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WINNERS

# Print & Publishing Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
<b>A01 (Food &amp; Drink)</b>						
BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA, Miami	USA	GOLD LION CAMPAIGN	GOLD LION
BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	PEPSICO, Purchase / ALMA, Miami	USA	GOLD LION CAMPAIGN	
BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA, Miami	USA	GOLD LION CAMPAIGN	
<b>A02 (Consumer Goods)</b>						
SOLDIER	LEICA	SOFORT INSTANT CAMERA	HILL HOLLIDAY, Boston	USA	SILVER LION CAMPAIGN	SILVER LION
RAIN	LEICA	SOFORT INSTANT CAMERA	HILL HOLLIDAY, Boston	USA	SILVER LION CAMPAIGN	
PUDDLE	LEICA	SOFORT INSTANT CAMERA	HILL HOLLIDAY, Boston	USA	SILVER LION CAMPAIGN	
WINE	LEICA	SOFORT INSTANT CAMERA	HILL HOLLIDAY, Boston	USA	SILVER LION CAMPAIGN	
ALLYAH	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SILVER LION CAMPAIGN	SILVER LION
GRACE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SILVER LION CAMPAIGN	
FREYA	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SILVER LION CAMPAIGN	
ISABELLE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SILVER LION CAMPAIGN	
<b>A04 (Automotive)</b>						
IRMA	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT, Hamburg	GERMANY	SILVER LION CAMPAIGN	SILVER LION
KATRINA	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT, Hamburg	GERMANY	SILVER LION CAMPAIGN	
JEBI	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT, Hamburg	GERMANY	SILVER LION CAMPAIGN	
HAYIAN	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT, Hamburg	GERMANY	SILVER LION CAMPAIGN	
BLANCA	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT, Hamburg	GERMANY	SILVER LION CAMPAIGN	
<b>A05 (Retail)</b>						
BALLOONS - GRAND OPENINGS - BIG MAC	MCDONALD'S CANADA	MCDONALD'S RESTAURANTS OPENINGS	COSSETTE, Montreal	CANADA	BRONZE LION CAMPAIGN	BRONZE LION
BALLOONS - GRAND OPENINGS - FRIES	MCDONALD'S CANADA	MCDONALD'S RESTAURANTS OPENINGS	COSSETTE, Montreal	CANADA	BRONZE LION CAMPAIGN	
THE WRONG MESSAGE	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION CAMPAIGN	BRONZE LION
A DOG'S NAME	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION CAMPAIGN	
RADICCHIO	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION CAMPAIGN	BRONZE LION
RED BELL PEPPER	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BRONZE LION CAMPAIGN	
<b>A06 (Travel / Leisure)</b>						
TAKE THIS AD FOR A RUN	GO OUTSIDE	GO OUTSIDE	GO OUTSIDE, Sao Paulo, Sp / TALENT MARCEL, São Paulo	BRAZIL	BRONZE LION	BRONZE LION
<b>A07 (Media / Entertainment)</b>						
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	
VOMIT	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY	SILVER LION CAMPAIGN	
TOILET	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY	SILVER LION CAMPAIGN	
<b>A09 (Not-for-profit / Charity / Government )</b>						
GUNS STATS - PRINT 1	CHANGE THE REF	CHANGE THE REF	CHANGE THE REF, Parkland / ALMA, Miami	USA	BRONZE LION CAMPAIGN	BRONZE LION
GUNS STATS - PRINT 2	CHANGE THE REF	CHANGE THE REF	CHANGE THE REF, Parkland / ALMA, Miami	USA	BRONZE LION CAMPAIGN	
GUNS STATS - PRINT 3	CHANGE THE REF	CHANGE THE REF	CHANGE THE REF, Parkland / ALMA, Miami	USA	BRONZE LION CAMPAIGN	
<b>B01 (Commercial Publications)</b>						
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	GRAND PRIX	GRAND PRIX
<b>C01 (Adapted Print)</b>						
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA	BRONZE LION	BRONZE LION
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION
<b>D03 (Single-market Campaign)</b>						
RECOLOUR THE RAINBOW	SKITTLES	SKITTLES	ADAM&EVEDDB, London / DDB, Chicago	UNITED KINGDOM	BRONZE LION	BRONZE LION
<b>D04 (Social Behaviour)</b>						
DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	GOLD LION	GOLD LION
COLOURS OF PRIDE	FONDATION ÉMERGENCE	FONDATION ÉMERGENCE	RETHINK, Toronto	CANADA	BRONZE LION	BRONZE LION
NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
<b>D06 (Breakthrough on a Budget)</b>						
THE KETCHUP BAN	CURTICE BROTHERS	CURTICE BROTHERS KETCHUP	OGILVY GERMANY, Frankfurt	GERMANY	BRONZE LION	BRONZE LION
<b>D07 (Corporate Purpose &amp; Social Responsibility)</b>						
THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY OPT, Oslo	NORWAY	GOLD LION	GOLD LION
REVERSE SELFIE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	GOLD LION	GOLD LION
THE REAL PROBLEM	ATHOS	LGBTQ+ NEWS	VMLY&R BRAZIL, São Paulo	BRAZIL	BRONZE LION	BRONZE LION