

Media Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize
F04/169	01620	AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA, São Paulo	BRAZIL	ZOHAR CINEMA, Rio de Janeiro / HEFTY, São Paulo	WIEDEN+KENNEDY, São Paulo			Grand Prix
A06/037	01663	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	O POSITIVE, New York / MACKCUT, New York / HUMAN, New York / CHEMISTRY CREATIVE, New York / ZOMBIE STUDIO, São Paulo	HORIZON MEDIA, New York	ALISON BROD MARKETING + COMMUNICATIONS, New York	HONEYMIX, New York	Gold Lion
B04/076	01678	SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY, Chicago	USA	OGILVY, Chicago	OGILVY, Chicago		PHD, Chicago	Gold Lion
B09/053	01664	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	O POSITIVE, New York / MACKCUT, New York / HUMAN, New York / CHEMISTRY CREATIVE, New York / ZOMBIE STUDIO, São Paulo	HORIZON MEDIA, New York	ALISON BROD MARKETING + COMMUNICATIONS, New York	HONEYMIX, New York	Gold Lion
B10/048	00816	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R, Kansas City	USA		SPARK FOUNDRY, New York	KETCHUM, New York		Gold Lion
E03/002	00410	IT'S A THURSDAY NIGHT TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI, New York	USA	RATTLING STICK, Santa Monica / HARBOR PICTURE COMPANY, New York / THE MILL, New York	OPTIMUM SPORTS, New York	TAYLOR, New York	MKTG, New York / PLATINUM RYE, New York	Gold Lion
E03/037	02139	HACKING PRIME DAY	GENERAL MILLS	HONEY NUT CHEERIOS	MINDSHARE, Chicago	USA		MINDSHARE, Chicago	KETCHUM, New York		Gold Lion
E04/002	00141	YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	R/GA, New York	USA	R/GA, New York	STARCOM, Chicago			Gold Lion
A01/007	00469	EXTRA REMINDER	WRIGLEY'S EXTRA	EXTRA CHEWING GUM	CLEMENGER BBDO SYDNEY / CLEMENGER BBDO MELBOURNE	AUSTRALIA					Silver Lion
A05/018	00669	THE UNAFFORDABLE CAMPAIGN	RENAULT	KANGOO	PUBLICIS BUENOS AIRES	ARGENTINA					Silver Lion
A05/022	02101	COMPETITORS' SALE	VOLVO	VOLVO	GREY BRAZIL, São Paulo	BRAZIL	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo		Silver Lion
A08/001	00127	YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	R/GA, New York	USA	R/GA, New York	STARCOM, Chicago			Silver Lion
A09/047	01794	MONTY'S WICKET WARNINGS	FOXTEL	FOXTEL	MINDSHARE, Sydney	AUSTRALIA	MINDSHARE, Sydney	MINDSHARE, Sydney		GOOGLE, Sydney / OOHIMEDIA, Sydney / OPTA SPORTS, Sydney	Silver Lion
A10/008	00519	SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWA/MELBOURNE	AUSTRALIA	TBWA/MELBOURNE / REVOLVER/WILL O'ROURKE, Sydney		TBWA/MELBOURNE / THRIVE PR + COMMUNICATIONS, Melbourne		Silver Lion
A10/018	00602	ALL THEY WANT FOR CHRISTMAS IS YOU	VISA	VISA	SAATCHI & SAATCHI, London	UNITED KINGDOM	GORGEOUS, London / MPC LONDON / WAVE STUDIOS, London / THE QUARRY, London	STARCOM, London		PRODIGIOUS, London / VISA, London / UNIVERSAL MUSIC, London / SONY MUSIC, London / KOBALT MUSIC GROUP, London	Silver Lion
A12/001	00024	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL, São Paulo	BRAZIL				Uber, São Paulo	Silver Lion
A12/026	01281	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	TRY REKLAME, Oslo	NORWAY					Silver Lion
B01/027	01871	PAY PER BEER	AB INBEV	BRAHMA BEER	AFRICA, São Paulo	BRAZIL	PBA CINEMA, São Paulo / WARRIORS VFX, Sao Paulo / SATELITE AUDIO, São Paulo				Silver Lion
B03/077	02082	THE NON-ISSUE	L'OREAL PARIS	AGE PERFECT	McCANN PARIS / McCANN LONDON	FRANCE	FACEBOOK, Paris / CRAFT LONDON	CONDE NAST INTERNATIONAL, London			Silver Lion
B05/009	00067	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 WYKLUCZA, Warsaw / WOLONTARIAT ROWNOSCI, Warsaw	Silver Lion
B07/079	01619	AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA, São Paulo	BRAZIL	ZOHAR CINEMA, Rio de Janeiro / HEFTY, São Paulo	WIEDEN+KENNEDY, São Paulo			Silver Lion

B07/101	02172	PALESSI	PAYLESS	PAYLESS SHOE SOURCE	DCX GROWTH ACCELERATOR, New York	USA	DCX GROWTH ACCELERATOR, New York	MARC USA, Boston	DCX GROWTH ACCELERATOR, New York		Silver Lion
B08/074	01591	THE UNSTOPPABLE RESUME	CANCER@WORK	CANCER@WORK	FAMOUS GREY PARIS, Paris	FRANCE					Silver Lion
C02/023	00885	THE INFECTION ALERT SYSTEM	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	MINDSHARE, Mumbai	INDIA		MINDSHARE, Mumbai			Silver Lion
D01/005	00409	IT'S A THURSDAY NIGHT TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI, New York	USA	RATTLING STICK, Santa Monica / HARBOR PICTURE COMPANY, New York / THE MILL, New York	OPTIMUM SPORTS, New York	TAYLOR, New York	MKTG, New York / PLATINUM RYE, New York	Silver Lion
D01/021	00502	UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney / THE GLUE SOCIETY, Sydney	MEDIACOM, Sydney		CHANNEL 9, Sydney / TENNIS AUSTRALIA, Melbourne	Silver Lion
E03/005	00404	AR DROPS	ADIDAS	ULTRABOOST 19	MOJO SUPERMARKET, New York	USA	MOJO SUPERMARKET, New York / SNAPCHAT, New York	MOJO SUPERMARKET, New York			Silver Lion
F04/084	01702	GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX, Toronto	CANADA	ROOSTER POST PRODUCTION, Toronto / GRAYSON MATTHEWS, Toronto	INITIATIVE, Toronto	GLOSSY, Toronto		Silver Lion
A01/012	00499	UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney / THE GLUE SOCIETY, Sydney	MEDIACOM, Sydney		CHANNEL 9, Sydney / TENNIS AUSTRALIA, Melbourne	Bronze Lion
A02/018	01478	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	Bronze Lion
A02/024	01673	SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY, Chicago	USA	OGILVY, Chicago	OGILVY, Chicago		PHD, Chicago	Bronze Lion
A03/005	00873	THERAFLU TRACKER	GSK - THERAFLU	THERAFLU	WUNDERMAN THOMPSON, Bogotá / WUNDERMAN COLOMBIA, Bogotá / WUNDERMAN MEXICO, Mexico City	COLOMBIA		MINDSHARE, Mexico City			Bronze Lion
A06/015	00825	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R, Kansas City	USA		SPARK FOUNDRY, New York	KETCHUM, New York		Bronze Lion
A07/001	00078	NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	SPIRABLE, London			DEUTSCHE BAHN AG, Frankfurt / GETTY IMAGES INTERNATIONAL, Dublin	Bronze Lion
A11/016	00336	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	Bronze Lion
A11/039	01371	THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU, Lima	PERU	DEL BARRIO PRODUCCIONES, Lima / CANICA FILMS, Lima / SIN ANESTESIA, Lima	AMERICA TELEVISION, Lima	CIRCUS GREY PERU, Lima		Bronze Lion
B01/010	00283	LIFE DIRECT - R.I.P SIMON	TRADE ME NZ	LIFE DIRECT	VMLY&R, Auckland / Y&R ANZ, Auckland	NEW ZEALAND	FLYING FISH, Auckland / KALEIDOSCOPE, Auckland	MBM NZ, Auckland		TRADE ME, Wellington	Bronze Lion
B01/020	00742	A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MEDICALE (FRM)	NGO	CLM BBDO, Paris	FRANCE	THE MIX MEN, Paris				Bronze Lion
B02/018	00763	THE WAR SIREN TEST	AMNESTY INTERNATIONAL SWITZERLAND	DONATIONS AND AWARENESS FOR THE FORGOTTEN WAR IN YEMEN	JUNG VON MATT/LIMMAT, Zürich	SWITZERLAND				JUNG VON MATT/PLAY, Zurich / RADIO 24, Zurich	Bronze Lion
B02/054	01642	WARNING SPOTS	AAMI/ SUNCORP	MOTOR INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA	BANG BANG STUDIOS, Melbourne	OMD SYDNEY			Bronze Lion

