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WINNERS

Outdoor Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Food & Drink)						
BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA, Miami	USA	GOLD LION CAMPAIGN	GOLD LION
BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	PEPSICO, Purchase / ALMA, Miami	USA	GOLD LION CAMPAIGN	
BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA, Miami	USA	GOLD LION CAMPAIGN	
A04 (Automotive)						
IRMA	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT, Hamburg	GERMANY	SILVER LION CAMPAIGN	SILVER LION
HAYIAN	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT, Hamburg	GERMANY	SILVER LION CAMPAIGN	
A05 (Retail)						
KFC IKEA	KFC	KFC RESTAURANTS	PS21, Madrid	SPAIN	BRONZE LION	BRONZE LION
RON'S	BURGER KING	BURGER KING - HOME DELIVERY	PUBLICIS MONTREAL, Montreal	CANADA	BRONZE LION	BRONZE LION
RADICCHIO	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION	BRONZE LION
A07 (Media / Entertainment)						
THE ART OF STEALING	NETFLIX	LUPIN	GONG, Gliwice / GONG, Gliwice / NETFLIX, Amsterdam	POLAND	GOLD LION	GOLD LION
B01 (Food & Drink)						
BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA, Miami	USA	BRONZE LION CAMPAIGN	BRONZE LION
BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	PEPSICO, Purchase / ALMA, Miami	USA	BRONZE LION CAMPAIGN	
BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA, Miami	USA	BRONZE LION CAMPAIGN	
B02 (Consumer Goods)						
LIVING ROOM	IKEA TRADING (THAILAND) LTD.	IKEA	OGILVY, Bangkok	THAILAND	SILVER LION CAMPAIGN	SILVER LION
KITCHEN	IKEA TRADING (THAILAND) LTD.	IKEA	OGILVY, Bangkok	THAILAND	SILVER LION CAMPAIGN	
RESTROOM	IKEA TRADING (THAILAND) LTD.	IKEA	OGILVY, Bangkok	THAILAND	SILVER LION CAMPAIGN	
B05 (Retail)						
FROM 8:14AM TO 8:17PM	POPEYES LOUISIANA KITCHEN	POPEYES CHICKEN	GUT, Miami	USA	BRONZE LION	BRONZE LION
A DOG'S NAME	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION CAMPAIGN	BRONZE LION
HYDROALCOHOLIC	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION CAMPAIGN	
THE WRONG MESSAGE	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION CAMPAIGN	
B09 (Not-for-profit / Charity / Government)						
UNCOMFORTABLE TRUTH	HUMAN RIGHTS FOUNDATION	HUMAN RIGHTS FOUNDATION	TAXI CANADA, Toronto	CANADA	BRONZE LION	BRONZE LION
THE DAY-AFTER-WOMEN'S-DAY NEWSPAPERS	RAPARIGAS DA BOLA	RAPARIGAS DA BOLA	HAVAS, Lisbon	PORTUGAL	SILVER LION	SILVER LION
C01 (Animated Digital Screens)						
MINI SKIRT	URSULA KARVEN/ FRAUEN100/ HELL & KARRER COMMUNICATIONS GMBH	PETITION C190	THJNK, Hamburg	GERMANY	BRONZE LION CAMPAIGN	BRONZE LION
ALL SHE NEEDS	URSULA KARVEN/ FRAUEN100/ HELL & KARRER COMMUNICATIONS GMBH	PETITION C190	THJNK, Munich	GERMANY	BRONZE LION CAMPAIGN	
PERIOD	URSULA KARVEN/ FRAUEN100/ HELL & KARRER COMMUNICATIONS GMBH	PETITION C190	THJNK, Hamburg	GERMANY	BRONZE LION CAMPAIGN	
PIXELESS	THE HEINEKEN COMPANY	THE HEINEKEN COMPANY PORTFOLIO IN PERU	LIMBA SERVICES SAC (HEINEKEN PERU), Lima / DO AGENCIA, Buenos Aires	PERU	SILVER LION	SILVER LION
NEVERENDING CHASE	AFFINITY - ULTIMA	PET FOOD	HAVAS, Milan	ITALY	SILVER LION	SILVER LION
D01 (Displays)						
BIHAR: CHOOSING TOMORROW	BBK FOUNDATION	CLIMATE CHANGE AND SUSTAINABILITY AWARENESS	BBK FOUNDATION, Bilbao (bizkaia) / LLYC, Madrid	SPAIN	SILVER LION	SILVER LION
D02 (Promotional Items & Printed Media)						
SCRATCHBOARDS	ACTIVISION	GAMES	DAVID, Madrid	SPAIN	GOLD LION	GOLD LION
D03 (Design for Promotional Items)						
THE PONCHO POSTER	BRUSSELS MOBILITY	BIKE FOR BRUSSELS	MORTIERBRIGADE, Brussels	BELGIUM	BRONZE LION	BRONZE LION
D04 (Special Build)						
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	GOLD LION	GOLD LION
DISCOVERY BILLBOARD	TERRE DES HOMMES	TERRE DES HOMMES	ACNE, Milano	ITALY	BRONZE LION	BRONZE LION
LA FALLA DE PAPEL	NETFLIX	TV SERIE	DAVID, Madrid	SPAIN	BRONZE LION	BRONZE LION
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL	GOLD LION	GOLD LION
D05 (Live Advertising and Events)						
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION
PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA	SILVER LION	SILVER LION
THE UNWEARABLE COLLECTION	BOEHRINGER INGELHEIM	DISEASE AWARENESS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	BRONZE LION	BRONZE LION
LIFE, SCRIPTED: A SERIES OF SCREENPLAYS WRITTEN IN REAL-TIME	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA	BRONZE LION	BRONZE LION
THE ART OF SELF EXAMINATION	MACMA	BREAST CANCER PREVENTION	DAVID, Buenos Aires	ARGENTINA	GOLD LION	GOLD LION
D06 (Interactive Experiences)						
STARAOKE	PRIME VIDEO	PRIME VIDEO	OGILVY, Milan	ITALY	SILVER LION	SILVER LION

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
D07 (Transit)						
WILMORE FUNERAL HOME	STARMED HEALTHCARE	STARMED HEALTHCARE	STARMED HEALTHCARE, Charlotte / BOONEOAKLEY, Charlotte	USA	SILVER LION	SILVER LION
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL	SILVER LION	SILVER LION
E01 (Standard Sites)						
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL	BRONZE LION	BRONZE LION
E02 (Ambient Outdoor)						
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	RED HAVAS MIDDLE EAST, Dubai / HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	SILVER LION	SILVER LION
CHILLBOARDS	COORS LIGHT	COORS LIGHT	DDB, Chicago / NORD DDB, Copenhagen / ADAM&VEDDB, London	USA	BRONZE LION	BRONZE LION
F01 (Local Brand)						
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION
F03 (Single-market Campaign)						
NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA	GOLD LION	GOLD LION
NYC SAYS GAY	NEW YORK OFFICE OF THE MAYOR	GAY RIGHTS	VMLY&R, New York	USA	BRONZE LION	BRONZE LION
THE GENDERLESS BILLBOARD	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	SILVER LION	SILVER LION
BRIDE ARMOUR	ABINBEV	CARLING BLACK LABEL	OGILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	BRONZE LION	BRONZE LION
F04 (Social Behaviour)						
MCDONALD'S - REQRUITMENT	MCDONALD'S	REQRUITMENT	PUBLICIS CONSEIL, Paris	FRANCE	BRONZE LION	BRONZE LION
THE TRUTH IS OUT THERE	NETFLIX	TV SERIES	DAVID, Madrid	SPAIN	BRONZE LION	BRONZE LION
F05 (Cultural Insight)						
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	GRAND PRIX	GRAND PRIX
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
F06 (Breakthrough on a Budget)						
WILMORE FUNERAL HOME	STARMED HEALTHCARE	STARMED HEALTHCARE	STARMED HEALTHCARE, Charlotte / BOONEOAKLEY, Charlotte	USA	GOLD LION	GOLD LION
F07 (Corporate Purpose & Social Responsibility)						
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	RED HAVAS MIDDLE EAST, Dubai / HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
FLAGS OF GENEROSITY	CADBURY	CADBURY DAIRY MILK	OGILVY, Singapore / OGILVY MALAYSIA, Kuala Lumpur	SINGAPORE	GOLD LION	GOLD LION
PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA	GOLD LION	GOLD LION
UNBREAKABLE COURTS	INSTITUTIONAL	BUDWEISER	AFRICA DDB, São Paulo	BRAZIL	BRONZE LION	BRONZE LION
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY	BRONZE LION	BRONZE LION