

Entertainment Lions for Sport Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
D01/011	00571	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN, Lima	PERU	FERTIL Lima	AGOSTO MUSIC Lima / NATIVO POST Lima		McCANN Lima		Grand Prix
C01/004	00107	LUCKY FAN INDEX	WISLA KRAKOW FOOTBALL CLUB	WISLA KRAKOW FOOTBALL CLUB	VML, Warsaw	POLAND	VML Warsaw			VML Warsaw		Gold Lion
D01/039	00634	RESIZE THE PRICE	AGUILA	BEER	DAVID, Bogota / DAVID, Madrid	COLOMBIA / SPAIN	AKIRA CINE Bogota / DURO ESTUDIO Bogota / PARCHE FILMS Bogota		ZENITH Bogota	ALINA VELEZ COMUNICACIONES Bogota		Gold Lion
E05/017	00516	CERAVE - THE NEW FACE OF LEGS	CERAVE	CERAVE	L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood	BEAUTY CO-LAB New York	OGILVY PR New York	EGGMEN Rhinebeck / PARZVL New York / THE SKI TEAM River Vale	Gold Lion
A01/035	00658	AXA - NOTHING STOPS WOMEN'S RUGBY	AXA FRANCE	PARTNERSHIP AXA X WOMEN'S RUGBY	PUBLICIS CONSEIL, Paris	FRANCE	HAMLET Paris	PRODIGIOUS Paris		PUBLICIS CONSULTANTS Paris	ARTIFICES Paris / AXA Paris / CINELAB LONDON LTD Slough / WAVEMAKER Paris	Silver Lion
A02/006	00443	A MOTHER'S COMMENTARY	REPORTERS WITHOUT BORDERS (RSF)	PRESS FREEDOM ADVOCACY : CAMPAIGN FOR THE RELEASE OF DETAINED FRENCH SPORTS JOURNALIST CHRISTOPHE GLEIZES	THE GOOD COMPANY, Paris	FRANCE	SO PRESS Paris					Silver Lion
B01/042	00455	THE SWITCH HIT BY MIKKELLER	MIKKELLER & UGLY HALF BEER	ALCOHOLIC BEVERAGE	OGILVY, Taipei	TAIWAN						Silver Lion
C01/002	00044	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto		UM Toronto	NARRATIVEEXPR Toronto	KFC CANADA Toronto	Silver Lion
D02/037	00514	CERAVE - THE NEW FACE OF LEGS	CERAVE	CERAVE	L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood	BEAUTY CO-LAB New York	OGILVY PR New York	EGGMEN Rhinebeck / PARZVL New York / THE SKI TEAM River Vale	Silver Lion
E01/010	00485	SUPERNOVA ADAPTIVE	ADIDAS	ADIDAS	TBWA/CANADA, Toronto	CANADA	MIRROR3D VFX Toronto / OMNICOM PRODUCTION Toronto / OVERFLOW PRODUCTIONS Orlando / SAWTOOTH STUDIOS Orlando / SUNEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC Santa Monica / MOTOMOTUS Toronto / NIMIOPERE Toronto / OSO AUDIO Toronto			ADIDAS Erlangen / BOGOTA Curitiba / CANADIAN DOWN SYNDROME SOCIETY Calgary	Silver Lion
B01/027	00446	CURFEW HOSTELS	TIGER BEER	TIGER BEER	LEPUB, Singapore	SINGAPORE	LEPUB Singapore / Z PRODUCTIONS Yangon	LEPUB Singapore / Z PRODUCTIONS Yangon		LEPUB Singapore	LEPUB Milan / SQUARE COMMUNICATIONS MYANMAR Yangon	Bronze Lion
B01/028	00478	FRAGMENTAL MEDAL	GATORADE	BEVERAGES	TOMBRAS, Buenos Aires	ARGENTINA						Bronze Lion
B01/032	00579	JELL-OMETER	JELL-O	JELL-O	GUT, Miami	UNITED STATES	TINYGIANT New York			ALISON BROD MARKETING AND COMMUNICATIONS New York	GENOSHA Buenos Aires	Bronze Lion
B03/003	00554	MISSING MANAGERS	XBOX	FOOTBALL MANAGER 2026 LAUNCH	McCANN, London	UNITED KINGDOM	NO.8 LONDON / RASCAL London / SOMESUCH London / THE ASSEMBLY ROOMS London			DAWBELL London		Bronze Lion
C02/016	00384	DIRT IS GLORY	DIRT IS GOOD OMO	OMO	FRANK, London / DRUM BRASIL, Sao Paulo / MULLENLOWE DESIGN STUDIO, New York / AREA 23, New York / UNILEVER, London	UNITED KINGDOM / BRAZIL / UNITED STATES	DIRTY WORK Sao Paulo / GROUP VISUAL London / KONDZILLA Sao Paulo / WHITE LION MEDIA HOUSE London / YOU ARE HERE London	DAHOUSE AUDIO Sao Paulo / FLAVOR STUDIO Curitiba / PINGADO AUDIO Sao Paulo / SINAPSE POST Sao Paulo / UNIT TV London	INITIATIVE Sao Paulo / MINDSHARE London		ARSENAL FOOTBALL CLUB London / RISING BALLERS London / THE TEAM London	Bronze Lion
D02/015	00612	THE TRIANGLE THEORY	DORITOS	DORITOS	ALMAPBBDO, Sao Paulo	BRAZIL	BOSON POST Sao Paulo / SATELITE AUDIO Sao Paulo / THE YOUTH Curitiba	COLOSSAL Curitiba / DOPO VFX Sao Paulo	BAKERY - POWERED BY AMPFY Sao Paulo / BR MEDIA Sao Paulo	INPRESS PORTER NOVELLI Sao Paulo	21 SUN PRODUCTIONS Rio de Janeiro	Bronze Lion
D02/030	00066	TWO-WAY DEAL	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES				THE ROMANS New York		Bronze Lion
E04/010	00496	GAME ON BALL	TRUE HOCKEY	TRUE HOCKEY BALL	DENTSU CREATIVE, Toronto	CANADA	CREATIVE ITALY Milazzo / DENTSU CREATIVE Toronto / MAKERS Toronto / REFLEKTOR DIGITAL Toronto / TAG WORLDWIDE Toronto		DENTSU CREATIVE Toronto	DENTSU CREATIVE Toronto / EGS GROUP PR Montreal	J3P Toronto	Bronze Lion
E04/023	00488	FAIR PLAY	MISTERIO PUBLICO DO DISTRITO FEDERAL (PUBLIC PROSECUTOR'S OFFICE OF DF)	FAIR PLAY	OGILVY HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / FAMOUS WHO Los Angeles / LADO STUDIOS Sao Paulo / STUDIO MOL Sao Paulo / WIDELABS Porto Alegre	BIG STUDIO Sao Paulo			MPDFT - MINISTERIO PUBLICO DISTRITO FEDERAL Brasilia	Bronze Lion
E04/027	00613	DISCOUNT CHANTS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	FABULA Santiago					Bronze Lion
E07/024	00054	MARSEILLE C'EST NOUS.	PUMA	OLYMPIQUE DE MARSEILLE	WAY AGENCY, Paris	FRANCE	WAY AGENCY Paris					Bronze Lion
Total Awards:			21									