

**From:** London International Awards (LIA)

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## **OGILVY & MATHER NAMED LIA 2013 NETWORK OF THE YEAR**

(London, 12 November 2013) – LIA has announced that Ogilvy & Mather is the 2013 Network of the Year, being awarded a total of 126 awards, including one Grand LIA, 28 Gold Statues, 40 Silver Statues and 57 Bronze Statues. The network also secured 42 Finalists at LIA 2013.

"We are thrilled and honored to receive such recognition from the industry and our peers," said Tham Khai Meng, Worldwide Chief Creative Officer & Chairman, Worldwide Creative Council of Ogilvy & Mather. "We couldn't have done it without the formidable support of our clients. And right now, we are all happier than a dog with two tails!"

Launched in 1986, the London International Awards (LIA) accepts entries into thirteen unique media types; Billboard, Design, Digital, Integration, Non-Traditional, Package Design, Poster, Print, Radio, The NEW, Television/Cinema/Online Film, Television/Cinema/Online Film Production | Post-Production, and Television/Cinema/Online Film Music & Sound. In keeping with the constantly fluctuating market of communication and technology,

The 28th LIA judging was held at the Wynn/Encore Hotel in Las Vegas, convening over a ten-day period. The juries, led by their respective Jury Presidents, viewed and scored every entry within their medium ensuring that all the work was judged equally. They concluded with final discussions to determine Grand LIAs, Statue Winners and Finalists.

A full list of winners can be found at <http://www.liaawards.com> and listed below.

**Memac Ogilvy & Mather, Dubai** was awarded a Grand LIA, four Gold and two Silver Statues and attained one Finalist:

- Grand LIA in Radio for Sawa Mninjah - Rescue Radio - The Rescue Continues Campaign titled "Nepalese Street Festival", " Sri Lankan Health Spa", " Kenyan Romantic Drama" and "Filipino Pop Singer"
- Gold LIA in Radio - Public Service/Social Welfare for Sawa Mninjah titled "Rescue Radio, The Rescue Continues - Kenyan Romantic Drama"
- Gold LIA in Radio - Public Service/Social Welfare for Sawa Mninjah "Rescue Radio, The Rescue Continues - Sri Lankan Health Spa"
- Gold LIA in Radio - Innovative Use of Radio for Sawa Mninjah "Rescue Radio, The Rescue Continues"
- Gold LIA in Radio - Public Service/Social Welfare Campaign for Sawa Mninjah - Rescue Radio - The Rescue Continues Campaign titled "Nepalese Street Festival", " Sri Lankan Health Spa", " Kenyan Romantic Drama" and "Filipino Pop Singer"
- Silver LIA in Radio - Public Service/Social Welfare for Sawa Mninjah titled "Rescue Radio, The Rescue Continues - Nepalese Street Festival "

- Silver LIA in Radio - Public Service/Social Welfare for Sawa Mninjah titled "Rescue Radio, The Rescue Continues - Filipino Pop Singer"
- Finalist in Non-Traditional - Guerrilla Marketing for Sawa Mninjah titled "Rescue Radio, The Rescue Continues"

