

Cannes 2021 - Design Winners

Prize	Title	Entrant / Idea Creation	Product	Brand	Production	Location
Grand Prix	H&M LOOOP	AKQA, Stockholm	REMAKING CLOTHES	H&M	H&M Stockholm / KÜHL & HAN Copenhagen / UNIVERSAL DESIGN STUDIO London	SWEDEN
Grand Prix	NOTPLA	SUPERUNION, London / NOTPLA LIMITED, London	NOTPLA	NOTPLA		UNITED KINGDOM
Gold Lion	YOUR WAY, WAY BETTER	JONES KNOWLES RITCHIE, New York	BURGER KING REBRAND	BURGER KING	CACHETEJACK London / COLOPHON London / JONES KNOWLES RITCHIE New York	USA
Gold Lion	POUR PERFECTLY	RETHINK, Toronto	HEINZ KETCHUP	KRAFT HEINZ CANADA	CRIMSON FISH Toronto / FUZE REPS Toronto / VAPOR MUSIC GROUP Toronto	CANADA
Gold Lion	TIMELAPSE IN GOOGLE EARTH	GOOGLE, New York / GOOGLE CREATIVE LAB, London	TIMELAPSE IN GOOGLE EARTH	GOOGLE	GOOGLE CREATIVE LAB London	USA / UNITED KINGDOM
Gold Lion	POCKY THE GIFT	DENTSU INC., Tokyo	POCKY THE GIFT	EZAKI GLICO CO., LTD.	CREATIVE POWER UNIT Tokyo / DENTSU LIVE INC. Tokyo / ENGINE FILM Tokyo / FUMIHITO KATAMURA PHOTOGRAPH OFFICE Tokyo / PEN. Tokyo	JAPAN
Gold Lion	FINGERSPELLING WITH MACHINE LEARNING	HELLO MONDAY, Aarhus	FINGERSPELLING.XYZ	AMERICAN SOCIETY FOR DEAF CHILDREN	HELLO MONDAY Aarhus	DENMARK
Gold Lion	A FUTURE WITHOUT CHANGE	VMLY&R, Melbourne	STUDENT RECRUITMENT	MONASH UNIVERSITY	GRAFFITI Melbourne / VMLY&R Melbourne	AUSTRALIA
Gold Lion	BOARDS OF CHANGE	FCB, Chicago	CITY OF CHICAGO	CITY OF CHICAGO	LORD & THOMAS Chicago	USA
Gold Lion	THE BLACK PLAQUE PROJECT	HAVAS, London	THE BLACK PLAQUE PROJECT	NUBIAN JAK COMMUNITY TRUST	HAVAS London	UNITED KINGDOM
Silver Lion	UNITED SODAS OF AMERICA	CENTER, Brooklyn	UNITED SODAS OF AMERICA	UNITED SODAS OF AMERICA	CENTER Brooklyn	USA
Silver Lion	-60% CULTURE	BBDO BELGIUM, Brussels	FLEMISH ART	STATE OF THE ARTS	BBDO BELGIUM Brussels	BELGIUM
Silver Lion	UNI-FORM	OGILVY TAIWAN, Taipei City / OGILVY, Hong Kong	VOGUE	VOGUE		TAIWAN / HONG KONG
Silver Lion	PRINTED BY PARKINSON'S	INNOCEAN WORLDWIDE EUROPE, Berlin	PARKINSON'S AWARENESS	CHARITÉ BERLIN UNIVERSITY HOSPITAL	COSMOPOLA Berlin / MEDIAMONKS Hilversum	GERMANY
Silver Lion	JFK MOONSHOT	we	JFK PRESIDENTIAL LIBRARY AND MUSEUM	JFK PRESIDENTIAL LIBRARY AND MUSEUM	UNIT9 Los Angeles	USA
Silver Lion	FINGERSPELLING WITH MACHINE LEARNING	HELLO MONDAY, Aarhus	FINGERSPELLING.XYZ	AMERICAN SOCIETY FOR DEAF CHILDREN	HELLO MONDAY Aarhus	DENMARK
Silver Lion	CREATIVITY IS ESSENTIAL	AMV BBDO, London	BACARDI	BOMBAY SAPPHIRE	AMV BBDO London	UNITED KINGDOM

Silver Lion	H&M LOOOP	AKQA, Stockholm	REMAKING CLOTHES	H&M	H&M Stockholm / KÜHL & HAN Copenhagen / UNIVERSAL DESIGN STUDIO London	SWEDEN
Silver Lion	#NOKIDSINCAGES	BADGER AND WINTERS, New York	N/A	RAICES	BADGER AND WINTERS New York / LATERAL, INC Brooklyn / SQUARE DESIGN New York	USA
Silver Lion	BOARDS OF CHANGE	FCB, Chicago	CITY OF CHICAGO	CITY OF CHICAGO	LORD & THOMAS Chicago	USA
Silver Lion	UNITED SODAS OF AMERICA	CENTER, Brooklyn	UNITED SODAS OF AMERICA	UNITED SODAS OF AMERICA	CENTER Brooklyn	USA
Silver Lion	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	SEE SOUND	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY New York / WAVIO Sacramento	USA
Silver Lion	WATERLIGHT	WUNDERMAN THOMPSON, Bogotá / EDINA ENERGY, Bucaramanga	WATERLIGHT	EDINA ENERGY	WUNDERMAN THOMPSON Bogotá	COLOMBIA
Bronze Lion	PRIDE OF AFRICA	JOE PUBLIC UNITED, Johannesburg	PRIDE OF AFRICA	PRIDE OF AFRICA		SOUTH AFRICA
Bronze Lion	CHICAGO DESIGN SYSTEM: A CITY BY DESIGN	OGILVY, Chicago	CITY OF CHICAGO	CITY OF CHICAGO		USA
Bronze Lion	SALLA 2032	AFRICA DDB, São Paulo	#SAVESALLA	HOUSE OF LAPLAND	PRIMO CONTENT Sao Paulo / SATELITE AUDIO São Paulo / TRIATOMA Sao Paulo	BRAZIL
Bronze Lion	IUCN Save Our Species	LANDOR & FITCH, Paris	SAVE OUR SPECIES	INTERNATIONAL UNION FOR CONSERVATION OF NATURE	LANDOR & FITCH Paris	FRANCE
Bronze Lion	UNTOUCHED BY LIGHT	BRUKETA&ZINIC&GREY CROATIA, Zagreb	UNTOUCHED BY LIGHT	RADGONSKE GORICE	KALIGRAF Zagreb / ROTOPLAST Sveta Nedjelja	CROATIA
Bronze Lion	NEVER STANDING STILL	DESIGN ARMY, Washington / DEAN ALEXANDER PRODUCTIONS, Washington DC	ARTS AND ENTERTAINMENT	HONG KONG BALLET	DEAN ALEXANDER PRODUCTIONS Washington DC / DESIGN ARMY Washington	USA
Bronze Lion	ROBIN HOOD FLOUR	LEO BURNETT, Toronto	FLOUR	ROBIN HOOD		CANADA
Bronze Lion	ADDRESSPOLLUTION.ORG	AMV BBDO, London	ADDRESSPOLLUTION.ORG	(COPI) CENTRAL OFFICE FOR PUBLIC INTEREST	GRAND VISUAL London / RAPP London	UNITED KINGDOM
Bronze Lion	THE INEVITABLE NEWS	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	THE INEVITABLE NEWS	THE INEVITABLE NEWS	BROOKLYN SPORTS PAGE New York / STELLAR PRINTING INC Queens	USA
Bronze Lion	SOUND IMAGES	SCHOLZ & FRIENDS, Berlin	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	EFFECTIVE Berlin	GERMANY
Bronze Lion	CLOSE THE GAP	IMPACT BBDO, Dubai	FIFTY FIFTY LEBANON	FIFTY FIFTY LEBANON	BIG KAHUNA FILMS Dubai	UNITED ARAB EMIRATES
Bronze Lion	THE LAST POSSESSIONS	VMLY&R, Dubai	SAVE THE CHILDREN	SAVE THE CHILDREN		UNITED ARAB EMIRATES
Bronze Lion	HEINZ KETCHUP PUZZLE	RETHINK, Toronto	HEINZ KETCHUP	KRAFT HEINZ CANADA		CANADA

Bronze Lion	CODE OF CONSCIENCE	AKQA, São Paulo / AKQA, Melbourne	CODE OF CONSCIENCE	INSTITUTO RAONI	HEFTY São Paulo / JNTO São Paulo / LA CARRETERA FILMES São Paulo / PRODIGO FILMS São Paulo / WEBCORE São Paulo	BRAZIL / AUSTRALIA
Bronze Lion	YOUR DECADE WRAPPED	SPOTIFY, New York / SPOTIFY IN-HOUSE, New York	SPOTIFY	SPOTIFY		USA
Bronze Lion	CULTURAL HEIRS "VOICE OF THE WALL"	HEIMAT, Berlin	VOICE OF THE WALL	CULTURAL HEIRS	VISUALTECH GMBH Mainz	GERMANY
Bronze Lion	EMBARRASSING PLASTIC BAGS	RETHINK, Vancouver	GROCERY STORE	EAST WEST MARKET		CANADA
Bronze Lion	LOLLI: THE EXHIBIT NOBODY WANTS TO TALK ABOUT	NO FIXED ADDRESS, Toronto	CANADIAN CENTRE FOR CHILD PROTECTION	CANADIAN CENTRE FOR CHILD PROTECTION	NO FIXED ADDRESS Toronto	CANADA
Bronze Lion	THE BLACK PLAQUE PROJECT	HAVAS, London	THE BLACK PLAQUE PROJECT	NUBIAN JAK COMMUNITY TRUST	HAVAS London	UNITED KINGDOM
Bronze Lion	THE DISSOLVING BOTTLE	BBDO GUERRERO, Makati City	THE DISSOLVING BOTTLE	THE DISSOLVING BOTTLE		THE PHILIPPINES
Bronze Lion	BECO. #STEALOURSTAFF.	TBWAILONDON, London	BECO	BECO		UNITED KINGDOM
Bronze Lion	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	SEE SOUND	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY New York / WAVIO Sacramento	USA