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SHORTLIST

Design Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Creation of a New Brand Identity)				
KHORTYTSIA - THE ISLAND OF A MYSTERY	KHORTYTSIA ISLAND	TOURISTIC PLACE	BICKERSTAFF.734, Kyiv	UKRAINE
RIO CARNAVAL - NEW BRAND	RIO CARNAVAL	CARNIVAL OF RIO DE JANEIRO	TATIL DESIGNING IDEAS, Rio De Janeiro	BRAZIL
CHORNOBYL VANISHING LOGO	STATE AGENCY OF UKRAINE ON EXCLUSION ZONE MANAGEMENT	CHORNOBYL EXCLUSION ZONE	BANDA AGENCY, Kyiv / THE OTHER LAND, Kyiv	UKRAINE
A02 (Rebrand / Refresh of an Existing Brand)				
WE HOCKEY	ARIZONA COYOTES	SPORTS	MULLENLOWE U.S. , Los Angeles	USA
FESTIVAL IMINENTE	IMINENTE	IMINENTE FESTIVAL	SOLID DOGMA, Lisboa	PORTUGAL
COCA-COLA ICON DESIGN SYSTEM	COCA-COLA	COCA-COLA GLOBAL BRANDS	THE COCA-COLA COMPANY, Atlanta / KENYON WESTON, Leeds	USA
NAUTICODE	AMERICAN QUEEN VOYAGES	AMERICAN QUEEN STEAMBOAT ADVENTURES	MRM, New York	USA
NATIONAL MAGAZINE AWARDS	NATIONAL MAGAZINE AWARDS FOUNDATION	NATIONAL MAGAZINE AWARDS FOUNDATION	RETHINK, Toronto	CANADA
FOR YOUR SMART PART	WISR	WISR	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA
REVOLVER DESIGN	REVOLVER	REVOLVER	REVOLVER, Sydney / HORT, Berlin	AUSTRALIA
NYPHIL	NEW YORK PHILHARMONICS	NEW YORK PHILHARMONICS	OGILVY, New York	USA
A03 (Design-driven Effectiveness)				
PIÁATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÁATEX	L&C, New York	USA
THE BILLION DOLLAR COLLECTION	H&M FOUNDATION	SUSTAINABLE TRANSFORMATION OF THE FASHION INDUSTRY	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterföhring	GERMANY
OREO X POKÁ%MON	OREO	OREO COOKIES	360I, New York / OREO, East Hanover	USA
HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM
B01 (Posters)				
THE BIGGER CRASH	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY
BEAUTIFUL MUTATIONS	THE AD MUSEUM TOKYO / YOSHIDA HIDEO MEMORIAL FOUNDATION	D&AD AWARDS 2021 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN
CONVERSE UNITY LACES	CONVERSE	UNITY LACES	JOE PUBLIC UNITED, Johannesburg	SOUTH AFRICA
CHORNOBYL VANISHING LOGO	STATE AGENCY OF UKRAINE ON EXCLUSION ZONE MANAGEMENT	CHORNOBYL EXCLUSION ZONE	BANDA AGENCY, Kyiv / THE OTHER LAND, Kyiv	UKRAINE
BRaille STORIES	FWD INSURANCE	FWD INSURANCE	GREYJN UNITED, Bangkok	THAILAND
NEVER SENT WITHOUT CONSENT	BROOK	CAMPAIGN	GREY, London	UNITED KINGDOM
BETTER WITH PEPSI	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY NAPKINS	LEO BURNETT, Mumbai	INDIA
THE POLYGRAPH	CNN BRASIL	CNN BRASIL	ALMAPBBDO, São Paulo	BRAZIL
THE PONCHO POSTER	BRUSSELS MOBILITY	BIKE FOR BRUSSELS	MORTIERBRIGADE, Brussels	BELGIUM
B02 (Promotional Printed Media)				
THE MELANOMA PLASTER	BEIERSDORF AG	NIVEA SUN	JUNG VON MATT AG, Hamburg	GERMANY
CLANBEAT VINYL	ABINBEV	CASTLE MILK STOUT	JOE PUBLIC UNITED, Johannesburg / SHIFT JOE PUBLIC, Johannesburg	SOUTH AFRICA
B03 (Promotional Item Design)				
COZAT	AZGARD 9	COZAT	THIS IS PACIFICA, Porto / AZGARD NINE LIMITED, Lahore / STREAM AND TOUGH GUY, Lisbon	PAKISTAN
THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, São Paulo	BRAZIL
PIÁATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÁATEX	L&C, New York	USA
SEA LEVEL RE-BOOT	TRETORN	RAIN BOOT	FORSMAN & BODENFORS, Gothenburg	SWEDEN
UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO,	INDIA
DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA
GREEN LIGHT SIGNAL	NATIONAL GRID	NATIONAL GRID	EDELMAN, London	UNITED KINGDOM
GOOD DESIGN MATTERS	BRAUN	GLOBAL COMMUNICATIONS PROGRAMME (KNOWN AS MAX BRAUN) - 'GOOD DESIGN'	MEDIA.MONKS, London	UNITED KINGDOM
THE REAL PHOENIX	NATIONAL MUSEUM & MANTIS PROJECT	NATIONAL MUSEUM & MANTIS PROJECT	ALMAPBBDO, São Paulo	BRAZIL
B04 (Publications & Editorial Design)				
CIRCULAR DESIGN FOR FASHION	ELLEN MACARTHUR FOUNDATION	CIRCULAR DESIGN METHODOLOGY	SID LEE, Montréal / ELLEN MACARTHUR FOUNDATION, Cowes	CANADA
POLLY THE POLAR BEAR	MONTESORI SHCOOLS INDIA	BOOK FOR CHILDREN	LANDOR & FITCH, Paris	INDIA
GIRLS DEFINE GIRL	ABINBEV	PONY MALTA	MULLENLOWE SSP3, Bogotá	COLOMBIA
B05 (Books)				
CIRCULAR DESIGN FOR FASHION	ELLEN MACARTHUR FOUNDATION	CIRCULAR DESIGN METHODOLOGY	SID LEE, Montréal / ELLEN MACARTHUR FOUNDATION, Cowes	CANADA
POLLY THE POLAR BEAR	MONTESORI SHCOOLS INDIA	BOOK FOR CHILDREN	LANDOR & FITCH, Paris	INDIA
THE ONE WORD DICTIONARY	HERSHEY'S	HERSHEY'S	BETC HAVAS SAO PAULO,	BRAZIL
DR. RICK WILL SEE YOU NOW	PROGRESSIVE INSURANCE	INSURANCE	ARNOLD WORLDWIDE, Boston	USA
PORTUGUESE (RE)CONSTITUTION	PENGUIN BOOKS	PENGUIN BOOKS	FCB, Lisbon	PORTUGAL
B06 (Data Visualisation)				
THE BLACK ELEVATION MAP	BLACK & ABROAD	THE BLACK ELEVATION MAP	PERFORMANCE ART, Toronto	CANADA
REAL STREET STYLE	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA
B07 (Brand Collateral)				
KHORTYTSIA - THE ISLAND OF A MYSTERY	KHORTYTSIA ISLAND	TOURISTIC PLACE	BICKERSTAFF.734, Kyiv	UKRAINE

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM
B08 (Special Editions & Bespoke Items)				
SOULFUEL– SAFE LAMP–	CHICKEN LICKEN	CHICKEN LICKEN	JOE PUBLIC UNITED, Johannesburg	SOUTH AFRICA
THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, SÃo Paulo	BRAZIL
MIXED MEDS	WAKA KOTAHAI NZ TRANSPORT AGENCY	WAKA KOTAHAI NZ TRANSPORT AGENCY	CLEMENGER BBDO, Wellington	NEW ZEALAND
COLOURS OF PRIDE	FONDATION –MERGENCE	FONDATION –MERGENCE	RETHINK, Toronto	CANADA
CAP THE TAP	RECKITT-FINISH	DISHWASHER DETERGENT	HAVAS TURKEY, Istanbul	TURKEY
SEA LEVEL RE-BOOT	TRETORN	RAIN BOOT	FORSMAN & BODENFORS, Gothenburg	SWEDEN
REAL SOAPS	DOVE	DOVE	MULLENLOWE SSP3, BogotÁ	COLOMBIA
TOUGH TURBAN	PFAFF HARLEY-DAVIDSON	PFAFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA
A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	A BOOK ON THE UNTOLD TALE OF CHARLIE CHAPLIN	DDM MUDRA, Mumbai	INDIA
PALATE CARE DISPENSER	OPERATION SMILE COLOMBIA	NON-MANDATORY MEDICAL DEVICE	WUNDERMAN THOMPSON, BogotÁ	COLOMBIA
LESSO LESSONS	ROTO & THE MINISTRY OF HEALTH KENYA	POSTNATAL NUTRITIONAL EDUCATION	OGILVY AFRICA, Nairobi	KENYA
C01 (Digital Design)				
THE BOOKCASE FOR TOLERANCE	ANNE FRANK HOUSE	THE BOOKCASE FOR TOLERANCE	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY
DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	GARVAN INSTITUTE OF MEDICAL RESEARCH	DENTSU CREATIVE, Sydney	AUSTRALIA
MYHOOMAN	MARS	MARS	COLENSO BBDO, Auckland	NEW ZEALAND
CIRCULATE: AHLUWALIA	MICROSOFT	CIRCULATE	ADA, New York / MICROSOFT, Redmond / AHLUWALIA, London	USA
THE BILLION DOLLAR COLLECTION	H&M FOUNDATION	SUSTAINABLE TRANSFORMATION OF THE FASHION INDUSTRY	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
OATLY INFINITE CANVAS	OATLY	OATLY PRODUCT LINE	OKTO, Stockholm / OATLY, Malmå	SWEDEN
STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS GERMANY, Dässeldorf / HAVAS, New York	GERMANY
C02 (Digital Installations & Events)				
THE WINDS OF CHANGE	THE TOKYO ORGANISING COMMITTEE OF THE OLYMPIC AND PARALYMPIC GAMES	TOKYO 2020 PARALYMPIC GAMES	DENTSU INC., Tokyo	JAPAN
IRL TRASHCAN	SOIXANTE CIRCUITS	SOIXANTE CIRCUITS	BETC, Paris	FRANCE
C03 (UX, UI & Journey Design)				
CAMERA SWITCHES	GOOGLE	GOOGLE PIXEL	GOOGLE CREATIVE LAB, London / GOOGLE, Mountain View	USA
COOKIE FACTORY	UNESCO	UNESCO	DDB, Paris	FRANCE
C04 (Social Media Design)				
SPICE UP YOUR VALENTINE'S DAY	LE CHOCOLAT DES FRANçAIS	CHOCOLATE BARS	TBWA, Paris	FRANCE
MALARIA NO MORE - DRAW THE LINE AGAINST MALARIA	MALARIA NO MORE	DRAW THE LINE AGAINST MALARIA	DENTSU X, London / DENTSUACHTUNG!, Amsterdam / DENTSU AEGIS NETWORK, London	UNITED KINGDOM
APPLE TV+ @APPLETVPLUS INSTAGRAM	APPLE	APPLE TV+	TBWA/MEDIA ARTS LAB, Los Angeles / APPLE, California	USA
D01 (Retail Environment & Experience Design)				
THE TOKYO TOILET	THE NIPPON FOUNDATION	PUBLIC TOILETS	THE NIPPON FOUNDATION, Tokyo	JAPAN
KFC DEGUSTATION	KFC AUSTRALIA	KFC	OGILVY AUSTRALIA, Sydney	AUSTRALIA
D02 (Point of Sale, Consumer Touchpoints & In-store Collateral)				
THE WALL OF HAIKUS	NATIONAL READING MOVEMENT (NATIONAL LIBRARY BOARD)	BOOKS	OGILVY, Singapore	SINGAPORE
TOUCH CARD	MASTERCARD	TOUCH CARD	MCCANN, New York	USA
D03 (Event Storytelling)				
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
THE BLUE PARADOX	SC JOHNSON	SC JOHNSON	OGILVY, Chicago	USA
D04 (Spatial & Sculptural Exhibitions and Experiences)				
MOTHERLAND PRIDE	KYIVPRIDE	KYIV PRIDE EVENT	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE
THE UNWEARABLE COLLECTION	BOEHRINGER INGELHEIM	DISEASE AWARENESS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
SOUND TOUR	SPOTIFY JAPAN	SPOTIFY CODE	GEOMETRY OGILVY JAPAN, Tokyo / OGILVY SOUTH AFRICA, Johannesburg	JAPAN
NATURAL BAR: THE BAR THAT LEAVES NO TRACE	ABINBEV	CORONA	DAVID, Madrid	COLOMBIA
SIGNS FROM BEYOND	GENERAL MOTORS / CHEVROLET	GENERAL MOTORS / CHEVROLET	COMMONWEALTH MCCANN, Mexico City	MEXICO
THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY PADS	LEO BURNETT, Mumbai	INDIA
E01 (Food)				
SPICE UP YOUR VALENTINE'S DAY	LE CHOCOLAT DES FRANçAIS	CHOCOLATE BARS	TBWA, Paris	FRANCE
OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA
PURDYS HOLIDAY BRAILLE BOX	PURDYS	PURDYS	RETHINK, Toronto	CANADA
E02 (Drinks)				
NOTES IPA	SINGLECUT BEERSMITHS	NOTES IPA	ZULU ALPHA KILO, Toronto	CANADA
E03 (Other FMCG & Consumer Durables)				
COFFEE SCRUB	7-ELEVEN	COFFEE SCRUB	CHEP NETWORK, Melbourne	AUSTRALIA
E04 (Healthcare)				
FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN GERMANY, Munich	GERMANY

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
E05 (Sustainable Packaging)				
PLASTICOFF	WHIRLPOOL	WHIRLPOOL	VMLY&R MEXICO, Mexico City	MEXICO
E06 (Special Editions & Promotional Packaging)				
#SHOWUSEQUAL	GERMAN OLYMPIC SPORTS CONFEDERATION	GERMAN OLYMPIC SPORTS CONFEDERATION - #SHOWUSEQUAL	KOLLE REBBE, PART OF ACCENTURE SONG, Hamburg	GERMANY
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, Unterfohring	GERMANY
OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA
F01 (Consumer Technology & Homeware)				
TENO	LUMIO	TENO SPEAKER	LUMIO, San Francisco	USA
SOULFUELÁ,ǫí, SAFE LAMPÁ,ǫí,	CHICKEN LICKEN	CHICKEN LICKEN	JOE PUBLIC UNITED, Johannesburg	SOUTH AFRICA
SICK BEATS	WOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
F02 (Lifestyle, Fashion, Leisure, Sports & Outdoor)				
COZAT	AZGARD 9	COZAT	THIS IS PACIFICA, Porto / AZGARD NINE LIMITED, Lahore / STREAM AND TOUGH GUY, Lisbon	PAKISTAN
PIÁATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÁATEX	L&C, New York	USA
SEA LEVEL RE-BOOT	TRETORN	RAIN BOOT	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THÁ%O CURIN X LACOSTE	LACOSTE	LACOSTE	BETC, Paris	FRANCE
DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA
NUGEN	COLGATE	TOOTHBRUSHES	VMLY&R, Cape Town	SOUTH AFRICA
F03 (Infant Products, Toys & Educational Products)				
PARA EXPANSION PACK	CANADIAN PARALYMPIC COMMITTEE	TOKYO PARALYMPIC GAMES	BBDO, Toronto	CANADA
F04 (Medical Products)				
SICK BEATS	WOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	DOT PAD	SERVICEPLAN GERMANY, Munich	GERMANY