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WINNERS

## Social &amp; Influencer Lions

22

CANNES LIONS

In Partnership with The B<sup>2</sup>B Institute  
A LinkedIn think tank

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
<b>A01 (Food &amp; Drink)</b>							
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, São Paulo	BRAZIL	SEIVA, Sao Paulo / SATELITE AUDIO, São Paulo	GOLD LION	GOLD LION
THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	BOOMERANG AGENCY, Amsterdam / ISOBAR, London / FRAMESTORE, London / SFERA PRODUCTION, Milan	BRONZE LION	BRONZE LION
<b>A03 (Healthcare)</b>							
AQUAFRESH FORTUNE TELLING	GLAXOSMITHKLINE CONSUMER HEALTHCARE JAPAN K.K	AQUAFRESH	GREY, Tokyo	JAPAN	GREY, Tokyo / amana inc., Tokyo / TCJ, Tokyo	SILVER LION	SILVER LION
<b>A04 (Automotive)</b>							
BMW: NOTHING BUT SHEER JOY	BMW	BMW	TBWA/JUICE CHINA, Beijing / TBWA/BOLT SHANGHAI, Shanghai	CHINA (MAINLAND)	REAL GOOD STUDIO, New York / FILMATE PRODUCTIONS, Shanghai	GOLD LION	GOLD LION
<b>A05 (Retail)</b>							
THE VIRTUAL NODULE	AMARO	FASHION, BEAUTY, WELLNES, DECOR	VMLY&R, São Paulo	BRAZIL		BRONZE LION	BRONZE LION
<b>A06 (Travel / Leisure)</b>							
INVALUABLE FOOD	MADRID FUSIÓN	MADRID FUSIÓN	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS, Madrid	SILVER LION	SILVER LION
<b>A07 (Media / Entertainment)</b>							
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Bengaluru	GRAND PRIX	GRAND PRIX
<b>A09 (Not-for-profit / Charity / Government)</b>							
CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB INDIA, Delhi / FCB CHICAGO	INDIA	KINNECT, Mumbai / FCB INDIA, Delhi	GOLD LION	GOLD LION
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN, Los Angeles / NEIL DACOSTA PHOTOGRAPHY, Portland, OR	SILVER LION	SILVER LION
<b>B02 (Audience Targeting / Engagement Strategies)</b>							
BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	VETOR ZERO, São Paulo / HEFTY, Sao Paulo	BRONZE LION	BRONZE LION
THE TRAILER TROLL	PRIME VIDEO	ENTERTAINMENT	MARCEL, Paris	FRANCE	PRODIGIOUS FILMS, Clichy / MASSCORP, Paris	SILVER LION	SILVER LION
<b>B03 (Real-time Response)</b>							
BLESS YOUR F'ING COOCH	EOS	EOS	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA	MAKEOUT, Brooklyn	SILVER LION	SILVER LION
BREADED CARS	KFC	KFC	PS21, Madrid	SPAIN		BRONZE LION	BRONZE LION
NATIONAL ROAST DAY	WENDY'S	WENDY'S	VMLY&R, Kansas City	USA		BRONZE LION	BRONZE LION
<b>B06 (Innovative Use of Community)</b>							
KFCOPYPASTE	KFC	KFC	PS21, Madrid	SPAIN		BRONZE LION	BRONZE LION
SAMSUNG ITEST	SAMSUNG	SAMSUNG OS	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	TRACK NZ, Auckland	BRONZE LION	BRONZE LION
GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	GENERAL POP, Paris	BRONZE LION	BRONZE LION
THE TRAILER TROLL	PRIME VIDEO	ENTERTAINMENT	MARCEL, Paris	FRANCE	PRODIGIOUS FILMS, Clichy / MASSCORP, Paris	BRONZE LION	BRONZE LION
<b>C02 (Partnerships)</b>							
LIL DICKY QUARTERTIME SHOW	GOPUFF	GOPUFF	MIRIMAR, Los Angeles	USA	PRETTYBIRD, Los Angeles	BRONZE LION	BRONZE LION
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY, Los Angeles	SILVER LION	SILVER LION
HEINZ HIDDEN SPOTS	THE KRAFT HEINZ CO	KRAFT KETCHUP	GÜT, Sao Paulo	BRAZIL	I HATE FLASH, Consolação / ARMS STUDIO - / MOL, São Paulo / BBL E-SPORTS, Sao Paulo / HEFTY, Sao Paulo	BRONZE LION	BRONZE LION
FANCY LIKE	APPLEBEE'S	APPLEBEE'S	GREY, New York	USA	TOWNHOUSE, New York	SILVER LION	SILVER LION
<b>C03 (Innovative Use of Influencers)</b>							
CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB INDIA, Delhi / FCB CHICAGO	INDIA	KINNECT, Mumbai / FCB INDIA, Delhi	SILVER LION	SILVER LION
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN, Los Angeles / NEIL DACOSTA PHOTOGRAPHY, Portland, OR	BRONZE LION	BRONZE LION
LU FROM MAGALU	MAGAZINE LUIZA	CORPORATE IMAGE	OGILVY, São Paulo / MAGAZINE LUIZA, São Paulo	BRAZIL	OAK FILMES, Ribeirão Preto / COMANDO S AUDIO, São Paulo / ALOK PRODUCTION, Sao Paulo / SENTIMENTAL FILME, São Paulo / VOGUE, Sao Paulo	GOLD LION	GOLD LION
<b>D01 (Content Placement)</b>							
VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG von MATT DONAU, Vienna	AUSTRIA		BRONZE LION	BRONZE LION
<b>D02 (Social Film)</b>							
THE SOUND OF STORIES	NETFLIX	NETFLIX	PUBLICIS ITALY, Milan	ITALY	MERCURIO CINEMATOGRAFICA, Milan	SILVER LION	SILVER LION
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN, Los Angeles / NEIL DACOSTA PHOTOGRAPHY, Portland, OR	GOLD LION	GOLD LION
<b>D03 (Social Film Series)</b>							
CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB INDIA, Delhi / FCB CHICAGO	INDIA	KINNECT, Mumbai / FCB INDIA, Delhi	BRONZE LION	BRONZE LION
<b>D04 (Co-Creation &amp; User Generated Content)</b>							
THE TATTOO DUO OVER	DUOLINGO	DUOLINGO	BETC, Paris	FRANCE	VOIR PICTURES, Paris	SILVER LION	SILVER LION
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, São Paulo	BRAZIL	SEIVA, Sao Paulo / SATELITE AUDIO, São Paulo	SILVER LION	SILVER LION

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<b>D05 (Social Commerce)</b>							
KFCOPYPASTE	KFC	KFC	PS21, Madrid	SPAIN		SILVER LION	SILVER LION
<b>E01 (Multi-platform Social Campaign)</b>							
HEINZ HOT DOG PACT	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA		BRONZE LION	BRONZE LION
THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	NEWKINO STUDIO, New York	GOLD LION	GOLD LION
THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	BOOMERANG AGENCY, Amsterdam / ISOBAR, London / FRAMESTORE, London / SFERA PRODUCTION, Milan	SILVER LION	SILVER LION
<b>E02 (Sponsorship &amp; Brand Partnership)</b>							
MARVEL TEASER OR TIDE AD?	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI, New York	USA	MARVEL STUDIOS PARTNERSHIPS, Burbank / BULLITT, Hollywood	BRONZE LION	BRONZE LION
<b>E03 (Social Purpose)</b>							
THE MICROPIEDIA OF MICROAGGRESSIONS	BLACK BUSINESS AND PROFESSIONAL ASSOCIATION, ET AL.	THE MICROPIEDIA OF MICROAGGRESSIONS	ZULU ALPHA KILO, Toronto	CANADA	ZULUBOT, Toronto	SILVER LION	SILVER LION
TAG THE GAME	OMO	LAUNDRY DETERGENT	LOLA MULLENLOWE, Madrid	SPAIN	HAPPY FINISH, London	BRONZE LION	BRONZE LION
TIKTOK TEACHERS	FEDERACIÓN MEXICANA DE SORDOS A.C (FEMESOR), CENTRO PARA LA INCLUSIÓN SOCIAL DEL	TIKTOK TEACHERS	DDB MEXICO, Mexico City / DDB MEXICO, Ciudad De México	MEXICO	LADOBLE, Mexico / ESTUDIOS MACHINA, Bogotá	BRONZE LION	BRONZE LION
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Bengaluru	SILVER LION	SILVER LION
NEVER SENT WITHOUT CONSENT	BROOK	CAMPAIGN	GREY, London	UNITED KINGDOM	JELLY, London / GREY, London	BRONZE LION	BRONZE LION
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM	FCB INFERNO, London	SILVER LION	SILVER LION
<b>F03 (Single-market Campaign)</b>							
BLESS YOUR F*ING COOCH	EOS	EOS	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA	MAKEOUT, Brooklyn	BRONZE LION	BRONZE LION
<b>F04 (Social Behaviour)</b>							
THE RESELL TAG	SAMSØE SAMSØE	SAMSØE SAMSØE PLATFORM	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY, Copenhagen	BRONZE LION	BRONZE LION
<b>F05 (Cultural Insight)</b>							
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, São Paulo	BRAZIL	SEIVA, Sao Paulo / SATELITE AUDIO, São Paulo	BRONZE LION	BRONZE LION
UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO	INDIA	FCB CHICAGO / FUEL CONTENT, Gurugram	BRONZE LION	BRONZE LION
<b>F07 (Corporate Purpose &amp; Social Responsibility)</b>							
TWITTER FEMININE ARABIC	TWITTER	TWITTER	VMLY&R COMMERCE MENA, Dubai	UNITED ARAB EMIRATES	VMLY&R COMMERCE MENA, Dubai / TRUFFLE FILM, Beirut	SILVER LION	SILVER LION
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL	HUNGRY MAN, São Paulo / DAHOUSE AUDIO, Sao Paulo / BIZSYS TECNOLOGIA E PROJETOS ESPECIAIS, Sao Paulo / PINDORAMA FILMES, Rio De Janeiro	BRONZE LION	BRONZE LION
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE FILMS, Atene	BRONZE LION	BRONZE LION
PAUSE IS POWER	POWERADE	POWERADE	PUBLICIS MEXICO, Mexico City / PUBLICIS ITALY, Milan / LEO BURNETT, Chicago	MEXICO	STINK FILMS, Los Angeles / MASSIVE MUSIC, New York	BRONZE LION	BRONZE LION