B03/023	00692	UNDERCOVER CROSSWORDS	MINISTRY OF SOCIAL DEVELOPMENT/OFFICE FOR SENIORS	ELDER ABUSE AWARENESS	FCB NEW ZEALAND, Auckland	NEW ZEALAND	FCB NEW ZEALAND, Auckland	FCB NEW ZEALAND, Auckland	FCB NEW ZEALAND, Auckland	Bronze Lion	
B03/034	01955	THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES		IMPACT PORTER NOVELLI, Dubai	IMPACT PORTER NOVELLI, Dubai	Bronze Lion	
B03/071	01586	THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND, Warsaw	POLAND	PAPAYA FILMS, Warsaw	WAVEMAKER, Warsaw	VMLY&R POLAND, Warsaw / WAVEMAKER, Warsaw / FUNDACJA SUKCESU PISANEGO SZMINKA, Warsaw	Bronze Lion	
B03/087	01808	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SAO PAULO	BRAZIL	VETOR ZERO, São Paulo / CAFE ROYAL, São Paulo / HOGARTH WORLDWIDE, São Paulo / JAMUTE, São Paulo / CLAN VFX, São Paulo	DAVID SAO PAULO	DAVID SAO PAULO / LOURES COMMUNICATION, Sao Paulo	BURGER KING BRAZIL, Barueri	Bronze Lion
B04/042	01119	THE BEER OF THE WORLD CUP	LALA	LALA WHOLE MILK	CIRCUS., Mexico City	MEXICO				Bronze Lion	
B05/032	01913	TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN	SARAH TAREEN PRODUCTIONS, Lahore	BBDO PAKISTAN, Lahore	BBDO PAKISTAN, Lahore	Bronze Lion	
B05/048	01727	STREET-VET	PURINA	PURINA VETERINARY DIETS	McCANN PARIS	FRANCE	CRAFT PARIS / EDDY, Paris		WEBER SHANDWICK, Paris	AFG EUROPE, London	Bronze Lion
B06/001	00025	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL, São Paulo	BRAZIL				Uber, São Paulo	Bronze Lion
B06/025	00500	UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney / THE GLUE SOCIETY, Sydney	MEDIACOM, Sydney		CHANNEL 9, Sydney / TENNIS AUSTRALIA, Melbourne	Bronze Lion
B06/030	01991	MIDDLE SEAT LOUNGE	COCA-COLA	COKE	FITZCO, Atlanta	USA					Bronze Lion
B06/053	01611	HELLMANN'S REAL FOOD RESCUE	UNILEVER	HELLMANN'S	OGILVY CANADA, Toronto	CANADA	SPY FILMS, Toronto	MINDSHARE, Toronto	EDELMAN, Toronto	MLSE, Toronto / UNILEVER, Toronto	Bronze Lion
B10/012	00398	NOT JUST ONE CREATOR	VF CORPORATION	VANS	STARCOM, Chicago / MRY, New York	USA	MRY, New York	STARCOM, Chicago			Bronze Lion
C01/004	01406	RESCUE DOGZ	GUD	GUD	WUNDERMAN THOMPSON, Sao Paulo / J. WALTER THOMPSON BRAZIL, São Paulo	BRAZIL	A9 AUDIO, São Paulo / PLAY IT AGAIN, São Paulo	J. WALTER THOMPSON BRAZIL, São Paulo	J. WALTER THOMPSON BRAZIL, São Paulo		Bronze Lion
