

WINNERS PR Lions

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

Title	Brand	Product / Service	Entrant / Idea Creation	Location	PR	Prize	Award
A01 (Food & Drink)							
HEINZ HOT DOG PACT	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	THE COLONY PROJECT, Toronto / MIDDLE CHILD, Toronto	SILVER LION	SILVER LION
SUNBREW	CORONA	CORONA SUNBREW	DAVID, Miami	USA	ALLISON+PARTNERS, Chicago	SILVER LION	SILVER LION
A05 (Retail)							
OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE		SILVER LION	SILVER LION
BLACK BEAUTY IS BEAUTY	SEPHORA	BLACK BEAUTY PRODUCTS	R/GA, New York	USA	DEVRIES GLOBAL, New York	SILVER LION	SILVER LION
A06 (Travel / Leisure)							
WELCOME TO THE ICELANDVERSE	INSPIRED BY ICELAND	ICELAND	SS+K, New York / PEEL ICELAND, Reykjavik	USA	M&C SAATCHI TALK, London	BRONZE LION	BRONZE LION
THE BVG HEMPTICKET – COME HOME, CALM DOWN.	BERLINER VERKEHRSBETRIEBE (BVG) - AOR	BVG	JUNG VON MATT AG, Hamburg	GERMANY	JUNG VON MATT AG, Hamburg	GOLD LION	GOLD LION
INVALUABLE FOOD	MADRID FUSIÓN	MADRID FUSIÓN	LEO BURNETT, Madrid	SPAIN	LEO BURNETT, Madrid	BRONZE LION	BRONZE LION
A07 (Media / Entertainment)							
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM	FCB INFERNO, London	BRONZE LION	BRONZE LION
A08 (Consumer Services / Business to Business)							
BEHIND THE MOST IMPORTANT JOB	NAVENT	ZONAJOB	TOGETHERWITH, Buenos Aires	ARGENTINA		BRONZE LION	BRONZE LION
A09 (Not-for-profit / Charity / Government)							
14 IS NOT OK	ESTONIAN SEXUAL HEALTH ASSOCIATION	NOT APPLICABLE	OPTIMIST CREATIVE, Tallinn	ESTONIA	OPTIMIST CREATIVE, Tallinn	BRONZE LION	BRONZE LION
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	TUSK STRATEGIES, New York, NY / MSL, Chicago	GOLD LION	GOLD LION
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	OGILVY HONDURAS, Tegucigalpa	BRONZE LION	BRONZE LION
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York	BRONZE LION	BRONZE LION
B01 (Social Engagement)							
THE BREAKAWAY: THE FIRST ECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-Saint-Jean	BELGIUM	WALKIE TALKIE, Gent	GRAND PRIX	GRAND PRIX
UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO	INDIA	CUMULUS, Gurgaon	BRONZE LION	BRONZE LION
REVERSE RENEGADE	CHAMPION	CHAMPION REVERSE WEAVE APPAREL	ENERGY BBDO, Chicago	USA		SILVER LION	SILVER LION
MICHELOB ULTRA - SAVE IT SEE IT	MICHELOB ULTRA	MICHELOB ULTRA BEER	GUT, Miami	USA	3PM, Miami	BRONZE LION	BRONZE LION
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY		SILVER LION	SILVER LION
#FREECUTHBERT	ALDI	CUTHBERT CATERPILLAR CAKE	McCANN, Manchester	UNITED KINGDOM	CLARION COMMUNICATIONS, London	BRONZE LION	BRONZE LION
B02 (Community Management)							
A PIECE OF AJAX	AFC AJAX	AFC AJAX	ONE:NIL, Amsterdam / AFC AJAX, Amsterdam	THE NETHERLANDS	HET PR BUREAU, Amsterdam	BRONZE LION	BRONZE LION
B03 (Real-time Response)							
#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterföhring	GERMANY	SEVENONE ADFACTORY, Unterföhring	GOLD LION	GOLD LION
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York	SILVER LION	SILVER LION
B04 (Content Creation & Production)							
GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	BETC, Paris	GOLD LION	GOLD LION
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Bengaluru	BRONZE LION	BRONZE LION
13 MINUTES	CZECH INSURANCE ASSOCIATION	CZECH INSURANCE ASSOCIATION	McCANN, Prague	CZECH REPUBLIC	HERO & OUTLAW, Prague	SILVER LION	SILVER LION
B05 (Content Discovery & Amplification)							
THE TRUTH WINS	RSF	RSF	DDB GERMANY, Berlin	GERMANY		SILVER LION	SILVER LION
MICHELOB ULTRA - SAVE IT SEE IT	MICHELOB ULTRA	MICHELOB ULTRA BEER	GUT, Miami	USA	3PM, Miami	SILVER LION	SILVER LION
B06 (Innovative Use of Influencers)							
BLESS YOUR F'ING COOCH	EOS	EOS	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA	CMM, New York	BRONZE LION	BRONZE LION
D02 (Use of Events & Stunts)							
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	TUSK STRATEGIES, New York, NY / MSL, Chicago	GOLD LION	GOLD LION
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE		SILVER LION	SILVER LION
D04 (Brand Voice & Strategic Storytelling)							
BLACKED OUT HISTORY	ONTARIO BLACK HISTORY SOCIETY	NOT FOR PROFIT	DDB CANADA, Toronto	CANADA	DDB CANADA, Toronto	BRONZE LION	BRONZE LION
GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	BETC, Paris	SILVER LION	SILVER LION
DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION NZ	CHARITY	SPECIAL, Auckland	NEW ZEALAND	SPECIAL, Auckland	BRONZE LION	BRONZE LION
D05 (Use of Technology)							
LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE, London / MISCHIEF, London	BRONZE LION	BRONZE LION
HETZJAEGER. ANTIFASCIST ALGORITHMS.	LAUT GEGEN NAZIS E.V.	HETZJAEGER	PHILIPP UND KEUNTJE, Hamburg	GERMANY	FISCHERAPPELT, Hamburg	BRONZE LION	BRONZE LION
GREEN LIGHT SIGNAL	NATIONAL GRID	NATIONAL GRID	EDELMAN, London	UNITED KINGDOM	EDELMAN, London	BRONZE LION	BRONZE LION

