

Outdoor Lions Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	Award
F05/001	00082	LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	JACK MORTON WORLDWIDE Dubai			RED HAVAS MIDDLE EAST Dubai		Grand Prix	Grand Prix
A01/036	01471	BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DDB, Miami	USA	CARBOFILMS West Hollywood		OMD New York	ACCELERATION COMMUNITY OF COMPANIES New York		Gold Lion Campaign	Gold Lion
A01/037	01468	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		Gold Lion Campaign	Gold Lion
A01/038	01466	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		Gold Lion Campaign	Gold Lion
A07/012	00814	THE ART OF STEALING	NETFLIX	LUPIN	GONG, Givrice / NETFLIX, Amsterdam	POLAND / THE NETHERLANDS	GONG Givrice	GONG Givrice	WAVEMAKER Warsaw	MSL Warsaw	NATIONAL MUSEUM IN KRAKOW Kraków	Gold Lion	Gold Lion
D02/030	01567	SCRATCHBOARDS	ACTIVISION	GAMES	DAVID, Madrid	SPAIN	900 FILMS San Diego / THE BAIT SHOPPE New York / THE PRODUCER Madrid				ACTIVISION BLIZZARD Santa Monica	Gold Lion	Gold Lion
D04/004	00084	LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	JACK MORTON WORLDWIDE Dubai			RED HAVAS MIDDLE EAST Dubai		Gold Lion	Gold Lion
D04/079	01392	THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL	BIZSYS TECNOLOGIA E PROJETOES 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	Gold Lion	Gold Lion
D05/064	01541	THE ART OF SELF EXAMINATION	MACMA	BREAST CANCER PREVENTION	DAVID, Buenos Aires	ARGENTINA	POSTER FILMS Buenos Aires					Gold Lion	Gold Lion
F03/022	01253	NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA	RELEVANT México D.F.	DAOCHO Buenos Aires, Argentina / PENTIMENTO Buenos Aires / PICKLE MUSIC New York	E-TRAC Edo de Mexico			Gold Lion	Gold Lion
F06/006	00135	WILMORE FUNERAL HOME	STARMED HEALTHCARE	STARMED HEALTHCARE	STARMED HEALTHCARE, Charlotte / BOONEOAKLEY, Charlotte	USA						Gold Lion	Gold Lion
F07/012	00149	FLAGS OF GENEROSITY	CADBURY	DAIRY MILK	OGILVY, Singapore / MALAYSIA, Kuala Lumpur	SINGAPORE / MALAYSIA	PLANET FILMS Kuala Lumpur					Gold Lion	Gold Lion
F07/032	01243	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	Gold Lion	Gold Lion
A04/004	00100	IRMA	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY	SQUARE PIXEL São Paulo					Silver Lion Campaign	Silver Lion
A04/007	00095	HAYIAN	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY	SQUARE PIXEL São Paulo					Silver Lion Campaign	Silver Lion
B02/055	01624	LIVING ROOM	IKEA TRADING (THAILAND) LTD.	IKEA	OGILVY, Bangkok	THAILAND	ILLUSION CGI STUDIO Bangkok					Silver Lion Campaign	Silver Lion
B02/056	01626	KITCHEN	IKEA TRADING (THAILAND) LTD.	IKEA	OGILVY, Bangkok	THAILAND	ILLUSION CGI STUDIO Bangkok					Silver Lion Campaign	Silver Lion
B02/057	01623	RESTROOM	IKEA TRADING (THAILAND) LTD.	IKEA	OGILVY, Bangkok	THAILAND	ILLUSION CGI STUDIO Bangkok					Silver Lion Campaign	Silver Lion
B09/021	10105	THE DAY-AFTER-WOMEN'S-DAY NEWSPAPERS	RAPARIGAS DA BOLA	RAPARIGAS DA BOLA	HAVAS, Lisbon	PORTUGAL						Silver Lion	Silver Lion
C01/019	01037	PIXELESS	THE HEINEKEN COMPANY	THE HEINEKEN COMPANY PORTFOLIO IN PERU	LIMBA SERVICES SAC (HEINEKEN PERU), Lima / DO AGENCIA, Buenos Aires	PERU / ARGENTINA	DO AGENCIA Buenos Aires					Silver Lion	Silver Lion
C01/021	01324	NEVERENDING CHASE	AFFINITY - ULTIMA	PET FOOD	HAVAS GROUP ITALY, Milan	ITALY	HRCLS Milano	STUDIO CIRASA Milan	HAVAS MEDIA ITALY Milan		NGM ADV Localita Capanne Montopoli in Val D'Amo	Silver Lion	Silver Lion
D01/008	00423	BIHAR: CHOOSING TOMORROW	BBK FOUNDATION	CLIMATE CHANGE AND SUSTAINABILITY AWARENESS	BBK FOUNDATION, Bilbao (Bizkaia) / LLYC, Madrid	SPAIN	ANTIESTATICO Madrid / GU DESIGN Basauri, Bizkaia / LLYC Madrid	ANTIESTATICO Madrid / FILMAK MEDIA Gemika-Lumo, Bizkaia / LLYC Madrid	LLYC Madrid	LLYC Madrid		Silver Lion	Silver Lion
D05/003	00083	LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	JACK MORTON WORLDWIDE Dubai			RED HAVAS MIDDLE EAST Dubai		Silver Lion	Silver Lion
D05/034	01239	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	Silver Lion	Silver Lion
D06/056	01717	STARACKE	PRIME VIDEO	PRIME VIDEO	OGILVY, Milan	ITALY	T3KNE Rome				ARTECH Naples / DRONISOS Bordeaux	Silver Lion	Silver Lion
D07/006	00136	WILMORE FUNERAL HOME	STARMED HEALTHCARE	STARMED HEALTHCARE	STARMED HEALTHCARE, Charlotte / BOONEOAKLEY, Charlotte	USA						Silver Lion	Silver Lion
D07/034	01393	THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL	BIZSYS TECNOLOGIA E PROJETOES 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	Silver Lion
E02/002	00086	LIQUID BILLBOARD	ADIDAS	SWIMWEAR	RED HAVAS MIDDLE EAST, Dubai / HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	JACK MORTON WORLDWIDE Dubai			HAVAS MIDDLE EAST Dubai		Silver Lion	Silver Lion
E02/066	01606	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	Silver Lion
F01/013	01478	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	Silver Lion
F03/033	01527	THE GENDERLESS BILLBOARD	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY					LE PUB Amsterdam	Silver Lion	Silver Lion
A05/023	00262	KFC IKEA	KFC	KFC RESTAURANTS	PS21, Madrid	SPAIN			PROXIMA HAVAS Madrid			Bronze Lion	Bronze Lion
A05/038	00706	RONS	BURGER KING	BURGER KING - HOME DELIVERY	PUBLICIS MONTREAL, Montreal	CANADA	ILLUSION CGI STUDIO Bangkok					Bronze Lion	Bronze Lion

A05/062	01552	RADICCHIO	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	LUNDLUND Stockholm			BURGER KING GERMANY Castrop-Rauxel / BURGER KING São Paulo	Bronze Lion	Bronze Lion	
B01/031	01463	BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DOB, Miami	USA	CARBOFILMS West Hollywood	OMD New York	ACCELERATION COMMUNITY OF COMPANIES New York		Bronze Lion Campaign	Bronze Lion	
B01/032	01467	BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DOB, Miami	USA	CARBOFILMS West Hollywood	OMD New York	ACCELERATION COMMUNITY OF COMPANIES New York		Bronze Lion Campaign	Bronze Lion	
B01/033	01465	BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DOB, Miami	USA	CARBOFILMS West Hollywood	OMD New York	ACCELERATION COMMUNITY OF COMPANIES New York		Bronze Lion Campaign	Bronze Lion	
B05/063	01435	FROM 8:14AM TO 8:17PM	POPEYES LOUISIANA KITCHEN	POPEYES CHICKEN	GUT, Miami	USA	FIVE TO SIXTY Los Angeles	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATIONS New York	POPEYES LOUISIANA KITCHEN, INC. Miami	Bronze Lion	Bronze Lion	
B05/064	01551	A DOG'S 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 Campaign	Bronze Lion	
B05/065	01560	HYDROALCOHOLIC	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 Campaign	Bronze Lion	
B05/066	01566	THE WRONG MESSAGE	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 Campaign	Bronze Lion	
B09/019	00596	UNCOMFORTABLE TRUTH	HUMAN RIGHTS FOUNDATION	HUMAN RIGHTS FOUNDATION	TAXI CANADA, Toronto	CANADA	TAXI CANADA Toronto	TAXI CANADA Toronto			Bronze Lion	Bronze Lion	
C01/004	00154	MINI SKIRT	URSULA KARVEN/ FRAUEN100/ HELL & KARRER COMMUNICATIONS GMBH	PETITION C190 THUNK, Hamburg / THUNK, Munich		GERMANY		STROER CORE GMBH & CO. KG Leverkusen	THINK AG Hamburg		Bronze Lion Campaign	Bronze Lion	
C01/006	00158	ALL SHE NEEDS	URSULA KARVEN/ FRAUEN100/ HELL & KARRER COMMUNICATIONS GMBH	PETITION C190 THUNK, Hamburg / THUNK, Munich		GERMANY		STROER CORE GMBH & CO. KG Leverkusen	THINK AG Hamburg		Bronze Lion Campaign	Bronze Lion	
C01/014	00156	PERIOD	URSULA KARVEN/ FRAUEN100/ HELL & KARRER COMMUNICATIONS GMBH	PETITION C190 THUNK, Hamburg / THUNK, Munich		GERMANY		STROER CORE GMBH & CO. KG Leverkusen	THINK AG Hamburg		Bronze Lion Campaign	Bronze Lion	
D03/039	00327	THE PONCHO POSTER	BRUSSELS MOBILITY	BIKE FOR BRUSSELS	MORTIERBRIGADE, Brussels	BELGIUM		JDECAUX Brussels			Bronze Lion	Bronze Lion	
D04/023	00465	DISCOVERY BILLBOARD	TERRE DES HOMMES	TERRE DES HOMMES	ACNE, Milano	ITALY	OLYMPIQUE Milano				Bronze Lion	Bronze Lion	
D04/067	01562	LA FALLA DE PAPEL	NETFLIX	TV SERIE	DAVID, Madrid	SPAIN		ALMA MEDIA Madrid	NETFLIX Madrid / WE ARE SOCIAL Madrid		Bronze Lion	Bronze Lion	
D05/055	01493	THE UNWEARABLE COLLECTION	BOEHRINGER INGELHEIM	DISEASE AWARENESS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW Los Angeles / RITMIKA AUDIO ARTS São Paulo				Bronze Lion	Bronze Lion	
D05/060	01589	LIFE, SCRIPTED: A SERIES OF SCREENPLAYS WRITTEN IN REAL-TIME	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGLIVY, Chicago	USA	OGLIVY Chicago	SAROFSKY Chicago		CHICAGO INTERNATIONAL FILM FESTIVAL Chicago	Bronze Lion	Bronze Lion	
E01/031	01395	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	Bronze Lion	Bronze Lion	
E02/078	01758	CHILLBOARDS	COORS LIGHT	COORS LIGHT	DBB, 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	Bronze Lion	Bronze Lion	
F03/028	01207	NYC SAYS GAY	NEW YORK OFFICE OF THE MAYOR	GAY RIGHTS	VMLY&R, New York	USA		KINETIC WORLDWIDE New York	BCW New York		Bronze Lion	Bronze Lion	
F03/048	01785	BRIDE ARMOUR	ABINBEV	CARLING BLACK LABEL	OGLIVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	DARLING FILMS Sandhurst / LITTLE BIG PRODUCTIONS Cape Town / WE LOVE JAM Cape Town	MUSHROOM MEDIA Johannesburg / PRIEST POST PRODUCTION Cape Town	VIZELUM SOUTH AFRICA Randburg	OGLIVY SOUTH AFRICA Johannesburg	AB IN-BEV OFFICES - SANDTON / FATHER A NATION South Africa / LIFELINE SOUTH AFRICA Johannesburg / M-SPORTS Gauteng	Bronze Lion	Bronze Lion
F04/044	01599	MCDONALD'S - RECRUITMENT	MCDONALD'S	RECRUITMENT	PUBLICIS CONSEIL, Paris	FRANCE		STARCOM Paris			Bronze Lion	Bronze Lion	
F04/046	01559	THE TRUTH IS OUT THERE	NETFLIX	TV SERIES	DAVID, Madrid	SPAIN		ALMA MEDIA Madrid	NETFLIX Madrid / WE ARE SOCIAL Madrid		Bronze Lion	Bronze Lion	
F05/062	01476	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DÉJÀVU Dubai / IMPACT BBDO Dubai	MANGQJAM STUDIO FZ LLC Dubai	IMPACT PORTER NOVELLI Dubai	IMPACT BBDO Beirut	Bronze Lion	Bronze Lion	
F07/007	00087	LIQUID BILLBOARD	ADIDAS	SWIMWEAR	RED HAVAS MIDDLE EAST, Dubai / HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	JACK MORTON WORLDWIDE Dubai		HAVAS MIDDLE EAST Dubai		Bronze Lion	Bronze Lion	
F07/048	01357	UNBREAKABLE COURTS	INSTITUTIONAL	BUDWEISER	AFRICA DDB, São Paulo	BRAZIL	LOUD Sao Paulo / SICARIOS FILMES Sao Paulo			AB INBEV São Paulo	Bronze Lion	Bronze Lion	
F07/059	01533	THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY / IRELAND	D12 FILM CLUB Dublin			FOLDING WAVES Dublin / LE PUB Amsterdam	Bronze Lion	Bronze Lion	

Total Awards: 49