

# 2023 WINNER Innovation



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
<b>A01 (Early Stage Technology)</b>						
MOUTHPAD^	AUGMENTAL	MOUTHPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU	GRAND PRIX	GRAND PRIX
<b>A04 (Scalable Innovation)</b>						
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA	BRONZE LION	BRONZE LION
<b>A05 (Brand Strategy &amp; Experience)</b>						
PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY   LEPUB, Milan	ITALY	BRONZE LION	BRONZE LION
<b>A06 (Product Innovation )</b>						
MAKING INACCESSIBLE ACCESSIBLE	ARIEL	ECOCLIC® BOX	LANDOR & FITCH, Hamburg / PROCTER & GAMBLE, Geneva	GERMANY	SILVER LION	SILVER LION
SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWA\HAKUHODO INC., Tokyo	JAPAN	GOLD LION	GOLD LION
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION