

Brand Experience & Activation Lions Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
C01/015	00430	TODAY AT APPLE	APPLE INC.	APPLE RETAIL STORES	APPLE, Cupertino / APPLE, Cupertino	USA		APPLE, Cupertino	APPLE, Cupertino		Grand Prix	Grand Prix
A01/075	01761	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA		STARCOM, Chicago / MEDIACOM, Chicago	OLSON ENGAGE, Chicago		Gold Lion	Gold Lion
A06/005	00223	SCARY CLOWN NIGHT	BURGER KING	BURGER	LOLA MULLENLOWE, Madrid	SPAIN			WEBER SHANDWICK, London / ALISON BROD MARKETING AND COMMUNICATIONS, New York		Gold Lion	Gold Lion
A06/049	01732	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR, Massy / MARCEL, Paris	FRANCE					Gold Lion	Gold Lion
A08/037	02189	UNIVERSAL LOVE	MGM RESORTS INTERNATIONAL	MGM RESORTS	McCANN NEW YORK	USA			SUNSHINE SACHS & ASSOCIATES, New York / YOUR MAJESTY, Amsterdam		Gold Lion	Gold Lion
B03/044	01115	A/R JORDAN	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	R/GA PORTLAND	USA	DARKSTORE, San Francisco / SHOPIFY, San Francisco	R/GA PORTLAND / SNAPCHAT LENSE TEAM, New York		DARKSTORE, San Francisco / SHOPIFY, San Francisco	Gold Lion	Gold Lion
B08/025	00190	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA			SHORE FIRE, Brooklyn		Gold Lion	Gold Lion
B08/096	01414	INTEL DRONE LIGHT SHOW AT THE OLYMPICS	INTEL	INTEL DRONE LIGHT SHOW	INTEL CORPORATION, Santa Clara	USA		INTEL CORPORATION, Santa Clara	INTEL CORPORATION, Santa Clara		Gold Lion	Gold Lion
C02/019	00375	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	HELLOWORLD, New York / AYZENBERG, Seattle / MICROSOFT XBOX, Redmond		McCANN LONDON	HELLOWORLD, New York / AYZENBERG, Seattle / MICROSOFT XBOX, Redmond	Gold Lion	Gold Lion
D03/122	02200	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY			PARK PICTURES, New York		Gold Lion	Gold Lion
D05/015	00417	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC, Paris	FRANCE					Gold Lion	Gold Lion
D05/040	00978	PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU	HOST/HAVAS, Sydney	AUSTRALIA			RED AGENCY, Sydney		Gold Lion	Gold Lion
A05/012	00474	SAFECAP	FORD MOTOR COMPANY	FORD TRUCKS	GTB BRASIL, São Paulo	BRAZIL		GTB BRASIL, São Paulo			Silver Lion	Silver Lion
A05/067	01902	VOLVO LIVE REVIEWS	VOLVO	VOLVO XC60	GREY BRAZIL, São Paulo	BRAZIL		GREY BRAZIL, São Paulo			Silver Lion	Silver Lion
A09/050	01787	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	MICROSOFT CORPORATION, Reading	CARAT, London		MICROSOFT CORPORATION, Reading	Silver Lion	Silver Lion

A12/020	00412	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC, Paris	FRANCE				Silver Lion	Silver Lion	
B01/011	00160	TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND		OGILVY POLAND, Warsaw / GAMESET, Warszawa / LIFETUBE, Warsaw / NEW AGE MEDIA, Warsaw	OGILVY POLAND, Warsaw / GREENPEACE POLAND, Warsaw	Silver Lion	Silver Lion	
B01/019	00434	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB, London	UNITED KINGDOM				Silver Lion	Silver Lion	
