

Direct Winners

| Cat. No | Entry No | Title | Brand | Product | Entrant / Idea Creation | Location | Production | Post Production | Media | PR | Additional | Prize |
|---------|----------|---------------------------------|----------------------------|----------------------------|--------------------------------|----------------|--|--|------------------------------|--|---|-------------|
| F07/128 | 01679 | RUNNER 321 | ADIDAS | ADIDAS | FCB TORONTO | CANADA | 456 STUDIOS Toronto | ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto | | CURRENT STUDIOS Toronto | ADIDAS Toronto | Grand Prix |
| A01/029 | 01381 | 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 | Gold Lion |
| A01/061 | 01844 | BABY SCAN | MARMITE | MARMITE | adam&eveDDB, London | UNITED KINGDOM | BISCUIT FILMWORKS London / KING HENRY London / WORK EDITORIAL London | ABSOLUTE London / FACTORY STUDIO London | MINDSHARE London | W COMMUNICATIONS London | | Gold Lion |
| A09/066 | 01569 | SOLAR IMPULSE - PRET A VOTER | SOLAR IMPULSE | PRET A VOTER | PUBLICIS CONSEIL, Paris | FRANCE | THE JUICE BY PRODIGIOUS Paris | PRODIGIOUS Paris | PUBLICIS MEDIA CONNECT Paris | PUBLICIS CONSEIL Paris | | Gold Lion |
| A09/067 | 01732 | THE POSTPONED DAY | LALCEC | LALCEC | GREY ARGENTINA, Buenos Aires | ARGENTINA | LANDIA Buenos Aires | | | GREY ARGENTINA Buenos Aires | | Gold Lion |
| D02/034 | 01507 | OREOCODES | OREO | OREO | VMLY&R COMMERCE, New York | USA | VMLY&R New York | | | | | Gold Lion |
| D04/057 | 01761 | WHERE TO SETTLE | MASTERCARD | WEBSITE ... | McCANN POLAND, Warsaw | POLAND | McCANN POLAND Warsaw | McCANN POLAND Warsaw | MASTERCARD POLAND Warszawa | MASTERCARD POLAND Warszawa | | Gold Lion |
| F03/057 | 01739 | THE POSTPONED DAY | LALCEC | LALCEC | GREY ARGENTINA, Buenos Aires | ARGENTINA | LANDIA Buenos Aires | | | GREY ARGENTINA Buenos Aires | | Gold Lion |
| F04/072 | 01383 | 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 | Gold Lion |
| F04/128 | 01835 | BABY SCAN | MARMITE | MARMITE | adam&eveDDB, London | UNITED KINGDOM | BISCUIT FILMWORKS London / KING HENRY London / WORK EDITORIAL London | ABSOLUTE London / FACTORY STUDIO London | MINDSHARE London | W COMMUNICATIONS London | | Gold Lion |
| F05/059 | 01018 | ANNE DE GAULLE | FONDATION ANNE DE GAULLE | ASSOCIATION | HAVAS PARIS | FRANCE | | | | FRANCE INFO Paris | FONDATION ANNE DE GAULLE Versailles | Gold Lion |
| A01/043 | 01607 | 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 | Silver Lion |
| A01/052 | 01509 | OREOCODES | OREO | OREO | VMLY&R COMMERCE, New York | USA | VMLY&R New York | | | | | Silver Lion |
| A08/029 | 01762 | WHERE TO SETTLE | MASTERCARD | WEBSITE ... | McCANN POLAND, Warsaw | POLAND | McCANN POLAND Warsaw | McCANN POLAND Warsaw | MASTERCARD POLAND Warszawa | MASTERCARD POLAND Warszawa | | Silver Lion |
| A09/059 | 01515 | #OPTINK | JUNGE HELDEN E.V. | ORGAN DONOR RECRUITMENT | McCANN, Paris | FRANCE | | | | WEBER SHANDWICK Berlin | McCANN Frankfurt / MRM GERMANY Frankfurt / MRM UK London | Silver Lion |
| B02/004 | 00125 | INSIDE JOBS | VOLKSWAGEN GROUP FRANCE | VOLKSWAGEN | DDB, Paris | FRANCE | ALLSO Paris / THE Paris | | | | | Silver Lion |
| B05/020 | 00200 | PHONE IT IN | SKINNY | TELECOMMUNICATION COMPANY | COLENZO BBDO, Auckland | NEW ZEALAND | COLENZO BBDO Auckland | COLENZO BBDO Auckland | COLENZO BBDO Auckland | | | Silver Lion |
| C01/002 | 00613 | FLIPVERTISING | SAMSUNG | SAMSUNG GALAXY Z FLIP4 | CHEP NETWORK, Sydney | AUSTRALIA | THE SWEETSHOP Sydney | THE EDITORS Sydney | CHEP NETWORK Sydney | OGILVY PR AUSTRALIA Sydney | SONAR MUSIC Sydney | Silver Lion |
| C02/006 | 01218 | SUPER FAN COLLECTION | SPOTIFY | SPOTIFY | NORD DDB, Stockholm | SWEDEN | NORD DDB Stockholm | NORD DDB Stockholm | | | | Silver Lion |
| C03/029 | 01936 | TRANSPARENCY CARD | CONGRESSO EM FOCO | TRANSPARENCY CARD | AKQA, Sao Paulo | BRAZIL | JAMUTE Sao Paulo / PAY4BRAIN Sao Paulo | JAMUTE Sao Paulo / PAY4BRAIN Sao Paulo | AKQA Sao Paulo | | | Silver Lion |
| C05/035 | 01384 | 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 | Silver Lion |
| D01/020 | 00618 | FLIPVERTISING | SAMSUNG | SAMSUNG GALAXY Z FLIP4 | CHEP NETWORK, Sydney | AUSTRALIA | THE SWEETSHOP Sydney | THE EDITORS Sydney | CHEP NETWORK Sydney | OGILVY PR AUSTRALIA Sydney | SONAR MUSIC Sydney | Silver Lion |
| D03/053 | 01131 | INFLUENCERS' FRIENDS | POKER | POKER BEER | DDB COLOMBIA, Bogota | COLOMBIA | LOS NOTARIOS Bogota | | ZENITH Bogota | ALINA VELEZ COMUNICACIONES Bogota | | Silver Lion |
| D04/048 | 01613 | THE BEST-SELLER CONSTITUTION | MERCADO LIBRE | MERCADO LIBRE | GUT, Sao Paulo | BRAZIL | HEFTY Sao Paulo | | | UM WORLDWIDE Sao Paulo | MERCADO LIVRE Sao Paulo | Silver Lion |
| D04/055 | 01661 | WORLD CUP DELIVERY | PEDIDOS YA | PEDIDOS YA APP | GUT, Buenos Aires | ARGENTINA | GUT Buenos Aires / PAISANOS.IO Buenos Aires | | | | LANZALLAMAS Buenos Aires | Silver Lion |
| D05/034 | 01320 | CORRECT THE INTERNET | TEAM HEROINE | CORRECT THE INTERNET | DDB NEW ZEALAND, Auckland | NEW ZEALAND | FINCH Auckland | ATTICUS Auckland / LIQUID STUDIOS Auckland | | MANGO COMMUNICATIONS Auckland | UN DEPARTMENT OF GLOBAL COMMUNICATIONS - OUTREACH DIVISION New York | Silver Lion |
| F03/055 | 01592 | SOLAR IMPULSE - PRET A VOTER | SOLAR IMPULSE | PRET A VOTER | PUBLICIS CONSEIL, Paris | FRANCE | THE JUICE BY PRODIGIOUS Paris | PRODIGIOUS Paris | PUBLICIS MEDIA CONNECT Paris | PUBLICIS CONSEIL Paris | | Silver Lion |
| F07/063 | 00970 | ARE YOU PRESS WORTHY? | COLUMBIA JOURNALISM REVIEW | COLUMBIA JOURNALISM REVIEW | TBWA\CHIAT\DAY, New York City | USA | REDSLASH New York | REDSLASH New York | | | | Silver Lion |
| F07/125 | 01554 | TRUCSS | TRUCSS | INSTITUTIONAL | AFRICA CREATIVE DDB, Sao Paulo | BRAZIL | MISSION MUSIC Sao Paulo / MOSAICO FILMES Sao Paulo | | | CASA9 AGENCIA DE COMUNICACAO Sao Paulo | ROCK MANAGEMENT Sao Paulo | Silver Lion |
| F08/029 | 01585 | RENAULT - TIME-FIGHTERS PROGRAM | RENAULT | HUMAN FIRST PROGRAM | PUBLICIS CONSEIL, Paris | FRANCE | BIG PRODUCTIONS Paris | PRODIGIOUS Paris | OMD FRANCE Paris | PUBLICIS CONSEIL Paris | | Silver Lion |
