

**Industry Craft Winners**

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	Award	
D03/031	00539	THE 100TH EDITION	FRANKFURTER ALLGEMEINE ZEITUNG	FRANKFURTER ALLGEMEINE ZEITUNG	SCHOLZ & FRIENDS, Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin		SCHOLZ & FRIENDS Berlin		Grand Prix	Grand Prix	
B01/037	30036	CHANNEL 4 IDENTS	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	4CREATIVE London					Gold Lion	Gold Lion	
B01/079	00924	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	Gold Lion	Gold Lion
B01/086	00885	RECYCLE ME	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York					Gold Lion	Gold Lion	
D01/011	00708	THE GREAT INDIAN DUNK	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai					Gold Lion	Gold Lion	
A01/004	00167	MULLENLOWE GLOBAL REBRAND	MULLENLOWE GLOBAL	MULLENLOWE	MULLENLOWE U.S., New York	UNITED STATES				MULLENLOWE U.S. New York		Silver Lion	Silver Lion	
A01/005	00192	ROM'S IMMORTAL TIMELINE	ROM (ROYAL ONTARIO MUSEUM)	ARTS & CULTURE, PUBLIC FOUNDATION	LEO BURNETT, Toronto	CANADA	COLOPHON London / MIKE TJOE PHOTOGRAPHY Toronto / SATY AND PRATHA Toronto	LEO BURNETT Toronto			ROYAL ONTARIO MUSEUM Toronto	Silver Lion	Silver Lion	
B02/024	00134	RUE DES ARCHIVES	OATLY	OATLY OAT DRINK 1L	OATLY DEPARTMENT OF MIND CONTROL, Malmo	SWEDEN	AVENUE Paris			BILLUPS London		Silver Lion Campaign	Silver Lion	
B02/025	00133	PLACE EDMONT	OATLY	OATLY OAT DRINK 1L	OATLY DEPARTMENT OF MIND CONTROL, Malmo	SWEDEN	AVENUE Paris			BILLUPS London		Silver Lion Campaign		
B02/026	00132	RUE DE LA FONTAINE AU ROI	OATLY	OATLY OAT DRINK 1L	OATLY DEPARTMENT OF MIND CONTROL, Malmo	SWEDEN	AVENUE Paris			BILLUPS London		Silver Lion Campaign		
B02/141	00703	JORDAN 23	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai					Silver Lion Campaign	Silver Lion	
B02/142	00707	SHAQ 34	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai					Silver Lion Campaign		
B02/143	00704	KOBE 8	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai					Silver Lion Campaign		
B02/144	00709	LEBRON 6	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai					Silver Lion Campaign		
B02/184	00663	WINDOWS	BRITISH AIRWAYS	TRAVEL	UNCOMMON, London	UNITED KINGDOM				MANNING GOTTLIEB OMD London		Silver Lion	Silver Lion	
B03/005	00049	REACH FOR THE SUMMIT - A	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC., Tokyo	JAPAN	SHOEI INC. Tokyo / WOIL Tokyo			DENTSU INC. Tokyo	DENTSU INC. Tokyo	Silver Lion Campaign	Silver Lion	
B03/006	00051	REACH FOR THE SUMMIT - B	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC., Tokyo	JAPAN	SHOEI INC. Tokyo / WOIL Tokyo			DENTSU INC. Tokyo	DENTSU INC. Tokyo	Silver Lion Campaign		
B03/007	00050	REACH FOR THE SUMMIT - C	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC., Tokyo	JAPAN	SHOEI INC. Tokyo / WOIL Tokyo			DENTSU INC. Tokyo	DENTSU INC. Tokyo	Silver Lion Campaign		
B03/038	00540	THE 100TH EDITION	FRANKFURTER ALLGEMEINE ZEITUNG	FRANKFURTER ALLGEMEINE ZEITUNG	SCHOLZ & FRIENDS, Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin		SCHOLZ & FRIENDS Berlin		Silver Lion	Silver Lion	
C01/034	00859	IMPOSSIBLE JOURNEY	ASTER	DOULA SERVICES AND COMMUNITY-BASED HEALTHCARE	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba			ASHE BIRTHING SERVICES New York	Silver Lion	Silver Lion	
E03/034	00748	FAKE READERS	KINOKUNIYA	BOOKS	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai			SPARK FOUNDRY Dubai	VOX HAUS Petropolis	Silver Lion Campaign	Silver Lion	
E03/035	00746	FULL STOPS	KINOKUNIYA	BOOKS	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai			SPARK FOUNDRY Dubai	VOX HAUS Petropolis	Silver Lion Campaign		
E03/036	00745	FILLER WORDS	KINOKUNIYA	BOOKS	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai			SPARK FOUNDRY Dubai	VOX HAUS Petropolis	Silver Lion Campaign		
A01/025	00615	ZAEL - THE DISAPPEARING FONT	PROTOTYPE STUDIO	FONT	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai					Bronze Lion	Bronze Lion	
B01/008	00156	THE 26 SIGNS	ALEXANDER MONRO HOSPITAL & BREAST CARE FOUNDATION	BREAST CANCER AWARENESS	TBWAINEBOKO, Amsterdam	NETHERLANDS	TBWAINEBOKO Amsterdam			ESSENCEMEDIACO M Amsterdam	OVIDE AGENCY Utrecht	ALEXANDER MONRO HOSPITAL Bilthoven / STICHTING BREAST CARE FOUNDATION Schiphol	Bronze Lion	Bronze Lion
B01/076	00783	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	Bronze Lion	Bronze Lion
B02/103	00604	BIGGER CHRISTMAS TREES	APPLE	IPAD	TBWAIMEDIA ARTS LAB, Los Angeles / TBWAIMEDIA ARTS LAB, London	UNITED STATES / UNITED KINGDOM	59 PRODUCTIONS London / LISA PRITCHARD AGENCY London					Bronze Lion	Bronze Lion	
B02/129	00834	HUTUKARA	SALGUEIRO & URIHI YANOMAMI	THE YANOMAMI PEOPLE	ACADEMICOS DO SALGUEIRO, Andaraí / DM9, Sao Paulo / HUTUKARA ASSOCIACAO YANOMAMI, Boa Vista / URIHI ASSOCIACAO YANOMAMI, Boa Vista	BRAZIL	ACADEMICOS DO SALGUEIRO Andaraí	ACADEMICOS DO SALGUEIRO Andaraí	ACADEMICOS DO SALGUEIRO Andaraí			Bronze Lion	Bronze Lion	
B03/073	00849	BLACK LIGHTS	BRADESCO SEGUROS & GOMA/ EMPREGUE AFRO & MUSEU AFRO-UFBA	BLACK LIGHTS	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / DIALETO STUDIO Sao Paulo / RAW AUDIO Sao Paulo					Bronze Lion	Bronze Lion	
C01/007	00031	DEPARTURES TO COUNTLESS FUTURES	THE HOSHI AWARDS	THE HOSHI AWARDS	DENTSU INC., Tokyo	JAPAN	BLACK CAT WHITE CAT MUSIC Tokyo / GMO ENGINE Tokyo / OSAKA SENDEN KENKYUSHO Osaka / TONE UP CORP. Tokyo					Bronze Lion	Bronze Lion	
C01/008	00117	IT WORKS.	AD MUSEUM TOKYO	D&AD 2023 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	ADBRAIN Tokyo / DENTSU CREATIVE CUBE INC. Tokyo					Bronze Lion	Bronze Lion	

