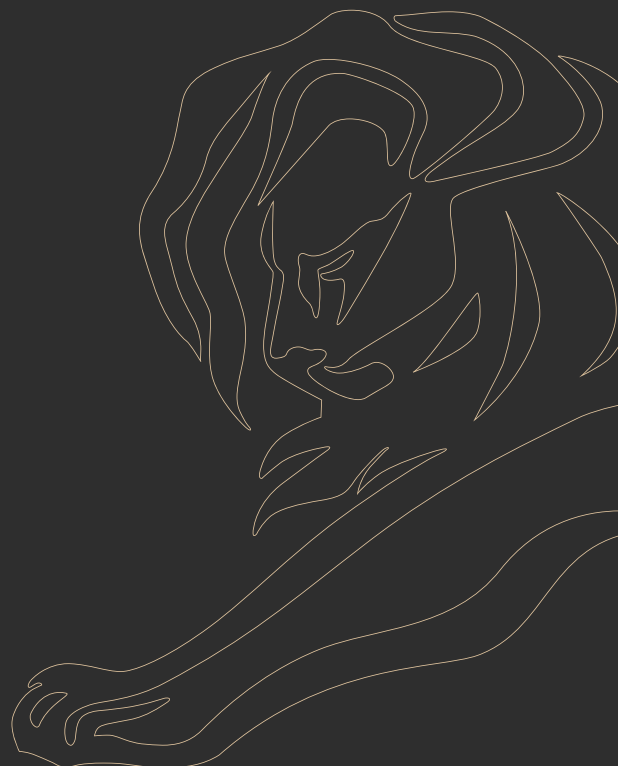




2022 Cannes Lions International Festival of Creativity



Film Craft Lions Total reel screening time: 110 minutes

TITLE	PRODUCT	ADVERTISER	ENTRANT COMPANY	COUNTRY	PRIZE
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	Bronze Lion
SUPERMARC	EDEKA	PRODUCT DIVERSITY	JUNG VON MATT AG, HAMBURG / EDEKA ZENTRALE AG & CO. KG, HAMBURG / WHITE HORSE MUSIC, HAMBURG	GERMANY	Bronze Lion
AN UNLIKELY FRIENDSHIP	PRIME VIDEO	PRIME VIDEO	PRIME VIDEO, LONDON / SOMOS CYW S.L., MADRID	UNITED KINGDOM / SPAIN	Bronze Lion
DAY AFTER DAY-Canadian agency	WHITE RIBBON	PSA	BENSIMON BYRNE, Toronto	CANADA	Bronze Lion
WE WILL BECOME BETTER	LGBTNET.ORG	LGBT NETWORK	HALAL, Amsterdam	THE NETHERLANDS	Silver Lion
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	Silver Lion
#WETHEI5	INTERNATIONAL PARALYMPIC COMMITTEE	WETHEI5	ADAM&EVEDDB, LONDON	UNITED KINGDOM	Silver Lion
CAN'T NEGOTIATE THE MELTING POINT OF ICE	WWF	WWF ARCTIC PROGRAMME	NOMINT, London	UNITED KINGDOM	Silver Lion
BLACK-OWNED FRIDAY 2021	GOOGLE	GOOGLE SMALL BUSINESS	GOOGLE, New York / BBH USA, New York / ANONYMOUS CONTENT, Los Angeles	USA	Silver Lion
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA / UNITED KINGDOM	Silver Lion
OPEN SPACES	BURBERRY	BURBERRY OUTERWEAR	RIFF RAFF FILMS, London / BURBERRY HQ, London	UNITED KINGDOM	Gold Lion
THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	Gold Lion
THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	Grand Prix

TITLE	PRODUCT	ADVERTISER	ENTRANT COMPANY	COUNTRY	PRIZE
UNFILTERED	MARS INC	SNICKERS	BBDO, New York	USA	Bronze Lion
RENAULT CARE SERVICE	RENAULT	RENAULT CARE SERVICE	RENAULT, BOULOGNE-BILLANCOURT / PUBLICIS MODERN, PARIS	FRANCE	Bronze Lion
SUPERHERO	MCDONALD'S	MCDONALD'S	TBWA/ESPAÑA, MADRID	SPAIN	Bronze Lion
DOUBT DELIVERED	META	WHATSAPP	BBDO, San Francisco	USA	Bronze Lion
FINGER PUPPETS	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	Bronze Lion
A LOCKDOWN LOVE STORY	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	Bronze Lion
DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	Bronze Lion
PARTY	CHEERS	CHEERS	GIGIL, Taguig	THE PHILIPPINES	Bronze Lion
HOPELINE19	FRONTLINE19	HOPELINE19	adam&eveDDB, London	UNITED KINGDOM	Bronze Lion
SUPER BOWL :60	UBER EATS	UBER EATS	SPECIAL, Los Angeles	USA	Bronze Lion
DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN	Bronze Lion
THE UMBILICAL CORD	EQUAL PAY DAY	CLOSE THE WAGE GAP	MORTIERBRIGADE, BRUSSELS	BELGIUM	Bronze Lion
AS EARLY AS FIVE	DOVE UNILEVER	THE CROWN ACT	OGILVY, London / SWIFT, Portland	UNITED KINGDOM / USA	Bronze Lion
GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	NON-PROFIT COMBATING GUN VIOLENCE	ENERGY BBDO, Chicago	USA	Bronze Lion
BEARS	TWIX	TWIX	DDB, Chicago / adam&eveDDB, London	USA / UNITED KINGDOM	Silver Lion
EVEN MORE CONFUSING TIMES	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	Silver Lion
SPOTLIGHT	MASTERCARD	MASTERCARD TOUCH CARD	MJZ, Los Angeles / McCANN, New York	USA	Silver Lion
AXA - BIRDERS	AXA	BIRDERS	PUBLICIS CONSEIL, Paris	FRANCE	Silver Lion
DEAR CUSTOMER	HSBC	HSBC ARGENTINA	DAVID, Buenos Aires	ARGENTINA	Silver Lion
THE OFFICIAL TENNIS OF SIPS MITH GIN	SIPSMITH	SIPSMITH GIN	OGILVY, London	UNITED KINGDOM	Silver Lion
JOY	MGM RESORTS	BELLAGIO LAS VEGAS	McCANN, New York	USA	Silver Lion
METAVERRRRRRR	KRUNGSRI FIRST CHOICE	KRUNGSRI FIRST CHOICE	LEO BURNETT, Bangkok	THAILAND	Silver Lion
LOVE, LAWYERS AND THE GOVERNMENT	FAMILY EQUALITY	FAMILY EQUALITY	FURLINED, Santa Monica / TBWA\CHIAT\DAY, New York	USA	Silver Lion
THE LIFT	WINAMAX	WINAMAX	WANDA PRODUCTIONS, Saint-Denis / TBWA, Paris	FRANCE	Silver Lion
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	BIKE HELMET AWARENESS	&Co. / NoA, Copenhagen	DENMARK	Silver Lion
THE DREAM	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, AMC NETWORKS, DKV, DUREX, BAVIERA, FEPM)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN	Silver Lion
"DETECTIVES"	APPLE	iPHONE 13 PRO	O Positive LLC, Santa Monica / APPLE, Cupertino	USA	Gold Lion
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	Gold Lion
CONVERGENCE STATION	MEOW WOLF	IMMERSIVE ART EXPERIENCE	WIEDEN+KENNEDY, Portland	USA	Gold Lion
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	Gold Lion
SAVE RALPH	HUMANE SOCIETY INTERNATIONAL	COSMETIC ANIMAL TESTING	THE HUMANE SOCIETY OF THE UNITED STATES, Washington DC / VESPA PICTURES, California	USA	Gold Lion
WHEN HARRY MET SANTA	POSTEN - THE NORWEGIAN POSTAL SERVICE	POSTEN - THE NORWEGIAN POSTAL SERVICE	POL, Oslo	NORWAY	Gold Lion
SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	Grand Prix
ESCAPE FROM THE OFFICE	APPLE	APPLE DEVICES	APPLE, Sunnyvale / SMUGGLER, Central LA	USA	Grand Prix