| A01/026 | 01254 | HEINZ KETCHUP FRAUD | HEINZ KETCHUP | HEINZ KETCHUP | RETHINK, Toronto | CANADA | WOLF Credo PRODUCTIONS CO. Buenos Aires | FRAME DISTILLERY VFX Vancouver / GRAYSON MUSIC Toronto / R+D PRODUCTIONS Vancouver | STARCOM Toronto | ZENO GROUP Toronto | KRAFT HEINZ Toronto | Bronze Lion |

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| A01/031 | 01368 | THE OFFICE CLEANERS | HEINEKEN | HEINEKEN | PUBLICIS ITALY LEPUB, Milan | ITALY | TRESBIEN! Martinez | AMPLIFY Buenos Aires | NINCH COMPANY Caba | PUBLICIS Buenos Aires | Bronze Lion | |
| A01/044 | 01663 | BAR EXPERIENCE | HEINEKEN | HEINEKEN | PUBLICIS ITALY LEPUB, Milan | ITALY | C41 Amsterdam | DENTSU REDSTAR London | EDELMAN London | BOOMERANG AGENCY Amsterdam / INDICIA WORLDWIDE London / PUBLICIS Dublin / SYNSATION Amsterdam / WE ARE FIRST Amsterdam | Bronze Lion | |
| A03/004 | 00386 | WALL STREET BALLS | TESTICULAR CANCER SOCIETY | TESTICULAR CANCER AWARENESS | FP7 McCANN, Dubai / McCANN HEALTH, Dubai | UNITED ARAB EMIRATES | CRAFT WORLDWIDE New York / DRIZZLIN MEDIA PTE LTD Singapore | | MARKETTIERS4DC LTD London | IPG HEALTH New York | Bronze Lion | |
| A06/009 | 00625 | MIDDLE SEAT LOTTERY | VIRGIN AUSTRALIA GROUP | MIDDLE SEAT LOTTERY | SPECIAL, Sydney | AUSTRALIA | DIVISION Sydney | FIN DESIGN + EFFECTS Sydney / RUMBLE STUDIOS Sydney / THE EDITORS Sydney / THE POOL COLLECTIVE Sydney | PHD Sydney | ENTHRAL Melbourne | Bronze Lion | |
| A07/011 | 01224 | SUPER FAN COLLECTION | SPOTIFY | SPOTIFY | NORD DDB, Stockholm | SWEDEN | NORD DDB Stockholm | NORD DDB Stockholm | | | Bronze Lion | |
| A08/003 | 00127 | INSIDE JOBS | VOLKSWAGEN GROUP FRANCE | VOLKSWAGEN | DDB, Paris | FRANCE | ALLSO Paris / THE Paris | | | | Bronze Lion | |
| A08/028 | 01713 | RECEIPTS TO KEEP [FIGHTING] | UNIVERSITY ZUMBI DOS PALMARES | RACISMO ZERO | GREY, Sao Paulo | BRAZIL | BVM CROSS Sao Paulo / MALALA FILMES Sao Paulo / PINGADO AUDIO Sao Paulo / PUNCH AUDIO Sao Paulo | GREY Sao Paulo | GREY Sao Paulo | UNIVERSITY ZUMBI DOS PALMARES Sao Paulo | Bronze Lion | |
| A09/002 | 00120 | 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 | Bronze Lion | |
| A09/075 | 01965 | SAVED MEMORIES | TRANSKLAR E.V / TRANS-IDENT E.V / ROSA STRIPPE | AWARENESS FOR TRANSGENDER | SERVICEPLAN, Munich | GERMANY | CREAMLABS AI Munich | REPLAYBOYS Hamburg | MEDIAPLUS GERMANY Munich | NOT A MACHINE Berlin / ROSA STRIPPE E.V. Bochum / TRANS-IDENT E.V. Wolframs-Eschenbach | Bronze Lion | |
| B02/003 | 00079 | COLORS OF LOVE | PANTONE | PANTONE | TBWA\ Paris, Paris | FRANCE | ELSE Paris / EG+ WORLDWIDE Paris | | | | Bronze Lion | |
| B02/075 | 01499 | 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 | Bronze Lion |
| B02/085 | 01589 | SOLAR IMPULSE - PRET A VOTER | SOLAR IMPULSE | PRET A VOTER | PUBLICIS CONSEIL, Paris | FRANCE | THE JUICE BY PRODIGIOUS Paris | PRODIGIOUS Paris | PUBLICIS MEDIA CONNECT Paris | PUBLICIS CONSEIL Paris | | Bronze Lion |
| B04/001 | 00281 | INTERFACE INTERRUPTION | TUBI | TUBI | MISCHIEF @ NO FIXED ADDRESS, New York | USA | STRIKE ANYWHERE FILMS San Francisco | FRIEND OR FOE Los Angeles / JUNIPER JONES Los Angeles | VAYNERMEDIA New York | TUBI San Francisco | CO3 New York / DECIBEL New York | Bronze Lion |
