

2022

WINNERS

Entertainment Lions for Sport

 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Film Series and Audio)						
SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	SILVER LION	SILVER LION
THE DREAM	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, AMC NETWORKS, DKV, DUREX, BAVIERA, FEPM)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN	BRONZE LION	BRONZE LION
A02 (Live Broadcast / Live Streaming)						
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA	GOLD LION	GOLD LION
A04 (Gaming)						
THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-Saint-Jean	BELGIUM	BRONZE LION	BRONZE LION
LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	GOLD LION	GOLD LION
FIFA21 X MIDNIGHT RAMADAN LEAGUE	EA SPORTS	FIFA21	adam&eveDDB, London	UNITED KINGDOM	SILVER LION	SILVER LION
B01 (Sports Live Experience)						
THE 9TH LANE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BRONZE LION	BRONZE LION
C01 (Fan Engagement)						
ITM POSSIBLE BILLBOARDS	ADIDAS	ADIDAS	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION
UNBREAKABLE COURTS	INSTITUTIONAL	BUDWEISER	AFRICA DDB, São Paulo	BRAZIL	BRONZE LION	BRONZE LION
C02 (Influencer & Co-creation)						
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, São Paulo	BRAZIL	SILVER LION	SILVER LION
D01 (Innovative Use of Tech & Platforms for Sport)						
AUSTRALIAN OPEN METAVERSE	TENNIS AUSTRALIA	AO ARTBALL NFT	RUN IT WILD, Melbourne	AUSTRALIA	BRONZE LION	BRONZE LION
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	BRONZE LION	BRONZE LION
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	SILVER LION	SILVER LION
D02 (Innovation in Branded Products for Sport)						
SAMSUNG FASTFRAME	SAMSUNG ELECTRONICS BENELUX	SAMSUNG FASTFRAME	Cheil Amsterdam, Amsterdam	THE NETHERLANDS	SILVER LION	SILVER LION
E02 (Brand Storytelling)						
STUCK IN THE 80S	ABINBEV - GUARANÁ ANTARCTICA	GUARANÁ ANTARCTICA	SOKO, São Paulo	BRAZIL	GOLD LION	GOLD LION
E03 (Audience Targeting or Distribution Strategy)						
THE PIRATE MATCH	DIRECTVGO	IPTV STREAMING	MIRUM AGENCY BRAZIL, Curitiba	BRAZIL	BRONZE LION	BRONZE LION
E04 (Partnerships with Sports Talent)						
SAMSUNG FASTFRAME	SAMSUNG ELECTRONICS BENELUX	SAMSUNG FASTFRAME	Cheil Amsterdam, Amsterdam	THE NETHERLANDS	BRONZE LION	BRONZE LION
E05 (Sports for Good)						
LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
THE SACRIFICE - THE MOST DANGEROUS SURF TOURNAMENT	GREENPEACE	GREENPEACE	McCANN, Santiago	CHILE	SILVER LION	SILVER LION
E06 (Diversity & Inclusion in Sport)						
NIKESYNC	NIKE	NIKESYNC APP	R/GA, London	UNITED KINGDOM	GRAND PRIX	GRAND PRIX
THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, São Paulo	BRAZIL	BRONZE LION	BRONZE LION
ADD THE M	YWCA	YWCA	RETHINK, Toronto	CANADA	BRONZE LION	BRONZE LION