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SHORTLIST

Entertainment Lions

22

CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
A01 (Fiction Film: Up to 5 minutes)					
LIL DICKY QUARTERTIME SHOW	GOPUFF	GOPUFF	MIRIMAR, Los Angeles	USA	PRETTYBIRD, Los Angeles
SHOT ON IPHONE 13 PRO - SAVING SIMON	APPLE	IPHONE 13 PRO / HOLIDAY	TBWA/MEDIA ARTS LAB, Los Angeles	USA	BOB INDUSTRIES, Los Angeles, Ca
LOVE, LAWYERS, AND THE GOVERNMENT	FAMILY EQUALITY	FAMILY EQUALITY	TBWA/CHIAT/DAY, New York	USA	TBWA/CHIAT/DAY, New York / FURLINED, Santa Monica
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London
VICTORIA CEMPASÁSCHIL: THE TASTE OF REUNION	ABINBEV	CERVEZA VICTORIA	OGILVY, Mexico City	MEXICO	MEDIA.MONKS., Cuauhtemoc
DUBAI PRESENTS...	DUBAI TOURSIM	DUBAI TOURISM	MOTHER, London	UNITED KINGDOM	MJZ, Los Angeles / MJZ, London / STOKED FILMS, Dubai
KETTLEBELL	DOCMORRIS (ZUR ROSE)	DOCMORRIS (ZUR ROSE)	JUNG VON MATT AG, Hamburg	GERMANY	JUNG VON MATT AG, Hamburg / MARKENFILM, Hamburg / 2WEI MUSIC, Hamburg
A02 (Non-fiction Film: Up to 5 minutes)					
YEAR IN SEARCH 2021	GOOGLE	GOOGLE SEARCH	GOOGLE BRAND STUDIO, San Francisco / GOOGLE, Mountain View	USA	GOOGLE BRAND STUDIO, San Francisco
FANS MAKE THE MOVIES	NETFLIX	NETFLIX	NETFLIX, Los Angeles	USA	NETFLIX, Los Angeles / WONDROS, Los Angeles / BLACKVERSE STUDIOS, Lagos
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER, London
A03 (Fiction Film: 5-30 minutes)					
WE WILL BECOME BETTER	LGBTNET.ORG	LGBT NETWORK	HALAL, Amsterdam	THE NETHERLANDS	HALAL, Amsterdam
ESCAPE FROM THE OFFICE	APPLE	APPLE	APPLE, Cupertino / SMUGGLER, Central La	USA	SMUGGLER, Central La
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	MCCANN, Stockholm	SWEDEN	MRM, Bucharest / COLONY, Stockholm / FLX 2.0, Stockholm
8:46 FILMS	PROCTER & GAMBLE	CORPORATE PURPOSE	SATURDAY MORNING, Los Angeles	USA	TRIBECA DIGITAL STUDIOS, New York / GRANDARMY, New York
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
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
A09 (Audio Content)					
CRIME INTERRUPTED	AUSTRALIAN FEDERAL POLICE	AUSTRALIAN FEDERAL POLICE RECRUITMENT	HOST HAVAS, Sydney	AUSTRALIA	SEDONA, Sydney / CASEFILE PRESENTS, Sydney
A10 (Brand Integration & Sponsorships / Partnerships)					
RE-KRAFTING THE 80S	KRAFTHEINZ COMPANY	KRAFTHEINZ™ KOO-AID, HEINZ KETCHUP, KRAFT SINGLES, AND OSCAR MAYER	MAXIMUM EFFORT MARKETING (MNTN), Austin / KRAFT HEINZ COMPANY, Chicago / KIMMELOT, New York	USA	MAXIMUM EFFORT MARKETING (MNTN), Austin / REALLY ORIGINAL, Los Angeles
MYTHIC QUEST: CORPORATE GRUBHUB CARD LEAK	APPLE TV+	MYTHIC QUEST	MIRIMAR, Los Angeles / APPLE TV+, Culver City	USA	MIRIMAR, Los Angeles
GETTING LUIS MIGUEL ON BOARD	PEPSICO MEXICO	SABRITAS	SLAP GLOBAL, Buenos Aires	ARGENTINA	GATO GRANDE, Mexico City
DORITOS X ACME	PEPSICO	DORITOS DINAMITAA®	ALMAPBDDO, SAo Paulo	BRAZIL	MOTIONHAND, Sao Paulo / THE YOUTH, Curitiba / JAMUTE, Sao Paulo
EXPOSURE	SAMSUNG	SAMSUNG GALAXY S21 SMARTPHONE	HULLU, Santa Monica / BBH, Los Angeles / SAMSUNG, San Jose	USA	HULLU, Santa Monica / WESTBROOK MEDIA, Catlabasas / BBH, Los Angeles
A11 (Audience Engagement / Distribution Strategy)					
DUBBING THE MOVIE	DUNHUANG ACADEMY + TENCENT PICTURES	DUNHUANG	TENCENT, Shenzhen	CHINA	TREEDOM, Shenzhen
NETFLIX: RED CARPET HIJACK	NETFLIX	BLOOD RED SKY	THIS IS TOMMY, London / TOMMY, London	UNITED KINGDOM	TOMMY, London
MARVEL TEASER OR TIDE AD?	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI, New York	USA	MARVEL STUDIOS PARTNERSHIPS, Burbank / BULLITT, Hollywood
B01 (Talent: Film, Series & Audio)					
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London
DUBAI PRESENTS...	DUBAIAE™ DEPARTMENT OF ECONOMY AND TOURISM	DUBAIAE™ DEPARTMENT OF ECONOMY AND TOURISM	MOTHER, London	UNITED KINGDOM	MJZ, Los Angeles / STOKED FILMS, Dubai
DON'T EVER LEAVE ME	LACTA	LACTA	OGILVY, Athens	GREECE	FOSS PRODUCTIONS, Athens
MASTER JI	BYJU'S	BYJU'S	BYJU'S, Bengaluru	INDIA	DORA DIGS, Mumbai
GET SMOOTH AGAIN	KLARNA	KLARNA	KLARNA IN HOUSE, Stockholm / CAVIAR, London / NORD DDB, Stockholm	UNITED KINGDOM	CAVIAR, London
B02 (Talent: Live Experience)					
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA	PRODOERS, New York
STARAKOE	PRIME VIDEO	PRIME VIDEO	OGILVY, Milan	ITALY	T3KNE, Rome
B03 (Talent: Digital & Social)					
TWEET IT INTO EXISTENCE	TWITTER	TWITTER	TWITTER, San Francisco	USA	TWITTER, San Francisco
MADE ON IPAD X OLIVIA RODRIGO	APPLE	IPAD	APPLE, Cupertino	USA	IMPOSTER TV, Los Angeles
WHAT WHACK WEARS	ADOBE	ADOBE CREATIVE CLOUD	PEREIRA O'DELL, San Francisco / ADOBE, San Francisco	USA	SCHOLAR, Los Angeles
LIL DICKY QUARTERTIME SHOW	GOPUFF	GOPUFF	MIRIMAR, Los Angeles	USA	PRETTYBIRD, Los Angeles
SERIES TOUR	NETFLIX	NETFLIX	WOLF BCPP, Santiago	CHILE	U FILMS, Montevideo
SNACKABLE SCREENS/FLAMINAE™ HOTTIE	DORITOS/CHEETOS	FLAMIN™ HOT CHEETOS AND DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	GS&P LABS, San Francisco
BUBLA% DROPS	SODASTREAM	SODASTREAM BUBLY DROPS	EDELMAN, Toronto	CANADA	EDELMAN, Toronto
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London
#TURNTOCOLD	PROCTER & GAMBLE - TIDE	TIDE LAUNDRY DETERGENT	SAATCHI & SAATCHI, New York	USA	BISCUIT FILMWORKS, Los Angeles
TRAPPED IN THE 90S	IKEA	TRAPPED IN THE 90S	MCCANN SPAIN, Madrid	SPAIN	CRAFT, Madrid / LANDIA, Madrid
THE LEGACY OF TOMIII11	FUNDACIA'N NUESTROS HIJOS	FUNDACIA'N NUESTROS HIJOS	BBDO CHILE, Huechuraba	CHILE	ALASKA FILMS, Santiago

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B04 (Partnerships with Talent)					
BILLIE X ADOBE PARTNERSHIP	ADOBE	ADOBE CREATIVE CLOUD	PEREIRA O'DELL, San Francisco / ADOBE, San Francisco / INTERSCOPE RECORDS, Los Angeles	USA	DRIVE STUDIOS, Los Angeles
INVALUABLE FOOD	MADRID FUSIÃO	MADRID FUSIÃO	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS, Madrid
KEEP IT REAL MEALS	BURGER KING	RESTAURANTS	DAVID, Miami	SPAIN	CAVIAR PRODUCTIONS, Palm Bay
PEPSI X SBHTS SPONSORSHIP	PEPSICO BEVERAGES NORTH AMERICA	PEPSI SUPER BOWL LVI HALFTIME SHOW	PEPSI, Purchase	USA	RADICAL MEDIA, New York / DIRECT FOCUS, Rye Brook / BARKING OWL, New York / THE MILL, New York / WILLOW TREE, Brooklyn, Ny
C01 (Digital & Mobile Games)					
LOS SANTOS +3A°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÃO-ES, São Paulo
C02 (Brand Integration for Games)					
LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE, London / FRAMESTORE, London
GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	GENERAL POP, Paris
THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	NEWKINO STUDIO, New York
LOS SANTOS +3A°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÃO-ES, São Paulo
D01 (Sports: Content)					
SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	SOMESUCH, London
UNTETHERED	ON	ON	ANDY FACKRELL, Sydney / ON RUNNING, Zurich	SWITZERLAND	LITTLE MINX, Los Angeles
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
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
THE GOOD FIRE	SHELTER	SHELTER	ABOVE+BEYOND, London	UNITED KINGDOM	SMUGGLER, London
NETFLIX 'LA CASA DE PAPEL'	NETFLIX	LA CASA DE PAPEL	AMPLIFY, London / NETFLIX, Paris	FRANCE	
CODA PLAYLIST CURATED BY DEAF PEOPLE	APPLE	APPLE MUSIC	ROSEWOOD CREATIVE, Van Nuys	USA	ROSEWOOD CREATIVE, Van Nuys
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
THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	NEWKINO STUDIO, New York
LOS SANTOS +3A°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÃO-ES, São Paulo
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	MCCANN, Stockholm	SWEDEN	MRM, Bucharest / COLONY, Stockholm / FLX 2.0, Stockholm
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER, London