

Outdoor Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize	Award
C04/030	01239	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo		MERCADO LIVRE Sao Paulo / NWB São Paulo / SPARK Sao Paulo	Grand Prix	Grand Prix
A01/081	01216	COINCIDENCE?	HEINZ KETCHUP	KRAFT HEINZ	RETHINK, Toronto	CANADA		GRAYSON MUSIC Toronto / SCHOOL EDITING Toronto	CARAT Chicago / CARAT Toronto	ZENO GROUP Chicago / ZENO GROUP Toronto	CARAT Dubai / CARAT London / CARAT Mexico City / CARAT Shanghai / DAVID Sao Paulo / HOGARTH WORLDWIDE London / JOTACOM Sao Paulo / KRAFT HEINZ Chicago / KRAFT HEINZ London / LOURES Sao Paulo / THE KITCHEN London / THE KITCHEN Millbrae / THE KRAFT HEINZ CO Sao Paulo / WONDERLAND COMMUNICATIONS Bristol	Gold Lion	Gold Lion
B04/030	00802	GIG	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM	PUBLICIS PRODUCTION London	PUBLICIS PRODUCTION London				Gold Lion Campaign	Gold Lion
B04/031	00805	WEDDING	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM	PUBLICIS PRODUCTION London	PUBLICIS PRODUCTION London				Gold Lion Campaign	
B04/032	00808	BOWLING	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM	PUBLICIS PRODUCTION London	PUBLICIS PRODUCTION London				Gold Lion Campaign	
C03/062	00973	TINY COFFEE SHOPS	DE'LONGHI	DE'LONGHI COFFEE MACHINE	LOLA, Madrid	SPAIN	CREATORS INC London	BACON Copenhagen	HOUSE OF COMMUNICATION Munich		THE PROP & MODEL MAKER BERLIN	Gold Lion	Gold Lion
E02/018	01061	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS MARKETPLACE	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris	Gold Lion	Gold Lion
E03/008	00725	SUNBURNT CAR	MYCAR	MYCAR	TBWAI/SYDNEY, Sydney	AUSTRALIA	BOLT Sydney / ODD STUDIOS Sydney		HEARTS & SCIENCE Sydney	ELEVEN Sydney	MYCAR Sydney / TBWAI/SYDNEY Sydney	Gold Lion	Gold Lion
E03/024	00995	THE LAST COKE IN THE DESERT	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo / VML, Mexico City	UNITED STATES / BRAZIL / MEXICO	REBOLUCION Mexico		ESSENCEMEDIACO M Mexico City	OGILVY PR London	RAMIRO DEL REAL Hacienda de Echeagaray	Gold Lion	Gold Lion
E04/088	01269	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL		RED STAR Sao Paulo		LEMA+ Sao Paulo / THE ROMANS London	CIRCULO Sao Paolo	Gold Lion	Gold Lion
A04/011	01304	LONDON	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM			MANNING GOTTLIEB OMD London			Silver Lion Campaign	Silver Lion
A04/012	01288	MARRAKESH	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM			MANNING GOTTLIEB OMD London			Silver Lion Campaign	
A04/013	01297	BAHAMAS	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM			MANNING GOTTLIEB OMD London			Silver Lion Campaign	
A04/046	01172	BLIZZARD AS USUAL 1	TIM HORTONS	TIM HORTONS COFFEE	GUT, Toronto	CANADA	GLORY Toronto	ALTER EGO Toronto / GLORY Toronto	PHD Toronto			Silver Lion Campaign	Silver Lion
A04/047	01169	BLIZZARD AS USUAL 2	TIM HORTONS	TIM HORTONS COFFEE	GUT, Toronto	CANADA	GLORY Toronto	ALTER EGO Toronto / GLORY Toronto	PHD Toronto			Silver Lion Campaign	
A04/048	01174	BLIZZARD AS USUAL 3	TIM HORTONS	TIM HORTONS COFFEE	GUT, Toronto	CANADA	GLORY Toronto	ALTER EGO Toronto / GLORY Toronto	PHD Toronto			Silver Lion Campaign	
C02/013	01335	DISCOUNT CHANTS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	FABULA Santiago					Silver Lion	Silver Lion
C06/028	00861	LET IT FLY	SAUDIA AIRLINES	BAGGAGE STICKERS TO INCREASE BAGGAGE ALLOWANCE	PUBLICIS KSA, Jeddah / SAATCHI AND SAATCHI ME, Dubai	SAUDI ARABIA / UNITED ARAB EMIRATES	BELIEVE TV Santiago / TWIST PRODUCTIONS Dubai		PUBLICIS KSA Jeddah / ZENITH Dubai	CJPR & CO London		Silver Lion	Silver Lion
C06/039	01046	KITKAT SECURITY DETAIL	KITKAT	KITKAT FIVE FINGERS CHOCOLATE BAR	COURAGE, Toronto	CANADA	THE DELI Toronto			COURAGE Toronto	NESTLE CANADA Toronto	Silver Lion	Silver Lion
D01/014	01354	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan	CARAT Milan		CERTIMAC Faenza / URBAN VISION Milan	Silver Lion	Silver Lion
E01/008	00846	SHOWROOM ON ICE	LOODS 5	HOME FURNISHING	OGILVY, AMSTERDAM	NETHERLANDS						Silver Lion	Silver Lion
E02/008	01303	THE PERIODIC FABLE	THE ORDINARY	THE ORDINARY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	SMUGGLER London					Silver Lion	Silver Lion
E03/017	00698	2036	ASSOCIATION ANTOINE ALLÉNO	ASSOCIATION ANTOINE ALLÉNO	HAVAS PARIS	FRANCE	MAKE IT LIVE Paris / PROSE ON PIXELS Paris	PROSE ON PIXELS Paris			ASSOCIATION ANTOINE ALLÉNO Paris / MAIRIE DE PARIS - HOTEL DE VILLE	Silver Lion	Silver Lion
E03/039	00557	BACK TO KAI TAK	CATHAY	CATHAY	LEO HONG KONG	HONG KONG SAR			LEO HONG KONG	LEO HONG KONG		Silver Lion	Silver Lion
E05/045	01178	IKEA BRIGHTON STORE LAUNCH	IKEA	FURNITURE	MOTHER, London	UNITED KINGDOM		MOTHER MADE London			ONE REPRESENTS London	Silver Lion	Silver Lion
E08/005	00102	LOOK FOR THE LEAF	MAPLE LEAF FOODS	CANADIAN-MADE FMCG	NO FIXED ADDRESS, Toronto	CANADA			FUSE CREATE Toronto		MAPLE LEAF FOODS Mississauga	Silver Lion	Silver Lion
E09/020	00798	IT STARTS OUTSIDE	DIRT IS GOOD PERSIL	PERSIL	FRANK, London / UNILEVER, London	UNITED KINGDOM	OFFCUT London	CURIOUS PRODUCTIONS London / LEMON LIZARD PRODUCTIONS LTD London / MASSIVEMUSIC LONDON London / MOREIRA STUDIO Vespasiano / TAG COLLECTIVE ARTS London	MINDSHARE London	GOLIN London	ARSENAL FOOTBALL CLUB London / CAMPFIRE Manchester / THE-TEAM London	Silver Lion	Silver Lion
B01/019	00579	LISTENING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London		OPENMIND UK London			Bronze Lion Campaign	Bronze Lion
B01/020	00576	STRUMMING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London		OPENMIND UK London			Bronze Lion Campaign	
B01/021	00573	READING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London		OPENMIND UK London			Bronze Lion Campaign	
B01/022	00571	DAYDREAMING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London		OPENMIND UK London			Bronze Lion Campaign	
B04/019	01296	NEW YORK	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM			MANNING GOTTLIEB OMD London			Bronze Lion Campaign	Bronze Lion

B04/020	01290	THE PYRENEES	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM			MANNING GOTTLIEB OMD London			Bronze Lion Campaign	
B04/021	01298	ABUJA	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM			MANNING GOTTLIEB OMD London			Bronze Lion Campaign	
C01/007	01147	LIME GUIDES	CORONA	CORONA	GREY, New York	UNITED STATES	ASA ONZE Sao Paulo / FREQUENCY PICTURES Las Vegas / MAGIC LAB ACADEMY Sao Paulo / VOODOO HOUSE Sao Paulo	AGOSTO MUSIC Lima	STARCOM New York	3PM/WEBER SHANDWICK New York	AB INBEV New York	Bronze Lion Bronze Lion	
C02/019	00212	UKRAINE AIR RAID ALERTS – EMERGENCY BROADCAST SYSTEM HELSINKI	UNICEF FINLAND	FUNDRAISING FOR UKRAINE WAR VICTIMS	UNITED IMAGINATIONS, Helsinki	FINLAND			BAUER MEDIA Helsinki / JCDECAUX FINLAND Helsinki / MEDATEKO Helsinki / OCEAN OUTDOOR Helsinki / OUTSHINE Helsinki	UNITED IMAGINATIONS Helsinki	FRAMIAN Helsinki / INTERACTIVE INUITS Helsinki / JOONI Seinajoki / SIPULIGROUP Helsinki / THE END PRODUCTIONS Helsinki	Bronze Lion Bronze Lion	
C03/085	01240	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo		MERCADO LIVRE Sao Paulo / NWB São Paulo / SPARK Sao Paulo	Bronze Lion Bronze Lion	
C04/014	00853	DIRTY BUSINESS	CHANNEL 4	DIRTY BUSINESS	4CREATIVE, London / CHANNEL 4, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London / REVOLVER Sydney	4STUDIO London / CURIOUS FILMS London / PICTURE SHOP Iver Heath / PLATFORM POST PRODUCTION London	4CREATIVE London / OMD London / TALON London	THE CAST London	4CREATIVE London / LITTLE PARROT Kingsley / MACHINE SHOP London	Bronze Lion Bronze Lion	
C05/028	00237	FATAL QUESTION	STREETDOCTORS	STREETDOCTORS	SAATCHI & SAATCHI, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London / REVOLVER Sydney	750MPH London / HARBOR London / MACHINE SHOP London / MARSHALL STREET EDITORS London / TWENTY BELOW MUSIC London	APX CONTENT VENTURES LONDON / C-SCREENS LIMITED London	TAYLOR HERRING London	DARK ENERGY FILMS London / PRODIGIOUS London	Bronze Lion Bronze Lion	
C06/004	00270	MCDelivery@ SPEED CAMERA ADS	MCDONALD'S	MCDelivery	SCHOLZ & FRIENDS, Hamburg	GERMANY						Bronze Lion Bronze Lion	
D02/033	00751	WAOO "WIFI INVASION"	WAOO	WAOO WIFI	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen		Bronze Lion Bronze Lion	
D02/043	00501	TD FRACTIONAL WINDOW SHOPPING	TD	TD FRACTIONAL SHARES	OGILVY, Toronto	CANADA						Bronze Lion Bronze Lion	
D02/057	00096	THE CATRACE	DISTANCE X STRAVA	DISTANCE	BETC, Paris	FRANCE	1TO1 PARIS / SOLDATS FILMS Paris			BETC Paris		Bronze Lion Bronze Lion	
E01/027	40408	ICEDENTITY	AGUILA LIGHT	BEER	DAVID, Bogota	COLOMBIA	PARCHE FILMS Bogota		ZENITH Bogota			Bronze Lion Bronze Lion	
E02/012	00565	A.I. IRRESPONSIBLY	BREWLANDER	BREWLANDER BEER	BLKJHAVAS, Singapore	SINGAPORE						Bronze Lion Bronze Lion	
E02/021	01213	SLEEP TALK REVIEWS	IKEA	IKEA	RETHINK, Toronto	CANADA	AJAX CREATIVE Toronto	VAPOR MUSIC Toronto	CARAT Toronto		IKEA Burlington	Bronze Lion Bronze Lion	
E03/087	00952	ROOFTOP REVIVAL	HEINEKEN	HEINEKEN	LEPUB, Singapore / LEPUB, Milan	SINGAPORE / ITALY	CORE-A STUDIOS Seoul / LEPUB Milan / LEPUB Singapore	CORE-A STUDIOS Seoul / LEPUB Singapore / NEON SOUND Singapore / PRODIGIOUS SINGAPORE	REDSTAR London / REDSTAR Seoul	LEPUB Milan / LEPUB Singapore / PNC PARTNERS Seoul / THE ROMANS London	ALLURE KOREA Seoul / HEINEKEN Amsterdam / HEINEKEN Seoul / MAXAR TECHNOLOGIES Westminster / PUBLICIS GROUPE KOREA Seoul	Bronze Lion Bronze Lion	
E04/051	01217	LOOK FAMILIAR?	HEINZ KETCHUP	KRAFT HEINZ	RETHINK, Toronto	CANADA		GRAYSON MUSIC Toronto / SCHOOL EDITING Toronto	CARAT Chicago / CARAT Toronto	ZENO GROUP Chicago / ZENO GROUP Toronto	CARAT Dubai / CARAT London / CARAT Mexico City / CARAT Shanghai / DAVID Sao Paulo / HOGARTH WORLDWIDE London / JOTACOM Sao Paulo / KRAFT HEINZ Chicago / KRAFT HEINZ London / LOURES Sao Paulo / THE KITCHEN London / THE KITCHEN Millbrae / THE KRAFT HEINZ CO Sao Paulo / WONDERLAND COMMUNICATIONS Bristol	Bronze Lion Bronze Lion	
E04/067	01209	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo		ZENO GROUP Chicago / ZENO GROUP Toronto	KRAFT HEINZ Chicago / THE PROMOTIONS SPECIALIST Toronto	Bronze Lion Bronze Lion	
E06/006	00547	STEPH CURRY SHOOTS THE MOON	RANDOM HOUSE PUBLISHING GROUP	"SHOT READY" BY STEPH CURRY	KNOWN, New York	UNITED STATES			OUTFRONT New York			Bronze Lion Bronze Lion	
E08/015	01235	SOCIALIZING BILLBOARDS	HEINEKEN/IFOOD/MISCI	HEINEKEN	LEPUB, Sao Paulo	BRAZIL	PUBLICIS PRODUCTION Sao Paulo		LEPUB Sao Paulo	LEMA+ Sao Paulo	FUJOCKA CREATIVE IMAGES Sao Paulo / HEINEKEN Sao Paulo / IFOOD Osasco / MISCI Sao Paulo	Bronze Lion Bronze Lion	
Total Awards:													40