



2013 CANNES LIONS
60TH INTERNATIONAL FESTIVAL
OF CREATIVITY



● **USA TODAY** | GANNETT

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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



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

BRANDED CONTENT & ENTERTAINMENT LIONS

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

WINNER



Small Business Gets an Official Day

Advertiser: American Express OPEN®

Agency: Digitas / Crispin Porter + Bogusky New York / Digitas New York

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



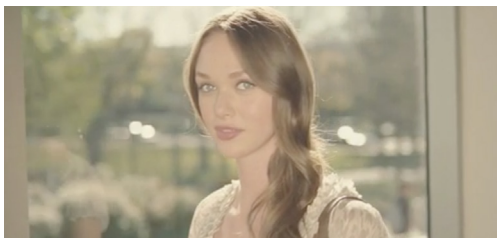
The Challenge Lab

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

CYBER LIONS

SILVER LION WINNERS continued



Flavorprint

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



Thunderclap

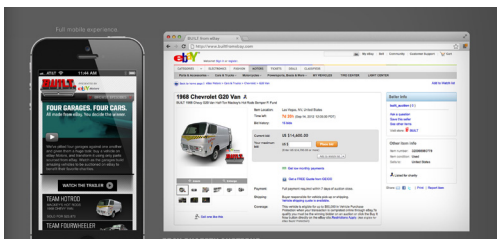
Advertiser: De-De
Product: Thunderclap – Social Media Technology
Agency: De-De New York



Muscle Music

Advertiser: Old Spice
Product: Danger Zone
Agency: Wieden+Kennedy Portland

BRONZE LION WINNERS



Built

Advertiser: eBay
Product: Motors
Agency: Venables Bell & Partners
San Francisco



Clouds over Cuba

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

BRONZE LION WINNERS continued



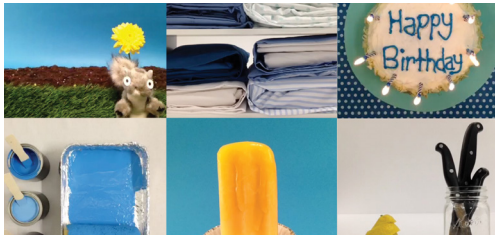
Hello Again

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



Flavorprint

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



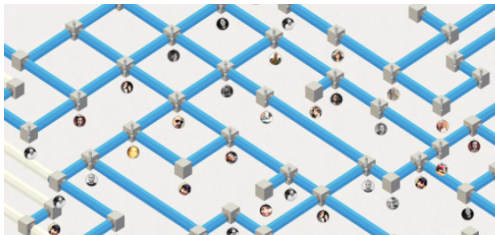
Stripped Screw

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

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

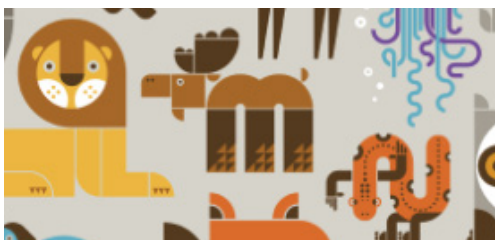
Agency: The Martin Agency Richmond



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

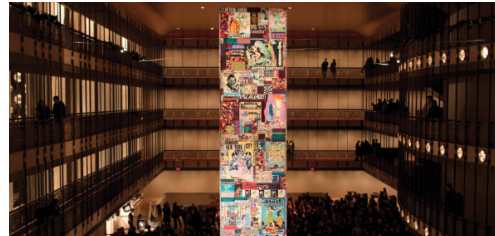
Agency: Wolff Olins New York

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

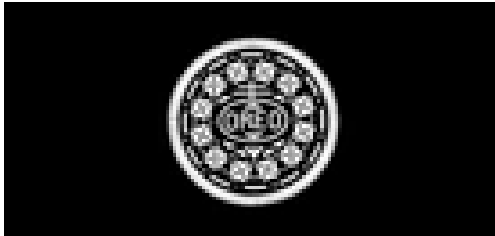
Advertiser: Sky New Zealand
Agency: Interbrand New York



