

2023 SHORTLIST

Creative Strategy



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Food & Drink)				
FOR WHEN IT'S TIME: EXTRA GUM'S PANDEMIC COMEBACK	EXTRA GUM	FMCG/OTHER FMCG	ENERGY BBDO, Chicago	USA
M&M'S - SPOKESCANDIES ON PAUSE	M&M'S	M&M'S	BBDO, New York	USA
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY
LA DOLCE VELVEETA BRAND ACTS	VELVEETA	CHEESE	JOHANNES LEONARDO, New York	USA
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
A02 (Consumer Goods)				
ME, MY AUTISM & I	RECKITT AND AMBITIOUS ABOUT AUTISM	VANISH	HAVAS, London	UNITED KINGDOM
REVERSE SELFIE	DOVE	DOVE	OGILVY, London	UNITED KINGDOM
A03 (Healthcare)				
THE MISSING CHAPTER	P&G WHISPER	SANITARY NAPKINS	LEO BURNETT, Mumbai	INDIA
A04 (Automotive)				
RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE
THE MAN WHO COULDN'T SELL ANYTHING	CHEVROLET	TRACKER	COMMONWEALTH McCANN, Buenos Aires	ARGENTINA
A05 (Retail)				
LIQUID BILLBOARD	ADIDAS	ADIDAS MODEST SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
A06 (Travel / Leisure)				
SPELLBOUND BY SWEDEN	VISIT SWEDEN	SPELLBOUND BY SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	DENTAL TOURISM	MCCANN , Bucharest	ROMANIA
A08 (Consumer Services / Business to Business)				
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND
A09 (Not-for-profit / Charity / Government)				
LITTLE HEADHUNTERS POWERED BY LINKEDIN	THE FOUNDATION K.I.D.S.	THE FOUNDATION K.I.D.S.	PUBLICIS WORLDWIDE POLAND, Warsaw	POLAND
BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA
MORNING AFTER ISLAND	GRUPO ESTRATEGICO PAE	HUMAN RIGHTS ACTIVISM	OGILVY HONDURAS, Tegucigalpa	HONDURAS
B01 (Data & Analytics)				
THE 36	DGT	ROAD MOBILITY EASTER	OGILVY, Madrid	SPAIN
B02 (Audience Insight)				
SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
CHICKEN WARS	POPEYE'S LOUISIANA KITCHEN	POPEYE'S CHICKEN	GSD&M, Austin	USA
THE PRIDE RESEARCH	HAVAIANAS	RESEARCH	MEDIA.MONKS, Sao Paulo	BRAZIL
FRIENDVERTISING	SKINNY	TELECOMS	COLENZO BBDO, Auckland	NEW ZEALAND
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
HAVE A WORD	MAYOR OF LONDON	MALE VIOLENCE AGAINST WOMEN	OGILVY, London	UNITED KINGDOM
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA
MASTERCARD: THREE YEARS OF INCLUSIVE CARDS	MASTERCARD	CREDIT CARDS	McCANN, New York	USA
C01 (Challenger Brand Strategy)				
CHICKEN WARS	POPEYE'S LOUISIANA KITCHEN	POPEYE'S CHICKEN	GSD&M, Austin	USA
FRIENDVERTISING	SKINNY	TELECOMS	COLENZO BBDO, Auckland	NEW ZEALAND
NEW IS OLD	BACK MARKET	BACK MARKET	MARCEL, Paris	FRANCE
'WE DIDN'T WRITE THIS CAMPAIGN	NOTMILK	NOTMILK	MRM WORLDWIDE, Santiago	CHILE
C02 (Breakthrough on a Budget)				
INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA
THE STAIN	KOTEX	KOTEX	VALOR, Lima	PERU
BE BRAVE LIKE UKRAINE: TURNING BRAVERY INTO THE GREATEST CULTURAL EXPORT OF UKRA	UKRAINE	UKRAINIAN BRAVERY	BANDA AGENCY, Kyiv	UKRAINE
C03 (Multi-market Strategy)				
FAMOUS ORDERS: THE GLOBAL PLATFORM	MCDONALD'S	MCDONALD'S FAMOUS ORDERS	WIEDEN+KENNEDY, New York	USA
BRING HOME THE BUD	BUDWEISER	BUDWEISER BEER	WIEDEN+KENNEDY, New York / WIEDEN+KENNEDY, Sao Paulo / AFRICA CREATIVE DDB, Sao Paulo	USA
C04 (Long-term Strategy)				
HOUSE OF LEGENDS	SICKKIDS FOUNDATION	SERVICE - HEALTHCARE	COSSETTE, Toronto	CANADA
NEW IS OLD	BACK MARKET	BACK MARKET	MARCEL, Paris	FRANCE
STILL FRESH: NEVER FROZEN.	WENDY'S	WENDY'S FULL MENU.	VMLY&R, Kansas City	USA
HELLMANN'S MAKE TASTE NOT WASTE	HELLMANN'S	HELLMANN'S MAYONNAISE	WUNDERMAN THOMPSON, New York	USA
JOHN LEWIS THROUGH THE YEARS	JOHN LEWIS	JOHN LEWIS	adam&eveDDB, London	UNITED KINGDOM

2023 SHORTLIST

Creative Strategy



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
C05 (Corporate Purpose & Social Responsibility)				
BUNDY MIXER	BUNDABERG	BUNDABERG RUM	LEO BURNETT, Sydney	AUSTRALIA
PIÑATEX	ANANAS ANAM + DOLE SUNSHINE COMPANY	ANANAS ANAM	L&C, New York	USA
DYSLEXAI	MADE BY DYSLXIA	MADE BY DYSLXIA	FCB LONDON	UNITED KINGDOM
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
PLASTIC FISHING TOURNAMENT	AB INBEV	CORONA BEER	WE BELIEVERS, New York	USA
REVERSE SELFIE	DOVE	DOVE	OGILVY, London	UNITED KINGDOM
C06 (Market Disruption)				
FOR WHEN IT'S TIME: EXTRA GUM'S PANDEMIC COMEBACK	EXTRA GUM	FMCG/OTHER FMCG	ENERGY BBDO, Chicago	USA
M&M'S - SPOKESCANDIES ON PAUSE	M&M'S	M&M'S	BBDO, New York	USA
IKEA TRAPPED IN THE 90S	IKEA	HOME FURNISHING	McCANN SPAIN, Madrid / CRAFT, Madrid	SPAIN
BRING HOME THE BUD	BUDWEISER	BUDWEISER BEER	WIEDEN+KENNEDY, New York / WIEDEN+KENNEDY, Sao Paulo / AFRICA CREATIVE DDB, Sao Paulo	USA
TORRENTS OF TRUTH	NEBO	THE TRUTH OF THE WAR IN UKRAINE	72ANDSUNNY, Amsterdam	THE NETHERLANDS
THE LOST RIDE	CER	CER	BETC, Paris	FRANCE
D01 (Brave Brands)				
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND
THE PRIDE RESEARCH	HAVAIAANAS	RESEARCH	MEDIA.MONKS, Sao Paulo	BRAZIL
M&M'S - SPOKESCANDIES ON PAUSE	M&M'S	M&M'S	BBDO, New York	USA
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
MORNING AFTER ISLAND	GRUPO ESTRATEGICO PAE	HUMAN RIGHTS ACTIVISM	OGILVY HONDURAS, Tegucigalpa	HONDURAS
THE MISSING CHAPTER	P&G WHISPER	SANITARY NAPKINS	LEO BURNETT, Mumbai	INDIA
D02 (Collaboration)				
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND
STILL FRESH. NEVER FROZEN.	WENDY'S	WENDY'S FULL MENU.	VMLY&R, Kansas City	USA
SUPERSTAR RAVI	ADIDAS	ADIDAS ORIGINALS	HAVAS MIDDLE EAST, Dubai / RED HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
E01 (Products / Services)				
BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA
TOUCH CARD	MASTERCARD	TOUCH CARD	McCANN, New York	USA
RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE
E02 (Experience and Relationship Models)				
SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
SUPERSTAR RAVI	ADIDAS	ADIDAS ORIGINALS	HAVAS MIDDLE EAST, Dubai / RED HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
E03 (Brand Strategy)				
BE BRAVE LIKE UKRAINE. TURNING BRAVERY INTO THE GREATEST CULTURAL EXPORT OF UKRA	UKRAINE	UKRAINIAN BRAVERY	BANDA AGENCY, Kyiv	UKRAINE
LA DOLCE VELVEETA BRAND ACTS	VELVEETA	CHEESE	JOHANNES LEONARDO, New York	USA
THE BEGINNER	JOHN LEWIS & PARTNERS	JOHN LEWIS & PARTNERS RETAIL	adam&eveDDB, London	UNITED KINGDOM
F*CKING OLD	JEMS	JEMS CONDOMS	DENTSU CREATIVE, Toronto	CANADA
MORNING AFTER ISLAND	GRUPO ESTRATEGICO PAE	HUMAN RIGHTS ACTIVISM	OGILVY HONDURAS, Tegucigalpa	HONDURAS