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WINNERS

## Industry Craft Lions

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CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
<b>A01 (Brand &amp; Communications Design)</b>						
RIO CARNAVAL - NEW BRAND	RIO CARNAVAL	CARNIVAL OF RIO DE JANEIRO	TATIL DESIGNING IDEAS, Rio De Janeiro	BRAZIL	GOLD LION	GOLD LION
CHILLBOARDS	COORS LIGHT	COORS LIGHT	DDB, Chicago / NORD DDB, Copenhagen / ADAM&EVEDDB, London	USA	SILVER LION	SILVER LION
<b>A02 (Outdoor)</b>						
HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM	GRAND PRIX	GRAND PRIX
<b>B01 (Brand &amp; Communications Design)</b>						
BEAUTIFUL MUTATIONS	THE AD MUSEUM TOKYO / YOSHIDA HIDEO MEMORIAL FOUNDATION	D&AD AWARDS 2021 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	GOLD LION	GOLD LION
MINECRAFT	MINECRAFT	GAMING	BOLD NOA, Stockholm / MOJANG STUDIOS, Stockholm	SWEDEN	GOLD LION	GOLD LION
NYPHIL	NEW YORK PHILHARMONICS	NEW YORK PHILHARMONICS	OGILVY, New York	USA	BRONZE LION	BRONZE LION
<b>B02 (Outdoor)</b>						
BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DDB, Miami	USA	SILVER LION CAMPAIGN	SILVER LION
BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DDB, Miami	USA	SILVER LION CAMPAIGN	SILVER LION
BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DDB, Miami	USA	SILVER LION CAMPAIGN	SILVER LION
SOUND TOUR	SPOTIFY JAPAN	SPOTIFY CODE	GEOMETRY OGILVY JAPAN, Tokyo / OGILVY SOUTH AFRICA, Johannesburg	JAPAN	SILVER LION CAMPAIGN	SILVER LION
SOUND TOUR - SAKURA	SPOTIFY	SPOTIFY	GEOMETRY OGILVY JAPAN, Tokyo / OGILVY SOUTH AFRICA, Johannesburg	JAPAN	SILVER LION CAMPAIGN	SILVER LION
SOUND TOUR - LANTERN	SPOTIFY	SPOTIFY	GEOMETRY OGILVY JAPAN, Tokyo / OGILVY SOUTH AFRICA, Johannesburg	JAPAN	SILVER LION CAMPAIGN	SILVER LION
<b>B03 (Print &amp; Publishing)</b>						
RADICCHIO	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION CAMPAIGN	BRONZE LION
RED BELL PEPPER	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION CAMPAIGN	BRONZE LION
<b>B04 (Packaging Design)</b>						
REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA	BRONZE LION	BRONZE LION
#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterföhring	GERMANY	BRONZE LION	BRONZE LION
<b>C01 (Brand &amp; Communications Design)</b>						
BEAUTIFUL MUTATIONS	THE AD MUSEUM TOKYO / YOSHIDA HIDEO MEMORIAL FOUNDATION	D&AD AWARDS 2021 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	SILVER LION	SILVER LION
<b>C03 (Print &amp; Publishing)</b>						
COCKROACH	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND	BRONZE LION CAMPAIGN	BRONZE LION
FLY	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND	BRONZE LION CAMPAIGN	BRONZE LION
ANTS	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND	BRONZE LION CAMPAIGN	BRONZE LION
A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	A BOOK ON THE UNTOLD TALE OF CHARLIE CHAPLIN	DDB MUDRA, Mumbai	INDIA	SILVER LION	SILVER LION
PORTUGUESE (RE)CONSTITUTION	PENGUIN BOOKS	PENGUIN BOOKS	FCB, Lisbon	PORTUGAL	BRONZE LION	BRONZE LION
<b>D01 (Brand &amp; Communications Design)</b>						
SEEN FROM A MINI	MINI	MINI	TBWA/BELGIUM, Zaventem	BELGIUM	SILVER LION	SILVER LION
<b>D02 (Outdoor)</b>						
REBIRTH	LEICA	CAMERA	TBWA, Paris	FRANCE	BRONZE LION	BRONZE LION
HENS BEHIND THE LENS	VITAL FARMS	VITAL FARMS EGGS	PREACHER, Austin	USA	SILVER LION	SILVER LION
NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA	GOLD LION	GOLD LION
<b>D03 (Print &amp; Publishing)</b>						
COLOURS OF PRIDE	FONDATION ÉMERGENCE	FONDATION ÉMERGENCE	RETHINK, Toronto	CANADA	BRONZE LION	BRONZE LION
BATH	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY	SILVER LION CAMPAIGN	SILVER LION
BREAST FEEDING	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY	SILVER LION CAMPAIGN	SILVER LION
VOMIT	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY	SILVER LION CAMPAIGN	SILVER LION
TOILET	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY	SILVER LION CAMPAIGN	SILVER LION
NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA	GOLD LION	GOLD LION
<b>E01 (Brand &amp; Communications Design)</b>						
NATIONAL ROAST DAY	WENDY'S	WENDY'S	VMLY&R, Kansas City	USA	SILVER LION	SILVER LION
<b>E03 (Print &amp; Publishing)</b>						
A DOG'S NAME	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION	BRONZE LION
DR. RICK WILL SEE YOU NOW	PROGRESSIVE INSURANCE	INSURANCE	ARNOLD WORLDWIDE, Boston	USA	SILVER LION	SILVER LION