

Direct Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	
C05/036	01422	THE EVERYDAY TACTICIAN	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CLOCKWORK Johannesburg / CRAFT London / EXELL London / LOWKEY FILMS London	CRAFT London / WAVE London	TNT SPORTS London	ASSEMBLY London	BROMLEY FC / MIAI BRAND PARTNERSHIPS Weybridge / SPORTS INTERACTIVE London	Grand Prix	
A01/077	01752	DARTY - LONG LASTING REVIEWS	DARTY	LONG-LASTING REVIEWS	PUBLICIS CONSEIL, Paris	FRANCE						Gold Lion	
A03/012	01710	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris				RENAULT GROUP SIEGE SOCIAL Paris	Gold Lion	
B01/012	01745	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London		COLOSSAL Curitiba		BOGOTA Curitiba / DAHOUSE AUDIO Los Angeles / SPOTIFY New York	Gold Lion	
B04/026	01895	ALCARAZ SIGNS	NETFLIX	TV PROGRAM	DAVID, Madrid	SPAIN	DESEIF Madrid / MORENA FILMS Madrid / OWLEY STUDIO New York / PICKLE MUSIC Madrid		SISTEMA DEL SOLAR (PROD. AUDIOVISUAL) Valencia		NETFLIX Madrid	Gold Lion	
B04/033	01583	DOORDASH-ALL-THE-ADS	DOORDASH	DOORDASH	WIEDEN+KENNEDY, Portland / SUPERETTE, San Francisco	UNITED STATES	LORD DANGER Los Angeles		FIELD DAY Portland / MODERN LOGIC Los Angeles / THE ARTERY New York	WAVEMAKER New York	DOORDASH San Francisco / EDELMAN Los Angeles / WIEDEN+KENNEDY Portland	DOORDASH San Francisco / WILDLIFE Los Angeles	Gold Lion
C01/019	02039	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND						Gold Lion	
E04/020	00978	HEINZ KETCHUP & SEEMINGLY RANCH	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto		STARCOM Chicago	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago	Gold Lion	
F03/079	01673	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND			LENS THAT - AR CREATIVE STUDIO Warsaw	THINKHOUSE Dublin	LEGARAGE Milan	Gold Lion	
F04/059	00575	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	Gold Lion	
F07/143	01057	ADOPTABLE. BY PEDIGREE	PEDIGREE	PEDIGREE	COLENSO BBDO, Auckland	NEW ZEALAND	NEXUS STUDIOS London		ESSENCEMEDIACO M Auckland	PORTER NOVELLI Auckland	MARS London	Gold Lion	
A01/071	01502	CLEAN SPONSORSHIP	CONSUL	WASHING MACHINES CONSUL	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo	CDN Sao Paulo		Silver Lion	
A06/044	01746	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London		COLOSSAL Curitiba		BOGOTA Curitiba / DAHOUSE AUDIO Los Angeles / SPOTIFY New York	Silver Lion	
A07/019	00265	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	
B05/061	01670	BALLBOARDS	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	DRAGON.FLY AUDIO Sao Paulo / NEW BUZZ Sao Paulo		GUT Sao Paulo	GUT Sao Paulo	MERCADO LIVRE Sao Paulo	Silver Lion	
C04/028	30737	DORITOS SILENT: THE WORLD'S FIRST AI AUGMENTED SNACK	DORITOS/ PEPSICO	DORITOS CRISPS	PEPSICO, Reading / SIPS & BITES, London	UNITED KINGDOM	OB42 London		OMD UK London	SPLENDID COMMUNICATIONS London	GRAND VISUAL London / SMOOTH TECHNOLOGY New York / TALON London / TBWA/ESPANA Madrid	Silver Lion	
