

PR Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
B01/002	00019	THE BREAKAWAY: THE FIRST EYCYCLING 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	Grand Prix
A06/010	00327	THE BVG HEMPTICKET – COME HOME, CALM DOWN.	BERLINER VERKEHRSBE TRIEBE (BVG) - AÖR	BVG	JUNG VON MATT AG, Hamburg	GERMANY	JUNG VON MATT AG Hamburg / NOT A MACHINE Hamburg / TONY PETERSEN FILM Hamburg	DELI CREATIVE COLLECTIVE Hamburg	JUNG VON MATT AG Hamburg	JUNG VON MATT AG Hamburg		Gold Lion
A09/058	00869	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	Gold Lion
B03/023	00647	#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterföhring	GERMANY	SEVENONE ADFACTORY Unterföhring	SEVENONE ADFACTORY Unterföhring	SEVENONE ADFACTORY Unterföhring / WALLDECAUX Berlin	SEVENONE ADFACTORY Unterföhring	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	Gold Lion
B04/035	00534	GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	GENERAL POP Paris			BETC Paris		Gold Lion
D02/072	00862	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	Gold Lion
E04/011	01474	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		Gold Lion
F06/003	00034	VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG VON MATT DONAU, Vienna	AUSTRIA				JUNG VON MATT DONAU Vienna		Gold Lion
A01/031	00680	HEINZ HOT DOG PACT	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA		GRAYSON MUSIC Toronto	CARAT Toronto	MIDDLE CHILD Toronto / THE COLONY PROJECT Toronto	KRAFT HEINZ Toronto / PRINTPRO SERVICES Scarborough / THE KITCHEN Toronto	Silver Lion
A01/053	01434	SUNBREW	CORONA	CORONA SUNBREW	DAVID, Miami	USA	MJZ Los Angeles	COSMO STREET Miami / PICKLE MUSIC New York		ALLISON+PARTNERS Chicago		Silver Lion
A05/003	00063	OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS FILMS Paris					Silver Lion
A05/004	00103	BLACK BEAUTY IS BEAUTY	SEPHORA	BLACK BEAUTY PRODUCTS	R/GA, New York	USA	M SS NG P ECES Brooklyn	ROCK PAPER SCISSORS Santa Monica		DEVRIES GLOBAL New York		Silver Lion
B01/056	01066	REVERSE RENEGADE	CHAMPION	CHAMPION REVERSE WEAVE APPAREL	ENERGY BBDO, Chicago	USA	VERYTASTE Chicago		KEPLER New York			Silver Lion
B01/071	01304	THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE FILMS Atene	PRODIGIOUS Milan			LE PUB Amsterdam / SIZZER B.V. Amsterdam	Silver Lion
B03/037	11340	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	Silver Lion
B04/046	01176	13 MINUTES	CZECH INSURANCE ASSOCIATION	CZECH INSURANCE ASSOCIATION	McCANN, Prague	CZECH REPUBLIC	HYPERMARKET FILM Praha 1			HERO & OUTLAW Prague	RENEGADZ Prague	Silver Lion

B05/012	01093	THE TRUTH WINS	RSF	RSF	DDB GERMANY, Berlin	GERMANY	DAHOUSE AUDIO Berlin / HYPERINTERACTIVE Hamburg / MOLLE&KORN GMBH Berlin					Silver Lion
B05/014	01220	MICHELOB ULTRA - SAVE IT SEE IT	MICHELOB ULTRA	MICHELOB ULTRA BEER	GUT, Miami	USA	LOVEBOAT Paris		3PM Miami		ANHEUSER-BUSCH INBEV, MICHELOB ULTRA New York	Silver Lion
D02/103	01380	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
D04/023	00533	GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	GENERAL POP Paris			BETC Paris		Silver Lion
E01/008	00596	ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA	LEO BURNETT Sydney / REVOLVER Sydney		THE GLUE SOCIETY Sydney			Silver Lion
E02/001	00038	MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE	HEREZIE Paris			HEREZIE Paris		Silver Lion
E02/012	00847	REDUCE THE RIDE	D'ITEREN	HUSK	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM						Silver Lion
E05/001	00114	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		Silver Lion
F04/057	01322	DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM	FCB INFERNO London		FCB INFERNO London	FCB INFERNO London	LINKEDIN London	Silver Lion
A06/008	00280	WELCOME TO THE ICELANDVERSE	INSPIRED BY ICELAND	ICELAND	SS+K, New York / PEEL ICELAND, Reykjavik	USA / ICELAND	PELIKULA Reykjavik			M&C SAATCHI TALK London	BRANDENBURG Reykjavik	Bronze Lion
A06/019	00851	INVALUABLE FOOD	MADRID FUSIÓN	MADRID FUSION	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid				LEO BURNETT Madrid	Bronze Lion
A07/018	01324	DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM	FCB INFERNO London		FCB INFERNO London	FCB INFERNO London	LINKEDIN London	Bronze Lion
A08/006	00688	BEHIND THE MOST IMPORTANT JOB	NAVENT	ZONAJOB	TOGETHERWITH, Buenos Aires	ARGENTINA			INFINITY MEDIA Buenos Aires			Bronze Lion
A09/016	00278	14 IS NOT OK	ESTONIAN SEXUAL HEALTH ASSOCIATION	NOT APPLICABLE	OPTIMIST CREATIVE, Tallinn	ESTONIA	OPTIMIST CREATIVE Tallinn	OPTIMIST CREATIVE Tallinn	OPTIMIST CREATIVE Tallinn	OPTIMIST CREATIVE Tallinn		Bronze Lion
A09/078	01478	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
A09/079	11339	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
B01/046	01255	UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO	INDIA / USA	FCB CHICAGO / FUEL CONTENT Gurugram	FCB CHICAGO	UNAIDS Genève	CUMULUS Gurgaon	ATHI New Delhi / CHILDREN FIRST Safdarjung Enclave	Bronze Lion
B01/066	01221	MICHELOB ULTRA - SAVE IT SEE IT	MICHELOB ULTRA	MICHELOB ULTRA BEER	GUT, Miami	USA	LOVEBOAT Paris			3PM Miami	ANHEUSER-BUSCH INBEV, MICHELOB ULTRA New York	Bronze Lion
B01/089	11437	#FREECUTHBERT	ALDI	CUTHBERT CATERPILLAR CAKE	McCANN, Manchester	UNITED KINGDOM	McCANN Manchester				CLARION COMMUNICATIONS London	Bronze Lion
B02/003	00445	A PIECE OF AJAX	AFC AJAX	AFC AJAX	AFC AJAX, Amsterdam / ONE:NIL, Amsterdam	THE NETHERLANDS	FALSUM Breda / MAJOR FIFTH Oss / ONE:NIL Amsterdam				HET PR BUREAU Amsterdam	Bronze Lion
B04/036	01017	THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru			DENTSU CREATIVE Bengaluru	Bronze Lion
B06/007	00088	BLESS YOUR F*ING COOCH	EOS	EOS	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA	MAKEOUT Brooklyn		MEKANISM New York	CMM New York	EOS PRODUCTS New York	Bronze Lion
D04/018	00697	BLACKED OUT HISTORY	ONTARIO BLACK HISTORY SOCIETY	NOT FOR PROFIT	DDB CANADA, Toronto	CANADA	ALFREDO FILMS Toronto / SAUCE DIGITAL Toronto	ALFREDO FILMS Toronto / SAUCE DIGITAL Toronto / VAPOR MUSIC GROUP Toronto			DDB CANADA Toronto	Bronze Lion
D04/030	01282	DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION NZ	CHARITY	SPECIAL, Auckland	NEW ZEALAND	SPECIAL Auckland / THE POST OFFICE Auckland		SPECIAL Auckland	SPECIAL Auckland	MOTOR NEURONE DISEASE ASSOCIATION NZ Auckland	Bronze Lion

D05/001	00113	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	
D05/005	00416	HETZJAEGER. ANTIFASCIST ALGORITHMS.	LAUT GEGEN NAZIS E.V.	HETZJAEGER	PHILIPP UND KEUNTJE, Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg		PHILIPP UND KEUNTJE Hamburg	FISCHERAPPELT Hamburg	Bronze Lion	
D05/016	01095	GREEN LIGHT SIGNAL	NATIONAL GRID	NATIONAL GRID	EDELMAN, London	UNITED KINGDOM	SOLARFLARE STUDIO London		EDELMAN London	EDELMAN London	Bronze Lion	
F01/025	01237	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	Bronze Lion	
F04/043	00717	TOUGH TURBAN	PFUFF HARLEY-DAVIDSON	PFUFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA	ZULUBOT Toronto		NELSON CONNECTS Toronto / SELECT PR Toronto	PFUFF HARLEY-DAVIDSON Richmond Hill / SPARK INNOVATIONS INC. King City	Bronze Lion	
F05/006	00147	GREETING MILK	MAEIL DAIRIES CO.,LTD	MAEIL SOJAL(LACTOSE-FREE) MILK	INNORED, Seoul	SOUTH KOREA	PAULUS.CO Seoul		INNORED Seoul	INNORED Seoul	Bronze Lion	
F05/061	01254	UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO	INDIA / USA	FCB CHICAGO / FUEL CONTENT Gurugram	FCB CHICAGO	UNAIDS Genève	CUMULUS Gurgaon	ATHI New Delhi / CHILDREN FIRST Safdarjung Enclave	Bronze Lion
F06/051	00412	LOVE THE WORK MORE	SELF-PROMO	SELF-PROMO	LOVE THE WORK MORE, Berlin	GERMANY	LOVE THE WORK MORE Berlin	LOVE THE WORK MORE Berlin			Bronze Lion	
F07/128	01470	AS EARLY AS FIVE	DOVE UNILEVER	THE CROWN ACT	OGILVY, London / SWIFT, Portland	UNITED KINGDOM / USA	SANCTUARY CONTENT Los Angeles		MINDSHARE New York	EDELMAN New York	COLLECTIVELY San Francisco / JOY COLLECTIVE Washington	Bronze Lion
Total Awards:											49	