

Winners

Title	Brand	Product/Service	Entrant Company	Country	Media Placement Role	Country	Prize
A01 (Food & Drink)							
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND	APN OUTDOOR AUCKLAND	NEW ZEALAND	BRONZE LION
A02 (Other FMCG)							
IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA	HEARTS & SCIENCE NEW YORK	USA	BRONZE LION
I DON'T ROLL ON SHABBOS	PROCTER & GAMBLE	GILLETTE	MEDIACOM CONNECTIONS TEL AVIV	ISRAEL	MEDIACOM CONNECTIONS TEL AVIV	ISRAEL	BRONZE LION
A04 (Consumer Durables)							
PORTRAIT MODE COVERS	APPLE	IPHONE	TBWA/MEDIA ARTS LAB LOS ANGELES	USA	OMD USA LOS ANGELES	USA	BRONZE LION
LOCAL BUSINESS NEVER LOOKED SO GOOD	CANON	CANON	CANON SØBORG	DENMARK	UNCLE GREY COPENHAGEN	DENMARK	BRONZE LION
A06 (Retail)							
ONWARD! BACK TO SCHOOL	GAP INC.	OLD NAVY	PHD NEW YORK	USA	PHD NEW YORK	USA	BRONZE LION
A07 (Travel)							
THE COLORBLIND VIEWER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	VML KANSAS CITY	USA	VML KANSAS CITY	USA	SILVER LION
CAR VS DATA	VIA RAIL CANADA	TRAIN SERVICE	TOUCHÉ! MONTRÉAL	CANADA	TOUCHÉ! MONTRÉAL	CANADA	SILVER LION
2H04	TGV	TGV	BUZZMAN PARIS	FRANCE	BUZZMAN PARIS	FRANCE	BRONZE LION
A08 (Leisure)							
TELENET PLAY SPORTS PREROLL FOOTBAL MATCH	TELENET	PLAY SPORTS	TBWA/BELGIUM BRUSSELS	BELGIUM	PHD MEDIA BRUSSELS	BELGIUM	BRONZE LION
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA/RAAD DUBAI	UNITED ARAB EMIRATES	ABU DHABI MEDIA COMPANY ABU DHABI	UNITED ARAB EMIRATES	SILVER LION
A09 (Media / Entertainment)							
NEVER MISS A SECOND	TELENET PLAY SPORTS	PLAY SPORTS	TBWA/BELGIUM BRUSSELS	BELGIUM	TBWA/BELGIUM BRUSSELS	BELGIUM	BRONZE LION
A12 (Corporate Social Responsibility (CSR) / Corporate Image)							
THE PERFECT VLOGGER	ALBERT HEIJN	FMCG	TBWA/NEBOKO AMSTERDAM	THE NETHERLANDS	ALBERT HEIJN ZAANDAM / WAVEMAKER AMSTERDAM	THE NETHERLANDS	BRONZE LION
THE PRICE OF EQUALITY	SCOTIABANK	CREDIT CARD	WUNDERMAN PHANTASIA LIMA	PERU	PHD CAUSAMEDIA LIMA	PERU	BRONZE LION
THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY SÃO PAULO	BRAZIL	□	□	GOLD LION
A13 (Not-for-profit / Charity)							
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND WARSAW	POLAND	GAMESET WARSAWA / LIFETUBE WARSAW / NEW AGE MEDIA WARSAW / OGILVY POLAND WARSAW	POLAND	GOLD LION
COVERAGE COALITION	GET AMERICA COVERED	COVERAGE COALITION	BARTON F. GRAF NEW YORK	USA	□	□	BRONZE LION
B01 (Use of TV & Other Screens)							
IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA	HEARTS & SCIENCE NEW YORK	USA	BRONZE LION
B02 (Use of Audio Platforms)							
HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA/RAAD DUBAI	UNITED ARAB EMIRATES	ABU DHABI MEDIA COMPANY ABU DHABI	UNITED ARAB EMIRATES	BRONZE LION