B01/060	01847	SHARE A COKE 1,000 NAME CELEBRATION	COCA-COLA	COKE	FITZCO//McCANN, Atlanta	USA	FORTYFOUR, Atlanta		FORTYFOUR, Atlanta	Silver Lion	Silver Lion	
B01/064	01762	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONER Y	SKITTLES	DDB CHICAGO	USA		STARCOM, Chicago / MEDIACOM, Chicago	OLSON ENGAGE, Chicago	Silver Lion	Silver Lion	
B02/109	01905	CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL, São Paulo	BRAZIL				Silver Lion	Silver Lion	
B03/045	01615	VR VACCINE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY BRASIL, São Paulo	BRAZIL	HERMES PARDINI, São Paulo		OGILVY BRASIL, São Paulo	HERMES PARDINI, São Paulo	Silver Lion	Silver Lion
B08/137	02002	MY LINE	MINISTRY OF COMMUNICATIO NS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3, Bogotá	COLOMBIA				Silver Lion	Silver Lion	
C01/064	01733	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR, Massy / MARCEL, Paris	FRANCE				Silver Lion	Silver Lion	
C01/071	02112	WHOPPER NEUTRALITY	BURGER KING	WHOPPER	DAVID, Miami	USA	BURGER KING, Miami		BURGER KING, Miami	Silver Lion	Silver Lion	
C01/082	02198	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY			PARK PICTURES, New York	Silver Lion	Silver Lion	
D02/019	02083	BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	McCANN PARIS, Clichy	FRANCE	M STORIES, Clichy		WEBER SHANDWICK, Paris	M STORIES, Clichy	Silver Lion	Silver Lion
D04/015	00337	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LION, Auckland	APN OUTDOOR, Auckland	DDB GROUP NEW ZEALAND, Auckland	LION, Auckland	Silver Lion	Silver Lion
D04/082	01952	THE NEYMARLESS SPONSORSHIP	GOL LINHAS AEREAS	GOL LINHAS AEREAS	ALMAPBBD, São Paulo	BRAZIL		ALMAPBBD, São Paulo	ALMAPBBD, São Paulo	Silver Lion	Silver Lion	
D05/008	00112	LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS, Paris / PUBLICIS CONSEIL, Paris	FRANCE		PUBLICIS CONSEIL, Paris	PUBLICIS CONSEIL, Paris	Silver Lion	Silver Lion	
D05/019	00377	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	HELLOWORLD, New York / AYZENBERG, Seattle / MICROSOFT XBOX, Redmond		McCANN LONDON	HELLOWORLD, New York / AYZENBERG, Seattle / MICROSOFT XBOX, Redmond	Silver Lion	Silver Lion

D05/077	02191	UNIVERSAL LOVE	MGM RESORTS INTERNATIONAL	MGM RESORTS	McCANN NEW YORK	USA		SUNSHINE SACHS & ASSOCIATES, New York / YOUR MAJESTY, Amsterdam		Silver Lion	Silver Lion	
D07/027	01128	THE DAILY SHOW PRESENTS: THE DONALD J. TRUMP PRESIDENTIAL TWITTER LIBRARY	COMEDY CENTRAL	THE DAILY SHOW WITH TREVOR NOAH	COMEDY CENTRAL, New York / 23 STORIES X CONDE NAST, New York	USA		COMEDY CENTRAL, New York	COMEDY CENTRAL, New York	Silver Lion	Silver Lion	
A01/070	01846	SHARE A COKE 1,000 NAME CELEBRATION	COCA-COLA	COKE	FITZCO//McCANN, Atlanta	USA	FORTYFOUR, Atlanta		FORTYFOUR, Atlanta	Bronze Lion	Bronze Lion	
A02/021	01873	THE TOUGHEST BAG	GLAD	GLAD FORCEFLEX PLUS ADVANCED PROTECTION KITCHEN TRASH BAG	FCB CHICAGO	USA				Bronze Lion	Bronze Lion	
A04/037	02196	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY			PARK PICTURES, New York	Bronze Lion	Bronze Lion	
