

Industry Craft Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	Award
A02/027	10893	HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM	FLARE BBDO London / FRAMESTORE London / INDO PACIFIC FILMS Bali / THE GLUE SOCIETY Sydney / WE ARE SEVENTEEN London		GOOGLE New York / MEDIACOM London	FREUDS London / WEBER SHANDWICK New York	KING HENRY London / MAKE ME PULSE London / W3 Istanbul	Grand Prix	Grand Prix
A01/008	00439	RIO CARNAVAL - NEW BRAND	RIO CARNAVAL	CARNIVAL OF RIO DE JANEIRO	TATIL DESIGNING IDEAS, Rio de Janeiro	BRAZIL	PLAU DESIGN Rio de Janeiro / TATIL DESIGNING IDEAS Rio de Janeiro					Gold Lion	Gold Lion
B01/014	00187	BEAUTIFUL MUTATIONS	The Ad Museum Tokyo / Yoshida Hideo Memorial Foundation	D&AD AWARDS 2021 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	AOI PRO. INC. Akasaka, Tokyo / TAKI CORPORATION Tokyo / TONE UP CORP. Tokyo					Gold Lion	Gold Lion
B01/027	00378	MINECRAFT	MINECRAFT	GAMING	BOLD NOA, Stockholm / MOJANG STUDIOS, Stockholm	SWEDEN	BOLD NOA Stockholm / MOJANG STUDIOS Stockholm	MOJANG STUDIOS Stockholm				Gold Lion	Gold Lion
D02/088	00858	NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA	RELEVANT Mexico D.F.	DAOCHO Buenos Aires, Argentina / PENTIMENTO Buenos Aires / PICKLE MUSIC New York	E-TRAC Edo de Mexico			Gold Lion	Gold Lion
D03/094	00857	NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA	RELEVANT Mexico D.F.	DAOCHO Buenos Aires, Argentina / PENTIMENTO Buenos Aires / PICKLE MUSIC New York	E-TRAC Edo de Mexico			Gold Lion	Gold Lion
A01/025	01112	CHILLBOARDS	COORS LIGHT	COORS LIGHT	DOB, Chicago / NORD DDB, Copenhagen / adam&eveDDB, London	USA / DENMARK / UNITED KINGDOM	HELO Santa Monica / NORD ID Santes	CARBON Redwood City / JSM MUSIC New York / WHITEHOUSE POST PRODUCTIONS New York		ALISON BROD MARKETING + COMMUNICATIONS New York	MOLSON COORS BEVERAGE COMPANY Chicago	Silver Lion	Silver Lion
B02/125	00956	BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DDB, Miami	USA	CARBOFILMS West Hollywood		OMD New York	ACCELERATION COMMUNITY OF COMPANIES New York		Silver Lion Campaign	Silver Lion
B02/126	00959	BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DDB, Miami	USA	CARBOFILMS West Hollywood		OMD New York	ACCELERATION COMMUNITY OF COMPANIES New York		Silver Lion Campaign	
B02/127	00961	BETTER WITH PEPSI - MCDONALDS	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DDB, Miami	USA	CARBOFILMS West Hollywood		OMD New York	ACCELERATION COMMUNITY OF COMPANIES New York		Silver Lion Campaign	
B02/178	01073	SOUND TOUR	SPOTIFY JAPAN	SPOTIFY CODE	GEOMETRY OGLIVY JAPAN, Tokyo / OGLIVY SOUTH AFRICA, Johannesburg	JAPAN / SOUTH AFRICA	TYO DRIVE Tokyo			TYO DRIVE Tokyo		Silver Lion Campaign	Silver Lion
B02/179	01108	SOUND TOUR - SAKURA	SPOTIFY	SPOTIFY	GEOMETRY OGLIVY JAPAN, Tokyo / OGLIVY SOUTH AFRICA, Johannesburg	JAPAN / SOUTH AFRICA	TYO DRIVE Tokyo					Silver Lion Campaign	
B02/181	01109	SOUND TOUR - LANTERN	SPOTIFY	SPOTIFY	GEOMETRY OGLIVY JAPAN, Tokyo / OGLIVY SOUTH AFRICA, Johannesburg	JAPAN / SOUTH AFRICA	TYO DRIVE Tokyo					Silver Lion Campaign	
C01/005	00186	BEAUTIFUL MUTATIONS	The Ad Museum Tokyo / Yoshida Hideo Memorial Foundation	D&AD AWARDS 2021 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	AOI PRO. INC. Akasaka, Tokyo / TAKI CORPORATION Tokyo / TONE UP CORP. Tokyo					Silver Lion	Silver Lion
C03/072	01140	A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	A BOOK ON THE UNTOLD TALE OF CHARLIE CHAPLIN	DDB MUDRA, Mumbai	INDIA	DDB MUDRA Mumbai	DDB MUDRA Mumbai				Silver Lion	Silver Lion
D01/006	00417	SEEN FROM A MINI	MINI	MINI	TBWA/BELGIUM, Zaventem	BELGIUM						Silver Lion	Silver Lion
D02/034	00541	HENS BEHIND THE LENS	VITAL FARMS	VITAL FARMS EGGS	PREACHER, Austin	USA	LIGHTBOX PRODUCTIONS INC Austin					Silver Lion	Silver Lion
D03/042	00598	BATH	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY	MOVIE MAGIC INTERNATIONAL Milan					Silver Lion Campaign	Silver Lion
D03/043	00600	BREAST FEEDING	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY	MOVIE MAGIC INTERNATIONAL Milan					Silver Lion Campaign	
D03/044	00597	VOMIT	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY	MOVIE MAGIC INTERNATIONAL Milan					Silver Lion Campaign	

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D03/045	00599	TOILET	WEB MAGAZINE MAKERS LICENZIATARIO ROLLING STONE PER L'ITALIA	ROLLING STONE	VMLY&R ITALY, Milan	ITALY	MOVIE MAGIC INTERNATIONAL Milan					Silver Lion Campaign	
E01/007	00596	NATIONAL ROAST DAY	WENDY'S	WENDY'S	VMLY&R, Kansas City	USA		SPARK FOUNDRY New York	KETCHUM Chicago			Silver Lion	Silver Lion
E03/059	00771	DR. RICK WILL SEE YOU NOW	PROGRESSIVE INSURANCE	INSURANCE	ARNOLD WORLDWIDE, Boston	USA	SWEET RICKEY Boston	GLOSS VFX New York			FINISH Boston / MOXIE PICTURES Los Angeles / PROGRESSIVE INSURANCE Mayfield / SOUNDTRACK Boston / ZERO VFX Boston	Silver Lion	Silver Lion
B01/096	01151	NYPHIL	NEW YORK PHILHARMONIC S	NEW YORK PHILHARMONICS	OGILVY, New York	USA	OGILVY New York					Bronze Lion	Bronze Lion
B03/076	00985	RADICCHIO	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	LUNDLUND Stockholm				BURGER KING GERMANY Castrop- Rauxel / BURGER KING São Paulo	Bronze Lion Campaign	Bronze Lion
B03/077	00984	RED BELL PEPPER	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	LUNDLUND Stockholm				BURGER KING GERMANY Castrop- Rauxel / BURGER KING São Paulo	Bronze Lion Campaign	Bronze Lion
B04/012	00516	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	Bronze Lion	Bronze Lion
B04/025	00528	#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterfohring	GERMANY	SEVENONE ADFACTORY Unterfohring	SEVENONE ADFACTORY Unterfohring	SEVENONE ADFACTORY Unterfohring / WALLDECAUX Berlin	SEVENONE ADFACTORY Unterfohring	AHRWEIN E.V. Bad Neuenahr- Ahrweiler / BOHNEN LOGISTIK GMBH & CO. KG - A COMPANY OF DUISPORT GROUP / RESTAURANT KLEBERS KUCHE.GARTEN GMBH & CO KG Sinzig / STARTNEXT GMBH Leipzig / WHITE RABBIT Budapest	Bronze Lion	Bronze Lion
C03/037	00328	COCKROACH	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND	ILLUSION CGI STUDIO Bangkok					Bronze Lion Campaign	Bronze Lion
C03/038	00332	FLY	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND	ILLUSION CGI STUDIO Bangkok					Bronze Lion Campaign	Bronze Lion
C03/039	00333	ANTS	LIVE LONG LIFE CO., LTD	GOOGO GREEN	OGILVY, Bangkok	THAILAND	ILLUSION CGI STUDIO Bangkok					Bronze Lion Campaign	Bronze Lion
C03/076	01139	PORTUGUESE (RE)CONSTITUTION	PENGUIN BOOKS	PENGUIN BOOKS	FCB, Lisbon	PORTUGAL	SHOW OFF FILMS Lisbon					Bronze Lion	Bronze Lion
D02/011	00125	REBIRTH	LEICA	CAMERA	TBWA, Paris	FRANCE						Bronze Lion	Bronze Lion
D03/041	00543	COLOURS OF PRIDE	FONDATION ÉMERGENCE	FONDATION ÉMERGENCE	RETHINK, Toronto	CANADA		GRAYSON MUSIC Toronto			FONDATION ÉMERGENCE Montréal	Bronze Lion	Bronze Lion
E03/056	00995	A DOGS NAME	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

Total Awards:

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