

2023 WINNER

Direct



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Food & Drink)						
HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	BRONZE LION	BRONZE LION
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	GOLD LION	GOLD LION
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	BRONZE LION	BRONZE LION
THE TAX FREE BAGEL	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA	SILVER LION	SILVER LION
BAR EXPERIENCE	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	BRONZE LION	BRONZE LION
OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	SILVER LION	SILVER LION
BABY SCAN	MARMITE	MARMITE	adam&eveDBB, London	UNITED KINGDOM	GOLD LION	GOLD LION
A03 (Healthcare)						
WALL STREET BALLS	TESTICULAR CANCER SOCIETY	TESTICULAR CANCER AWARENESS	FP7 McCANN, Dubai / McCANN HEALTH, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
A06 (Travel / Leisure)						
MIDDLE SEAT LOTTERY	VIRGIN AUSTRALIA GROUP	MIDDLE SEAT LOTTERY	SPECIAL, Sydney	AUSTRALIA	BRONZE LION	BRONZE LION
A07 (Media / Entertainment)						
SUPER FAN COLLECTION	SPOTIFY	SPOTIFY	NORD DDB, Stockholm	SWEDEN	BRONZE LION	BRONZE LION
A08 (Consumer Services / Business to Business)						
INSIDE]JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE	BRONZE LION	BRONZE LION
RECEIPTS TO KEEP [FIGHTING]	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	SILVER LION	SILVER LION
A09 (Not-for-profit / Charity / Government)						
KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	BRONZE LION	BRONZE LION
#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE	SILVER LION	SILVER LION
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	GOLD LION	GOLD LION
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	GOLD LION	GOLD LION
SAVED MEMORIES	TRANSKLAR E.V / TRANS-IDENT E.V / ROSA STRIPPE	AWARENESS FOR TRANSGENDER	SERVICEPLAN, Munich / SERVICEPLAN BERLIN	GERMANY	BRONZE LION	BRONZE LION
B02 (Use of Ambient Media: Small Scale)						
COLORS OF LOVE	PANTONE	PANTONE	TBWA\ Paris, Paris	FRANCE	BRONZE LION	BRONZE LION
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE	SILVER LION	SILVER LION
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	BRONZE LION	BRONZE LION
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	BRONZE LION	BRONZE LION
B04 (Use of Broadcast)						
INTERFACE INTERRUPTION	TUBI	TUBI	MISCHIEF @ NO FIXED ADDRESS, New York	USA	BRONZE LION	BRONZE LION
B05 (Use of Print / Outdoor)						
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	SILVER LION	SILVER LION
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
C01 (Data-Driven Direct Strategy)						
FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA	SILVER LION	SILVER LION
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York City	USA	BRONZE LION	BRONZE LION
C02 (Data-driven Targeting)						
SUPER FAN COLLECTION	SPOTIFY	SPOTIFY	NORD DDB, Stockholm	SWEDEN	SILVER LION	SILVER LION
C03 (Use of Real-time Data)						
INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	BRONZE LION	BRONZE LION
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
C04 (Metaverse, New Realities & Emerging Tech)						
EXHIBIT A-I	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA	BRONZE LION	BRONZE LION
THE SMART LEGACY	IFTHEN. INC	THE SMART LEGACY	DDB CENTRO, Guatemala City / EL TAIER DDB, Guatemala	GUATEMALA	BRONZE LION	BRONZE LION
C05 (Gaming)						
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	SILVER LION	SILVER LION
D01 (Use of Digital Platforms)						
FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA	SILVER LION	SILVER LION
BUNDY MIXER	BUNDABERG	BUNDABERG RUM	LEO BURNETT, Sydney	AUSTRALIA	BRONZE LION	BRONZE LION
CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND	BRONZE LION	BRONZE LION
D02 (Use of Mobile)						
OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	GOLD LION	GOLD LION
D03 (Use of Social Platforms)						
MESSAGE FROM THE OTHER FRONT	THE SALVATION ARMY	RECRUITMENT	VMLY&R, Paris	FRANCE	BRONZE LION	BRONZE LION

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	SILVER LION	SILVER LION
D04 (Real-time Response)						
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	SILVER LION	SILVER LION
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	GOLD LION	GOLD LION
D05 (Co-creation & User Generated Content)						
CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND	SILVER LION	SILVER LION
E01 (Copywriting)						
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	BRONZE LION	BRONZE LION
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
E04 (Launch / Re-launch)						
TOUCH CARD	MASTERCARD	TOUCH CARD	McCANN, New York	USA	BRONZE LION	BRONZE LION
#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE	BRONZE LION	BRONZE LION
F01 (Local Brand)						
BLOCKBUSTER: UNTIL THE BITTER END	BLOCKBUSTER	BLOCKBUSTER VIDEO	ATLANTIC, New York	USA	BRONZE LION	BRONZE LION
F03 (Single-market Campaign)						
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	SILVER LION	SILVER LION
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	GOLD LION	GOLD LION
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	BRONZE LION	BRONZE LION
F04 (Social Behaviour)						
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	GOLD LION	GOLD LION
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	GOLD LION	GOLD LION
JOAQUIN'S FIRST SCHOOL SHOOTING	CHANGE THE REF	GUN CONTROL	BCW, New York	USA	BRONZE LION	BRONZE LION
F05 (Cultural Insight)						
ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE	GOLD LION	GOLD LION
F07 (Corporate Purpose & Social Responsibility)						
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York City	USA	SILVER LION	SILVER LION
TRUCSS	TRUCSS	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	GRAND PRIX	GRAND PRIX
THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA	BRONZE LION	BRONZE LION
F08 (Market Disruption)						
RENAULT - TIME-FIGHTERS PROGRAM	RENAULT	HUMAN FIRST PROGRAM	PUBLICIS CONSEIL, Paris	FRANCE	SILVER LION	SILVER LION