

## Entertainment Lions For Gaming Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	
A01/038	00289	CLASH FROM THE PAST	CLASH OF CLANS	CLASH OF CLANS	WIEDEN+KENNEDY, Portland	USA	SPARK & RIOT Los Angeles	BLACKSMITH New York / FIELD DAY Portland / JOINT EDITORIAL Portland			B2Y Sofia	Grand Prix	
B04/058	00560	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, Sao Paulo	BRAZIL	PRODUKA Sao Paulo		VMLY&R Sao Paulo	VMLY&R Sao Paulo		Gold Lion	
B05/062	00570	FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL						Gold Lion	
D01/004	00039	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				Gold Lion	
B01/024	00564	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, Sao Paulo	BRAZIL	PRODUKA Sao Paulo		VMLY&R Sao Paulo	VMLY&R Sao Paulo		Silver Lion	
B04/004	00038	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				Silver Lion	
C02/017	00279	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES			OMD PHILIPPINES Makati City			Silver Lion	
D01/046	00475	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	
D01/057	00515	THE PRINGLES NPC	PRINGLES	PRINGLES	GREY, London	UNITED KINGDOM	GREY London	GREY London	CARAT London	RED HAVAS Manchester	DOVETAIL GAMES Chatham / GLEAM FUTURES London / MICROSOFT XBOX Reading / ZEAL CREATIVE Salford	Silver Lion	
E01/029	00559	THE GAMING CAP	DELL TECHNOLOGIES	Alienware Gaming Cap	VMLY&R, Sao Paulo	BRAZIL	ABLEGAMERS BRASIL Sao Paulo / ALMA 1111 AUDIO Sao Paulo / AME LAB Sao Paulo / BOLHA Sao Paulo / STUDIO BY RISE Sao Paulo					Silver Lion	
A01/007	00090	MACHINEGUN MOUTH	BATTLEGROUND MOBILE INDIA	BATTLEGROUND MOBILE INDIA - GAME RESPONSIBLY	DDB MUDRA GROUP, Mumbai	INDIA						Bronze Lion	
A01/020	00150	PLAY HAS NO LIMITS FEAT. KENSHI YONEZU	PLAYSTATION	PLAYSTATION	SIX INC., Tokyo / HAKUHODO INC., Tokyo / HAKUHODO KETTLE INC., Tokyo	JAPAN	GEEK PICTURES INC. Tokyo	IMAGICA Tokyo / KHAKI Tokyo / MARK Tokyo / OMNIBUS JAPAN INC. Tokyo			REISSUE RECORDS Tokyo / SONY MUSIC LABELS Tokyo	Bronze Lion	
A01/051	00369	THE TAIWANESE WORLD OF WARCRAFT	WORLD OF WARCRAFT	WORLD OF WARCRAFT	DENTSU CREATIVE TAIWAN, Taipei	TAIWAN	PILI INTERNATIONAL MULTIMEDIA CO.,LTD. New Taipei City	PILI INTERNATIONAL MULTIMEDIA CO.,LTD. New Taipei City		DENTSU CREATIVE TAIWAN Taipei		Bronze Lion	
A02/012	00548	READY PLAYER MOM	ENTEROGERMINA	ENTEROGERMINA	MRM, Madrid	SPAIN	SAILOR STUDIO Sao Paulo		WMcCANN Sao Paulo	WMcCANN Sao Paulo	CANJA AUDIO CULTURE Curitiba / DRUID CREATIVE GAMING Sao Paulo / SPARK Sao Paulo	Bronze Lion	
A02/015	00585	MISSION: WHOPPER	BURGER KING	WHOPPER	DAVID, Sao Paulo / DAVID, Buenos Aires	BRAZIL / ARGENTINA			DAVID Sao Paulo		JAMUTE Sao Paulo / RAIZ ESTUDIO Sao Paulo	Bronze Lion	
B04/038	00385	THE FLOOR IS FLAVA	FRANK'S REDHOT	FRANK'S REDHOT	GREY, New York	USA	SUPERAWESOME New York / TOWNHOUSE New York		DENTSU X New York	NORTH STRATEGIC Toronto / SUNSHINE SACHS MORGAN & LYLIS New York	GREY MIDWEST Cincinnati / McCORMICK AND CO. Cockeysville	Bronze Lion	
B05/074	10398	ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA				CURRENT GLOBAL Chicago		Bronze Lion	
C01/020	00350	SUPER WENDY'S WORLD	WENDY'S	ALL MENU ITEMS	VMLY&R, Kansas City	USA			SPARK FOUNDRY New York		KETCHUM Chicago	Bronze Lion	
C02/036	00574	FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL						Bronze Lion	
C02/039	00575	LOVE SQUAD	WAOO	WAOO	UNCLE GREY, Copenhagen	DENMARK	FOREVR Copenhagen / UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen / WAVEMAKER Copenhagen	UNCLE GREY Copenhagen / WAVEMAKER Copenhagen		Bronze Lion	
D01/040	00442	URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY / SWEDEN	NORD DDB Oslo / NORD DDB Stockholm	NORD DDB Oslo / NORD DDB Stockholm			NORD DDB Stockholm	Bronze Lion	
E01/013	00220	GAME-HER	GUARANA ANTARCTICA	GUARANA ANTARCTICA	SOKO, Sao Paulo	BRAZIL	BIG STUDIO São Paulo / LIMBIC MUSIC Sao Paulo				INPRESS PORTER NOVELLI Sao Paulo	Bronze Lion	
E04/010	00107	BURGER GLITCH	BURGER KING	BURGER KING	DAVID, Sao Paulo	BRAZIL						Bronze Lion	
E04/039	00420	TURBOKADDY	KAUFLAND	KAUFLAND	DDB, Prague / DDB FTW PRAGUE, Prague	CZECH REPUBLIC	DDB Prague / FAME FACTORY Prague	DDB Prague / PHD Prague	FUSE Prague / OMD CZECH Prague	FLEISHMANHILLARD Prague		Bronze Lion	
E05/006	00280	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES			OMD PHILIPPINES Makati City			Bronze Lion	
E05/013	00546	UNBANNED ARMBAND	ALL OUT	ALL OUT	ALMAPBDO, Sao Paulo	BRAZIL	UM STUDIO Sao Paulo				ALMAPBDO Sao Paulo	Bronze Lion	
<b>Total Awards:</b>													<b>26</b>