

Design Lions Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR
A01/014	00291	TRASH ISLES	PLASTIC OCEANS/ LADBIBLE	PLASTIC OCEANS/ LADBIBLE	AMVBBDO, London	UNITED KINGDOM	LADBIBLE, London	LADBIBLE, London	
B03/018	00268	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC, Paris	FRANCE	ALLSO, Paris		
B06/011	00973	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX, Toronto	CANADA	ALTER EGO, Toronto / GRAYSON MATTHEWS, Toronto / JIGSAW CASTING, Toronto	INITIATIVE, Toronto	GLOSSY, Toronto
C02/020	00361	OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC., Tokyo / SPA-HAKUHODO CO. LTD., Bangkok	JAPAN	AOI PRO. INC., Tokyo		SIX INC., Tokyo
C02/047	00842	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	INTEL CORPORATION, Santa Clara
C04/008	00479	#SHARETHELOVE	AIDES	NGO	TBWA/PARIS	FRANCE	TBWA/DAN PARIS		
D04/026	00843	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	INTEL CORPORATION, Santa Clara
E07/078	51143	THE ARCHAEOLOGIST	EHINGER KRAFTRAD	THE ARCHAEOLOGIST DRY GIN	SERVICEPLAN GERMANY, Munich / STUDIO OEDING, Hamburg	GERMANY	PFEFFERMINZ FILM, Kempten		
A01/055	00425	LAFAYETTE ANTICIPATIONS	GALERIES LAFAYETTE	LAFAYETTE ANTICIPATIONS	WOLFF OLINS, London	UNITED KINGDOM			
A02/015	00209	THE LIONESS CREST	NIKE	NIKE WOMENS	WIEDEN+KENNEDY AMSTERDAM / NIKE, Hilversum	THE NETHERLANDS	NEW AMSTERDAM FILM COMPANY	MINDSHARE, Amsterdam	WIEDEN+KENNEDY AMSTERDAM / NIKE, Hilversum
A02/080	01217	THE OLD AND NEW COLLIDE - REINVENTING SHAKESPEARE'S GLOBE	SHAKESPEARE'S GLOBE	THEATRE	SUPERUNION, London	UNITED KINGDOM			
A03/060	01247	INEQUALITY BALLS	ESPNW	INSTITUTIONAL	AFRICA, São Paulo	BRAZIL	PBA CINEMA, São Paulo / WARRIORS VFX, Sao Paulo / QUIET CITY MUSIC + SOUND, São Paulo / Walkin Pictures, Sao Paulo		
B01/013	00021	ONE PLUS ONE.	MINISTRY OF FOREIGN AFFAIRS OF JAPAN	SDGS JAPAN	DENTSU INC., Tokyo	JAPAN	TAKI CORPORATION, Tokyo		
B01/025	00095	EATING KABUKI WITH YOUR FINGERS.	SHOCHIKU CO. LTD	KABUKI: ART & ARTIFACTS EXHIBITION IN KYOTO	DENTSU INC., Tokyo	JAPAN	BAU ADVERTISING OFFICE, Tokyo / LEHMAN AD, Chiba / TONE UP CORP., Tokyo		
B01/153	01086	31BULLETS	THE CHICAGO SUN-TIMES	NEWSPAPER	OGILVY, Chicago	USA	OGILVY, Chicago / TheBridge.co, Los Angeles		
B01/154	01087	LYRIC OPERA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	OGILVY, Chicago	USA	OGILVY, Chicago	ALLIED INTEGRATED MARKETING, Chicago	
B01/159	01218	THE OLD AND NEW COLLIDE - REINVENTING SHAKESPEARE'S GLOBE	SHAKESPEARE'S GLOBE	THEATRE	SUPERUNION, London	UNITED KINGDOM			
B04/011	00642	THE NEWSPAPER DESIGN EDITION	SAMSUNG	SAMSUNG GALAXY S8 S8+	JUNG VON MATT/LIMMAT, Zürich	SWITZERLAND	JUNG VON MATT/LIMMAT, Zürich / STUDIO FEIXEN, Luzern / TEAM TUMULT, Zurich	JUNG VON MATT/LIMMAT, Zürich / STARCOM, Zurich / 20 MINUTEN, Zürich	JUNG VON MATT/LIMMAT, Zürich
B05/004	00028	OFFICINA HUMANA - THE OFFICE AS A LIVING SPACE FOR INNER POTENTIAL	ASB HESSEN SERVICE GMBH - NIEDERLASSUNG RHEINGAU-TAUNUS-WIESBADEN	OFFICINA HUMANA CONSULTING COMPANY	PROJEKTTRIANGLE DESIGN STUDIO, Stuttgart	GERMANY			

B06/005	00492	PROJECT 84	CALM	CALM	adam&eveDDB, London	UNITED KINGDOM			W COMMUNICATIONS, London
B06/021	01244	HERMETO - MADE OF MUSIC	AB INBEV	INSTITUTIONAL	AFRICA, São Paulo	BRAZIL	PBA CINEMA, São Paulo / BLEACH POST, Sao Paolo / QUIET CITY MUSIC + SOUND, São Paulo / WEBCORE, São Paulo / DMTR.ORG, Sao Paulo		
B07/018	00740	NIKE AUSTRALIAN MARRIAGE EQUALITY SWOOSH VOTE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	WIEDEN+KENNEDY, Portland		WIEDEN+KENNEDY, Portland
C01/058	01058	THE GALLERY OF EMERGING SPECIES	HASBRO	PLAY-DOH	DDB PARIS	FRANCE	MERCI-MICHEL, Paris / STUDIO 5, Paris		
C03/029	00702	NEXT	BRADESCO BANCO	NEXT APP	R/GA SAO PAULO	BRAZIL	R/GA SAO PAULO		
C03/036	00858	THE MOST INTERESTING JOB INTERVIEW	THE AUSTRALIAN SECRET INTELLIGENCE SERVICE	RECRUITMENT	AUSTRALIAN SECRET INTELLIGENCE SERVICE, Canberra / CUMMINS & PARTNERS, Melbourne	AUSTRALIA	CUMMINS & PARTNERS, Melbourne	CUMMINS & PARTNERS, Melbourne	CUMMINS & PARTNERS, Melbourne / AUSTRALIAN SECRET INTELLIGENCE SERVICE, Canberra
C03/039	01059	THE GALLERY OF EMERGING SPECIES	HASBRO	PLAY-DOH	DDB PARIS	FRANCE	MERCI-MICHEL, Paris / STUDIO 5, Paris		
C04/007	00293	TRASH ISLES	PLASTIC OCEANS/ LADBIBLE	PLASTIC OCEANS/ LADBIBLE	AMVBBDO, London	UNITED KINGDOM	LADBIBLE, London	LADBIBLE, London	
C04/011	00362	OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC., Tokyo / SPA-HAKUHODO CO. LTD., Bangkok	JAPAN	AOI PRO. INC., Tokyo		SIX INC., Tokyo
C04/028	00889	FREE DEMOCRATIC PARTY "DARK DIARIES"	FREE DEMOCRATIC PARTY	FREE DEMOCRAT PARTY	HEIMAT, Berlin	GERMANY	PIRATES 'N PARADISE, Düsseldorf / HASTINGS MUSIC, Berlin / PX1 BERLIN	UNIVERSUM, Berlin	
D03/022	00572	THE AMBER CUBE	DAIMLER AG MERCEDES-BENZ	MERCEDES-BENZ G-CLASS	ANTONI, Berlin	GERMANY	MARKENFILM SPACE, Hamburg		
D05/008	00075	DEAD WHALE	GREENPEACE PHILIPPINES	GREENPEACE	DENTSU JAYME SYFU, Makati City	THE PHILIPPINES	ETNIKOLOR, Makati	DENTSU X, Makati	
E02/023	01234	LE BECK'S: THE LEGENDARY BEER CAN	BECK'S	BECK'S PILS	SERVICEPLAN GERMANY, Munich	GERMANY	STUDIO JOHANN COHRS, Hamburg		
E07/019	00084	MUTTI SPECIAL EDITION FOR FICO EATALY WORLD	MUTTI SPA	MUTTI SPECIAL EDITION FOR FICO EATALY WORLD	AUGE DESIGN, Firenze	ITALY			
A01/076	00692	NEXT	BRADESCO BANCO	NEXT APP	R/GA SAO PAULO	BRAZIL	R/GA SAO PAULO		
A02/022	00242	HUMANITY & INCLUSION	HUMANITY & INCLUSION	NON-PROFIT	COSSETTE, Montréal	CANADA	MORRISON FILMS, Montréal / SHED, Montréal / APOLLO STUDIOS, Toronto / NORMAL STUDIO, Montreal		
A02/032	00822	DESIGN LANGUAGE	BRAUN	HOME APPLIANCES AND ELECTRONICS	GREY, London	UNITED KINGDOM	GREY, London		
A02/039	00591	"CELEBRATE DIVERSITY" EUROVISION SONG CONTEST 2017	EUROVISION SONG CONTEST	EUROVISION SONG CONTEST	BANDA AGENCY, Kiev / REPUBLIQUE, Kiev	UKRAINE	BANDA AGENCY, Kiev / REPUBLIQUE, Kiev		
A02/073	00834	CHOBANI REBRAND	CHOBANI	CHOBANI	CHOBANI, New York	USA			CHOBANI, New York / EDELMAN, New York
B01/012	00049	THE ART OF CUTOUTS	OLFA CORPORATION	CUTTER	DENTSU INC., Tokyo	JAPAN	BLUECOLOR, Tokyo / WASA-BE ADVERTISING, Tokyo		
B01/071	00823	DESIGN LANGUAGE	BRAUN	HOME APPLIANCES AND ELECTRONICS	GREY, London	UNITED KINGDOM	GREY, London		
B01/115	00935	PLEASURE ICON	UNILEVER	MAGNUM	LOLA MULLENLOWE, Madrid	SPAIN			

B02/011	00216	ONLY FOR AESTHETIC EYES	GOOD MORNINGS CO., LTD	3RD_PAGE	DENTSU INC., Tokyo	JAPAN	CREATIVE POWER UNIT, Tokyo		
B03/016	00220	SHITTY PAPER – MADE FROM HATE	GOLDEIMER	SHITTY PAPER – MADE FROM HATE	PHILIPP UND KEUNTJE, Hamburg	GERMANY	SIEMER VERPACKUNG, Ronnenberg		
B03/097	01179	TRASH ISLES	PLASTIC OCEANS/ LADBIBLE	PLASTIC OCEANS/ LADBIBLE	AMVBBDO, London	UNITED KINGDOM	LADBIBLE, London	LADBIBLE, London	
B03/121	01205	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY	RIVAL SCHOOL PICTURES, New York / COSMO STREET, New York		PARK PICTURES, New York
B03/144	01248	INEQUALITY BALLS	ESPNW	INSTITUTIONAL	AFRICA, São Paulo	BRAZIL	PBA CINEMA, São Paulo / WARRIORS VFX, Sao Paulo / QUIET CITY MUSIC + SOUND, São Paulo / Walkin Pictures, Sao Paulo		
B04/013	00977	100 THINGS TO DO IN BRAZIL BEFORE YOU DIE	ESTADAO NEWSPAPER	INSTITUCIONAL	FCB BRASIL, São Paulo	BRAZIL	VIBE FILMS, São Paulo / SATELITE AUDIO, São Paulo / SHUTTERSTOCK, New York		
B06/020	01223	LONDON SYMPHONY ORCHESTRA 2018/19: NEW LANDSCAPES CONDUCTED BY SIR SIMON RATTLE	LONDON SYMPHONY ORCHESTRA	LONDON SYMPHONY ORCHESTRA	SUPERUNION, London	UNITED KINGDOM	MAINFRAME, London		
B07/033	00985	FEAR AND FANTASY FESTIVAL	FEAR AND FANTASY ISTANBUL	FESTIVAL	KINO ISTANBUL / TBWAI ISTANBUL	TURKEY	TBWAI ISTANBUL / 212 STUDIO, Istanbul		
C01/016	00288	LYNCHING IN AMERICA: CONFRONTING THE LEGACY OF RACIAL TERROR	EQUAL JUSTICE INITIATIVE, WITH SUPPORT FROM GOOGLE	N/A	GOOGLE BRAND STUDIO, San Francisco / EQUAL JUSTICE INITIATIVE, Montgomery	USA	GOOGLE BRAND STUDIO, San Francisco / EQUAL JUSTICE INITIATIVE, Montgomery / GHOST ROBOT, Brooklyn		
C01/020	00478	#SHARETHELOVE	AIDES	NGO	TBWAIPARIS	FRANCE	TBWAIDAN PARIS		
C01/050	00888	FREE DEMOCRATIC PARTY "DARK DIARIES"	FREE DEMOCRATIC PARTY	FREE DEMOCRAT PARTY	HEIMAT, Berlin	GERMANY	PIRATES 'N PARADISE, Düsseldorf / HASTINGS MUSIC, Berlin / PX1 BERLIN		UNIVERSUM, Berlin
C01/051	00974	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX, Toronto	CANADA	ALTER EGO, Toronto / GRAYSON MATTHEWS, Toronto / JIGSAW CASTING, Toronto		INITIATIVE, Toronto GLOSSY, Toronto
