

**PR Winners**

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
E03/003	00812	THE KITKAT HEIST	KITKAT	KITKAT	BURSON, London / VML, London	UNITED KINGDOM			OPENMIND New York	BURSON London		Grand Prix
A01/042	00611	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eveTBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London				Gold Lion
A02/008	00840	THE RELATIONSHIP AID	SPECSAVERS	HEARING AIDS	GOLIN KETCHUM, London	UNITED KINGDOM	FOUND STUDIO London / GOLIN London	FOUND STUDIO London	MANNING GOTTLIEB OMD London	GOLIN London	TANGERINE COMMUNICATIONS London	Gold Lion
A06/001	00640	T-REX LEATHER	LAB-GROWN LEATHER	LEATHER	VML, Paris	FRANCE	KUEST Paris / WPP PRODUCTION Paris			FOR THE RIGHT REASONS Amsterdam / PROPELLER London		Gold Lion
B01/035	00720	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York	BURSON London		Gold Lion
B03/019	00719	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York	BURSON London		Gold Lion
D01/001	00573	ONE MORE QUESTION	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA			GREY ARGENTINA Buenos Aires	NINCH COMPANY Buenos Aires		Gold Lion
F06/049	20224	600K NETWORK	COMANDO CON VENEZUELA	COMANDO CON VENEZUELA	RAINBOW LOBSTER, Mexico City / COMANDO CON VENEZUELA, Caracas	MEXICO / VENEZUELA	COMANDO CON VENEZUELA Caracas		COMANDO CON VENEZUELA Caracas	COMANDO CON VENEZUELA Caracas	RAINBOW LOBSTER Mexico City	Gold Lion
B01/054	00612	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eveTBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London				Silver Lion
B01/067	00878	THE BITE	BURGER KING	THE WHOPPER	MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago	UNITED STATES	BARKLEYOKRP Chicago	MOJO SUPERMARKET New York				Silver Lion
B02/015	01118	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON SOUND Singapore / POP & STRANGE Singapore	WPP UNITE Singapore	OGILVY SINGAPORE	CATCH AND RELEASE San Francisco / OGILVY SINGAPORE / PINPUNG Bangkok / RADA Bangkok	Silver Lion
B04/028	10842	THE RELATIONSHIP AID	SPECSAVERS	HEARING AIDS	GOLIN KETCHUM, London	UNITED KINGDOM	FOUND STUDIO London / GOLIN London	FOUND STUDIO London	MANNING GOTTLIEB OMD London	GOLIN London	TANGERINE COMMUNICATIONS London	Silver Lion
B06/039	01120	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON SOUND Singapore / POP & STRANGE Singapore	WPP UNITE Singapore	OGILVY SINGAPORE	CATCH AND RELEASE San Francisco / OGILVY SINGAPORE / PINPUNG Bangkok / RADA Bangkok	Silver Lion
C02/004	00643	T-REX LEATHER	LAB-GROWN LEATHER	LEATHER	VML, Paris	FRANCE	KUEST Paris / WPP PRODUCTION Paris			FOR THE RIGHT REASONS Amsterdam / PROPELLER London		Silver Lion
F01/005	00741	THE KIDNEY PASS	WAY OUT WEST	MUSIC FESTIVAL	NORD, Stockholm	SWEDEN	HOUSE Stockholm / NORD Stockholm	HOUSE Stockholm		NORD Stockholm	MORE ORGAN DONATION Stockholm	Silver Lion
F02/004	00729	THE SWEDISH PRESCRIPTION	VISIT SWEDEN	VISIT SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm / PRIME WEBER SHANDWICK Stockholm	CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm	PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	VISIT SWEDEN Stockholm / WPP MEDIA Stockholm	Silver Lion
F03/002	00100	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto		UM Toronto	NARRATIVEXPR Toronto	KFC CANADA Toronto	Silver Lion
F04/045	00914	CERAVE - THE NEW FACE OF LEGS	CERAVE	CERAVE	L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood	BEAUTY CO-LAB New York	OGILVY PR New York	EGGMEN Rhinebeck / PARZVL New York / THE SKI TEAM River Vale	Silver Lion
F07/025	01123	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU X Mexico City	LEPUB Mexico City / SERNA Mexico City	HEINEKEN MEXICO Mexico City / MONKS Mexico City / SWARM MEXICO Mexico City / ULTRA BRANDS San Pedro Garza Garcia	Silver Lion
F08/027	01046	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid					Silver Lion
A04/008	01008	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN LIMA	PERU	FERTIL Lima	AGOSTO MUSIC Lima / NATIVO POST Lima		McCANN LIMA		Bronze Lion
A04/019	00989	SLEEP TALK REVIEWS	IKEA	IKEA	RETHINK, Toronto	CANADA	AJAX CREATIVE Toronto	VAPOR MUSIC Toronto	CARAT Toronto		IKEA Burlington	Bronze Lion
A07/026	00763	A MOTHER'S COMMENTARY	REPORTERS WITHOUT BORDERS (RSF)	PRESS FREEDOM ADVOCACY : CAMPAIGN FOR THE RELEASE OF DETAINED FRENCH SPORTS JOURNALIST CHRISTOPHE GLEIZES	THE GOOD COMPANY, Paris	FRANCE	SO PRESS Paris					Bronze Lion
B03/005	01066	UNCOVERING RACISM	SPORT CLUB CORINTHIANS PAULISTA	JERSEY - SPECIAL EDITION	ALMAPBDO, Sao Paulo	BRAZIL	ALOB SPORTS Rio de Janeiro / CABARET Sao Paulo					Bronze Lion
B03/015	00990	PROTEST MARCH OF THE PENGUINS	PENGUINS INTERNATIONAL	PENGUINS INTERNATIONAL	RETHINK, Toronto	CANADA				RETHINK Toronto	PENGUINS INTERNATIONAL Loveland	Bronze Lion
B03/031	00875	THE BITE	BURGER KING	THE WHOPPER	MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago	UNITED STATES	BARKLEYOKRP Chicago	MOJO SUPERMARKET New York				Bronze Lion
B06/027	01029	#MAINFLAVOURENERGY	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, Toronto	CANADA	FEELS LIKE HOME FILMS Toronto / IA2 SOUND + MUSIC Toronto	EDELMAN Toronto	INITIATIVE MEDIA Toronto	EDELMAN Toronto	U-STUDIO/OLIVER Toronto	Bronze Lion
D01/002	00295	THE LEGACY OF VIRGINIA GIUFFRE	VIRGINIA GIUFFRE	VIRGINIA GIUFFRE	DINI VON MUEFFLING COMMUNICATIONS, New York	UNITED STATES				DINI VON MUEFFLING COMMUNICATIONS New York		Bronze Lion
D02/026	01099	THE UNBURIED CASKET	WOMEN FOR CHANGE	WOMEN FOR CHANGE	EDELMAN SA, Johannesburg	SOUTH AFRICA			EDELMAN SA Johannesburg	EDELMAN SA Johannesburg	BEADING COLLECTIVE Johannesburg / BIGBRAVE Johannesburg / ENZO WOOD DESIGN Johannesburg / IMPRINT MEDIA Johannesburg / RAND FUNERALS Johannesburg / THE REXIME PROJECT Johannesburg	Bronze Lion

