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WINNERS

Digital Craft Lions

22

 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
A02 (Video / Moving Image)							
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY, Los Angeles	SILVER LION	SILVER LION
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	FCB NEW YORK / UNIT9, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles	BRONZE LION	BRONZE LION
A03 (Motion Graphics Design & Animation)							
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY , Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London	BRONZE LION	BRONZE LION
A04 (Music / Sound Design)							
BLACK-OWNED FRIDAY 2021	GOOGLE	GOOGLE SMALL BUSINESS	GOOGLE, New York / BBH USA, New York / ANONYMOUS CONTENT, Los Angeles	USA	BBH USA, New York / ANONYMOUS CONTENT, Los Angeles	GOLD LION	GOLD LION
A05 (Overall Aesthetic Design (incl. UI))							
AIRPODS (3RD GENERATION)	APPLE	AIRPODS (3RD GENERATION)	APPLE, Sunnyvale	USA	APPLE, Sunnyvale	BRONZE LION	BRONZE LION
A06 (UX & Journey Design)							
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT, Lima	SILVER LION	SILVER LION
AUDITORIAL	GOOGLE	ACCESSIBLE EDITORIAL PLATFORM	R/GA, London / THE GUARDIAN, London / ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB), London / GOOGLE, London	UNITED KINGDOM	R/GA, London / THE GUARDIAN, London / GOOGLE, London	BRONZE LION	BRONZE LION
A07 (Experience Design: Multi-platform)							
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	FCB NEW YORK / UNIT9, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles	BRONZE LION	BRONZE LION
B02 (Real-time Contextual Content)							
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York	GRAND PRIX	GRAND PRIX
B03 (Personalised Storytelling & Experience)							
THE BOOKCASE FOR TOLERANCE	ANNE FRANK HOUSE	THE BOOKCASE FOR TOLERANCE	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	MEDIA MONKS, Hilversum / TRIGGER HAPPY PRODUCTIONS, Berlin / HOLY FOOLS, Amsterdam / TED ALKEMADE PRODUCTIES, Amsterdam / MASSIVEMUSIC BERLIN GMBH	BRONZE LION	BRONZE LION
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Bengaluru	GOLD LION	GOLD LION
BREAKCHAINS WITH BLOCKCHAIN	CHILDREN OF FEMALE PRISONERS' ASSOCIATION	NGO	HORIZON FCB, Dubai	UNITED ARAB EMIRATES	HORIZON FCB, Dubai / VOX HAUS COMPANY ACTIVITY, Novo Hamburgo / FILM DNA, Cairo / THE YOUTH, Curitiba / BLACK MADRE, São Paulo	SILVER LION	SILVER LION
C01 (Data Storytelling)							
BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL		BRONZE LION	BRONZE LION
C03 (Data Visualisation)							
SPEAKING IN COLOR	SHERWIN-WILLIAMS COIL COATINGS	SPEAKING IN COLOR	WUNDERMAN THOMPSON, Minneapolis	USA	WUNDERMAN THOMPSON, Minneapolis	BRONZE LION	BRONZE LION
THE BLACK ELEVATION MAP	BLACK & ABROAD	THE BLACK ELEVATION MAP	PERFORMANCE ART, Toronto	CANADA	VOCAL TYPE CO., Washington D.C. / ALFREDO FILMS, Toronto	SILVER LION	SILVER LION
C05 (AI Storytelling)							
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER, London	BRONZE LION	BRONZE LION
D01 (Innovative Use of Technology)							
DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	DOT PAD	SERVICEPLAN GERMANY, Munich	GERMANY	PAULUS.CO, Seoul	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	SILVER LION	SILVER LION
D03 (Technological Achievement in Digital Craft)							
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	FCB NEW YORK / UNIT9, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles	GOLD LION	GOLD LION
D04 (New Realities)							
THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	BOOMERANG AGENCY, Amsterdam / ISOBAR, London / FRAMESTORE, London / SFERA PRODUCTION, Milan	SILVER LION	SILVER LION
ADIDAS OZWORLD	ADIDAS	ADIDAS OZWORLD SHOE	JAM3, Toronto / ADIDAS ORIGINALS, Berlin	CANADA	JAM3, Toronto	SILVER LION	SILVER LION