

Social & Creator Winners												
Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
C06/022	01384	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	Grand Prix
B02/036	01517	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		Gold Lion
B03/004	00181	OLYMPIC CURRY	MCDONALD'S	CURRY SAUCE	DDB PARIS	FRANCE						Gold Lion
B06/071	01292	RESALE	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo		AFRICA CREATIVE DDB Sao Paulo			Gold Lion
D04/017	00825	REDDITOR EDIT	SKODA	SKODA OCTAVIA	LEO, London	UNITED KINGDOM	PRODIGIOUS London	PRODIGIOUS London	PHD London			Gold Lion
F05/019	00899	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA			CARAT Toronto		IKEA Burlington	Gold Lion
F05/029	01124	ERASE VALENTINE'S DAY	MONDELEZ	CADBURY 5 STAR CHOCOLATE	OGILVY, Mumbai	INDIA	COLOSCEUM MEDIA Mumbai / RETRO FILMS Mumbai		WAVEMAKER Mumbai		MONDELEZ Mumbai	Gold Lion
F06/006	00772	NUTTER BUTTER, YOU GOOD?	NUTTER BUTTER	NUTTER BUTTER COOKIE	DENTSU CREATIVE, New York	UNITED STATES						Gold Lion
A02/015	01383	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
B01/001	00383	THE DEATH OF DUO	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	UNITED STATES	DUOLINGO Pittsburgh		DUOLINGO Pittsburgh	DUOLINGO Pittsburgh		Silver Lion
B02/021	00823	REDDITOR EDIT	SKODA	SKODA OCTAVIA	LEO, London	UNITED KINGDOM	PRODIGIOUS London	PRODIGIOUS London	PHD London			Silver Lion
B04/042	00649	NAME THIS OREO	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami					Silver Lion
B05/024	00792	TIDE COLLATERAL STAIN STORIES	TIDE	TIDE OXI BOOST	SAATCHI & SAATCHI, New York	UNITED STATES	O POSITIVE Santa Monica	HEARD CITY New York / MACKCUT New York	P&G MEDIA New York	MSL New York	B3D LABS New York / EVENT ONE FX Nashville / P&G Cincinnati	Silver Lion
C03/009	00356	FIZZOOKA	PERFETTI VAN MELLE	MENTOS	BBH, London	UNITED KINGDOM	BEYOND CREATIVE Dublin / METAVISION London / WE MAKE STUFF HAPPEN Hove		WAVEMAKER London	APEX PR Toronto / BBH London / HET PERS BUREAU Amsterdam / MERCEICA LTD London		Silver Lion
C03/017	00520	DISS-MAS	MGA ENTERTAINMENT	BRATZ, LITTLE TIKES, MINIVERSE, L.O.L. SURPRISE!, RAINBOW HIGH, YUMMILAND, BABY BORN, PIXEL PETZ, GROSSMOS, CARTUNED, FINDERS CREEPERS	VIRTUE WORLDWIDE, New York	UNITED STATES	PULSE FILMS Los Angeles	BARKING OWL New York / CARTEL New York / COMPANY 3 New York	VIRTUE WORLDWIDE New York		GRANDE/MORRIS CASTING New York / MGA ENTERTAINMENT INC Los Angeles / VMG Los Angeles	Silver Lion
C03/154	00647	NAME THIS OREO	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami					Silver Lion
D01/004	00222	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	THE FOUNDATION FOR THE DEAF	CJ WORX, Bangkok	THAILAND	CYPHER.FILM Bangkok / MELLOW TUNES Bangkok	CYPHER.FILM Bangkok	SPORE Bangkok	SPORE Bangkok		Silver Lion
D01/019	01665	CALL OF DISCOUNTS	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo		3C GAMING Sao Paulo / ESTUDIO ICONE Rio De Janeiro / GINGA Sao Paulo / GRUPO IN PRESS Jardim Paulista / MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo	Silver Lion
