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**LIONS**

LIONS  
Creativity  
Report  
2022

POWERED BY

 LIONS | THE WORK

The ultimate global benchmark for impactful creativity

# Your Guide To Creative Excellence



SIMON COOK  
CEO | LIONS



We're always humbled to hear that winning a Lion is considered a career highlight.

It can accelerate careers, build business and even shape society. Such is the power of bold, brilliant, ground-breaking creativity, and the people behind it.

We know that everyone who reads this report will want to know who won, but most importantly, why and how.

The LIONS Creativity Report captures a moment in time but it also provides insight, intelligence and the tools you need to propel you into the year ahead. You'll find exclusive input from this year's winners and unique commentary from the talented range of experts who judged the work with such care and diligence.

It contains insight and inspiration, but also celebrates milestones and magic! The rankings tell a compelling story about the individuals and

companies who have made small but meaningful progress, conquered new ground, or even received a hero's welcome for bringing home the first ever Lion for their country.

I'd like to express our gratitude to the many jurors, who gave up their time, energy and expertise to curate this year's body of winning work. Did you know that just 3% of the work goes on to win a Lion? It's no small feat. Many congratulations to everyone who shortlisted or won a Lion in 2022.

A special mention to everyone who put forward their work for the first time this year; it takes real guts to enter.

But remember, win, lose or draw, it's what you do next that really counts.

This report exists for every stage of the creative journey.

We hope it helps you with yours.



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# How To Use This Report



LUCY AITKEN  
HEAD OF CONTENT | LIONS INTELLIGENCE

The LIONS Creativity Report is your essential companion for the coming creative year. It showcases brilliant work that will help guide your creativity, as well as give you exclusive insight that will support your awards entries for Lions in 2023.

This indispensable read brings together work from brands and agencies across the globe that are at the very top of their game. If you missed the winning work or missed being in Cannes this year, it gives you the chance to learn why specific pieces of work resonated with juries. We feel certain it will inspire you to push for even greater creative excellence on the brands you work on. And, if you're entering the 2023 Lions, it's a must-read guide that will help you get inside the minds of the jurors as you prep your submissions.

It'll show you the brands, agencies, creative companies and individuals that are raising the bar. Our exclusive How It Got Made series will give you the story behind the blood, sweat and tears that went into award-winning work.

Enjoy learning from the best in the business.

If you have any feedback, please contact me at [lucya@canneslions.com](mailto:lucya@canneslions.com).







# 5 KEY TRENDS

FROM 2022 WINNING WORK

- 1 CREATIVITY FOR GROWTH
- 2 SCALABLE SOLUTIONS
- 3 CRAFT WITH A CONSCIENCE
- 4 TECH IN SERVICE TO THE IDEA
- 5 INVITE EVERYBODY



1

# Creativity For Growth

## Economic uncertainty brings a new appreciation of and approach to effectiveness

“We have a super-power that no other industry in the world has: creativity for growth.” So said Procter & Gamble’s Chief Brand Officer, Marc Pritchard, at this year’s Cannes Lions Festival.

And this is in evidence across brands of all shapes and sizes that are becoming ever-more resourceful and using creativity to turbo-charge growth. As Berenberg and other financial institutions predict a recession in 2023 – bringing with it a full-year decline in adspend – that resourcefulness coupled with a focus on creativity for growth, is likely to become a common combination across the industry. This will especially be the case as brands navigate their way through economic uncertainty, particularly rising inflation.

### A Newfound Respect

Entries into the 2022 Creative Effectiveness Lions leapt by 82%, suggesting a newfound respect for the relationship between creativity and growth. Raja Rajamannar, Chief Marketing and Communications Officer, Mastercard, and Jury President, Creative Effectiveness Lions, commented: “Marketing is losing its credibility and its gravitas because CEOs and CFOs perceive marketing to



FCB CHICAGO

GRAND PRIX CREATIVE EFFECTIVENESS LIONS

be fluffy. But when you start focusing on the effectiveness, it brings marketing back to the C-suite and gives it the stature it deserves.”

While there was a respect for work with societal objectives, jurors across the Lions also praised initiatives that focused and delivered on purely commercial objectives. Marcel Marcondes, Global Chief Marketing Officer, AB InBev, and Jury President, Entertainment Lions for Sport, observed: “Clients were feeling a pressure to connect their pieces of work to a cause. But if that comes across as inauthentic it’s never going to win.”

### A Different Approach To Effectiveness

Marcondes’ organisation, AB InBev, took the Cannes Lions Creative Marketer of The Year 2022 and the Creative Effectiveness Lions Grand Prix for ‘Contract for Change’. This programme supported US farmers switching to organic methods and was responsible for sales volume growing by nearly 10% and revenue increasing 18% year on year.

Juror Patricia McDonald, Global Chief Strategy Officer, Creative, dentsu, said: “It wasn’t a campaign; it was a platform for growth. It not only grew the brand; it grew business for the individual farmers. It was a completely different approach to effectiveness.”



# Creativity For Growth: Takeaways From Winning Work

(i)

## RETHINK PRODUCT DEMO

Consider how to rethink product demo for maximum engagement. This year's winners saw it enjoy a renaissance, with fun, entertaining executions that showed how it can encourage brand loyalty.

(ii)

## MASTER THE BASICS

Stay focused on business objectives and robust execution; jurors praised work that achieved commercial goals. Referring to Heinz's 'Draw Ketchup', Creative Strategy Lions Jury President, Chrissie Hanson, Chief Strategy Officer, OMD, commented: "You can win with normal briefs; you don't need a special moonshot one with a sustainability initiative."

(iii)

## INNOVATE IN OUTDOOR

Consider how a fresh approach can maximise the impact of outdoor. | Creative work, from Adidas' 'Liquid Billboard' to Starmed Healthcare's low-budget poster, showed the potential of this channel to drive results and prompt behaviour change.

### TAKEAWAY IN ACTION

ESCAPE FROM THE OFFICE | APPLE



APPLE SUNNYVALE

GRAND PRIX FILM LIONS

## MAKE PRODUCT DEMO FUN

Apple broke social media norms with a nine-minute film demonstrating its product suite.

**+212%** sales leads

Source: LIONS Data

**2** CANNES LIONS AWARDS

Grand Prix Gold Lion

**#1**

CONSUMER DURABLES BRAND, CANNES LIONS 2022





# (i) Rethink Product Demo:

## Grand Prix Focus

ESCAPE FROM THE OFFICE | APPLE



APPLE SUNNYVALE

GRAND PRIX FILM LIONS

## The Underdogs show off Apple's range

The return of The Underdogs saw the familiar crew launch an eco-packaging business, facilitated by Apple's hardware and software. Following the entertaining nine-minute film, website traffic rose by 353%, while sales leads during the first month increased by 212%.

Film Lions Jury President, David Lubars, Chief Creative Officer, BBDO Worldwide, said: "It does a masterful job of presenting complex products in a highly entertaining, empathetic, I-could-totally-see-myself-in-this-scenario way. It's that rare long form piece you wouldn't have minded going on for longer."

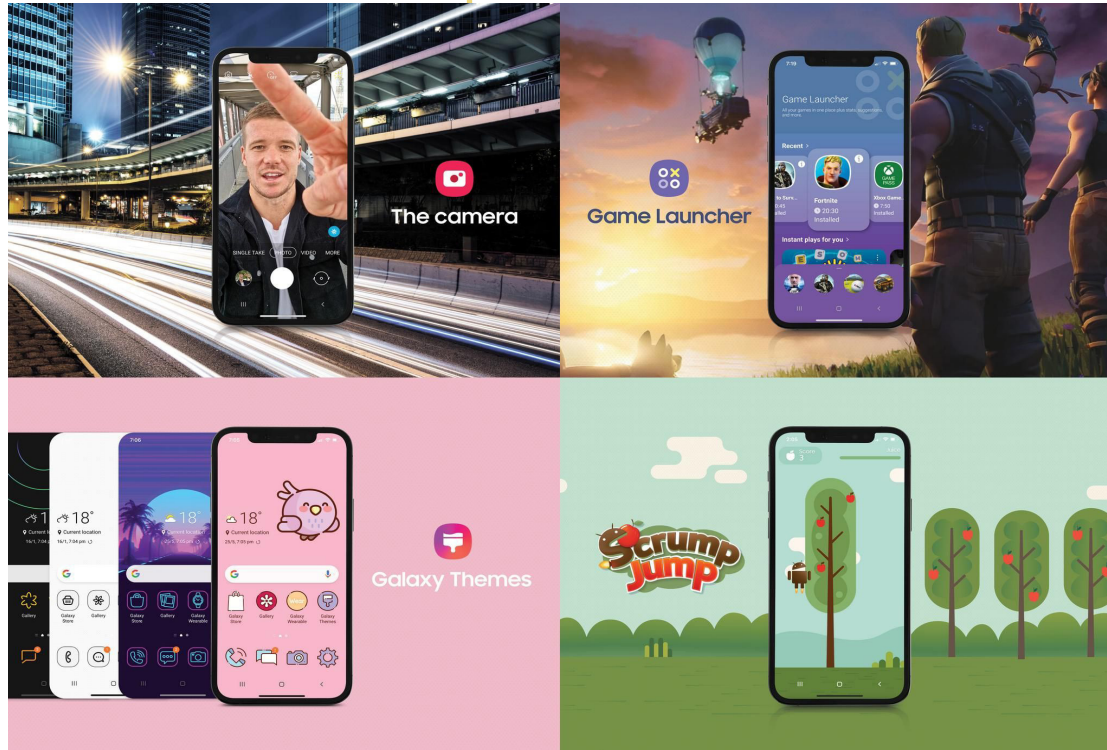
### TAKEAWAY:

Integrate your product demo into a humorous narrative to keep people's attention.



# (i) Rethink Product Demo

SAMSUNG ITTEST | SAMSUNG



DDB NEW ZEALAND AUCKLAND

GOLD MEDIA LIONS

Samsung enabled an Android test drive from the familiar environment of people's iPhones, increasing switch rates by 10%.

## TAKEAWAY:

Getting your product into the hands of people brings them one step closer to purchase.

THE ISLAND | THREE



BOYS + GIRLS DUBLIN

SILVER CREATIVE EFFECTIVENESS LIONS

Three grew its B2B credentials by improving connectivity on Arranmore, a remote island. It resulted in 152% year-on-year growth and an 18% increase in business leads.

## TAKEAWAY:

To reframe perception, focus on showing, not telling.

REDUCE THE RIDE | D'IETEREN



HAPPINESS, AN FCB ALLIANCE BRUSSELS

GOLD CREATIVE B2B LIONS

Belgian car distributor D'leteren demonstrated its new private transport service by minimising the time that children with special needs spend travelling to and from school. Off the back of this, it won 80% of a government contract.

## TAKEAWAY:

Think laterally: your brand could demonstrate its prowess and solve a societal problem at the same time.





# HOW IT GOT MADE

## D'leteren 'Reduce The Ride'

Geoffrey Hantson,  
Chief Creative Officer of  
Happiness, an FCB Alliance,  
explains how a product demo  
solved an inhumane situation



### What prompted this idea?

The biggest issue for children with special needs was that the government was looking to find more buses to take them to their schools. But that wasn't a good solution. Because when one bus needs to pick up a lot of children, some children end up on a single bus trip for up to four hours. That's inhumane. So we thought about how we could solve the problem with our vans and our app. We figured the schools and the transport company could work out the fastest route if we gave them the app.

### How long did it take?

It took one hour to solve this issue, reducing the average ride time from two hours and 40 minutes to half an hour. It then took three weeks to implement it. Sometimes having limited time is an advantage.

### How did you publicise it?

We made a documentary film and then asked other schools if they wanted the same solution, because we could offer it to them for free. At the same time, we published the film and a press release to the media. Our first job was to solve a business problem. If you can solve a business problem, you solve societal problems at the same time.

### Any obstacles?

The law demands that you don't just have a driver, but that you also have an assistant. We had 15 drivers, but finding 15 assistants was difficult.

### How did the kids react to the new arrangement?

Kids had been arriving at school tired. After this, they arrived smiling and with energy.

### What did it mean for your business?

The government freed up €11m euros, 80% of which went to Husk [D'leteren's private transport startup] to solve the problem. They just took the solution that we had supplied.

REDUCE THE RIDE | D'IETEREN



HAPPINESS, AN FCB ALLIANCE BRUSSELS

GOLD CREATIVE B2B LIONS



# (ii) Master The Basics:

## Grand Prix Focus

### Wingstop hacked its own brand and pushed up sales by 10%

US aviation-themed restaurant chain Wingstop used chicken thighs to address a supply shortage of chicken wings. Sales rose by 10% year on year, the stock price rose by 8% the week of the launch and 60% of people who purchased Thighstop via Doordash were new to the brand.

Creative Commerce Lions Jury President, Beth Ann Kaminkow, Global CEO, VMLY&R Commerce, said: "This work serves as inspiration for commerce-led creativity that's business-driving, brand-building and deeply engaging."

#### TAKEAWAY:

Turn a business challenge into a talking point with your brand at the heart of it.

THIGHSTOP | WINGSTOP



LEO BURNETT CHICAGO

GRAND PRIX CREATIVE COMMERCE LIONS

CREATIVITY FOR GROWTH



# (ii) Master The Basics

GAMER ASYLUM | ARTOTEL GROUP



OGILVY SINGAPORE

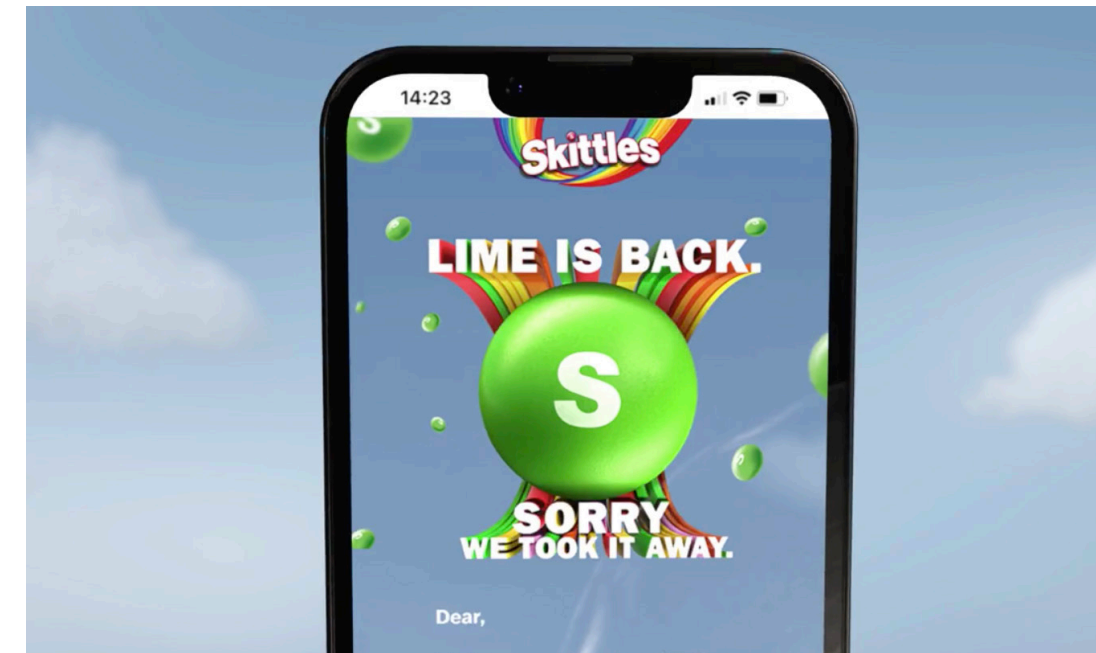
SILVER BRAND EXPERIENCE & ACTIVATION LIONS

Hotel group ARTOTEL lifted bookings by 59.7% by turning its attention from travellers to Chinese citizens. When a national ban restricted gaming, it turned empty rooms into gaming havens.

## TAKEAWAY:

Consider how you could use empty space as an opportunity to attract new audiences.

APOLOGIZE THE RAINBOW | SKITTLES



DDB CHICAGO

GOLD DIRECT LIONS

Skittles grew pack sales by 21% following its elaborate parody of a corporate apology livestreamed on Twitch.

## TAKEAWAY:

Owning a mistake with humour can get your audience back on side.

DRAW KETCHUP | KRAFT HEINZ



RETHINK TORONTO

GOLD CREATIVE STRATEGY LIONS

Heinz proved its category dominance with a global social experiment that lifted sales by 10%.

## TAKEAWAY:

Keep the idea simple and integrate it right through to in-store and packaging.





# HOW IT GOT MADE

## Heinz 'Draw Ketchup'

Mike Dubrick,  
Managing Partner and Executive  
Creative Director, Rethink  
Canada, explains why the  
agency's 'Go then Grow'  
approach was critical to Heinz's  
user-generated work



Many jurors commented that this work nailed the basics. Explain your process, from ideation to execution.

We aim to earn attention in culture in the fastest, most effective way possible. We knew we needed to gather people for our experiment, and that the results would make a compelling film. But the experiment would also create the ads themselves, the print, the out of home, the artwork for bottles. Knowing that the experiment would be the basis of our work, we focused on capturing as much content from it as possible.

Sometimes simplicity is the hardest thing to get right... how do you know when to stop adding to it?

We think an idea is at its best when there's nothing else you can take away.

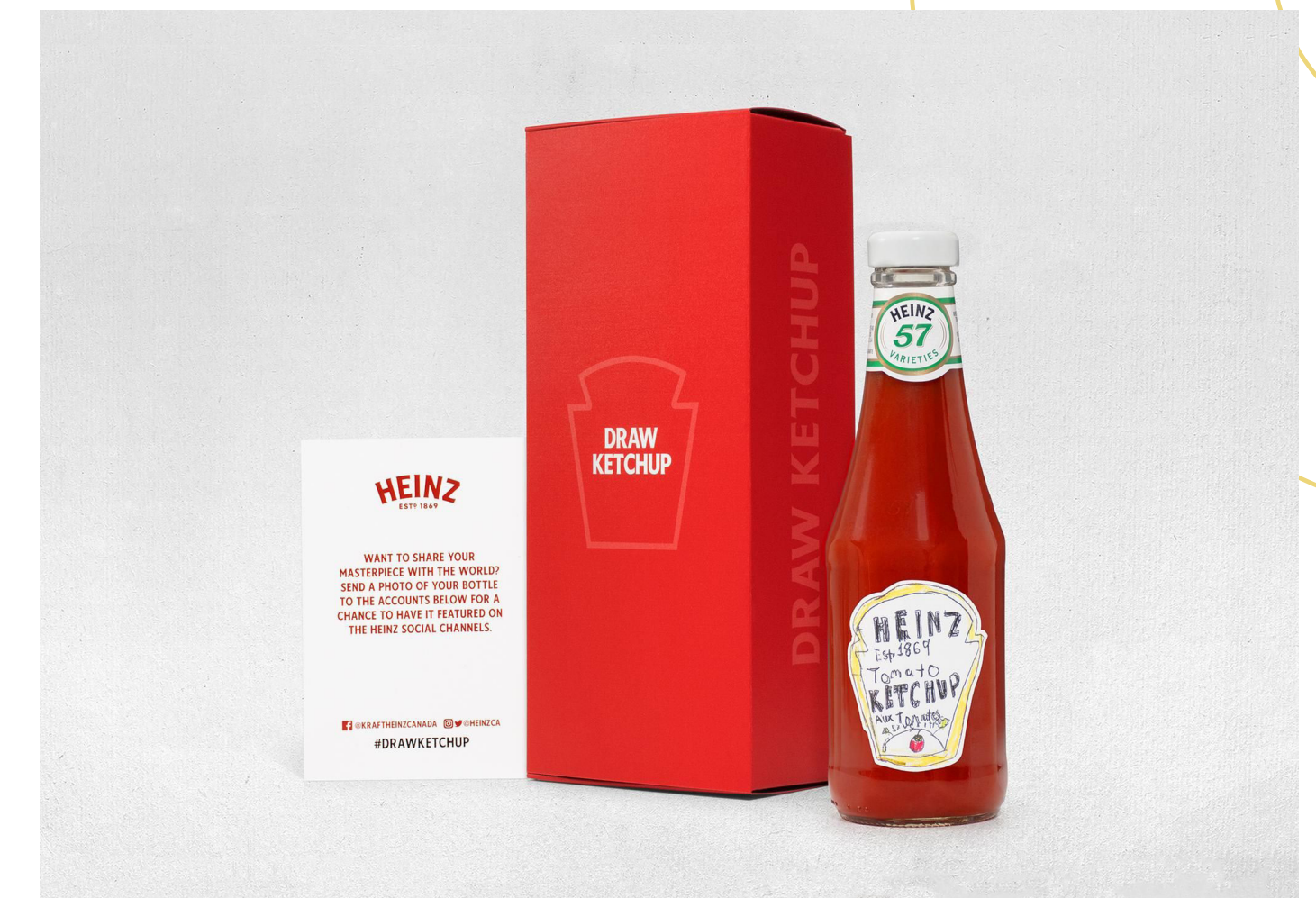
Did you know how you were going to scale it from the start?

We employ an approach we call 'Go then Grow.' The idea is to strip an idea down to its essential executions – basically, what must be done to earn attention. It allows us to be fast and get into market, then we let the world decide. We prepare for the next step, but also learn from the reaction in culture. It makes the next waves of the ideas even more fresh and relevant.

What new techniques, ideas or strategies did you use during the making of this work?

We talk a lot about Heinz being THE ketchup. But we couldn't say that – it'd be chest-beating. So we needed to find ways for consumers to say it for us. To do that, we had to relinquish control of the brand. We gave all the power to the consumers – testing our hunch in culture. We kept the work raw and real – as we had received them. Those basic, simple drawings, sometimes scribbles, created a fresh look and feel when placed in some of the largest media placements in print and outdoor.

DRAW KETCHUP | KRAFT HEINZ



RETHINK TORONTO

GOLD CREATIVE STRATEGY LIONS





# (iii) Innovate In Outdoor:

IN PARTNERSHIP WITH:  
 Clear Channel

## Grand Prix Focus

CREATIVITY  
FOR GROWTH

### An inclusive swimwear range from Adidas made its beach billboard debut

A swimmable billboard in Dubai encouraged all women to dive in wearing items from a new inclusive Adidas range. Those who swam received a personalised poster and their dive was livestreamed in Dubai Mall. Adidas enjoyed 70% sell-through rates in the first four weeks across flagship stores.

Eugene Cheong, Chief Creative Officer, DDB Asia, and Outdoor Lions Jury President, said: "I'd like to congratulate and welcome Adidas back to the game. For too long, the brand has been napping on the side-line while Nike runs rings around it. This billboard makes you stop and gawk in wonder. It's a classic traffic-stopper. Talk about return on media investment."

#### TAKEAWAY:

Encourage audience participation by offering an unmissable experience.

LIQUID BILLBOARD | ADIDAS



HAVAS MIDDLE EAST DUBAI

GRAND PRIX OUTDOOR LIONS



# (iii) Innovate In Outdoor



CREATIVITY FOR GROWTH

THE ART OF SELF EXAMINATION | MACMA



DAVID BUENOS AIRES

GOLD OUTDOOR LIONS

Argentinian NGO MACMA educated women on self-examination. It invited them to touch modified paintings to help detect breast cancer signs. Website traffic rose by 203%.

## TAKEAWAY:

Outdoor can offer a multisensory experience that can breathe life into an idea. Consider how that could work for your brand.

THE ART OF STEALING | NETFLIX



GONG GLIWICE

GOLD OUTDOOR LIONS

Lupin became the most-watched series on Netflix Poland at the time it was aired following a partnership with the National Museum. A necklace was taken from a famous artwork, recreating a museum heist.

## TAKEAWAY:

An unmissable outdoor ad can help provoke intrigue and social media chatter.

BETTER WITH PEPSI | PEPSI



PEPSICO INTERNATIONAL PURCHASE

GOLD OUTDOOR LIONS

Strategically placed billboards near US burger chains Wendy's, McDonald's and Burger King prompted a 1.1-point share swing from Coca-Cola in a \$29 billion category.

## TAKEAWAY:

Make your outdoor ads work even harder by positioning them as close as possible to points of purchase.



# HOW IT GOT MADE

## Corona 'Plastic Fishing Tournament'

Gustavo Lauria,  
CCO & Co-Founder,  
We Believers,  
explains how incentivising  
fishers to haul plastic is  
becoming common practice  
in 10 countries



**What sparked this idea and how did it build on Corona's long-standing commitment to reduce plastic?**

In partnership with Parley, Corona has a long-standing dedication to fighting plastic pollution on the beach. But plastic doesn't just happen on the beach; it happens far out into the ocean. Plastic pollution and overfishing impacts marine life and local fishing communities. Through our research, we found out that in some specific coastal areas, fishers find more plastic than fish in the ocean. And the fish that they catch are smaller compared with the ones that they caught 10 or 15 years ago. So that's how we connected the dots to engage local fishers to start fishing plastic. This is not just a stunt, it's something that is becoming normal practice in 10 countries.

**Tell us more about the tournament.**

It was an excuse to connect fishers with recycling companies. It's happening once a week in some countries, and if fishers keep racing on a regular basis, eventually we'll be able to clean the water. We convinced the fishing communities to participate by offering to pay for the gas and by offering the equivalent money of a day spent fishing so they didn't lose a single dime. And in partnership with the recycling companies, we paid for the plastic on those specific days.

PLASTIC FISHING TOURNAMENT | AB INBEV / CORONA



WE BELIEVERS NEW YORK

GOLD OUTDOOR LIONS

**How did you convince the recycling companies to be a part of this?**

We found out that the plastic that comes from the ocean is easier to recycle than the plastic that we throw out every day. So they were extremely open to participating and investing.





2

# Scalable Solutions

**Go beyond raising awareness; identify a solution, then share and scale it**

Scalability was a common feature among many of this year’s highest-ranking winners.

Juries admired work that problem-solved and went even further, often by making the solution open source so that it could be adopted at scale. ‘Hope Reef’, a double Grand Prix-winner for Mars Petcare, was one example.

And global brands using local insights to fuel nationwide work that had huge impact impressed jurors. Cadbury Celebrations’ ‘Shah Rukh Khan-My-Ad’ invited small businesses to use Bollywood superstar Shah Rukh Khan in a hyper-personalised Diwali commercial featuring the chocolates.

“This idea reached a billion people,” enthused Titanium Lions Jury President Rob Reilly, Chief Creative Officer, WPP. He added: “We saw a lot of global brands doing massively impactful work in local markets, and this Diwali idea had a very nuanced cultural insight. We’re seeing that more and more.”

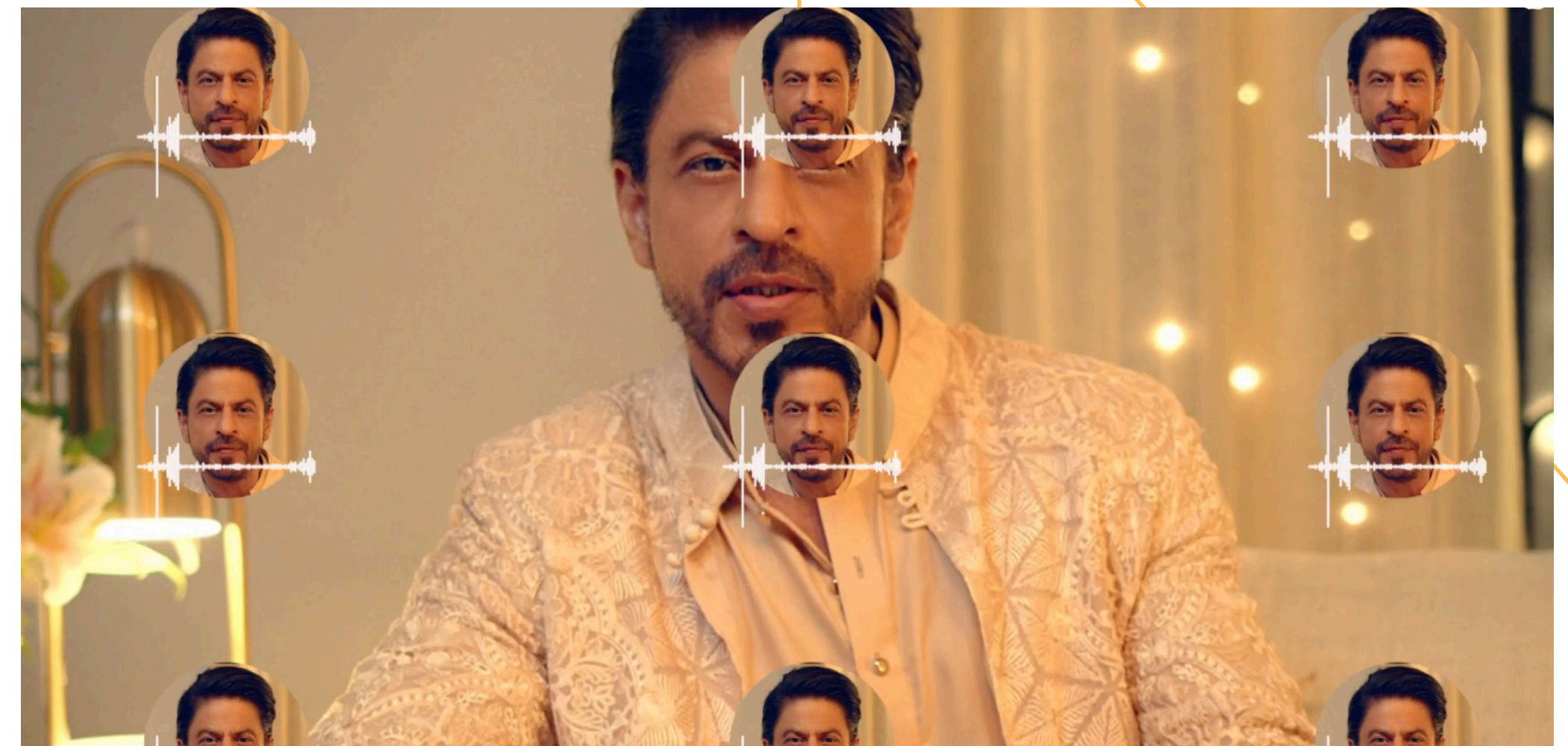
## Disrupt And Integrate

Evidence of similar disruptive solutions that challenged convention and showed bold, creative thinking were in plentiful supply. Whether it was ‘Piñatex’, a planet-friendly vegan alternative to leather, or an island where Honduran women could safely access the morning after pill, many of this year’s most lauded winners showed exactly how to apply creativity to real-world problems. In turn, those solutions overturned laws, prevented the spread of disease and radically changed how houses are built.

As the Sustainable Development Goals Lions Juror, Johan Pihl, Chief Creative Officer / CINO, Doconomy, advised: “Make sure your brand is not just reaching for the SDG goals, but integrating them within your ecosystem; not only as a project, but as part of your business model.” This was clear in sustainability-led initiatives such as Unilever’s ‘Smart Fill’, where the FMCG giant had eschewed traditional branding to help minimise plastic waste in India. Its simplicity and scalability will help reduce India’s plastic pollution by 50% before 2025, predicts the agency behind it, VMLY&R Commerce India in Mumbai.

SCALABLE SOLUTIONS

SHAH RUKH KHAN-MY-AD | CADBURY CELEBRATIONS



OGILVY MUMBAI

TITANIUM LIONS



# Scalable Solutions

## Takeaways From Winning Work

(i)

### PURPOSEFUL PACKAGING

Integrate packaging more holistically to deliver on a broader societal or sustainability initiative.

(ii)

### DISTURB AND DISRUPT

Brave creative ideas challenged conventions and governments and even led to changes in the law. Think about the issues facing your audience and how a scalable, disruptive solution could improve their quality of life.

(iii)

### MULTI-FIX SOLUTIONS

Consider how your ideas can address more than one problem. Much of the winning work in the Sustainable Development Goals Lions addressed multiple problems at once; innovative creative approaches that could be scaled up or translated across markets often benefited the triple bottom line.

SCALABLE SOLUTIONS

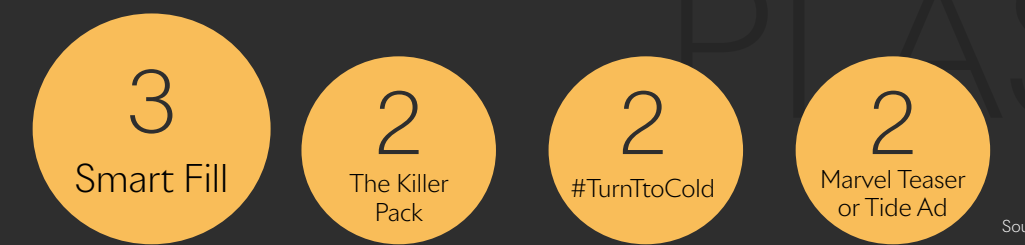
## TAKEAWAY IN ACTION



### ELIMINATE PLASTIC

Unilever's 'Smart Fill' showed how removing packaging can be kind to the planet and people's wallets.

85% repeat purchases  
Source: LIONS Data



3 CANNES LIONS AWARDS  
Gold Lion ●  
Silver Lion ●  
Bronze Lion ●

'Smart Fill' won the most awards within the Household Goods subsector at Cannes Lions 2022





# (i) Purposeful Packaging:

## Gold Lion Focus

### Mud-stained packaging symbolised the true purpose of this special wine

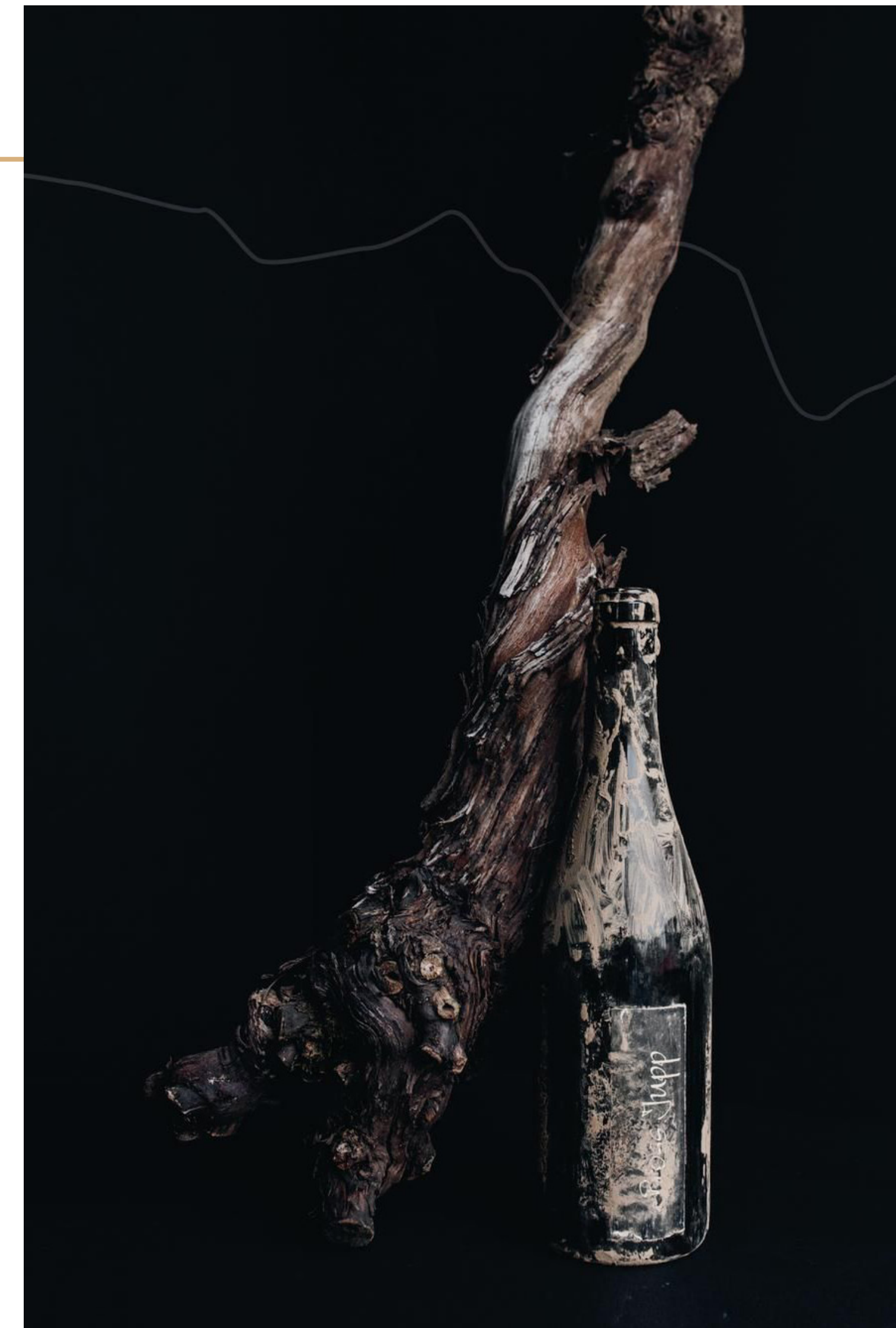
When floods in Germany's Ahr Valley in 2021 decimated this wine-making region, just 200,000 mud-soaked bottles of wine remained. They sold for record prices on Crowdfunder to help Ahr Valley recover.

Judy John, Global Chief Creative Officer, Edelman, and Jury President, PR Lions, said: "This is creativity at its best. The creativity of taking something horrible and selling it as if it's a piece of art or a moment in time, to help Ahr rebuild its region. It's so smart and nuanced. The thinking and the creativity behind it, and the packaging to make it worthy of buying made it deserving of a Gold Lion."

#### TAKEAWAY:

Subvert conventional thinking around packaging to make a bold statement.

#FLUTWEIN - OUR WORST VINTAGE | AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.



SEVENONE ADFACTORY UNTERFOHRING

GOLD PR LIONS

SCALABLE SOLUTIONS



# (i) Purposeful Packaging



SMART FILL | UNILEVER



VMLY&R COMMERCE INDIA MUMBAI

GOLD CREATIVE COMMERCE LIONS

Smart Fill lets shoppers use any container to fill up on Unilever products like Vim and Comfort. This approach saves people money and drives trial.

## TAKEAWAY:

Reimagine how your brand shows up – or doesn't – to minimise on plastic use. Here, Unilever sacrificed the brand for the greater good.

NAME CHANGE PACK #SHARETHELOAD | PROCTER & GAMBLE INDIA



BBDO INDIA MUMBAI

SHORTLISTED MEDIA LIONS

India's 100 most popular boys' names graced packs of Ariel with a simple imperative to 'Share the load' with their partners. Sales grew by 29%, and attitudes are slowly changing.

## TAKEAWAY:

Think about how packaging could bring a new lease of life to a long-term brand message.

THE KILLER PACK | MAXX FLASH



VMLY&R MUMBAI

GRAND PRIX HEALTH & WELLNESS LIONS

Biodegradable packaging for the Maxx Flash mosquito coil kills larvae after being thrown away, helping to minimise the spread of dengue fever and malaria.

## TAKEAWAY:

Consider how you can integrate packaging to serve the same role as your product inside, reinforcing your brand promise.



# HOW IT GOT MADE

## Maxx Flash 'The Killer Pack'

Mukund Olety,  
Chief Creative Officer, VMLY&R  
Mumbai, talks scale, sales and  
silkscreens



### What sparked the idea?

The broken infrastructure of garbage collection and disposal was causing dengue and malaria cases to spike in India because they are a breeding ground for mosquitoes. Mosquito repellents kill mosquitoes inside the house. But the problem is outside; it needed to be attacked at source. We thought: what if we could turn it around and change the problem into the solution?

### What happened next?

One of our CTOs discovered this bacteria that killed mosquito larvae without harming other animals. It was recommended by WHO, the EPA and the ICMR in India, and the government was using it only during the monsoons, despite the problem being all year round. It felt like a good fit for the packaging.

### Explain your process of embedding the bacteria into the packaging. What was involved?

We tried injecting the bacteria into the printing ink. But it jammed the machines because it changed the density of the ink. Then we used silkscreen printing. We went through a lot of challenges.

THE KILLER PACK | MAXX FLASH



VMLY&R MUMBAI

GRAND PRIX HEALTH & WELLNESS LIONS

SCALABLE  
SOLUTIONS

### What has it meant for Maxx Flash as a brand?

It has distribution across eight states in India. So it's being rolled out, and it's available on shelves. It's seen a spike in sales online and there's been an increase in search and sales. Now it wants to expand to Africa and South America, extending this innovation across its entire product line.





# (ii) Disturb And Disrupt:

## Grand Prix Focus

### Dole showed how to profit from waste

This vegan alternative to leather is made from pineapple leaves that would otherwise be discarded. More than 200 brands, including Hugo Boss and Nike, are now using Piñatex.

Ronald Ng, Global Chief Creative Officer, MRM, and Jury President, Creative Business Transformation Lions, said: "Piñatex shows how a business can transform itself by creatively connecting the dots. Dole identified waste as a business problem, found a partner to help solve it, and transformed its operations to improve and scale it. They found more partners to sustain and commercialise it in to new revenue for Dole, Ananas Anam and farmers. Dole earning \$100 million from Piñatex is proof that creative transformation and growth go hand in hand. Waste to profit. That's bloody creative."

#### TAKEAWAY:

Think about how waste from one industry sector can benefit another: Piñatex has permanently disrupted the fashion industry.

PIÑATEX | DOLE SUNSHINE COMPANY + ANANAS ANAM

Preferred by Nike



L&C NEW YORK

GRAND PRIX CREATIVE BUSINESS TRANSFORMATION LIONS



# (ii) Disturb And Disrupt



THE BILLION DOLLAR COLLECTION | H&M FOUNDATION



PRIME WEBER SHANDWICK STOCKHOLM

GOLD DESIGN LIONS

H&M Foundation partnered with sustainable fashion startups, showing how their approach could make an impact when scaled.

## TAKEAWAY:

Share your platform. Give change-makers visibility and share how they can make a difference.

THE ELECTIONS EDITION | AN-NAHAR NEWSPAPER



IMPACT BBDO DUBAI

GRAND PRIX PRINT & PUBLISHING LIONS

When the Lebanese government blamed ink and paper shortages for not running an election, newspaper An-Nahar sacrificed a day's ink and paper to help the election go ahead.

## TAKEAWAY:

Call out injustice in a memorable way: the absence of a printed newspaper made a strong statement.

MORNING AFTER ISLAND | GRUPO ESTRATÉGICO PAE



OGILVY HONDURAS TEGUCIGALPA

GOLD GLASS: THE LION FOR CHANGE

Honduran women taking the morning after pill have faced prison. And yet a quarter of Honduran women will be mothers by 18. This women's rights organisation built an island where women could safely take it, prompting the government to act.

## TAKEAWAY:

Reproductive rights are extremely topical. Consider how your brand can be part of the conversation.



# HOW IT GOT MADE

## Grupo Estratégico 'Morning After Island'

Edgardo Melgar,  
Head of Communications and  
Strategy, and Alan Cruz, Head of  
Strategic Planning, Ogilvy  
Honduras, explain why they were  
compelled to amplify 'Morning  
After Island'

### Explain your journey from idea to execution.

It's gone through so many transformations, we've spoken to so many lawyers and diplomats. It's been an uphill battle since day one. But the idea was so powerful that we wanted to help out so badly and turn up the volume to the max.

### How did you overcome the logistical and legal challenges?

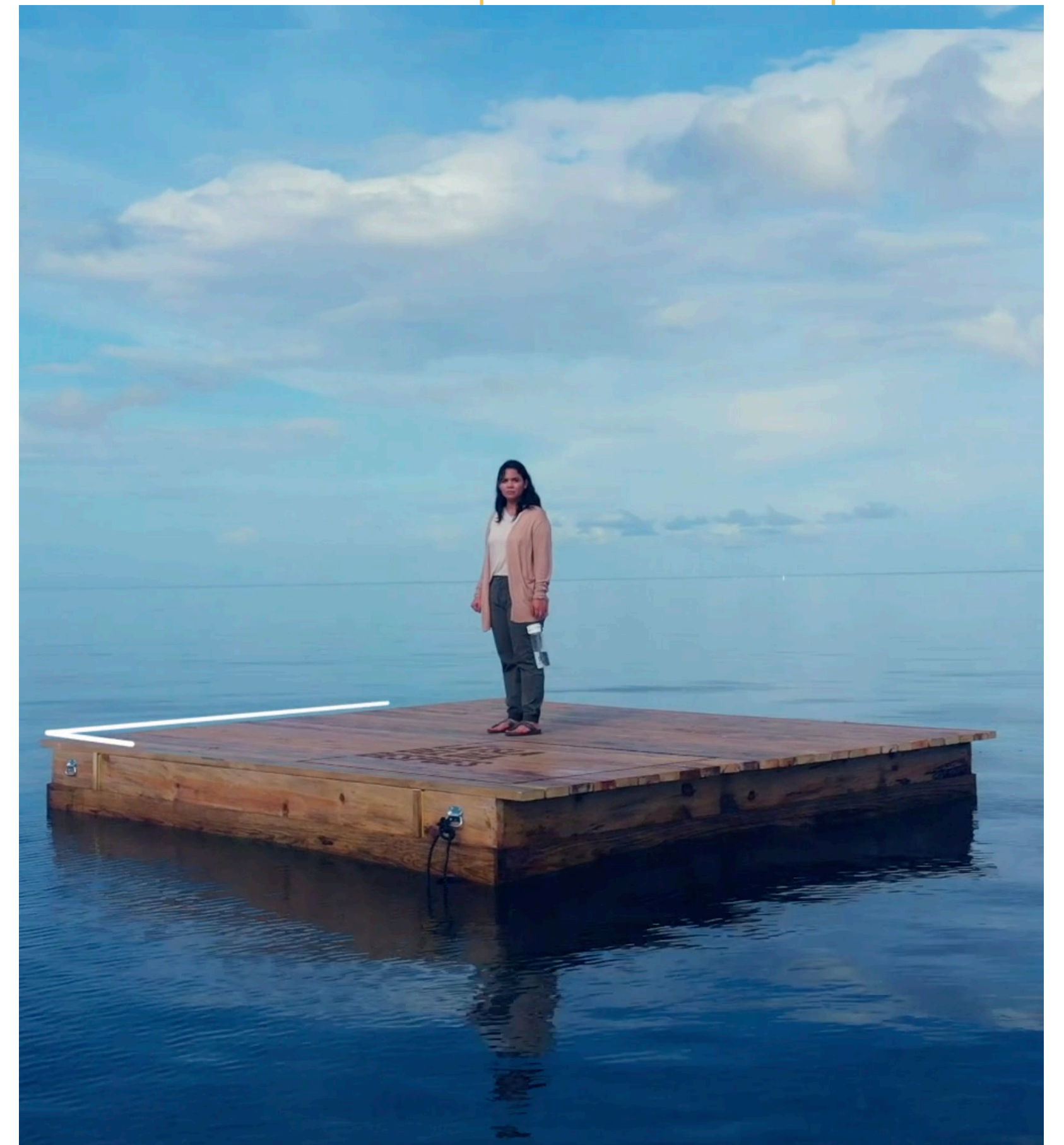
This is a controversial topic, especially in a religious, conservative country. There continues to be a strong, active opposition to reproductive rights in Honduras, so we had to create international awareness. But at the same time, we had to do that while completely protecting women's privacy, and that was the most difficult challenge.

### What did you think when Roe versus Wade was overturned?

We were devastated. We were just destroyed. Our heart goes out to all of the American woman who have been fighting for this. The fight isn't over. We will continue to apply and keep pressure on the government. Frankly, this is no longer an issue that brands can afford to stay silent about. Women's rights are human rights. With the creativity that our industry possesses, it's no longer a matter of staying out of it. You're in the fight, whether you like it or not. The only question is on which side.



MORNING AFTER ISLAND | GRUPO ESTRATÉGICO PAE



OGILVY HONDURAS TEGUCIGALPA

GOLD GLASS: THE LION FOR CHANGE

SCALABLE  
SOLUTIONS





# (iii) Multi-Fix Solutions: Grand Prix Focus

## Protecting the physical, mental and economic health of India's young women

At the onset of puberty, 23 million girls drop out of school in India. Periods are regarded as taboo, meaning that girls in media dark areas don't understand what's happening to their bodies. This piece of red paper explained periods. It was incorporated into designs and was read out on broadcast and social media. The government incorporated it into the core curriculum, meaning future generations of girls would not fear menstruation and would also stay in school.

Kimberlee Wells, CEO, TBWA\Melbourne & Adelaide, and Jury President, Sustainable Development Goals Lions, said: "We applaud the commitment to challenge cultural stigmas and misinformation and celebrate the significant change made to India's education system."

### TAKEAWAY:

Set out to address more than one Sustainable Development Goal with a multi-fix solution.

THE MISSING CHAPTER | P&G WHISPER

## TRADITIONAL WALL ART THAT IS EDUCATING INDIA ABOUT PERIODS



LEO BURNETT MUMBAI

GRAND PRIX SUSTAINABLE DEVELOPMENT GOALS LIONS

SCALABLE SOLUTIONS



# (iii) Multi-Fix Solutions



ONE HOUSE TO SAVE MANY | SUNCORP GROUP



LEO BURNETT SYDNEY

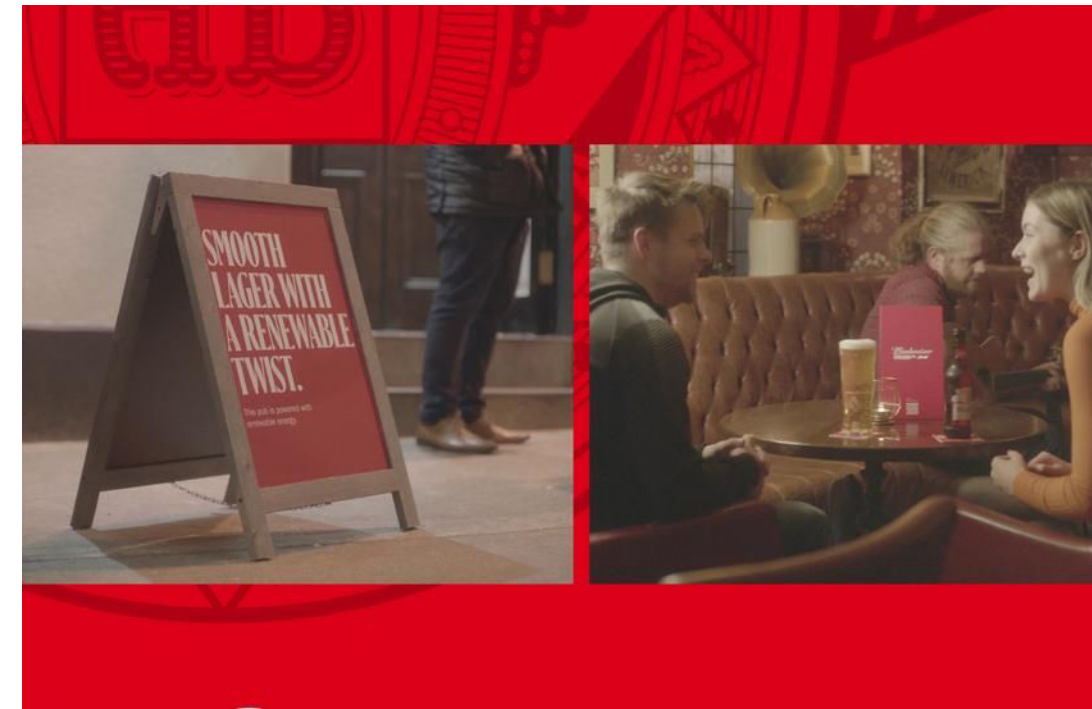
GRAND PRIX INNOVATION LIONS

Australian insurance giant Suncorp built a prototype home to help housing cope with extreme weather.

### TAKEAWAY:

Addressing a grassroots need can also meet a business need – in this case, lowering Suncorp’s payouts.

THE BUDWEISER ENERGY COLLECTIVE | BUDWEISER



REVOLT LONDON

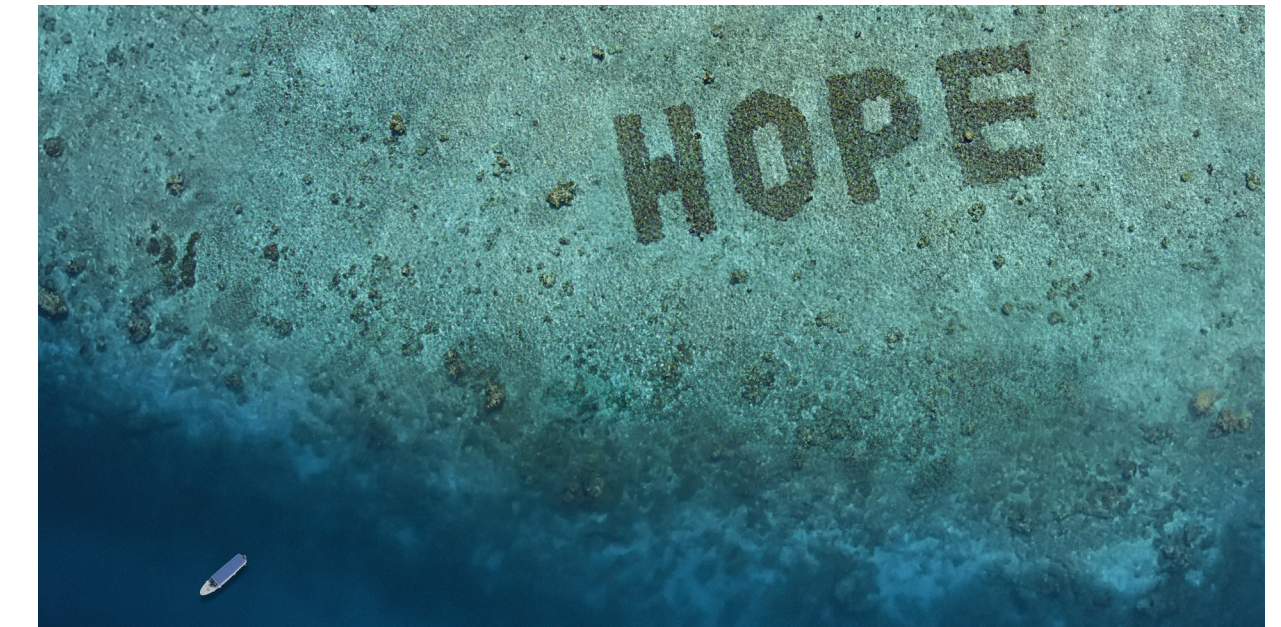
SILVER CREATIVE BUSINESS TRANSFORMATION LIONS

Some 5,000 venues and bars serving Budweiser accessed cheaper renewable energy through this brand-led collective.

### TAKEAWAY:

By purchasing renewable energy at scale, Budweiser could pass on the saving to its on-trade partners and minimise CO2 emissions.

HOPE REEF | MARS PETCARE



AMV BBDO LONDON

GRAND PRIX MEDIA LIONS

Mars-owned pet-food Sheba created Reef Star technology to help coral growth and encourage a sustainable fish supply. The open-source tech was then used in five additional countries.

### TAKEAWAY:

Share your solutions. Make them open source.

SCALABLE SOLUTIONS



# HOW IT GOT MADE

## Mars 'Hope Reef'

Nadja Lossgott, Chief Creative Officer, AMV BBDO London, explains how a sustainability initiative got coral growing and delivered for Mars Petcare, securing 'Hope Reef' the Industry Craft Lions Grand Prix and the Media Lions Grand Prix

HOPE REEF | MARS PETCARE



AMV BBDO LONDON

GRAND PRIX INDUSTRY CRAFT LIONS



SCALABLE SOLUTIONS

### What business issue did 'Hope Reef' address?

Premium cat food brand Sheba had committed to sourcing only 100% sustainable fish but we realised that if we want fish to be in our oceans forever, it's not enough to stop the bad fishing practices. We had to ensure the environment was sustainable too.

### What was involved?

We worked with marine biologists to create a scientifically accurate growing coral font. We created 500 assets from the reef itself to a monetised YouTube channel that raised funds for even more reef restoration with the typography running through every touchpoint.

### How did the idea grow?

An idea like this starts small. Then we made it large enough to be picked up by Google Maps. We made the Reef Star technology open source and now it's grown into a 10-year commitment and the world's biggest coral reef restoration project. Reef Stars are being deployed in The Maldives, Seychelles, Mexico, Australia & US Virgin Islands.

### The environmental impact is clear. What business impact did it have?

Brand awareness grew by 17%, purchase intent by 14% and the campaign ROI was 308%, showing that these commitments to sustainability make a difference to the consumer. People care; consumers are willing to pay for it and buy a brand for this reason above other brands.





3

# Craft With A Conscience

BLACK-OWNED FRIDAY 2021 | GOOGLE



GOOGLE NEW YORK

GOLD DIGITAL CRAFT LIONS

## Vibrant craft turns heads and gets results

Knife crime. Girls’ self-esteem. Free speech. Animal testing. Many of these issues have been on the news agenda for decades. Yet new craft techniques among this year’s Lion-winning work successfully engaged audiences and jump-started action.

Titanium Lions Jury President Rob Reilly, Global Chief Creative Officer, WPP, described the Grand Prix-winning ‘Long Live The Prince’ as “flawless”. He added: “Purposeful ideas will go nowhere if you do not bring them to the world in a disruptive way. To sell to teens, you need to craft an approach that feels almost undetectable – you need to ‘sneak’ in the purpose.”

This was evident in other winners, too. ‘The Lost Class’, through Leo Burnett Chicago, filmed a mock graduation ceremony, poignantly featuring empty chairs, each one representing a student killed by a gun.

And Google’s ‘Black-Owned Friday’ used a shoppable music video to promote black-owned business for Black Friday, helping some of the featured enterprises to triple their 2021 Black Friday revenues.

Yet there were calls among some jurors for an improvement in execution. Lisa Smith, Executive Creative Director, Jones Knowles Ritchie, and Jury President, Design Lions, commented: “The ideas and innovations are amazing, but the craft can get even better.”

CRAFT WITH A CONSCIENCE





# Craft With A Conscience

## Takeaways From Winning Work

(i)

### DEPLOY SHOCK TACTICS

When using shock tactics, use craft techniques such as animation or AI to land difficult messages and soften the blow for audiences.

(ii)

### BIG ISSUES NEED BOLD IDEAS

Depart from convention with bold, innovative craft-led ideas that communicate key messages in new ways. Audiences know that climate change is affecting food supply and that young people shouldn't carry knives. But identifying highly conceptual ways to dramatise these realities will encourage them to revisit their opinions and potentially change their behaviour.

(iii)

### USE CRAFT TO EDUCATE

Identify innovative craft techniques to find a new way to deliver educational messages. If you can make your message vibrant and entertaining too, it stands much more chance of cutting through, particularly with younger audiences.

CRAFT WITH A CONSCIENCE

## TAKEAWAY IN ACTION

THE LOST CLASS | CHANGE THE REF INC

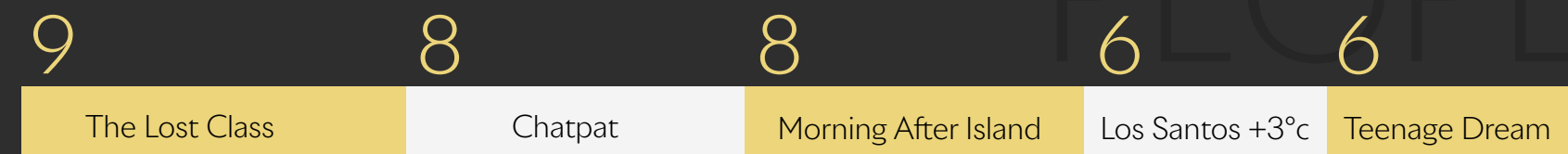


LEO BURNETT CHICAGO

TITANIUM LION

### MAKE PEOPLE GASP

An empty graduation ceremony showed how guns are decimating younger generations.



Source: LIONS Data

40,000 petition signatures

Source: LIONS Data

9 CANNES LIONS AWARDS

- Titanium Lion
- Gold Lions
- Silver Lions
- Bronze Lions

Most awarded work in the Not-For-Profit / Charity sector at Cannes Lions 2022





# (i) Deploy Shock Tactics:

## Grand Prix Focus

### Music video: a platform for protest

In this music video, Puerto Rican Rapper Residente tells the real story of Latin America in this powerful rejection of US imperialism. Its shocking scenes juxtapose components of US culture with Latin America's narrative.

Amani Duncan, CEO, BBH New York, and Jury President, Entertainment Lions For Music, said: "We awarded this the Grand Prix because of the video's undeniably stunning visuals and incredible production quality. While it has a very distinct point of view that may not be shared by all, it is an extremely powerful statement on socio-economics and culture from an underserved community. Music has always been a key platform for protest throughout history and one that we want to continue to see in years to come."

#### TAKEAWAY:

Use music videos to protest and provoke, encouraging audiences to see a situation from a new point of view.

THIS IS NOT AMERICA FT. IBEYI | RESIDENTE



DOOMSDAY ENTERTAINMENT LOS ANGELES

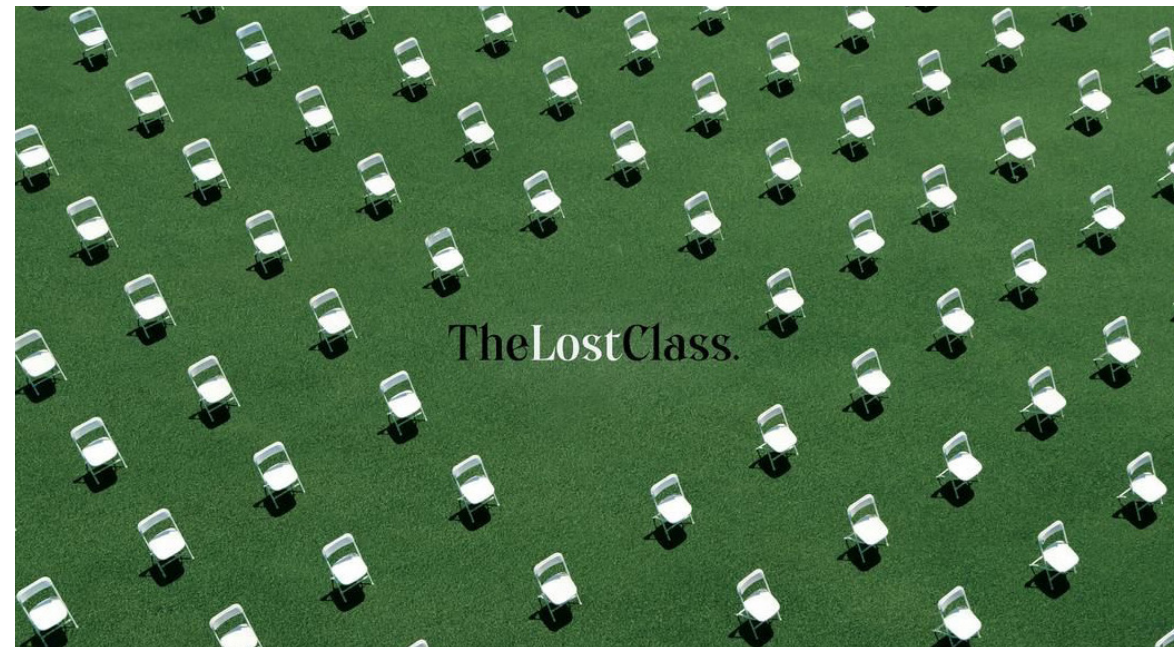
GRAND PRIX ENTERTAINMENT LIONS FOR MUSIC



# (i) Deploy Shock Tactics



THE LOST CLASS | CHANGE THE REF INC.



LEO BURNETT CHICAGO

GOLD PR LIONS

David Keene, former NRA President, and John Lott, author of 'More Guns, Less Crime', addressed 3044 empty chairs at the graduation ceremony for students who should have been graduating and yet were killed by guns.

## TAKEAWAY:

Visual stunts cut through in ways that headlines often can't.

TOXIC INFLUENCE | DOVE | UNILEVER



OGILVY LONDON

GOLD ENTERTAINMENT LIONS

Girls were encouraged to avoid toxic beauty advice found online after being shown a deepfake of their mothers giving the same advice.

## TAKEAWAY:

Find a new spin on social experiments to shock participants and audiences.

SAVE RALPH | HUMANE SOCIETY INTERNATIONAL



HUMANE SOCIETY INTERNATIONAL WASHINGTON

GRAND PRIX FOR GOOD

A stop-motion animated documentary-style short film featured spokesbunny Ralph going through his daily routine as a "tester" in a lab.

## TAKEAWAY:

Juxtaposition is an effective craft technique: here, cute animation of distressing images of animal cruelty hammered home the message.



# HOW IT GOT MADE

## Humane Society International 'Save Ralph'

Donna Gadowski,  
Executive Producer, Humane  
Society International, explains  
how the distressing treatment  
of an animated bunny led to an  
effective outcome in the crusade  
against animal testing



SAVE RALPH | HUMANE SOCIETY INTERNATIONAL



HUMANE SOCIETY INTERNATIONAL WASHINGTON

GRAND PRIX FOR GOOD

### What was the goal of the film?

No animal should suffer and die in the name of beauty. It's the cornerstone of the Society's aim to end animal testing, yet four out of five countries still allow it. We wanted to put the issue on the global map.

### Why did you choose animation?

Ralph brings the issue to life. We could demonstrate the cruelty without it being in the audience's face, while also motivating people to take action. It's exceedingly difficult to break through and cut across different cultures and languages, as well as different levels of awareness. Animation also allowed for different voiceovers in different languages with talent that resonates in those regions.

### What has 'Save Ralph' achieved?

The film has been subtitled into eight languages and has generated more than 150 million views. We became a sensation on TikTok. And it inspired over five million signatures of our petition worldwide. That led to a lot of progress in our legislation. In Brazil, there was an influencer 'Save Ralph' challenge that brought in 1.6m petition signatures and helped advance the bill. And Mexico banned testing after a million people signed the petition in just two weeks after 'Save Ralph' was released. Although we still cry every time we watch it, we didn't anticipate impact on that scale. Everyone who makes a film like this hopes it catches on and becomes a cultural phenomenon that will change laws, but you never know what's going to resonate.





# (ii) Big Issues Need Bold Ideas:

## Grand Prix Focus

### A simple idea used a primitive medium

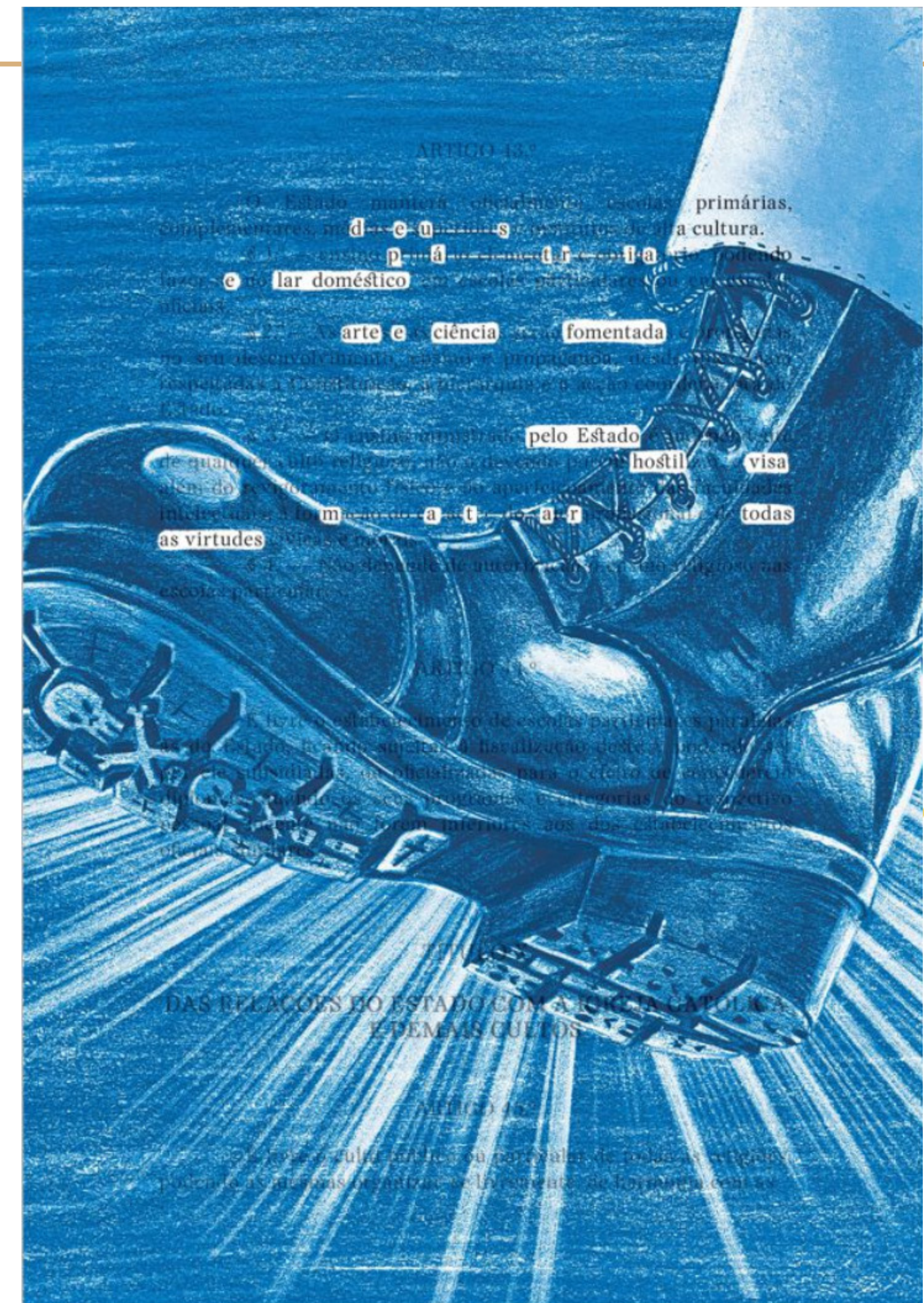
Blue pencil was used to censor artists under Portugal's fascist dictatorship. So when book publisher Penguin Books wanted to show its love for Portuguese culture, it imbued this symbol of repression with new meaning. The 2,500 copies of the Portuguese (Re)Constitution featured the work of poets and illustrators, all of whom used blue pencil to transform the original constitution into a manifesto for freedom.

Lisa Smith, Executive Creative Director, Jones Knowles Ritchie, and Jury President, Design Lions, said: "This shows the power of a simple idea – freedom – and the most primitive medium – a pencil – to execute it. The symbolism of defacing a fascist constitution with poems and illustrations was the highest form of craft and execution, sending a beautiful message of freedom of speech that Portuguese schoolchildren will learn for years to come."

#### TAKEAWAY:

Subvert convention to make a simple and straightforward point in a more compelling way.

PORTUGUESE (RE)CONSTITUTION | PENGUIN BOOKS



CRAFT WITH A CONSCIENCE

FCB LISBON

GRAND PRIX DESIGN LIONS



# (ii) Big Issues Need Bold Ideas



THE WISH | PENNY



SERVICEPLAN GERMANY MUNICH

GRAND PRIX FILM CRAFT LIONS

German discount supermarket chain Penny pledged to 'repay' youth for the pandemic in a powerful film that showed the life they missed out on.

## TAKEAWAY:

Use a relatable domestic setting with innovative craft techniques to get your film noticed.

EAT A SWEDE | SWEDISH FOOD FEDERATION



MCCANN STOCKHOLM

GRAND PRIX ENTERTAINMENT LIONS

Sustainable food production is required for the world's growing population. This mockumentary pretended to advocate for cannibalism to show the seriousness of the situation.

## TAKEAWAY:

Dark humour can grab attention, particularly when highlighting a serious message.

LONG LIVE THE PRINCE | KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX



ENGINE LONDON

TITANIUM GRAND PRIX

This deepfake of Kiyon Prince, a footballer who was fatally stabbed, showed what his life would have been. Collaborations with EA Sports, football team QPR and Match Attax, engaged teens.

## TAKEAWAY:

Don't lecture young audiences. Talk their language on their channels. The credible partnerships were key to this work's success.

CRAFT WITH  
A CONSCIENCE



# HOW IT GOT MADE

## Kiyan Prince Foundation 'Long Live The Prince'

Richard Nott and  
David Dearlove,  
Engine's Creative Directors  
Richard Nott and David Dearlove  
discuss the deepfake that  
highlighted knife crime



LONG LIVE THE PRINCE | KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX



ENGINE LONDON

TITANIUM GRAND PRIX

CRAFT WITH  
A CONSCIENCE

### How did you come up with the idea?

We looked at work that tackled the consequences of knife crime and there was a fair bit of negativity; the message seemed to be you'll end up dead or in prison. Kids know that. They see the consequences of knife crime far more than we do. What they need to do is not carry a knife.

### How did you make the deepfake?

The stakes were high. Our client [Mark Prince, CEO and Founder, Kiyan Prince Foundation] is a guy whose son was murdered at 15, and we were recreating Kiyan as an adult. We involved a Bradford University Professor who specialises in human facial ageing and worked with Framestore. We then collaborated with sports photographer David Clerihew to get to that final image. Both Framestore and David donated their time for free.

### How did pitching to partners go?

The ones we worked with liked the idea straight away. The retailer JD Sports immediately saw the overlap with its audience, and FIFA helped us grow the idea.

### How do you follow up a piece of work like this?

The goal is for the charity to help people. It's not like working on a standard brand where you're thinking about the next quarter. If someone phoned Mark tomorrow and worked with him, we'd be cock-a-hoop. I'm hoping that, as a result of this win, someone will throw some money his way.





# (iii) Use Craft To Educate:

## Gold Lion Focus

### A light touch led to a serious change

The animations of male and female characters in popular video games were swapped to highlight gender stereotyping. French streamers then played with the modified characters on Twitch to drive reach for butt-wiggling Batman and other ‘feminised’ characters. It drove visibility for Women In Games, leading to partnerships with publishers including Ubisoft to help improve representation.

Lucy Harvey, Managing Director, METIA, Hill+Knowlton Strategies, and a PR Lions Juror, said: “Gender Swap tackled a serious issue and made a change. We all loved it and everyone burst out laughing when the film came on. But like a lot of our favourite work – and this was the best example – it found a light way of dealing with a serious issue.”

#### TAKEAWAY:

Craft that entertains in a fun way is a first step towards raising awareness and driving change.

GENDER SWAP | WOMEN IN GAMES



BETC PARIS

GOLD PR LIONS

CRAFT WITH  
A CONSCIENCE



# (iii) Use Craft to Educate



LESSO LESSONS | ROTO & THE MINISTRY OF HEALTH KENYA



OGILVY AFRICA NAIROBI

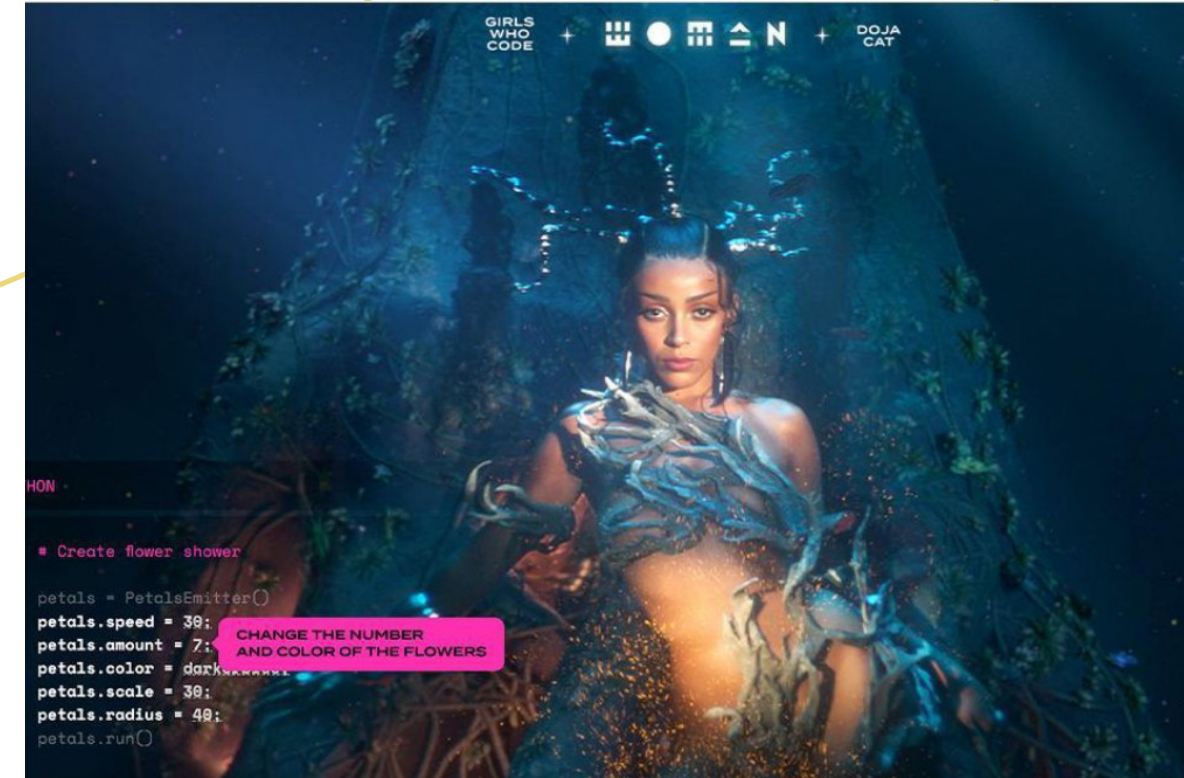
GOLD DESIGN LIONS

Kenyan women use lessos to carry their infants. These became the channel through which they were informed about the benefits of breastfeeding. Three designs covered each stage of infancy.

## TAKEAWAY:

Identify a way to interact with people that fits seamlessly into everyday life.

DOJACODE | GIRLS WHO CODE



MOJO SUPERMARKET NEW YORK GOLD BRAND EXPERIENCE & ACTIVATION LIONS

The music video for 'Woman', a track by US rapper and singer Doja Cat, was at the heart of this initiative to encourage girls to code. 'DojaCode', an interactive experience, put girls in the director's chair with simple coding instructions.

## TAKEAWAY:

Identify a cultural touchpoint and double down on it.

REVERSE SELFIE | DOVE | UNILEVER



OGILVY LONDON

GOLD PRINT & PUBLISHING LIONS

The selfie-taking behaviour of real girls is at the centre of this work highlighting the addictive nature of retouching apps versus real beauty.

## TAKEAWAY:

Use real people, not actors, if you want your message to land with greater impact.



# HOW IT GOT MADE

## Dove 'Reverse Selfie'

Liam Bushby and Alison Steven, Creative Directors, Ogilvy, reveal how an innovative craft technique reinforced Dove's 'Real Beauty' positioning for young selfie-snappers

REVERSE SELFIE | DOVE | UNILEVER



OGILVY LONDON

GOLD PRINT & PUBLISHING LIONS

### What prompted you to create 'Reverse Selfie'?

As the popularity of social media has risen, the confidence of young women and girls has fallen: 80% of girls are using retouching apps by the age of 13. We wanted to highlight this self-esteem crisis, challenge toxic online beauty standards and offer tangible support to those who need it.

### This is a very visual piece of work. How important is this element?

There's something very emotive about seeing such a young, innocent face and then seeing that innocence distorted beyond recognition. We wanted to lean into that and emotionally engage the audience through these techniques, presenting the reality of what's happening online back to them.

### How did you build authenticity into this work?

Authenticity guided all of our decision-making, from the way we cast talent, to the photographer we collaborated with, to our approach to retouching. We cast non-actors who distorted their images for social media. We then stayed true to the detailed ways in which each of them edited their own selfies to share online.

### What has 'Reverse Selfie' achieved?

It ran in 20 markets across the world. During launch week, more than 4000 toolkits were downloaded by parents having 'selfie talks' with kids, from the weekly average of 1,040. More than one million US lives were positively impacted, while on TikTok, 66.3 million young people were impacted by it. It is now an education tool in schools.







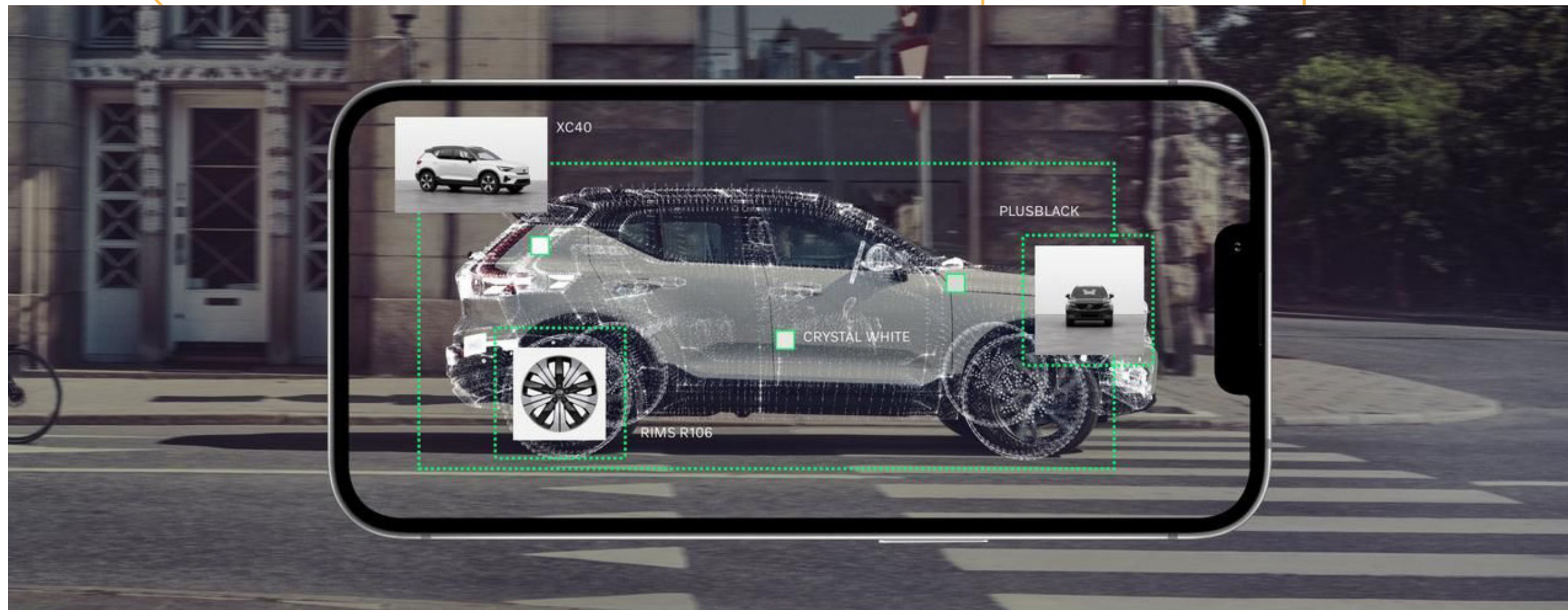
4

# Tech In Service To The Idea

## Tech takes on a strong supporting role for creative concepts, helping to drive commercial goals

Juries remarked that Lion-winning work in 2022 showed how to use tech in ways that were genuinely in service to the bigger creative idea. Many jurors referenced how winning work often featured tech that had significantly improved experiences, enhancing a creative idea as opposed to distracting from it. This bodes well as more brands pursue their metaverse strategies.

VOLVO STREET CONFIGURATOR | VOLVO CAR BELUX



FAMOUSGREY BRUSSELS

GOLD CREATIVE COMMERCE LIONS

### Greater Integration

What's more, different technologies are being integrated in new and exciting ways. 'McEnroe vs McEnroe' reinforced Michelob's 'It's Only Worth It If You Enjoy It' positioning by pitting tennis player John McEnroe against an avatar of himself. It took a Gold in the Innovation Lions, prompting Jury President Cleve Gibbon, Chief Technology Officer, Wunderman Thompson, to comment: "Those different technologies were integrated in ways that have never been done before. The utility of that, and the possibilities for sport and entertainment, are game-changing."

### Powering Commerce

Across the Lions, tech was widely integrated into business strategies with clear commercial objectives. Volvo's 'Street Configurator', which took Gold in the Creative Commerce Lions, enabled people to snap a passing Volvo vehicle and learn its specification. This neat solution satisfied spontaneous curiosity and was an inherently commercial solution: it generated a 175% higher conversion rate, making January 2022 a record month for Volvo Belgium. It also brought the Swedish auto brand one step closer towards its long-term goal of making all car sales online by 2035.

TECH IN SERVICE TO THE IDEA





# Tech In Service To The Idea: Takeaways From Winning Work

(i)

## WORK WITH AUDIENCE DATA

The more personalised the experience you can offer based on audience data, the more attention and engagement you are likely to receive.

(ii)

## NEW MODES OF ENTERTAINMENT

John McEnroe playing himself as an avatar and a Megan Thee Stallion track dropping on a Dorito featured among this year's winning work. Consider how you can push the boundaries of what's possible to create compelling, entertaining experiences around your brand.

(iii)

## MEANINGFUL MISSIONS

Tech is playing a supporting role in more meaningful missions. Ask yourself 'what if?' and see how tech can take you there.

TAKEAWAY IN ACTION  
TAKEAWAY IN ACTION  
TAKEAWAY IN ACTION



### PERSONALISE THE PROCESS

WE Capital used data from local businesses on the payment behaviour of millions of low-income women to calculate their credit score.

Brand	Women Registered
WE Capital	10,300
Virgin Group	~1,000
Google Services	~1,000
Swedish Food Federation	~1,000
Suncorp	~1,000

Source: LIONS Data

**3** CANNES LIONS AWARDS  
Grand Prix Silver Lion

Thanks to its success with 'Data Tienda', WE Capital took the #1 spot in Consumer Services / B2B brands at Cannes Lions 2022

TECH IN SERVICE TO THE IDEA

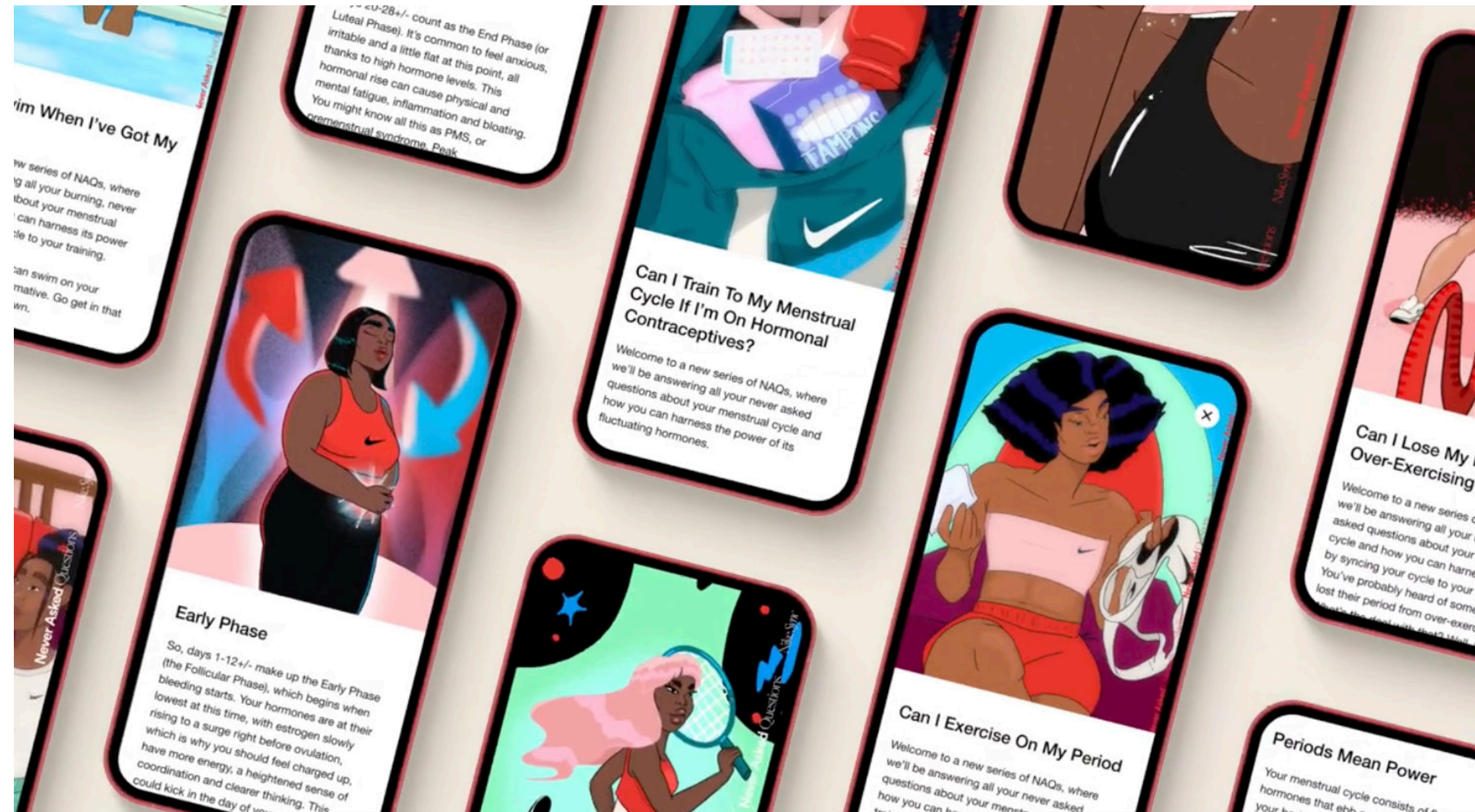




# (i) Work With Audience Data:

## Grand Prix Focus

NIKESYNC | NIKE



R/GA LONDON

GRAND PRIX ENTERTAINMENT LIONS FOR SPORT

## Everyone with a period is an athlete

NikeSync is a training programme for people with periods so they can understand and override training methodology based on male physiology. By sharing data around menstrual cycles, people with periods can understand how to manage the impact of their cycles on their performance.

Felicitas Olschewski, Head of Digital EMEA, Edelman, and Juror, Entertainment Lions For Sport, said: "Women make up 50% of the population so that's 50% of potential customers. Sports brands have been trying to tap into that audience, but this shows there is a serious shift happening. It is age-inclusive, relevant from when you're 12 to when you hit menopause. It's a life-span, always-on programme. If we're thinking about how marketing should be working in 2022, this is it."

### TAKEAWAY:

Consider what granular data your audience could share to help them get more from your brand.

TECH IN SERVICE TO THE IDEA



# (i) Work With Audience Data

DATA TIENDA | WE CAPITAL



DDB MEXICO MEXICO CITY

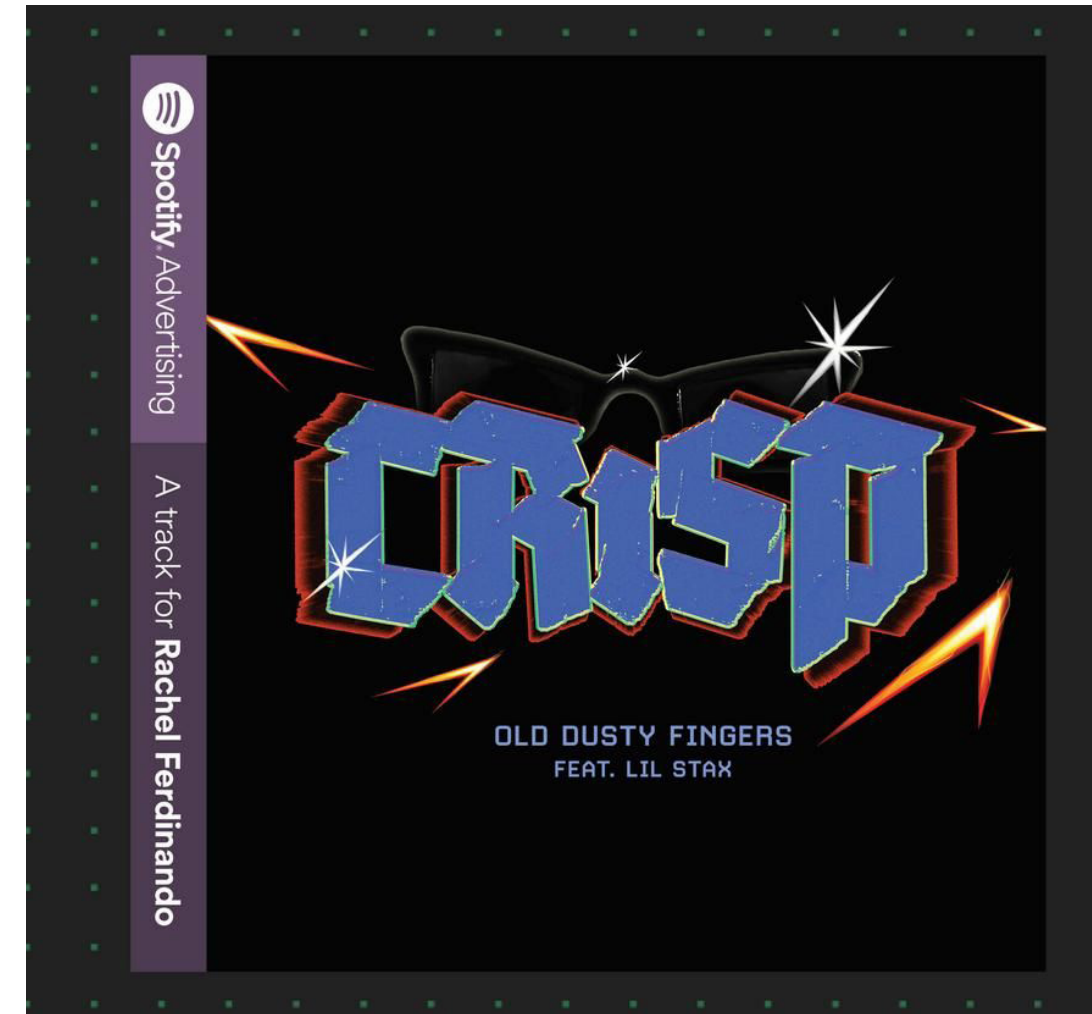
GRAND PRIX CREATIVE DATA LIONS

This scheme for female Mexican entrepreneurs seeking finance used their loan repayment records from local shopkeepers as their credit history.

## TAKEAWAY:

A new approach can bring an improvement: Data Tienda became a more thorough and reliable credit check than the standard one.

A SONG FOR EVERY CEO | SPOTIFY



FCB NEW YORK

GOLD CREATIVE B2B LIONS

Spotify Advertising's annual sales topped \$1.1 billion in revenue for the first time following this micro-targeting initiative. It used the listening data of 14 CMOs, serving them an original, personalised track based on their tastes.

## TAKEAWAY:

Use passion points to engage a B2B audience.

SPEAKING IN COLOR | SHERWIN WILLIAMS COIL COATINGS



WUNDERMAN THOMPSON MINNEAPOLIS

GRAND PRIX CREATIVE B2B LIONS

This US paint and coating company launched a voice-activated AI for architects, enabling them to replicate specific colours.

## TAKEAWAY:

Understand the particular needs of your audience and figure out how cutting-edge tech can help you meet them.





# HOW IT GOT MADE

## Sherwin Williams 'Speaking in Color'

Bas Korsten and  
Daniel Bonner,  
Co-Chief Creative Officers,  
Wunderman Thompson,  
explain how a voice-activated AI  
for a paint and coatings business  
opens up a world of colour for  
architects



### How does this help architects?

Architects seek colours to define a museum or opera house. They know how colour can change the experience of a city, evoke emotion and create a building's personality. The human eye can recognise more than one million colours: one person's 'cloudy grey' can conjure up different hues to another person's. This tool produces colours based on human inspiration to make finding the perfect colour as intuitive as possible.

### How does it improve on their existing process?

Language is the most natural way to express yourself. This AI voice-controlled tool generates colours that can then be fine-tuned with phrases like 'a little brighter'.

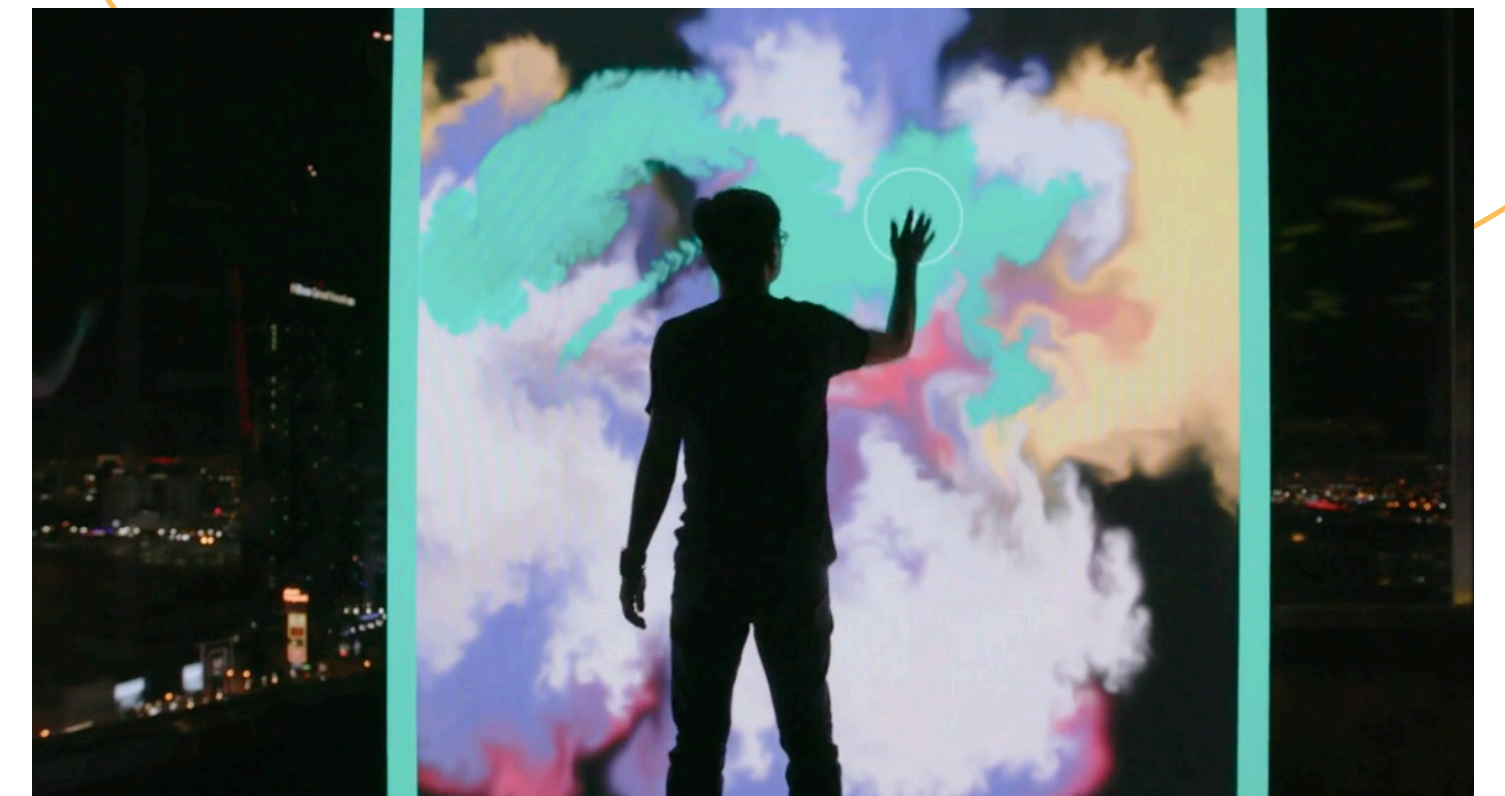
### What powers the voice-activation component?

Millions of images are analysed in a search algorithm, and optical recognition technology creates a custom colour palette.

### What have you learned from this project?

The best ideas come from the crossroads of creativity, technology and humanity. And they aren't done in a heartbeat. It takes courage and collaboration over years for ideas like this to come to fruition. If you stay the course, keep believing and have an ambitious client to back you up, you can create something that will help differentiate the brand.

SPEAKING IN COLOR | SHERWIN WILLIAMS COIL COATINGS



WUNDERMAN THOMPSON MINNEAPOLIS

GRAND PRIX CREATIVE B2B LIONS

TECH IN  
SERVICE TO THE  
IDEA





# (ii) New Modes Of Entertainment:

## Gold Lion Focus

### Greenpeace increased donations by 40% through GTA integration

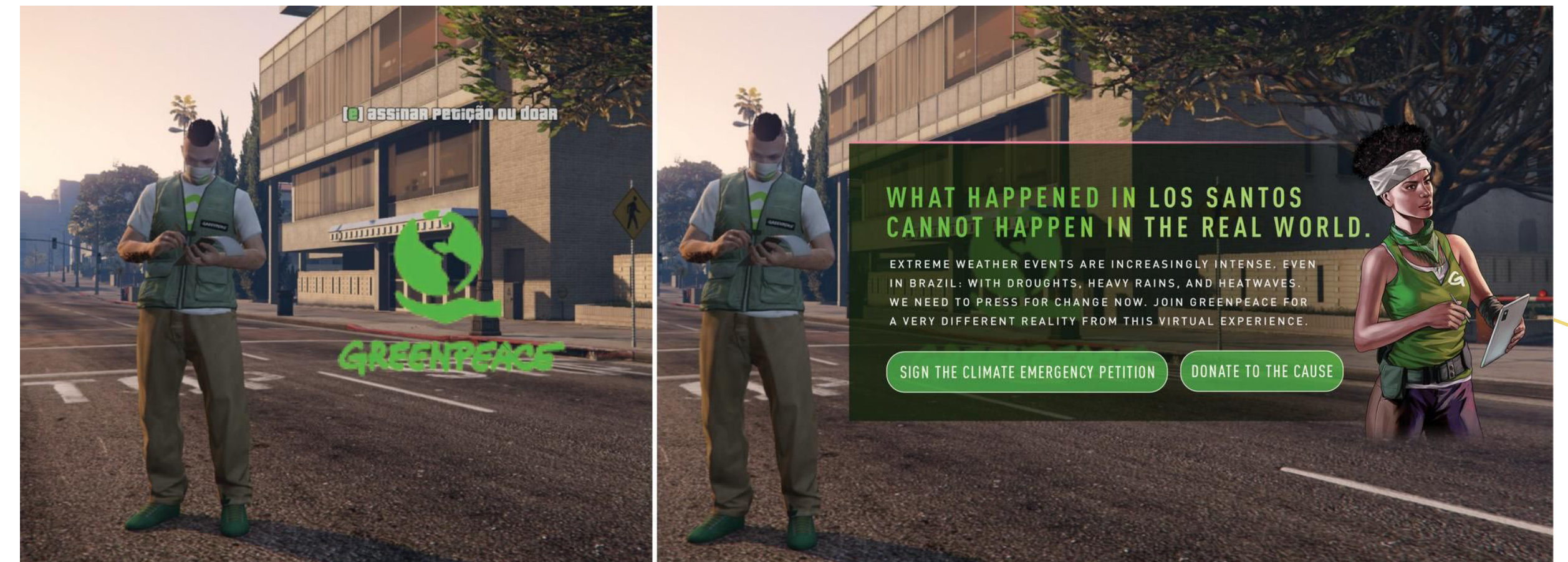
Los Santos in Grand Theft Auto (GTA) is an immersive replica of Los Angeles where Greenpeace showed the impact of rising global temperatures. This half-submerged metaverse, afflicted by heat, drought, air pollution and economic crisis, spawned multiple challenges, including climate refugees. It prompted social engagement and a 40% increase in donations for Greenpeace.

Marcel Marcondes, Global Chief Marketing Officer, AB InBev, and Jury President, Entertainment Lions For Sport, said: "These organisations tend to do protests to get attention. This was a different take, connecting in a more natural, authentic and unexpected way. Not only was it creative, it also drove action and made a difference; it went beyond raising awareness."

#### TAKEAWAY:

Familiar virtual environments can be effective places to warn audiences of climate-related realities.

LOS SANTOS +3°C | GREENPEACE



VMLY&R SÃO PAULO

GOLD ENTERTAINMENT LIONS FOR SPORT

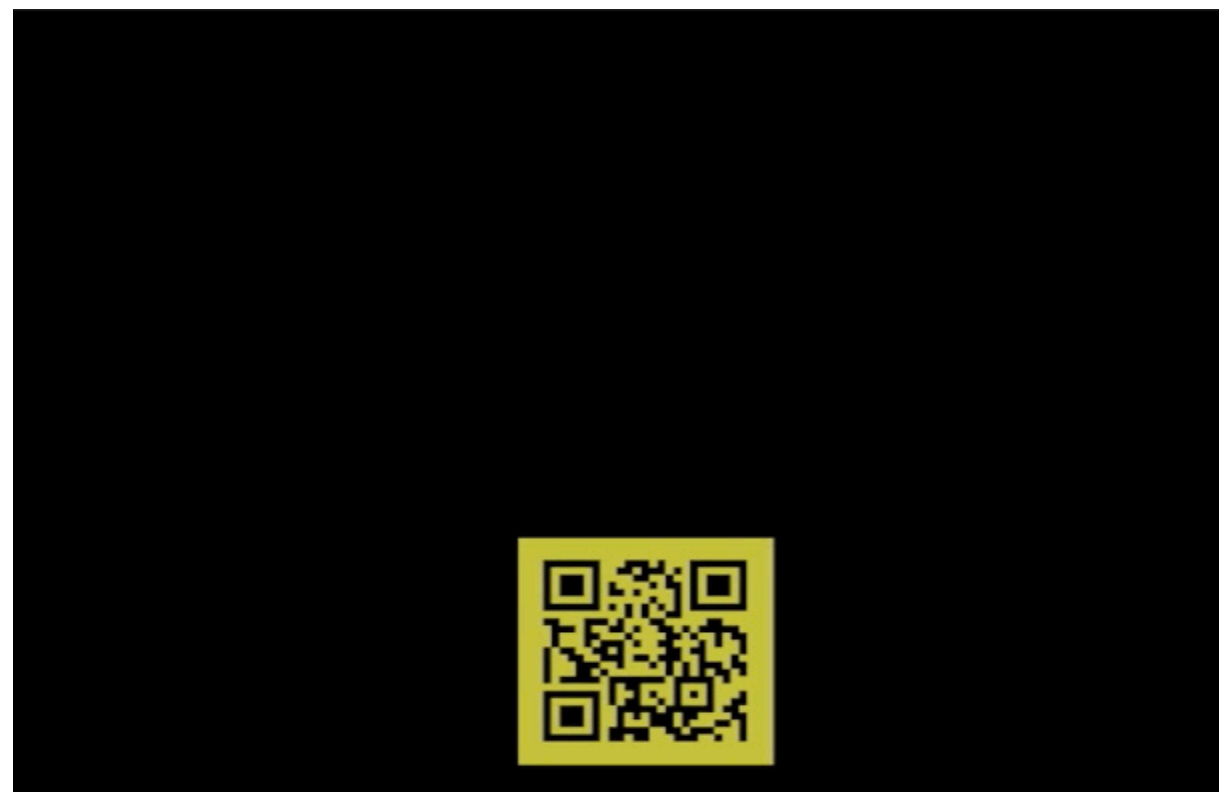
TECH IN SERVICE TO THE IDEA



# (ii) New Modes Of Entertainment



LESS TALK, MORE BITCOIN | COINBASE



ACCENTURE SONG NEW YORK

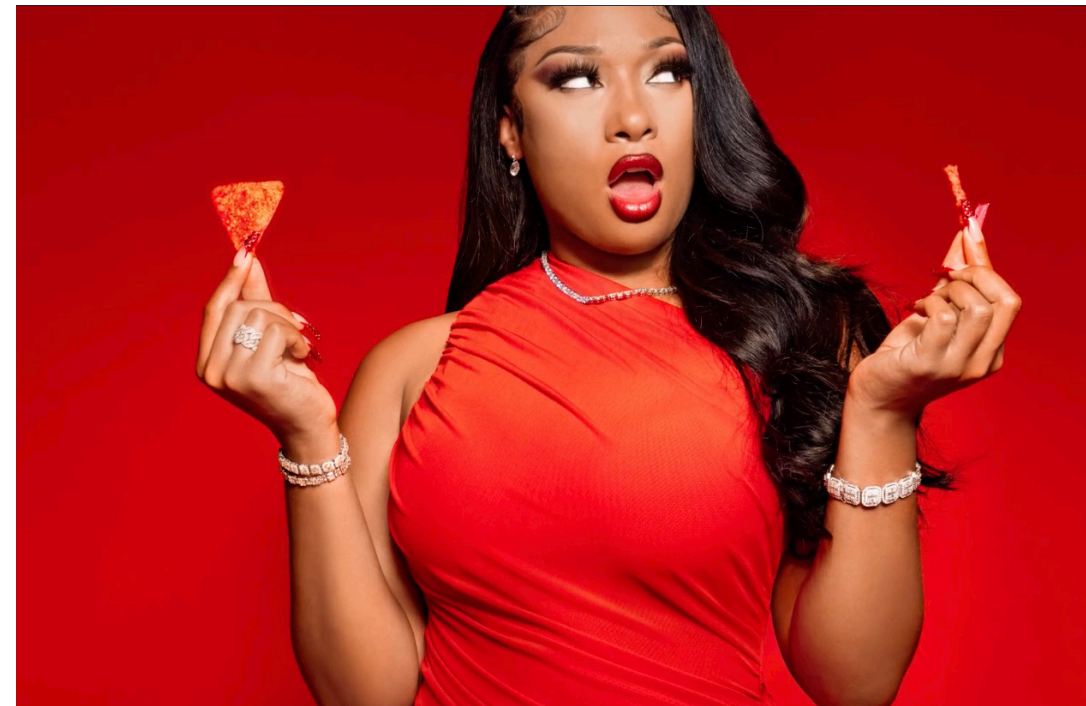
GRAND PRIX DIRECT LIONS

A Super Bowl ad featuring a bouncing QR code prompted 445,000 viewers to access the cryptoeconomy.

## TAKEAWAY:

Keep it simple and lo-fi. The fun of chasing a QR code around a screen, coupled with a \$15 incentive, captivated the Super Bowl audience.

SNACKABLE SCREENS/FLAMIN' HOTTIE | DORITOS/CHEETOS



GOODBY SILVERSTEIN & PARTNERS  
SAN FRANCISCO

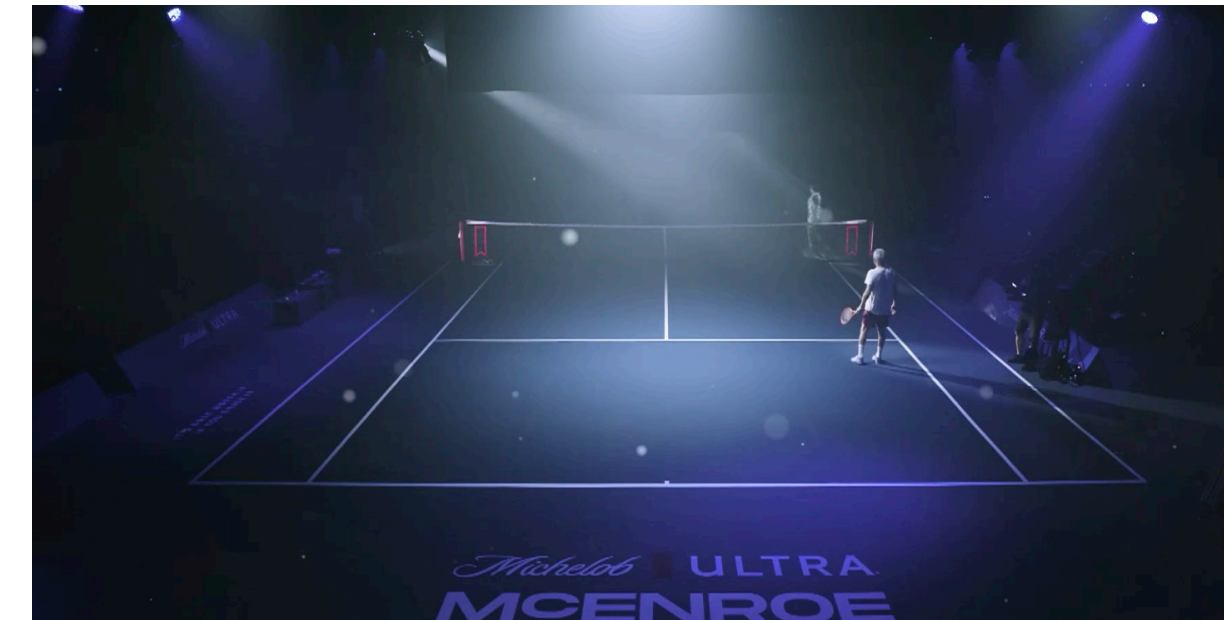
BRONZE ENTERTAINMENT LIONS

Through a Snapchat partnership, a music video for Megan Thee Stallion could be viewed on Doritos' and Cheetos' Flamin' Hot flavoured snacks.

## TAKEAWAY:

Turn your product into the channel for a fun experience targeting elusive audiences.

MCENROE VS MCENROE | AB INBEV



FCB NEW YORK

GOLD INNOVATION LIONS

John McEnroe played an avatar of himself from his heyday in the 1980s in this nail-biting match that screened on ESPN.

## TAKEAWAY:

Combine different cutting-edge technologies for an unmissable experience that can earn free media for your brand.

TECH IN  
SERVICE TO THE  
IDEA



# HOW IT GOT MADE

## AB InBev 'McEnroe vs McEnroe'

Alex Abrantes,  
Group Creative Director, FCB  
New York, and Michael Aimette,  
Co-Chief Creative Officer, FCB  
New York, reveal the issues  
behind aligning six different  
techs, why mist was problematic  
and why naiveté is a superpower



### How did you come up with the idea?

The line 'It's Only Worth It If You Enjoy It' is Michelob ULTRA's North Star. McEnroe was someone who didn't enjoy his run as much as he should have, making this piece clearly aligned with the brand promise.

### How did it all come together?

It was 13 months of research and development. We partnered with Unit9 and brought together six separate technologies. It collapsed a few times before it worked. Motion capture, AI learning and the Unreal Engine was central to all of this, and we had to project onto a mist. The choice of the mist was hard: it needed to be stable enough to hold the high-res projection, but also penetrable so the ball could go back and forth. Lighting was a huge issue. Robots were needed across the court because we needed to return the balls; it needed to feel like a real match. Plus, we needed an actual full court to be built from scratch because all technologies needed a fully controlled environment. We couldn't just go to the Billie Jean King or Arthur Ashe stadium and play there.

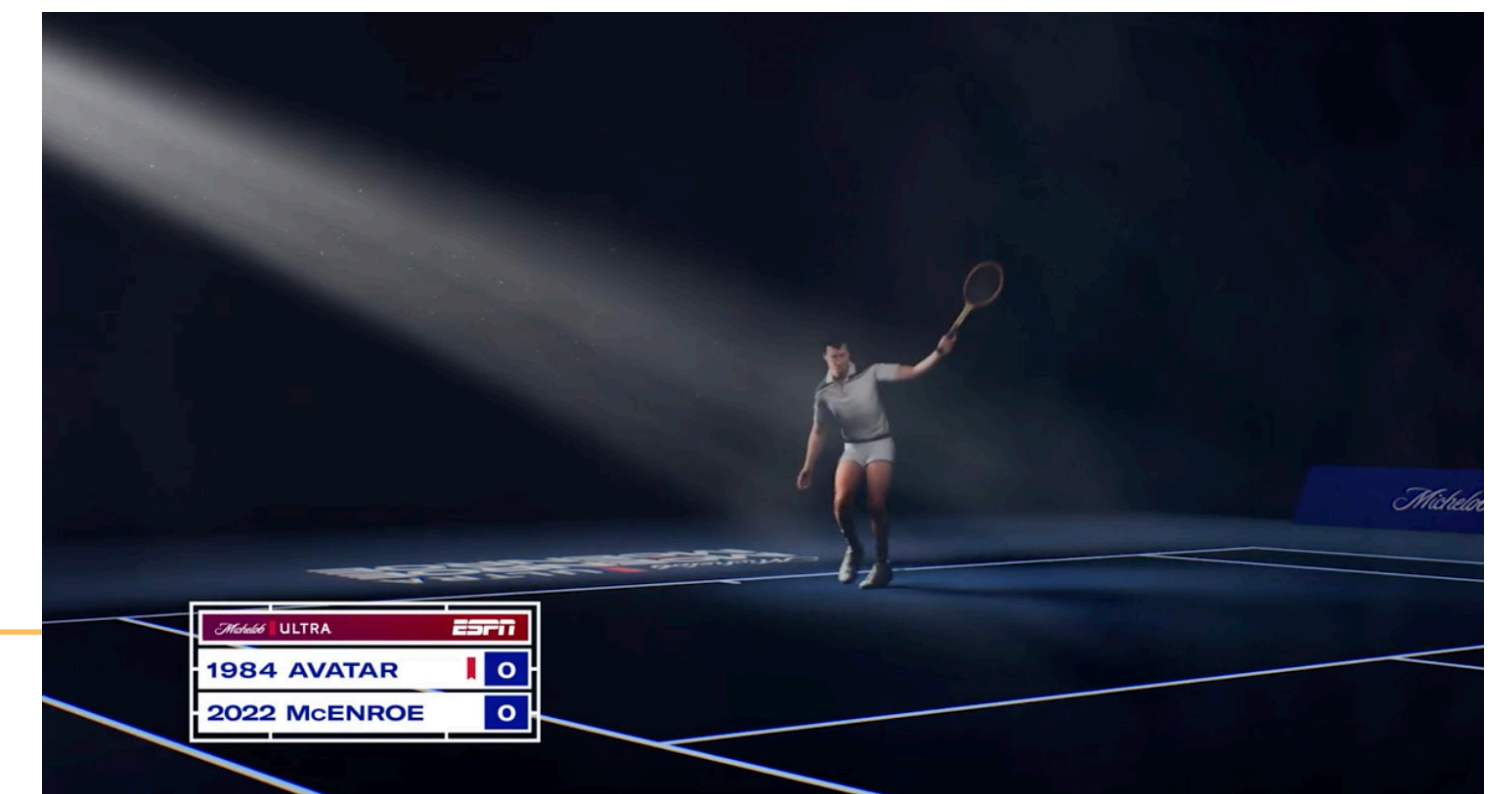
### Were you worried it wouldn't work?

Our superpower is that we don't know any better and that means that you start coming up with interesting solutions that haven't been done before.

### What advice would you give to any creatives planning this type of execution?

Choose your partners carefully. There will be moments when things won't go well. You'll be faced with situations where you'll either point fingers or hold hands. Luckily, we had the right partners and everybody was working towards the same goal.

MCENROE VS MCENROE | AB INBEV



FCB NEW YORK

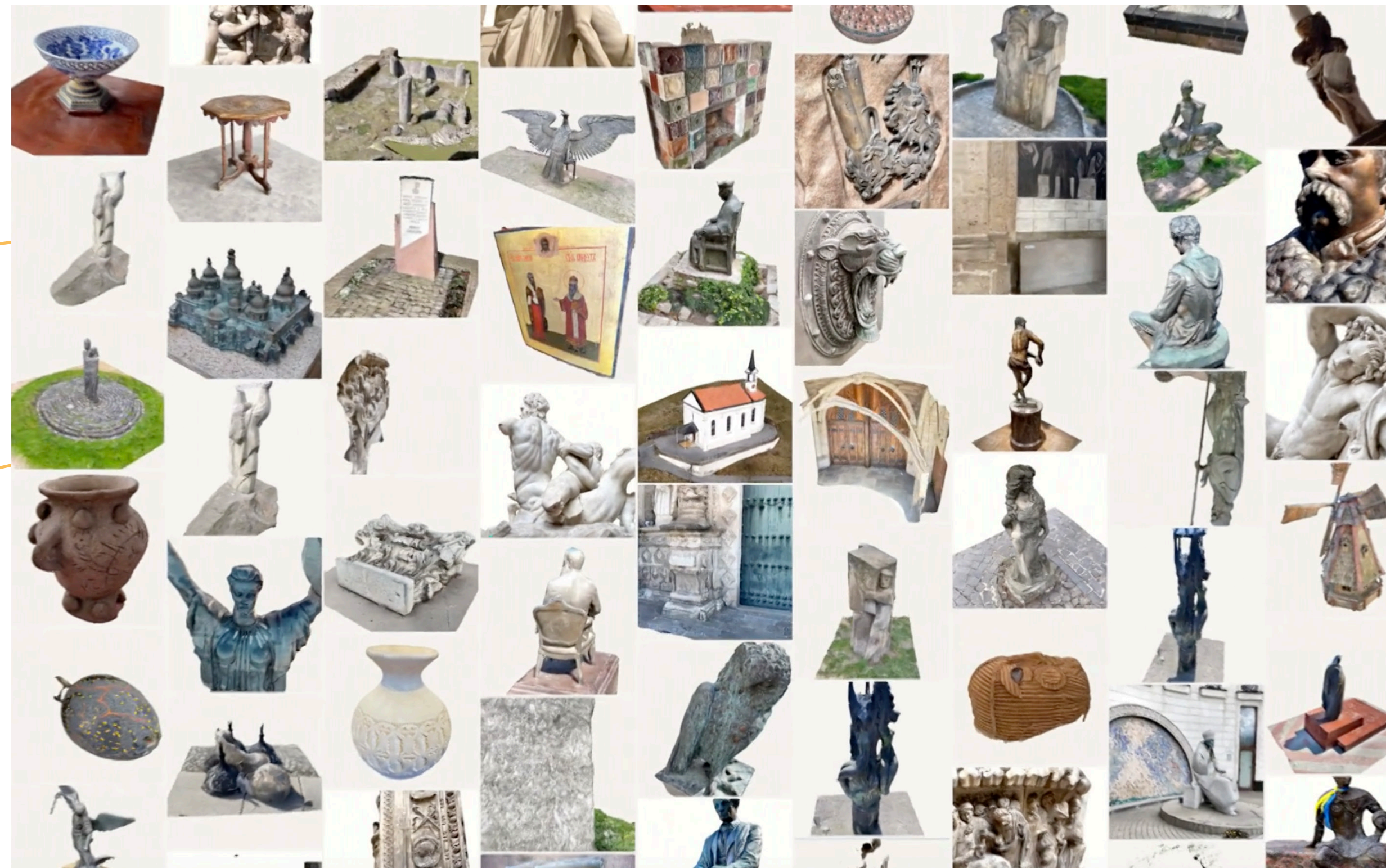
GOLD DIGITAL CRAFT LIONS





# (iii) Meaningful Missions: Grand Prix Focus

BACKUP UKRAINE | POLYCAM X UNESCO



VIRTUE WORLDWIDE NEW YORK

GRAND PRIX DIGITAL CRAFT LIONS

## Using smartphones to preserve culture

Polycam x UNESCO's 'Backup Ukraine' initiative engaged smartphone-owning Ukrainians to photograph their treasured monuments and upload them into the cloud as a digital blueprint.

Digital Craft Lions Jury President, Luciana Hagiara, Executive Creative Director, Media.Monks, commented: "This project allows citizens from Ukraine to preserve their greatest wealth as a nation: their culture. Using a real-time smartphone camera and GPS, everyone can capture any place or monument in minutes and save the data as blueprints in the cloud to preserve it forever. It turns every Ukrainian citizen into a guardian of their national heritage. Because culture is the identity of people and it can't be destroyed."

### TAKEAWAY:

Involve the audience in problem-solving by supplying them with the appropriate tech and tools.



# (iii) Meaningful Missions



QUEST FOR DYSLEXIA | SAMSUNG



CHEIL WORLDWIDE BEIJING

SILVER MOBILE LIONS

Prejudice means that dyslexia in China goes largely undiagnosed. Samsung turned a popular video game into an early detection tool, identifying 25,000 potential cases in the first month.

## TAKEAWAY:

Dress up a diagnostic procedure as entertainment to make it more accessible.

REAL TONE – PRODUCT INNOVATION & GLOBAL CAMPAIGN | GOOGLE



GOOGLE MOUNTAIN VIEW

GRAND PRIX MOBILE LIONS

Google's Pixel 6 camera used Real Tone software, a collection of technical improvements, to highlight the nuances of diverse skin tones.

## TAKEAWAY:

Consult far and wide. Google listened to the experiences of people all over the world to deliver an appropriate solution.

THE UNFILTERED HISTORY TOUR | VICE MEDIA



DENTSU CREATIVE BENGALURU

GRAND PRIX RADIO & AUDIO LIONS

This immersive Instagram and audio experience revealed the provenance of the British Museum's looted artefacts.

## TAKEAWAY:

Bring a narrative to life in a novel way that will resonate with your brand by association.

TECH IN  
SERVICE TO THE  
IDEA

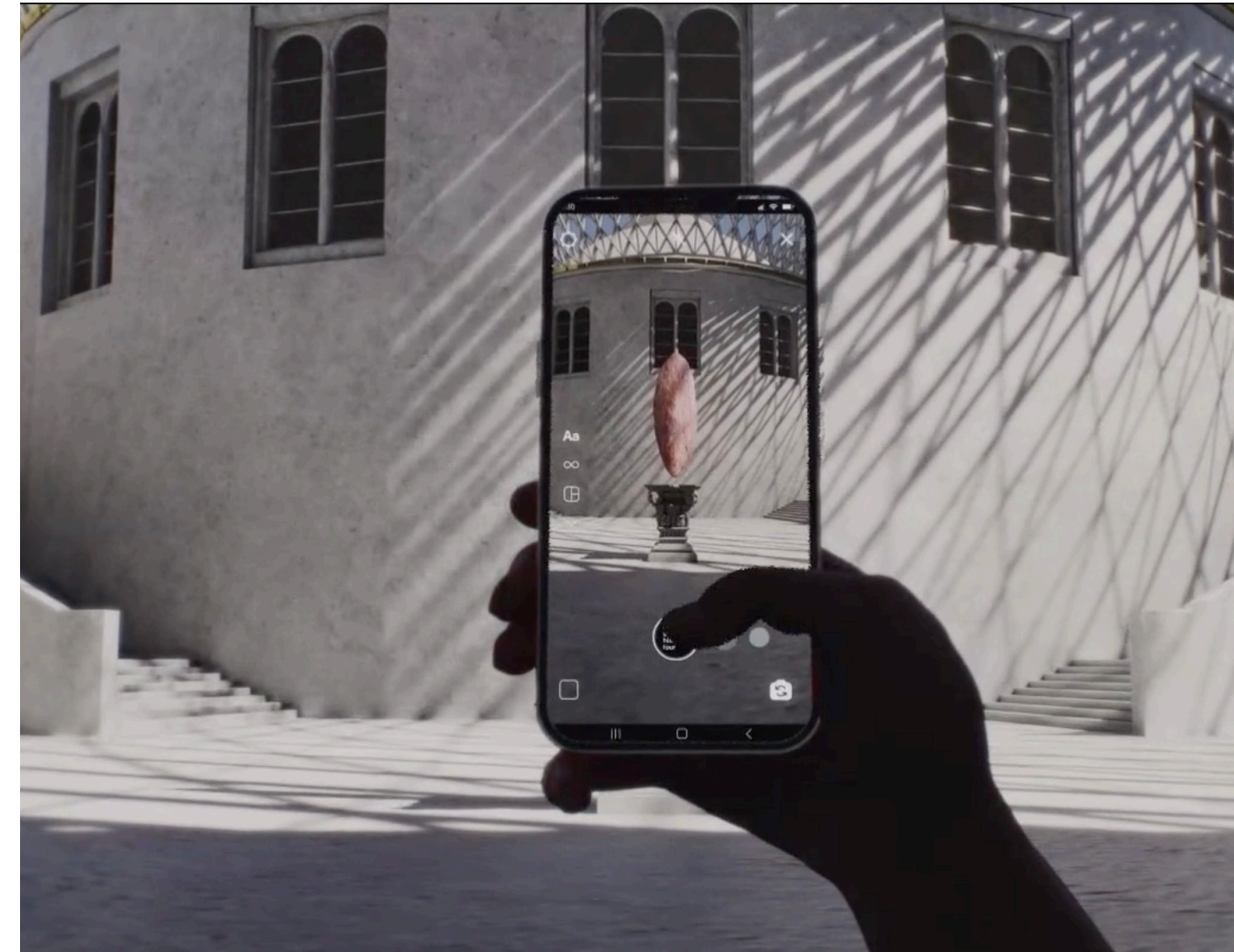


# HOW IT GOT MADE

## VICE Media 'The Unfiltered History Tour'

VICE Media's triple Grands Prix-winner 'The Unfiltered History Tour' revealed the untold side of the British Museum's looted artefacts through Instagram filters and immersive audio. John Montoya, Senior Director, Content Strategy at VICE Media, and Gurbaksh Singh, Chief Innovation Officer at Dentsu Creative India, explain how they overcame countless obstacles

THE UNFILTERED HISTORY TOUR | VICE



DENTSU CREATIVE BENGALURU



GRAND PRIX RADIO & AUDIO LIONS



TECH IN  
SERVICE TO THE  
IDEA

**What was your objective?**

One of the best ways to learn something is to listen to the people it affects most. This was an opportunity for education; to take the discourse around the British Museum into its physical space.

**How did you manage to hack the museum?**

We worked on it remotely and there were hundreds of complications. Everything was ready for testing when the museum got locked down. On reopening, many artefacts had changed position or were no longer on display. We had developed everything and then we were back to zero. Testing the filters themselves was like manoeuvring a rover from Mars.

**What does this initiative say about VICE Media?**

We're authentic. We like to cover the world's under-reported subjects and let a subject breathe.

**The work was all about uncovering the truth. How did you maintain historical accuracy?**

We approached it as journalists. We looked closely at the language to make sure we weren't putting words in people's mouths. We allowed the listener to make their own judgments.





5

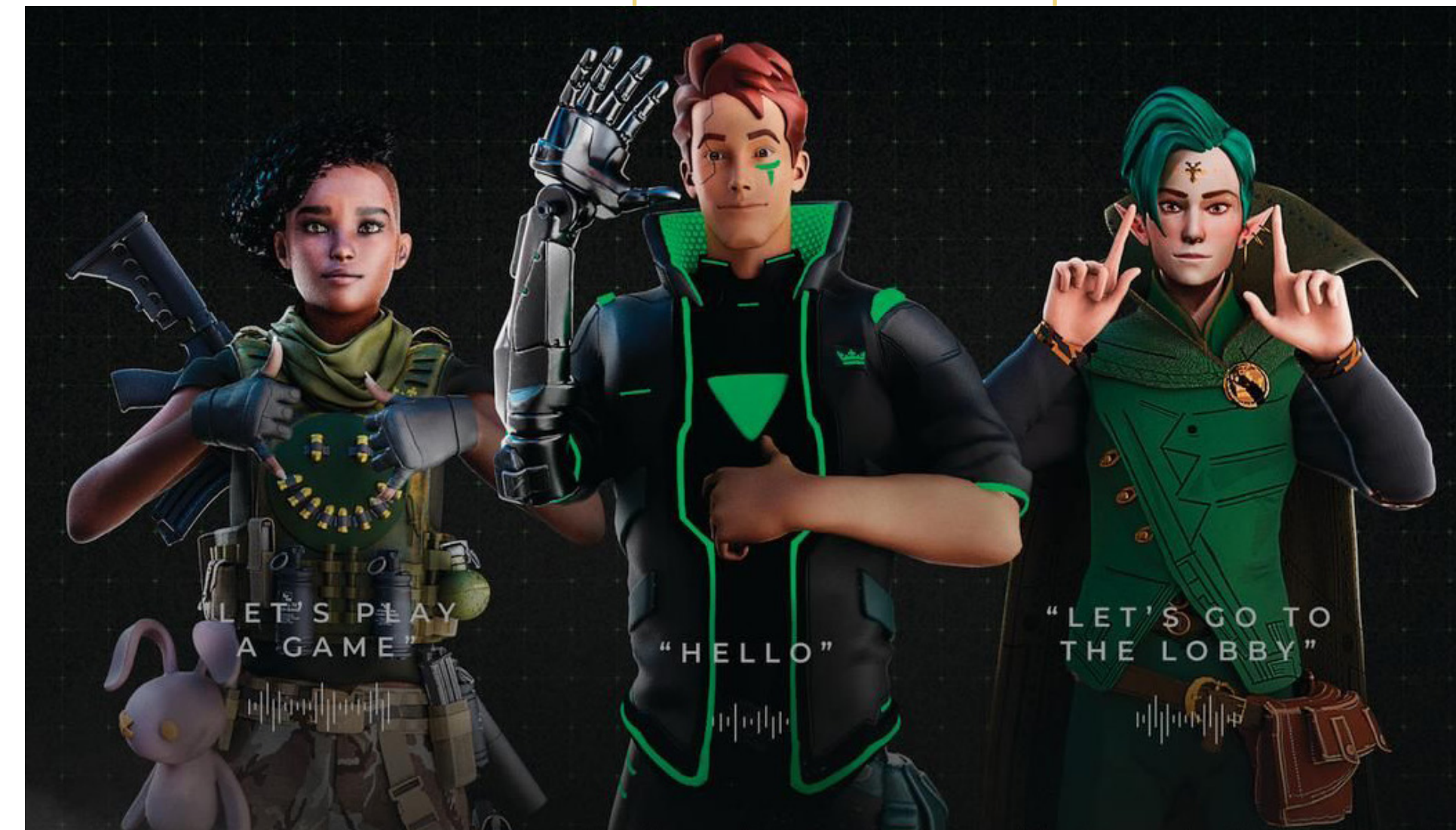
# Invite Everybody

The world is becoming more inclusive and accessible through head-turning work driving positive change

“Companies cannot count on passionate individuals to drive change,” said Aline Santos, Unilever’s Chief Brand Officer and Chief Equity, Diversity and Inclusion Officer, at this year’s Festival. She added: “Organisations need to think about how to create systemic change.”

Many of this year’s Cannes Lions winners showed that many organisations are already making the world more inclusive and accessible. Half of the Innovation Lions shortlist had this objective, offering solutions that helped blind or partially sighted people, the deaf community, autistic people and the Down Syndrome community.

E-NTERPRETERS | PILSEN CALLAO



FAHRENHEIT DDB LIMA

SILVER DIGITAL CRAFT LIONS

## Bringing It Back To Brand

Some solutions saw brands stepping up, solving problems for communities that also tied into their broader positioning.

AB InBev-owned Pilsen Callao in Peru stayed true to its stance of championing friendship without differences by developing bots that could translate sign language in real time. This enabled the world’s 100 million deaf gamers to converse as they were playing, and the technology was made open source. It won Silver in the Digital Craft Lions where Jury President Luciana Haguiara, Executive Creative Director, Media.Monks, said: “Our goal was to find work that could make an impact and improve lives. A number of this year’s entries addressed diversity and inclusion and really stood out. We are entering Web3 and the metaverse so the work needs to be accessible.”

INVITE EVERYBODY





# Invite Everybody

## Takeaways From Winning Work

(i)

### TAKE A RISK

Straying from your comfort zone could get your brand noticed in all the right ways.

(ii)

### MAKE IT FUN

Accessibility and inclusion initiatives don't need to adopt a heavy or serious tone. Humour, fun and levity can help to land messaging and shift attitudes.

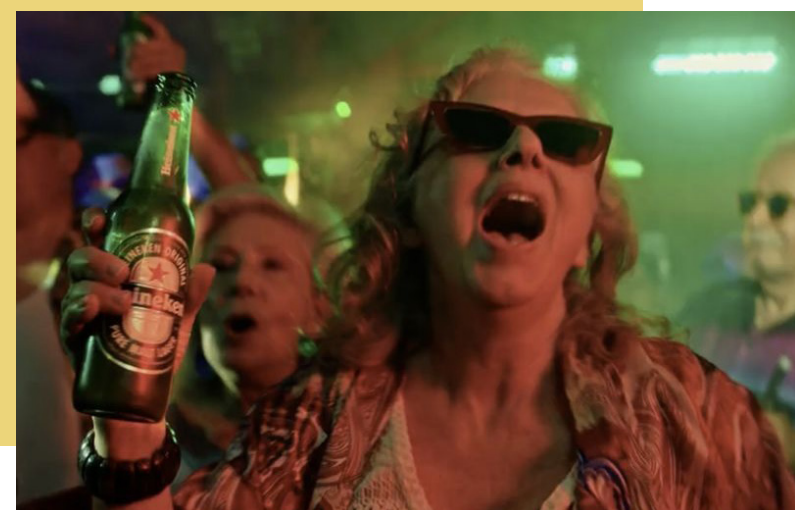
(iii)

### GO THE EXTRA MILE

Inclusion takes time and effort; there are no quick fixes. Be prepared to commit and pay close attention to the details.

## TAKEAWAY IN ACTION

THE NIGHT IS YOUNG | HEINEKEN



PUBLICIS ITALY MILAN

GOLD HEALTH & WELLNESS LIONS

### CAST DIFFERENTLY

'The Night Is Young', Heineken's nudge for younger people to get vaccinated, featured older clubbers to incite FOMO.



64% of under 27s said they would vaccinate

6 CANNES LIONS AWARDS

Gold Lions ●●  
Silver Lions ●  
Bronze Lions ●●●

#1

spot for Food & Drinks Brands at Cannes Lions 2022

spot for Food & Drinks Brands at Cannes Lions 2022





# (i) Take A Risk:

## Gold Lion Focus

THE NIGHT IS YOUNG | HEINEKEN



PUBLICIS ITALY MILAN

GOLD HEALTH & WELLNESS LIONS

### A pro-vaccination stance paid off for beer

Heineken took a pro-vaccination stance in 2021 by showing a nightclub full of older, fully vaccinated people dancing to Sylvester’s ‘You Make Me Feel’. Despite encountering backlash from anti-vaxxers, the joyous older dancers prompted 64% of under-27s to say they would vaccinate.

Patricia Corsi, Chief Marketing & Digital Officer and Chief Information Officer, Bayer Consumer Health, and Jury President, Health & Wellness Lions, said: “This had wonderful execution values, a spot-on soundtrack and was well integrated work. Beer is the lubricant of society and one of the forces that can propel a discussion on health and responsible consumption. I hope this inspires Heineken, AB InBev and Carlsberg to put more time and effort into the Health & Wellness Lions.”

#### TAKEOUT:

Calculate the risk before taking a stance on a sensitive social issue and plan your response in advance.

INVITE EVERYBODY



# (i) Take A Risk



MOTHERLAND PRIDE | KYIVPRIDE



SAATCHI & SAATCHI UKRAINE KYIV

BRONZE DESIGN LIONS

KyivPride had one chance for its drone to place a rainbow flag in the hands of the Motherland Monument. It faced police intervention if this first attempt failed.

## TAKEAWAY:

Careful, meticulous planning for stunts is critical, especially those that pivot on one key action.

CHATPAT | SOS CHILDREN'S VILLAGES INDIA



FCB INDIA DELHI

GOLD MEDIA LIONS

Chatpat and his friends recreated beloved Indian ads to raise money via corporate donations for deprived kids.

## TAKEAWAY:

Be prepared: a cheeky approach is risky and won't be universally loved. Not all brands appreciated Chatpat reinterpreting their iconic work.

THE BREAKAWAY: THE FIRST ECYCLING TEAM FOR PRISONERS | DECATHLON



BBDO BELGIUM BRUSSELS

GRAND PRIX PR LIONS

Sports retailer Decathlon enabled prisoners to participate in a virtual cycling race.

## TAKEAWAY:

Execute sensitively. It could be seen as harmful to associate a brand with prisoners. But Decathlon's open-mindedness and commitment to its accessibility purpose mitigated that risk.



# HOW IT GOT MADE

## Decathlon 'The Breakaway'

Debby De Ridder, Copy Director, BBDO Belgium, Frederik Clarysse, Freelance Creative, and Tom Jacobs, Freelance Creative, discuss how Decathlon's mission to make sport accessible helped to humanise inmates in Belgium



### What was your objective with 'The Breakaway'?

Decathlon's mission is about making sport accessible to all, and the theme for 2021's spring campaign was freedom. 'The Breakaway' brought those things together.

### How did you overcome the logistical challenges of filming inside a prison?

We put a lot of effort into gaining trust. Once the prisoners saw that we were genuine, they engaged with it and were really enthusiastic. We also had to get the bikes in and secure special permission to allow participating prisoners to access the internet.

### How did the prisoners find it?

It was life-changing for them. They're used to the four walls of the prison and they don't have much contact with people outside. But on that platform, they are back in the real world. Even though it's a virtual reality, there are still other people from other countries cycling, just as there are in real cycling races.

### What does this project say about Decathlon?

That it's courageous. Not every brand wants to be associated with prisoners because they're often regarded as non-humans. It was brave of Decathlon to show them as real people.

THE BREAKAWAY: THE FIRST ECYCLING TEAM FOR PRISONERS | DECATHLON



BBDO BELGIUM BRUSSELS

GRAND PRIX PR LIONS





# (ii) Make It Fun:

## Grand Prix Focus

### A light touch helped to change attitudes

'Super. Human.' promoted the Paralympic Games on UK terrestrial station Channel 4. The film, set to a jauntily sarcastic soundtrack, showed the commitment and sacrifice of Paralympians in the lead-up to the Games. It prompted nearly one third of the UK population to watch the Paralympics, while 57% of British adults say that the Paralympics has made them more positive about what people with a disability can achieve.

David Lubars, Chief Creative Officer, BBDO Worldwide and Jury President, Film Lions, said: "It generates excitement for the Paralympics by portraying an under-represented and misunderstood group in a fun, aspirational and compassionate way."

#### TAKEAWAY:

Being over-earnest risks being a turn-off for audiences. Consider how to bring a light touch instead.

SUPER. HUMAN. | CHANNEL 4



4CREATIVE LONDON

GRAND PRIX FILM LIONS

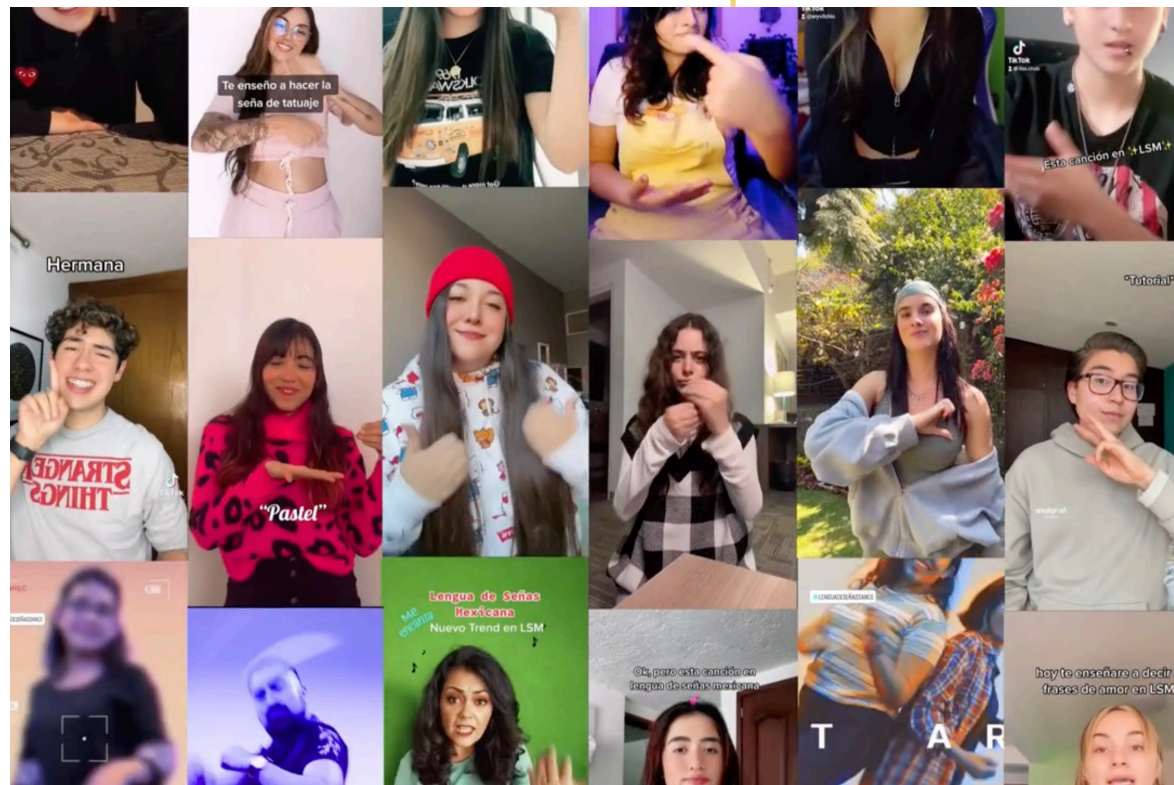
INVITE  
EVERYBODY



# (ii) Make It Fun



TIKTOK TEACHERS | FEDERACIÓN MEXICANA DE SORDOS A.C (FEMESOR), CENTRO PARA LA INCLUSIÓN SOCIAL DEL SORDO



DDB MEXICO MEXICO CITY

BRONZE SOCIAL & INFLUENCER LIONS

TikTok became a teaching platform for sign language in Mexico. Signs were incorporated by influencers into TikTok dances, massively boosting reach and interest in learning sign language.

## TAKEAWAY:

Integrate inclusion skills like signing into a popular platform like TikTok where people go to have fun.

#WETHE15 | INTERNATIONAL PARALYMPIC COMMITTEE



ADAM&EVEDDB LONDON

SILVER FILM CRAFT LIONS

Similar to 'Super.Human.' in tone, this film aimed to show that disabled people live their lives pretty much like everybody else.

## TAKEAWAY:

Normalise disability for the 85% of the world who don't experience it. Use humour and levity to depart from victimisation.

FORD VERY GAY RAPTOR | FORD OF EUROPE



FORD BRENTWOOD

GOLD MEDIA LIONS

Auto brand Ford responded to a homophobic YouTube comment by making its 'tough' Raptor vehicle a symbol of Pride.

## TAKEAWAY:

If your brand is 'tough', check that it isn't straying into the zone of toxic masculinity. And if it is, call it out with levity.



# HOW IT GOT MADE

## Ford 'Very Gay Raptor'

Julian Watt,  
Chief Creative Officer for WPP  
Ford EMEA, VMLY&R, and Joe  
Shields, Creative, Hill + Knowlton  
Strategies, explain why they gave  
the tough Raptor a rainbow-  
themed makeover



### How did the idea come about?

When a YouTube commenter on one of our films featuring the Raptor described the blue colour as gay, it was laughable, but also worrying. It started with that incongruity of it being hurtful, but hilarious, so this troll comment was a gift. It prompted us towards a new paint job and also gave us the name of the car. We did not want to go on the offensive; that wasn't the right thing to do. We needed to call out the comment quickly, with a wink.

### Will people be able to buy Very Gay Raptor?

It's not commercially for sale. We're extremely careful not to turn this into an indulgence or a sensational vehicle; it's there to positively champion inclusivity. And it's a beautiful, bright, friendly vehicle.

### What other activity are you doing around Very Gay Raptor?

Our Tough Talks platform is like carpool karaoke because it's an in-car interview but the subject is tough, with the vehicle being the safe space. It's driven by the former Welsh rugby player, Gareth Thomas, who is part of the LGBTQ+ community. As his background is in a tough sport, he's a fantastic ambassador for what Ford is doing, which is redefining 'tough'. Ford is known for being tough around the world. But, unfortunately, 'tough' can risk becoming toxic masculinity and starts to divide people.

FORD VERY GAY RAPTOR | FORD OF EUROPE



FORD BRENTWOOD

GOLD MEDIA LIONS

INVITE  
EVERYBODY





# (iii) Go The Extra Mile:

## Grand Prix Focus

### Tech brands make voice banking easier

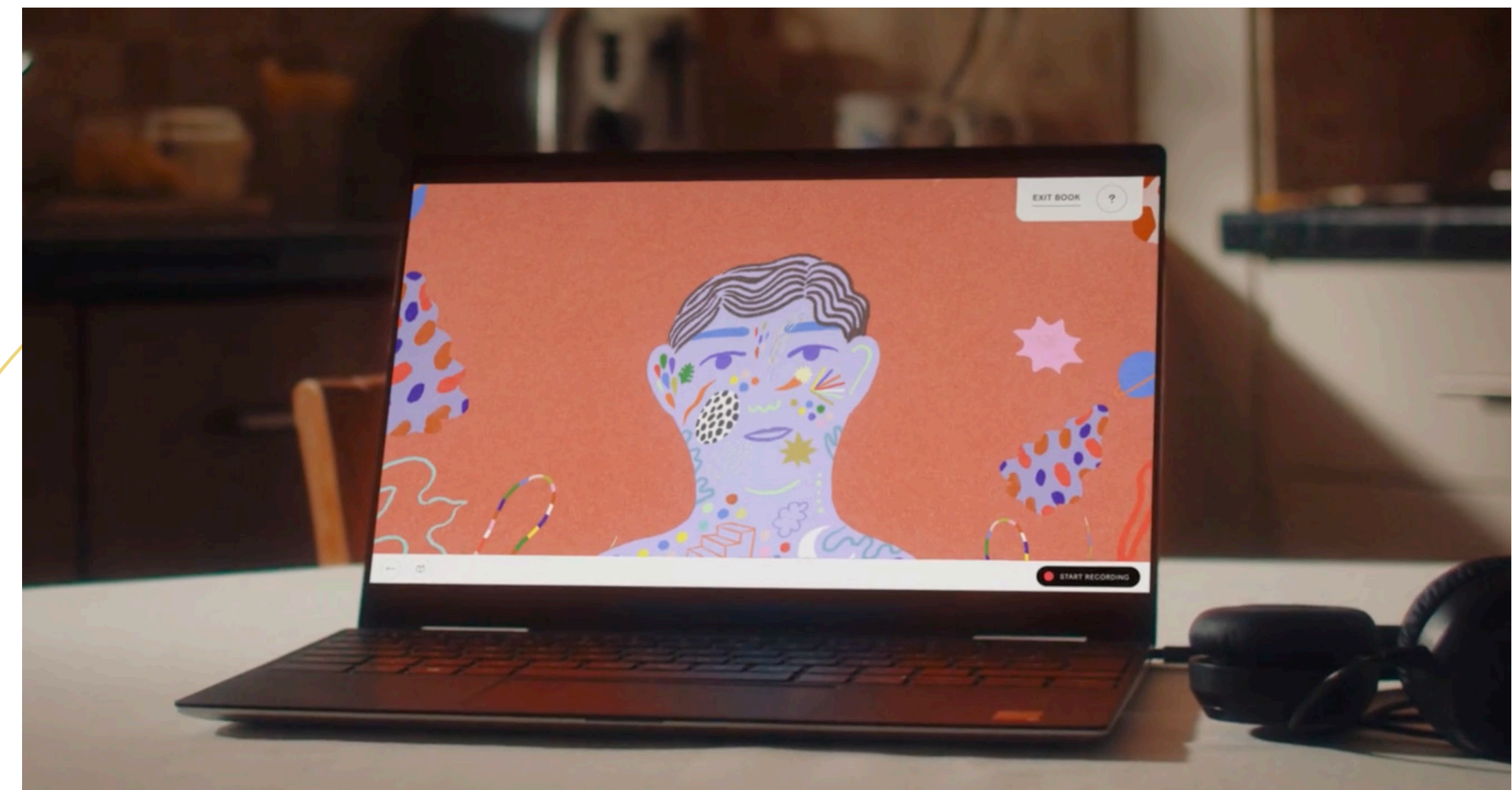
Dell and Intel brought together technologists, speech therapists, creatives and Motor Neurone Disease (MND) patients to create a platform making it easier for those with MND to bank their voices. A book explained what it means to live with MND and enabled patients to bank their voices. The platform follows AAA accessibility standards and allows users to bank their voices from any laptop or mobile device. Every page could be read online and on any screen.

Pharma Lions Jury President, Brett O'Connor, Executive Creative Director, VCCP Health, said: "The way a user experience can tell a simple story about their condition to loved ones blew our minds. Decreasing the process of voice-banking from three months to 30 minutes was invaluable, especially at a time in the patient's life when every second counts."

#### TAKEAWAY:

Consider all the ways in which your brand could simplify a lengthy or complicated process.

I WILL ALWAYS BE ME | DELL TECHNOLOGIES & INTEL



VMLY&R NEW YORK

GRAND PRIX PHARMA LIONS

INVITE EVERYBODY



# (iii) Go The Extra Mile

WIDEN THE SCREEN: THE PROGRAM | PROCTER & GAMBLE



GREY NEW YORK BRONZE CREATIVE BUSINESS TRANSFORMATION LIONS

This content creation, talent development and partnership platform enables Black creators to participate in all aspects of the creative process.

## TAKEAWAY:

Set specific targets to make sure representation is improving behind the camera as well as in front of it.

THE BLACK ELEVATION MAP | BLACK & ABROAD



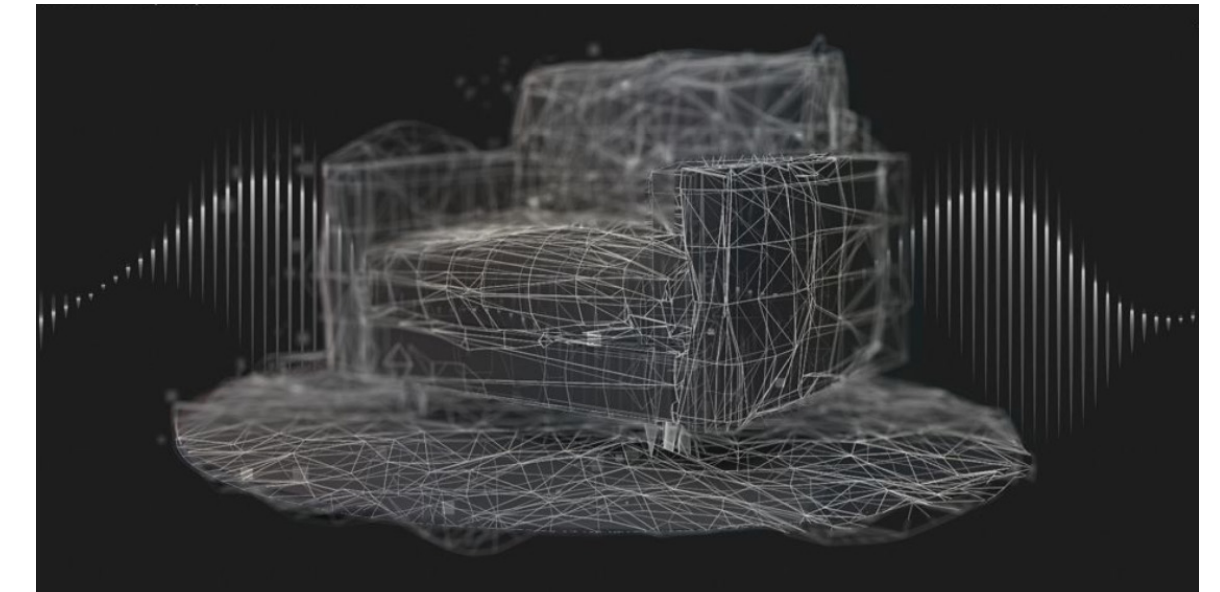
PERFORMANCE ART TORONTO GOLD CREATIVE DATA LIONS

To counteract the oppressive history of mapmaking, this travel brand launched a data-led platform that spotlights and elevates Black cultural contributions.

## TAKEAWAY:

Casting carefully pays off. The team behind this project mirrored the brand's audience.

EYEDAR | HORIZON THERAPEUTICS



AREA 23, AN IPG HEALTH NETWORK COMPANY NEW YORK GOLD PHARMA LIONS

This app teaches blind people to visualise their world with sound. It uses echolocation, where hearing is used to visualise surroundings.

## TAKEAWAY:

Commit to the long-term. It took four years to make echolocation a learnable and accessible skill for the global blind community.





# HOW IT GOT MADE

## Horizon Therapeutics 'Eyedar'

Franklin Williams,  
EVP, Director of Experience  
Design, Area 23, explains how  
a partnership with the blind  
community made echolocation a  
more accessible skill



### What was the objective?

Horizon wanted to extend the experience of the blind community in a way that felt authentic and accessible. There was hardware but it required expensive equipment. So when Lidar technology was introduced on certain smartphones, we knew our idea could come to life.

### How closely did you work with the blind community?

A blind UX person on the team brought to life how people navigate the world and how we can benefit them. It was a masterclass in understanding someone else's life and building something in partnership with those individuals.

### Were there any complications?

Tech companies don't necessarily put accessibility at the forefront. In building the application, we were trying to leverage some technologies that didn't have accessibility options, so we had to build those from scratch.

### What advice would you give to people planning something similar?

Work with your community and challenge the biases that you bring to the table. For example, sighted people questioned why the application speaks so fast. But as blind people take in everything through their ears, doing something at a conventional speaking pace takes too long.

EYEDAR | HORIZON THERAPEUTICS



AREA 23, AN IPG HEALTH NETWORK COMPANY NEW YORK GOLD PHARMA LIONS

### Are there any plans to develop Eyedar?

With the advent of the metaverse, we want to think about how we can apply these theories to allow blind people to experience these worlds through their ears.





# RANKINGS

# 2022

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To demonstrate commitment to transparent and accurate results, these rankings have been confirmed by our Process Integrity Partner, PwC.



# WPP: Creative Company of the Year



Bold, purposeful work from across the globe helped propel WPP to the top spot for the second consecutive year.

It performed particularly strongly in the Health track. Maxx Flash's 'The Killer Pack' addressed dengue fever in India, and took the Grand Prix in the Health & Wellness Lions. 'I Will Always Be Me', a partnership between Dell Technologies and Intel, helped people with Motor Neurone Disease bank their voice by reading a story, and took a Grand Prix in the Pharma Lions.

WPP also took the inaugural Grand Prix in the Creative B2B Lions for 'Speaking in Color', a voice-activated AI that enables architects to identify the exact shade they seek.

Omnicom took second place. Among its Grand Prix wins was 'Hope Reef' for Mars (Industry Craft Lions, Media Lions). Decathlon's 'The Breakaway: The First eCycling Team For Prisoners' also took Grands Prix in two Lions: Creative Strategy and PR.

In third place came IPG. Notable wins included its 'Portuguese (Re)Constitution' work for Penguin Books, which took Portugal's first ever Grand Prix in the Design Lions. It also won the Grand Prix in the Creative Effectiveness Lions for 'Contract for Change', Michelob Ultra's three-year commitment to sustainable agriculture.

"Being together and collaborating is our industry's secret sauce. We keep our teams aligned by reminding them of what it takes to consistently win. People + Process = consistent creative excellence. 110,000 people all rowing in the same direction can't lose."

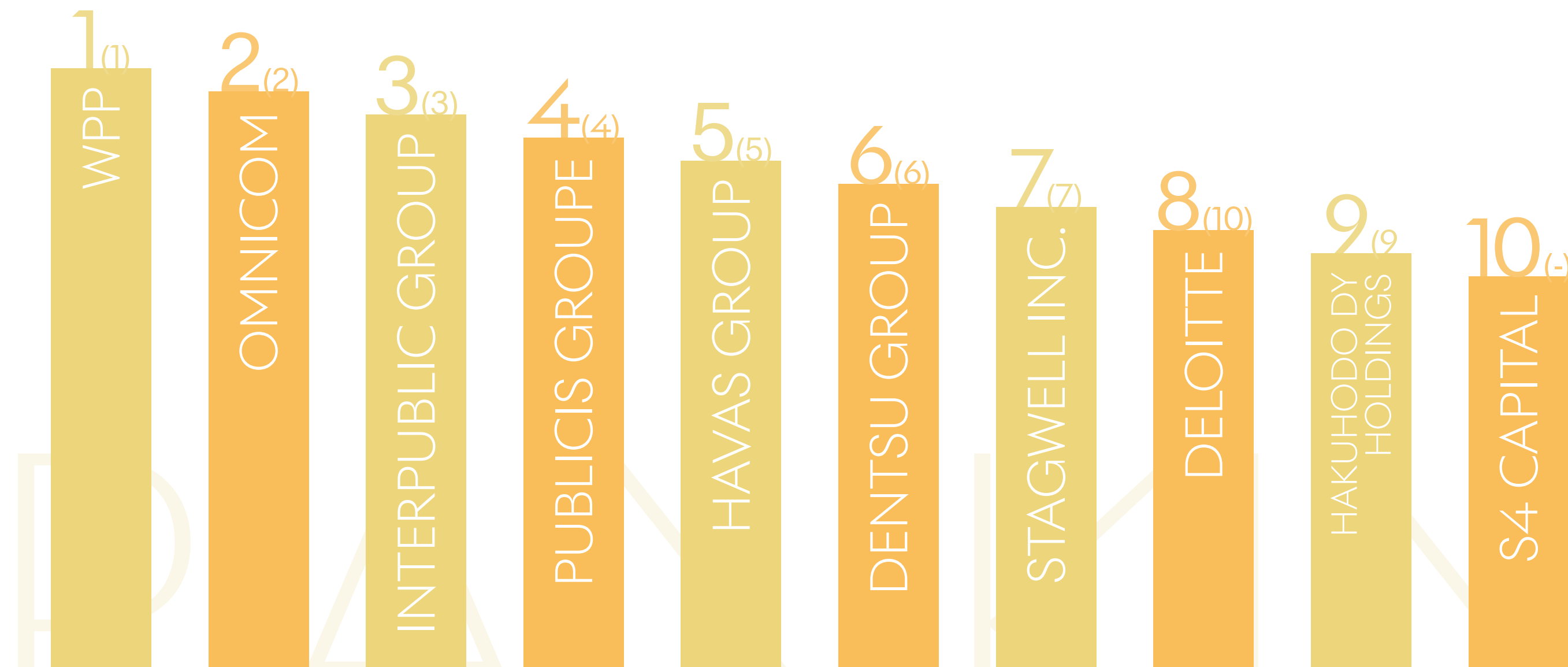
ROB REILLY  
GLOBAL CHIEF CREATIVE OFFICER | WPP

SONHO | NEGO BALA



AKQA SÃO PAULO

SILVER ENTERTAINMENT LIONS FOR MUSIC



2021 position in brackets



# Ogilvy: Network of the Year



Work contributing to Ogilvy being crowned Network of the Year came from across the globe, including India, Singapore, Australia, the UK and Greece.

Among its notable wins was ‘Shah Rukh Khan-My-Ad’ by Ogilvy Mumbai. These localised versions of the same ad reminded Indians of local businesses during Diwali, fronted by an AI avatar of Bollywood superstar Shah Rukh Khan. Other work included ‘Morning After Island’ by Ogilvy Honduras, which took four Gold Lions, three Bronze Lions and a Silver Lion.

Dove’s ‘Courage is Beautiful’ took Gold and Silver in the Creative Effectiveness Lions, while ‘Reverse Selfie’ and ‘Toxic Influence’ also took metal for the brand.

Second came FCB, whose ‘Contract for Change’ work for Michelob Ultra took the Grand Prix in the Creative Effectiveness Lions. ‘The Nominate Me Selfie’ by FCB India Delhi for Political Shakti and The Times of India and ‘A Song for Every CMO’ for Spotify were two other multiple Lion-winners.

DDB Worldwide took the third spot. As well as its ‘Chillboards’ work for Coors Light, it was also recognised for ‘The Refugee Jatoba’ by Africa DDB São Paulo, which granted the first tree in the world refugee status.

“We are living in a world where creativity is needed more than ever. Like all companies, we’ve had to be resilient in an unpredictable environment for the past two years. This is a testament to the work, the people behind the work, and the way we work: I am continuously inspired by the way our people have shown up for each other and for our clients.”

