

PROJECTION
DES

LIONS DE CANNES

LA CRÈME
DE LA CRÈME
DE LA PUBLICITÉ

REPRÉSENTANT OFFICIEL DU FESTIVAL



FILM CRAFT LIONS

TITLE	ADVERTISER PRODUCT	ENTRANT COMPANY	COUNTRY	PRIZE
UNLOCK	APPLE IPHONE X	FURLINED, Los Angeles/ APPLE INC., Cupertino	USA	BRONZE
COGS	A.I.M.E. EDUCATION	ZEILT PRODUCTIONS, Foetz / M&C SAATCHI, Sydney	LUX	BRONZE
THUNDERBIRDS	HALIFAX BANK SAVERS PRIZE DRAW	adam&eveDDB, London	UK	BRONZE
UNTOLD STORIES	POST BELLUM NATIONAL HISTORY ARCHIVE	Y&R PRAGUE	CR	BRONZE
SURVIVORS	SAVE THE CHILDREN FOUNDATION	YOUNG AND RUBICAM MEXICO, Mexico City	MEX	BRONZE
LOST PANDA	TILE	ALT.VFX, Brisbane / DEUTSCH LA	AUS	BRONZE
LOOK HOW FAR WE'VE COME	UNILEVER DOVE SELF-ESTEEM	OGILVY TORONTO	CAN	BRONZE
DOG	POLLA LOTTO	PROLAM Y&R, Santiago	CHL	BRONZE
GAME	POLLA LOTTO	PROLAM Y&R, Santiago	CHL	BRONZE
WIFE	POLLA LOTTO	PROLAM Y&R, Santiago	CHL	BRONZE
THE GREAT BRITISH BAKE OFF	CHANNEL 4 THE GREAT BRITISH BAKE OFF	BLINK PRODUCTIONS, London / 4CREATIVE, London	UK	SILVER
WORLD'S MOST HONEST TOURISM FILM	M P TOURISM DEVELOPMENT CORPORATION MADHYA PRADESH TOURISM	MADHYA PRADESH TOURISM BOARD, Bhopal / OGILVY, Bangalore	IND	SILVER
MONEYSUPER- MARKET.COM 'EPIC ACTION MAN'	MONEY SUPERMARKET INSURANCE COMPARISON	MOTHER, London	UK	SILVER
IMAGINATION: TOM WALLISCH	THE NORTH FACE	SHERPAS CINEMA, Whistler	CAN	SILVER
JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTER- ACTIVE, Dublin	IRL	SILVER
SAVED BY MONSTER	MONSTER.COM WEBSITE SERVICE	THE MILL, New York / KBS, New York	USA	SILVER
BARBERS	APPLE IPHONE 7 PLUS	FINAL CUT, Los Angeles / APPLE INC., Cupertino	USA	GOLD
DISGUSTING STORIES	BAHAY TULUYAN PUBLIC SERVICE	TBWA\SANTIAGO MANGADA PUNO, Makati City	PHL	GOLD
THE FAITH OF A FEW	BMW GROUP MINI BRAND MANAGEMENT MINI JOHN COOPER WORKS	JUNG VON MATT, Hamburg	GER	GOLD
TEASING JOHN MALKOVICH	CBS SPORTS NFL PLAYOFFS	CBS CORPORATION, New York	USA	GOLD

TITLE	ADVERTISER PRODUCT	ENTRANT COMPANY	COUNTRY	PRIZE
THE SUPPORTING ACT	BBC ONE	BLINK PRODUCTIONS, London / BBC CREATIVE, London	UK	GOLD
HOPE	INTERNATIONAL COMMITTEE OF THE RED CROSS #NOTATARGET	BLUR FILMS, Madrid / SRA. RUSHMORE, Madrid	ESP	GRAND PRIX

FILM LIONS

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APOCALYPSE	APPLE APP STORE	TBWA\MEDIA ARTS LAB, Los Angeles	USA	BRONZE
EARTH - SHOT ON IPHONE	APPLE APP STORE	TBWA\MEDIA ARTS LAB, Los Angeles	USA	BRONZE
HELP - CLIFF	ATHOSGLS MEDIA	Y&R BRAZIL, São Paulo	BRA	BRONZE
ASTRONAUTS 45"	CEPIA INSTITUTIONAL	Y&R BRAZIL, São Paulo	BRA	BRONZE
COWBOYS	DIAGEO GUINNESS	AMVBDDO, London	UK	BRONZE
EQUAL PAY	IBWOMEN SOCIAL WAGE GAP CAMPAIGN	McCANN SPAIN, Madrid	ESP	BRONZE
DECISIONS	INTERNATIONAL COMMITTEE OF THE RED CROSS RAISING AWARENESS RE: GENEVA CONVENTION	SRA. RUSHMORE, Madrid	ESP	BRONZE
SHAVING	LA SOCIÉTÉ DE L'AS- SURANCE AUTOMOBILE DU QUÉBEC DON'T TEXT AND DRIVE	LG2, Québec	CAN	BRONZE
VALDERRAMA'S BALLS	LIBERO FOOTBALL MAGAZINE	LOLA MULLENLOWE, Madrid	ESP	BRONZE
FIND YOURSELF	MIINTO MIINTO.DK	&CO, Copenhagen	DEN	BRONZE
NETFLIX IS A JOKE	NETFLIX NETFLIX STREAMING PLATFORM	NETFLIX, Los Angeles / BATTERY, Los Angeles	USA	BRONZE
TOMORROW'S NEWS	SANDY HOOK PROMISE	BBDO NEW YORK	USA	BRONZE
THE HAIR TALK	SUNSIK / UNILEVER SHAMPOO	J. WALTER THOMPSON BANGKOK	THA	BRONZE
CURSING PARROTS	UNICEF	UNICEF, New York / GREY NEW YORK	USA	BRONZE
ANSWERING THE CALL	VERIZON	McCANN NEW YORK	USA	BRONZE
LATEX	ADAC ADAC WHATSAPP LINE	RCKT, Berlin	GER	BRONZE

TITLE	ADVERTISER PRODUCT	ENTRANT COMPANY	COUNTRY	PRIZE
TRUE COLORS	GRUPO GAY DA BAHIA INSTITUTIONAL	PROPEG, Salvador	BRA	SILVER
BEHIND THE POST	ONE LOVE FOUNDATION ONE LOVE FOUNDATION / BEHIND THE POST	MAL\FOR GOOD, Los Angeles	USA	SILVER
VIRTUAL EQUALITY	QUEERAZ SOCIAL NETWORK	J. WALTER THOMPSON, Sydney	AUS	SILVER
WEB OF FRIES	TACO BELL NACHO FRIES	DEUTSCH LA	USA	SILVER
ANNOUNCE	MARS WRIGLEY CONFECTIONERY SKITTLES	DDB CHICAGO	USA	SILVER
FLOATING	MARS WRIGLEY CONFECTIONERY SKITTLES	DDB CHICAGO	USA	SILVER
OUTRO	MARS WRIGLEY CONFECTIONERY SKITTLES	DDB CHICAGO	USA	SILVER
DATE	UHA MIKAKUTO SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAP	SILVER
LIE	UHA MIKAKUTO SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAP	SILVER
TRUE LOVE	UHA MIKAKUTO SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAP	SILVER
FOREVER	ELE THAILAND CO., LTD COSMETIC	LOBSTER & CO COMPANY,LTD, Bangkok	THA	SILVER
WELCOME HOME	APPLE HOMEPOD	TBWA\MEDIA ARTS LAB, Los Angeles	USA	GOLD
CLOWNS	AUDI	AUDI, Milton Keynes / BBH LONDON	UK	GOLD
THE SECRET	MONDE NISSIN (THAILAND) CO., LTD. VOIZ WAFFLE	OGILVY GROUP THAILAND, Bangkok	THA	GOLD
ENDLESS STORIES	GETTY IMAGES	ALMAPBDDO, São Paulo	BRA	GOLD
STOP THE HORROR	GO GENTLE AUSTRALIA VOLUNTARY EUTHANASIA VICTORIA, AUSTRALIA	CUMMINS & PARTNERS, Sydney / HISTORY WILL BE KIND, Sydney	AUS	GOLD
GENE PROJECT 90"	UNILEVER MARMITE	adam&eveDDB, London	UK	GOLD
IT'S A TIDE AD	PROCTER & GAMBLE TIDE	PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	GRAND PRIX
IT'S ANOTHER TIDE AD	PROCTER & GAMBLE TIDE	PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	GOLD
IT'S YET ANOTHER TIDE AD	PROCTER & GAMBLE TIDE	PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	GOLD
THE TALK	P&G	BBDO NEW YORK	USA	GRAND PRIX