

2023 WINNER

Design



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Creation of a New Brand Identity)						
RGD BRANDING AWARDS	RGD BRANDING AWARDS	ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS	RETHINK, Toronto	CANADA	BRONZE LION	BRONZE LION
NEO ICARUS	ABEBE BIKILA	NEO ICARUS ALBUM	AKQA COALA.LAB, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY	BRONZE LION	BRONZE LION
A02 (Rebrand / Refresh of an Existing Brand)						
MONCLER 70. THE BRAND OF EXTRAORDINARY	MONCLER	MONCLER	WESAYHI, Bridge Of Weir	UNITED KINGDOM	SILVER LION	SILVER LION
DYICTA	DIGITAL YOUTH ICT ACADEMY	REBRAND / REFRESH OF AN EXISTING BRAND	FCB AFRICA, Johannesburg	SOUTH AFRICA	SILVER LION	SILVER LION
A03 (Design-driven Effectiveness)						
THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL	GOLD LION	GOLD LION
NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	BRONZE LION	BRONZE LION
THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	GRAND PRIX	GRAND PRIX
B01 (Posters)						
THE UNIMAGINABLE RETURN	JARDIM SONORO	ELECTRONIC MUSIC FESTIVAL	DENTSU CREATIVE, Lisbon	PORTUGAL	BRONZE LION	BRONZE LION
THE FUTURE IS BLACK	RAÇA MAGAZINE	RAÇA 25 YEARS	FCB BRASIL, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
B02 (Promotional Printed Media)						
THE SHUFFLE TICKET	LIVE NATION / LUGER	CONCERT & FESTIVAL TICKETS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	BRONZE LION	BRONZE LION
THE EVERYTHING BOOK	VEDANTU	E-LEARNING	DENTSU CREATIVE, Gurgaon	INDIA	BRONZE LION	BRONZE LION
B03 (Promotional Item Design)						
HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	SILVER LION	SILVER LION
B05 (Books)						
THE CONGREGATION	PODHER	PODHER	KLICK HEALTH, Toronto	CANADA	GOLD LION	GOLD LION
BRICK BOOK	PRIMOSFERA	ARCHITECTURE BOOK	THIS IS PACIFICA, Porto	PORTUGAL	SILVER LION	SILVER LION
B07 (Brand Collateral)						
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN	GOLD LION	GOLD LION
B08 (Special Editions & Bespoke Items)						
ONE STAR COOKBOOK	DELIVEROO	DELIVERY QUALITY GUARANTEED	AND US, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
C01 (Digital Design)						
KAMI	DOWN SYNDROME INTERNATIONAL	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS, Singapore	SINGAPORE	BRONZE LION	BRONZE LION
C02 (Digital Installations & Events)						
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	SILVER LION	SILVER LION
C03 (UX, UI & Journey Design)						
UNDERCOVER	WOMEN HELPING WOMEN ASIA	WOMEN HELPING WOMEN	OGILVY, Hong Kong		BRONZE LION	BRONZE LION
THE UNDENIABLE STREET VIEW	UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS	THE UNDENIABLE STREET VIEW	AND US, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
C04 (Social Media Design)						
COLORS OF LOVE	PANTONE	PANTONE	TBWA\ Paris, Paris	FRANCE	BRONZE LION	BRONZE LION
BUY MY CANCER	ALIVIA CANCER FOUNDATION	FUNDRAISING MODEL	OGILVY POLAND, Warsaw	POLAND	BRONZE LION	BRONZE LION
D01 (Retail Environment & Experience Design)						
REDESIGNING FOR E-INCLUSION	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	SILVER LION	SILVER LION
D02 (Point of Sale, Consumer Touchpoints & In-store Collateral)						
LIFE EXTENDING STICKERS	MAKRO	MAKRO SUPERMARKETS	GREY COLOMBIA, Bogotá	COLOMBIA	SILVER LION	SILVER LION
D05 (Wayfinding & Signage)						
THE NEW HOUSE OF COMMUNICATION	SERVICEPLAN GERMANY	SERVICEPLAN GROUP	SERVICEPLAN, Munich / BUERO UEBELE VISUELLE KOMMUNIKATION, Stuttgart	GERMANY	SILVER LION	SILVER LION
THE GREATEST GUIDE TO JOCHOS & BURGERS	BIMBO	BIMBO BUNS	VECTORB McCANN, Mexico City / PERFORMANCE ART, Toronto	MEXICO	SILVER LION	SILVER LION
E04 (Healthcare)						
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
E05 (Sustainable Packaging)						
BEE & BEE	INVERROCHE	INVERROCHE CLASSIC	GRID WORLDWIDE, Johannesburg	SOUTH AFRICA	BRONZE LION	BRONZE LION
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY	GOLD LION	GOLD LION
F02 (Lifestyle, Fashion, Leisure, Sports & Outdoor)						
SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWA\HAKUHODO INC., Tokyo	JAPAN	GOLD LION	GOLD LION

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F04 (Medical Products)						
TRUCSS	TRUCSS	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION