

2023 WINNER

Digital Craft



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
A01 (Digital Illustration & Image Design)							
KAMI	DOWN SYNDROME INTERNATIONAL	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS, Singapore	SINGAPORE	THE DIGITALS, Dorset / HARPI SIM, Singapore	BRONZE LION	BRONZE LION
A02 (Video / Moving Image)							
A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo / GOOD DESIGN COMPANY, Tokyo / HAKUHODO INC., Tokyo / HAKUHODO KETTLE INC., Tokyo	JAPAN	SPOON., Tokyo	BRONZE LION	BRONZE LION
A03 (Motion Graphics Design & Animation)							
THE BRIDGE	PAWS NY	PAWS NY	KLICK HEALTH, Toronto	CANADA	LIGHTFARM STUDIOS, Rio De Janeiro / JAMUTE, Sao Paulo	SILVER LION	SILVER LION
A04 (Music / Sound Design)							
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO, Toronto	SILVER LION	SILVER LION
A05 (Overall Aesthetic Design (incl. UI))							
FAQ YOU - AN EDUCATIONAL REVOLUTION	OH4H FOUNDATION	FAQ YOU	LOVED, Hamburg	GERMANY	LOVED, Hamburg / THJNK, Hamburg	SILVER LION	SILVER LION
LEGACY OF TOMORROW	ARTIFICIAL ROME GMBH	A METAVERSE FASHION WEEK EVENT	METAVERSE FASHION WEEK, Berlin / ARTIFICIAL ROME, Berlin / LIGANOVA, THE BRAND RETAIL COMPANY, Stuttgart	GERMANY	GERMAN WAHNSINN, Hamburg	SILVER LION	SILVER LION
A07 (Experience Design: Multi-platform)							
KNOCK AT THE CABIN	CANON USA	CANON USA	FCB CHICAGO	USA	UNIT9, Los Angeles / UNIVERSAL STUDIOS, Los Angeles	SILVER LION	SILVER LION
B01 (Cross-channel Storytelling)							
WRAPPED DESIGN	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	SPOTIFY IN-HOUSE, New York	BRONZE LION	BRONZE LION
B02 (Real-time Contextual Content)							
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	PAY4BRAIN, Sao Paulo / JAMUTE, Sao Paulo	SILVER LION	SILVER LION
B03 (Personalised Storytelling & Experience)							
WRAPPED ON PLATFORM EXPERIENCE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	SPOTIFY IN-HOUSE, New York	GOLD LION	GOLD LION
GOOGLE BLACK-OWNED FRIDAY 2023	GOOGLE	BLACK-OWNED FRIDAY	GOOGLE, New York / BBH, New York / SCHEME ENGINE, Los Angeles	USA	BBH, New York / SCHEME ENGINE, Los Angeles / REHAB, London	BRONZE LION	BRONZE LION
C03 (Data Visualisation)							
CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY	DIGITAS PIXELPARK, Berlin	BRONZE LION	BRONZE LION
C04 (Curation of Data)							
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	PAY4BRAIN, Sao Paulo / JAMUTE, Sao Paulo	GOLD LION	GOLD LION
NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL	HEFTY, Sao Paulo	GRAND PRIX	GRAND PRIX
SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	EDELMAN, New York / U-STUDIO, New York City / GIRL CULTURE FILMS, California	BRONZE LION	BRONZE LION
D01 (Innovative Use of Technology)							
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	HELO, Santa Monica / NEPYRU, London / DAHOUSE AUDIO, Los Angeles	BRONZE LION	BRONZE LION
NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL	HEFTY, Sao Paulo	SILVER LION	SILVER LION
D02 (Native & Built-in Feature Integration)							
UNDERCOVER	WOMEN HELPING WOMEN ASIA	WOMEN HELPING WOMEN	OGILVY, Hong Kong		VERTICURL VIETNAM, Ho Chi Minh City	BRONZE LION	BRONZE LION
D04 (Metaverse, New Realities & Emerging Tech)							
GORILLAZ PRESENTS	GORILLAZ	GORILLAZ MUSIC	GOOGLE, New York / NEXUS STUDIOS, London / GOOGLE, New York / ELEVEN MANAGEMENT, London / GORILLAZ, London	USA	NEXUS STUDIOS, London	GOLD LION	GOLD LION
V-LAND	SABA MEXICO (GLOBALLY KNOWN AS BODYFORM)	SABA PERIOD CARE PRODUCTS (PADS & TAMPONS)	DENTSU CREATIVE, Mexico City	MEXICO	DENTSU CREATIVE, Mexico City / DENTSU CREATIVE, Milan	BRONZE LION	BRONZE LION