

Brand Experience & Activation Lions Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
B02/039	01273	THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru		DENTSU CREATIVE Bengaluru		Grand Prix
A05/039	01601	BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	HEFTY Sao Paulo / VETOR ZERO São Paulo					Gold Lion
A09/049	01643	DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY Los Angeles			MOJO SUPERMARKET New York / RCA RECORDS New York	GIRLS WHO CODE New York	Gold Lion
A09/065	01917	MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa		OGILVY HONDURAS Tegucigalpa	OGILVY HONDURAS Tegucigalpa		Gold Lion
B08/008	01646	DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY Los Angeles			MOJO SUPERMARKET New York / RCA RECORDS New York	GIRLS WHO CODE New York	Gold Lion
E02/024	01730	HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	ADF L'ATELIER Paris / ARTISANS DU FILM Paris				PRESS PLAY ON TAPE Paris	Gold Lion
E05/072	01379	THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	KUBRICK Lima	AGOSTO Barranco / KUBRICK Lima	OMD PERU Lima			Gold Lion
E06/042	01916	MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa		OGILVY HONDURAS Tegucigalpa	OGILVY HONDURAS Tegucigalpa		Gold Lion
E07/064	01314	PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA	PRIMO CONTENT Mexico City / RELEVANT México D.F.	STEREO MONKEY STUDIO Miraflores			AB INBEV New York	Gold Lion
E07/104	01093	I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA	BORDERLAND London / JAM3 Amsterdam / THE MILL Los Angeles	HUMAN New York			MOTOR NEURONE DISEASE ASSOCIATION Northampton / ROLLS-ROYCE Derby / SPEAKUNIQUE Edinburgh	Gold Lion
A01/041	01313	NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA	PRODOERS New York	PICKLE MUSIC New York / PRODOERS New York	MEDIACOM MEXICO Mexico City		AB INBEV New York	Silver Lion
A06/025	01811	GAMER ASYLUM	ARTOTEL GROUP	HOTELS	OGILVY, Singapore	SINGAPORE	BALIPROD Kabupaten Badung / OGILVY Singapore					Silver Lion
B02/049	01526	THE NOMINATE ME SELFIE	POLITICAL SHAKTI + THE TIMES OF INDIA	PUBLIC PRESSURE GROUP	FCB INDIA, Delhi / FCB CHICAGO	INDIA / USA	BASTA FILMS Mumbai				SHAKTI - POLITICAL POWER TO WOMEN Bangalore / THE TIMES OF INDIA Mumbai	Silver Lion
B02/057	01677	DOT GO. THE FIRST OBJECT INTERACTION APP FOR THE VISUALLY IMPAIRED.	DOT	DOT GO	SERVICEPLAN GERMANY, Munich	GERMANY	ALBERT COON Munich / DAMIANDAMIAN Hamburg / PAULUS.CO Seoul				HYPERINTERACTIVE Hamburg / SERVICEPLAN KOREA Seoul	Silver Lion
B02/074	01720	HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	ADF L'ATELIER Paris / ARTISANS DU FILM Paris				PRESS PLAY ON TAPE Paris	Silver Lion
B04/016	01272	THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru		DENTSU CREATIVE Bengaluru		Silver Lion
B09/010	00075	SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	THE PACK Mumbai	REPHRASE.AI Bengaluru	WAVEMAKER INDIA Mumbai		DELTA Bangalore	Silver Lion
B09/039	01645	DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY Los Angeles			MOJO SUPERMARKET New York / RCA RECORDS New York	GIRLS WHO CODE New York	Silver Lion
B10/019	01905	ROYALTY FREE BOT	ABINBEV	BUDWEISER BUDXRECORDS	DAVID, Bogotá	COLOMBIA	PIVOTE Bogotá	PIVOTE Bogotá	ZENITH Bogotá			Silver Lion
C01/030	01546	BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY	PRODIGIOUS Milan					Silver Lion
