

# WINNERS Media Lions

CANNES LIONS In Partnership with **LinkedIn**  
The B2B Institute

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Media	Prize	Award
<b>A01 (Food &amp; Drink)</b>							
DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	CARAT, Toronto / STARCOM, Chicago	BRONZE LION	BRONZE LION
PERK DISCLAIMERS	CADBURY PERK	CADBURY PERK CHOCOLATE	O GILVY, Mumbai	INDIA	WAVEMAKER INDIA, Mumbai	SILVER LION	SILVER LION
<b>A02 (Consumer Goods)</b>							
SAMSUNG ITEST	SAMSUNG	SAMSUNG OS	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	STARCOM, Auckland	GOLD LION	GOLD LION
<b>A04 (Automotive)</b>							
FORD VERY GAY RAPTOR	FORD OF EUROPE	FORD RAPTOR	FORD, Brentwood / VMLY&R, London	UNITED KINGDOM	HILL+KNOWLTON STRATEGIES, London	GOLD LION	GOLD LION
<b>A05 (Retail)</b>							
TRAPPED IN THE 90S	IKEA	TRAPPED IN THE 90S	McCANN SPAIN, Madrid	SPAIN	YMEDIA, Madrid	SILVER LION	SILVER LION
<b>A07 (Media / Entertainment)</b>							
STARAOKE	PRIME VIDEO	PRIME VIDEO	O GILVY, Milan	ITALY		SILVER LION	SILVER LION
<b>A08 (Consumer Services / Business to Business)</b>							
THE INEVITABLE NEWS	THE INEVITABLE NEWS	THE INEVITABLE NEWS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	SILVER LION	SILVER LION
<b>A09 (Not-for-profit / Charity / Government )</b>							
THE WARM WINTER LIVESTREAM	UAE GOVERNMENT MEDIA OFFICE	THE WARM WINTER INITIATIVE	UAE GOVERNMENT MEDIA OFFICE, Dubai / GALAXY RACER, Dubai	UNITED ARAB EMIRATES	UAE GOVERNMENT MEDIA OFFICE, Dubai	BRONZE LION	BRONZE LION
CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB INDIA, Delhi / FCB CHICAGO, Chicago	INDIA	KINNECT, Mumbai	GOLD LION	GOLD LION
<b>B01 (Use of TV &amp; Other Screens)</b>							
HOW TO EXPLAIN?	BURGER KING	BURGER KING	DAVID, Sao Paulo	BRAZIL		SILVER LION	SILVER LION
<b>B02 (Use of Audio Platforms)</b>							
CODA PLAYLIST CURATED BY DEAF PEOPLE	APPLE	APPLE MUSIC	ROSEWOOD CREATIVE, Los Angeles	USA	APPLE, Cupertino	BRONZE LION	BRONZE LION
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, New York	USA	MEDIACOM MEXICO, Mexico City	BRONZE LION	BRONZE LION
<b>B03 (Use of Print / Outdoor)</b>							
I'M HERE	BIG ISSUE	BIG ISSUE	FOREVER BETA, London	UNITED KINGDOM	OCEAN OUTDOOR, London	BRONZE LION	BRONZE LION
<b>B04 (Use of Ambient Media: Small Scale)</b>							
IKEA - THE SUITCASE	IKEA	FURNITURE	DDB, Milan	ITALY		BRONZE LION	BRONZE LION
<b>B05 (Use of Ambient Media: Large Scale)</b>							
HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM	GOOGLE, New York / MEDIACOM, London	GRAND PRIX	GRAND PRIX
<b>B06 (Use of Events)</b>							
GOOGLE - REAL TONE	GOOGLE	GOOGLE	GUT, Miami	USA	PHD, New York	BRONZE LION	BRONZE LION
BRIDE ARMOUR	ABINBEV	CARLING BLACK LABEL	O GILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	VIZEUM SOUTH AFRICA, Randburg	GOLD LION	GOLD LION
<b>B07 (Use of Stunts)</b>							
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES		SILVER LION	SILVER LION
MILLBOARD	MERCEDES-BENZ	ZERO EMISSIONS FACTORIES	Publicis Groupe Belgium, Brussels / PUBLICIS GROUPE NETHERLANDS, Amsterdam / PUBLICIS EMIL, Berlin	BELGIUM		BRONZE LION	BRONZE LION
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, Sao Paulo	BRAZIL		SILVER LION	SILVER LION
CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB INDIA, Delhi / FCB CHICAGO, Chicago	INDIA	KINNECT, Mumbai	SILVER LION	SILVER LION
I AM WORKING	STARBUCKS	I AM PROJECT	VMLY&R, São Paulo	BRAZIL	VMLY&R, São Paulo	BRONZE LION	BRONZE LION
<b>B08 (Use of Digital Platforms)</b>							
THE BREAKAWAY: THE FIRST ECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Brussels	BELGIUM	SEMETIS, Brussels	BRONZE LION	BRONZE LION
QUEST FOR DYSLEXIA	SAMSUNG	SAMSUNG MOBILE	CHEIL WORLDWIDE, Beijing / CHEIL, Hong Kong	CHINA	CHEIL WORLDWIDE, Beijing	BRONZE LION	BRONZE LION
BREAKCHAINS WITH BLOCKCHAIN	CHILDREN OF FEMALE PRISONERS' ASSOCIATION	NGO	HORIZON FCB, Dubai	UNITED ARAB EMIRATES	HORIZON FCB, Dubai	SILVER LION	SILVER LION
<b>B09 (Use of Mobile)</b>							
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York	SILVER LION	SILVER LION
<b>B10 (Use of Social Platforms)</b>							
MY NAME IS PETER	WOMEN INC. AND BRANDEDU	GENDER EQUALITY AWARENESS	THE FAMILY AMSTERDAM	THE NETHERLANDS	THE FAMILY AMSTERDAM	BRONZE LION	BRONZE LION
TIKTOKMMERCIALS	DAVIVIENDA BANK	DAVIVIENDA BANK	LEO BURNETT, Bogota	COLOMBIA	STARCOM COLOMBIA, Bogota	BRONZE LION	BRONZE LION
<b>B11 (Use of Technology)</b>							
#REALVOICESOPPRIDE	FELGTB	FELGTB	EDELMAN SPAIN S.A., Madrid	SPAIN	EDELMAN SPAIN S.A., Madrid	BRONZE LION	BRONZE LION

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BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York	GOLD LION	GOLD LION
<b>C01 (Use of Data-driven Insight)</b>							
HETZJAEGER. ANTIFASCIST ALGORITHMS.	LAUT GEGEN NAZIS E.V.	HETZJAEGER	PHILIPP UND KEUNTJE, Hamburg	GERMANY	PHILIPP UND KEUNTJE, Hamburg	SILVER LION	SILVER LION
AAMI REST TOWNS	AAMI	AAMI CAR INSURANCE	O'GILVY AUSTRALIA, Melbourne	AUSTRALIA	OMD, Sydney	GOLD LION	GOLD LION
<b>C02 (Use of Real-time Data)</b>							
THE REAL AIR DROP	GARENA	FREE FIRE	AKQA, Sao Paulo	BRAZIL	WMS GREY, São Paulo	SILVER LION	SILVER LION
VODACOM ANTI-HIJACK AD'S	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA	CARAT, Johannesburg	SILVER LION	SILVER LION
<b>C03 (Data-driven Targeting)</b>							
FNAC - UNRECOMMENDED BY ALGORITHM	FNAC	FNAC SERVICE	PUBLICIS CONSEIL, Paris	FRANCE	HAVAS MEDIA, Paris	BRONZE LION	BRONZE LION
<b>C04 (Social Data)</b>							
THE IMPOSSIBLE COMBO	BURGER KING	WHOPPER	DAVID, Sao Paulo / ZUBI ADVERTISING, Coral Gables	BRAZIL	DAVID, Sao Paulo	SILVER LION	SILVER LION
<b>D01 (Use of Brand or Product Integration into a Programme or Platform)</b>							
HEINZ HIDDEN SPOTS	THE KRAFT HEINZ CO	KRAFT KETCHUP	GUT, Sao Paulo	BRAZIL	GUT, Sao Paulo	SILVER LION	SILVER LION
<b>D02 (Use of Branded Content Created for Digital or Social)</b>							
THE AD BREAK CHAMPIONSHIP - GTI HIJACK	VOLKSWAGEN	VOLKSWAGEN GOLF GTI	DDB, Sydney	AUSTRALIA	PHD, Sydney	GOLD LION	GOLD LION
VERSUS	SK-II	SK-II	MEDIACOM, Singapore / GREY, Tokyo	SINGAPORE	MEDIACOM, Singapore	BRONZE LION	BRONZE LION
<b>E01 (Excellence in Media Insights &amp; Strategy)</b>							
FEARLESS NIGHT	HANDSAWAY	ASSOCIATION AGAINST SEXUAL HARASSMENT	TBWA, Boulogne-Billancourt	FRANCE		BRONZE LION	BRONZE LION
MIKE'S IN A BEER WORLD	ANHEUSER-BUSCH INBEV	MIKE'S HARD LEMONADE	FCB NEW YORK, New York / FCB BRASIL, Sao Paulo	USA		SILVER LION	SILVER LION
PAYWALL DOWN	L'OREAL PARIS	INSTITUCIONAL - STAND UP AGAINST STREET HARASSMENT	WmCANN, Sao Paulo	BRAZIL	WmCANN, Sao Paulo	BRONZE LION	BRONZE LION
<b>E04 (Use of Integrated Media)</b>							
BREAKING SIRENS	AMNESTY INTERNATIONAL	IRS DONATIONS	BAR O'GILVY, Lisbon	PORTUGAL	OMD, Lisbon	GOLD LION	GOLD LION
TOUCH CARD	MASTERCARD	TOUCH CARD	McCANN, New York	USA	CARAT, New York / KETCHUM, New York	BRONZE LION	BRONZE LION
<b>F01 (Local Brand )</b>							
BERLIN'S HEART STANDS STILL.	BERLINER VERKEHRSBETRIEBE (BVG) - AGR	BVG	JUNG VON MATT AG, Hamburg	GERMANY	JUNG VON MATT AG, Hamburg	BRONZE LION	BRONZE LION
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES		SILVER LION	SILVER LION
<b>F02 (Challenger Brand)</b>							
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE		BRONZE LION	BRONZE LION
<b>F04 (Social Behaviour)</b>							
ANTI LOOK - THE LIFE-SAVING QR DESIGN	JOHANNITER	JOHANNITER UNFALL-HILFE	SCHOLZ & FRIENDS, Berlin	GERMANY		BRONZE LION	BRONZE LION
GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	NON-PROFIT COMBATING GUN VIOLENCE	ENERGY BBDO, Chicago	USA	OMD, New York	GOLD LION	GOLD LION
ADIDAS NEO GYMNASTICS X JUST DANCE	ADIDAS	ADIDAS NEO	TBWA/BOLT SHANGHAI, Shanghai	CHINA		BRONZE LION	BRONZE LION
<b>F05 (Cultural Insight)</b>							
TOGETHER THIS RAMADAN	TESCO	SUPERMARKET	BBH, London	UNITED KINGDOM	MEDIACOM, London	BRONZE LION	BRONZE LION
THE NOMINATE ME SELFIE	POLITICAL SHAKTI + THE TIMES OF INDIA	PUBLIC PRESSURE GROUP	FCB INDIA, Delhi / FCB CHICAGO, Chicago	INDIA		SILVER LION	SILVER LION
NEWTOWN ACTION ALLIANCE / #NOTCOMINGHOME	NEWTOWN ACTION ALLIANCE	NEWTOWN ACTION ALLIANCE	SERVICEPLAN GERMANY, Munchen / MEDIAPLUS, Munchen	GERMANY	MEDIAPLUS, Munchen	BRONZE LION	BRONZE LION
<b>F07 (Corporate Purpose &amp; Social Responsibility)</b>							
SOS MIGRANTS	FRANCE TERRE D'ASILE / WATIZAT	ASSOCIATION FOR IMMIGRANTS	TBWA, Boulogne-Billancourt	FRANCE	OMD FRANCE, Paris	BRONZE LION	BRONZE LION
BUICK #SEEHERGREATNESS	BUICK	AUTOMOTIVE	LEO BURNETT, Troy	USA	CARAT, New York	BRONZE LION	BRONZE LION
THE RESELL TAG	SAMSØE SAMSØE	SAMSØE SAMSØE PLATFORM	UNCLE GREY, Copenhagen	DENMARK		SILVER LION	SILVER LION
SEE EQUAL #SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL	BBDO INDIA, Mumbai	INDIA	MEDIACOM INDIA, Mumbai	BRONZE LION	BRONZE LION