

# All the winners of the 2019 Lisbon International Advertising Fest

The 2019 Lisbon International Advertising Festival was recently held at the Pavilhão do Conhecimento, Centro Ciência Viva in Portugal.

**.Lisbon**  
International  
Advertising  
Festival



Image credit: Lisbon International Advertising Festival.

After the conferences, the awards ceremony took place and the winners of the Lisbon International Advertising Festival and the Lisbon Effectiveness International Advertising Festival were announced. The global advertising festival is dedicated to the effectiveness of advertising campaigns and a spin-off of the Lisbon International Advertising Festival.



Lucan, Maianga Cape Verde shortlisted for 2019 Lisbon Ad Fest

16 Sep 2019



**The winners of the fourth edition of the Lisbon International Advertising Festival are:**

## Category Design:

Illustration:

- Planet or Plastic?, Saatchi & Saatchi Dubai - Bronze Winner

Posters:

- KeepLivingCoral, White Rabbit Budapest - Bronze Winner

Social and Environmental Responsibility:

- Planet or Plastic?, Saatchi & Saatchi Dubai - Bronze Winner

Corporate Identity:

- Optiker-K Identity, Anti Hamar AS - Gold Winner

## Category Film:

Film on WEB:

- Vodafone Natal 'Madrasta', Krypton - Bronze Winner
- Nightshifters: The Dinner Egg Phenemenon, Energy BBDO - Silver Winner

Self Promotion:

- Merry Krypton, Krypton - Gold Winner

## Category Branded Content:

Digital Branded Content:

- Share Your Gifts, Buck - Silver Winner
- Nightshifters: The Dinner Egg Phenemenon, Energy BBDO - Silver Winner

## Category Craft:

Direction:

- Share Your Gifts, Buck - Silver Winner
- Nightshifters: The Dinner Egg Phenemenon, Energy BBDO - Silver Winner
- Reverse, Whitelist. - Silver Winner

## Category PR:

Creative Effectiveness:

- Diversity in Disaster Preparation, Dentsu Inc. - Silver Winner
- Huawei iJack, dentsu X - Silver Winner

Social and Environmental Responsibility:

- Diversity in Disaster Preparation, Dentsu Inc. - Gold Winner

## Category Promo & Activation:

Promo:

- The Love Blanket, VMLYR Madrid - Silver Winner

Best Use of Media in Promo:

- The Bridal Uniform, BBDO Pakistan - Gold Winner

Guerrilla Marketing:

- Huawei iJack, dentsu X - Gold Winner

Social and Environmental Responsibility:

- The Bridal Uniform, BBDO Pakistan - Gold Winner

## **Grand Prix:**

- The Bridal Uniform, BBDO Pakistan

## **President's Choice:**

- The Bridal Uniform, BBDO Pakistan

## **Local Lisbon:**

Region Africa:

- Film/Film on WEB: Duel, Maianga Cabo Verde - Bronze Winner
- Digital/Social Media: Preparation, Maianga Cabo Verde - Silver Winner
- Digital/Social Media: Monster, Maianga Cabo Verde - Silver Winner
- Mobile/Best Use of Mobile: Bubbles, Maianga Cabo Verde - Gold Winner

Region Central & East Asia:

- PR/Self Promotion: Diversity in Disaster Preparation, Dentsu Inc. - Bronze Winner
- PR/PR Strategic Planning: Diversity in Disaster Preparation, Dentsu Inc. - Silver Winner
- PR/Creative Effectiveness: Diversity in Disaster Preparation, Dentsu Inc. - Gold Winner
- PR/Social and Environmental Responsibility: Diversity in Disaster Preparation, Dentsu Inc. - Gold Winner

Region Eastern Europe:

- Craft/Art Direction: Equal Colors, White Rabbit Budapest - Bronze Winner
- Design/Posters: KeepLivingCoral, White Rabbit Budapest - Silver Winner
- Craft/Other: KeepLivingCoral, White Rabbit Budapest - Gold Winner

