

Category	Product	Title	Entrants	Client	Awards
Banking	mSaver	Piggy	Ambasada Brand Communications, Havas Media	mBank	Bronze
Banking	Otwarte Konto Oszczędnościowe	We have so much savings as we have in the account	Brain, LOWE Media	ING Bank Śląski	Bronze
Banking	Pakiet 5000 zł	It's better to borrow from the bank	Brain, LOWE Media	ING Bank Śląski	Gold
Beverages	Teekanne	The Tea is Teekanne	MAXUS, Grupa 365 NET	Teekanne	Finalist
Beverages	WARKA	To the anthem!	OMD, Just, MenatWork, VML Poland, Live, Dragon Rouge	Grupa Żywiec	Finalist
Beverages	Tyskie	5 Stadion	DDB Warsaw, Starcom MediaVest Group, Tequila Poland, RC2 Racziewicz Chenczke Consultants	Kompania Piwowarska	Gold / Grand Prix
Beverages	JACOBS	AbraKAWAbra - charm out the coffee refreshment	IQ MARKETING, Starcom MediaVest Group	Mondelez International	Silver
Beverages	Lech Shandy	Lech Shandy beer refreshed with lemonade	McCann Warsaw, Starcom MediaVest Group, John Pitcher	Kompania Piwowarska	Silver
Consumer goods	Philips	Beautiful hair challenges	Ogilvy & Mather, Carat Poland, VML Poland	Philips Poland	Finalist
Consumer goods	Dacia	Dacia Range	OMD, Publicis	Renault Poland	Finalist
Consumer goods	OPEL	150 hours	Scholz & Friends Warszawa, Carat Poland, 180heartbeats + JUNG v. MATT	General Motors Poland	Gold
Consumer goods	Toyota Yaris hybrydowy	Yaris Hybrid	Saatchi & Saatchi Poland, PHD Media Direction, Clos Brothers	Toyota Motor Poland	Silver
Consumer goods	Skoda Citigo	Skoda Citigo - First car understood by a woman	MediaCom Warszawa, Change Integrated	Skoda Poland	Silver
CSR campaigns	Turniej "Z Podwórka na stadion o Puchar Tymbarku"	Tymbark Cup	Agencja 303, Polski Związek Piłki Nożnej	Grupa Maspex	Bronze
CSR campaigns	Program "Godne Dzieciństwo"	Dignified childhood	Saatchi & Saatchi Poland	Polski Czerwony Krzyż	Finalist
CSR campaigns	Szkołki Piłkarskie NIVEA	NIVEA Soccer Schools	MEC, DRAFTFCB	NIVEA Poland	Finalist
Digital	Nivea Baby Range	NIVEA Baby: Mindful Parent's Authority	MEC	NIVEA Poland	Silver
Digital	Kasia	My Cake	GONG	Unilever Poland	Silver
E-commerce / e-services / m-commerce	Złote Wyprzedaże	The Biggest Online Shopping Club in Poland	Marketing Wizards, Socializer, Sales&More	Złote Wyprzedaże	Bronze
Food	ALGIDA śmietankowa	Family play time	DDB Warszawa, PHD Media Direction	Unilever Poland	Bronze
Insurance and investments	Otwarty Fundusz Emerytalny	In 40 years	Grandes Kochonos, LOWE Media	ING Powszechne Towarzystwo Emerytalne	Bronze
Launch	Alior Sync	Alior SYNC launch	PZL, GONG, MAXUS	Alior Bank	Bronze
Launch	Proama	Proama - A team of specialists on insurance	Change Integrated, MediaCom Warsaw	Proama	Bronze
Launch	Tymbark Next	Surprising Mix	Agencja 303, GONG	Grupa Maspex	Finalist
Limited budget	PAYBACK	Point expiry	Ogilvy & Mather	Loyalty Partner Poland	Silver
Long term marketing excellence	NESCAFÉ Sensazione Creme	NESCAFÉ Sensazione Creme	MEC, McCann Warsaw	Nestlé Poland	Finalist

Long term marketing excellence	Fairy	The Fairy Experiment	MediaCom Warsaw, Grey Group Poland	Procter and Gamble DS Poland	Finalist
Long term marketing excellence	Usługi telekomunikacyjne	Heart and Mind	Publicis, MEC, Lemon Sky	Orange Poland	Gold
Long term marketing excellence	LUBELSKA	Fruity in every percent	H2O Creative	STOCK Poland	Silver
Long term marketing excellence	Endo	Endo.pl online store campaign	Up	Endo	Silver
Media	ID	Look closer	Mindshare, Ars Thanea	Discovery Poland	Bronze
Media	Platforma n	Ens	Ogilvy & Mather, Starcom MediaVest Group	Platforma n	Bronze
Media	Klinika dla pluszaków	Price promotion	Carat Poland, Hypermedia Isobar	The Walt Disney Company Poland	Silver
Media Idea	Kampania wizerunkowa	Advertising for small Business	MEC, Havas Worldwide	Orange Poland	Finalist
Non-food articles	Mattel	Letter to Santa	Vacaloca, First Line, Carat Poland	Mattel Poland	Bronze
Non-food articles	SKYN	This changes everything	MAXUS	Unimil	Bronze
Non-food articles	Sheba	Passions	BBDO Warsaw, MediaCom Warsaw	Mars Poland	Bronze
Non-food articles	NIVEA Invisible	NIVEA Invisible	MEC, DRAFTFCB	NIVEA Poland	Finalist
Non-food articles	Orbit White	Cafe	BBDO Warsaw, MediaCom Warsaw	Wrigley Poland	Finalist
Pharmaceutical and dietary supplements	Theraflu	Powerful Hammer	Saatchi & Saatchi Poland, Novartis Poland, Starlink, MEC	Novartis Poland	Bronze
Pharmaceutical and dietary supplements	Pharmaton Geriavit	Pharmaton Geriavit relaunch	MediaCom Warsaw, Grey Group Poland	Boehringer Ingelheim	Gold
Place and event promotion and sponsorship of culture and sport	Międzynarodowy Puchar Dzieci Danone Nations Cup	Danone Nations Cup	MediaCom Warsaw, Brand Support	Danone	Bronze
Place and event promotion and sponsorship of culture and sport	Kia	Kia - The sponsor of what you like	Havas Media	Kia Motors Poland	Finalist
Place and event promotion and sponsorship of culture and sport	Coca-Cola	Football madness	Starcom MediaVest Group, K2 Internet, McCann Warsaw, Havas Worldwide	Coca-Cola	Finalist
Place and event promotion and sponsorship of culture and sport	Dziecięca Eskort McDonald's	Player Escort	DDB Warsaw, OMD, 24/7PR, Tribal DDB	McDonald's	Silver
Place and event promotion and sponsorship of culture and sport	Play	Woodstock	MediaCom Warsaw, Grey Group Poland	P4	Silver
Pro Bono	Kampania społeczna	MS Fight for yourself	TELESCOPE, EURA 7	Polskie Towarzystwo Stwardnienia Rozsianego; Fundacja Neuropozytywni; Fundacja Urszuli Jaworskiej	Bronze
Pro Bono	Kampania społeczna	We collect money for boobs, new hairdos and drugs	Havas Worldwide	Fundacja Rak'n'Roll	Bronze
Retail	LIDL	Pascal contra Okrasa	GPD Advertising	LIDL Poland	Gold
Retail	Biedronka	Let be surprised	MEC, DUDA Poland	Jeronimo Martins Poland	Silver
Services	Rainbow Tours	Rest and discover	Fat Baby, Bi Fri Marketing Consulting	Rainbow Tours	Bronze
Telecoms	Kampania wizerunkowa	Advertising for small Business	Havas Worldwide, MEC	Orange Poland	Bronze

