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SHORTLIST

Entertainment Lions for Sport

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Film Series and Audio)				
SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM
THE DREAM	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, AMC NETWORKS, DKV, DUREX, BAVIERA, FEPM)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN
A02 (Live Broadcast / Live Streaming)				
I DONT REMEMBER	ALMA	ALMA	HOY, Buenos Aires	ARGENTINA
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, SĂEo Paulo	BRAZIL
A04 (Gaming)				
THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BDDO BELGIUM, Molenbeek-saint-jean	BELGIUM
LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, OPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU
LOS SANTOS +3ĂC	GREENPEACE	GREENPEACE	VMLY&R, SĂEo Paulo	BRAZIL
FIFA21 X MIDNIGHT RAMADAN LEAGUE	EA SPORTS	FIFA21	ADAM&EVEDDB, London	UNITED KINGDOM
A05 (Promotional Content for Publishers & Networks)				
LET'S GO THERE	BBC SPORT	TOYKO OLYMPICS 2020	BBC CREATIVE, London	UNITED KINGDOM
B01 (Sports Live Experience)				
THE 9TH LANE	LACOSTE	LACOSTE	BETC, Paris	FRANCE
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA
LOS SANTOS +3ĂC	GREENPEACE	GREENPEACE	VMLY&R, SĂEo Paulo	BRAZIL
C01 (Fan Engagement)				
THE HUNDRED	FUTUREBRAND	THE HUNDRED CRICKET	FUTUREBRAND, London / MONOTYPE LTD., London / ENGLAND & WALES CRICKET BOARD, London	UNITED KINGDOM
A PIECE OF AJAX	AFC AJAX	AFC AJAX	ONE-NIL, Amsterdam / AFC AJAX, Amsterdam / AFC AJAX, Amsterdam	THE NETHERLANDS
1M POSSIBLE BILLBOARDS	ADIDAS	ADIDAS	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA
FAN HEARTBREAK ICE CREAM	ELENAĂE™S	ICE CREAM	VMLY&R COMMERCE, New York	USA
UNBREAKABLE COURTS	INSTITUTIONAL	BUDWEISER	AFRICA DDB, SĂEo Paulo	BRAZIL
THE GENDERLESS BILLBOARD	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
C02 (Influencer & Co-creation)				
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, SĂEo Paulo	BRAZIL
LOS SANTOS +3ĂC	GREENPEACE	GREENPEACE	VMLY&R, SĂEo Paulo	BRAZIL
C03 (Social)				
NIKE JAPAN TOKYO MARATHON SERIES	NIKE	TOKYO MARATHON	AKQA, Tokyo	JAPAN
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, SĂEo Paulo	BRAZIL
D01 (Innovative Use of Tech & Platforms for Sport)				
AUSTRALIAN OPEN METAVERSE	TENNIS AUSTRALIA	AO ARTBALL NFT	RUN IT WILD, Melbourne	AUSTRALIA
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU
THE PIRATE MATCH	DIRECTVGO	IPTV STREAMING	MIRUM AGENCY BRAZIL, Curitiba	BRAZIL
MICHELOB ULTRA - SAVE IT SEE IT	MICHELOB ULTRA	MICHELOB ULTRA BEER	GUT, Miami	USA
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA
D02 (Innovation in Branded Products for Sport)				
SAMSUNG FASTFRAME	SAMSUNG ELECTRONICS BENELUX	SAMSUNG FASTFRAME	CHEIL AMSTERDAM, Amsterdam	THE NETHERLANDS
E02 (Brand Storytelling)				
SAMSUNG FASTFRAME	SAMSUNG ELECTRONICS BENELUX	SAMSUNG FASTFRAME	CHEIL AMSTERDAM, Amsterdam	THE NETHERLANDS
THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, SĂEo Paulo	BRAZIL
A VICTORY TO BE REPEATED	MITSUBISHI MOTORS	MITSUBISHI PAJERO SPORT	TECH AND SOUL, SĂEo Paulo	BRAZIL
STUCK IN THE 80S	ABINBEV - GUARANĂ ANTARCTICA	GUARANĂ ANTARCTICA	SOKO, SĂEo Paulo	BRAZIL
UNBREAKABLE COURTS	INSTITUTIONAL	BUDWEISER	AFRICA DDB, SĂEo Paulo	BRAZIL
LOS SANTOS +3ĂC	GREENPEACE	GREENPEACE	VMLY&R, SĂEo Paulo	BRAZIL
NOW SUCCESSION	NOW	NOW	FEVER, London	UNITED KINGDOM
E03 (Audience Targeting or Distribution Strategy)				
THE PIRATE MATCH	DIRECTVGO	IPTV STREAMING	MIRUM AGENCY BRAZIL, Curitiba	BRAZIL
E04 (Partnerships with Sports Talent)				
THE 9TH LANE	LACOSTE	LACOSTE	BETC, Paris	FRANCE
SAMSUNG FASTFRAME	SAMSUNG ELECTRONICS BENELUX	SAMSUNG FASTFRAME	CHEIL AMSTERDAM, Amsterdam	THE NETHERLANDS
EAT FRESH REFRESH	SUBWAY	SUBWAY	DENTSU MCGARRYBOWEN, New York / SUBWAY, USA Milford	USA
E05 (Sports for Good)				

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LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM
SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM
THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, SÃO Paulo	BRAZIL
THE SACRIFICE - THE MOST DANGEROUS SURF TOURNAMENT	GREENPEACE	GREENPEACE	MCCANN, Santiago	CHILE
NO MORE RED	ADIDAS	ADIDAS X ARSENAL	IRIS, London	UNITED KINGDOM
E06 (Diversity & Inclusion in Sport)				
SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM
NIKESYNC	NIKE	NIKESYNC APP	R/GA, London	UNITED KINGDOM
THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, SÃO Paulo	BRAZIL
MICHELOB ULTRA - SAVE IT SEE IT	MICHELOB ULTRA	MICHELOB ULTRA BEER	GUT, Miami	USA
ADD THE M	YWCA	YWCA	RETHINK, Toronto	CANADA