D01/042	02091	LOFI BEATS SUICIDE	VICE UK	SUICIDE PREVENTION	McCANN LONDON / COLLEGE MUSIC, Berkshire	UNITED KINGDOM	CRAFT LONDON	VICE, London / COLLEGE MUSIC, Berkshire	McCANN LONDON		Bronze Lion
D02/084	01470	MASSIRA PROJECT	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	TBWA/ESPANA, Madrid	SPAIN		TBWA/ESPANA, Madrid			Bronze Lion
E03/015	00503	UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney / THE GLUE SOCIETY, Sydney	MEDIACOM, Sydney		CHANNEL 9, Sydney / TENNIS AUSTRALIA, Melbourne	Bronze Lion
E04/008	00294	RED RESTAURANTS LIST	TAKASAKI CITY	TAKASAKI CITY	HAKUHODO KETTLE INC., Tokyo / HAKUHODO INC., Tokyo / TBWA/HAKUHODO INC., Tokyo	JAPAN	TAIYOKIKAKU.CO.LTD., Tokyo / TOKYO AD DESIGNERS, Tokyo / VONS PICTURES, Tokyo / TOW CO., LTD., Tokyo		MATERIAL, Tokyo		Bronze Lion
E04/013	00806	HEY GOOGLE, ASK NIKE	NIKE	NIKE	R/GA, New York	USA	R/GA, New York / RAIN, New York				Bronze Lion
F02/019	01455	SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE	ARTISANS DU FILM, Paris / ADF L'ATELIER, Paris / PRODIGIOUS, Paris	BLUE 449, Paris		CENTRE POMPIDOU, Paris / MSLGROUP, Paris	Bronze Lion
F03/073	02110	CORRUPTION DETECTOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL, São Paulo	BRAZIL	GREY BRAZIL, São Paulo / GREY WEST, Los Angeles	GREY BRAZIL, São Paulo	GREY BRAZIL, São Paulo		Bronze Lion
F04/108	01129	PRESIDENTIAL BROADCAST	NETFLIX	HOUSE OF CARDS	CIRCUS., Buenos Aires	ARGENTINA	CIRCUS., Buenos Aires	WAVEMAKER, Buenos Aires			Bronze Lion

F04/124	00558	KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA				Bronze Lion
F04/236	01740	SCENTING THE HOPE OF CHANGE	SC JOHNSON	GLADE	PHD, New York / SC JOHNSON, Racine / OGILVY, Chicago	USA	OGILVY, Chicago	PHD, New York	TRACYLOCKE, Irving	Bronze Lion
F05/047	01324	THE PARISIAN RENDEZ-VOUS	...LE DRUGSTORE PARISIEN	...LE DRUGSTORE PARISIEN	WUNDERMAN THOMPSON, Boulogne-Billancourt / J. WALTER THOMPSON PARIS	FRANCE	J. WALTER THOMPSON PARIS / 2H56 PRODUCTIONS, Paris			Bronze Lion
F05/070	00959	OPEN SHELVES	WRITER'S BOOKSTORE	BOOKS	WAVEMAKER HUNGARY, Budapest	HUNGARY	UMBRELLA, Budapest		SANS CLICHÉ, Budapest	Bronze Lion
Total Awards:			65							

Award

Grand Prix

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Gold Lion

Silver Lion

Silver Lion

Silver Lion

Silver Lion

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