

2023 WINNER

Social & Influencer



Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
A01 (Food & Drink)							
MICHELOB GUY	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	MICHELOB ULTRA, New York / WIEDEN+KENNEDY, New York / DRAFTLINE, New York	USA	WIEDEN+KENNEDY, New York / DRAFTLINE, New York	SILVER LION	SILVER LION
A02 (Consumer Goods)							
MATCH STIX SNATCH	FENTY BEAUTY	FENTY MATCH STIX	@GRACEMCHOI, New York / FENTY BEAUTY, San Francisco	USA	@GRACEMCHOI, New York	BRONZE LION	BRONZE LION
A04 (Automotive)							
UNHASHTAGGED PLACES	RENAULT	ALASKAN OUTSIDER	PUBLICIS, Buenos Aires	ARGENTINA	TRESBIEN!, Martinez	BRONZE LION	BRONZE LION
A07 (Media / Entertainment)							
WEDNESDAY HATES MARKETING	NETFLIX	WEDNESDAY ON NETFLIX	NETFLIX MARKETING PARTNERSHIPS, Los Angeles / TRAILER PARK, New York / ART MACHINE, Los Angeles / HUSTLE LA, Los Angeles	USA	TRAILER PARK, New York / ART MACHINE, Los Angeles / HUSTLE LA, Los Angeles	SILVER LION	SILVER LION
CALL ME WITH TIMOTHEE CHALAMET	APPLE	APPLE TV+	TBWA\ MEDIA ARTS LAB, Los Angeles	USA	MJZ, Los Angeles	BRONZE LION	BRONZE LION
A08 (Consumer Services / Business to Business)							
NXT LVL	BANK OF MONTREAL	BANK OF MONTREAL	FCB TORONTO	CANADA	UNIFIED CONTENT, Toronto	GOLD LION	GOLD LION
A09 (Not-for-profit / Charity / Government)							
THE RELUCTANT SHANTY	AUSTRALIANS FOR UNHCR	UNHCR	BMF, Sydney	AUSTRALIA	FINCH, Sydney	SILVER LION	SILVER LION
B01 (Community Management)							
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT, Buenos Aires / PAISANDS.IO, Buenos Aires	GOLD LION	GOLD LION
B02 (Audience Targeting / Engagement Strategies)							
FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA	THE SWEETSHOP, Sydney	GRAND PRIX	GRAND PRIX
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST, Berlin	GOLD LION	GOLD LION
ECYCLELAND	INTEL	INTEL	VMLY&R, Kansas City	USA		BRONZE LION	BRONZE LION
B03 (Real-time Response)							
FOLLOW THEIR LEADER	NON-VIOLENCE PROJECT FOUNDATION	NON-VIOLENCE PROJECT FOUNDATION	NORD DDB, Stockholm / NORD DDB, Copenhagen	SWEDEN		BRONZE LION	BRONZE LION
#KEEPTHEGREY	DOVE	DOVE	EDELMAN, Toronto	CANADA	EDELMAN, Toronto	SILVER LION	SILVER LION
B04 (Social Data & Insight)							
TRENDING 2 TABLE	VOILÀ BY SOBEYS	VOILÀ	FCB TORONTO	CANADA	456 STUDIOS, Toronto	SILVER LION	SILVER 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	SILVER LION	SILVER LION
B05 (Brand Storytelling)							
RIDICULOUS EXCUSES NOT TO BE INCLUSIVE	COORDOWN	WORLD DOWN SYNDROME DAY 2023	INDIANA PRODUCTION COMPANY, Milan / SMALL, New York	ITALY	INDIANA PRODUCTION COMPANY, Milan / TINYGIANT, New York	SILVER LION	SILVER LION
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	MCCANN, Tel Aviv	ISRAEL		BRONZE LION	BRONZE LION
B06 (Innovative Use of Community)							
WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA	ROOTED FILMS, Mumbai / THOUGHTLINE DESIGN STUDIO, Mumbai	BRONZE LION	BRONZE LION
ILLITERATE ADS	PEPCO	PEPCO BACK TO SCHOOL	VMLY&R, Bucharest	ROMANIA	LOOPS PRODUCTION, Bucharest	SILVER LION	SILVER LION
INMYSEAT	SISTA FUND/UN WOMEN FRANCE	SISTA FUND/UN WOMEN FRANCE	BETC, Paris	FRANCE	GENERAL POP, Paris	BRONZE LION	BRONZE LION
MISSION: WHOPPER	BURGER KING	WHOPPER	DAVID, Sao Paulo / DAVID, Buenos Aires	BRAZIL		SILVER LION	SILVER LION
B07 (Metaverse, New Realities & Emerging Tech)							
HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	RETHINK, Toronto	SILVER LION	SILVER LION
C01 (Organic Reach & Influence)							
RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES, London	BRONZE LION	BRONZE LION
#TURNYOURBACK	DOVE	DOVE	O GILVY, London / DAVID, Madrid	UNITED KINGDOM	DAVID, Sao Paulo	BRONZE LION	BRONZE LION
C02 (Partnerships)							
GOLDFISH HAND DISH	CAMPBELL'S SNACK COMPANY	GOLDFISH	SAATCHI & SAATCHI, New York	USA	STINK FILMS, Los Angeles / ZING + HOW DESIGN, Chicago / GENTLE GIANT STUDIOS, Burbank	BRONZE LION	BRONZE LION
THE DIAPÉR	BABY2BABY	THE DIAPÉR	MOTHER, California	USA	MOTHER, California	BRONZE LION	BRONZE LION
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB, Helsinki	BRONZE LION	BRONZE LION
C03 (Innovative Use of Influencers)							
THE ZÉ THEORY	ZÉ DELIVERY	ZÉ DELIVERY BEER DELIVERY APP	GUT, Sao Paulo	BRAZIL	AMBEV, Sao Paulo / DLKTSN, Sao Paulo / EVIL TWIN, Sao Paulo / BLACK MADRE, Sao Paulo / STUDIO PAULO BARRROS, Sao Paulo	BRONZE LION	BRONZE LION
NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL	HEFTY, Sao Paulo	BRONZE LION	BRONZE LION
D02 (Social Film)							
WHO - A THREAD MOVIE	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE	UNFOLD PRODUCTION, PARIS	GOLD LION	GOLD LION

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THE MOVIES THAT MADE (FROM) US	FIVE STAR	FIVE STAR CHICKEN	BBDO BANGKOK, Bangkok	THAILAND	BBDO BANGKOK, Bangkok / SUNETA HOUSE, Bangkok	BRONZE LION	BRONZE LION
#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA	ABIS STUDIO, Bucharest	SILVER LION	SILVER LION
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	Ogilvy, London / Ogilvy, Toronto	UNITED KINGDOM	SMUGGLER, London	GOLD LION	GOLD LION
D03 (Social Film Series)							
THE INNOCENT EYES	VOIZ	VOIZ	Ogilvy, Bangkok	THAILAND	FACTORY01, Bangkok	BRONZE LION	BRONZE LION
APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA	APPLE, Los Angeles	SILVER LION	SILVER LION
D04 (Co-Creation & User Generated Content)							
I'M NEALE DANIHER	FIGHTMND	FIGHTMND	CLEMENGER BBDO, Sydney	AUSTRALIA	FINCH, Sydney	SILVER LION	SILVER LION
D05 (Social Commerce)							
GO TO YOUR HAPPY PRICE	PRICELINE	PRICELINE	MIRIMAR, Los Angeles	USA	EPOCH FILMS, New York	BRONZE LION	BRONZE LION
E01 (Multi-platform Social Campaign)							
#BRINGBACK2011	OREO INDIA	OREO COOKIE	LEO BURNETT, Mumbai	INDIA		SILVER LION	SILVER LION
E02 (Sponsorship & Brand Partnership)							
APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA	APPLE, Los Angeles	BRONZE LION	BRONZE LION
CASHBACK FOR YOUR JERSEY'S BACK	FLASH	FLASH CORPORATE CARD	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL, Sao Paulo	GOLD LION	GOLD LION
OTHER MC'S	HEINZ	HEINZ PICKLES KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOSAICO FILMES, Sao Paulo / ANTFOOD, Sao Paulo / HALLEY SOUND, Sao Paulo	BRONZE LION	BRONZE LION
E03 (Social Purpose)							
THROUGH THEIR EYES	MAYBELLINE NEW YORK	MAYBELLINE NEW YORK	HERO, Melbourne / McCANN, Melbourne	AUSTRALIA	TRUCE FILMS, Melbourne	SILVER LION	SILVER LION
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS, Toronto	BRONZE LION	BRONZE LION
F05 (Cultural Insight)							
STAIN NOT SHAME	ZEVA FASHION	ZEVA FASHION	SCANAD, Nairobi	KENYA		BRONZE LION	BRONZE LION
#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE		GOLD LION	GOLD LION
ATURA O BAILE (PUT UP WITH THE DANCE)	BUDWEISER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	KONZILLA, Sao Paulo / CANJA AUDIO CULTURE, Curitiba	BRONZE LION	BRONZE LION
F06 (Breakthrough on a Budget)							
BILL IT TO BEZOS	JANE/FINCH COMMUNITY CENTRE	JANE/FINCH COMMUNITY CENTRE	Angry Butterfly, Toronto	CANADA	Angry Butterfly, Toronto	GOLD LION	GOLD LION
VOICE OF THE CHECKOUT	TESCO	TESCO RETAILER	BBH, London	UNITED KINGDOM		BRONZE LION	BRONZE LION
F07 (Corporate Purpose & Social Responsibility)							
THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOONHEIST, Sao Paulo / SATELITE AUDIO, Sao Paulo	BRONZE LION	BRONZE LION