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CANNES LIONS

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	PR	Prize	Award
E01 (Corporate Image, Communication & Reputation Management)							
ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA		SILVER LION	SILVER LION
E02 (Public Affairs & Lobbying)							
MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE	HEREZIE, Paris	SILVER LION	SILVER LION
REDUCE THE RIDE	DIETEREN	HUSK	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM		SILVER LION	SILVER LION
E04 (Internal Communications & Employee Engagement)							
9/12 - THE UNTOLD STORY OF RECONNECTING NEW YORK	VERIZON	VERIZON	VERIZON, New York	USA	VERIZON, New York	GOLD LION	GOLD LION
E05 (Sponsorship & Brand Partnership)							
LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE, London / MISCHIEF, London	SILVER LION	SILVER LION
F01 (Local Brand)							
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI, Dubai	BRONZE LION	BRONZE LION
F04 (Social Behaviour)							
TOUGH TURBAN	PFAFF HARLEY-DAVIDSON	PFAFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA	NELSON CONNECTS, Toronto / SELECT PR, Toronto	BRONZE LION	BRONZE LION
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM	FCB INFERNO, London	SILVER LION	SILVER LION
F05 (Cultural Insight)							
GREETING MILK	MAEIL DAIRIES CO.,LTD	MAEIL SOJAL(LACTOSE-FREE) MILK	INNORED, Seoul	SOUTH KOREA	INNORED, Seoul	BRONZE LION	BRONZE LION
UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO	INDIA	CUMULUS, Gurgaon	BRONZE LION	BRONZE LION
F06 (Breakthrough on a Budget)							
VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG von MATT DONAU, Vienna	AUSTRIA	JUNG von MATT DONAU, Vienna	GOLD LION	GOLD LION
LOVE THE WORK MORE	SELF-PROMO	SELF-PROMO	LOVE THE WORK MORE, Berlin	GERMANY		BRONZE LION	BRONZE LION
F07 (Corporate Purpose & Social Responsibility)							
AS EARLY AS FIVE	DOVE UNILEVER	THE CROWN ACT	OGILVY, London / SWIFT, Portland	UNITED KINGDOM	EDELMAN, New York	BRONZE LION	BRONZE LION