

Brand Experience & Activation Lions

2019 Shortlist



Title	Brand	Product/Service	Entrant Company	Country
A01 (Food & Drink)				
CIVIL LOVE	ABSOLUT	ABSOLUT	INTERESTING TIMES BEIRUT	LEBANON
MIRACLE WHIP, FLORIDA	KRAFT HEINZ	MIRACLE WHIP	KRAFT HEINZ COMPANY CHICAGO	USA
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA
THE MAKING OF LOVE	UNILEVER	CORNETTO	LOLA MULLENLOWE MADRID	SPAIN
BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL SÃO PAULO	BRAZIL
HALF FULL	COCA COLA	COCA COLA	MCCANN BUCHAREST	ROMANIA
CLEAR	DIAGEO	GUINNESS	AMVBBDO LONDON	UNITED KINGDOM
A02 (Other FMCG)				
STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE
OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD DUBAI	UNITED ARAB EMIRATES
A03 (Healthcare)				
CONSENT PACK	TULIPAN	TULIPAN	BBDO ARGENTINA BUENOS AIRES	ARGENTINA
DONATE WITH A MATE	AUSTRALIAN ANIMAL BLOOD BANK	PET FOOD	CLEMENGER BBDO SYDNEY	AUSTRALIA
A04 (Consumer Durables)				
PHILIPS #SHAVETOREMEMBER	PHILIPS & THE NELSON MANDELA FOUNDATION	PHILIPS	OGILVY JOHANNESBURG	SOUTH AFRICA
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY NEW YORK	USA
HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM
CHANGING THE GAME	MICROSOFT	XBOX	MCCANN NEW YORK	USA
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
A05 (Automotive)				
THE REMARKABLE JOURNEY OF THE ALL-NEW BMW X5	BMW OF NORTH AMERICA	BMW OF NORTH AMERICA	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
ECO PARKING	HYUNDAI	HYUNDAI KONA ELECTRIC	HAVAS PR MADRID	SPAIN
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS
A06 (Retail)				
PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA ANN ARBOR	USA
PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB LIMA	PERU
KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R KANSAS CITY	USA
DIY PUERTO RICO	CONSTRURAMA	HARDWARE RESTORATION	GREY MEXICO CITY	MEXICO
THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE PARIS	FRANCE
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA
MUSEUM OF ROMANTICISM	IKEA	IKEA LIVING ROOMS	MCCANN SPAIN MADRID	SPAIN
A07 (Travel)				
NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY FRANKFURT	GERMANY
FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA BUENOS AIRES	ARGENTINA
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG	SERVICEPLAN GERMANY MUNICH	GERMANY
A08 (Leisure)				
MASSIRA PROJECT	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	TBWA\ESPAÑA MADRID	SPAIN
A09 (Media / Entertainment)				
HIDDEN FLAG	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE MADRID	SPAIN
AI VERSUS	TV RAIN	MEDIA SERVICE	VOSKHOD EKATERINBURG	RUSSIA
THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA\CHIAT\DAY NEW YORK	USA
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
GRAVE OF THRONES	FOXTEL	PAY TV	DDB SYDNEY	AUSTRALIA
PAIN CAM	BEIN SPORTS	BEIN CONNECT	VMLY&R MADRID	SPAIN
A10 (Consumer Services / Business to Business)				
SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWA\MELBOURNE	AUSTRALIA
THE GOOGLE ASSISTANT RIDE	GOOGLE	GOOGLE ASSISTANT	GOOGLE EVENTS + EXPERIENCES SAN FRANCISCO	USA
REMBRANDT TUTORIALS	ING	SPONSORSHIP	WUNDERMAN THOMPSON AMSTERDAM	THE NETHERLANDS
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP SYDNEY	AUSTRALIA

Brand Experience & Activation Lions

2019 Shortlist



A11 (Not-for-profit / charity / government)

STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA
BLINDMETERS	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS BRUSSELS BRUSSELS	BELGIUM
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA
SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES

A12 (Corporate Social Responsibility (CSR) / Corporate Image)

HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE
MY CRAYON PROJECT	SHISEIDO	SHISEIDO	R/GA TOKYO	JAPAN
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND
PRIDE JERSEY	AIG JAPAN	CSR	TBWA/HAKUHODO INC. TOKYO	JAPAN
LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	WHITEGREY SYDNEY	AUSTRALIA
ABUSE DISCLAIMERS	AB INBEV	AGUILA BEER	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
REPICTURING HOMELESS	GETTY IMAGES / FIFTY FIFTY (MAGAZINE FROM HOMELESS PEOPLE)	REPICTURING HOMELESS	HAVAS GERMANY	GERMANY
GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS AMSTERDAM	THE NETHERLANDS
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND
RADIO TINNITUS	CHIME	RADIO STATION	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
SMARTSOLUTION	TELEFONICA'S VIVO	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL

B01 (Social Engagement & Integration for Live Experience)

BE A FOLLOWER - SIDE.BIZ	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES

B02 (Use of Mobile)

FACING EMOTIONS	HUAWEI	HUAWEI MATE 20 PRO	DIGITAS POLAND WARSAW	POLAND
WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWA/PARIS	FRANCE
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL
MARIA 'S MESSAGE	MOVISTAR	MOBILE TELEPHONE SERVICE	WUNDERMAN THOMPSON BUENOS AIRES	ARGENTINA
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM
CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
UBERTOYS	UBER	UBERTOYS	DDB PARIS	FRANCE

B03 (Use of Website / Microsites)

BLINDMETERS	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS BRUSSELS BRUSSELS	BELGIUM
BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER HAMBURG	GERMANY
THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
REPICTURING HOMELESS	GETTY IMAGES / FIFTY FIFTY (MAGAZINE FROM HOMELESS PEOPLE)	REPICTURING HOMELESS	HAVAS GERMANY	GERMANY
DEAD OR ALIVE	DGT (NATIONAL DEPARTMENT OF TRAFFIC)	DGT (NATIONAL DEPARTMENT OF TRAFFIC)	MCCANN SPAIN MADRID	SPAIN

B04 (New Realities & Voice-activation)

ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY BANGALORE	INDIA
THE MAGIC SNOW GLOBE	AMERICAN HONDA MOTOR CO., INC.	AUTOMOTIVE	RPA SANTA MONICA	USA
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL
SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM/MCCANN FRANKFURT	GERMANY
IMMORTALS	SBERBANK	FINANCIAL SERVICES	SBERBANK OF RUSSIA MOSCOW	RUSSIA

B05 (Branded Games)

KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R KANSAS CITY	USA
CRAFT A WESTERN WHOPPER	BURGER KING	WHOPPER	INGO STOCKHOLM	SWEDEN

Brand Experience & Activation Lions

2019 Shortlist



B06 (Digital Installations)

THE INTERNET REMEMBERS	DRINKWISE	DRINKWISE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
TAKE-OFF TIPS	KLM ROYAL DUTCH AIRLINES	AVIATION	DDB AMSTERDAM	THE NETHERLANDS
TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	MCCANN LONDON	UNITED KINGDOM

B07 (Tangible & Spatial Technology)

LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	WHITEGREY SYDNEY	AUSTRALIA
CONTINENTAL GRIP LINE	CONTINENTAL	CONTINENTAL PAINT	FCB MILAN	ITALY
MUSEUM OF ROMANTICISM	IKEA	IKEA LIVING ROOMS	MCCANN SPAIN MADRID	SPAIN
TALKING WALLS	FUNDACIÓN MUJERES	BOTTERED WOMEN'S FOUNDATION	TBWA/ESPAÑA MADRID	SPAIN

B09 (Tech-led Brand Experience)

HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE
WESTWORLD: THE MAZE	HBO	WESTWORLD	360I NEW YORK	USA
FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	FIREVASE	CHEIL WORLDWIDE SEOUL	SOUTH KOREA
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL
STAY PLAYFUL	OREO	OREO COOKIES	THE MARTIN AGENCY RICHMOND	USA
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNOLONDON	UNITED KINGDOM
REAL-TIME EXCEPTION SPOTTING	NEW BALANCE	FRESH FOAM CRUZ NUBUK	VMLY&R NEW YORK	USA
CHANGING THE GAME	MICROSOFT	XBOX	MCCANN NEW YORK	USA
KIT BEATS	MASTERCARD	MASTERCARD UEFA CHAMPIONS LEAGUE SPONSORSHIP	MRM/MCCANN SPAIN MADRID	SPAIN
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM/MCCANN FRANKFURT	GERMANY

B10 (Cross-platform Digital Experience)

HUNT THE WHITE CREME EGG - EXPERIENCE	MONDELEZ	CREME EGG	ELVIS LONDON	UNITED KINGDOM
PEOPLE ARE THE PLACES	AEROMÉXICO	AEROMÉXICO	AEROMÉXICO MEXICO CITY	MEXICO
SMART DEVICE	KELLOGG'S	PRINGLES	GREY NEW YORK	USA

C01 (Customer Retail / In-store Experience)

WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWA/PARIS	FRANCE
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA/CHIATIDAY NEW YORK	USA
THE NOT BIG MACS	BURGER KING	BURGERS	INGO STOCKHOLM	SWEDEN
THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE PARIS	FRANCE
HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY
OMO TAG	UNILEVER LEBANON	OMO	TBWA/RAAD DUBAI	UNITED ARAB EMIRATES
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL

C02 (Retail Promotions & Competitions)

LIFE DIRECT - R.I.P SIMON	TRADE ME NZ	LIFE DIRECT	VMLY&R AUCKLAND	NEW ZEALAND
THE ERROR RIDDEN AD	SPECSAVERS	EYE TESTS	CUMMINS & PARTNERS MELBOURNE	AUSTRALIA
BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER HAMBURG	GERMANY
PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB LIMA	PERU
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA

C03 (Loyalty Programmes)

JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	MOMENTUM WORLDWIDE NEW YORK	USA
BE A FOLLOWER - SIDE.BIZ	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY

D01 (Live Brand Experience or Activation)

DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL
PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB LIMA	PERU
CANDY CONVERTER	HERSHEY	REESE'S	ANOMALY NEW YORK	USA
TEST DONORS.	CHEVROLET TRUCKS	CHEVROLET TRUCKS.	SANCHO BBDO BOGOTÁ	COLOMBIA
THE GOOGLE ASSISTANT RIDE	GOOGLE	GOOGLE ASSISTANT	GOOGLE EVENTS + EXPERIENCES SAN FRANCISCO	USA
HOTELEKOM	TELEKOM ROMANIA	HOTELEKOM	LEO BURNETT BUCHAREST	ROMANIA
MIRACLE WHIP, FLORIDA	KRAFT HEINZ	MIRACLE WHIP	KRAFT HEINZ COMPANY CHICAGO	USA
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA/CHIATIDAY NEW YORK	USA
POKER BLACK PAVILION	AB INBEV	POKER	DDB COLOMBIA BOGOTA	COLOMBIA
BUILDING SIZED WAVE	TURISMO DE PORTUGAL	PORTUGUESE WAVES	PARTNERS LISBON	PORTUGAL

