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# LIONS Creativity Report

2021

# Creativity: Resilient and Powerful



SIMON COOK  
MANAGING DIRECTOR | LIONS

Creativity has been challenged over the last two years. Yet the work and lessons featured in this report show that it is stronger and more powerful than ever.

Congratulations to all those around the world who won a Lion or whose work was shortlisted in 2020-2021. Given that just 3% of entered work wins a Lion, it is a real achievement for you and your teams.

Lions judging took place remotely this year for the first time and all juries did an incredible job navigating time zones to work together to establish the global benchmark. We'd like to thank all jurors who dedicated time, thought and expertise to the global spread of work. This year's celebrated body of work tells a story about where we've come from, but more importantly, where we're headed.

## Redefining creativity

Much of the work that won at this year's Festival set new benchmarks, redefining what creativity is and showing its capacity to take on momentous challenges. New, and often unconventional, partnerships bore fruit. Skilled ways of working remotely and within the specific constraints of lockdown emerged. Outcomes became more focused on practical solutions that are already leaving important legacies within businesses, communities, and the changing world around us.

## Driving success

The results in this year's rankings are based on performances at this year's Festival. We have also included a section on trends and themes that emerged from inside the jury rooms. The actionable insights are there to help you apply lessons from Lion winners to your own creative work and drive success for your business and brands.





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Since 1954, LIONS has brought people together from across the globe, once a year, to discuss, to work, to share and discover. But you can get more from LIONS, all year round, with Membership.

Becoming a Member gives you unlimited access to year-round creative masterclasses and the very best in creative content from all over the world.

It's your season ticket to our live events, and the best seat in the house to watch them, both live, and on demand.

It's an invitation to meet-up with creative leaders, industry heroes, and those changing the world right now to drive real progress.

Become a Member today to push your creativity further, and surround yourself with the very best advice, thinking, and opportunities for your creative journey.

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# Welcome to the LIONS Creativity Report



LUCY AITKEN  
HEAD OF CONTENT | LIONS INTELLIGENCE

The second half is all about the rankings: the people and companies that delivered in the face of adversity. We asked those star performers what lessons they can pass on, what they're noticing about up-and-coming talent in their companies and how they're building a culture of creative excellence. Those of you who subscribe to The Work, our insights and intelligence platform, can explore the full set of rankings, as well as reports on the nine trends, in more detail.

## Stronger together

After so much time spent working from home, people in some markets are gravitating back towards the office to work in real life with their colleagues once again. While the work in this report is testament to the resilience of the global creative community, a return to the office will come as a relief. For, as Pancho Cassis, Partner and Global Chief Creative Officer, DAVID, observes: "An agency is not the logo on the door. It's about culture and people. It's hard to have an agency culture via Zoom; part of the magic is being together. We're much stronger when we're together."

Enjoy this report and congratulations to all those behind the winning work.

## Celebrating talent and success

"We are a people business," reminds Alex Grieve, Chief Creative Officer, AMV BBDO London, in this report. And the LIONS Creativity Report and rankings are a celebration of the talented teams behind Lion-winning work.

You'll notice a few changes to this report compared with previous editions. We've devoted the first half to rounding up trends and themes from 2020-2021's most highly awarded Lion winners. Plus, we're sharing intelligence from the global talent in the judging rooms for the first time.

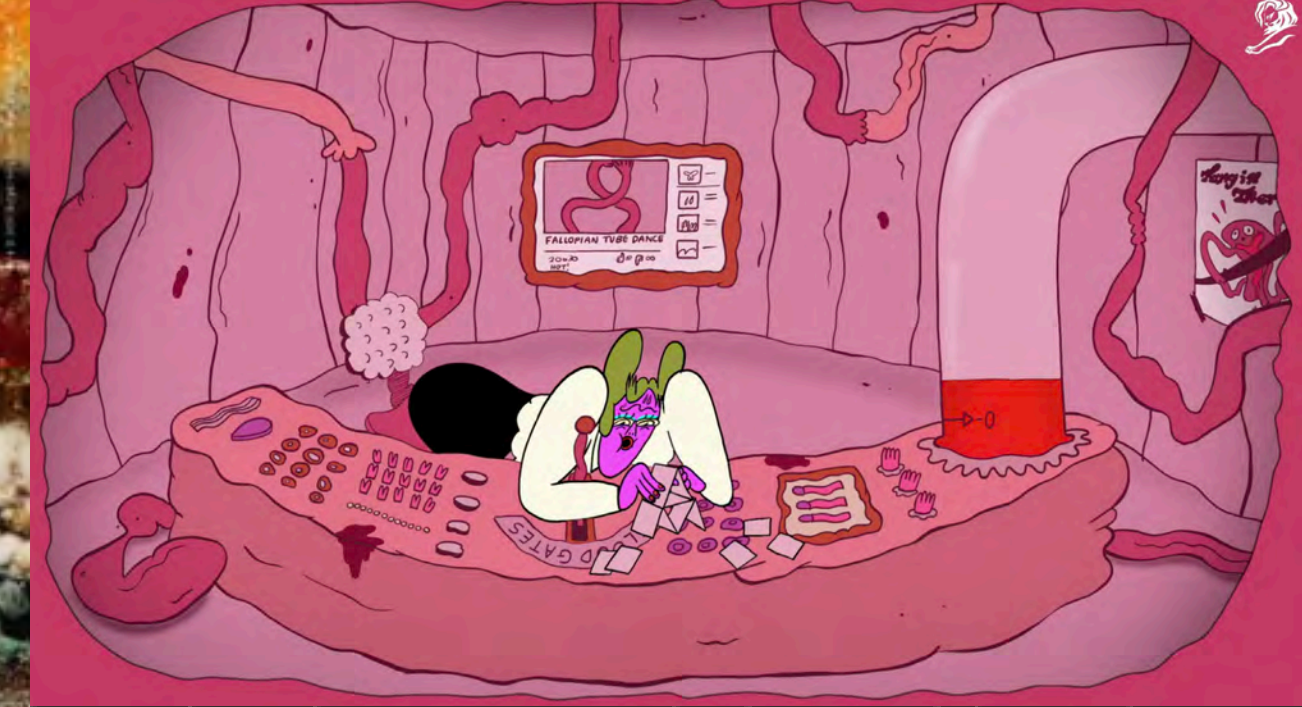


# BEHIND EVERY WINNING IDEA IS AN EVEN BIGGER STORY.

Uncover the truth behind every piece of creative work you've ever loved: how it was briefed, researched, conceived and crafted. Where it appeared, the results it delivered – and the impact it had on the world, even years later.

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# 9 KEY TRENDS

## FROM 2020-2021

### WINNING WORK

- 1. Commerce Everywhere  
Creative and innovative eCommerce solutions
- 2. Future-Proofing With Purpose  
The shift towards long-term purpose-led commitments
- 3. Modernising Media  
Achieving impact by blending media and creative
- 4. Mastering Virtual Worlds  
Going beyond gaming and embracing subcultures
- 5. Applying 'Enviro-mentality'  
Planet-first problem solving
- 6. New Approaches To Health  
Innovation, partnerships and mental wellbeing
- 7. Amplifying Marginalised Voices  
Leading the business world in understanding diversity
- 8. Simplicity Cuts Through  
Less achieves more
- 9. Creative Collaborations  
Partnerships pay off

Subscribers to The Work can access more on these trends at the LIONS Creativity Report Series [here](#)

# 1. Commerce Everywhere

Coinciding with the explosion in global eCommerce, the Creative eCommerce Lions saw a 12% increase in entries from 2019. This continued its significant growth of 12% each year since launching in 2018. The pandemic and retail lockdowns meant that bricks-and-mortar businesses scrambled to replicate their stores on digital platforms, which often resulted in some highly creative and innovative eCommerce solutions. What's more, bigger, more experienced players were helping out those smaller organisations that were pivoting, giving brands the opportunity to shine not just in function but also in spirit.

**“Commerce is growing into a really big part of how brands express themselves,” said Tiffany Rolfe, Global Chief Creative Officer, R/GA and Jury President, Creative eCommerce. “eCommerce can help you deliver on values you might have and can be done in a real way. That’s a nod to where the category is going.”**

2020

DIESEL | ENJOY BEFORE RETURNING



GOLD CREATIVE ECOMMERCE LIONS

PUBLICIS ITALY MILAN

What's more, several 2020-2021 Lion winners show how to develop smart hacks using platforms that may have never even been considered for commerce. Both the Grand Prix winners in the Creative eCommerce Lions are examples, using LinkedIn and WhatsApp.

Other winners show how to lean into audience behaviours and subcultures, then seamlessly integrate purchase. Diesel's [‘Enjoy Before Returning’](#), for instance, embraced the art of returning clothes to the store after they'd been worn and, subversively, reduced returns while hiking up sales.







## The Jury President's View: Tiffany Rolfe



TIFFANY ROLFE

GLOBAL CHIEF CREATIVE OFFICER | R/GA  
JURY PRESIDENT | CREATIVE ECOMMERCE LIONS

“We saw commerce showing up in new places, such as platforms like LinkedIn and Waze, and in interesting ways across the entire customer journey. It is no longer relegated to a dotcom or an app.”



# Commerce Everywhere: Takeaways from the winning work

Cannes Lions juries awarded work that showcased new creative opportunities to convert. Take these lessons from winners and jury members and consider how to apply them to your own brands.

## 1 Repurpose existing platforms for commerce

There's no need to reinvent the wheel when it comes to digital commerce. Instead, think about your audience and what platforms they use. See if they can be customised for commerce.

## 2 Move fast and consider scale

Think about how to hack the path to purchase permanently, not just as a one-off tactic. And don't fear beta; embrace a test and learn approach so you can move with agility.

## 3 Purchase x purpose

Consider how hacking the path to purchase can not just benefit your brand but can also help lift other businesses and communities.

## 4 Integrate into experience

Identify where your audience hangs out and what they like doing and bring your brand into that experience, making purchase smooth and seamless.



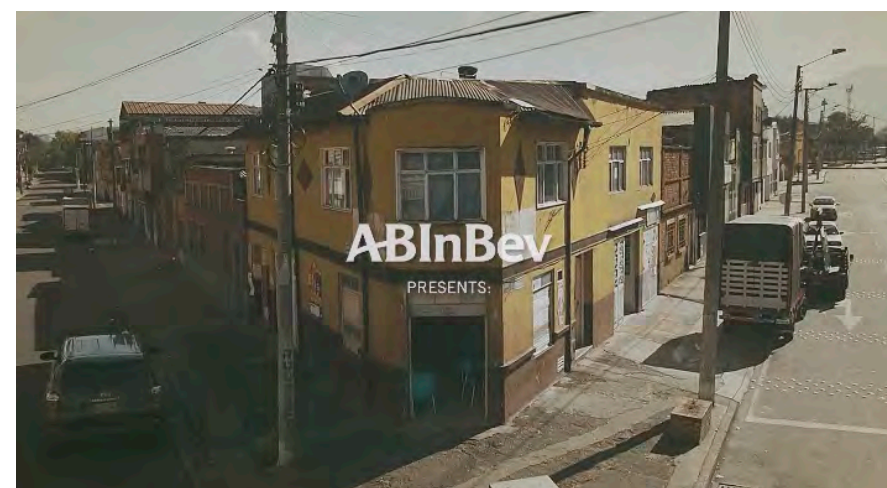


# Takeaways in action in the 2020-2021 winning work

## 2 Move fast and consider scale

AB InBev helped 60,000 small shops in Colombia to trade through lockdowns. Customers shared their location and ordered groceries, including beer, via WhatsApp.

2020 AB INBEV | TIENDA CERCA

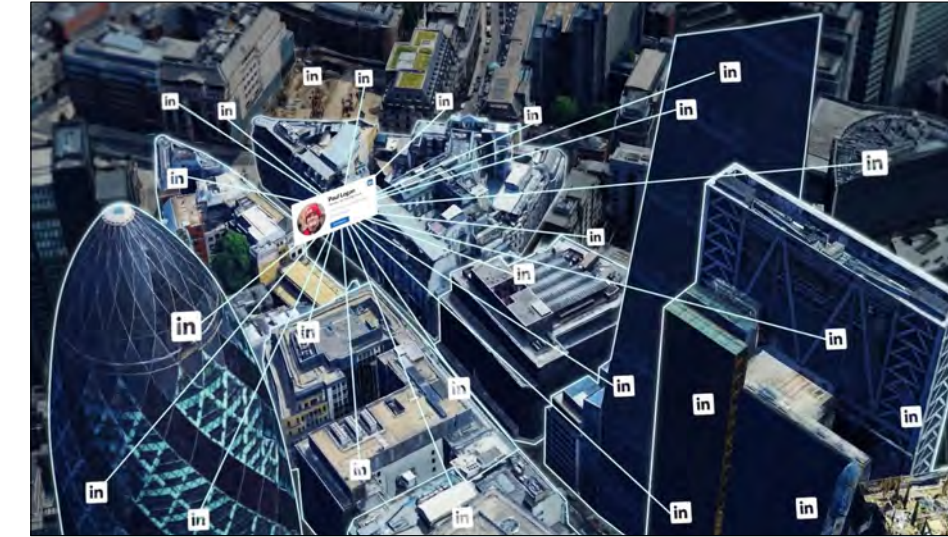


GRAND PRIX CREATIVE ECOMMERCE LIONS DRAFTLINE BOGOTÁ

## 1 Repurpose existing platforms for commerce

Social business organisation The Big Issue teamed up with LinkedIn so its magazine vendors could access and broaden their customer base.

2021 THE BIG ISSUE & LINKEDIN | RAISING PROFILES



GRAND PRIX CREATIVE ECOMMERCE LIONS FCB INFERNO LONDON

## 3 Purchase x purpose

Mastercard provided support for Romanian farmers who used Waze, a social network for drivers, as a digital commerce platform.

2021 MASTERCARD | ROADSIDE MARKET



GOLD CREATIVE ECOMMERCE LIONS MCCANN BUCHAREST

## 4 Integrate into experience

KFC Arabia's cheat code for hunger involved three letters - K, F and C - alongside the shift key so that busy gamers could order their food without having to interrupt play.

2021 KFC ARABIA | SHIFT+K+F+C



BRONZE  
CREATIVE ECOMMERCE LIONS

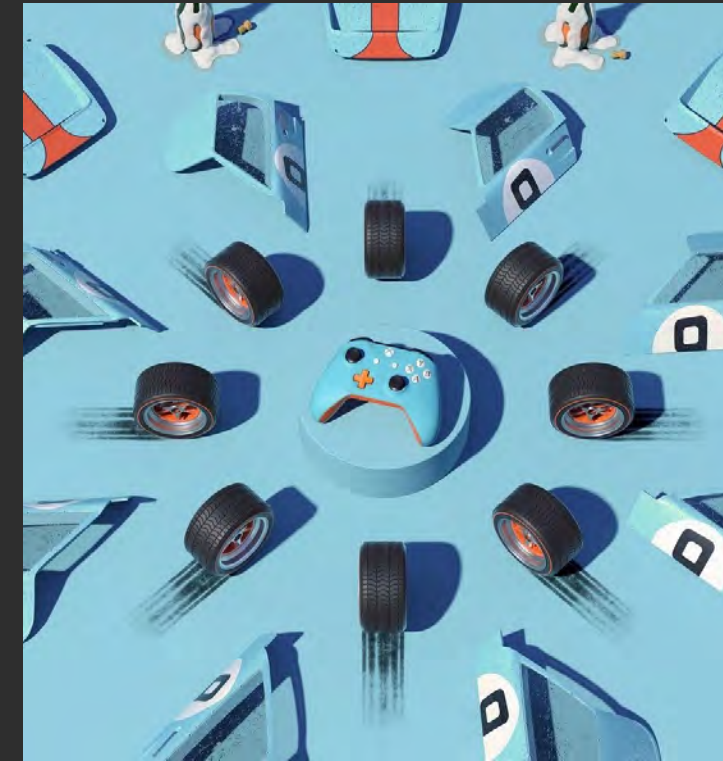
TBWA\RAAD DUBAI



# Creative eCommerce Lions 2018-2021

Since it launched in 2018, the Creative eCommerce Lions Grands Prix have showcased different aspects of digital commerce. From engaging fandoms in 2018, to the 2020 and 2021 Grand Prix winners that were about supporting local communities, this collection shows what can be achieved when commerce is approached in a user-first way.

2018



**Xbox Design Labs Originals**  
**The Fanchise Model**  
McCann London | 2018

2020



**AB InBev | Tienda Cerca**  
Draftline Bogotá | 2020

2019



**Doconomy DO Black**  
**The Carbon Limit Credit Card**  
RBK Communication Stockholm | 2019

2021



**The Big Issue & LinkedIn | Raising Profiles**  
FCB Inferno | 2021





## Behind The Grand Prix Winner

# HOW IT GOT MADE

## LinkedIn and The Big Issue 'Raising Profiles'

Francesca Ferracini, Senior Copywriter, FCB Inferno, reveals how vendors of the street newspaper, The Big Issue, recreated their selling model on LinkedIn.

"This partnership was a direct example of how much potential the LinkedIn community has to connect people to opportunity. The pandemic was crippling for Big Issue vendors. But in joining our 30 million-strong community of UK members, they could build their online presence, re-connect to their community and most importantly, create a digital sales channel for their magazine."

JANINE CHAMBERLIN  
UK COUNTRY MANAGER | LINKEDIN

### What was the objective of 'Raising Profiles'?

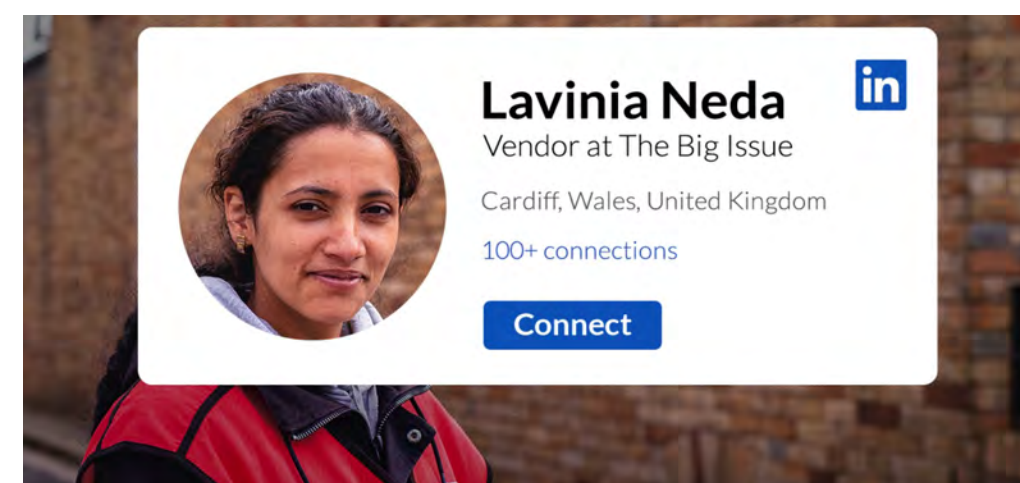
When COVID-19 hit and magazine vendors couldn't sell in the streets, we wanted to recreate their selling model on LinkedIn, replicating their street corner and connecting them with their customers. It's a digital inclusion project designed to give the vendors another space to sell, as well as to improve their digital skills.

### What was the brief?

The brief was to raise awareness for the vendors facing a tough time during the pandemic. We responded by inviting them to change their entire business model. It was a big ask and it paid off, not only from a creative point of view, but also from a business perspective.

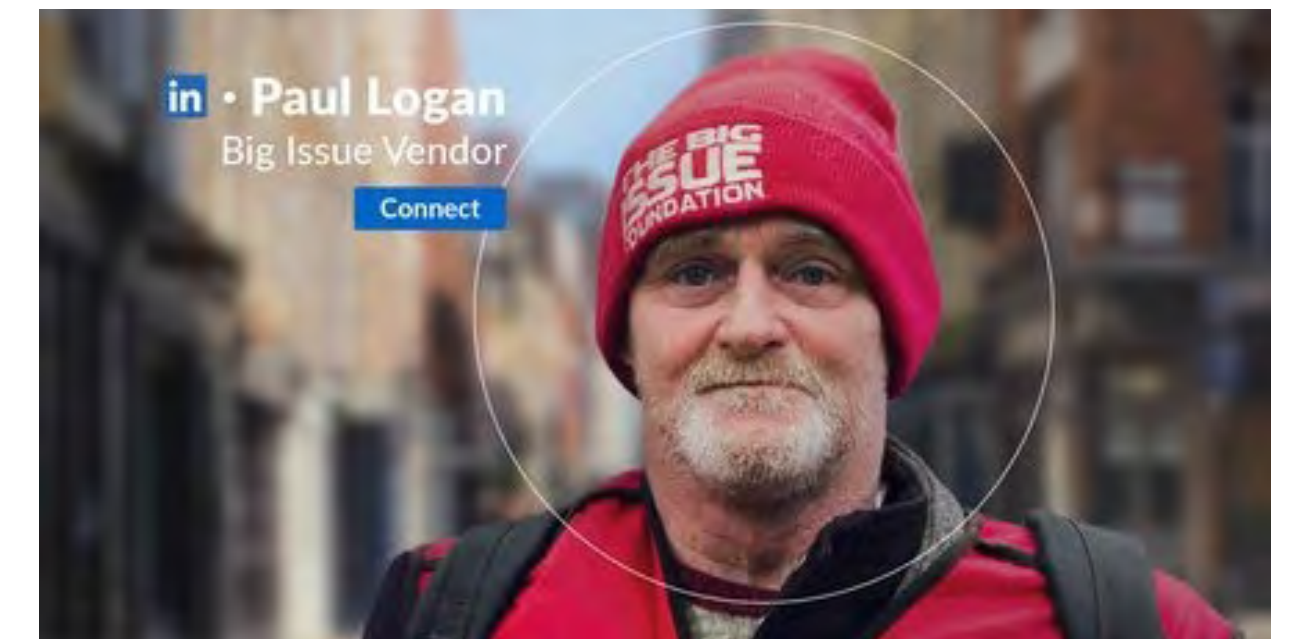
### Why was LinkedIn your selected partner?

The technical reason was because everyone on LinkedIn declares their place of work. These vendors are business people; they deserve to have a place on the social network where business people are.



### The other big part was training vendors to use the platforms. How did that happen?

Training digitally allowed us to reach vendors around the UK. [Electronics retailer] Dixons donated tablets to vendors so they could follow the course and create profiles.



### How did it change consumer perception of vendors?

Being on LinkedIn makes the relationship more equal as the conversation is professional-to-professional. Above all, it's having a space where they can talk and give their point of view. It allowed them to create new connections, sell more and sell more efficiently, and also become more aware of new jobs and opportunities. 'Raising Profiles' changed the business model of the client. Now the vendors want to stay on LinkedIn because it gives them more opportunities to sell.

Grand Prix (Creative eCommerce) : 🏆

Gold Lions : 🥇

Sliver Lions : 🥈

Bronze Lion : 🥉

[Subscribers to The Work can access more on 'Commerce Everywhere' here](#)



COMMERCE  
EVERYWHERE



## 2. Future-Proofing With Purpose

Given the events of the last 18 months, it's no surprise that marketers are prioritising purpose: in our State of Creativity survey, 41% of brand leaders cited it as 'critical' and 36% as 'need to know'. Reflecting that renewed emphasis, there was a 61% increase in 2020-2021 Cannes Lions entries into Purpose categories. What's more, two-thirds of all Grands Prix were awarded for purposeful work that fulfilled a role that wasn't solely related to profit.

What made much of this work stand out was long-term commitment, often over several years. The inaugural Creative Business Transformation Lions Grand Prix went to Carrefour for a long-term purposeful initiative centred around better nutrition that helped the French supermarket giant close the gap on its competitors. Not only did this help French people eat healthier diets, it also saw Carrefour introduce an act to finance the conversion of 2,000 farmers to organic processes.

Meanwhile in the US, AB InBev brand Michelob Ultra Pure Gold beer also pledged its support to US farmers wanting to transition to organic. Over three years, it committed to providing training and subsidies. Gail Heimann, President & CEO, Weber Shandwick and Jury President, PR Lions, commented: "This is purpose to the second power. It used to be more about awareness-building and consciousness-raising. Now it's about real, enduring change." It took a PR Grand Prix and a further eight Lions.

2020

CARREFOUR | ACT FOR FOOD



GRAND PRIX CREATIVE BUSINESS TRANSFORMATION LIONS

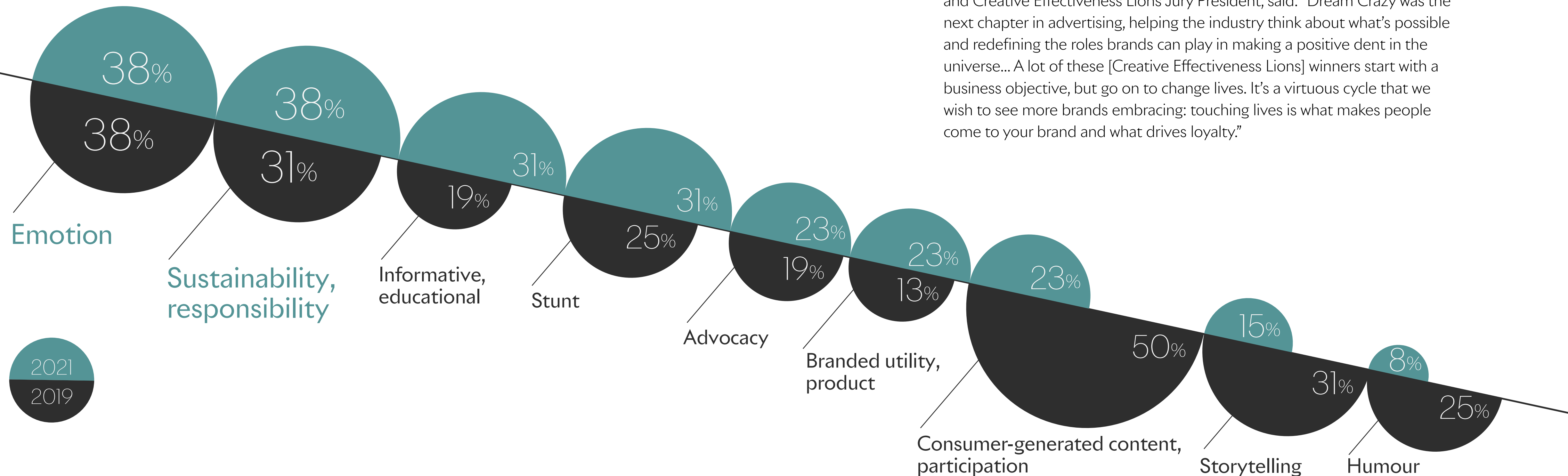
MARCEL PARIS





# Purpose: The business priority

Creative Strategy, Creative Effectiveness Lions  
2021 vs 2019



In this year's Creative Effectiveness Lions, the link between purpose and effectiveness was clear: sustainability/responsibility is now on a par with emotion in terms of effective creative strategy. That's a 7% shift since 2019.

Singling out the 2020-2021 Creative Effectiveness Grand Prix winner, 'Nike's Dream Crazy', Ann Mukherjee, Chair and CEO at Pernod Ricard NA and Creative Effectiveness Lions Jury President, said: "Dream Crazy was the next chapter in advertising, helping the industry think about what's possible and redefining the roles brands can play in making a positive dent in the universe... A lot of these [Creative Effectiveness Lions] winners start with a business objective, but go on to change lives. It's a virtuous cycle that we wish to see more brands embracing: touching lives is what makes people come to your brand and what drives loyalty."



# Future-Proofing With Purpose: Takeaways from the winning work

Cannes Lions juries awarded Grands Prix for work that didn't shy away from long-term commitments. Consider these takeaways and how you might apply them to your own brands.

## 1 Aim to leave a legacy

Central to committing to long-term purpose is a shift in mindset away from campaigns and specific duration lengths. Instead, ask: 'What legacy does my brand want to leave?'

## 2 Use existing infrastructure

Think about how your assets and expertise – for instance, technological skills – can help with an initiative that will genuinely improve lives.

## 3 Treat purpose-led transformation as ongoing

Business transformation needs to be an ongoing process with no finite cut-off point. How could your business keep evolving to serve people, planet and profit?

## 4 Extend beyond marketing and collaborate

Purpose shouldn't be confined to marketing: effective efforts are often company-wide and involve collaborations. Consider who your long-term partners could be.



# Takeaways in action in the 2020-2021 winning work

1

## Aim to leave a legacy

When Nike athlete Colin Kaepernick took the knee to protest against police brutality towards Black people, Nike stood by him. 'Dream Crazy' became Nike's most successful work: Nike's sales rose by 17% year on year and its stock rose to its highest ever point: \$85.55.

2021

NIKE | DREAM CRAZY



GRAND PRIX CREATIVE EFFECTIVENESS LIONS WIEDEN+KENNEDY PORTLAND

2

## Use existing infrastructure

Telco Telenor addressed the sustainable development goal of reducing inequalities by introducing digital birth registrations in Pakistan. This made visible more than 1.2 million children, entitling them to basic human rights.

2021

TELENOR | NAMING THE INVISIBLE



GRAND PRIX MOBILE LIONS

TELENOR PAKISTAN

3

## Treat purpose-led transformation as ongoing

French retail giant Carrefour's creative platform 'Act For Food' stood for better nutrition and improved relationships with suppliers, as well as planet-friendly packaging and vegan ranges. It became a global platform that repositioned the entire organisation.

2020

CARREFOUR | ACT FOR FOOD



GRAND PRIX CREATIVE BUSINESS TRANSFORMATION LIONS

MARCEL PARIS

4

## Extend beyond marketing and collaborate

AB InBev's 'Contract for Change' made a three-year commitment to US farmers switching to organic methods. It committed the brand to helping farmers with subsidies and training, then buying their barley crops after three years.

2020

AB INBEV | CONTRACT FOR CHANGE



GRAND PRIX PR LIONS

FCB CHICAGO





## The Winner's View:

Sarah Lemarié on Carrefour's 'Act For Food'



SARAH LEMARIÉ  
CO-HEAD OF STRATEGIC PLANNING | MARCEL PARIS  
GRAND PRIX WINNER  
CREATIVE BUSINESS TRANSFORMATION LIONS

“Carrefour needed a creative platform to make this very big transformation. Our role as creative agencies is to find the creativity to do this. We’re not going to bore or bully people into making responsible choices; we have to inspire them with beautiful and inspiring ideas.”





Behind The Grand Prix Winner

# HOW IT GOT MADE

## Telenor 'Naming The Invisible By Digital Birth Registration'

**Hamza Amjad**, Senior Creative Director, Ogilvy Pakistan, reveals how telco Telenor helped parents to register births digitally, giving them access to healthcare and education.



### What led to the idea?

It came from a simple insight that there are almost 1.2 billion people around the world who do not have an identity. Imagine having a name but no one knows it. Not having an identity becomes a barrier and creates a lot of problems. If you have a birth certificate, you can be provided for; the state can give you healthcare, medical facilities, vaccinations and so on.

### Why did Telenor decide to get involved?

Telenor is the second largest telco in Pakistan. It believes in connecting people and stands for inclusion and, in particular, empowerment for women.

Some new parents in Pakistan had to travel to register their babies. So we told them they could do it through their device. That's how it started, then it escalated into a movement. We were also able to register as many girls as boys. So all of them will be able to get a registration certification, enrol themselves in school and get vaccinations. All of that from being able to connect with a smart Android app where people could register their children from the comfort of their home.

### Any plans to roll it out?

The programme has been piloted in Myanmar now too, so we're not just in Pakistan. We're going to countries where birth registration is a problem and becoming a barrier to inclusion.

Grands Prix  
( Media Lions, Mobile Lions ): 🏆 🏆  
Gold Lion : 🥇  
Sliver Lions : 🥈 🥈



[Subscribers to The Work can access more on 'Future-Proofing with Purpose' here](#)





# 3. Modernising Media

Media and creative have, over the last two decades, been largely separated out and handled by different companies. Yet some of this year's Cannes Lions winners and speakers reflect the creative power that blending them together more cohesively in the creative process can bring.

2021

CITY OF CHICAGO | BOARDS OF CHANGE



GRAND PRIX MEDIA LIONS

FCB CHICAGO

Take Media Lions Grand Prix winner 'Boards Of Change', where plywood boards that had protected shops during the George Floyd protests in Chicago were repurposed as voter registration booths. That blending of media and creative shows how a central, emotive touchpoint can work at the heart of an activation. It advances the more conventional approach of considering the creative idea first, then selecting the appropriate channel.

On the digital and data side, there were also calls to unite media and creative. [Alex Collmer, Founder and CEO, VidMob](#), observed: "In the '90s, we saw the great unbundling, where the industry separated creative agencies from the media and data side of the business. It didn't make a lot of sense for these two things to be together. Twenty-five years later, that's still how the industry is structured, although it doesn't make sense anymore."

Several 2020-2021 winners show how creative and media can work seamlessly together to make creative ideas even more impactful.





# Modernising Media: Takeaways from the winning work

Cannes Lions juries awarded Grands Prix to work that merged creative and media into standout ideas. These takeaways can help you apply that thinking to your own brands.

## 1 Partner for success

Identify partners who can help blur the edges between media and creative. If you find you don't have the right technical capability in-house, team up with an expert who does.

## 2 Improve lives through data and tech

Think about how data and tech can power, not overwhelm, your creative idea. Consider how data and tech can be used to improve lives by addressing pain points.

## 3 Think physical

In a increasingly digital world, IRL impact can often be overlooked. Consider how you can make an impression by considering OOH or experiential as part of your activation.

## 4 Use media to double down on your message

Your media choice can reinforce an important message about the brand. Volkswagen's air-purifying murals for the launch of an electric vehicle stated its commitment to the environment and generated PR, driving reach.



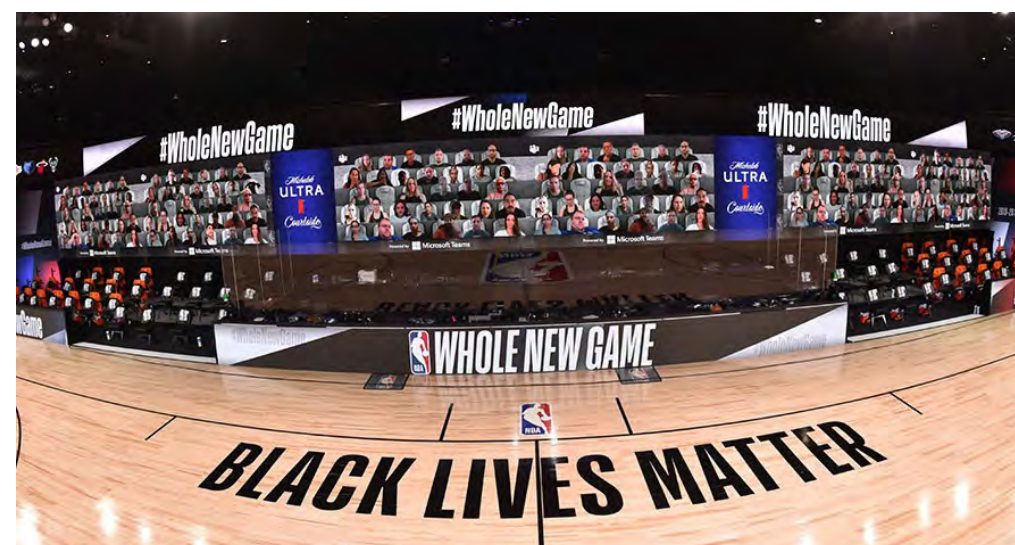
# Takeaways in action in the 2020-2021 winning work



## 1 Partner for success

Michelob ULTRA kept fans close to the game during lockdown by teaming up with Microsoft. Powered by the debut of Microsoft's AI-driven Together Mode, the experience digitally transported fans from home to courtside during an American football game.

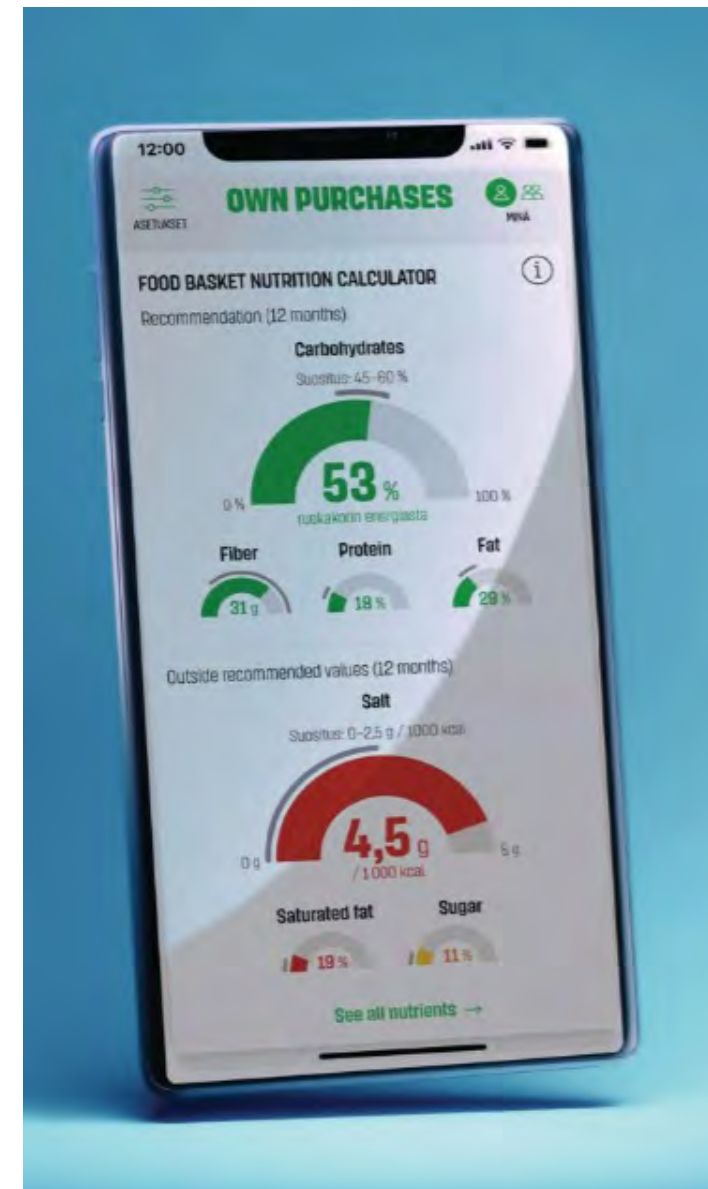
2021 AB INBEV | MICHELOB ULTRA COURTSIDE



GOLD MEDIA LIONS

FCB NEW YORK

2020 S-GROUP | YOUR DATA IS YOUR DATA



GOLD MEDIA LIONS

S-GROUP HELSINKI

## 2 Improve lives through tech and data

Finland's largest retailer S-Group showed how opening up access to data can drive positive behaviour change: 48% of the 10% of the Finnish population who accessed their data changed their behaviour as a result, for instance buying more fresh fruit and vegetables.

## 3 Think physical

Heineken redirected its media budget to help 5,000 closed bars across the world. It paid bars directly to use their closed shutters as media space, with the creative message being tailored to the bar and the local area.

2021

HEINEKEN | SHUTTERADS



GRAND PRIX OUTDOOR LIONS

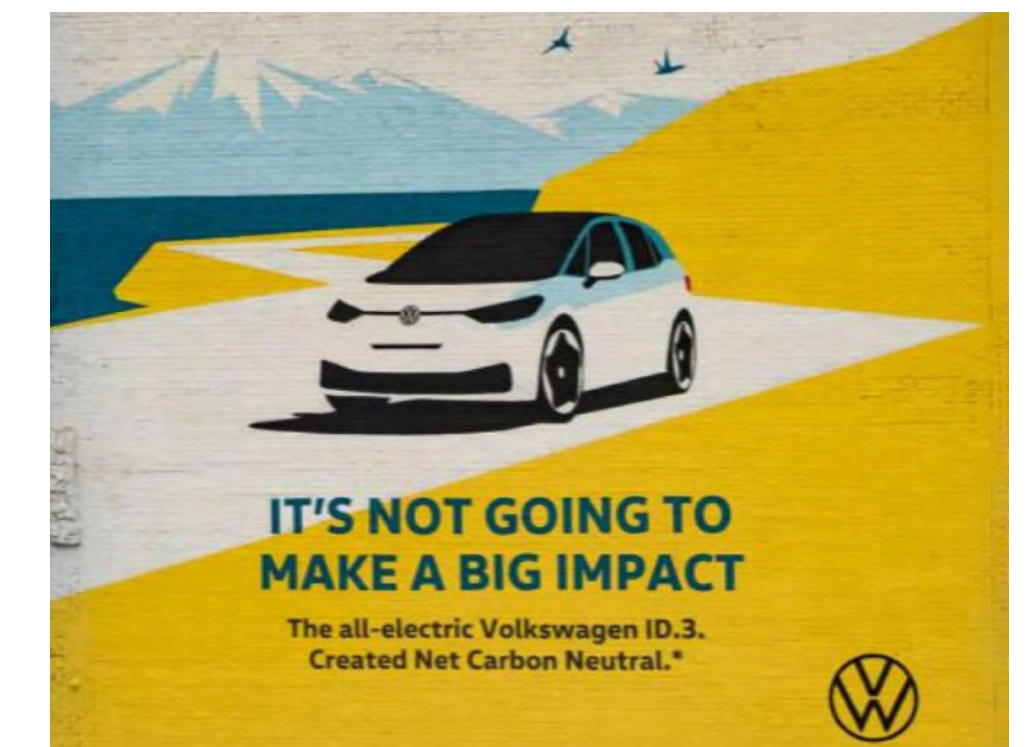
PUBLICIS ITALY MILAN

## 4 Use media to double down on your message

For the launch of the electric Volkswagen ID.3, outdoor murals used paint that cleansed the air. Just as the product was carbon neutral, the OOH activations were too.

2021

VOLKSWAGEN | MEDIA THAT 'EATS' POLLUTION



GOLD MEDIA LIONS

PHD LONDON



# Media Lions Grands Prix 2018-2021

This timeline shows how the relationship between media and creative has changed over the last four years. In 2018, Tesco won the Grand Prix for Food Love Stories, a user-generated integrated push. The following year, Nike's Air Max Graffiti, enabling purchase from street art, showed how a strong channel idea can be both creative and commercial. The two Grands Prix from 2020 and 2021 have a different agenda altogether. They are both ideas that meet the needs of specific communities with a holistic approach where media and creative are seamlessly blended.

## 2018

Tesco | [Food Love Stories](#)



MediaCom London

## 2020

Telenor | [Naming The Invisible](#)



Telenor Pakistan

## 2019

Nike | [Air Max Graffiti Stores](#)



AKQA São Paolo

## 2021

City of Chicago | [Boards of Change](#)



FCB Chicago







Behind The Grand Prix Winner

# HOW IT GOT MADE

City of Chicago 'Boards of Change'

Andrés Ordóñez, Chief Creative Officer, FCB Chicago, reveals how plywood boards that had been canvases for the frustrations of under-represented communities during the city's George Floyd protests, were given a new lease of life as voter registration booths.



What was the context for 'Boards of Change'?

One of the biggest things we spoke about was that you have to vote to be counted. We had to find a way to create action. If we don't take action, history will repeat itself.



And that realisation couldn't be ignored in 2020...

It was an incredible year. People realised that if you don't vote, you can't put in the right leaders. We were just learning about the needs for the Census and we were staring out of the windows at the city going crazy.

When did you first consider repurposing the plywood boards as voter registration booths?

We saw the plywood boards as messages of hope; the energy they had was important. But once they started coming down, we realised we could bring these boards back into communities as a message of hope and a reminder to vote.

How did you make it happen?

We took a crew and drove around and started to collect the boards. Normally, something like this would take 12-18 months but we had a tiny window.

What role does creativity have in spearheading change?

Creativity has the power to fuel change. It's a way to give back and it's our responsibility. Creativity can change the world for good.

Grand Prix ( Media Lions ) : 🏆

Gold Lions : 🥇

Sliver Lions : 🥈

Bronze Lions : 🥉

[Subscribers to The Work can access more on 'Modernising Media' here](#)





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# 4. Mastering Virtual Worlds

Given the growth of gaming and time spent in virtual worlds over the last 18 months, it's no surprise that 13% of Grands Prix awarded at Cannes Lions 2020-2021 had a gaming or gamification component, up from 8% in 2019.

Gaming was a new category within the Direct Lions this year, attracting 50 pieces of work, including the Grand Prix winner, Burger King's 'Stevenage Challenge' by DAVID Madrid and Miami.

In the Social and Influencer Lions, 38% of the winning work successfully connected brands to culture, often by hijacking the popularity of a viral meme, trending show or gaming platform.

'Super Wendy's World' by VMLY&R Kansas City was a prime example: the fast food restaurant chain's red-plaited brand mascot became a regular on Twitch as she played the games that are important to Wendy's heartland audience. It showed that Wendy's knew that these games are far more than distraction: they are virtual worlds, with communities, loyal followings and entire sub-cultures that need to be understood by the brands wanting to be a part of them.

The pandemic provided ample opportunity for virtual worlds to step up, as appointment-to-view digital events aimed to replicate real world ones that had been cancelled. Verizon used Fortnite to recreate the Super Bowl stadium experience for 40 million sports fans. Pride Month used Nintendo's Animal Crossing: New Horizons as a safe platform for its June 2020 event. Xbox enabled us to travel remotely by teaming up with Rough Guides and repositioning its hardware as a passport to fascinating new places.

2021

WENDY'S | SUPER WENDY'S WORLD



GOLD SOCIAL & INFLUENCER LIONS

VMLY&R KANSAS CITY





# Mastering Virtual Worlds: Takeaways from the winning work

Many 2020-2021 Lions winners show how to use virtual worlds to deliver a strong brand experience or message.

## 1 **Be patient**

Ideas that involve virtual worlds can take a long time to generate results. Build in time for audiences to play around with your idea, enabling it to build reach and make an impact.

## 2 **Make it must-see**

‘Astronomical’ showed how to make an appointment-to-view event on a gaming platform, as well as how to integrate brands in a non-interruptive way. Consider how you could develop this kind of content within a virtual world to create a buzz around your brand.

## 3 **Make a stand against cyberbullying**

Accompanying the growth in gaming has been a rise in cyberbullying. Think about what your brand could do to help victims in a specific way.

## 4 **Differentiate on Twitch**

Esports are pulling in audiences in their millions, primarily on Twitch. But as Twitch partnerships become commonplace, find a way to differentiate so your reason for being there is clear to the audience.



# Takeaways in action in the 2020-2021 winning work

## 2 Make it must-see

Fortnite's partnership with US rapper Travis Scott helped to reposition Fortnite as a social platform offering huge, global reach for culturally significant, entertaining moments. Some 12.3 million players tuned in live.

2020 FORTNITE | ASTRONOMICAL



GRAND PRIX DIGITAL CRAFT LIONS

EPIC GAMES INC CARY

## 1 Be patient

Challenger QSR chain Burger King sponsored Stevenage FC, an underdog UK football team languishing at the bottom of the league. With time and trust in the gaming community to get behind the idea, it paid dividends, as Burger King logos graced Stevenage shirts in real life and in FIFA 20.

2021

BURGER KING | STEVENAGE CHALLENGE



GRAND PRIX DIRECT LIONS

DAVID MADRID DAVID MIAMI

## 3 Make a stand against cyberbullying

Samsung's 'Anti Bullying Skin' aimed to prevent less affluent Fortnite gamers from being picked on for using the free 'default' skin. The tech brand gave the skin away with Galaxy devices and encouraged owners and influencers to donate them to Fortnite players using the default skin.

2020

SAMSUNG | ANTI-BULLYING SKIN



SILVER MEDIA LIONS

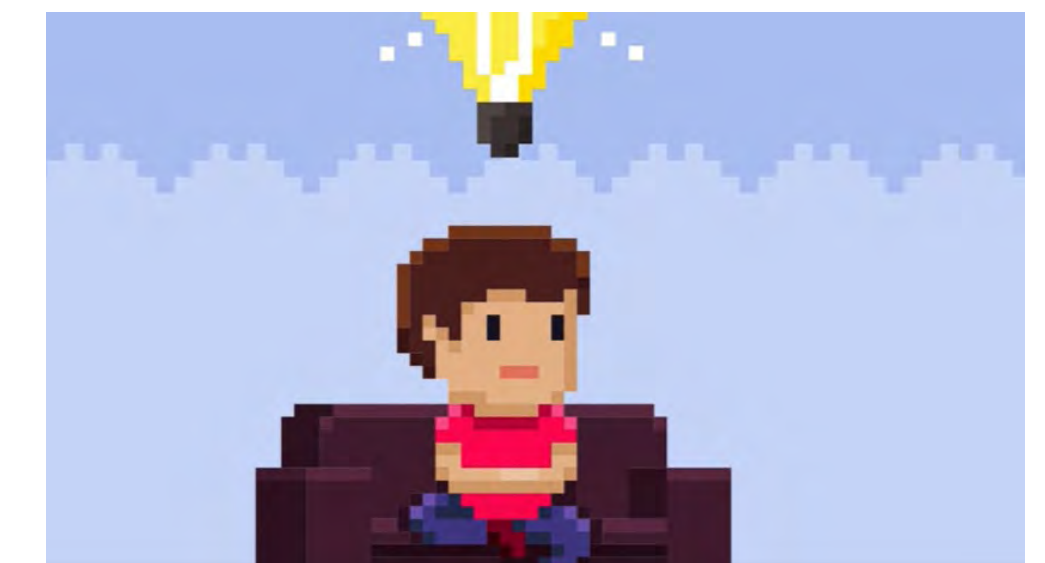
CHEIL WORLDWIDE SAO PAULO

## 4 Differentiate on Twitch

Roche-owned US biotechnology corporation Genentech took out the blood from shoot 'em up games in a customised tournament called The Bloodless Battle on Twitch Rivals, a regular fixture on the esports platform. Haemophiliac gamers took on some of the biggest names in esports.

2021

GENENTECH | BLOODLESS BATTLE



SILVER PHARMA LIONS

21 GRAMS A PART OF REAL CHEMISTRY NEW YORK





# Fortnite Partnerships 2019-2021



'Keeping Fortnite Fresh' for Wendy's by VMLY&R Kansas City wins the Grand Prix for the Social & Influencer Lions. The activation saw the brand's red-plaited mascot smash up Fortnite's freezers to reinforce that Wendy's uses only fresh beef in its burgers.

## 2019

## 2020



Having attracted millions of eyeballs, 'Astronomical', a Fortnite concert by Epic Games Inc Cary, starring rapper Travis Scott, wins the Digital Craft Lions Grand Prix.

## 2020

## 2021



Verizon's 'Fortnite Stadium' by R/GA New York built a 5G stadium within Fortnite so that 40 million fans could come together for the Super Bowl despite lockdowns.

Association L'Enfant Bleu's 'Undercover Avatar' by Havas Sports & Entertainment Paris offers a parent-free way for at-risk kids to speak up. Year-on-year donations rose by 30%.







## The Media Lions Juror's View: Gerry D'Angelo



“For a long time, advertising in gaming has been interstitials and pre-rolls to win extras on Candy Crush. What a lot of this year’s winning work did was achieve the most incredibly sensitive adaptation to the environment.”

GERRY D'ANGELO

VICE PRESIDENT GLOBAL MEDIA | PROCTER & GAMBLE  
MEDIA LIONS JUROR



## Behind The Grand Prix Winner

# HOW IT GOT MADE

## Burger King 'Stevenage Challenge'

**Pancho Cassis**, Global Chief Creative Officer & Partner, DAVID, reveals how a loophole was critical to the craft of Burger King's triple Grand Prix winner.



### How did you come up with the idea?

Sponsoring games and in-game advertising is super expensive, but the team found a loophole: most of these games recreate reality. It came about as part of an ongoing brief with Burger King about making relevant work for the gaming community.

### How did you balance the real and the virtual worlds?

We did it only in the real world; we didn't do anything online. We started giving people challenges on social media and they responded.

### What did you learn?

To have patience. Gaming ideas develop at a different pace. But the ideas last longer because people keep playing the games and they keep coming back. It's not about the promotion anymore; we stopped giving away free burgers or fries after two weeks. But people kept playing, sharing and using the team.

Grands Prix (Direct Lions, Brand Experience & Activation Lions, Social & Influencer Lions) :



Gold Lions : ● ● ●

Sliver Lions : ● ● ● ●

Bronze Lions : ● ●

### You picked an underdog football team...

We had a connection with Stevenage. We had a few options at the bottom of the league, but there's a Burger King just down the road from the Stevenage stadium which is where people go before or after the game.

### How did you choreograph everything to work smoothly?

We had help from a digital agency, MullenLowe US in Boston. Each market had their own coupons that gave away additional food with each menu purchase.



[Subscribers to The Work can access more on 'Mastering Virtual Worlds' here](#)







# 5. Applying 'Enviro- mentality'

The urgency posed by climate change was tackled across many of this year's Lions. Nearly half (42%) of the work entered for this year's Design Lions was geared towards environmental problem solving. The two Grands Prix, both featured in this report, were about practical solutions to address different aspects of climate change: one addressed the fashion industry's sustainability crisis, the other our over-reliance on plastic packaging.

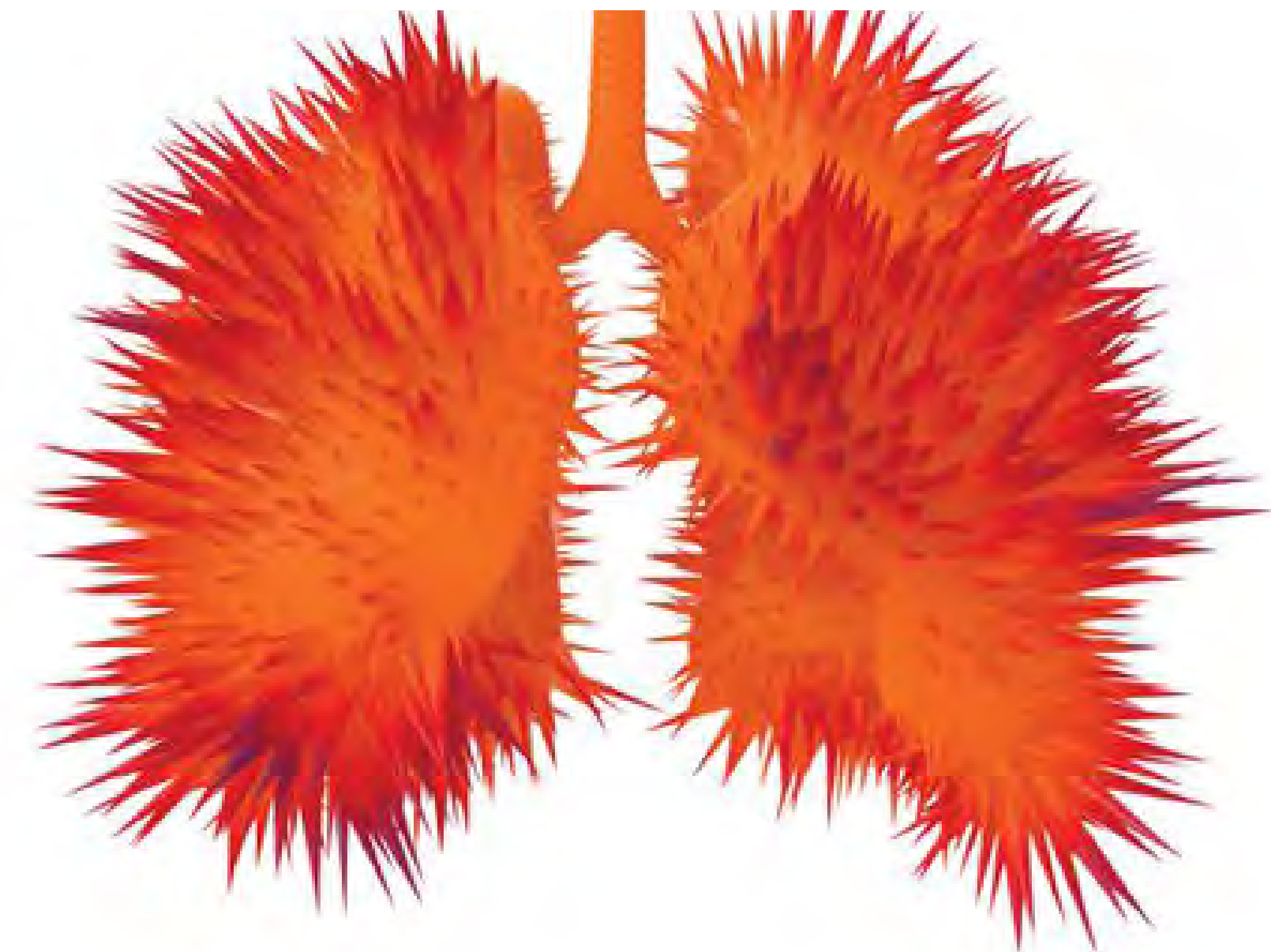
Design Lions Jury President Pum Lefebure, Chief Creative Officer, Design Army commented: "In 2021, 'reduce, reuse, recycle' is not enough. We have to rethink, repurpose, reinvent and reimagine. The stakes are high, which means the bar for creative solutions is higher than ever." She added: "As we tackle a host of new hot-button issues such as climate justice, fair trade, carbon impact and social equity, we need to operate with an 'enviro-mentality' first and foremost. Sustainability can't be tacked on at the end of a brand campaign. To be successful, we should approach the creative concepting phase with environmental impact in mind."

Other Lions showed how they were already taking this approach, often with data at the heart of their solutions.

'Addresspollution.org' reframed pollution statistics as a harmful threat not just to health but also to wealth, by linking it to house prices. And Doconomy's 2030 Calculator armed consumers with information to make more responsible purchasing decisions. That tool took the Grand Prix in the Sustainable Development Goals Lions.

2021

COP1 | ADDRESSPOLLUTION.ORG



LIONS HEALTH GRAND PRIX FOR GOOD

AMV BBDO LONDON





# Applying ‘Enviro-mentality’: Takeaways from the winning work

2020-2021 Lion winners showed new approaches for tackling environmental problems. These takeaways could help you develop an ‘enviro-mentality’ for the creative strategies on your brands.

## 1 Focus on the upcycle

H&M developed in-store garment-to-garment upcycling. This enabled much-loved clothes to enjoy a new lease of life and, crucially, kept them out of landfill sites. With the emphasis shifting away from recycling and towards upcycling, ask how your brand can assist consumers in developing new products from items they may already own.

## 2 Use data to nudge consumers

As ‘enviro-mentality’ shifts away from awareness-raising and towards tools to help people behave responsibly, reliable data is critical. Both Addresspollution.org and Doconomy had data baked into their solutions. What data could you use to nudge consumer behaviour in the right direction?

## 3 Drive trial of alternatives

Notpla, a biodegradable alternative to plastic made from seaweed, has encouraged people to use it by driving trial at events: at marathons, it distributed small edible packages of water instead of plastic bottles. Consider how you could get your eco-friendly alternative product in front of your audience to encourage a change in behaviour.

## 4 Reframe the problem

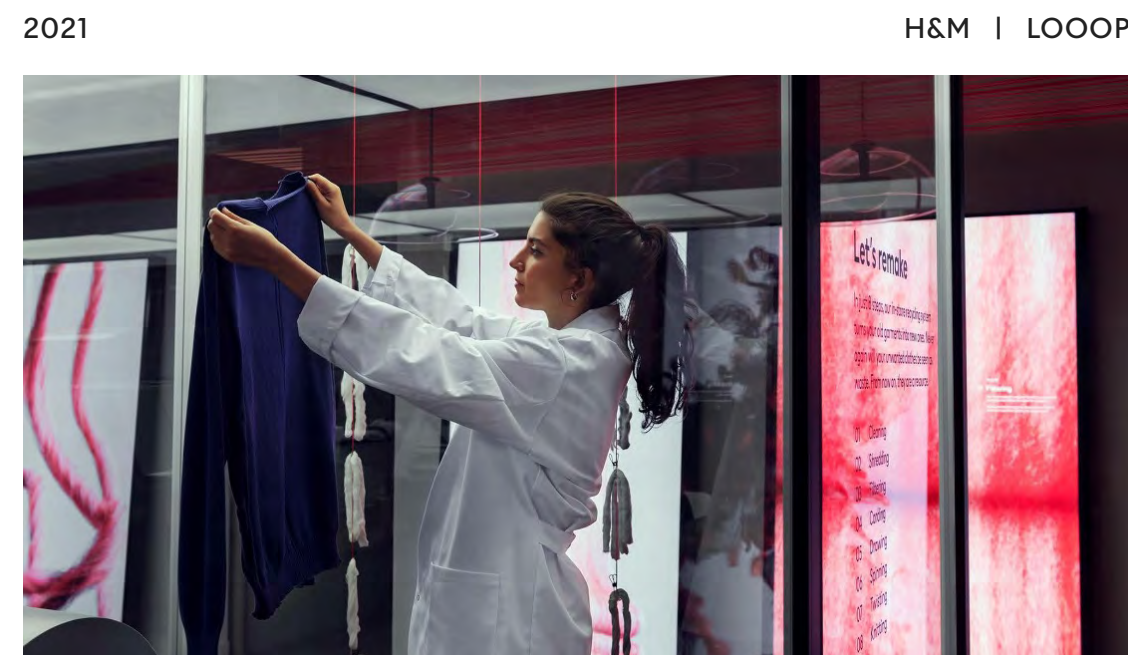
By linking poor air quality to house prices, COPI’s ‘Addresspollution.org’ found a new way to engage audiences in pollution. Think about how you could find a new angle on an issue, reframing it in a new way to prompt engagement.



# Takeaways in action in the 2020-2021 winning work

## 1 Focus on the upcycle

Loopo, an in-store garment-to-garment recycling system, was created in partnership with the Hong Kong Research Institute of Technology and the H&M Foundation. It enables customers to transform unwanted clothes in-store at H&M, helping to upcycle them into new items.



2021 GRAND PRIX DESIGN LIONS

H&M | LOOPO  
AKQA STOCKHOLM

## 2 Use data to nudge consumers

Doconomy's 2030 Calculator empowers small and medium-sized enterprises to be more transparent about their carbon footprint which, in turn, empowers consumers to make informed purchasing decisions.

2020-2021 DOCONOMY | 2030 CALCULATOR



GRAND PRIX SUSTAINABLE DEVELOPMENT GOALS LIONS

DOCONOMY / FARM STOCKHOLM

## 3 Drive trial of alternatives

A biodegradable alternative to plastic, Notpla naturally decomposes in weeks. One product, Ooho, is edible packaging and was handed out filled with water to London Marathon runners.

2020

NOTPLA | NOTPLA



GRAND PRIX DESIGN LIONS

NOTPLA / SUPERUNION LONDON

## 4 Reframe the problem

The Central Office of Public Interest (COPI) collaborated with King's College London on developing a five-tier air-quality rating system that linked pollutants to specific addresses in the capital. It ignited interest around high pollution levels in London by leveraging the British obsession with house prices.

2021

COPI | ADDRESSPOLLUTION.ORG



LIONS HEALTH GRAND PRIX FOR GOOD

AMV BBDO LONDON





## The Winner's View: Pierre Paslier on 'Notpla'



PIERRE PASLIER  
CO-FOUNDER | NOTPLA  
GRAND PRIX WINNER | DESIGN LIONS

“We often use plastic for fewer than five minutes and then create waste that can last hundreds of years. The key thing with Notpla was the material, as this was the first product of a catalogue. It was important that there would be room to grow the product catalogue so we could tackle single-use plastics in many more forms and applications.”

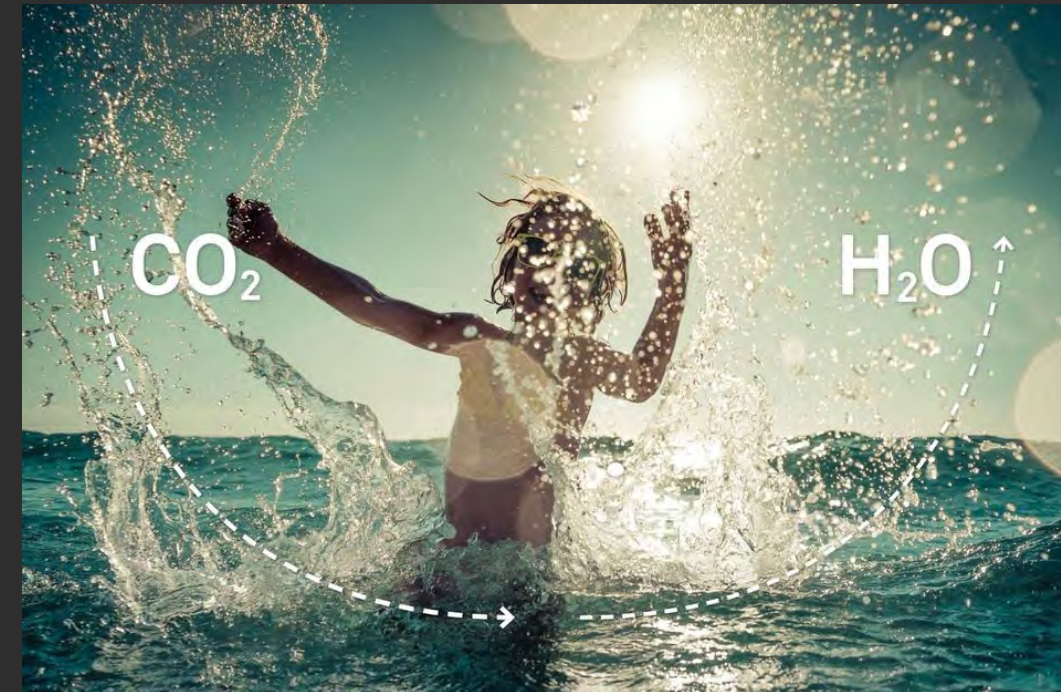


# From awareness to action: Grands Prix 2017-2021

These four Grand Prix-winning pieces of work indicate a shift away from raising awareness. Instead, they give people the tools they need to make informed, responsible decisions that minimise their personal environmental impact.

## 2017

Aland Index | [Baltic Sea Project](#)



RBK Communication Stockholm

This offered consumers data-driven advice based on their consumption alongside their monthly credit card statement. The advice was geared towards reducing their carbon footprint through changes in their spending habits. It took the 2017 Cyber Lions Grand Prix.

## 2019

Doconomy | [DoBLACK](#)

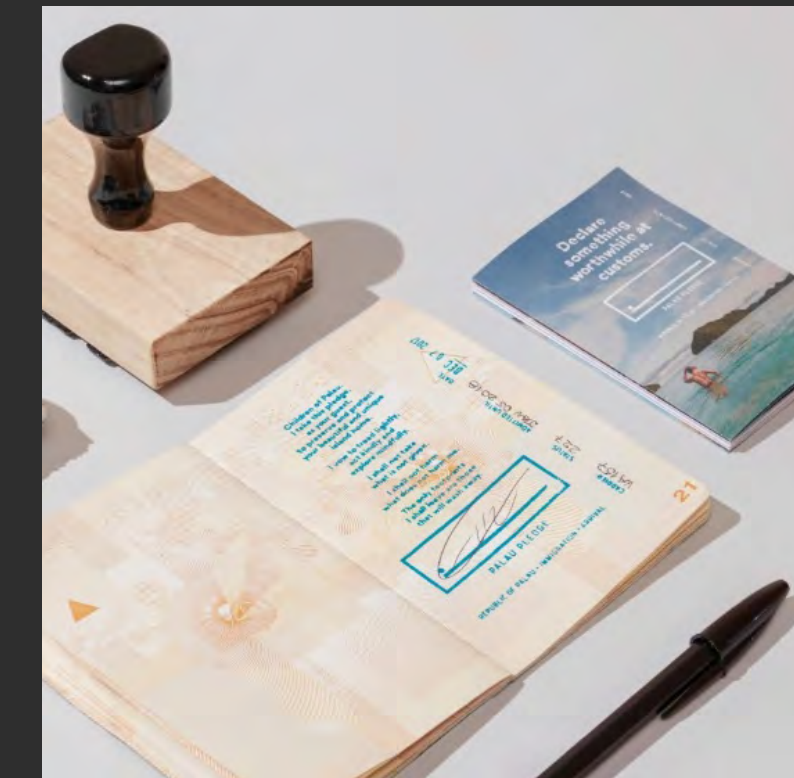


RBK Communication Stockholm

Doconomy's first Grand Prix winner was the DoBLACK credit card that set a carbon limit and denied transactions once it had been reached. It won the 2019 Grand Prix in the Creative eCommerce Lions.

## 2018

Palau Legacy Project | [Palau Pledge](#)



Host / Havas Sydney

Visitors to the small nation of Palau were required to sign a pledge promising not to do any harm to the environment during their stay. Palau became the first country to incorporate environmental practices into its immigration laws. It took the inaugural SDG Lions Grand Prix.

## 2021

Doconomy | [2030 Calculator](#)



Doconomy / Farm Stockholm

Small and medium-sized enterprises could demonstrate their commitment to sustainable production, helping consumers to make informed decisions about their purchases.





Behind The Grand Prix Winner

# HOW IT GOT MADE

## House of Lapland 'Salla 2032'

**Nicholas Bergantin**, Creative Director, Africa São Paulo, shares the thinking and the craft challenges behind the 2021 Entertainment For Sport Lions Grand Prix winner.



You're in Brazil, Salla is in Finland. How did this happen?

I want to make people feel the climate emergency. So we came up with the idea of the planet's coldest city bidding to host the summer Olympic games.

You ran a design competition. Why bring in an audience participation element?

For the official poster. Lots of designers on social media have followers who love their work. They became our influencers.

Did you pick designers in different regions so that you could have more of a global reach?

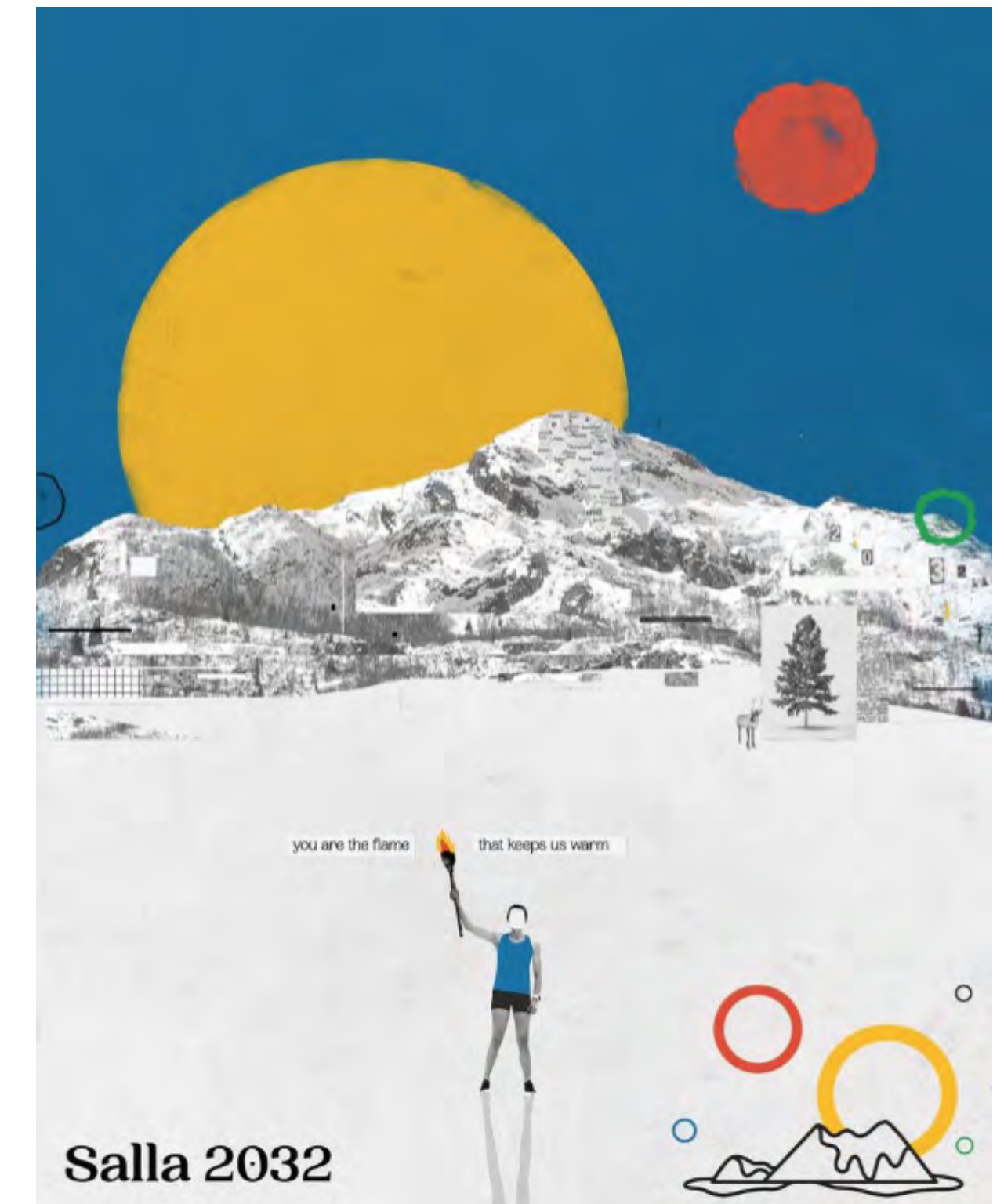
Exactly. We had more than 20 designers from the US, Brazil, Japan and Australia.

What was the biggest challenge?

We had five hours of light between sunrise at 10am and sunset at 3pm. We also needed to convince people to wear summer clothes in minus 20 degrees: the guy in shorts with the reindeer and holding the flag is Timo from House of Lapland.

Did you reach any unexpected audiences?

When [environmental activist] Greta Thunberg shared the idea, it exploded. And it became part of pop culture and a meme, sending it off on its own journey.



What were your biggest learnings?

An idea from Brazil went to Finland and was produced for global impact. It proves there are no frontiers; technology connects everybody.

Grand Prix ( Entertainment Lions for Sport ) : 🏆

Gold Lions : 🥇

Bronze Lions : 🥈

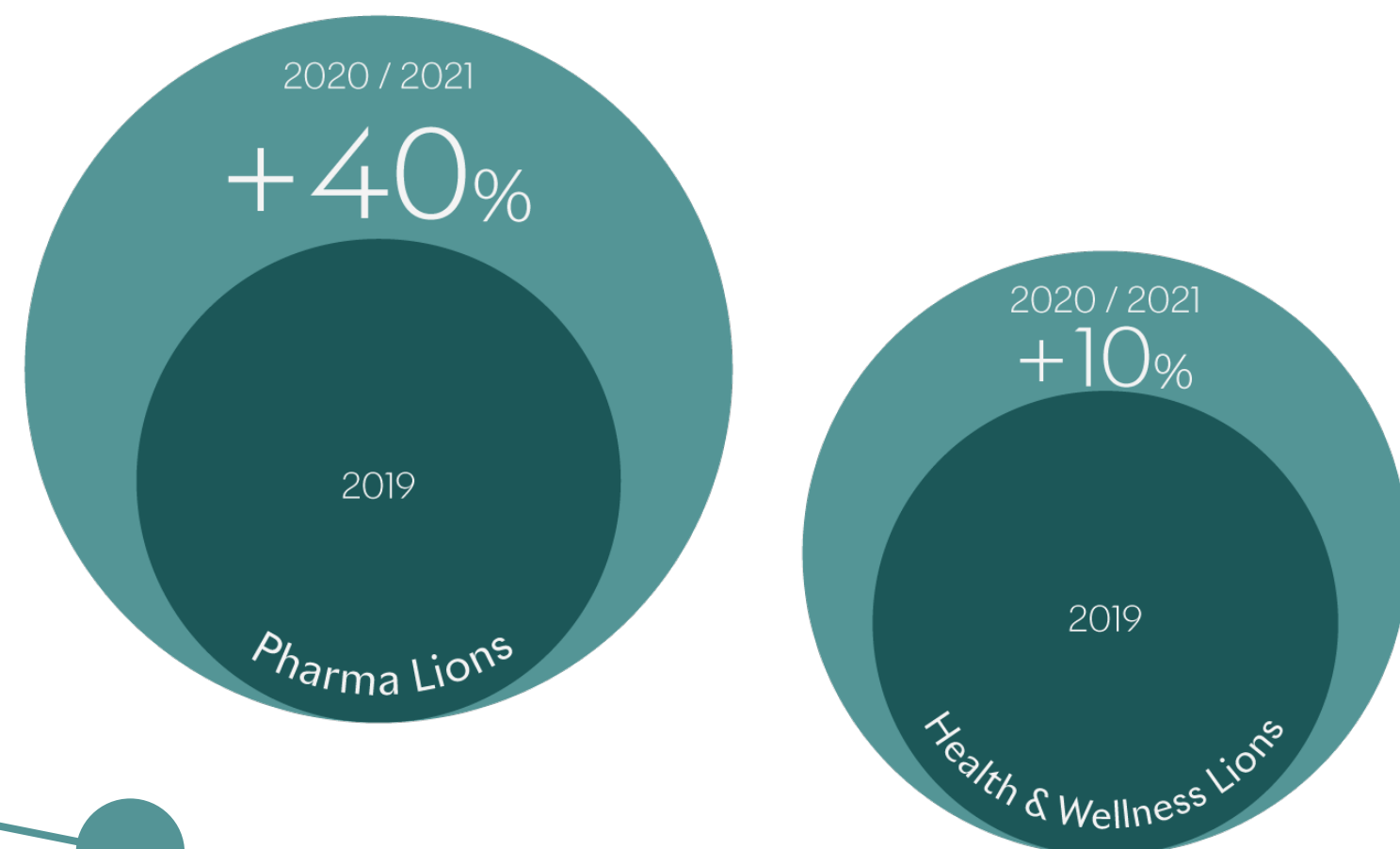
[Subscribers to The Work can access more on 'Applying 'Enviro-mentality' here](#)





# 6. New Approaches To Health

Mirroring the relentless focus on health and wellbeing during 2020 and 2021, this year's Pharma Lions received 40% more entries than in 2019, while Health & Wellness Lions entries increased by 10%. What's more, across several Lions categories, winning work often focused on preventative health or improving mental wellbeing.



2020

VIVIR ASSOCIATION + AMBATO'S CANTONAL HUMAN RIGHTS PROTECTION COUNCIL | MOTHER BLANKET



GOLD HEALTH & WELLNESS LIONS

OGILVY COLOMBIA BOGOTÁ

Simple, stand-out creative ideas resonated with juries. 'Mother Blanket', a measure of Colombian children's height as an accurate marker of development, showed how straightforward concepts can make a huge difference.

At the other end of the spectrum, tech and data innovations over-indexed in terms of wins: Use of Technology made up only 1% of the entered work, but picked up 9% of Pharma Lions, including the Grand Prix winner, 'Sick Beats' by Woojer and FCB's Area 23.

Many of those solutions came from partnerships. Anne de Schweinitz, Global Managing Director, Healthcare, FleischmanHillard and Jury President, Pharma Lions, said: "The speed at which innovation is occurring and the power that comes with collaboration is incredible... Pharma was given the ultimate test in the last 18 months: we delivered vaccines. The medical community has learned an incredible amount. The industry has been under heavy scrutiny and has risen to the challenge."





# New Approaches To Health:

## Takeaways from the winning work

The 2020-2021 Health and Pharma Lion-winners offer effective creative approaches that could be helpful for all brands, not just those in the health sector.

### 1 Ask the right questions

There's no division between strategy and creative, according to '#wombstories' Grand Prix winner Nadja Lossgott, ECD at AMV BBDO London. She believes that asking the right questions leads to better answers creatively, describing her approach as a 'dance between strategy and creative'. How could you bring that thirst for knowledge to your comms?

### 2 Embrace hacks

Two multiple Lion winners, 'The Bread Exam' and 'Mother Blanket', showed how to find new ways to navigate specific cultural sensitivities that are at odds with health and wellbeing advice or information. Think about how an unconventional approach could work more effectively than a traditional one for your brands.

### 3 Care for the carers

A moving film from Teva showed the benefits of big pharma companies revealing their more human side. It told the story of an old man learning hairdressing so he could style his wife's hair. Consider how your brand could align with caregivers as well as with patients and medical professionals, and work out how you could offer them support.

### 4 Explore tech partnerships

'Sick Beats', 'Say Lists' and Samsung's 'Talkk' show how tech can provide helpful services and shortcuts, offering patients convenience and comfort. Think about who you could partner on a tech-led solution that could make life easier for your audience – it may not always be an orthodox choice: 'Say Lists' and 'Sick Beats' both partnered music platforms.

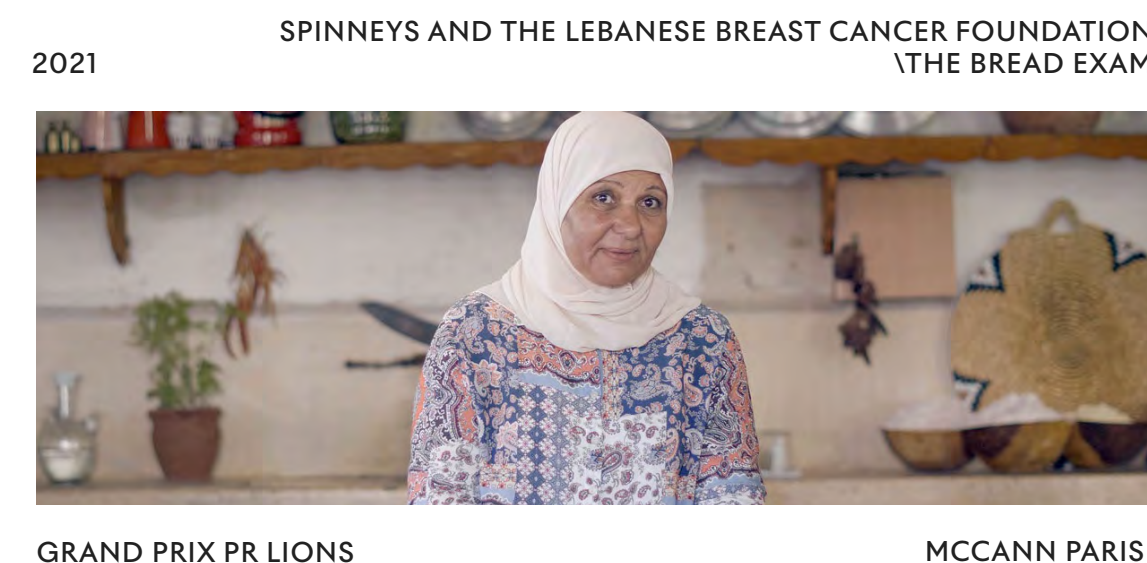




# Takeaways in action in the 2020-2021 winning work

## 2 Embrace hacks

A partnership between the Lebanese Breast Cancer Foundation and supermarket group Spinneys, 'The Bread Exam', instructs Middle Eastern women on how to check their breasts by disguising a self-exam as a dough-kneading tutorial. To respect cultural values in the Middle East, the video does not mention or show breasts.



## 1 Ask the right questions

Essity continued its winning streak for its feminine hygiene brand Bodyform at this year's festival. Nadja Lossgott, Executive Creative Director, AMV BBDO London, believes that asking the right questions and being meaningful to women has been key to its success (see p.41).

2021

ESSITY | #WOMBSTORIES



GRAND PRIX HEALTH & WELLNESS LIONS

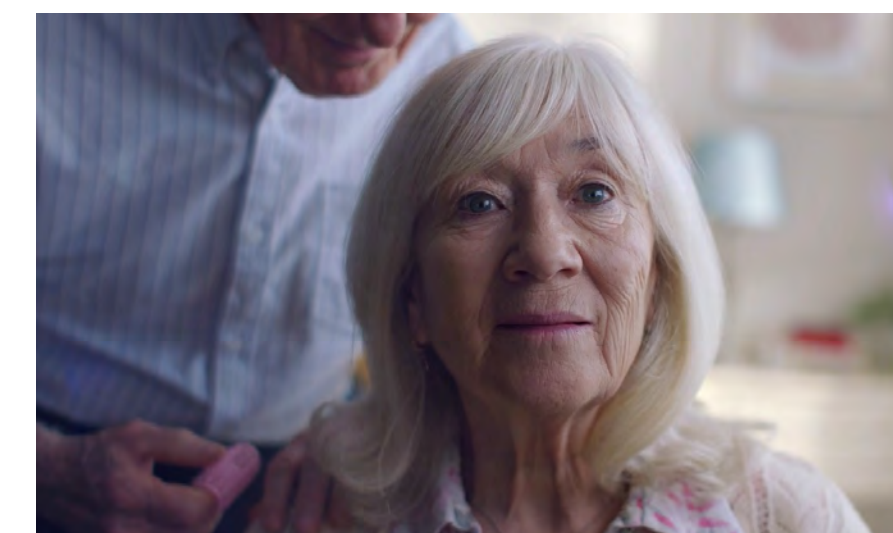
AMV BBDO LONDON

## 3 Care for the carers

To connect with caregivers as well as patients, Israeli-American multinational pharmaceutical giant Teva produced a tender film about an elderly man learning how to style his wife's hair. Directing viewers to its microsite offering support, it was praised by Pharma Lions jurors for championing the lengths that carers go to for their loved ones.

2020

TEVA | HAIRSPRAY



GOLD PHARMA LIONS

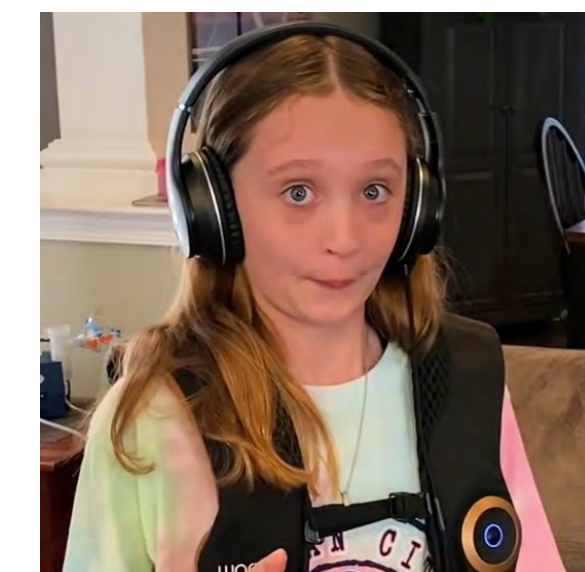
VCCP HEALTH LONDON

## 4 Explore tech partnerships

A partnership with audio experience company Woojer and a streaming platform enabled cystic fibrosis sufferers to clear their airways to music. The beats provided by a special vest reinvented this mundane daily chore.

2021

WOOJER | SICK BEATS



GRAND PRIX PHARMA

AREA 23





# Creating a visual framework for female health

In 2021, '#wombstories' collected four Grands Prix. Here, Nadja Lossgott, Executive Creative Director, AMV BBDO London, reflects on why it connected so well with its audience.

Creatively, asking the right questions and finding a way to uncover things that aren't necessarily the norm leads you to better answers. All the campaigns we do on Bodyform are a dance between strategy and creative. There's no division.

The goal of the brand is to be outstandingly meaningful to women. It's about people feeling heard and understood, and then being able to break taboos that surround menstruation. Unfortunately for society, there are so many taboos left to break; we always say it's like Russian dolls. As soon as you open one, you realise there's another and another, and another.

What '#wombstories' and '#painstories' do, and the visual language they provide, is a new framework to view a relationship with your body.

For how many centuries have we been told that women's emotions are the problem? This is reframing it to say that a woman's emotions are the solution.

2021

ESSITY | #WOMBSTORIES



GRAND PRIX HEALTH & WELLNESS LIONS

AMV BBDO LONDON



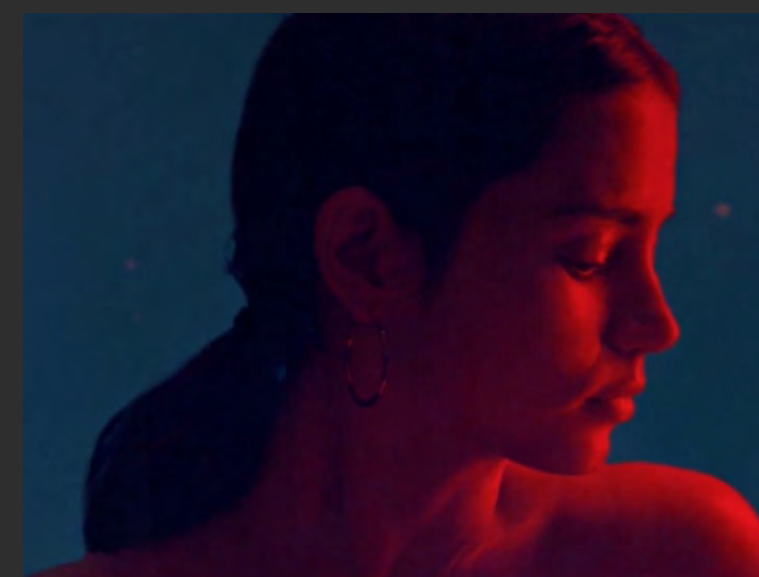
# Health & Wellness Grands Prix 2018-2021

The last four Health & Wellness Lions Grands Prix show how a range of organisations – from a retailer to a social enterprise selling soap – are prioritising wellbeing.

Organ donation increased in New York following Montefiore's partnership with the Tribeca Film Festival. Corazón, a 45-minute film, emotionally engaged audiences and prompted them to register to donate their organs.

## 2018

Montefiore | [Corazón Give Your Heart](#)



John x Hannes USA

BECo | [#StealOurStaff](#)



TBWA\London

## 2020

Eighty percent of the staff working at social enterprise soap brand BECo have a disability. In a provocative, integrated initiative, BECo invited other companies to steal their staff to highlight disability on the diversity agenda.

## 2019

IKEA | [ThisAbles](#)

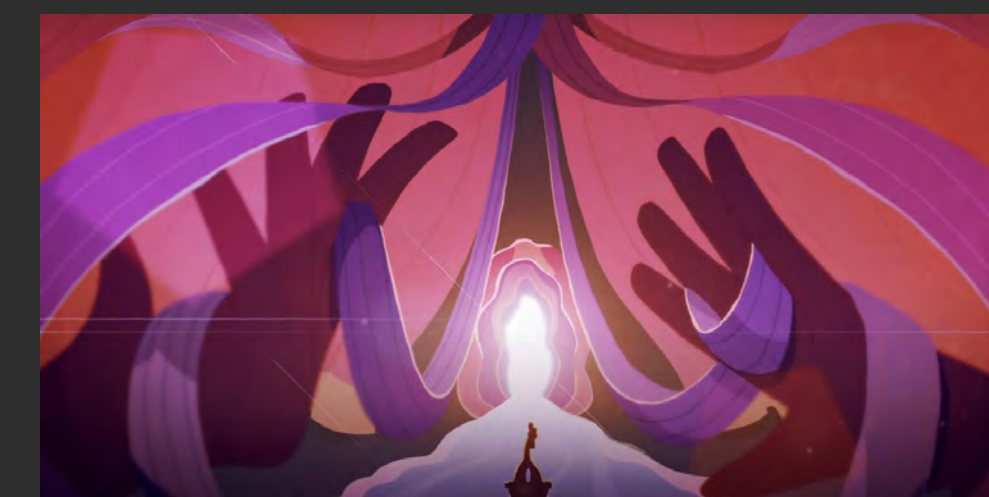


McCann Tel Aviv

Add-ons to IKEA furniture made it accessible to the tenth of the population who have a disability. Revenues of the products grew by 33%, while ThisAbles became an enduring platform for people with specific needs.

## 2021

Essity | [#wombstories](#)



AMV BBDO London

Endometriosis. Miscarriage. Menopause. IVF. All are commonly experienced by women, yet remain taboo. '#Wombstories' invited women to share their experiences and improved its market share in the UK, Russia and Denmark.





## Behind The Grand Prix Winner

# HOW IT GOT MADE

### Libresse '#wombstories'

Nadja Lossgott, Executive Creative Director, and Lauren Peters, Art Director, AMV BBDO London, share insights into the craft behind '#wombstories' which took four Grands Prix.




What was the main objective of '#wombstories'?

**NL:** Bodyform wanted to launch a new identity that showed it as a more holistic brand. There are billions of different experiences around periods that all differ from the narrative we're told when we're younger: you get your period at 12, it comes exactly every 28 days, you'll definitely want to have children, you won't have any period pain. Then you'll retire and waste away and your usefulness is over. '#wombstories' comes from all the experiences and the feelings surrounding periods because no one had looked at that before.

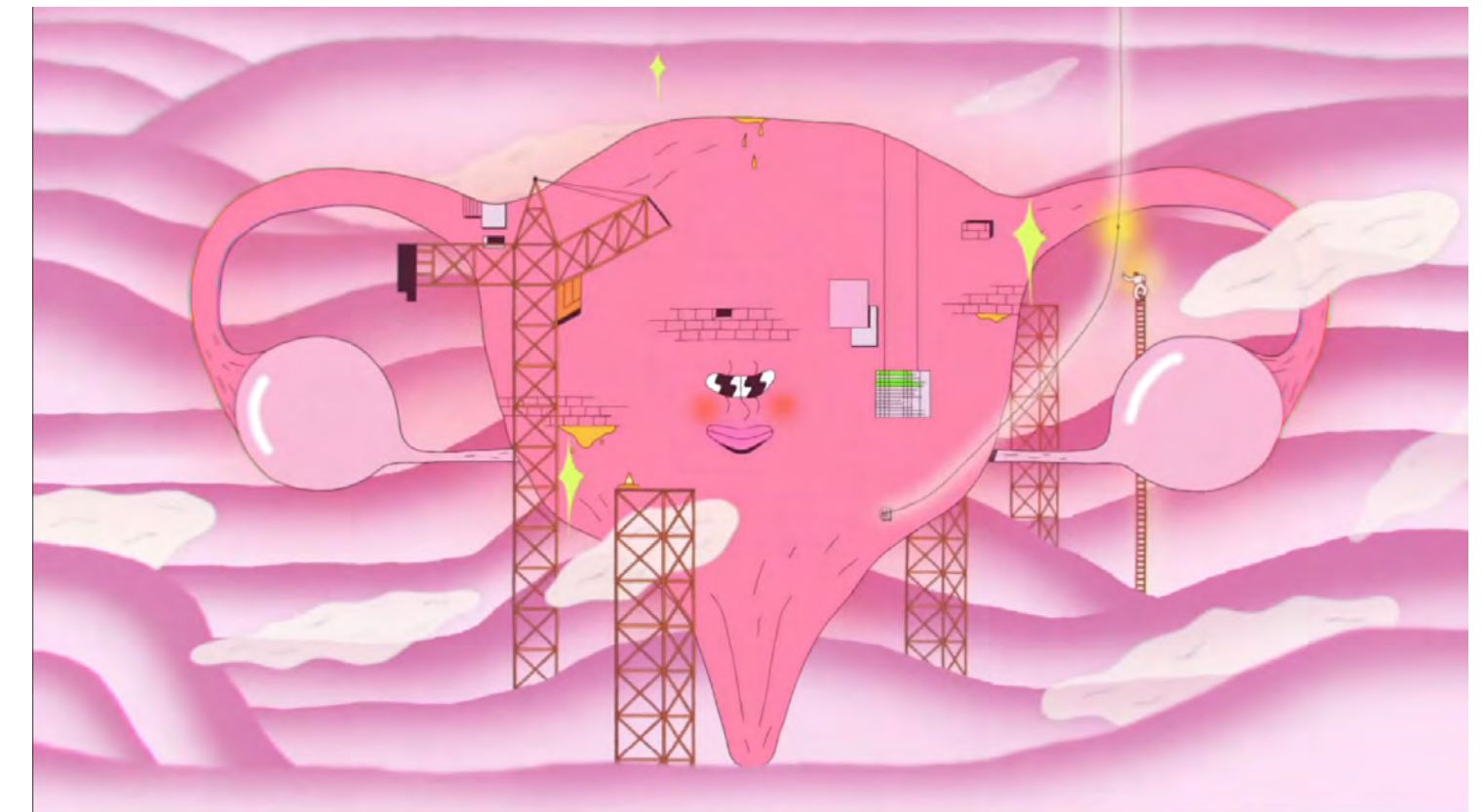
What craft challenges did you face?

**LP:** The visualisation was trying to do justice to the intensity and the specificity of people's conditions. We had to distil the essence of that in a way that was accessible without undermining how visceral it was for them. That's why it was so important to make sure that the artists and illustrators we collaborated with had an appropriate style.

Grands Prix ( Film Lions, Film Craft Lions, Titanium Lions, Health & Wellness Lions ) :   
Gold Lions :   
Sliver Lions : 

What was your criteria for selecting artists and illustrators?

**LP:** For the Pain Dictionary, artists who had experienced endometriosis themselves, or who were interested in documenting it. We delved into Instagram's endo community to find out who was involved and who was already illustrating.



Were there any a-ha moments?

**NL:** The first was that periods aren't on or off, and everything that surrounds them is emotional. The second was anthropomorphising the womb. Thinking of 'womb dwellers' made the inhabitants of this visual world so rich. It's almost like art therapy where you can express your emotions more easily than you can express your clinical experience. That visual unlock was really important.

What was your main lesson for future work?

**NL:** Embracing complexity and working with a range of viewpoints.

[Subscribers to The Work can access more on 'New Approaches To Health' here](#)







# 7. Amplifying Marginalised Voices

The aftermath of George Floyd’s murder in May 2020 and subsequent global support for the BLM movement saw the power of marginalised voices coming together. Across the 2020-2021 Cannes Lions winners, this focus on improving representation, be it race, gender, sexuality, disability or age-related, was a consistent theme.

