

**Direct Winners**

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
B04/018	00932	LESS TALK, MORE BITCOIN	COINBASE	COINBASE	ACCENTURE SONG, New York / COINBASE, San Francisco	USA	THE MILL London	WALKER Santa Monica	WAVEMAKER New York			Grand Prix
A06/010	00951	INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid			LEO BURNETT Madrid		Gold Lion
C02/003	00051	SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	THE PACK Mumbai	REPHRASE.AI Bengaluru	WAVEMAKER INDIA Mumbai		DELTA Bangalore	Gold Lion
E04/045	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	Gold Lion
E05/029	01947	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	Gold Lion
F01/023	01550	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai / IMPACT BBDO Dubai	MANGOJAM STUDIO FZ LLC Dubai		IMPACT PORTER NOVELLI Dubai	IMPACT BBDO Beirut	Gold Lion
F05/085	01556	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	Gold Lion
F08/024	00854	CIRKULAR	IKEA	RETAIL	HJALTELIN STAHL, PART OF ACCENTURE SONG, Copenhagen / IKEA DANMARK, Taastrup / MARKETSQUARE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE SONG Copenhagen / MARKETSQUARE Copenhagen / PEGASUS PRODUCTION Copenhagen	PEGASUS PRODUCTION Copenhagen	DENTSU AEGIS NETWORK København	IKEA DANMARK Taastrup		Gold Lion
A05/013	00859	CIRKULAR	IKEA	RETAIL	HJALTELIN STAHL, PART OF ACCENTURE SONG, Copenhagen / IKEA DANMARK, Taastrup / MARKETSQUARE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE SONG Copenhagen / MARKETSQUARE Copenhagen / PEGASUS PRODUCTION Copenhagen	PEGASUS PRODUCTION Copenhagen	DENTSU AEGIS NETWORK København	IKEA DANMARK Taastrup		Silver Lion
A07/010	01552	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai / IMPACT BBDO Dubai	MANGOJAM STUDIO FZ LLC Dubai		IMPACT PORTER NOVELLI Dubai	IMPACT BBDO Beirut	Silver Lion
A08/018	00923	CHICKENSTOCK	KFC	FAST FOOD	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	SONIDO ANTRO Miami	TBWA\RAAD Dubai	TBWA\RAAD Dubai		Silver Lion
A09/051	00896	THE INHERITANCE PASS	YELLOWSTONE FOREVER	YELLOWSTONE NATIONAL PARK	HAVAS, Chicago	USA	GETTY IMAGES Seattle	CARBON VFX Chicago / WHITEHOUSE POST PRODUCTIONS Santa Monica	HAVAS Chicago	HAVAS Chicago		Silver Lion
A09/068	01457	THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL	BIZSYS TECNOLOGIA E PROJETOS ESPECIAIS Sao Paulo / DAHOUSE AUDIO Sao Paulo / HUNGRY MAN Sao Paulo / PINDORAMA FILMES Rio de Janeiro				ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL Brasilia / ELETROMIDIA Sao Paulo	Silver Lion
B02/066	01681	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	Silver Lion
B04/027	01460	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	Silver Lion
C02/021	01487	FNAC - UNRECCOMENDED BY ALGORITHM	FNAC	FNAC SERVICE	PUBLICIS CONSEIL, Paris	FRANCE			HAVAS MEDIA Paris			Silver Lion
C06/047	01703	HEINZ HIDDEN SPOTS	THE KRAFT HEINZ CO	KRAFT KETCHUP	GUT, Sao Paulo	BRAZIL	ARMS STUDIO - / BBL E-SPORTS Sao Paulo / HEFTY Sao Paulo / I HATE FLASH Consolação / MOL Sao Paulo		GUT Sao Paulo	GUT Sao Paulo	ACTIVISION BLIZZARD Santa Monica / GUT Miami / THE KRAFT HEINZ CO Sao Paulo	Silver Lion
C06/057	01895	BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	HEFTY Sao Paulo / VETOR ZERO Sao Paulo					Silver Lion

D01/020	00430	BEYOND BINARY CODE	SPARK	SPARK	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland / FINCH Auckland	LIQUID STUDIOS Auckland	SPARK Auckland	ANTHEM Auckland	OUTLINE AOTEAROA HARGREAVES STREET Auckland	Silver Lion
D03/087	01626	BOYCOTT ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Buenos Aires	ITALY / ARGENTINA	TRESBIEN! Martínez				LE PUB Amsterdam	Silver Lion
E01/003	00342	HELLO LITERALLY EVERYONE	TWITTER	@TWITTER SOCIAL	TWITTER, San Francisco	USA	TWITTER San Francisco	TWITTER San Francisco	TWITTER San Francisco	TWITTER San Francisco		Silver Lion
E02/044	01825	SCRATCHBOARDS	ACTIVISION	GAMES	DAVID, Madrid	SPAIN	900 FILMS San Diego / THE BAIT SHOPPE New York / THE PRODUCER Madrid				ACTIVISION BLIZZARD Santa Monica	Silver Lion
E03/024	01470	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES São Paulo		VMLY&R São Paulo	VMLY&R São Paulo		Silver Lion
E04/016	00659	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
E05/021	01072	A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	USA	WATT WHITE MUSIC Maplewood			AJ MEDIA INC New York		Silver Lion
F02/018	01739	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
F03/032	00939	RE STORY	CANON BELGIUM	CANON	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	OBJECT CARE Dendermonde					Silver Lion
F05/025	00552	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	Silver Lion
A01/006	00275	KETCHUP TO THE RESCUE	CURTICE BROTHERS	CURTICE BROTHERS KETCHUP	OGILVY GERMANY, Frankfurt	GERMANY	DAHOUSE AUDIO Berlin		CAW MEDIA GMBH Bünde		CURTICE BROTHERS Duesseldorf	Bronze Lion
A02/033	01815	ONE/SECOND/SUIT	H&M	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	ANONYMOUS CONTENT London			UNCOMMON CREATIVE STUDIO London		Bronze Lion
A06/017	01741	NOT PARIS	TRANSAVIA	FLIGHTS/ AIRLINE TICKETS	MARCEL, Paris	FRANCE	MARCEL Paris					Bronze Lion
A09/043	01209	THE BILLION DOLLAR COLLECTION	H&M FOUNDATION	SUSTAINABLE TRANSFORMATION OF THE FASHION INDUSTRY	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	PRIME WEBER SHANDWICK Stockholm		PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	H&M Stockholm	Bronze Lion
A09/055	00919	MISSING STOCK	INTERNATIONAL FOUNDATION FOR REUNION + MUDI 3D & AR STUDIO	STOCK IMAGE BANK	WUNDERMAN THOMPSON, Bogotá	COLOMBIA					FUNDACION INTERNACIONAL PARA EL REENCUENTRO Florida	Bronze Lion
C05/024	01853	3D PRINTED MEATBALLS	IKEA	IKEA RECRUITMENT	INGO, Stockholm	SWEDEN	INGO Stockholm			INGO Stockholm / OGILVY London	COLONY Stockholm	Bronze Lion
C06/005	00165	THE MOST WANTED PORTRAIT	ALCALDIA DE SOACHA	ALCALDIA DE SOACHA	SANCHO BBDO, Bogotá	COLOMBIA	SANCHO BBDO Bogotá				SANCHO BBDO Bogotá	Bronze Lion
C06/020	00732	E-NTERPRETERS	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
C06/038	01477	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES São Paulo		VMLY&R São Paulo	VMLY&R São Paulo		Bronze Lion
D01/005	00053	SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	THE PACK Mumbai	REPHRASE.AI Bengaluru	WAVEMAKER INDIA Mumbai		DELTAX Bangalore	Bronze Lion
D02/008	00311	SAMSUNG ITTEST	SAMSUNG	SAMSUNG OS	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	TRACK NZ Auckland	TRACK NZ Auckland	STARCOM Auckland	MANGO COMMUNICATIONS Auckland		Bronze Lion
D02/055	01903	9/12 - THE UNTOLD STORY OF RECONNECTING NEW YORK	VERIZON	VERIZON	VERIZON, New York	USA	UNIT 9 New York / VERIZON New York	VERIZON New York	VERIZON New York	VERIZON New York		Bronze Lion
D03/020	00507	AMAZON LOGO	AMAZON	AMAZON	AMAZON, Seattle	USA	AMAZON Seattle					Bronze Lion
D03/073	01354	BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL			FCB BRASIL São Paulo			Bronze Lion

D03/089	01638	DUET DELIVERY	BURGER KING	BURGER KING DELIVERY	DAVID, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / MD FILME PRODUTORA AUDIOVISUAL LTDA Ribeirao Preto					Bronze Lion
D04/031	10084	OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS FILMS Paris					Bronze Lion
D05/044	01355	BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL			FCB BRASIL São Paulo			Bronze Lion
D05/069	11685	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
E03/007	00310	SAMSUNG ITTEST	SAMSUNG	SAMSUNG OS	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	TRACK NZ Auckland	TRACK NZ Auckland	STARCOM Auckland	MANGO COMMUNICATIONS Auckland		Bronze Lion
F04/087	01452	UNBREAKABLE COURTS	INSTITUTIONAL	BUDWEISER	AFRICA DDB, São Paulo	BRAZIL	LOUD Sao Paulo / SICARIOS FILMES Sao Paulo				AB INBEV São Paulo / PLUGH Londrina	Bronze Lion
F05/106	01848	THE FIRST CAR SHOWROOM INSIDE A BUS	KIA	PICANTO	OGILVY EL SALVADOR, San Salvador	EL SALVADOR	GARAGE FILMS San salvador	GARAGE FILMS San salvador	OGILVY EL SALVADOR San Salvador			Bronze Lion
F05/112	01925	MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa		OGILVY HONDURAS Tegucigalpa	OGILVY HONDURAS Tegucigalpa		Bronze Lion
F06/004	00065	VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG VON MATT DONAU, Vienna	AUSTRIA				JUNG VON MATT DONAU Vienna		Bronze Lion
F06/046	01577	CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB CHICAGO	INDIA / USA	FCB INDIA Delhi / KINNECT Mumbai	LORD & THOMAS Chicago	KINNECT Mumbai	CUMULUS Gurgaon		Bronze Lion
F07/066	01247	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	Bronze Lion
F07/085	01004	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	Bronze Lion
F07/114	01622	THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE FILMS Atene	PRODIGIOUS Milan			LE PUB Amsterdam / SIZZER B.V. Amsterdam	Bronze Lion
<b>Total Awards:</b>			<b>55</b>									