

2023 SHORTLIST

Design



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Creation of a New Brand Identity)				
THE CONGREGATION	PODHER	PODHER	KLICK HEALTH, Toronto	CANADA
BY WIND	BY WIND	ART PRINTING, COMMERCIAL PRINTING, ARCHITECTURE PRINTING	FORSMAN & BODENFORS, Gothenburg	SWEDEN
RGD BRANDING AWARDS	RGD BRANDING AWARDS	ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS	RETHINK, Toronto	CANADA
CURV STUDIOS	NIKE	NIKE CURV STUDIOS	AKQA, Amsterdam	THE NETHERLANDS
EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL
MIGHTY DREAM	MIGHTY DREAM	FULL SERVICE AGENCY	ASSEMBLY, New York	USA
NEO ICARUS	ABEBE BIKILA	NEO ICARUS ALBUM	AKQA COALA.LAB, Sao Paulo	BRAZIL
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY
A02 (Rebrand / Refresh of an Existing Brand)				
NEW IDENTITY FOR FORSKNINGSRÅDET	FORSKNINGSRÅDET	NEW IDENTITY FOR FORSKNINGSRÅDET	ANTI, Oslo	NORWAY
MONCLER 70. THE BRAND OF EXTRAORDINARY	MONCLER	MONCLER	WESAYHI, Bridge Of Weir	UNITED KINGDOM
EXPLORE SEATTLE SOUTHSIDE	SEATTLE SOUTHSIDE	SEATTLE SOUTHSIDE TOURISM	ONE TWENTY THREE WEST, Vancouver	CANADA
UNTHINK BROWN	UNITED POSTAL SERVICE	UNITED POSTAL SERVICE	THE MARTIN AGENCY, Virginia	USA
TOBLERONE BE MORE TRIANGLE	TOBLERONE	TOBLERONE	BULLETPROOF, London / MONDELEZ INTERNATIONAL, Zurich	UNITED KINGDOM
DYICTA	DIGITAL YOUTH ICT ACADEMY	REBRAND / REFRESH OF AN EXISTING BRAND	FCB AFRICA, Johannesburg	SOUTH AFRICA
160 MILLION HEARTS BEAT AS ONE	EUROVISION	EUROVISION	DESIGN BRIDGE AND PARTNERS, London / STARLIGHTMEDIA GROUP, Kyiv	UNITED KINGDOM
NEW DAVID ID	DAVID	CREATIVE AGENCY	DAVID, Madrid	SPAIN
A03 (Design-driven Effectiveness)				
THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL
NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA
THE CURRENCY OF CORRUPTION	TRANSPARENCY INTERNATIONAL LEBANON - NO CORRUPTION (TI-LB)	ANTI-CORRUPTION NGO	LEO BURNETT, Beirut / LEO BURNETT, Jeddah	LEBANON
SUPERSTAR RAVI	ADIDAS	ADIDAS ORIGINALS	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA
B01 (Posters)				
[LIFE SUBTITLED]	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA
THE UNIMAGINABLE RETURN	JARDIM SONORO	ELECTRONIC MUSIC FESTIVAL	DENTSU CREATIVE, Lisbon	PORTUGAL
BALLOTS AGAINST BULLETS - SURVIVORS	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA
THE FUTURE IS BLACK	RAÇA MAGAZINE	RAÇA 25 YEARS	FCB BRASIL, Sao Paulo	BRAZIL
B02 (Promotional Printed Media)				
THE SHUFFLE TICKET	LIVE NATION / LUGER	CONCERT & FESTIVAL TICKETS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
UNSEEN TEARS	HOME CENTRE	HOME CENTRE	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
THE EVERYTHING BOOK	VEDANTU	E-LEARNING	DENTSU CREATIVE, Gurgaon	INDIA
B03 (Promotional Item Design)				
THE DIRTIEST CUP	LIBERO	LIBERO MAGAZINE	PS21, Madrid	SPAIN
HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM
SIGN SOUP	LA MODERNA	SIGN SOUP	BESO BY LLYC, Mexico City	MEXICO
THE LAST STEEL OF AZOVSTAL	UNITED24, AZOVSTAL	THE LAST STEEL OF AZOVSTAL	... AND US, Dubai	UNITED ARAB EMIRATES
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND
BREAD OF THE NATION	AB INBEV SA	CASTLE LAGER	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA
B04 (Publications & Editorial Design)				
UNPICTURED GOURMET GUIDE	FUTURE DESIGN SHIBUYA GENERAL INCORPORATED ASSOCIATION	GOURMET INFORMATION BOOK OF SHIBUYA, TOKYO	DENTSU INC., Tokyo	JAPAN
YOU'RE COOKED	FIRE AND EMERGENCY NEW ZEALAND	FIRE AND EMERGENCY NEW ZEALAND	MOTION SICKNESS, Auckland	NEW ZEALAND
BUDMAG	BUDWEISER	BUDWEISER	WIEDEN+KENNEDY, Sao Paulo / WIEDEN+KENNEDY, New York	BRAZIL
NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
B05 (Books)				
THE CONGREGATION	PODHER	PODHER	KLICK HEALTH, Toronto	CANADA
KAMASUTRA +	SIDACTION	SIDACTION	THE GOOD COMPANY, Paris	FRANCE
BRICK BOOK	PRIMOSFERA	ARCHITECTURE BOOK	THIS IS PACIFICA, Porto	PORTUGAL
B06 (Data Visualisation)				
CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY
NOISE NEUTRAL	TEGRA INCORPORADORA & PARTNERS	NOISE NEUTRAL	FCB BRASIL, Sao Paulo	BRAZIL
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, An IPG Health Network Company, New York	USA
B07 (Brand Collateral)				
THERE'S NOTHING COMIC ABOUT DYSLEXIA	DYSLEXIA SCOTLAND	THERE'S NOTHING COMIC ABOUT DYSLEXIA	INNOCEAN BERLIN, Berlin	GERMANY
NIKE AIR MAX KIDS	NIKE	NIKE AIR MAX KIDS	MANVSMACHINE, London / NIKE, Hilversum	UNITED KINGDOM
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN

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B08 (Special Editions & Bespoke Items)				
THE DIRTIEST CUP	LIBERO	LIBERO MAGAZINE	PS21, Madrid	SPAIN
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY
ONE STAR COOKBOOK	DELIVEROO	DELIVERY QUALITY GUARANTEED	__ AND US, Dubai	UNITED ARAB EMIRATES
THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY
C01 (Digital Design)				
SUNTORY TENNENSUI ENDLESS DAWN	SUNTORY	SUNTORY TENNENSUI	DENTSU CRAFT TOKYO / TSUZUKU, Tokyo	JAPAN
WRAPPED DESIGN	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA
KAMI	DOWN SYNDROME INTERNATIONAL	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS, Singapore	SINGAPORE
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	I WILL ALWAYS BE ME	VMLY&R, New York	USA
DYCTA	DIGITAL YOUTH ICT ACADEMY	REBRAND / REFRESH OF AN EXISTING BRAND	FCB AFRICA, Johannesburg	SOUTH AFRICA
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, An IPG Health Network Company, New York	USA
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA
C02 (Digital Installations & Events)				
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN
TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
C03 (UX, UI & Journey Design)				
ALL PLAYERS TOOL LAB.	WITH ALS	WITH ALS	DENTSU INC., Tokyo	JAPAN
UNDERCOVER	WOMEN HELPING WOMEN ASIA	WOMEN HELPING WOMEN	OGILVY, Hong Kong	
THE UNDENIABLE STREET VIEW	UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS	THE UNDENIABLE STREET VIEW	__ AND US, Dubai	UNITED ARAB EMIRATES
C04 (Social Media Design)				
COLORS OF LOVE	PANTONE	PANTONE	TBWA\ Paris, Paris	FRANCE
MY SPOTIFY. SO PLAYFUL.	SPOTIFY	SPOTIFY	SOKO, Sao Paulo	BRAZIL
THE SINGULARITY: SOCIAL	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA
BUY MY CANCER	ALIVIA CANCER FOUNDATION	FUNDRAISING MODEL	OGILVY POLAND, Warsaw	POLAND
THE YEAR OF THE ARMPIT	OLD SPICE	OLD SPICE	LEO BURNETT, Madrid	SPAIN
D01 (Retail Environment & Experience Design)				
ZIOUX BREAK FREE.	ZIOUX	NEW BRAND IDENTITY	GRID WORLDWIDE, Johannesburg	SOUTH AFRICA
REDESIGNING FOR E-NCLUSION	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU
THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA
D02 (Point of Sale, Consumer Touchpoints & In-store Collateral)				
LIFE EXTENDING STICKERS	MAKRO	MAKRO SUPERMARKETS	GREY COLOMBIA, Bogotá	COLOMBIA
D03 (Event Storytelling)				
VOLVO EX90	VOLVO	VOLVO ELECTRIC CAR	AKQA, Gothenburg	SWEDEN
D04 (Spatial & Sculptural Exhibitions and Experiences)				
FAMINE FOOD BANK	LITTLE FLOWER PENNY DINNERS	FOOD CHARITY	IN THE COMPANY OF HUSKIES, Dublin	IRELAND
BETTER SIDE OF WINTER	MCDONALD'S POLSKA	DRWALA BURGER	DDB, Warsaw	POLAND
THE BLIND SPOT	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN SERVICE	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA
TEAR THE PAPER CEILING	THE AD COUNCIL (IN PARTNERSHIP WITH OPPORTUNITY@WORK)	TEAR THE PAPER CEILING	OGILVY, New York	USA
D05 (Wayfinding & Signage)				
THE NEW HOUSE OF COMMUNICATION	SERVICEPLAN GERMANY	SERVICEPLAN GROUP	SERVICEPLAN, Munich / BUERO UEBELE VISUELLE KOMMUNIKATION, Stuttgart	GERMANY
MAKE IT VISIBLE	FORD	COMMERCIAL VEHICLES	VMLY&R, London	UNITED KINGDOM
THE GREATEST GUIDE TO JOCHOS & BURGERS	BIMBO	BIMBO BUNS	VECTORB McCANN, Mexico City / PERFORMANCE ART, Toronto	MEXICO
E01 (Food)				
TOBLERONE BE MORE TRIANGLE	TOBLERONE	TOBLERONE	BULLETPROOF, London / MONDELEZ INTERNATIONAL, Zurich	UNITED KINGDOM
KETCH-UP & DOWN	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
E02 (Drinks)				
SWEE KOMBUCHA - 100% NATURAL	SWEE KOMBUCHA	KOMBUCHA DRINK	BEDOW, Stockholm	SWEDEN
QUILMES COINCIDENCES WORLD CUP CAN	QUILMES	BEER	AB INBEV, Buenos Aires	ARGENTINA
E03 (Other FMCG & Consumer Durables)				
MAKING INACCESSIBLE ACCESSIBLE	ARIEL	ECOCLIC BOX	LANDOR & FITCH, Hamburg / PROCTER & GAMBLE, Geneva	GERMANY
E04 (Healthcare)				

