

# WINNERS

# Creative Commerce Lions

CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
<b>A01 (Food &amp; Drink)</b>						
FAVORITE FOOD SOY SAUCE	DENTO DESIGN KOBO INC.	SHOKUNIN-SHOYU	HAKUHODO INC., Tokyo	JAPAN	SILVER LION	SILVER LION
<b>A04 (Automotive)</b>						
VOLVO STREET CONFIGURATOR	VOLVO CAR BELUX	AI APP	FAMOUSGREY, Brussels	BELGIUM	GOLD LION	GOLD LION
<b>A08 (Consumer Services / Business to Business)</b>						
SANTANDER WE STAND	SANTANDER BANK	WE STAND FOR NEWSSTANDS	VMLY&R, São Paulo / SUNO UNITED CREATORS, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
<b>A09 (Not-for-profit / Charity / Government)</b>						
BREAKCHAINS WITH BLOCKCHAIN	CHILDREN OF FEMALE PRISONERS' ASSOCIATION	NGO	HORIZON FCB, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION
<b>B03 (Entertainment Commerce)</b>						
TRAPPED IN THE 90S	IKEA	TRAPPED IN THE 90S	McCANN SPAIN, Madrid	SPAIN	SILVER LION	SILVER LION
BLACK BUSINESS BEATS	MERCADO LIVRE (EBAZAR)	INSTITUTIONAL	GUT, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
<b>B05 (Sustainable Commerce)</b>						
THE INHERITANCE PASS	YELLOWSTONE FOREVER	YELLOWSTONE NATIONAL PARK	HAVAS, Chicago	USA	SILVER LION	SILVER LION
SMART FILL	UNILEVER	UNILEVER	VMLY&R COMMERCE INDIA, Mumbai	INDIA	GOLD LION	GOLD LION
<b>C03 (In-Store Experiences)</b>						
THE SHOWROOM HOTELS	LA REDOUTE		FRED & FARID, Paris	FRANCE	BRONZE LION	BRONZE LION
<b>C04 (Customer Acquisition &amp; Retention)</b>						
TRAPPED IN THE 90S	IKEA	TRAPPED IN THE 90S	McCANN SPAIN, Madrid	SPAIN	BRONZE LION	BRONZE LION
DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	SILVER LION	SILVER LION
<b>C05 (New Realities)</b>						
THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	BRONZE LION	BRONZE LION
<b>C06 (Brand Strategy)</b>						
THIGHSTOP	WINGSTOP	FOOD	LEO BURNETT, Chicago	USA	GRAND PRIX	GRAND PRIX
<b>D01 (Holistic Journey Design)</b>						
THE EYE TRACKER	SUPERMAX ONLINE	SUPERMAX SUPERMARKETS	DE LA CRUZ OGILVY, Guaynabo	PUERTO RICO	BRONZE LION	BRONZE LION
<b>D03 (Payment Solutions)</b>						
JERSEY PAY	CORONA	CORONA EXTRA, CORONA LIGHT, CORONA ZERO ALCOHOL	VMLY&R COMMERCE MEXICO, Mexico City	MEXICO	BRONZE LION	BRONZE LION
<b>E02 (Social Behaviour &amp; Cultural Insight)</b>						
SHAGUN KA LIFAFA	UJJIVAN SMALL FINANCE BANK	PROMOTING JOINT ACCOUNTS AMONG WOMEN	McCANN INDIA, Mumbai	INDIA	GOLD LION	GOLD LION
<b>E04 (Corporate Purpose &amp; Social Responsibility)</b>						
GEAR UP	BANK OF MONTREAL	BANK OF MONTREAL	FCB CANADA, Toronto	CANADA	BRONZE LION	BRONZE LION