

Brand Experience & Activation Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
D04/006	00109	FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City / EA SPORTS, Redwood City	USA	EA SPORTS Redwood City / WARNER BROS Los Angeles	EA SPORTS Redwood City				Grand Prix
A03/040	02277	SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	EDELMAN New York / GIRL CULTURE FILMS California / U-STUDIO New York City	BIG SYNC MUSIC London / CAROUSEL Long Beach / SONIC UNION New York	MINDSHARE New York	EDELMAN New York	EDELMAN DATA & INTELLIGENCE New York / HUED, INC. New York / VISUALDX New York	Gold Lion
B01/034	01935	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires				LANZALLAMAS Buenos Aires	Gold Lion
B02/001	00131	KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	BOUNCE CREATIVE Seoul / JUNPASANG Seoul / WINNING HABIT Seoul	ON THE TRACK Seoul / SOGEUKJANG Seoul	CHEIL WORLDWIDE Seoul	CHEIL WORLDWIDE Seoul		Gold Lion
B02/051	01934	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires				LANZALLAMAS Buenos Aires	Gold Lion
B09/052	01787	THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	DIVISION Paris	THE MILL Paris	DENTSU REDSTAR London	EDELMAN London / FAST HORSE Minneapolis	BOOMERANG AGENCY Amsterdam / KATORGA Los Angeles / PICROW Los Angeles	Gold Lion
B10/009	01320	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto			GLOSSY PR Toronto / HYPE PR Toronto		Gold Lion
D04/083	02159	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London		THE7STARS London	HOPE & GLORY London		Gold Lion
D05/044	02027	AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA						Gold Lion
E05/129	02146	ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	MCCANN, New York	USA	ANTINOMY STUDIO Amsterdam / CRAFT WORLDWIDE New York / HUMAN WORLDWIDE New York / JAMRA PATEL Portland / SPIRIT MCCANN Cite Du Niger					Gold Lion
E05/138	02136	HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	14 AL CENTRO LATAM Tegucigalpa / JSM MUSIC New York				Gold Lion
E07/069	01531	CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA			PHD Chicago	ZENO GROUP Chicago		Gold Lion
A01/045	01684	0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	LE PUB, Sao Paulo	BRAZIL			IPROSPECT Sao Paulo	LEMA+ Sao Paulo	BE180 Sao Paulo / CCR São Paulo / HEINEKEN BRASIL São Paulo / SEM PARAR Sao Paulo	Silver Lion
A03/035	01897	DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN	DIGITAL 21 São Paulo				GRAFICA SQUARE Rio de Janeiro / LA BOUTIQUE 77 Madrid / MY PROPS FACTORY Rio de Janeiro	Silver Lion
A07/026	01321	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto			GLOSSY PR Toronto / HYPE PR Toronto		Silver Lion
A08/029	02015	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York	FUZE IMAGE Salvador / JAMUTE Sao Paulo / ORANGE SLICE Chicago	CARAT New York		ANOTHER COUNTRY Chicago / ASL New York / FLAVOR Chicago	Silver Lion
B03/036	02062	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	MCCANN POLAND, Warsaw	POLAND	MCCANN POLAND Warsaw	MCCANN POLAND Warsaw	MASTERCARD POLAND Warszawa	MASTERCARD POLAND Warszawa		Silver Lion
B07/014	01627	TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE			MEDIABRANDS Neuilly-Sur-Seine	WEBER SHANDWICK Paris	EVENTTOOLS Mongny-Champigny / McCANN Paris	Silver Lion
B09/041	00947	SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid / SOMOS 5 Madrid	CHEIL WORLDWIDE Madrid / SOMOS 5 Madrid	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid	ACID TANGO Madrid	Silver Lion
B09/066	01933	THE ARTOIS PROBABILITY	Anheuser-Busch Inbev, Stella Artois	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA	KETAMA Buenos Aires	KETAMA Buenos Aires			BAMBA MUSIC Buenos Aires / GENOSHA Buenos Aires	Silver Lion
C02/012	00563	FRIES CLAIMS	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	PRODIGIOUS London	PRODIGIOUS London	OMD WORLDWIDE London	READY10 London	OLIVER AGENCY London	Silver Lion
D01/061	01667	NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA	HOGARTH WORLDWIDE São Paulo / HUNGRY MAN Los Angeles / SANDRO FILMS Chicago	BEACON STREET STUDIOS Los Angeles / NO6 New York		TUSK STRATEGIES Washington DC		Silver Lion
D03/060	01677	DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA		CANJA AUDIO CULTURE Curitiba	TWELVENOTE New York	COYNE PR New York		Silver Lion
D03/073	02148	THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	MCCANN, New York	USA	CRAFT WORLDWIDE New York / FACTORY 360 New York		PUBLICIS Chicago	BRAND PUBLIC RELATIONS Atlanta		Silver Lion
D04/030	01141	BUNDY MIXER	BUNDABERG	BUNDABERG RUM	LEO BURNETT, Sydney	AUSTRALIA	MINT FILMS Glebe		FOUNDATION Sydney	HERD MSL SYDNEY	NATIONAL RUGBY LEAGUE Sydney	Silver Lion
D04/038	01528	CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA			PHD Chicago	ZENO GROUP Chicago		Silver Lion
D04/066	01704	EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA	LANDIA Buenos Aires				NOROESTE MUSICA Buenos Aires / PORTAESTUDIO Buenos Aires	Silver Lion
D05/047	01805	SMART PLANTS	PLANT DROP	PLANT DROP: ECOMMERCE HOUSE PLANT RETAIL	MCCANN, London / MCCANN HEALTH, London	UNITED KINGDOM	CRAFT London			WEBER SHANDWICK London		Silver Lion
D05/051	02138	HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	14 AL CENTRO LATAM Tegucigalpa / JSM MUSIC New York				Silver Lion
D06/005	00231	TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA	division7 Los Angeles	HARBOR PICTURE COMPANY New York / PICKLE MUSIC New York		MARINA MAHER COMMUNICATIONS New York	MKTG Cincinnati / PLATINUM RYE ENTERTAINMENT New York / PROCTER & GAMBLE Cincinnati / SAATCHI & SAATCHI X Cincinnati	Silver Lion
E03/068	01966	MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM			MINDSHARE London	EDELMAN London		Silver Lion

E04/033	00559	RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES London	750MPH London / FRAMESTORE London	OMD WORLDWIDE London	PRODIGIOUS London	Silver Lion	
E04/099	02044	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires			GREY ARGENTINA Buenos Aires	Silver Lion	
E05/004	00075	PORTUGUESE (RE)CONSTITUTION	PENGUIN RANDOM HOUSE	PENGUIN BOOKS	FCB LISBON	PORTUGAL	SHOW OFF MOLA Lisbon				Silver Lion	
E07/152	02158	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London		THE7STARS London	HOPE & GLORY London	Silver Lion	
E07/186	02276	SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	EDELMAN New York / GIRL CULTURE FILMS California / U-STUDIO New York City	BIG SYNC MUSIC London / CAROUSEL Long Beach / SONIC UNION New York	MINDSHARE New York	EDELMAN New York	EDELMAN DATA & INTELLIGENCE New York / HUED, INC. New York / VISUALDX New York	Silver Lion
E08/036	01786	THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	DIVISION Paris	THE MILL Paris	DENTSU REDSTAR London	EDELMAN London / FAST HORSE Minneapolis	BOOMERANG AGENCY Amsterdam / KATORGA Los Angeles / PICROW Los Angeles	Silver Lion
A01/012	00605	HEINZ TATTOO INK	HEINZ	HEINZ TOMATO KETCHUP	SOKO, Sao Paulo	BRAZIL	DILUVIO Rio de Janeiro			VSK PUBLIC RELATIONS New York	Bronze Lion	
A01/026	01158	CHERNIGIVSKE - THE BEER WITH A UKRAINIAN HEART	CHERNIGIVSKE	CHERNIGIVSKE	ANHEUSER-BUSCH INBEV, Leuven / DRAFTLINE EUROPE, London	BELGIUM / UNITED KINGDOM	DRAFTLINE EUROPE London	DRAFTLINE EUROPE London	DRAFTLINE EUROPE London	WEBER SHANDWICK London		Bronze Lion
A05/046	01931	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires				LANZALLAMAS Buenos Aires	Bronze Lion
A06/018	00714	BORDERLESS WEDDINGS	AEROMEXICO	AEROMEXICO	AEROMEXICO, Mexico City	MEXICO	PRIMO CONTENT Mexico City / STEREO MONKEY STUDIO Miraflores		AEROMEXICO Mexico City	AEROMEXICO Mexico City	OGILVY Mexico City	Bronze Lion
A07/037	01943	GUARDED BUS STOP	ELETROMIDIA	ELETROMIDIA	ALMAPBBDO, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / CINE Sao Paulo / ELETROMIDIA Sao Paulo		ELETROMIDIA Sao Paulo			Bronze Lion
A08/033	01810	THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUEGO Sao Paulo / SANTERIA Sao Paulo / SATELITE AUDIO Sao Paulo	TRIBBO POST São Paulo			ASSOCIACAO DE AMIGOS DO AUTISTA Sao Paulo	Bronze Lion
B01/021	01484	MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB Helsinki		NORD DDB Helsinki / OMD FINLAND Helsinki	NORD DDB Helsinki		Bronze Lion
B02/028	01319	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto			GLOSSY PR Toronto / HYPE PR Toronto		Bronze Lion
B02/045	01413	SAFELIST	TELEFONICA	MOVISTAR	VMLY&R, Santiago	CHILE	LA FUERZA PRODUCCIONES Santiago					Bronze Lion
B10/018	02151	ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	ANTINOMY STUDIO Amsterdam / CRAFT WORLDWIDE New York / HUMAN WORLDWIDE New York / JAMRA PATEL Portland / SPIRIT MCCANN Cite Du Niger					Bronze Lion
C01/036	01290	IS THAT HEINZ?	HEINZ	HEINZ TOMATO KETCHUP	WUNDERMAN THOMPSON TURKEY, Istanbul	TURKEY	MIEL FILM Istanbul					Bronze Lion
C02/037	01314	COCA-COLA MAGIC AUDIOS	THE COCA-COLA COMPANY	COCA-COLA AND COCA-COLA NO SUGAR	OGILVY, São Paulo	BRAZIL	A-GANDAIA STUDIO São Paulo / SAILOR STUDIO Sao Paulo / TAKE BLIP Belo Horizonte				COCA-COLA BRAZIL Rio de Janeiro	Bronze Lion
C03/024	01703	EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA	LANDIA Buenos Aires				NOROESTE MUSICA Buenos Aires / PORTAESTUDIO Buenos Aires	Bronze Lion
D01/094	02124	900 MINUTES FOR EQUALITY	CORONA	CORONA	WE BELIEVERS, New York	USA	LANDIA Mexico City / WE DOERS New York					Bronze Lion
D01/099	01844	BRAHMA MEDICAL DEPARTMENT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	DRAFTLINE INTEGRATED PRODUCTION Sao Paulo / MONKEY Sao Paulo / PBA CINEMA Sao Paulo / SATELITE AUDIO Sao Paulo	MASSAI Sao Paulo				Bronze Lion
D02/016	00398	THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai / VUZ Dubai	FP7 McCANN Dubai / VUZ Dubai	CARAT Dubai / FP7 McCANN Dubai / VUZ Dubai	FP7 McCANN Dubai		Bronze Lion
D02/025	00523	CHAMPIONS LEAGUE CRASHERS	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, New York	USA	UNIT9 London / WASHINGTON SQUARE FILMS New York					Bronze Lion
D02/088	01908	UNBANNED ARMBAND	ALL OUT	ALL OUT	ALMAPBBDO, Sao Paulo	BRAZIL	UM STUDIO Sao Paulo				ALMAPBBDO Sao Paulo	Bronze Lion
D02/100	02161	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London		THE7STARS London	HOPE & GLORY London		Bronze Lion
D04/024	00914	THE HIGH STAKES BEER AD	BLUE MOON	COORS LIGHT, MILLER LITE & BLUE MOON	DROGA5, PART OF ACCENTURE SONG, New York	USA	PRODCO Los Angeles			CONNECT Chicago		Bronze Lion
D04/050	01660	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin				COMPETENCE ALLIANCE Darmstadt / CONSULTIX GMBH Bremen / COREWEB Pfarrkirchen / MIAI BRAND PARTNERSHIPS LIMITED Weybridge / POP STUDIOS Budapest	Bronze Lion
D04/092	01900	DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN	DIGITAL 21 São Paulo				GRAFICA SQUARE Rio de Janeiro / LA BOUTIQUE 77 Madrid / MY PROPS FACTORY Rio de Janeiro	Bronze Lion
D05/024	01566	HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY / SINGAPORE					LE PUB APAC Singapore	Bronze Lion
E02/023	02228	PETRA MILK	PETRA BEER	PETRA BEER	BETC HAVAS, Sao Paulo	BRAZIL	ALMA 1111 AUDIO Sao Paulo / MERCI STUDIOS Sao Paulo	MERCI STUDIOS Sao Paulo	BETC HAVAS Sao Paulo			Bronze Lion
E03/049	01875	The Tax Free Bagel	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA	STREET FACTORY MEDIA Minneapolis		STARCOM Chicago	ZENO GROUP Chicago	PHILADELPHIA CREAM CHEESE Chicago, IL	Bronze Lion
E04/117	02036	SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles / THE YOUTH Curitiba	CANJA AUDIO CULTURE Curitiba / COLOSSAL Curitiba / CUTTERS Chicago / FLAVOR Chicago				Bronze Lion
E05/076	01262	ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE				FRANCE INFO Paris	FONDATION ANNE DE GAULLE Versailles	Bronze Lion

E07/029	00617	R PLATES	MYCAR TYRE & AUTO	MYCAR TYRE & AUTO	TBWA SYDNEY	AUSTRALIA		HEARTS & SCIENCE Sydney	ELEVEN Sydney / FLEISHMANHILLARD Sydney	Bronze Lion	
E07/071	01197	ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA CHIAT DAY, New York City	USA	REDSLASH New York	REDSLASH New York		Bronze Lion	
E07/118	01953	PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY	CABINAA Milano / ROBILANTASSOCIATI Milan	SCREENPLAY Milan	MSL GROUP London	TOILET PAPER Milan	Bronze Lion
E07/142	01951	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto	ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto	CURRENT PR Toronto	ADIDAS Toronto	Bronze Lion
E07/147	02105	SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA			DENTSU CREATIVE Gurgaon		Bronze Lion
Total Awards:											69