

Direct Winners

Prize	Title	Entrant / Idea Creation	Product	Brand	Production	Location
Grand Prix	STEVENAGE CHALLENGE	DAVID, Madrid / DAVID, Miami	BURGER KING	BURGER KING	LANDIA Madrid	SPAIN / USA
Gold Lion	TRUE NAME	McCANN, New York	MASTERCARD	MASTERCARD	McCANN New York	USA
Gold Lion	DONATION DOLLAR	SAATCHI & SAATCHI, Melbourne	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	ALT VFX Melbourne / REVOLVER Sydney	AUSTRALIA
Gold Lion	LAUNDRY NIGHT	SAATCHI & SAATCHI, New York / PROCTER & GAMBLE, Cincinnati	TIDE	PROCTER & GAMBLE	BISCUIT FILMWORKS Los Angeles	USA
Gold Lion	BUY WITH YOUR TIME	MEMAC OGILVY, Dubai	AL FUTTAIM IKEA	IKEA	THE GOLDMINE FILMS Dubai	UNITED ARAB EMIRATES
Gold Lion	#STILLSPEAKINGUP DEEPTUTH	PUBLICIS MEXICO / PUBLICIS LATVIA, Riga	NGO TO PROTECT MEXICAN JOURNALIST.	PROPUESTA CÍVICA + REPORTERS SANS FRONTIERES	ÁRBOL CINE Mexico City / EL MALL Mexico City / KAREN GÓMEZ NAVA Mexico City / THE LIFT Mexico City	MEXICO / LATVIA
Gold Lion	THE BIRTH OF GAMING TOURISM	McCANN, London	XBOX ONE X ENHANCED	XBOX / MICROSOFT	CLOCKWORK Johannesburg / CRAFT London / FIRE WITHOUT SMOKE London / MOMENTUM WORLDWIDE London / MRM UK London	UNITED KINGDOM
Gold Lion	THAT LOOK FROM POPEYES	GUT AGENCY, Miami	BRAND CAMPAIGN	POPEYES LOUISIANA KITCHEN, INC	KREATIVE KONTENT Fort Lauderdale	USA
Gold Lion	STEVENAGE CHALLENGE	DAVID, Madrid / DAVID, Miami	BURGER KING	BURGER KING	LANDIA Madrid	SPAIN / USA
Gold Lion	SALLA 2032	AFRICA DDB, São Paulo	#SAVESALLA	HOUSE OF LAPLAND	PRIMO CONTENT Sao Paulo / SATELITE AUDIO São Paulo / TRIATOMA Sao Paulo	BRAZIL
Gold Lion	ENJOY BEFORE RETURNING	PUBLICIS ITALY, Milan	DIESEL	DIESEL	SMUGGLER London	ITALY
Gold Lion	ANTICORRUPTION HACKATHON ZNÁMKAMARÁDA	ZNAMKAMARADA, Prague / WMC GREY, Prague	HACKATHON	ZNÁMKAMARÁDA	ACTUM DIGITAL Prague	CZECH REPUBLIC
Gold Lion	MOTHER BLANKET	OGILVY COLOMBIA, Bogotá	CHRONIC UNDERNOURISHMENT PREVENTION TOOL	VIVIR ASSOCIATION + AMBATO'S CANTONAL HUMAN RIGHTS PROTECTION COUNCIL	DARKO FILMS Quito	COLOMBIA
Gold Lion	CONTRACT FOR CHANGE	FCB CHICAGO / FCB NEW YORK	MICHELOB ULTRA PURE GOLD	ABINBEV		USA
Silver Lion	CONTRACT FOR CHANGE	FCB CHICAGO / FCB NEW YORK	MICHELOB ULTRA PURE GOLD	ABINBEV		USA

