

Media Winners												
Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
E01/021	00758	DOVE REAL BEAUTY REDEFINED FOR THE AI ERA	DOVE	DOVE	MINDSHARE, New York	UNITED STATES			MINDSHARE New York	EDELMAN New York	COLLECTIVELY New York / PINTEREST San Francisco / SAIGON Reston / SOKO Sao Paulo / UNILEVER Hoboken	Grand Prix
A01/012	01003	CAN'T UNSEE IT	HEINZ KETCHUP & MUSTARD	KRAFT HEINZ	RETHINK, Toronto	CANADA			CARAT Chicago / CARAT Toronto	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago / MARVEL STUDIOS PARTNERSHIPS Burbank	Gold Lion
A02/011	01676	VASELINE VERIFIED	UNILEVER	VASELINE	OGILVY, Singapore	SINGAPORE	OGILVY Singapore / WHITECOAT PRODUCTIONS SINGAPORE	BIG SYNC MUSIC Singapore / CHAMELEON Singapore / FVSE Singapore / OGILVY Singapore / WHITECOAT PRODUCTIONS SINGAPORE	MINDSHARE London	OGILVY Singapore / OGILVY SOUTH AFRICA Johannesburg / OGILVY UK London	UNILEVER London / VAYNERMEDIA London	Gold Lion
A03/007	00991	REDDITOR EDIT	SKODA	AUTOMOTIVE	PHD, London / LEO, London	UNITED KINGDOM			PHD London			Gold Lion
A04/024	01999	COUPON RAIN	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo	CDN Sao Paulo / GUT Sao Paulo	MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo	Gold Lion
A07/044	01183	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID SAO PAULO Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo			CASHMAN & ASSOCIATES Philadelphia / DRUID SAO PAULO Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo	Gold Lion
B01/009	00947	STREAMING BARS	HEINEKEN	HEINEKEN	LEPUB, Sao Paulo	BRAZIL	DAHOUSE AUDIO Sao Paulo / MOONHEIST Sao Paulo		RED STAR Sao Paulo	LEMA+ Sao Paulo	IFOOD Osasco	Gold Lion
B06/015	00402	"RAISE YOUR BANNERS"	HBO	HOUSE OF THE DRAGON SEASON 2	GIANT SPOON, New York	UNITED STATES			GIANT SPOON New York			Gold Lion
B10/057	02011	RETRO INFLUENCERS	SKOL	SKOL	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo		AB INBEV Sao Paulo / BR MEDIA Sao Paulo / INPRESS PORTER NOVELLI Sao Paulo / NOIZE ENTRETENIMENTO Porto Alegre	Gold Lion
B13/024	01069	THE REWARDS BAG	TATA	TATA	VML, Montevideo	URUGUAY			WAVEMAKER Montevideo			Gold Lion
C02/038	01314	FICTIONAL INSURANCE	RCN/PRIME	INSURANCE	DDB COLOMBIA, Bogota	COLOMBIA						Gold Lion
E03/029	00817	FIRST EVER LIVE COMMERCIAL CROSSOVER	ROCKET	ROCKET	ZENITH, New York / MIRIMAR, Los Angeles	UNITED STATES	BISCUIT FILMWORKS Los Angeles		ZENITH New York		OTHERWAY London / ROCKET Detroit	Gold Lion
E04/022	01236	WAITROSE SWEET SUSPICION - A DELICIOUSLY FESTIVE WHODUNNIT	WAITROSE & PARTNERS	WAITROSE & PARTNERS	MANNING GOTTLLIEB OMD, London / SAATCHI & SAATCHI, London	UNITED KINGDOM	SAATCHI & SAATCHI London		MANNING GOTTLLIEB OMD London		WONDERHOOD STUDIOS London	Gold Lion
A04/025	01901	SWEET SUSPICION	WAITROSE	WAITROSE	SAATCHI & SAATCHI, London	UNITED KINGDOM	PRODIGIOUS London / SMUGGLER London / WONDERHOOD STUDIOS	750MPH London / HARBOR London	MANNING GOTTLLIEB OMD London		TALENT REPUBLIC London	Silver Lion
A05/013	01047	BRING KOREA TO THE WORLD	NETFLIX	SQUID GAME	NETFLIX, Los Angeles / FOUNDERS, Miami	UNITED STATES	FOUNDERS Miami / PDROOM Seoul / RICHARD RHO Arcadia / THE REFINERY Burbank / TRAILER PARK Los Angeles	BMP CREATIVE Minneapolis / BUTCHERBIRD STUDIOS Glendale / NEKO Sherman Oaks				Silver Lion
B02/012	01357	DIRTY MOUTH SPONSORSHIP	CIF	CIF	DROGA5, PART OF ACCENTURE SONG, Sao Paulo / UNILEVER BRASIL, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo		INITIATIVE MEDIA New York	INPRESS PORTER NOVELLI Sao Paulo		Silver Lion
B04/076	02006	SPEED COUPONS	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo	CDN Sao Paulo	MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo	Silver Lion
B04/093	01911	TAKEOFF TAKEOVER	CATHAY PACIFIC	CATHAY PACIFIC AIRWAYS	LEO, Mumbai	INDIA	PUBLICIS INDIA Mumbai		PUBLICIS GROUPE OOH Mumbai		CATHAY PACIFIC Mumbai	Silver Lion
B07/104	02046	GULF OF MEXICO (BAR)	TECATE	TECATE LIGHT	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU RED STAR Mexico City	SERNA Mexico City		Silver Lion
B08/012	00774	KLEENEX SCORE	KLEENEX	KLEENEX	VML, New York	UNITED STATES	BELIEVE TV Santiago		AMAZON New York / SPARK FOUNDRY Chicago	CALL & RESPONSE New York	IMDB Los Angeles	Silver Lion
B09/001	00086	MACCIE	MCDONALD'S	MACCIE	TBWAINEBOKO, Amsterdam	NETHERLANDS	TBWAINEBOKO Amsterdam		OMD Amsterdam		ACE SOCIAL AMSTERDAM	Silver Lion
B10/048	01772	NAVY SUBREDDIT HUNT	U.S. NAVY	U.S. NAVY RECRUITMENT INITIATIVE	VML, Dallas	UNITED STATES	SUBTROPIC STUDIOS Los Angeles / U.S. NAVY Millington / VML Dallas	U.S. NAVY Millington / VML Dallas	U.S. NAVY Millington / VML Dallas	VML Dallas		Silver Lion
B12/014	00756	DOVE REAL BEAUTY REDEFINED FOR THE AI ERA	DOVE	DOVE	MINDSHARE, New York	UNITED STATES			MINDSHARE New York	EDELMAN New York	COLLECTIVELY New York / PINTEREST San Francisco / SAIGON Reston / SOKO Sao Paulo / UNILEVER Hoboken	Silver Lion
B13/034	00612	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES			OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York	Silver Lion
C01/052	01224	THE 26TH MINUTE	DUBLIN SAMARITANS	SAMARITANS VOLUNTEER RECRUITMENT	DROGA5, PART OF ACCENTURE SONG, Dublin	IRELAND						Silver Lion
C01/068	01678	VASELINE VERIFIED	UNILEVER	VASELINE	OGILVY, Singapore	SINGAPORE	OGILVY Singapore / WHITECOAT PRODUCTIONS SINGAPORE	BIG SYNC MUSIC Singapore / CHAMELEON Singapore / FVSE Singapore / OGILVY Singapore / WHITECOAT PRODUCTIONS SINGAPORE	MINDSHARE London	OGILVY Singapore / OGILVY SOUTH AFRICA Johannesburg / OGILVY UK London	UNILEVER London / VAYNERMEDIA London	Silver Lion
C01/085	01477	REPORT THIS AD	VERIS	ONLINE MENTAL HEALTH INSTITUTION	PARADAIS DDB, Guayaquil	ECUADOR	APOLO Quito		PARADAIS DDB Guayaquil			Silver Lion

C02/045	01458	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	EXILE Santa Monica / PARIAH CREATIVE Santa Monica / ROYAL MUSTER Culver City / THE TRAFIK Santa Monica	PHD New York		2ND WIND PRODUCTIONS Los Angeles / ELEVEN SOUND Los Angeles / ENDLESS NOISE Los Angeles, CA / MAYFLOWER ENTERTAINMENT Los Angeles / SPECIAL Sydney	Silver Lion