A05/006	00147	CAMELPOWER	NISSAN MIDDLE EAST	DESERT LINEUP	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES		OMD, Dubai		Bronze Lion	Bronze Lion	
A06/002	00203	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT, Hamburg	GERMANY				Bronze Lion	Bronze Lion	
A06/015	00374	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	HELLOWORLD, New York / AYZENBERG, Seattle / MICROSOFT XBOX, Redmond	McCANN LONDON	HELLOWORLD, New York / AYZENBERG, Seattle / MICROSOFT XBOX, Redmond	Bronze Lion	Bronze Lion	
A08/020	01125	THE DAILY SHOW PRESENTS: THE DONALD J. TRUMP PRESIDENTIAL TWITTER LIBRARY	COMEDY CENTRAL	THE DAILY SHOW WITH TREVOR NOAH	COMEDY CENTRAL, New York / 23 STORIES X CONDE NAST, New York	USA		COMEDY CENTRAL, New York	COMEDY CENTRAL, New York	Bronze Lion	Bronze Lion	
A08/028	01316	LIMITLESS	SENDA ATHLETICS	SENDA LIMITLESS	SENDA ATHLETICS, Berkeley / GREY ARGENTINA, Buenos Aires	USA				Bronze Lion	Bronze Lion	
A09/065	02256	BIHOR COUTURE	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	McCANN BUCHAREST	ROMANIA	MRM//MCCANN BUCHAREST	UM BUCHAREST	MRM//MCCANN BUCHAREST	Bronze Lion	Bronze Lion	
A10/017	02139	EMOTIONAL PULSE	SEIDOR	MANAGEMENT SOFTWARE AND IT SERVICES CONSULTING	YSLANDIA, Madrid	SPAIN				Bronze Lion	Bronze Lion	
A12/017	00178	UNSEEN STARS	GE	GE	BBDO NEW YORK	USA			SMALL GIRLS PR, New York	Bronze Lion	Bronze Lion	
A12/073	01891	RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL, São Paulo	BRAZIL	FORBES BRASIL, São Paulo	OGILVY BRASIL, São Paulo	OGILVY BRASIL, São Paulo	FORBES BRASIL, São Paulo	Bronze Lion	Bronze Lion

A12/084	02033	AUTISM CAN WORK	ANDROS	AUTISM RECRUITMENT WEBSITE	SERVICEPLAN FRANCE, Paris	FRANCE			SERVICEPLAN FRANCE, Paris		Bronze Lion	Bronze Lion
B02/048	01213	PREDICT TO PREVENT	SAMSUNG	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND					Bronze Lion	Bronze Lion
B02/058	01077	FEMPLEA	FUNDACION MUJERES EN IGUALDAD	THE FIRST FEMALE LABOR MARKETPLACE THAT FIGHTS GENDER VIOLENCE	WUNDERMAN CATO JOHNSON, Buenos Aires	ARGENTINA					Bronze Lion	Bronze Lion
B03/057	01866	ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	McCANN NEW YORK	USA					Bronze Lion	Bronze Lion
B05/005	00336	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LION, Auckland	APN OUTDOOR, Auckland	DDB GROUP NEW ZEALAND, Auckland	LION, Auckland	Bronze Lion	Bronze Lion
B05/023	01300	SHOT REVERSE SHOT	HUAWEI	HUAWEI	BUZZMAN, Paris	FRANCE		BUZZMAN, Paris	BUZZMAN, Paris		Bronze Lion	Bronze Lion
B07/019	00933	ADOBE MAKE THE CUT	ADOBE	ADOBE	EDELMAN, San Francisco / UNITED ENTERTAINMENT GROUP, New York	USA	INTERSCOPE RECORDS, Los Angeles / ADOBE, San Jose	EDELMAN, San Francisco	EDELMAN, San Francisco	INTERSCOPE RECORDS, Los Angeles / ADOBE, San Jose	Bronze Lion	Bronze Lion
C02/021	00443	SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	BLOCKHEAD, Auckland / DEPARTMENT OF POST, Auckland	WAVEMAKER, Auckland		BLOCKHEAD, Auckland / DEPARTMENT OF POST, Auckland	Bronze Lion	Bronze Lion
D01/115	01644	THE HONEST PROPOSAL	FLORA TRISTAN	NGO AGAINST GENDER VIOLENCE	FLORA TRISTAN, Lima / CIRCUS GREY PERU, Lima	PERU		CIRCUS GREY PERU, Lima	CIRCUS GREY PERU, Lima		Bronze Lion	Bronze Lion
D01/134	01795	THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED, Chicago	USA	RESOLUTION MEDIA, Chicago	OMD USA, Chicago		RESOLUTION MEDIA, Chicago	Bronze Lion	Bronze Lion
D02/013	01360	RECRUITING CAR	VOLVO	VOLVO S90	FAMOUSGREY BRUSSELS	BELGIUM			FAMOUS RELATIONS, Brussels		Bronze Lion	Bronze Lion
D03/108	01734	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR, Massy / MARCEL, Paris	FRANCE					Bronze Lion	Bronze Lion
D03/115	01764	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA		STARCOM, Chicago / MEDIACOM, Chicago	OLSON ENGAGE, Chicago		Bronze Lion	Bronze Lion
D03/123	01593	BLIZZARD STORE	DAIRY QUEEN	BLIZZARD	P4 OGILVY, Panama City	PANAMA	LA TRIBU PERFORMANCE, Panama city			LA TRIBU PERFORMANCE, Panama city	Bronze Lion	Bronze Lion
D04/010	00111	LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS, Paris / PUBLICIS CONSEIL, Paris	FRANCE		PUBLICIS CONSEIL, Paris	PUBLICIS CONSEIL, Paris		Bronze Lion	Bronze Lion
D04/074	01810	THE CURSE OF TILCARA	COCA-COLA	TROPHY TOUR	DAVID, Buenos Aires	ARGENTINA	PORTAESTUDIO, Buenos Aires			PORTAESTUDIO, Buenos Aires	Bronze Lion	Bronze Lion
D04/075	01790	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	MICROSOFT CORPORATION, Reading	CARAT, London		MICROSOFT CORPORATION, Reading	Bronze Lion	Bronze Lion

D05/018	00435	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB, London	UNITED KINGDOM					Bronze Lion	Bronze Lion		
D05/079	01907	VOLVO LIVE REVIEWS	VOLVO	VOLVO XC60	GREY BRAZIL, São Paulo	BRAZIL		GREY BRAZIL, São Paulo			Bronze Lion	Bronze Lion		
D06/015	00007	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY	BURGER KING DEUTSCHLAND GMBH, Hannover	VIZEUM DEUTSCHLAND, Hamburg	EMANATE, München	BURGER KING DEUTSCHLAND GMBH, Hannover	Bronze Lion	Bronze Lion		
D06/046	00863	FINDING FARINA	MADRID BOOKSELLERS	DIGITAL BOOK	DDB SPAIN, Madrid	SPAIN			QMS COMUNICACION, Madrid		Bronze Lion	Bronze Lion		
D06/057	01021	FRIENDLY PHOTOGRAPHY BAN IN BERGÜN	GRAUBÜNDEN FERIEN	HOLIDAY REGION BERGÜN	GRAUBÜNDEN FERIEN, Chur / JUNG VON MATT/ LIMMAT, Zürich	SWITZERLAND		JUNG VON MATT/LIMMAT, Zürich	JUNG VON MATT/ LIMMAT, Zürich		Bronze Lion	Bronze Lion		
D06/078	01602	FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE					Bronze Lion	Bronze Lion		
D06/110	01909	CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL, São Paulo	BRAZIL					Bronze Lion	Bronze Lion		
D07/019	20428	CLOROX DROPPER FROG	CLOROX PUERTO RICO	CLOROX	PHD PUERTO RICO, Guaynabo / DDB, Guaynabo	PUERTO RICO	PHD PUERTO RICO, Guaynabo	PHD PUERTO RICO, Guaynabo		PHD PUERTO RICO, Guaynabo	Bronze Lion	Bronze Lion		
D07/062	01872	SINDOOR KHELA - NO CONDITIONS APPLY	TIMES OF INDIA	TIMES OF INDIA	FCB INDIA, Mumbai	INDIA			FCB INDIA, Mumbai		Bronze Lion	Bronze Lion		
Total Awards:													71	