Brand Experience & Activation Lions

2019 Shortlist



BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
LIBRO VIVO_	GRUPO PLANETA AND GOOGLE	LIBRO VIVO_	ONLY IF CIUDAD DE MEXICO	MEXICO
HASHTAGS OF ARTS	MUSEU NACIONAL DE BELAS ARTES	MUSEUM	NBS RIO DE JANEIRO	BRAZIL
HAMAM WATERPROOF SAREE	UNILEVER HAMAM	HAMAM SOAP	OGILVY MUMBAI	INDIA
MIDDLE SEAT LOUNGE	COCA-COLA	COKE	FITZCO ATLANTA	USA
THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL SÃO PAULO	BRAZIL
UBERTOYS	UBER	UBERTOYS	DDB PARIS	FRANCE
THE WRONG ANTHEM	LEBANESE BASKETBALL FEDERATION	SAVE OUR CEDARS	VMLY&R DUBAI	UNITED ARAB EMIRATES
D02 (Guerilla Marketing & Stunts)				
STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA
PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA ANN ARBOR	USA
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL
BIG BELL	TACO BELL	TACO BELL UK	EDELMAN LONDON	UNITED KINGDOM
HIDDEN FLAG	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE MADRID	SPAIN
HUAWEI IJACK	HUAWEI	HUAWEI MATE20	DENTSU X SINGAPORE	SINGAPORE
MCDONALD'S FOR YOU	MCDONALD'S	MINI MCDONALD'S RESTAURANT	TBWAINEBOKO AMSTERDAM	THE NETHERLANDS
IKEA + OBAMA	IKEA NORWAY	IKEA NORWAY	SMFB OSLO	NORWAY
MIRACLE WHIP, FLORIDA	KRAFT HEINZ	MIRACLE WHIP	KRAFT HEINZ COMPANY CHICAGO	USA
THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWAICHAT/ DAY NEW YORK	USA
BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
BLANK WHOPPER	BURGER KING	BURGER KING	DAVID SÃO PAULO	BRAZIL
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG	SERVICEPLAN GERMANY MUNICH	GERMANY
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	MCCANN LONDON	UNITED KINGDOM
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL
GRAVE OF THRONES	FOXTEL	GAME OF THRONES	REVOLVER/WILL O'ROURKE SYDNEY	AUSTRALIA
D03 (Brand-owned Experiences)				
12-HOUR DRIVE-THRU	POPEYE'S LOUISIANA KITCHEN	QSR	GSD&M AUSTIN	USA
HOTELEKOM	TELEKOM ROMANIA	HOTELEKOM	LEO BURNETT BUCHAREST	ROMANIA
KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA
GREAT HOME OF CHINA	AIRBNB	"A NIGHT AT"	FF SHANGHAI	CHINA
JUST DO IT HQ AT THE CHURCH	NIKE	NIKE	MOMENTUM WORLDWIDE NEW YORK	USA
TYSKIE'S ELEVATOR	TYSKIE	TYSKIE GRONIE BEER	GONG GLIWICE	POLAND
BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
THE RUNAWAY PUB	NEW BALANCE	RETAIL	VMLY&R NEW YORK	USA
GRAVE OF THRONES	FOXTEL	PAY TV	DDB SYDNEY	AUSTRALIA
HOTELBNB	HONDURAS MAYA HOTEL	HOSPITALITY	OGILVY HONDURAS TEGUICIGALPA	HONDURAS
STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE
THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL SÃO PAULO	BRAZIL
COCACOLERO OF THE FINAL	COCA-COLA	COCA-COLA	GREY ARGENTINA BUENOS AIRES	ARGENTINA
D04 (Sponsorship & Brand Partnership)				
ALEXIOS, THE SPARTAN ASSISTANT	UBISOFT	ASSASSIN'S CREED ODYSSEY	R/GA SAN FRANCISCO	USA
SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWA/MELBOURNE	AUSTRALIA
NBC + PARALYMPICS	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	SAATCHI & SAATCHI LA	USA
HEY GOOGLE, ASK NIKE	NIKE	NIKE	R/GA NEW YORK	USA
ACE FOR INCLUSION	ANZ BANK	ANZ BRAND	TBWA/MELBOURNE	AUSTRALIA
PRIDE JERSEY	AIG JAPAN	CSR	TBWA/HAKUHODO INC. TOKYO	JAPAN
JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	MOMENTUM WORLDWIDE NEW YORK	USA
REPICTURING HOMELESS	GETTY IMAGES / FIFTY FIFTY (MAGAZINE FROM HOMELESS PEOPLE)	REPICTURING HOMELESS	HAVAS GERMANY	GERMANY
CLEAR	DIAGEO	GUINNESS	AMVBBDO LONDON	UNITED KINGDOM
SMARTSOLUTION	TELEFONICA'S VIVO	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
D05 (Launch / Re-launch)				
THE LEGENDARY TOUR	PIAS	CHANCE	MORTIERBRIGADE BRUSSELS	BELGIUM

Brand Experience & Activation Lions

2019 Shortlist



TACO BELL NACHO FRIES X DEMOLITION MAN EXPERIENCE	TACO BELL	NACHO FRIES	EDELMAN LOS ANGELES	USA
AN POST - ADDRESS POINT	AN POST	ADDRESS POINT	WUNDERMAN THOMPSON DUBLIN	IRELAND
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA
TWITTER BAIT	BURGER KING	FAST FOOD	MULLENLOWE BOSTON	USA
LIBRO VIVO_	GRUPO PLANETA AND GOOGLE	LIBRO VIVO_	ONLY IF CIUDAD DE MEXICO	MEXICO
THE SLOWEST PIZZA DELIVERY	SARGENTO	SARGENTO SHREDS	OGILVY CHICAGO	USA
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND
CHANGING THE GAME	MICROSOFT	XBOX	MCCANN NEW YORK	USA
VISIT XBOX	XBOX / MICROSOFT	XBOX ONE X ENHANCED	MCCANN LONDON	UNITED KINGDOM
PROJECT AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH DHAKA	BANGLADESH
GREEN DAWN	UBISOFT	THE DIVISION 2	DDB PARIS	FRANCE
SEETROEN	CITROEN	CITROEN	BETC PARIS	FRANCE
D06 (360 Integrated Brand Experience)				
PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA ANN ARBOR	USA
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA
DISCOVER YOUR AIR	FOOT LOCKER	AIR MAX DAY	LAUNDRY SERVICE NEW YORK	USA
HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY
HALF FULL	COCA COLA	COCA COLA	MCCANN BUCHAREST	ROMANIA
BLEED	HBO	GAME OF THRONES	DROGA5 NEW YORK	USA
IMPACT 1	ANHEUSER-BUSCH INBEV	BUDWEISER	ISOBAR BRAZIL SÃO PAULO	BRAZIL
START YOUR IMPOSSIBLE	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	SAATCHI & SAATCHI LA	USA
E01 (Local Brand)				
THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	BENSIMON BYRNE TORONTO	CANADA
GAZA BORDER BEER	ALEXANDER BREWERY	ALCOHOLIC DRINK- BEER	LEO BURNETT ISRAEL BNEI-BRAK	ISRAEL
FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA BUENOS AIRES	ARGENTINA
THE REAL MACHADO	UNIVERSITY ZUMBI DOS PALMARES	CORPORATE	GREY BRAZIL SÃO PAULO	BRAZIL
CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
THE OPEN DOOR PROJECT	THE MILLENNIUM SCHOOL	SCHOOL	FCBULKA DELHI	INDIA
THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM: GUMSHOE	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS AMSTERDAM	THE NETHERLANDS
E02 (Challenger Brand)				
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY NEW YORK	USA
THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE PARIS	FRANCE
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA
E03 (Single-market Campaign)				
XX XY	HEINEKEN MEXICO	DOS EQUIS	MARCEL MEXICO CITY	MEXICO
THE WRONG GIFT	REAL PLAZA	REAL PLAZA	FAHRENHEIT DDB LIMA	PERU
REPELLENT BOUQUET	OFF	OFF	BBDO ARGENTINA BUENOS AIRES	ARGENTINA
TREATMENT BOX	TRUTH, AD COUNCIL, OFFICE OF NATIONAL DRUG CONTROL POLICY	TRUTH	72ANDSUNNY LOS ANGELES	USA
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY BANGALORE	INDIA
KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA
GREAT HOME OF CHINA	AIRBNB	"A NIGHT AT"	FF SHANGHAI	CHINA
COLA TRUCE	PEPSI	BRAND PEPSI	TRACYLOCKE WILTON	USA
THE PARKING SPOT BILLBOARDS	TOYOTA	TOYOTA CARS	CIRCUS GREY PERU LIMA	PERU
BLANK WHOPPER	BURGER KING	BURGER KING	DAVID SÃO PAULO	BRAZIL
GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS AMSTERDAM	THE NETHERLANDS
PHILLY FOREVER	AB INBEV	BUD LIGHT	WIEDEN+KENNEDY NEW YORK	USA
VICTORY FRIDGE	AB INBEV	BUD LIGHT	3PM AGENCY NEW YORK	USA
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND
IKEA 'GREENWICH'	IKEA	IKEA GREENWICH	MOTHER LONDON	UNITED KINGDOM
THE OUTLAW BIKE	ROCKY MOUNTAIN SPORTS CONTENT	ROCKY MOUNTAIN SPORTS CONTENT	TALENT MARCEL SÃO PAULO	BRAZIL
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES

Brand Experience & Activation Lions

2019 Shortlist



E04 (Social Behaviour & Cultural Insight)

HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL
PHILIPS #SHAVETOREMEMBER	PHILIPS & THE NELSON MANDELA FOUNDATION	PHILIPS	OGILVY JOHANNESBURG	SOUTH AFRICA
CANDY CONVERTER	HERSHEY	REESE'S	ANOMALY NEW YORK	USA
BLACK SALARY FRIDAY	INSTITUTO IDENTIDADES DO BRASIL (ID_BR) - BRAZIL'S IDENTITIES INSTITUTE	INSTITUTIONAL	LEO BURNETT TAILOR MADE SÃO PAULO	BRAZIL
SEETROEN	CITROEN	CITROEN	BETC PARIS	FRANCE
TREATMENT BOX	TRUTH, AD COUNCIL, OFFICE OF NATIONAL DRUG CONTROL POLICY	TRUTH	72ANDSUNNY LOS ANGELES	USA
PROUD DADS	DUBLIN BUS	DUBLIN BUS	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
ALL TOGETHER CEREAL	KELLOGG'S	KELLOGG'S CEREAL	LEO BURNETT CHICAGO	USA
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA
LOVE FREE OF RIGHTS	FUNDACION IGUALES	FUNDACION IGUALES	VMLY&R SANTIAGO	CHILE
THE COMMERCIAL THAT SAVES LIVES	GOBIERNO DE CHILE	MINISTERIO DE SALUD	VMLY&R SANTIAGO	CHILE
JUST DO IT HQ AT THE CHURCH	NIKE	NIKE	MOMENTUM WORLDWIDE NEW YORK	USA
HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY
DELIVERING HOPE	UNITED STATES POSTAL SERVICE	OPERATION SANTA	MRM/MCCANN NEW YORK	USA
THE FOOLITZER PRIZES	E-FARSAS	INSTITUTIONAL	LEO BURNETT TAILOR MADE SÃO PAULO	BRAZIL
DONT TELL ME WHAT TO DO	EDGARS	FILM	VMLY&R SOUTH AFRICA JOHANNESBURG	SOUTH AFRICA
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM
MISS AMERICA 2.0	MISS AMERICA ORGANIZATION	MISS AMERICA 2.0 REBRAND CAMPAIGN	VMLY&R NEW YORK	USA
SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/MCCANN COSTA MESA	USA
CHANGING THE GAME	MICROSOFT	XBOX	MCCANN NEW YORK	USA
BEAUTY RUNS DEEPER	UNILEVER - DOVE	DOVE HAND & BODY LOTION	OGILVY LONDON	UNITED KINGDOM
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	MCCANN PARIS	FRANCE
GENEROSITY BAR	CADBURY	CADBURY DAIRY MILK	OGILVY SINGAPORE	SINGAPORE
TOOTH FAIRY'S ADDRESS	FACULDADE DE ODONTOLOGIA	SERVICES	VMLY&R BRAZIL SÃO PAULO	BRAZIL
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
#RIGHTMYNAME	NANDO'S	PERI-PERI CHICKEN	M&C SAATCHI ABEL CAPE TOWN	SOUTH AFRICA
PROJECT #SHOWUS	UNILEVER - DOVE	BEAUTY PRODUCTS	PUBLICIS SAPIENT NEW YORK	USA
INDIGENOUS REDEFINITION	REDD'S / ABINBEV	REDD'S BEER	AB INBEV BOGOTÁ	COLOMBIA
FACING A HATER CASE	COCA COLA	SPRITE	SANTO BUENOS AIRES	ARGENTINA
NEXT MINUTE LAW	MINISTERIO PUBLICO AND ABAP	INSTITUTIONAL	VMLY&R BRAZIL SÃO PAULO	BRAZIL
SMARTSOLUTION	TELEFONICA'S VIVO	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
START YOUR IMPOSSIBLE	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	SAATCHI & SAATCHI LA	USA
HOPE	ANHEUSER-BUSCH INBEV	BUDWEISER	ISOBAR BRAZIL SÃO PAULO	BRAZIL

E05 (Breakthrough on a Budget)

HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE
CANDY CONVERTER	HERSHEY	REESE'S	ANOMALY NEW YORK	USA
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA
PALESSI	PAYLESS	PAYLESS SHOE SOURCE	DCX GROWTH ACCELERATOR NEW YORK	USA
SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
THE NOT BIG MACS	BURGER KING	BURGERS	INGO STOCKHOLM	SWEDEN
SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/MCCANN COSTA MESA	USA
THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES