

Direct Lions

2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Prize
A01 (Food & Drink)					
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	SILVER LION
A02 (Other FMCG)					
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	BRONZE LION
STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE	GOLD LION
A03 (Healthcare)					
MISCARRIAGE ASSOCIATION - CARDS OF ACKNOWLEDGEMENT	MISCARRIAGE ASSOCIATION	CHARITY	MRM/MCCANN LONDON	UNITED KINGDOM	BRONZE LION
A04 (Consumer Durables)					
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWAICHATIDAY NEW YORK	USA	BRONZE LION
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	GOLD LION
A06 (Retail)					
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	GRAND PRIX
A07 (Travel)					
NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY FRANKFURT	GERMANY	BRONZE LION
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG	SERVICEPLAN GERMANY MUNICH	GERMANY	BRONZE LION
A09 (Media / Entertainment)					
POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO CO.	FUKUSHIMA-MINPO	DENTSU INC. TOKYO	JAPAN	BRONZE LION
A10 (Consumer Services / Business to Business)					
SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS SYDNEY	AUSTRALIA	BRONZE LION
A11 (Not-for-profit / Charity / Government)					
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA	BRONZE LION
A12 (Corporate Social Responsibility (CSR) / Corporate Image)					
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL	BRONZE LION
HARMLESS GUNS	DAGOMA	3D PRINTING	TBWAIPARIS	FRANCE	SILVER LION
B02 (Use of Ambient Media: Small Scale)					
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWAICHATIDAY NEW YORK	USA	SILVER LION
SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/MCCANN COSTA MESA	USA	BRONZE LION
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	SILVER LION
SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY CHICAGO	USA	SILVER LION
B03 (Use of Ambient Media: Large Scale)					
STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA	BRONZE LION
B04 (Use of Broadcast)					
LIFE DIRECT - R.I.P SIMON	TRADE ME NZ	LIFE DIRECT	VMLY&R AUCKLAND	NEW ZEALAND	BRONZE LION
C01 (Data Strategy)					
THE TIME WE HAVE LEFT	PERNOD RICARD	RUAVIEJA	LEO BURNETT MADRID	SPAIN	BRONZE LION
C02 (Data-driven Targeting)					
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	SILVER LION
C04 (New Realities & Voice-activation)					
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	SILVER LION
C05 (Digital Installations & Interactive Screens)					
STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE	SILVER LION
D02 (Use of Mobile)					
EXPENSIFY THIS	EXPENSIFY	MOBILE APP EXPENSIFY	JOHNXHANNES NEW YORK	USA	BRONZE LION
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	GOLD LION
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	BRONZE LION
D05 (Co-creation & User Generated Content)					
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY BANGALORE	INDIA	SILVER LION
CRAFT A WESTERN WHOPPER	BURGER KING	WHOPPER	INGO STOCKHOLM	SWEDEN	BRONZE LION
E01 (Copywriting)					
BK BOT	BURGER KING	BURGER KING	DAVID MIAMI	USA	BRONZE LION
E02 (Art Direction / Design)					
UBERTOYS	UBER	UBERTOYS	DDB PARIS	FRANCE	BRONZE LION
E03 (Experience Design)					
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	BRONZE LION
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	BRONZE LION
E04 (Launch / Re-launch)					
EXPENSIFY THIS	EXPENSIFY	MOBILE APP EXPENSIFY	JOHNXHANNES NEW YORK	USA	SILVER LION

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F02 (Challenger Brand)					
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA CHIAT DAY NEW YORK	USA	SILVER LION
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	GOLD LION
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	GOLD LION
F04 (Social Behaviour & Cultural Insight)					
HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA PARIS	FRANCE	BRONZE LION
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	BRONZE LION
LOFI BEATS SUICIDE	VICE UK	SUICIDE PREVENTION	MCCANN LONDON	UNITED KINGDOM	BRONZE LION
MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	BRONZE LION
F05 (Breakthrough on a Budget)					
SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA//MCCANN COSTA MESA	USA	SILVER LION