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WINNERS

Mobile Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
A01 (Activation by Location)							
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	ARTISANS DU FILM, Paris / ADF L'ATELIER, Paris	SILVER LION	SILVER LION
A05 (Connected Devices / Wearables)							
WHOPPER HEIST	BURGER KING	WHOPPER	WE BELIEVERS, Brooklyn	USA	THE MOVEMENT – BY LANDIA, Chacarita	SILVER LION	SILVER LION
A07 (mCommerce)							
JERSEY PAY	CORONA	CORONA EXTRA, CORONA LIGHT, CORONA ZERO ALCOHOL	VMLY&R COMMERCE MEXICO, Mexico City	MEXICO	LITEMEX, Mexico City	SILVER LION	SILVER LION
A CHAT AWAY FROM EVERYTHING	ITAU BANK	ITAU CHAT ACCOUNT	GREY ARGENTINA, Buenos Aires	ARGENTINA	ARGENTINACINE, Buenos Aires	GOLD LION	GOLD LION
THE EYE TRACKER	SUPERMAX ONLINE	SUPERMAX SUPERMARKETS	DE LA CRUZ OGILVY, Guaynabo	PUERTO RICO	DE LA CRUZ OGILVY, Guaynabo	GOLD LION	GOLD LION
A08 (Innovative Use of Technology)							
REAL TONE — PRODUCT INNOVATION & GLOBAL CAMPAIGN	GOOGLE	REAL TONE	GOOGLE, Mountain View / T BRAND STUDIO, New York / WIEDEN-KENNEDY, Portland / GUT, Miami	USA	T BRAND STUDIO, New York / WIEDEN-KENNEDY, Portland / PRETTYBIRD, Los Angeles / 1STAVEMACHINE, Santa Monica / GUT, Miami	BRONZE LION	BRONZE LION
STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS, New York / HAVAS GERMANY, Düsseldorf	USA	HAVAS MEDIA, New York / HAVAS GERMANY, Düsseldorf	BRONZE LION	BRONZE LION
A09 (Advanced Learning Technologies)							
REAL TONE — PRODUCT INNOVATION & GLOBAL CAMPAIGN	GOOGLE	REAL TONE	GOOGLE, Mountain View / T BRAND STUDIO, New York / WIEDEN-KENNEDY, Portland / GUT, Miami	USA	T BRAND STUDIO, New York / WIEDEN-KENNEDY, Portland / PRETTYBIRD, Los Angeles / 1STAVEMACHINE, Santa Monica / GUT, Miami	GRAND PRIX	GRAND PRIX
A10 (Mobile Led Creativity)							
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Bengaluru	SILVER LION	SILVER LION
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York	BRONZE LION	BRONZE LION
B01 (Brand-led Mobile Websites)							
THE EYE TRACKER	SUPERMAX ONLINE	SUPERMAX SUPERMARKETS	DE LA CRUZ OGILVY, Guaynabo	PUERTO RICO	DE LA CRUZ OGILVY, Guaynabo	BRONZE LION	BRONZE LION
C01 (Content for User Engagement)							
BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	VETOR ZERO, São Paulo / HEFTY, Sao Paulo	GOLD LION	GOLD LION
C03 (Co-creation & User Generated Content)							
DUBBING FACTORY	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE	OCTOPUS, Paris / TELEPHONE MAISON FILMS, Paris	BRONZE LION	BRONZE LION
BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL		BRONZE LION	BRONZE LION
C04 (Targeted Communication)							
SOS MIGRANTS	FRANCE TERRE D'ASILE / WATIZAT	ASSOCIATION FOR IMMIGRANTS TBWA, Paris		FRANCE		SILVER LION	SILVER LION
BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	VETOR ZERO, São Paulo / HEFTY, Sao Paulo	BRONZE LION	BRONZE LION
BOYCOTT ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Buenos Aires	ITALY	TRESBIENI, Martinez	BRONZE LION	BRONZE LION
C06 (Influencer / Talent)							
WHTSPP RECORDS	ABINBEV	BUDWEISER BUDXRECORDS	DAVID, Bogotá	COLOMBIA	DRAFTLINE, Bogota	BRONZE LION	BRONZE LION
C08 (Social Purpose)							
QUEST FOR DYSLEXIA	SAMSUNG	SAMSUNG MOBILE	CHEIL WORLDWIDE, Beijing / CHEIL, Hong Kong	CHINA (MAINLAND)	CHEIL WORLDWIDE, Beijing / HOBA, Beijing	SILVER LION	SILVER LION
VODACOM ANTI-HIJACK AD'S	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA	CARAT, Johannesburg	BRONZE LION	BRONZE LION
D02 (Utility Apps)							
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW, Los Angeles	SILVER LION	SILVER LION