

2023 WINNER

# Glass: The Lion for Change



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
<b>A01 (Glass)</b>						
KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	GRAND PRIX	GRAND PRIX
UNCOMFORTABLE FOOD	STELLA ARTOIS	STELLA ARTOIS	SOKO, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
AUF EQUALITY CUP	URUGUAYAN FOOTBALL ASSOCIATION AND MCDONALD'S	AUF	ASOCIACION URUGUAYA DE FUTBOL (AUF), Montevideo / CAMARA(TBWA), Montevideo	URUGUAY	SILVER LION	SILVER LION
STAIN NOT SHAME	ZEVA FASHION	ZEVA FASHION	SCANAD, Nairobi	KENYA	BRONZE LION	BRONZE LION
EVERYTHING THEY DIDN'T TELL YOU	BLACK WOMEN FOR WELLNESS LA	BLACK MATERNAL HEALTH INFORMATION	AREA 23, An IPG Health Network Company, New York	USA	SILVER LION	SILVER LION
SCHOOLGIRL NEWSCASTERS	EBM	GIRLS' EDUCATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	GOLD LION	GOLD LION
LET HER GROW	DOVE	DOVE HAIR CARE	UNILEVER, Bangkok / SELECT START, Bangkok / EDELMAN, Bangkok	THAILAND	BRONZE LION	BRONZE LION