

2023 WINNER

Entertainment Lions for Music



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Excellence in Music Video)						
PHARRELL, 21 SAVAGE AND TYLER, THE CREATOR - CASH IN CASH OUT	I AM OTHER	PHARRELL, 21 SAVAGE AND TYLER, THE CREATOR - CASH IN CASH OUT	ELECTRIC THEATRE COLLECTIVE, London / I AM OTHER, Beverly Hills	UNITED KINGDOM	GOLD LION	GOLD LION
BEAUTIFUL LIFE	MICHAEL KIWANUKA	MICHAEL KIWANUKA	SMUGGLER, London / MICHAEL KIWANUKA, Los Angeles	UNITED KINGDOM	GRAND PRIX	GRAND PRIX
ROSALIA MOTOMAMI LIVE EXPERIENCE ON TIKTOK	TIKTOK	TIKTOK LIVE	TIKTOK, Sao Paulo / COLUMBIA RECORDS, New York / MOTOMAMI, Barcelona	BRAZIL	SILVER LION	SILVER LION
A02 (Brand or Product Integration into Music Content)						
JOURNA-RHYTHM	THE ASAHI SHIMBUN	JOURNA-RHYTHM	TBWA HAKUHODO INC., Tokyo	JAPAN	BRONZE LION	BRONZE LION
A03 (Use of Original Composition)						
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
FURSAT / SHOT ON IPHONE 14 PRO	APPLE	IPHONE	TBWA MEDIA ARTS LAB, Los Angeles / TBWA SINGAPORE, Singapore / TBWA MEDIA ARTS LAB, Los Angeles	USA	BRONZE LION	BRONZE LION
A04 (Use of Licensed / Adapted Music)						
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SILVER LION	SILVER LION
B02 (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	BRONZE LION	BRONZE LION
C01 (Fan Engagement / Community Building)						
SPOTIFY PRESENTS: FC BARCELONA X MOTOMAMI	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	BRONZE LION	BRONZE LION
THE SHUFFLE TICKET	LIVE NATION / LUGER	CONCERT & FESTIVAL TICKETS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	BRONZE LION	BRONZE LION
ROSALIA MOTOMAMI LIVE EXPERIENCE ON TIKTOK	TIKTOK	TIKTOK LIVE	TIKTOK, Sao Paulo / COLUMBIA RECORDS, New York / MOTOMAMI, Barcelona	BRAZIL	GOLD LION	GOLD LION
C02 (Influencer & Co-Creation)						
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SILVER LION	SILVER LION
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
SAVE THE FAVELA	KONZILLA RECORDS	A MOVEMENT OF THE MUSIC INDUSTRY AGAINST POLICE VIOLENCE	BETC HAVAS, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
D01 (Brand Partnerships, Sponsorships & Collaborations)						
APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA	GOLD LION	GOLD LION
D02 (Partnerships with Music Talent)						
WAW: THROUGH THE FIRE	WE ARE WARRIORS	WE ARE WARRIORS	R/GA, Sydney	AUSTRALIA	BRONZE LION	BRONZE LION
ROSALIA MOTOMAMI LIVE EXPERIENCE ON TIKTOK	TIKTOK	TIKTOK LIVE	TIKTOK, Sao Paulo / COLUMBIA RECORDS, New York / MOTOMAMI, Barcelona	BRAZIL	BRONZE LION	BRONZE LION
E01 (Diversity & Inclusion in Music)						
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	GRAND PRIX	GRAND PRIX