

2023 WINNER

Brand Experience & Activation



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Food & Drink)						
HEINZ TATTOO INK	HEINZ	HEINZ TOMATO KETCHUP	SOKO, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
CHERNIGIVSKE - THE BEER WITH A UKRAINIAN HEART	CHERNIGIVSKE	CHERNIGIVSKE	ANHEUSER-BUSCH INBEV, Leuven / DRAFTLINE EUROPE, London	BELGIUM	BRONZE LION	BRONZE LION
0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	Le Pub, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
A03 (Healthcare)						
DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA	SILVER LION	SILVER LION
SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	GOLD LION	GOLD LION
A05 (Retail)						
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	BRONZE LION	BRONZE LION
A06 (Travel / Leisure)						
BORDERLESS WEDDINGS	AEROMÉXICO	AEROMÉXICO	AEROMÉXICO, Mexico City	MEXICO	BRONZE LION	BRONZE LION
A07 (Media / Entertainment)						
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO CANADA, Toronto	CANADA	SILVER LION	SILVER LION
GUARDED BUS STOP	ELETROMIDIA	ELETROMIDIA	ALMAPBDDO, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
A08 (Consumer Services / Business to Business)						
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	SILVER LION	SILVER LION
THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
B01 (Social Engagement & Integration for Live Experience)						
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	BRONZE LION	BRONZE LION
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GOLD LION	GOLD LION
B02 (Use of Mobile & Devices)						
KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	GOLD LION	GOLD LION
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO CANADA, Toronto	CANADA	BRONZE LION	BRONZE LION
SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE	BRONZE LION	BRONZE LION
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GOLD LION	GOLD LION
B03 (Use of Website / Microsites)						
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	SILVER LION	SILVER LION
B07 (Tangible & Spatial Technology)						
TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE	SILVER LION	SILVER LION
B09 (Tech-led Brand Experience)						
SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	SILVER LION	SILVER LION
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY / LEPUB, Milan	ITALY	GOLD LION	GOLD LION
THE ARTOIS PROBABILITY	ANHEUSER-BUSCH INBEV, STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA	SILVER LION	SILVER LION
B10 (Cross-platform Digital Experience)						
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO CANADA, Toronto	CANADA	GOLD LION	GOLD LION
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	BRONZE LION	BRONZE LION
C01 (Customer Retail / In-store Experience)						
IS THAT HEINZ?	HEINZ	HEINZ TOMATO KETCHUP	WUNDERMAN THOMPSON TURKEY, Istanbul	TURKEY	BRONZE LION	BRONZE LION
C02 (Retail Promotions & Competitions)						
FRIES CLAIMS	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	SILVER LION	SILVER LION
COCA-COLA MAGIC AUDIOS	THE COCA-COLA COMPANY	COCA-COLA AND COCA-COLA NO SUGAR	OGILVY, São Paulo	BRAZIL	BRONZE LION	BRONZE LION
C03 (Customer Acquisition & Retention)						
EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA	BRONZE LION	BRONZE LION
D01 (Live Brand Experience or Activation)						
NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA	SILVER LION	SILVER LION
900 MINUTES FOR EQUALITY	CORONA	CORONA	WE BELIEVERS, New York	USA	BRONZE LION	BRONZE LION
BRAHMA MEDICAL DEPARTMENT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
D02 (Guerrilla Marketing & Stunts)						
THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
CHAMPIONS LEAGUE CRASHERS	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, New York	USA	BRONZE LION	BRONZE LION
UNBANNED ARMBAND	ALL OUT	ALL OUT	ALMAPBDDO, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
D03 (Brand-owned Experiences)						
DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA	SILVER LION	SILVER LION

2023 WINNER

Brand Experience & Activation



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA	SILVER LION	SILVER LION
D04 (Sponsorship & Brand Partnership)						
FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City	USA	GRAND PRIX	GRAND PRIX
THE HIGH STAKES BEER AD	BLUE MOON	COORS LIGHT, MILLER LITE & BLUE MOON	DROGAS, PART OF ACCENTURE SONG, New York	USA	BRONZE LION	BRONZE LION
BUNDY MIXER	BUNDABERG	BUNDABERG RUM	LEO BURNETT, Sydney	AUSTRALIA	SILVER LION	SILVER LION
CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA	SILVER LION	SILVER LION
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	BRONZE LION	BRONZE LION
EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA	SILVER LION	SILVER LION
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	GOLD LION	GOLD LION
DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA	BRONZE LION	BRONZE LION
D05 (Launch / Re-launch)						
HEINEKICKS	HEINEKEN	HEINEKEN	BBH SINGAPORE / PUBLICIS ITALY LEPUB, Milan / BBH SINGAPORE	SINGAPORE	BRONZE LION	BRONZE LION
AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA	GOLD LION	GOLD LION
SMART PLANTS	PLANT DROP	PLANT DROP: ECOMMERCE HOUSE PLANT RETAIL	McCANN, London / McCANN HEALTH, London	UNITED KINGDOM	SILVER LION	SILVER LION
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	SILVER LION	SILVER LION
D06 (360 Integrated Brand Experience)						
TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA	SILVER LION	SILVER LION
E02 (Challenger Brand)						
PETRA MILK	PETRA BEER	PETRA BEER	BETC HAVAS, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
E03 (Single-market Campaign)						
THE TAX FREE BAGEL	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA	BRONZE LION	BRONZE LION
MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM	SILVER LION	SILVER LION
E04 (Social Behaviour)						
RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	SILVER LION	SILVER LION
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	SILVER LION	SILVER LION
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA	BRONZE LION	BRONZE LION
E05 (Cultural Insight)						
PORTUGUESE (RE)CONSTITUTION	PENGUIN RANDOM HOUSE	PENGUIN BOOKS	FCB LISBON	PORTUGAL	SILVER LION	SILVER LION
ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE	BRONZE LION	BRONZE LION
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	GOLD LION	GOLD LION
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	GOLD LION	GOLD LION
E07 (Corporate Purpose & Social Responsibility)						
R PLATES	MYCAR TYRE & AUTO	MYCAR TYRE & AUTO	TBWA/SYDNEY	AUSTRALIA	BRONZE LION	BRONZE LION
CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA	GOLD LION	GOLD LION
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA CHIAT DAY, New York City	USA	BRONZE LION	BRONZE LION
PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY	BRONZE LION	BRONZE LION
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	BRONZE LION	BRONZE LION
SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA	BRONZE LION	BRONZE LION
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	SILVER LION	SILVER LION
SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	SILVER LION	SILVER LION
E08 (Market Disruption)						
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	SILVER LION	SILVER LION