C02/024	00446	CONNECTING SEATS	KLM ROYAL DUTCH AIRLINES	AIRPLANE	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS	IN CASE OF FIRE, Amsterdam / FROLIC STUDIO, Amsterdam		
C02/044	00817	NIKE REACT GAME OF GO	NIKE	NIKE REACT GAME OF GO	MEDIAMONKS, Amsterdam / WIEDEN+KENNEDY, Portland	THE NETHERLANDS	MEDIAMONKS, Amsterdam		
C02/052	01107	THE MUSEUM THAT MADE A NAME FOR ITSELF BY CHANGING ITS NAME.	MUSEUM OF CONTEMPORARY ART AUSTRALIA	CONTEMPORARY ART GALLERY	OGILVY AUSTRALIA, Sydney	AUSTRALIA	OGILVY X, Sydney / CODE ON CANVAS, Sydney		
C03/021	00405	EVERT_45	KPN	TELECOM	N=5, Amsterdam	THE NETHERLANDS	N=5, Amsterdam / PUPKIN FILM, Amsterdam / SUPERHERO CHEESECAKE, Amsterdam		MAAK, Amsterdam / MINDSHARE, Amsterdam / A BIGGER CIRCLE, Amsterdam HILL+KNOWLTON STRATEGIES AMSTERDAM, Amsterdam
C03/038	01102	ENDLESS STORIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO, São Paulo		
C04/018	00286	SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	FINCH, Auckland		WAVEMAKER, Auckland
C04/020	00558	SAFETY HACKS	NHK	APP/ NHK NEWS	TBWAHAKUHODO, Tokyo	JAPAN	AOI PRO. INC., Tokyo		TBWAHAKUHODO, Tokyo
C04/033	00962	MTV #FCKHIV	VIACOM / MTV	MTV	OGILVY JOHANNESBURG	SOUTH AFRICA			

D03/035	00809	SHOT REVERSE SHOT	HUAWEI	HUAWEI	BUZZMAN, Paris	FRANCE	BUZZMAN, Paris	BUZZMAN, Paris	BUZZMAN, Paris
D03/049	00909	TERREX - MADE FOR ANY TERRAIN	ADIDAS	ADIDAS TERREX LINE	TBWA\SHANGHAI	CHINA	TBWA\SHANGHAI	TBWA\SHANGHAI	
D03/064	01268	2018 PYEONG CHANG OLYMPICS HYUNDAI PAVILION	HYUNDAI MOTORS COMPANY	HYUNDAI PAVILION	ASIF KHAN, London	UNITED KINGDOM	ASIF KHAN, London / IART, Basel / GL ASSOCIATES, Seoul	ASIF KHAN, London / HYUNDAI MOTOR COMPANY, Seoul	ASIF KHAN, London / INNOCEAN WORLDWIDE, Seoul / HYUNDAI MOTOR COMPANY, Seoul
D04/001	00017	REDEFINING DISTANCE	NTT DOCOMO, INC.	NTT DOCOMO 5G Mobile Network Technology	DENTSU INC., Tokyo	JAPAN	ELEVENPLAY, Tokyo / RHIZOMATIKS, Tokyo / P.I.C.S. Tokyo / DENTSU TEC, Tokyo / NIPPON TELEGRAPH AND TELEPHONE CORPORATION, Kanagawa		
D04/025	00818	NIKE REACT GAME OF GO	NIKE	NIKE REACT GAME OF GO	MEDIAMONKS, Amsterdam / WIEDEN+KENNEDY, Portland	THE NETHERLANDS	MEDIAMONKS, Amsterdam		
E01/005	00083	MUTTI SPECIAL EDITION FOR FICO EATALY WORLD	MUTTI SPA	MUTTI SPECIAL EDITION FOR FICO EATALY WORLD	AUGE DESIGN, Firenze	ITALY			
E07/014	00270	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC, Paris	FRANCE	ALLSO, Paris		
E07/060	01028	THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED, Chicago	USA		OMD USA, Chicago	
E07/065	10301	THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY, São Paulo	BRAZIL	LANDIA, São Paulo / O2 FILMES, São Paulo		
Total Awards:									70

Additional	Short	Prize	Award
LADBIBLE, London / LADBIBLE, London	YES	Grand Prix	Grand Prix
