

Industry Craft Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	Award
B01/031	00535	MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN	1-10, INC. Kyoto / CREATIVE POWER UNIT Tokyo / DENTSU LIVE INC. Tokyo		DENTSU INC. Tokyo	DENTSU INC. Tokyo / PR CONSULTING DENTSU Tokyo		Grand Prix	Grand Prix
A01/036	00918	ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	ANTINOMY STUDIO Amsterdam / CRAFT WORLDWIDE New York / HUMAN WORLDWIDE New York / JAMRA PATEL Portland / SPIRIT MCCANN Cite Du Niger					Gold Lion	Gold Lion
B02/169	00839	UNTANGLING THE POLITICS OF HAIR	STIR	MAGAZINE	FCB INDIA, Gurugram	INDIA						Gold Lion	Gold Lion
C01/011	00534	MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN	1-10, INC. Kyoto / CREATIVE POWER UNIT Tokyo / DENTSU LIVE INC. Tokyo		DENTSU INC. Tokyo	DENTSU INC. Tokyo / PR CONSULTING DENTSU Tokyo		Gold Lion	Gold Lion
D02/013	00204	LAP 1	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE	SHLAG LAB Paris					Gold Lion Campaign	Gold Lion
D02/014	00208	LAP 112	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE	SHLAG LAB Paris					Gold Lion Campaign	
D02/015	00203	LAP 559	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE	SHLAG LAB Paris					Gold Lion Campaign	
D02/016	00210	LAP 826	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE	SHLAG LAB Paris					Gold Lion Campaign	
E02/040	00344	PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland	COLENZO BBDO Auckland			Gold Lion	Gold Lion
E02/053	00570	A BRITISH ORIGINAL	BRITISH AIRWAYS	TRAVEL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM				MANNING GOTTLIEB OMD London		Gold Lion Campaign	Gold Lion
E02/054	01009	A BRITISH ORIGINAL ONE	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM						Gold Lion Campaign	
E02/055	01010	A BRITISH ORIGINAL TWO	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM						Gold Lion Campaign	
A01/003	00010	THERE'S NOTHING COMIC ABOUT DYSLEXIA	DYSLEXIA SCOTLAND	THERE'S NOTHING COMIC ABOUT DYSLEXIA	INNOCEAN BERLIN, Berlin	GERMANY	BROKSTAD STUDIO New York / INNOCEAN BERLIN Berlin		HAVAS MEDIA London / WETRANSFER Amsterdam	BOT INC Brighton	DAHOUSE AUDIO Berlin	Silver Lion	Silver Lion
B01/054	00809	OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	VMLY&R New York					Silver Lion	Silver Lion
B02/089	00756	FESTIVAL POSTER	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA	HOGARTH Chicago / SAROFSKY Chicago					Silver Lion Campaign	Silver Lion
B02/092	00745	QUESTIONS	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA	HOGARTH Chicago / SAROFSKY Chicago					Silver Lion Campaign	
B02/156	00938	THE BLIND SPOT	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN SERVICE	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA	RUN JUMP FLY CREATIONS Pretoria / THINKING Cape Town		BONFIRE MEDIA Cape Town		VOLKSWAGEN SOUTH AFRICA Cape Town	Silver Lion	Silver Lion
C04/008	00943	THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM	OGILVY London	OGILVY London		OGILVY London		Silver Lion	Silver Lion
D01/004	00418	LEVI'S - THE GREATEST STORY EVER WORN	LEVI'S	LEVI'S DENIM	DROGA5, PART OF ACCENTURE SONG, New York	USA	DE LA REVOLUCION California	BALLAD Frederiksberg / ROCK PAPER SCISSORS New York	OMD WORLDWIDE London			Silver Lion	Silver Lion
E02/006	00190	STANMORE - STAPH INFECTION	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	HOWATSON+COMPANY Sydney / SCOUNDREL Sydney	HECKLER Sydney / HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney		Silver Lion Campaign	Silver Lion
E02/007	00193	BONDI - BACKPACKERS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	HOWATSON+COMPANY Sydney / SCOUNDREL Sydney	HECKLER Sydney / HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney		Silver Lion Campaign	
E02/008	00196	ERSKINEVILLE - FUR BABIES	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	HOWATSON+COMPANY Sydney / SCOUNDREL Sydney	HECKLER Sydney / HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney		Silver Lion Campaign	
E02/009	00192	RANDWICK - BEDWETTERS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	HOWATSON+COMPANY Sydney / SCOUNDREL Sydney	HECKLER Sydney / HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney		Silver Lion Campaign	
E02/010	00194	DARLINGHURST - MARDI GRAS QUEEN	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	HOWATSON+COMPANY Sydney / SCOUNDREL Sydney	HECKLER Sydney / HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney		Silver Lion Campaign	
E02/022	00197	PARLIAMENT HOUSE - SPINELESS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA	HOWATSON+COMPANY Sydney / SCOUNDREL Sydney	HECKLER Sydney / HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney	HOWATSON+COMPANY Sydney		Silver Lion Campaign	
E02/049	00235	BRENDEN	APPLE	ATV+	TBWAIMEDIA ARTS LAB, Los Angeles	USA	SALT PRODUCTIONS LLC Los Angeles		OMD Los Angeles			Silver Lion Campaign	Silver Lion
E02/050	00993	KELLYN	APPLE	APPLETV+	TBWAIMEDIA ARTS LAB, Los Angeles	USA	SALT PRODUCTIONS LLC Los Angeles		OMD Los Angeles			Silver Lion Campaign	
E02/051	00992	MATT	APPLE	APPLETV+	TBWAIMEDIA ARTS LAB, Los Angeles	USA	SALT PRODUCTIONS LLC Los Angeles		OMD Los Angeles			Silver Lion Campaign	
B01/034	00476	THE ONE EXHIBITION	FOTOGLOBAL	LEICA M11	DM9, Sao Paulo	BRAZIL						Bronze Lion	Bronze Lion
B01/052	00742	THE FUTURE IS BLACK	RAÇA MAGAZINE	RAÇA 25 YEARS	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo		FCB BRASIL Sao Paulo		Bronze Lion	Bronze Lion
B02/153	00787	THE CATHEDRAL OF DIABLO	DIABLO IV	DIABLO IV	72ANDSUNNY, Los Angeles	USA	MORTON JANKEL ZANDER Los Angeles / WILDLIFE Los Angeles	COMPANY 3 Los Angeles / LIME STUDIOS Los Angeles / METHOD STUDIOS Los Angeles / WAVE STUDIO Los Angeles / WORK EDITORIAL Los Angeles			BLIZZARD ENTERTAINMENT California	Bronze Lion	Bronze Lion
B02/170	00571	A BRITISH ORIGINAL	BRITISH AIRWAYS	TRAVEL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM				MANNING GOTTLIEB OMD London		Bronze Lion Campaign	Bronze Lion
B02/171	01007	A BRITISH ORIGINAL ONE	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM						Bronze Lion Campaign	
B02/172	01008	A BRITISH ORIGINAL TWO	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM						Bronze Lion Campaign	

B03/054	00681	KITCHEN	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 Campaign	Bronze Lion	
B03/055	00686	QSR	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 Campaign		
B03/056	00689	DINER	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 Campaign		
B03/076	00782	BALLOTS AGAINST BULLETS - SURVIVORS (MARCO RUBIO)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA						Bronze Lion Campaign	Bronze Lion	
B03/077	00785	BALLOTS AGAINST BULLETS - SURVIVORS (RON DESANTIS)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA						Bronze Lion Campaign		
B03/078	00776	BALLOTS AGAINST BULLETS - SURVIVORS (BRIAN KEMP)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA						Bronze Lion Campaign		
B04/021	00646	KETCH-UP & DOWN	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	BELIEVE Santiago			MARKETTIERSS4DC LTD London		Bronze Lion	Bronze Lion	
C01/008	00339	BEAUTIFUL PANIC	THE AD MUSEUM TOKYO	D&AD AWARDS 2022 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	AOI PRO. Chuo-ku / J.C. SPARK Tokyo					Bronze Lion	Bronze Lion	
C04/001	00164	QUILMES COINCIDENCES WORLD CUP CAN	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA						Bronze Lion	Bronze Lion	
D01/011	00662	MELTING ICON	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	LOLA MULLENLOWE Madrid			LOLA MULLENLOWE Madrid		Bronze Lion	Bronze Lion	
D02/022	00062	BUCKET HAT	LACOSTE	LACOSTE	BETC, Paris	FRANCE						Bronze Lion Campaign	Bronze Lion	
D02/023	00067	PINK POLO	LACOSTE	LACOSTE	BETC, Paris	FRANCE						Bronze Lion Campaign		
D02/026	00066	SOCKS AND SANDALS	LACOSTE	LACOSTE	BETC, Paris	FRANCE						Bronze Lion Campaign		
D02/027	00061	TENNIS COURT	LACOSTE	LACOSTE	BETC, Paris	FRANCE						Bronze Lion Campaign		
E02/027	00304	I ... VOTED	TEXAS CIVIL RIGHT PROJECT	I ... VOTED STICKER	PREACHER, Austin	USA						Bronze Lion	Bronze Lion	
E03/046	00804	THE UNFORBIDDEN FRUIT	DOLE SUNSHINE COMPANY	DOLE FRUIT	GREY, London	UNITED KINGDOM	GREY London		SPARK FOUNDRY EI Segundo	PEPPERCOMM New York	HIGH WIDE AND HANDSOME Los Angeles	Bronze Lion	Bronze Lion	
Total Awards:														28