

2023 WINNER

Outdoor



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Food & Drink)						
KITCHEN	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	SILVER LION CAMPAIGN	SILVER LION
QSR	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	SILVER LION CAMPAIGN	
DINER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	SILVER LION CAMPAIGN	
RUNNER 1	MICHELOB ULTRA	MICHELOB ULTRA	AB INBEV, Mexico City / DAVID, Buenos Aires	MEXICO	BRONZE LION CAMPAIGN	BRONZE LION
RUNNER 3	MICHELOB ULTRA	MICHELOB ULTRA	AB INBEV, Mexico City / DAVID, Buenos Aires	MEXICO	BRONZE LION CAMPAIGN	
RUNNER 4	MICHELOB ULTRA	MICHELOB ULTRA	AB INBEV, Mexico City / DAVID, Buenos Aires	MEXICO	BRONZE LION CAMPAIGN	
A02 (Consumer Goods)						
SECOND BEST HIGH CHAIR	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SILVER LION CAMPAIGN	SILVER LION
SECOND BEST COT	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SILVER LION CAMPAIGN	
SECOND BEST STOOL	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SILVER LION CAMPAIGN	
A04 (Automotive)						
FOREVER KIDS - TWINGO	RENAULT	THE ORIGINALS	PUBLICIS CONSEIL, Paris	FRANCE	BRONZE LION CAMPAIGN	BRONZE LION
FOREVER KIDS - R5 TURBO	RENAULT	THE ORIGINALS	PUBLICIS CONSEIL, Paris	FRANCE	BRONZE LION CAMPAIGN	
FOREVER KIDS - R12 GORDINI	RENAULT	THE ORIGINALS	PUBLICIS CONSEIL, Paris	FRANCE	BRONZE LION CAMPAIGN	
A05 (Retail)						
KIDS	MCDelivery	DELIVERY FOOD SERVICE	DOB COLOMBIA, Bogota	COLOMBIA	BRONZE LION CAMPAIGN	BRONZE LION
OFFICE	MCDelivery	DELIVERY FOOD SERVICE	DOB COLOMBIA, Bogota	COLOMBIA	BRONZE LION CAMPAIGN	
LATE NIGHT	MCDelivery	DELIVERY FOOD SERVICE	DOB COLOMBIA, Bogota	COLOMBIA	BRONZE LION CAMPAIGN	
BUCKET HAT	LACOSTE	LACOSTE	BETC, Paris	FRANCE	GOLD LION CAMPAIGN	GOLD LION
PINK POLO	LACOSTE	LACOSTE	BETC, Paris	FRANCE	GOLD LION CAMPAIGN	
SOCKS AND SANDALS	LACOSTE	LACOSTE	BETC, Paris	FRANCE	GOLD LION CAMPAIGN	
A07 (Media / Entertainment)						
TED LASSO PUBLIC DISPLAYS OF ENCOURAGEMENT	APPLE	ATV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA	BRONZE LION CAMPAIGN	BRONZE LION
TED LASSO PUBLIC DISPLAYS OF ENCOURAGEMENT #2.1	APPLE	APPLETV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA	BRONZE LION CAMPAIGN	
A08 (Consumer Services / Business to Business)						
OOH - 1	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL	SILVER LION CAMPAIGN	SILVER LION
OOH - 2	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL	SILVER LION CAMPAIGN	
OOH - 3	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL	SILVER LION CAMPAIGN	
A09 (Not-for-profit / Charity / Government)						
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	
B01 (Food & Drink)						
KITCHEN	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	GOLD LION CAMPAIGN	GOLD LION
QSR	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	GOLD LION CAMPAIGN	
DINER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	GOLD LION CAMPAIGN	
NOTHING FILLS A HOLE LIKE POT NOODLE (POT HOLE)	POT NOODLE	POT NOODLE	adam&evEDB, London	UNITED KINGDOM	BRONZE LION CAMPAIGN	BRONZE LION
NOTHING FILLS A HOLE LIKE POT NOODLE (POSTBOX)	POT NOODLE	POT NOODLE	adam&evEDB, London	UNITED KINGDOM	BRONZE LION CAMPAIGN	
NOTHING FILLS A HOLE (SNOOKER)	POT NOODLE	POT NOODLE	adam&evEDB, London	UNITED KINGDOM	BRONZE LION CAMPAIGN	
B02 (Consumer Goods)						
SECOND BEST HIGH CHAIR	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SILVER LION CAMPAIGN	SILVER LION
SECOND BEST COT	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SILVER LION CAMPAIGN	
SECOND BEST STOOL	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SILVER LION CAMPAIGN	
B04 (Automotive)						
CHARGING PORSCHE	VOLVO CARS BRASIL	VOLVO CHARGING STATIONS	GREY, Sao Paulo	BRAZIL	BRONZE LION CAMPAIGN	BRONZE LION
CHARGING BMW	VOLVO CARS BRASIL	VOLVO CHARGING STATIONS	GREY, Sao Paulo	BRAZIL	BRONZE LION CAMPAIGN	
CHARGING MERCEDES (AUDI)	VOLVO CARS BRASIL	VOLVO CHARGING STATIONS	GREY, Sao Paulo	BRAZIL	BRONZE LION CAMPAIGN	
B05 (Retail)						
LATE NIGHT	MCDelivery	DELIVERY FOOD SERVICE	DOB COLOMBIA, Bogota	COLOMBIA	BRONZE LION CAMPAIGN	BRONZE LION
KIDS	MCDelivery	DELIVERY FOOD SERVICE	DOB COLOMBIA, Bogota	COLOMBIA	BRONZE LION CAMPAIGN	
OFFICE	MCDelivery	DELIVERY FOOD SERVICE	DOB COLOMBIA, Bogota	COLOMBIA	BRONZE LION CAMPAIGN	
B09 (Not-for-profit / Charity / Government)						
ROOKIE	CHANGE THE REF	CHANGE THE REF	ENERGY BBDO, Chicago	USA	BRONZE LION CAMPAIGN	BRONZE LION
GRUNT	CHANGE THE REF	CHANGE THE REF	ENERGY BBDO, Chicago	USA	BRONZE LION CAMPAIGN	
JARHEADS	CHANGE THE REF	CHANGE THE REF	ENERGY BBDO, Chicago	USA	BRONZE LION CAMPAIGN	

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
D01 (Displays)						
CHEETLE IN CHEADLE	CHEETOS	CHEETOS	CITIZEN RELATIONS, Toronto	CANADA	SILVER LION	SILVER LION
THE NEW RECRUITS	CHANGE THE REF	CHANGE THE REF	ENERGY BBDO, Chicago	USA	BRONZE LION	BRONZE LION
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	BRONZE LION	BRONZE LION
SMILES EVERYWHERE	COLGATE	COLGATE	VMLY&R, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
LIFE EXTENDING STICKERS	MAKRO	MAKRO SUPERMARKETS	GREY COLOMBIA, Bogotá	COLOMBIA	SILVER LION	SILVER LION
D02 (Promotional Items & Printed Media)						
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY	BRONZE LION	BRONZE LION
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	GOLD LION	GOLD LION
D03 (Design for Promotional Items)						
A SEAT IN THE SUN	DOVE	DOVE	SOKO, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	SILVER LION	SILVER LION
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	BRONZE LION	BRONZE LION
D04 (Special Build)						
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DOB, Paris	FRANCE	BRONZE LION	BRONZE LION
THE COPENHAGEN BENCH	TV 2 DENMARK	PUBLIC SERVICE	TV 2 CREATIVE, Copenhagen	DENMARK	BRONZE LION	BRONZE LION
CHEETLE IN CHEADLE	CHEETOS	CHEETOS	CITIZEN RELATIONS, Toronto	CANADA	BRONZE LION	BRONZE LION
BED-VERTS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	BRONZE LION	BRONZE LION
IKEA WINDOW SHOPPING	IKEA	IKEA	RETHINK, Toronto	CANADA	SILVER LION	SILVER LION
BOTTLE TILES	AREQUIPEÑA - AB INBEV	AREQUIPEÑA BEER	BACKUS - AB INBEV, Lima / VMLY&R, Lima	PERU	BRONZE LION	BRONZE LION
TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE	BRONZE LION	BRONZE LION
D05 (Live Advertising and Events)						
THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	GOLD LION	GOLD LION
BRAHMA MEDICAL DEPARTMENT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
UNOFFICIAL GOALS	AGUILA	AGUILA BEER	DAVID, Bogotá	COLOMBIA	BRONZE LION	BRONZE LION
D06 (Interactive Experiences)						
THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA	GOLD LION	GOLD LION
D07 (Transit)						
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DOB, Paris	FRANCE	SILVER LION	SILVER LION
E02 (Ambient Outdoor)						
THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	SILVER LION	SILVER LION
THE BLIND SPOT	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN SERVICE	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA	BRONZE LION	BRONZE LION
F01 (Local Brand)						
FURPHY, WHAT THE TRUCK?!	FURPHY	FURPHY	THINKERBELL, Melbourne	AUSTRALIA	SILVER LION	SILVER LION
F02 (Challenger Brand)						
WE DIDN'T WRITE THIS CAMPAIGN	NOTMILK	NOTMILK	MRM WORLDWIDE, Santiago	CHILE	SILVER LION	SILVER LION
F03 (Single-market Campaign)						
LIGUE 1 SYMPHONY	PRIME	LIGUE 1 BROADCAST	MARCEL, Paris	FRANCE	BRONZE LION	BRONZE LION
CRY FOR THE LAW	TETA & TETA SPAIN	TETA	LOLA MULLENLOWE, Madrid	SPAIN	SILVER LION	SILVER LION
GEORGINA'S BILLBOARD COLLECTION	NETFLIX	GEORGINA NETFLIX ORIGINAL	DAVID, Madrid	SPAIN	SILVER LION	SILVER LION
F04 (Social Behaviour)						
LIFE EXTENDING STICKERS	MAKRO	MAKRO SUPERMARKETS	GREY COLOMBIA, Bogotá	COLOMBIA	GOLD LION	GOLD LION
F05 (Cultural Insight)						
WOMEN'S AID - HE'S COMING HOME	WOMEN'S AID	CHARITY SERVICES	HOUSE 337, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE	GOLD LION	GOLD LION
HAPPY RAMADAN	MCDONALD'S	MCDONALD'S	SCHOLZ & FRIENDS, Hamburg	GERMANY	BRONZE LION	BRONZE LION
A BRITISH ORIGINAL	BRITISH AIRWAYS	TRAVEL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	GRAND PRIX	GRAND PRIX
NATURAL INTELLIGENCE	NIKON	NIKON	CIRCUS GREY, Lima	PERU	SILVER LION	SILVER LION
F06 (Breakthrough on a Budget)						
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	SILVER LION	SILVER LION
F07 (Corporate Purpose & Social Responsibility)						
NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA	BRONZE LION	BRONZE LION
LET'S WASH AWAY THE TABOO	PERSIL	PERSIL	LOLA MULLENLOWE, Madrid / MULLENLOWE UK, London	SPAIN	BRONZE LION	BRONZE LION
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	SILVER LION	SILVER LION
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	GOLD LION	GOLD LION

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BREAD OF THE NATION	AB INBEV SA	CASTLE LAGER	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA	GOLD LION	GOLD LION
F08 (Market Disruption)						
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	SILVER LION	SILVER LION