

2022 WINNERS

Entertainment Lions for Music

 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Excellence in Music Video)						
THIS IS NOT AMERICA FT. IBEYI	RESIDENTE	RESIDENTE MUSIC VIDEO	DOOMSDAY ENTERTAINMENT, Los Angeles / SONY MUSIC LATIN, Miami	USA	GRAND PRIX	GRAND PRIX
INDUSTRY BABY	COLUMBIA RECORDS	LIL NAS X	LONDON ALLEY, Los Angeles	USA	SILVER LION	SILVER LION
SONHO	NEGO BALA	NEGO BALA	AKQA, São Paulo	BRAZIL	SILVER LION	SILVER LION
A02 (Brand or Product Integration into Music Content)						
LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA	GOLD LION	GOLD LION
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	BRONZE LION	BRONZE LION
B01 (Music Live Experience)						
STARAOKE	PRIME VIDEO	PRIME VIDEO	OGILVY, Milan	ITALY	BRONZE LION	BRONZE LION
B02 (Fan Engagement / Community Building)						
PEPSI HALFTIME ULTRA PASS	PEPSI + VERIZON	PEPSI ULTRA PASS POWERED BY VERZION 5G	R/GA, New York / VERIZON COMMUNICATIONS, Basking Ridge / PEPSI, Purchase / TRIGGER GLOBAL, Los Angeles	USA	BRONZE LION	BRONZE LION
D02 (Use of Licensed / Adapted Music)						
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE ORGANIZATION	HUMAN MUSIC & SOUND DESIGN, New York / BBDO, New York	USA	GOLD LION	GOLD LION
D03 (Artist as a Brand or Cause Ambassador)						
LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA	SILVER LION	SILVER LION
TIM HORTONS - TIMBIEBS	TIM HORTONS	TIM HORTONS	GUT, Toronto	CANADA	BRONZE LION	BRONZE LION
D04 (Production of Exclusive Artist Content in Partnership with a Brand or a Cause)						
PLAY HAS NO LIMITS FEAT. KENSHI YONEZU	SONY INTERACTIVE ENTERTAINMENT	PLAYSTATION	SIX INC., Tokyo / HAKUHODO INC., Tokyo / HAKUHODO KETTLE INC., Tokyo	JAPAN	BRONZE LION	BRONZE LION
BLACK-OWNED FRIDAY 2021	GOOGLE	GOOGLE SMALL BUSINESS	GOOGLE, New York / BBH USA, New York / ANONYMOUS CONTENT, Los Angeles	USA	GOLD LION	GOLD LION
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	BRONZE LION	BRONZE LION
BLACK BUSINESS BEATS	MERCADO LIVRE (EBAZAR)	INSTITUTIONAL	GUT, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
FANCY LIKE	APPLEBEE'S	APPLEBEE'S	GREY, New York	USA	GOLD LION	GOLD LION
D05 (Brand Partnership / Endorsement)						
GEICO "SCOOP!"	GEICO	INSURANCE	THE MARTIN AGENCY, Richmond	USA	BRONZE LION	BRONZE LION
LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA	SILVER LION	SILVER LION