2021

RELATE | THE JOY OF LATER LIFE SEX



SILVER DIGITAL CRAFT LIONS

OGILVY LONDON

Helping those whose voices literally aren’t heard was the aim of Google AI’s ‘Project Understood’. By FCB Toronto, this partnership with the Canadian Down Syndrome Society invited people with Down Syndrome to ‘donate’ their voice so Google AI could improve its recognition. Meanwhile, Relate’s ‘The Joy Of Later Life Sex’ celebrated older people enjoying themselves and each other.

Titanium Lions Jury President Susan Credle, FCB’s Global Chief Creative Officer, referred to brands amplifying conversations that had previously been taking place in ‘quiet corners’ amplified by brands. She said: “Big brands are saying ‘This has to come out in the open and they want to be a part of the conversation.’ That’s exciting.”

Steve Stoute, CEO, Translation New York, took it one step further in his [Cannes Lions session](#), stating that representation should be a business imperative for creative companies. “If you have a diversity problem I guarantee what’s coming next is a youth problem. We have a great responsibility to lead other industries in understanding diversity. We should be teaching our clients and the larger business world how to build great businesses in a diverse world.”

Characters of colour accounted for  
**38%**  
of appearances in ads,  
with **46.4%**  
of screen time.

Female characters accounted for  
**38.4%**  
of appearances in ads.

**1.8%**  
of characters with a discernible sexual orientation in ads are LGBTQ+.

Source: LIONS and The Geena Davis Institute on Gender in Media: Bias and inclusion in advertising





# Amplifying Marginalised Voices: Takeaways from the winning work

The 2020-2021 Lion winners show different creative approaches for brands seeking to improve the representation of marginalised groups in society.

## 1 Lean into a tension point

Ask the difficult questions that have been ignored for too long. This was the approach taken by Beats By Dre with its 'You Love Me' film. By exploring a tension point that hadn't previously been tackled out in the open, it prompted questions and conversations around racial equality and representation.

## 2 Use your clout

Starbucks and Mastercard were behind separate initiatives to help the transgender community. In each case, the influence of a multinational company has been central to success. If you work for a large multinational, use the might of your organisation for amplification.

## 3 Heroes, not victims

Representation can be seen as such a serious issue that brands and agencies eschew humour. Yet the wit of BECo's '#StealOurStaff' and conveying the personalities of BECo's staff was critical to its success. How could you deploy a light touch to drive engagement, portraying marginalised groups as heroes, not victims?

## 4 Steer progress

Newspaper An-Nahar in Lebanon rewrote the country's national anthem to include the country's women. This was a newspaper not just reporting on the news but being at the centre of the story. Consider similar bold, creative ideas that could help steer progress.





# Takeaways in action in the 2020-2021 winning work

## 2 Use your clout

Financial services brand Mastercard enabled members of the trans community to be known by their preferred, as opposed to their given, names on their credit cards.

2021      MASTERCARD | TRUE NAME



GRAND PRIX  
BRAND EXPERIENCE &  
ACTIVATION LIONS

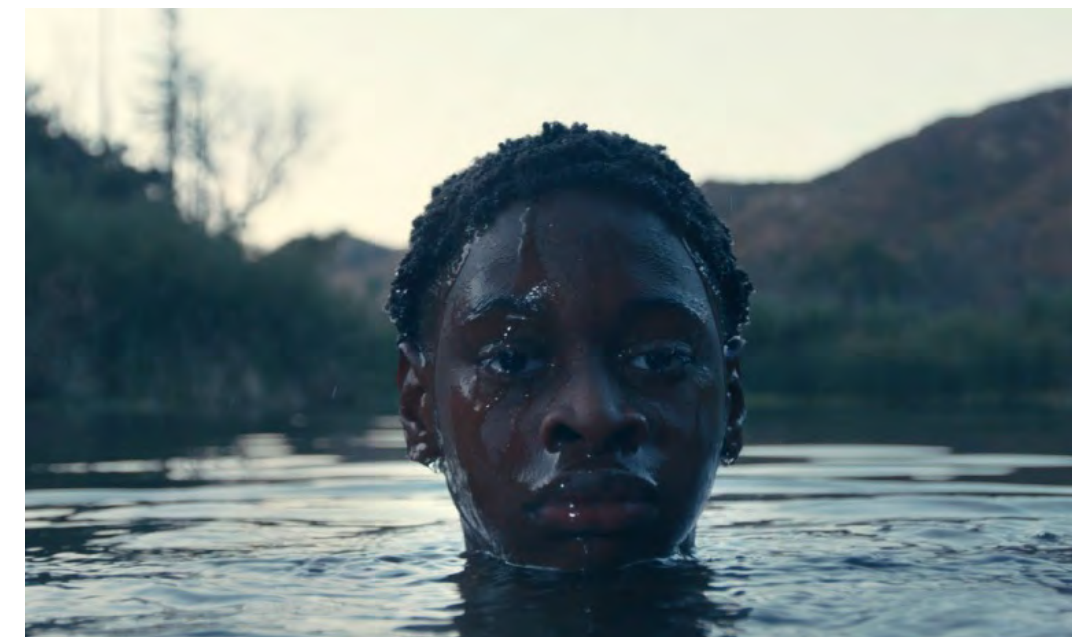
KETCHUM NEW YORK

## 1 Lean into a tension point

Beats By Dre released a short film that addressed a tension point within the Black community: while many people idolise Black people in culture or sport, they are less supportive of non-famous Black people.

2021

BEATS BY DRE | YOU LOVE ME



GOLD TITANIUM LIONS

TRANSLATION NEW YORK

## 3 Heroes, not victims

Social enterprise soap brand BECo wanted to close the disability employment gap by letting other brands steal its staff, 80% of whom have disabilities.

2020

BECO | #STEALOURSTAFF



GRAND PRIX HEALTH & WELLNESS LIONS

TBWA LONDON

## 4 Steer progress

Lebanese newspaper An-Nahar represented the country's women who had been omitted from the lyrics of the country's national anthem. Singer Carole Samaha sang the modernised anthem in an event that was televised and shared across Lebanon.

2020      AN-NAHAR NEWSPAPER | THE NEW NATIONAL ANTHEM EDITION



GOLD BRAND EXPERIENCE & ACTIVATION LIONS

IMPACT BBDO DUBAI





## The Titanium Lions Juror's View: Trevor Robinson OBE on Beats by Dre's 'You Love Me'



TREVOR ROBINSON OBE  
EXECUTIVE CREATIVE DIRECTOR & PARTNER | QUIET STORM  
JUROR | TITANIUM LIONS

“The death of George Floyd rippled throughout the whole world and affected me and my family. As a creative, I’m aware when people are looking at or laughing at my work. But then they’re terrified to sit next to me on a tube train, or they walk across the road when they see me. ‘You Love Me’ made this statement with such artistry, panache and style.”





# 2020

## Exposing racial bias; promoting support and pride

Many 2020-2021 Lion winners touched on racial representation, particularly within the Black community. This is a selection from the US and the UK.

EmpowHer NY | [The Call](#)



The Bloc New York

This experiment exposed unconscious racial bias in the US healthcare system. It took two Silver Lions in Glass: The Lion For Change and Health & Wellness, as well as a Bronze in the Radio & Audio Lions.

AT&T | [Codes of Culture](#)

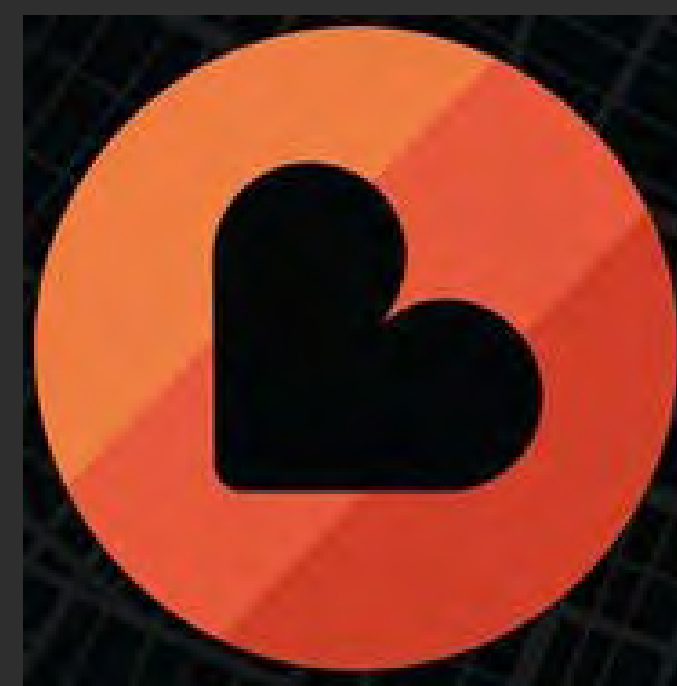


Translation New York

US telco AT&T leveraged local pride in area codes to drive relevance with millennials, particularly from the Hispanic and Afro-American communities. It took two Silver Lions, in Direct and Media.

# 2021

Google | [Search Black Owned](#)



Google Brand Studio San Francisco

Black-owned businesses were hardest hit by US lockdowns in 2020. Communities wanted to keep these enterprises afloat, so Google helped people to identify them through its search tools.

Only 1.6% of blue plaques in London are devoted to people of Afro-Caribbean heritage. The Black Plaque project honoured 30 forgotten Black heroes. It won a Gold and a Bronze in the Design Lions as well as a Bronze in the Brand Experience & Activation Lions.

Nubian Jak Community Trust  
[The Black Plaque Project](#)



Havas London





Behind The Grand Prix Winner

# HOW IT GOT MADE

## Starbucks 'I Am'

Rafael Pitanguy, Chief Creative Officer at VMLY&R Brasil, tells the story behind 'I Am' for Starbucks which took the Grand Prix in Glass: The Lion For Change.



What led you to the idea for 'I Am'?

Starbucks is a huge supporter of the transgender community. We were working on a project for International Transgender Day of Visibility when we realised the importance of names. We asked ourselves how Starbucks could create awareness and deliver actual change.

How did you link it to Starbucks' heritage of writing names on cups?

Whether you're in Kuala Lumpur or Lima, once you enter a Starbucks, you are called by the name you identify with. In Brazil, there's a gap between what is legal and what is reality. So we built a bridge to give the rights that everyone has, or at least that everyone's supposed to have, and turn them into a fact.

Grand Prix ( Glass: The Lion For Change ) : 🏆  
Silver Lion : ●



Explain how Starbucks turned into notary offices?

The notary offices in Brazil are some of the most bureaucratic institutions in the country. And Brazil is a really bureaucratic country. In 2018, the Supreme Court passed a law where you could own a notary office without having to inherit one. That was when we realised we could do something with this. If Starbucks owned a notary office, we could make the process run differently. Without bureaucracy. Without prejudice. For free.

What's happening now with 'I Am'?

It's getting bigger. The transgender community can now change their names with the NGOs that we partner; Starbucks takes care of the whole process.

[Subscribers to The Work can access more on 'Amplifying Marginalised Voices' here](#)





# 8. Simplicity Cuts Through

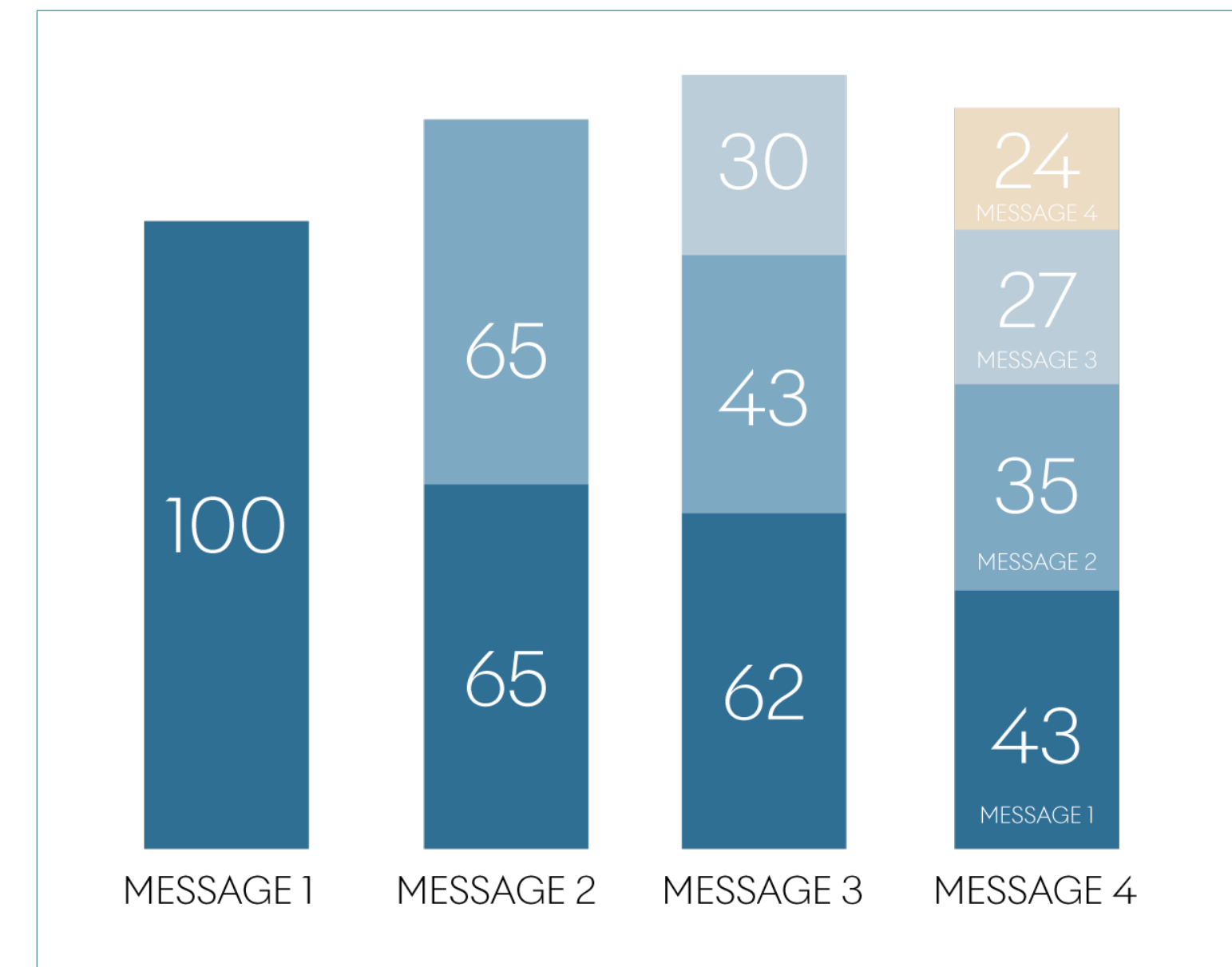
“Simple with the right amount of unforgettable creativity is the holy grail for Apple.” So said Tor Myrhen, Apple’s Vice President, Marketing Communications, in his 2019 Cannes Lions talk ‘Simple is Hard’.

Despite being hard, many of the 2020-2021 Lion winners showed how to cut through by keeping it simple. Smart brands know that over complicating turns off audiences and simplicity creates salience. In turn, that salience can drive sales.

This was the finding from Kantar analysis of its Link test database. It showed that the more messages brands try to communicate, the less chance there is of any single message getting through.

Across all Lions, juries highlighted some of the festival’s most straightforward insights, techniques, ideas and product innovations and praised them for their simplicity.

THE MORE MESSAGES COMMUNICATED, THE LESS AUDIENCES REMEMBER



Likelihood of % recall based on number of messages communicated (Source: Kantar)







# Simplicity Cuts Through: Takeaways from the winning work

A selection of 2020-2021 Lion winners offer effective, simple creative approaches that can be used across multiple sectors.

## 1 Use a simple insight to turn a flaw into a feature

For its popcorn launch, Cheetos focused on 'cheetle', the orange dust that stuck to people's fingers. Long seen as a flaw, Cheetos transformed it into a virtue by reframing orange fingers as a way of ducking out of tasks. It shows how a simple insight can unlock a new brand repositioning.

## 2 Make the mundane meaningful

German train travel became more attractive once domestic destinations had been compared to more exotic (and expensive) equivalents overseas. German Rail reframed staycations as the smart, eco-friendly option. Consider how you could inject new meaning into an everyday brand to resonate with audiences.

## 3 Super-charge simplicity with emotion

Pernod Ricard's 'The Time We Have Left' algorithm had a straightforward purpose: to calculate how much time loved ones had left to spend with each other. Yet it was super-charged by the emotion it unleashed. How could your brand use emotion combined with a simply understood idea to achieve a similar effect?

## 4 Simplify product innovation

Womanikin enables people to train potentially life-saving CPR techniques on a female body. By keeping the design as a simple attachment for male mannequins, the design could be produced at scale or downloaded. Consider how you can simplify your design, producing an add-on rather than a brand-new product to achieve the same effect.



# Takeaways in action in the 2020-2021 winning work

## 1 Use a simple insight to turn a flaw into a feature

Orange fingers synonymous with snacking on Cheetos prevents people from touching anything. Traditionally, this was seen as a product flaw. For the launch of Cheetos Popcorn, it was repositioned as a product benefit.

2020 CHEETOS | CAN'T TOUCH THIS



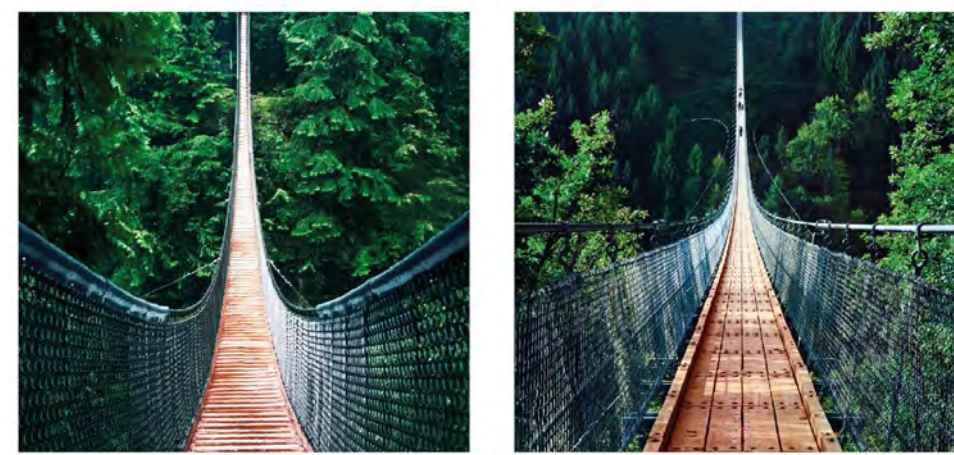
GRAND PRIX  
CREATIVE STRATEGY LIONS

GOODBY SILVERSTEIN &  
PARTNERS SAN FRANCISCO

## 2 Make the mundane meaningful

German Rail increased revenue and interest in train travel in Germany with a two-year initiative based on a simple comparison tool. It used search algorithms to serve personalised ads promoting train travel within Germany by comparing domestic destinations to similar ones farther afield.

2021 GERMAN RAIL | NO NEED TO FLY

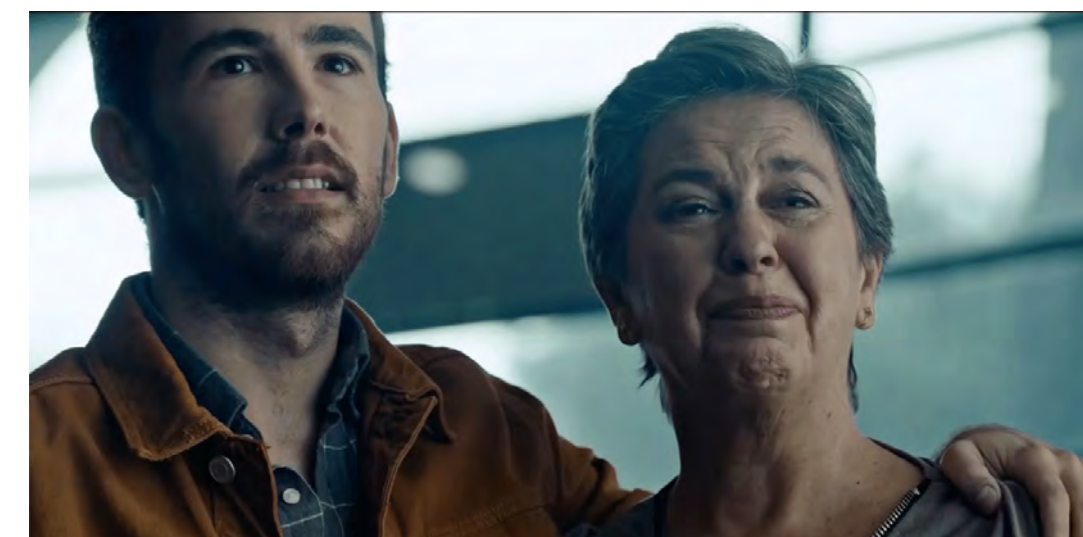


SILVER CREATIVE EFFECTIVENESS LIONS OGILVY GERMANY FRANKFURT

## 3 Super-charge simplicity with emotion

To promote its Spanish digestif Ruavieja, Pernod Ricard hit upon a simple, emotionally charged idea that increased its sales by 52%. It developed an algorithm calculating the amount of time people have left with their loved ones, filming people's reactions when confronted with the results.

2021 PERNOD RICARD | THE TIME WE HAVE LEFT



GOLD CREATIVE EFFECTIVENESS LIONS

LEO BURNETT MADRID

## 4 Simplify product innovation

Womanikin is an attachment to transform male mannequins into women so that students practising CPR can familiarise themselves with a female body.

2021 WOMANIKIN



GOLD GLASS: THE LION FOR CHANGE

JOAN CREATIVE





# Simple, winning ideas: 2020-2021

These four Lion-winning ideas from around the world show how simplicity can cut through the noise and achieve a powerful effect.

Mumbai Police | [The Punishing Signal](#)



FCB Interface Mumbai

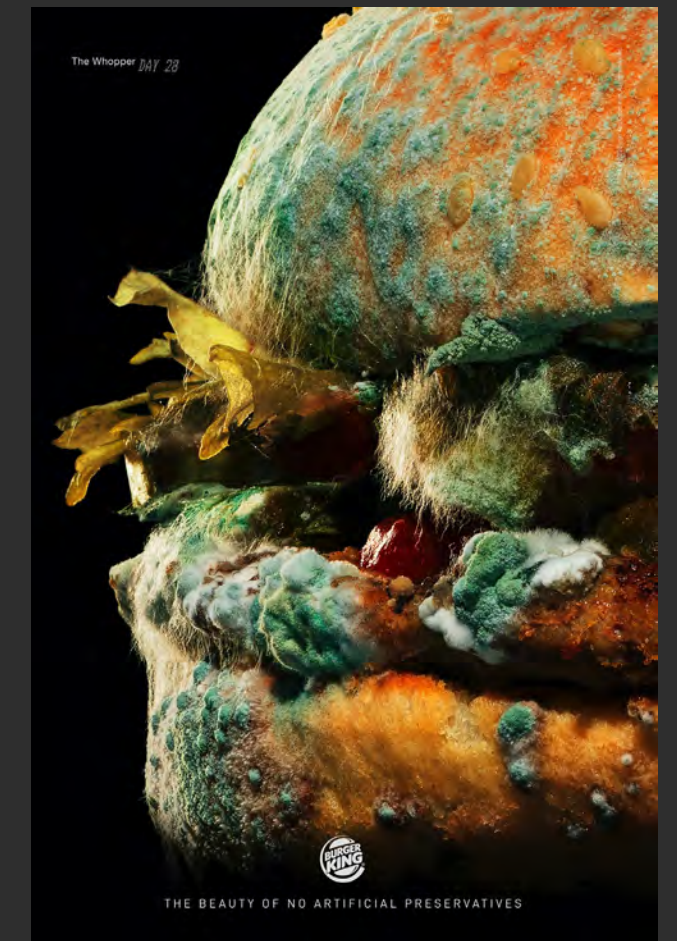
## 2020

The Punishing Signal reprimands Indian drivers causing noise pollution by honking their horns at traffic lights. It makes them wait longer with every honk. This simple premise was effective, reducing honking by 32% in a month.

## 2020

Burger King's Moldy Whopper demonstrates the power of showing, not telling. Rather than tell audiences about Burger King not using preservatives, the mould on the food told the story simply and efficiently on the brand's behalf.

Burger King | [The Moldy Whopper](#)



Burger King Miami

Corona | [The Match of Ages](#)



We Believers New York

## 2021

Corona México gave fans a treat in a year when football was scarce. It edited a match between the country's rival teams featuring the best play and goals.

## 2021

Some 25 million Donation Dollars were minted to nudge Australians into giving to charity.

The Royal Australian Mint | [Donation Dollar](#)



Saatchi & Saatchi Melbourne





## Behind The Gold Winner

# HOW IT GOT MADE

## We Will Stop Femicide Platform 'Invisible Petitions'

**İlkay Gürpınar**, Chief Creative Officer, TBWA Istanbul, remembers how a simple OOH idea captivated Turkey. It enlarged a real letter from a woman asking the authorities for protection from domestic violence.

### What was the inspiration behind the idea?

We took a real petition and enlarged it, from A4 to building size, with the headline taken from one woman's words: 'I don't want to die'. It went viral and was then removed by the authorities. Then it was everywhere: people were taking photos, putting it up on their windows and printing it on sheets. The crowd carried the message and it was incredible. We're now making it an NFT because it was the most shared digital piece of work. We will donate the money to the platform.

### With this being quite a provocative campaign, were there questions about how far you could push it?

The cause was so important that we needed to stand for it, especially as women. I have two daughters, and I want a secure future for them. I feel a responsibility to make things better.

Gold Lion : ●  
Silver Lions : ● ●  
Bronze Lions : ● ●

### Were there any difficult moments when you thought it might not come to life?

People in the agency did say that this piece of work wouldn't be allowed to hang for long. But because of digital media it got bigger. If this were 20 years ago, with no digital media, then the OOH alone wouldn't have been strong enough. But it became a digital piece of work.

### When you first hung the banner, did you think that it would get taken down and that act might then make the campaign go viral?

No. And I have to admit that we didn't plan the PR side of it; we didn't expect it to spread so quickly!



[Subscribers to The Work can access more on 'Simplicity Cuts Through' here](#)



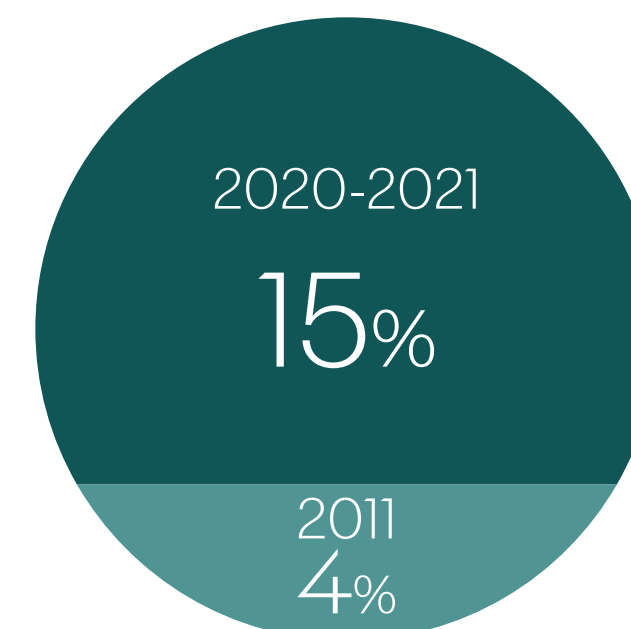


## 9. Creative Collaborations

More brands are realising that working collaboratively can pay dividends and are investing in partnerships. Research from Forrester indicates that 76% of companies agree that partnerships are key to delivering revenue goals. And companies with the most mature partnership programmes are growing overall revenue nearly twice as fast as companies with less established programmes.

This year's winners certainly spawned some unusual partnerships. The Big Issue and LinkedIn. Languishing football club Stevenage FC and Burger King. Chipotle and cosmetics brand e.l.f. joining forces on makeup inspired by Chipotle's Mexican menu.

Meanwhile, long-term agency/brand partnerships such as McCann and Mastercard, Dove and Ogilvy London – and not forgetting the 39-year-old relationship between Nike and Wieden+Kennedy – generated some of the festival's most memorable Gold and Grand Prix winners.



2021

CHIPOTLE X E.L.F. COSMETICS



BRONZE SOCIAL & INFLUENCER LIONS

DAY ONE AGENCY NEW YORK

Over the last decade, partnerships have become a more common route to creative and commercial success. In 2011, only 4% of shortlisted work at Cannes Lions had more than one company cited on their entries. That figure has now nearly quadrupled: 15% of shortlisted work in 2020-2021 was attributed to more than one company.





# Creative Collaborations: Takeaways from the winning work

The 2020-2021 Lion winners show how teaming up with organisations outside your own four walls can offer new and effective creative approaches.

## 1 Partner for a fresh approach

Problem solving through partnership was at the core of 'Saylists'. This collaboration between Warner and Apple Music helped those with speech impediments to do their exercises. It shows the importance of partnering for a fresh and more entertaining solution to a health condition.

## 2 Driving reach via partnership

When Coca-Cola partnered TV network Globo, it reached 15 million Brazilians with 'Black Santa'. Consider which of your media partners you could collaborate with on a content partnership that would drive reach and brand fame.

## 3 Partner for inclusion

Degree's adaptive deodorant came about through the Unilever brand working with the intended audience. By listening to their pain points, Degree was able to address their myriad concerns. When working on product innovation, ensure that you're collaborating with the end user to test and refine.

## 4 Use a partnership for branded utility

Barilla joined forces with Spotify so that novice cooks could prepare perfect pasta. This lateral approach creates interest around an everyday staple product, injecting fun into preparing food. Think about who you could partner with to make your brand more useful and entertaining for your audience.



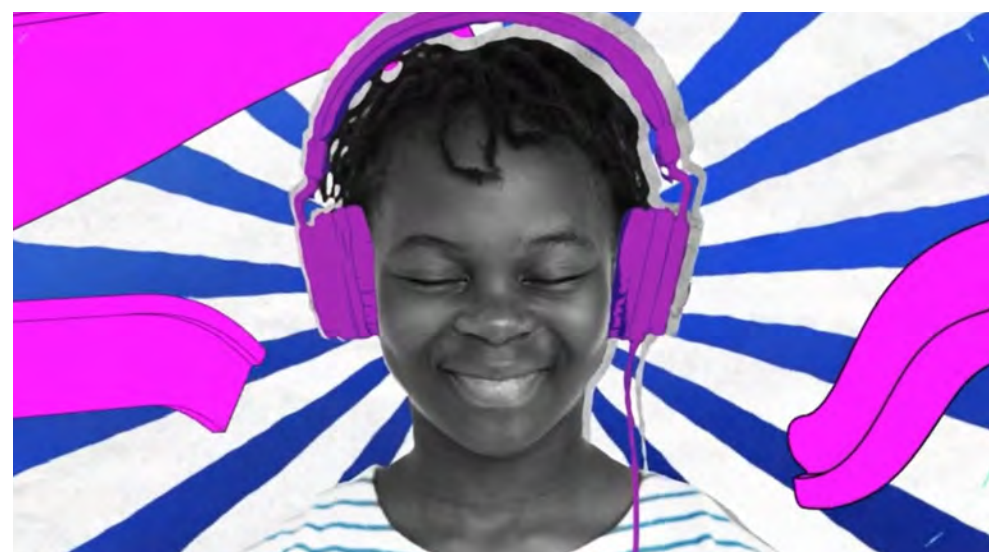


# Takeaways in action in the 2020-2021 winning work

## 1 Partner for a fresh approach

One of best remedies for a child with a speech impediment is repeating words. To make it more fun, Warner partnered with Apple Music on 'Saylists', playlists of popular music identified by an algorithm, where singing can help speech difficulties.

2021 WARNER BROS | SAYLISTS



GRAND PRIX  
CREATIVE DATA LIONS

ROTHCO, PART OF ACCENTURE INTERACTIVE DUBLIN

2021

COCA-COLA | BLACK SANTA



GOLD ENTERTAINMENT LIONS

WMCCANN RIO DE JANEIRO

## 2 Driving reach via partnership

By partnering with Latin American TV behemoth Globo on a seasonal special, Coca-Cola introduced Black Santa to 15 millions Brazilians on Christmas Eve. Following a soap opera format, it became the foundation for additional out-of-home, digital and social activations.

## 3 Partner for inclusion

Unilever collaborated with NGOs and 200 people with disabilities to trial the prototype of its adaptive deodorant. It is now investing in making its haircare and skincare products more accessible and inclusive.

2021

UNILEVER | DEGREE INCLUSIVE



GRAND PRIX  
INNOVATION LIONS

WUNDERMAN THOMPSON ARGENTINA BUENOS AIRES

## 4 Use a partnership for branded utility

Pasta brand Barilla teamed up with Spotify to create Playlist Timer. These playlists were designed to be played in the kitchen and were timed so that even novice chefs could achieve perfect pasta.

2021

BARILLA | PLAYLIST TIMER



BRONZE DIRECT LIONS

PUBLICIS ITALY MILAN



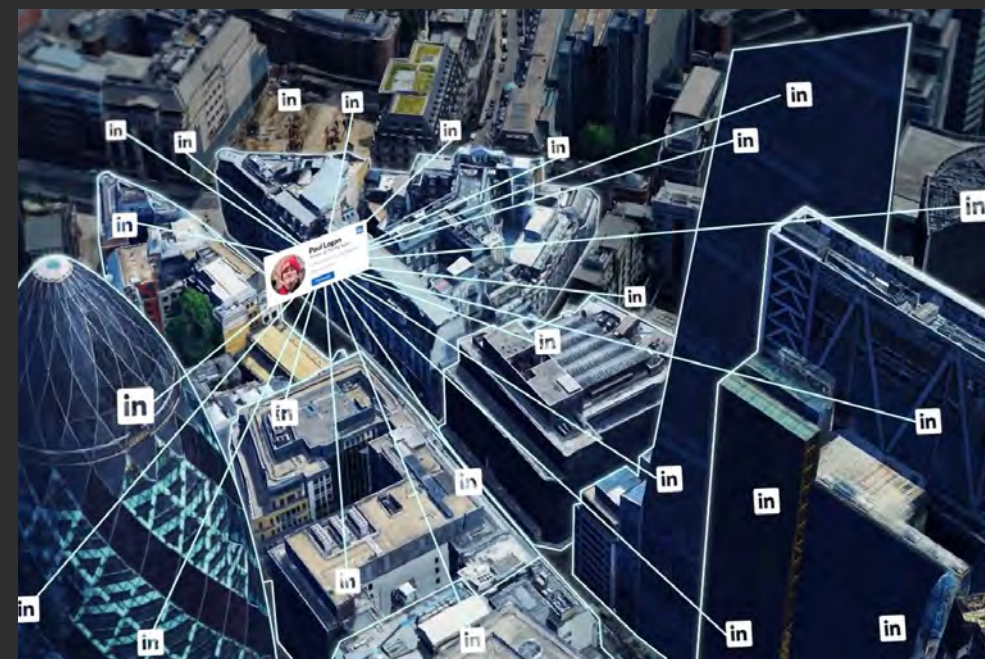


# 2020-2021: Partnerships for change

These four Grands Prix reward partnerships that invested in change. From giving Pakistani babies the human right of proper birth certificates to helping US farmsteads turn organic, they show the long-term benefits in forging strong partnerships.

The Big Issue used LinkedIn to drive the reach and revenue of vendors. Francesca Ferracini, Senior Copywriter FCB Inferno, said: “It was fascinating to create a partnership with different parties. We all felt we were trying to do something good that makes a real change.”

The Big Issue And LinkedIn | [Raising Profiles](#)



FCB Inferno London

Anheuser-Busch partnered US farmers to help them with the costs and training of a transition to organic agriculture.

AB Inbev | [Contract For Change](#)



FCB Chicago

2021

2020

Heineken | [Shutter Ads](#)



Publicis Italy Milan

Heineken worked with its on-trade partners, paying them to use their shutters for outdoor advertising space during lockdowns, and helping to keep them in business. It changed the dynamic in the beer/on-trade relationship, and won an Outdoor Grand Prix.

Telenor | [Naming The Invisible](#)



Telenor Pakistan Islamabad

Long-term strategic partnerships with key influencers, donors, international NGOs, local publishers and the government were critical in changing the digital birth registration process instigated by telco Telenor in Pakistan.



## Behind The Grand Prix Winner

# HOW IT GOT MADE

### Woojer 'Sick Beats'

**Pamela Savage**, Senior Vice President, Creative Director, Area 23, reveals how a casual conversation with a colleague led Area 23, Woojer and Spotify on an incredible journey.



#### How did the project come about?

I was talking about cystic fibrosis with my colleague, Dave Adler [Senior Vice President Group Creative Director]. I had seen a man on TV wearing an airway clearance vest. He looked miserable. We thought there had to be a better way, at least syncing it to a playlist. This casual conversation led to an incredible journey.

We found there was a 40 hertz wavelength that was clinically effective in clearing the lungs of cystic fibrosis patients. That's where the music component came in; finding songs with that frequency to play through the vest.

#### Did you immediately partner with Woojer?

First, we approached Vertex, a company making cystic fibrosis therapies. They thought it was cool, but they make molecules, not devices, so they passed. We found another company that was interested. We made a working prototype and were ready to trial. Then COVID-19 happened, so the trial was shelved and the company decided to focus elsewhere. We'd put so much passion into it, we weren't ready to give up. We presented the idea to Woojer in early 2020. Within a month, we had a minimum viable product.

Grands Prix (Radio & Audio, Pharma) : 🏆🏆

Gold Lions : 🏆

Silver Lions : 🥈🥈🥈🥈

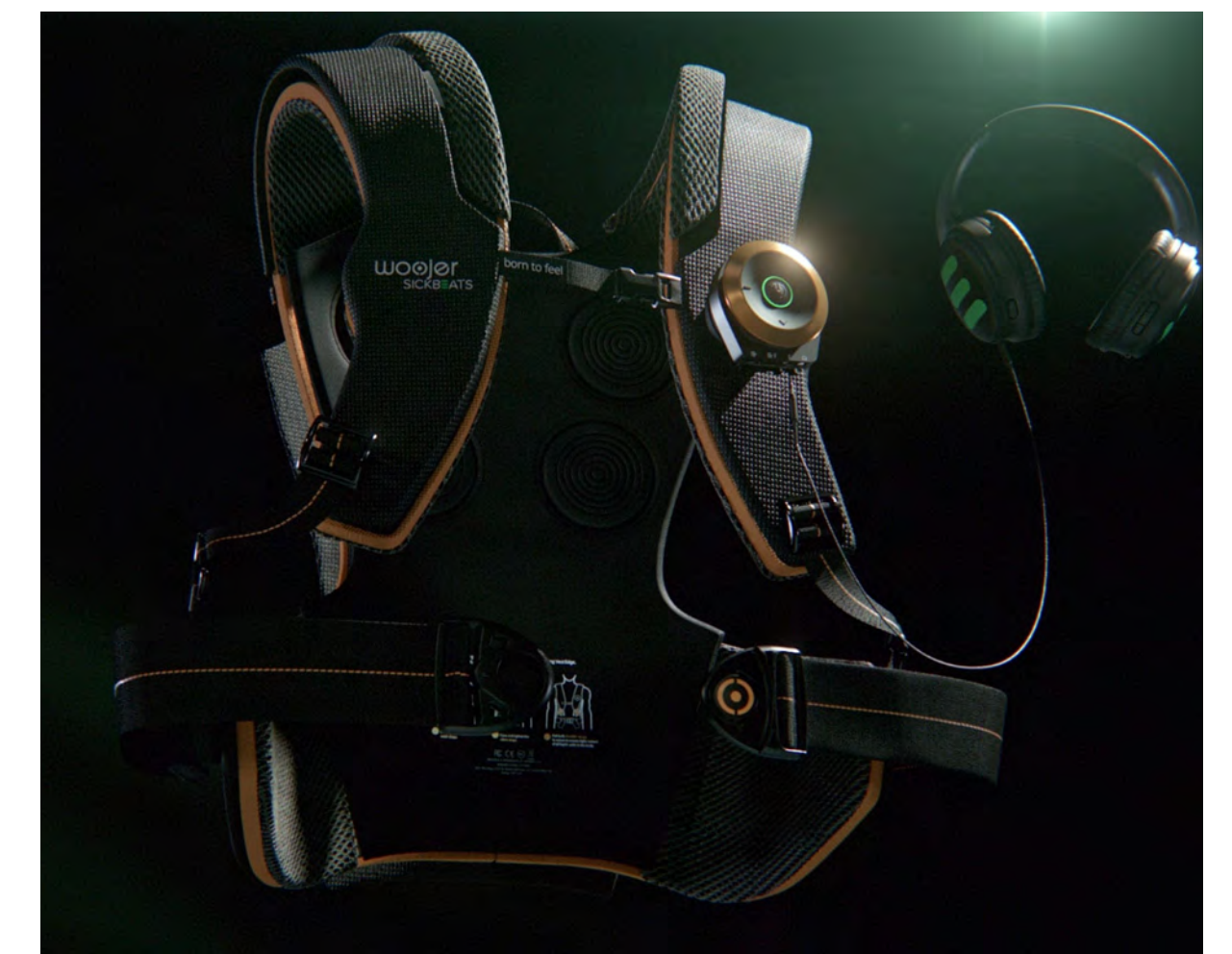
Bronze Lions : 🥉🥉🥉

#### Did you do all the back end stuff early on?

Yes. We have an amazing product engineer, Aaron Stack, who used two AI solutions and a neural network to listen to Spotify songs. Spotify has a toolkit that helps categorise songs based on certain criteria, but sound frequency is not part of that. We downloaded the songs and the AI bots would listen for hours, pulling out songs with the 40 hertz beat.

#### Do you think you'll do more product innovation ?

We look for innovative solutions for all our clients' business problems. Sick Beats is not just the vest, but an entire experience. We would look to apply those experiential qualities to the other brands we work on.



[Subscribers to The Work can access more on 'Creative Collaborations' here](#)





# RANKINGS

## 2020-2021



# WPP: HOLDING COMPANY OF THE FESTIVAL

As well as Grand Prix-winners such as Dove's 'Courage Is Beautiful' (Print and Publishing Lions, Industry Craft Lions) and Starbucks 'I Am' (Glass: The Lion for Change), other work also helped to propel WPP to the top spot.

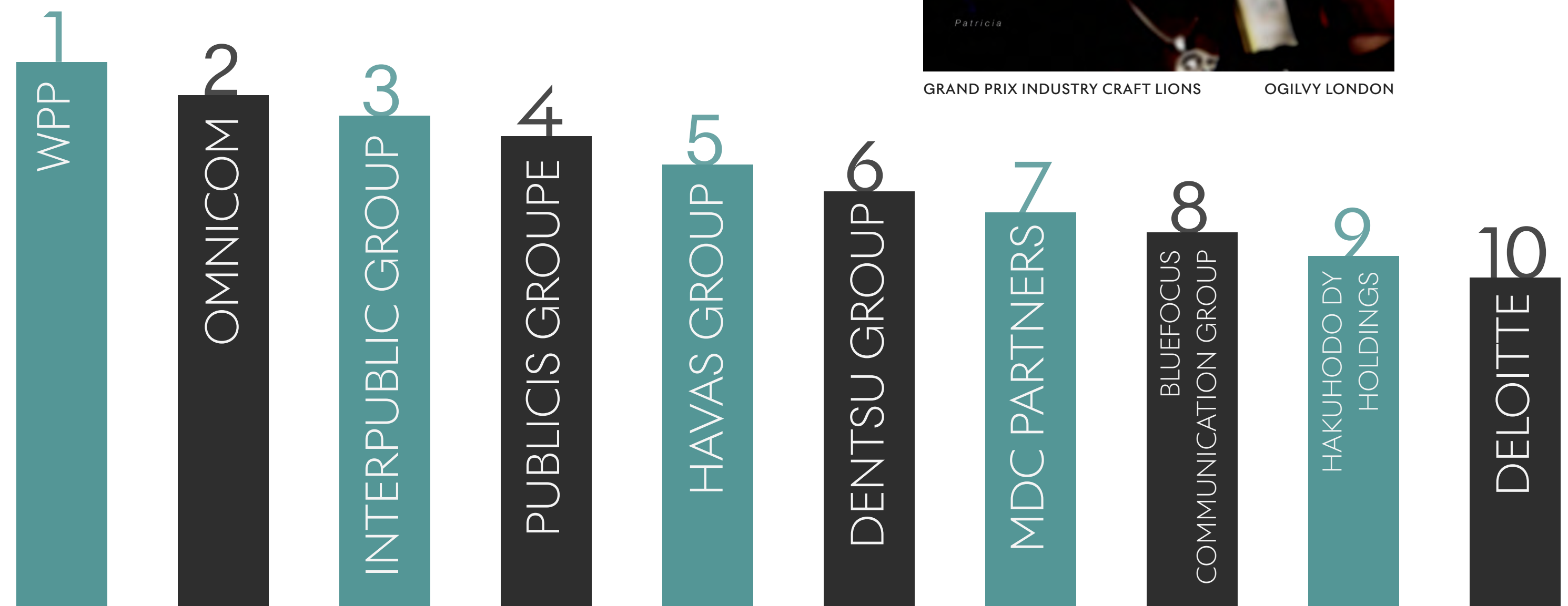
This included H&M 'Loop' by AKQA Stockholm for the fashion retailer, which took a Design Lions Grand Prix and 'Super Wendy's World' by VMLY&R Kansas City for fast food chain Wendy's that was awarded a Gold and a Silver in the Social & Influencer Lions.

"To have our work collectively recognised is testament to our people's dedication and creativity. We have learned a lot from the pandemic and want to make sure we don't forget those lessons."

MARK READ  
CEO | WPP

Omnicom took the second spot. Its big winner for 2020-2021 was AMV BBDO London's #wombstories' for Libresse-owned feminine hygiene brand Bodyform that took Grands Prix in four Lions: Film, Film Craft, Health & Wellness and Titanium.

In third place came IPG with multiple wins from both the McCann and FCB networks. Most notably was audio hardware experience company Woojer's 'Sick Beats' by Area 23, an FCB Health Network Company, that won two Grands Prix for Radio & Audio and Pharma, as well as nine additional Lions.



2020

DOVE | COURAGE IS BEAUTIFUL



GRAND PRIX INDUSTRY CRAFT LIONS

OGILVY LONDON

[Subscribers of The Work can access the full data set here](#)



# FCB: NETWORK OF THE FESTIVAL

Across its global network, from the US to India, FCB delivered big, bold creative ideas that often drove change.

Media Lions Grand Prix-winning ‘Boards of Change’ created voter registration booths from plywood boards that had protected stores during the George Floyd protests in Chicago. FCB Inferno London’s ‘Raising Profiles’, a partnership between social business The Big Issue and LinkedIn, won a Grand Prix in the Creative eCommerce Lions.

Burger King’s ‘Whopper Detour’, a prominent winner at Cannes Lions in 2019, took a Gold Lion in Creative Effectiveness for a geo-targeting initiative that delivered a return of 37:1.

“FCB is on a never-finished mission to prove that creativity is an economic multiplier for our clients and for our company.”

SUSAN CREDLE  
GLOBAL CHIEF CREATIVE OFFICER | FCB

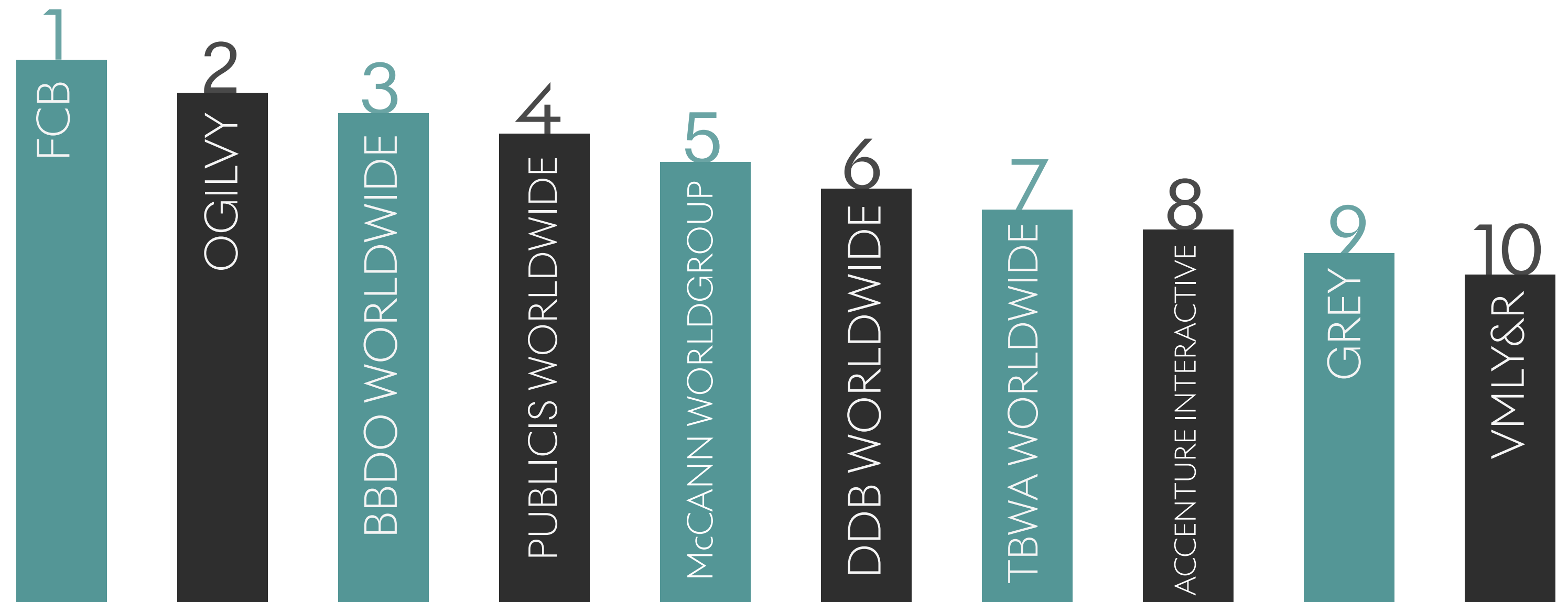


2021 BURGER KING | THE WHOPPER DETOUR



GOLD CREATIVE EFFECTIVENESS LIONS

FCB NEW YORK



[Subscribers of The Work can access the full data set here](#)



# Area 23, an FCB Health Network Company, New York: HEALTH AGENCY OF THE FESTIVAL

Double Grand Prix winner ‘Sick Beats’ for Woojer helped propel Area 23 into the top spot, along with animated work for global biopharmaceutical company Insmed that took two Silver Pharma Lions. ‘The Inevitable News’, a commitment to new practices for gun violence journalism, won Silver in the Print & Publishing and PR Lions and three Bronze Lions, including Health & Wellness. Area 23’s ‘See Sound’, for Wavio, a home-based device to assist deaf people, had won the Innovation Lions Grand Prix in 2019. In 2021, a continuation of ‘See Sound’ returned to win a Silver and a Bronze in the Design Lions.

“After a 2019 Grand Prix win, there was a self-inflicted pressure to perform. The pressure to keep growing and outdoing ourselves is the force behind our leading work.”

PAMELA SAVAGE  
SVP CREATIVE DIRECTOR | AREA 23



The Bloc New York took second place. As well as its work for EmpowHer NY highlighting racial bias, it was also recognised for ‘The ABCs of Survival’ for The National Black Child Development Institute and ‘Instant Doctor’ for Tribute that recognised the human touch of healthcare professionals.

In third place came VCCP Health in London. Its ‘Hairspray’ work for Teva, a global pharmaceuticals company, told the moving story of an elderly man learning hairdressing so he could style his wife’s hair. Its tender, delicate storytelling that supported care-givers earned it a Gold and a Silver in the Pharma Lions.

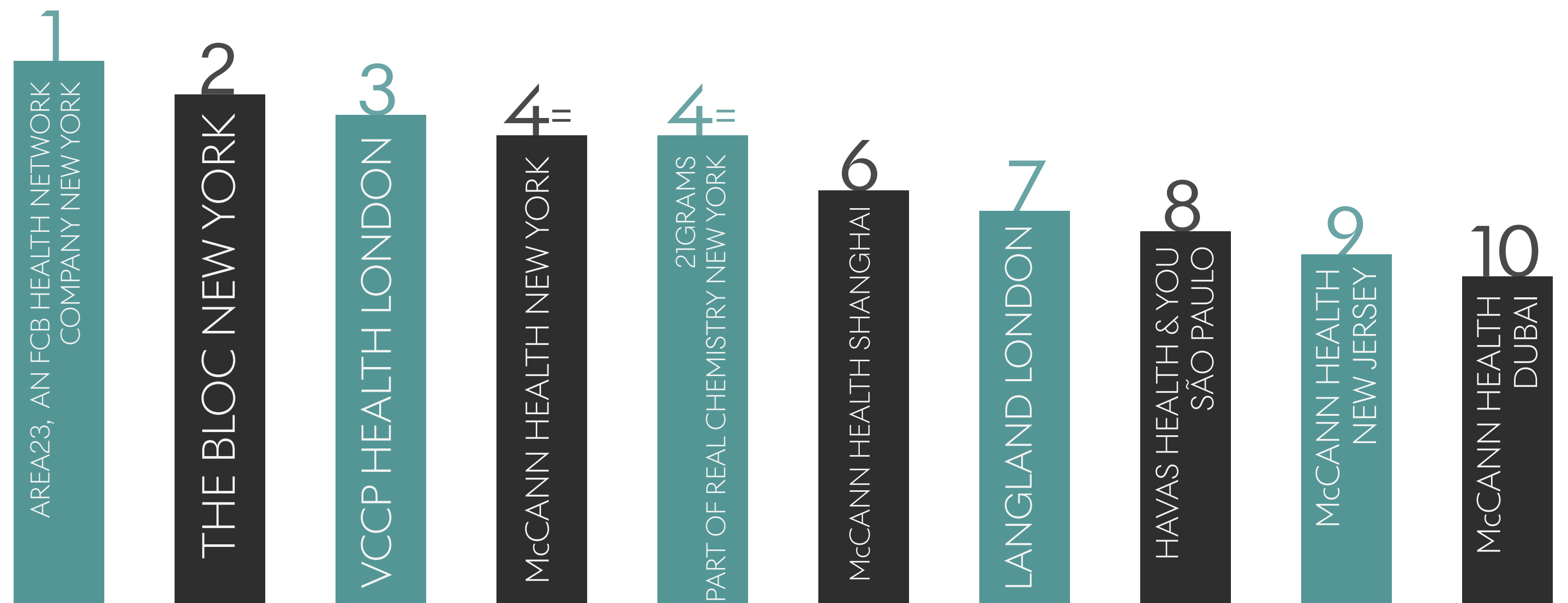
2021

WAVIO | SEE SOUND



SILVER DESIGN LIONS

AREA 23



[Subscribers of The Work can access the full data set here](#)



# FCB Health: HEALTH NETWORK OF THE FESTIVAL

FCB Health Network's big winner was 'Sick Beats', a music-powered vest for cystic fibrosis patients to clear their airways. Created by Area 23 with sound-based haptic tech company Woojer, it took two Grands Prix, including the Pharma Lions, as well as being awarded nine additional Lions.

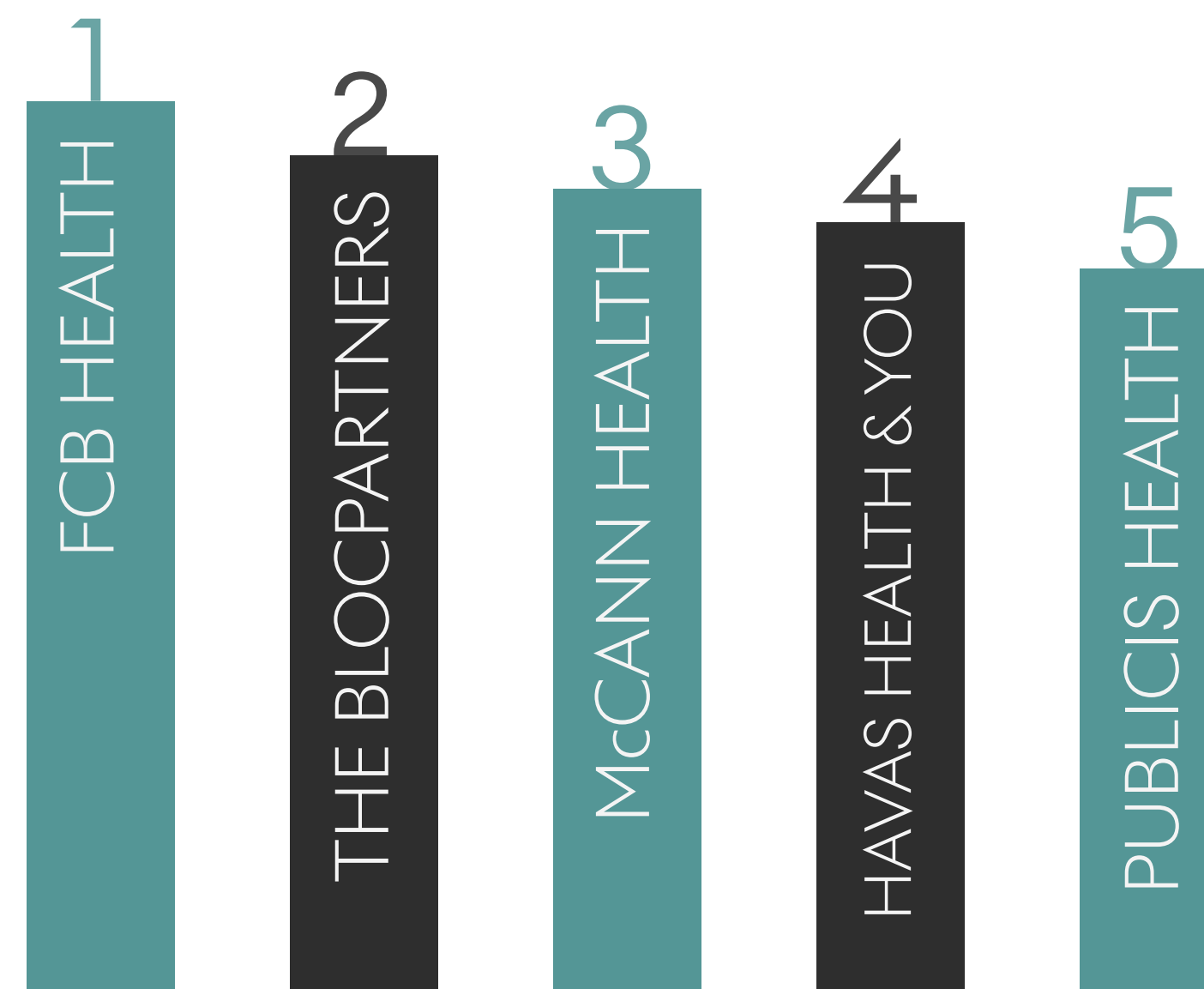
Area 23's animated films for Insmed, a global biopharmaceutical company, also won two Silver Pharma Lions.

“This validates our efforts in the last few years to diversify our clients' marketing mix, and push them beyond standard communications formats.”

PAMELA SAVAGE  
SVP CREATIVE DIRECTOR | AREA 23

The Bloc New York took second place. Two of its most awarded pieces of work in this year's Health & Wellness Lions were for EmpowHer NY. 'The Call' and 'Skindeep' both highlighted racial bias within the US healthcare system.

McCann Health is in third place. Its recognised work included 'The Unfinished Votes' for Change The Ref by McCann Health New York. This emotive stance against gun violence took a Silver Health & Wellness Lion.



2021

INSMED INCORPORATED | UNBREAKABLE



SILVER PHARMA LIONS

AREA 23

[Subscribers of The Work can access the full data set here](#)



# CREATIVE STAR PERFORMERS



SUSAN CREDLE  
GLOBAL CHIEF CREATIVE OFFICER | FCB

## FCB's Susan Credle: “Crisis is often a catalyst for creativity”



Most of the award-winning work this year was built on strong client relationships and big platform ideas.

That started in 2016 when we defined the kind of work we wanted to do with our partners. On our best days, we create provocative ideas that build brand equity over time and that allow for co-creation. We get to important work by always trying to answer the question: why does this matter? Is the world better off with this idea in it? The world needed a lot over these last two years. Crisis is often a catalyst for creativity.

It's very important to recognise that purpose-driven work can also be fun. Michelob ULTRA 'Courtside' came right out of the brand's purpose, which is summed up by the tagline, 'It's Only Worth It If You Enjoy It.' That moment when LeBron James said it wasn't worth playing without the fans was a clarion call for this brand.

Lastly, we work to infuse the agency with a generous spirit: we are here to make each other and our ideas better. We meet twice a year to 'work the work' with each other because we believe we win together. The fact that we had 14 agencies contributing awarded work this year is proof that we're headed in the right direction.



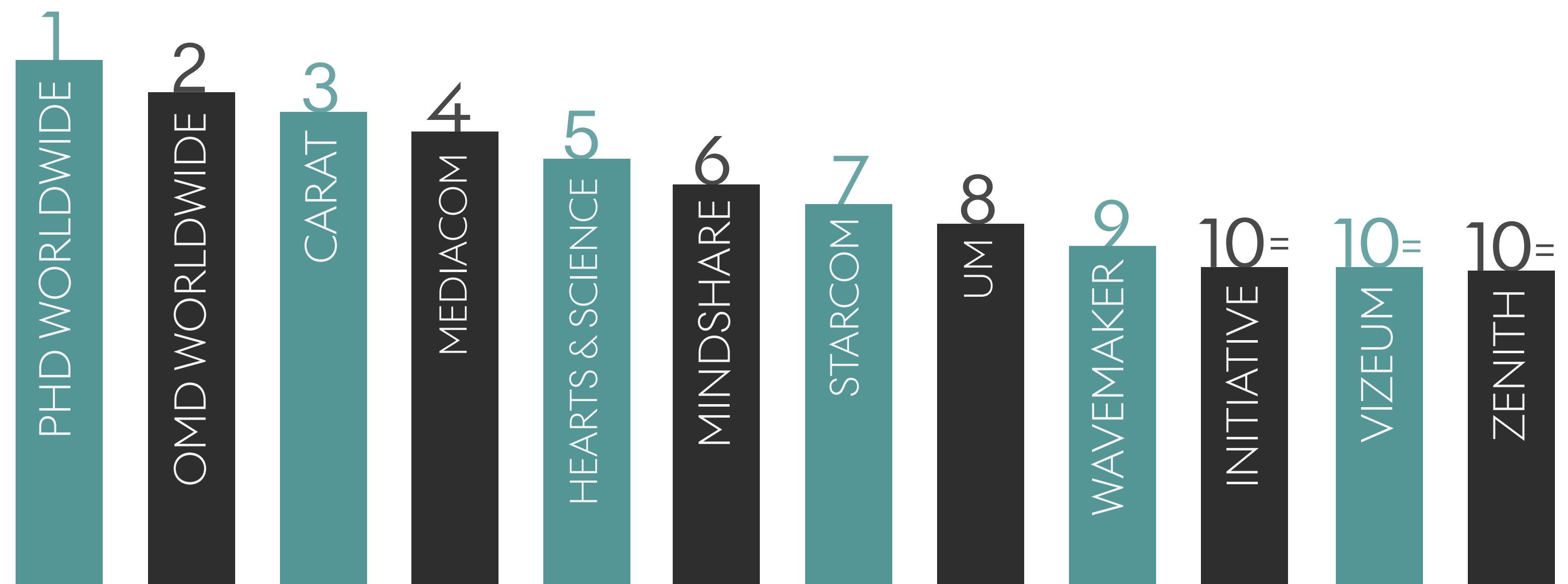
# PHD: MEDIA NETWORK OF THE FESTIVAL

Imaginative ideas that seamlessly blend media and creative typified PHD's Lion-winning output, helping it to secure Media Network of the Festival.

In 'Media that 'eats' pollution', giant urban murals promoting Volkswagen's ID.3, an electric vehicle, used air-purifying murals to soak up pollution. And HSBC's partnership with Shelter, a UK charity to end homelessness, took over bus shelters to alert people to nearby branches where they could open an account.

"Creativity and innovation have always been a core part of PHD's DNA. To survive in an ever-changing environment, brands need to anticipate what's next and be ready to adapt. To stay ahead, we're helping our clients make the leap to a new way of thinking about media and marketing services, from a cost to a lever for growth. Everyone in our business is aligned with this goal."

PHILIPPA BROWN  
CEO | PHD WORLDWIDE



[Subscribers of The Work can access the full data set here](#)





# AMV BBDO London: AGENCY OF THE FESTIVAL

With four Grands Prix, ‘#wombstories’ was AMV BBDO London’s most awarded piece of work at the festival, helping it to secure the top spot.

It also won the Lions Health and United Nations Foundation Grand Prix For Good and five additional Lions for COPI’s ‘Addresspollution.org’. That initiative drove awareness around air pollution by combining it with Brits’ interest in house prices.

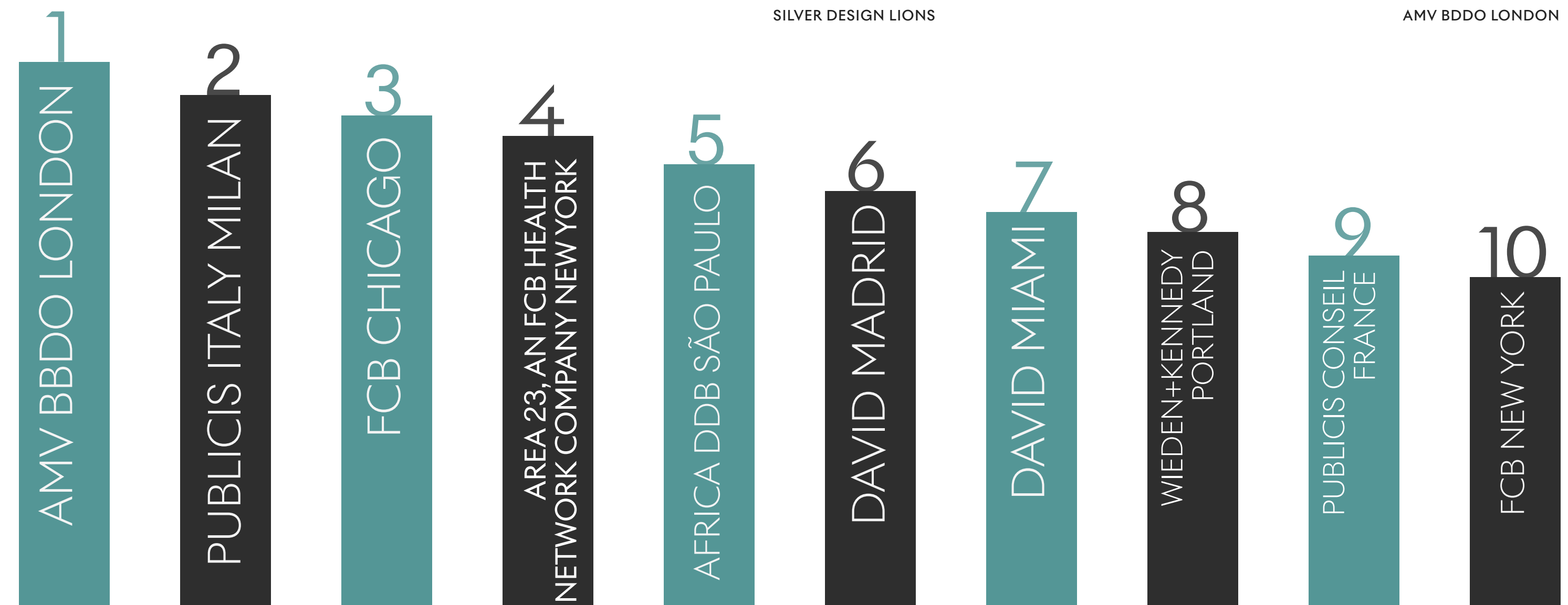
‘Creativity is Essential’ for Bombay Sapphire converted the gift shop at The Design Museum in London into a store selling beautifully designed items, including the gin. It took three Silver Lions and two Bronzes across the Brand Experience & Activation, Design and Industry Craft Lions.

“We have redoubled our focus as an agency on creativity as a business multiplier. The commitment to creativity may not be the easiest path but it is the most rewarding and the most effective.”

ALEX GRIEVE  
CHIEF CREATIVE OFFICER | AMV BBDO LONDON

In second place came Publicis Italy. Its wins for long-term clients Heineken and Diesel stood it in good stead: Heineken’s ‘Shutter Ads’ took a Grand Prix and a Silver in the Outdoor Lions, as well as a Silver Media Lion, while Diesel’s ‘Enjoy Before Returning’ won four Gold Lions, a Silver and a Bronze, across the Creative eCommerce, Titanium, Direct and PR Lions.

FCB Chicago was third. Its two big winners were Grands Prix for City of Chicago’s ‘Boards of Change’ and AB InBev’s ‘Contract for Change’ in, respectively, the Media and PR Lions, as well as several other Lions for both.



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2021

BOMBAY SAPPHIRE | CREATIVITY IS ESSENTIAL



SILVER DESIGN LIONS

AMV BBDO LONDON



# CREATIVE STAR PERFORMERS



**ALEX GRIEVE**  
CHIEF CREATIVE OFFICER | AMV BBDO LONDON

## AMV BBDO's Alex Grieve: “We are a people business”



### We have a saying: when in doubt, be creative.

It's been hard. Horrendously so at times. But as someone wiser than me once said: 'pressure doesn't build character; it reveals it.'

While our culture was challenged in many ways and, at times, creaked and bent, it still held firm.

The best advertising listens and reacts to what is happening in society and what people want. Right now, it's clear that people expect brands to be better so our advice to (most of) the brands we work with is pretty simple: do that. Be better. Make a difference. But do it with radical authenticity. Go all in. Walk the walk don't just talk the talk otherwise, rightly so, you will be called out for the spinners of bullshit that you are. Also, sometimes, don't do it at all. Purpose is not the right answer for every brand. Also, purpose doesn't have to be heavy. You can entertain and inform.

We are a people business, not a business business. The truth is the whole industry, by and large, over-corrected to the latter. The job we have to do in the coming years is to nurture, reward and back our people. As David Abbott said: 'talent grows best in the sunshine of security and encouragement.'

Let that be the lesson we carry forward.



# Wieden+Kennedy Portland: INDEPENDENT AGENCY OF THE FESTIVAL

Wieden+Kennedy’s energetic repurposing of existing Nike footage, ‘You Can’t Stop Us’, took, among other Lions, a Grand Prix in Film. Richard Brim, Chief Creative Officer, adam&eveDDB London and Jury President, Film Lions, observed: “When constraints are put around great creative people, they find a way of smashing them.”

Nike’s ‘Crazy Dreams’ took the Grand Prix for the Creative Effectiveness Lions in 2021. Three other Nike pieces of work that won Lions included ‘You Can’t Stop Sisters’ starring Serena and Venus Williams, a moving tribute to Kobe Bryant, and a riff on Nike’s ‘Just Do It’ slogan to reinforce stay at-home messaging.

“The most important currency we have is helping brands show up in creative, authentic ways in culture. This past year showed us that brands with a strong point of view and voice, mixed with incredible creative ambition, can unlock powerful cultural impact, even in the most difficult times.”

JESS MONSEY  
MANAGING DIRECTOR | WIEDEN+KENNEDY PORTLAND



2021

NIKE | NIKE: YOU CAN'T STOP US

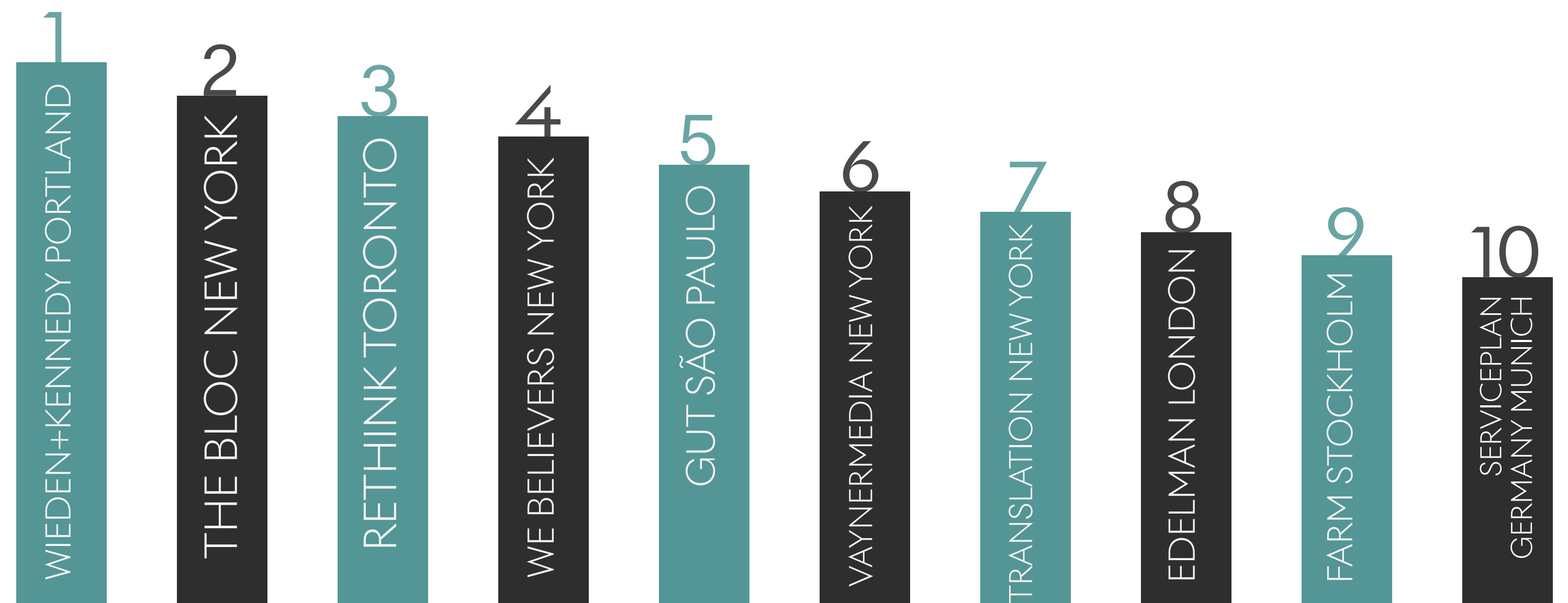


GRAND PRIX FILM LIONS

WIEDEN+KENNEDY PORTLAND

Health creative agency The Bloc took second place. Its purpose-powered work included practical solutions, such as ‘ODS’, a syringe that can detect contaminants in opioids, for Washington Heights Corner Project.

Toronto-based Rethink came third. Its winning work included ‘Pour Perfectly’ for Heinz Tomato Ketchup and ‘Embarrassing Plastic Bags’ that discouraged single use shopping bags.



[Subscribers of The Work can access the full data set here](#)



# Chelsea Pictures: PALME D'OR USA

Chelsea Pictures was awarded the Palme D'Or. One of its most awarded films across multiple Lions was Libresse's '#wombstories' by AMV BBDO London, and directed by Nisha Ganatra. Film Craft Lions Jury President Kirstin Emhoff, Founder and CEO, PRETTYBIRD, said the jury admired "the seamless way that she [director, Nisha Ganatra] mixed media with animation and live action."

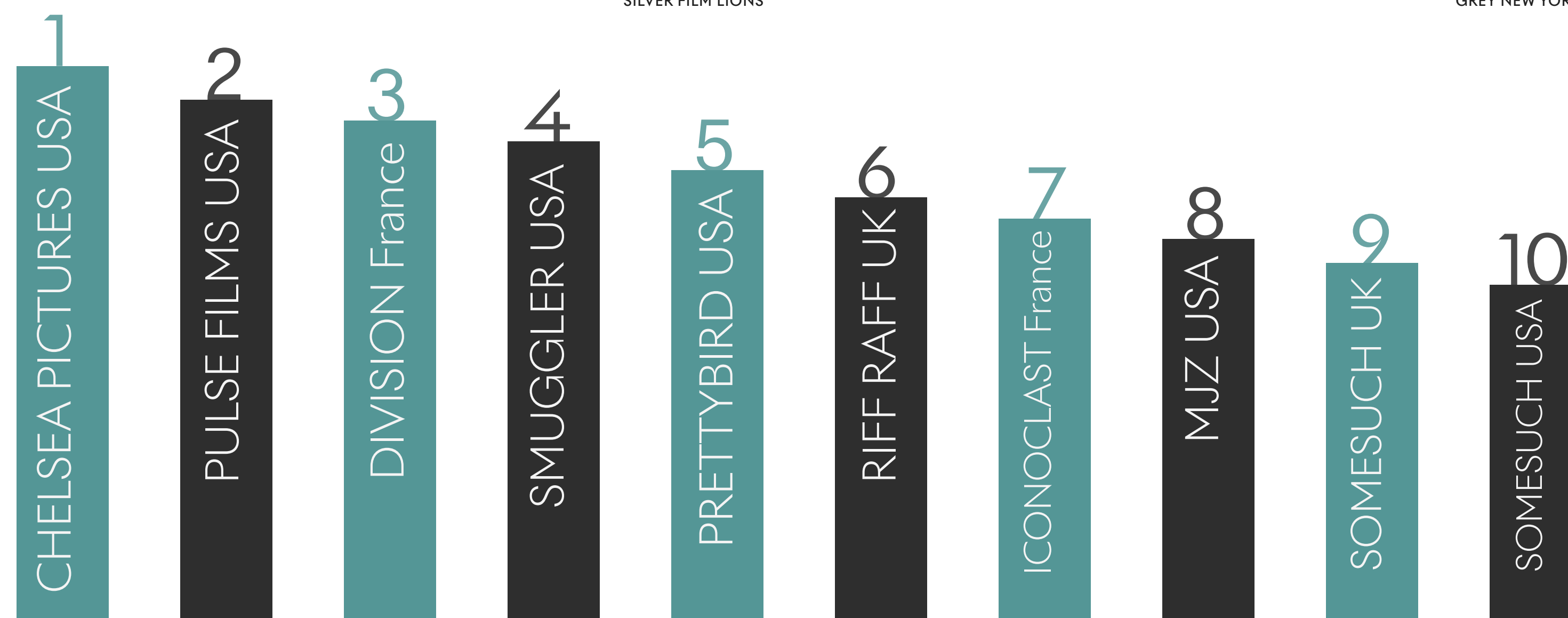
Chelsea Pictures was also recognised for Procter & Gamble's 'Widen The Screen' that challenged stereotypical representations of Black people in culture. A more diverse Black production team meant that progress was being made behind the camera too.

"It was a stressful, exhausting year but the challenges gave us opportunities to set new standards rather than follow the old routine. We hope to continue evoking positive change through our work."

LISA MEHLING  
OWNER, PRESIDENT | CHELSEA PICTURES

Gold Film Lion-winner 'Bounce' for Apple AirPods through TBWA\Media Arts Lab Los Angeles, and Film Grand Prix winner 'You Can't Stop Us' through Wieden+Kennedy Portland helped put Pulse Films in second place.

In third place, Division Films was recognised for, among other work, multi-Lion winner Diesel 'Francesca' and 'We'll Meet Again' for Heineken, both by Publicis Milan.



2021

PROCTER & GAMBLE | WIDEN THE SCREEN



SILVER FILM LIONS

GREY NEW YORK

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# Burger King: CREATIVE BRAND OF THE FESTIVAL

‘Moldy Whopper’ and ‘Stevenage FC’ won multiple Grands Prix, helping Burger King secure Creative Brand of the Festival.

‘Whopper Detour’ took a Creative Effectiveness Gold Lion, ‘Confusing Times’, which poked gentle fun at new behaviours in 2020, won a handful of Gold, Silver and Bronze Lions in Radio & Audio as well as a Silver Film Lion.

Jones Knowles Ritchie New York’s vibrant redesign, ‘Your Way, Way Better’, won a Gold Design Lion. Meanwhile, Wunderman Thompson Riyadh’s ‘Burjer Kinj or Burgher Kingh?’ took a Silver Social & Influencer Lion for seizing on a talking point: how to pronounce the word ‘king’.

“Creative marketing is core to who we are as a brand and we’re extremely proud of the work we’ve done in the past year. During times of uncertainty, we’ve strived to bring a sense of security to our fans.”

ELLIE DOTY  
CHIEF MARKETING OFFICER | BURGER KING

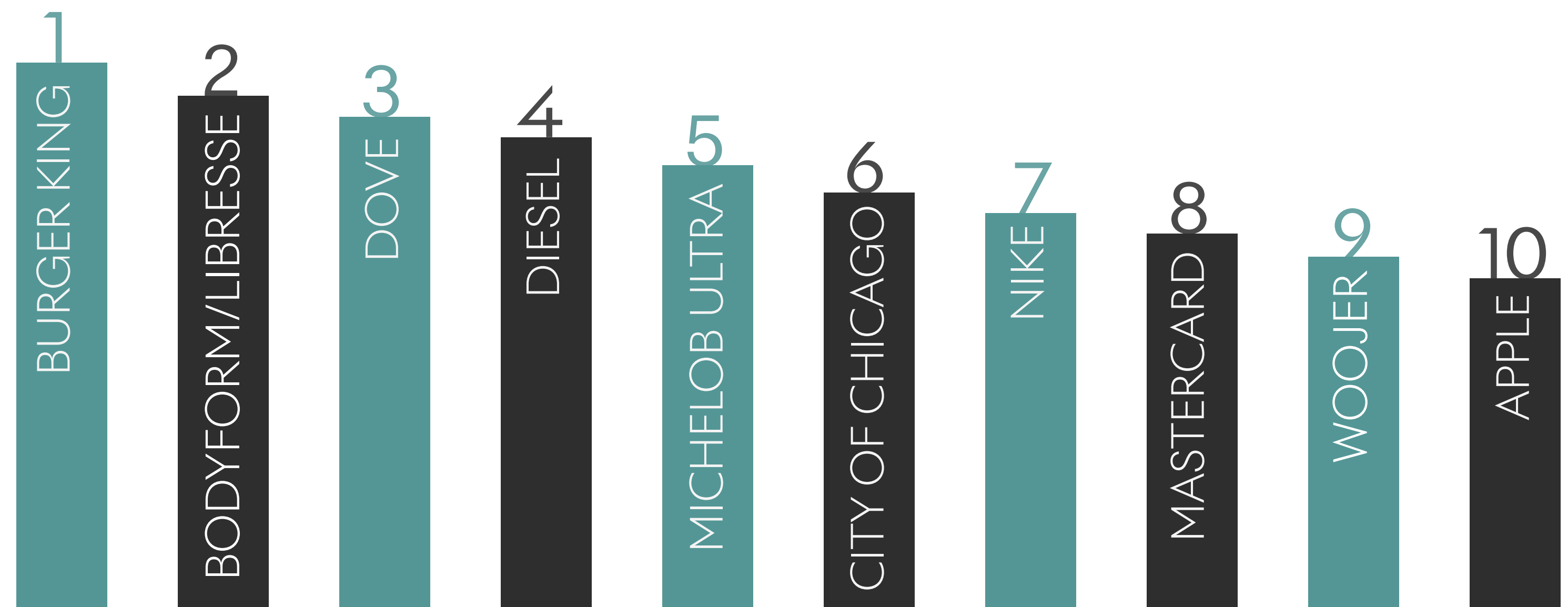
2021

BURGER KING | YOUR WAY, YOUR BETTER



GOLD DESIGN LIONS

JONES KNOWLES RITCHIE NEW YORK



[Subscribers of The Work can access the full data set here](#)



In second place came Bodyform/Libresse. Its ‘#wombstories’ work by AMV BBDO London took Grands Prix in four Lions: Film Craft, Film, Health & Wellness and Titanium. Richard Brim, Jury President, Film Lions and Chief Creative Officer, adam&eveDDB London described it as “the piece of the festival. It’s very powerful and animation helps deal with those subjects.”

Third came Dove. Its ‘Courage Is Beautiful’ by Ogilvy London was a tribute to healthcare workers and won Grands Prix in the Industry Craft and Print & Publishing Lions, as well as seven additional Lions.



# Creative Director of the Festival

DAVID dominates the 2020-2021 Creative Director rankings.

## NEW ENTRY

“Mihnea is not only a great creative mind, he is also an inspiration for his partners and the people working under his supervision. And he is a light for his clients who give him trust and respect that I have very rarely seen. That’s why his work is so good.”

CRISTIANA BOCCASSINI  
CHIEF CREATIVE OFFICER  
PUBLICIS ITALY, MILAN



	NAME	COMPANY	CITY	LOCATION
1	Jean Zamprogno / Fernando Pellizzaro	DAVID	Miami	USA
2	Niels Sienaert / Tim Schoenmaeckers	FCB CHICAGO	Chicago	USA
3	Jim Hilson / Toby Allen	AMV BBDO	London	UNITED KINGDOM
4	André Toledo / Saulo Rocha	DAVID	Madrid	SPAIN
5	Fred Bosch	DAVID	Madrid	SPAIN
6	Mihnea Gheorghiu	PUBLICIS ITALY	Milan	ITALY
7	Nadja Lossgott / Nicholas Hulley	AMV BBDO	London	UNITED KINGDOM
8	Sharon Lock	FRAMESTORE	London	UNITED KINGDOM
9	Arthur Daraujo / Eduardo Tavares	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
10	Corrine Feight / Kristen Bell	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA



# CREATIVE STAR PERFORMERS



PANCHO CASSIS

PARTNER AND GLOBAL CHIEF CREATIVE OFFICER | DAVID

## DAVID's Pancho Cassis: "As a team, we've grown together"



Pancho Cassis, Partner and Global Creative Director, DAVID reflects on his agency's strong showing in this year's rankings.

Were there any specific changes within the agency during 2020-2021 that helped you be so successful at this year's festival?

The most important thing we did was telling people to relax and take care of themselves. There's nothing more important than staying physically and mentally healthy and having fun. We took the pressure off them and it paid off.

What has your organisation learned during 2020-2021 that you will continue to do in the future?

The whole world and the industry was expecting to learn that working from home was as good as working in the agency. We discovered that it's not. An agency is not the logo on the door. It's about culture and people, and it's hard to have an agency culture via Zoom. Part of the magic of a boutique agency like DAVID is being together. We're much stronger when we're together.

Many of your team were behind some of the most highly awarded at this year's festival. Anything you'd like to say about them?

They're super hard working and share the same values. They understand that awards are a consequence of good work and not the final goal. They're so humble and they put passion into everything they do.

Luis [Giraldo] has always pushed to be the best in the world and has the drive to do it. What André [Toledo] and Saulo [Rocha] have achieved is incredible in their first year as Creative Directors – and in a pandemic.

Zampa [Jean Zamprognio] has been a true right hand for me in the US, since day one. I always knew he was a great creative but this recognition for his new role as creative director, makes me very happy.

As a team, we've been able to grow together. They know the power and the importance of consistency more than the one hit wonder. And the value of having the patience to build brands in the long run.





# Copywriter of the Festival

Copywriters from DAVID, Publicis and McCann all feature in the Top 10.

NEW ENTRY

“This is what happens when wittiness, cleverness, commitment and passion are reunited in a talented person. I am so proud to see **Anne-Sophie**’s name as part of this incredible list.”

CEDRIC ASTRELLA  
EXECUTIVE CREATIVE DIRECTOR  
MCCANN PARIS

	NAME	AGENCY	CITY	LOCATION
1	Luis Giraldo	DAVID	Madrid	SPAIN
2	Alexander Allen	DAVID	Miami	USA
3	Jared Schermer	DAVID	Miami	USA
4	Wojciech Kowalik	FCB CHICAGO	Chicago	USA
5	Augustine Cerf	AMV BBDO	London	UNITED KINGDOM
6	Sébastien Rouvière	PUBLICIS ITALY	Milan	ITALY
7=	Magnus Ivansson	INGO	Stockholm	SWEDEN
7=	Pablo Murube	PUBLICIS ROMANIA	Bucharest	ROMANIA
8	Anne-Sophie Guerin / Benjamin Homsy / Farah El Feghali	McCANN	Paris	FRANCE
9	Dylan Lee	WIEDEN + KENNEDY	Portland	USA
10	Nick Larson	McCANN	New York	USA





# CREATIVE DIRECTORS ON RISING STARS



Nicholas Hulley and Nadja Lossgott, Executive Creative Directors, AMV BBDO London, on Lauren Peters, a new entrant in Art Director of the Festival, and Augustine Cerf, a new entrant in Copywriter of the Festival.

“Lauren and Augustine were instrumental in using their own deep experiences with pain to turn the difficult recognition of endometriosis on its head. Using metaphorical descriptions and visualisations of what endometriosis really feels like has unlocked a whole new language for endo sufferers and allowed them to seek the help that they deserve. It is a creative understanding that pain is subjective rather than numerical.”





# Art Director of the Festival

DAVID takes four of the top 10 spots, with two art directors from FCB Chicago also recognised.

“Felipe is obsessed with the craft. He’s really talented and shoots a lot to the goal. Year after year, he has delivered.”

PANCHO CASSIS  
PARTNER AND GLOBAL CHIEF CREATIVE OFFICER  
DAVID



	NAME	AGENCY	CITY	LOCATION
1	Felipe Antonioli	DAVID	Madrid	SPAIN
2	Andy Tamayo	DAVID	Miami	USA
3	Dwight Williams / Mateus Cerqueira	FCB CHICAGO	Chicago	USA
4	Lauren Peters	AMV BBDO	London	UNITED KINGDOM
5	Ivan Montebello	PUBLICIS ITALY	Milan	ITALY
6	Marcus McCoy	FCB CHICAGO	Chicago	USA
7	Sergio Takahata	DAVID	Miami	USA
8	Camilo Jimenez	DAVID	Miami	USA
9	Max Hultberg	INGO	Stockholm	SWEDEN
10	Flora Sagnes / Sonia Presne	McCANN	Paris	FRANCE





# Director of the Festival

Nisha Ganatra, the director behind  
‘#wombstories’, takes this year’s top spot.

“Nisha Ganatra broke into the industry at Chelsea with ‘#wombstories’, bringing her unique vision and personal point of view and elevating the campaign to the highest levels.”

LISA MEHLING  
OWNER, PRESIDENT | CHELSEA PICTURES

	NAME	COMPANY	CITY	LOCATION
1	Nisha Ganatra	CHELSEA PICTURES	New York	USA
2	Markus Ahlm	COLONY	Stockholm	SWEDEN
3	Similar But Different (Charlotte Fassler / Dani Girdwood)	SMUGGLER	London	UNITED KINGDOM
4	Danielle Rizkallah	SATELLITE MY LOVE	Paris	FRANCE
5	Karena Evans	M S S N G P E C E S	Los Angeles	USA
6	Santi Dulce	PRIMO CONTENT / TRIATOMA	São Paulo	BRAZIL
7	Oscar Hudson	PULSE FILMS	Los Angeles	USA
8	Melina Matsoukas	PRETTYBIRD	London / Culver City	UNITED KINGDOM / USA
9	Iris Fuzaro	LE TOUR DU MONDE	São Paulo	BRAZIL
10	Karen GÓmez Nava	KAREN GÓMEZ NAVA	Mexico City	MEXICO





## “We all wanted to mix animation and live action”

Nisha Ganatra from Chelsea Pictures is Director of The Festival thanks to her contribution to ‘#wombstories’ for feminine hygiene brand Bodyform. Here, she talks about her pride in how this living art piece helped to create real change in healthcare for women.



**NISHA GANATRA**  
DIRECTOR OF THE FESTIVAL

### What did you first think when you first saw the brief for ‘#wombstories’?

I used to teach for Planned Parenthood so I was excited. To me, the highest form of advertising is this political art that affects change in real life. Libresse could have been like any other feminine hygiene company and shown some women running on the beach. Instead, it has normalised period blood and had a real impact on women’s health through #painstories. This was a chance to be part of something special.

### Had you already started to envision what your approach would be?

The images of a women with stretch marks and wearing mesh underwear after childbirth that were shared by Nadja and Nick [Executive Creative Directors, AMV BBDO London] looked so much like my work. Right away we were on the same creative page. We had the incredible challenge of bringing to life several different womb stories and we shared the agenda of wanting to mix animation and live action and work with several different female animators to make each story specific.

### How did you find working with them?

Nick and Nadja and the whole team at AMV BBDO are incredibly inspiring. This lauded brand is near and dear to them and they invited me in. This company’s huge generosity and the confidence to believe in me is stunning. People talk about diversity and wanting new points of view but if you’re held out of the industry for so long, you don’t have the reel to compete with the guy who’s been doing it for ten years. So it takes a real commitment to say ‘We pick you. We trust you and the work you have been doing for so long may not be commercials but that doesn’t mean you can’t tell this story.’

### What are you most proud of with ‘#wombstories’?

The most beautiful thing is that ‘#wombstories’ became a living art piece: people would respond to it and we would make another piece of art from that – and it continues to be ongoing. The focus wasn’t on increasing profit for the client. This was people doing good. And creating real change in healthcare.

### Which directors inspire you?

Michaela Coel’s ‘I May Destroy You’ was hopeful and beautifully done. I was blown away by how she executed her vision. And I loved Melina’s [Prettybird director Melina Matsoukas] Beats commercial ‘Do You Love Me?’ that went the extra step to be an art piece and a political statement. Her work is always inspiring to me. And, of course, always [Belgian born French film director] Agnès Varda.

2021

BEATS BY DRE | YOU LOVE ME



GOLD FILM LIONS

TRANSLATION NEW YORK



**MICHAELA COEL**  
IN CHARACTER:  
CREATOR, WRITER,  
CO-DIRECTOR,  
EXECUTIVE PRODUCER AND  
LEAD ACTOR,  
I MAY DESTROY YOU  
(BBC/HBO 2020)





# Agency

## of the Festival by track 2020/21

### Communication

In partnership with Microsoft

	AGENCY	CITY	LOCATION
1	PUBLICIS ITALY	Milan	ITALY
2	AMV BBDO	London	UNITED KINGDOM
3	FCB CHICAGO	Chicago	USA

### Craft

	AGENCY	CITY	LOCATION
1	AMV BBDO	London	UNITED KINGDOM
2	DROGA5, PART OF ACCENTURE INTERACTIVE	New York	USA
3	ARNOLD WORLDWIDE	Boston	USA

### Entertainment

In partnership with unity

	AGENCY	CITY	LOCATION
1	72ANDSUNNY	Los Angeles	USA
2	AFRICA DDB	São Paulo	BRAZIL
3=	DENTSU MCGARRYBOWEN	Taipei City	TAIWAN
3=	EDELMAN	London	UNITED KINGDOM
3=	GUT	São Paulo	BRAZIL

### Experience

In partnership with amazon

### Good

In partnership with FACEBOOK

### Reach

In partnership with NBCUniversal

	AGENCY	CITY	LOCATION
1	McCANN	New York	USA
2	MARCEL	Paris	FRANCE
3	FCB INFERNO	London	UNITED KINGDOM

	AGENCY	CITY	LOCATION
1	VMLY&R BRAZIL	São Paulo	BRAZIL
2	FARM	Stockholm	SWEDEN
3	AMV BBDO	London	UNITED KINGDOM

	AGENCY	CITY	LOCATION
1	FCB CHICAGO	Chicago	USA
2	PUBLICIS ITALY	Milan	ITALY
3	McCANN	Paris	FRANCE





# Independent Agency of the Festival by track 2020/21

## Communication

In partnership with 

	AGENCY	CITY	LOCATION
1	WIEDEN+KENNEDY	Portland	USA
2	WE BELIEVERS	New York	USA
3	TRANSLATION	New York	USA

## Craft

	AGENCY	CITY	LOCATION
1	WORK & CO	New York	USA
2	SERVICEPLAN GERMANY	Munich	GERMANY
3	MOTHER	London	UNITED KINGDOM

## Entertainment

In partnership with 

	AGENCY	CITY	LOCATION
1=	EDELMAN	London	UNITED KINGDOM
1=	GUT	São Paulo	BRAZIL
3	VAYNERMEDIA	New York	USA

## Experience

In partnership with 

## Good

In partnership with 

## Reach

In partnership with 

	AGENCY	CITY	LOCATION
1	UNCOMMON	London	UNITED KINGDOM
2	RETHINK	Toronto	CANADA
3	MISCHIEF @ NO FIXED ADDRESS	Brooklyn	USA

	AGENCY	CITY	LOCATION
1	FARM	Stockholm	SWEDEN
2	JOAN CREATIVE	New York	USA
3	THE BLOC	New York	USA

	AGENCY	CITY	LOCATION
1	GUT	Miami	USA
2	VAYNERMEDIA	New York	USA
3=	BADGER & WINTERS	New York	USA
3=	PROMISE	Johannesburg	SOUTH AFRICA





# Regional Network

## of the Festival 2020/21

North  
America

Latin  
America

EMEA

Asia  
Pacific

REGIONAL NETWORK	
1	FCB
2	OGILVY
3	McCANN WORLDGROUP

REGIONAL NETWORK	
1	DDB WORLDWIDE
2	AKQA
3	OGILVY

REGIONAL NETWORK	
1	PUBLICIS WORLDWIDE
2	BBDO WORLDWIDE
3	OGILVY

REGIONAL NETWORK	
1	DENTSU
2	OGILVY
3	DDB WORLDWIDE

Subscribers to The Work can access all rankings data [here](#)



# Take home the Lion.

It's one feeling to win a Lion,  
but it's another feeling entirely to take it home.

Whether you'd like to thank the members of your team who came up with a winning idea, give a gift to the clients you work with, or simply place a reminder on your shelf of a job well done – all winning entrants, both companies and individuals, can purchase additional hand-crafted Lion trophies.

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and are here to help.

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