

2023 WINNER

Creative Data



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Data-enhanced Creativity)						
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	SILVER LION	SILVER LION
THE ARTOIS PROBABILITY	ANHEUSER-BUSCH INBEV, STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA	GRAND PRIX	GRAND PRIX
A02 (Data-driven Targeting)						
CHIPOTLE DOPPELGÄNGER	CHIPOTLE	CHIPOTLE	GALE, New York	USA	GOLD LION	GOLD LION
A03 (Data-driven Consumer Product)						
INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	BRONZE LION	BRONZE LION
A04 (Data Storytelling)						
FABRIC OF ENGLAND	SHOW RACISM THE RED CARD	SHOW RACISM THE RED CARD	McCANN, London	UNITED KINGDOM	GOLD LION	GOLD LION
GIRLS WHO CODE GIRLS	GIRLS WHO CODE	GIRLS WHO CODE	MOJO SUPERMARKET, New York	USA	BRONZE LION	BRONZE LION
THE ARTOIS PROBABILITY	ANHEUSER-BUSCH INBEV, STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA	SILVER LION	SILVER LION
NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL	BRONZE LION	BRONZE LION
A06 (Data Technology)						
MCENROE VS MCENROE	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	BRONZE LION	BRONZE LION
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	BRONZE LION	BRONZE LION
A07 (Use of Real-time Data)						
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
A08 (Social Data & Insight)						
WALL STREET BALLS	TESTICULAR CANCER SOCIETY	TESTICULAR CANCER AWARENESS	FP7 McCANN, Dubai / McCANN HEALTH, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION
MCDROP	MCDONALD'S FRANCE	MCDONALD'S	DDB, Paris	FRANCE	BRONZE LION	BRONZE LION
A10 (Data Integration)						
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA	SILVER LION	SILVER LION
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	BRONZE LION	BRONZE LION