

2023 WINNER

Film Craft



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
A01 (Direction)							
"BALCONY"	CASH APP	CASH APP	CASH APP, New York / PGLANG, Los Angeles	USA	PGLANG, Los Angeles / PROJECT3, Los Angeles	BRONZE LION	BRONZE LION
WE CRY TOGETHER - A SHORT FILM	PGLANG		PGLANG, Los Angeles	USA	PGLANG, Los Angeles / PARK PICTURES, Los Angeles	GRAND PRIX	GRAND PRIX
THE SINGULARITY	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA	SMUGGLER, Los Angeles	BRONZE LION	BRONZE LION
THE RABBIT HOLE	SOS INTERNATIONAL	SOS INTERNATIONAL	SOS INTERNATIONAL, Glendale / JYRA FILMS, Texas	USA	TAO'S, Los Angeles / JYRA FILMS, Texas	SILVER LION	SILVER LION
TRAJECTORY	RED CROSS	RED CROSS	PRIMO AUDIOVISUAL SA (INVOICE), Montevideo / TBWA/ESPAÑA, Madrid	URUGUAY	PRIMO, Buenos Aires	BRONZE LION	BRONZE LION
QUIET THE NOISE	APPLE	AIRPODS PRO	ICONOCLAST, Los Angeles / TBWA/MEDIA ARTS LAB, Los Angeles	USA	ICONOCLAST, Los Angeles	BRONZE LION	BRONZE LION
THE GREATEST	APPLE	APPLE	SOMESUCH, Los Angeles / APPLE, Cupertino	USA	SOMESUCH, Los Angeles	GOLD LION	GOLD LION
PERIODSOMNIA	LIBRESSE	LIBRESSE	SOMESUCH, Los Angeles / AMV BBDO, London	USA	SOMESUCH, Los Angeles	SILVER LION	SILVER LION
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION, Mexico City	SILVER LION	SILVER LION
THE EYES	VOIZ	VOIZ	OGLIVY, Bangkok	THAILAND	FACTORY01, Bangkok	BRONZE LION CAMPAIGN	BRONZE LION CAMPAIGN
LEFT AND RIGHT	VOIZ	VOIZ	OGLIVY, Bangkok	THAILAND	FACTORY01, Bangkok	BRONZE LION CAMPAIGN	BRONZE LION CAMPAIGN
A02 (Script)							
I'M A CRIMINAL	GIRLS NOT BRIDES	AWARENESS FILM	MEDIA MONKS, Mexico City	MEXICO	ORIENTAL FILMS, Mexico City	SILVER LION	SILVER LION
TRAJECTORY	RED CROSS	RED CROSS	PRIMO, Buenos Aires / TBWA/ESPAÑA, Madrid	ARGENTINA	PRIMO CONTENT, Buenos Aires	BRONZE LION	BRONZE LION
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION, Mexico City	GOLD LION	GOLD LION
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGLIVY, London / OGLIVY, Toronto	UNITED KINGDOM	SMUGGLER, London	BRONZE LION	BRONZE LION
GUT HEALTH	DUTCHIE	DUTCHIE	OGLIVY, Bangkok	THAILAND	SUNETA HOUSE, Bangkok	SILVER LION	SILVER LION
A03 (Casting)							
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH, Los Angeles	GOLD LION	GOLD LION
ME, MY AUTISM & I	RECKITT AND AMBITIOUS ABOUT AUTISM	VANISH	HAVAS, London	UNITED KINGDOM	SMUGGLER, London	SILVER LION	SILVER LION
GUT HEALTH	DUTCHIE	DUTCHIE	OGLIVY, Bangkok	THAILAND	SUNETA HOUSE, Bangkok	BRONZE LION	BRONZE LION
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION, Mexico City	BRONZE LION	BRONZE LION
THROUGH MY EYES	WAKA KOTAHAI	WAKA KOTAHAI ANTI SPEEDING CAMPAIGN	RUSKIN, Auckland / FCB NEW ZEALAND, Auckland	NEW ZEALAND	RUSKIN, Auckland	BRONZE LION	BRONZE LION
