

Social & Influencer Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A07/018	01110	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		Grand Prix
A01/030	01297	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	Gold Lion
A04/017	01552	BMW: NOTHING BUT SHEER JOY	BMW	BMW	TBWA/JUICE CHINA, Beijing / TBWA/BOLT SHANGHAI, Shanghai	CHINA	FILMATE PRODUCTIONS Shanghai / REAL GOOD STUDIO New York					Gold Lion
A09/038	01392	CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB CHICAGO	INDIA / USA	FCB INDIA Delhi / KINNECT Mumbai	LORD & THOMAS Chicago	KINNECT Mumbai	CUMULUS Gurgaon		Gold Lion
C03/118	01610	LU FROM MAGALU	MAGAZINE LUIZA	CORPORATE IMAGE	OGILVY, São Paulo / MAGAZINE LUIZA, São Paulo	BRAZIL	ALOK PRODUCTION Sao Paulo / COMANDO S AUDIO São Paulo / OAK FILMES Ribeirão Preto / SENTIMENTAL FILME São Paulo / VOGUE Sao Paulo				DPZ&T São Paulo / REDE GLOBO Sao Paulo	Gold Lion
D02/048	00898	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
E01/022	00923	THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	NEWKINO STUDIO New York			DIGENNARO COMMUNICATIONS New York / EDELMAN Washington / NASTY/ CREATIVE Brooklyn	LUNA MARKET INC. New York	Gold Lion
A03/002	00152	AQUAFRESH FORTUNE TELLING	GLAXOSMITHK LINE CONSUMER HEALTHCARE JAPAN K.K	AQUAFRESH	GREY, Tokyo	JAPAN	AMANA INC. Tokyo / GREY Tokyo / TCJ Tokyo			GREY Tokyo		Silver Lion
A06/006	00877	INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid			LEO BURNETT Madrid		Silver Lion
A09/043	00905	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	Silver Lion
B02/072	01523	THE TRAILER TROLL	PRIME VIDEO	ENTERTAINMENT	MARCEL, Paris	FRANCE	MASSCORP Paris / PRODIGIOUS FILMS Clichy					Silver Lion
B03/004	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	Silver Lion
C02/053	01468	DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY Los Angeles			MOJO SUPERMARKET New York / RCA RECORDS New York	GIRLS WHO CODE New York	Silver Lion
C02/057	01223	FANCY LIKE	APPLEBEE'S	APPLEBEE'S	GREY, New York	USA	TOWNHOUSE New York	TOWNHOUSE New York	INITIATIVE New York	CURRENT GLOBAL Chicago	APPLEBEE'S Glendale	Silver Lion
C03/098	01393	CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB CHICAGO	INDIA / USA	FCB INDIA Delhi / KINNECT Mumbai	LORD & THOMAS Chicago	KINNECT Mumbai	CUMULUS Gurgaon		Silver Lion
D02/041	01406	THE SOUND OF STORIES	NETFLIX	NETFLIX	PUBLICIS ITALY, Milan	ITALY	MERCURIO CINEMATOGRAFICA Milan				STUDIO T INTERNATIONAL CASTING & FILM SERVICES Roma / TAM TAM STUDIO / GIURRADO SNC Cesena	Silver Lion
D04/061	01073	THE TATTOO DUO OVER	DUOLINGO	DUOLINGO	BETC, Paris	FRANCE	VOIR PICTURES Paris					Silver Lion
D04/072	01300	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

D05/001	00169	KFCOPYPASTE	KFC	KFC	PS21, Madrid	SPAIN					THE LION DIGITAL STUDIO AND TECHNOLOGY LAB Madrid	Silver Lion
E01/033	01411	THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	BOOMERANG AGENCY Amsterdam / FRAMESTORE London / ISOBAR London / SFERA PRODUCTION Milan		DENTSU REDSTAR London	EDELMAN London	BILLION DOLLAR BOY UK London / GRAND CENTRAL RECORDING STUDIOS London / LE PUB Amsterdam / MASSIVEMUSIC Amsterdam / PLATINUM STUDIO Orem	Silver Lion
E03/047	00729	THE MICROPEDIA OF MICROAGGRESSIONS	BLACK BUSINESS AND PROFESSIONAL ASSOCIATION, ETAL.	THE MICROPEDIA OF MICROAGGRESSIONS	ZULU ALPHA KILO, Toronto	CANADA	ZULUBOT Toronto	PIRATE Toronto / ZULUBOT Toronto			BLACK BUSINESS AND PROFESSIONAL ASSOCIATION Toronto / CANADIAN CONGRESS ON INCLUSIVE DIVERSITY AND WORKPLACE EQUITY Toronto / PRIDE AT WORK CANADA Toronto / RYERSON UNIVERSITY Toronto	Silver Lion
E03/063	01108	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		Silver Lion
E03/091	01457	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
F07/033	00867	TWITTER FEMININE ARABIC	TWITTER	TWITTER	VMLY&R COMMERCE MENA, Dubai	UNITED ARAB EMIRATES	TRUFFLE FILM Beirut / VMLY&R COMMERCE MENA Dubai	TRUFFLE FILM Beirut		HILL+KNOWLTON STRATEGIES Dubai		Silver Lion
A01/033	01409	THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	BOOMERANG AGENCY Amsterdam / FRAMESTORE London / ISOBAR London / SFERA PRODUCTION Milan		DENTSU REDSTAR London	EDELMAN London	BILLION DOLLAR BOY UK London / GRAND CENTRAL RECORDING STUDIOS London / LE PUB Amsterdam / MASSIVEMUSIC Amsterdam / PLATINUM STUDIO Orem	Bronze Lion
A05/015	01304	THE VIRTUAL NODULE	AMARO	FASHION, BEAUTY, WELLNES, DECOR	VMLY&R, São Paulo	BRAZIL			VMLY&R São Paulo	VMLY&R São Paulo		Bronze Lion
B02/067	01441	BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	HEFTY Sao Paulo / VETOR ZERO Sao Paulo					Bronze Lion
B03/008	00305	BREADED CARS	KFC	KFC	PS21, Madrid	SPAIN				PS21 Madrid		Bronze Lion
B03/030	00745	NATIONAL ROAST DAY	WENDY'S	WENDY'S	VMLY&R, Kansas City	USA			SPARK FOUNDRY New York	KETCHUM Chicago		Bronze Lion
B06/020	00166	KFCOPYPASTE	KFC	KFC	PS21, Madrid	SPAIN					THE LION DIGITAL STUDIO AND TECHNOLOGY LAB Madrid	Bronze Lion
B06/032	00246	SAMSUNG ITTEST	SAMSUNG	SAMSUNG OS	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	TRACK NZ Auckland	TRACK NZ Auckland	STARCOM Auckland	MANGO COMMUNICATIONS Auckland		Bronze Lion
B06/078	00512	GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	GENERAL POP Paris			BETC Paris		Bronze Lion
B06/099	01522	THE TRAILER TROLL	PRIME VIDEO	ENTERTAINMENT	MARCEL, Paris	FRANCE	MASSCORP Paris / PRODIGIOUS FILMS Clichy					Bronze Lion
C02/029	00679	LIL DICKY QUARTERTIME SHOW	GOPUFF	GOPUFF	MIRIMAR, Los Angeles	USA	PRETTYBIRD Los Angeles					Bronze Lion
C02/055	01493	HEINZ HIDDEN SPOTS	THE KRAFT HEINZ CO	KRAFT KETCHUP	GUT, Sao Paulo	BRAZIL	ARMS STUDIO - / BBL E-SPORTS Sao Paulo / HEFTY Sao Paulo / I HATE FLASH Consolação / MOL São Paulo		GUT Sao Paulo	GUT Sao Paulo	ACTIVISION BLIZZARD Santa Monica / GUT Miami / THE KRAFT HEINZ CO Sao Paulo	Bronze Lion
C03/110	00910	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
D01/002	00046	VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG VON MATT DONAU, Vienna	AUSTRIA				JUNG VON MATT DONAU Vienna		Bronze Lion
D03/019	01395	CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB CHICAGO	INDIA / USA	FCB INDIA Delhi / KINNECT Mumbai	LORD & THOMAS Chicago	KINNECT Mumbai	CUMULUS Gurgaon		Bronze Lion
E01/017	00682	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	Bronze Lion

E02/031	01158	MARVEL TEASER OR TIDE AD?	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI, New York	USA	BULLITT Hollywood / MARVEL STUDIOS PARTNERSHIPS Burbank	COMPANY 3 New York / FRAMESTORE Los Angeles / IMN CREATIVE Glendale / WHITEHOUSE POST PRODUCTIONS Santa Monica	PROCTER & GAMBLE Cincinnati	POWELL COMMUNICATIONS New York	PLATINUM RYE New York	Bronze Lion
E03/057	01022	TAG THE GAME	OMO	LAUNDRY DETERGENT	LOLA MULLENLOWE, Madrid	SPAIN	HAPPY FINISH London	HAPPY FINISH London	MINDSHARE London	GOLIN New York		Bronze Lion
E03/062	01091	TIKTOK TEACHERS	FEDERACION MEXICANA DE SORDOS A.C (FEMESOR), CENTRO PARA LA INCLUSION SOCIAL DEL	TIKTOK TEACHERS	DDB MEXICO, Mexico City / DDB MEXICO, Ciudad de México	MEXICO	ESTUDIOS MACHINA Bogotá / LADOBLE Mexico					Bronze Lion
E03/072	01237	NEVER SENT WITHOUT CONSENT	BROOK	CAMPAIGN	GREY, London	UNITED KINGDOM	GREY London / JELLY London					Bronze Lion
F03/003	00090	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
F04/057	01248	THE RESELL TAG	SAMSØE SAMSØE	SAMSØE SAMSØE PLATFORM	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen			UNCLE GREY Copenhagen		Bronze Lion
F05/048	01288	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	Bronze Lion
F05/054	01391	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
F07/050	01293	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 São Paulo / PINDORAMA FILMES Rio de Janeiro				ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL Brasilia / ELETROMIDIA Sao Paulo	Bronze Lion
F07/058	01431	THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE FILMS Atene	PRODIGIOUS Milan			LE PUB Amsterdam / SIZZER B.V. Amsterdam	Bronze Lion
F07/072	01616	PAUSE IS POWER	POWERADE	POWERADE	PUBLICIS MEXICO, Mexico City / PUBLICIS ITALY, Milan / LEO BURNETT, Chicago	MEXICO / ITALY / USA	MASSIVE MUSIC New York / STINK FILMS Los Angeles	ANOTHER COUNTRY Chicago / FRAMESTORE Chicago / HARBOR New York / WHITEHOUSE POST Chicago			DIGITAS New York / INNATE MOTION Utrecht	Bronze Lion
Total Awards:			50									