C02/020	00703	REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA	HECKLER Sydney / HOWATSON + COMPANY Sydney / WORK WORKS Moorabbin	HECKLER Sydney / HOWATSON + COMPANY Sydney / WORK WORKS Moorabbin	HOWATSON + COMPANY Sydney / PHD Sydney	HOWATSON + COMPANY Sydney	MATILDA BAY Healesville	Silver Lion
C03/040	01174	HUMAN MEAT BURGER	OUMPH!	PLANT BASED HUMAN MEAT BURGER	LOLA MULLENLOWE, Madrid	SPAIN	LANDIA Madrid	LANDIA Madrid	LOLA MULLENLOWE Madrid	LOLA MULLENLOWE Madrid		Silver Lion
D03/038	01570	THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY / IRELAND	D12 FILM CLUB Dublin				FOLDING WAVES Dublin / LE PUB Amsterdam	Silver Lion
D06/030	01580	THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	BOOMERANG AGENCY Amsterdam / DENTSU AEGIS NETWORK London / FRAMESTORE London / SFERA PRODUCTION Milan		DENTSU REDSTAR London	EDELMAN London	BILLION DOLLAR BOY UK London / GRAND CENTRAL RECORDING STUDIOS London / LE PUB Amsterdam / MASSIVEMUSIC Amsterdam / PLATINUM STUDIO Orem	Silver Lion
E03/036	01547	BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY	PRODIGIOUS Milan					Silver Lion
E04/029	00770	HEINZ HOT DOG PACT	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA		GRAYSON MUSIC Toronto	CARAT Toronto	MIDDLE CHILD Toronto / THE COLONY PROJECT Toronto	KRAFT HEINZ Toronto / PRINTPRO SERVICES Scarborough / THE KITCHEN Toronto	Silver Lion
E04/051	01016	CHILD MARRIAGE PREVENTION LOAN	IPDC FINANCE LTD. & AMAL FOUNDATION	SERVICE	GREY BANGLADESH, Dhaka	BANGLADESH						Silver Lion
E05/005	00195	GREETING MILK	MAEIL DAIRIES CO.,LTD	MAEIL SOJAL(LACTOSE-FREE) MILK	INNORED, Seoul	SOUTH KOREA	PAULUS.CO Seoul		INNORED Seoul	INNORED Seoul		Silver Lion

E05/124	11663	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	POLYCAM 3D Altadena, CA / UNESCO NATIONAL COMMISSION OF DENMARK Kobenhavn	Silver Lion
E07/136	01919	MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa		OGILVY HONDURAS Tegucigalpa	OGILVY HONDURAS Tegucigalpa		Silver Lion
A01/081	01946	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, Chicago / DDB, New York	USA	PICROW Los Angeles	CARBON VFX Chicago / WHITEHOUSE POST New York / WHITEHOUSE POST PRODUCTIONS New York			MARS WRIGLEY CONFECTIONERY Chicago	Bronze Lion
A02/033	01758	PLASTICOFF	WHIRLPOOL	WHIRLPOOL	VMLY&R MEXICO, Mexico City	MEXICO	ORIENTAL FILMS Mexico City			BCW Mexico City		Bronze Lion
A02/035	01717	HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	ADF L'ATELIER Paris / ARTISANS DU FILM Paris				PRESS PLAY ON TAPE Paris	Bronze Lion
A04/024	01712	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE					PUBLICIS SAPIENT Paris / RENAULT Le Plessis-Robinson	Bronze Lion
B01/040	00725	HOMELESS IN THE METAVERSE	ENTOURAGE	ASSOCIATION FOR HOMELESS	TBWA, Paris	FRANCE		ELSE Paris				Bronze Lion
B01/044	01682	HEINZ HIDDEN SPOTS	THE KRAFT HEINZ CO	KRAFT KETCHUP	GUT, Sao Paulo	BRAZIL	ARMS STUDIO - / BBL E-SPORTS Sao Paulo / HEFTY Sao Paulo / HATE FLASH Consolação / MOL São Paulo		GUT Sao Paulo	GUT Sao Paulo	ACTIVISION BLIZZARD Santa Monica / GUT Miami / THE KRAFT HEINZ CO Sao Paulo	Bronze Lion
B02/088	11662	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	POLYCAM 3D Altadena, CA / UNESCO NATIONAL COMMISSION OF DENMARK Kobenhavn	Bronze Lion
B03/036	01684	NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	LOUD Sao Paulo / RODRIGO MALTCHIQUE SP / SAIGON São Paulo	NASH São Paulo	GUT Sao Paulo	FLEISHMANHILLARD BRAZIL Sao Paulo / GUT Sao Paulo	MERCADO LIVRE Sao Paulo	Bronze Lion
