

2023 WINNER

Entertainment Lions for Gaming



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Audio-visual Content)						
MACHINEGUN MOUTH	BATTLEGROUND MOBILE INDIA	BATTLEGROUND MOBILE INDIA - GAME RESPONSIBLY	DDB MUDRA GROUP, Mumbai	INDIA	BRONZE LION	BRONZE LION
PLAY HAS NO LIMITS FEAT. KENSHI YONEZU	PLAYSTATION	PLAYSTATION	SIX INC., Tokyo / HAKUHODO INC., Tokyo / HAKUHODO KETTLE INC., Tokyo	JAPAN	BRONZE LION	BRONZE LION
CLASH FROM THE PAST	CLASH OF CLANS	CLASH OF CLANS	WIEDEN+KENNEDY, Portland	USA	GRAND PRIX	GRAND PRIX
THE TAIWANESE WORLD OF WARCRAFT	WORLD OF WARCRAFT	WORLD OF WARCRAFT	DENTSU CREATIVE TAIWAN, Taipei	CHINESE TAIPEI	BRONZE LION	BRONZE LION
A02 (Live Broadcast / Live Streaming)						
READY PLAYER MOM	ENTERO GERMINA	ENTERO GERMINA	MRM, Madrid	SPAIN	BRONZE LION	BRONZE LION
MISSION: WHOPPER	BURGER KING	WHOPPER	DAVID, Sao Paulo / DAVID, Buenos Aires	BRAZIL	BRONZE LION	BRONZE LION
B01 (Live Gaming Experience)						
LOS SANTOS + 3°C	GREENPEACE	GREENPEACE	VMLY&R, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
B04 (Brand Integration for Games)						
FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City	USA	SILVER LION	SILVER LION
THE FLOOR IS FLAVA	FRANK'S REDHOT	FRANK'S REDHOT	GREY, New York	USA	BRONZE LION	BRONZE LION
LOS SANTOS + 3°C	GREENPEACE	GREENPEACE	VMLY&R, Sao Paulo	BRAZIL	GOLD LION	GOLD LION
B05 (Use of Gaming / Streaming Platforms)						
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL	GOLD LION	GOLD LION
ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA	BRONZE LION	BRONZE LION
C01 (Community Management / Social Engagement)						
SUPER WENDY'S WORLD	WENDY'S	ALL MENU ITEMS	VMLY&R, Kansas City	USA	BRONZE LION	BRONZE LION
C02 (Influencer & Co-Creation)						
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES	SILVER LION	SILVER LION
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL	BRONZE LION	BRONZE LION
LOVE SQUAD	WAOO	WAOO	UNCLE GREY, Copenhagen	DENMARK	BRONZE LION	BRONZE LION
D01 (Brand Partnerships, Sponsorships & Collaborations)						
FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City	USA	GOLD LION	GOLD LION
URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY	BRONZE LION	BRONZE LION
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	SILVER LION	SILVER LION
THE PRINGLES NPC	PRINGLES	PRINGLES	GREY, London	UNITED KINGDOM	SILVER LION	SILVER LION
E01 (Diversity & Inclusion in Gaming)						
GAME-HER	GUARANÁ ANTARCTICA	GUARANÁ ANTARCTICA	SOKO, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
THE GAMING CAP	DELL TECHNOLOGIES	ALIENWARE GAMING CAP	VMLY&R, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
E04 (Social Behaviour & Cultural Insight)						
BURGER GLITCH	BURGER KING	BURGER KING	DAVID, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
TURBOKADDY	KAUFLAND	KAUFLAND	DDB, Prague / DDB FTW PRAGUE, Prague	CZECH REPUBLIC	BRONZE LION	BRONZE LION
E05 (Breakthrough on a Budget)						
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES	BRONZE LION	BRONZE LION
UNBANNED ARMBAND	ALL OUT	ALL OUT	ALMAPBDDO, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION