

2023 SHORTLIST

Creative Data



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Data-enhanced Creativity)				
CHIPOTLE DOPPELGÄNGER	CHIPOTLE	CHIPOTLE	GALE, New York	USA
TORRENTS OF TRUTH	NEBO	THE TRUTH OF THE WAR IN UKRAINE	72ANDSUNNY, Amsterdam	THE NETHERLANDS
CONFESSIONS OF A PREDATOR	CHILD RESCUE COALITION	CHILD PROTECTION SYSTEM (CPS) TECHNOLOGY	DAVID&GOLIATH, Los Angeles	USA
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA
THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA
AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA
THE SENIOR ECONOMY	BANCO DEL PACÍFICO	BANCO DEL PACÍFICO	PARADAIS DDB, Guayaquil	ECUADOR
LIL SUGAR - MASTER OF DISGUISE	HIP HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, An IPG Health Network Company, New York	USA
A02 (Data-driven Targeting)				
CHIPOTLE DOPPELGÄNGER	CHIPOTLE	CHIPOTLE	GALE, New York	USA
THE HOFMEISTER KINK	BMW	BMW	PERFORMANCE ART, Toronto	CANADA
A03 (Data-driven Consumer Product)				
NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA
RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE
INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA
A04 (Data Storytelling)				
HOW TO STOP SWEDEN	ADIDAS	THE SWEDISH NATIONAL TEAM WOMEN - SHIRT	ABBY.WORLD, Stockholm	SWEDEN
FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN, Munich	GERMANY
TIME TO READ	KINOKUNIYA	KINOKUNIYA BOOKSTORE	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES
FABRIC OF ENGLAND	SHOW RACISM THE RED CARD	SHOW RACISM THE RED CARD	McCANN, London	UNITED KINGDOM
CONFESSIONS OF A PREDATOR	CHILD RESCUE COALITION	CHILD PROTECTION SYSTEM (CPS) TECHNOLOGY	DAVID&GOLIATH, Los Angeles	USA
GIRLS WHO CODE GIRLS	GIRLS WHO CODE	GIRLS WHO CODE	MOJO SUPERMARKET, New York	USA
THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA
NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL
A05 (Data Visualisation)				
NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA
FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN, Munich	GERMANY
THE HOFMEISTER KINK	BMW	BMW	PERFORMANCE ART, Toronto	CANADA
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL
A06 (Data Technology)				
THE BATTING LAB	SAS	THE BATTING LAB	McCANN, New York	USA
MCENROE VS MCENROE	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND
A07 (Use of Real-time Data)				
GUARDIANS	SANTAM	SANTAM	ACCENTURE SONG, Cape Town	SOUTH AFRICA
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL
A08 (Social Data & Insight)				
WALL STREET BALLS	TESTICULAR CANCER SOCIETY	TESTICULAR CANCER AWARENESS	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
MCDROP	MCDONALD'S FRANCE	MCDONALD'S	DDB, Paris	FRANCE
A09 (Creative Data Collection & Research)				
WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN
INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA
A10 (Data Integration)				
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND