

20_ Winners

19

AGENCY	TITLE	CATEGORY	AWARD
Galp	Campanha de Futebol - Patrocínio à Seleção	AWARENESS EFFECTIVENESS Sports	Bronze
INTERWEAVE	#makingithappen campaign	AWARENESS EFFECTIVENESS Government & Politics	Bronze
EDP - Energias de Portugal, S.A	EDP's 40th anniversary	AWARENESS EFFECTIVENESS Utilities	Bronze
Youngnetwork Group	Regresso a Custo Zero	EFFECTIVE USE OF MEDIA Sports	Bronze
FCB Lisboa	O Resgate do Leite	AWARENESS EFFECTIVENESS Beverages - Non-Alcohol	Bronze
United Creative	The Sweet Art Museum	AWARENESS EFFECTIVENESS Entertainment & Events	Bronze
Mercedes-Benz Portugal	The Longest Wave	AWARENESS EFFECTIVENESS Automotive - Aftermarket & Vehicles	Bronze
Youngnetwork Group	Respect Battles	AWARENESS EFFECTIVENESS NGO's	Silver
R/GA	The Connected Hotel	EFFECTIVE USE OF MEDIA Travel & Tourism	Silver
MullenLowe	Prom King	EFFECTIVE USE OF MEDIA Restaurants	Silver
MullenLowe	Turning Their Tweets Against Them	EFFECTIVE USE OF MEDIA Restaurants	Gold
MullenLowe	Pancake King	AWARENESS EFFECTIVENESS Restaurants	Gold
Cossette	SickKids VS - All In	AWARENESS EFFECTIVENESS Healthcare & Pharma	Gold
Energy BBDO	Prescribed to Death	EFFECTIVE USE OF MEDIA Healthcare & Pharma	Grand Prix
Cossette	SickKids VS	AWARENESS EFFECTIVENESS Healthcare & Pharma	Grand Prix