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WINNERS

Film Craft Lions

22

CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
A01 (Direction)							
OPEN SPACES	BURBERRY	BURBERRY OUTERWEAR	RIFF RAFF FILMS, London / BURBERRY HQ, London	UNITED KINGDOM	RIFF RAFF FILMS, London	GOLD LION	GOLD LION
WE WILL BECOME BETTER	LGBTNET.ORG	LGBT NETWORK	HALAL, Amsterdam	THE NETHERLANDS	HALAL, Amsterdam	SILVER LION	SILVER LION
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST, Berlin	GRAND PRIX	GRAND PRIX
CHRISTMAS CLOWNS	REAL PLAZA	RETAIL	SENOR Z SAC, Lima / FAHRENHEIT DDB, Lima	PERU	SENOR Z SAC, Lima	BRONZE LION	BRONZE LION
ESCAPE FROM THE OFFICE	APPLE	APPLE	SMUGGLER, Central La / APPLE, Cupertino	USA	SMUGGLER, Central La	GOLD LION	GOLD LION
SUPER.HUMAN.	PARALYMPICS / C4	PARALYMPICS	SOMESUCH, London / 4CREATIVE, London	UNITED KINGDOM	SOMESUCH, London / SERIAL PICTURES, New York	GOLD LION	GOLD LION
CONVERGENCE STATION	MEOW WOLF	MEOW WOLF	BISCUIT FILMWORKS, Los Angeles / WIEDEN+KENNEDY, Portland	USA	BISCUIT FILMWORKS, Los Angeles	BRONZE LION	BRONZE LION
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	SMUGGLER, New York	SILVER LION	SILVER LION
DETECTIVES	APPLE	IPHONE 13 PRO	O POSITIVE LLC, Santa Monica / APPLE, Cupertino	USA	O POSITIVE LLC, Santa Monica	BRONZE LION	BRONZE LION
A02 (Script)							
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST, Berlin / SPARK MARKETING ENTERTAINMENT, Hamburg / BLOOMCASTING, Berlin	GOLD LION	GOLD LION
THIS IS OUR BBC	BBC	BBC	BBC CREATIVE, London	UNITED KINGDOM	ACADEMY FILMS, London	BRONZE LION	BRONZE LION
DETECTIVES	APPLE	IPHONE	APPLE, Cupertino	USA	O POSITIVE, New York	SILVER LION	SILVER LION
ESCAPE FROM THE OFFICE	APPLE	APPLE	SMUGGLER, Central La / APPLE, Cupertino	USA	SMUGGLER, Central La	GOLD LION	GOLD LION
EVEN MORE CONFUSING TIMES	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BLUR FILMS, Madrid / WE ARE SICARIOS STUDIO, Sao Paulo / PICKLE MUSIC, New York	BRONZE LION	BRONZE LION
A03 (Casting)							
ONE	WHATS APP	WHATS APP	ICONOCLAST, Berlin / BBDO, Berlin / BBDO, San Francisco	GERMANY	ICONOCLAST, Berlin	SILVER LION	SILVER LION
ESCAPE FROM THE OFFICE	APPLE	APPLE	SMUGGLER, Central La / APPLE, Cupertino	USA	SMUGGLER, Central La	SILVER LION	SILVER LION
#WETHE15	INTERNATIONAL PARALYMPIC COMMITTEE	WETHE15	ADAMSEVEDDB, London	UNITED KINGDOM	PENTAGRAM DESIGN, London / PULSE FILMS, London / CAIN & ABEL, London / KING HENRY LTD, London	SILVER LION	SILVER LION
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	SMUGGLER, New York	SILVER LION	SILVER LION
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGLIVY, London	UNITED KINGDOM	INDEPENDENT, London	BRONZE LION	BRONZE LION
A04 (Production Design / Art Direction)							
FIND YOUR OWN WAY	OTSUKA PHARMACEUTICAL CO., LTD.	POCARI SWEAT	DENTSU INC., Tokyo	JAPAN	SPOON INC., Tokyo	BRONZE LION	BRONZE LION
CAN'T NEGOTIATE THE MELTING POINT OF ICE	WWF	WWF ARCTIC PROGRAMME	NOMINT, London	UNITED KINGDOM	NOMINT, London	SILVER LION	SILVER LION
"FUTURE 2021" - THE CONCEPT EQG	MERCEDES-BENZ	CONCEPT EQG	ANTONI HOLDING GMBH, Berlin	GERMANY	ANORAK, Berlin	BRONZE LION	BRONZE LION
A05 (Cinematography)							
DRIVE2EXTREMES	PORSCHE	TAYCAN CROSS TURISMO	KEKO FZ-LLC, Dubai	UNITED ARAB EMIRATES	STOKED FILMS, Dubai	BRONZE LION	BRONZE LION
ONE	WHATS APP	WHATS APP	ICONOCLAST, Berlin / BBDO, Berlin / BBDO, San Francisco	GERMANY	ICONOCLAST, Berlin	SILVER LION	SILVER LION
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST, Berlin	GOLD LION	GOLD LION
THE CRY	30 MILLIONS D'AMIS FONDATION	NON PROFIT	ALTMANN + PACREAU, Paris	FRANCE	QUAD PRODUCTIONS, Paris	SILVER LION	SILVER LION
A06 (Use of Original Music)							
SUPERMARC	EDEKA	PRODUCT DIVERSITY	JUNG VON MATT AG, Hamburg / EDEKA ZENTRALE AG & CO. KG, Hamburg / WHITE HORSE MUSIC, Hamburg	GERMANY	JUNG VON MATT AG, Hamburg / EDEKA ZENTRALE AG & CO. KG, Hamburg / ZAUBERBERG PRODUCTIONS GMBH, Berlin / WHITE HORSE MUSIC, Hamburg	BRONZE LION	BRONZE LION
BLACK-OWNED FRIDAY 2021	GOOGLE	GOOGLE SMALL BUSINESS	GOOGLE, New York / BBH USA, New York / ANONYMOUS CONTENT, Los Angeles	USA	BBH USA, New York / ANONYMOUS CONTENT, Los Angeles	SILVER LION	SILVER LION
OCTOBER EVENT OPENER - START UP - 45 YEARS OF APPLE SOUNDS	APPLE	EVENT OPENER	TBWAMEDIA ARTS LAB, Los Angeles	USA	IMPERIAL WOODPECKER LLC, Los Angeles	BRONZE LION	BRONZE LION
A07 (Use of Licensed / Adapted Music)							
AN UNLIKELY FRIENDSHIP	PRIME VIDEO	PRIME VIDEO	PRIME VIDEO, London / SOMOS CYW S.L., Madrid	UNITED KINGDOM	BLUR FILMS, Madrid / BALLAD, Frederiksberg / ZELIG SOUND, London	BRONZE LION	BRONZE LION
SUPER.HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	SOMESUCH, London	GOLD LION	GOLD LION
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST, Berlin	GOLD LION	GOLD LION
DOIN' LAPS	APPLE	IPHONE	APPLE, Sunnyvale	USA	SOMESUCH, London	BRONZE LION CAMPAIGN	BRONZE LION CAMPAIGN
FUMBLE	APPLE	IPHONE	APPLE, Cupertino	USA	SOMESUCH, London	BRONZE LION CAMPAIGN	BRONZE LION CAMPAIGN
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	SMUGGLER, New York	SILVER LION	SILVER LION
A08 (Achievement in Production)							
CAN'T NEGOTIATE THE MELTING POINT OF ICE	WWF	WWF ARCTIC PROGRAMME	NOMINT, London	UNITED KINGDOM	NOMINT, London	SILVER LION	SILVER LION
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London	BRONZE LION	BRONZE LION
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN, Los Angeles / NEIL DACOSTA PHOTOGRAPHY, Portland, Or	BRONZE LION	BRONZE LION
FLIP	B&Q	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	PULSE FILMS, London	BRONZE LION	BRONZE LION
B01 (Editing)							
CHANNEL 4 PARALYMPICS "SUPER.HUMAN."	CHANNEL 4	TOKYO PARALYMPICS 2021	FINAL CUT, London / 4CREATIVE, London	UNITED KINGDOM	SOMESUCH, London	GOLD LION	GOLD LION

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
THE NEW YORK TIMES "THE TRUTH TAKES A JOURNALIST"	THE NEW YORK TIMES	THE NEW YORK TIMES	FINAL CUT, New York / DROGA5, PART OF ACCENTURE SONG, New York	USA	SOMESUCH, Los Angeles	BRONZE LION	BRONZE LION
THIS IS OUR BBC	BBC	BBC	BBC CREATIVE, London	UNITED KINGDOM	ACADEMY FILMS, London	SILVER LION	SILVER LION
SKATE NATION GHANA	FACEBOOK	FACEBOOK	CUT+RUN, New York / DROGA5, PART OF ACCENTURE SONG, New York	USA	LOVE SONG, New York	SILVER LION	SILVER LION
B02 (Colour Correction / Grading)							
NEW YEAR'S EVE	WHATSAPP	WHATSAPP	COMPANY 3, Los Angeles / BBDO, Berlin	USA	ICONOCLAST, Berlin	BRONZE LION	BRONZE LION
B03 (Sound Design)							
DAY AFTER DAY	WHITE RIBBON	PSA	BENSIMON BYRNE, Toronto	CANADA	UNTITLED FILMS, Toronto	BRONZE LION	BRONZE LION
KFC CINEMA	KFC FRANCE	CHICKEN	HAVAS PARIS, Puteaux	FRANCE	ALLSO, Paris	BRONZE LION	BRONZE LION
THE TRUTH TAKES A JOURNALIST	NEW YORK TIMES	NEW YORK TIMES	WAVE STUDIOS, New York / DROGA5, PART OF ACCENTURE SONG, New York	USA	SOMESUCH, London	BRONZE LION	BRONZE LION
OCTOBER EVENT OPENER - START UP - 45 YEARS OF APPLE SOUNDS	APPLE	EVENT OPENER	TBWA/MEDIA ARTS LAB, Los Angeles	USA	IMPERIAL WOODPECKER LLC, Los Angeles	BRONZE LION	BRONZE LION
B04 (Animation)							
CAN'T NEGOTIATE THE MELTING POINT OF ICE	WWF	WWF ARCTIC PROGRAMME	NOMINT, London	UNITED KINGDOM	NOMINT, London	BRONZE LION	BRONZE LION
WASTEMINSTER - A DOWNING STREET DISASTER	GREENPEACE UK	GREENPEACE UK	METHODMADNESS, Singapore / STUDIO BIRTHPLACE, Klang	SINGAPORE	METHODMADNESS, Singapore / UK PARK VILLAGE, London / STUDIO BIRTHPLACE, Klang	BRONZE LION	BRONZE LION
THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	ZAUBERBERG PRODUCTIONS GMBH, Berlin	GOLD LION	GOLD LION
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London	SILVER LION	SILVER LION
B05 (Visual Effects)							
AN UNLIKELY FRIENDSHIP	PRIME VIDEO	PRIME VIDEO	PRIME VIDEO, London / SOMOS CYW S.L., Madrid	UNITED KINGDOM	BLUR FILMS, Madrid / BALLAD, Frederiksberg / ZELIG SOUND, London	BRONZE LION	BRONZE LION
OPEN SPACES	BURBERRY	BURBERRY	THE MILL, London / THE RIFF RAFF, London	UNITED KINGDOM	THE RIFF RAFF, London	GOLD LION	GOLD LION
THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	ZAUBERBERG PRODUCTIONS GMBH, Berlin	SILVER LION	SILVER LION