

PR Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A02/002	00213	THE MISHEARD VERSION	SPECSAVERS	SPECSAVERS HEARING TESTS	GOLIN, London	UNITED KINGDOM	GOLIN London	GOLIN London	GOLIN London	GOLIN London	TANGERINE COMMUNICATIONS Manchester	Grand Prix
A01/032	00857	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	Gold Lion
B04/021	00890	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris				ARTISANS DU FILM Paris	Gold Lion
B06/049	01341	VW 70 YEARS CAMPAIGN	VOLKSWAGEN	VOLKSWAGEN	ALMAPBBDO, Sao Paulo	BRAZIL	BOILER FILMS Sao Paulo / RAW AUDIO Sao Paulo	FLOW EFFECTS Sao Paulo				Gold Lion
E01/007	01045	BAR EXPERIENCE	HEINEKEN	HEINEKEN	EDELMAN, London / LEPUB, Milan	UNITED KINGDOM / ITALY	C41 Amsterdam		DENTSU REDSTAR London	EDELMAN London	BOOMERANG AGENCY Amsterdam / INDICIA WORLDWIDE London / LEPUB Milan / PUBLICIS Dublin / SYNSATION Amsterdam / WE ARE FIRST Amsterdam	Gold Lion
F01/029	01447	IN TRANSIT	CALLEN-LORDE, METROPOLITAN TRANSPORTATION AUTHORITY, NYC LGBT HISTORIC SITES PRO	TRANSGENDER DAY OF VISIBILITY	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	FAMOUS WHO Sao Paulo / RITMIKA AUDIO ARTS Sao Paulo / WIDELABS Porto Alegre	LADO ANIMATION Sao Paulo		WEBER SHANDWICK New York		Gold Lion
F04/053	00753	WITHOUT CONSENT - A MESSAGE FROM ELLA	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	adam&eve, Berlin	GERMANY	TEMPOMEDIA Berlin		EMETRIQ Hamburg / MINDSHARE Frankfurt	SCHROEDER+SCHOMBS PR Berlin		Gold Lion
F04/119	01368	TRANSLATORS	U.S. BANK	ASISTENTE INTELIGENTE	WEBER SHANDWICK, New York / McCANN, Detroit	UNITED STATES	PARK PICTURES New York			WEBER SHANDWICK New York	CASANOVA Los Angeles	Gold Lion
F06/031	00974	SWEETHEARTS SITUATIONSHIPS	SWEETHEARTS	SWEETHEARTS	TOMBRAS, Knoxville	UNITED STATES	TOMBRAS Knoxville	TOMBRAS Knoxville		TOMBRAS Knoxville		Gold Lion
A06/024	01373	TRANSLATORS	U.S. BANK	ASISTENTE INTELIGENTE	WEBER SHANDWICK, New York / McCANN, Detroit	UNITED STATES	PARK PICTURES New York			WEBER SHANDWICK New York	CASANOVA Los Angeles	Silver Lion
B01/065	01226	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	Silver Lion
B06/044	01305	UNSEEN FACES	MISSING CHILDREEN & UNICEF	MISSING CHILDREEN REPORT SYSTEM	OGILVY ARGENTINA, Buenos Aires	ARGENTINA	FIGHT FILMS Buenos Aires				MISSING CHILDREN Buenos Aires / UNICEF Buenos Aires	Silver Lion
C01/002	00369	THE PLASTIC FORECAST	MINDEROO FOUNDATION	THE PLASTIC FORECAST	M&C SAATCHI, Sydney	AUSTRALIA	COLLIDER Sydney / M&C SAATCHI Sydney / RESOLUTION Sydney / UNXPCTD Paris	M&C SAATCHI Sydney / RESOLUTION Sydney	JELLYFISH FRANCE Paris	M&C SAATCHI Sydney / THE MINDEROO FOUNDATION Perth		Silver Lion
D02/108	01148	LULUMELON EOSS	HDFC BANK	HDFC BANK	FCB KINNECT, Mumbai	INDIA	FCB KINNECT Mumbai		FCB/SIX INDIA Mumbai	FCB KINNECT Mumbai		Silver Lion
D03/036	01143	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
