

Brand Experience & Activation Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
A04/041	01703	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	HUNGRY MAN, New York / ROCK PAPER SCISSORS, New York / COMPANY 3, New York / JSM MUSIC, New York / SONIC UNION, New York	CARAT, New York	WE COMMUNICATIONS, Seattle	MICROSOFT, Redmond	Grand Prix	Grand Prix
A01/085	21097	CLEAR	DIAGEO	GUINNESS	AMVBBDO, London	UNITED KINGDOM	MJZ UK, London / MJZ, Los Angeles			WHITEHOUSE POST, London / STRING AND TINS, London / THE MILL, London	Gold Lion	Gold Lion
A04/050	02470	THISABLES	IKEA	IKEA THISABLES	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Gold Lion	Gold Lion
A06/011	00696	PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DOB, Lima	PERU					Gold Lion	Gold Lion
B02/063	02236	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO, London	UNITED KINGDOM	DOG EAT DOG, London / AARDMAN ANIMATIONS, Bristol / TENTHREE EDITING, London / UNIT, London / MCASSO, London	WAVEMAKER, London		HUAWEI, London	Gold Lion	Gold Lion
B03/016	00766	THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	NEW LAND, Stockholm	MINDSHARE, Gothenburg		GOODBYE KANKAS STUDIOS, Stockholm / FACTORY, London / SUPERSTUDIO, Stockholm / F&B INHOUSE, Gothenburg / FRAMESTORE, London	Gold Lion	Gold Lion
B10/011	01399	PEOPLEARE THE PLACES	AEROMEXICO	AEROMEXICO	AEROMEXICO, Mexico City / GOOGLE, Mexico City	MEXICO	MEDIAMONKS, Mexico City / SAY YES, Mexico City / 3RD EYE, Mexico City			ISOBAR MEXICO, Mexico City	Gold Lion	Gold Lion
D01/070	01158	BILLIE JEAN KINGS YOUR SHOES	ADIDAS	ADIDAS	TBWA/CHIAT/DAY, New York	USA	REBEL AND ROGUE, New York			DESIGN BY DISRUPTION, New York / ADIDAS, Herzogenaurach	Gold Lion	Gold Lion
D02/009	02255	PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA, Ann Arbor / CRISPIN PORTER BOGUSKY+, Boulder	USA	CRISPIN PORTER BOGUSKY+, Boulder	CRISPIN PORTER BOGUSKY+, Boulder		DOMINO'S PIZZA, Ann Arbor	Gold Lion	Gold Lion
E04/135	01430	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	HARBOR PICTURE COMPANY, New York				Gold Lion	Gold Lion
A01/030	01422	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	HARBOR PICTURE COMPANY, New York				Silver Lion	Silver Lion
A04/031	02056	HAUJTE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY, Milan	ITALY	SIZZER/AMSTERDAM / STINK STUDIOS, New York	SIMPLE AGENCY, Milan		MPC LONDON / PRODIGIOUS ITALY, Milan / THE MILL, New York	Silver Lion	Silver Lion
A05/026	00885	SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR, Amsterdam / ACHTUNG!mccannrybown, Amsterdam	THE NETHERLANDS	ACHTUNG!mccannrybown, Amsterdam / ROBOT KITTENS, Hilversum / BIG ORANGE, Amsterdam / ISOBAR, Amsterdam				Silver Lion	Silver Lion
A06/035	01900	THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE, Paris	FRANCE	SERVICEPLAN FRANCE, Paris	SERVICEPLAN FRANCE, Paris			Silver Lion	Silver Lion
A06/024	01155	THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA/CHIAT/DAY, New York	USA	REBEL AND ROGUE, New York	TBWA/CHIAT/DAY, New York		COLUMBIA UNIVERSITY, New York / DESIGN BY DISRUPTION, New York	Silver Lion	Silver Lion
A10/049	02512	UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA	REVOLVERWILL / OROURKE, Sydney / THE GLUE SOCIETY, Sydney	MEDIACOM, Sydney		CHANNEL 5, Sydney / TENNIS AUSTRALIA, Melbourne	Silver Lion	Silver Lion
A11/079	02316	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	LORD & THOMAS, Chicago / THE MILL, Chicago		CURRENT MARKETING, Chicago		Silver Lion	Silver Lion
A12/001	00155	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE	TBWA/ELSE, Paris				Silver Lion	Silver Lion
B02/030	00536	SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR, Amsterdam / ACHTUNG!mccannrybown, Amsterdam	THE NETHERLANDS	ACHTUNG!mccannrybown, Amsterdam / ROBOT KITTENS, Hilversum / BIG ORANGE, Amsterdam / ISOBAR, Amsterdam				Silver Lion	Silver Lion
B05/008	01181	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R, Kansas City	USA		SPARK FOUNDRY, New York		KETCHUM, New York	Silver Lion	Silver Lion
C01/034	01548	THE NOT BIG MACS	BURGER KING	BURGERS	INGO, Stockholm	SWEDEN	INGO, Stockholm			VERIZON, Stockholm / MSLGROUP, Stockholm	Silver Lion	Silver Lion
C02/034	01982	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	O POSITIVE, New York / MACKCUT, New York / HUMAN, New York / CHEMISTRY CREATIVE, New York / ZOMBIE STUDIO, Sao Paulo	HORIZON MEDIA, New York	ALISON BROD MARKETING + COMMUNICATIONS, New York	HONEYMIX, New York	Silver Lion	Silver Lion
C03/011	02066	BE A FOLLOWER - SIDE BIZ	DIESEL	DIESEL	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE, Beirut / SIZZER AMSTERDAM	SIMPLE AGENCY, Milan		MPC LONDON	Silver Lion	Silver Lion
D01/084	01718	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO / GIANNINI CREATIVE, Chicago / SMUGGLER, New York / HUTCHCO TECHNOLOGIES, Los Angeles / BLACKSMITH, Los Angeles	MEDIACOM, New York	ICF NEXT, Chicago	THE MARKETING ARM, Dallas / MARS WRIGLEY CONFECTIONERY, New Jersey / TRIBAL WORLDWIDE, New York / THE MILL, Chicago / HEARD CITY, New York / VAULT 49, New York / MOTT/FISCHER PRODUCTIONS, New York / TELSEY + COMPANY, New York / THE MASTERING PALACE, New York	Silver Lion	Silver Lion
D01/141	01934	UBERTOYS	UBER	UBERTOYS	DDB PARIS	FRANCE	ART BRIDGE / QUAD GROUP, Paris				Silver Lion	Silver Lion
D02/020	00035	DISTRACTED GOALKEEPER	UBER/UBER	YELLOW MAY	TECH AND SOUL, São Paulo	BRAZIL				Uber, São Paulo	Silver Lion	Silver Lion
D02/029	00194	HIDDEN FLAG	FELGT/BIODIARIOS	FELGT/B	LOLA MULLENLOWE, Madrid	SPAIN	PRIMO CONTENTI, Barcelona			FELGTB, Madrid	Silver Lion	Silver Lion
D02/048	01190	MIRACLE WHIP, FLORIDA	KRAFT HEINZ	MIRACLE WHIP	KRAFT HEINZ COMPANY, Chicago / VAYNERMEDIA, New York	USA	VAYNERPRODUCTIONS, New York				Silver Lion	Silver Lion
D03/045	01425	KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO / DESIGN FOUNDRY, Hyattsville / TRICAPEDIA, Arlington				Silver Lion	Silver Lion
D04/027	00716	PRIDE JERSEY	AIG JAPAN	CSR	TBWA/HAKUHODO INC., Tokyo	JAPAN	AD PRO INC., Tokyo / SAQUAI, Tokyo / AMANA, Tokyo	TBWA/HAKUHODO INC., Tokyo		CLUB A, Tokyo / LUXARTISTS, London / DYK PHOTOGRAPHY, Tokyo / NUSH INCORPORATED, Tokyo / FDP GRAPHIC WORKS, Tokyo / TBWALONDON	Silver Lion	Silver Lion
D05/073	01872	PROJECT AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH, Dhaka	BANGLADESH					Silver Lion	Silver Lion
E02/023	01160	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA/CHIAT/DAY, New York	USA	REBEL AND ROGUE, New York			DESIGN BY DISRUPTION, New York / ADIDAS, Herzogenaurach	Silver Lion	Silver Lion
E04/118	00352	SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO / ACCENTURE INTERACTIVE, Dublin	IRELAND	ANTIDOTE FILMS, Dublin / TRAYGUN, Dublin		ROTHCO ACCENTURE INTERACTIVE, Dublin		Silver Lion	Silver Lion
A01/002	00388	CIVIL LOVE	ABSOLUT	ABSOLUT	INTERESTING TIMES, Beirut	LEBANON			INTERESTING TIMES, Beirut		Bronze Lion	Bronze Lion
A02/023	02047	STREET VET	PURINA	PURINA VETERINARY DIETS	McCANN PARIS	FRANCE	CRAFT PARIS / EDDY, Paris		WEBER SHANDWICK, Paris	AFG EUROPE, London	Bronze Lion	Bronze Lion
A03/007	00909	CONSENT PACK	TULIPAN	TULIPAN	BBDO ARGENTINA, Buenos Aires	ARGENTINA	ORUGA CINE, Buenos Aires	PHD, Buenos Aires	ADVERPR, Buenos Aires		Bronze Lion	Bronze Lion
A07/024	02087	FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA, Buenos Aires	ARGENTINA		GLOBAL MIND, Buenos Aires	ADVERPR, Buenos Aires		Bronze Lion	Bronze Lion
A08/023	01820	MASSIRA PROJECT	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	TBWA/ESPAÑA, Madrid	SPAIN			TBWA/ESPAÑA, Madrid		Bronze Lion	Bronze Lion
A09/041	02264	THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES		IMPACT PORTER NOVELLI, Dubai	IMPACT PORTER NOVELLI, Dubai		Bronze Lion	Bronze Lion
A12/007	00106	THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT, Warsaw	POLAND	180HEARTBEATS+JUNG V MATT, Warsaw		180HEARTBEATS+JUNG V MATT, Warsaw	BEN & JERRY'S, Warsaw / MILOSC NIE WYKUCZA, Warsaw / WOLONTARIAT ROWNOSCI, Warsaw	Bronze Lion	Bronze Lion
A12/051	01527	LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	whiteGREY SYDNEY	AUSTRALIA			whiteGREY SYDNEY		Bronze Lion	Bronze Lion
A12/079	01922	THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND, Warsaw	POLAND	PAPAYA FILMS, Warsaw	WAVEMAKER, Warsaw	VMLY&R POLAND, Warsaw / WAVEMAKER, Warsaw / FUNDACJA SUKCESU PISANEGO SZMINKA, Warsaw		Bronze Lion	Bronze Lion
B02/057	01981	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	O POSITIVE, New York / MACKCUT, New York / HUMAN, New York / CHEMISTRY CREATIVE, New York / ZOMBIE STUDIO, Sao Paulo	HORIZON MEDIA, New York	ALISON BROD MARKETING + COMMUNICATIONS, New York	HONEYMIX, New York	Bronze Lion	Bronze Lion
B02/070	02450	CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL, São Paulo	BRAZIL	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo		Bronze Lion	Bronze Lion
B04/016	00743	HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA	GOOGLE ASIA PACIFIC, Singapore			FLIPKART, Bangalore	Bronze Lion	Bronze Lion
B04/033	02125	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SAO PAULO	BRAZIL	VEYOR ZERO, São Paulo / CAFE ROYAL, São Paulo / HOGARTH WORLDWIDE, São Paulo / JAMUTE, São Paulo / CLAN VIX, São Paulo	DAVID SAO PAULO	LOURES COMMUNICATION, Sao Paulo	BURGER KING BRAZIL, Barueri	Bronze Lion	Bronze Lion
B07/023	02301	MUSEUM OF ROMANTICISM	IKEA	IKEA LIVING ROOMS	McCANN SPAIN, Madrid	SPAIN	CRAFT, Madrid				Bronze Lion	Bronze Lion
B09/033	00427	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL, São Paulo	BRAZIL				CODE STUDIO, São Paulo / PARANOID BR, São Paulo / BIZSYS, Sao Paulo / J. WALTER THOMPSON BRAZIL, São Paulo	Bronze Lion	Bronze Lion
B09/089	01704	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	HUNGRY MAN, New York / ROCK PAPER SCISSORS, New York / COMPANY 3, New York / JSM MUSIC, New York / SONIC UNION, New York	CARAT, New York	WE COMMUNICATIONS, Seattle	MICROSOFT, Redmond	Bronze Lion	Bronze Lion
B09/108	02471	THISABLES	IKEA	IKEA THISABLES	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Bronze Lion	Bronze Lion
C01/009	00542	WHAT'S IN IT ?	SYSTEME U	SUPERMARKET	TBWA/PARIS / DAN PARIS	FRANCE					Bronze Lion	Bronze Lion
C02/009	00701	PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DOB, Lima	PERU					Bronze Lion	Bronze Lion
C03/008	01415	JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	MOMENTUM WORLDWIDE, New York	USA	HUNGRY MAN, New York / ROCK PAPER SCISSORS, New York	MINISHARE, New York	PMK/BNC, New York	DIGITAS, New York / VERSUS, New York	Bronze Lion	Bronze Lion
D01/086	01185	LIBRO VIVO_	GRUPO PLANETAAND GOOGLE	LIBRO VIVO_	ONLY IF, Ciudad De Mexico / ONLY IF, Mexico City / EDITORIAL PLANETA, Buenos Aires / GOOGLE, Buenos Aires	MEXICO	LANDIA FILMS, Mexico City / DOING, Mexico City / VMTEC DESARROLLO DIGITAL, Ciudad de Mexico	GOOGLE, Buenos Aires		ALL AWARDS, Lisbon	Bronze Lion	Bronze Lion
D01/133	01844	THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL, São Paulo	BRAZIL	PUBLICIS BRASIL, São Paulo	PUBLICIS BRASIL, São Paulo	PUBLICIS BRASIL, São Paulo		Bronze Lion	Bronze Lion
D02/008	00409	STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA	BARK BARK, Atlanta / HERO POST, Atlanta, GA / THE COLOR SPOT, Marietta	OUTDOOR MEDIA GROUP ATLANTA	PORTER NOVELLI ATLANTA	JAMIE SHEPARD MUSIC, Atlanta / SHEPARD CREATIVE, Atlanta	Bronze Lion	Bronze Lion
D03/056	01417	JUST DO IT HOAT THE CHURCH	NIKE	NIKE	MOMENTUM WORLDWIDE, New York / MOMENTUM CANADA, Toronto	USA				VICTORY CREATIVE GROUP - Toronto / CHICAGO SCENIC STUDIOS, Chicago / ABSOLUTE PRODUCTION SERVICES, Chicago / CREATIVE SPORTS CONCEPTS, New York / STOREY STUDIO, London / FLOWERS, Chicago	Bronze Lion	Bronze Lion
