

## Film Craft Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	Award
A01/114	00587	THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST Berlin	SLAUGHTERHOUSE VISUAL MANUFACTURING Berlin			COMPANY 3 New York / NEVEREST Munich / RED PIPE SOUND DESIGN Stockholm / REWE MARKT Cologne / SUPREME MUSIC Hamburg	Grand Prix	Grand Prix
A01/047	00320	OPEN SPACES	BURBERRY	BURBERRY OUTERWEAR	RIFF RAFF FILMS, London / BURBERRY HQ, London	UNITED KINGDOM	RIFF RAFF FILMS London	MOVING PICTURE COMPANY (MPC) Culver City	BURBERRY HQ London			Gold Lion	Gold Lion
A01/248	01311	ESCAPE FROM THE OFFICE	APPLE	APPLE	SMUGGLER, Central LA / APPLE, Cupertino	USA	SMUGGLER Central LA					Gold Lion	Gold Lion
A01/276	00108	SUPER.HUMAN.	PARALYMPICS	PARALYMPICS / C4	SOMESUCH, London / 4CREATIVE, London	UNITED KINGDOM	SOMESUCH London	SERIAL PICTURES New York				Gold Lion	Gold Lion
A02/052	00977	THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	BLOOMCASTING Berlin / ICONOCLAST Berlin / SPARK MARKETING ENTERTAINMENT Hamburg	SLAUGHTERHOUSE VISUAL MANUFACTURING Berlin			COMPANY 3 New York / NEVEREST Munich / RED PIPE SOUND DESIGN Stockholm / REWE DIGITAL / OMD MEDIA Cologne / SUPREME MUSIC Hamburg	Gold Lion	Gold Lion
A02/089	01316	ESCAPE FROM THE OFFICE	APPLE	APPLE	SMUGGLER, Central LA / APPLE, Cupertino	USA	SMUGGLER Central LA					Gold Lion	Gold Lion
A05/057	00589	THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST Berlin	SLAUGHTERHOUSE VISUAL MANUFACTURING Berlin			COMPANY 3 New York / NEVEREST Munich / RED PIPE SOUND DESIGN Stockholm / REWE MARKT Cologne / SUPREME MUSIC Hamburg	Gold Lion	Gold Lion
A07/016	00237	SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	SOMESUCH London					Gold Lion	Gold Lion
A07/042	00584	THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST Berlin	SLAUGHTERHOUSE VISUAL MANUFACTURING Berlin			COMPANY 3 New York / NEVEREST Munich / RED PIPE SOUND DESIGN Stockholm / REWE MARKT Cologne / SUPREME MUSIC Hamburg	Gold Lion	Gold Lion
B01/004	00092	CHANNEL 4 PARALYMPICS "SUPER. HUMAN."	CHANNEL 4	TOKYO PARALYMPICS 2021	FINAL CUT, London / 4CREATIVE, London	UNITED KINGDOM	SOMESUCH London	FINAL CUT London				Gold Lion	Gold Lion
B04/076	01226	THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	ZAUBERBERG PRODUCTIONS GMBH Berlin	THE MILL BERLIN GMBH			2WEI MUSIC Hamburg	Gold Lion	Gold Lion
B05/027	00716	OPEN SPACES	BURBERRY	BURBERRY	THE MILL, London / THE RIFF RAFF, London	UNITED KINGDOM	THE RIFF RAFF London	THE MILL London				Gold Lion	Gold Lion
A01/074	00321	WE WILL BECOME BETTER	LGBTNET.ORG	LGBT NETWORK	HALAL, Amsterdam	THE NETHERLANDS	HALAL Amsterdam	HALAL Amsterdam	HALAL Amsterdam	HALAL Amsterdam		Silver Lion	Silver Lion
A01/342	01611	TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE   GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	SMUGGLER New York		PHD New York	DINI VON MUEFFLING COMMUNICATIONS New York	HUMAN MUSIC & SOUND DESIGN New York / MACKCUT New York	Silver Lion	Silver Lion
A02/078	01066	DETECTIVES	APPLE	IPHONE	APPLE, Cupertino	USA	O POSITIVE New York	TRIM EDITING London	OMD New York	APPLE Cupertino		Silver Lion	Silver Lion
A03/022	00548	ONE	WHATS APP	WHATS APP	ICONOCLAST, Berlin / BBDO, Berlin / BBDO, San Francisco	GERMANY / USA	ICONOCLAST Berlin					Silver Lion	Silver Lion
A03/095	01317	ESCAPE FROM THE OFFICE	APPLE	APPLE	SMUGGLER, Central LA / APPLE, Cupertino	USA	SMUGGLER Central LA					Silver Lion	Silver Lion
A03/140	01589	#WETHE15	INTERNATIONAL PARALYMPIC COMMITTEE	WETHE15	adam&eveDB, London	UNITED KINGDOM	CAIN & ABEL London / KING HENRY LTD London / PENTAGRAM DESIGN London / PULSE FILMS London	750MPH London / SOUNDTREE MUSIC London / TENTHREE London	FUSE London	FLEISHMANHILLARD Fishburn London / PORTER NOVELLI London / PORTLAND COMMUNICATIONS London	C TALENT Los Angeles / GATEHOUSE COMMERCIALS Cape Town / INDOCHINA PRODUCTIONS Bangkok / KING HENRY LTD London / PULSE FILMS Milan	Silver Lion	Silver Lion
A03/141	01607	TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE   GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	SMUGGLER New York		PHD New York	DINI VON MUEFFLING COMMUNICATIONS New York	HUMAN MUSIC & SOUND DESIGN New York / MACKCUT New York	Silver Lion	Silver Lion
A04/011	00085	CANT NEGOTIATE THE MELTING POINT OF ICE	WWF	WWF ARCTIC PROGRAMME	NOMINT, London	UNITED KINGDOM	NOMINT London	NOMINT London				Silver Lion	Silver Lion
A05/037	00544	ONE	WHATS APP	WHATS APP	ICONOCLAST, Berlin / BBDO, Berlin / BBDO, San Francisco	GERMANY / USA	ICONOCLAST Berlin					Silver Lion	Silver Lion
A05/066	10028	THE CRY	30 MILLIONS DAMIS FONDATION	NON PROFIT	ALTMANN + PACREAU, Paris	FRANCE	QUAD PRODUCTIONS Paris	QUAD PRODUCTIONS Paris				Silver Lion	Silver Lion
A06/028	00821	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	Silver Lion
A07/133	11612	TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE   GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	SMUGGLER New York		PHD New York	DINI VON MUEFFLING COMMUNICATIONS New York	HUMAN MUSIC & SOUND DESIGN New York / MACKCUT New York	Silver Lion	Silver Lion
A08/001	00084	CANT NEGOTIATE THE MELTING POINT OF ICE	WWF	WWF ARCTIC PROGRAMME	NOMINT, London	UNITED KINGDOM	NOMINT London	NOMINT London				Silver Lion	Silver Lion
B01/069	00924	THIS IS OUR BBC	BBC	BBC	BBC CREATIVE, London	UNITED KINGDOM	ACADEMY FILMS London					Silver Lion	Silver Lion
B01/092	01188	SKATE NATION GHANA	FACEBOOK	FACEBOOK	CUT+RUN, New York / DROGA5, PART OF ACCENTURE SONG, New York	USA	LOVE SONG New York	CUT+RUN New York			THE QUARRY London	Silver Lion	Silver Lion

**Film Craft Winners**

B04/085	01173	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	Silver Lion	Silver Lion		
B05/063	01416	THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	ZAUBERBERG PRODUCTIONS GMBH Berlin	THE MILL BERLIN GMBH	2WEI MUSIC Hamburg	Silver Lion	Silver Lion		
A01/140	00912	CHRISTMAS CLOWNS	REAL PLAZA	RETAIL	SENOR Z SAC, Lima / FAHRENHEIT DOB, Lima	PERU	SENOR Z SAC Lima	SENOR Z SAC Lima		Bronze Lion	Bronze Lion		
A01/337	01021	CONVERGENCE STATION	MEOW WOLF	MEOW WOLF	BISCUIT FILMWORKS, Los Angeles / WIEDENKENNEDY, Portland	USA	BISCUIT FILMWORKS Los Angeles			Bronze Lion	Bronze Lion		
A01/381	10350	DETECTIVES	APPLE	IPHONE 13 PRO	O Positive LLC, Santa Monica / APPLE, Cupertino	USA	O Positive LLC Santa Monica			Bronze Lion	Bronze Lion		
A02/059	00927	THIS IS OUR BBC	BBC	BBC	BBC CREATIVE, London	UNITED KINGDOM	ACADEMY FILMS London			Bronze Lion	Bronze Lion		
A02/130	01575	EVEN MORE CONFUSING TIMES	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BLUR FILMS Madrid / PICKLE MUSIC New York / WE ARE SICARIOS STUDIO Sao Paulo		BURGER KING SPAIN Madrid	Bronze Lion	Bronze Lion		
A03/152	01676	REVERSE SELFIE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	INDEPENDENT London	ABSOLUTE London	MINDSHARE New York	EDELMAN New York / HALPERN PR London	Bronze Lion	Bronze Lion	
A04/006	00036	FIND YOUR OWN WAY	OTSUKA PHARMACEUTICAL CO., LTD.	POCARI SWEAT	DENTSU INC., Tokyo	JAPAN	SPOON INC, Tokyo		DENTSU INC. Tokyo	DENTSU INC. Tokyo / SUNNY SIDE UP Tokyo	Bronze Lion	Bronze Lion	
A04/027	00223	"FUTURE 2021" - THE CONCEPT EGG	MERCEDES-BENZ	CONCEPT EGG	ANTONI HOLDING GMBH, Berlin	GERMANY	ANORAK Berlin	TIME BASED ARTS London			Bronze Lion	Bronze Lion	
A05/006	00081	DRIVE2EXTREMES	PORSCHE	TAYCAN CROSS TURISMO	KEKO FZ-LLC, Dubai	UNITED ARAB EMIRATES	STOKED FILMS Dubai	STOKED FILMS Dubai	PHD MEDIA MENA Dubai	PORSCHE MIDDLE EAST AND AFRICA FZE DUBAI	Bronze Lion	Bronze Lion	
A06/016	00338	SUPERMARC	EDEKA	PRODUCT DIVERSITY	JUNG VON MATT AG, Hamburg / EDEKA ZENTRALE AG & CO. KG, Hamburg / WHITE HORSE MUSIC, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG Hamburg / JUNG VON MATT AG Hamburg / WHITE HORSE MUSIC Hamburg / ZAUBERBERG PRODUCTIONS GMBH Berlin	ZAUBERBERG PRODUCTIONS GMBH Berlin		WHITE HORSE MUSIC Hamburg	Bronze Lion	Bronze Lion	
A06/051	01053	OCTOBER EVENT OPENER - START UP - 45 YEARS OF APPLE SOUNDS	APPLE	EVENT OPENER	TBWA/MEDIA ARTS LAB, Los Angeles	USA	IMPERIAL WOODPECKER LLC Los Angeles	CABIN EDITING COMPANY Los Angeles / FORMOSA Los Angeles / SHAPE + LIGHT Los Angeles / THE MILL Los Angeles	OMD USA Los Angeles		Bronze Lion	Bronze Lion	
A07/008	00159	AN UNLIKELY FRIENDSHIP	PRIME VIDEO	PRIME VIDEO	PRIME VIDEO, London / SOMOS CYW S.L., Madrid	UNITED KINGDOM / SPAIN	BALLAD Frederiksberg / BLUR FILMS Madrid / ZELIG SOUND London	THE MILL London			Bronze Lion	Bronze Lion	
A07/068	01068	DOIN' LAPS	APPLE	IPHONE	APPLE, Sunnyvale	USA		TRIM EDITING London	OMD New York	APPLE Sunnyvale	Bronze Lion	Bronze Lion	
A07/069	01069	FUMBLE	APPLE	IPHONE	APPLE, Cupertino	USA	SOMESUCH London	TRIM EDITING London	OMD New York	APPLE Cupertino	Bronze Lion	Bronze Lion	
A08/041	01174	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	Bronze Lion	
A08/056	11281	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL	Bronze Lion	Bronze Lion	
A08/072	01640	FLIP	B&Q	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	PULSE FILMS London			UNCOMMON CREATIVE STUDIO London	Bronze Lion	Bronze Lion	
B01/063	00875	THE NEW YORK TIMES "THE TRUTH TAKES A JOURNALIST"	THE NEW YORK TIMES	THE NEW YORK TIMES	FINAL CUT, New York / DROGA5, PART OF ACCENTURE SONG, New York	USA	SOMESUCH Los Angeles	FINAL CUT New York			Bronze Lion	Bronze Lion	
B02/013	00824	NEW YEAR'S EVE	WHATSAPP	WHATSAPP	COMPANY 3, Los Angeles / BBDO, Berlin	USA / GERMANY	ICONOCLAST Berlin	CABIN EDITING COMPANY NY New York / COMPANY 3 Los Angeles			Bronze Lion	Bronze Lion	
B03/019	00208	DAY AFTER DAY	WHITE RIBBON	PSA	BENSIMON BYRNE, Toronto	CANADA	UNTITLED FILMS Toronto	ALTER EGO Toronto / BERKELEY Toronto / FORT YORK VFX Toronto / ROOSTER POST PRODUCTION Toronto	BENSIMON BYRNE Toronto	BENSIMON BYRNE Toronto	JIGSAW CASTING Toronto	Bronze Lion	Bronze Lion
B03/020	00429	KFC CINEMA	KFC FRANCE	CHICKEN	HAVAS PARIS, Puteaux	FRANCE	ALLSO Paris	HRCLS Paris			Bronze Lion	Bronze Lion	
B03/027	00323	THE TRUTH TAKES A JOURNALIST	NEW YORK TIMES	NEW YORK TIMES	WAVE STUDIOS, New York / DROGA5, PART OF ACCENTURE SONG, New York	USA	SOMESUCH London	COMPANY 3 New York / FINAL CUT New York / METHOD STUDIOS New York / WALKER New York / WAVE STUDIOS New York		THE NEW YORK TIMES New York	Bronze Lion	Bronze Lion	

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B03/046	01054	OCTOBER EVENT OPENER - START UP - 45 YEARS OF APPLE SOUNDS	APPLE	EVENT OPENER	TBWA/MEDIA ARTS LAB, Los Angeles	USA	IMPERIAL WOODPECKER LLC Los Angeles	CABIN EDITING COMPANY Los Angeles / FORMOSA Los Angeles / SHAPE + LIGHT Los Angeles / THE MILL Los Angeles	OMD USA Los Angeles	Bronze Lion	Bronze Lion
B04/008	00086	CANT NEGOTIATE THE MELTING POINT OF ICE	WWF	WWF ARCTIC PROGRAMME	NOMINT, London	UNITED KINGDOM	NOMINT London	NOMINT London		Bronze Lion	Bronze Lion
B04/041	00856	WASTEMINSTER - A DOWNING STREET DISASTER	GREENPEACE UK	GREENPEACE UK	METHODMADNESS, Singapore / STUDIO BIRTHPLACE, Klang	SINGAPORE / MALAYSIA	METHODMADNESS Singapore / STUDIO BIRTHPLACE Klang / UK PARK VILLAGE London	METHODMADNESS Singapore / STUDIO BIRTHPLACE Klang / UK PARK VILLAGE Singapore		Bronze Lion	Bronze Lion
B05/007	00158	AN UNLIKELY FRIENDSHIP	PRIME VIDEO	PRIME VIDEO	PRIME VIDEO, London / SOMOS CYW S.L., Madrid	UNITED KINGDOM / SPAIN	BALLAD Frederiksberg / BLUR FILMS Madrid / ZELIG SOUND London	THE MILL London		Bronze Lion	Bronze Lion
<b>Total Awards:</b>											<b>54</b>