

Design Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
C03/029	00781	CREATABILITY	GOOGLE	EXPERIMENTS IN AI + ACCESSIBILITY	GOOGLE CREATIVE LAB, New York	USA	GOOGLE CREATIVE LAB, New York				Grand Prix	Grand Prix
B01/210	20154	HIGHLIGHT THE REMARKABLE	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY	DDB DÜSSELDORF / STUDIO FUNK, Düsseldorf	DDB DÜSSELDORF	DDB DÜSSELDORF		Gold Lion	Gold Lion
B05/040	01458	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	LORD & THOMAS, Chicago / THE MILL, Chicago		CURRENT MARKETING, Chicago		Gold Lion	Gold Lion
B06/032	01459	MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	LORD & THOMAS, Chicago / FCBX, Chicago / UNIT9, Los Angeles / STRICTLY FX, Chicago		CURRENT MARKETING, Chicago		Gold Lion	Gold Lion
B07/008	00495	THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	TBWAHAKUHODO INC., Tokyo	JAPAN	NOMAD TOKYO, LLC / AMANA, Tokyo / SAN-EI CORPORATION, Chiba / QUANTUM, Tokyo		TBWAHAKUHODO INC., Tokyo		Gold Lion	Gold Lion
C04/023	01325	INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	HORNET, New York / MAGOZ, Malmo / STRANGE BEAST, London / BUCK DESIGN, New York / PSYOP, New York				Gold Lion	Gold Lion
F01/018	01535	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	HUNGRY MAN, New York / ROCK PAPER SCISSORS, New York / COMPANY 3, New York / JSM MUSIC, New York / SONIC UNION, New York	CARAT, New York	WAGGENER EDSTROM, SEATTLE	MICROSOFT, Redmond	Gold Lion	Gold Lion
A01/050	00530	THE RESTAURANT OF MISTAKEN ORDERS	THE RESTAURANT OF MISTAKEN ORDERS GENERAL INCORPORATED ASSOCIATION	NURSING CARE	TBWAHAKUHODO INC., Tokyo / DAIKI ANGEL HELP, Tokyo	JAPAN	TBWAHAKUHODO INC., Tokyo		TBWAHAKUHODO INC., Tokyo		Silver Lion	Silver Lion
A01/054	00583	COAL DROPS YARD	ARGENT	COAL DROPS YARD	DROGA5, London	UNITED KINGDOM					Silver Lion	Silver Lion
A02/007	00206	BBC TWO REBRAND	BBC	BBC TWO	SUPERUNION, London / BBC CREATIVE, London	UNITED KINGDOM	BBC CREATIVE, London			BBC, London / FUTURE CONTENT / THE MILL, London / MAINFRAME, London / TWENTY THIRD C, London / AARDMAN ANIMATIONS, Bristol	Silver Lion	Silver Lion
A03/008	00377	HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY, Perth	AUSTRALIA	THE BRAND AGENCY, Perth	THE BRAND AGENCY, Perth	THE BRAND AGENCY, Perth	FOODBANK, Perth	Silver Lion	Silver Lion
A03/014	01009	LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	whiteGREY SYDNEY	AUSTRALIA			whiteGREY SYDNEY		Silver Lion	Silver Lion
B02/037	01054	BLOOMY DAYS "FLOWERS TALKING"	BLOOMY DAYS	BLOOMY DAYS	HEIMAT, Berlin	GERMANY	HEIMAT, Berlin		HEIMAT, Berlin		Silver Lion	Silver Lion
B03/091	01108	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS "MY PERSONAL COFFIN"	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS	FUNERALS/COUNSELLING/COFFIN CONSULTATION AND SELECTION	HEIMAT, Berlin	GERMANY	HEIMAT, Berlin		HEIMAT, Berlin		Silver Lion	Silver Lion
B03/095	01456	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	LORD & THOMAS, Chicago / THE MILL, Chicago		CURRENT MARKETING, Chicago		Silver Lion	Silver Lion
B08/038	00776	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA CHIAT DAY, New York	USA	REBEL AND ROGUE, New York			DESIGN BY DISRUPTION, New York / ADIDAS, Herzogenaurach	Silver Lion	Silver Lion
