

2023 WINNER

Industry Craft



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Brand & Communications Design)						
THERE´S NOTHING COMIC ABOUT DYSLEXIA	DYSLEXIA SCOTLAND	THERE´S NOTHING COMIC ABOUT DYSLEXIA	INNOCEAN BERLIN, Berlin	GERMANY	SILVER LION	SILVER LION
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	GOLD LION	GOLD LION
B01 (Brand & Communications Design)						
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN	GRAND PRIX	GRAND PRIX
THE ONE EXHIBITION	FOTOGLOBAL	LEICA M11	DM9, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
THE FUTURE IS BLACK	RAÇA MAGAZINE	RAÇA 25 YEARS	FCB BRASIL, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	SILVER LION	SILVER LION
B02 (Outdoor)						
FESTIVAL POSTER	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	Ogilvy, Chicago	USA	SILVER LION CAMPAIGN	SILVER LION
QUESTIONS	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	Ogilvy, Chicago	USA	SILVER LION CAMPAIGN	
THE CATHEDRAL OF DIABLO	DIABLO IV	DIABLO IV	72ANDSUNNY, Los Angeles	USA	BRONZE LION	BRONZE LION
THE BLIND SPOT	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN SERVICE	Ogilvy SOUTH AFRICA, Cape Town	SOUTH AFRICA	SILVER LION	SILVER LION
UNTANGLING THE POLITICS OF HAIR	STIR	MAGAZINE	FCB INDIA, Gurugram	INDIA	GOLD LION	GOLD LION
A BRITISH ORIGINAL	BRITISH AIRWAYS	TRAVEL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	BRONZE LION CAMPAIGN	BRONZE LION
A BRITISH ORIGINAL ONE	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	BRONZE LION CAMPAIGN	
A BRITISH ORIGINAL TWO	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	BRONZE LION CAMPAIGN	
B03 (Print & Publishing)						
KITCHEN	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	BRONZE LION CAMPAIGN	BRONZE LION
QSR	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	BRONZE LION CAMPAIGN	
DINER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	BRONZE LION CAMPAIGN	
BALLOTS AGAINST BULLETS - SURVIVORS (MARCO RUBIO)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA	BRONZE LION CAMPAIGN	BRONZE LION
BALLOTS AGAINST BULLETS - SURVIVORS (RON DESANTIS)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA	BRONZE LION CAMPAIGN	
BALLOTS AGAINST BULLETS - SURVIVORS (BRIAN KEMP)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA	BRONZE LION CAMPAIGN	
B04 (Packaging Design)						
KETCH-UP & DOWN	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
C01 (Brand & Communications Design)						
BEAUTIFUL PANIC	THE AD MUSEUM TOKYO	D&AD AWARDS 2022 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	BRONZE LION	BRONZE LION
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN	GOLD LION	GOLD LION
C04 (Packaging Design)						
QUILMES COINCIDENCES WORLD CUP CAN	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA	BRONZE LION	BRONZE LION
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	Ogilvy, London	UNITED KINGDOM	SILVER LION	SILVER LION
D01 (Brand & Communications Design)						
LEVI'S - THE GREATEST STORY EVER WORN	LEVI'S	LEVI'S DENIM	DROGA5, PART OF ACCENTURE SONG, New York	USA	SILVER LION	SILVER LION
MELTING ICON	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	BRONZE LION	BRONZE LION
D02 (Outdoor)						
LAP 1	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DOB, Paris	FRANCE	GOLD LION CAMPAIGN	GOLD LION
LAP 112	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DOB, Paris	FRANCE	GOLD LION CAMPAIGN	
LAP 559	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DOB, Paris	FRANCE	GOLD LION CAMPAIGN	
LAP 826	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DOB, Paris	FRANCE	GOLD LION CAMPAIGN	
BUCKET HAT	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BRONZE LION CAMPAIGN	BRONZE LION
PINK POLO	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BRONZE LION CAMPAIGN	
SOCKS AND SANDALS	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BRONZE LION CAMPAIGN	
TENNIS COURT	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BRONZE LION CAMPAIGN	
E02 (Outdoor)						
STANMORE - STAPH INFECTION	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	SILVER LION CAMPAIGN	SILVER LION
BONDI - BACKPACKERS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	SILVER LION CAMPAIGN	
ERSKINEVILLE - FUR BABIES	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	SILVER LION CAMPAIGN	
RANDWICK - BEDWETTERS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	SILVER LION CAMPAIGN	
DARLINGHURST - MARDI GRAS QUEEN	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	SILVER LION CAMPAIGN	
PARLIAMENT HOUSE - SPINELESS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	SILVER LION CAMPAIGN	
I ... VOTED	TEXAS CIVIL RIGHT PROJECT	I ... VOTED STICKER	PREACHER, Austin	USA	BRONZE LION	BRONZE LION
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	GOLD LION	GOLD LION
BRENDEN	APPLE	ATV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA	SILVER LION CAMPAIGN	SILVER LION
KELLYN	APPLE	APPLETV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA	SILVER LION CAMPAIGN	
MATT	APPLE	APPLETV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA	SILVER LION CAMPAIGN	

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A BRITISH ORIGINAL TWO	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	GOLD LION CAMPAIGN	
E03 (Print & Publishing)						
THE UNFORBIDDEN FRUIT	DOLE SUNSHINE COMPANY	DOLE FRUIT	GREY, London	UNITED KINGDOM	BRONZE LION	BRONZE LION