Region Mena Region:

- Film/Creative Effectiveness: Project Litmus, The Film House - Bronze Winner
- Digital/Online Advertising: Don't Flip The Flag, national day celebration ad, 8K Media
- Production - Silver Winner
- Promo & Activation/Best Use of Media in Promo: The Bridal Uniform, BBDO Pakistan – Gold Winner

#### Region North America:

- Craft/Cinematograph: Max & Bill, Energy BBDO - Bronze Winner
- Craft/Direction: Share Your Gifts, Buck - Silver Winner
- Branded Content / Digital Branded Content: Share Your Gifts, Buck - Gold Winner

#### Region South/Central/Latin America:

- Craft/Direction: FIRST, Your Mama - Bronze Winner
- Design/Illustration: Planet or Plastic?, SquarePixel films - Silver Winner
- PR/Social and Environmental Responsibility: Extremely Durable Moments, Sajjo//McCann - Gold Winner

#### Region South and Southeast Asia:

- Outdoor/Best Use of Outdoor: Avengers: Endwait, dentsu X - Bronze Winner
- Direct/Indoor Direct (Public Spaces): Galaxy Endgame, dentsu X - Silver Winner
- PR/Creative Effectiveness: Huawei iJack, dentsu X - Gold Winner
- Promo and Activation/Guerilla Marketing: Huawei iJack, dentsu X - Gold Winner

#### Region Western Europe:

- Craft/Direction: Vodafone Natal 'Madrasta', Krypton - Bronze Winner
- Craft/Sound Design: Formula E Reveal, Music for Advertising - Bronze Winner
- Craft/Best Original Music: Celebration, Music for Advertising - Silver Winner
- Craft/Editing: McDonald's Signature, Krypton - Gold Winner
- Craft/Sound Design: Celebration, Music for Advertising - Gold Winner

### **Agency of the year:**

- BBDO Pakistan

### **Production Company of the year:**

- Krypton

### **Network of the year:**

- BBDO

### **Young Lisbon:**

- Energy Converter, Luciano Jacob - Bronze Winner
- Galp GO, João Elias e Joana Cardoso - Silver Winner
- The Reactsteps, César Martínez - Gold Winner

### **Career Award:**

- Luís Silva Dias - CEO - FCB Internacional

### **The winners of the Lisbon Effectiveness International Advertising Festival are:**

#### **Category Awareness Effectiveness:**

#### Automotive - Aftermarket and Vehicles:

- The Longest Wave, Mercedes-Benz Portugal - Bronze Winner

#### Beverages - Non-Alcohol:

- O Resgate do Leite, FCB Lisboa - Bronze Winner

#### Entertainment and Events:

- The Sweet Art Museum, United Creative - Bronze Winner

#### Government and Politics:

- #makingithappen campaign, Interweave - Bronze Winner

#### Sports:

- Campanha de Futebol - Patrocínio à Seleção, Galp - Bronze Winner

#### Utilities:

- EDP'S 40th Anniversary, EDP - Energias de Portugal - Bronze Winner

#### NGOs:

- Respect Battles, Youngnetwork Group - Silver Winner

#### Healthcare and Pharma:

- SickKids VS - All In, Cossette - Gold Winner

#### Restaurants:

- Pancake King, MullenLowe - Gold Winner

### Category Effective Use of Media:

#### Sports:

- Regresso a Custo Zero, Youngnetwork Group - Bronze Winner

#### Restaurants:

- Prom King, MullenLowe - Silver Winner
- Turning Their Tweets Against Them, Cossette - Gold Winner

#### Travel and Tourism:

- The Connected Hotel, R/GA - Silver Winner

### Grand Prix:

#### Category Awareness Effectiveness - Healthcare and Pharma:

- SickKids VS, Cossette

#### Category Effective Use of Media - Healthcare and Pharma:

- Prescribed to Death, Energy BBDO

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