C01/022	00519	9.58 SECONDS – THE WORLD'S FASTEST ANNUAL REPORT	PUMA SE	ANNUAL REPORT	PUBLICIS PIXELPARK, Hamburg	GERMANY	PUBLICIS PIXELPARK, Hamburg		PUBLICIS PIXELPARK, Hamburg		Silver Lion	Silver Lion
C02/006	00486	THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI SONATA LF TAXI	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA	WALKING ON THE BLUE, Seoul / WALKING IN MIND, Seoul / EDITIN, Seoul / GIANT STEP, Seoul / AUDIOLAB, Seoul	INNOCEAN WORLDWIDE, Seoul	INNOCEAN WORLDWIDE, Seoul	HYUNDAI MOTOR COMPANY, Seoul	Silver Lion	Silver Lion
C02/033	01311	DALI LIVES	THE DALI MUSEUM	THE DALI MUSEUM	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS, San Francisco			THINKINGBOX, Toronto	Silver Lion	Silver Lion
D04/009	00113	THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT, Warsaw	POLAND	180HEARTBEATS+JUNG V MATT, Warsaw		180HEARTBEATS+JUNG V MATT, Warsaw	BEN & JERRY'S, Warsaw / MILOSC NIE WYKLUZCA, Warsaw / WOLONTARIAT ROWNOSCI, Warsaw	Silver Lion	Silver Lion
E03/008	01230	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS, Berlin	GERMANY		SCHOLZ & FRIENDS, Berlin	SCHOLZ & FRIENDS, Berlin	METAGATE, Berlin	Silver Lion	Silver Lion
F02/028	01065	TOMMY HILFIGER ADAPTIVE	TOMMY HILFIGER	TOMMY HILFIGER ADAPTIVE: ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES	WUNDERMAN THOMPSON, New York / POSSIBLE NEW YORK / WUNDERMAN, New York	USA	HUMBLE, New York				Silver Lion	Silver Lion
F03/007	00191	PROJET AU COEUR DE TOI	ENFANTS TRANSGENRES CANADA	PROJET AU COEUR DE TOI – EDUCATIONAL DOLL	LG2, Montréal	CANADA	LG2, Montréal / ROMEO & FILS, Montreal / SHED, Montréal / CIRCONFLEX, Montreal / PRETTY IN PLASTIC, Los Angeles				Silver Lion	Silver Lion
A01/025	00456	PAL - PHASE ALTERNATING LINE	PAL - U-WERK KAROLINE	PAL	MUTABOR, Hamburg	GERMANY					Bronze Lion	Bronze Lion
A02/072	01098	DUNKIN'	DUNKIN' BRANDS	DUNKIN'	JONES KNOWLES RITCHIE, New York	USA				COLOPHON, London	Bronze Lion	Bronze Lion

Design Winners

B01/014	00267	GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC., Tokyo	JAPAN	CREATIVE POWER UNIT, Tokyo / ICHIKURA OFFICE, Tokyo / COTORI-OFFICE, Tokyo / FUMIHI TO KATAMURA PHOTOGRAPH OFFICE, Tokyo / YOKOHAMA SUPER FACTORY, Tokyo	DENTSU ON DEMAND GRAPHIC INC., Tokyo	Bronze Lion	Bronze Lion	
B01/028	00319	TD POSTER BANK	TD	TD POSTER BANK	LEO BURNETT, Toronto	CANADA	LEO BURNETT, Toronto / FLASH REPRODUCTIONS, Etobicoke		Bronze Lion	Bronze Lion	
B01/044	00064	ASPIRATION & PERSPIRATION	DENTSU ADVERTISING AWARDS SELECTION COUNCIL	DENTSU ADVERTISING AWARDS 2018	DENTSU INC., Tokyo	JAPAN	BAU ADVERTISING OFFICE, Tokyo		Bronze Lion	Bronze Lion	
B03/137	21394	TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN	SARAH TAREEN PRODUCTIONS, Lahore	BBDO PAKISTAN, Lahore	Bronze Lion	Bronze Lion	
B03/140	21182	ADDICTED ON ARRIVAL	PREVENTION COUNCIL OF ROANOKE COUNTY / URGENT LOVE INITIATIVE	OPI'S	GREY NEW YORK	USA	TOWNHOUSE, New York / TOOL OF NORTH AMERICA, Los Angeles	GREY NEW YORK	GREY NEW YORK	THE MILL, New York / ASCHE & SPENCER, Minneapolis	
B04/004	00122	DER TAGESSPIEGEL - #QUEERFORMAT	DER TAGESSPIEGEL	DER TAGESSPIEGEL NEWSPAPER	SCHOLZ & FRIENDS, Berlin	GERMANY	DER TAGESSPIEGEL, Berlin	DER TAGESSPIEGEL, Berlin		Bronze Lion	Bronze Lion
B05/032	00958	STAN SMITH: "SOME PEOPLE THINK I'M A SHOE!"	ADIDAS	THE STAN SMITH SHOE	JOHANNES LEONARDO, New York / ADIDAS, Herzogenaurach	USA				Bronze Lion	Bronze Lion
B06/001	00059	BLINDMETERS	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS BRUSSELS, Brussels	BELGIUM	HAPPINESS BRUSSELS, Brussels / RAYGUN, Brussels / LATCHO DROM, Brussels / MOXY POST PRODUCTION, Brussels			Bronze Lion	Bronze Lion
B08/011	00341	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	WUNDERMAN THOMPSON, Sao Paulo / GTB BRASIL, Sao Paulo	BRAZIL			CODE STUDIO, Sao Paulo / PARANOID BR, Sao Paulo / BIZSYS, Sao Paulo / J. WALTER THOMPSON BRAZIL, Sao Paulo	Bronze Lion	Bronze Lion
C01/029	00586	THE SMOOTHEST BURGER	MCDONALD'S FRANCE	EGG MCMUFFIN	TBWA/PARIS / DAN PARIS	FRANCE				Bronze Lion	Bronze Lion
C02/026	01424	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	CRAFT LONDON / SOMESUCH, London / TWENTYFOUR SEVEN, Madrid	CARAT, London		Bronze Lion	Bronze Lion
C04/018	01420	MADE IN KOREA	SAMSUNG ELECTRONICS	GALAXY FOLD / MOBILE DEVICES	OGILVY, New York	USA	OGILVY, New York / DE YAN, New York	CHEIL WORLDWIDE, Seoul / STARCOM, London		Bronze Lion	Bronze Lion
D04/004	00372	THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN	THE VIDEOGRAPHERS, Lahore	BBDO PAKISTAN, Lahore	MINT PR, Lahore	Bronze Lion	Bronze Lion
D05/037	00650	THE IMPACTFUL REMINDER	VISION ZERO PROJECT (CITY OF MONTREAL)	THE IMPACTFUL REMINDER STREET EXHIBIT	SID LEE, Montréal / CITY OF MONTREAL	CANADA	SID LEE, Montréal / OUTPOST, Montreal / SUD OUEST, Montreal / BLVD, Montreal			Bronze Lion	Bronze Lion
D06/008	01530	FOCUS LINES	MINISTERIO DE TRANSPORTE Y OBRAS PUBLICAS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM				Bronze Lion	Bronze Lion
E06/010	00314	PASS THE BILL	LEAF FORWARD	LEAF FORWARD	RETHINK, Toronto	CANADA	RETHINK, Toronto		LEAF FORWARD, Toronto	Bronze Lion	Bronze Lion
E06/033	00911	FIT PACK	CORONA	CORONA EXTRA	LEO BURNETT MEXICO, Mexico City	MEXICO	LANDIA FILMS, Mexico City / DRUGSTORE, Mexico City / TRIDI MX, Mexico City			Bronze Lion	Bronze Lion
F01/008	00829	7:1 FURNITURE COLLECTION	HOMEPRO	HOMEPRO	BBDO BANGKOK	THAILAND				Bronze Lion	Bronze Lion
F01/017	01346	DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT	DOT	SERVICEPLAN GERMANY, Munich / SERVICEPLAN KOREA, Seoul / DOT INCORPORATION, Seoul	GERMANY	DOT INCORPORATION, Seoul / PAULUS.CO, Seoul / CLOUDANDCO, Seoul / HYPERINTERACTIVE, Hamburg / MOBY DIGG, Munich			Bronze Lion	Bronze Lion
F03/009	00081	SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS, Sydney	AUSTRALIA	NAKED COMMUNICATIONS, Sydney / BANTAM, Sydney / ORCHARD, Sydney		NAKED COMMUNICATIONS, Sydney / RMIT UNIVERSITY, Melbourne	Bronze Lion	Bronze Lion
F03/018	01409	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO, London	UNITED KINGDOM	DOG EAT DOG, London / AARDMAN ANIMATIONS, Bristol / TENTHREE EDITING, London / UNIT, London / MCASSO, London	WAVEMAKER, London	HUAWEI, London	Bronze Lion	Bronze Lion
F03/020	21373	HISTORY BLOCKS	UNESCO	INSTITUTIONAL	AFRICA, Sao Paulo	BRAZIL	HUNGRY MAN, Sao Paulo / PUNCH AUDIO, Sao Paulo / ASTEROIDE FILMS, Curitiba			Bronze Lion	Bronze Lion

Total Awards: 47