**Ogilvy Brasil, São Paulo** 11 Gold, 9 Silver and 13 Bronze Statues. They also attained

7 Finalists:

- Gold LIA in TV/Cinema/Online Film - Corporate Image for Dove titled "Real Beauty Sketches"
- Gold LIA in Print - Use of Illustration Campaign for Dove titled "Florence", "Kela", "Melinda", "Jenise" and "Lani"
- Gold LIA in Integration for Sport Club Recife titled "Immortal Fans"
- Gold LIA in Print - Consumer Campaign for Dove titled "Florence", "Kela", "Melinda", "Jenise" and "Lani"
- Gold LIA in Non-Traditional - Branded Content for Dove titled "Real Beauty Sketches"
- Gold LIA in Non-Traditional - Corporate Image for Dove titled "Real Beauty Sketches"
- Gold LIA in Digital - Branded Content for Dove titled "Real Beauty Sketches"
- Gold LIA in Digital - Viral for Dove titled "Real Beauty Sketches"
- Gold LIA in Digital - Corporate Image for Dove titled "Real Beauty Sketches"
- Gold LIA in Integration for Dove titled "Real Beauty Sketches"
- Gold LIA in Non-Traditional - Public Service/Social Welfare for Sport Club Recife titled "Immortal Fans"
- Silver LIA in Radio – Campaign for Billboard Magazine titled "Have You Ever Really Loved A Woman", "Hello?", "Waiting On The World To Change" and "Somebody That I Used To Know"
- Silver LIA in Radio - Use of Music for Billboard Magazine titled "Waiting On The World To Change"
- Silver LIA in TV/Cinema/Online Film - Branded Content for Dove titled "Real Beauty Sketches"
- Silver LIA in TV/Cinema/Online Film - Music & Sound - Music Original Underscore for Dove titled "Real Beauty Sketches"
- Silver LIA in Print - Corporate Image for Dove titled "Florence"
- Silver LIA in Print - Corporate Image for Dove titled "Melinda"
- Silver LIA in Digital - Corporate Image for Sport Club Recife titled "Immortal Fans"
- Silver LIA in Poster - Use of Illustration Campaign for Dove titled "Florence", "Kela", "Melinda", "Jenise" and "Lani"
- Silver LIA in Poster - Consumer Campaign for Dove titled "Florence", "Kela", "Melinda", "Jenise" and "Lani"
- Bronze LIA in TV/Cinema/Online Film - Beverages - Non-Alcoholic for Flying Horse Energy Drink titled "Gif Guy"
- Bronze LIA in Radio - Use of Music for Billboard Magazine titled "Have You Ever Really Loved A Woman"
- Bronze LIA in Radio - Use of Music for Billboard Magazine titled "Hello?"
- Bronze LIA in Radio - Use of Music for Billboard Magazine titled "Somebody That I Used To Know"
- Bronze LIA in Radio – Campaign for Forbes Magazine titled "Richard Branson Anthem", "Mark Zuckerberg Anthem" and "Warren Buffett Anthem"
- Bronze LIA in Radio - Use of Music for Forbes Magazine titled "Richard Branson Anthem"
- Bronze LIA in Radio - Media Promotion for Forbes Magazine titled "Richard Branson Anthem"

- Bronze LIA in Non-Traditional - Corporate Image for English School for Kids titled "Celeb Grammar Cops"
- Bronze LIA in The NEW for Sport Club Recife titled "Immortal Fans"
- Bronze LIA in Digital - Use of Social Media for English School For Kids titled "Celeb Grammar Cops"
- Bronze LIA in Poster - Corporate Image for Dove titled "Florence"
- Bronze LIA in Poster - Corporate Image for Dove titled "Melinda"
- Bronze LIA in Non-Traditional - Direct Marketing for Sport Club Recife titled "Immortal Fans"
- Finalist in TV/Cinema/Online Film – Humour for Flying Horse Energy Drink titled "Gif Guy"
- Finalist in Poster - Consumer Campaign for Billboard Brasil titled "Somebody That I Used To Know", "Have You Ever Really Loved A Woman", "Butterfly Kisses", "Waiting On The World To Change", "Make A Move On Me" and "I Swear"
- Finalist in Radio - Use of Music for Forbes Magazine titled "Mark Zuckerberg Anthem"
- Finalist in Radio - Use of Music for Forbes Magazine titled "Warren Buffett Anthem"
- Finalist in TV/Cinema/Online Film - Production | Post-Production – Direction for Dove "Real Beauty Sketches"
- Finalist in Print - Corporate Image for Dove titled "Jenise"
- Finalist in Poster - Corporate Image for Dove titled "Jenise"

**Ogilvy Paris, Paris** was awarded five Gold, four Silver and nine Bronze Statues. They also attained seven Finalists. Four of their Gold Statues were a joint entry with **Ogilvy Singapore**.

- Gold LIA in Design - Innovative Use of Design for Coca-Cola titled "The Sharing Can" with Ogilvy & Mather Singapore
- Gold LIA in Package Design - Beverages - Non-Alcoholic for Coca-Cola
- Gold LIA in Non-Traditional - Guerrilla Marketing for Coca-Cola titled "The Sharing Can" with Ogilvy & Mather Singapore
- Gold LIA in Non-Traditional - Beverages - Non-Alcoholic for Coca-Cola titled "The Sharing Can" with Ogilvy & Mather Singapore
- Gold LIA in Billboard – Campaign for IBM titled "Bench", "Shelter" and "Ramp"
- Silver LIA in Design - Branded Content for Louis Vuitton titled "The Greatest Words"
- Silver LIA in Billboard - Corporate Image for IBM titled "Bench"
- Silver LIA in Design - Poster Campaign for IBM titled "Bench", "Shelter" and "Ramp"
- Silver LIA in Design - Innovative Use of Design for IBM titled "Smarter Outdoor"
- Bronze LIA in TV/Cinema/Online Film - Production | Post-Production – Cinematography for Jean-Paul Gaultier Parfums titled "The Sailor"
- Bronze LIA in Digital - Mobile Advertising for Scrabble titled "Scrabble WiFi"
- Bronze LIA in Digital – Games for Scrabble titled "Scrabble WiFi"
- Bronze LIA in The NEW for Scrabble titled "Scrabble WiFi"
- Bronze LIA in Digital - Public Service/Social Welfare for Google+/Tous Unis Pour L'Egalite titled "Same Sex Marriage"
- Bronze LIA in Billboard - Corporate Image for IBM titled "Shelter"
- Bronze LIA in Design - Environmental Installations/Displays – Temporary for IBM titled "Bench"
- Bronze LIA in Design - Environmental Installations/Displays – Temporary for IBM titled "Shelter"
- Bronze LIA in Non-Traditional - Beverages - Non-Alcoholic for Diet Coke titled "Slender Vender"
- Finalist in TV/Cinema/Online Film - Production | Post-Production - Visual Effects for Jean-Paul Gaultier Parfums titled "The Sailor"

- Finalist in Non-Traditional – Recreational for Scrabble titled "Scrabble WiFi"
- Finalist in Digital – Apparel for Louis Vuitton titled "The Greatest Words"
- Finalist in TV/Cinema/Online Film - Social Media for Google+/Tous Unis Pour L'Egailte titled "Same Sex Marriage"
- Finalist in Billboard - Innovative Use of Billboard for IBM titled "Smarter Outdoor"
- Finalist in Billboard - Corporate Image for IBM titled "Ramp"
- Finalist in Billboard - Art Direction Campaign for IBM titled "Bench" and "Shelter"

**Ogilvy & Mather, London** was awarded five Gold, eight Silver and 12 Bronze Statues. They also attained six Finalists:

- Gold LIA in TV/Cinema/Online Film - Cosmetics/Toiletries/Pharmaceuticals for Dove Brand titled "Camera Shy"
- Gold LIA in Radio - Sound Design for Dove Brand titled "Auto Tune"
- Gold LIA in Radio - Script Writing for Dove Brand titled "Big Smacking Kiss"
- Gold LIA in Radio - Cosmetics/Toiletries/Pharmaceuticals for Dove Brand titled "Big Smacking Kiss"
- Gold LIA in Radio - Music Original – Song for Dove Brand titled "Auto Tune"
- Silver LIA in Print - Travel for Expedia titled "Wsh Ewe Wre Ere"
- Silver LIA in TV/Cinema/Online Film - Campaign for Expedia titled "Bulgaria", "New Zealand" and "Himalayas"
- Silver LIA in Radio - Public Service/Social Welfare for WWF titled "Post Mortem"
- Silver LIA in Radio - Cosmetics/Toiletries/Pharmaceuticals for Dove Brand titled "Smile"
- Silver LIA in Radio - Script Writing for Dove Brand titled "Smile"
- Silver LIA in Radio – Campaign for Dove Brand titled "Smile" and "Big Smacking Kiss"
- Silver LIA in Design - Use of Typography Campaign for Expedia titled "Wsh Ewe Wre Ere", "Gry Sky", "Arm Leg", "Mum Dad IOU", "Sun Sea Snd Sex" and "Yoo Wat"
- Silver LIA in Design - Poster Campaign for Expedia titled "Wsh Ewe Wre Ere", "Gry Sky", "Arm Leg", "Mum Dad IOU", "Sun Sea Snd Sex" and "Yoo Wat"
- Bronze LIA in Poster - Consumer Campaign for Expedia titled "Wsh Ewe Wre Ere", "Gry Sky", "Arm Leg", "Mum Dad IOU", "Sun Sea Snd Sex" and "Yoo Wat"
- Bronze LIA in Poster - Use of Copywriting Campaign for Expedia titled "Wsh Ewe Wre Ere", "Gry Sky", "Arm Leg", "Mum Dad IOU", "Sun Sea Snd Sex" and "Yoo Wat"
- Bronze LIA in Print - Consumer Campaign for Expedia titled "Wsh Ewe Wre Ere", "Gry Sky", "Arm Leg", "Mum Dad IOU", "Sun Sea Snd Sex" and "Yoo Wat"
- Bronze LIA in Poster – Travel for Expedia titled "Wsh Ewe Wre Ere"
- Bronze LIA in Poster – Travel for Expedia titled "Sun Sea Snd Sex"
- Bronze LIA in Print - Travel for Expedia titled "Sun Sea Snd Sex"
- Bronze LIA in TV/Cinema/Online Film – Copywriting for Expedia titled "Bulgaria"
- Bronze LIA in TV/Cinema/Online Film – Humour for Expedia titled "Bulgaria"
- Bronze LIA in TV/Cinema/Online Film – Copywriting for Expedia titled "Himalayas"
- Bronze LIA in TV/Cinema/Online Film – Humour for Expedia titled "Himalayas"
- Bronze LIA in TV/Cinema/Online Film – Copywriting for Expedia titled "New Zealand"
- Bronze LIA in Radio - Script Writing for Dove Brand titled "Auto Tune"
- Finalist in Print - Use of Copywriting for Expedia titled "Wsh Ewe Wre Ere"
- Finalist in Print - Travel for Expedia titled "Mum Dad IOU"
- Finalist in TV/Cinema/Online Film - Production | Post-Production – Editing for Dove Brand titled "Camera Shy"
- Finalist in TV/Cinema/Online Film – Travel for Expedia titled "Bulgaria"
- Finalist in TV/Cinema/Online Film – Travel for Expedia titled "Himalayas"
- Finalist in TV/Cinema/Online Film – Travel for Expedia titled "New Zealand"

**Ogilvy & Mather India, New Delhi** (Gurgaon) was awarded one Gold, one Silver and two Bronze Statues. They also attained one Finalist certificate:

- Gold LIA in Design - Art Direction Campaign for Philips LED Torch titled "Gorge", "Forest" and "Alley"
- Silver LIA in Design - Use of Photography Campaign for Philips LED Torch titled "Gorge", "Forest" and "Alley"
- Bronze LIA in Poster - Use of Photography for Philips LED Torch titled "Alley"
- Bronze LIA in Design - Poster Campaign for WWF India "Panda", "Hippo" and "Bear"
- Finalist in Print - Electronic Equipment for Philips LED Torch titled "Alley"

**Ogilvy Beijing, Beijing** was awarded one Gold and one Silver Statue:

- Gold LIA in Non-Traditional - Public Service/Social Welfare for PETA titled "Fur Hurts"
- Silver LIA in Non-Traditional - Live Events - Beyond Advertising for PETA titled "Fur Hurts"

**Ogilvy & Mather, Singapore** was awarded four Gold Statues as a joint entry with Ogilvy & Mather Paris

- Gold LIA in Design - Innovative Use of Design for Coca-Cola titled "The Sharing Can" with Ogilvy & Mather Paris
- Gold LIA in Package Design - Beverages - Non-Alcoholic for Coca-Cola with Ogilvy & Mather Paris
- Gold LIA in Non-Traditional - Guerrilla Marketing for Coca-Cola titled "The Sharing Can" with Ogilvy & Mather Paris
- Gold LIA in Non-Traditional - Beverages - Non-Alcoholic for Coca-Cola titled "The Sharing Can" with Ogilvy & Mather Paris

**Ogilvy & Mather Colombia, Bogotá** was awarded one Gold Statue and attained one Finalist certificate:

- Gold LIA in Design - Innovative Use of Design for Coca-Cola titled "Real Ice Cold Coca-Cola"
- Finalist in Print - Consumer Campaign for Mercedes-Benz DISTRONIC Plus titled "Dog", "Fat" and "Girl"

**Ogilvy New York, New York** was awarded three Silver and one Bronze Statue, they also attained five Finalist certificates:

- Silver LIA in Non-Traditional - Branded Content for IBM Research titled "A Boy and His Atom: The World's Smallest Movie"
- Silver LIA in TV/Cinema/Online Film - Production | Post-Production - Production Design for Time Warner Cable titled "Rain"
- Silver LIA in The NEW for IBM Research titled "A Boy and His Atom: The World's Smallest Movie"
- Bronze LIA in Poster - Art Direction Campaign for IBM titled "Think Patent Posters Campaign"
- Finalist in Digital – Viral for IBM Research titled "A Boy and His Atom: The World's Smallest Movie"
- Finalist in Digital - Business-to-Business for IBM Research titled "A Boy and His Atom: The World's Smallest Movie"
- Finalist in Digital – Campaign for IBM titled "IBMblr"
- Finalist in TV/Cinema/Online Film - Production | Post-Production - Visual Effects for Time Warner Cable titled "Dragon"
- Finalist in Integration for Logistics titled "Team Performance Index"

**OgilvyAction, Düsseldorf** was awarded two Silver Statues and one Bronze, they also attained a Finalist certificate:

- Silver LIA in Design - Direct Marketing - Business-to-Business for Kontor Records titled "Back to Vinyl – The Office Turntable"
- Silver LIA in Non-Traditional - Direct Marketing for Kontor Records titled "Back to Vinyl - The Office Turntable"
- Bronze LIA in Non-Traditional - Business-to-Business for Kontor Records titled "Back to Vinyl - The Office Turntable"
- Finalist in The NEW for Kontor Records titled "Back to Vinyl - The Office Turntable"

**Memac Ogilvy Label Tunisia, Tunis** was awarded one Silver Statue and two Bronze Statues. They also attained two Finalists:

- Silver LIA in Non-Traditional - Interactive Installations for C.S Hammam Lif titled "Mobilizing the 12th Man"
- Bronze LIA in Non-Traditional - Live Events - Beyond Advertising for C.S Hammam Lif titled "Mobilizing the 12th Man"
- Bronze LIA in Non-Traditional - Sports for C.S Hammam Lif "Mobilizing the 12th Man"
- Finalist in Digital - Mobile Apps for C.S Hammam Lif titled "Mobilizing the 12th Man"
- Finalist in Integration for C.S Hammam Lif titled "Mobilizing the 12th Man"

**Ogilvy & Mather Vietnam, Ho Chi Minh** was awarded one Silver Statue and two Bronze Statues:

- Silver LIA in Print - Public Service/Social Welfare Campaign for Global Alliance Asia-Pacific titled "70 Years Ago", "Nazi German", "Prince Asaka" and "Runner Up"
- Bronze LIA in Print - Use of Copywriting Campaign for Global Alliance Asia-Pacific titled "70 Years Ago", "Nazi German", "Prince Asaka" and "Runner Up"
- Bronze LIA in Print - Use of Copywriting Campaign for Stop The Gendercide "Kill Her", "A Penis It Lives", "Girlfriend" and "160 Million"

**Ogilvy Germany, Düsseldorf** was awarded one Silver and one Bronze Statue:

- Silver LIA in TV/Cinema/Online Film - Production | Post-Production - Low Budget for Supporting Homeless People titled "The Art of Survival"
- Bronze LIA in TV/Cinema/Online Film - Production | Post-Production – Cinematography for Supporting Homeless People titled "The Art of Survival"

**Ogilvy & Mather Johannesburg, Johannesburg** was awarded one Silver and one Bronze Statue:

- Silver LIA in Radio – Campaign for M-Net Mzansi Magic - Clash of the Choirs Campaign titled "Movie Choir vs Ladysmith", "Drakensburg vs Meadowlands" and "Celtic vs Southern Gospel"
- Bronze LIA in Non-Traditional - Public Service/Social Welfare for KFC Add Hope titled "Journey of Hope"

**Ogilvy Group, London** was awarded one Silver and one Bronze Statue:

- Silver LIA in Billboard - Innovative Use of Billboard for Green's End, Woolwich titled "The Power of Cute"
- Bronze LIA in Billboard - Public Service/Social Welfare for The Royal Borough of Greenwich titled "The Power of Cute"

**Ogilvy & Mather Thailand, Bangkok** was awarded one Silver and two Bronze Statues, they also attained a Finalist certificate:

- Silver LIA in Design - Art Direction for Olfa Cutter titled "Cut to Build"
- Bronze LIA in Design - Environmental Installations/Displays – Temporary for Olfa Cutter titled "Cut to Build"
- Bronze LIA in TV/Cinema/Online Film Banking/Financial/Insurance for Thai Life Insurance titled "Forget Me Not"
- Finalist in Design - Client Promotion for Olfa Cutter titled "Cut to Build"

**INGO Stockholm (an Ogilvy Company), Stockholm** was awarded one Silver Statue and attained a Finalist certificate:

- Silver LIA in Poster - Public Service/Social Welfare Campaign for Situation Stockholm titled "CV - Markku", "CV - Pierre", "CV - Susanne" and "CV - Stig"
- Finalist in Poster - Use of Copywriting Campaign for Situation Stockholm titled "CV – Markku", "CV - Pierre", "CV - Susanne" and "CV - Stig"

**Ogilvy Germany, Frankfurt** won one Silver Statue and attained one Finalist certificate:

- Silver LIA in Print - Direct Marketing - Business-to-Business Campaign for ZMG (Newspaper Marketing Association) Ads Meet News titled "The Other Side of Newspaper"
- Finalist in Poster - Business-to-Business Campaign for ZMG (Newspaper Marketing Association) Ads Meet News campaign titled "Banana", "Beer", "Burger", "Cleaner" and "Toothpaste"

**Ogilvy Spain/OgilvyOne Madrid, Madrid** was awarded one Silver Statue:

- Silver LIA in Digital - Animation/Motion Graphics for ING DIRECT titled "The Monster"

**Ogilvy & Mather Argentina, Buenos Aires** was awarded one Silver Statue:

- Silver LIA in Billboard - Innovative Use of Billboard for La Voz del interior "Life Signs"

**Ogilvy & Mather Group, Hong Kong** was awarded two Bronze Statues and attained one Finalist certificate:

- Bronze LIA in Poster - Consumer Campaign for Beijing Sports Radio titled "Golf", "Horse Racing" and "Soccer"
- Bronze LIA in Print - Consumer Campaign for Beijing Sports Radio titled "Golf", "Horse Racing" and "Soccer"
- Finalist in Digital - Mobile Advertising for Shop Elsewhere titled "Shop Elsewhere"

**Ogilvy & Mather Guatemala, Guatemala** was awarded two Bronze Statues and attained one Finalist:

- Bronze LIA in Radio – Recreational for Lego titled "Chu Chu"
- Bronze LIA in Radio – Campaign for Lego - Build It Campaign titled "Chu Chu", "Tucu Tucu" and "UUUU"
- Finalist in Radio – Recreational for Lego titled "Tucu Tucu"

**OgilvyOne, London** was awarded two Bronze Statues:

- Bronze LIA in Integration for Chocolate Drops titled "Measure of Pleasure"
- Bronze LIA in Print - Business-to-Business Campaign for Kern Precision Scales titled "The Kern White Papers", "White Paper: Sock", "White Paper: Ear Popping" and "White Paper: Potato"

**Ogilvy & Mather Cape Town, Cape Town** was awarded one Bronze Statue and attained one Finalist certificate:

- Bronze LIA in Non-Traditional – Automotive for Volkswagen titled "Street Quest"
- Finalist in Digital - Online Games for Volkswagen titled "Street Quest"

**Ogilvy & Mather, Chicago** was awarded one Bronze Statue:

- Bronze LIA in Design - Poster Campaign for Steppenwolf Theatre titled "Belleville", "Birthday Party", "Good People" and "Head of Passes"

**Ogilvy & Mather, Prague** was awarded one Bronze Statue:

- Bronze LIA in Design - Direct Marketing – Consumer for Clavin "The Erection Blister"

**Ogilvy & Mather, Auckland** attained two Finalist certificates:

- Finalist in Radio - Public Service/Social Welfare for Brothers In Arms Youth Mentoring titled "P (Methamphetamine)"
- Finalist in Radio - Public Service/Social Welfare Campaign for Brothers In Arms Youth Mentoring titled "P (Methamphetamine)", "Weed" and "Cars"

**Ogilvy & Mather Advertising Shanghai, Shanghai** attained one Finalist certificate:

- Finalist in Digital - Branded Content for SOHO Galaxy titled "ABO"

**Ogilvy & Mather Amsterdam, Amsterdam** attained one Finalist certificate:

- Finalist in Non-Traditional - Interactive Installations for IBM titled "Aurora's Idea"

**Ogilvy Indonesia, Jakarta** attained one Finalist certificate:

- Finalist in Non-Traditional - Public Service/Social Welfare for Unicef titled "Gotcha"

#### About Ogilvy & Mather

Ogilvy & Mather is one of the largest marketing communications companies in the world. In 2013, O&M was named Cannes Lions Network of the Year and Most Effective Agency Network by the Effies Global Effectiveness Index for the second year in a row. The company is comprised of industry leading units in all of the following disciplines: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; healthcare communications; direct, digital, promotion and relationship marketing; consulting, research and analytics capabilities; branded content and entertainment; and specialist communications. O&M services Fortune Global 500 companies as well as local businesses through its network of more than 450 offices in 120 countries. It is a WPP company (NASDAQ: WPPGY). For more information, visit [www.ogilvy.com](http://www.ogilvy.com), or follow us on Twitter at @OgilvyWW and on Facebook.com/Ogilvy.