

Creative Strategy Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
C05/041	00588	A PIECE OF ME	KPN	KPN	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam	CRABSALAD Amsterdam	MINDSHARE Amsterdam	HPB HET PR BUREAU Amsterdam		Grand Prix
B01/017	00754	PINK CHIP	DEGIRO, UN WOMEN	PINK CHIP INDEX	AKQA, Amsterdam	NETHERLANDS	AKQA Amsterdam / THEMATIC CAPITAL San Francisco	AMP AMSTERDAM			DEGIRO Amsterdam	Gold Lion
C04/029	00818	INCLUSIVE BY DESIGN	MASTERCARD	MASTERCARD	McCANN XBC, New York	UNITED STATES	CRAFT London / CRAFT WORLDWIDE New York / DYNAMO Warsaw / NO6 New York	HEARD CITY New York / JSM MUSIC New York	CARAT New York / CARAT Warsaw / KETCHUM New York / SOLSKI COMMUNICATIONS Warsaw		ALZHEIMER'S SOCIETY London / ARMSTRONG PARTNERSHIP New York / BMF MEDIA New York / BRAND NEW GALAXY Warsaw / FCB AMSTERDAM Amsterdam / HENRYBOY New York / HUNGRY MAN New York / MASTERCARD New York / McCANN DEMAND London / McCANN New York / McCANN POLAND Warsaw / MCCANN PR ROMANIA Bucharest / McCANN Toronto / MORIZON-GRATKA Warsaw / MPC New York / OCTAGON McClean / Q DEPARTMENT New York / SEVEN CONSULTANCY London / SIBSTAR Southampton	Gold Lion
C06/036	00656	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Chicago / KODE MEDIA London			EDELMAN London		Gold Lion
E02/004	00262	INFLATION COOKBOOK	SKIPTHEDISHES	SKIPEXPRESSLANE	DENTSU CREATIVE, Toronto / DENTSU CREATIVE, Montreal	CANADA	DENTSU CREATIVE Montreal / DENTSU CREATIVE Toronto			EGS GROUP PR Montreal / POMP AND CIRCUMSTANCE Toronto		Gold Lion
A01/026	00453	LET HER GROW	DOVE	DOVE	EDELMAN, Bangkok	THAILAND	UNDERDOC FILM Bangkok		EDELMAN Bangkok / MINDSHARE Bangkok	EDELMAN Bangkok	SELECT START Bangkok	Silver Lion
A03/011	00703	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris			RENAULT GROUP SIEGE SOCIAL Paris	Silver Lion
A07/003	00073	RIGHTS AGAINST THE RIGHT - THE FIRST TRADEMARK THAT STOPS TRADING NAZI MERCH.	LAUT GEGEN NAZIS	THE FIRST TRADEMARK THAT STOPS TRADING NAZI MERCH	JUNG VON MATT AG, Hamburg	GERMANY	SEHSUCHT Berlin			REDGERT COMMS Berlin	02100 DIGITAL Hamburg / LAUT GEGEN NAZIS EV Hamburg	Silver Lion
B02/066	00587	A PIECE OF ME	KPN	KPN	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam	CRABSALAD Amsterdam	MINDSHARE Amsterdam	HPB HET PR BUREAU Amsterdam		Silver Lion
C01/024	00347	FITCHIX	HONEST EGGS CO	HONEST EGGS	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne		MINDSHARE Melbourne	BCW Melbourne		Silver Lion
C04/014	00556	KNOW THE SIGNS	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	UNITED STATES	SMUGGLER New York	COLOR COLLECTIVE New York / MACKCUT New York	PHD New York	DINI VON MUEFFLING COMMUNICATIONS New York / R&CPMK New York / WEBER SHANDWICK Washington, DC	BOOM BROADCAST & MEDIA RELATIONS Littleton / CONNECT360 New York	Silver Lion
D01/016	00393	HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	WOLF CREDO STUDIO Buenos Aires	FRAME DISTILLERY VFX Vancouver / GRAYSON MUSIC Toronto / R+D PRODUCTIONS Toronto	STARCOM Chicago	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago	Silver Lion
E03/019	00281	THE STANLEY REFRESH	STANLEY 1913	STANLEY QUENCHER	GSD&M, Austin / STANLEY 1913, Seattle	UNITED STATES				KAPLOW New York		Silver Lion
E03/037	00664	THE COST OF BEAUTY	DOVE	DOVE MASTERBRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York	MINDSHARE New York	EDELMAN New York	BIG SYNC MUSIC London / HOGARTH London / SIGNIFICANT OTHERS New York	Silver Lion
A01/004	00098	FLORA 'SKIP THE COW'	FLORA	FLORA PLANT B+TTER	UPFIELD, Amsterdam / PABLO, London	NETHERLANDS / UNITED KINGDOM	PABLO London	PABLO London				Bronze Lion
A01/009	00235	BAR EXPERIENCE	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	C41 Amsterdam		DENTSU REDSTAR London	EDELMAN London	BOOMERANG CREATE Amsterdam / INDICIA WORLDWIDE London / LEPUB Amsterdam / PUBLICIS Dublin / SYNSATION Amsterdam / WE ARE FIRST Amsterdam	Bronze Lion
A01/047	00668	THE COST OF BEAUTY	DOVE	DOVE MASTERBRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York	MINDSHARE New York	EDELMAN New York	BIG SYNC MUSIC London / HOGARTH London / SIGNIFICANT OTHERS New York	Bronze Lion
A04/022	00322	AMERICA RUNS ON DUNKIN' [AND BEN]	DUNKIN'	DUNKIN'	ARTISTS EQUITY, Los Angeles	UNITED STATES	ARTISTS EQUITY Los Angeles	ARTISTS EQUITY Los Angeles	INSPIRE MEDIA ENGINE Atlanta, GA	MSL New York		Bronze Lion
A04/043	00597	PROTECTASBIH	SAUDIA AIRLINES	SANITIZING PRAYER BEADS	LEO BURNETT, Jeddah / SAATCHI & SAATCHI ME, Dubai	SAUDI ARABIA / UNITED ARAB EMIRATES	AETHA DESIGN Poole / D AND F LABS Dubai / DEJAVU Dubai / LIWA CONTENT DRIVEN Dubai	LIWA CONTENT DRIVEN Dubai	LEO BURNETT Jeddah / SAATCHI & SAATCHI ME Dubai / ZENITH Dubai	LEO BURNETT Jeddah / MKV DIGITAL Dubai / SAATCHI & SAATCHI ME Dubai		Bronze Lion
C01/021	00265	INFLATION COOKBOOK	SKIPTHEDISHES	SKIPEXPRESSLANE	DENTSU CREATIVE, Toronto / DENTSU CREATIVE, Montreal	CANADA	DENTSU CREATIVE Montreal / DENTSU CREATIVE Toronto			EGS GROUP PR Montreal / POMP AND CIRCUMSTANCE Toronto		Bronze Lion
C03/005	00239	150 YEARS OF WHATEVERKEN	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	DESIGN BRIDGE AND PARTNERS Amsterdam / PRETTYBIRD London			EDELMAN London	BOOMERANG CREATE Amsterdam / LEPUB Amsterdam / MASSIVEMUSIC Amsterdam	Bronze Lion
C04/012	00395	IT HAS TO BE HEINZ	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA		OSO AUDIO Toronto / VAPOR MUSIC GROUP Toronto	CARAT Chicago	MIDDLE CHILD Toronto	KRAFT HEINZ COMPANY Chicago / PROPRINT SERVICES Toronto / SALT Toronto	Bronze Lion
C06/021	00348	FITCHIX	HONEST EGGS CO	HONEST EGGS	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne		MINDSHARE Melbourne	BCW Melbourne		Bronze Lion
C06/043	00739	VI HUMAN NETWORK TESTING NETWORK	VODAFONE IDEA LTD.	TELECOM NETWORK	OGILVY, Mumbai	INDIA						Bronze Lion
D01/014	00343	WITHOUT CONSENT - A MESSAGE FROM ELLA	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	adam&eve, Berlin	GERMANY	TEMPOMEDIA Berlin		EMETRIQ Hamburg / MINDSHARE Frankfurt	SCHRODER+SCHOMBS PR Berlin		Bronze Lion

E01/034	00787	ADLAM: AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT ADLAM DISPLAY FONT	McCANN, New York	UNITED STATES	CRAFT WORLDWIDE New York / HUMAN MUSIC AND SOUND DESIGN New York / SPIRIT MCCANN Cite Du Niger	ANDREW FOOTIT DESIGN Brooklyn / JAMRA PATEL Portland / NAFFA Portland	Bronze Lion	
E02/006	00367	OREO CHEAT COOKIES	MONDELEZ INTERNATIONAL	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin	COMPETENCE ALLIANCE Darmstadt / CONSULTIX Bremen / COREWEB Pfarrkirchen / DIGITAS UK London / MIAI BRAND PARTNERSHIPS Weybridge / POP STUDIOS Budapest	Bronze Lion	
Total Awards:										27