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WINNERS

Creative Strategy Lions

22



CANNES LIONS

In Partnership with



Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Food & Drink)						
DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	GOLD LION	GOLD LION
A02 (Consumer Goods)						
THE SMILE THAT CHANGED AN INDUSTRY	COLGATE PALMOLIVE	COLGATE	VMLY&R, Paris / RED FUSE, Paris	FRANCE	SILVER LION	SILVER LION
A03 (Healthcare)						
SICK BEATS	WOOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	SILVER LION	SILVER LION
A05 (Retail)						
THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-Saint-Jean	BELGIUM	GRAND PRIX	GRAND PRIX
A06 (Travel / Leisure)						
DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN	SILVER LION	SILVER LION
SNCF - HEXAGONAL	SNCF	HEXAGONAL	PUBLICIS CONSEIL, Paris	FRANCE	BRONZE LION	BRONZE LION
B02 (Audience Insight)						
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	COX COMMUNICATIONS, Atlanta / 180LA	USA	BRONZE LION	BRONZE LION
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	BIKE HELMET AWARENESS	&Co. / NoA, Copenhagen	DENMARK	BRONZE LION	BRONZE LION
C02 (Breakthrough on a Budget)						
DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN	GOLD LION	GOLD LION
EMPTY CHAIRS	BØRNS VIKAR	BØRNS VILKAR	UNCLE GREY, Copenhagen	DENMARK	BRONZE LION	BRONZE LION
C04 (Long-term Strategy)						
CDSS LONG TERM	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	GOLD LION	GOLD LION
C05 (Corporate Purpose & Social Responsibility)						
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY	SILVER LION	SILVER LION
D01 (Brave Brands)						
THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-Saint-Jean	BELGIUM	SILVER LION	SILVER LION
D02 (Collaboration)						
CRIME INTERRUPTED	AUSTRALIAN FEDERAL POLICE	AUSTRALIAN FEDERAL POLICE RECRUITMENT	HOST HAVAS, Sydney	AUSTRALIA	SILVER LION	SILVER LION
SHUTTER ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	BRONZE LION	BRONZE LION
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
STEVENAGE CHALLENGE	BURGER KING	RESTAURANTS	DAVID, Madrid / DAVID, Miami	SPAIN	BRONZE LION	BRONZE LION
E01 (Products / Services)						
SICK BEATS	WOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	BRONZE LION	BRONZE LION
OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA	BRONZE LION	BRONZE LION