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Silver Lion	BECO. #STEALOURSTAFF.	TBWAILONDON	BECO	BECO		UNITED KINGDOM
Silver Lion	DONATION DOLLAR	SAATCHI & SAATCHI, Melbourne	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	ALT VFX Melbourne / REVOLVER Sydney	AUSTRALIA
Silver Lion	BOARDS OF CHANGE	FCB CHICAGO	CITY OF CHICAGO	CITY OF CHICAGO	LORD & THOMAS Chicago	USA
Silver Lion	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	THE UNCENSORED LIBRARY	REPORTER WITHOUT BORDERS (RSF)	BLOCKWORKS London / MEDIAMONKS Hilversum	GERMANY
Silver Lion	EMBARRASSING PLASTIC BAGS	RETHINK, Vancouver	GROCERY STORE	EAST WEST MARKET		CANADA
Silver Lion	BOARDS OF CHANGE	FCB CHICAGO	CITY OF CHICAGO	CITY OF CHICAGO	LORD & THOMAS Chicago	USA
Silver Lion	DON'T RETIRE, KID	ARNOLD WORLDWIDE, Boston	PROJECT PLAY	THE ASPEN INSTITUTE	GREENPOINT PICTURES New York	USA
Silver Lion	SUPERB OWL	R/GA, San Francisco	REDDIT	REDDIT	R/GA San Francisco	USA
Silver Lion	UNSCRIPTED	WUNDERMAN THOMPSON, London	BT SPORT	BT SPORT	WUNDERMAN THOMPSON London	UNITED KINGDOM
Silver Lion	CODES OF CULTURE	TRANSLATION, New York / AT&T, El Segundo	AT&T	AT&T		USA
Silver Lion	PROJECT UNDERSTOOD	FCB CANADA, Toronto / GOOGLE VR, San Francisco, CA	GOOGLE VOICE ASSISTANT	GOOGLE AI AND CANADIAN DOWN SYNDROME SOCIETY	FUEL CONTENT Toronto	CANADA / USA
Silver Lion	MOTHER BLANKET	OGILVY COLOMBIA, Bogotá	CHRONIC UNDERNOURISHMENT PREVENTION TOOL	VIVIR ASSOCIATION + AMBATO'S CANTONAL HUMAN RIGHTS PROTECTION COUNCIL	DARKO FILMS Quito	COLOMBIA
Silver Lion	BOARDS OF CHANGE	FCB CHICAGO	CITY OF CHICAGO	CITY OF CHICAGO	LORD & THOMAS Chicago	USA
Silver Lion	NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELENOR PAKISTAN, Islamabad / OGILVY PAKISTAN, Islamabad	TELENOR 4G	TELENOR PAKISTAN	CABOOSE UNITED KINGDOM London / GSMA London	PAKISTAN
Silver Lion	ANTICORRUPTION HACKATHON ZNÁMKAMARÁDA	ZNAMKAMARADA, Prague / WMC GREY, Prague	HACKATHON	ZNÁMKAMARÁDA	ACTUM DIGITAL Prague	CZECH REPUBLIC
Silver Lion	#STILLSPEAKINGUP DEEPTUTH	PUBLICIS MEXICO / PUBLICIS LATVIA, Riga	NGO TO PROTECT MEXICAN JOURNALIST.	PROPUESTA CÍVICA + REPORTERS SANS FRONTIERES	ÁRBOL CINE Mexico City / EL MALL Mexico City / KAREN GÓMEZ NAVA Mexico City / THE LIFT Mexico City	MEXICO / LATVIA
Silver Lion	THAT LOOK FROM POPEYES	GUT AGENCY, Miami	BRAND CAMPAIGN	POPEYES LOUISIANA KITCHEN, INC	KREATIVE KONTENT Fort Lauderdale	USA
Silver Lion	STEVENAGE CHALLENGE	DAVID, Madrid / DAVID, Miami	BURGER KING	BURGER KING	LANDIA Madrid	SPAIN / USA
Silver Lion	THE 8-BIT JOURNO	DENTSU WEBCHUTNEY, Mumbai	NEWS SERVICE	VICE MEDIA	DENTSU WEBCHUTNEY Mumbai	INDIA

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Bronze Lion	THE OREO DOOMSDAY VAULT	THE COMMUNITY, New York	OREO COOKIES	OREO	WORLD WAR SEVEN Los Angeles	USA
Bronze Lion	VB SOLAR	CLEMENGER BBDO, Melbourne	VICTORIA BITTER	CARLTON & UNITED BREWERIES	CLEMENGER BBDO Melbourne / CUBHOUSE Victoria	AUSTRALIA
Bronze Lion	DROIT DE REGARD THE EYE OPENING TEST	BETC, Paris	DROIT DE REGARD	DROIT DE REGARD	GENERAL POP Pantin	FRANCE
Bronze Lion	BUY WITH YOUR TIME	MEMAC OGILVY, Dubai	AL FUTTAIM IKEA	IKEA	THE GOLDMINE FILMS Dubai	UNITED ARAB EMIRATES
Bronze Lion	STAY HOME MILES EXCHANGE	WUNDERMAN THOMPSON, Bangkok	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON Bangkok	THAILAND
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	THE 8-BIT JOURNO	DENTSU WEBCHUTNEY, Mumbai	NEWS SERVICE	VICE MEDIA	DENTSU WEBCHUTNEY Mumbai	INDIA
Bronze Lion	SUPERB OWL	R/GA, San Francisco	REDDIT	REDDIT	R/GA San Francisco	USA
Bronze Lion	THE BIRTH OF GAMING TOURISM	McCANN, London	XBOX ONE X ENHANCED	XBOX / MICROSOFT	CLOCKWORK Johannesburg / CRAFT London / FIRE WITHOUT SMOKE London / MOMENTUM WORLDWIDE London / MRM UK London	UNITED KINGDOM
Bronze Lion	DON'T RETIRE, KID	ARNOLD WORLDWIDE, Boston	PROJECT PLAY	THE ASPEN INSTITUTE	GREENPOINT PICTURES New York	USA
Bronze Lion	THE UNFINISHED VOTES	McCANN HEALTH, New York	CHANGE THE REF	CHANGE THE REF	BANDIT New York / LIGHTFARM STUDIOS Rio De Janeiro / THE COLONY MEDIA New York / YESSIAN MUSIC New York	USA
Bronze Lion	LACOSTE GIVE FOR GOOD	BETC, Paris	LACOSTE	LACOSTE	GENERAL POP Pantin / GUM Paris	FRANCE
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	PROJECT UNDERSTOOD	FCB CANADA, Toronto / GOOGLE VR, San Francisco, CA	GOOGLE VOICE ASSISTANT	GOOGLE AI AND CANADIAN DOWN SYNDROME SOCIETY	FUEL CONTENT Toronto	CANADA / USA
Bronze Lion	MICHELOB ULTRA COURTSIDE	FCB NEW YORK	MICHELOB ULTRA	ABINBEV		USA
Bronze Lion	GMR: PLAY CONNECTED	DDB, London / adam&eveDDB, London	GMR TECHNOLOGY	ADIDAS X FIFA	BLINK PRODUCTIONS London	UNITED KINGDOM
Bronze Lion	#DECOLONISEAUTOCORRECT	GREY SOUTH AFRICA, Johannesburg / WPP TEAM LIQUID, Johannesburg	SAVANNA CIDER	DISTELL	SONOVISION Johannesburg	SOUTH AFRICA
Bronze Lion	PLAYLIST TIMER	PUBLICIS ITALY, Milan	BARILLA	BARILLA	PUBLICIS ITALY Milan	ITALY
Bronze Lion	FUTURE OFFICIAL SPONSORS	VAYNERMEDIA, New York	BUDWEISER	ABINBEV	3STAR PRODUCTIONS Los Angeles	USA
Bronze Lion	DON'T HATE. IMITATE. - THE SUPER BOWL CLAPBACK	POL, Oslo	AUDI E-TRON	AUDI NORWAY	EINAR FILM & FORTELLINGER Oslo	NORWAY
Bronze Lion	GOABILITY	McCANN, Bristol	GOABILITY	MOTABILITY	McCANN Bristol	UNITED KINGDOM
Bronze Lion	UNFORGETTABLE DENIM	PUBLICIS ITALY, Milan	DIESEL	DIESEL	SOMESUCH London	ITALY
Bronze Lion	UBER HEETCH	MARCEL, Paris	HEETCH	HEETCH	MASSCORP Paris	FRANCE

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Bronze Lion	TRUE NAME	McCANN, New York	MASTERCARD	MASTERCARD	McCANN New York	USA
Bronze Lion	THE MENU COURT	DAVID, Madrid	RESTAURANTS	BURGER KING	DESEIF Madrid	SPAIN
Bronze Lion	THE BREAD EXAM	McCANN, Paris	SPINNEYS FLOUR	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	CRAFT Dusseldorf / McCANN Paris / OCTOPUS Paris / SATELLITE MY LOVE Paris	FRANCE
Bronze Lion	THE BEER CAP PROJECT	MULLENLOWE SSP3, Bogotá	AGUILA BEER	ABINBEV	MASIVO77 Bogotá / PLAN9MEDIA Bogotá	COLOMBIA
Bronze Lion	NARCO STORE	OGILVY COLOMBIA, Bogotá	NARCO STORE	COLOMBIA CON MEMORIA FOUNDATION	AKIRA CINE Bogotá	COLOMBIA
Bronze Lion	THE BIRTH OF GAMING TOURISM	McCANN, London	XBOX ONE X ENHANCED	XBOX / MICROSOFT	CLOCKWORK Johannesburg / CRAFT London / FIRE WITHOUT SMOKE London / MOMENTUM WORLDWIDE London / MRM UK London	UNITED KINGDOM
Bronze Lion	RESPONSIBLE BILLBOARDS	AFRICA DDB, São Paulo	INSTITUTIONAL	ABINBEV	CORAZON FILMES São Paulo / LOUD São Paulo	BRAZIL