

2023 WINNER

Radio & Audio



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Food & Drink)						
THE SNACK THAT JINGLES BACK	GOLDFISH	GOLDFISH	SAATCHI & SAATCHI, New York	USA	SILVER LION	SILVER LION
A02 (Consumer Goods)						
HAPPY BIRTHDAY FROM EARTH	HUSQVARNA	AUTOMOWER® ROBOTIC LAWN MOWERS	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	BRONZE LION	BRONZE LION
A05 (Retail)						
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
A07 (Media / Entertainment)						
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	BRONZE LION	BRONZE LION
A08 (Consumer Services / Business to Business)						
LAWYER	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	GRAND PRIX CAMPAIGN	GRAND PRIX
AD AGENCY	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	GRAND PRIX CAMPAIGN	
STRIP CLUB	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	GRAND PRIX CAMPAIGN	
A09 (Not-for-profit / Charity / Government)						
CAROL FOR CHARITY	MINISTRY OF FOREIGN AFFAIRS OF UKRAINE, ZELENSKA FOUNDATION	CHARITY FUND	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE	SILVER LION	SILVER LION
B01 (Use of Music)						
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	GOLD LION	GOLD LION
B02 (Sound Design)						
THE END	PUBLIC INTEREST	PUBLIC INTEREST	TASTES LIKE BLUE, Yerevan	ARMENIA	BRONZE LION	BRONZE LION
B03 (Script)						
DR. RICK WILL SEE YOU NOW	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	ARNOLD WORLDWIDE, Boston	USA	GOLD LION	GOLD LION
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	BRONZE LION	BRONZE LION
BOSS FACE STICKER	HALLS	CANDY	DAVID, Madrid / DAVID, New York / DAVID, Miami	SPAIN	BRONZE LION	BRONZE LION
C01 (Use of Radio or Audio as a Medium)						
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	SILVER LION	SILVER LION
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	GOLD LION	GOLD LION
C02 (Use of Audio Technology)						
SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	BRONZE LION	BRONZE LION
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	SILVER LION	SILVER LION
C03 (Voice-Activation)						
I SEE COKE	THE COCA-COLA COMPANY	COCA-COLA	VMLY&R COMMERCE, New York / VMLY&R, Dubai	USA	SILVER LION	SILVER LION
C05 (Content Placement)						
THE IMPOSSIBLE CAMPUS	CINEGO	CINEGO STREAMING PLATFORM	DDB, Budapest	HUNGARY	SILVER LION	SILVER LION
C06 (Audio Led Creativity)						
GALVÃO BUENO'S MILLION VOICES	TIKTOK	TIKTOK	TIKTOK, Sao Paulo / GALERIA, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
HOPELINE RADIO	FRONTLINE19	HOPELINE RADIO	adam&eveDDB, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
D05 (Cultural Insight)						
SPELLBOUND BY SWEDEN	VISIT SWEDEN	SPELLBOUND BY SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	SILVER LION	SILVER LION
D06 (Breakthrough on a Budget)						
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	BRONZE LION	BRONZE LION
D07 (Corporate Purpose & Social Responsibility)						
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION