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SHORTLIST

Creative Strategy Lions

22

CANNES LIONS

In Partnership with



Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Food & Drink)				
DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA
SHUTTER ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY
FOR WHEN IT'S TIME	MARS WRIGLEY / EXTRA GUM	EXTRA GUM	ENERGY BBDO, Chicago	USA
A02 (Consumer Goods)				
THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
THE SMILE THAT CHANGED AN INDUSTRY	COLGATE PALMOLIVE	COLGATE	VMLY&R, Paris / RED FUSE, Paris	FRANCE
A03 (Healthcare)				
ANTI LOOK – THE LIFE-SAVING QR DESIGN	JOHANNITER	JOHANNITER UNFALL-HILFE	SCHOLZ & FRIENDS, Berlin	GERMANY
SICK BEATS	WOOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
A05 (Retail)				
THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-saint-jean	BELGIUM
MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN
A06 (Travel / Leisure)				
DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN
SNCF - HEXAGONAL	SNCF	HEXAGONAL	PUBLICIS CONSEIL, Paris	FRANCE
A07 (Media / Entertainment)				
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM
A09 (Not-for-profit / Charity / Government)				
KINDERGARTEN ON WHEELS	MINISTRY OF PRE-SCHOOL EDUCATION OF UZBEKISTAN	AQLVOY MOBILE PRESCHOOL	MINISTRY OF PRESCHOOL EDUCATION OF THE REPUBLIC OF UZBEKISTAN, Tashkent / DBLA HYBRID PRODUCTION, Tashkent	UZBEKISTAN
B02 (Audience Insight)				
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	BIKE HELMET AWARENESS	&CO. / NOA, Copenhagen	SWEDEN
BEYOND GENERATIONS: GAMING AGAINST LONELINESS	XBOX	XBOX	MCCANN, London	UNITED KINGDOM
LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA
REAL TONE — PRODUCT INNOVATION & GLOBAL CAMPAIGN	GOOGLE	REAL TONE	GOOGLE, Mountain View / T BRAND STUDIO, New York / WIEDEN+KENNEDY, Portland / GUT, Miami	USA
THE TATTOO DUO OVER	DUOLINGO	DUOLINGO	BETC, Paris	FRANCE
C02 (Breakthrough on a Budget)				
MOTHERLAND PRIDE	KYIVPRIDE	KYIV PRIDE EVENT	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE
DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN
EMPTY CHAIRS	BØRNS VIKÅR	BØRNS VILKÅR	UNCLE GREY, Copenhagen	SWEDEN
C03 (Multi-market Strategy)				
SHUTTER ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN
C04 (Long-term Strategy)				
CDSS LONG TERM	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA
THE HOME OF THOUGHTFUL GIFTING	JOHN LEWIS & PARTNERS	JOHN LEWIS & PARTNERS	ADAM&EVEDDB, London	UNITED KINGDOM
C05 (Corporate Purpose & Social Responsibility)				
THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-saint-jean	BELGIUM
RESIGHT	HELIOS EYEWEAR	THE FOR.SEA COLLECTION	CIRCUS!, Moka	MAURITIUS
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA
BEYOND GENERATIONS: GAMING AGAINST LONELINESS	XBOX	XBOX	MCCANN, London	UNITED KINGDOM
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY
SICK BEATS	WOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
THE COST OF BULLYING	SAMSUNG	SAMSUNG MOBILE	CHEIL, Hong Kong / CHEIL WORLDWIDE, Beijing	CHINA
COURAGE IS BEAUTIFUL	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, Toronto	UNITED KINGDOM
C06 (Market Disruption)				
FOR WHEN IT'S TIME	MARS WRIGLEY / EXTRA GUM	EXTRA GUM	ENERGY BBDO, Chicago	USA
MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN
D01 (Brave Brands)				
THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-saint-jean	BELGIUM
THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA
KLØS	AMBEV	SKOL	GUT, Sao Paulo	BRAZIL

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PAUSE IS POWER	POWERADE	POWERADE	PUBLICIS MEXICO, Mexico City / PUBLICIS ITALY, Milan / LEO BURNETT, Chicago	MEXICO
D02 (Collaboration)				
CRIME INTERRUPTED	AUSTRALIAN FEDERAL POLICE	AUSTRALIAN FEDERAL POLICE RECRUITMENT	HOST HAVAS, Sydney	AUSTRALIA
SHUTTER ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM
STEVENAGE CHALLENGE	BURGER KING	RESTAURANTS	DAVID, Miami	SPAIN
E01 (Products / Services)				
BEYOND GENERATIONS: GAMING AGAINST LONELINESS	XBOX	XBOX	MCCANN, London	UNITED KINGDOM
SICK BEATS	WOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA
DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA
E03 (Brand Strategy)				
CRIME INTERRUPTED	AUSTRALIAN FEDERAL POLICE	AUSTRALIAN FEDERAL POLICE RECRUITMENT	HOST HAVAS, Sydney	AUSTRALIA
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY
OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA