

Entertainment Lions For Sport Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
E06/014	00034	NIKESYNC	NIKE	NIKESYNC APP	R/GA, London	UNITED KINGDOM						Grand Prix
A02/009	00412	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	Gold Lion
A04/017	00468	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES São Paulo		VMLY&R São Paulo	VMLY&R São Paulo		Gold Lion
E02/023	00236	STUCK IN THE 80S	ABINBEV - GUARANÁ ANTARCTICA	GUARANÁ ANTARCTICA	SOKO, São Paulo	BRAZIL	CLAVA Sao Paulo / LIMBIC MUSIC Sao Paulo			SOKO São Paulo	AB INBEV São Paulo	Gold Lion
A01/003	00073	SUPER_HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	SOMESUCH London					Silver Lion
A04/019	00525	FIFA21 X MIDNIGHT RAMADAN LEAGUE	EA SPORTS	FIFA21	adam&eveDDB, London	UNITED KINGDOM	PULSE FILMS London	TIME BASED ARTS London	M/SIX AGENCY London	160OVER90 London	CURATION MUSIC London	Silver Lion
C01/037	00301	IM POSSIBLE BILLBOARDS	ADIDAS	ADIDAS	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	HAVAS MIDDLE EAST Dubai		MEDIACOM MENA Dubai	RED HAVAS MIDDLE EAST Dubai	WE ARE SOCIAL Dubai	Silver Lion
C02/018	00417	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
D01/027	00570	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	Silver Lion
D02/001	00065	SAMSUNG FASTFRAME	SAMSUNG ELECTRONICS BENELUX	SAMSUNG FASTFRAME	CHEIL AMSTERDAM, Amsterdam	THE NETHERLANDS	MARIO PIEPENBRINK Alkmaar / PIRKE PRODUCTIONS Amsterdam	DE GROT Amsterdam	STARCOM Amsterdam	HVDM Den Haag	HOUSE OF SPORTS Ouderkerk aan de Amstel / PARK STUDIO Amsterdam / PETER HAMELINCK Monnickendam / SAMSUNG ELECTRONICS BENELUX Amsterdam / TWAN VAN STEENHOVEN N/A	Silver Lion
E05/034	00339	THE SACRIFICE - THE MOST DANGEROUS SURF TOURNAMENT	GREENPEACE	GREENPEACE	McCANN, Santiago	CHILE						Silver Lion
A01/022	00400	THE DREAM	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, AMC NETWORKS, DK V, DUREX, BAVIERA, FEPM)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN	LANDIA Madrid / THE OMS Madrid	METROPOLITANA Madrid		QMS COMUNICACION Madrid		Bronze Lion
A04/001	00030	THE BREAKAWAY: THE FIRST ECYCLING 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
B01/001	00025	THE 9TH LANE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	COLLECTIVE ENSEMBLE Paris / DUCK FACTORY - DKFT Issy-les-Moulineaux / MARS OCTOBRE MUSIC Montpitol / MIDDLEMOTION VANVES					Bronze Lion
C01/052	00458	UNBREAKABLE COURTS	INSTITUTIONAL	BUDWEISER	AFRICA DDB, São Paulo	BRAZIL	LOUD Sao Paulo / SICARIOS FILMES Sao Paulo				AB INBEV São Paulo / PLUGH Londrina	Bronze Lion
D01/012	00249	AUSTRALIAN OPEN METAVERSE	TENNIS AUSTRALIA	AO ARTBALL NFT	RUN IT WILD, Melbourne	AUSTRALIA	RUN IT WILD Melbourne			RUN IT WILD Melbourne		Bronze Lion
D01/013	00266	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
E03/004	00317	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
E04/006	00062	SAMSUNG FASTFRAME	SAMSUNG ELECTRONICS BENELUX	SAMSUNG FASTFRAME	CHEIL AMSTERDAM, Amsterdam	THE NETHERLANDS	MARIO PIEPENBRINK Alkmaar / PIRKE PRODUCTIONS Amsterdam	DE GROT Amsterdam	STARCOM Amsterdam	HVDM Den Haag	HOUSE OF SPORTS Ouderkerk aan de Amstel / PARK STUDIO Amsterdam / PETER HAMELINCK Monnickendam / SAMSUNG ELECTRONICS BENELUX Amsterdam / TWAN VAN STEENHOVEN N/A	Bronze Lion
E05/006	00043	LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE London / FRAMESTORE London	FRAMESTORE London / NINETEENTWENTY London / STRING AND TINS London		ENGINE London / MISCHIEF London		Bronze Lion
E06/017	00121	THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, São Paulo	BRAZIL	TRACYLOCKE BRASIL São Paulo		TRACYLOCKE BRASIL São Paulo	TRACYLOCKE BRASIL São Paulo	CENTAURO - AVENIDA PAULISTA - BELA VISTA São Paulo	Bronze Lion
E06/054	00260	ADD THE M	YWCA	YWCA	RETHINK, Toronto	CANADA		GRAYSON MUSIC Toronto			YWCA METRO VANCOUVER Langley Twp	Bronze Lion

Total Awards:
22