

2023 WINNER

Film



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
A01 (Food & Drink)							
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS, London / WORK EDITORIAL, London / KING HENRY, London	BRONZE LION	BRONZE LION
A02 (Consumer Goods)							
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH, Los Angeles	SILVER LION	SILVER LION
RELAX, IT'S IPHONE - R.I.P. LEON	APPLE	IPHONE 14	APPLE, Cupertino	USA	BISCUIT FILMWORKS, Los Angeles	GRAND PRIX	GRAND PRIX
RELAX, IT'S IPHONE - ACTION MODE	APPLE	IPHONE 14	APPLE, Cupertino	USA	BISCUIT FILMWORKS, Los Angeles	GOLD LION	GOLD LION
WEATHER ANYTHING	MACPAC	CLOTHING	THE MONKEYS, PART OF ACCENTURE SONG, Melbourne	AUSTRALIA	THE SWEETSHOP, Melbourne	BRONZE LION	BRONZE LION
THE ORIGINAL IMPOSSIBLE	ADIDAS	ADIDAS	OPINIONATED, Portland	USA	PRETTYBIRD, Los Angeles	BRONZE LION	BRONZE LION
SECOND BEST HIGH CHAIR	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SAL GORDA, Madrid / THE LOBBY, Madrid / GRADEPUNK COLOR GRADING, Madrid / WACHO HITS, Buenos Aires	GOLD LION CAMPAIGN	GOLD LION
SECOND BEST STOOL	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SAL GORDA, Madrid / THE LOBBY, Madrid / GRADEPUNK COLOR GRADING, Madrid / WACHO HITS, Buenos Aires	GOLD LION CAMPAIGN	GOLD LION
SECOND BEST COT	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SAL GORDA, Madrid / THE LOBBY, Madrid / GRADEPUNK COLOR GRADING, Madrid / WACHO HITS, Buenos Aires	GOLD LION CAMPAIGN	GOLD LION
A04 (Automotive)							
EVS ON SCREEN	GENERAL MOTORS, NETFLIX	GENERAL MOTORS, NETFLIX	THE COMMUNITY, Miami	USA	O POSITIVE, Santa Monica / EYELINE STUDIOS, Los Angeles	BRONZE LION	BRONZE LION
A05 (Retail)							
RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES, London	BRONZE LION	BRONZE LION
LEGENDS NEVER DIE	LEVI'S	LEVI'S DENIM	DROGA5, PART OF ACCENTURE SONG, New York	USA	DE LA REVOLUCION, California	SILVER LION	SILVER LION
FAIR EXCHANGE	LEVI'S	LEVI'S DENIM	DROGA5, PART OF ACCENTURE SONG, New York	USA	DE LA REVOLUCION, California	SILVER LION	SILVER LION
ANYTHING FOR THE TASTE	KFC	KFC BRAND	Ogilvy SOUTH AFRICA, Johannesburg	SOUTH AFRICA	ROMANCE FILMS, Cape Town	BRONZE LION	BRONZE LION
A06 (Travel / Leisure)							
DON'T WAIT FOR LUCK TO HAPPEN	DUTCH STATE LOTTERY	NEW YEAR'S LOTTERY	TBWA\NEBOKO, Amsterdam	THE NETHERLANDS	TBWA\NEBOKO, Amsterdam	BRONZE LION	BRONZE LION
A08 (Consumer Services / Business to Business)							
THE SINGULARITY	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA	SMUGGLER, Los Angeles	SILVER LION	SILVER LION
COWBOY	UBER EATS	UBER EATS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS, London	GOLD LION CAMPAIGN	GOLD LION
NAILS	UBER EATS	UBER EATS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS, London	GOLD LION CAMPAIGN	GOLD LION
PARROT	UBER EATS	UBER EATS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS, London	GOLD LION CAMPAIGN	GOLD LION
A09 (Not-for-profit / Charity / Government)							
THE ULTIMATE VOW	ALZHEIMER'S SOCIETY	ALZHEIMER'S SOCIETY (CHARITY)	NEW COMMERCIAL ARTS, London	UNITED KINGDOM	BISCUIT FILMWORKS, London	BRONZE LION	BRONZE LION
B01 (Food & Drink)							
OCEAN SPRAY - POWER YOUR HOLIDAY	OCEAN SPRAY	OCEAN SPRAY JELLIED CRANBERRY SAUCE	ORCHARD, New York	USA	OPC PRODUCTION, Toronto	SILVER LION	SILVER LION
NOTHING FILLS A HOLE LIKE POT NOODLE	POT NOODLE	POT NOODLE	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS, London / adam&eveDDB, London	BRONZE LION	BRONZE LION
MUSTACHE	TWIX	TWIX	DDB, Chicago	USA	BISCUIT FILMWORKS, Los Angeles	BRONZE LION	BRONZE LION
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW, Los Angeles	SILVER LION	SILVER LION
B02 (Consumer Goods)							
TRAFFIC STOP	NATIVE	NATIVE	M/H, San Francisco	USA	O POSITIVE, Santa Monica	SILVER LION	SILVER LION
PRIVACY ON IPHONE - DATA AUCTION	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles	USA	SMUGGLER, Los Angeles	BRONZE LION	BRONZE LION
JOIN THE FLIP SIDE	SAMSUNG	SAMSUNG GALAXY Z FLIP4	WIEDEN+KENNEDY, Amsterdam	THE NETHERLANDS	BACON, Copenhagen	BRONZE LION	BRONZE LION
B03 (Healthcare)							
#PERIODSOMNIA	BODYFORM/LIBRESSE	BODYFORM/LIBRESSE	AMV BBDO, London	UNITED KINGDOM	SOMESUCH, Los Angeles	GOLD LION	GOLD LION
B07 (Media / Entertainment)							
PAPA	CANAL+	CANAL+	BETC, Paris	FRANCE	BLUE PARIS / MOPART, Paris / HERCULES, Paris / CALESON, Paris	GOLD LION	GOLD LION
B08 (Consumer Services / Business to Business)							
THE SINGULARITY: BTS	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA	SMUGGLER, Los Angeles	BRONZE LION	BRONZE LION
1000 SLIDES	GLOBANT	GLOBANT CONSULTANCY	GUT, Buenos Aires	ARGENTINA	REBOLUCION, Buenos Aires	SILVER LION	SILVER LION
B09 (Not-for-profit / Charity / Government)							
PETA - RED RIVER FARM	PETA	ANIMAL SKINS	HOUSE 337, London	UNITED KINGDOM	HOUSE 337, London / BLINKINK, London	SILVER LION	SILVER LION
WAR STORIES	BRADY	GUN VIOLENCE PREVENTION	BCW, New York	USA	BURN STUDIO, New York	BRONZE LION	BRONZE LION
C01 (Viral Film)							
WOMEN'S AID - HE'S COMING HOME	WOMEN'S AID	CHARITY SERVICES	HOUSE 337, London	UNITED KINGDOM	HOUSE 337, London / THE CORNER SHOP, London	GOLD LION	GOLD LION
D02 (Micro-film)							

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PROUDLY SECOND BEST	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SAL GORDA, Madrid / THE LOBBY, Madrid / GRADEPUNK COLOR GRADING, Madrid / WACHO HITS, Buenos Aires	SILVER LION	SILVER LION
THE GHOSTED BAR	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	THE USUAL SUSPECTS, Marietta	BRONZE LION	BRONZE LION
E03 (Screens & Events)							
THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	COLLIDER, Sydney	BRONZE LION	BRONZE LION
F01 (Local Brand)							
COINCIDENCES	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA	ARGENTINACINE, Buenos Aires	BRONZE LION	BRONZE LION
F02 (Challenger Brand)							
NORMALIZE IT!	OATLY	OATLY (OAT DRINK)	OATLY, Malmo	SWEDEN	B-REEL FILMS, Stockholm / PAPAYA FILMS, Warsaw / POM PICTURES, Gothenburg	SILVER LION	SILVER LION
F03 (Single-market Campaign)							
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
BUSCAPÉ, BACK TO THE CITY OF GOD.	TELEFÓNICA VIVO & MOTOROLA	MOTOROLA EDGE 30 ULTRA 5G	VMLY&R, Sao Paulo	BRAZIL	O2 FILMES, Sao Paulo / SUPERSONICA, Sao Paulo	SILVER LION	SILVER LION
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS, London / WORK EDITORIAL, London / KING HENRY, London	BRONZE LION	BRONZE LION
F04 (Social Behaviour)							
WELCOME TO NIKE JUKU	NIKE JAPAN	NIKE JUKU	AOI PRO. INC., Tokyo / WIEDEN+KENNEDY, Tokyo	JAPAN	AOI PRO. INC., Tokyo	SILVER LION	SILVER LION
F05 (Cultural Insight)							
THE MYTH	WIEDEN+KENNEDY PORTLAND	PSA	WIEDEN+KENNEDY, Portland	USA	BISCUIT FILMWORKS, Los Angeles	SILVER LION	SILVER LION
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION, Mexico City	BRONZE LION	BRONZE LION
F06 (Breakthrough on a Budget)							
BLOCKBUSTER: UNTIL THE BITTER END	BLOCKBUSTER	BLOCKBUSTER VIDEO	ATLANTIC, New York	USA	HAVING CHANGED PRODUCTION, New York / DWECK PRODUCTIONS, New York	BRONZE LION	BRONZE LION
ESCAPE	GERMAN RAIL	GERMAN RAIL	OGLIVY GERMANY, Frankfurt	GERMANY		BRONZE LION	BRONZE LION
F07 (Corporate Purpose & Social Responsibility)							
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH, Los Angeles	BRONZE LION	BRONZE LION
SHE	J&B	J&B RARE	EL RUSO DE ROCKY, Madrid	SPAIN	AGOSTO, Barcelona	BRONZE LION	BRONZE LION
IRAN-E MAN	PAIRI DAEZA	PAIRI DAEZA SCARVES	NEW-LAND, Copenhagen	DENMARK	NEW-LAND, Copenhagen	BRONZE LION	BRONZE LION
EVS ON SCREEN	GENERAL MOTORS, NETFLIX	GENERAL MOTORS, NETFLIX	THE COMMUNITY, Miami	USA	O POSITIVE, Santa Monica / EYELINE STUDIOS, Los Angeles	SILVER LION	SILVER LION
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL, London	GRAND PRIX	GRAND PRIX
F08 (Market Disruption)							
THE CHEAP DRIVER	ST1	UNMANNED FILLING STATIONS	GARBERGS KOMMUNIKATION, Stockholm	SWEDEN	BLECK, Stockholm	SILVER LION	SILVER LION