2013 CANNES LIONS
60TH INTERNATIONAL FESTIVAL OF CREATIVITY
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th></th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>INTRO</td>
</tr>
<tr>
<td>4.</td>
<td>BRANDED CONTENT &amp; ENTERTAINMENT LIONS</td>
</tr>
<tr>
<td>8.</td>
<td>CREATIVE EFFECTIVENESS LIONS</td>
</tr>
<tr>
<td>9.</td>
<td>CYBER LIONS</td>
</tr>
<tr>
<td>14.</td>
<td>DESIGN LIONS</td>
</tr>
<tr>
<td>16.</td>
<td>DIRECT LIONS</td>
</tr>
<tr>
<td>17.</td>
<td>FILM CRAFT LIONS</td>
</tr>
<tr>
<td>19.</td>
<td>FILM LIONS</td>
</tr>
<tr>
<td>26.</td>
<td>INNOVATION LIONS</td>
</tr>
<tr>
<td>27.</td>
<td>MEDIA LIONS</td>
</tr>
<tr>
<td>29.</td>
<td>MOBILE LIONS</td>
</tr>
<tr>
<td>31.</td>
<td>OUTDOOR LIONS</td>
</tr>
<tr>
<td>33.</td>
<td>P.R. LIONS</td>
</tr>
<tr>
<td>35.</td>
<td>PRESS LIONS</td>
</tr>
<tr>
<td>37.</td>
<td>PROMO &amp; ACTIVATION LIONS</td>
</tr>
<tr>
<td>40.</td>
<td>RADIO LIONS</td>
</tr>
<tr>
<td>41.</td>
<td>TITANIUM &amp; INTEGRATED LIONS</td>
</tr>
<tr>
<td>43.</td>
<td>U.S. YOUNG LIONS PROGRAM</td>
</tr>
</tbody>
</table>
CONGRATULATIONS!

On behalf of the entire team at USA TODAY, we would like to congratulate the winners from the 2013 Cannes Lions International Festival of Creativity, who celebrated its 60th anniversary this year.

The Festival is the world’s leading celebration of creativity and is internationally recognized as the most prestigious annual advertising and communications awards. USA TODAY is proud to serve as the official U.S. representative to the Festival, a partnership we have enjoyed since 2000. Inspiring creativity is at the heart of Cannes Lions and we are honored to celebrate and further insightful discussions with creative leaders across the U.S.

Cannes Lions sets the benchmark for excellence in creative communications and we recognize the winners’ hard work, dedication and innovative brainpower.

2013 was a record year at the Cannes Lions International Festival of Creativity with more than 9,000 delegates attending, and 35,765 entries from 92 countries. This year, the U.S. continued to bring home the most awards of any country – 175 total. Those included 6 Grand Prix, 29 Gold, 60 Silver, 76 Bronze, 2 Titanium, 1 Innovation Lion and 1 Effectiveness Lion.

USA TODAY is thrilled to have the opportunity to recognize and showcase some of the leading creative work that was produced in the U.S. and honored at this year’s Festival.

Congratulations again to all of the Festival winners, and we invite you to join us as we celebrate by looking back on the winning work.

Sandra Micek
Senior Vice President of Marketing

Mary Murcko
President of Sales

USA TODAY

GANNETT
GRAND PRIX

The Beauty Inside
Advertiser: Intel + TOSHIBA
Product: TOSHIBA Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

GOLD LION WINNERS

A Boy and His Atom:
The World’s Smallest Movie
Advertiser: IBM
Product: IBM Research
Agency: Ogilvy New York

Double Loop Dare
Advertiser: Mattel
Product: Hot Wheels
Agency: Mistress Venice

Yes, Virginia the Musical
Advertiser: Macy’s
Product: Department Store
Agency: JWT New York

Dikembe Mutombo’s 4 ½ Weeks
to Save the World
Advertiser: Old Spice
Product: Old Spice Champion
Agency: Wieden+Kennedy Portland
GOLD LION WINNERS continued

Prometheus Integrated Campaign
Advertiser: Twentieth Century FOX
Product: Prometheus Film
Agency: Ignition Interactive Santa Monica

The Beauty Inside
Advertiser: Intel + TOSHIBA
Product: TOSHIBA Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

SILVER LION WINNERS

Uncle Drew
Advertiser: Pepsi
Product: Pepsi Max
Agency: The Marketing Arm Dallas

From Shelter to Stage
Advertiser: Mars Petcare US
Product: Pedigree®
Agency: Starcom Mediavest Group Chicago

The Beetle Shark Cage
Advertiser: Volkswagen
Product: VW Beetle
Agency: MediaCom New York

The Beauty Inside
Advertiser: Intel + TOSHIBA
Product: TOSHIBA Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco
SILVER LION WINNERS continued

Yes, Virginia the Musical
Advertiser: Macy’s
Product: Department Store
Agency: JWT New York

Daybreak
Advertiser: AT&T
Product: AT&T
Agency: BBDO New York

BRONZE LION WINNERS

Clouds over Cuba
Advertiser: The JFK Presidential Library & Museum
Product: Cuban Missile Crisis 50th Anniversary
Agency: The Martin Agency Richmond

GT Academy USA Season 2
Advertiser: Nissan North America
Product: Nissan
Agency: TBWA\Chiat\Day Los Angeles

Surprising Monsters Calling Home
Advertiser: American Honda Motor Co.
Product: Honda Loves You Back
Agency: RPA Santa Monica

8 Million Protagonists
Advertiser: Village Voice Newspaper
Product: Village Voice Newspaper
Agency: Leo Burnett New York
BRONZE LION WINNERS continued

ZZ Shock
Advertiser: Diageo
Product: Jeremiah Weed
Agency: Creative Artists Agency Los Angeles

Every Beat Matters
Advertiser: Save the Children
Product: Save the Children
Agency: BBDO New York

The Last Barfighter
Advertiser: Big Boss Brewing Company
Product: Beer
Agency: McKinney Durham

Hashtag Killer
Advertiser: Water is Life
Product: Water is Life (Non-profit)
Agency: DDB New York
Small Business Gets an Official Day
Advertiser: American Express OPEN®
GRAND PRIX

The Beauty Inside
Advertiser: Intel + TOSHIBA
Product: TOSHIBA Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

Oreo Daily Twist
Advertiser: Mondelez International
Product: Oreo
Agency: Draftfcb New York
GOLD LION WINNERS

Hello Again
Advertiser: Lincoln Motor Company
Product: Lincoln MKZ
Agency: Hudson Rouge New York

Clouds over Cuba
Advertiser: The JFK Presidential Library & Museum
Product: Cuban Missile Crisis 50th Anniversary
Agency: The Martin Agency Richmond

SILVER LION WINNERS

The Challenge Lab
Advertiser: Prudential
Product: Prudential Financial
Agency: Droga5 New York

Clouds over Cuba
Advertiser: The JFK Presidential Library & Museum
Product: Cuban Missile Crisis 50th Anniversary
Agency: The Martin Agency Richmond

Susan Glenn
Advertiser: Unilever
Product: AXE
Agency: BBH New York

The Beauty Inside
Advertiser: Intel + TOSHIBA
Product: TOSHIBA Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco
**SILVER LION WINNERS** continued

**Flavorprint**
Adviser: McCormick  
Product: McCormick Flavorprint  
Agency: R/GA New York

**Thunderclap**
Adviser: De-De  
Product: Thunderclap – Social Media Technology  
Agency: De-De New York

**Muscle Music**
Adviser: Old Spice  
Product: Danger Zone  
Agency: Wieden+Kennedy Portland

**BRONZE LION WINNERS**

**Built**
Adviser: eBay  
Product: Motors  
Agency: Venables Bell & Partners  
San Francisco

**Clouds over Cuba**
Adviser: The JFK Presidential Library & Museum  
Product: Cuban Missile Crisis 50th Anniversary  
Agency: The Martin Agency Richmond
BRONZE LION WINNERS continued

Hello Again
Advertiser: Lincoln Motor Company
Product: Lincoln MKZ
Agency: Hudson Rouge New York

Flavorprint
Advertiser: McCormick
Product: McCormick Flavorprint
Agency: R/GA New York

Stripped Screw
Advertiser: Lowe’s
Product: Lowe’s
Agency: BBDO New York

Clouds over Cuba
Advertiser: The JFK Presidential Library & Museum
Product: Cuban Missile Crisis 50th Anniversary
Agency: The Martin Agency Richmond

UNICEF Tap Project 2013
Advertiser: U.S. Fund for UNICEF
Product: Tap Project
Agency: Droga5 New York

The Oreo Blackout Tweet
Advertiser: Mondelez International
Product: Oreo
Agency: 360i New York
CYBER LIONS

BRONZE LION WINNERS continued

A Boy and His Atom:
The World’s Smallest Movie
Advertiser: IBM
Product: IBM Research
Agency: Ogilvy New York
GOLD LION WINNER

