

Direct Lions Winners

| Cat. No | Entry No | Title | Client | Product | Entrant / Idea Creation | Country | Production | Media | PR | Additional | Prize | Award |
|---------|----------|---|---|---|---|----------------|---|--------------------------------------|--|---|-------------|-------------|
| A07/014 | 00455 | PALAU PLEDGE | PALAU LEGACY PROJECT | PALAU | HOST/HAVAS, Sydney | AUSTRALIA | | | RED AGENCY, Sydney | | Grand Prix | Grand Prix |
| A01/064 | 02382 | TAGWORDS | AB INBEV | BUDWEISER | AFRICA, São Paulo | BRAZIL | | | | | Gold Lion | Gold Lion |
| A04/026 | 02275 | DEISEL - GO WITH THE FAKE | DIESEL | DIESEL | DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York | ITALY | | | PARK PICTURES, New York | | Gold Lion | Gold Lion |
| A06/046 | 01714 | BLACK SUPERMARKET | CARREFOUR | CARREFOUR | CARREFOUR, Massy / MARCEL, Paris | FRANCE | | | | | Gold Lion | Gold Lion |
| A07/018 | 00196 | BVG X ADIDAS – THE TICKET-SHOE | BERLINER VERKEHRSBETRIEBE (BVG) | THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET. | JUNG VON MATT, Hamburg | GERMANY | GUD.BERLIN / VIRUS, Hamburg / MARKENFILM CROSSING, Hamburg | | ACHTUNG!, Hamburg | GUD.BERLIN / VIRUS, Hamburg / MARKENFILM CROSSING, Hamburg | Gold Lion | Gold Lion |
| B04/010 | 00460 | IT'S A TIDE AD CAMPAIGN | PROCTER & GAMBLE | TIDE | PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York | USA | PLATINUM RYE ENTERTAINMENT, Chicago / MKTG, Cincinnati / PROCTER & GAMBLE, Cincinnati | HEARTS & SCIENCE, New York | TAYLOR, New York / MARINA MAHER COMMUNICATIONS, New York | PLATINUM RYE ENTERTAINMENT, Chicago / MKTG, Cincinnati / PROCTER & GAMBLE, Cincinnati | Gold Lion | Gold Lion |
| D02/064 | 02074 | MY LINE POWERED BY GOOGLE | MINISTRY OF COMMUNICATIONS & TECHNOLOGY | VIVE DIGITAL PROGRAM | MULLENLOWE SSP3, Bogotá | COLOMBIA | | | | | Gold Lion | Gold Lion |
| D05/016 | 00373 | 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 |
| E04/048 | 01573 | SCARY CLOWN NIGHT | BURGER KING | BURGER | LOLA MULLENLOWE, Madrid | SPAIN | | | WEBER SHANDWICK, London / ALISON BROD MARKETING AND COMMUNICATIONS, New York | | Gold Lion | Gold Lion |
| E07/050 | 01910 | SINDOOR KHELA - NO CONDITIONS APPLY | TIMES OF INDIA | TIMES OF INDIA | FCB INDIA, Mumbai | INDIA | | | FCB INDIA, Mumbai | | Gold Lion | Gold Lion |
| E07/101 | 02274 | PRICE ON OUR LIVES | MARCH FOR OUR LIVES - PARKLAND STUDENTS | MARCH FOR OUR LIVES | McCANN NEW YORK | USA | | | | | Gold Lion | Gold Lion |
| A01/037 | 01763 | EXCLUSIVE THE RAINBOW | MARS WRIGLEY CONFECTIONERY | SKITTLES | DDB CHICAGO | USA | | STARCOM, Chicago / MEDIACOM, Chicago | OLSON ENGAGE, Chicago | | Silver Lion | Silver Lion |
| A02/005 | 00459 | IT'S A TIDE AD CAMPAIGN | PROCTER & GAMBLE | TIDE | PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York | USA | PLATINUM RYE ENTERTAINMENT, Chicago / MKTG, Cincinnati / PROCTER & GAMBLE, Cincinnati | HEARTS & SCIENCE, New York | TAYLOR, New York / MARINA MAHER COMMUNICATIONS, New York | PLATINUM RYE ENTERTAINMENT, Chicago / MKTG, Cincinnati / PROCTER & GAMBLE, Cincinnati | Silver Lion | Silver Lion |

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| A05/022 | 01415 | CARSALES AUTOADS | CARSALES.COM .AU | ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS | CHE PROXIMITY, Melbourne | AUSTRALIA | | CHE PROXIMITY, Melbourne / CARSALES.CO M.AU, Melbourne | CHE PROXIMITY, Melbourne | | Silver Lion | Silver Lion |
| A06/013 | 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 | Silver Lion | Silver Lion |
| A06/026 | 01174 | EVITA, THE EQUALITY BILL. | DDL&CO | ARGENTINIAN DELY | HAVAS BUENOS AIRES | ARGENTINA | | | | | Silver Lion | Silver Lion |
| A12/069 | 01682 | NATURE REPRESENTED | SAMBITO | LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE | MARURI GREY, Guayaquil | ECUADOR | | MARURI GREY, Guayaquil | MARURI GREY, Guayaquil | | Silver Lion | Silver Lion |
| A12/106 | 00254 | TOUCH YOUR FOOTBALLS | LIBERO | VALDERRAMA | LOLA MULLENLOWE, Madrid | SPAIN | | | ELIS LIMITADA, Rio de Janeiro | | Silver Lion | Silver Lion |
| B03/088 | 01715 | BLACK SUPERMARKET | CARREFOUR | CARREFOUR | CARREFOUR, Massy / MARCEL, Paris | FRANCE | | | | | Silver Lion | Silver Lion |
| B03/101 | 02278 | DEISEL - GO WITH THE FAKE | DIESEL | DIESEL | DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York | ITALY | | | PARK PICTURES, New York | | Silver Lion | Silver Lion |
| B05/010 | 00326 | 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 |
| B05/042 | 01935 | THE RAPE TAX | NATIONAL ORGANIZATION FOR VICTIM ASSISTANCE | VICTIM ADVOCACY | AREA 23, AN FCB HEALTH NETWORK COMPANY, New York | USA | | | | | Silver Lion | Silver Lion |
| B05/071 | 02385 | TAGWORDS | AB INBEV | BUDWEISER | AFRICA, São Paulo | BRAZIL | | | | | Silver Lion | Silver Lion |
| B06/085 | 02072 | MY LINE | MINISTRY OF COMMUNICATIO NS & TECHNOLOGY | VIVE DIGITAL PROGRAM | MULLENLOWE SSP3, Bogotá | COLOMBIA | | | | | Silver Lion | Silver Lion |
| C01/012 | 01694 | DESTINATION PRIDE | PFLAG CANADA | PFLAG CANADA | FCB/SIX, Toronto | CANADA | | INITIATIVE, Toronto | GLOSSY, Toronto | | Silver Lion | Silver Lion |
| C03/033 | 02073 | MY LINE POWERED BY GOOGLE | MINISTRY OF COMMUNICATIO NS & TECHNOLOGY | VIVE DIGITAL PROGRAM | MULLENLOWE SSP3, Bogotá | COLOMBIA | | | | | Silver Lion | Silver Lion |
| D01/105 | 02387 | TAGWORDS | AB INBEV | BUDWEISER | AFRICA, São Paulo | BRAZIL | | | | | Silver Lion | Silver Lion |
| D03/053 | 00725 | THE PREGNANCY PAUSE | THE PREGNANCY PAUSE | THE PREGNANCY PAUSE | MOTHER USA, New York | USA | | MOTHER USA, New York | MOTHER USA, New York | | Silver Lion | Silver Lion |
| D04/005 | 00327 | 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 |
| E02/050 | 00961 | THE MOST EXCLUSIVE COLLECTION | YOOX | YOOX | STINK STUDIOS, London / GOOGLE, Milan | UNITED KINGDOM | YOOX, Milan | GOOGLE, Milan | | YOOX, Milan | Silver Lion | Silver Lion |
| E03/006 | 00191 | THE MOST GERMAN SUPERMARKET | EDEKA ZENTRALE AG & CO. KG | RETAIL | JUNG VON MATT, Hamburg | GERMANY | | | | | Silver Lion | Silver Lion |

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| E04/039 | 01716 | BLACK SUPERMARKET | CARREFOUR | CARREFOUR | CARREFOUR, Massy / FRANCE MARCEL, Paris | | | | | Silver Lion | Silver Lion | |
| E04/053 | 02058 | MY FIRST PAD | JOHNSON & JOHNSON | STAYFREE | DM9DDB, São Paulo | BRAZIL | | | | Silver Lion | Silver Lion | |
| E05/048 | 01717 | BLACK SUPERMARKET | CARREFOUR | CARREFOUR | CARREFOUR, Massy / FRANCE MARCEL, Paris | | | | | Silver Lion | Silver Lion | |
| E06/124 | 01575 | TOUCH YOUR FOOTBALLS | LIBERO | VALDERRAMA | LOLA MULLENLOWE, Madrid | SPAIN | | | ELIS LIMITADA, Rio de Janeiro | Silver Lion | Silver Lion | |
| E07/013 | 00328 | 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 |
| E07/024 | 00974 | GENE PROJECT CASE STUDY | UNILEVER | MARMITE | adam&eveDDB, London | UNITED KINGDOM | | | | | Silver Lion | Silver Lion |
| E07/048 | 01747 | THIS COKE IS A FANTA | COCA-COLA | COCA-COLA | DAVID THE AGENCY, São Paulo | BRAZIL | MYND8, Sao Paulo / São Paulo | | | MYND8, Sao Paulo / JAMUTE, São Paulo | Silver Lion | Silver Lion |
| A04/024 | 02087 | DUTCH MASTERJUICES | PHILIPS | PHILIPS SLOW JUICERS | OGILVY AMSTERDAM / OGILVY SINGAPORE | THE NETHERLANDS | MASSIVE MUSIC, Amsterdam / JELIER EN SCHAAF, Diemen / MACLOUD AMSTERDAM / COMPOUND, Amsterdam / HOGARTH WORLDWIDE, Singapore | | FLEISHMANHILLA RD, Dublin | MASSIVE MUSIC, Amsterdam / JELIER EN SCHAAF, Diemen / MACLOUD AMSTERDAM / COMPOUND, Amsterdam / HOGARTH WORLDWIDE, Singapore | Bronze Lion | Bronze Lion |
| A06/004 | 00189 | THE MOST GERMAN SUPERMARKET | EDEKA ZENTRALE AG & CO. KG | RETAIL | JUNG VON MATT, Hamburg | GERMANY | | | | | Bronze Lion | Bronze Lion |
| A09/013 | 20211 | GIRLS BREAK UP ICE CREAM | SKY TELEVISION NEW ZEALAND | NEON | DDB GROUP NEW ZEALAND, Auckland | NEW ZEALAND | SKY TELEVISION NEW ZEALAND , Wellington | DDB GROUP NEW ZEALAND, Auckland | | SKY TELEVISION NEW ZEALAND , Wellington | Bronze Lion | Bronze Lion |
| A12/009 | 00418 | SAVE OUR SPECIES | LACOSTE | LACOSTE | BETC, Paris | FRANCE | | | | | Bronze Lion | Bronze Lion |
| A12/131 | 00433 | TRASH ISLES | PLASTIC OCEANS/ LADBIBLE | PLASTIC OCEANS/ LADBIBLE | AMVBBDO, London | UNITED KINGDOM | LADBIBLE, London / LADBIBLE, London | LADBIBLE, London | | LADBIBLE, London / LADBIBLE, London | Bronze Lion | Bronze Lion |
| A13/079 | 01693 | DESTINATION PRIDE | PFLAG CANADA | PFLAG CANADA | FCB/SIX, Toronto | CANADA | | INITIATIVE, Toronto | GLOSSY, Toronto | | Bronze Lion | Bronze Lion |
| B01/025 | 00971 | GENE PROJECT 90" | UNILEVER | MARMITE | adam&eveDDB, London | UNITED KINGDOM | | | | | Bronze Lion | Bronze Lion |
| B01/046 | 01745 | THIS COKE IS A FANTA | COCA-COLA | COCA-COLA | DAVID THE AGENCY, São Paulo | BRAZIL | MYND8, Sao Paulo / São Paulo | | | MYND8, Sao Paulo / JAMUTE, São Paulo | Bronze Lion | Bronze Lion |
| B03/013 | 00190 | THE MOST GERMAN SUPERMARKET | EDEKA ZENTRALE AG & CO. KG | RETAIL | JUNG VON MATT, Hamburg | GERMANY | | | | | Bronze Lion | Bronze Lion |
| B03/027 | 00218 | SCARY CLOWN NIGHT | BURGER KING | BURGER | LOLA MULLENLOWE, Madrid | SPAIN | | | WEBER SHANDWICK, London / ALISON BROD MARKETING AND COMMUNICATIO NS, New York | | Bronze Lion | Bronze Lion |
| B06/090 | 01958 | THE CANCELLER | RECLAME AQUI | RECLAME AQUI | GREY BRAZIL, São Paulo | BRAZIL | | | | | Bronze Lion | Bronze Lion |
| C02/027 | 00802 | COVERAGE COALITION | GET AMERICA COVERED | COVERAGE COALITION | BARTON F. GRAF, New York | USA | | | | | Bronze Lion | Bronze Lion |

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| C03/016 | 00958 | MAILLOT 45 | LIBERTY SEGUROS | GÉNESIS SEGUROS | VCCP SPAIN, Madrid | SPAIN | | VCCP SPAIN, Madrid | | Bronze Lion | Bronze Lion |
| D01/002 | 00106 | 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 |
| D01/038 | 01216 | UNSILENCED | LA PAROLE AUX SOURDS | LA PAROLE AUX SOURDS | BETC, Paris | FRANCE | | | | Bronze Lion | Bronze Lion |
| D01/067 | 01683 | NATURE REPRESENTED | SAMBITO | LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE | MARURI GREY, Guayaquil | ECUADOR | | MARURI GREY, Guayaquil | MARURI GREY, Guayaquil | Bronze Lion | Bronze Lion |
| D02/034 | 01695 | DESTINATION PRIDE | PFLAG CANADA | PFLAG CANADA | FCB/SIX, Toronto | CANADA | | INITIATIVE, Toronto | GLOSSY, Toronto | Bronze Lion | Bronze Lion |
| D02/056 | 02250 | FLY LIKE A PRESIDENT | DESTINATIONS TRAVEL AGENCY | DESTINATIONS TRAVEL AGENCY | McCANN SAN JOSE | COSTA RICA | | McCANN SAN JOSE | | Bronze Lion | Bronze Lion |
| D02/073 | 01963 | CORRUPTION DETECTOR | RECLAME AQUI | VIGIE AQUI | GREY BRAZIL, São Paulo | BRAZIL | | | | Bronze Lion | Bronze Lion |
| D02/074 | 02052 | JOB ON THE SHELF | WALMART | RETAIL | DM9DDB, São Paulo | BRAZIL | | | | Bronze Lion | Bronze Lion |
| D03/063 | 00960 | THE MOST EXCLUSIVE COLLECTION | YOOX | YOOX | STINK STUDIOS, London / GOOGLE, Milan | UNITED KINGDOM | YOOX, Milan | GOOGLE, Milan | YOOX, Milan | Bronze Lion | Bronze Lion |
| D03/117 | 01999 | POSTS INTO LETTERS | CHANGE THE REF | POSTS INTO LETTERS | AREA 23, AN FCB HEALTH NETWORK COMPANY, New York | USA | | | | Bronze Lion | Bronze Lion |
| D03/143 | 01503 | HEMOJI | SANTA CASA DE MISERICÓRDIA DE SÃO PAULO | INSTITUTIONAL | Y&R BRAZIL, São Paulo | BRAZIL | | | | Bronze Lion | Bronze Lion |
| D03/148 | 02038 | PAY WITH VIEWS | OPEL | OPEL CARS | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | ISOBAR , Amsterdam / SHARPEN, Amsterdam | CARAT, Amsterdam | ISOBAR , Amsterdam / SHARPEN, Amsterdam | Bronze Lion | Bronze Lion |
| D03/149 | 02053 | INSTAGRAM MENU | MCDONALD'S | STORE MENU BOARD EXPERIENCE | DM9DDB, São Paulo | BRAZIL | | | | Bronze Lion | Bronze Lion |
| D04/038 | 01827 | THE ALL-IN PROMO | NEWSAN | NOBLEX | DAVID, Buenos Aires | ARGENTINA | CLUSTER MUSIC, Buenos Aires | | CLUSTER MUSIC, Buenos Aires | Bronze Lion | Bronze Lion |
| D04/040 | 01883 | SHARE A COKE 1,000 NAME CELEBRATION | COCA-COLA | COKE | FITZCO//McCANN, Atlanta | USA | FORTYFOUR, Atlanta | | FORTYFOUR, Atlanta | Bronze Lion | Bronze Lion |
| D05/018 | 00440 | FIFA 18 MORE THAN A GAME | EA SPORTS | FIFA 18 | adam&eveDDB, London | UNITED KINGDOM | | | | Bronze Lion | Bronze Lion |
| D05/053 | 00226 | PAY WITH VIEWS | OPEL | OPEL CARS | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | | CARAT, Amsterdam | | Bronze Lion | Bronze Lion |
| D05/069 | 00137 | TO THE LAST TREE STANDING | GREENPEACE POLAND | SAVING THE BIALOWIEZA 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 | Bronze Lion | Bronze Lion |
| E01/005 | 00280 | 2'45" WITHOUT BREATHING | BBVA COLOMBIA | BBVA BANK | DDB COLOMBIA, Bogota | COLOMBIA | | | | Bronze Lion | Bronze Lion |

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| E02/029 | 00868 | FOLLOW THE ARCHES | MCDONALD'S RESTAURANTS OF CANADA LIMITED | MCDONALD'S RESTAURANTS OF CANADA LIMITED | COSSETTE, Toronto / MCDONALD'S, Toronto | CANADA | OMD CANADA, Toronto | COSSETTE, Toronto | Bronze Lion | Bronze Lion | |
| E03/048 | 01766 | EXCLUSIVE THE RAINBOW | MARS WRIGLEY CONFECTIONERY | SKITTLES | DDB CHICAGO | USA | STARCOM, Chicago / MEDIACOM, Chicago | OLSON ENGAGE, Chicago | Bronze Lion | Bronze Lion | |
| E03/080 | 10172 | SCARY CLOWN NIGHT | BURGER KING | BURGER | LOLA MULLENLOWE, Madrid | SPAIN | | WEBER SHANDWICK, London / ALISON BROD MARKETING AND COMMUNICATIONS, New York | Bronze Lion | Bronze Lion | |
| E04/047 | 02316 | WHOPPER NO-SHOW | BURGER KING | WHOPPER MENU | BURGER KING, Miami / PUBLICIS ROMANIA, Bucharest | USA | ZENITH, Bucharest | | Bronze Lion | Bronze Lion | |
| E05/004 | 00204 | BVG X ADIDAS – THE TICKET-SHOE | BERLINER VERKEHRSBETRIEBE (BVG) | THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET. | JUNG VON MATT, Hamburg | GERMANY | GUD.BERLIN / VIRUS, Hamburg / MARKENFILM CROSSING, Hamburg | ACHTUNG!, Hamburg | GUD.BERLIN / VIRUS, Hamburg / MARKENFILM CROSSING, Hamburg | Bronze Lion | Bronze Lion |
| E05/056 | 02282 | DEISEL - GO WITH THE FAKE | DIESEL | DIESEL | DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York | ITALY | | PARK PICTURES, New York | Bronze Lion | Bronze Lion | |
| E06/068 | 01909 | SINDOOR KHELA - NO CONDITIONS APPLY | TIMES OF INDIA | TIMES OF INDIA | FCB INDIA, Mumbai | INDIA | | FCB INDIA, Mumbai | Bronze Lion | Bronze Lion | |
| Total Awards: | | | 76 | | | | | | | | |