

Creative Business Transformation Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A03/029	00238	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					Grand Prix
B03/007	00109	WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN			DENTSU INC. Tokyo / NIKKEI INC. Tokyo	DENTSU INC. Tokyo		Gold Lion
C02/005	00187	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris				EPSILON Paris / RAZORFISH Paris / RENAULT GROUP SIEGE SOCIAL Paris	Gold Lion
A04/010	00219	DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT INCORPORATION	DOT INCORPORATION	SERVICEPLAN, Munich / SERVICEPLAN KOREA, Seoul	GERMANY / SOUTH KOREA	PAULUS.CO., LTD Seoul				ASTRAL KREATIV Munich / MASSIVEVOICES Berlin	Silver Lion
B01/024	00255	CORONA EXTRA LIME	CORONA	CORONA EXTRA LIME	DRAFTLINE, Shanghai / DAVID, Bogotá / DAVID, New York	MAINLAND CHINA / COLOMBIA / USA	DRAFTLINE Shanghai / MACARENA & CO Bogota	MARA Bogota		DRD4 Shanghai	AB INBEV Shanghai	Silver Lion
D01/005	00216	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA						Silver Lion
A01/023	00241	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
A04/008	00211	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York	FUZE IMAGE Salvador / CARAT New York	JAMUTE Sao Paulo / ORANGE SLICE Chicago		ANOTHER COUNTRY Chicago / ASL New York / FLAVOR Chicago	Bronze Lion
B02/030	00151	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	LADOBLE Mexico				ESTUDIOS MACHINA Bogota	Bronze Lion
C01/044	00074	SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWAHAKUHODO INC., Tokyo	JAPAN	QUANTUM Tokyo / ROBOT COMMUNICATIONS Tokyo			KMC GROUP Tokyo		Bronze Lion
Total Awards:			10									