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGLIVY, London / OGLIVY, Toronto	UNITED KINGDOM	SMUGGLER, London	SILVER LION	SILVER LION
A04 (Production Design / Art Direction)							
THE BALL OF YARN	WINAMAX	ONLINE GAMBLING	TBWA Paris, Paris	FRANCE	SOLAB, Paris / ELSE, Paris	BRONZE LION	BRONZE LION
QUIET THE NOISE	APPLE	AIRPODS PRO	ICONOCLAST, Los Angeles / TBWA/MEDIA ARTS LAB, Los Angeles	USA	ICONOCLAST, Los Angeles	SILVER LION	SILVER LION
A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo / GOOD DESIGN COMPANY, Tokyo / HAKUHODO INC., Tokyo / HAKUHODO KETTLE INC., Tokyo	JAPAN	SPOON., Tokyo	GOLD LION	GOLD LION
A05 (Cinematography)							
WE CRY TOGETHER - A SHORT FILM	PGLANG		PGLANG, Los Angeles	USA	PGLANG, Los Angeles / PARK PICTURES, Los Angeles	GOLD LION	GOLD LION
IMMORTAL	ROYAL ONTARIO MUSEUM (ROM)	ROYAL ONTARIO MUSEUM	BROKEN HEART LOVE AFFAIR, Toronto	CANADA	SCOUTS HONOUR, Toronto / MOONLIGHTING, Cape Town / COSMESIS PROSTHETICS STUDIO, Cape Town / KAMIKAZE CASTING, Western Cape	SILVER LION	SILVER LION
IRAN-E MAN	PAIRI DAEZA	PAIRI DAEZA SCARVES	NEW-LAND, Copenhagen	DENMARK	NEW-LAND, Copenhagen	BRONZE LION	BRONZE LION
TRAJECTORY	RED CROSS	RED CROSS	PRIMO, Buenos Aires / TBWA/ESPAÑA, Madrid	ARGENTINA	PRIMO CONTENT, Buenos Aires	BRONZE LION	BRONZE LION
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION, Mexico City	BRONZE LION	BRONZE LION
A06 (Use of Original Music)							
THE RELUCTANT SHANTY	AUSTRALIA FOR UNHCR	REFUGEE AWARENESS	FINCH, Sydney / BMF, Sydney	AUSTRALIA	FINCH, Sydney	BRONZE LION	BRONZE LION
KAGUYA BY GUCCI	GUCCI	BAMBOO HANDLE BAGS	DENTSU INC., Tokyo / TSUZUKU, Tokyo / DENTSU INC., Tokyo	JAPAN	GHOSTITCH INC., Tokyo / GEEK PICTURES INC., Tokyo	BRONZE LION	BRONZE LION
A07 (Use of Licensed / Adapted Music)							
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH, Los Angeles	GOLD LION	GOLD LION
RELAX, IT'S IPHONE - ACTION MODE	APPLE	IPHONE 14	APPLE, Cupertino	USA	BISCUIT FILMWORKS, Los Angeles	BRONZE LION	BRONZE LION
ODE TO DADS	PROSTATE CANCER UK	PROSTATE CANCER CHARITY	BBH, London	UNITED KINGDOM	SOMESUCH, London	BRONZE LION	BRONZE LION
PERIODSOMNIA	LIBRESSE	LIBRESSE	SOUNDTREE MUSIC, London / AMV BBDO, London	UNITED KINGDOM	SOMESUCH, London	SILVER LION	SILVER LION
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION, Mexico City	SILVER LION	SILVER LION
A08 (Achievement in Production)							
ROCKY	LADBROKES	LADBROKES	LADBROKES, Gibraltar / NEVERLAND, London	GIBRALTAR	MJZ, Los Angeles	BRONZE LION	BRONZE LION
UNVEIL	PANASONIC	PANASONIC	SPOON., Tokyo / GOOD DESIGN COMPANY, Tokyo	JAPAN	SPOON., Tokyo	SILVER LION	SILVER LION
A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo / GOOD DESIGN COMPANY, Tokyo / HAKUHODO INC., Tokyo / HAKUHODO KETTLE INC., Tokyo	JAPAN	SPOON., Tokyo	GOLD LION	GOLD LION
QUIET THE NOISE	APPLE	AIRPODS PRO	ICONOCLAST, Los Angeles / TBWA/MEDIA ARTS LAB, Los Angeles	USA	ICONOCLAST, Los Angeles	BRONZE LION	BRONZE LION
BUSCAPÉ, BACK TO THE CITY OF GOD.	TELEFÓNICA VIVO & MOTOROLA	MOTOROLA EDGE 30 ULTRA 5G	VMLY&R, Sao Paulo	BRAZIL	O2 FILMES, Sao Paulo / SUPERSONICA, Sao Paulo	BRONZE LION	BRONZE LION

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production	Prize	Award
B01 (Editing)							
PERIODSOMNIA	LIBRESSE	LIBRESSE	SOMESUCH, Los Angeles / AMV BBDO, London	USA	SOMESUCH, Los Angeles	SILVER LION	SILVER LION
THROUGH MY EYES	WAKA KOTAHI	WAKA KOTAHI ANTI SPEEDING CAMPAIGN	RUSKIN, Auckland / FCB NEW ZEALAND, Auckland	NEW ZEALAND	RUSKIN, Auckland	BRONZE LION	BRONZE LION
B02 (Colour Correction / Grading)							
TRAJECTORY	RED CROSS	RED CROSS	PRIMO, Buenos Aires / TBWA/ESPAÑA, Madrid	ARGENTINA	PRIMO CONTENT, Buenos Aires	BRONZE LION	BRONZE LION
PERIODSOMNIA	LIBRESSE	LIBRESSE	SOMESUCH, Los Angeles / AMV BBDO, London	USA	SOMESUCH, Los Angeles	SILVER LION	SILVER LION
B03 (Sound Design)							
THE RIFT	PENNY	PENNY	SERVICEPLAN, Munich	GERMANY	ANORAK FILM GMBH, Berlin	BRONZE LION	BRONZE LION
ME, MY AUTISM & I	RECKITT AND AMBITIOUS ABOUT AUTISM	VANISH	HAVAS, London	UNITED KINGDOM	SMUGGLER, London	BRONZE LION	BRONZE LION
B04 (Animation)							
THE COCA-COLA COMPANY - MASTERPIECE	COCA-COLA	COCA-COLA	ELECTRIC THEATRE COLLECTIVE, London / BLITZWORKS, Leamington Spa	UNITED KINGDOM	HEADSUP, London / ACADEMY FILMS, London / TENTHREE, London / RADIOACTIVE SHELTER, N/A	BRONZE LION	BRONZE LION
PHARRELL, 21 SAVAGE AND TYLER, THE CREATOR - CASH IN CASH OUT	I AM OTHER	PHARRELL, 21 SAVAGE AND TYLER, THE CREATOR - CASH IN CASH OUT	ELECTRIC THEATRE COLLECTIVE, London / I AM OTHER, Beverly Hills	UNITED KINGDOM	DIVISION, Paris	GOLD LION	GOLD LION
REACTOR	WOODKID	WOODKID	SMUGGLER, Los Angeles / WOODKID, Los Angeles	USA	STINK STUDIOS, London	SILVER LION	SILVER LION
B05 (Visual Effects)							
ROCKY	LADBROKES	LADBROKES	LADBROKES, Gibraltar / NEVERLAND, London	GIBRALTAR	MJZ, Los Angeles	SILVER LION	SILVER LION
APPLE - QUIET THE NOISE	APPLE	APPLE	ELECTRIC THEATRE COLLECTIVE, London / TBWA/MEDIA ARTS LAB, Los Angeles	UNITED KINGDOM	ICONOCLAST, Los Angeles / PRIMO CONTENT, Buenos Aires	SILVER LION	SILVER LION
A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo / GOOD DESIGN COMPANY, Tokyo / HAKUHODO INC., Tokyo / HAKUHODO KETTLE INC., Tokyo	JAPAN	SPOON., Tokyo	BRONZE LION	BRONZE LION
THE HEART PART 5	KENDRICK LAMAR	THE HEART PART 5	PGLANG, Los Angeles	USA	PGLANG, Los Angeles	BRONZE LION	BRONZE LION
SHARE THE JOY	APPLE	AIRPODS	BLACKSMITH, New York / TBWA/MEDIA ARTS LAB, Los Angeles	USA	MJZ, Los Angeles	BRONZE LION	BRONZE LION