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SHORTLIST

# Film Craft Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
<b>A01 (Direction)</b>					
AN UNLIKELY FRIENDSHIP	PRIME VIDEO	PRIME VIDEO	SOMOS CYW S.L., Madrid / PRIME VIDEO, London	UNITED KINGDOM	BLUR FILMS, Madrid / BALLAD, Frederiksberg / ZELIG SOUND, London
CARE LIVES ON #TOUCHOFCARE	VICKS INDIA	#TOUCHOFCARE	PUBLICIS SINGAPORE, Singapore / MEMESYS CULTURE LAB, Bamololim	INDIA	MEMESYS CULTURE LAB, Bamololim
IMMORTAL G-CLASS	MERCEDES-BENZ	G-CLASS	ANTONI HOLDING GMBH, Berlin	GERMANY	ANORAK, Berlin
OPEN SPACES	BURBERRY	BURBERRY OUTERWEAR	RIFF RAFF FILMS, London / BURBERRY HQ, London	UNITED KINGDOM	RIFF RAFF FILMS, London
MATCH	FUNDACI3N ARGENTINA DE TRANSPLANTE HEP3TICO	FUNDACI3N ARGENTINA DE TRANSPLANTE HEP3TICO	ROCK, Ciudad De Mexico / PRIMO, Buenos Aires	ARGENTINA	PRIMO, Buenos Aires
DAY AFTER DAY	WHITE RIBBON	PSA	BENSIMON BYRNE, Toronto	CANADA	UNTITLED FILMS, Toronto
WHEN HARRY MET SANTA	POSTEN NORGE	THE NORWEGIAN POSTAL SERVICE	POL, Oslo / B-REEL, Stockholm	SWEDEN	B-REEL, Stockholm
WE WILL BECOME BETTER	LGBTNET.ORG	LGBT NETWORK	HALAL, Amsterdam	THE NETHERLANDS	HALAL, Amsterdam
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST, Berlin
CHRISTMAS CLOWNS	REAL PLAZA	RETAIL	FAHRENHEIT DDB, Lima / SENOR Z SAC, Lima	PERU	SENOR Z SAC, Lima
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	DANISH ROAD SAFETY COUNCIL	&CO. / NOA, Copenhagen / NEW LAND, London	UNITED KINGDOM	NEW LAND, London
THE LIFT	WINAMAX	ONLINE SPORT BETTING	TBWA, Paris	FRANCE	WANDA PRODUCTOINS, Saint-denis / ELSE, Paris
BRIDE ARMOUR	CARLING BLACK LABEL	CARLING BLACK LABEL	DARLING FILMS, Sandhurst	SOUTH AFRICA	DARLING FILMS, Sandhurst
FACEBOOK 'LONGBOARD FAMILY'	META / FACEBOOK	FACEBOOK APP	DROGAS, PART OF ACCENTURE SONG, New York / OBJECT & ANIMAL, London	UNITED KINGDOM	OBJECT & ANIMAL, London
ESCAPE FROM THE OFFICE	APPLE	APPLE	APPLE, Cupertino / SMUGGLER, Central La	USA	SMUGGLER, Central La
RENAULT KANGOO VAN 3E OPEN FOR BIG THINGS	RENAULT	RENAULT KANGOO VAN	PUBLICIS CONSEIL, Paris	FRANCE	DIPLOMATS, Paris / B2Y, Sofia
THE DREAM	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, AMC NETWORKS, DKV, DUREX, BAVIERA, FEPM)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DOB SPAIN, Madrid	SPAIN	LANDIA, Madrid / THE OMS, Madrid
TRUTH TAKES A JOURNALIST	NEW YORK TIMES	NEW YORK TIMES	DROGAS, PART OF ACCENTURE SONG, New York / SOMESUCH, London	UNITED KINGDOM	SOMESUCH, London
SUPER.HUMAN.	PARALYMPICS / C4	PARALYMPICS	4CREATIVE, London / SOMESUCH, London	UNITED KINGDOM	SOMESUCH, London / SERIAL PICTURES, New York