C05/051	01667	GAMER LOAN	BANCO DEL PACIFICO	BANK LOAN	PARADAIS DDB, Guayaquil	ECUADOR						Silver Lion	
D01/051	01882	PINK CHIP	DEGIRO, UN WOMEN	PINK CHIP INDEX	AKQA, Amsterdam	NETHERLANDS	AKQA Amsterdam / THEMATIC CAPITAL San Francisco	AMP AMSTERDAM			DEGIRO Amsterdam	Silver Lion	
D01/055	01917	UNINTERRUPTAD	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LA CARRETERA FILMES Sao Paulo / MODO INTEGRADO DE PRODUcoes Sao Paulo / MUGSHOT Sao Paulo		AFRICA CREATIVE DDB Sao Paulo			Silver Lion	
D05/044	01849	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIACO M Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney	Silver Lion	
E01/009	00989	EPIDEMIC SOUND - FEEL IT FIND IT	EPIDEMIC SOUND	EPIDEMIC SOUND	RETHINK, New York	UNITED STATES	BOLD SCANDINAVIA Oslo		STUDIO KLEINER Stockholm / WAVE STUDIOS New York		EPIDEMIC SOUND Stockholm	Silver Lion	
E03/012	01371	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima	LLYC Lima		Silver Lion	
E03/029	01617	DON'T DRINK HERTOOG JAN	HERTOOG JAN	HERTOOG JAN	GUT, Amsterdam	NETHERLANDS	SITESUPPORT Breda				DENTSU CREATIVE Amsterdam / THE VALLEY B.V. Amsterdam	Silver Lion	
E05/003	00576	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	Silver Lion	
E05/017	01537	IF YOU'RE INTO IT, IT'S IN THE V&A	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London		PHD London	HOPE AND GLORY London	750MPH London / adam&eveDesign London / ADYLIC London / KING HENRY London / TIME BASED ARTS London	Silver Lion	
F05/013	00767	BETIS PREGNANCY TEST	REAL BETIS	PREGNANCY TEST	VML SPAIN, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid					Silver Lion	
F05/051	01932	THE BALD THRU	BURGER KING	BURGER KING	DAVID, Sao Paulo	BRAZIL	BARRY COMPANY Sao Paulo / JAMUTE Sao Paulo		DAVID Sao Paulo	LOURES CONSULTORIA Sao Paulo		Silver Lion	
F06/023	00698	DON'T DELETE MENU	WENDY'S	WENDY'S	VML, New York / VML COMMERCE, Buenos Aires / VML COMMERCE, New York	UNITED STATES / ARGENTINA					VML Buenos Aires	Silver Lion	
F07/061	01030	THE GREENPRINT	VOLKSWAGEN NZ	VOLKSWAGEN	DDB NEW ZEALAND, Auckland	NEW ZEALAND	TRIBAL AOTEAROA Auckland		FCB NEW ZEALAND Auckland		VOLKSWAGEN Auckland	Silver Lion	
F07/122	01912	REVIEWS	HEINZ	HEINZ	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo / SILVIO MEDEIROS Sao Paulo				BORDERLESS CITIZEN Curitiba	Silver Lion	
F08/022	01231	BEER RETIREMENT ACCOUNT	POKER BEER	POKER BEER	MEDIA.MONKS, Hilversum	NETHERLANDS	PRIMO CONTENT Bogota				DRAFTLINE Bogota	Silver Lion	

A01/048	00983	HEINZ KETCHUP & SEEMINGLY RANCH	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto	STARCOM Chicago	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago	Bronze Lion	
A02/022	01503	BLOOD AID	DASA INTEGRATED HEALTH SYSTEM	DASA HEALTH DIAGNOSTICS	DM9, Sao Paulo	BRAZIL					Bronze Lion	
A04/034	01640	AFTER-DINNER DINNER	MCDONALD'S	MCDONALD'S	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	VOX HAUS Petropolis	SPLASH MEDIA SRL, Santo Domingo	WEBER SHANDWICK MENAT Dubai		Bronze Lion	
A04/049	02016	Can you KFC it?	KFC	KFC	McCANN, Bucharest / MRM, Bucharest	ROMANIA		UM ROMANIA Bucharest			Bronze Lion	
A07/052	00719	HEAR MY LAST WISH	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION CENTER	HEAR MY LAST WISH	LEO BURNETT, Taipei	TAIWAN		STARCOM Taipei City / ZENITH Taipei	MSL Taipei	DIGITAS TAIWAN Taipei	Bronze Lion	
A07/059	00771	WAITING TO LIVE	NHS BLOOD AND TRANSPLANT	NHS BLOOD AND TRANSPLANT	VML, London / WUNDERMAN THOMPSON, London	UNITED KINGDOM	JULIAN WARD PHOTOGRAPHY London / WUNDERMAN THOMPSON London	HOGARTH London / SONICBRAND London	WAVEMAKER London	BCW London	NHS BLOOD AND TRANSPLANT Bristol	Bronze Lion
A07/091	01960	THE DAY A COUNTRY STOOD STILL	CZECH INSURANCE ASSOCIATION	CZECH INSURANCE ASSOCIATION	McCANN, Prague	CZECH REPUBLIC			HERO & OUTLAW Prague		Bronze Lion	
B02/020	00364	HVRXHVR	HIDDEN VALLEY RANCH	HIDDEN VALLEY RANCH	FCB CHICAGO	UNITED STATES		OMD USA Chicago	CURRENT GLOBAL Chicago	COMPLEXCON Los Angeles / SNAP New York / THE CLOROX COMPANY Oakland	Bronze Lion	
B02/022	00406	CLIMATE DOCTOR'S CERTIFICATE	SCHOOL STRIKE 4 CLIMATE	CLIMATE DOCTOR'S CERTIFICATE	CHEP NETWORK, Melbourne	AUSTRALIA	CHEP NETWORK Melbourne	CHEP NETWORK Melbourne	CHEP NETWORK Melbourne	CHEP NETWORK Melbourne	CLIMATE MEDIA COUNCIL Sydney / SHOUT OUT LOUD Melbourne / TIPPING POINT Melbourne	Bronze Lion
B02/067	01848	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIACO M Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney	Bronze Lion
B03/009	00293	AID AISLE	FRESHCHOICE	SUPERMARKET	DENTSU CREATIVE, Auckland	NEW ZEALAND	DENTSU CREATIVE Auckland	DENTSU CREATIVE Auckland	DENTSU CREATIVE Auckland	DENTSU CREATIVE Auckland		Bronze Lion
B05/041	00984	UBER EATS HORROR CODES	UBER EATS	UBER EATS	RETHINK, New York	UNITED STATES	BISCUIT FILMWORKS Los Angeles	ARCADE New York / PICKLE MUSIC New York			UBER EATS New York	Bronze Lion
B05/049	01260	LUPIN ON THE MOVE	NETFLIX	TV SERIE	DAVID, Madrid	SPAIN	DESEIF Madrid				NETFLIX Paris	Bronze Lion
B05/070	01056	ADOPTABLE. BY PEDIGREE	PEDIGREE	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	NEXUS STUDIOS London		ESSENCEMEDIACO M Auckland	PORTER NOVELLI Auckland	MARS London	Bronze Lion
C01/011	01750	DARTY - LONG LASTING REVIEWS	DARTY	LONG-LASTING REVIEWS	PUBLICIS CONSEIL, Paris	FRANCE						Bronze Lion
C02/010	01239	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO	CURRENT GLOBAL Chicago		Bronze Lion
C03/010	00714	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich	PEPPERCOMM New York	AGOSTO MUSIC AND SOUND CRAFT Lima / ASTRAL KREATIV Munich / EAT, SLEEP + DESIGN Berlin / ZEPPELIN PRODUCCIONES SAC Lima	Bronze Lion