D04/034	01010	GUSTAVE ROUSSY - A TRUE STORY	GUSTAVE ROUSSY	AWARENESS	PUBLICIS CONSEIL, Paris	FRANCE	ICONOCLAST Paris	POSTER PARIS			PRODIGIOUS Paris	Silver Lion
D04/047	01325	GRAD IN BLACK	VULT	COSMETICS RETAIL	GUT, Sao Paulo	BRAZIL	CARBONO SOUND LAB Sao Paulo / DENEZEIRO Salvador / STUDIO BOTICARIO Curitiba / WOLFWOLF Sao Paulo / YELLOW MELLO Campo Grande		GUT Sao Paulo	GUT Sao Paulo	GRUPO BOTICARIO Curitiba	Silver Lion
D05/037	01288	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND		LENS THAT - AR CREATIVE STUDIO Warsaw		THINKHOUSE Dublin	LEGARAGE Milan	Silver Lion
E05/014	01254	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Chicago / KODE MEDIA London			EDELMAN London		Silver Lion
F03/044	00967	SING TO REMEMBER	COCA-COLA	COKE STUDIO	VML, Mumbai	INDIA	UNIVERSAL MUSIC INDIA Mumbai		ESSENCEMEDIACO M Delhi	PR PUNDIT Guragon	OGILVY Gurgaon / STUDIO X Delhi	Silver Lion
F03/068	01345	VW 70 YEARS CAMPAIGN	VOLKSWAGEN	VOLKSWAGEN	ALMAPBBDO, Sao Paulo	BRAZIL	BOILER FILMS Sao Paulo / RAW AUDIO Sao Paulo	FLOW EFFECTS Sao Paulo				Silver Lion
F05/007	00214	THE MISHEARD VERSION	SPECSAVERS	SPECSAVERS HEARING TESTS	GOLIN, London	UNITED KINGDOM	GOLIN London	GOLIN London	GOLIN London	GOLIN London	TANGERINE COMMUNICATIONS Manchester	Silver Lion
F07/049	00557	WELCOME TO THE GROUP	CAMBIEMOS LA REGLA	LAW PROJECT 22.421	PHD, San Jose / TBWA RIOT, San Jose	COSTA RICA	KAIJU San Jose		PHD San Jose	SHIFT PORTER NOVELLI San Jose	OMD San Jose	Silver Lion
F07/120	01269	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
F08/025	01427	SHT	IKEA CANADA	IKEA	EDELMAN, Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto	CARAT Toronto	EDELMAN Toronto	GRAYSON MATTHEWS INC Toronto	Silver Lion
A03/010	01344	VW 70 YEARS CAMPAIGN	VOLKSWAGEN	VOLKSWAGEN	ALMAPBBDO, Sao Paulo	BRAZIL	BOILER FILMS Sao Paulo / RAW AUDIO Sao Paulo	FLOW EFFECTS Sao Paulo				Bronze Lion
A04/042	01117	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
A07/064	00667	CALL GLENN	CHILD FOCUS	BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	VML BELGIUM, Antwerp / WUNDERMAN THOMPSON, Antwerp	BELGIUM	AKA DE MENSEN Zaventem		MEDIACOMM Brussels	WUNDERMAN THOMPSON Antwerp		Bronze Lion

B01/028	00832	MICHAEL CERAVE	CERAVE	CERAVE MOISTURIZING CREAM	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Los Angeles	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York	BCL New York	OGILVY PR New York	BPCM New York / OBVIOUSLY New York	Bronze Lion
B03/017	00856	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
B03/038	01151	THE X-TINCTION TIMELINE	WWF	SPECIES CONSERVATION	McCANN, Dusseldorf	GERMANY					CRAFT Dusseldorf / WWF GERMANY Berlin	Bronze Lion
C02/017	00977	SWEETHEARTS SITUATIONSHIPS	SWEETHEARTS	SWEETHEARTS	TOMBRAS, Knoxville	UNITED STATES	TOMBRAS Knoxville	TOMBRAS Knoxville		TOMBRAS Knoxville		Bronze Lion
D02/037	00453	SNOOP GOES SMOKELESS	SOLO STOVE	SOLO STOVE	THE MARTIN AGENCY, Richmond	UNITED STATES	EVEN ODD San Francisco / FRIENDS & FAMILY San Francisco	OVERCOAST MUSIC AND SOUND Richmond / ROYAL MUSTER Los Angeles / SUPERJOY Richmond		THE MARTIN AGENCY Richmond		Bronze Lion
D02/134	01465	THE VALUE OF TIME	ITAU	ITAU	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BLACK DOG FILMS Los Angeles				MOMMY PRODUCTION Paris / RM MGMT Sao Paulo	Bronze Lion
D03/025	00853	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
D04/073	01272	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
D05/019	00805	THE SHOTLINE	CHANGE THE REF & MARCH FOR OUR LIVES	THE SHOTLINE	MULLENLOWE U.S., Boston	UNITED STATES	EDISEN New York	YETI PRODUCTIONS Boston	MEDIAHUB New York	MULLENLOWE U.S. Boston		Bronze Lion
F01/024	01379	THE AI PRESIDENT	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT PORTER NOVELLI, Dubai / IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADDITION New York		AN-NAHAR NEWSPAPER Beirut	IMPACT BBDO Beirut / IMPACT PORTER NOVELLI Dubai		Bronze Lion
F03/006	00147	TRAFFICKING INCORPORATED	TALITA	NON-PROFIT ORGANIZATION THAT HELPS VICTIMS OF THE SEX TRADE.	AKESTAM HOLST, Stockholm	SWEDEN		RED PIPE SOUND DESIGN Stockholm		AKESTAM HOLST Stockholm	FLICKORNA LARSSON Stockholm	Bronze Lion
F03/019	00571	UNSEALED BOOKS	LIRA	LIRA	VML HUNGARY, Budapest	HUNGARY	VML HUNGARY Budapest	VML HUNGARY Budapest	VML HUNGARY Budapest	VML HUNGARY Budapest		Bronze Lion
F03/033	00811	FREEING TACO T***DAY	TACO BELL	BRAND CAMPAIGN	DEUTSCH, Los Angeles	UNITED STATES	SUPERPRIME Culver City	NOMAD EDITING COMPANY Santa Monica	SPARK MEDIA Washington DC	EDELMAN Los Angeles	2D CREATIVE New York	Bronze Lion
F04/014	00195	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	Bronze Lion
F04/075	00747	TRANSITION BODY LOTION	UNILEVER	VASELINE PRODERMA TRANSITION BODY LOTION	OGILVY, Singapore	SINGAPORE	DOUBLE Y Bangkok / SOLDATS FILMS Paris		MINDSHARE Bangkok	EDELMAN Bangkok / OGILVY Singapore		Bronze Lion
F04/140	11419	HEAVEN FISH	REGAL SPRINGS	FARMED FISH	OGILVY HONDURAS, Tegucigalpa	HONDURAS		JSM MUSIC New York				Bronze Lion
F05/026	00976	SWEETHEARTS SITUATIONSHIPS	SWEETHEARTS	SWEETHEARTS	TOMBRAS, Knoxville	UNITED STATES	TOMBRAS Knoxville	TOMBRAS Knoxville		TOMBRAS Knoxville		Bronze Lion
F06/019	00529	DOMINO'S HEATSUIT	DOMINO'S	DOMINO'S	ONE GREEN BEAN, London	UNITED KINGDOM	ONE GREEN BEAN London		ONE GREEN BEAN London	ONE GREEN BEAN London		Bronze Lion
F07/051	00750	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
F07/058	00891	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris				ARTISANS DU FILM Paris	Bronze Lion
F07/093	01019	THE GENDER DISCOUNT	SANTANDER BANK	INSTITUTIONAL	BETC HAVAS, Sao Paulo	BRAZIL	HEFTY Sao Paulo / MYMAMA ENTERTAINMENT Sao Paulo / PRODUCERIA Sao Paulo / TENTACULO AUDIO São Paulo				BETC HAVAS Sao Paulo	Bronze Lion
F08/020	00839	TAKE MY LAWYERS	WOM	WOM MOBILE COMPAY	BBDO COLOMBIA, Bogota / PROXIMITY BBDO, Bogota	COLOMBIA						Bronze Lion
Total Awards:		50										