

Entertainment Lions for Gaming Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
B06/012	00313	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
A01/029	00345	THIS IS NOT A GAME	MOVISTAR	MOVISTAR	VML, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City				Gold Lion
E04/030	00379	GAMER LOAN	BANCO DEL PACÍFICO	BANK LOAN	PARADAIS DDB, Guayaquil	ECUADOR						Gold Lion
B04/042	00335	THE GAMING FRIDGE	HEINEKEN	HEINEKEN	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL	MONOGRID Florence				LEGARAGE Milan	Silver Lion
C01/026	00383	GAMER LOAN	BANCO DEL PACÍFICO	BANK LOAN	PARADAIS DDB, Guayaquil	ECUADOR						Silver Lion
D01/032	00315	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	Silver Lion
E01/013	00364	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Chicago / KODE MEDIA London			EDELMAN London		Silver Lion
E04/033	30205	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
A01/003	00037	STARR PARK CCTV	BRAWL STARS	BRAWL STARS	SUPERCELL, Helsinki	FINLAND	ANTFOOD New York / BUCK Los Angeles / TWISTED MOUNTAIN ANIMATION Vancouver / WILD Vienna					Bronze Lion
A01/009	00120	PLAY HAS NO LIMITS FEAT. KING GNU	PLAYSTATION	PLAYSTATION	SIX INC, Tokyo	JAPAN	GEEK PICTURES Tokyo	JITTO Tokyo			AMANA INC. Tokyo / HAKUHODO DY HOLDINGS Tokyo / HAKUHODO KETTLE INC. Tokyo / LINDA Tokyo / LUDENS Tokyo / MORIE Tokyo / STEAM STUDIO Tokyo / WACHAJACK Tokyo	Bronze Lion
B04/026	00236	LEGO FORTNITE	THE LEGO GROUP	LEGO FORTNITE	THE LEGO GROUP, Billund	DENMARK	THE LEGO GROUP Billund	THE LEGO GROUP Billund	THE LEGO GROUP Billund	THE LEGO GROUP Billund	EPIC GAMES LONDON INNOVATION LAB	Bronze Lion
B04/045	00199	UNHIDE THE PRICE	DEUTSCHER SPARKASSEN-UND GIROVERBAND E.V. & S-COMMUNICATION SERVICES GMBH	FINANCE	JUNG VON MATT AG, Hamburg	GERMANY					NEWSROOM DER SPARKASSEN FINANZGRUPPE Berlin	Bronze Lion
C02/016	00291	DIABLO ANTHEM	DIABLO	DIABLO IV	72ANDSUNNY, Los Angeles	UNITED STATES	DISSIDENCE Maurecourt	WORK EDITORIAL Los Angeles				Bronze Lion
E02/017	00338	THE GAMING FRIDGE	HEINEKEN	HEINEKEN	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL	MONOGRID Florence				LEGARAGE Milan	Bronze Lion
E02/023	30203	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	Bronze Lion
Total Awards:			15									