

# 2023 WINNER

## Creative Effectiveness



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
<b>A01 (Food &amp; Drink)</b>						
HEINZ DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	GOLD LION	GOLD LION
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	BRONZE LION	BRONZE LION
<b>A02 (Consumer Goods)</b>						
HACK MARKET	BACK MARKET	BACK MARKET	MARCEL, Paris	FRANCE	SILVER LION	SILVER LION
<b>A06 (Travel / Leisure)</b>						
INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN	BRONZE LION	BRONZE LION
<b>B01 (Single Market)</b>						
THE FOAMY HAIRCUT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	GOLD LION	GOLD LION
REAL TONE	GOOGLE	PIXEL 6	GUT, Miami	USA	BRONZE LION	BRONZE LION
SHAH RUKH KHAN-MY-AD	MONDELEZ	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	SILVER LION	SILVER LION
<b>B03 (Global Market)</b>						
PLASTIC FISHING TOURNAMENT	AB INBEV	CORONA BEER	WE BELIEVERS, New York	USA	BRONZE LION	BRONZE LION
<b>B04 (Creative Effectiveness for Good)</b>						
#FLUTWEIN - OUR WORST VINTAGE	FLUTWEIN	FLUTWEIN	SEVEN.ONE ADFACTORY, Munich / WHITE RABBIT, Budapest	GERMANY	SILVER LION	SILVER LION
SALLA 2032	HOUSE OF LAPLAND	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
<b>C05 (Real-time Response)</b>						
BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA	BRONZE LION	BRONZE LION
<b>C06 (Sustained Success)</b>						
LU FROM MAGALU	MAGAZINE LUIZA	CORPORATE IMAGE	OGILVY, São Paulo / MAGAZINE LUIZA, São Paulo	BRAZIL	SILVER LION	SILVER LION
HOME OF THOUGHTFUL GIFTING	JOHN LEWIS & PARTNERS	JOHN LEWIS & PARTNERS	adam&eveDDB, London	UNITED KINGDOM	SILVER LION	SILVER LION
<b>C08 (Breakthrough on a Budget)</b>						
INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN	GOLD LION	GOLD LION
<b>C09 (Challenger Brand)</b>						
DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	BRONZE LION	BRONZE LION
<b>C10 (Market Disruption)</b>						
SHAH RUKH KHAN-MY-AD	MONDELEZ	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	CREATIVE EFFECTIVENESS GRAND PRIX	CREATIVE EFFECTIVENESS GRAND PRIX