C06/006	01089	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIACO M Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney	Silver Lion
D01/025	01185	EXPORT ULTRA COLD CALL BACK SERVICE	EXPORT ULTRA	BEER	CARAT, Auckland / SPECIAL, Auckland	NEW ZEALAND			CARAT Auckland			Silver Lion
D04/034	00960	LEGACY LAGER	LEGACY AUSTRALIA	LEGACY AUSTRALIA	VML, Sydney	AUSTRALIA	DIVISION Sydney / MACGYVER MODELS Sydney	ARC EDIT Sydney / NOISE INTERNATIONAL Sydney	VML Sydney	SABIO Brisbane		Silver Lion
D07/033	01465	HEALTH IS	BUPA	BUPA HEALTH INSURANCE	INITIATIVE MEDIA, New York / MOMENTUM WORLDWIDE, London	UNITED STATES / UNITED KINGDOM	MOMENTUM WORLDWIDE London	MOMENTUM WORLDWIDE London	BUPA London / INITIATIVE MEDIA New York	BUPA London		Silver Lion
D09/005	00195	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Durham / KODE MEDIA London		EDELMAN London	EDELMAN London		Silver Lion
D09/044	01903	PUB SUCCESSION	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	BANJOMAN FILMS Dublin		DENTSU RED STAR Dublin / RED STAR New York / RED STAR Sydney	MBOOTH New York / THE ROMANS London / THINKHOUSE Dublin		Silver Lion
E02/001	00182	THE FLAME THAT WASN'T A FLAME	EDF	THE OLYMPIC CAULDRON	HAVAS MEDIA, Paris / EDF, Paris / BETC, Paris	FRANCE	BETC Paris / EDF Paris / HAVAS PLAY Paris	BETC Paris	HAVAS MEDIA Paris / HAVAS PLAY Paris			Silver Lion
A01/041	01533	AD-FREE MOVIES	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BUMBLEBEAT Sao Paulo / MODO INTEGRADO DE PRODUCOES Sao Paulo / SOUNDIAPE AUDIO Sao Paulo / VOLKEN FILM Sao Paulo		AFRICA CREATIVE DDB Sao Paulo			Bronze Lion
A02/010	01888	EYE TEST MENU	TITAN COMPANY LIMITED	EYEWEAR	OGILVY, Bangalore	INDIA	ABSOLUTE PRODUCTIONS Mumbai		OGILVY Bangalore		OGILVY Mumbai / TIMESLIDER Mumbai / TITAN Bangalore	Bronze Lion
A04/022	01456	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	EXILE Santa Monica / PARIAH CREATIVE Santa Monica / ROYAL MUSTER Culver City / THE TRAFIK Santa Monica	PHD New York		2ND WIND PRODUCTIONS Los Angeles / ELEVEN SOUND Los Angeles / ENDLESS NOISE Los Angeles, CA / MAYFLOWER ENTERTAINMENT Los Angeles / SPECIAL Sydney	Bronze Lion
A06/029	02052	BAIT BOARDS	MERCADO ADS	MERCADO ADS	GUT, Buenos Aires	ARGENTINA	ECLOUD Rosario / IMAXEN Buenos Aires					Bronze Lion
A06/032	00912	SLEEP WITH RAIN	AT&T BUSINESS	AT&T BUSINESS	CRITICAL MASS, Calgary / WEST BBDO, Los Angeles	CANADA / UNITED STATES	SMUGGLER Los Angeles	WORK EDITORIAL Culver City	HEARTS & SCIENCE Dallas	KETCHUM New York	JANE Los Angeles	Bronze Lion
B03/001	00092	INK OF DEMOCRACY	THE TIMES OF INDIA	ELECTION APPEAL	HAVAS, Mumbai	INDIA	HAVAS Mumbai	HAVAS Mumbai	BENNETT COLEMAN & CO. Mumbai	BENNETT COLEMAN & CO. Mumbai		Bronze Lion
B04/114	02049	BOXED ADS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA						Bronze Lion
B05/005	00162	HEINZ ROLLER SHUTTER	HEINZ	KETCHUP	KRAFT HEINZ, Shanghai / GOODIDEA, Shanghai	MAINLAND CHINA			GOODIDEA Shanghai			Bronze Lion
B05/035	00846	THE MEAL	MCDONALD'S	HAPPY MEAL	LEO, London / READY10, London	UNITED KINGDOM	ROGUE FILMS London	PRODIGIOUS London / ROGUE FILMS London	OMD UK London	READY10 London	LINNEY ACTIVATE LIMITED Mansfield	Bronze Lion
B06/019	00642	W1NG COD3S	VOLARIS AIRLINES	VOLARIS AIRLINES	HAVAS HOY, Mexico City	MEXICO						Bronze Lion
B06/048	02062	AIRBNB UP-HOUSE	AIRBNB	AIRBNB ICONS	WEBER SHANDWICK, San Francisco / WEBER SHANDWICK, Los Angeles / WEBER SHANDWICK, Seattle / WEBER SHANDWICK, Atlanta / WEBER SHANDWICK, Toronto	UNITED STATES / CANADA	HOGWASH STUDIOS Miami Beach / VERB California	HOGWASH STUDIOS Miami Beach	DKC PUBLIC RELATIONS New York / WEBER SHANDWICK San Francisco	DKC PUBLIC RELATIONS New York / WEBER SHANDWICK San Francisco	DISNEY INTERACTIVE MEDIA GROUP Burbank / GET ENGAGED MEDIA Atlanta	Bronze Lion
B07/075	01509	TOUCHBOARDS DISCOUNT	ITAU UNIBANCO	BANK	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / ZAINE FILMES Sao Paulo		AFRICA CREATIVE DDB Sao Paulo			Bronze Lion
B08/028	01508	RE-COMMERCE ATACAMA	VTEX	RE-COMMERCE ATACAMA	ARTPLAN, Sao Paulo	BRAZIL	DIGITAL PRINTZ Sao Paulo / EITRI Rio de Janeiro / RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo			APPROACH COMUNICACAO Sao Paulo	DESIERTO VESTIDO Alto Hospicio / FASHION REVOLUTION Sao Paulo	Bronze Lion
B08/029	02059	AIRBNB ICONS	AIRBNB	AIRBNB ICONS	WEBER SHANDWICK, San Francisco / WEBER SHANDWICK, Los Angeles / WEBER SHANDWICK, Seattle / WEBER SHANDWICK, Atlanta / WEBER SHANDWICK, Toronto	UNITED STATES / CANADA	HOGWASH STUDIOS Miami Beach / TOY & ROBIN LTD Bournemouth / VERB California	HOGWASH STUDIOS Miami Beach	WEBER SHANDWICK San Francisco	DKC PUBLIC RELATIONS New York / WEBER SHANDWICK San Francisco	DISNEY INTERACTIVE MEDIA GROUP Burbank / FERRARI S.P.A. Maranello / GET ENGAGED MEDIA Atlanta / INTERNATIONAL OLYMPIC COMMITTEE Lausanne / MARVEL STUDIOS PARTNERSHIPS Burbank / MATTEL Los Angeles / MUSEE D'ORSAY Paris / PARAMOUNT PICTURES Los Angeles / WARNER BROS Los Angeles	Bronze Lion
B09/010	00917	RESHAPING RUGBY: THE WORLD'S FIRST TIKTOK FINAL	2DEGREES	2DEGREES MOBILE	TBWAINEW ZEALAND, Auckland	NEW ZEALAND	IDC PHOTOGRAPHY Auckland	TBWAINEW ZEALAND Auckland	OMD Auckland	TBWAELEVEN Auckland	2DEGREES Auckland	Bronze Lion
B10/050	01539	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo		AFRICA CREATIVE DDB Sao Paulo			Bronze Lion
B11/023	01296	JUST JOKING	SANDY HOOK PROMISE	SANDY HOOK PROMISE	PHD, New York	UNITED STATES	SMUGGLER New York	HUMAN New York / RARE MEDIUM New York / ROCK PAPER SCISSORS New York / SELECTED WORKS London / TRIM EDITING London	PHD New York	R&CPMK New York / WEBER SHANDWICK Washington	BOOM BROADCAST & MEDIA RELATIONS Littleton / CONNECT360 New York	Bronze Lion
B12/021	01827	GARUDA RAKSHAK	DSP MUTUAL FUNDS	MUTUAL FUNDS	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Gurgaon / USEFUL GARBAGE CREATIONS Mumbai	USEFUL GARBAGE CREATIONS Mumbai				Bronze Lion
B13/028	00921	CERTIFIED TOASTERS	GOODMAN FIELDER	VOGEL'S	DDB NEW ZEALAND, Auckland	NEW ZEALAND		DDB NEW ZEALAND Auckland / TOYBOX Auckland			GOODMAN FIELDER NZ Auckland / MARKET MEDIA Auckland / MBM Auckland	Bronze Lion

C01/093	01880	MOST LIKELY TO	DOVE	DOVE BRAND	OGILVY, Toronto	CANADA	PINK CALCULATOR Toronto / SMUGGLER @ SOFT CITIZEN TORONTO	ALTER EGO STUDIO Los Angeles / CABIN EDITING COMPANY Los Angeles / CABIN New York	PHD Toronto	EDELMAN Toronto	BOOMBOX SOUND Toronto / MILO CASTING Toronto	Bronze Lion
C01/109	01182	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID SAO PAULO Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo			CASHMAN & ASSOCIATES Philadelphia / DRUID SAO PAULO Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo	Bronze Lion
C04/001	00062	TIKTOK UNIVERSITY	HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES	UNIVERSITY EDUCATION	BOB THE ROBOT, Helsinki	FINLAND	BOB THE ROBOT Helsinki		TOINENPHD Helsinki	BOB THE ROBOT Helsinki		Bronze Lion
D02/013	01133	THE LUCKY SPONSOR	SCHNEIDER	SCHNEIDER	MERCADO McCANN, Buenos Aires	ARGENTINA	POSTER Buenos Aires					Bronze Lion
D03/030	00845	MCRIB MISTAKES	MCDONALD'S	MCRIB	LEO, London	UNITED KINGDOM	FRAMESTORE London / PRODIGIOUS London	FRAMESTORE London / PRODIGIOUS London	OMD UK London	RED CONSULTANCY London	ARMADILLO Bristol / LINNEY ACTIVATE LIMITED Mansfield	Bronze Lion
D03/035	00837	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	THINKHOUSE Dublin	LENS THAT - AR CREATIVE STUDIO Warsaw				Bronze Lion
D05/008	00526	LAY'S BAR CRAWL	LAY'S	LAY'S	SLAP GLOBAL, Buenos Aires / PEPSICO, Harrison	ARGENTINA / UNITED STATES			OMD USA New York			Bronze Lion
D06/002	00043	NATURE SHAPES BRITANNIA	BRITANNIA INDUSTRIES LTD.	BRITANNIA SUSTAINABILITY	TALENTED, Bangalore	INDIA	ROOTED FILMS Madurai		CORAL MEDIA Bangalore / MOMS OUTDOOR MEDIA SOLUTIONS Mumbai	DENTSU CREATIVE PR Mumbai / TALENTED Bangalore	BRITANNIA INDUSTRIES Bengaluru / SCHBANG Mumbai	Bronze Lion
D06/033	00443	TIME TO LIVE	AUSTRALIAN CANCER RESEARCH FOUNDATION	ACRF AWARENESS CAMPAIGN	THE MINISTRY FOR COMMUNICATION & THE ARTS, Coogee	AUSTRALIA						Bronze Lion
D07/055	01410	MISSED BIRTHDAYS	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London / adam&eveDDB London / CREATIVE GIANTS ART Brighton / KING HENRY London / TOGETHER ASSOCIATES London	750MPH London / CREATIVE OUTPOST London	THE7STARS London	HOPE AND GLORY London	ITV BROADCASTING LTD Gateshead	Bronze Lion
D07/078	00712	SAFE SKETCH	SAVE THE CHILDREN	SAVE THE CHILDREN 'SAFE SKETCH' MOBILE APP	CHEIL HONG KONG	HONG KONG SAR	CHEIL HONG KONG	ANIMATION STUDIO LTD / THINGS THAT MOVE Hong Kong				Bronze Lion
E02/016	01251	TIMEOUT AGAINST HATE	FOUNDATION TO COMBAT ANTISEMITISM	FOUNDATION TO COMBAT ANTISEMITISM	MINDSHARE, New York / VML, New York	UNITED STATES			MINDSHARE New York		THE FOUNDATION TO COMBAT ANTISEMITISM Foxborough	Bronze Lion
Total Awards:			66									