

# 2023 WINNER

## Creative Commerce



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
<b>A01 (Food &amp; Drink)</b>						
LUNCHABUILD THIS	LUNCHABLES	LUNCHABLES	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	GOLD LION	GOLD LION
<b>A05 (Retail)</b>						
TABLETOGO	MCDONALD'S	MCDONALD'S	LEO BURNETT, Milan / LEO BURNETT, Chicago	ITALY	BRONZE LION	BRONZE LION
<b>A09 (Not-for-profit / Charity / Government )</b>						
BILL IT TO BEZOS	JANE/FINCH COMMUNITY CENTRE	JANE/FINCH COMMUNITY CENTRE	Angry Butterfly, Toronto	CANADA	SILVER LION	SILVER LION
<b>B02 (Mobile-led Commerce)</b>						
OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	GOLD LION	GOLD LION
<b>B05 (Sustainable Commerce)</b>						
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	SILVER LION	SILVER LION
<b>B06 (Innovative use of Media)</b>						
ACCEPT REAL COOKIES	PIRAQUÉ	COOKIES PIRAQUÉ	LEW'LARAIBWA, São Paulo	BRAZIL	BRONZE LION	BRONZE LION
<b>C01 (Targeting, Insights and Personalisation)</b>						
THE SUBCONSCIOUS ORDER	HUNGERSTATION	HUNGERSTATION DELIVERY APP	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	GRAND PRIX	GRAND PRIX
<b>C04 (Customer Acquisition &amp; Retention)</b>						
ETON - THE INDEX SHIRT	ETON	THE INDEX SHIRT	ETON AB, Ganghester / VALTECH RADON, Stockholm	SWEDEN	BRONZE LION	BRONZE LION
NXT LVL	BANK OF MONTREAL	BANK OF MONTREAL	FCB TORONTO	CANADA	GOLD LION	GOLD LION
DREAM BARS	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB TORONTO	CANADA	SILVER LION	SILVER LION
DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	BRONZE LION	BRONZE LION
SMART PLANTS	PLANT DROP	PLANT DROP: ECOMMERCE HOUSE PLANT RETAIL	McCANN, London / McCANN HEALTH, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
<b>C05 (Metaverse, New Realities &amp; Emerging Tech)</b>						
KFC RE:STORE	KFC	KFC	DENTSU CREATIVE, Shanghai		BRONZE LION	BRONZE LION
<b>D03 (Payment Solutions)</b>						
0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	Le Pub, Sao Paolo	BRAZIL	BRONZE LION	BRONZE LION
<b>E02 (Social Behaviour &amp; Cultural Insight)</b>						
SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION
TIME TO READ	KINOKUNIYA	KINOKUNIYA BOOKSTORE	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
<b>E04 (Corporate Purpose &amp; Social Responsibility)</b>						
ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM	GOLD LION	GOLD LION