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

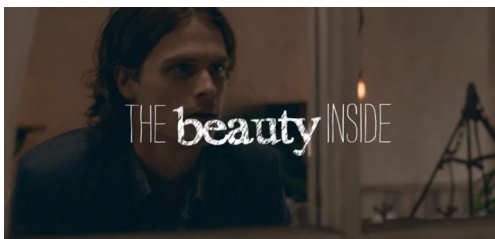
Advertiser: Mondelez International
Product: Oreo
Agency: Draftfcb New York



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

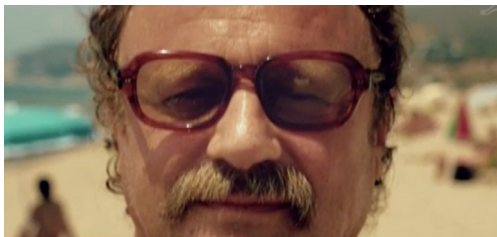
Advertiser: Procter & Gamble
Product: Old Spice
Agency: MJZ Los Angeles
Production Company: MJZ Los Angeles



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

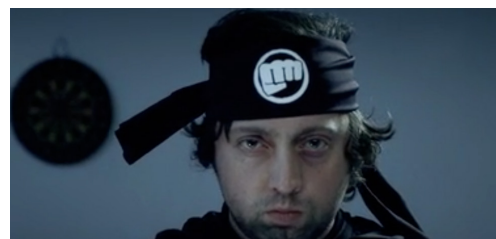


Whatever's Comfortable Beach

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

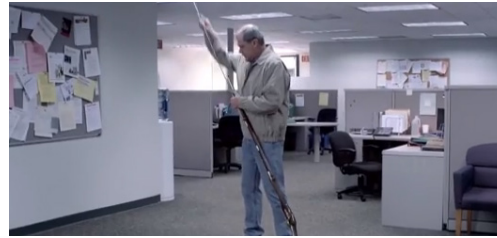
Advertiser: DIRECTV
Product: Cable
Agency: Grey New York

SILVER LION WINNERS continued



Hawk, Bears, Horses

Advertiser: DIRECTV
Product: Telecommunications
Agency: Grey New York



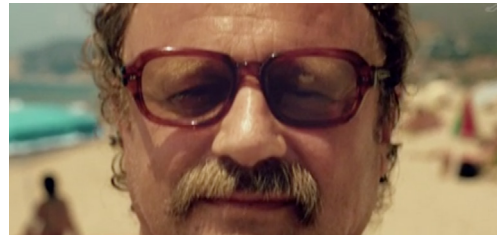
Ed

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: Drafftcb 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



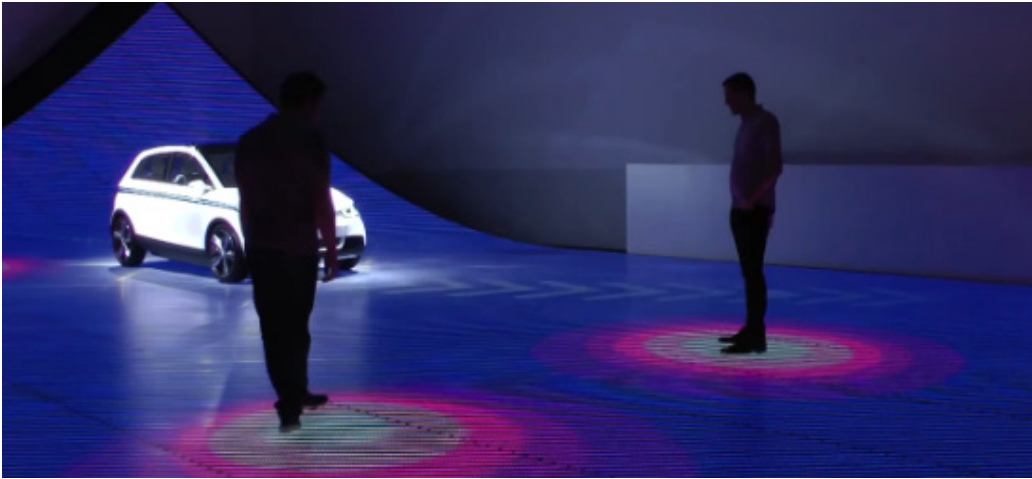
Uncle Drew

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

MEDIA LIONS

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

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

SILVER LION WINNERS continued



Mirrorworld

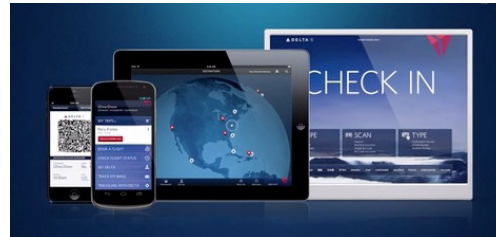
Advertiser: Cornelia Funke
Product: iPad App
Agency: Mirada Los Angeles

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

OUTDOOR LIONS

GOLD LION WINNERS



Green, Pink, Yellow

Advertiser: Sharpie
Product: Sharpie Ultra Fine Point Marker
Agency: Drafftcb 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: Drafftcb 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

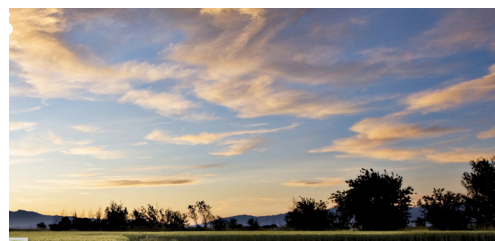
Advertiser: Virgin Atlantic Airways
Agency: Y&R New York

BRONZE LION WINNERS



Making a New Holiday Tradition: #GivingTuesday

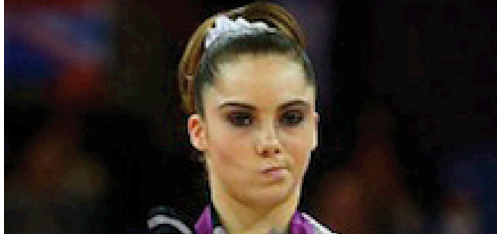
Advertiser: Inspired by the 92nd Street Y with the Support of the United Nations Foundation
Agency: HAVAS PR New York



Farmers & Ranchers Answer the Tough Questions

Advertiser: U.S. Farmers and Ranchers Alliance (USFRA)
Agency: Ketchum Los Angeles

BRONZE LION WINNERS continued



**McKayla Maroney is Finally Impressed...
with 7Up Ten**

Advertiser: Dr Pepper Snapple Group

Agency: Ketchum Washington

PRESS LIONS

GRAND PRIX



Time, Surfer, Wired Magazine, New Yorker, Wallpaper

Advertiser: Apple

Product: iPad Mini

Agency: TBWA\Media Arts Lab Los Angeles

SILVER LION WINNERS

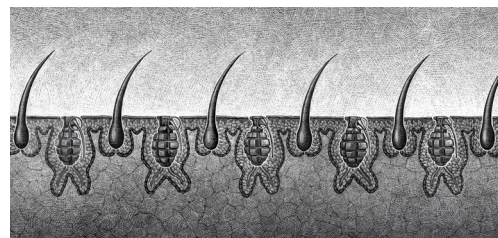


Theismann Thigh Highs, Promatherapy Candles, Precious Globes

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

PROMO & ACTIVATION LIONS

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

PROMO & ACTIVATION LIONS

SILVER LION WINNERS continued



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
Product: "NYC 1993: Experimental Jet Set, Trash and No Star" Exhibition
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

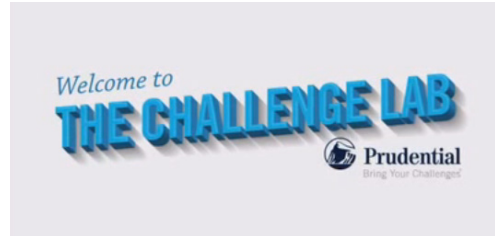
TITANIUM & INTEGRATED LIONS

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

U.S. YOUNG LIONS PROGRAM

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:

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