D01/023	01291	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo		AFRICA CREATIVE DDB Sao Paulo			Silver Lion
D04/051	01668	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	Silver Lion
E01/005	00542	LAY'S BAR CRAWL	LAY'S	LAY'S	SLAP GLOBAL, Buenos Aires / PEPSICO, Harrison	ARGENTINA / UNITED STATES			OMD USA New York			Silver Lion
E01/016	00800	SEVERANCE S2 - INTEGRATED CAMPAIGN	APPLE	ORIGINAL SERIES ON APPLE TV+	APPLE, Cupertino	UNITED STATES	BENARROCH PRODUCTIONS Los Angeles / KAMP GRIZZLY Portland / OMELETE & CO Sao Paulo / REDHOUSE London		OMD Burbank	APPLE Cupertino	JELLYFISH Los Angeles / KILL 2 BIRDS El Segundo / LINDEMAN & ASSOCIATES Los Angeles / RALPH London	Silver Lion
E02/010	00382	LEARN KOREAN OR ELSE	DUOLINGO NETFLIX	DUOLINGO NETFLIX	DUOLINGO, Pittsburgh	UNITED STATES	DUOLINGO Pittsburgh		DUOLINGO Pittsburgh	DUOLINGO Pittsburgh		Silver Lion
F08/008	01688	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
B02/019	00724	CAMDEN STOUT - HONEST REVIEWS	CAMDEN	CAMDEN STOUT	ABINBEV, Leuven / DRAFTLINE EUROPE, London	BELGIUM / UNITED KINGDOM	DRAFTLINE EUROPE London	DRAFTLINE EUROPE London	DRAFTLINE EUROPE London / STARCOM London			Bronze Lion
B03/039	00585	FOUR SEASONS BABY	FOUR SEASONS HOTELS & RESORTS	SOCIAL CAMPAIGN	FOUR SEASONS HOTELS AND RESORTS, Toronto / WE ARE SOCIAL, Toronto	CANADA	WE ARE SOCIAL Toronto	WE ARE SOCIAL Toronto	WE ARE SOCIAL Toronto	KWT GLOBAL New York / WE ARE SOCIAL Toronto		Bronze Lion

B05/009	00387	THE DEATH OF DUO	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	UNITED STATES	DUOLINGO Pittsburgh		DUOLINGO Pittsburgh		Bronze Lion		
B05/018	00769	OREO EMPIRE	OREO	OREO COOKIES	DENTSU CREATIVE, Chicago	UNITED STATES	HARBOR PICTURE COMPANY Chicago / PXP STUDIOS New York		VAYNERMEDIA New York	WEBER SHANDWICK New York	Bronze Lion		
B05/050	01503	TANTRUM GIRL	TOBLERONE	TOBLERONE CHOCOLATE	LEPUB, Milan	ITALY	PRODIGIOUS Milan				Bronze Lion		
B06/072	01283	TRASH TALK CODES	BRAHMA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	PILULA FILMES Sao Paulo / SATELITE AUDIO Sao Paulo		AFRICA CREATIVE DDB Sao Paulo		Bronze Lion		
B06/099	01287	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo		AFRICA CREATIVE DDB Sao Paulo		Bronze Lion		
B06/110	10124	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin		BOGOTA POST PRODUCTION STUDIO Sao Paulo		Bronze Lion		
C01/004	00184	OLYMPIC CURRY	MCDONALD'S	CURRY SAUCE	DDB PARIS	FRANCE						Bronze Lion	
C01/012	00447	LETTING OUR GEN-Z STAFF WRITE THE MARKETING SCRIPT	CURRYS	NINJA, HENRY HOOVER	FABRIC SOCIAL, London / CURRYS PC WORLD, London	UNITED KINGDOM	ISITE Colchester				Bronze Lion		
C03/134	01370	THE FLIPPER	HEINEKEN	HEINEKEN	LEPUB, Amsterdam / LEPUB, Milan	NETHERLANDS / ITALY				THE ROMANS London		Bronze Lion	
C05/005	00588	FEELIN PLANTY GOOD	SILK	SILK VANILLA ALMOND MILK	HAVAS, New York	UNITED STATES	DUOTONE AUDIO GROUP New York / EPOCH FILMS New York / MCO STUDIOS Mexico City / SONIC UNION New York / THE LIFT Mexico City		ARCADE EDIT New York / MACKCUT New York / RARE MEDIUM New York	WAVEMAKER New York	WEBER SHANDWICK New York	BURNS Glenview / DANONE NORTH AMERICA New York	Bronze Lion
D01/009	00794	TIDE COLLATERAL STAIN STORIES	TIDE	TIDE OXI BOOST	SAATCHI & SAATCHI, New York	UNITED STATES	O POSITIVE Santa Monica		HEARD CITY New York / MACKCUT New York	P&G MEDIA New York	MSL New York	B3D LABS New York / EVENT ONE FX Nashville / P&G Cincinnati	Bronze Lion
D02/042	01140	SOMEDAY	APPLE	AIRPODS	TBWA\IMEDIA ARTS LAB, Los Angeles	UNITED STATES	MJZ Los Angeles		FINAL CUT Los Angeles / SQUEAK E CLEAN STUDIOS Los Angeles / THE TRAFIK Santa Monica		Bronze Lion		
D03/017	00629	5-STAR THEATER WITH ADAM DRIVER	AMAZON	AMAZON	AMAZON XCM, Santa Monica	UNITED STATES	CAVIAR Los Angeles				Bronze Lion		
D04/025	01207	HARMONISER	TWIX	TWIX	adam&eveDDB, London	UNITED KINGDOM	PLAN8 Stockholm / ROGUE FILMS London / VONAGE London		1920VFX London / COMPANY 3 London / FACTORY STUDIOS London / WORK EDITORIAL London	ESSENCEMEDIACO M London	KETCHUM London	KING HENRY London / MARS London / META London	Bronze Lion
D04/026	00705	SNICKERS AI	SNICKERS	SNICKERS	T&PM, London	UNITED KINGDOM	HELO London		T&PM London		Bronze Lion		
D04/060	00533	LIDLIZE	LIDL	RETAIL	MARCEL, Paris	FRANCE						BRIA Tel Aviv / LIDL Chatenay-Malabry / STARCOM Paris	Bronze Lion
E01/001	00048	250 REASONS NOT TO BUY THE MERCEDES-AMG PURESPEED	MERCEDES-AMG	MERCEDES-AMG	TEAM X, Berlin / ANTONI, Berlin / TLGG, Berlin	GERMANY	LE BERG Berlin		FRAME 23 STUDIO London / RASCAL POST London		STUDIO TEIWA'S Berlin		Bronze Lion
E02/044	01683	ABRACADABRA: FROM FAN TO FEATURED	MASTERCARD	MASTERCARD	McCANN XBC, New York	UNITED STATES	CRAFT WORLDWIDE New York / MERMAN PRODUCTIONS New York				KETCHUM New York	CARAT New York / MORNINGVIEW Los Angeles, California / R&CPMK New York / THE BROOKLYN BROTHERS New York	Bronze Lion
F05/057	01700	BASSI VS MEN'S FACEWASH	GARNIER	FACEWASH	BBH INDIA, Mumbai	INDIA	MOTHERSHIP PRODUCTIONS Mumbai / PUBLICIS PRODUCTION Mumbai				BETC Paris		Bronze Lion
F06/002	00075	THE BLACK DOG(S)	SECONDE CHANCE	SECONDE CHANCE	BETC, Paris	FRANCE	LA-BO Paris				BETC Paris		Bronze Lion
F06/016	00901	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA			CARAT Toronto		IKEA Burlington		Bronze Lion
F07/021	00972	UNDELETED	DOVE	DEODORANT	VML, Buenos Aires	ARGENTINA	MAMA HUNGARA Buenos Aires						Bronze Lion
F07/033	01634	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo		GAFAHOTTO POST Sao Paulo	ESSENCEMEDIACO M Sao Paulo	GIUSTI CREATIVE PR Sao Paulo / IMAGEM CORPORATIVA Sao Paulo	AMPARA ANIMAL Sao Paulo / DNA PETS Rio de Janeiro / T&PM POWERED BY FBIZ Sao Paulo	Bronze Lion
F09/035	01035	TRACKING BAD BUNNY	RIMAS MUSIC	BAD BUNNY	DDB LATINA PUERTO RICO	PUERTO RICO					GOOGLE Mountain View / RIMAS ENTERTAINMENT San Juan		Bronze Lion
Total Awards:		50											