

# 2023 WINNER

## Entertainment



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
<b>A01 (Fiction Film: Up to 5 minutes)</b>							
UBER EATS PRESENTS "DON'T RUN OUT"	UBER EATS	CONVENIENCE	UBER EATS, San Francisco / KAMP GRIZZLY, Portland	USA	GREAT GUNS USA, Los Angeles	BRONZE LION	BRONZE LION
NIKE FC PRESENTS THE FOOTBALLVERSE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	ICONOCLAST, Los Angeles	GOLD LION	GOLD LION
DIRTY LAUNDRY	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	ABAAD GENDER EQUALITY NGO	LEO BURNETT, Beirut	LEBANON	LEO BURNETT, Beirut / REMIE AKL PRODUCTION, Beirut / MTV - STUDIOVISION, Beirut	GOLD LION	GOLD LION
CALL ME, WITH TIMOTHEE CHALAMET	APPLE	APPLE TV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA	MJZ, Los Angeles	BRONZE LION	BRONZE LION
<b>A02 (Non-fiction Film: Up to 5 minutes)</b>							
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH, Los Angeles	SILVER LION	SILVER LION
PEPE "THE MUTE"	CRUZCAMPO	CRUZCAMPO	OGLIVY, Madrid	SPAIN		BRONZE LION	BRONZE LION
<b>A04 (Non-fiction Film: 5-30 minutes)</b>							
THE GENTLE GIANT	AD COUNCIL, LOVE HAS NO LABELS	LOVE HAS NO LABELS	R/GA, New York	USA	SMUGGLER, New York	BRONZE LION	BRONZE LION
LONG LINE OF LADIES	THIS IS L	THIS IS L	PROCTER & GAMBLE, Cincinnati / JUNK DRAWER LLC, Los Angeles	USA	JUNK DRAWER LLC, Los Angeles	BRONZE LION	BRONZE LION
<b>A09 (Brand Integration)</b>							
HIGH VALYRIAN LESSONS	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	USA	DUOLINGO, Pittsburgh	GOLD LION	GOLD LION
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SOUTH PACIFIC PICTURES, Auckland	BRONZE LION	BRONZE LION
<b>A10 (Promotional Content for Publishers &amp; Networks)</b>							
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA	ASYMETRIC MEDIA, Toronto	BRONZE LION	BRONZE LION
<b>B03 (360 Integrated Brand Experience)</b>							
CLASH FROM THE PAST	CLASH OF CLANS	CLASH OF CLANS	WIEDEN+KENNEDY, Portland	USA	SPARK & RIOT, Los Angeles	GRAND PRIX	GRAND PRIX
<b>C01 (Audience Engagement / Distribution Strategy)</b>							
DUBBING FACTORY	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE, Paris / OCTOPUS, Paris / TELEPHONE MAISON FILMS, Paris	BRONZE LION	BRONZE LION
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW, Los Angeles	GOLD LION	GOLD LION
<b>C02 (Influencer &amp; Co-Creation)</b>							
INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	LOS NOTARIOS, Bogota	SILVER LION	SILVER LION
CHATPAT	SOS CHILDREN'S VILLAGES	SOS CHILDREN'S VILLAGES	FCB CHICAGO / FCB KINNECT, Mumbai / FCB INDIA, Gurugram	USA	FCB KINNECT, Mumbai / FCB INDIA, Gurugram	SILVER LION	SILVER LION
<b>D01 (Brand Partnerships, Sponsorships &amp; Collaborations)</b>							
HIGH VALYRIAN LESSONS	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	USA	DUOLINGO, Pittsburgh	SILVER LION	SILVER LION
THE NOTIFICATIONS	PATHÉ	THE CINEMA EXPERIENCE	FRED & FARID, Paris	FRANCE		BRONZE LION	BRONZE LION
INFLATION PROOF PRIZE	MERCADO PAGO	MERCADO PAGO INVESTMENTS	GUT, Buenos Aires	ARGENTINA		SILVER LION	SILVER LION
CHRISTMAS ALWAYS FINDS ITS WAY	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos Aires / GREY, London / GREY, New York	USA	IMAGINE ENTERTAINMENT, Los Angeles / PRETTYBIRD, Los Angeles	SILVER LION	SILVER LION
THE CEO	NOBLEX/ PARAMOUNT+	NOBLEX TV 4K	GUT, Buenos Aires	ARGENTINA	PARAMOUNT PLUS, Buenos Aires	GOLD LION	GOLD LION
<b>D02 (Partnerships with Talent)</b>							
"BALCONY"	CASH APP	CASH APP	CASH APP, New York / PGLANG, Los Angeles	USA	PGLANG, Los Angeles / PROJECT3, Los Angeles	BRONZE LION	BRONZE LION
INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	LOS NOTARIOS, Bogota	SILVER LION	SILVER LION
<b>E01 (Diversity &amp; Inclusion in Entertainment)</b>							
BLIND SEATS	MUSIC VIBE & FUN TICKET	SEATS FOR ALL (ASIENTOS PARA TODOS).	MULLENLOWE SSP3, Mexico City	MEXICO		SILVER LION	SILVER LION
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO, Toronto	SILVER LION	SILVER LION
<b>E02 (Innovation in Branded Content)</b>							
MCENROE VS MCENROE	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	LORD + THOMAS, New York / JSM MUSIC, New York / UNIT9, London / FALKON, Cheshire / SECRET GUY, New York	SILVER LION	SILVER LION
<b>E03 (Challenger Brand)</b>							
INTERFACE INTERRUPTION	TUBI	TUBI	MISCHIEF @ NO FIXED ADDRESS, New York	USA	STRIKE ANYWHERE FILMS, San Francisco	SILVER LION	SILVER LION
<b>E04 (Social Behaviour &amp; Cultural Insight)</b>							
TR FOR TEACHER	NAVNEET	NAVNEET	FCB INTERFACE, Mumbai / FCB BRASIL, Sao Paulo	INDIA	BASTA FILMS, Mumbai	SILVER LION	SILVER LION