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WINNERS

Brand Experience & Activation Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Food & Drink)						
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA	SILVER LION	SILVER LION
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, Chicago / DDB, New York	USA	BRONZE LION	BRONZE LION
A02 (Consumer Goods)						
PLASTICOFF	WHIRLPOOL	WHIRLPOOL	VMLY&R MEXICO, Mexico City	MEXICO	BRONZE LION	BRONZE LION
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	BRONZE LION	BRONZE LION
A04 (Automotive)						
RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	BRONZE LION	BRONZE LION
A05 (Retail)						
BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	GOLD LION	GOLD LION
A06 (Travel / Leisure)						
GAMER ASYLUM	ARTOTEL GROUP	HOTELS	OGILVY, Singapore	SINGAPORE	SILVER LION	SILVER LION
A09 (Not-for-profit / Charity / Government)						
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	GOLD LION	GOLD LION
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	GOLD LION	GOLD LION
B01 (Social Engagement & Integration for Live Experience)						
HOMELESS IN THE METAVERSE	ENTOURAGE	ASSOCIATION FOR HOMELESS	TBWA, Paris	FRANCE	BRONZE LION	BRONZE LION
HEINZ HIDDEN SPOTS	THE KRAFT HEINZ CO	KRAFT KETCHUP	GUT, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
B02 (Use of Mobile & Devices)						
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	GRAND PRIX	GRAND PRIX
THE NOMINATE ME SELFIE	POLITICAL SHAKTI + THE TIMES OF INDIA	PUBLIC PRESSURE GROUP	FCB INDIA, Delhi / FCB CHICAGO	INDIA	SILVER LION	SILVER LION
DOT GO. THE FIRST OBJECT INTERACTION APP FOR THE VISUALLY IMPAIRED.	DOT	DOT GO	SERVICEPLAN GERMANY, Munich	GERMANY	SILVER LION	SILVER LION
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	SILVER LION	SILVER LION
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	BRONZE LION	BRONZE LION
B03 (Use of Website / Microsites)						
NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
B04 (New Realities & Voice-activation)						
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	SILVER LION	SILVER LION
B05 (Branded Games)						
MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE	BRONZE LION	BRONZE LION
QUEST FOR DYSLEXIA	SAMSUNG	SAMSUNG MOBILE	CHEIL WORLDWIDE, Beijing / CHEIL, Hong Kong	CHINA (MAINLAND)	BRONZE LION	BRONZE LION
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	BRONZE LION	BRONZE LION
B07 (Tangible & Spatial Technology)						
THE ART OF SELF EXAMINATION	MAGMA	BREAST CANCER PREVENTION	DAVID, Buenos Aires	ARGENTINA	BRONZE LION	BRONZE LION
B08 (Interactive Brand Video)						
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	GOLD LION	GOLD LION
B09 (Tech-led Brand Experience)						
THE BREAKAWAY: THE FIRST CYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-Saint-Jean	BELGIUM	BRONZE LION	BRONZE LION
SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	SILVER LION	SILVER LION
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	SILVER LION	SILVER LION
B10 (Cross-platform Digital Experience)						
ROYALTY FREE BOT	ABINBEV	BUDWEISER BUDXRECORDS	DAVID, Bogotá	COLOMBIA	SILVER LION	SILVER LION
C01 (Customer Retail / In-store Experience)						
BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY	SILVER LION	SILVER LION
C02 (Retail Promotions & Competitions)						
REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA	SILVER LION	SILVER LION
C03 (Customer Acquisition & Retention)						
THE PIRATE MATCH	DIRECTVGO	IPTV STREAMING	MIRUM AGENCY BRAZIL, Curitiba	BRAZIL	BRONZE LION	BRONZE LION
DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	BRONZE LION	BRONZE LION
HUMAN MEAT BURGER	OUMPH!	PLANT BASED HUMAN MEAT BURGER	LOLA MULLENLOWE, Madrid	SPAIN	SILVER LION	SILVER LION
D01 (Live Brand Experience or Activation)						
BOYCOTT ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Buenos Aires	ITALY	BRONZE LION	BRONZE LION

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
D02 (Guerrilla Marketing & Stunts)						
INVALUABLE FOOD	MADRID FUSIÓN	MADRID FUSIÓN	LEO BURNETT, Madrid	SPAIN	BRONZE LION	BRONZE LION
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, São Paulo	BRAZIL	BRONZE LION	BRONZE LION
D03 (Brand-owned Experiences)						
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY	SILVER LION	SILVER LION
D05 (Launch / Re-launch)						
SCRATCHBOARDS	ACTIVISION	GAMES	DAVID, Madrid	SPAIN	BRONZE LION	BRONZE LION
VERTICAL BIKE	HONDA	HONDA MOTORS	OGILVY PERU, Lima	PERU	BRONZE LION	BRONZE LION
D06 (360 Integrated Brand Experience)						
THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	SILVER LION	SILVER LION
E01 (Local Brand)						
THE INEVITABLE NEWS	THE INEVITABLE NEWS	THE INEVITABLE NEWS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	BRONZE LION	BRONZE LION
E02 (Challenger Brand)						
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	GOLD LION	GOLD LION
BEER DROPS	MILLER LITE	MILLER LITE	DDB, Chicago	USA	BRONZE LION	BRONZE LION
E03 (Single-market Campaign)						
OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE	BRONZE LION	BRONZE LION
BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY	SILVER LION	SILVER LION
E04 (Social Behaviour)						
HATE TO PROTECT	GUIDES TAO	TRAVEL GUIDES	TBWA, Paris	FRANCE	BRONZE LION	BRONZE LION
HEINZ HOT DOG PACT	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	SILVER LION	SILVER LION
CHILD MARRIAGE PREVENTION LOAN	IPDC FINANCE LTD. & AMAL FOUNDATION	SERVICE	GREY BANGLADESH, Dhaka	BANGLADESH	SILVER LION	SILVER LION
E05 (Cultural Insight)						
GREETING MILK	MAEIL DAIRIES CO., LTD	MAEIL SOJAL(LACTOSE-FREE) MILK	INNORED, Seoul	SOUTH KOREA	SILVER LION	SILVER LION
THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	GOLD LION	GOLD LION
TOUGH TURBAN	PFAFF HARLEY-DAVIDSON	PFAFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA	BRONZE LION	BRONZE LION
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	SILVER LION	SILVER LION
E06 (Breakthrough on a Budget)						
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	GOLD LION	GOLD LION
E07 (Corporate Purpose & Social Responsibility)						
PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA	GOLD LION	GOLD LION
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERN0, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA	GOLD LION	GOLD LION
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	SILVER LION	SILVER LION
E08 (Market Disruption)						
FNAC - ALGORITHM	FNAC	ALGORITHM	PUBLICIS CONSEIL, Paris	FRANCE	BRONZE LION	BRONZE LION