D01/025	00514	MEOUZER	WHISKAS	WHISKAS	COLENZO BBDO, Auckland	NEW ZEALAND	BUCK Sydney / ELMWOOD London	FRANKLIN RD MUSIC & SOUND Auckland	ESSENCEMEDIACO M Auckland	PORTER NOVELLI Auckland	MARS GLOBAL Tennessee / MARS NEW ZEALAND Auckland	Bronze Lion
D02/061	00085	TRY GALAXY FOLD EXPERIENCE	SAMSUNG ELECTRONICS	SAMSUNG MOBILE	CHEIL WORLDWIDE, Seoul / CHEIL WORLDWIDE, Dubai	SOUTH KOREA / UNITED ARAB EMIRATES			CHEIL WORLDWIDE Seoul	CHEIL WORLDWIDE Seoul	TOV INC Seoul / TRIBAL AOTEAROA Auckland	Bronze Lion
D03/050	01214	INPLOYABLE	CDSS	CDSS	FCB TORONTO	CANADA	SUNEEVA Toronto	GRAYSON MUSIC Toronto / MARRIED TO GIANTS Toronto	INITIATIVE Toronto	GLOSSY PR Toronto	CANADIAN DOWN SYNDROME SOCIETY Calgary	Bronze Lion
D04/053	01586	DOORDASH-ALL-THE-ADS	DOORDASH	DOORDASH	WIEDEN+KENNEDY, Portland / SUPERETTE, San Francisco	UNITED STATES	LORD DANGER Los Angeles	FIELD DAY Portland / MODERN LOGIC Los Angeles / THE ARTERY New York	WAVEMAKER New York	DOORDASH San Francisco / EDELMAN Los Angeles / WIEDEN+KENNEDY Portland	DOORDASH San Francisco / WILDLIFE Los Angeles	Bronze Lion
E02/011	00717	855-HOW-TO-QUIT-(OPIOIDS)	ANZEN HEALTH	HEALTHCARE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Los Angeles	MEDIAPLUS GERMANY Munich / MEDIAPLUS NORTH AMERICA New York	TULOM Sao Paulo	DAHOUSE AUDIO Overath / RAW MATERIALS Austin	Bronze Lion
E03/016	01592	IMAGINE WITH PETACOS	POKER BEER	POKER BEER	BUENTIPO ANCHOR, Bogota / DDB COLOMBIA, Bogota	COLOMBIA	BUENTIPO ANCHOR Bogota				PRIMO CONTENT Bogota	Bronze Lion
E04/033	01997	RICE OF GLORY	SUPER EXTRA	SUPER EXTRA	MARURI, Guayaquil / GREY ARGENTINA, Buenos Aires / GREY, Sao Paulo	ECUADOR / ARGENTINA / BRAZIL	LANDIA Buenos Aires		MARURI Guayaquil			Bronze Lion
F01/003	00102	ROB IT TO GET IT	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS FILMS Paris					Bronze Lion
F04/170	01497	AUDIENCE DELIVERY	IFOOD	IFOOD	DM9, Sao Paulo	BRAZIL	LIVEMODE SERVICOS DIGITAIS - RUA BAMBINA Rio De Janeiro					Bronze Lion
F04/173	01768	TRUCKER NAPP	VOLKSWAGEN & LIVELO	VW METEOR	ALMAPBBDO, Sao Paulo	BRAZIL	20DASH São Paulo / BELGRADO FILMES Sao Paulo / JAMUTE Sao Paulo					Bronze Lion
F04/174	01492	TRUST THE TWIST	OREO	OREO	LEPUB, Amsterdam	NETHERLANDS	SMUGGLER London	SIZZER Amsterdam		FISCHERAPPELT Berlin	THE MARTIN AGENCY Richmond	Bronze Lion
F05/031	01263	GHOST CAMPAIGN	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	FAR MEDIA Madrid	DESEIF Madrid / THE LOBBY Madrid			BURGER KING Madrid	Bronze Lion
F06/045	01444	YES, COUCH!	FACEBOOK	FACEBOOK MARKETPLACE	MOJO SUPERMARKET, New York / CREATIVE X, Palo Alto / META, Menlo Park	UNITED STATES				MOJO SUPERMARKET New York		Bronze Lion
F07/115	01905	SHT	IKEA CANADA	IKEA	EDELMAN, Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto	CARAT Toronto	EDELMAN Toronto	GRAYSON MATTHEWS INC Toronto	Bronze Lion
Total Awards:												62