

Print & Publishing Lions Winners

| Cat. No | Entry No | Title                               | Brand   | Product                         | Entrant / Idea Creation                              | Location             | Production   | Post Production              | Media                           | PR  | Additional                         | Prize                | Award       |
|---------|----------|-------------------------------------|---|---------------------------------|--|----------------------|--|------------------------------|---------------------------------|---|------------------------------------|----------------------|-------------|
| B01021  | 00730    | 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                 | Grand Prix           | Grand Prix  |
| A01040  | 00720    | 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   |
| A01041  | 00721    | 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   |             |
| A01042  | 00723    | 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   |             |
| D04008  | 00364    | DRAW KETCHUP                        | KRAFT HEINZ   | HEINZ KETCHUP                   | RETHINK, Toronto                                     | CANADA               | VAPOR MUSIC GROUP Toronto  | R+D PRODUCTIONS Toronto      | CARAT Toronto / STARCOM Chicago | THE COLONY PROJECT Toronto  | KRAFT HEINZ Toronto / SALT Toronto | Gold Lion            | Gold Lion   |
| D07005  | 00106    | THE TRASH COLLECTION 2021           | IKEA  | IKEA FURNITURE                  | TRY, Oslo  | NORWAY               | APARENT Oslo   | APARENT Oslo                 |                                 | TRY Oslo  |                                    | Gold Lion            | Gold Lion   |
| D07064  | 00840    | 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  |                                    | Gold Lion            | Gold Lion   |
| A02042  | 20141    | SOLDIER                             | LEICA   | SOFORT INSTANT CAMERA           | HILL HOLIDAY, Boston                                 | USA                  |  |                              |                                 |   |                                    | Silver Lion Campaign | Silver Lion |
| A02043  | 10140    | RAIN                                | LEICA   | SOFORT INSTANT CAMERA           | HILL HOLIDAY, Boston                                 | USA                  |  |                              |                                 |   |                                    | Silver Lion Campaign |             |
| A02044  | 10142    | PUDDLE                              | LEICA   | SOFORT INSTANT CAMERA           | HILL HOLIDAY, Boston                                 | USA                  |  |                              |                                 |   |                                    | Silver Lion Campaign |             |
| A02045  | 10139    | WINE                                | LEICA   | SOFORT INSTANT CAMERA           | HILL HOLIDAY, Boston                                 | USA                  |  |                              |                                 |   |                                    | Silver Lion Campaign |             |
| A02080  | 00842    | ALLYAH                              | DOVE   UNILEVER   | GLOBAL PERSONAL CARE BRAND      | OGILVY, London                                       | UNITED KINGDOM       | INDEPENDENT London   | ABSOLUTE London              | MINDSHARE New York              | EDELMAN New York / HALPERN PR London  |                                    | Silver Lion Campaign | Silver Lion |
| A02081  | 00845    | GRACE                               | DOVE   UNILEVER   | GLOBAL PERSONAL CARE BRAND      | OGILVY, London                                       | UNITED KINGDOM       | INDEPENDENT London   | ABSOLUTE London              | MINDSHARE New York              | EDELMAN New York / HALPERN PR London  |                                    | Silver Lion Campaign | Silver Lion |
| A02082  | 00844    | FREYA                               | DOVE   UNILEVER   | GLOBAL PERSONAL CARE BRAND      | OGILVY, London                                       | UNITED KINGDOM       | INDEPENDENT London   | ABSOLUTE London              | MINDSHARE New York              | EDELMAN New York / HALPERN PR London  |                                    | Silver Lion Campaign | Silver Lion |
| A02083  | 00838    | ISABELLE                            | DOVE   UNILEVER   | GLOBAL PERSONAL CARE BRAND      | OGILVY, London                                       | UNITED KINGDOM       | INDEPENDENT London   | ABSOLUTE London              | MINDSHARE New York              | EDELMAN New York / HALPERN PR London  |                                    | Silver Lion Campaign | Silver Lion |
| A04004  | 00062    | IRMA                                | HYUNDAI GLOBAL  | HYUNDAI                         | JUNG VON MATT AG, Hamburg                            | GERMANY              | SQUARE PIXEL São Paulo   |                              |                                 |   |                                    | Silver Lion Campaign | Silver Lion |
| A04005  | 00057    | KATRINA                             | HYUNDAI GLOBAL  | HYUNDAI                         | JUNG VON MATT AG, Hamburg                            | GERMANY              | SQUARE PIXEL São Paulo   |                              |                                 |   |                                    | Silver Lion Campaign | Silver Lion |
| A04006  | 00058    | JEBI                                | HYUNDAI GLOBAL  | HYUNDAI                         | JUNG VON MATT AG, Hamburg                            | GERMANY              | SQUARE PIXEL São Paulo   |                              |                                 |   |                                    | Silver Lion Campaign | Silver Lion |
| A04007  | 00059    | HAYAN                               | HYUNDAI GLOBAL  | HYUNDAI                         | JUNG VON MATT AG, Hamburg                            | GERMANY              | SQUARE PIXEL São Paulo   |                              |                                 |   |                                    | Silver Lion Campaign | Silver Lion |
| A04008  | 00060    | BLANCA                              | HYUNDAI GLOBAL  | HYUNDAI                         | JUNG VON MATT AG, Hamburg                            | GERMANY              | SQUARE PIXEL São Paulo   |                              |                                 |   |                                    | Silver Lion Campaign | Silver Lion |
| A07034  | 00408    | BATH                                | WEB MAGAZINE MAKERS LICENZIATARI O ROLLING STONE PER L'ITALIA | ROLLING STONE                   | VMLY&R ITALY, Milan                                  | ITALY                | MOVIE MAGIC INTERNATIONAL Milan  |                              |                                 |   |                                    | Silver Lion Campaign | Silver Lion |
| A07035  | 00404    | BREAST FEEDING                      | WEB MAGAZINE MAKERS LICENZIATARI O ROLLING STONE PER L'ITALIA | ROLLING STONE                   | VMLY&R ITALY, Milan                                  | ITALY                | MOVIE MAGIC INTERNATIONAL Milan  |                              |                                 |   |                                    | Silver Lion Campaign | Silver Lion |
| A07036  | 00406    | VOMIT                               | WEB MAGAZINE MAKERS LICENZIATARI O ROLLING STONE PER L'ITALIA | ROLLING STONE                   | VMLY&R ITALY, Milan                                  | ITALY                | MOVIE MAGIC INTERNATIONAL Milan  |                              |                                 |   |                                    | Silver Lion Campaign | Silver Lion |
| A07037  | 00407    | TOILET                              | WEB MAGAZINE MAKERS LICENZIATARI O ROLLING STONE PER L'ITALIA | ROLLING STONE                   | VMLY&R ITALY, Milan                                  | ITALY                | MOVIE MAGIC INTERNATIONAL Milan  |                              |                                 |   |                                    | Silver Lion Campaign | Silver Lion |
| C01008  | 00731    | 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 |
| D04028  | 00774    | NEW ICONIC KISSES                   | MERCADO LIVRE (EBAZAR)  | MERCADO LIVRE                   | GUT, Sao Paulo                                       | BRAZIL               | LOUD Sao Paulo / RODRIGO MALTCHIQUE SP / SAOGON Sao Paulo                    | NASH Sao Paulo               | GUT Sao Paulo                   | FLEISHMANHILLARD BRAZIL Sao Paulo / GUT Sao Paulo   | MERCADO LIVRE Sao Paulo            | Silver Lion          | Silver Lion |
| A05048  | 00361    | Balloons - Grand Openings - Big Mac | MCDONALD'S  | MCDONALD'S RESTAURANTS OPENINGS | COSSETTE, Montreal                                   | CANADA               |  |                              |                                 |   |                                    | Bronze Lion Campaign | Bronze Lion |
| A05049  | 00539    | BALLOONS - GRAND OPENINGS - FRIES   | MCDONALD'S  | MCDONALD'S RESTAURANTS OPENINGS | COSSETTE, Montreal                                   | CANADA               |  |                              |                                 |   |                                    | Bronze Lion Campaign | Bronze Lion |
| A05065  | 00760    | 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 |
| A05069  | 00756    | 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 |
| A05071  | 10762    | RADICCHIO                           | BURGER KING   | RESTAURANTS                     | DAVID, Madrid  | SPAIN                | LUNDLUND Stockholm   |                              |                                 | BURGER KING GERMANY Castrup-Rauexel / BURGER KING São Paulo                               |                                    | Bronze Lion Campaign | Bronze Lion |
| A05072  | 00759    | RED BELL PEPPER                     | BURGER KING   | RESTAURANTS                     | DAVID, Madrid  | SPAIN                | LUNDLUND Stockholm   |                              |                                 | BURGER KING GERMANY Castrup-Rauexel / BURGER KING São Paulo                               |                                    | Bronze Lion Campaign | Bronze Lion |
| A06019  | 00581    | TAKE THIS AD FOR A RUN              | GO OUTSIDE  | GO OUTSIDE                      | GO OUTSIDE, Sao Paulo, SP / TALENT MARCEL, São Paulo | BRAZIL               | MISSION MUSIC Sao Paulo  |                              |                                 |   |                                    | Bronze Lion          | Bronze Lion |
| A09077  | 00622    | GUNS STATS - PRINT 1                | CHANGE THE REF  | CHANGE THE REF                  | CHANGE THE REF, Parkland / ALMA DDB, Miami           | USA                  |  |                              |                                 |   |                                    | Bronze Lion Campaign | Bronze Lion |
| A09078  | 00785    | GUNS STATS - PRINT 2                | CHANGE THE REF  | CHANGE THE REF                  | CHANGE THE REF, Parkland / ALMA DDB, Miami           | USA                  |  |                              |                                 |   |                                    | Bronze Lion Campaign | Bronze Lion |
| A09079  | 00786    | GUNS STATS - PRINT 3                | CHANGE THE REF  | CHANGE THE REF                  | CHANGE THE REF, Parkland / ALMA DDB, Miami           | USA                  |  |                              |                                 |   |                                    | Bronze Lion Campaign | Bronze Lion |
| C01004  | 00423    | I WILL ALWAYS BE ME                 | DELL TECHNOLOGIES ES & INTEL                                  | DELL TECHNOLOGIES & INTEL       | VMLY&R, New York                                     | USA                  | BORDERLAND London / JAM3 Amsterdam / THE MILL Los Angeles                    | HUMAN New York               |                                 | MOTOR NEURONE DISEASE ASSOCIATION Northampton / ROLLS-ROYCE Derby / SPEAKUNIQUE Edinburgh | GAY TIMES London                   | Bronze Lion          | Bronze Lion |
| D03012  | 00780    | RECOLOUR THE RAINBOW                | SKITTLES  | SKITTLES                        | adam&eveDDB, London / DDB, Chicago                   | UNITED KINGDOM / USA | DYNAMICCHROME Brentwood  | adam&eveDDB London           | MEDIACOM London                 |   |                                    | Bronze Lion          | Bronze Lion |
| D04009  | 00365    | COLOURS OF PRIDE                    | FONDATION EMERGENCE   | FONDATION EMERGENCE             | RETHINK, Toronto                                     | CANADA               |  | GRAYSON MUSIC Toronto        |                                 | FONDATION EMERGENCE Montreal  |                                    | Bronze Lion          | Bronze Lion |
| D06003  | 00077    | THE KETCHUP BAN                     | CURTICE BROTHERS  | CURTICE BROTHERS KETCHUP        | OGILVY GERMANY, Frankfurt                            | GERMANY              |  |                              | OGILVY GERMANY Frankfurt        | OGILVY GERMANY Frankfurt  | CURTICE BROTHERS Duesseledorf      | Bronze Lion          | Bronze Lion |
| D07068  | 00687    | THE REAL PROBLEM                    | ATHOS   | LGBTQ+ NEWS                     | VMLY&R, São Paulo                                    | BRAZIL               | CORAZON FILMES São Paulo   |                              | VMLY&R São Paulo                | VMLY&R São Paulo  |                                    | Bronze Lion          | Bronze Lion |

Total Awards: 21