Nine Suns
Advertiser: Nine Suns Winery
Agency: Landor Associates San Francisco

SILVER LION WINNERS

Clouds over Cuba
Advertiser: The JFK Presidential Library & Museum
Agency: The Martin Agency Richmond

The Great Tower of Faile
Advertiser: NY Ballet
Agency: DDB New York

Wee Society Branding
Advertiser: Wee Society
Agency: Office San Francisco

USA TODAY Visual Identity
Advertiser: USA TODAY
Agency: Wolff Olins New York
BRONZE LION WINNERS

Grooming Book
Advertiser: Procter & Gamble
Agency: BBDO New York

Faile, Art Series
Advertiser: NYC Ballet
Agency: DDB New York

Think Patent X 20
Advertiser: IBM
Agency: Ogilvy New York

Wandawaga
Advertiser: Camp Wandawaga
Agency: Ogilvy & Mather Chicago

Igloo Brand Creation
Advertiser: Sky New Zealand
Agency: Interbrand New York

Recipeace
Advertiser: Peace One Day / D&AD
Agency: Leo Burnett Chicago
SILVER LION WINNERS

The Oreo Blackout Tweet
Advertiser: Mondelez International
Product: Oreo
Agency: 360i New York

Oreo Daily Twist
Advertiser: Mondelez International
Product: Oreo
Agency: Draftfcb New York

8 Million Protagonists
Advertiser: Village Voice Newspaper
Product: Village Voice Newspaper
Agency: Leo Burnett New York

BRONZE LION WINNERS

The Beauty Inside
Advertiser: Intel + TOSHIBA
Product: TOSHIBA Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco
GOLD LION WINNERS

Muscle Music
Advertiser: Procter & Gamble
Product: Old Spice
Agency: MJZ Los Angeles
Production Company: MJZ Los Angeles

Whatever’s Comfortable Beach
Advertiser: Southern Comfort
Product: Southern Comfort
Agency: Wieden+Kennedy New York
Production Company: Biscuit Filmworks Los Angeles

SILVER LION WINNERS

Beach
Advertiser: Brown-Forman
Product: Southern Comfort
Agency: Biscuit Filmworks Los Angeles
Production Company: Biscuit Filmworks Los Angeles

Whatever’s Comfortable Beach
Advertiser: Southern Comfort
Product: Southern Comfort
Agency: Wieden+Kennedy New York
Production Company: Biscuit Filmworks Los Angeles
BRONZE LION WINNERS

Fame
Advertiser: Coty
Product: Perfume
Agency: RSA Films New York
Production Company: RSA Films New York / Black Dog Films Los Angeles

Truce
Advertiser: Logitech
Product: Logitech – UE
Agency: Prettybird Culver City
Production Company: Prettybird Culver City

Endangered
Advertiser: Apes a Project of the Conversation Trust
Product: Charity
Agency: Ogilvy & Mather Chicago
Production Company: The Cartel Los Angeles
GRAND PRIX

The Beauty Inside:
Episode 1: Hello My Name is Alex
Episode 2: Leah
Episode 3: It Has to Be Tonight
Episode 4: Help Wanted
Episode 5: I’d Like to Show You Something
Episode 6: That’s It for Me
Advertiser: Intel + TOSHIBA
Product: TOSHIBA Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

GOLD LION WINNERS

Whatever’s Comfortable Beach
Advertiser: Southern Comfort
Product: Southern Comfort
Agency: Wieden+Kennedy New York

Funeral, Dinner Party, Pizzeria
Advertiser: DIRECTV
Product: Telecommunications
Agency: Grey New York
GOLD LION WINNERS continued

Susan Glenn
Advertiser: Unilever
Product: AXE
Agency: BBH New York

SILVER LION WINNERS

Battle
Advertiser: California Milk Processing Board
Product: Milk
Agency: Grupo Gallegos Huntington Beach

Life Raft
Advertiser: Oreo
Product: Oreo Cookie
Agency: Wieden+Kennedy Portland

Whisper Fight
Advertiser: Oreo
Product: Oreo Cookie
Agency: Wieden+Kennedy Portland

Jogger
Advertiser: Nike
Product: Nike
Agency: Wieden+Kennedy Portland
SILVER LION WINNERS continued

**Inspired**
Advertiser: Canon USA  
Product: Digital SLR Cameras  
Agency: Grey New York

**Yeah That Kinda Rich, Writers Room**
Advertiser: NY Lottery  
Product: Lottery/Powerball  
Agency: DDB New York

**Yeah That Kinda Rich, Invasion**
Advertiser: NY Lottery  
Product: NY Lottery  
Agency: DDB New York

**Band**
Advertiser: FedEx  
Product: FedEx Cup  
Agency: BBDO New York

**Pool**
Advertiser: WRAAC  
Product: Parental Control Bar  
Agency: LatinWorks Austin

**Motorcycle**
Advertiser: DIRECTV  
Product: Cable  
Agency: Grey New York
SILVER LION WINNERS continued

Hawk, Bears, Horses
Advertiser: DIRECTV
Product: Telecommunications
Agency: Grey New York

Ed
Advertiser: States United to Prevent Gun Violence
Product: Gun Control Organization
Agency: Grey New York

Ship My Pants
Advertiser: Kmart
Product: Store to Home
Agency: Draftfcb Chicago

Beach
Advertiser: Southern Comfort
Product: Southern Comfort
Agency: Wieden+Kennedy New York

BRONZE LION WINNERS

Figurines
Advertiser: Mars/Wrigley
Product: Skittles
Agency: DDB Chicago

Miracle Stain
Advertiser: P&G
Product: Tide Detergent
Agency: Saatchi & Saatchi New York
BRONZE LION WINNERS continued

**Voices**
Advertiser: Nike
Product: Agency: Anonymous Content Culver City

**Baby**
Advertiser: Volkswagen
Product: VW Jetta
Agency: Deutsch Los Angeles

**How to Change Cars Forever**
Advertiser: Dodge
Product: Dart
Agency: Biscuit Filmworks Los Angeles

**Roam**
Advertiser: Land Rover
Product: Land Rover Brand
Agency: Y&R New York

**Kyrie in the Air**
Advertiser: Foot Locker
Product: Foot Locker
Agency: BBDO New York

**Ship My Pants**
Advertiser: Kmart
Product: Store to Home
Agency: Draftfcb Chicago
BRONZE LION WINNERS continued

**Team Spirit**
Advertiser: ESPN
Product: ESPN
Agency: Wieden+Kennedy New York

**Photobooth, School Photo**
Advertiser: Fifth Third Bank
Product: Identity Alert
Agency: Leo Burnett Chicago

**Weyland’s 2023 TED Talk**
Advertiser: Prometheus
Product: Prometheus
Agency: RSA Films New York

**Follow the Frog**
Advertiser: Rainforest Alliance
Product: The Rainforest
Agency: Hungry Man Los Angeles

**Hashtag Killer:**
**First World Problems Anthem**
Advertiser: Water if Life
Product: Water is Life (Non-profit)
Agency: DDB New York

**Clouds over Cuba**
Advertiser: The JFK Presidential Library & Museum
Product: Cuban Missile Crisis 50th Anniversary
Agency: The Martin Agency Richmond
BRONZE LION WINNERS continued

Uncle Drew
Advertiser: Pepsi
Product: Pepsi Max
Agency: The Marketing Arm Dallas
GRAND PRIX

Cinder
Product: Software Technology
Agency: The Barbarian Group New York

WINNER

Thunderclap
Advertiser: n/a
Product: Thunderclap – Social Media Technology
Agency: De-De New York
GOLD LION WINNERS

Thank You Mom
Advertiser: Procter & Gamble
Product: Olympics Campaign; Corporate Image and Reputation
Agency: Carat New York

Save 11
Advertiser: Allstate
Product: Insurance
Agency: Starcom Mediavest Group Chicago

SILVER LION WINNERS

Meanamorphosis
Advertiser: Procter & Gamble
Product: Secret Deodorant
Agency: Leo Burnett Chicago

Oreo Daily Twist
Advertiser: Mondelez International
Product: Oreo
Agency: Draftfcb New York

BRONZE LION WINNERS

Welcome to Small Business Saturday
Advertiser: American Express
Product: American Express
Agency: Digitas New York

Bedtime Stories
Advertiser: California Milk Processing Board
Product: Milk
Agency: Grupo Gallegos Huntington Beach
BRONZE LION WINNERS continued

The Beetle Shark Cage
Advertiser: Volkswagen
Product: VW Beetle
Agency: MediaCom New York

Save 11
Advertiser: Allstate
Product: Insurance
Agency: Starcom Mediavest Group Chicago
MOBILE LIONS

GOLD LION WINNERS

Clouds over Cuba
Advertiser: The JFK Presidential Library & Museum
Product: Cuban Missile Crisis 50th Anniversary
Agency: The Martin Agency Richmond

SILVER LION WINNERS

Mobile Orchestra
Advertiser: AKQA
Product: Mobile Website
Agency: AKQA New York

Mastercard Miyamo
Advertiser: Mastercard
Product: Mastercard Miyamo
Agency: R/GA New York

Clouds over Cuba
Advertiser: The JFK Presidential Library & Museum
Product: Cuban Missile Crisis 50th Anniversary
Agency: The Martin Agency Richmond

WWF Together
Advertiser: World Wildlife Fund
Product: World Wildlife Fund
Agency: AKQA Washington
MOBILE LIONS

SILVER LION WINNERS continued

Mirrorworld
Advertiser: Cornelia Funke
Product: iPad App
Agency: Mirada Los Angeles

BRONZE LION WINNERS

Instagram Menu
Advertiser: Comodo
Product: Comodo Menu
Agency: Raul X Mihai X Mihnea Brooklyn

Fly Delta
Advertiser: Delta Airlines
Product: Air Travel
Agency: AKQA New York

WWF Together
Advertiser: World Wildlife Fund
Product: World Wildlife Fund
Agency: AKQA Washington

Clouds over Cuba
Advertiser: The JFK Presidential Library & Museum
Product: Cuban Missile Crisis 50th Anniversary
Agency: The Martin Agency Richmond
GOLD LION WINNERS

Green, Pink, Yellow
Advertiser: Sharpie
Product: Sharpie Ultra Fine Point Marker
Agency: Draftfcb Chicago

Tundra Endeavour Pull
Advertiser: Toyota
Product: Toyota Tundra
Agency: Saatchi & Saatchi Los Angeles

SILVER LION WINNERS

The Glad Tent
Advertiser: Clorox Company
Product: Glad ForceFlex
Agency: Alma DDB Miami

BRONZE LION WINNERS

Bathtub, Aftermath, Boxer
Advertiser: Converse
Product: Converse
Agency: Anomaly New York

Forest, Rock, Cliff
Advertiser: Land Rover
Product: Automobiles/Cars
Agency: Y&R New York
BRONZE LION WINNERS continued

Converse Highways
Advertiser: Converse
Product: Converse
Agency: La Comunidad Miami

Macy’s Yes Virginia the Musical
Advertiser: Macy’s
Product: Department Store
Agency: JWT New York
GOLD LION WINNERS

Oreo Daily Twist
Advertiser: Mondelez International
Agency: Draftfcb New York

Tundra Space Shuttle Endeavour Campaign
Advertiser: Toyota
Agency: Saatchi & Saatchi Los Angeles

SILVER LION WINNERS

A Boy and His Atom: The World’s Smallest Movie
Advertiser: IBM
Agency: Ogilvy New York

Upper Class Park Bench
Advertiser: Virgin Atlantic Airways
Agency: Y&R New York

BRONZE LION WINNERS

Making a New Holiday Tradition: #GivingTuesday
Advertiser: Inspired by the 92nd Street Y with the Support of the United Nations Foundation
Agency: HAVAS PR New York

Farmers & Ranchers Answer the Tough Questions
Advertiser: U.S. Farmers and Ranchers Alliance (USFRA)
Agency: Ketchum Los Angeles
McKayla Maroney is Finally Impressed...
with 7Up Ten
Advertiser: Dr Pepper Snapple Group
Agency: Ketchum Washington
GRAND PRIX

Time, Surfer, Wired Magazine, New Yorker, Wallpaper
Advertiser: Apple
Product: iPad Mini
Agency: TBWA\Media Arts Lab Los Angeles

SILVER LION WINNERS

Theismann Thigh Highs, Promatherapy
Candles, Precious Globes
Advertiser: Mars Chocolate North America
Product: Snickers
Agency: BBDO New York

Balloon, Grenade, Matches
Advertiser: Procter & Gamble
Product: Gillette Fusion ProGlide
Agency: BBDO New York

Condom, Chicken, Teeth
Advertiser: Water is Life
Product: Water is Life (Non-profit)
Agency: DDB New York
BRONZE LION WINNERS

**Soccer, Horror Movie, Zombie, Rocker**
Advertiser: Procter & Gamble
Product: Gain with Oxi
Agency: Lapiz Chicago

**Car**
Advertiser: Kimberly Clark
Product: Huggies
Agency: Ogilvy & Mather Chicago

**Clowns, Birdhouses, Elephants**
Advertiser: Foot Locker
Product: Foot Locker
Agency: BBDO New York

**Suspect, Journey, Arrival, Mistake**
Advertiser: Mattel
Product: Scrabble Board Game
Agency: Pereira & O’Dell San Francisco

**Craft, Truth be Told, Made in America, The Best Way**
Advertiser: Jack Daniel’s
Product: Jack Daniel’s
Agency: Arnold Worldwide Boston
GOLD LION WINNERS

Tundra Space Shuttle Endeavour Campaign
Advertiser: Toyota
Product: Toyota Tundra
Agency: Saatchi & Saatchi Los Angeles

SILVER LION WINNERS

Double Loop Dare @ X Games
Advertiser: Mattel
Product: Hot Wheels
Agency: Mistress Venice

7-Election
Advertiser: 7-Eleven
Product: Coffee
Agency: Ketchum Dallas

The Society of Good Taste
Advertiser: Grey Poupon
Product: Grey Poupon
Agency: Crispin Porter + Bogusky Boulder

The Glad Tent
Advertiser: Clorox Company
Product: Glad ForceFlex
Agency: Alma DDB Miami
SILVER LION WINNERS

The Beauty Inside
Advertiser: Intel + TOSHIBA
Product: TOSHIBA Laptop with Intel Inside
Agency: Pereira & O’Dell San Francisco

Ship My Pants
Advertiser: Kmart
Product: Store to Home
Agency: Draftfcb Chicago

BRONZE LION WINNERS

8 Million Protagonists
Advertiser: Village Voice Newspaper
Product: Village Voice Newspaper
Agency: Leo Burnett New York

Recalling 1993
Advertiser: New Museum
Agency: Droga5 New York

A Boy and His Atom: The World’s Smallest Movie
Advertiser: IBM
Product: IBM Research
Agency: Ogilvy New York

Oreo Daily Twist
Advertiser: Mondelez International
Product: Oreo
Agency: Draftfcb New York
PROMO & ACTIVATION LIONS

BRONZE LION WINNERS continued

Ship My Pants
Advertiser: Kmart
Product: Store to Home
Agency: Draftfcb Chicago
BRONZE LION WINNERS

Wife
Advertiser: Mars
Product: Milky Way
Agency: DDB Chicago
TITANIUM LION WINNERS

Find Your Greatness
Advertiser: Nike
Product: Clothing, Footwear & Accessories
Agency: Nike Comms Team Portland

The Challenge Lab
Advertiser: Prudential
Product: Prudential Financial
Agency: Droga5 New York

INTEGRATED SILVER WINNERS

Find Your Greatness
Advertiser: Nike
Product: Clothing, Footwear & Accessories
Agency: Nike Comms Team Portland

GOLD LION WINNERS

Proud Sponsor of Moms
Advertiser: Procter & Gamble
Product: P&G Corporate Brand
Agency: Wieden+Kennedy Portland
SILVER LION WINNERS

Susan Glenn
Advertiser: Unilever
Product: AXE
Agency: BBH New York

BRONZE LION WINNERS

Pardon Me
Advertiser: Grey Poupon
Product: Grey Poupon
Agency: Crispin Porter + Bogusky Boulder

A Long Day of Childhood
Advertiser: Unilever
Product: Ragu
Agency: Barton F. Graf 9000 New York

Team Spirit
Advertiser: ESPN
Product: ESPN
Agency: Wieden+Kennedy New York
USA TODAY hosted the Young Lions competitions in four categories – Cyber, Film, Media and Print. The work submitted for Young Lions this year focused on KaBOOM!, a non-profit dedicated to saving play for America’s children by creating great playspaces through the participation and leadership of communities. All competitors worked from the same creative brief and were tasked with building awareness for KaBOOM! across the nation.

The 2013 U.S. competitions included teams from advertising agencies across the U.S. with 393 teams registering and 232 total entries. The four winning teams represented the U.S. and competed in the Young Lions competitions during the Cannes Lions International Festival of Creativity this June. Forty-two international teams competed in the Cyber, Film and Print competitions, while twenty-eight teams competed in the Media competition.

**CYBER COMPETITION**
Korie Park, Grey Group
Dana Tiel, Grey Group
Sponsor: Digitas

**FILM COMPETITION**
Brent Goldman, Tribal Worldwide
Joshua McGuire, Tribal Worldwide
Sponsor: Pereira O’Dell

**MEDIA COMPETITION**
Cammy Keiler, Havas Media
Jordan Ng, Havas Media
Sponsor: Spark

**PRINT COMPETITION**
Tom Mandel, BBDO
Alex Martineau, SapientNitro
Sponsor: USA Today