

20

SHORTLIST

Titanium Lions

22



| Title | Brand | Product/Service | Entrant Company | Country |
|---|-------------------------------------|--|------------------------------------|----------------|
| A01 (Titanium) | | | | |
| PIÑATEX | DOLE SUNSHINE COMPANY + ANANAS ANAM | PIÑATEX | L&C NEW YORK | USA |
| THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS | DECATHLON | SPORTS EQUIPMENT | BDO BELGIUM MOLENBEEK-SAINT-JEAN | BELGIUM |
| SHAH RUKH KHAN-MY-AD | CADBURY CELEBRATIONS | CADBURY CELEBRATIONS | OGILVY MUMBAI | INDIA |
| LONG LIVE THE PRINCE | KIYAN PRINCE FOUNDATION | KIYAN PRINCE FOUNDATION | ENGINE LONDON | UNITED KINGDOM |
| SUPER. HUMAN. | CHANNEL 4 | CHANNEL 4 | 4CREATIVE LONDON | UNITED KINGDOM |
| SAMSUNG ITEST | SAMSUNG | SAMSUNG OS | DDB NEW ZEALAND AUCKLAND | NEW ZEALAND |
| INSPIRATION4 CAMPAIGN | INSPIRATION4 | ALL-CIVILIAN MISSION TO SPACE | KNOWN NEW YORK | USA |
| REAL TONE — PRODUCT INNOVATION & GLOBAL CAMPAIGN | GOOGLE | REAL TONE | GOOGLE MOUNTAIN VIEW | USA |
| BLACK-OWNED FRIDAY 2021 | GOOGLE | GOOGLE SMALL BUSINESS | GOOGLE NEW YORK | USA |
| THE MOST IMPORTANT CALL | CALL RUSSIA | CALL RUSSIA | NOT PERFECT VILNIUS | LITHUANIA |
| DRAW KETCHUP | KRAFT HEINZ | HEINZ KETCHUP | RETHINK TORONTO | CANADA |
| THE FIRST META SNEAKER | UNDER ARMOUR | GENESIS CURRY FLOW NFT | BERLIN CAMERON NEW YORK | USA |
| THE UNFILTERED HISTORY TOUR | VICE MEDIA | BRITISH MUSEUM | DENTSU WEBCHUTNEY BENGALURU | INDIA |
| PLASTIC FISHING TOURNAMENT | AB INBEV / CORONA | CORONA BEER | WE BELIEVERS BROOKLYN | USA |
| LESS TALK, MORE BITCOIN | COINBASE | COINBASE | ACCENTURE SONG NEW YORK | USA |
| WIDEN THE SCREEN: THE PROGRAM | P&G | N/A | GREY NEW YORK | USA |
| DYSLEXIC THINKING | VIRGIN GROUP | MADE BY DYSLEXIA | FCB INFERNO LONDON | UNITED KINGDOM |
| DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY. | DOT | DOT PAD | SERVICEPLAN GERMANY MUNICH | GERMANY |
| HACK MARKET | BACK MARKET | MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS | MARCEL PARIS | FRANCE |
| PLASTICOFF | WHIRLPOOL | WHIRLPOOL | VMLY&R COMMERCE MEXICO MEXICO CITY | MEXICO |
| THE LOST CLASS | CHANGE THE REF INC. | GUN VIOLENCE AWARENESS | LEO BURNETT CHICAGO | USA |
| CHILLBOARDS | COORS LIGHT | COORS LIGHT | DDB CHICAGO | USA |
| TOXIC INFLUENCE | DOVE UNILEVER | GLOBAL PERSONAL CARE BRAND | OGILVY LONDON | UNITED KINGDOM |
| BACKUP UKRAINE | POLYCAM X UNESCO | PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY | VIRTUE WORLDWIDE NEW YORK | USA |