D03/060	01720	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO / GIANNINI CREATIVE, Chicago / SMUGGLER, New York / HUTCHCO TECHNOLOGIES, Los Angeles / BLACKSMITH, Los Angeles	MEDIACOM, New York	ICF NEXT, Chicago	THE MARKETING ARM, Dallas / MARS WRIGLEY CONFECTIONERY, New Jersey / TRIBAL WORLDWIDE, New York / THE MILL, Chicago / HEARD CITY, New York / VAULT 49, New York / MOTT/FISCHER PRODUCTIONS, New York / TELSEY + COMPANY, New York / THE MASTERING PALACE, New York	Bronze Lion	Bronze Lion
D04/086	21096	CLEAR	DIAGEO	GUINNESS	AMVBBDO, London	UNITED KINGDOM	MJZ UK, London / MJZ, Los Angeles			WHITEHOUSE POST, London / STRING AND TINS, London / THE MILL, London	Bronze Lion	Bronze Lion
D05/072	02445	VISIT XBOX	XBOX / MICROSOFT	XBOX ONE X ENHANCED	McCANN LONDON	UNITED KINGDOM	McCANN LONDON / CRAFT LONDON / FIRE WITHOUT SMOKE, Santa Monica / MOMENTUM WORLDWIDE, London / CLOCKWORK, Johannesburg			ATTENTION SEEKERS, London / MPM/McCANN, London	Bronze Lion	Bronze Lion
D05/079	00121	SEETROEN	CITROEN	CITROEN	BETC, Paris	FRANCE	5.5 DESIGN STUDIOS, Paris / FURY, Paris		BETC, Paris		Bronze Lion	Bronze Lion
D06/054	02070	HAUJTE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY, Milan	ITALY	SIZZER/AMSTERDAM / STINK STUDIOS, New York	SIMPLE AGENCY, Milan		MPC LONDON / PRODIGIOUS ITALY, Milan / THE MILL, New York	Bronze Lion	Bronze Lion
E01/049	02458	THE REAL MACHADO	UNIVERSITY ZUMBI DOS PALMARES	CORPORATE	GREY BRAZIL, São Paulo	BRAZIL	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo		Bronze Lion	Bronze Lion
E01/053	02244	THE OPEN DOOR PROJECT	THE MILLENNIUM SCHOOL	SCHOOL	FCBULKA, Delhi	INDIA	FCBULKA, Delhi			COLUMBUS, Gurgaon	Bronze Lion	Bronze Lion
E03/057	01628	PHILLY FOREVER	AB INBEV	BUD LIGHT	WIEDEN-KENNEDY NEW YORK / AB INBEV, New York	USA	WIEDEN-KENNEDY NEW YORK		3PM AGENCY, New York	AB INBEV, New York	Bronze Lion	Bronze Lion
E03/099	11545	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES					Bronze Lion	Bronze Lion
E04/010	00107	THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT, Warsaw	POLAND	180HEARTBEATS+JUNG V MATT, Warsaw		180HEARTBEATS+JUNG V MATT, Warsaw	BEN & JERRY'S, Warsaw / MILOSC NIE WYKUCZA, Warsaw / WOLONTARIAT ROWNOSCI, Warsaw	Bronze Lion	Bronze Lion
E04/164	01897	THE COMMERCIAL THAT SAVES LIVES	GOBIERNO DE CHILE	MINISTERIO DE SALUD	VMLY&R, Santiago / PROLAM Y&R, Santiago	CHILE					Bronze Lion	Bronze Lion
E04/240	22274	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FCM) FEMALE GENITAL MUTILATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES			IMPACT PORTER NOVELLI, Dubai		Bronze Lion	Bronze Lion
E05/070	01852	SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/McCANN, Costa Mesa / McCANN CANADA, Toronto / McCANN NEW YORK	USA	CRAFT WORLDWIDE, New York / D'AVANTI GARDE MEDIA, Santa Monica / 4K FILM PRODUCTION, Cochrane / JSM MUSIC, New York / TRULOVE POST, Cuver City		McCANN NEW YORK	SANTS EDITORIAL, Toronto	Bronze Lion	Bronze Lion
Total Awards:			70									