| B05/047 | 01615 | THE BEST-SELLER CONSTITUTION | MERCADO LIBRE | MERCADO LIBRE | GUT, Sao Paulo | BRAZIL | HEFTY Sao Paulo | | | UM WORLDWIDE Sao Paulo | MERCADO LIVRE Sao Paulo | Bronze Lion |
| C01/004 | 00971 | 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 |
| C03/024 | 01724 | INFLATION COOKBOOK | SKIP THE DISHES | SKIP EXPRESS LANE | DENTSU CREATIVE, Toronto | CANADA | DENTSU CREATIVE Toronto | GRAYSON MUSIC Toronto / SAINTS EDITORIAL Toronto | | EGS GROUP PR Montreal / POMP AND CIRCUMSTANCE Toronto | | Bronze Lion |
| C04/006 | 00520 | EXHIBIT A-I | MAURICE BLACKBURN SOCIAL JUSTICE | N/A | HOWATSON+COMPANY, Sydney | AUSTRALIA | CARBON8 Sydney / DELOITTE DIGITAL Sydney / HOWATSON+COMPANY Sydney / SCOUNDREL Sydney | HECKLER Sydney | | HOWATSON+COMPANY Sydney | | Bronze Lion |
| C04/040 | 11708 | THE SMART LEGACY | IFTHEN. INC | THE SMART LEGACY | DDB CENTRO, Guatemala City / EL TAIER DDB, Guatemala | GUATEMALA | FILMICO Guatemala | | | | TRIBAL WORLDWIDE GUATEMALA | Bronze Lion |
| D01/022 | 00917 | BUNDY MIXER | BUNDABERG | BUNDABERG RUM | LEO BURNETT, Sydney | AUSTRALIA | MINT FILMS Glebe | | FOUNDATION Sydney | HERD MSL SYDNEY | NATIONAL RUGBY LEAGUE Sydney | Bronze Lion |
| D01/057 | 01316 | CORRECT THE INTERNET | TEAM HEROINE | CORRECT THE INTERNET | DDB NEW ZEALAND, Auckland | NEW ZEALAND | FINCH Auckland | ATTICUS Auckland / LIQUID STUDIOS Auckland | | MANGO COMMUNICATIONS Auckland | UN DEPARTMENT OF GLOBAL COMMUNICATIONS - OUTREACH DIVISION New York | Bronze Lion |
| D03/050 | 01244 | MESSAGE FROM THE OTHER FRONT | THE SALVATION ARMY | RECRUITMENT | VMLY&R, Paris | FRANCE | | | | | | Bronze Lion |
| E01/012 | 00628 | PHONE IT IN | SKINNY | TELECOMMUNICATION COMPANY | COLENZO BBDO, Auckland | NEW ZEALAND | COLENZO BBDO Auckland | COLENZO BBDO Auckland | COLENZO BBDO Auckland | | | Bronze Lion |
| E01/018 | 01891 | THE HORNICULTURAL SOCIETY | RELATE | RELATIONSHIP CHARITY | OGILVY, London | UNITED KINGDOM | OGILVY London | OGILVY London | | OGILVY London | | Bronze Lion |
| E04/024 | 01128 | TOUCH CARD | MASTERCARD | TOUCH CARD | McCANN, New York | USA | | | CARAT New York | KETCHUM New York | ARMSTRONG PARTNERSHIP Purchase | Bronze Lion |
| E04/026 | 01512 | #OPTINK | JUNGE HELDEN E.V. | ORGAN DONOR RECRUITMENT | McCANN, Paris | FRANCE | | | | WEBER SHANDWICK Berlin | McCANN Frankfurt / MRM GERMANY Frankfurt / MRM UK London | Bronze Lion |
| F01/005 | 00385 | BLOCKBUSTER: UNTIL THE BITTER END | BLOCKBUSTER | BLOCKBUSTER VIDEO | ATLANTIC, New York | USA | DWECK PRODUCTIONS New York / HAVING CHANGED PRODUCTION New York | | | | | Bronze Lion |
| F03/064 | 01760 | WHERE TO SETTLE | MASTERCARD | WEBSITE ... | McCANN POLAND, Warsaw | POLAND | McCANN POLAND Warsaw | McCANN POLAND Warsaw | MASTERCARD POLAND Warszawa | MASTERCARD POLAND Warszawa | | Bronze Lion |
| F04/130 | 01874 | JOAQUIN'S FIRST SCHOOL SHOOTING | CHANGE THE REF | GUN CONTROL | BCW, New York | USA | | | BCW New York | BCW New York | | Bronze Lion |
| F07/133 | 01831 | 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 | | Bronze Lion |
| Total Awards: | | | | | | | | | | | | 60 |