

Industry Craft Winners													
Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	Award
B03/063	00726	NIGRUM CORPUS	IDOMED	NIGRUM CORPUS	ARTPLAN, Sao Paulo	BRAZIL	MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / RAW AUDIO Sao Paulo / ROAD FILMES Rio de Janeiro / RUDY HUHOLD FOTOGRAFIA Rio de Janeiro / UNTITLED TV BR São Paulo	FUJOCKA CREATIVE IMAGES São Paulo / P+E GALERIA DIGITAL Sao Paulo		APPROACH COMUNICACAO Sao Paulo		Grand Prix	Grand Prix
B02/066	00423	EYE TEST	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	PROSPEX PARK Los Angeles		WAVEMAKER Sydney	BURSON Sydney		Gold Lion Campaign	Gold Lion
B02/067	00428	EYE SCAN	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	PROSPEX PARK Los Angeles		WAVEMAKER Sydney	BURSON Sydney		Gold Lion Campaign	
B02/068	00424	EYECARE	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	PROSPEX PARK Los Angeles		WAVEMAKER Sydney	BURSON Sydney		Gold Lion Campaign	
D01/004	00113	NO LABELS	NIKKA WHISKY	NIKKA WHISKY	DENTSU INC., Tokyo	JAPAN	CREATIVE POWER UNIT Tokyo / DENTSU LIVE INC. Tokyo / LULL INC. Tokyo / PYRAMID FILM QUADRA Tokyo		DENTSU INC. Tokyo	DENTSU INC. Tokyo / DENTSU LIVE INC. Tokyo		Gold Lion	Gold Lion
D01/011	00496	PROJECT 4270	BANCO DE CHILE	BANCO DE CHILE	BBDO CHILE, Santiago	CHILE	ALASKA FILMS Santiago					Gold Lion	Gold Lion
E01/007	00575	WINNING ISN'T COMFORTABLE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	UNITED STATES	ICONOCLAST Los Angeles	JOINT EDITORIAL Portland / SELECTED WORKS London / THE TRAFIK Santa Monica / WALKER MUSIC Los Angeles / WORK EDITORIAL Culver City	WIEDEN+KENNEDY Portland		NIKE Beaverton	Gold Lion	Gold Lion
B01/010	00016	DESIGNING PARIS 2024	COJOP 2024	PARIS 2024 OLYMPIC GAMES	W CONRAN DESIGN, Paris / PARIS 2024 COMITE D'ORGANISATION DES JEUX OLYMPIQUES ET PARALYMPIQUES (COJOP), Saint-Denis	FRANCE	PARIS 2024 COMITE D'ORGANISATION DES JEUX OLYMPIQUES ET PARALYMPIQUES (COJOP) Saint-Denis / W CONRAN DESIGN Paris	PARIS 2024 COMITE D'ORGANISATION DES JEUX OLYMPIQUES ET PARALYMPIQUES (COJOP) Saint-Denis / W CONRAN DESIGN Paris	PARIS 2024 COMITE D'ORGANISATION DES JEUX OLYMPIQUES ET PARALYMPIQUES (COJOP) Saint-Denis	PARIS 2024 COMITE D'ORGANISATION DES JEUX OLYMPIQUES ET PARALYMPIQUES (COJOP) Saint-Denis		Silver Lion	Silver Lion
B01/040	00401	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo		Silver Lion	Silver Lion
B01/082	10611	60 YEARS OF FILM	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	UNITED STATES	HOGARTH WORLDWIDE Chicago / OGILVY Chicago	HOGARTH WORLDWIDE Chicago / OGILVY Chicago				Silver Lion	Silver Lion
B02/133	00247	THE PHILHARMONIC PRINTS – FOYER WINDOWS, 1ST FLOOR	BERLINER PHILHARMONIE	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS, Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin				Silver Lion Campaign	Silver Lion
B02/135	00246	THE PHILHARMONIC PRINTS – STAGE FLOOR, GREAT HALL	BERLINER PHILHARMONIE	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS, Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin				Silver Lion Campaign	
B04/014	00360	MOCTEZUMA — CEMENT REIMAGINED IN MEXICO	MOCTEZUMA	MOCTEZUMA CEMENT	BRANDS&PEOPLE, San Pedro Garza Garcia	MEXICO						Silver Lion	Silver Lion
E02/049	00335	YOU MUST BE HUMAN	WORLD COIN	WORLD ID	adam&eveBerlin	GERMANY			OMD GERMANY Dusseldorf			Silver Lion	Silver Lion
E04/004	00223	MADE TO SHARE	CADBURY	CADBURY DAIRY MILK	VCCP, London	UNITED KINGDOM	BULLETPROOF London	GIRL AND BEAR London	SPARK FOUNDRY London	OGILVY UK London		Silver Lion	Silver Lion
B01/015	00046	855-HOW-TO-QUIT-(OPIOIDS)	ANZEN HEALTH	855-HOW-TO-QUIT-HELPLINE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Venice CA	MEDIAPLUS GERMANY Munich	TULOM Sao Paulo	DAHOUSE AUDIO Overath / RAW MATERIALS Austin	Bronze Lion	Bronze Lion
