

2023 WINNER PR



Title	Brand	Product / Service	Entrant / Idea Creation	Location	PR	Prize	Award
A02 (Consumer Goods)							
THE STAIN	KOTEX	KOTEX	VALOR, Lima	PERU	PACIFIC, Lima	BRONZE LION	BRONZE LION
A05 (Retail)							
50+	POPEYES	CHICKEN POPEYES	RESTAURANT BRANDS INTERNATIONAL, Miami / GUT, Mexico City	USA		BRONZE LION	BRONZE LION
ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM	KETCHUM, London	SILVER LION	SILVER LION
A06 (Travel / Leisure)							
HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM	WIEDEN+KENNEDY, London	GOLD LION	GOLD LION
A07 (Media / Entertainment)							
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA		BRONZE LION	BRONZE LION
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	HOPE & GLORY, London	SILVER LION	SILVER LION
A09 (Not-for-profit / Charity / Government)							
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA/CHIAT/DAY, New York City	USA		SILVER LION	SILVER LION
#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE	WEBER SHANDWICK, Berlin	SILVER LION	SILVER LION
DIRTY LAUNDRY	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	ABAAD GENDER EQUALITY NGO	LEO BURNETT, Beirut	LEBANON	LEO BURNETT, Beirut	SILVER LION	SILVER LION
B02 (Community Management)							
WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA	SWIGGY INDIA, Bangalore	BRONZE LION	BRONZE LION
B03 (Real-time Response)							
#FINDTHEKETCHUPBOATGUY	THE KRAFT HEINZ COMPANY	HEINZ KETCHUP	THE KITCHEN, Toronto	CANADA	ZENO GROUP, Chicago	BRONZE LION	BRONZE LION
BRING HOME THE BUD	BUDWEISER	BUDWEISER BEER	WIEDEN+KENNEDY, New York / WIEDEN+KENNEDY, Sao Paulo / AFRICA CREATIVE DDB, Sao Paulo	USA	ALLISON+PARTNERS, New York	SILVER LION	SILVER LION
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	UM WORLDWIDE, Sao Paulo	SILVER LION	SILVER LION
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	MASTERCARD POLAND, Warszawa	BRONZE LION	BRONZE LION
B04 (Content Creation & Production)							
THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	BMB, London	UNITED KINGDOM	W COMMUNICATIONS, London	BRONZE LION	BRONZE LION
TASTE MY FACE	APPLEBEE'S	APPLEBEE'S	GREY, New York	USA	CURRENT GLOBAL, Chicago	BRONZE LION	BRONZE LION
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL		BRONZE LION	BRONZE LION
B06 (Innovative Use of Influencers)							
KAMI	DOWN SYNDROME INTERNATIONAL	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS, Singapore	SINGAPORE	FORSMAN & BODENFORS, Singapore	SILVER LION	SILVER LION
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL		GOLD LION	GOLD LION
C01 (Research, Data & Analytics)							
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA/CHIAT/DAY, New York City	USA		SILVER LION	SILVER LION
WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN	DENTSU INC., Tokyo	SILVER LION	SILVER LION
C02 (PR Effectiveness)							
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	GREY ARGENTINA, Buenos Aires	GOLD LION	GOLD LION
#STANDUPTOJEWISHHATE - BLUE SQUARE	FCAS: FOUNDATION TO COMBAT ANTISEMITISM	AWARENESS AROUND THE ALARMING RISE OF ANTISEMITISM IN AMERICA	WUNDERMAN THOMPSON, New York	USA	WEBER SHANDWICK, New York	BRONZE LION	BRONZE LION
D01 (Media Relations)							
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	GREY ARGENTINA, Buenos Aires	GOLD LION	GOLD LION
D02 (Use of Events & Stunts)							
GOLDEN DATES	AMP ASSOCIATION FOR THE ELDERLY	AMP ASSOCIATION FOR THE ELDERLY	LEO BURNETT LISBOA	PORTUGAL		BRONZE LION	BRONZE LION
THE TAX FREE BAGEL	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA	ZENO GROUP, Chicago	SILVER LION	SILVER LION
THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM	WUNDERMAN THOMPSON BENELUX, Antwerp / FOR THE RIGHT REASONS, Amsterdam / BCW, New York	BRONZE LION	BRONZE LION
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	CURRENT PR, Toronto	SILVER LION	SILVER LION
AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA		BRONZE LION	BRONZE LION
MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM	EDELMAN, London	SILVER LION	SILVER LION
D03 (Launch / Re-launch)							
#BRINGBACK2011	OREO INDIA	OREO COOKIE	LEO BURNETT, Mumbai	INDIA		SILVER LION	SILVER LION
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	WEBER SHANDWICK, Chicago	GOLD LION	GOLD LION
D04 (Brand Voice & Strategic Storytelling)							
UNCOMFORTABLE FOOD	STELLA ARTOIS	STELLA ARTOIS	SOKO, Sao Paulo	BRAZIL	H+K IDEAL, São Paulo	BRONZE LION	BRONZE LION
SELF LOVE BOUQUET	DOORDASH	DOORDASH	GUT, Los Angeles	USA		GRAND PRIX	GRAND PRIX
EQUINOX - WE DON'T SPEAK JANUARY	EQUINOX GROUP	EQUINOX GROUP	COLLINS, New York	USA		BRONZE LION	BRONZE LION
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL, Paris	BRONZE LION	BRONZE LION

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THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	GREY ARGENTINA, Buenos Aires	SILVER LION	SILVER LION
D05 (Use of Technology)							
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	EDELMAN, London / FAST HORSE, Minneapolis	BRONZE LION	BRONZE LION
E01 (Corporate Image, Communication & Reputation Management)							
50+	POPEYES	CHICKEN POPEYES	RESTAURANT BRANDS INTERNATIONAL, Miami / GUT, Mexico City	USA		BRONZE LION	BRONZE LION
E05 (Sponsorship & Brand Partnership)							
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	MASTERCARD POLAND, Warszawa	GOLD LION	GOLD LION
F01 (Local Brand)							
#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA		BRONZE LION	BRONZE LION
F02 (Challenger Brand)							
DAILY STAR - LETTUCE LIZ	DAILY STAR	NEWS BRAND	REACH PLC, London	UNITED KINGDOM	REACH PLC, London	BRONZE LION	BRONZE LION
F03 (Single-market Campaign)							
THE MIGROS BEER	MIGROS	MIGROS BEER NON	WIRZ GROUP, Zurich	SWITZERLAND	WIRZ GROUP, Zurich / MIGROS GENOSSENSCHAFTS BUND, Zurich	BRONZE LION	BRONZE LION
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY		BRONZE LION	BRONZE LION
ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM	KETCHUM, London	BRONZE LION	BRONZE LION
F04 (Social Behaviour)							
STAIN NOT SHAME	ZEVA FASHION	ZEVA FASHION	SCANAD, Nairobi	KENYA	HILL+KNOWLTON STRATEGIES, Nairobi	SILVER LION	SILVER LION
F05 (Cultural Insight)							
HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM	WIEDEN+KENNEDY, London	GOLD LION	GOLD LION
WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA	EDELMAN, New York	BRONZE LION	BRONZE LION
SUPERSTAR RAVI	ADIDAS	ADIDAS ORIGINALS	HAVAS MIDDLE EAST, Dubai / RED HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	RED HAVAS MIDDLE EAST, Dubai	BRONZE LION	BRONZE LION
F07 (Corporate Purpose & Social Responsibility)							
CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA	ZENO GROUP, Chicago	BRONZE LION	BRONZE LION
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	CURRENT PR, Toronto	GOLD LION	GOLD LION
ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM	KETCHUM, London	SILVER LION	SILVER LION