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SHORTLIST

Entertainment Lions for Music

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Excellence in Music Video)				
THIS IS NOT AMERICA FT. IBEYI	RESIDENTE	RESIDENTE MUSIC VIDEO	DOOMSDAY ENTERTAINMENT, Los Angeles / SONY MUSIC LATIN, Miami	USA
INDUSTRY BABY	COLUMBIA RECORDS	LIL NAS X	LONDON ALLEY, Los Angeles	USA
LIL NAS X "MONTERO"	COLUMBIA RECORDS	LIL NAS X "MONTERO"	UNDERWONDER CONTENT, Los Angeles	USA
SONHO	NEGO BALA	NEGO BALA	AKQA, SĂo Paulo	BRAZIL
A02 (Brand or Product Integration into Music Content)				
MADE ON IPAD X OLIVIA RODRIGO	APPLE	IPAD	APPLE, Cupertino	USA
LIL DICKY QUARTERTIME SHOW	GOPUFF	GOPUFF	MIRIMAR, Los Angeles	USA
THE LEAF ORCHESTRA	NISSAN	NISSAN LEAF	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA
BILLIE EILISH X BEAT SABER	META QUEST [FKA OCULUS]	META QUEST [FKA OCULUS]	META, Menlo Park	USA
B01 (Music Live Experience)				
NETFLIX - THE LAST "BELLA CIAO"	NETFLIX	NETFLIX	JAM SESSION AGENCY, București	ROMANIA
STARAOKE	PRIME VIDEO	PRIME VIDEO	OGILVY, Milan	ITALY
B02 (Fan Engagement / Community Building)				
MCDONALD'S: THE BTS MEAL	MCDONALD'S	MCDONALD'S: THE BTS MEAL	WIEDEN+KENNEDY NEW YORK,	USA
PEPSI HALFTIME ULTRA PASS	PEPSI + VERIZON	PEPSI ULTRA PASS POWERED BY VERIZON 5G	R/GA, New York / VERIZON COMMUNICATIONS, Basking Ridge / PEPSSI, Purchase / TRIGGER GLOBAL, Los Angeles	USA
STARAOKE	PRIME VIDEO	PRIME VIDEO	OGILVY, Milan	ITALY
WHTSPP RECORDS	ABINBEV	BUDWEISER BUDXRECORDS	DAVID, Bogotá	COLOMBIA
C01 (Use of Music Streaming Platform or Video Hosting Service)				
THE SPOTIFY CHARTHACK	UNIVERSAL MUSIC	UNIVERSAL MUSIC	OGILVY GERMANY, Frankfurt	GERMANY
BYE BYE LULLABY	FATER	PAMPERS	SAATCHI & SAATCHI, Milan	ITALY
CODA PLAYLIST CURATED BY DEAF PEOPLE	APPLE	APPLE MUSIC	ROSEWOOD CREATIVE, Van Nuys	USA
C02 (Use of Music Technology or Innovation)				
SICK BEATS	WOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
D01 (Use of Original Composition)				
OCTOBER EVENT OPENER - START UP - 45 YEARS OF APPLE SOUNDS	APPLE	EVENT OPENER	TBWA/MEDIA ARTS LAB, Los Angeles	USA
LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA
UNBREAKABLE COURTS	INSTITUTIONAL	BUDWEISER	AFRICA DDB, SĂo Paulo	BRAZIL
LIL SUGARĂE "MASTER OF DISGUISE"	HIP-HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK,	USA
D02 (Use of Licensed / Adapted Music)				
LABRINTH X APPLE "LIKE A MOVIE"	APPLE	IPHONE	SONY MUSIC, New York / APPLE, Cupertino	USA
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE ORGANIZATION	BBDO, New York / HUMAN MUSIC & SOUND DESIGN, New York	USA
D03 (Artist as a Brand or Cause Ambassador)				
LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA
TIM HORTONS - TIMBIEBS	TIM HORTONS	TIM HORTONS	GUT, Toronto	CANADA
D04 (Production of Exclusive Artist Content in Partnership with a Brand or a Cause)				
FAITHLESS X OTO: THE DROP OFF	OTO CBD	OTO SLEEP DROPS	THE ROMANS, London	UNITED KINGDOM
PLAY HAS NO LIMITS FEAT. KENSHI YONEZU	SONY INTERACTIVE ENTERTAINMENT	PLAYSTATION	SIX INC., Tokyo / HAKUHODO INC., Tokyo / HAKUHODO KETTLE INC., Tokyo	JAPAN
BLACK-OWNED FRIDAY 2021	GOOGLE	GOOGLE SMALL BUSINESS	GOOGLE, New York / BBH USA, New York / ANONYMOUS CONTENT, Los Angeles	USA
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA
BLACK BUSINESS BEATS	MERCADO LIVRE (EBAZAR)	INSTITUTIONAL	GUT, Sao Paulo	BRAZIL
FANCY LIKE	APPLEBEE'S	APPLEBEE'S	GREY, New York	USA
D05 (Brand Partnership / Endorsement)				
PERFORMANCE ENHANCING MUSIC	SAMSUNG	SAMSUNG GALAXY	CHEP NETWORK, Walsh Bay	AUSTRALIA
GEICO ĂECESCOPIĂE	GEICO	INSURANCE	THE MARTIN AGENCY, Richmond	USA
LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA
THE LOCKDOWN ZOOMS	SIR ELTON JOHN + ZOOM	SIR ELTON JOHN + ZOOM	AKQA, SĂo Paulo	BRAZIL
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA