

2023 WINNER

Sustainable Development Goals



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A02 (Hunger)						
THE PEOPLE'S TREASURY	RON FINLEY PROJECT	RON FINLEY PROJECT	BBDO LOS ANGELES	USA	BRONZE LION	BRONZE LION
A03 (Good Health and Well-being)						
UKRAINE WELCOME TEXT	UNSEEN UK	UNSEEN UK	BBD PERFECT STORM, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	SILVER LION	SILVER LION
A04 (Quality Education)						
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	SILVER LION	SILVER LION
A05 (Gender Equality)						
CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND	SILVER LION	SILVER LION
B02 (Affordable and Clean Energy)						
THE GREEN SEARCH	ANDEL	SUSTAINABLE ENERGY	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK	BRONZE LION	BRONZE LION
TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE	BRONZE LION	BRONZE LION
B03 (Sustainable Cities and Communities)						
SELF-SUFFICIENT FOOD CART	CENTELSA BY NEXANS	CENTELSA SOLUTIONS	OGILVY COLOMBIA, Bogotá	COLOMBIA	BRONZE LION	BRONZE LION
B04 (Responsible Consumption and Production)						
THE BIOCHAR PROJECT BY LAY'S	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA	SILVER LION	SILVER LION
B05 (Climate Action)						
THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	SILVER LION	SILVER LION
VEHICLE OF CHANGE	VATTENFALL	VATTENFALL + CAKE	NORD DDB, Stockholm	SWEDEN	BRONZE LION	BRONZE LION
SOLAR IMPULSE - PRÉT À VOTER	SOLAR IMPULSE	PRÉT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	GOLD LION	GOLD LION
C01 (Decent Work and Economic Growth)						
CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA	SILVER LION	SILVER LION
TR FOR TEACHER	NAVNEET	NAVNEET	FCB INTERFACE, Mumbai / FCB BRASIL, Sao Paulo	INDIA	BRONZE LION	BRONZE LION
WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN	BRONZE LION	BRONZE LION
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	GRAND PRIX	GRAND PRIX
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	BRONZE LION	BRONZE LION
C03 (Reduced Inequalities)						
DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA	GOLD LION	GOLD LION
D01 (Peace, Justice and Strong Institutions)						
EXHIBIT A-I	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA	SILVER LION	SILVER LION
WIKITRUTH	UKRAINIAN WITNESS	FACT-BASED PLATFORM THAT DOCUMENTS THE WAR IN UKRAINE	PUBLICIS GROUPE BENELUX, Amsterdam	THE NETHERLANDS	BRONZE LION	BRONZE LION
THE PRIDE RESEARCH	HAVAIANAS	RESEARCH	MEDIA.MONKS, Sao Paulo	BRAZIL	SILVER LION	SILVER LION