

2014 Greater China Effie Winner List

Campaign Title	Award Level	Award Category	Client	Primary Agencies	Contributing Agencies
Eyes on Road	Gold	Automotive	Volkswagen Import	Ogilvy Beijing	
Avon "Over natural collection, the critical moment"	Gold	Beauty Products & Services	Avon (China) Co.,Ltd	Verawom	
Samsung UHD TV-Discover True Detail	Gold	Brand Experience	Samsung	Cheil	
The Voice Donor	Gold	Brand Experience	Tencent	Publicis China	
Share a Coke and a Song	Gold	Brand Experience	Coca-Cola	OgilvyOne Worldwide	Argital
Light After School	Gold	Corporate Reputation/Professional Services	Haier	PUBLICIS China	
Baidu Migrate	Gold	Corporate Reputation/Professional Services	Baidu(China) Co., Ltd.	BlueDigital	Beijing Jiebao Data Technology Co. Ltd.
Satine Affection Lock	Gold	Good Works –Brands	YILI Satine	Cheil OpenTide	
The Voice Donor	Gold	Good Works –Brands	Tencent	Publicis China	
Eyes on Road	Gold	Good Works -Non Profit	Volkswagen Import	Ogilvy Beijing	
Jissbon"JJ Shooter"	Gold	Healthcare/Nutrition Products & Services	Jissbon Healthcare Co.,Ltd	WE Digital	
Eyes on Road	Gold	Influencers	Volkswagen Import	Ogilvy Beijing	
CITIC Niya: No Hurry	Gold	Influencers	CITIC GUOAN WINE	Phoenix New Media	Shengguan
The Voice Donor	Gold	Internet/Telecom Products and Services	Tencent	Publicis China	
Mizone Re-positioning Sustained Campaign	Gold	Long Term Effects	Danone Water China	Y&R	
Taobao Hijack	Gold	Media Idea	Green Peace	Saatchi & Saatchi Shanghai	
Eyes on Road	Gold	Media Innovation	Volkswagen Import	Ogilvy Beijing	
Rubber Duck Joy to the World Campaign	Gold	Media Innovation	Harbour City Estates Limited	AllRightsReserved	
Look Up Movement	Gold	Restaurants and Retailers	Starbucks (China) Company Limited	BBDO China	Energy BBDO
Baidu App— "Let every score has meaning" entrance marketing project	Gold	Short Term Effects	Baidu	Charm Communications Inc.	
The Digital Earth Hour: Reaching Millions of People in One Hour	Gold	Short Term Effects	WWF(World Wide Fund For Nature)	BBH China Ltd.	
Brush face to dinner -- Baidu App interactive integrated marketing project	Gold	Single Media Company Activation	Baidu	Baidu	
2014 GOME Spring Festival Campaign—"Talking box"	Gold	Small Budget	GOME APPLIANCE CO., LTD	JWT beijing	
Personalized your credit card with Christmas wishes	Gold	Small Budget	Ping An Bank, Credit Card Unit	JWT Shanghai	
InterContinental Hotels Group-InterContinental Legend Express	Gold	Tourism, Destination & Real Estate	InterContinental Hotels	Phoenix New Media	Ogilvy & Mather
Rubber Duck Joy to the World Campaign	Gold	Tourism, Destination & Real Estate	Harbour City Estates Limited	AllRightsReserved	
Encore, Go young! Go SUV!	Gold	Youth Marketing	Shanghai General Motors	Low China	

Jeep thinking Campaign	Silver	Automotive	Chrysler Corporation of China	Lintas	
How Many Touches	Silver	Beauty Products & Services	P & G	ARC Hong Kong	
Travel with Love	Silver	Brand Experience	ReckittBenckiser	Socialab	
TGIF	Silver	Culture, Entertainment & Sporting Events	adidas Sports Performance	TBWA Shanghai	
"ThinkPad 8----Create Fun Anytime as You Like" New Product Launch Campaign	Silver	Electronics	Lenovo (Beijing) Co., Ltd	Ogilvy Beijing	
1haodian_Guinness World Record campaign	Silver	Etail	1haodian	DDB Guoan,Part of DDB China Group	
Live Wi-Fi Leaderboard	Silver	Fashion, Style & Leisure	Puma China Limited	vitamine	
"Alipay:Clear My Name"Interactive Branding Communication	Silver	Financial Products & Services	Alipay.com Co.,Ltd	New Trend Alliance Shanghai P.R.Consulting Co.,Ltd.	
Five Flavored Life	Silver	Healthcare/Nutrition Products & Services	BRAND'S	McCann Worldgroup Taiwan	
Convergence of Insights & Technology	Silver	Household Supplies, Furnishings & Appliances	Kimberly-Clark (China) Co.,Ltd.	Ogilvy & Mother Shanghai	
Tide Let Love Go Back Home Earlier	Silver	Household Supplies, Furnishings & Appliances	P&G	Shunya Communication Group	
ThinkPad "Powered by Fresh Thinking"	Silver	Influencers	Think Business Group, Lenovo China	BlueDigital BJ	
Tell Your Love To Tell Our Brand	Silver	Internet/Telecom Products and Services	FarEastone	Ogilvy Advertising Taipei	Boku Film
《Bring happiness home》 casestudy	Silver	Long Term Effects	PepsiCo Foods (China) Co., Ltd.	Civilization	
Encore, Go young! Go SUV!	Silver	Long Term Effects	Shanghai General Motors	Lowe China	
TaiKang Moment	Silver	Media Idea	Taikang Insurance	Cheil OpenTide	
Paw Print Promise	Silver	Media Idea	China Guide Dog Training Centre	Cheil OpenTide	
Scandal Shave	Silver	Media Idea	P&G China	BBDO China	
Live Wi-Fi Leaderboard	Silver	Media Innovation	Puma China Limited	vitamine	
Prevent air conditioning disease win the World Cup	Silver	Media Innovation	Haier	Boomap / Netease	
Do Not Fear, Love Ghost!	Silver	Restaurants and Retailers	Chuan Lian Enterprise Co., Ltd.	Ogilvy Advertising Taipei	
Benz CLA+Letv,Crossover Co-Branding Campaign	Silver	Short Term Effects	Mercedes-Benz	Letv	
"Tmall 1111" tactic on arousing online-shopping	Silver	Short Term Effects	Alibaba Group	Focusmedia	
The Digital Earth Hour: Reaching Millions of People in One Hour	Silver	Small Budget	WWF	BBH China Ltd.	
Taiwan Real Estate Re-branding	Silver	Tourism, Destination & Real Estate	Taiwan Real Estate	SHAPE Advertising	
100,000 Encore Owners ·The Call-up of Car Wash	Silver	Youth Marketing	Shanghai General Motors	Lowe China	

Mercedes-Benz	Bronze	Automotive	Mercedes-Benz	Youku Tudou Inc.	MEC
Its not only a coincidence, but the desire deeps in one's mind	Bronze	Automotive	Mercedes-Benz	Ogilvy Advertising Taipei	
Share nourishment with your Guimi	Bronze	Beauty Products & Services	Unilever	Ogilvy&Mather Shanghai	
Olay RG newyear social campaign	Bronze	Beauty Products & Services	Procter & Gamble	Social Touch	
C'estbon Water X Transformer4 Branding Promotion	Bronze	Beverages-Non-Alcohol	CHINA RESOURCES C'ESTBON BEVERAGE (CHINA) CO.,LTD	Neo@Ogilvy	
The integrated marketing case of Mizone blueberry (cooperating with 7-11 CVS)	Bronze	Beverages-Non-Alcohol	Danone Mizone	BlueDoor Digital Group	
MasterKong Jasmine Green Tea 「Meet with Jasmine, romantic fortune(14)」 201314 Campaign	Bronze	Beverages-Non-Alcohol	TINGYI-ASAHI BEVERAGES HOLDING CO., LTD.	BEIJING DENTSU ADVERTISING CO., LTD. SHANG BRANCH	
Refresh your perspective and reignite your love	Bronze	Brand Experience	Akzo Nobel N.V	Amber Communications	
2014 GOME Spring Festival Campaign	Bronze	Brand Experience	GOME APPLIANCE CO., LTD	JWT beijing	
Why not gather at home?	Bronze	Brand Experience	IKEA	Ogilvy Advertising Taipei	
Pepsi care package	Bronze	Corporate Reputation/Professional Services	PepsiCo (China) Co., Ltd.	Civilization	PERFECT LIFE PRODUCTION
The 8th Advertising Festival-to see the infinite potential of Ad-Hero	Bronze	Culture, Entertainment & Sporting Events	The Association of Accredited Advertising Agents of Taipei R.O.C.	ADK-Taiwan	
Where are we going? Dad	Bronze	Culture, Entertainment & Sporting Events	EE-Media	Bravo Entertainment	GRAVITY MEDIA
Chatting and taking photos, you shall miss nothing	Bronze	Electronics	Samsung	CheilOpentide	
Lenovo Maker Contest	Bronze	Electronics	Lenovo	sohu.com	AND-C
The Portrait	Bronze	Electronics	Nikon	Shanghai Ogilvy & Mather Advertising Ltd.	Red Wasabi Marketing Consulting(Shanghai)Co.Ltd / Neo@Ogilvy
Suning Red baby brand campaign	Bronze	Etail	SUNING COMMERCE GROUP CO., LTD.	Ogilvy&Mather Shanghai	
JD Brand Content marketing of iPartment	Bronze	Etail	Jingdong mall	Century KP International Advertising Co., Ltd.	
Lefoo Village Theme Park 35th anniversary campaign	Bronze	Fashion, Style & Leisure	Lefoo Village Theme Park	United Advertising Company	
Save The New Power Digital Campaign	Bronze	Fashion, Style & Leisure	Meters/bonwe	MediaV	
Ping An Bank - Ping An-A Small Business Can Make Great Dreams	Bronze	Financial Products & Services	Ping An Bank	Phoenix New Media	Energy Trust
RetireSimple	Bronze	Financial Products & Services	Manulife (International) Ltd.	DDB Group Hong Kong	phd Hong Kong
《Whose Your Flavourite》 casestudy	Bronze	Food	PepsiCo Foods (China) Co., Ltd.	Civilization	
2013 Zespri Kids Promotion program	Bronze	Food	ZESPRI INTERNATIONAL(ASIA) LIMITED	R&W Integrated Marketing Communication Co., Ltd.	
Light After School	Bronze	Good Works –Brands	Haier	PUBLICIS China	
JOG FOR 2 LIVES	Bronze	Good Works –Brands	Nestle	PUBLICIS China	
CONTROLLED DRUG NOW ON SALE	Bronze	Good Works -Non Profit	"MOM LOVES TAIWAN" ANTI-NUCLEAR ALLIANCE	Bremen Digital Creative, Co. LTD / Lion Flying	
Robam Super Suction Hood Integrated Communication	Bronze	Household Supplies, Furnishings & Appliances	Hangzhou Robam Appliances Co.,Ltd	Shanghai Exischina Advertising Communications Co.,Ltd	
Casarte Praises Flavor	Bronze	Household Supplies, Furnishings & Appliances	Casarte	Phoenix New Media	Isobar
Regal "Cheque-out for your heart's desires"	Bronze	Influencers	Shanghai General Motor	Hylink Digital Solution Co., Ltd. (Shanghai Branch)	
no long waiting for love	Bronze	Internet/Telecom Products and Services	Baidu Map APP	baidu	
Baidu App— "Let every score has meaning" entrance marketing project	Bronze	Internet/Telecom Products and Services	Baidu	Charm Communications Inc.	
《Stay fresh for love》	Bronze	Long Term Effects	GUANGDONG BEAR ELECTRIC CO.,LTD	GuangDong CC&E ADVERTISING CO.,LTD	
Letv Branding Campaign	Bronze	Media Companies	Letv	Letv	
iqiyi 《xiaosong pedia》 ——Poster will talk	Bronze	Media Companies	QIYI.COM.INC	bluedigital	
shake for laugh	Bronze	Media Idea	China Mobile Communications Corporation (CMCC)	Hylink Digital Solution Co., Ltd / Netease	
NEW MONDAY!WOW!	Bronze	Media Idea	Changan Ford Automobile Co.,Ltd	Walk-on Ad Co.,Ltd	
ThinkStation "Show Your Idea" Companie	Bronze	Office & Delivery Products & Services	Lenovo	Blue Focus Digital	

KFC Value Platform "Streetwise"	Bronze	Restaurants and Retailers	Birdland (Hong Kong) Limited	Ogilvy & Mather Group, Hong Kong	
From CNY to WNY: Making the Most of the New Year	Bronze	Restaurants and Retailers	McDonald's Restaurants (HK) Ltd.	DDB Group Hong Kong	
Coca-Cola @ motu	Bronze	Single Media Company Activation	Coca-Cola	isobar / Baidu.com	
New Mondeo: Smart Technology • Sophisticated Style Brilliant Life	Bronze	Single Media Company Activation	Changan Ford	Phoenix New Media	Walk-on
A World Record with Guo Jingjing	Bronze	Single Media Company Activation	Samsung	Cheil OpenTide	
Lux's "Shiny Moment" integrated marketing campaign	Bronze	Single Media Company Activation	Unilever	Sohu Video	Beijing DDB Needham Advertising (Shanghai Branch) Co., Ltd.
"ThinkPad Powered by Fresh Thinking" Festival and Hot Topics Campaign	Bronze	Small Budget	Lenovo (Beijing) Co., Ltd	Ogilvy Beijing	
no long waiting for love	Bronze	Small Budget	Baidu Map APP	baidu	
Dongfeng Peugeot 301 listed interactive integrated marketing case	Bronze	Small Budget	Dongfeng Peugeot	Shanghai ying sheng advertising co., LTD	
Play hard while alive: Baidu App Store's integrated marketing	Bronze	Small Budget	Baidu	Baidu	
Nonstop You	Bronze	Tourism, Destination & Real Estate	Lufthansa German Airlines	WE Marketing Group	MINDSHARE / Profero
Chengdu Panda Flash-Mob	Bronze	Transportation Service	British Airways and Visit Britain	Ogilvy Public Relations Beijing	
"We travel the world, but do we see the world ? " Branding Campaign	Bronze	Transportation Service	EVA Air	Bates CHI&David	
Let's Make Friends	Bronze	Youth Marketing	Wrigley Confectionery (China) Limited	Starcom MediaVest Group	
Lenovo YOGA pad 10 HD+Cijin times shining stars Tiny times Marketing theme	Bronze	Youth Marketing	Lenovo	&c.Inc.	

2014 Lopal "fly over glacier,start the dream"	Finalist	Agricultural & Industrial	Jiangsu Lopal tech co.,Ltd	DATANG & CLEVER LION ADVERTISING CO., LTD	
Dream Driving	Finalist	Agricultural & Industrial	Michelin	TBWA Shanghai	
MITSUBISHI LEADCA Brand Launch	Finalist	Automotive	MITSUBISHI MOTORS TAIWAN	United Advertising Company	
NISSAN JUKE Brand Launch	Finalist	Automotive	NISSAN TAIWAN	Uni-Smart Advertising Company	
YAMALUBE Brand Promotion	Finalist	Automotive	YAMAHA MOTOR TAIWAN CO., LTD	Uni-Smart Advertising Company / United Advertising Company	
Signs are there for a reason. Obey the rules.	Finalist	Automotive	Shanghai General Motors	Low China	
100,000 Encore Owners · The Call-up of Car Wash	Finalist	Automotive	Shanghai General Motors	Low China	
S-CROSS Self-driving during China Integrated Marketing Promotion Project	Finalist	Automotive	Changan Suzuki	D&S Media Group (Shanghai)	
Enjoy the rain	Finalist	Automotive	Goodyear Dailian Tire Company Limited	Ogilvy Public Relation,Shanghai	Geometry Global, Shanghai
Ford Ecosport Fun Adventure	Finalist	Automotive	Changan Ford Automobile Co.,Ltd	Creative Interactive Group	
New car launch Communications Campaign of Dongfeng Honda JADE	Finalist	Automotive	Dongfeng Honda	DENTSU RIHAI Communications CO.,LTD.	
U6 TURBO pride Taiwan	Finalist	Automotive	LUXGEN	SHAPE Advertising	
Regal "Cheque-out for your heart's desires"	Finalist	Automotive	Shanghai General Motor	Hylink Digital Solution Co., Ltd. (Shanghai Branch)	
Daimler Trucks T.C.O. Sustaining Campaign	Finalist	Automotive	Daimler Trucks and Buses(China) Ltd	Jung Von Matt/Tonghui	
New Santana True Quality Integrated Communication Case	Finalist	Automotive	Shanghai Volkswagen Automotive Co., Ltd	Toption (Shanghai) Advertising Co., LTD	
Audi RS5--Online racing simulation	Finalist	Automotive	Audi	Shanghai EngageU Advertising Co., Ltd.	trioisobar
Audi Q3--Jay Chou Video Interaction	Finalist	Automotive	FAW-VW	Shanghai EngageU Advertising Co., Ltd.	trioisobar
VGIC Valentine Social Campaign	Finalist	Automotive	Volks Wagenwerk	EverMotion	
love is sunny. say i love you again	Finalist	Automotive	Dong Feng NISSAN	CATCH STONE	
Selling SMART on Wechat	Finalist	Automotive	Mercedes-Benz	Tencent	GroupM (Shanghai) Advertising Co. Beijing Branch
The Kotex Transformation	Finalist	Beauty Products & Services	Kimberly-Clark (China)Co.,Ltd.	Ogilvy & Mother Shanghai	
The British music scene	Finalist	Beauty Products & Services	Burberry Brit Rhythm	Clarity Media / Baidu.com	
Scandal Shave	Finalist	Beauty Products & Services	P&G China	BBDO China	
P&G Male Campaign	Finalist	Beauty Products & Services	P&G China	Shanghai @PR Consulting Co., Ltd.	
Rejoice National Journey of Love	Finalist	Beauty Products & Services	Procter & Gamble	Tencent	
Dettol Glass	Finalist	Beauty Products & Services	Reckitt Benckiser	Socialab	
CITIC Niya: No Hurry	Finalist	Beverages-Alcohol	CITIC GUOAN WINE	Phoenix New Media	Shengguan
Budweiser 2014 CNY Ma Dao Cheng Gong Campaign	Finalist	Beverages-Alcohol	Anheuser-Busch InBev (China) Sales Company Limited	Anomaly Shanghai	@PR / VICE CHINA / ING Marketing Communication / im2.0互动营销集团
Snow Beer's Courageous Adventure of the Himalayas	Finalist	Beverages-Alcohol	China Resources Snow Breweries	Havas Media	
Harbin Beer: Leveraging the World Cup as More than a Sporting Event	Finalist	Beverages-Alcohol	Anheuser-Busch InBev China	BBH China Ltd.	
Redbull freestyle football world cup hupu sports campaign	Finalist	Beverages-Non-Alcohol	Redbull Vitamin Drink CO.,LTD	HUPU Sports	
Grow in the sun	Finalist	Beverages-Non-Alcohol	Coca-Cola	wwwins Isobar	AdChina
Mengniu	Finalist	Beverages-Non-Alcohol	Mengniu	Baidu Online Network Technology (Beijing) Co., Ltd	
Cocacola	Finalist	Beverages-Non-Alcohol	Cocacola	isobar	
THE MOST HAPPY AND PROSPEROUS YEAR, Mengniu 2014 CNY Campaign	Finalist	Beverages-Non-Alcohol	Mengniu Dairy	Energy BBDO / hylink	XMKT / Tencent Technology (Beijing) Company Limited/ 江苏永达高铁传媒有限公司
Coca-Cola Christmas Campaign	Finalist	Beverages-Non-Alcohol	Coca-Cola Beverages (Shanghai) Co. Ltd.	S-LAB	
Lyric Coke	Finalist	Beverages-Non-Alcohol	Coca Cola	Isobar	
Yili QQ star daddy where are you going campaign	Finalist	Beverages-Non-Alcohol	Yili	cheil opeptide	
Wanlaoji Born For Hot Food	Finalist	Beverages-Non-Alcohol	The king of lucky	Hylink Digital Solution Co., Ltd (Guangzhou Branch)	
Master Kong daily C--exchange for a new life	Finalist	Beverages-Non-Alcohol	Master Kong	trioisobar	
Happy hour at 3pm, enjoy your coca-cola	Finalist	Beverages-Non-Alcohol	Coca-Cola	Tencent	
Coca Cola lyric bottle	Finalist	Beverages-Non-Alcohol	Coca-Cola	Shine Social	
Super Women Campaign	Finalist	Brand Experience	Cnice group Co., Ltd.	GuangDong CC&E ADVERTISING CO.,LTD	
Love In The Mobile Age	Finalist	Brand Experience	Unilever	PHD	
100,000 Encore Owners · The Call-up of Car Wash	Finalist	Brand Experience	Shanghai General Motors	Low China	

Pepsi Care Package	Finalist	Brand Experience	PepsiCo (China) Co., Ltd.	Tribal Worldwide SHANGHAI / Civilization	PERFECT LIFE PRODUCTION
Audi Film Season	Finalist	Brand Experience	FAW-VW Audi	BRAND CHANCE Communications Consulting	
The Business Card You Will Not Discard	Finalist	Brand Experience	Shenzhen E Sun Sky Net Tech Co.LTD	Cheil OpenTide	
MYKIA Show - 2014 FIFA World Cup Campaign	Finalist	Brand Experience	KIA Motors Corporation China	INNOCEAN Worldwide China, Shanghai	Run Advertising(Shanghai),Ltd / Elead Mobile Advertising Media Co.Ltd
Ready for Love	Finalist	Brand Experience	MSD China Holding Co., Ltd	Proximity Shanghai	
Gum Message	Finalist	Brand Experience	Wrigley China Co.,Ltd	BBDO China / Proximity China	
Cocacola	Finalist	Brand Experience	Cocacola	isobar	
Cruze Liftback Launch Campaign	Finalist	Brand Experience	Chevrolet Marketing & Distribution Dept, Shanghai General Motors Corporation Limited	McCANN Worldgroup Shanghai	
TRAX Launch Campaign	Finalist	Brand Experience	Chevrolet Marketing & Distribution Dept, Shanghai General Motors Corporation Limited	McCANN Worldgroup Shanghai	
Jingdong ATM machine campaign	Finalist	Brand Experience	Jingdong	180China	
Love to Make Love	Finalist	Brand Experience	ReckittBenckiser	Socialab	
Live Your Style with NEO sneakers	Finalist	Brand Experience	adidas NEO Label	TBWA\Digital Arts Network	
Audi A3 Future vision	Finalist	Brand Experience	FAW-VW Audi	Mconnect Mobile Marketing Platform	
Cursed Camera Photo Booth	Finalist	Brand Experience	Bremen Digital Creative, Co. LTD	Bremen Digital Creative, Co. LTD	
Yili's open factory-Monster university's camp	Finalist	Brand Experience	INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD	&c.Inc.	
Find the Top City of Transportation Civility	Finalist	Brand Experience	CPIC	NIM Digital	
Ask Fonterra Ask Me	Finalist	Corporate Reputation/Professional Services	Fonterra Commercial Trading (Shanghai) Company Limited	DDB Group Shanghai	
"Social Through Simplification" - 2014SAP Forum Social Marketing Campaign	Finalist	Corporate Reputation/Professional Services	SAP	Teerin	
Lenovo innovator seeding campaign	Finalist	Corporate Reputation/Professional Services	Lenovo	Blue Digital	
adidas	Finalist	Culture, Entertainment & Sporting Events	adidas	vml im2.0(shanghai)	
adidas	Finalist	Culture, Entertainment & Sporting Events	adidas	vml im2.0(shanghai)	
Adidas NEO - "Walking Out while Young"	Finalist	Culture, Entertainment & Sporting Events	Adidas	trioisobar	
Project your love-Samsung GALAXY BEAM2	Finalist	Electronics	Samsung	CheilOpentide	
Samsung UHD TV-Discover True Detail	Finalist	Electronics	Samsung	杰尔	
"ThinkPad Powered by Fresh Thinking" Festival and Hot Topics Campaign	Finalist	Electronics	Lenovo (Beijing) Co., Ltd	Ogilvy Beijing	
#Find the Brazilian beauty to a beat#	Finalist	Electronics	oppo	Netease / hylinkad	
Fastest Brain	Finalist	Electronics	Dell	VML im2.0 Interactive Group (Beijing)	
Laneige BB Cushion launch	Finalist	Etail	AMORE PACIFIC	Shanghai LiRen LiZhuang Cosmetics Co.,Ltd	
11.11 Online Shopping Festival	Finalist	Etail	Tmall	QIHOO 360 TECHNOLOGY CO.,LTD.	
The Business Card You Will Not Discard	Finalist	Etail	Shenzhen E Sun Sky Net Tech Co.LTD	Cheil OpenTide	
Fast campaign	Finalist	Etail	Tencent	PUBLICIS China	
HEILAN HOME	Finalist	Fashion, Style & Leisure	HEILAN HOME	Youku Tudou Inc.	Yindu Ogilvy
CHOW TAI FOOK Brand Virtual Image Marketing Case	Finalist	Fashion, Style & Leisure	CHOW TAI FOOK	Shunya Communication Group	
Semir Winter City PK	Finalist	Fashion, Style & Leisure	Zhejiang Semir Garment Co.,Ltd	ACTIVATION NODEPLUS	
Safe journey	Finalist	Financial Products & Services	TAIKANG LIFE INSURANCE	QIHOO 360 TECHNOLOGY CO.,LTD.	
TaiKang Moment	Finalist	Financial Products & Services	Taikang Insurance	Cheil OpenTide	
《Bring happiness home》 casestudy	Finalist	Food	PepsiCo Foods (China) Co., Ltd.	Civilization	
The integration of interactive marketing case Chacha World Cup	Finalist	Food	Chacha	ZXT	
Master braised beef noodles Dream Theme + promotional activities	Finalist	Food	Master braised beef noodles	adwo	
Gum Message	Finalist	Food	Wrigley China Co.,Ltd	BBDO China / Proximity China	
Skittles - Chicken Visits Weasel	Finalist	Food	Wrigley Confectionery (China) Limited	DDB Guangzhou	
Peacock Biscuit, My Biscuit	Finalist	Food	Kuai-Kuai	Ogilvy Advertising Taipei	
eclipse seasonal tin Campaign	Finalist	Food	Wrigley Taiwan Limited	OgilvyOne	
Fake fans lever foodies—"Be & Cherry"ambush world cup marketing	Finalist	Food	Hangzhou HaoMuSi food Co., LTD	Bicreat Media Advertising CO.,LTD	Hangzhou Tuite Network Technology Co.,Ltd.
Pizzahut official weibo operation	Finalist	Food	Yum! Brands Inc.,China Division	DigitasLBI	
Skittles "What's up "the rainbow , eat the rainbow.	Finalist	Food	WRIGLEY	OgilvyOne	

PepsiCo Care Package	Finalist	Good Works –Brands	PepsiCo (China) Co.,Ltd	Tribal Worldwide SHANGHAI / Civilization	PERFECT LIFE PRODUCTION
Share your toys	Finalist	Good Works –Brands	P&G	MIVONE ADVERTISING	
Wrigley China "Bin It IN" Anti-littering Program	Finalist	Good Works –Brands	Wrigley Confectionery (China) Limited	Ruder Finn Public Relations Guangzhou Branch	
Give Thanks	Finalist	Good Works –Brands	CCTV Advertising Center	McCann Erickson	GWANTS!
IKEA School	Finalist	Good Works –Brands	IKEA	OgilvyOne	
Family Day 2013 "Applaud for the family"	Finalist	Good Works –Brands	Macalline	Verawom	
Trade Away Darkness	Finalist	Good Works -Non Profit	Project ORBIS International	Ogilvy & Mather Group, Hong Kong	
Kids Helping Kids	Finalist	Good Works -Non Profit	Ronald McDonald House Charities Taiwan	Publicis Taiwan	
Suspended Coffee for Stray Animals - Suspended Angel	Finalist	Good Works -Non Profit	Fist of Fear, Ltd.	Bremen Digital Creative	
The Digital Earth Hour: Reaching Millions of People in One Hour	Finalist	Good Works -Non Profit	WWF	BBH China Ltd.	
PERFORMAN	Finalist	Healthcare/Nutrition Products & Services	Reckitt Benckiser (Hong Kong) Limited	PHD Hong Kong / KITCHEN	
Taste Worth Sharing	Finalist	Healthcare/Nutrition Products & Services	Fonterra Brands (Hong Kong) Ltd	DDB Worldwide Ltd	Mediacom
Caltrate and Centrum Spring Festival Campaign	Finalist	Healthcare/Nutrition Products & Services	Wyeth Pharmaceutical Co. Ltd.	GROUPM (SHANGHAI) ADVERTISING CO., LTD	
Travel with Love	Finalist	Healthcare/Nutrition Products & Services	ReckittBenckiser	Socialab	
Add one Spoon of Vitality	Finalist	Healthcare/Nutrition Products & Services	Amway	Publicis China	
Itchy Man	Finalist	Healthcare/Nutrition Products & Services	DIHON PHARMACEUTICAL GROUP CO., LTD	IWOM Marketing Group	
The Brazilian World Cup marketing of haier tianzun air conditioning	Finalist	Household Supplies, Furnishings & Appliances	Haier	sohu.com	BoyMedia
Super Women Campaign	Finalist	Household Supplies, Furnishings & Appliances	Cnice group Co., Ltd.	GuangDong CC&E ADVERTISING CO.,LTD	
Ariel's Challenge Campaign	Finalist	Household Supplies, Furnishings & Appliances	Procter & Gamble Co., Ltd. Guangzhou	Porter Novelli International Public Relations, China	
Midea	Finalist	Household Supplies, Furnishings & Appliances	Midea	Youku Tudou Inc.	Vision Star
Wash dryer digital campaign	Finalist	Household Supplies, Furnishings & Appliances	Siemens HA	MediaV	
GOLDENHOME	Finalist	Household Supplies, Furnishings & Appliances	GOLDENHOME	Letv	
Bear Electric build the market model in Shandong province	Finalist	Household Supplies, Furnishings & Appliances	Guangdong Bear Electric Co., LTD.	Shanghai Pingcheng Inter-media Market Co., Ltd	
May Promotion "Not afraid of comparison"	Finalist	Household Supplies, Furnishings & Appliances	Macalline	Verawom	
Men Hate Washing	Finalist	Household Supplies, Furnishings & Appliances	Procter & Gamble	Aiwd Media	
2013 Zespri Kids Promotion Program	Finalist	Influencers	ZESPRI INTERNATIONAL(ASIA) LIMITED	R&W Integrated Marketing Communication Co., Ltd.	
Mercedes-Benz SUV "Let's Talk": Chivalry Special Edition	Finalist	Influencers	Mercedes-Benz	Phoenix New Media	MEC
Ifeng Institute of Native Marketing	Finalist	Influencers	Phoenix New Media	Phoenix New Media	
The Business Card You Will Not Discard	Finalist	Influencers	Shenzhen E Sun Sky Net Tech Co.LTD	Cheil OpenTide	
Mizone Reback to your Spiderman	Finalist	Influencers	Danone Mizone	BlueDoor Digital Group	
"Let Influencers Unleash The Joy" Harbin Beer Social Media Marketing Campaign	Finalist	Influencers	Anheuser-Busch InBev	Teen / VML IM2.0	
Mercedes-Benz Dream Car "Turn Dream into Reality" Digital Campaign	Finalist	Influencers	Beijing Mercedes-Benz Sales Service Co., Ltd.	Ogilvy Beijing	
Dettol Glass	Finalist	Influencers	Reckitt Benckiser	Socialab	
Love to Make Love	Finalist	Influencers	ReckittBenckiser	S-LAB	
Dream Driving	Finalist	Influencers	Michelin	TBWA\SHANGHAI	
10 years is not too late to be yourself	Finalist	Influencers	CHRYSLER	Lintas / Adquan	
Tencent World Cup marketing programs in real time	Finalist	Internet/Telecom Products and Services	Tencent Technology (Beijing) Company Limited	Beijing Value Communication Consultants Co.,Ltd.	AKQA / boat interactive / AdMaster
Brush face to dinner -- Baidu App interactive integrated marketing project	Finalist	Internet/Telecom Products and Services	Baidu	Baidu	
Baidu App half tour project on Labor Day	Finalist	Internet/Telecom Products and Services	Baidu	Ogilvy Auto China	
4D touch vedio : Baidu video's integrated marketing on April Fool's Day	Finalist	Internet/Telecom Products and Services	Baidu	Baidu	
Tencent News, unveil the covered truth	Finalist	Internet/Telecom Products and Services	Tencent	Ogilvy Advertising Taipei	
Momo Brand Relaunch Campaign	Finalist	Internet/Telecom Products and Services	Momo	S-LAB	
Google Now Just Do Right Thing	Finalist	Internet/Telecom Products and Services	Google Taiwan	OMD Taiwan	Bates CHI/David
Google Goes Mobile	Finalist	Internet/Telecom Products and Services	Google台湾	Bates CHI&David	Soft Cut films
The Real "LIKE" Campaign	Finalist	Internet/Telecom Products and Services	VIBO Telecom Company	BBDO & Proximity Taiwan	

Refresh your perspective and reignite your love	Finalist	Long Term Effects	kzo Nobel N.V	Amber Communications	
Share nourishment with your Guimi	Finalist	Long Term Effects	Unilever	Ogilvy&Mather Shanghai	
maybelline Tide makeup school	Finalist	Long Term Effects	maybelline	Lili&beauty	
Chinese Idol	Finalist	Long Term Effects	Chang'an Ford	Walk-on	
WHO IS THE NEXT ?	Finalist	Long Term Effects	K11 Concepts	Matrix Communication	
Letv 606 World Cup O2O Crossover Campaign	Finalist	Media Companies	Letv	Letv	
NetEase, Your Thinking Is Your Weapon	Finalist	Media Companies	NetEase,Inc.	Proximity China	BBDO China
Double 11	Finalist	Media Companies	Autohome	Hylink	
MINI	Finalist	Media Idea	MINI	exis	
"My First Step" Trax launch cooperation	Finalist	Media Idea	Shanghai GM	Hylink Digital Solution Co., Ltd / Baidu.com	
Bring happiness	Finalist	Media Idea	PepsiCo	alyles / Baidu.com	
Samsung Galaxy S4 Zoom : The journey of Italy	Finalist	Media Idea	samsung	iqiyi	
Pepsi Care Package	Finalist	Media Idea	PepsiCo (China) Co., Ltd.	Tribal Worldwide SHANGHAI / Civilization	PERFECT LIFE PRODUCTION
Please Take Me Home	Finalist	Media Idea	Soargon	Cheil OpenTide	
Cocacola	Finalist	Media Idea	Cocacola	isobar	
Gum Message	Finalist	Media Idea	Wrigley China Co.,Ltd	BBDO China / Proximity China	
Definition of health of the king	Finalist	Media Idea	Mengniu	Hylink Digital Solution Co. Ltd / Netease	
Baidu chopsticks search release video	Finalist	Media Idea	Baidu	Charm	
Baidu App marketing project in Spring Festival of 2014	Finalist	Media Idea	Baidu	Baidu	
《All flowers and young》	Finalist	Media Idea	Bei—jingOutsellHealthProduct Devel—opmentCo.LTD	BUS-ONLINE TECHNOLOGY CO., LTD.	
The Voice Donor	Finalist	Media Idea	Tencent	Publicis China	
< MY LOVE FROM ANOTHER STAR> Fans Endorsement--- JSTV < The Brain> Program Promotion	Finalist	Media Idea	Jiangsu Satellite Television	Target-uni Communications	
Enough England style with MG3 to cheer you	Finalist	Media Idea	SAIC Motor Passenger Vehicle Co.	Energy Source	
The Digital Earth Hour: Reaching Millions of People in One Hour	Finalist	Media Idea	WWF	BBH China Ltd.	
Oreo "Twist Open the Bonding Magic"	Finalist	Media Idea	Mondelez China	Tencent	Carat
Gum Message	Finalist	Media Innovation	Wrigley China Co.,Ltd	BBDO China / Proximity China	
Double 11	Finalist	Media Innovation	Autohome	Hylink	
Jingdong ATM machine campaign	Finalist	Media Innovation	Jingdong	180China	
China Telecom E-Surfing Young TV Collaboration with "The Voice"	Finalist	Media Innovation	China Telecom	Omnicom Media Group / OMD China	
Baidu App half tour project on Labor Day	Finalist	Media Innovation	Baidu	Ogilvy Auto China	
Baidu Baifa challenges banks	Finalist	Media Innovation	Baidu	Baidu	
"BIG SCREAM GREAT FUN" 2013 Hong Kong Halloween Treats	Finalist	Media Innovation	Hong Kong Tourism Board(HKTb)	&c.Inc.	
Dongfeng Peugeot wechat mall marketing promotion	Finalist	Media Innovation	Dongfeng Peugeot	Fractalist	
Inman, Liebo and Artka, the three original Internet brand, launched the "Single Women retrocession"	Finalist	Media Innovation	Inman, Liebo, Artka	Beijing Xinwubuer E-Commerce Co., Ltd. / Target-uni Communications	Hangzhou Gaiwen E-Commerce Co., Ltd.
Yili &'MojWeather App' Mobile innovation Marketing	Finalist	Media Innovation	INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD	&c.Inc.	
The Digital Earth Hour: Reaching Millions of People in One Hour	Finalist	Media Innovation	WWF	BBH China Ltd.	
Selling SMART on Wechat	Finalist	Media Innovation	Mercedes-Benz	Tencent	GroupM (Shanghai) Advertising Co. Beijing Branch
Anchor Milk Launch Amidst Crisis	Finalist	New Product or Service	Fonterra Commercial Trading (Shanghai) Company Limited	DDB Group Shanghai	
TRAX Launch Campaign	Finalist	New Product or Service	Chevrolet Marketing & Distribution Dept, Shanghai General Motors Corporation Limited	McCANN Worldgroup Shanghai	
Nivea Men Sensitive Hydro Gel Campaign	Finalist	New Product or Service	Nivea (Shanghai) Co. LTD	FCB China	
Ariel Genesis Product Launch Campaign	Finalist	New Product or Service	Procter & Gamble Co., Ltd. Guangzhou	Porter Novelli International Public Relations, China	
Making the first brand milk powder of the Internet—JunLeBao pure gold infant formula gional promotion	Finalist	New Product or Service	JUNLEBAO DAIRY CO.,LTD	Hebei Advertisement Development Co.	

IBM & the China Open: Connecting Families with Big Data	Finalist	Office & Delivery Products & Services	IBM	Ogilvy Public Relations Beijing	
Launching Event with China's Manned Spacecraft	Finalist	Office & Delivery Products & Services	Lenovo	Bluefocus Digital	
Social marketing of Kungfu Restaurants Galeries Lafayette Beijing Grand Opening Campaign	Finalist	Restaurants and Retailers	Kungfu Restaurants Management Co.,Ltd.	WE DIGITAL	
FamilyMart APP-- A big break of retail marketing	Finalist	Restaurants and Retailers	Weber Shandwick	Weber Shandwick	
Spring airlines social media marketing accurately	Finalist	Restaurants and Retailers	FamilyMart	trioisobar	
castrol-To protect China football fans in world cup by zero distance	Finalist	Short Term Effects	Spring Airlines	Social Touch	
TSINGTAO DRAFT BEER REFRESH YOUR LIFE PROJECT	Finalist	Short Term Effects	castrol	Mindshare	
Excelle, the safety concerns more than just you	Finalist	Short Term Effects	Tsingtao Brewery Co.,Ltd.	Neo@Ogilvy	
1haodian _Guinness World Record campaign	Finalist	Short Term Effects	Shanghai General Motors	Lowe China	
Yili Wei Ke Zi Milk Shake "Tian Tian Ai Xiao Chu Challenge" Campaign	Finalist	Short Term Effects	1haodian	DDB Guoan,Part of DDB China Group	
Jeep Spring Spring Festival Campaign	Finalist	Short Term Effects	Inner Mongolia Yili Industrial Group Limited by Share Ltd	Beijing WDT Advertising CO.,Ltd	
IBM & the China Open: Connecting Families with Big Data	Finalist	Short Term Effects	Chrysler Corporation of China	Lintas	
Suning Red baby brand campaign	Finalist	Short Term Effects	IBM	Ogilvy Public Relations Beijing	
KFC's Basketball Counter-Attack	Finalist	Short Term Effects	SUNING COMMERCE GROUP CO., LTD.	Ogilvy&Mather Shanghai	
Live Wi-Fi Leaderboard	Finalist	Short Term Effects	YUM! Restaurants (China) Investment Company Limited	BBDO China	
Mercedes-Benz Dream Car "Turn Dream into Reality" Digital Campaign	Finalist	Short Term Effects	Puma China Limited	vitamine	
Intel	Finalist	Short Term Effects	Beijing Mercedes-Benz Sales Service Co., Ltd.	Ogilvy Beijing	
2014 GOME Spring Festival Campaign	Finalist	Short Term Effects	Intel	Youku Tudou Inc.	OMD
Fast campaign	Finalist	Short Term Effects	GOME APPLIANCE CO., LTD	JWT beijing	
Baidu App marketing project in Spring Festival of 2014	Finalist	Short Term Effects	Tencent	PUBLICIS China	
Coca-Cola Christmas special edition	Finalist	Short Term Effects	Baidu	Baidu	
Autohome 11.11 Car Buying Festival	Finalist	Short Term Effects	Coca-Cola	isobar	
Regal "Cheque-out for your heart's desires"	Finalist	Short Term Effects	Autohome.com	Hylink Digital Solution Co.,Ltd.	
Out With The Old	Finalist	Short Term Effects	Shanghai General Motor	Hylink Digital Solution Co., Ltd. (Shanghai Branch)	
Travel with Love	Finalist	Short Term Effects	OKAMOTO	arkr digital	
Roseonly: Synchronization of Online & Offline marketing	Finalist	Short Term Effects	ReckittBenckiser	Socialab	
FAW Bora's series videos	Finalist	Short Term Effects	Roseonly	Focusmedia	
Rubber Duck Joy to the World Campaign	Finalist	Short Term Effects	FAW sales limited company	Sohu Video	GCS
Olay RG newyear social campaign	Finalist	Short Term Effects	Harbour City Estates Limited	AllRightsReserved	
The British music scene	Finalist	Short Term Effects	Procter & Gamble	Social Touch	
Mobile phone grew out of sunlight orange	Finalist	Single Media Company Activation	Burberry Brit Rhythm	Clarity Media / Baidu.com	
I SEE FRIES	Finalist	Single Media Company Activation	Minute Maid	isobar / Baidu.com	
PizzaHut "New Spring menu" Crossover promo	Finalist	Single Media Company Activation	McDonald's China	Tribal Worldwide SHANGHAI / DDB Sydney	
Mercedes-Benz	Finalist	Single Media Company Activation	PizzaHut	Mindshare / NETEASE	
Rice KongFu's New Product Wechat Marketing Proposal	Finalist	Single Media Company Activation	Mercedes-Benz	Youku Tudou Inc.	MEC
Jingdong enjoy shaking campaign	Finalist	Single Media Company Activation	ANHUI WENWANG WINE CO., LTD	Z•RUI Culture Communication Co., Ltd	ChongQing Jero Technology Co., Ltd.Company
Dove	Finalist	Single Media Company Activation	Jingdong	180China	
Coca-Cola and Moji Cooperation Campaign	Finalist	Single Media Company Activation	Unilever	Youku Tudou Inc.	PHD
			Coca-Cola	isobar	

Lenovo smart TV Documentary: People who cannot reach homes.	Finalist	Small Budget	Lenovo Beijing Co.,Ltd.	BEIJING DENTSU ADVERTISING CO.,LTD.	Beijing Thinkdoer Advertising Co., Ltd.
Scandal Shave	Finalist	Small Budget	P&G China	BBDO China	
Live Wi-Fi Leaderboard	Finalist	Small Budget	Puma China Limited	vitamine	
Gum Message	Finalist	Small Budget	Wrigley China Co.,Ltd	BBDO China / Proximity China	
zhonghang mytown	Finalist	Small Budget	avic real estate	HBB Advertising Co. LTD	
Listerine campaign-stop living with mouth monsters	Finalist	Small Budget	Johnson & Johnson	Isobar	
The World Cup Campaign based on Real Man attracting Female Foodie ---Be&Cherry Omni-Channel Joint mar	Finalist	Small Budget	Hangzhou HaoMuSi food Co., LTD	Bicreat Media Advertising CO.,LTD	Hangzhou Tuite Network Technology Co.,Ltd.
Share your toys	Finalist	Small Budget	P&G	MIVONE ADVERTISING	
Nonstop You	Finalist	Small Budget	Lufthansa German Airlines	WE Marketing Group	MINDSHARE / Profero
I have my attitude in this time -- Baidu APP double screen interactive projects in NPC and CPPCC	Finalist	Small Budget	Baidu	Baidu	
4D touch vedio : Baidu video's integrated marketing on April Fool's Day	Finalist	Small Budget	Baidu	Baidu	
#Heads Up#	Finalist	Small Budget	Starbucks (China) Company Limited	Tencent	
Amex GTC-TQ Test and Win \$100	Finalist	Small Budget	Amex	NEO@Ogilvy / Douban INC.	
Alpenliebe Lollipop- Family One Quarter	Finalist	Small Budget	Perfetti Van Melle Confectionery (CHINA) CO.,LTD	Beijing Hylink Interactive Thinktank Advertising Co.	
Daimler Trucks T.C.O. Sustaining Campaign	Finalist	Small Budget	Daimler Trucks and Buses(China) Ltd	Jung Von Matt/Tonghui	
Momo Brand Relaunch Campaign	Finalist	Small Budget	Momo	S-LAB	
Gionee Elife "Elite Lady" native advertising cooperation	Finalist	Small Budget	Shenzhen Gionee	Sohu Video	VML IM2.0
Dumb ways to live, insisting the attitude of life--Brand-new HI Department Store found a niche of Bu	Finalist	Small Budget	GUANGZHOU HI LIFESTYLE CO.,LTD	GUANGDONG GUANGXU(ASATSU) ADVERTISING CO.,LTD	
Lenovo Pad "love online" kuku bear shop	Finalist	Small Budget	Lenovo	&c.Inc.	
L'OREAL Paris Member Day	Finalist	Small Budget	L'OREAL Paris	CCE GROUP	
DSP Advertising Case Study Of < Amazing Spider Man 2>	Finalist	Small Budget	Sony Pictures Releasing International/China Columbia Trister Films	Beijing PaiYue Technology Co., Ltd	
Gundam Docks At Hong Kong	Finalist	Tourism, Destination & Real Estate	Time Square Hong Kong	OMD HK	
K11&Monet	Finalist	Tourism, Destination & Real Estate	K11 Concepts	Matrix Communication	
Déjà Vu	Finalist	Tourism, Destination & Real Estate	Global Mall	Media Palette (Taiwan) Inc.	
FREE YOUR HAPPY SIDE	Finalist	Tourism, Destination & Real Estate	Hong Kong Disneyland	Tencent Guangzhou / Mindshare	
You say Yes. I make it true.	Finalist	Tourism, Destination & Real Estate	Hefei Vanke Co. Ltd.	Xi'an Qujiang Wit Interactive Marketing Co.Ltd.	
Visit your world with parents	Finalist	Transportation Service	AirAsia	GDAD	
THSR x Cartoon Network Theme Train	Finalist	Transportation Service	Taiwan High Speed Rail	Taiwan Worldgroup Taiwan	
Durex Rock Festival	Finalist	Youth Marketing	Reckitt Benckiser Taiwan Ltd.	R&W Integrated Marketing Communication Co., Ltd.	
NetEase, Your Thinking Is Your Weapon	Finalist	Youth Marketing	NetEase,Inc.	Proximity China	BBDO China
Lenovo YOGA Tablet "Tiny Times 3" Co-op Integrated Marketing Communication	Finalist	Youth Marketing	Lenovo China	Beeku Interactive	
TRAX Launch Campaign	Finalist	Youth Marketing	Chevrolet Marketing & Distribution Dept, Shanghai General Motors Corporation Limited	McCANN Worldgroup Shanghai	
Gundam Docks At Hong Kong	Finalist	Youth Marketing	Time Square Hong Kong	OMD HK	
"Don't be too serious, just have fun" Intergrated Marketing Campaign	Finalist	Youth Marketing	Mondelez China	FCB China	
Cococola graduation celebration Campaign	Finalist	Youth Marketing	Coca-Cola Greater China	Grey ArtM Marketing Communications / Renren Inc.	
Baidu App— "Let every score has meaning" entrance marketing project	Finalist	Youth Marketing	Baidu	Charm Communications Inc.	
Give a real shot of "fast" to the speed addicts	Finalist	Youth Marketing	Tencent	Ogilvy Advertising Taipei	
Live Your Style with NEO sneakers	Finalist	Youth Marketing	adidas NEO Label	TBWA\Digital Arts Network	
Native Marketing Successfully Captures Teenagers' Hearts	Finalist	Youth Marketing	Uni-President	Dentsu K Inc.	
Super Boy	Finalist	Youth Marketing	EE-Media	Legacy Group	Change Maker United / CHINA YOUTHOLGY CO., LTD.
MasterKong Jasmine Green Tea 「Meet with Jasmine, romantic fortune(14)」 201314 Campaign	Finalist	Youth Marketing	TINGYI-ASAHI BEVERAGES HOLDING CO., LTD.	BEIJING DENTSU ADVERTISING CO., LTD. SHANG BRANCH	