

Direct Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
A06/034	01498	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	O POSITIVE, New York / MACKCUT, New York / HUMAN, New York / CHEMISTRY CREATIVE, New York / ZOMBIE STUDIO, São Paulo	HORIZON MEDIA, New York	ALISON BROD MARKETING + COMMUNICATIONS, New York	HONEYMIX, New York	Grand Prix	Grand Prix
A02/028	01571	STREET-VET	PURINA	PURINA VETERINARY DIETS	McCANN PARIS	FRANCE	CRAFT PARIS / EDDY, Paris		WEBER SHANDWICK, Paris	AFG EUROPE, London	Gold Lion	Gold Lion
A04/017	01981	THISABLES	IKEA	IKEA THISABLES	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Gold Lion	Gold Lion
D02/040	01500	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	O POSITIVE, New York / MACKCUT, New York / HUMAN, New York / CHEMISTRY CREATIVE, New York / ZOMBIE STUDIO, São Paulo	HORIZON MEDIA, New York	ALISON BROD MARKETING + COMMUNICATIONS, New York	HONEYMIX, New York	Gold Lion	Gold Lion
F02/020	01501	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	O POSITIVE, New York / MACKCUT, New York / HUMAN, New York / CHEMISTRY CREATIVE, New York / ZOMBIE STUDIO, São Paulo	HORIZON MEDIA, New York	ALISON BROD MARKETING + COMMUNICATIONS, New York	HONEYMIX, New York	Gold Lion	Gold Lion
F02/029	01632	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SAO PAULO	BRAZIL	VECTOR ZERO, São Paulo / CAFE ROYAL, São Paulo / HOGARTH WORLDWIDE, São Paulo / JAMUTE, São Paulo / CLAN VFX, São Paulo	DAVID SAO PAULO	DAVID SAO PAULO / LOURES COMMUNICATION, Sao Paulo	BURGER KING BRAZIL, Baruen	Gold Lion	Gold Lion
A01/019	00946	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	HARBOR PICTURE COMPANY, New York				Silver Lion	Silver Lion
A12/006	00135	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWAI/PARIS	FRANCE	TBWAI/ELSE, Paris				Silver Lion	Silver Lion
B02/032	00745	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA/CHIAT'DAY, New York	USA	REBEL AND ROGUE, New York			DESIGN BY DISRUPTION, New York / ADIDAS, Herzogenaurach	Silver Lion	Silver Lion
B02/068	01982	THISABLES	IKEA	IKEA THISABLES	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Silver Lion	Silver Lion
B02/070	01512	SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY, Chicago	USA	OGILVY, Chicago	OGILVY, Chicago		PHD, Chicago	Silver Lion	Silver Lion
C02/012	01499	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	O POSITIVE, New York / MACKCUT, New York / HUMAN, New York / CHEMISTRY CREATIVE, New York / ZOMBIE STUDIO, São Paulo	HORIZON MEDIA, New York	ALISON BROD MARKETING + COMMUNICATIONS, New York	HONEYMIX, New York	Silver Lion	Silver Lion
C04/024	01629	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SAO PAULO	BRAZIL	VECTOR ZERO, São Paulo / CAFE ROYAL, São Paulo / HOGARTH WORLDWIDE, São Paulo / JAMUTE, São Paulo / CLAN VFX, São Paulo	DAVID SAO PAULO	DAVID SAO PAULO / LOURES COMMUNICATION, Sao Paulo	BURGER KING BRAZIL, Baruen	Silver Lion	Silver Lion
C05/017	01573	STREET-VET	PURINA	PURINA VETERINARY DIETS	McCANN PARIS	FRANCE	CRAFT PARIS / EDDY, Paris		WEBER SHANDWICK, Paris	AFG EUROPE, London	Silver Lion	Silver Lion
D05/006	00357	VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY, Bangalore	INDIA	DENTSU WEBCHUTNEY, Bangalore / DOT DOT BOOM, Bengaluru				Silver Lion	Silver Lion
E04/008	00415	EXPENSIFY THIS	EXPENSIFY	MOBILE APP EXPENSIFY	JOHNXHANNES NEW YORK	USA	BISCUIT FILMWORKS, Los Angeles			EXPENSIFY, Portland / ARCADE EDIT, Santa Monica / WILD, Vienna / KEVIN, Venice / AUGENBLICK STUDIOS, New York / OMD USA, Los Angeles / KOVERT, New York	Silver Lion	Silver Lion
F02/012	00749	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA/CHIAT'DAY, New York	USA	REBEL AND ROGUE, New York			DESIGN BY DISRUPTION, New York / ADIDAS, Herzogenaurach	Silver Lion	Silver Lion
F05/029	01345	SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/McCANN, Costa Mesa / McCANN CANADA, Toronto / McCANN NEW YORK	USA	CRAFT WORLDWIDE, New York / D'AVANT-GARDE MEDIA, Santa Monica / 4K FILM PRODUCTION, Cochrane / JSM MUSIC, New York / TRULOVE POST, Culver City		McCANN NEW YORK	SAINTS EDITORIAL, Toronto	Silver Lion	Silver Lion
A02/015	01328	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS, Berlin	GERMANY		SCHOLZ & FRIENDS, Berlin	SCHOLZ & FRIENDS, Berlin	METAGATE, Berlin	Bronze Lion	Bronze Lion
A03/019	01758	MISCARRIAGE ASSOCIATION - CARDS OF ACKNOWLEDGEMENT	MISCARRIAGE ASSOCIATION	CHARITY	MRM/McCANN, London	UNITED KINGDOM					Bronze Lion	Bronze Lion
A04/011	00742	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA/CHIAT'DAY, New York	USA	REBEL AND ROGUE, New York			DESIGN BY DISRUPTION, New York / ADIDAS, Herzogenaurach	Bronze Lion	Bronze Lion
A07/010	00108	NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	SPIRABLE, London			DEUTSCHE BAHN AG, Frankfurt / GETTY IMAGES INTERNATIONAL, Dublin	Bronze Lion	Bronze Lion
A07/020	01405	MIND THE GAP	BERLINER VERKEHRSBE TRIEBE	BVG	SERVICEPLAN GERMANY, Munich	GERMANY	MEDIAMONKS, Hilversum / CUBIRD, Berlin / LOFT TONSTUDIOS, Berlin	MEDIAPLUS, Munich		PX1 BERLIN	Bronze Lion	Bronze Lion
A09/004	00006	POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO CO.	FUKUSHIMA-MINPO	DENTSU INC., Tokyo	JAPAN	ROBOT COMMUNICATIONS, Tokyo	DENTSU EAST JAPAN, Tokyo			Bronze Lion	Bronze Lion
A10/008	00077	SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS, Sydney	AUSTRALIA	NAKED COMMUNICATIONS, Sydney / BANTAM, Sydney / ORCHARD, Sydney		NAKED COMMUNICATIONS, Sydney / RMIT UNIVERSITY, Melbourne		Bronze Lion	Bronze Lion
A11/014	00360	HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY, Perth	AUSTRALIA	THE BRAND AGENCY, Perth	THE BRAND AGENCY, Perth	THE BRAND AGENCY, Perth	FOODBANK, Perth	Bronze Lion	Bronze Lion
A12/005	00035	DISTRACTED GOALKEEPER	UBER/UBER	YELLOW MAY	TECH AND SOUL, São Paulo	BRAZIL				Uber, São Paulo	Bronze Lion	Bronze Lion
B02/036	01343	SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/McCANN, Costa Mesa / McCANN CANADA, Toronto / McCANN NEW YORK	USA	CRAFT WORLDWIDE, New York / D'AVANT-GARDE MEDIA, Santa Monica / 4K FILM PRODUCTION, Cochrane / JSM MUSIC, New York / TRULOVE POST, Culver City		McCANN NEW YORK	SAINTS EDITORIAL, Toronto	Bronze Lion	Bronze Lion
B03/004	00302	STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA	BARK BARK, Atlanta / HERO POST, Atlanta, GA / THE COLOR SPOT, Marietta	OUTDOOR MEDIA GROUP ATLANTA	PORTER NOVELLI ATLANTA	JAMIE SHEPARD MUSIC, Atlanta / SHEPARD CREATIVE, Atlanta	Bronze Lion	Bronze Lion
B04/005	00325	LIFE DIRECT - R.I.P SIMON	TRADE ME NZ	LIFE DIRECT	VMLY&R, Auckland / Y&R ANZ, Auckland	NEW ZEALAND	FLYING FISH, Auckland / KALEIDOSCOPE, Auckland	MBM NZ, Auckland		TRADE ME, Wellington	Bronze Lion	Bronze Lion
C01/013	01698	THE TIME WE HAVE LEFT	PERNOD RICARD	RUAVIEJA	LEO BURNETT, Madrid	SPAIN	TESAURO, Madrid / SERENA, Madrid	MEDIACOM, Madrid			Bronze Lion	Bronze Lion
D02/007	00414	EXPENSIFY THIS	EXPENSIFY	MOBILE APP EXPENSIFY	JOHNXHANNES NEW YORK	USA	BISCUIT FILMWORKS, Los Angeles			EXPENSIFY, Portland / ARCADE EDIT, Santa Monica / WILD, Vienna / KEVIN, Venice / AUGENBLICK STUDIOS, New York / OMD USA, Los Angeles / KOVERT, New York	Bronze Lion	Bronze Lion
D02/063	01630	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SAO PAULO	BRAZIL	VECTOR ZERO, São Paulo / CAFE ROYAL, São Paulo / HOGARTH WORLDWIDE, São Paulo / JAMUTE, São Paulo / CLAN VFX, São Paulo	DAVID SAO PAULO	DAVID SAO PAULO / LOURES COMMUNICATION, Sao Paulo	BURGER KING BRAZIL, Baruen	Bronze Lion	Bronze Lion
D05/023	01080	CRAFT A WESTERN WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm	SWEDEN	INGO, Stockholm				Bronze Lion	Bronze Lion
E01/014	01284	BK BOT	BURGER KING	BURGER KING	DAVID, Miami	USA	COSMO STREET, Santa Monica / BEACON STREET STUDIOS, Los Angeles / MULLENLOWE, Boston	HORIZON MEDIA, New York	ALISON BROD MARKETING + COMMUNICATIONS, New York	BURGER KING, Miami	Bronze Lion	Bronze Lion
E02/021	01431	UBERTOYS	UBER	UBERTOYS	DD8 PARIS	FRANCE	ART BRIDGE / QUAD GROUP, Paris				Bronze Lion	Bronze Lion
E03/031	01984	THISABLES	IKEA	IKEA THISABLES	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Bronze Lion	Bronze Lion
E03/038	01631	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SAO PAULO	BRAZIL	VECTOR ZERO, São Paulo / CAFE ROYAL, São Paulo / HOGARTH WORLDWIDE, São Paulo / JAMUTE, São Paulo / CLAN VFX, São Paulo	DAVID SAO PAULO	DAVID SAO PAULO / LOURES COMMUNICATION, Sao Paulo	BURGER KING BRAZIL, Baruen	Bronze Lion	Bronze Lion
F04/037	00137	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWAI/PARIS	FRANCE	TBWAI/ELSE, Paris				Bronze Lion	Bronze Lion
F04/097	00953	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	HARBOR PICTURE COMPANY, New York				Bronze Lion	Bronze Lion
F04/153	01936	LOFI BEATS SUICIDE	VICE UK	SUICIDE PREVENTION	McCANN LONDON / COLLEGE MUSIC, Berkshire	UNITED KINGDOM	CRAFT LONDON	VICE, London / COLLEGE MUSIC, Berkshire	McCANN LONDON		Bronze Lion	Bronze Lion
F04/156	01968	MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL, São Paulo	BRAZIL	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo		Bronze Lion	Bronze Lion
Total Awards:			42									