

Radio & Audio Lions

2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Prize
A01 (Food & Drink)					
ELISE	COCA COLA	SPRITE	SANTO BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
AGAPORNIS	COCA COLA	SPRITE	SANTO BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	GOLD LION
A02 (Other FMCG)					
REVENGE OF THE COCKROACH	TIGER BRANDS	DOOM	OGILVY JOHANNESBURG	SOUTH AFRICA	SILVER LION CAMPAIGN
REVENGE OF THE MOSQUITO	TIGER BRANDS	DOOM	OGILVY JOHANNESBURG	SOUTH AFRICA	SILVER LION CAMPAIGN
A05 (Automotive)					
CINDERELLA	VAUXHALL	ASTRA	MCCANN MILTON KEYNES	UNITED KINGDOM	SILVER LION CAMPAIGN
JACK & THE BEANSTALK	VAUXHALL	ASTRA	MCCANN MILTON KEYNES	UNITED KINGDOM	SILVER LION CAMPAIGN
UGLY DUCKLING	VAUXHALL	ASTRA	MCCANN MILTON KEYNES	UNITED KINGDOM	SILVER LION CAMPAIGN
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS	SILVER LION
A06 (Retail)					
BK BOT 92 WHOPPERS	BURGER KING	BURGER KING	DAVID MIAMI	USA	GOLD LION CAMPAIGN
BK BOT CHICKEN PERSONS	BURGER KING	BURGER KING	DAVID MIAMI	USA	GOLD LION CAMPAIGN
BK BOT TASTES LIKES MATH	BURGER KING	BURGER KING	DAVID MIAMI	USA	GOLD LION CAMPAIGN
A07 (Travel)					
NIGHT WEEPING	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	SILVER LION CAMPAIGN
PLEASURE CAVE	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	SILVER LION CAMPAIGN
LUMPY FUTON	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	SILVER LION CAMPAIGN
MAKOTI	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	SILVER LION CAMPAIGN
UMSEBENZI	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	SILVER LION CAMPAIGN
NSIZWA	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	SILVER LION CAMPAIGN
A09 (Media / Entertainment)					
WESTWORLD: THE MAZE	HBO	WESTWORLD	360I NEW YORK	USA	BRONZE LION
A10 (Consumer Services / Business to Business)					
BIRD	MONSTER.COM	MONSTER.COM	ARNOLD WORLDWIDE BOSTON	USA	SILVER LION CAMPAIGN
XANTENYX	MONSTER.COM	MONSTER.COM	ARNOLD WORLDWIDE BOSTON	USA	BRONZE LION
MO MO MIMMY MIMMY	MONSTER.COM	MONSTER.COM	ARNOLD WORLDWIDE BOSTON	USA	SILVER LION CAMPAIGN
A11 (Not-for-profit / Charity / Government)					
THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE COPENHAGEN	DENMARK	BRONZE LION
A12 (Corporate Social Responsibility (CSR) / Corporate Image)					
IMMIGRANT SONGS	BRAVOMIC	IMMIGRANT SONGS	WING NEW YORK	USA	BRONZE LION
B01 (Use of Music)					
IMMIGRANT SONGS	BRAVOMIC	IMMIGRANT SONGS	WING NEW YORK	USA	BRONZE LION
BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	BRONZE LION
B02 (Sound Design)					
THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE COPENHAGEN	DENMARK	BRONZE LION
SOUNDS OF FUTURE OCEAN	NATIONAL GEOGRAPHIC	PLANET OR PLASTIC?	NATIONAL GEOGRAPHIC SAO PAULO	BRAZIL	BRONZE LION
B03 (Script)					
NIGHT WEEPING	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	GOLD LION CAMPAIGN
PLEASURE CAVE	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	GOLD LION CAMPAIGN
LUMPY FUTON	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	GOLD LION CAMPAIGN
MAKOTI	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	GOLD LION CAMPAIGN
UMSEBENZI	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	GOLD LION CAMPAIGN
NSIZWA	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	GOLD LION CAMPAIGN
BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	SILVER LION
B04 (Casting & Performance)					
BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	BRONZE LION

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C01 (Use of Radio or Audio as a Medium)					
SOUND OF THE SEA	CEAR	REFUGEES	OGLIVY MADRID	SPAIN	BRONZE LION
THE MEMORY DIAL	MUSEO DE LA MEMORIA Y LOS DERECHOS HUMANOS	MUSEO DE LA MEMORIA Y LOS DERECHOS HUMANOS	WOLF BCPP SANTIAGO	CHILE	BRONZE LION
ABUSE DISCLAIMERS	AB INBEV	AGUILA BEER	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA	BRONZE LION
IMMIGRANT SONGS	BRAVOMIC	IMMIGRANT SONGS	WING NEW YORK	USA	BRONZE LION
C02 (Use of Audio Technology / Voice - Activation)					
THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE COPENHAGEN	DENMARK	BRONZE LION
COPA DEL IMPULSO/THE CHEERING TROPHY	BANCO PICHINCHA	SPONSORSHIP	MULLENLOWE DELTA QUITO	ECUADOR	BRONZE LION
WESTWORLD: THE MAZE	HBO	WESTWORLD	360I NEW YORK	USA	GRAND PRIX
C03 (Branded Content / Podcasts)					
WESTWORLD: THE MAZE	HBO	WESTWORLD	360I NEW YORK	USA	SILVER LION
BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	GOLD LION
D03 (Single-market Campaign)					
THAT TIME PROFESSOR JOHN BURROWS DIDN'T	HAWKE'S BAY REGIONAL COUNCIL	HAWKE'S BAY REGIONAL COUNCIL	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	BRONZE LION CAMPAIGN
THAT TIME JORDIE BARRETT DIDN'T	HAWKE'S BAY REGIONAL COUNCIL	HAWKE'S BAY REGIONAL COUNCIL	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	BRONZE LION CAMPAIGN
THAT TIME JOHN KEY DIDN'T	HAWKE'S BAY REGIONAL COUNCIL	HAWKE'S BAY REGIONAL COUNCIL	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	BRONZE LION CAMPAIGN
D04 (Social Behaviour & Cultural Insight)					
THE REAL COST	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	BRONZE LION CAMPAIGN
NOTHING FOR MAHALA	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA	BRONZE LION CAMPAIGN
ABUSE DISCLAIMERS	AB INBEV	AGUILA BEER	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA	SILVER LION
IMMIGRANT SONGS	BRAVOMIC	IMMIGRANT SONGS	WING NEW YORK	USA	SILVER LION
DOLLAR AGONY	RIPIO	FINANCIAL ADVISORY	DHÉLET VMLY&R BUENOS AIRES	ARGENTINA	BRONZE LION
D05 (Breakthrough on a Budget)					
AIR TIME	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE TORONTO	CANADA	BRONZE LION