

2023 SHORTLIST

Brand Experience & Activation



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Food & Drink)				
CHAMPIONS LEAGUE CRASHERS	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, New York	USA
RURAL PRIDE	J&B	J&B RARE	EL RUSO DE ROCKY, Madrid	SPAIN
HEINZ TATTOO INK	HEINZ	HEINZ TOMATO KETCHUP	SOKO, Sao Paulo	BRAZIL
THE HIGH STAKES BEER AD	BLUE MOON	COORS LIGHT, MILLER LITE & BLUE MOON	DROGA5, PART OF ACCENTURE SONG, New York	USA
CHERNIGIVSKE - THE BEER WITH A UKRAINIAN HEART	CHERNIGIVSKE	CHERNIGIVSKE	ANHEUSER-BUSCH INBEV, Leuven / DRAFTLINE EUROPE, London	BELGIUM
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY
CORONA ISLAND	CORONA	CORONA BEER	DDB COLOMBIA, Bogota	COLOMBIA
0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	Le Pub, Sao Paolo	BRAZIL
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
900 MINUTES FOR EQUALITY	CORONA	CORONA	WE BELIEVERS, New York	USA
BREAD OF THE NATION	AB INBEV SA	CASTLE LAGER	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA
MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM
A02 (Consumer Goods)				
ECYCLELAND	INTEL	INTEL	VMLY&R, Kansas City	USA
CASPER SLEEPERS	CASPER SLEEP LLC.	CASPER MATTRESSES	VAYNERMEDIA, New York	USA
A03 (Healthcare)				
POLLUTION PENCILS	HALEON	OTRIVIN	WUNDERMAN THOMPSON, Singapore	SINGAPORE
NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA
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
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA
SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA
A04 (Automotive)				
DAS CHAIR	VOLKSWAGEN COMMERCIAL VEHICLES	VOLKSWAGEN COMMERCIAL VEHICLES	TRY AS, Oslo	NORWAY
R PLATES	MYCAR TYRE & AUTO	MYCAR TYRE & AUTO	TBWA SYDNEY	AUSTRALIA
A05 (Retail)				
RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM
THE HIDDEN ROOM	HOME BOX	HOME BOX	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA
IKEA WINDOW SHOPPING	IKEA	IKEA	RETHINK, Toronto	CANADA
COUCHELLA@IKEA	IKEA	IKEA	IKEA, Taipei / OGILVY TAIWAN, Taipei City	CHINESE TAIPEI
TABLETOGO	MCDONALD'S	MCDONALD'S	LEO BURNETT, Milan / LEO BURNETT, Chicago	ITALY
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA
A06 (Travel / Leisure)				
MIDDLE SEAT LOTTERY	VIRGIN AUSTRALIA GROUP	MIDDLE SEAT LOTTERY	SPECIAL, Sydney	AUSTRALIA
BORDERLESS WEDDINGS	AEROMÉXICO	AEROMÉXICO	AEROMÉXICO, Mexico City	MEXICO
A07 (Media / Entertainment)				
SMILE VIRAL STUNT: REACHING FANS IN UNEXPECTED WAYS	PARAMOUNT	SMILE MOTION PICTURE	PARAMOUNT PICTURES, Los Angeles	USA
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
GUARDED BUS STOP	ELETROMIDIA	ELETROMIDIA	ALMAPBDO, Sao Paulo	BRAZIL
SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	_ AND US, Dubai	UNITED ARAB EMIRATES
A08 (Consumer Services / Business to Business)				
#ADVANTAGEUKRAINE	UKRAINE	UKRAINE	OGILVY GERMANY, Frankfurt	GERMANY
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA
THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
A09 (Not-for-profit / Charity / Government)				
KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA
CHANGE THE BILL	NATIVE WOMEN'S ASSOCIATION OF CANADA	INDIGENOUS ADVOCACY	TAXI CANADA, Toronto	CANADA
GIRLS WHO CODE GIRLS	GIRLS WHO CODE	GIRLS WHO CODE	MOJO SUPERMARKET, New York	USA
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
THE UNDENIABLE STREET VIEW	UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS	THE UNDENIABLE STREET VIEW	_ AND US, Dubai	UNITED ARAB EMIRATES
B01 (Social Engagement & Integration for Live Experience)				
THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND
PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY

2023 SHORTLIST

Brand Experience & Activation



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA
THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA
B02 (Use of Mobile & Devices)				
KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
TRIANGLE TRACKER	FRITO-LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	BMB, London	UNITED KINGDOM
DUBBING FACTORY	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN
SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA
B03 (Use of Website / Microsites)				
UNHASHTAGGED PLACES	RENAULT	ALASKAN OUTSIDER	PUBLICIS, Buenos Aires	ARGENTINA
REDESIGNING FOR E-NCLUSION	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND
B04 (Metaverse, New Realities & Emerging Tech)				
TRIANGLE TRACKER	FRITO-LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
MOUThPAD^	AUGMENTAL	MOUThPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU
FUTURE OF NATURE	WWF	CHARITY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
BECK'S AUTONOMOUS	BECK'S	BECK'S	ANHEUSER-BUSCH INBEV, Leuven / DRAFTLINE EUROPE, London	BELGIUM
A PROMPT FOR FREE SPEECH	PRESSBYRÅN + REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM DAY	AKESTAM HOLST, Stockholm	SWEDEN
THE SMART LEGACY	IFTHEN. INC	THE SMART LEGACY	DDB CENTRO, Guatemala City / EL TAIER DDB, Guatemala	GUATEMALA
B05 (Gaming-led Brand Experience)				
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY
REAL VIRTUAL BEAUTY	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN
E-INTERPRETERS SEASON 2	AB INBEV	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU
THE GAMING CAP	DELL TECHNOLOGIES	ALIENWARE GAMING CAP	VMLY&R, Sao Paulo	BRAZIL
B07 (Tangible & Spatial Technology)				
TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE
TABLETOGO	MCDONALD'S	MCDONALD'S	LEO BURNETT, Milan / LEO BURNETT, Chicago	ITALY
B09 (Tech-led Brand Experience)				
H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	LAUT GEGEN NAZIS	H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	PHILIPP UND KEUNTJE, Hamburg	GERMANY
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE
SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN
TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA
B10 (Cross-platform Digital Experience)				
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA
C01 (Customer Retail / In-store Experience)				
DOMINO'S BECOMES LUCY'S	DOMINO'S	DOMINO'S	ONE GREEN BEAN, London	UNITED KINGDOM
THE GIVING ROOM	IKEA/MSF	RETAIL FOR HUMANITARIAN CAUSE	DDB, Dubai	UNITED ARAB EMIRATES
WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY
IS THAT HEINZ?	HEINZ	HEINZ TOMATO KETCHUP	WUNDERMAN THOMPSON TURKEY, Istanbul	TURKEY
C02 (Retail Promotions & Competitions)				
FRIES CLAIMS	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM
COCA-COLA MAGIC AUDIOS	THE COCA-COLA COMPANY	COCA-COLA AND COCA-COLA NO SUGAR	OGILVY, São Paulo	BRAZIL
THE TAX FREE BAGEL	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA
OREO CODES	OREO	OREO	VMLY&R COMMERCE, New York	USA
MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM
C03 (Customer Acquisition & Retention)				
IKEA BABYBOOM	IKEA	THE NAME CATALOGUE	TRY AS, Oslo	NORWAY

2023 SHORTLIST

Brand Experience & Activation



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
THE LIVER CHECK	ESSENTIALE	ESSENTIALE FORTE	PUBLICIS WORLDWIDE POLAND, Warsaw	POLAND
EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND
D01 (Live Brand Experience or Activation)				
THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
DAS CHAIR	VOLKSWAGEN COMMERCIAL VEHICLES	VOLKSWAGEN COMMERCIAL VEHICLES	TRY AS, Oslo	NORWAY
THE DRIVE THRU SCHOOL	MCDONALDS	MCDONALDS	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
THE GIVING ROOM	IKEA/MSF	RETAIL FOR HUMANITARIAN CAUSE	DDB, Dubai	UNITED ARAB EMIRATES
KICK OF DESTINY	FANDUEL GROUP	FANDUEL SPORTSBOOK	WIEDEN+KENNEDY, New York	USA
NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	Ogilvy, Chicago	USA
0.0	GUINNESS	GUINNESS	AMV BBDO, London	UNITED KINGDOM
REAL VIRTUAL BEAUTY	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN
THE 13 MINUTES NATIONAL DELAY DAY	CZECH INSURANCE ASOCIATION	CZECH INSURANCE ASOCIATION	McCANN, Prague	CZECH REPUBLIC
REROUTE	SKOL	SKOL BEER	GUT, Sao Paulo	BRAZIL
MCENROE VS MCENROE	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
MANNEQUIN SPECTATORS	OECHSLE	OECHSLE	FAHRENHEIT DDB, Lima	PERU
900 MINUTES FOR EQUALITY	CORONA	CORONA	WE BELIEVERS, New York	USA
BRAHMA MEDICAL DEPARTMENT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
UNOFFICIAL GOALS	AGUILA	AGUILA BEER	DAVID, Bogotá	COLOMBIA
D02 (Guerrilla Marketing & Stunts)				
DANIEL'S APARTMENT	VIIV HEALTHCARE	HIV STIGMA	SRA. RUSHMORE, Madrid	SPAIN
THE LOUDEST CALL	WHITELION	THE LOUDEST CALL	Ogilvy AUSTRALIA, Sydney	AUSTRALIA
THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
SMILE VIRAL STUNT: REACHING FANS IN UNEXPECTED WAYS	PARAMOUNT	SMILE MOTION PICTURE	PARAMOUNT PICTURES, Los Angeles	USA
CHAMPIONS LEAGUE CRASHERS	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, New York	USA
STRANGER THINGS GLOBAL RIFT TAKEOVER	NETFLIX	STRANGER THINGS SEASON 4	NETFLIX, Los Angeles / GIANT SPOON, New York	USA
H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	LAUT GEGEN NAZIS	H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	PHILIPP UND KEUNTJE, Hamburg	GERMANY
ABILITY SIGNS	DECATHLON CANADA	DECATHLON	RETHINK, Toronto	CANADA
CRY FOR THE LAW	TETA & TETA SPAIN	TETA	LOLA MULLENLOWE, Madrid	SPAIN
UNBANNED ARMBAND	ALL OUT	ALL OUT	ALMAPBBDO, Sao Paulo	BRAZIL
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
CHAMELEON FLAG	BRAHMA	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
PARIS HILTON'S STATEMENT PIECES	PARIS HILTON	PARIS HILTON	Ogilvy, Chicago / Ogilvy , LOS ANGELES	USA
D03 (Brand-owned Experiences)				
CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA
VETERUNS	CALL OF DUTY ENDOWMENT	ENDOWMENT	GUT, Los Angeles	USA
95 CALS BAR	MICHELOB ULTRA	MICHELOB ULTRA BEER	AB INBEV, Mexico City	MEXICO
DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA
OPEN CARBONARA	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY
THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA
TRAIN TO VICTORY	UKRAINIAN RAILWAYS	TRAIN TO VICTORY	GRES TODORCHUK, Kyiv	UKRAINE
THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA
D04 (Sponsorship & Brand Partnership)				
FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City	USA
HIGH VALYRIAN LESSONS	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	USA
TOM BRADY'S LETTER	UNDER ARMOUR	UNDER ARMOUR	SLAP GLOBAL, New York	USA
THE HIGH STAKES BEER AD	BLUE MOON	COORS LIGHT, MILLER LITE & BLUE MOON	DROGA5, PART OF ACCENTURE SONG, New York	USA
BUNDY MIXER	BUNDABERG	BUNDABERG RUM	LEO BURNETT, Sydney	AUSTRALIA
UNPLUG DENMARK	NORLYS & DANISH RED CROSS	ENERGY	ACCENTURE SONG, Copenhagen	DENMARK
CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA
URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY
MAKE IT VISIBLE	FORD	COMMERCIAL VEHICLES	VMLY&R, London	UNITED KINGDOM
0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	Le Pub, Sao Paulo	BRAZIL
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
GOOGLE'S SELFIEZINE	GOOGLE	SAMSUNG GALAXY Z FLIP4 GOOGLE ASSISTANT ANDROID	GOOGLE, Mountain View	USA
EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA
CASHBACK FOR YOUR JERSEY'S BACK	FLASH	FLASH CORPORATE CARD	FCB BRASIL, Sao Paulo	BRAZIL
ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	DENTAL TOURISM	MCCANN , Bucharest	ROMANIA

2023 SHORTLIST

Brand Experience & Activation



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA
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
D05 (Launch / Re-launch)				
THE UNNOTICED FASHION SHOW	TLOVET	TLOVET	LOLA NORMAJEAN, Lisbon	PORTUGAL
HOODIE COPYRIGHT	CHAMPION	CHAMPION SWEATSHIRTS	ENERGY BBDO, Chicago	USA
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY
FUEL STATION	NETFLIX	NETFLIX	THE GIGIL ADVERTISING GROUP, Taguig	THE PHILIPPINES
AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA
SMART PLANTS	PLANT DROP	PLANT DROP: ECOMMERCE HOUSE PLANT RETAIL	McCANN, London	UNITED KINGDOM
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS
D06 (360 Integrated Brand Experience)				
TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA
RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM
THE CALL	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
E01 (Local Brand)				
STAGE ZERO COLLECTION	LOVE & NUDES	LOVE & NUDES	McCANN, Toronto	CANADA
BOTTLE TILES	AREQUIPEÑA - AB INBEV	AREQUIPEÑA BEER	BACKUS - AB INBEV, Lima	PERU
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
UNOFFICIAL GOALS	AGUILA	AGUILA BEER	DAVID, Bogotá	COLOMBIA
E02 (Challenger Brand)				
SMART PLANTS	PLANT DROP	PLANT DROP: ECOMMERCE HOUSE PLANT RETAIL	McCANN, London	UNITED KINGDOM
PETRA MILK	PETRA BEER	PETRA BEER	BETC HAVAS, Sao Paulo	BRAZIL
E03 (Single-market Campaign)				
THE RESPONSIBLE MANHOLE	TVS MOTORS COMPANY	THE RESPONSIBLE MANHOLE DEVICE	DENTSU CREATIVE, Mumbai	INDIA
IS THAT HEINZ?	HEINZ	HEINZ TOMATO KETCHUP	WUNDERMAN THOMPSON TURKEY, Istanbul	TURKEY
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
PLACEB'EAU	SPA®	SPA® WATER	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM
THE TAX FREE BAGEL	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA
THE EVERYTHING BOOK	VEDANTU	E-LEARNING	DENTSU CREATIVE, Gurgaon	INDIA
MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM
E04 (Social Behaviour)				
FAQ YOU - AN EDUCATIONAL REVOLUTION	OHHH! FOUNDATION	FAQ YOU	LOVED, Hamburg	GERMANY
DANIEL'S APARTMENT	VIIV HEALTHCARE	HIV STIGMA	SRA, RUSHMORE, Madrid	SPAIN
RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM
TURNING WASTE INTO LOW PRICES	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU
GIRLS WHO CODE GIRLS	GIRLS WHO CODE	GIRLS WHO CODE	MOJO SUPERMARKET, New York	USA
WAXING LADY TUTORIALS	GHARPAR / INDUS HOSPITAL	BREAST CANCER AWARENESS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA
E05 (Cultural Insight)				
PORTUGUESE (RE)CONSTITUTION	PENGUIN RANDOM HOUSE	PENGUIN BOOKS	FCB LISBON	PORTUGAL
THE UNSTAINABLE THOBE	HEINZ	HEINZ KETCHUP	WUNDERMAN THOMPSON, Dubai	UNITED ARAB EMIRATES
OSMOSIS	ART CAKE GALLERY	ART INSTITUTION	GENTLE COWBOYS, New York	USA
THE SHUFFLE TICKET	LIVE NATION / LUGER	CONCERT & FESTIVAL TICKETS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE
CRY FOR THE LAW	TETA & TETA SPAIN	TETA	LOLA MULLENLOWE, Madrid	SPAIN
THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA
LET HER GROW	DOVE	DOVE BRAND	EDELMAN, Bangkok	THAILAND
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS
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
E06 (Breakthrough on a Budget)				
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
THE WALK TO THE WELL	JUST A DROP	CHARITY	VCCP, London	UNITED KINGDOM

2023 SHORTLIST

Brand Experience & Activation



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
LOVE SQUAD	WAOO	WAOO	UNCLE GREY, Copenhagen	DENMARK
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS
E07 (Corporate Purpose & Social Responsibility)				
PORTUGUESE (RE)CONSTITUTION	PENGUIN RANDOM HOUSE	PENGUIN BOOKS	FCB LISBON	PORTUGAL
R PLATES	MYCAR TYRE & AUTO	MYCAR TYRE & AUTO	TBWA/SYDNEY	AUSTRALIA
BLIND SEATS	MUSIC VIBE & FUN TICKET	SEATS FOR ALL (ASIENTOS PARA TODOS).	MULLENLOWE SSP3, Mexico City	MEXICO
SAKERHET	IKEA	IKEA	DDB, Milan	ITALY
TRULY DESTROYED	DUTCH SALVATION ARMY RESHARE	DUTCH SALVATION ARMY RESHARE	CLOUDFACTORY, Amsterdam	THE NETHERLANDS
CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA/CHIATIDAY, New York City	USA
NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA
CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY
ECYCLELAND	INTEL	INTEL	VMLY&R, Kansas City	USA
SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE
PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA
SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
BACK RESTAURANTS	ZIPLOC	ZIPLOC	ALMAPBBDO, Sao Paulo	BRAZIL
SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA
E08 (Market Disruption)				
MY FIRST POISON	CLOVIN	BRAND CAMPAIGN	FCB & THEMILKMAN, Warsaw	POLAND
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA
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