THE GAME THAT NEVER WAS	BLU RADIO	SPORTS RADIO STATION	GREY COLOMBIA BOGOTÁ	COLOMBIA	BLU RADIO BOGOTA	COLOMBIA	SILVER LION
B03 (Use of Print / Outdoor)							
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC. TOKYO	JAPAN	DENTSU INC. TOKYO	JAPAN	BRONZE LION
IKEA PEE AD	IKEA SWEDEN	IKEA CRIB	AKESTAM HOLST NOA STOCKHOLM	SWEDEN	CARAT STOCKHOLM	SWEDEN	BRONZE LION
BREATHING LIFE INTO TRANSIT ADS	NETFLIX	ALTERED CARBON	NETFLIX LOS ANGELES	USA	MULLENLOWE MEDIAHUB BOSTON	USA	SILVER LION
FRESH PRINTS	ALDI	ALDI	MCCANN BARCELONA	SPAIN	HAVAS MEDIA BARCELONA	SPAIN	GOLD LION
B04 (Use of Ambient Media: Small Scale)							
SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC PARIS	FRANCE	□	□	BRONZE LION
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU	HOST/HAVAS SYDNEY	AUSTRALIA	□	□	SILVER LION
SIP SAFE	MONASH UNIVERSITY	MONASH UNIVERSITY	Y&R MELBOURNE	AUSTRALIA	□	□	SILVER LION
B05 (Use of Ambient Media: Large Scale)							
THE COLORBLIND VIEWER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	VML KANSAS CITY	USA	VML KANSAS CITY	USA	SILVER LION
PROJECT 84	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM	□	□	GOLD LION
THE SHORTCUT BILLBOARDS	MINI	MINI CONNECTED	SERVICEPLAN GERMANY MUNICH	GERMANY	□	□	BRONZE LION
DRIVE-THRUCK	ARCOS DORADOS COMÉRCIO DE ALIMENTOS LTDA	DRIVE-THRU	MCDONALD'S SAO PAULO	BRAZIL	□	□	SILVER LION
DELAYED FLIGHT BREAK MACHINE	KITKAT	KITKAT	J. WALTER THOMPSON BRAZIL SÃO PAULO	BRAZIL	J. WALTER THOMPSON BRAZIL SÃO PAULO	BRAZIL	BRONZE LION
DAVID BOWIE IS HERE	SPOTIFY	SPOTIFY	SPOTIFY NEW YORK	USA	LEISURE INC BROOKLYN	USA	GOLD LION
B06 (Use of Events)							
PARIS 2024 OLYMPIC DAYS	CITY OF PARIS	PARIS 2024 OLYMPIC BID	UBI BENE PARIS	FRANCE	UBI BENE PARIS	FRANCE	SILVER LION
THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN LAHORE	PAKISTAN	□	□	BRONZE LION

Winners

B07 (Use of Stunts)							
LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER HAMBURG	GERMANY	VIZEUM DEUTSCHLAND HAMBURG	GERMANY	BRONZE LION
SHITTY PAPER – MADE FROM HATE	GOLDEIMER	SHITTY PAPER – MADE FROM HATE	PHILIPP UND KEUNTJE HAMBURG	GERMANY	☐	☐	SILVER LION
DESERT ROULETTE	WESTJET	WESTJET	RETHINK TORONTO	CANADA	RETHINK TORONTO	CANADA	BRONZE LION
THE SNEAKY PILLAR	DNB	CAR INSURANCE	TRY OSLO	NORWAY	VIZEUM OSLO	NORWAY	BRONZE LION
HANDICAB	FORD NEDERLAND B.V.	FORD HANDICAB	OGILVY AMSTERDAM	THE NETHERLANDS	MINDSHARE AMSTERDAM	THE NETHERLANDS	BRONZE LION
HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK	THAILAND	BRONZE LION
B08 (Use of Digital Platforms)							
XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM	☐	☐	GOLD LION
CARSales AUTOADS	CARSales.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CHE PROXIMITY MELBOURNE	AUSTRALIA	CARSales.COM.AU MELBOURNE / CHE PROXIMITY MELBOURNE	AUSTRALIA	BRONZE LION
B09 (Use of Mobile)							
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU MELBOURNE	AUSTRALIA	VIZEUM SYDNEY	AUSTRALIA	BRONZE LION
B10 (Use of Social Platforms)							
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA	UM SYDNEY	AUSTRALIA	GOLD LION
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND WARSAW	POLAND	GAMESET WARSAWA / LIFETUBE WARSAW / NEW AGE MEDIA WARSAW / OGILVY POLAND WARSAW	POLAND	SILVER LION
ABSOLUT VODKA - NEVER GONNA GIF YOU UP	ABSOLUT VODKA	ABSOLUT VODKA	SEBTON/CO STOCKHOLM	SWEDEN	SEBTON/CO STOCKHOLM	SWEDEN	SILVER LION
THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	MOTHER USA NEW YORK	USA	MOTHER USA NEW YORK	USA	BRONZE LION
THE DISTRESS SIGNAL	AMNESTY INTERNATIONAL	HUMAN RIGHTS	ANORAK OSLO	NORWAY	☐	☐	BRONZE LION
VERIZON - WHAT YOU MISSED	VERIZON	VERIZON WIRELESS	R/GA NEW YORK	USA	R/GA NEW YORK	USA	SILVER LION
B11 (Use of Technology)							
THE WORLD'S FIRST ALEXA-POWERED AD	AMAZON	AMAZON ECHO	INITIATIVE LONDON	UNITED KINGDOM	INITIATIVE LONDON	UNITED KINGDOM	SILVER LION
INTEL RE-IMAGINES THE 2018 PYEONGCHANG OLYMPICS	INTEL	INTEL	OMD USA NEW YORK	USA	OMD USA NEW YORK	USA	GOLD LION
ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	MCCANN NEW YORK	USA	☐	☐	BRONZE LION
C01 (Use of Data-driven Insight)							
80 DAYS OF ARGOS	ARGOS	ARGOS	THE&PARTNERSHIP LONDON	UNITED KINGDOM	MINDSHARE LONDON	UNITED KINGDOM	SILVER LION
TAGWORDS	AB INBEV	BUDWEISER	AFRICA SÃO PAULO	BRAZIL	☐	☐	SILVER LION
C02 (Use of Real-time Data)							
THE LUNCH GAP SEARCHER	FOTAWA	FOOD DELIVERY SERVICE	GREY SPAIN MADRID	SPAIN	GREY SPAIN MADRID	SPAIN	BRONZE LION
DELAYED FLIGHT BREAK MACHINE	KITKAT	KITKAT	J. WALTER THOMPSON BRAZIL SÃO PAULO	BRAZIL	J. WALTER THOMPSON BRAZIL SÃO PAULO	BRAZIL	SILVER LION
THE ROUTE	JCDECAUX	MEDIA	Y&R BRAZIL SÃO PAULO	BRAZIL	☐	☐	BRONZE LION
C03 (Data-driven Targeting)							
UNITED AIRLINES EWR REAL TIME DATA TAXI TOP CAMPAIGN	UNITED AIRLINES	UNITED REAL TIME DATA TO NEWARK INTERNATIONAL AIRPORT	MCGARRYBOWEN NEW YORK	USA	WAVEMAKER NEW YORK	USA	BRONZE LION
DATA INTO DOLLARS	XFINITY	XFINITY MOBILE	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOOGLE NEW YORK / SPARK FOUNDRY NEW YORK	USA	SILVER LION
D01 (Use of Brand or Product Integration into a Programme or Platform)							
STRANGER BROADCAST	NETFLIX	STRANGER THINGS	AKQA SÃO PAULO	BRAZIL	VML SÃO PAULO	BRAZIL	BRONZE LION
APPIE TODAY	ALBERT HEIJN	FMCG	TBWAINEBOKO AMSTERDAM	THE NETHERLANDS	WAVEMAKER AMSTERDAM	THE NETHERLANDS	SILVER LION
THE WORST SOAP OPERA	UNICEF	THE WORST SOAP OPERA (CHANGING THE LAW ON CHILD MARRIAGE)	PAGÉS BBDO SANTO DOMINGO	DOMINICAN REPUBLIC	OMD DOMINICANA SANTO DOMINGO	DOMINICAN REPUBLIC	BRONZE LION
APOCALYPSE STEVE HANSEN	ARNOTT'S	BISCUITS	Y&R ANZ AUCKLAND	NEW ZEALAND	Y&R ANZ AUCKLAND	NEW ZEALAND	BRONZE LION
D02 (Use of Branded Content created for Digital or Social)							
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA	UM SYDNEY	AUSTRALIA	BRONZE LION
#LIFEINHEL	FINAVIA	HELSINKI AIRPORT	TBWA/HELSINKI	FINLAND	DAGMAR HELSINKI	FINLAND	BRONZE LION
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY	☐	☐	BRONZE LION
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND WARSAW	POLAND	GAMESET WARSAWA / LIFETUBE WARSAW / NEW AGE MEDIA WARSAW / OGILVY POLAND WARSAW	POLAND	BRONZE LION
RE:SCAM	NETSAFE	CYBER SECURITY	DDG GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND	☐	☐	BRONZE LION
ASSASSIN'S CREED – EXPLORE ANCIENT EGYPT	UBISOFT CANADA	VIDEO GAME	BLEUBLANCROUGE MONTREAL	CANADA	UBISOFT CANADA MONTREAL	CANADA	BRONZE LION
THE BELT 24/7	S GROUP	PRISMA	S-GROUP HELSINKI	FINLAND	CARAT HELSINKI	FINLAND	BRONZE LION
UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	SANLAM	MYCHOICE FUNERAL PLAN	KING JAMES GROUP CAPE TOWN	SOUTH AFRICA	☐	☐	SILVER LION



Winners

1ST GRRADE	MARS LLC	PEDIGREE®	BBDO RUSSIA GROUP MOSCOW	RUSSIA	MEDIACOM MOSCOW / STARCOM MOSCOW	RUSSIA	BRONZE LION
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY MELBOURNE	AUSTRALIA	CHE PROXIMITY MELBOURNE	AUSTRALIA	BRONZE LION
THE WORLD'S FIRST BABY MARATHON	KIMBERLY-CLARK	HUGGIES	OGILVY JOHANNESBURG	SOUTH AFRICA	□	□	BRONZE LION
SHARE A COKE 1,000 NAME CELEBRATION	COCA-COLA	COKE	FITZCO/MCCANN ATLANTA	USA	□	□	BRONZE LION
ŠKODA X HANDSOME DANCER "COINCIDANCE"	ŠKODA	ŠKODA	PHD TAIWAN TAIPEI	CHINESE TAIPEI	PHD TAIWAN TAIPEI	CHINESE TAIPEI	BRONZE LION
SAY IT WITH SKY	SKY GERMANY	SKY TV	SERVICEPLAN GERMANY MUNICH	GERMANY	MEDIAPLUS MÜNCHEN	GERMANY	SILVER LION
DUNDEE	TOURISM AUSTRALIA	TOURISM AUSTRALIA	UM SYDNEY	AUSTRALIA	UM NEW YORK / UM SYDNEY	USA	SILVER LION
E01 (Excellence in Media Insights & Strategy)							
I DON'T ROLL ON SHABBOS	PROCTER & GAMBLE	GILLETTE	MEDIACOM CONNECTIONS TEL AVIV	ISRAEL	MEDIACOM CONNECTIONS TEL AVIV	ISRAEL	SILVER LION
GILLETTE BABYFACE	P&G	GILLETTE	MEDIACOM CONNECTIONS TEL AVIV	ISRAEL	GREY CONTENT TEL AVIV / MEDIACOM CONNECTIONS TEL AVIV	ISRAEL	SILVER LION
E02 (Excellence in Media Planning)							
TESCO'S FOOD LOVE STORIES	TESCO	TESCO STORES	MEDIACOM LONDON	UNITED KINGDOM	MEDIACOM LONDON	UNITED KINGDOM	GRAND PRIX
E03 (Excellence in Media Execution)							
80 DAYS OF ARGOS	ARGOS	ARGOS	THE&PARTNERSHIP LONDON	UNITED KINGDOM	MINDSHARE LONDON	UNITED KINGDOM	GOLD LION
O2 OOPS	O2	FREE BROKEN SCREEN REPLACEMENT (WITH TARIFF OR HANDSET UPGRADE)	HAVAS MEDIA LONDON	UNITED KINGDOM	HAVAS MEDIA LONDON	UNITED KINGDOM	SILVER LION
GAME OF THRONES SEASON 7 CAMPAIGN	HOME BOX OFFICE INC.	GAME OF THRONES SEASON 7	HBO NEW YORK	USA	MERKLE NEW YORK / PHD NEW YORK	USA	BRONZE LION