

2023 WINNER

Print & Publishing



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Food & Drink)						
BEST BURGER	THE COCA-COLA COMPANY	COCA-COLA ORIGINAL TASTE	VMLY&R, Kansas City	USA	BRONZE LION CAMPAIGN	BRONZE LION
KING OF FALAFEL	THE COCA-COLA COMPANY	COCA-COLA ORIGINAL TASTE	VMLY&R, Kansas City	USA	BRONZE LION CAMPAIGN	
N1 PIZZA	THE COCA-COLA COMPANY	COCA-COLA ORIGINAL TASTE	VMLY&R, Kansas City	USA	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	
A05 (Retail)						
06:17 BREAKFAST	BURGER KING	BURGER KING	DAVID, New York	USA	SILVER LION CAMPAIGN	SILVER LION
07:10 BREAKFAST	BURGER KING	BURGER KING	DAVID, New York	USA	SILVER LION CAMPAIGN	
06:40 BREAKFAST	BURGER KING	BURGER KING	DAVID, New York	USA	SILVER LION CAMPAIGN	
A06 (Travel / Leisure)						
HEADPHONES	LOTO	LOTO	BBDO CHILE, Santiago De Chile	CHILE	BRONZE LION CAMPAIGN	BRONZE LION
PASSPORT	LOTO	LOTO	BBDO CHILE, Santiago De Chile	CHILE	BRONZE LION CAMPAIGN	
A07 (Media / Entertainment)						
VLADMIR	CNN	CNN	ALMAPBBDO, Sao Paulo	BRAZIL	BRONZE LION CAMPAIGN	BRONZE LION
ELON	CNN	CNN	ALMAPBBDO, Sao Paulo	BRAZIL	BRONZE LION CAMPAIGN	
FRANCIS	CNN	CNN	ALMAPBBDO, Sao Paulo	BRAZIL	BRONZE LION CAMPAIGN	
BORIS	CNN	CNN	ALMAPBBDO, Sao Paulo	BRAZIL	BRONZE LION CAMPAIGN	
A08 (Consumer Services / Business to Business)						
THE 257 YEAR CALENDAR	PNC BANK	SMALL BUSINESS LENDING	DEUTSCH, New York	USA	SILVER LION	SILVER LION
A09 (Not-for-profit / Charity / Government)						
THE UNSHOWABLE - HUNGER	VISION DU MONDE	VISION DU MONDE CALL FOR DONATIONS	STEVE, PARIS	FRANCE	BRONZE LION CAMPAIGN	BRONZE LION
THE UNSHOWABLE - WAR	VISION DU MONDE	VISION DU MONDE CALL FOR DONATIONS	STEVE, PARIS	FRANCE	BRONZE LION CAMPAIGN	
THE UNSHOWABLE - WEDDING	VISION DU MONDE	VISION DU MONDE CALL FOR DONATIONS	STEVE, PARIS	FRANCE	BRONZE LION CAMPAIGN	
B01 (Commercial Publications)						
IKEA BABYBOOM	IKEA	THE NAME CATALOGUE	TRY AS, Oslo	NORWAY	SILVER LION	SILVER LION
BAIGRAPHER	UFCSPA	SCALABLE REMINISCENCE THERAPY FOR PATIENTS WITH ALZHEIMER'S	AREA 23, An IPG Health Network Company, New York	USA	BRONZE LION	BRONZE LION
B02 (Publications for Good)						
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	GOLD LION	GOLD LION
C01 (Innovative and Adapted Use of Print & Publishing)						
THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA	GOLD LION	GOLD LION
D01 (Local Brand)						
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	GRAND PRIX	GRAND PRIX
D02 (Challenger Brand)						
WE DIDN'T WRITE THIS CAMPAIGN	NOTMILK	NOTMILK	MRM WORLDWIDE, Santiago	CHILE	GOLD LION	GOLD LION
D03 (Single-market Campaign)						
PLAN (A)	AFRISAM, BLACKSTUDIO	AFRISAM CEMENT	PROMISE, Johannesburg	SOUTH AFRICA	BRONZE LION	BRONZE LION
THE ONE EXHIBITION	FOTOGLOBAL	LEICA M11	DM9, Sao Paulo	BRAZIL	SILVER LION	SILVER LION
D04 (Social Behaviour)						
IKEA - THE LIFE COLLECTION 2022	IKEA	FURNITURE	TRY AS, Oslo	NORWAY	GOLD LION	GOLD LION
TO GO. AS FAR AS YOU CAN.	BURGER KING	BURGER KING TO GO	WOLF BCPP, Santiago	CHILE	BRONZE LION	BRONZE LION
HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	BRONZE LION	BRONZE LION
D05 (Cultural Insight)						
HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
EVERYTHING THEY DIDN'T TELL YOU	BLACK WOMEN FOR WELLNESS LA	BLACK MATERNAL HEALTH INFORMATION	AREA 23, An IPG Health Network Company, New York	USA	BRONZE LION	BRONZE LION
CHANGE THE BILL	NATIVE WOMEN'S ASSOCIATION OF CANADA	INDIGENOUS ADVOCACY	TAXI CANADA, Toronto	CANADA	BRONZE LION	BRONZE LION
BALLOTS AGAINST BULLETS - SURVIVORS	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA	SILVER LION	SILVER LION
D06 (Breakthrough on a Budget)						
TONGUES	GATORADE	GATORADE	BBDO ARGENTINA, Buenos Aires	ARGENTINA	BRONZE LION	BRONZE LION
D07 (Corporate Purpose & Social Responsibility)						
EXHIBIT A-I	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA	BRONZE LION	BRONZE LION

2023 WINNER

Print & Publishing



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
D08 (Market Disruption)						
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA	SILVER LION	SILVER LION