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SHORTLIST

Industry Craft Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Brand & Communications Design)				
RIO CARNAVAL - NEW BRAND	RIO CARNAVAL	CARNIVAL OF RIO DE JANEIRO	TATIL DESIGNING IDEAS, Rio De Janeiro	BRAZIL
PERIODS FOR PERIODS	PERIODS FOR PERIODS	PERIODS FOR PERIODS	RETHINK, Toronto	CANADA
CHILLBOARDS	COORS LIGHT	COORS LIGHT	DDB, Chicago / NORD DDB, Copenhagen / ADAM&EVEDDB, London	USA
A02 (Outdoor)				
DISCONNECT	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
OFF-GRID	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
EXHALE	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM
YOUR LIFE IN FOUR LETTERS	OTTO GMBH & CO. KG	OTTO GMBH & CO. KG	MUTABOR DESIGN GMBH, Hamburg / C/O SETZKORN KEMPER GMBH, Hamburg	GERMANY
KHORTYTSIA - THE ISLAND OF A MYSTERY	KHORTYTSIA ISLAND	TOURISTIC PLACE	BICKERSTAFF.734, Kyiv	UKRAINE
A03 (Print & Publishing)				
DISCONNECT	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
OFF-GRID	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
EXHALE	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE HANDWRITING OF GOD	PANENKA MAGAZINE	PANENKA MAGAZINE	LOLA MULLENLOWE, Barcelona	SPAIN
A04 (Packaging Design)				
FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN GERMANY, Munich	GERMANY
B01 (Brand & Communications Design)				
BEAUTIFUL MUTATIONS	THE AD MUSEUM TOKYO / YOSHIDA HIDEO MEMORIAL FOUNDATION	D&AD AWARDS 2021 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN
MINECRAFT	MINECRAFT	GAMING	BOLD NOA, Stockholm / MOJANG STUDIOS, Stockholm	SWEDEN
HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM
CREATING REAL MAGIC	COCA-COLA	COCA-COLA	THE COCA-COLA COMPANY, Atlanta / KNOWNUNKNOWN, Atlanta	USA
LIL SUGARÁE" MASTER OF DISGUISE	HIP-HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
THE UNWEARABLE COLLECTION	BOEHRINGER INGELHEIM	DISEASE AWARENESS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
ONE/SECOND/SUIT	H&M	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
NYPHIL	NEW YORK PHILHARMONICS	NEW YORK PHILHARMONICS	OGILVY, New York	USA
B02 (Outdoor)				
BIOSCOPE STORIES VS BOLLYWOOD	RED DOT FOUNDATION	PUBLIC SERVICE ANNOUNCEMENT	OGILVY, Singapore	SINGAPORE
MASTER PIECE	XBOX	HALO	EDELMAN, London	UNITED KINGDOM
CATCH OF THE DAY 2050	SEA SHEPHERD	CATCH OF THE DAY 2050	OGILVY SOCIAL.LAB, Amsterdam	THE NETHERLANDS
HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM
BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
RENAULT - TOYS	RENAULT	THE ORIGINALS	PUBLICIS CONSEIL, Paris	FRANCE
SIGNS FROM BEYOND	GENERAL MOTORS / CHEVROLET	GENERAL MOTORS / CHEVROLET	COMMONWEALTH MCCANN, Mexico City	MEXICO
SOUND TOUR	SPOTIFY JAPAN	SPOTIFY CODE	GEOMETRY OGILVY JAPAN, Tokyo / OGILVY SOUTH AFRICA, Johannesburg	JAPAN
SOUND TOUR - SAKURA	SPOTIFY	SPOTIFY	GEOMETRY OGILVY JAPAN, Tokyo / OGILVY SOUTH AFRICA, Johannesburg	JAPAN
SOUND TOUR - LANTERN	SPOTIFY	SPOTIFY	GEOMETRY OGILVY JAPAN, Tokyo / OGILVY SOUTH AFRICA, Johannesburg	JAPAN
B03 (Print & Publishing)				
COCKROACH	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND
FLY	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND
ANTS	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND
BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
RADICCHIO	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
RED BELL PEPPER	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
BEER	MCDONALD'S	FOOD & DRINK / RESTAURANT	NORD DDB, Stockholm	SWEDEN
JACK	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA
FREDDY	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA
VINCENT & JULES	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA
BANDANA BOOK	BMW	BMW MOTORRAD	HILL HOLIDAY, Boston	USA
B04 (Packaging Design)				
REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA
#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterföhring	GERMANY
C01 (Brand & Communications Design)				

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BEAUTIFUL MUTATIONS	THE AD MUSEUM TOKYO / YOSHIDA HIDEO MEMORIAL FOUNDATION	D&AD AWARDS 2021 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN
NIGHTS BY THE LAKE	ASAHIYAKI	BOOK	DENTSU INC., Tokyo	JAPAN
C02 (Outdoor)				
