

2022 WINNERS

Entertainment Lions

CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
A01 (Fiction Film: Up to 5 minutes)							
VICTORIA CEMPASÚCHIL: THE TASTE OF REUNION	ABINBEV	CERVEZA VICTORIA	OGILVY, Mexico City	MEXICO	MEDIA.MONKS., Cuauhtemoc	GOLD LION	GOLD LION
A03 (Fiction Film: 5-30 minutes)							
ESCAPE FROM THE OFFICE	APPLE	APPLE	SMUGGLER, Central La / APPLE, Cupertino	USA	SMUGGLER, Central La	BRONZE LION	BRONZE LION
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	MCCANN, Stockholm	SWEDEN	MRM, Bucharest / COLONY, Stockholm / FLX 2.0, Stockholm	GRAND PRIX	GRAND PRIX
8:46 FILMS	PROCTER & GAMBLE	CORPORATE PURPOSE	SATURDAY MORNING, Los Angeles	USA	TRIBECA DIGITAL STUDIOS, New York / GRANDARMY, New York	BRONZE LION	BRONZE LION
A04 (Non-fiction Film: 5-30 minutes)							
CODED: THE HIDDEN LOVE OF J.C. LEYENDECKER	PROCTER & GAMBLE	IVORY SOAP, GILLETTE, PANTENE, HEAD & SHOULDERS	PROCTER & GAMBLE, Cincinnati / DELIRIO FILMS, Los Angeles / IMAGINE ENTERTAINMENT, Beverly Hills	USA	DELIRIO FILMS, Los Angeles / IMAGINE ENTERTAINMENT, Beverly Hills	SILVER LION	SILVER LION
A06 (Non-fiction Film: Over 30 minutes)							
FRIES!	SIR KENSINGTON'S	HONEY MUSTARD FRY SAUCE BY CHRISSEY TEIGEN	UNILEVER, London	UNITED KINGDOM	ZERO POINT ZERO PRODUCTION INC, New York / SUIT & THAI PRODUCTIONS, New York	BRONZE LION	BRONZE LION
A09 (Audio Content)							
CRIME INTERRUPTED	AUSTRALIAN FEDERAL POLICE	AUSTRALIAN FEDERAL POLICE RECRUITMENT	HOST HAVAS, Sydney	AUSTRALIA	SEDONA, Sydney / CASEFILE PRESENTS, Sydney	BRONZE LION	BRONZE LION
A10 (Brand Integration & Sponsorships / Partnerships)							
MYTHIC QUEST: CORPORATE GRUBHUB CARD LEAK	APPLE TV+	MYTHIC QUEST	APPLE TV+, Culver City / MIRIMAR, Los Angeles	USA	MIRIMAR, Los Angeles	GOLD LION	GOLD LION
GETTING LUIS MIGUEL ON BOARD	PEPSICO MEXICO	SABRITAS	SLAP GLOBAL, Buenos Aires	ARGENTINA	GATO GRANDE, Mexico City	BRONZE LION	BRONZE LION
A11 (Audience Engagement / Distribution Strategy)							
DUBBING THE MOVIE	DUNHUANG ACADEMY + TENCENT PICTURES	DUNHUANG	TENCENT, Shenzhen	CHINA (MAINLAND)	TREEDOM, Shenzhen	SILVER LION	SILVER LION
MARVEL TEASER OR TIDE AD?	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI, New York	USA	MARVEL STUDIOS PARTNERSHIPS, Burbank / BULLITT, Hollywood	BRONZE LION	BRONZE LION
B01 (Talent: Film, Series & Audio)							
MASTER JI	BYJU'S	BYJU'S	BYJU'S, Bengaluru	INDIA	DORA DIGS, Mumbai	SILVER LION	SILVER LION
B03 (Talent: Digital & Social)							
WHAT WHACK WEARS	ADOBE	ADOBE CREATIVE CLOUD	PEREIRA O'DELL, San Francisco / ADOBE, San Francisco	USA	SCHOLAR, Los Angeles	SILVER LION	SILVER LION
SERIES TOUR	NETFLIX	NETFLIX	WOLF BCPP, Santiago	CHILE	U FILMS, Montevideo	BRONZE LION	BRONZE LION
SNACKABLE SCREENS/FLAMIN' HOTTIE	DORITOS/CHEETOS	FLAMIN' HOT CHEETOS AND DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	GS&P LABS, San Francisco	BRONZE LION	BRONZE LION
#TURNTOCOLD	PROCTER & GAMBLE - TIDE	TIDE LAUNDRY DETERGENT	SAATCHI & SAATCHI, New York	USA	BISCUIT FILMWORKS, Los Angeles	BRONZE LION	BRONZE LION
C02 (Brand Integration for Games)							
LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES, São Paulo	GOLD LION	GOLD LION
D02 (Sports: Brand Integration & Sponsorships / Partnerships)							
LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE, London / FRAMESTORE, London	BRONZE LION	BRONZE LION
E01 (Innovation in Branded Content)							
THE AD BREAK CHAMPIONSHIP - GTI HIJACK	VOLKSWAGEN	VOLKSWAGEN GOLF GTI	DDB, Sydney	AUSTRALIA	TRIBAL WORLDWIDE, Sydney / DDB, Sydney / ART OF PLAY, Melbourne / SCOUNDREL, Sydney	BRONZE LION	BRONZE LION
CODA PLAYLIST CURATED BY DEAF PEOPLE	APPLE	APPLE MUSIC	ROSEWOOD CREATIVE, Los Angeles	USA	ROSEWOOD CREATIVE, Los Angeles	BRONZE LION	BRONZE LION
CRISPY SUBTITLES	PEPSICO	LAYS	HAPPINESS, AN FCB ALLIANCE, Brussels / HAPPINESS SAIGON, AN FCB ALLIANCE, Ho Chi Minh City	BELGIUM	BLISS INTERACTIVE, Ho Chi Minh City	BRONZE LION	BRONZE LION
THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	NEWKINO STUDIO, New York	SILVER LION	SILVER LION
LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES, São Paulo	SILVER LION	SILVER LION
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	MCCANN, Stockholm	SWEDEN	MRM, Bucharest / COLONY, Stockholm / FLX 2.0, Stockholm	SILVER LION	SILVER LION
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER, London	GOLD LION	GOLD LION