

2023 SHORTLIST

Creative Effectiveness



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Food & Drink)				
HEINZ DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA
SHAH RUKH KHAN-MY-AD	MONDELEZ	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA
A02 (Consumer Goods)				
HACK MARKET	BACK MARKET	BACK MARKET	MARCEL, Paris	FRANCE
REVERSE SELFIE	DOVE	DOVE	OGILVY, London	UNITED KINGDOM
A05 (Retail)				
LU FROM MAGALU	MAGAZINE LUIZA	CORPORATE IMAGE	OGILVY, São Paulo / MAGAZINE LUIZA, São Paulo	BRAZIL
A06 (Travel / Leisure)				
INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN
SALLA 2032	HOUSE OF LAPLAND	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
A09 (Not-for-profit / Charity / Government)				
BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA
BACK TO SCHOOL ESSENTIALS	SANDY HOOK PROMISE	CHARITY	BBDO, New York	USA
B01 (Single Market)				
BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA
THE FOAMY HAIRCUT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
REAL TONE	GOOGLE	PIXEL 6	GUT, Miami	USA
THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU
MORNING AFTER ISLAND	GRUPO ESTRATEGICO PAE	HUMAN RIGHTS ACTIVISM	OGILVY HONDURAS, Tegucigalpa	HONDURAS
SHAH RUKH KHAN-MY-AD	MONDELEZ	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA
B03 (Global Market)				
PLASTIC FISHING TOURNAMENT	AB INBEV	CORONA BEER	WE BELIEVERS, New York	USA
B04 (Creative Effectiveness for Good)				
#FLUTWEIN - OUR WORST VINTAGE	FLUTWEIN	FLUTWEIN	SEVEN.ONE ADFACTORY, Munich / WHITE RABBIT, Budapest	GERMANY
SALLA 2032	HOUSE OF LAPLAND	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
DYSLEXIC THINKING	MADE BY DYSLXIA	MADE BY DYSLXIA	FCB LONDON	UNITED KINGDOM
C01 (Launch)				
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA
C02 (Re-Brand)				
FAMILY	RC COLA	RC COLA SOFTDRINKS	GIGIL, Manila	THE PHILIPPINES
C03 (Acquisition)				
SPOTIFY A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	USA
THE MISSING CHAPTER	P&G WHISPER	SANITARY NAPKINS	LEO BURNETT, Mumbai	INDIA
C05 (Real-time Response)				
BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA
C06 (Sustained Success)				
LU FROM MAGALU	MAGAZINE LUIZA	CORPORATE IMAGE	OGILVY, São Paulo / MAGAZINE LUIZA, São Paulo	BRAZIL
HOME OF THOUGHTFUL GIFTING	JOHN LEWIS & PARTNERS	JOHN LEWIS & PARTNERS	adam&eveDDB, London	UNITED KINGDOM
REVERSE SELFIE	DOVE	DOVE	OGILVY, London	UNITED KINGDOM
C08 (Breakthrough on a Budget)				
INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN
C09 (Challenger Brand)				
DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO
C10 (Market Disruption)				
SHAH RUKH KHAN-MY-AD	MONDELEZ	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA
REAL TONE	GOOGLE	PIXEL 6	GUT, Miami	USA
ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	SUNCORP HOME INSURANCE	LEO BURNETT, Sydney	AUSTRALIA