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WINNERS

Design Lions

22

 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Creation of a New Brand Identity)						
KHORTYTSIA - THE ISLAND OF A MYSTERY	KHORTYTSIA ISLAND	TOURISTIC PLACE	BICKERSTAFF.734, Kyiv	UKRAINE	BRONZE LION	BRONZE LION
RIO CARNAVAL - NEW BRAND	RIO CARNAVAL	CARNIVAL OF RIO DE JANEIRO	TATIL DESIGNING IDEAS, Rio De Janeiro	BRAZIL	GOLD LION	GOLD LION
CHORNOBYL VANISHING LOGO	STATE AGENCY OF UKRAINE ON EXCLUSION ZONE MANAGEMENT	CHORNOBYL EXCLUSION ZONE	THE OTHER LAND, Kyiv / BANDA AGENCY, Kyiv	UKRAINE	SILVER LION	SILVER LION
A02 (Rebrand / Refresh of an Existing Brand)						
WE HOCKEY	ARIZONA COYOTES	SPORTS	MULLENLOWE U.S. , Los Angeles	USA	SILVER LION	SILVER LION
NATIONAL MAGAZINE AWARDS	NATIONAL MAGAZINE AWARDS FOUNDATION	NATIONAL MAGAZINE AWARDS FOUNDATION	RETHINK, Toronto	CANADA	SILVER LION	SILVER LION
A03 (Design-driven Effectiveness)						
PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	GOLD LION	GOLD LION
THE BILLION DOLLAR COLLECTION	H&M FOUNDATION	SUSTAINABLE TRANSFORMATION OF THE FASHION INDUSTRY	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	GOLD LION	GOLD LION
#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterferhng	GERMANY	SILVER LION	SILVER LION
HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
B01 (Posters)						
BEAUTIFUL MUTATIONS	THE AD MUSEUM TOKYO / YOSHIDA HIDEO MEMORIAL FOUNDATION	D&AD AWARDS 2021 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	BRONZE LION	BRONZE LION
THE POLYGRAPH	CNN BRASIL	CNN BRASIL	ALMAPBBDO, São Paulo	BRAZIL	BRONZE LION	BRONZE LION
THE PONCHO POSTER	BRUSSELS MOBILITY	BIKE FOR BRUSSELS	MORTIERBRIGADE, Brussels	BELGIUM	BRONZE LION	BRONZE LION
B03 (Promotional Item Design)						
CO2AT	AZGARD 9	CO2AT	THIS IS PACIFICA, Porto / STREAM AND TOUGH GUY, Lisbon	PORTUGAL	GOLD LION	GOLD LION
DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	BRONZE LION	BRONZE LION
B05 (Books)						
CIRCULAR DESIGN FOR FASHION	ELLEN MACARTHUR FOUNDATION	CIRCULAR DESIGN METHODOLOGY	SID LEE, Montréal / ELLEN MACARTHUR FOUNDATION, Cowes	CANADA	BRONZE LION	BRONZE LION
PORTUGUESE (RE)CONSTITUTION	PENGUIN BOOKS	PENGUIN BOOKS	FCB, Lisbon	PORTUGAL	GRAND PRIX	GRAND PRIX
B08 (Special Editions & Bespoke Items)						
COLOURS OF PRIDE	FONDATION ÉMERGENCE	FONDATION ÉMERGENCE	RETHINK, Toronto	CANADA	BRONZE LION	BRONZE LION
CAP THE TAP	RECKITT-FINISH	DISHWASHER DETERGENT	HAVAS TURKEY, Istanbul	TURKEY	BRONZE LION	BRONZE LION
SEA LEVEL RE-BOOT	TRETORN	RAIN BOOT	FORSMAN & BODENFORS, Gothenburg	SWEDEN	SILVER LION	SILVER LION
TOUGH TURBAN	PFAFF HARLEY-DAVIDSON	PFAFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA	BRONZE LION	BRONZE LION
LESSO LESSONS	ROTO & THE MINISTRY OF HEALTH KENYA	POSTNATAL NUTRITIONAL EDUCATION	OGILVY AFRICA, Nairobi	KENYA	GOLD LION	GOLD LION
C01 (Digital Design)						
STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS GERMANY, Düsseldorf / HAVAS, New York	GERMANY	SILVER LION	SILVER LION
C03 (UX, UI & Journey Design)						
CAMERA SWITCHES	GOOGLE	GOOGLE PIXEL	GOOGLE, Mountain View / GOOGLE CREATIVE LAB, London	USA	BRONZE LION	BRONZE LION
C04 (Social Media Design)						
SPICE UP YOUR VALENTINE'S DAY	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BARS	TBWA, Paris	FRANCE	SILVER LION	SILVER LION
D01 (Retail Environment & Experience Design)						
THE TOKYO TOILET	THE NIPPON FOUNDATION	PUBLIC TOILETS	THE NIPPON FOUNDATION, Tokyo	JAPAN	SILVER LION	SILVER LION
D02 (Point of Sale, Consumer Touchpoints & In-store Collateral)						
TOUCH CARD	MASTERCARD	TOUCH CARD	MCCANN, New York	USA	SILVER LION	SILVER LION
D03 (Event Storytelling)						
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND	BRONZE LION	BRONZE LION
D04 (Spatial & Sculptural Exhibitions and Experiences)						
MOTHERLAND PRIDE	KYIVPRIDE	KYIV PRIDE EVENT	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE	BRONZE LION	BRONZE LION
E03 (Other FMCG & Consumer Durables)						
COFFEE SCRUB	7-ELEVEN	COFFEE SCRUB	CHEP NETWORK, Melbourne	AUSTRALIA	BRONZE LION	BRONZE LION
E04 (Healthcare)						
FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN GERMANY, Munich	GERMANY	BRONZE LION	BRONZE LION
E06 (Special Editions & Promotional Packaging)						
REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA	SILVER LION	SILVER LION
F01 (Consumer Technology & Homeware)						
TENO	LUMIO	TENO SPEAKER	LUMIO, San Francisco	USA	BRONZE LION	BRONZE LION
SOULFUEL™ SAFE LAMP™	CHICKEN LICKEN	CHICKEN LICKEN	JOE PUBLIC UNITED, Johannesburg	SOUTH AFRICA	BRONZE LION	BRONZE LION
F02 (Lifestyle, Fashion, Leisure, Sports & Outdoor)						
CO2AT	AZGARD 9	CO2AT	THIS IS PACIFICA, Porto / STREAM AND TOUGH GUY, Lisbon	PORTUGAL	BRONZE LION	BRONZE LION

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CANNES LIONS

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THEO CURIN X LACOSTE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BRONZE LION	BRONZE LION
NUGEN	COLGATE	TOOTHBRUSHES	VMLY&R, Cape Town	SOUTH AFRICA	BRONZE LION	BRONZE LION
F03 (Infant Products, Toys & Educational Products)						
PARA EXPANSION PACK	CANADIAN PARALYMPIC COMMITTEE	TOKYO PARALYMPIC GAMES	BBDO, Toronto	CANADA	GOLD LION	GOLD LION
F04 (Medical Products)						
SICK BEATS	WOOJER	SICK BEATS BY WOOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	BRONZE LION	BRONZE LION