

CANNES LIONS

60TH INTERNATIONAL FESTIVAL OF CREATIVITY

16-22 JUNE 2013



MOBILE LIONS FINALIST

Category	MOBILE APPLICATIONS: Products
Entered by	BORGHI/LOWE São Paulo
Title	"PERFECT PACE"
Client	ASICS
Product	APP
Advertising Agency	BORGHI/LOWE São Paulo
Executive Creative Director	José Henrique Borghi, Borghi/Lowe
Executive Creative Director	Fernando Nobre, Borghi/Lowe
Creative Director	Fernando Nobre, Borghi/Lowe
Creative Director	Fabio Brígido, Borghi/Lowe
Art Director	Piu Afonseca, Borghi/Lowe
Copywriter	Pedro Corbett, Borghi/Lowe
Account Manager	Robert Filshill, Borghi/Lowe
Account Manager	Gabriel Ramos, Borghi/Lowe
Technology	André Natal, Alsys Informática
Client Account Director	Andrea Longhi, Asics

A handwritten signature in black ink, appearing to read "Terry Savage".

Terry SAVAGE . Chairman

A handwritten signature in black ink, appearing to read "Philip Thomas".

Philip THOMAS . Chief Executive Officer