

2023 WINNER

Mobile



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
A01 (Activation by Location)							
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT, Buenos Aires / PAISANOS.IO, Buenos Aires	GRAND PRIX	GRAND PRIX
A04 (Data / Insight)							
INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE, Toronto	SILVER LION	SILVER LION
A05 (Innovative Use of Technology)							
SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE, Madrid / SOMOS 5, Madrid	BRONZE LION	BRONZE LION
A06 (Advanced Learning Technologies)							
COCA-COLA MAGIC AUDIOS	THE COCA-COLA COMPANY	COCA-COLA AND COCA-COLA NO SUGAR	OGILVY, São Paulo	BRAZIL	TAKE BLIP, Belo Horizonte / SAILOR STUDIO, Sao Paulo / A-GANDAIA STUDIO, São Paulo	BRONZE LION	BRONZE LION
A07 (Mobile-led Commerce)							
RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT, Paris	GOLD LION	GOLD LION
A08 (Mobile-led Creativity)							
THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	BMB, London	UNITED KINGDOM	BMB, London	SILVER LION	SILVER LION
DEALS STUCK IN TIME	MCDONALD'S	MCDONALD'S	NORD DDB, Stockholm	SWEDEN	NORD DDB, Stockholm / FILMIC ART, Stockholm	SILVER LION	SILVER LION
OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	VMLY&R, New York	BRONZE LION	BRONZE LION
B05 (Social Purpose)							
RAINBOW WASHING DETECTOR	CAPAXIA	RAINBOW WASHING DETECTOR	DDB MEXICO, Mexico City	MEXICO		BRONZE LION	BRONZE LION
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA	FRIENDS AND FAMILY, Los Angeles / THE YOUTH, Curitiba	BRONZE LION	BRONZE LION
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	PAY4BRAIN, Sao Paulo / JAMUTE, Sao Paulo	GOLD LION	GOLD LION
C01 (Mobile Websites)							
REDESIGNING FOR E-INCLUSION	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	QUECHUA FILMS, Cusco	BRONZE LION	BRONZE LION