B05/002	00082	MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE	HEREZIE Paris			HEREZIE Paris		Bronze Lion
B05/024	01234	QUEST FOR DYSLEXIA	SAMSUNG	SAMSUNG MOBILE	CHEIL WORLDWIDE, Beijing / CHEIL, Hong Kong	CHINA / HONG KONG	CHEIL WORLDWIDE Beijing / HOBA Beijing	CHEIL WORLDWIDE Beijing / HOBA Beijing	CHEIL WORLDWIDE Beijing	CHEIL WORLDWIDE Beijing		Bronze Lion
B05/026	00782	E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT Lima	LUNATIC Lima / NATIVO POST Lima			AB INBEV Lima / FTW DDB PERU Barranco	Bronze Lion
B07/009	01597	THE ART OF SELF EXAMINATION	MACMA	BREAST CANCER PREVENTION	DAVID, Buenos Aires	ARGENTINA	POSTER FILMS Buenos Aires					Bronze Lion
B09/002	00047	THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-Saint-Jean	BELGIUM	FLEDGE Sint-Niklaas / RED EAGLE PRODUCTIONS Dordrecht		SEMETIS Brussels	WALKIE TALKIE Gent	De Rode Antraciet Leuven	Bronze Lion
C03/035	01057	THE PIRATE MATCH	DIRECTVGO	IPTV STREAMING	MIRUM AGENCY BRAZIL, Curitiba	BRAZIL	BUZZ CREATIVE CONTENT STUDIO Curitiba / TORO AUDIO Curitiba			MIRUM AGENCY BRAZIL Curitiba		Bronze Lion
C03/036	01659	DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	COMMON GOOD Toronto / CRUEL Toronto, ON	COMMON GOOD Toronto / GRAYSON MUSIC Toronto	MEDIACOM Toronto	HILL+KNOWLTON STRATEGIES Toronto	MR. SATURDAY Mountain View, CA / ONTARIO LOTTERY AND GAMING CORPORATION Toronto	Bronze Lion
D01/050	01566	BOYCOTT ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Buenos Aires	ITALY / ARGENTINA	TRESBIEN! Martinez				LE PUB Amsterdam	Bronze Lion
D02/058	01060	INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid			LEO BURNETT Madrid		Bronze Lion
D02/067	01332	THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, São Paulo	BRAZIL	SATELITE AUDIO São Paulo / SEIVA Sao Paulo	CAJAMANGA Rio de Janeiro			AB INBEV São Paulo	Bronze Lion
D05/048	01625	SCRATCHBOARDS	ACTIVISION	GAMES	DAVID, Madrid	SPAIN	900 FILMS San Diego / THE BAIT SHOPPE New York / THE PRODUCER Madrid				ACTIVISION BLIZZARD Santa Monica	Bronze Lion
D05/066	01912	VERTICAL BIKE	HONDA	HONDA MOTORS	OGILVY PERU, Lima	PERU	BARBA ROJA AUDIO Lima / CANICA FILMS Lima	GRECIA STUDIO lima				Bronze Lion
E01/023	01552	THE INEVITABLE NEWS	THE INEVITABLE NEWS	THE INEVITABLE NEWS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	BROOKLYN SPORTS PAGE New York / STELLAR PRINTING INC Queens	RITMIKA AUDIO ARTS São Paulo	AREA 23, AN IPG HEALTH NETWORK COMPANY New York			Bronze Lion
E02/027	01863	BEER DROPS	MILLER LITE	MILLER LITE	DDB, Chicago	USA	KALEIDOSCOPE New York	GIANNINI CREATIVE Chicago		EDELMAN New York	MOLSON COORS BEVERAGE COMPANY Chicago	Bronze Lion
E03/003	00108	OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS FILMS Paris					Bronze Lion
E04/010	00145	HATE TO PROTECT	GUIDES TAO	TRAVEL GUIDES	TBWA, Paris	FRANCE		ELSE Paris				Bronze Lion
E05/098	00831	TOUGH TURBAN	PPAFF HARLEY-DAVIDSON	PPAFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA	ZULUBOT Toronto			NELSON CONNECTS Toronto / SELECT PR Toronto	PPAFF HARLEY-DAVIDSON Richmond Hill / SPARK INNOVATIONS INC. King City	Bronze Lion
E07/102	01622	DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERN0, London	UNITED KINGDOM	FCB INFERN0 London		FCB INFERN0 London	FCB INFERN0 London	LINKEDIN London	Bronze Lion
E08/041	01940	FNAC - ALGORITHM	FNAC	ALGORITHM	PUBLICIS CONSEIL, Paris	FRANCE					FNAC DARTY SIEGE Ivry-sur-Seine / HAVAS PARIS Puteaux	Bronze Lion
Total Awards:			57									