

Cannes 2021 - Creative Strategy Winners

Prize	Title	Product	Brand	Entrant / Idea Creation	Production	Location
Grand Prix	CAN'T TOUCH THIS	CHEETOS POPCORN	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	DUMMY FILMS Los Angeles	USA
Gold Lion	THE CONNECTED ISLAND	THREE	THREE IRELAND	BOYS AND GIRLS, Dublin		IRELAND
Gold Lion	PROJECT FREE PERIOD	SANITARY NAPKINS	STAYFREE	DDB MUDRA, Mumbai	DDB MUDRA Mumbai	INDIA
Gold Lion	STARBUCKS 'WHAT'S YOUR NAME?'	STARBUCKS	STARBUCKS UK	IRIS, London	SWEETSHOP London	UNITED KINGDOM
Silver Lion	DOVE #STOPTHEBEAUTYTEST	DOVE	DOVE	OGILVY INDIA, Mumbai	CHROME PICTURES Mumbai	INDIA
Silver Lion	FRIENDS WANTED	EMPLOYEE RECRUITMENT	MCDONALD'S CANADA	COSETTE, Toronto		CANADA
Silver Lion	THE 8-BIT JOURNO	NEWS SERVICE	VICE MEDIA	DENTSU WEBCHUTNEY, Mumbai	DENTSU WEBCHUTNEY Mumbai	INDIA
Silver Lion	FREEDOM TAMPONS	INTERVAL HOUSE	INTERVAL HOUSE	UNION, Toronto	CJ GRAPHICS Mississauga / CLOCKWORK PRODUCTIONS Toronto / UNION Toronto	CANADA
Silver Lion	SHE CAN	GUARANÁ ANTARCTICA	AB INBEV/GUARANA ANTARCTICA	AMBEV, Sao Paulo / SOKO, São Paulo	BRODERS São Paulo / HEFTY São Paulo	BRAZIL
Silver Lion	RAISING PROFILES	THE BIG ISSUE & LINKEDIN	THE BIG ISSUE & LINKEDIN	FCB INFERNO, London		UNITED KINGDOM
Silver Lion	FILLED BY PALSÝ	XXX	XXX	HAVAS, Lisbon		PORTUGAL
Bronze Lion	CONTRACT FOR CHANGE	MICHELOB ULTRA PURE GOLD	ABINBEV	FCB CHICAGO / FCB NEW YORK		USA
Bronze Lion	TRUTHMARK	CANON	CANON	UNCLE GREY, Copenhagen	UNCLE GREY Copenhagen	DENMARK
Bronze Lion	PORN RE-ENACTMENT	FOUNDATION THAT SUPPORTS PREVENTION AND INVESTIGATION OF MISSING CHILDREN	CHILD FOCUS	WUNDERMAN THOMPSON, Antwerp	ADULT IMAGE Brussels	BELGIUM
Bronze Lion	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE TAMPON BOOK	THE FEMALE COMPANY	SCHOLZ & FRIENDS, Berlin		GERMANY
Bronze Lion	A DAD'S JOB	CULTURAL LEADERSHIP INITIATIVE	HOME CENTRE	FP7 McCANN, Dubai	DÉJÁVU Dubai	UNITED ARAB EMIRATES
Bronze Lion	ADDRESSPOLLUTION.ORG	ADDRESSPOLLUTION.ORG	(COPI) CENTRAL OFFICE FOR PUBLIC INTEREST	AMV BBDO, London	GRAND VISUAL London / RAPP London	UNITED KINGDOM
Bronze Lion	TRUE NAME	MASTERCARD	MASTERCARD	McCANN, New York	McCANN New York	USA
Bronze Lion	GOABILITY	GOABILITY	MOTABILITY	McCANN, Bristol	McCANN Bristol	UNITED KINGDOM
Bronze Lion	LEGO GREEN INSTRUCTIONS	LEGO BRICKS	LEGO	OGILVY POLAND, Warsaw		POLAND