

Digital Craft Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
B02/024	10560	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	Grand Prix
A04/008	00252	BLACK-OWNED FRIDAY 2021	GOOGLE	GOOGLE SMALL BUSINESS	GOOGLE, New York / BBH USA, New York / ANONYMOUS CONTENT, Los Angeles	USA	ANONYMOUS CONTENT Los Angeles / BBH USA New York	CABIN EDITING COMPANY NY New York / CARBON New York City / REHAB London		GOOGLE New York	COMPANY 3 New York / DANIELLE ALSTON N/A / MAHANEELA New York City / SONIC UNION New York / THINK450 New York	Gold Lion
B03/030	00477	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		Gold Lion
D03/030	00650	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK / UNIT9 London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK		3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York	Gold Lion
A02/014	00556	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
A06/017	00317	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	Silver Lion
B03/047	00498	BREAKCHAINS WITH BLOCKCHAIN	CHILDREN OF FEMALE PRISONERS' ASSOCIATION	NGO	HORIZON FCB, Dubai	UNITED ARAB EMIRATES	BLACK MADRE São Paulo / FILM DNA Cairo / HORIZON FCB Dubai / THE YOUTH Curitiba / VOX HAUS COMPANY ACTIVITY Novo Hamburgo		HORIZON FCB Dubai			Silver Lion
C03/016	00533	THE BLACK ELEVATION MAP	BLACK & ABROAD	THE BLACK ELEVATION MAP	PERFORMANCE ART, Toronto	CANADA	ALFREDO FILMS Toronto / VOCAL TYPE CO, Washington D.C.	ALTER EGO Toronto / TA2 SOUND + MUSIC Toronto	INITIATIVE Toronto	GLOSSY PR Toronto	KINESSO New York / META New York / REPRISE MEDIA Toronto	Silver Lion
D01/067	10561	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
D04/043	00547	THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	BOOMERANG AGENCY Amsterdam / DENTSU AEGIS NETWORK London / FRAMESTORE London / SFERA PRODUCTION Milan		DENTSU X London	EDELMAN London	BILLION DOLLAR BOY UK London / GRAND CENTRAL RECORDING STUDIOS London / LE PUB Amsterdam / MASSIVEMUSIC Amsterdam / PLATINUM STUDIO Orem	Silver Lion
D04/052	00686	ADIDAS QZWORLD	ADIDAS	ADIDAS QZWORLD SHOE	JAM3, Toronto / ADIDAS ORIGINALS, Berlin	CANADA / GERMANY	JAM3 Toronto	JAM3 Toronto				Silver Lion
A02/021	00649	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK / UNIT9 London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK		3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York	Bronze Lion
A03/021	00357	A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA / UNITED KINGDOM	NEXUS STUDIOS London	NEXUS STUDIOS London / THE ELEMENTS MUSIC Los Angeles			FONIC London	Bronze Lion
A05/026	00292	AIRPODS (3RD GENERATION)	APPLE	AIRPODS (3RD GENERATION)	APPLE, Sunnyvale	USA	APPLE Sunnyvale					Bronze Lion
A06/020	00427	AUDITORIAL	GOOGLE	ACCESSIBLE EDITORIAL PLATFORM	R/GA, London / THE GUARDIAN, London / ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB), London / GOOGLE, London	UNITED KINGDOM	GOOGLE London / R/GA London / THE GUARDIAN London		GOOGLE London		ABILITYNET Reading / ZOONOU Eastbourne East Sussex	Bronze Lion
A07/028	00655	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK / UNIT9 London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK		3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York	Bronze Lion
B03/010	00011	THE BOOKCASE FOR TOLERANCE	ANNE FRANK HOUSE	THE BOOKCASE FOR TOLERANCE	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	HOLY FOOLS Amsterdam / MASSIVEMUSIC BERLIN GMBH / MEDIA.MONKS Hilversum / TED ALKEMADE PRODUCTIES Amsterdam / TRIGGER HAPPY PRODUCTIONS Berlin		MEDIA.MONKS Hilversum	HAGENS PR & STRATEGY Amsterdam		Bronze Lion
C01/014	00507	BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL			FCB BRASIL São Paulo			Bronze Lion
C03/013	00609	SPEAKING IN COLOR	SHERWIN-WILLIAMS COIL COATINGS	SPEAKING IN COLOR	WUNDERMAN THOMPSON, Minneapolis	USA	WUNDERMAN THOMPSON Minneapolis					Bronze Lion
C05/016	00666	TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OSILVY, London	UNITED KINGDOM	SMUGGLER London		MINDSHARE New York	EDELMAN New York	VMLY&R Dallas	Bronze Lion

Digital Craft Winners

D01/042	00544	DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	DOT PAD	SERVICEPLAN GERMANY, Munich	GERMANY	PAULUS.CO Seoul	ASTRAL KREATIV Munich / MASSIVEVOICES Berlin / SERVICEPLAN KOREA Seoul	Bronze Lion
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Total Awards: 21