

# 2023 WINNER

## Creative Strategy



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
<b>A01 (Food &amp; Drink)</b>						
M&M'S - SPOKESCANDIES ON PAUSE	M&M'S	M&M'S	BBDO, New York	USA	GOLD LION	GOLD LION
<b>A02 (Consumer Goods)</b>						
ME, MY AUTISM & I	RECKITT AND AMBITIOUS ABOUT AUTISM	VANISH	HAVAS, London	UNITED KINGDOM	GOLD LION	GOLD LION
<b>A03 (Healthcare)</b>						
THE MISSING CHAPTER	P&G WHISPER	SANITARY NAPKINS	LEO BURNETT, Mumbai	INDIA	BRONZE LION	BRONZE LION
<b>A04 (Automotive)</b>						
RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	GRAND PRIX	GRAND PRIX
<b>A08 (Consumer Services / Business to Business)</b>						
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SILVER LION	SILVER LION
<b>A09 (Not-for-profit / Charity / Government )</b>						
MORNING AFTER ISLAND	GRUPO ESTRATEGICO PAE	HUMAN RIGHTS ACTIVISM	OGILVY HONDURAS, Tegucigalpa	HONDURAS	SILVER LION	SILVER LION
<b>B01 (Data &amp; Analytics)</b>						
THE 36	DGT	ROAD MOBILITY EASTER	OGILVY, Madrid	SPAIN	BRONZE LION	BRONZE LION
<b>B02 (Audience Insight)</b>						
CHICKEN WARS	POPEYE'S LOUISIANA KITCHEN	POPEYE'S CHICKEN	GSD&M, Austin	USA	SILVER LION	SILVER LION
HAVE A WORD	MAYOR OF LONDON	MALE VIOLENCE AGAINST WOMEN	OGILVY, London	UNITED KINGDOM	SILVER LION	SILVER LION
<b>C01 (Challenger Brand Strategy)</b>						
FRIENDVERTISING	SKINNY	TELECOMS	COLENZO BBDO, Auckland	NEW ZEALAND	BRONZE LION	BRONZE LION
<b>C02 (Breakthrough on a Budget)</b>						
INFLUENCERS' FRIENDS	POKER	POKER BEER	DOB COLOMBIA, Bogota	COLOMBIA	BRONZE LION	BRONZE LION
<b>C04 (Long-term Strategy )</b>						
HOUSE OF LEGENDS	SICKKIDS FOUNDATION	SERVICE - HEALTHCARE	COSSETTE, Toronto	CANADA	SILVER LION	SILVER LION
STILL FRESH. NEVER FROZEN.	WENDY'S	WENDY'S FULL MENU.	VMLY&R, Kansas City	USA	BRONZE LION	BRONZE LION
<b>C05 (Corporate Purpose &amp; Social Responsibility)</b>						
PIÑATEX	ANANAS ANAM + DOLE SUNSHINE COMPANY	ANANAS ANAM	L&C, New York	USA	SILVER LION	SILVER LION
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
REVERSE SELFIE	DOVE	DOVE	OGILVY, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
<b>C06 (Market Disruption)</b>						
BRING HOME THE BUD	BUDWEISER	BUDWEISER BEER	WIEDEN+KENNEDY, New York / WIEDEN+KENNEDY, Sao Paulo / AFRICA CREATIVE DDB, Sao Paulo	USA	BRONZE LION	BRONZE LION
<b>D01 (Brave Brands)</b>						
THE PRIDE RESEARCH	HAVAIANAS	RESEARCH	MEDIA.MONKS, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
M&M'S - SPOKESCANDIES ON PAUSE	M&M'S	M&M'S	BBDO, New York	USA	BRONZE LION	BRONZE LION
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
MORNING AFTER ISLAND	GRUPO ESTRATEGICO PAE	HUMAN RIGHTS ACTIVISM	OGILVY HONDURAS, Tegucigalpa	HONDURAS	GOLD LION	GOLD LION
<b>D02 (Collaboration )</b>						
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	GOLD LION	GOLD LION
<b>E01 (Products / Services)</b>						
BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA	BRONZE LION	BRONZE LION
RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	SILVER LION	SILVER LION
<b>E02 (Experience and Relationship Models)</b>						
SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION