

## Social & Creator Winners

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
F04/076	01241	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	Grand Prix
A01/018	01144	DOVE R/EAL REVIEWS	DOVE HAIR	DOVE 10-IN-1 SERUM MASK	DAVID, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	DESEIF Madrid / IMPOSTER London / PICKLE MUSIC Madrid / PIJAMA AI & VFX STUDIO London	WPP PRODUCTION Madrid	MINDSHARE London / MINDSHARE New York	EDELMAN New York	AKQA Paris / MILO CASTING London / OGILVY London	Gold Lion
B03/018	00833	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York	BURSON London		Gold Lion
C03/059	10509	VASELINE AND THE REAL NIGERIAN PRINCE	VASELINE	VASELINE BODY OIL	LEO, Singapore	SINGAPORE	AMA PSALMIST VISUALS Maryland	FVSE Singapore / PRODIGIOUS SINGAPORE	ALL SEASONS ZENITH Lagos	MSL Singapore / PERSUASION COMMUNICATIONS London / QUADRANT MSLGROUP Lagos	PUBLICIS GHANA Accra	Gold Lion
C03/080	01348	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	Gold Lion
D04/056	00948	EVERYONE WANTS A PIECE	LEGO®	LEGO® FIFA WORLD CUP™ OFFICIAL TROPHY	OUR LEGO AGENCY, Billund / WIEDEN+KENNEDY, Amsterdam	DENMARK / NETHERLANDS	525 ROSARIO Miami / OUR LEGO AGENCY Billund / STINK London	MATHEMATIC STUDIO Paris / OUR LEGO AGENCY Billund / STITCH London / WALKER New York	OUR LEGO AGENCY Billund / THE LEGO GROUP Billund	OUR LEGO AGENCY Billund / THE LEGO GROUP Billund	24/7 Madrid / THE HAND OF GOD London / TWO TALES FILM Riyadh	Gold Lion
E02/032	01334	UBERLANDIA E.C.	UBER	UBER	WIEDEN+KENNEDY, Sao Paulo	BRAZIL	PEOPLE Sao Paulo / SATELITE AUDIO Sao Paulo	TROOP POST Sao Paulo		IDEAL AXICOM SAO PAULO		Gold Lion
F03/008	00938	CHICKEN SCREAMS FOR COKE	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo	UNITED STATES / BRAZIL	FORM & FUN Sao Paulo / VANDALO Sao Paulo / VML Sao Paulo	VML Sao Paulo		OGILVY PR London	VOX HAUS Petropolis	Gold Lion
F06/012	01210	POPE YES	POPEYES LOUISIANA KITCHEN	POPEYES	GUT, Miami	UNITED STATES				GUT Miami	POPEYES LOUISIANA KITCHEN Miami	Gold Lion
A02/010	01318	DONATE TO PLAY	GRUPO PULSA	GRUPO PULSA	PUBLICIS BRASIL, Sao Paulo	BRAZIL	FUZZR Sao Paulo / PUBLICIS BRASIL Sao Paulo		PUBLICIS BRASIL Sao Paulo	BR MEDIA Sao Paulo / PUBLICIS BRASIL Sao Paulo	UBISOFT Sao Paulo	Silver Lion
B02/015	01149	COPYCATS WELCOME	CLASH ROYALE	CLASH ROYALE	DAVID, New York	UNITED STATES	BELIEVE TV Santiago / SONIC UNION New York					Silver Lion
B02/056	00679	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London				Silver Lion
B02/061	01338	OLYMPIC RINGS PASTA	INTERNATIONAL OLYMPICS COMMITTEE	MILAN WINTER OLYMPIC GAMES 2026	INTERNATIONAL OLYMPIC COMMITTEE, Lausanne / LEPUB, Milan	SWITZERLAND / ITALY			PERFORMICS Paris	MSL London		Silver Lion
B05/018	01341	EXPENSIVE SH*T	HUGGIES	DIAPER	McCANN NEW YORK / McCANN NEW ZEALAND, Auckland	UNITED STATES / NEW ZEALAND	NOBODY PRODUCTIONS Los Angeles	BOGOTA Curitiba	VM1 New York	VM1 New York	OMNICOM GROUP New York	Silver Lion
B06/045	00829	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York	BURSON London		Silver Lion
B06/052	00973	THE FEATHERED LAMB	VISA FRANCE	AWARENESS CAMPAIGN ABOUT AI FRAUD	MARCEL, Paris	FRANCE					STARCOM Paris	Silver Lion
