

Creative Effectiveness Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
C10/012	00162	SHAH RUKH KHAN-MY-AD	MONDELEZ	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	PACK FILMS Mumbai	PACK FILMS Mumbai	WAVEMAKER Mumbai	OGILVY Mumbai	DELTA Bangalore / REPHRASE.AI Bangalore	Creative Effectiveness Grand Prix
A01/014	00169	HEINZ DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA		R+D PRODUCTIONS Vancouver / VAPOR MUSIC GROUP Toronto	CARAT Toronto / STARCOS Chicago	MAGIC CIRCLE WORKSHOP & COMMON GOOD Toronto	KRAFT HEINZ Toronto / SALT Toronto	Gold Lion
B01/023	00238	THE FOAMY HAIRCUT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo / SEIVA Sao Paulo	CAJAMANGA Rio de Janeiro				Gold Lion
C08/008	00197	INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid					Gold Lion
A02/003	00139	HACK MARKET	BACK MARKET	BACK MARKET	MARCEL, Paris	FRANCE	ARTISANS DU FILM Paris / GRAND BAZAR Paris / INSURRECTION Paris / PRODIGIOUS Paris					Silver Lion
B01/039	00313	SHAH RUKH KHAN-MY-AD	MONDELEZ	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	PACK FILMS Mumbai	PACK FILMS Mumbai	WAVEMAKER Mumbai	OGILVY Mumbai	DELTA Bangalore / REPHRASE.AI Bangalore	Silver Lion
B04/011	00006	#FLUTWEIN - OUR WORST VINTAGE	FLUTWEIN	FLUTWEIN	SEVEN.ONE ADFACTORY, Munich / WHITE RABBIT, Budapest	GERMANY / HUNGARY	SEVEN.ONE ADFACTORY Munich		WALLDECAUX Berlin	SEVEN.ONE ADFACTORY Munich		Silver Lion
C06/004	00141	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 Sao Paulo / VOGUE Sao Paulo				DPZ&T São Paulo / REDE GLOBO Sao Paulo	Silver Lion
C06/008	00293	HOME OF THOUGHTFUL GIFTING	JOHN LEWIS & PARTNERS	JOHN LEWIS & PARTNERS	adam&eveDDB, London	UNITED KINGDOM						Silver Lion
A01/016	00291	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW Los Angeles	CARBON VFX Chicago / THE WORKS Chicago / WHITEHOUSE POST Chicago	MEDIACOM New York	WEBER SHANDWICK Chicago	MARS WRIGLEY CONFECTIONERY Chicago / THE MARS AGENCY Chicago	Bronze Lion
A06/004	00198	INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid					Bronze Lion
B01/024	00200	REAL TONE	GOOGLE	PIXEL 6	GUT, Miami	USA	division7 Los Angeles	HYPERBALLAD MUSIC New York / JANE STUDIOS Los Angeles	PHD New York		GOOGLE Mountain View	Bronze Lion
B03/003	00262	PLASTIC FISHING TOURNAMENT	AB INBEV	CORONA BEER	WE BELIEVERS, New York	USA	PRIMO CONTENT Buenos Aires	STEREO MONKEY STUDIO Miraflores			RELEVANT Mexico City	Bronze Lion
B04/020	00242	SALLA 2032	HOUSE OF LAPLAND	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo / TRIATOMA Sao Paulo	WARRIORS VFX Sao Paulo			NETSHOW.ME Sao Paulo	Bronze Lion
C05/005	00099	BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York			VIRTUE WORLDWIDE New York		Bronze Lion
C09/010	00209	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	LADOBLE Mexico			PORTER NOVELLI Mexico City	ESTUDIOS MACHINA Bogota	Bronze Lion
Total Awards:			16									