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SHORTLIST

Radio & Audio Lions

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CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Food & Drink)				
THE COCA-COLA BEATCAN CAMPAIGN	THE COCA-COLA COMPANY SOUTH AFRICA	COCA-COLA	FCB JOHANNESBURG,	SOUTH AFRICA
WHTSPP RECORDS	ABINBEV	BUDWEISER BUDXRECORDS	DAVID, Bogotá	COLOMBIA
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA
ROYALTY FREE BOT	ABINBEV	BUDWEISER BUDXRECORDS	DAVID, Bogotá	COLOMBIA
A03 (Healthcare)				
TUNE OUT PAIN	RECKITT	NUROFEN	MCCANN, London	UNITED KINGDOM
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
A05 (Retail)				
DRESS	WATERSONES	WATERSTONES CHILDREN'S BOOKS	MCCANN, Bristol	UNITED KINGDOM
BEARS	WATERSONES	WATERSTONES CHILDREN'S BOOKS	MCCANN, Bristol	UNITED KINGDOM
MOM BUT NOT HIS MOM	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
BLACK BUSINESS BEATS	MERCADO LIVRE (EBAZAR)	INSTITUTIONAL	GUT, Sao Paulo	BRAZIL
A06 (Travel / Leisure)				
SMART HOME	DEUTSCHE LUFTHANSA	DEUTSCHE LUFTHANSA - FLYNET	KOLLE REBBE, PART OF ACCENTURE SONG, Hamburg	GERMANY
FASHION	DEUTSCHE LUFTHANSA	DEUTSCHE LUFTHANSA - FLYNET	KOLLE REBBE, PART OF ACCENTURE SONG, Hamburg	GERMANY
THE MILLION	DEUTSCHE LUFTHANSA	DEUTSCHE LUFTHANSA - FLYNET	KOLLE REBBE, PART OF ACCENTURE SONG, Hamburg	GERMANY
A07 (Media / Entertainment)				
CODA PLAYLIST CURATED BY DEAF PEOPLE	APPLE	APPLE MUSIC	ROSEWOOD CREATIVE, Van Nuys	USA
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA
A08 (Consumer Services / Business to Business)				
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
RACHEL	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK,	USA
BRAD	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK,	USA
A09 (Not-for-profit / Charity / Government)				
PENSION GAP	FRAUEN AUFS PODIUM E.V.	FRAUENAUFSPODIUM.ORG	+KNAUSS, Hamburg	GERMANY
CARE GAP	FRAUEN AUFS PODIUM E.V.	FRAUENAUFSPODIUM.ORG	+KNAUSS, Hamburg	GERMANY
POWER GAP	FRAUEN AUFS PODIUM E.V.	FRAUENAUFSPODIUM.ORG	+KNAUSS, Hamburg	GERMANY
THE COLD CAMPAIGN	ANGLICARE WA	FUNDRAISING AND APPEALS	WUNDERMAN THOMPSON, Perth	AUSTRALIA
CRIME INTERRUPTED	AUSTRALIAN FEDERAL POLICE	AUSTRALIAN FEDERAL POLICE RECRUITMENT	HOST HAVAS, Sydney	AUSTRALIA
LOS SANTOS +3A°C	GREENPEACE	GREENPEACE	VMLY&R, SÃo Paulo	BRAZIL
B01 (Use of Music)				
THE COCA-COLA BEATCAN CAMPAIGN	THE COCA-COLA COMPANY SOUTH AFRICA	COCA-COLA	FCB JOHANNESBURG,	SOUTH AFRICA
RACHEL	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK,	USA
BRAD	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK,	USA
ROYALTY FREE BOT	ABINBEV	BUDWEISER BUDXRECORDS	DAVID, Bogotá	COLOMBIA
B02 (Sound Design)				
CHANNEL 4 PARALYMPICS - SUPER.HUMAN	CHANNEL 4	CHANNEL 4	4CREATIVE, London / 55/54 MARGARET STREET, London	UNITED KINGDOM
ICONICSOUNDS ELECTRIC	BMW	BMW	MIRRORED MEDIA, Santa Monica	USA
TUDUM REMIX	NETFLIX	NETFLIX	AKQA, SÃo Paulo	BRAZIL
B03 (Script)				
LAND SHANTIES	SUZUKI AUTOMOTIVE	SUZUKI VITARA	DELOITTE DIGITAL, Melbourne	AUSTRALIA
"JAB JAB"	DISTELL	SAVANNA CIDER	GREY SOUTH AFRICA, Johannesburg	SOUTH AFRICA
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
B04 (Casting & Performance)				
GLUTEN FREE	GAME	RETAIL	THE ODD NUMBER, Johannesburg	SOUTH AFRICA
CAFFEIN FREE	GAME	RETAIL	THE ODD NUMBER, Johannesburg	SOUTH AFRICA
HANDS FREE	GAME	RETAIL	THE ODD NUMBER, Johannesburg	SOUTH AFRICA
UNMUTE - LOUDER THAN DECIBELS	POLISH ASSOCIATION OF THE DEAF	UNMUTE - THE FIRST DEAF BAND IN POLAND	CHANGE SERVICEPLAN, Warsaw	POLAND
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA
VIRGIN MEDIA- 1GIG - PICK UP THE PACE	VIRGIN MEDIA	1GB BROADBAND	PUBLICIS, Dublin	IRELAND
THE LOCKDOWN ZOOMS	SIR ELTON JOHN + ZOOM	SIR ELTON JOHN + ZOOM	AKQA, SÃo Paulo	BRAZIL
C01 (Use of Radio or Audio as a Medium)				
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
C02 (Use of Audio Technology)				
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
AUDITORIAL	GOOGLE	ACCESSIBLE EDITORIAL PLATFORM	R/GA, London / THE GUARDIAN, London / ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB), London / GOOGLE, London	UNITED KINGDOM
MUSIC LIBERATES MUSIC MIXTAPE	BACARDI	BACARDI	BBDO, New York	USA
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
C03 (Voice-Activation)				
AUSSIES GET ALEXA. BECAUSE ALEXA GETS AUSSIES.	AMAZON ALEXA	AMAZON ALEXA	HOST HAVAS, Sydney / ONE GREEN BEAN, Sydney	AUSTRALIA
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
ALEXA, WHAT IS LOVE?	AD COUNCIL	LOVE HAS NO LABELS	AMAZON, Seattle / ADCOUNCIL, New York	USA
C04 (Branded Content / Podcasts)				
CRIME INTERRUPTED	AUSTRALIAN FEDERAL POLICE	AUSTRALIAN FEDERAL POLICE RECRUITMENT	HOST HAVAS, Sydney	AUSTRALIA
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA
MUSIC LIBERATES MUSIC MIXTAPE	BACARDI	BACARDI	BBDO, New York	USA
C06 (Audio Led Creativity)				
FBD SOUND SUPPORT	FBD INSURANCE	FBD INSURANCE	THE PUBLIC HOUSE, Dublin	IRELAND
COMMENTHERAPY	BLUTV	DEEPLY	PUNCHBBDO, A*stanbul / BLUTV, Istanbul	TURKEY
ICONICSOUNDS ELECTRIC	BMW	BMW	MIRRORED MEDIA, Santa Monica	USA
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
THE COCA-COLA BEATCAN CAMPAIGN	THE COCA-COLA COMPANY SOUTH AFRICA	COCA-COLA	FCB JOHANNESBURG,	SOUTH AFRICA
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA
THE PRINGLESonic CHIP	PRINGLES	FOOD	GREY, London	UNITED KINGDOM
ANTHEM FOR ALL	MICROSOFT	MICROSOFT	MCCANN, New York	UNITED KINGDOM
THE PLAYLIST SONG	TWINTOES	CAPITANE RECORDS	MORTIERBRIGADE, Brussels	BELGIUM
MUSIC LIBERATES MUSIC MIXTAPE	BACARDI	BACARDI	BBDO, New York	USA
D01 (Local Brand)				
"JAB JAB"	DISTELL	SAVANNA CIDER	GREY SOUTH AFRICA, Johannesburg	SOUTH AFRICA
D04 (Social Behaviour)				
CODA PLAYLIST CURATED BY DEAF PEOPLE	APPLE	APPLE MUSIC	ROSEWOOD CREATIVE, Van Nuys	USA
MIX4BOOBS	NRJ BELGIUM & PINK RIBBON	NRJ BELGIUM & PINK RIBBON	OGILVY, Brussels	BELGIUM
BLACK BUSINESS BEATS	MERCADO LIVRE (EBAZAR)	INSTITUTIONAL	GUT, Sao Paulo	BRAZIL
D05 (Cultural Insight)				
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA
D07 (Corporate Purpose & Social Responsibility)				
CODA PLAYLIST CURATED BY DEAF PEOPLE	APPLE	APPLE MUSIC	ROSEWOOD CREATIVE, Van Nuys	USA
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA
SAFELIST	MOVISTAR	COMMUNICATIONS	VMLY&R, Santiago	CHILE
D08 (Market Disruption)				
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA
MUSIC LIBERATES MUSIC MIXTAPE	BACARDI	BACARDI	BBDO, New York	USA