D03/022	00363	(SAVE A) LIFE INSURANCE	GENERALI	GENERALI	VML, Bucharest / VML, New York	ROMANIA / UNITED STATES	GREENMIND STUDIO Bucharest	MULTIMEDIA EST Bucharest	DENTSU Bucharest			Bronze Lion
D04/041	00916	CERAVE - THE NEW FACE OF LEGS	CERAVE	CERAVE	L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood	BEAUTY CO-LAB New York	OGILVY PR New York	EGGMEN Rhinebeck / PARZVL New York / THE SKI TEAM River Vale	Bronze Lion
F03/053	01117	VIAGRA BLUE BRANDS	VIATRIS	VIAGRA	OGILVY, Shanghai	MAINLAND CHINA	SHOOTING GALLERY Shanghai				BOXCUTTER Auckland	Bronze Lion
F07/017	00994	MISSING MANAGERS	XBOX	FOOTBALL MANAGER 2026 LAUNCH	McCANN LONDON	UNITED KINGDOM	NO.8 LONDON / RASCAL London / SOMESUCH London / THE ASSEMBLY ROOMS London			DAWBELL London		Bronze Lion
F07/026	00484	THE COOLEST IHRAM	SAUDIA	THE COOLEST IHRAM	LANDOR, Dubai	UNITED ARAB EMIRATES	BRRR Atlanta / LANDOR Dubai / SAUDIA Jeddah		SAUDIA Jeddah	SAUDIA Jeddah		Bronze Lion
F07/031	01135	THE PUB THAT REFUSED TO DIE	HEINEKEN	HEINEKEN GREEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	ANTIDOTE FILMS Dublin	COMPANY 3 London / PRODIGIOUS Milan	DENTSU X Dublin	THE ROMANS London / THINKHOUSE Dublin	LEGARAGE Milan / PUBLICIS Dublin	Bronze Lion
F09/008	00973	MISSING LETTERS OF WORTH	L'OREAL PARIS	BEAUTY	FP7 McCANN DUBAI	UNITED ARAB EMIRATES	THE BRANDIZERS Beirut				CURRENT GLOBAL Dubai / FP7 McCANN DUBAI	Bronze Lion
F09/009	01041	§HOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin			JUNG VON MATT Hamburg		Bronze Lion
<b>Total Awards:</b>		<b>37</b>										