

Social & Influencer Lions Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
E01/067	01869	NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM		MINDSHARE, London			Grand Prix	Grand Prix
A01/032	01505	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA		STARCOM, Chicago / MEDIACOM, Chicago	OLSON ENGAGE, Chicago		Gold Lion	Gold Lion
A07/010	00645	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5, New York	USA	EXILE EDITORIAL, New York	UM, New York / UM, Sydney	DROGA5, New York / KOVERT CREATIVE, Santa Monica	EXILE EDITORIAL, New York	Gold Lion	Gold Lion
A08/003	00422	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB, London	UNITED KINGDOM					Gold Lion	Gold Lion
B01/005	00442	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID, Miami	USA	BURGER KING, Miami			BURGER KING, Miami	Gold Lion	Gold Lion
C01/013	00647	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5, New York	USA	EXILE EDITORIAL, New York	UM, New York / UM, Sydney	DROGA5, New York / KOVERT CREATIVE, Santa Monica	EXILE EDITORIAL, New York	Gold Lion	Gold Lion
C03/080	01788	SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX, Hamburg / THJNK, Hamburg	GERMANY					Gold Lion	Gold Lion
C04/045	00129	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		Gold Lion	Gold Lion
C05/117	01789	SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX, Hamburg / THJNK, Hamburg	GERMANY					Gold Lion	Gold Lion
C06/050	01057	WELCOME TO @APPLE	APPLE	INSTAGRAM	TBWA/MEDIA ARTS LAB, Los Angeles	USA		OMD USA, Los Angeles			Gold Lion	Gold Lion
D01/043	01753	TALK SOCIAL TO ME	WENDY'S	WENDY'S SOCIAL MEDIA/COMMUNITY MANAGEMENT STRATEGY	VML, Kansas City	USA	SIX COURSE, Los Angeles	SPARK FOUNDRY, New York	KETCHUM, New York	SIX COURSE, Los Angeles	Gold Lion	Gold Lion
D02/076	01728	NIKE - NOTHING BEATS A LONDONER	NIKE	NIKE BRAND	MINDSHARE, London / WIEDEN+KENNEDY, London	UNITED KINGDOM		MINDSHARE, London			Gold Lion	Gold Lion
D06/114	01729	NIKE - NOTHING BEATS A LONDONER	NIKE	NIKE BRAND	MINDSHARE, London / WIEDEN+KENNEDY, London	UNITED KINGDOM		MINDSHARE, London			Gold Lion	Gold Lion
E01/010	00649	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5, New York	USA	EXILE EDITORIAL, New York	UM, New York / UM, Sydney	DROGA5, New York / KOVERT CREATIVE, Santa Monica	EXILE EDITORIAL, New York	Gold Lion	Gold Lion
A01/017	01045	DILLY DILLY	ABINBEV	BUD LIGHT	WIEDEN+KENNEDY NEW YORK	USA		LAUNDRY SERVICE, New York	3PM AGENCY, New York		Silver Lion	Silver Lion

A04/017	01868	NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM		MINDSHARE, London			Silver Lion	Silver Lion
A05/021	01787	SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX, Hamburg / THJNK, Hamburg	GERMANY					Silver Lion	Silver Lion
A06/010	00334	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT, Hamburg	GERMANY					Silver Lion	Silver Lion
A12/004	00215	THE TALK	P&G	P&G	BBDO NEW YORK	USA	BAREFOOT PROXIMITY, Cincinnati / BURRELL COMMUNICATIONS, Chicago / WORK EDITORIAL, New York / THE MILL, New York / COMPANY 3, New York / PULSE MUSIC, New York / TRINITE STUDIOS, New York / HEARD CITY, New York	HEARTS & SCIENCE, New York	EGAMI CONSULTING GROUP, New York	BAREFOOT PROXIMITY, Cincinnati / BURRELL COMMUNICATIONS, Chicago / WORK EDITORIAL, New York / THE MILL, New York / COMPANY 3, New York / PULSE MUSIC, New York / TRINITE STUDIOS, New York / HEARD CITY, New York	Silver Lion	Silver Lion
C02/100	01665	THE NEYMARLESS SPONSORSHIP	GOL LINHAS AEREAS	GOL LINHAS AEREAS	ALMAPBBDO, São Paulo	BRAZIL		ALMAPBBDO, São Paulo	ALMAPBBDO, São Paulo		Silver Lion	Silver Lion
C04/003	00169	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA			SHORE FIRE, Brooklyn		Silver Lion	Silver Lion
C05/034	00648	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5, New York	USA	EXILE EDITORIAL, New York	UM, New York / UM, Sydney	DROGA5, New York / KOVERT CREATIVE, Santa Monica	EXILE EDITORIAL, New York	Silver Lion	Silver Lion
C05/061	00963	NOWTHIS X SAMSUNG UNFRAMED	SAMSUNG	SAMSUNG GEAR 360	R/GA NEW YORK / NOWTHIS, New York	USA		NOWTHIS, New York / STARCOM, New York			Silver Lion	Silver Lion
C05/102	01515	THE WORST SONG IN THE WORLD	MONOPRIX	MONOPRIX DELIVERY SERVICES	ROSAPARK, Paris	FRANCE		BLUE 449, Paris			Silver Lion	Silver Lion
D03/065	01754	TALK SOCIAL TO ME	WENDY'S	WENDY'S SOCIAL MEDIA/COMMUNITY MANAGEMENT STRATEGY	VML, Kansas City	USA	SIX COURSE, Los Angeles	SPARK FOUNDRY, New York	KETCHUM, New York	SIX COURSE, Los Angeles	Silver Lion	Silver Lion
E01/018	00426	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB, London	UNITED KINGDOM					Silver Lion	Silver Lion
E03/096	01344	GOIKO GRILL HUNGRYFRIELD	GOIKO GRILL	RESTAURANT COMPANY	Y&R PARIS, Paris	FRANCE					Silver Lion	Silver Lion
E05/041	01563	WORLD'S MOST SUCCESSFUL RECRUITMENT VIDEO	NEW ZEALAND POLICE	RECRUITMENT	OGILVY NEW ZEALAND, Auckland / THE SWEETSHOP, Auckland	NEW ZEALAND		OGILVY NEW ZEALAND, Auckland	OGILVY NEW ZEALAND, Auckland		Silver Lion	Silver Lion
E05/046	01730	NIKE - NOTHING BEATS A LONDONER	NIKE	NIKE BRAND	MINDSHARE, London / WIEDEN+KENNEDY, London	UNITED KINGDOM		MINDSHARE, London			Silver Lion	Silver Lion
A01/003	00214	MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA	EG+ WORLDWIDE, New York / BBDO STUDIOS, New York / MARMOSET MUSIC, Portland / DIRTY LOOKS, London / THE MILL, New York	OMD USA, New York	HARRISON & SHRIFTMAN, New York	EG+ WORLDWIDE, New York / BBDO STUDIOS, New York / MARMOSET MUSIC, Portland / DIRTY LOOKS, London / THE MILL, New York	Bronze Lion	Bronze Lion

A01/031	01334	GOIKO GRILL HUNGRYFRIELD	GOIKO GRILL	RESTAURANT COMPANY	Y&R PARIS, Paris	FRANCE					Bronze Lion	Bronze Lion
A01/039	01194	GIFORADE	PEPSICO	GATORADE	VML, Kansas City	USA	NATIV.LY, San Francisco / HQG STUDIOS, Dubuque / RESOLUTION MEDIA, Chicago	OMD USA, Chicago	NATIV.LY, San Francisco / HQG STUDIOS, Dubuque / RESOLUTION MEDIA, Chicago		Bronze Lion	Bronze Lion
A04/009	00968	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		Bronze Lion	Bronze Lion
A04/011	01551	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID, Buenos Aires	ARGENTINA	CLUSTER MUSIC, Buenos Aires		CLUSTER MUSIC, Buenos Aires		Bronze Lion	Bronze Lion
A06/007	00292	BUILT-IN PINS	THE HOME DEPOT, INC.	RETAIL	22SQUARED, Atlanta	USA		22SQUARED, Atlanta			Bronze Lion	Bronze Lion
A09/006	00157	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA		SHORE FIRE, Brooklyn			Bronze Lion	Bronze Lion
A11/020	01858	FIRST RESPONDERS FIRST	VERIZON	Verizon	McCANN NEW YORK	USA	R/GA NEW YORK / MAX RICHTER, Berlin / CRAFT WORLDWIDE, New York	ZENITH, New York	WEBER SHANDWICK, New York	R/GA NEW YORK / MAX RICHTER, Berlin / CRAFT WORLDWIDE, New York	Bronze Lion	Bronze Lion
A13/007	00127	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
B01/011	01022	THE WENTWORTH RAT	FOXTEL	WENTWORTH	MINDSHARE, Sydney	AUSTRALIA		MINDSHARE, Sydney	MINDSHARE, Sydney		Bronze Lion	Bronze Lion
B01/014	00917	UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	SANLAM	MYCHOICE FUNERAL PLAN	KING JAMES GROUP, Cape Town	SOUTH AFRICA			KING JAMES GROUP, Cape Town		Bronze Lion	Bronze Lion
B02/007	00128	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
B02/017	00161	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA		SHORE FIRE, Brooklyn			Bronze Lion	Bronze Lion
B02/056	01064	KFC 11 HERBS & SPICES	KFC	KFC	WIEDEN+KENNEDY, Portland	USA			EDELMAN, Dallas		Bronze Lion	Bronze Lion
C02/009	00220	MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA	EG+ WORLDWIDE, New York / BBDO STUDIOS, New York / MARMOSSET MUSIC, Portland / DIRTY LOOKS, London / THE MILL, New York	OMD USA, New York	HARRISON & SHRIFTMAN, New York	EG+ WORLDWIDE, New York / BBDO STUDIOS, New York / MARMOSSET MUSIC, Portland / DIRTY LOOKS, London / THE MILL, New York	Bronze Lion	Bronze Lion
C02/030	00330	ADIDAS 'CREATIVITY GETS YOU NOTICED'	ADIDAS	ADIDAS FOOTBALL	72ANDSUNNY AMSTERDAM	THE NETHERLANDS					Bronze Lion	Bronze Lion

C02/094	01474	@SEELIKEMENNA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA, Plano / SAATCHI & SAATCHI TOYOTA AGENCY, Torrance / DENTSU INC., Tokyo	USA		SAATCHI & SAATCHI TOYOTA AGENCY, Torrance / DENTSU INC., Tokyo	SAATCHI & SAATCHI TOYOTA AGENCY, Torrance / DENTSU INC., Tokyo		Bronze Lion	Bronze Lion
C02/099	01666	#WTFRONALDO	MARS	SNICKERS	ALMAPBBDO, São Paulo	BRAZIL		ALMAPBBDO, São Paulo	ALMAPBBDO, São Paulo		Bronze Lion	Bronze Lion
C02/123	01338	GOIKO GRILL HUNGRYFIELD	GOIKO GRILL	RESTAURANT COMPANY	Y&R PARIS, Paris	FRANCE					Bronze Lion	Bronze Lion
C03/048	01219	DREAM ON	ABINBEV	BUDWEISER	MOSAIC, Chicago / JAY-Z, New York	USA		VAYNERMEDIA, New York			Bronze Lion	Bronze Lion
C05/029	00170	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA			SHORE FIRE, Brooklyn		Bronze Lion	Bronze Lion
C05/036	00266	LITTLE CASANOVA	YOTI	YOTI	JUNGLE CREATIONS, London	UNITED KINGDOM		JUNGLE CREATIONS, London	JUNGLE CREATIONS, London		Bronze Lion	Bronze Lion
C06/043	00827	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
D01/012	00420	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
D02/036	00447	LOSERS' PARADISE	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS, Sydney	AUSTRALIA					Bronze Lion	Bronze Lion
D02/081	01280	MOST ELIGIBLE BACHELOR	OL PEJETA CONSERVANCY	ANIMAL CONSERVANCY	OGILVY AFRICA, Nairobi	KENYA		OGILVY AFRICA, Nairobi	OGILVY AFRICA, Nairobi		Bronze Lion	Bronze Lion
D03/069	01316	BUYING GREENIE	CARMAX	CAR SALES	MCKINNEY, Durham	USA		HORIZON MEDIA, New York			Bronze Lion	Bronze Lion
D06/084	01512	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA		STARCOM, Chicago / MEDIACOM, Chicago	OLSON ENGAGE, Chicago		Bronze Lion	Bronze Lion
D06/099	01860	FIRST RESPONDERS FIRST	VERIZON	Verizon	McCANN NEW YORK	USA	R/GA NEW YORK / MAX RICHTER, Berlin / CRAFT WORLDWIDE, New York	ZENITH, New York	WEBER SHANDWICK, New York	R/GA NEW YORK / MAX RICHTER, Berlin / CRAFT WORLDWIDE, New York	Bronze Lion	Bronze Lion
E01/038	01059	THE ROCK X SIRI: DOMINATE THE DAY	APPLE	SIRI	TBWA/MEDIA ARTS LAB, Los Angeles	USA		OMD USA, Los Angeles			Bronze Lion	Bronze Lion
E01/039	01133	TOGETHER #WEPLAYSTRONG	UEFA	WOMEN'S FOOTBALL	FCB INFERNO, London	UNITED KINGDOM					Bronze Lion	Bronze Lion
E01/052	01513	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA		STARCOM, Chicago / MEDIACOM, Chicago	OLSON ENGAGE, Chicago		Bronze Lion	Bronze Lion
E01/059	01759	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	McCANN NEW YORK	USA	NETHRAM, Sunnyvale, CA / TWILIO, New York	OMD USA, New York	EDELMAN, New York	NETHRAM, Sunnyvale, CA / TWILIO, New York	Bronze Lion	Bronze Lion
E02/008	00228	MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA	EG+ WORLDWIDE, New York / BBDO STUDIOS, New York / MARMOSET MUSIC, Portland / DIRTY LOOKS, London / THE MILL, New York	OMD USA, New York	HARRISON & SHRIFTMAN, New York	EG+ WORLDWIDE, New York / BBDO STUDIOS, New York / MARMOSET MUSIC, Portland / DIRTY LOOKS, London / THE MILL, New York	Bronze Lion	Bronze Lion

E02/045	01528	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	MICROSOFT CORPORATION, Reading	CARAT, London	MICROSOFT CORPORATION, Reading	Bronze Lion	Bronze Lion
E04/008	00134	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	Bronze Lion	Bronze Lion
E04/024	00339	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT, Hamburg	GERMANY				Bronze Lion	Bronze Lion
E05/050	01672	THE NEYMARLESS SPONSORSHIP	GOL LINHAS AEREAS	GOL LINHAS AEREAS	ALMAPBDO, São Paulo	BRAZIL		ALMAPBDO, São Paulo	ALMAPBDO, São Paulo	Bronze Lion	Bronze Lion
Total Awards:			67								