C03/008	00636	THE DR PEPPER JINGLE	DR PEPPER	DR PEPPER	DEUTSCH, Los Angeles	UNITED STATES	OMNICOM PRODUCTION New York	OMNICOM PRODUCTION Los Angeles	PUBLICIS CONNECT New York	MSL New York	CAYA MUSIC AND SOUND Los Angeles	Silver Lion
D02/052	01003	YOU'VE BEEN WARNED	NETFLIX	NETFLIX	WIEDEN+KENNEDY, Portland	UNITED STATES		JOINT EDITORIAL Portland / THE DEN EDITORIAL Los Angeles	NETFLIX Los Angeles	NETFLIX Los Angeles		Silver Lion
D05/013	00998	UVA UVA BOMBON	UVA APP	UVA APP	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo				Silver Lion
E03/004	01199	PLAYED BY HUMANS	JAZZ IS DEAD	PLAYED BY HUMANS	TBWA\CHIAT\DAY, Los Angeles	UNITED STATES	DESIGN BY DISRUPTION Los Angeles / DOTDOTDASH Portland / FRIENDS AND FAMILY Los Angeles / OMNICOM PRODUCTION Los Angeles / THE YOUTH Curitiba	CANJA AUDIO Sao Paulo / COLOSSAL Curitiba				Silver Lion
E03/029	01286	CODE HER	O BOTICARIO	HER CODE	ALMAPBBDO, Sao Paulo	BRAZIL	BENEXT.AI Rio de Janeiro / LACOBRA STUDIO Sao Paulo / QUIET CITY MUSIC + SOUND Sao Paulo	BRAZA POST Sao Paulo			VOZ Sao Paulo	Silver Lion
F02/018	01039	THE CHOICE	PEPSI	PEPSI	PEPSICO, Harrison / BBDO NEW YORK	UNITED STATES	DIRECT FOCUS Stamford / HUNGRYMAN Los Angeles / PEPSI CONTENT STUDIO New York, NY	CABIN EDITING Los Angeles / FRAMESTORE New York / HUMAN New York / SONIC UNION New York	OMD USA New York / THE CONTENT COLLECTIVE Los Angeles	ACCELERATION Los Angeles	MOTIVE Denver / VAYNERMEDIA New York	Silver Lion
F03/041	00174	MNTANA KA GOGO	VASELINE	VASELINE PETROLEUM JELLY	VML SOUTH AFRICA, Johannesburg	SOUTH AFRICA	VML SOUTH AFRICA Johannesburg	VML SOUTH AFRICA Johannesburg	WPP UNITE Johannesburg	VML SOUTH AFRICA Johannesburg		Silver Lion
A01/039	11055	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
A02/008	10508	VASELINE AND THE REAL NIGERIAN PRINCE	VASELINE	VASELINE BODY OIL	LEO, Singapore	SINGAPORE	AMA PSALMIST VISUALS Maryland	FVSE Singapore / PRODIGIOUS SINGAPORE	ALL SEASONS ZENITH Lagos	MSL Singapore / PERSUASION COMMUNICATIONS London / QUADRANT MSLGROUP Lagos	PUBLICIS GHANA Accra	Bronze Lion
A06/003	00471	ROAD TEST ROYALE	THE GENERAL AUTO INSURANCE	THE GENERAL AUTO INSURANCE	BBDO, Chicago	UNITED STATES			PUBLICIS COLLECTIVE Chicago	SPOOL MARKETING AND COMMUNICATIONS Chicago	THE GENERAL AUTO INSURANCE Nashville	Bronze Lion
B01/005	00714	THE FILET-O-FISH FACEBOOK SOCIETY OF 2012	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM			OMD UK London	READY10 London	LINNEY ACTIVATE LIMITED Mansfield / TMW London	Bronze Lion
B02/031	01237	THE FANDOM COMEBACK	TECATE	TECATE TITANIUM	LEPUB, Mexico City	MEXICO	LADOBLE Mexico City		DENTSU CREATIVE Mexico City	EDELMAN Mexico City / LEPUB Mexico City / SERNA Mexico City	HEINEKEN MEXICO Mexico / MASSIVE MEXICO Mexico City / MONKS Cuauhtemoc / SWARM MEXICO Mexico City	Bronze Lion

B02/033	00916	CIF CLEAN MY NAME	CIF	CIF MIRACLE	DROGA5, PART OF ACCENTURE SONG, Sao Paulo	BRAZIL	BERIMBAU ESTUDIO Sao Carlos / BIOSPHERA Sao Paulo / GENCO FILM Sao Paulo	CADASTRA Sao Paulo / INITIATIVE Sao Paulo	DROGA5, PART OF ACCENTURE SONG Sao Paulo	BR MEDIA Sao Paulo / PINKERS Sao Paulo / SERASA EXPERIAN Sao Paulo / UNILEVER BRASIL Sao Paulo	Bronze Lion	
B03/012	00241	SHEEP HAPPENS	PENNY	PENNY	SAINT ELMOS, Munich / CHARLES & CHARLOTTE, Berlin	GERMANY	RADICAL MEDIA Berlin	OKAYSTUDIO Berlin	PION3ERS Dusseldorf	SAINT ELMOS Munich	HASTINGS AUDIO NETWORK Hamburg / MEDIA COLOGNE KOMMUNIKATIONSMEDIEN GMBH Hurth / WFP WERBEAGENTUR FELSKE + PARTNER Cologne	Bronze Lion
B04/006	01141	DOVE R/EAL REVIEWS	DOVE HAIR	DOVE 10-IN-1 SERUM MASK	DAVID, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	DESEIF Madrid / IMPOSTER London / PICKLE MUSIC Madrid / PIJAMA AI & VFX STUDIO London	WPP PRODUCTION Madrid	MINDSHARE London / MINDSHARE New York	EDELMAN New York	AKQA Paris / MILO CASTING London / OGILVY London	Bronze Lion
B05/050	00463	M&M'S RICKTOK	M&M'S	M&M'S	BBDO, Chicago	UNITED STATES	BOWS & ARROWS Brooklyn	OMNICOM PRODUCTION Chicago		WEBER SHANDWICK Chicago	MARS WRIGLEY Newark	Bronze Lion
B05/061	00672	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London				Bronze Lion
C01/006	00995	THE LEAST MOST INTERESTING MAN	DOS EQUIS	DOS EQUIS	LEPUB, New York	UNITED STATES	SMUGGLER New York	PARLIAMENT New York	DENTSU X New York	M BOOTH New York	LE TRUC New York / TAG New York / TOWER OF DOOM Quezon City	Bronze Lion
D01/010	01353	COVER IT	UNAIDS	INSTITUTIONAL	AFRICA CREATIVE, Sao Paulo	BRAZIL	SONIDO Sao Paulo				ACACA Sao Paulo / ESTUDIO CAXA Sao Roque / LOMOMOLO Sao Paulo / POROROCA.AG Sao Paulo	Bronze Lion
D02/023	00441	BAD BUNNY HALFTIME SHOW - SHOT ON IPHONE	APPLE	APPLE MUSIC	APPLE, Cupertino	UNITED STATES	APPLE Cupertino					Bronze Lion
E01/034	01036	THE CHOICE	PEPSI	PEPSI	PEPSICO, Harrison / BBDO NEW YORK	UNITED STATES	DIRECT FOCUS Stamford / HUNGRYMAN Los Angeles / PEPSI CONTENT STUDIO New York, NY	CABIN EDITING Los Angeles / FRAMESTORE New York / HUMAN New York / SONIC UNION New York	OMD USA New York / THE CONTENT COLLECTIVE Los Angeles	ACCELERATION Los Angeles	MOTIVE Denver / VAYNERMEDIA New York	Bronze Lion
E03/030	01085	RE-COMMERCE ATACAMA	VTEX & DESIERTO VESTIDO & FASHION REVOLUTION	RE-COMMERCE ATACAMA	ARTPLAN, Sao Paulo	BRAZIL	DIGITAL PRINTZ Sao Paulo / EITRI Rio de Janeiro / RAW AUDIO Sao Paulo / SUGARCANE FILMS Sao Paulo / VTEX Rio de Janeiro			APPROACH COMUNICACAO Sao Paulo	DESIERTO VESTIDO Alto Hospicio / FASHION REVOLUTION Sao Paulo	Bronze Lion
F01/004	00511	A CRY FOR HYDRATION	STUDENA	BOTTLED WATER	IMAGO, Zagreb	CROATIA	IMAGO Zagreb / RIBA RIBI GRIZE REP Zagreb	RIBA RIBI GRIZE REP Zagreb				Bronze Lion
F02/008	00971	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS MARKETPLACE	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris	Bronze Lion
F02/022	01021	THE BITE	BURGER KING	THE WHOPPER	MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago	UNITED STATES	BARKLEYOKRP Chicago	MOJO SUPERMARKET New York				Bronze Lion
F03/038	00064	¡HOLA!	COLAS ICELAND	ASPHALT PRODUCTION AND ROAD PAVING	COLAS ICELAND, Hafnarfjorour / PIPAR\TBWA, Reykjavik	ICELAND	PIPAR\TBWA Reykjavik / SKOT PRODUCTIONS Reykjavik	PIPAR\TBWA Reykjavik / SKOT PRODUCTIONS Reykjavik	PIPAR\TBWA Reykjavik	PIPAR\TBWA Reykjavik	TBWA\HELSINKI Helsinki	Bronze Lion
F06/021	00075	THE PASSWORD HEIST	LEROY MERLIN	LEROY MERLIN	BETC, Paris / BETC FULLSIX, Paris	FRANCE				BETC Paris		Bronze Lion
F09/002	00941	OM BDR	KFC	KFC	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES	BARRY KIRSCH PRODUCTIONS Dubai		HEARTS & SCIENCE Dubai			Bronze Lion
<b>Total Awards:</b>			<b>44</b>									