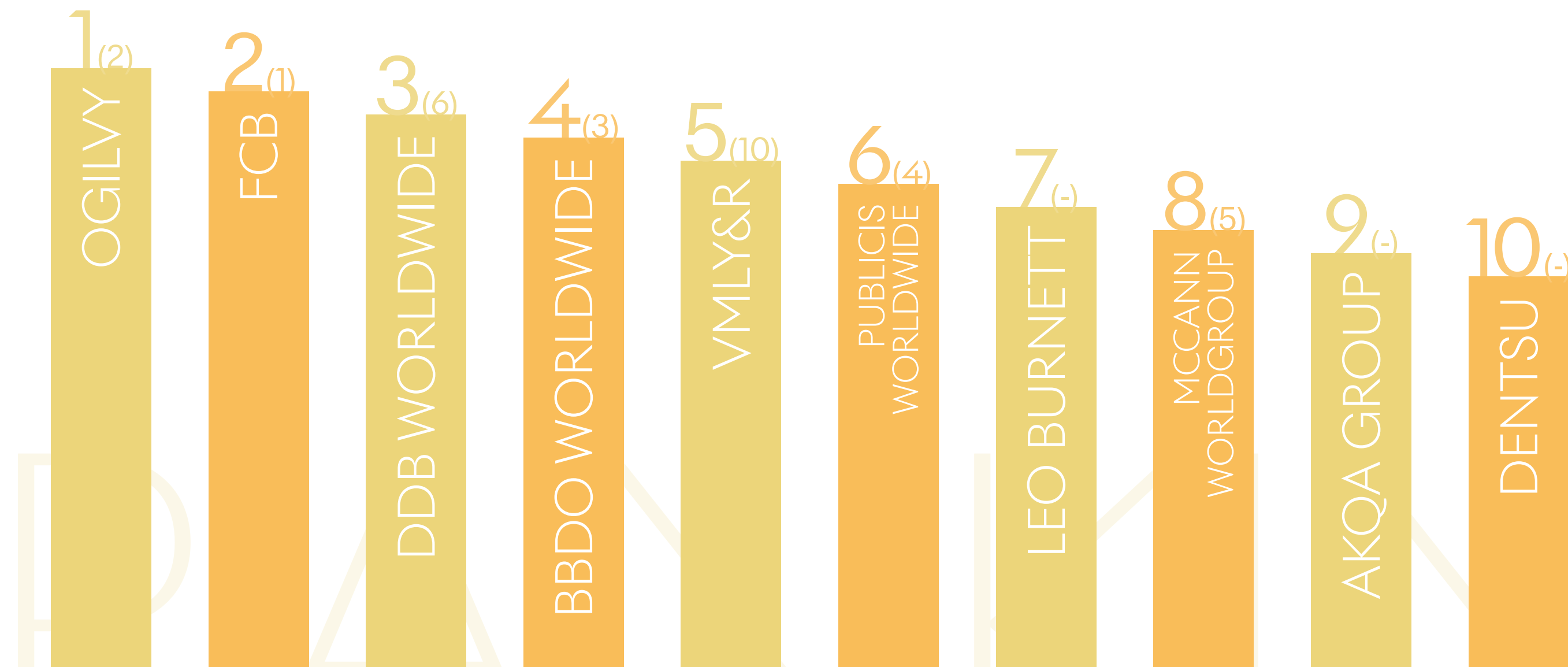
DEVIKA BULCHANDANI  
GLOBAL CEO | OGILVY

MORNING AFTER ISLAND | GRUPO ESTRATÉGICO PAE



OGILVY HONDURAS TEGUCIGALPA

GOLD HEALTH & WELLNESS LIONS



2021 position in brackets



# OMD Worldwide: Media Network of the Year



Disruptive, purpose-powered ideas which encouraged behaviour change typified OMD's work, helping it to secure Media Network of the Year.

Insurance provider Aami's road safety initiative used data-driven, targeted media to encourage young drivers to take a break from the wheel. 'Breaking Sirens' for Amnesty International interrupted ads with air raid sirens to boost donations for the war in Ukraine. And 'Gun Survivor Reviews' aimed to intercept potential buyers with a series of fake YouTube reviews by gun violence survivors.

MediaCom came in second place. It took the Media Lions Grand Prix for 'Hope Reef' for Mars Petcare brand Sheba, a living billboard designed to revive coral reefs in Indonesia. It was also responsible for AB InBev's 'Native Sportscasters' and skincare brand SK-II's 'Versus', a film series tackling the societal pressures on female athletes.

Third came Starcom, which took Gold in the Media Lions with 'Samsung iTest.' This web-based app enabled Apple users to test drive an Android from the comfort of their iPhones. Other work included 'Draw Ketchup' for Heinz and Davivienda Bank's 'Tiktokmmercials.'

"Brands are re-evaluating their business, marketing and technology operations to address new realities – both economic and cultural. They need a trusted partner in transformation – and this recognition helps affirm that OMD has the talent and capabilities to be that partner, helping them to both achieve and accelerate their transformation ambition."

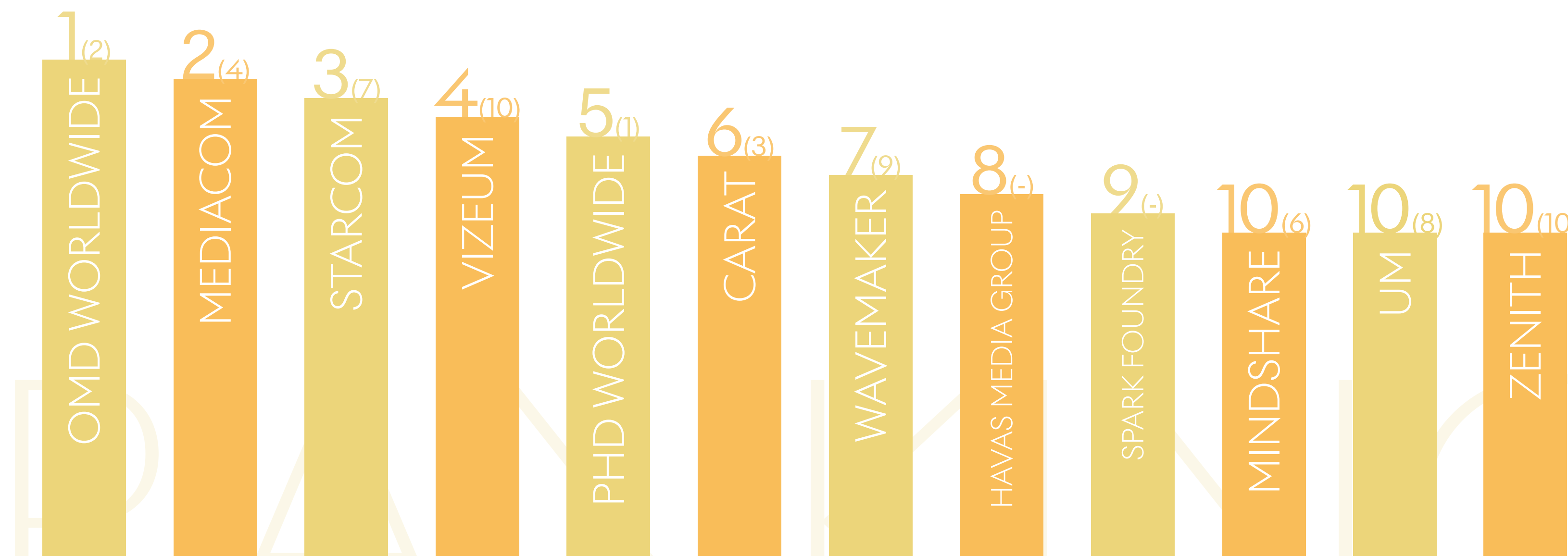
GEORGE MANAS  
CEO | OMD Worldwide

GUN SURVIVOR REVIEWS | GUNS DOWN AMERICA



ENERGY BBDO CHICAGO

GOLD MEDIA LIONS



2021 position in brackets





# Serviceplan Agenturgruppe: Independent Network of the Year

Innovative work from Serviceplan Munich and Change Serviceplan Warsaw helped Serviceplan to be named Independent Network of the Year. Aside from its Grand-Prix winning film for discount retailer Penny, notable wins included 'Freedom Grams', an AR-enabled packaging that narrated the stories of prisoners incarcerated for cannabis possession.

Serviceplan's innovations for Dot, a technology company for the visually impaired, also took multiple Lions.

Gut came in second place. Its 'New Iconic Kisses' visuals for eCommerce company Mercado Live Ebazar helped normalise LGBTQIA+ intimacy. Its non-apologetic approach took three Lions, including Silver in the Print & Publishing Lions.

Rethink, headquartered in Toronto, took the third spot. Two of its most awarded pieces of work, 'Draw Ketchup' and 'Heinz Hot Dog Pact', playfully proved the iconic status of two much-loved brands.

“Key to our success is our philosophy of ÜberCreativity, which we define as ‘a higher form of innovation that happens when various disciplines, talents, cultures, media and technologies come together’”

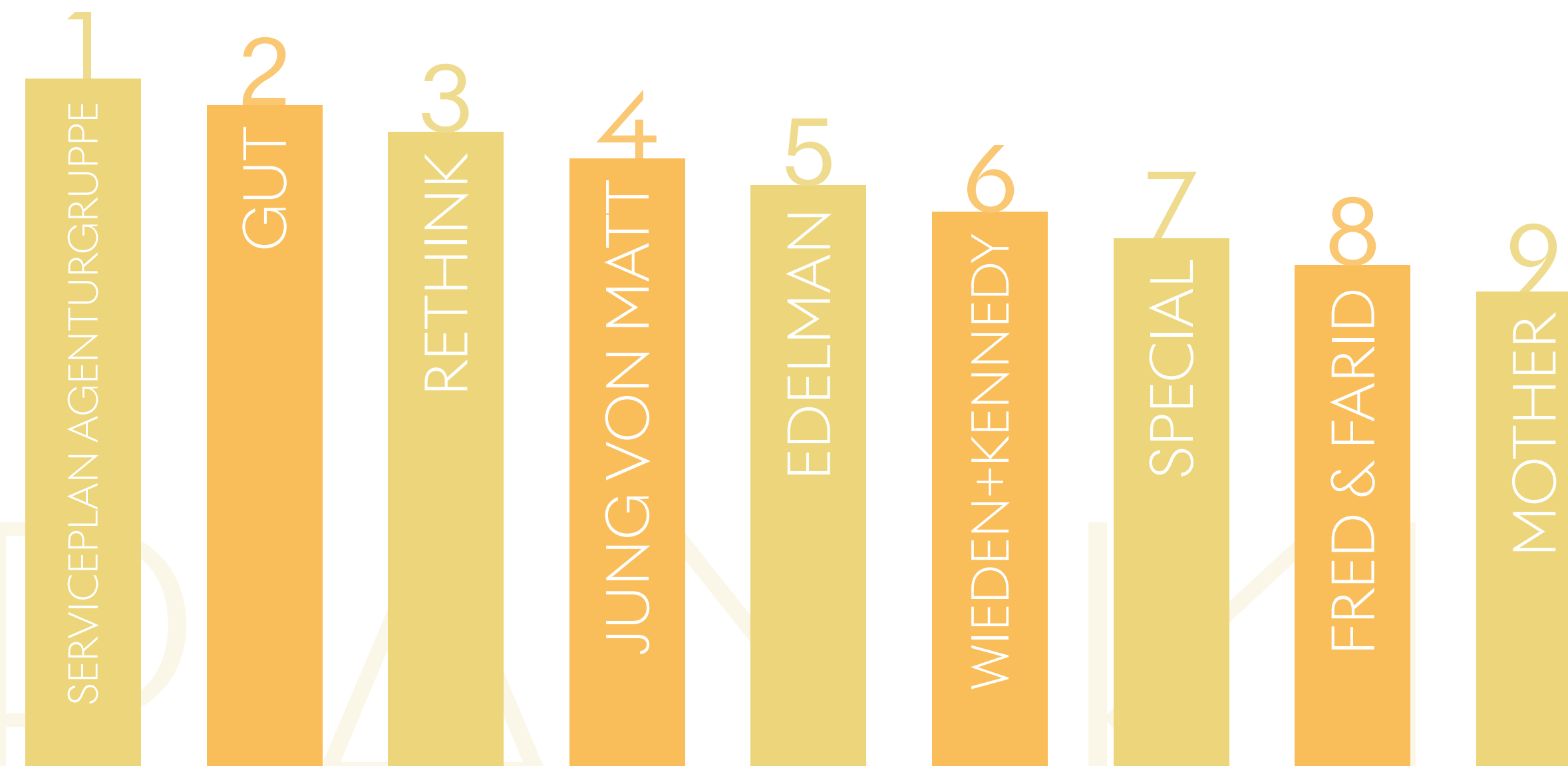
ALEXANDER SCHILL  
GLOBAL CHIEF CREATIVE OFFICER | SERVICEPLAN GROUP

FREEDOM GRAMS | AROYA



SERVICEPLAN GERMANY MUNICH

BRONZE DESIGN LIONS







# Dentsu Creative, Bengaluru: Agency of the Year

With three Grands Prix and nine additional Lions, 'The Unfiltered History Tour' was the most-awarded piece of work at Cannes Lions 2022, helping Dentsu Creative, Bengaluru to secure Agency of the Year.

Jury President of the Radio & Audio Lions, Mariana O'Kelly, Global Executive Creative Director, Ogilvy, described the virtual museum tour as "brave and disruptive, seamlessly blending technology with culturally insightful storytelling".

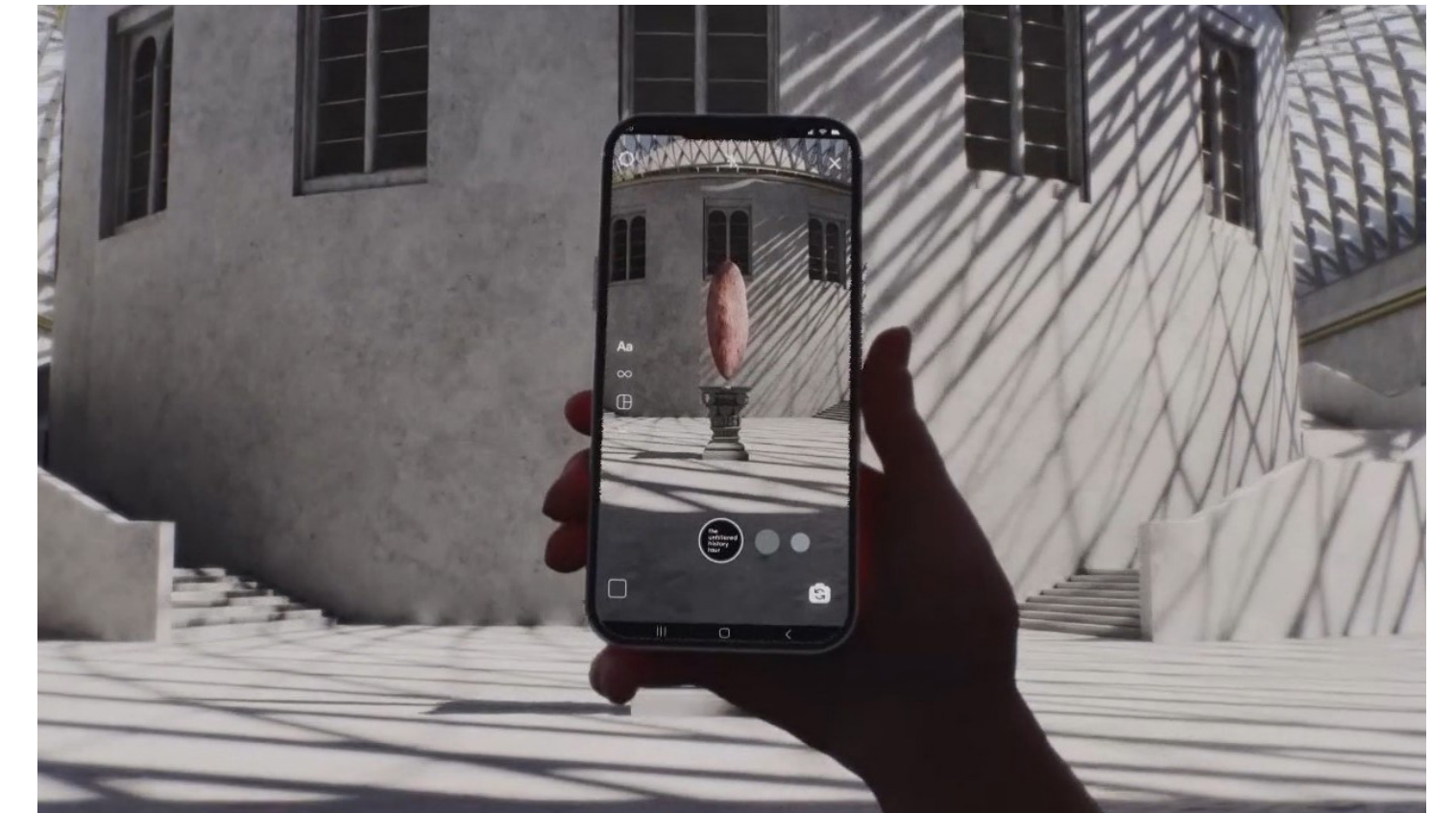
In second place came independent agency We Believers, New York. Its work for long-term clients AB InBev and Burger King stood it in good stead: Corona's 'Plastic Fishing Tournament' and Burger King's 'Nonartificial Mexico' both took three Gold Lions.

Publicis Italy, Milan's playful approach put it in third place. Its winning work included 'The Virtual Heineken Silver', the first beer brewed in the metaverse, which took four Lions, including Silver in the Brand Experience & Activation Lions.

"We believe in the power of Modern Creativity: the ideas that are big enough to live anywhere, bold enough to chart new executional territory and rich enough to connect personally with millions using data and technology. Modern Creativity is Horizontal Creativity, connecting media, CX and creative thinkers to deliver transformational outcomes for our clients."

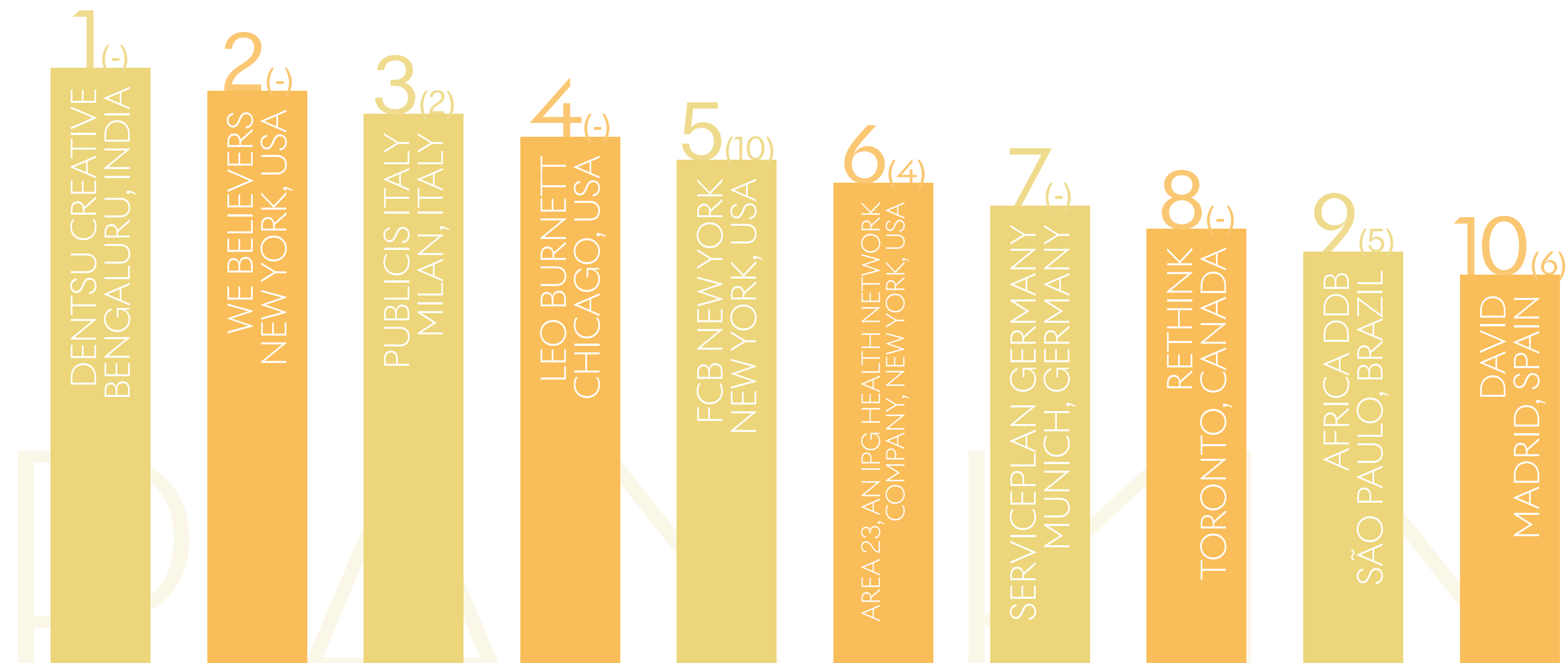
FRED LEVRON  
GLOBAL CHIEF CREATIVE OFFICER | DENTSU INTERNATIONAL

THE UNFILTERED HISTORY TOUR | VICE MEDIA



DENTSU BANGALORE

GRAND PRIX RADIO & AUDIO LIONS



2021 position in brackets





# We Believers, New York: Independent Agency of the Year

An array of imaginative, grassroots solutions helped We Believers, New York, to secure the top spot.

The company's 'Plastic Fishing Tournament' for AB InBev, enlisted fishers in ten countries to collect plastic from the oceans, and took Gold in multiple Lions. Two other AB InBev Lion-winners included 'Native Sportscasters' and 'Match of Ages', which reinforced Corona's presence in Mexican soccer culture.

Other recognised work included 'Nonartificial Mexico', authentic, lo-fi images to mark Burger King's clean menu, that took Gold in the Industry Craft Lions and the Outdoor Lions.

Serviceplan Germany, Munich took the second spot. Its most-awarded work, 'The Wish', was a pledge by discount supermarket Penny to 'repay' youth for lost time during the pandemic. Its classic approach earned it the Grand Prix, as well as three Golds, in the Film Craft Lions.

Channel 4's in-house creative agency, London-based 4Creative, came in third. Its 'Super. Human' Paralympics film for the UK-based broadcaster = challenged perceptions of people with disabilities and took the Grand Prix in the Film Lions.

"We are a tiny agency where everyone, regardless of seniority, is fully involved. That level of involvement generates the trust we need among clients to propose ideas that go beyond conventional advertising."

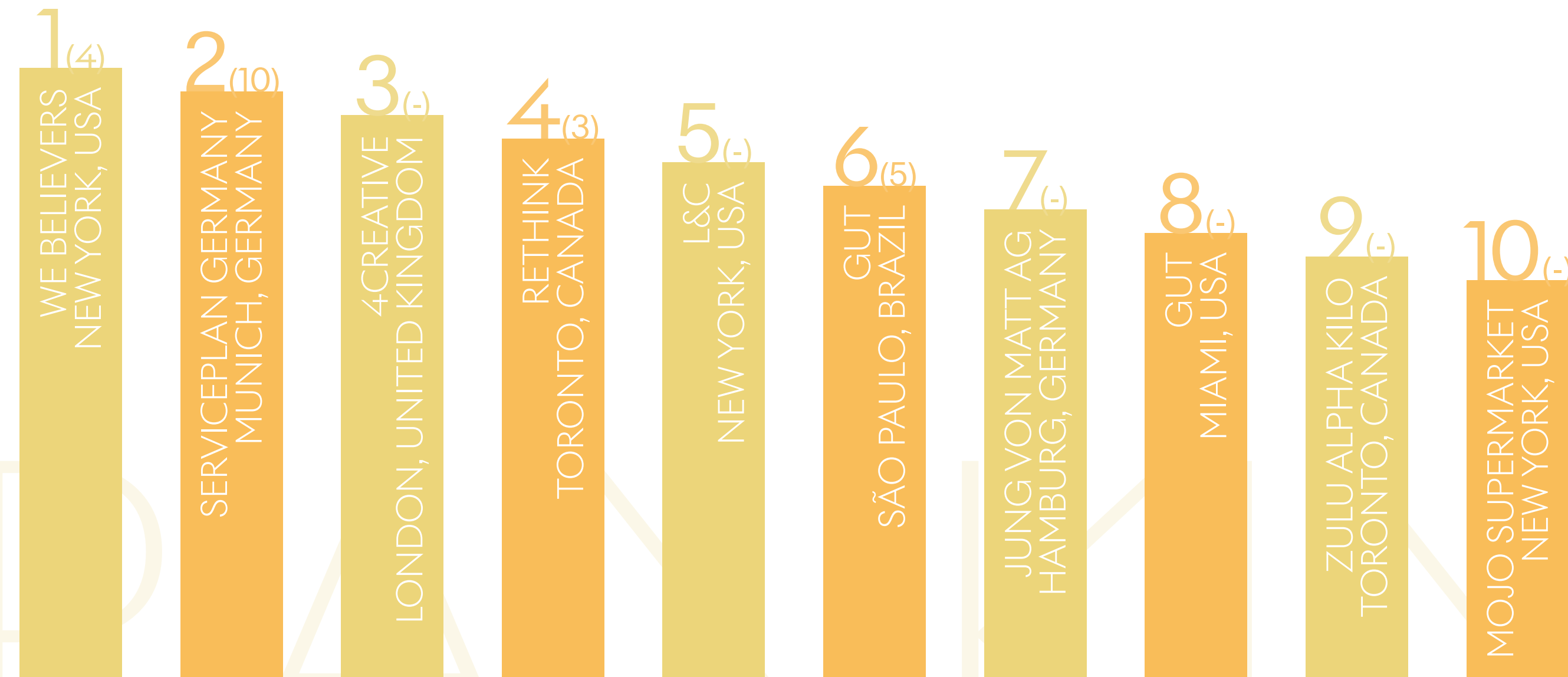
GUSTAVO LAURIA  
CO-FOUNDER & CCO | WE BELIEVERS

NONARTIFICIAL MEXICO | BURGER KING



WE BELIEVERS NEW YORK

GOLD OUTDOOR LIONS



2021 position in brackets





# FCB Health: Health Network of the Year

FCB Health's big winner was 'Lil-Sugar: Master of Disguise', which fused rap, gaming and colourful characters to make nutritional literacy more child-friendly. Created by Area 23, it took the Lions Health Grand Prix for Good and a Gold and Silver in the Health & Wellness Lions.

Other recognised work included 'Eyedar' for Horizon Therapeutics and 'The Unwearable Collection' for pharmaceutical company Boehringer Ingelheim, which saw Area 23 create a fashion gallery inspired by patients with a rare skin condition.

McCann Health came in second place. Its most-awarded piece of work was 'House Rules' for Evofem, which empowered women to make their own rules around birth control.

"Our purpose – passionately committing to doing what's right for our clients, their brands, our people and society – has never been more appropriate than it is today. Over the past two years, we've adopted new ways of working, leaning into flexibility, accountability and trust."

DANA MAIMAN  
CEO | IPG HEALTH

THE UNWEARABLE COLLECTION | BOEHRINGER INGELHEIM



AREA 23, AN IPG HEALTH NETWORK COMPANY NEW YORK

BRONZE OUTDOOR LIONS



2021 position in brackets

RANKING



# Area 23: an IPG Health Network Company New York: Healthcare Agency of the Year



Lions Health and United Nations Foundation Grand Prix for Good winner ‘Lil Sugar – Master of Disguise’ through Area 23, used music and animation to tackle excessive sugar consumption among children. Health & Wellness Lions Juror Nkanyezi Masango, Group Executive Creative Director, King James, said: “This beautiful insight hit multiple touchpoints. Nothing could have been done better.”

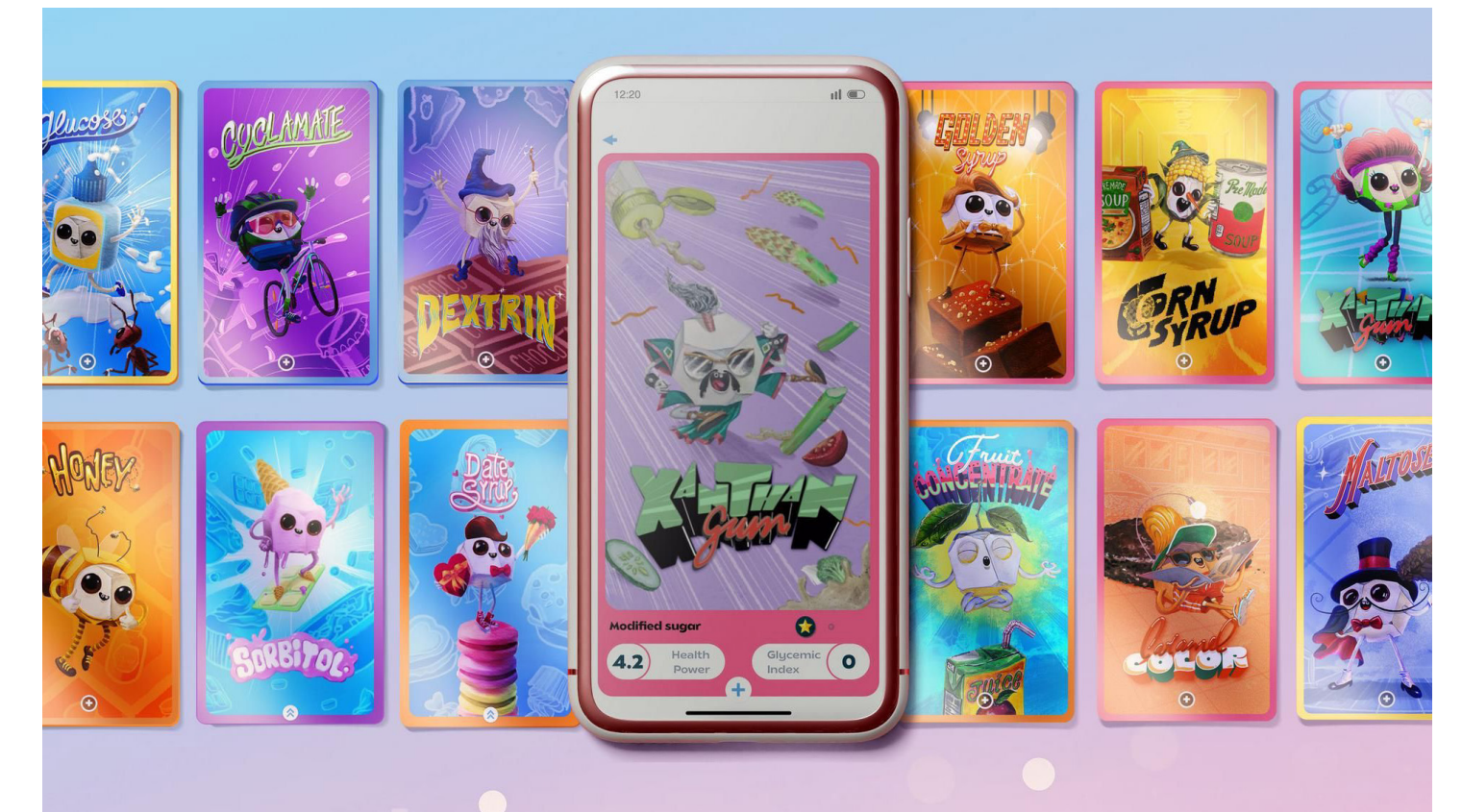
McCann Health, Parsippany, came in second. Its ‘House Rules’ work for Evofem, imploring women to manage their birth control, took a Silver and a Bronze in the Pharma Lions.

21GRAMS, a part of Real Chemistry New York, took the third spot. The ‘Big Sneeze’, its flu vaccination drive for AstraZeneca, and ‘Slow the Burn’ for global healthcare company Novartis were both shortlisted in the Pharma Lions.

“The Great Resignation has been our biggest challenge. So agency culture, employee engagement, remote working, mental health, DEI and competitive compensation all became trending topics for managing the agency.”

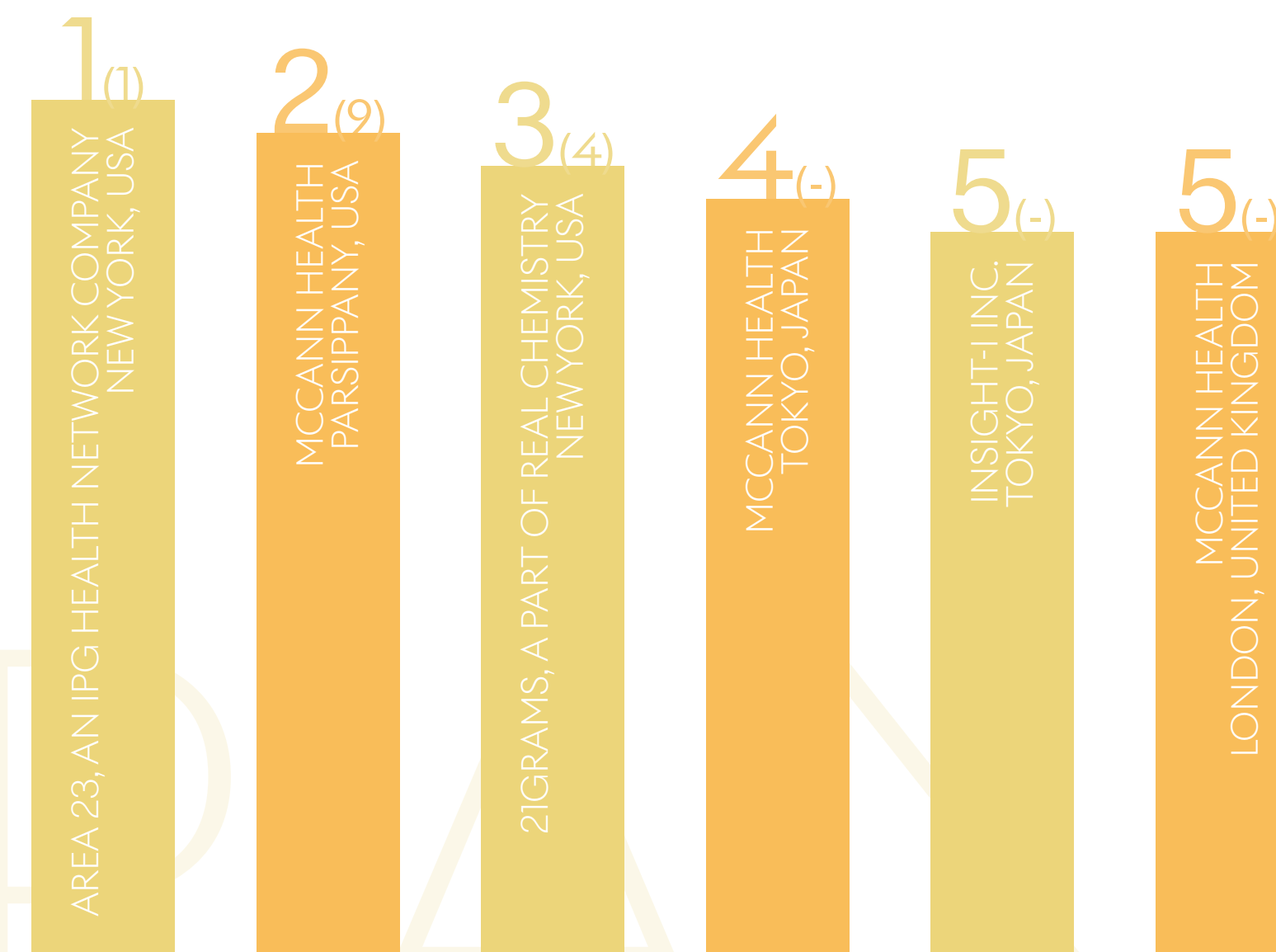
**TIM HAWKEY**  
EVP & CHIEF CREATIVE OFFICER | AREA 23, AN IPG HEALTH COMPANY

LIL SUGAR – MASTER OF DISGUISE | HIP-HOP PUBLIC HEALTH



AREA 23, AN IPG HEALTH NETWORK COMPANY

LIONS HEALTH GRAND PRIX FOR GOOD



2021 position in brackets



# Smuggler USA: Palme d'Or



'Escape from the Office' was Smuggler's big win at the Festival. Directed by Mark Molloy, it continued Apple's Underdogs film series with a focus on small businesses, and took the Grand Prix in the Film Lions.

Smuggler was also shortlisted for 'Now You Know', a comedic film for Abbott Laboratories. It documents the relatable, anxiety-inducing moments faced by the healthcare company's patients.

In second place, Iconoclast was recognised for retailer Penny's 'The Wish' by Serviceplan Munich and WhatsApp's 'One' by BBDO Berlin.

Work for the Paralympics and Apple helped Somesuch in the UK secure third place.

"Great outcomes come from great collaboration and when the agency, client, and production company can find that rhythm, things really seem to sing. If there were any hard rules for us, they would be: keep it simple, protect what matters, communicate and be honest."

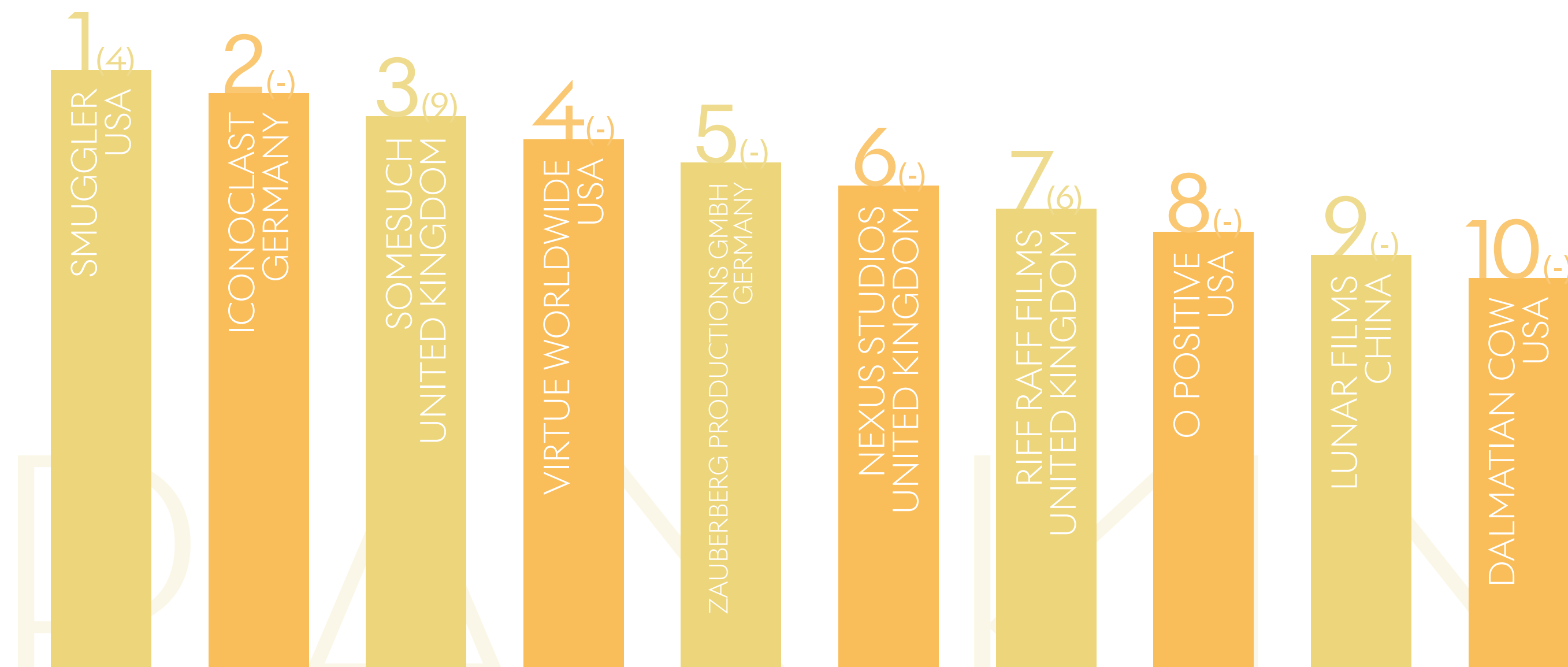
PATRICK MILLING SMITH  
CO-FOUNDER & CEO | SMUGGLER

ESCAPE FROM THE OFFICE | APPLE



APPLE SUNNYVALE

GRAND PRIX FILM LIONS



2021 position in brackets





# Burger King: Creative Brand of the Year

Burger King took Creative Brand of the Year for the third consecutive year. 2022 saw the return of two of Burger King's Grand Prix winners from 2020: 'Moldy Whopper' took Gold in the Creative Effectiveness Lions, while a continuation of 'Stevenage Challenge' took Bronze in the Creative Strategy Lions. 'Even More Confusing Times', the sequel to DAVID Madrid's 'Confusing Times' film, won a handful of Bronze Lions as well as Silver in the Film Lions.

Other winning work included triple Gold Lion winner 'Nonartificial Mexico', as well as 'Burger Glitch', which took Golds in the Mobile Lions and Brand Experience & Activation Lions, as well as three other Lions.

Second came VICE, which took three Grands Prix for 'The Unfiltered History Tour' by Dentsu Creative, Bengaluru. This used Instagram filters and immersive audio to reveal the true origins of artefacts in the British Museum.

Apple took the third spot. Winning work showcased the capabilities of its products in innovative ways: 'Detectives' and 'Shot on iPhone 13 Pro - The Comeback' both took Gold in the Film Lions. The next chapter of its Underdogs series took multiple Lions, including the Grand Prix in the Film Lions.

“Everything stems from an alignment on positioning, strategy, and ambition. Everyone at Burger King is here to produce powerful creative work to drive business growth. Creativity is a huge competitive advantage, including within the recruitment process.”

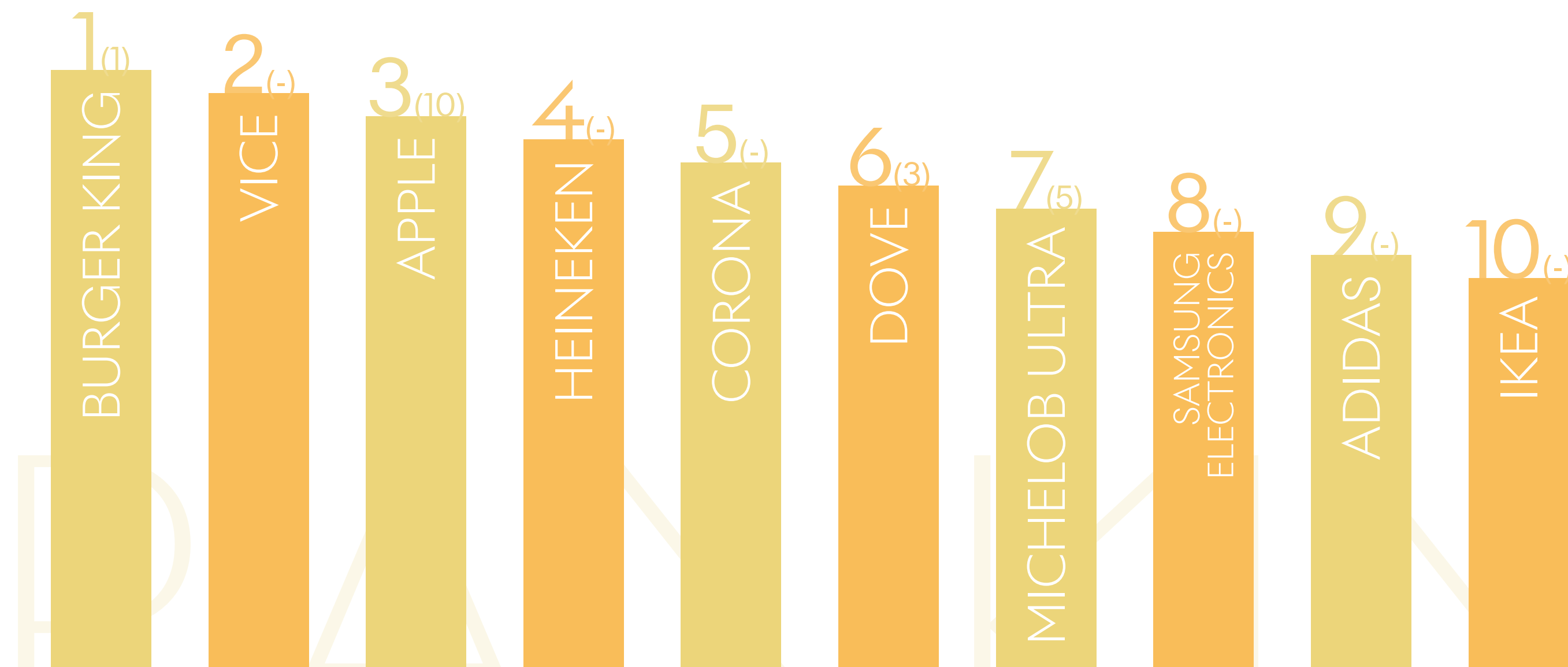
SABRINA FERRETTI  
GLOBAL VP MARKETING | BURGER KING

BURGER GLITCH | BURGER KING



DAVID SÃO PAULO

GOLD MOBILE LIONS



2021 position in brackets



# Creative Director of the Year



India dominates, with six creative directors from Dentsu Creative, Bengaluru, the team behind 'The Unfiltered History Tour' for VICE Media, being recognised.

This was 2022's highest-awarded piece of work, with 12 trophies across seven Lions, including three Grands Prix (Brand Experience & Activation, Radio & Audio and Social & Influencer). This was the highest number of Grands Prix awarded for a single piece of work.

The work endeavoured to connect with younger audiences and used existing tech and developed AR filters to service this aim.

	NAME	AGENCY	CITY	LOCATION
1=	Aabhaas Shreshtha	DENTSU CREATIVE	Bengaluru	INDIA
1=	Amey Chodankar	DENTSU CREATIVE	Bengaluru	INDIA
1=	Ashwin Palkar	DENTSU CREATIVE	Bengaluru	INDIA
1=	Binaifer Dulani	DENTSU CREATIVE	Bengaluru	INDIA
1=	Geetika Sood	DENTSU CREATIVE	Bengaluru	INDIA
1=	Kushal Lalvani	DENTSU CREATIVE	Bengaluru	INDIA
2	Eduardo Tavares	AREA 23, AN IPG HEALTH NETWORK COMPANY	New York	USA
3=	Andrey Tyukavkin	PUBLICIS ITALY	Milan	ITALY
3=	Eoin Sherry	PUBLICIS ITALY	Milan	ITALY
4=	Niels Sienaert	FCB CHICAGO	Chicago	USA
4=	Tim Schoenmaeckers	FCB CHICAGO	Chicago	USA
5	Milos Obradovic	LE PUB AMSTERDAM	Amsterdam	THE NETHERLANDS
6=	Jason LaFlore	LEO BURNETT	Chicago	USA
6=	Matt Turnier	LEO BURNETT	Chicago	USA
6=	Sam Shepherd	LEO BURNETT	Chicago	USA
7=	Ceara Adamson	UNICORNS & UNICORNS	Los Angeles	USA
7=	Sean Hannaway	LEO BURNETT	Chicago	USA
7=	Sun Komen	UNICORNS & UNICORNS	Los Angeles	USA
8	Alexandre Abrantes	FCB NEW YORK	New York	USA
9=	André Toledo	DAVID	Madrid	SPAIN
9=	Saulo Rocha	DAVID	Madrid	SPAIN
10	Daniel Fisher	OGILVY	London	UNITED KINGDOM





# Copywriter of the Year

**Joint first place goes to two copywriters who worked on 'The Unfiltered History Tour'.**

In second and third place are MacKenzie Hart and Kelley Barrett, two copywriters who worked on 'The Lost Class' for Leo Burnett. This film of a mock graduation ceremony featured empty chairs, each one representing a student killed by a gun. It took four Gold Lions and a Titanium, as well as two Silver Lions and two Bronze Lions.

Those wins made it the most-awarded piece of work in the Not-For-Profit / Charity sector.

	NAME	AGENCY	CITY	LOCATION
1=	Farishte Irani	DENTSU CREATIVE	Bengaluru	INDIA
1=	Meghna Yesudas	DENTSU CREATIVE	Bengaluru	INDIA
2	MacKenzie Hart	LEO BURNETT / MISCHIEF @ NO FIXED ADDRESS	Chicago / New York	USA
3	Kelley Barrett	LEO BURNETT	Chicago	USA
4=	Debby De Ridder	BBDO BELGIUM	Brussels	BELGIUM
4=	Frederik Clarysse	BBDO BELGIUM	Brussels	BELGIUM
5	Ana Lins	L&C	New York	USA
6=	Pieter Rossouw	AMV BBDO	London	UNITED KINGDOM
6=	Ricardo Porto	AMV BBDO	London	UNITED KINGDOM
7=	Jarrad Pitts	IMPACT BBDO	Dubai	UNITED ARAB EMIRATES
7=	Maher Dahdouh	IMPACT BBDO	Dubai	UNITED ARAB EMIRATES
8	Angel Barahona	OGILVY HONDURAS	Tegucigalpa	HONDURAS
9	Bruno Reis	AFRICA DDB	São Paulo	BRAZIL
10	Shruthi Subramanian	SERVICEPLAN GERMANY	Munich	GERMANY



# Art Director of the Year



Art directors from Dentsu Creative ('The Unfiltered History Tour') and Leo Burnett ('The Lost Class') scored highly in this year's Art Director rankings.

Also recognised in fourth place is BBDO Belgium's Tom Jacobs for his work on Decathlon's double Grand Prix-winning work 'The Breakaway'.

And two art directors from Virtue Worldwide, Christine Smith and Henrik Grubak Nielsen, are in joint fifth place for their work on Polycam UNESCO's 'Backup Ukraine'.

After 'The Unfiltered History Tour', 'Backup Ukraine' was the second-most-awarded piece of work of 2022, with ten awards including the Digital Craft Lions Grand Prix.

	NAME	AGENCY	CITY	LOCATION
1=	Karthik Nambiar	DENTSU CREATIVE	Bengaluru	INDIA
1=	Manasi Sheth	DENTSU CREATIVE	Bengaluru	INDIA
1=	Sachin Ghanekar	PURPLE FOCUS	Bengaluru	INDIA
1=	Tanya Paul	DENTSU CREATIVE	Bengaluru	INDIA
1=	Vaishakh Kolaprath	DENTSU CREATIVE	Bengaluru	INDIA
2	Katie DiNardo	LEO BURNETT	Chicago	USA
3	Sofia Gahn	LEO BURNETT	Chicago	USA
4	Tom Jacobs	BBDO BELGIUM	Brussels	BELGIUM
5=	Christine Smith	VIRTUE WORLDWIDE	New York	USA
5=	Henrik Grubak Nielsen	VIRTUE WORLDWIDE	New York	USA
6	Victor Bustani	AMV BBDO	London	UNITED KINGDOM
7	Marie Poumeyrol	PUBLICIS ITALY	Milan	ITALY
8	Camilo Jiménez	DAVID	Madrid	SPAIN
9	João Corazza	AFRICA DDB	São Paulo	BRAZIL
10=	Kai West Schlosser	SERVICEPLAN GERMANY	Munich	GERMANY
10=	Rohil Borole	SERVICEPLAN GERMANY	Munich	GERMANY





# Director of the Year

Three directors recognised in this top ten contributed towards Decathlon's double Grand Prix-winner, 'The Breakaway'.

This work took the Grand Prix in both the PR Lions and the Creative Strategy Lions, as well as Bronzes in the Media Lions, Entertainment Lions for Sport and the Brand Experience & Activation Lions.

	NAME	AGENCY	CITY	LOCATION
1=	Ronak Chugh	FREELANCE	Bengaluru	INDIA
1=	Sergio Rapu	FREELANCE	Bengaluru	INDIA
2	Bryan Buckley	HUNGRY MAN	Los Angeles	USA
3=	Lieven Anthonise	eRACINGTV	Dordrecht	THE NETHERLANDS
3=	Sidney Van Wichelen	FREELANCE	St-Niklaas	THE NETHERLANDS
3=	Witten Anthonise	eRACINGTV	Dordrecht	THE NETHERLANDS
4	Camden Elizabeth	SUITCASE PRODUCTIONS	New York	USA
5	Ali Ali	GOOD PEOPLE	Athens	GREECE
6=	Murray Butler	FRAMESTORE	London	UNITED KINGDOM
6=	Paul Bruty	THE GLUE SOCIETY	Sydney	AUSTRALIA
7=	Federico Calderon	DESEIF	Madrid	SPAIN
7=	Julian Maira	14 AL CENTRO LATAM	Tegucigalpa	HONDURAS
8	Yohan Jang	PAULUS CO. LTD.	Seoul	SOUTH KOREA
9	Akshay Madhavan	MONKEY ON HOT BRICKS	Mumbai	INDIA
10	Francesca Canepa	PRIMO	Mexico City	MEXICO



# AGENCY AGENCY AGENCY AGENCY

## of the Year by Track



### CLASSIC

AGENCY	CITY	LOCATION
1 DAVID	Madrid	SPAIN
2 ALMA DDB	Miami	USA
3 WE BELIEVERS	New York	USA

### CRAFT

AGENCY	CITY	LOCATION
1 SERVICEPLAN GERMANY	Munich	GERMANY
2 AMV BBDO	London	UNITED KINGDOM
3 FCB	Lisbon	PORTUGAL

### ENGAGEMENT

AGENCY	CITY	LOCATION
1 AFRICA DDB	São Paulo	BRAZIL
2 BETC	Paris	FRANCE
3 OGILVY	Mumbai	INDIA

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### ENTERTAINMENT

AGENCY	CITY	LOCATION
1 VMLY&R	São Paulo	BRAZIL
2 McCANN	Stockholm	SWEDEN
3 R/GA	London	UNITED KINGDOM

In partnership with

### EXPERIENCE

AGENCY	CITY	LOCATION
1 DENTSU CREATIVE	Bengaluru	INDIA
2 L&C	New York	USA
3 DAVID	São Paulo	BRAZIL

### GOOD

AGENCY	CITY	LOCATION
1 DDB MEXICO	Ciudad de México	MEXICO
2 LEO BURNETT	Mumbai	INDIA
3 OGILVY HONDURAS	Tegucigalpa	HONDURAS

In partnership with

### STRATEGY

AGENCY	CITY	LOCATION
1 FCB CANADA	Toronto	CANADA
2 BBDO BELGIUM	Brussels	BELGIUM
3 FCB NEW YORK	New York	USA

In partnership with



# INDEPENDENT INDEPENDENT INDEPENDENT INDEPENDENT



## Agency of the Year by Track

CLASSIC	AGENCY	CITY	LOCATION
	1 WE BELIEVERS	New York	USA
	2 4CREATIVE	London	UNITED KINGDOM
	3 TRY	Oslo	NORWAY

CRAFT	AGENCY	CITY	LOCATION
	1 SERVICEPLAN GERMANY	Munich	GERMANY
	2 4CREATIVE	London	UNITED KINGDOM
	3= TATIL DESIGNING IDEAS	Rio de Janeiro	BRAZIL
	3= WE BELIEVERS	Brooklyn	USA

ENGAGEMENT	AGENCY	CITY	LOCATION
	1 JUNG VON MATT DONAU	Vienna	AUSTRIA
	2 PHILIPP UND KEUNTJE	Hamburg	GERMANY
	3 GUT	São Paulo	BRAZIL

In partnership with The B2B Institute

ENTERTAINMENT	AGENCY	CITY	LOCATION
	1 MIRIMAR	Los Angeles	USA
	2 WE BELIEVERS	New York	USA
	3 SOKO	São Paulo	BRAZIL

In partnership with

EXPERIENCE	AGENCY	CITY	LOCATION
	1 WE BELIEVERS	New York	USA
	2 L&C	New York	USA
	3 MOJO SUPERMARKET	New York	USA

GOOD	AGENCY	CITY	LOCATION
	1= EDELMAN	New York	USA
	1= WE BELIEVERS	New York	USA
	3 MOJO SUPERMARKET	New York	USA

In partnership with

STRATEGY	AGENCY	CITY	LOCATION
	1 RETHINK	Toronto	CANADA
	2 BOYS + GIRLS	Dublin	IRELAND
	3= WIEDEN+KENNEDY NEW YORK	New York	USA
	3= WE BELIEVERS	New York	USA

In partnership with





of the Year

## ASIA- PACIFIC

### AGENCY

- 1 DENTSU
- 2 OGILVY
- 3 LEO BURNETT

## EMEA

### AGENCY

- 1 PUBLICIS WORLDWIDE
- 2 OGILVY
- 3 BBDO WORLDWIDE

## LATIN AMERICA

### AGENCY

- 1 OGILVY
- 2 DDB WORLDWIDE
- 3 VMLY&R

## NORTH AMERICA

### AGENCY

- 1 FCB
- 2 LEO BURNETT
- 3 VMLY&R



2023

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