B01/045	00318	FLAGS OF UNITY	AMREF	AMREF	EDELMAN, London	UNITED KINGDOM	PLANITSWISS Kigali		EDELMAN London	EDELMAN London		Bronze Lion	Bronze Lion
B01/093	00674	WINIS FONT	WINIS	WINIS CANDY	THE KLASS COMPANY, Tepotzotlan / CATORCE DIAS, Mexico City	MEXICO	HAVAS BLINK Tel Aviv	HAVAS BLINK Tel Aviv			MAGIC HAMMER Merida	Bronze Lion	Bronze Lion
B02/122	00392	WINTER TAKES ON COLORS	MCDONALD'S POLSKA	DRWALA BURGER (LIMITED TIMED OFFER)	DDB WARSAW	POLAND	PANOWIE PROGRAMISCI Warsaw / PAPAYA FILMS Warsaw	JUICE Warsaw / RIO DE POST Warsaw	OMD Warsaw		24/7 COMMUNICATION Warsaw	Bronze Lion	Bronze Lion
B02/151	00677	BOAT	CORNETTO	CORNETTO ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	PICT ESTUDIO Agua Branca					Bronze Lion Campaign	Bronze Lion
B02/152	00681	WAVES	CORNETTO	CORNETTO ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	PICT ESTUDIO Agua Branca					Bronze Lion Campaign	
B02/153	00689	SURFER	CORNETTO	CORNETTO ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	PICT ESTUDIO Agua Branca					Bronze Lion Campaign	
B03/023	00546	'THE SHINING'	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo	UNITED STATES / BRAZIL	COOPER FILMS Toronto / PICT ESTUDIO Agua Branca / VANDALO Sao Paulo / VETOR ZERO Sao Paulo / VOX HAUS Petropolis	HOGARTH WORLDWIDE London / VML Miami / VOX HAUS Petropolis	ESSENCEMEDIACO M Barcelona / ESSENCEMEDIACO M London	OGILVY PR London	VML Kansas City / VML Paris	Bronze Lion Campaign	Bronze Lion
B03/024	00560	'A HOUSE FOR MR. BISWAS'	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo	UNITED STATES / BRAZIL	COOPER FILMS Toronto / PICT ESTUDIO Agua Branca / VANDALO Sao Paulo / VETOR ZERO Sao Paulo / VOX HAUS Petropolis	HOGARTH WORLDWIDE London / VML Miami / VOX HAUS Petropolis	ESSENCEMEDIACO M Barcelona / ESSENCEMEDIACO M London	OGILVY PR London	VML Kansas City / VML Paris	Bronze Lion Campaign	
B03/025	00561	'EXTREME METAPHORS'	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo	UNITED STATES / BRAZIL	COOPER FILMS Toronto / PICT ESTUDIO Agua Branca / VANDALO Sao Paulo / VETOR ZERO Sao Paulo / VOX HAUS Petropolis	HOGARTH WORLDWIDE London / VML Miami / VOX HAUS Petropolis	ESSENCEMEDIACO M Barcelona / ESSENCEMEDIACO M London	OGILVY PR London	VML Kansas City / VML Paris	Bronze Lion Campaign	
B03/028	00525	PROTECTOR OF THE CHALICE	STELLA ARTOIS	STELLA ARTOIS	GREY, London	UNITED KINGDOM	GREY London	GREY London	GREY London	GREY London		Bronze Lion Campaign	Bronze Lion
B03/029	00519	HAPPINESS WITHIN CHAOS	STELLA ARTOIS	STELLA ARTOIS	GREY, London	UNITED KINGDOM	GREY London	GREY London	GREY London	GREY London		Bronze Lion Campaign	
B03/030	00627	THE SHAKESPEARE BIC	BIC	BIC CRYSTAL PEN	VML, Sao Paulo	BRAZIL	CARBONO SOUND LAB Sao Paulo / HOGARTH WORLDWIDE Sao Paulo / OIO Sao Paulo / P+E GALERIA DIGITAL Sao Paulo		VML Sao Paulo	APPROACH Sao Paulo		Bronze Lion	Bronze Lion
D02/005	00150	MAKE LOVE LAST - BEDROOM	VIATRIS	VIAGRA	OGILVY, Shanghai	MAINLAND CHINA	BOXCUTTER Auckland	SHOOTING GALLERY Shanghai				Bronze Lion Campaign	Bronze Lion
D02/007	00152	MAKE LOVE LAST - LIVING ROOM	VIATRIS	VIAGRA	OGILVY, Shanghai	MAINLAND CHINA	BOXCUTTER Auckland	SHOOTING GALLERY Shanghai				Bronze Lion Campaign	
E05/002	00708	TENNESSEE SOUND SITES	TENNESSEE DEPARTMENT OF TOURISM DEVELOPMENT	TENNESSEE DEPARTMENT OF TOURISM DEVELOPMENT	VML, Kansas City	UNITED STATES	PLAN A FILMS Johnson City / TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT Nashville / VML Kansas City	PLAN A FILMS Johnson City / TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT Nashville / VML Kansas City	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT Nashville	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT Nashville / VML Kansas City		Bronze Lion	Bronze Lion