FRUITS	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BARS	TBWA, Paris	FRANCE
EIFFEL TOWER	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BARS	TBWA, Paris	FRANCE
POSITION 5	PUBLIC HEALTH CENTER/ MINISTRY OF HEALTH OF UKRAINE	PREP	ANGRY, Kyiv	UKRAINE
POSITION 7	PUBLIC HEALTH CENTER/ MINISTRY OF HEALTH OF UKRAINE	PREP	ANGRY, Kyiv	UKRAINE
POSITION 9	PUBLIC HEALTH CENTER/ MINISTRY OF HEALTH OF UKRAINE	PREP	ANGRY, Kyiv	UKRAINE
POSITION 20	PUBLIC HEALTH CENTER/ MINISTRY OF HEALTH OF UKRAINE	PREP	ANGRY, Kyiv	UKRAINE
POSITION 22	PUBLIC HEALTH CENTER/ MINISTRY OF HEALTH OF UKRAINE	PREP	ANGRY, Kyiv	UKRAINE
POSITION 28	PUBLIC HEALTH CENTER/ MINISTRY OF HEALTH OF UKRAINE	PREP	ANGRY, Kyiv	UKRAINE
MASTER PIECE	XBOX	HALO	EDELMAN, London	UNITED KINGDOM
C03 (Print & Publishing)				
FRUITS	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BARS	TBWA, Paris	FRANCE
FLOWER	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BARS	TBWA, Paris	FRANCE
COCKROACH	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND
FLY	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND
ANTS	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND
A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	A BOOK ON THE UNTOLD TALE OF CHARLIE CHAPLIN	DDB MUDRA, Mumbai	INDIA
PORTUGUESE (RE)CONSTITUTION	PENGUIN BOOKS	PENGUIN BOOKS	FCB, Lisbon	PORTUGAL
CHICAGO NOT IN CHICAGO POSTERS	CITY OF CHICAGO	CHICAGO TOURISM	ENERGY BBDO, Chicago	USA
C04 (Packaging Design)				
SPICE UP YOUR VALENTINE'S DAY	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BARS	TBWA, Paris	FRANCE
FUTURE MEETS HISTORY	JING-A AND METADESIGN CHINA LIMITED	BEERS	JING-A BREWING CO., Beijing / METADESIGN CHINA LIMITED, Beijing	CHINA
D01 (Brand & Communications Design)				
SEEN FROM A MINI	MINI	MINI	TBWA/BELGIUM, Zaventem	BELGIUM
D02 (Outdoor)				
REBIRTH	LEICA	CAMERA	TBWA, Paris	FRANCE
HENS BEHIND THE LENS	VITAL FARMS	VITAL FARMS EGGS	PREACHER, Austin	USA
JAIME	COLGATE PALMOLIVE	COLGATE	VMLY&R, Paris / RED FUSE, Paris	FRANCE
PAUL	COLGATE PALMOLIVE	COLGATE	VMLY&R, Paris / RED FUSE, Paris	FRANCE
VALERIE	COLGATE PALMOLIVE	COLGATE	VMLY&R, Paris / RED FUSE, Paris	FRANCE
BEER	MCDONALD'S	FOOD & DRINK / RESTAURANT	NORD DDB, Stockholm	SWEDEN
BEETROOT	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
RADICCHIO	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
RED BELL PEPPER	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA
D03 (Print & Publishing)				
COLOURS OF PRIDE	FONDATION À%MERGENCE	FONDATION À%MERGENCE	RETHINK, Toronto	CANADA
BATH	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ACQUA ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY
BREAST FEEDING	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ACQUA ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY
VOMIT	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ACQUA ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY
TOILET	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ACQUA ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY
AIRBAG ALIVE COLLECTION	DGT (DIRECTORATE-GENERAL FOR TRAFFIC)	AIRBAG	OGILVY, Madrid	SPAIN
RADICCHIO	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
RED BELL PEPPER	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA
E01 (Brand & Communications Design)				
NATIONAL ROAST DAY	WENDY'S	WENDY'S	VMLY&R, Kansas City	USA
E02 (Outdoor)				
DAYCARE	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA
ELDERLY COUPLE	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA
IMPATIENT PASSENGER	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA
THE NETFLIX MARQUEE	NETFLIX	NETFLIX	NETFLIX, Los Angeles	USA
E03 (Print & Publishing)				
THE BIRDS & THE BEES	UNITED NATIONS DEVELOPMENT PROGRAMME	CLIMATE ADVOCACY	WUNDERMAN THOMPSON, Sydney	AUSTRALIA
A DOG'S NAME	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
HYDROALCOHOLIC	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
THE WRONG MESSAGE	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
DR. RICK WILL SEE YOU NOW	PROGRESSIVE INSURANCE	INSURANCE	ARNOLD WORLDWIDE, Boston	USA
DOGPHONICS	MARS	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND
E04 (Packaging Design)				
REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA