

SHORTLIST

Creative Business Transformation Lions

 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Experience Transformation)				
DIIA	MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE	DIIA	FEDORIV AGENCY, Kyiv / MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE, Kyiv	UKRAINE
A CHAT AWAY FROM EVERYTHING	ITAU BANK	ITAU CHAT ACCOUNT	GREY ARGENTINA, Buenos Aires	ARGENTINA
A02 (Marketing Technology for Growth)				
VOLVO STREET CONFIGURATOR	VOLVO CAR BELUX	AI APP	FAMOUSGREY, Brussels	BELGIUM
A03 (Targeting, Insights & Personalisation)				
THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU
A04 (Creative Application of Emerging Technology)				
LU FROM MAGALU	MAGAZINE LUIZA	CORPORATE IMAGE	OGILVY, São Paulo / MAGAZINE LUIZA, São Paulo	BRAZIL
THE PREVENTION GRID	SCE	SOUTHERN CALIFORNIA EDISON	DELOITTE DIGITAL, New York	USA
B01 (Operational Transformation)				
PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA
FROM HYDRO TO CRYPTO	DATA CENTER CR	DATA CENTER CR	INTERACTION, San José	COSTA RICA
WIDEN THE SCREEN: THE PROGRAM	P&G	N/A	GREY, New York	USA
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY
B02 (Brand Purpose & Impact)				
PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA
ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA
THE BUDWEISER ENERGY COLLECTIVE	BUDWEISER	THE ENERGY COLLECTIVE	REVOLT, London / AB INBEV, New York	USA
THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU
SMART FILL	UNILEVER	UNILEVER	VMLY&R COMMERCE INDIA, Mumbai	INDIA
NO TO NORMAL	UNILEVER	UNILEVER	EDELMAN, London	UNITED KINGDOM
B04 (New Relationship Models)				
A CHAT AWAY FROM EVERYTHING	ITAU BANK	ITAU CHAT ACCOUNT	GREY ARGENTINA, Buenos Aires	ARGENTINA
B05 (End-to-end Transformation)				
HOW CREATIVITY HELPED AB INBEV TO GROW	AB INBEV	AB INBEV	AB INBEV, New York	USA
C01 (Product)				
PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA
ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA
SUNBREW	CORONA	CORONA SUNBREW	DAVID, Miami	USA
C02 (Service Design)				
DIIA	MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE	DIIA	FEDORIV AGENCY, Kyiv / MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE, Kyiv	UKRAINE
D01 (Venture Models & Corporate Innovation)				
THE BUDWEISER ENERGY COLLECTIVE	BUDWEISER	THE ENERGY COLLECTIVE	REVOLT, London / AB INBEV, New York	USA