	YES	Gold Lion	Gold Lion
	YES	Gold Lion	Gold Lion
	YES	Gold Lion	Gold Lion
	YES	Gold Lion	Gold Lion
BERNSTEIN & ANDRIULLI, London	YES	Gold Lion	Gold Lion
	YES	Gold Lion	Gold Lion
THE PICTUREBOOKS, Guetersloh / PRODUKTIONSBUERO ROMNEY VON MALOTTKY, Hamburg	YES	Gold Lion	Gold Lion
	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
SHAKESPEARE'S GLOBE, London	YES	Silver Lion	Silver Lion
PENALTY, Sao Paulo	YES	Silver Lion	Silver Lion
MINISTRY OF FOREIGN AFFAIRS OF JAPAN, Tokyo	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
SHAKESPEARE'S GLOBE, London	YES	Silver Lion	Silver Lion
SAMSUNG ELECTRONICS SWITZERLAND, Zurich	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion

	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
LADBIBLE, London / LADBIBLE, London	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
MOKOH MUSIC, Berlin	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
I PROSPECT, Makati / GREENROOM INC., Manila / UPPRGRND, Makati / HIT PRODUCTIONS, Makati City	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
	YES	Silver Lion	Silver Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion

	YES	Bronze Lion	Bronze Lion
AUFSTEHEN GEGEN RASSISMUS!, Berlin / SUXEEDO, Berlin / SWAT.IO, Vienna / DELIKATESSEN, Hamburg	YES	Bronze Lion	Bronze Lion
LADBIBLE, London	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
PENALTY, Sao Paulo	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
BERNSTEIN & ANDRIULLI, London	YES	Bronze Lion	Bronze Lion
MOKOH MUSIC, Berlin	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
AMBASSADORS, Amsterdam / SOUNDCIRCUS, Amsterdam / BIG ORANGE, Amsterdam	YES	Bronze Lion	Bronze Lion
STINK FILMS, São Paulo / SLIKLAND, São Paulo / PUNCH AUDIO, São Paulo	YES	Bronze Lion	Bronze Lion
BLOCKHEAD, Auckland / DEPARTMENT OF POST, Auckland	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion

	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
NTT DOCOMO, Tokyo / NTT TECHNOGROSS CORPORATION, Tokyo / NTT ADVANCED TECHNOLOGY CORPORATION, Kanagawa / SHINESOFT, Tokyo / HEART SOFT, Kanagawa / Global Ace, Tokyo / Vision Bridge, Tokyo / AMUSE, Tokyo / UNIVERSAL MUSIC, Tokyo / DENTSU MUSIC, Tokyo / DENTSU CREATIVE FORCE, Tokyo / DENTSU CREATIVE X INC., Tokyo / DENTSU LIVE INC., Tokyo / J.C. SPARK, Tokyo / MT. MELVIL, Culver City / THE GOOD FILM COMPANY, London / +RING, Tokyo / Quino Grafix, Tokyo / AT LINKAGE INC., Tokyo / TAKUMI ONKYO, Tokyo / SWISH JAPAN, Tokyo / TOKYO SOUND PRODUCTION / TO GO, Tokyo / BOATMAN / SHIMIZU OCTO, Tokyo	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
	YES	Bronze Lion	Bronze Lion
RESOLUTION MEDIA, Chicago	YES	Bronze Lion	Bronze Lion
MYND8, Sao Paulo / JAMUTE, São Paulo / DAVID, Miami	YES	Bronze Lion	Bronze Lion