SONHO	NEGO BALA	MUSIC VIDEO	AKQA COALA LAB, Sao Paulo / STINK FILMS, S3o Paulo	BRAZIL	STINK FILMS, S3o Paulo
CONVERGENCE STATION	MEOW WOLF	MEOW WOLF	WIEDEN+KENNEDY, Portland / BISCUIT FILMWORKS, Los Angeles	USA	BISCUIT FILMWORKS, Los Angeles
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE   GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	SMUGGLER, New York
SHOT ON IPHONE 13 PRO - THE COMEBACK	APPLE	IPHONE 13 PRO / CHINESE NEW YEAR	TBWA/MEDIA ARTS LAB, Shanghai	CHINA	LUNAR FILMS, Shanghai
FLIP	B&Q	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	PULSE FILMS, London
DONT EVER LEAVE ME	LACTA	LACTA	OGILVY, Athens	GREECE	FOSS PRODUCTIONS, Athens
GET SMOOTH AGAIN	KLARNA	KLARNA	NORD DDB, Stockholm / KLARNA IN HOUSE, Stockholm	SWEDEN	CAVIAR, London
DETECTIVES	APPLE	IPHONE 13 PRO	APPLE, Cupertino / O POSITIVE LLC, Santa Monica	USA	O POSITIVE LLC, Santa Monica
MASTER JI	BYJU'S	BYJU'S - THE LEARNING APP	THINK AND LEARN PVT LTD., Bengaluru	INDIA	DORA DIGS, Mumbai
NO COMPLY	META	SOCIAL MEDIA PLATFORM	DROGAS, PART OF ACCENTURE SONG, New York / META, New York	USA	RESET CONTENT, Los Angeles
THE MISSING CHAPTER	PROCTER & GAMBLE	WHISPER INDIA	LEO BURNETT, Mumbai / OFFROAD FILMS, Mumbai	INDIA	OFFROAD FILMS, Mumbai
<b>A02 (Script)</b>					
DAY AFTER DAY	WHITE RIBBON	PSA	BENSIMON BYRNE, Toronto	CANADA	UNTITLED FILMS, Toronto
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST, Berlin / SPARK MARKETING ENTERTAINMENT, Hamburg / BLOOMCASTING, Berlin
THIS IS OUR BBC	BBC	BBC	BBC CREATIVE, London	UNITED KINGDOM	ACADEMY FILMS, London
LIFE IS BUT A DREAM	APPLE	IPHONE 13 PRO	A MOHO FILM, Seoul / APPLE, Cupertino	SOUTH KOREA	A MOHO FILM, Seoul / APPLE, Cupertino
DETECTIVES	APPLE	IPHONE	APPLE, Cupertino	USA	O POSITIVE, New York
LOVE, LAWYERS, AND THE GOVERNMENT	FAMILY EQUALITY	FAMILY EQUALITY	TBWA/CHIATDAY, New York	USA	TBWA/CHIATDAY, New York / FURLINED, Santa Monica
ESCAPE FROM THE OFFICE	APPLE	APPLE	APPLE, Cupertino / SMUGGLER, Central La	USA	SMUGGLER, Central La
TOLL BOOTH	WAKA KOTAH I NZ TRANSPORT AGENCY	ROAD TO ZERO CAMPAIGN (ROAD SAFETY AWARENESS)	FCB NEW ZEALAND, Auckland	NEW ZEALAND	3&7, Auckland
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	MCCANN, Stockholm	SWEDEN	MRM, Bucharest / COLONY, Stockholm / FLX 2.0, Stockholm
EVEN MORE CONFUSING TIMES	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BLUR FILMS, Madrid / WE ARE SICARIOS STUDIO, Sao Paulo / PICKLE MUSIC, New York
SHOT ON IPHONE 13 PRO - THE COMEBACK	APPLE	IPHONE 13 PRO / CHINESE NEW YEAR	TBWA/MEDIA ARTS LAB, Shanghai	CHINA	LUNAR FILMS, Shanghai
<b>A03 (Casting)</b>					
CURE THE CARE SYSTEM	ALZHEIMER'S SOCIETY	ALZHEIMER'S SOCIETY	ENGINE, London	UNITED KINGDOM	ACADEMY FILMS, London
CARE LIVES ON #TOUCHOFCARE	VICKS INDIA	#TOUCHOFCARE	PUBLICIS SINGAPORE, Singapore / MEMESYS CULTURE LAB, Bamololim	INDIA	MEMESYS CULTURE LAB, Bamololim
ONE	WHATS APP	WHATS APP	ICONOCLAST, Berlin / BBDO, San Francisco	GERMANY	ICONOCLAST, Berlin
NINI SKYE, LIVE AND LET LIVE	MONTEFIORE EINSTEIN	HOSPITAL SYSTEM	ALTO NEW YORK, Brooklyn	USA	RADICAL MEDIA, New York
BBC CHRISTMAS 2021	BBC	BBC	BBC CREATIVE, London	UNITED KINGDOM	OUTSIDER, London
ESCAPE FROM THE OFFICE	APPLE	APPLE	APPLE, Cupertino / SMUGGLER, Central La	USA	SMUGGLER, Central La
FTX LARRY DAVID: DON'T MISS OUT	FTX	FTX3E'S CRYPTO TRADING PLATFORM	DENTSU MCGARRYBOWEN, New York / FTX, Berkeley	USA	PARTIZAN ENTERTAINMENT, Los Angeles
#WETHE15	INTERNATIONAL PARALYMPIC COMMITTEE	WETHE15	ADAM&EVEDDB, London	UNITED KINGDOM	PENTAGRAM DESIGN, London / PULSE FILMS, London / CAIN & ABEL, London / KING HENRY LTD, London
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE   GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	SMUGGLER, New York
REVERSE SELFIE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	INDEPENDENT, London
MASTER JI	BYJU'S	BYJU'S - THE LEARNING APP	THINK AND LEARN PVT LTD., Bengaluru	INDIA	DORA DIGS, Mumbai
THE MISSING CHAPTER	PROCTER & GAMBLE	WHISPER INDIA	LEO BURNETT, Mumbai / OFFROAD FILMS, Mumbai	INDIA	OFFROAD FILMS, Mumbai
<b>A04 (Production Design / Art Direction)</b>					

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CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
FIND YOUR OWN WAY	OTSUKA PHARMACEUTICAL CO., LTD.	POCARI SWEAT	DENTSU INC., Tokyo	JAPAN	SPOON INC., Tokyo
CAN'T NEGOTIATE THE MELTING POINT OF ICE	WWF	WWF ARCTIC PROGRAMME	NOMINT, London	UNITED KINGDOM	NOMINT, London
AN UNLIKELY FRIENDSHIP	PRIME VIDEO	PRIME VIDEO	SOMOS CYW S.L., Madrid / PRIME VIDEO, London	UNITED KINGDOM	BLUR FILMS, Madrid / BALLAD, Frederiksberg / ZELIG SOUND, London
HOW HOMEMADE IS MADE	INSTACART	INSTACART	GOODYBY SILVERSTEIN & PARTNERS, San Francisco	USA	RESET CONTENT, Los Angeles
DON'T MISS OUT	FTX	FTX CRYPTOCURRENCY TRADING PLATFORM	DENTSU MCGARRYBOWEN, Chicago / PARTIZAN ENTERTAINMENT, Los Angeles	USA	PARTIZAN ENTERTAINMENT, Los Angeles
*FUTURE 2021* Â€ THE CONCEPT EGG	MERCEDES-BENZ	CONCEPT EGG	ANTONI HOLDING GMBH, Berlin	GERMANY	ANORAK, Berlin
IMMORTAL G-CLASS	MERCEDES-BENZ	G-CLASS	ANTONI HOLDING GMBH, Berlin	GERMANY	ANORAK, Berlin
