Lacey Christman, Grey Group