C03/003	00115	THE LOST VOICE	APPLE	PERSONAL VOICE ON IPHONE	APPLE, San Jose	UNITED STATES	HUNGRY MAN New York	FACTORY STUDIO London / FATHOM VFX Auckland / WORK EDITORIAL London			Bronze Lion	Bronze Lion	
D01/015	00838	MAGNIFICENT	YOTKAN ANCIENT CITY IN XINJIANG, CHINA	YOTKAN ANCIENT CITY IN XINJIANG, CHINA	THE NINE, Shanghai	MAINLAND CHINA	THE NINE Shanghai				Bronze Lion	Bronze Lion	
D02/111	00654	FIND YOUR SUMMER	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	MJZ Los Angeles	BIG SYNC MUSIC London / GLASSWORKS Barcelona	MINDSHARE London		Bronze Lion	Bronze Lion	
E02/033	00931	TRIUMPH	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	UNITED STATES				DELICIOUS DESIGN LEAGUE Chicago / HOGARTH Chicago / SAROFSKY Chicago	Bronze Lion Campaign	Bronze Lion	
E02/034	00933	SEQUEL	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	UNITED STATES				DELICIOUS DESIGN LEAGUE Chicago / HOGARTH Chicago / SAROFSKY Chicago	Bronze Lion Campaign	Bronze Lion	
E03/001	00028	1943	ROBERT CAPA CONTEMPORARY PHOTOGRAPHY CENTER	ROBERT CAPA PHOTOGRAPHY CENTER	INNOCEAN BERLIN	GERMANY	INNOCEAN BERLIN	INNOCEAN BERLIN	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan	PERSUASION London	ROBERT CAPA CONTEMPORARY PHOTOGRAPHY CENTER Budapest	Bronze Lion	Bronze Lion
E03/007	00063	UNSHOWABLE	WORLD VISION FRANCE	HUMANITARIAN CAUSES	STEVE, PARIS	FRANCE	STEVE PARIS	STEVE PARIS				Bronze Lion	Bronze Lion
<b>Total Awards:</b>											<b>28</b>		