WE WILL BECOME BETTER	LGBTNET.ORG	LGBT NETWORK	HALAL, Amsterdam	THE NETHERLANDS	HALAL, Amsterdam
MAKE IT AMAZING	AMDOCS	AMDOCS	MCCANN ENTERPRISE, London / MCCANN, Tel Aviv	UNITED KINGDOM	RABEL PRODUCTIONS, Tel Aviv
ONE	WHATS APP	WHATS APP	ICONOCLAST, Berlin / BBDO, San Francisco	GERMANY	ICONOCLAST, Berlin
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE PRODUCTS	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	UNITED KINGDOM	NEXUS STUDIOS, London / THE ELEMENTS MUSIC, London
SHOT ON IPHONE 13 PRO - HOLLYWOOD IN YOUR POCKET	APPLE	IPHONE 13 PRO	TBWA MEDIA ARTS LAB, Los Angeles	USA	SMUGGLER, Central La
SHOT ON IPHONE 'LIFE IS BUT A DREAM'	APPLE	IPHONE 13 PRO	APPLE, Cupertino / A MOHO FILM, Seoul	USA	A MOHO FILM, Seoul / TBWA MEDIA ARTS LAB, Los Angeles
ESCAPE FROM THE OFFICE	APPLE	APPLE	APPLE, Cupertino / SMUGGLER, Central La	USA	SMUGGLER, Central La
ORANGE Â€ TOGETHER SEASON	ORANGE	TOGETHER SEASON	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION, Paris
RENAULT KANGOO VAN Â€ OPEN FOR BIG THINGS	RENAULT	RENAULT KANGOO VAN	PUBLICIS CONSEIL, Paris	FRANCE	DIPLOMATS, Paris / B2Y, Sofia
THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	ZAUBERBERG PRODUCTIONS GMBH, Berlin
EVERY HOME	TELEFONICA GERMANY / O2 DEUTSCHLAND	QA, MY HOME	SERVICEPLAN GERMANY, Munich	GERMANY	REKORDER, Berlin
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN, Los Angeles / NEIL DACOSTA PHOTOGRAPHY, Portland, Or
PROJECT MAGNES	MICROSOFT XBOX	HALO INFINITE	215 MCCANN, San Francisco / BISCUIT FILMWORKS, Los Angeles	USA	BISCUIT FILMWORKS, Los Angeles
SHOT ON IPHONE 13 PRO - THE COMEBACK	APPLE	IPHONE 13 PRO / CHINESE NEW YEAR	TBWA MEDIA ARTS LAB, Shanghai	CHINA	LUNAR FILMS, Shanghai
FLIP	B&Q	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	PULSE FILMS, London
RENEW	RENAULT	RENAULT VO	PUBLICIS CONSEIL, Paris / HENRY, Paris	FRANCE	HENRY, Paris
JUST SEND IT	WHATSAPP INC.	WHATSAPP	BBDO, San Francisco	GERMANY	SMUGGLER, London
<b>A05 (Cinematography)</b>					
DRIVE2EXTREMES	PORSCHE	TAYCAN CROSS TURISMO	KEKO FZ-LLC, Dubai	UNITED ARAB EMIRATES	STOKED FILMS, Dubai
*FUTURE 2021* Â€ THE CONCEPT EGG	MERCEDES-BENZ	CONCEPT EGG	ANTONI HOLDING GMBH, Berlin	GERMANY	ANORAK, Berlin
ONE	WHATS APP	WHATS APP	ICONOCLAST, Berlin / BBDO, San Francisco	GERMANY	ICONOCLAST, Berlin
ONCE UPON A TIME EVERYWHERE	FACEBOOK	OCULUS	DROGAS, PART OF ACCENTURE SONG, New York / MJZ, Los Angeles	USA	MJZ, Los Angeles
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST, Berlin
THE CRY	30 MILLIONS D'AMIS FONDATION	NON PROFIT	ALTMANN + PACREAU, Paris	FRANCE	QUAD PRODUCTIONS, Paris
THE LIFT	WINAMAX	ONLINE SPORT BETTING	TBWA, Paris	FRANCE	WANDA PRODUCTIONS, Saint-denis / ELSE, Paris
SHOT ON IPHONE 13 PRO - HOLLYWOOD IN YOUR POCKET	APPLE	IPHONE 13 PRO	TBWA MEDIA ARTS LAB, Los Angeles	USA	SMUGGLER, Central La
BURBERRY 'OPEN SPACES'	BURBERRY	BURBERRY	THE RIFF RAFF, London	UNITED KINGDOM	THE RIFF RAFF, London
ESCAPE FROM THE OFFICE	APPLE	APPLE	APPLE, Cupertino / SMUGGLER, Central La	USA	SMUGGLER, Central La
A NEW WORLD OF COCKTAILS	DIAGEO	CROWN ROYAL CANS	ANOMALY, New York	USA	ICONOCLAST, Los Angeles / SHELTER FILM, Kyiv
BROTHERS	TOYOTA	TOYOTA	SAATCHI & SAATCHI, Los Angeles / DENTSU INC., Tokyo	USA	SAATCHI & SAATCHI, Los Angeles / PARK PICTURES, Santa Monica / CAPITAL MEDIA COMPANY, Vancouver
HOLY NIGHT SHIFT	ALDI NORD & ALDI SÄCED	ALDI	MCCANN, DÄsseldorf	GERMANY	TEMPOMEDIA, Hamburg
UNTETHERED	ON	ON	ANDY FACKRELL, Sydney / ON RUNNING, Zurich	SWITZERLAND	LITTLE MINX, Los Angeles
FLIP	B&Q	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	PULSE FILMS, London
<b>A06 (Use of Original Music)</b>					
SUPERMARC	EDEKA	PRODUCT DIVERSITY	JUNG VON MATT AG, Hamburg / EDEKA ZENTRALE AG & CO. KG, Hamburg / WHITE HORSE MUSIC, Hamburg	GERMANY	JUNG VON MATT AG, Hamburg / EDEKA ZENTRALE AG & CO. KG, Hamburg / ZAUBERBERG PRODUCTIONS GMBH, Berlin / WHITE HORSE MUSIC, Hamburg
WHITE RIBBON DOCUMENTARY	WHITE RIBBON	WHITE RIBBON CAMPAIGN	BENSIMON BYRNE, Toronto / NARRATIVE, Toronto / ONEMETHOD (A DIVISION OF BENSIMON BYRNE), Toronto	CANADA	BERKELEY, Toronto / SOFT CITIZEN, Toronto
UNMUTE - LOUDER THAN DECIBELS	POLISH ASSOCIATION OF THE DEAF	UNMUTE - THE FIRST DEAF BAND IN POLAND	CHANGE SERVICEPLAN, Warsaw	POLAND	CHANGE SERVICEPLAN, Warsaw / FILM PRODUKCJA, Warsaw
BLACK-OWNED FRIDAY 2021	GOOGLE	GOOGLE SMALL BUSINESS	GOOGLE, New York / BBH USA, New York	USA	BBH USA, New York / ANONYMOUS CONTENT, Los Angeles
OCTOBER EVENT OPENER - START UP - 45 YEARS OF APPLE SOUNDS	APPLE	EVENT OPENER	TBWA MEDIA ARTS LAB, Los Angeles	USA	IMPERIAL WOODPECKER LLC, Los Angeles
FRITSJE THE WOODEN CUCKOO BIRD	DUTCH STATE LOTTERY	NEW YEARÄ™S EVE DRAW	TBWAINEBOKO, Amsterdam / MEN IN GREEN, Hilversum	THE NETHERLANDS	TBWAINEBOKO, Amsterdam / MEN IN GREEN, Hilversum / BACON, Copenhagen / CZAR, Amsterdam
<b>A07 (Use of Licensed / Adapted Music)</b>					
AN UNLIKELY FRIENDSHIP	PRIME VIDEO	PRIME VIDEO	SOMOS CYW S.L., Madrid / PRIME VIDEO, London	UNITED KINGDOM	BLUR FILMS, Madrid / BALLAD, Frederiksberg / ZELIG SOUND, London
SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	SOMESUCH, London
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST, Berlin
DOINÄ™ LAPS	APPLE	IPHONE	APPLE, Sunnyvale	USA	SOMESUCH, London
FUMBLE	APPLE	IPHONE	APPLE, Cupertino	USA	SOMESUCH, London
BOYS DO CRY	GOTCHA4LIFE FOUNDATION	N/A	THE HALLWAY, Sydney	AUSTRALIA	GOOD OIL FILMS, Sydney / UNCANNY VALLEY, Sydney / HEIRESS FILMS, Sydney
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE   GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	SMUGGLER, New York
<b>A08 (Achievement in Production)</b>					

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
CAN'T NEGOTIATE THE MELTING POINT OF ICE	WWF	WWF ARCTIC PROGRAMME	NOMINT, London	UNITED KINGDOM	NOMINT, London
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN, Los Angeles / NEIL DACOSTA PHOTOGRAPHY, Portland, Or
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	MCCANN, Stockholm	SWEDEN	MRM, Bucharest / COLONY, Stockholm / FLX 2.0, Stockholm
SHOT ON IPHONE 13 PRO - THE COMEBACK	APPLE	IPHONE 13 PRO / CHINESE NEW YEAR	TBWA/MEDIA ARTS LAB, Shanghai	CHINA	LUNAR FILMS, Shanghai
FLIP	B&Q	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	PULSE FILMS, London
<b>B01 (Editing)</b>					
CHANNEL 4 PARALYMPICS "SUPER. HUMAN."	CHANNEL 4	TOKYO PARALYMPICS 2021	4CREATIVE, London / FINAL CUT, London	UNITED KINGDOM	SOMESUCH, London
JUST SEND IT	WHATSAPP INC.	WHATSAPP	BBDO, San Francisco	GERMANY	SMUGGLER, London
JORDAN	NEW YORK TIMES	NEW YORK TIMES	DROGAS, PART OF ACCENTURE SONG, New York / CUT+RUN, New York	USA	LFR PRODUCTIONS, New York
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST, Berlin
THE NEW YORK TIMES "THE TRUTH TAKES A JOURNALIST"	THE NEW YORK TIMES	THE NEW YORK TIMES	DROGAS, PART OF ACCENTURE SONG, New York / FINAL CUT, New York	USA	SOMESUCH, Los Angeles
THIS IS OUR BBC	BBC	BBC	BBC CREATIVE, London	UNITED KINGDOM	ACADEMY FILMS, London
SUNSHINE, ANYTIME	CORONA	CORONA SUNBREW	DAVID, Miami / MJZ, Los Angeles	USA	MJZ, Los Angeles
SHOT ON IPHONE 13 PRO - HOLLYWOOD IN YOUR POCKET	APPLE	IPHONE 13 PRO	TBWA/MEDIA ARTS LAB, Los Angeles	USA	SMUGGLER, Central La
SKATE NATION GHANA	FACEBOOK	FACEBOOK	DROGAS, PART OF ACCENTURE SONG, New York / CUT+RUN, New York	USA	LOVE SONG, New York
ESCAPE FROM THE OFFICE	APPLE	APPLE	APPLE, Cupertino / SMUGGLER, Central La	USA	SMUGGLER, Central La
NIKE - 'NEW GIRL   PLAY NEW'	NIKE	NIKE	WIEDEN+KENNEDY, Tokyo / BWGTBLD, Berlin	GERMANY	BWGTBLD, Berlin
VIRUS	THE NON-VIOLENCE PROJECT FOUNDATION	THE NON-VIOLENCE PROJECT FOUNDATION	ANA'NIMO, Mexico City / THE NON-VIOLENCE PROJECT FOUNDATION, GenA ve	SWITZERLAND	ORIENTAL FILMS, Mexico City
REVERSE SELFIE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	INDEPENDENT, London
NO COMPLY	META	FACEBOOK	DROGAS, PART OF ACCENTURE SONG, New York / WORK EDITORIAL, New York	USA	RESET CONTENT, Los Angeles
THE MISSING CHAPTER	PROCTER & GAMBLE	WHISPER INDIA	LEO BURNETT, Mumbai / OFFROAD FILMS, Mumbai	INDIA	OFFROAD FILMS, Mumbai
<b>B02 (Colour Correction / Grading)</b>					
GET SMOOTH AGAIN	KLARNA	KLARNA	NORD DDB, Stockholm / KLARNA IN HOUSE, Stockholm	SWEDEN	CAVIAR, London
SCIENCE WILL WIN 2022	PFIZER	PFIZER	GREY, New York / MJZ, Los Angeles	USA	MJZ, Los Angeles
NEW YEAR'S EVE	WHATSAPP	WHATSAPP	BBDO, Berlin / COMPANY 3, Los Angeles	USA	ICONOCLAST, Berlin
<b>B03 (Sound Design)</b>					
MACHINE-GUN MOUTH	BATTLEGROUND MOBILE INDIA - KRAFTON UBISFOT	BATTLEGROUND MOBILE INDIA	DBB MUDRA, Mumbai / EARLY MAN FILM PVT LTD, Mumbai	INDIA	EARLY MAN FILM PVT LTD, Mumbai
CHICHARRA'N RUN	UBISFOT	FAR CRY 6	DBB, Paris / MACHINE SOUND LONDON, London	UNITED KINGDOM	STINK STUDIOS, Paris / IMPORTANT LOOKING PIRATES, Stockholm
"FUTURE 2021" A€ THE CONCEPT EOG	MERCEDES-BENZ	CONCEPT EOG	ANTONI HOLDING GMBH, Berlin	GERMANY	ANORAK, Berlin
IMMORTAL G-CLASS	MERCEDES-BENZ	G-CLASS	ANTONI HOLDING GMBH, Berlin	GERMANY	ANORAK, Berlin
AUDIKA - LOVE YOUR EARS	AUDIKA	AUDIKA	&CO. / NOA, Copenhagen / NEW LAND, London	UNITED KINGDOM	NEW LAND, London
DAY AFTER DAY	WHITE RIBBON	PSA	BENSIMON BYRNE, Toronto	CANADA	UNTITLED FILMS, Toronto
KFC CINEMA	KFC FRANCE	CHICKEN	HAVAS PARIS, Puteaux	FRANCE	ALLSO, Paris
FOREVER WE FIGHT	MICROSOFT XBOX	HALO	215 MCCANN, San Francisco / LIME STUDIOS, Santa Monica	USA	RESET CONTENT, Los Angeles
ONE	WHATS APP	WHATS APP	ICONOCLAST, Berlin / BBDO, San Francisco	GERMANY	ICONOCLAST, Berlin
THE TRUTH TAKES A JOURNALIST	NEW YORK TIMES	NEW YORK TIMES	DROGAS, PART OF ACCENTURE SONG, New York / WAVE STUDIOS, New York	USA	SOMESUCH, London
SPOTLIGHT	MASTERCARD	MASTERCARD TOUCH CARD	MCCANN, New York / MJZ, Los Angeles	USA	MJZ, Los Angeles
INDEPENDENCE	THE NEW YORK TIMES	THE NEW YORK TIMES	DROGAS, PART OF ACCENTURE SONG, New York / WAVE STUDIOS, New York	USA	LFR PRODUCTIONS, New York
WE THE CULTURE "KEMBA"	META	FACEBOOK'S "WE THE CULTURE"	CREATIVE X, META, Menlo Park / RAPHAEL AJUELOS STUDIOS, Los Angeles	USA	PARK PICTURES, New York
OCTOBER EVENT OPENER - START UP - 45 YEARS OF APPLE SOUNDS	APPLE	EVENT OPENER	TBWA/MEDIA ARTS LAB, Los Angeles	USA	IMPERIAL WOODPECKER LLC, Los Angeles
SKATE NATION GHANA	META (FORMERLY FACEBOOK)	META (FORMERLY FACEBOOK)	DROGAS, PART OF ACCENTURE SONG, New York / BARKING OWL, Los Angeles	USA	LOVE SONG, Los Angeles
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN, Los Angeles / NEIL DACOSTA PHOTOGRAPHY, Portland, Or
SEEING RED	HEY GIRLS	HEY GIRLS - BUY ONE GIVE ONE PERIOD PRODUCTS	ADAM&EVE/DBB, London	UNITED KINGDOM	PRETTYBIRD, London
THE ORCHESTRA OF LIFE	YDUQS	IDOMED - INSTITUTO DE EDUCAAÇÃO MÃS-DICA	SUNO UNITED CREATORS, Sao Paulo	BRAZIL	BIRDS ON THE WIRES, Sao Paulo
LIGHTBRINGERS	MICROSOFT XBOX	HALO INFINITE	215 MCCANN, San Francisco / BISCUIT FILMWORKS, Los Angeles	USA	BISCUIT FILMWORKS, Los Angeles
<b>B04 (Animation)</b>					
WHAT COLOR FOR TOMORROW	HANWHA	HANWHA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA	
CAN'T NEGOTIATE THE MELTING POINT OF ICE	WWF	WWF ARCTIC PROGRAMME	NOMINT, London	UNITED KINGDOM	NOMINT, London
ALINE - THE FRENCH DISPATCH	WES ANDERSON - FOX SEARCHLIGHT PICTURES	ALINE - THE FRENCH DISPATCH	FOX NETWORKS, Los Angeles / WETRANSFER, Amsterdam	UNITED KINGDOM	FOX NETWORKS, Los Angeles / OPAL FILMS, Paris
WASTEMINSTER - A DOWNING STREET DISASTER	GREENPEACE UK	GREENPEACE UK	STUDIO BIRTHPLACE, Klang / METHODMADNESS, Singapore	SINGAPORE	METHODMADNESS, Singapore / UK PARK VILLAGE, London / STUDIO BIRTHPLACE, Klang
EXTREME BY NATURE	BBC SPORT	WINTER OLYMPICS	BBC CREATIVE, London	UNITED KINGDOM	BLINKINK, London
TOMORROW WANTS ITS CAR BACK	HYUNDAI	HYUNDAI TUCSON	INNOCEAN WORLDWIDE AUSTRALIA, Sydney / MJZ, Los Angeles	USA	MJZ, Los Angeles / SCOUNDRIL, Sydney
PURR & GRRR	À KODA UK	À KODA ENYAQ	FALLON, London / LEO BURNETT, London	UNITED KINGDOM	ACADEMY FILMS, London
IMAGINARY IGGY	MCDONALD'S	MCDONALD'S CHRISTMAS CAMPAIGN	LEO BURNETT, London	UNITED KINGDOM	OBJECT & ANIMAL, London
THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	ZAUBERBERG PRODUCTIONS GMBH, Berlin
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London
RESIDENT EVIL VILLAGE	CAPCOM	RESIDENT EVIL	JAPAN, Osaka / PLATIGE IMAGE, Warsaw	POLAND	PLATIGE IMAGE, Warsaw

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SHORTLIST

# Film Craft Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
<b>B05 (Visual Effects)</b>					
AN UNLIKELY FRIENDSHIP	PRIME VIDEO	PRIME VIDEO	SOMOS CYW S.L., Madrid / PRIME VIDEO, London	UNITED KINGDOM	BLUR FILMS, Madrid / BALLAD, Frederiksberg / ZELIG SOUND, London
OPEN SPACES	BURBERRY	BURBERRY	THE RIFF RAFF, London / THE MILL, London	UNITED KINGDOM	THE RIFF RAFF, London
THE RESET	VERIZON	VERIZON	MADWELL, Brooklyn / THE MILL, London	UNITED KINGDOM	INDEPENDENT MEDIA, Culver City
THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	ZAUBERBERG PRODUCTIONS GMBH, Berlin
B&Q - FLIP	B&Q	B&Q	UNCOMMON CREATIVE STUDIO, London / ELECTRIC THEATRE COLLECTIVE, London	UNITED KINGDOM	PULSE FILMS, London