

WINNERS

Creative Business Transformation Lions

CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A04 (Creative Application of Emerging Technology)						
THE PREVENTION GRID	SCE	SOUTHERN CALIFORNIA EDISON	DELOITTE DIGITAL, New York	USA	GOLD LION	GOLD LION
B01 (Operational Transformation)						
PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	GRAND PRIX	GRAND PRIX
WIDEN THE SCREEN: THE PROGRAM	P&G	N/A	GREY, New York	USA	BRONZE LION	BRONZE LION
B02 (Brand Purpose & Impact)						
THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	BRONZE LION	BRONZE LION
SMART FILL	UNILEVER	UNILEVER	VMLY&R COMMERCE INDIA, Mumbai	INDIA	BRONZE LION	BRONZE LION
B04 (New Relationship Models)						
A CHAT AWAY FROM EVERYTHING	ITAÚ BANK	ITAÚ CHAT ACCOUNT	GREY ARGENTINA, Buenos Aires	ARGENTINA	SILVER LION	SILVER LION
B05 (End-to-end Transformation)						
HOW CREATIVITY HELPED AB INBEV TO GROW	AB INBEV	AB INBEV	AB INBEV, New York	USA	SILVER LION	SILVER LION
C02 (Service Design)						
DIIA	MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE	DIIA	FEDORIV AGENCY, Kyiv / MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE, Kyiv	UKRAINE	BRONZE LION	BRONZE LION
D01 (Venture Models & Corporate Innovation)						
THE BUDWEISER ENERGY COLLECTIVE	BUDWEISER	THE ENERGY COLLECTIVE	AB INBEV, New York / REVOLT, London	USA	SILVER LION	SILVER LION