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WINNERS

Creative B2B Lions

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CANNES LIONS

In Partnership with **The B²B Institute**
A LinkedIn think tank

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Cross-channel Storytelling)						
ROBYN'S UNDIES	YELLOW	YELLOW NEW ZEALAND	HEYYOU, Auckland / YELLOW NEW ZEALAND, Auckland / UNTOLD PROJECTS LTD RICHMOND ROAD, Auckland	NEW ZEALAND	BRONZE LION	BRONZE LION
A02 (Brand Experience)						
A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	USA	BRONZE LION	BRONZE LION
A04 (Targeting & Engagement)						
A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	USA	GOLD LION	GOLD LION
BLACK BUSINESS BEATS	MERCADO LIVRE (EBAZAR)	INSTITUTIONAL	GUT, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
A05 (Effectiveness & Measurement)						
ADS FOR EQUALITY	META	FACEBOOK	META, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
A07 (Breakthrough on a Budget)						
HANDLE WITH I DON'T CARE	STRAHL	STRAHL	APRILL, Bergen	NORWAY	SILVER LION	SILVER LION
A09 (Corporate Purpose & Social Responsibility)						
REDUCE THE RIDE	D'IETEREN	HUSK	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	GOLD LION	GOLD LION
A11 (Craft in B2B)						
ESCAPE FROM THE OFFICE	APPLE	APPLE DEVICES	APPLE, Sunnyvale / SMUGGLER, Central LA	USA	SILVER LION	SILVER LION
B02 (Brand Experience)						
SPEAKING IN COLOR	SHERWIN-WILLIAMS COIL COATINGS	SPEAKING IN COLOR	WUNDERMAN THOMPSON, Minneapolis	USA	GRAND PRIX	GRAND PRIX
B06 (Long-Term Brand Building)						
SPEAKING IN COLOR	SHERWIN-WILLIAMS COIL COATINGS	SPEAKING IN COLOR	WUNDERMAN THOMPSON, Minneapolis	USA	SILVER LION	SILVER LION
B09 (Corporate Purpose & Social Responsibility)						
CO2AT	AZGARD 9	CO2AT	THIS IS PACIFICA, Porto / STREAM AND TOUGH GUY, Lisbon	PORTUGAL	BRONZE LION	BRONZE LION
PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	SILVER LION	SILVER LION
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY	BRONZE LION	BRONZE LION
B10 (Market Disruption)						
PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	GOLD LION	GOLD LION