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WINNERS

Creative Data Lions

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 CANNES LIONS

 In Partnership with **The B²B Institute**
 A LinkedIn think tank

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Data-enhanced Creativity)						
SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	GOLD LION	GOLD LION
A02 (Data-driven Targeting)						
HETZJAEGER, ANTIFASCIST ALGORITHMS.	LAUT GEGEN NAZIS E.V.	HETZJAEGER	PHILIPP UND KEUNTJE, Hamburg	GERMANY	GOLD LION	GOLD LION
AAMI REST TOWNS	AAMI	AAMI CAR INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA	BRONZE LION	BRONZE LION
VODACOM ANTI-HIJACK AD'S	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA	BRONZE LION	BRONZE LION
A03 (Data-driven Consumer Product)						
DATA TIENDA	WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City / DDB MEXICO, Ciudad De México	MEXICO	GRAND PRIX	GRAND PRIX
MUSIC LIBERATES MUSIC MIXTAPE	BACARDI	BACARDI	BBDO, New York	USA	BRONZE LION	BRONZE LION
A04 (Data Storytelling)						
THE DAY-AFTER-WOMEN'S-DAY NEWSPAPERS	RAPARIGAS DA BOLA	RAPARIGAS DA BOLA	HAVAS, Lisbon	PORTUGAL	BRONZE LION	BRONZE LION
A05 (Data Visualisation)						
THE BLACK ELEVATION MAP	BLACK & ABROAD	THE BLACK ELEVATION MAP	PERFORMANCE ART, Toronto	CANADA	SILVER LION	SILVER LION
A07 (Use of Real-time Data)						
GREEN LIGHT SIGNAL	NATIONAL GRID	NATIONAL GRID	EDELMAN, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
THE REAL AIRDROP	GARENA	FREE FIRE	AKQA, São Paulo	BRAZIL	SILVER LION	SILVER LION
A08 (Social Data & Insight)						
BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL	SILVER LION	SILVER LION
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, Chicago / DDB, New York	USA	BRONZE LION	BRONZE LION
A10 (Data Integration)						
THE BLACK ELEVATION MAP	BLACK & ABROAD	THE BLACK ELEVATION MAP	PERFORMANCE ART, Toronto	CANADA	GOLD LION	GOLD LION