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THE HORNCULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
E05 (Sustainable Packaging)				
BEE & BEE	INVERROCHE	INVERROCHE CLASSIC	GRID WORLDWIDE, Johannesburg	SOUTH AFRICA
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY
E06 (Special Editions & Promotional Packaging)				
ETERNO. A NONUYA STORY	CLUB COLOMBIA	CLUB COLOMBIA GOLD	AB INBEV, Bogotá / BUENTIPO ANCHOR, Bogota	COLOMBIA
THE DROPSTORE	MINISTRY OF FOREIGN AFFAIRS OF THE KINGDOM OF THE NETHERLANDS	WATER CRISIS	PUBLICIS GROUPE BENELUX, Amsterdam	THE NETHERLANDS
LALIGA KICK OFF	LALIGA	UNBOXING	OGILVY, Madrid	SPAIN
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY
F01 (Consumer Technology & Homeware)				
SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	_AND US, Dubai	UNITED ARAB EMIRATES
F02 (Lifestyle, Fashion, Leisure, Sports & Outdoor)				
SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWA\HAKUHODO INC., Tokyo	JAPAN
F03 (Infant Products, Toys & Educational Products)				
F*CKING OLD	JEMS	JEMS CONDOMS	DENTSU CREATIVE, Toronto	CANADA
F04 (Medical Products)				
ONE SIZE FITS ONE - MAKING ORAL CARE ACCESSIBLE FOR 360 MILLION PEOPLE.	LANDOR & FITCH	{ACCESS}ORIES	LANDOR & FITCH, London	UNITED KINGDOM
MOUTHPAD^	AUGMENTAL	MOUTHPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU
TRUCSS	TRUCSS	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL