

WINNERS

Creative Effectiveness Lions

2022

CANNES LIONS | In Partnership with **BAIN & COMPANY**

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Food & Drink)						
CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO / FCB NEW YORK	USA	CREATIVE EFFECTIVENESS GRAND PRIX	CREATIVE EFFECTIVENESS GRAND PRIX
CAN'T TOUCH THIS	CHEETOS	CHEETOS CRUNCHY	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	SILVER LION	SILVER LION
A03 (Healthcare)						
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY	SILVER LION	SILVER LION
A04 (Automotive)						
RENAULT - VILLAGE ELECTRIQUE	RENAULT	APPY, VILLAGE ELECTRIQUE	PUBLICIS CONSEIL, Paris	FRANCE	BRONZE LION	BRONZE LION
A05 (Retail)						
MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN	GOLD LION	GOLD LION
MCDONALD'S: THE TRAVIS SCOTT MEAL	MCDONALD'S	MCDONALD'S X THE TRAVIS SCOTT MEAL	WIEDEN+KENNEDY NEW YORK	USA	BRONZE LION	BRONZE LION
A08 (Consumer Services / Business to Business)						
THE ISLAND	THREE	THREE BUSINESS	BOYS + GIRLS, Dublin	IRELAND	SILVER LION	SILVER LION
A09 (Not-for-profit / Charity / Government)						
UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	UNDERCOVER AVATAR	HAVAS PLAY, Paris	FRANCE	BRONZE LION	BRONZE LION
#STILLSPEAKINGUP DEEPTHUTH	PROPUESTA CIVICA AC	PROPUESTA CIVICA AC/ MEXICAN JOURNALISTS PROTECTION	PUBLICIS MEXICO, Mexico City / Publicis WW Riga, Riga	MEXICO	BRONZE LION	BRONZE LION
B01 (Single Market)						
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY	GOLD LION	GOLD LION
B02 (Multi Market)						
MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN	BRONZE LION	BRONZE LION
B03 (Global Market)						
SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARKITBWA, Toronto	CANADA	BRONZE LION	BRONZE LION
COURAGE IS BEAUTIFUL	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM	SILVER LION	SILVER LION
B04 (Creative Effectiveness for Good)						
STAYFREE PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	DDB MUDRA, Mumbai	INDIA	BRONZE LION	BRONZE LION
PROJECT UNDERSTOOD	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	BRONZE LION	BRONZE LION
C05 (Real-time Response)						
COURAGE IS BEAUTIFUL	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM	GOLD LION	GOLD LION
C07 (Collaboration)						
PROJECT UNDERSTOOD	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	GOLD LION	GOLD LION
MICHELOB ULTRA COURTSIDE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	SILVER LION	SILVER LION
C08 (Breakthrough on a Budget)						
UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	UNDERCOVER AVATAR	HAVAS PLAY, Paris	FRANCE	GOLD LION	GOLD LION
THE MATCH OF AGES	ABINBEV	CORONA	WE BELIEVERS, Brooklyn	USA	BRONZE LION	BRONZE LION
C10 (Market Disruption)						
CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO / FCB NEW YORK	USA	SILVER LION	SILVER LION