

20

SHORTLIST

Print & Publishing Lions

22

 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Food & Drink)				
BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
A02 (Consumer Goods)				
SOLDIER	LEICA	SOFORT INSTANT CAMERA	HILL HOLLIDAY, Boston	USA
RAIN	LEICA	SOFORT INSTANT CAMERA	HILL HOLLIDAY, Boston	USA
PUDDLE	LEICA	SOFORT INSTANT CAMERA	HILL HOLLIDAY, Boston	USA
WINE	LEICA	SOFORT INSTANT CAMERA	HILL HOLLIDAY, Boston	USA
ALLYAH	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
GRACE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
FREYA	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
ISABELLE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
A03 (Healthcare)				
NOT A SELFIE - SPORTS NEWSPAPER	FEDERÁPTICOS	GLASSES	VMLY&R, Madrid	SPAIN
NOT A SELFIE - CURRY	FEDERÁPTICOS	GLASSES	VMLY&R, Madrid	SPAIN
NOT A SELFIE - TENT	FEDERÁPTICOS	GLASSES	VMLY&R, Madrid	SPAIN
TIN-TIN	FREEDOM CUPS	FREEDOM CUPS	WUNDERMAN THOMPSON, Singapore	SINGAPORE
KAVITHA	FREEDOM CUPS	FREEDOM CUPS	WUNDERMAN THOMPSON, Singapore	SINGAPORE
AISYAH	FREEDOM CUPS	FREEDOM CUPS	WUNDERMAN THOMPSON, Singapore	SINGAPORE
A04 (Automotive)				
IRMA	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY
KATRINA	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY
JEBI	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY
HAYIAN	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY
BLANCA	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY
A VICTORY TO BE REPEATED	MITSUBISHI MOTORS	MITSUBISHI PAJERO SPORT	TECH AND SOUL, SÁEo Paulo	BRAZIL
A05 (Retail)				
BALLOONS - GRAND OPENINGS - BIG MAC	MCDONALD'S CANADA	MCDONALD'S RESTAURANTS OPENINGS	COSSETTE, Montreal	CANADA
BALLOONS - GRAND OPENINGS - FRIES	MCDONALDÁE™S CANADA	MCDONALDÁE™S RESTAURANTS OPENINGS	COSSETTE, Montreal	CANADA
MCCAFE1	MCDONALDS	MCDONALDS	GALERIA, Sao Paulo	BRAZIL
MCCAFE2	MCDONALDS	MCDONALDS	GALERIA, Sao Paulo	BRAZIL
MCCAFE3	MCDONALDS	MCDONALDS	GALERIA, Sao Paulo	BRAZIL
THE WRONG MESSAGE	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
A DOG'S NAME	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
RADICCHIO	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
RED BELL PEPPER	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
TITANIC	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL
GAME OF THRONES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL
THE BAELONY KISS	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL
THE NOTEBOOK	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL
THE LOVERS - MAGRITTE	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL
A06 (Travel / Leisure)				
TAKE THIS AD FOR A RUN	GO OUTSIDE	GO OUTSIDE	TALENT MARCEL, SÁEo Paulo / GO OUTSIDE, Sao Paulo, Sp	BRAZIL
A07 (Media / Entertainment)				
BATH	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER LÁE™ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY
BREAST FEEDING	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER LÁE™ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY
VOMIT	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER LÁE™ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY
TOILET	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER LÁE™ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY
A08 (Consumer Services / Business to Business)				
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
A09 (Not-for-profit / Charity / Government)				
CAR	SOUTH AFRICAN NATIONAL BLOOD SERVICE	BLOOD DONATION	JOE PUBLIC UNITED, Johannesburg	SOUTH AFRICA
GUNS STATS - PRINT 1	CHANGE THE REF	CHANGE THE REF	ALMA DDB, Miami / CHANGE THE REF, Parkland	USA
GUNS STATS - PRINT 2	CHANGE THE REF	CHANGE THE REF	ALMA DDB, Miami / CHANGE THE REF, Parkland	USA
GUNS STATS - PRINT 3	CHANGE THE REF	CHANGE THE REF	ALMA DDB, Miami / CHANGE THE REF, Parkland	USA
B01 (Commercial Publications)				
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES

20

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
B02 (Publications for Good)				
SENTENCIA LIBERTAD	REINSERTA A UN MEXICANO A.C.	CHILDREN OF THE NARCO 2021 STUDY	MADE, Mexico City / RAINBOW LOBSTER, Los Angeles	MEXICO
LIL SUGARÃO™ MASTER OF DISGUISE	HIP-HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
C01 (Adapted Print)				
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
TAKE THIS AD FOR A RUN	GO OUTSIDE	GO OUTSIDE	TALENT MARCEL, SÃO Paulo / GO OUTSIDE, Sao Paulo, Sp	BRAZIL
D01 (Local Brand)				
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
D03 (Single-market Campaign)				
GUNS STATS	CHANGE THE REF	CHANGE THE REF	ALMA DDB, Miami / CHANGE THE REF, Parkland	USA
BETTER WITH PEPSI	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
RECOLOUR THE RAINBOW	SKITTLES	SKITTLES	ADAM&EVEDDB, London / DDB, Chicago	UNITED KINGDOM
D04 (Social Behaviour)				
DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA
COLOURS OF PRIDE	FONDATION A%MERGENCE	FONDATION A%MERGENCE	RETHINK, Toronto	CANADA
ROCKIN' MAMAS	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ACQUA ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY
NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL
D05 (Cultural Insight)				
PROPER DINING	BURGER KING	BURGER KING	INGO HAMBURG, / OGILVY GERMANY, Düsseldorf	GERMANY
THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
D06 (Breakthrough on a Budget)				
THE KETCHUP BAN	CURTICE BROTHERS	CURTICE BROTHERS KETCHUP	OGILVY GERMANY, Frankfurt	GERMANY
TRUE TRENDING	ALPARGATAS	HAVAIANAS	ALMAPBBDO, SÃO Paulo	BRAZIL
D07 (Corporate Purpose & Social Responsibility)				
THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
UNDER PRESSURE	ABINBEV	MICHELOB ULTRA	GUT, Mexico City	MEXICO
NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL
LIL SUGARÃO™ MASTER OF DISGUISE	HIP-HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
THE REAL PROBLEM	ATHOS	LGBTQ+ NEWS	VMLY&R, SÃO Paulo	BRAZIL
D08 (Market Disruption)				
THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM