

# 2023 SHORTLIST

## Entertainment Lions for Gaming



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
<b>A01 (Audio-visual Content)</b>				
MACHINEGUN MOUTH	BATTLEGROUND MOBILE INDIA	BATTLEGROUND MOBILE INDIA - GAME RESPONSIBLY	DDB MUDRA GROUP, Mumbai	INDIA
PLAY HAS NO LIMITS FEAT. KENSHI YONEZU	PLAYSTATION	PLAYSTATION	SIX INC., Tokyo	JAPAN
THE TAVERN	BLIZZARD	WORLD OF WARCRAFT	INGO, Stockholm	SWEDEN
CLASH FROM THE PAST	CLASH OF CLANS	CLASH OF CLANS	WIEDEN+KENNEDY, Portland	USA
URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY
THE TAIWANESE WORLD OF WARCRAFT	WORLD OF WARCRAFT	WORLD OF WARCRAFT	DENTSU CREATIVE TAIWAN, Taipei	CHINESE TAIPEI
THE PRINGLES NPC	PRINGLES	PRINGLES	GREY, London	UNITED KINGDOM
<b>A02 (Live Broadcast / Live Streaming)</b>				
SOS TOMATOES	HEINZ	HEINZ KETCHUP	GUT, Sao Paulo	BRAZIL
READY PLAYER MOM	ENTEROGERMINA	ENTEROGERMINA	MRM, Madrid	SPAIN
LOS SANTOS +3ºC	GREENPEACE	GREENPEACE	VMLY&R, Sao Paulo	BRAZIL
MISSION: WHOPPER	BURGER KING	WHOPPER	DAVID, Sao Paulo / DAVID, Buenos Aires	BRAZIL
ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA
<b>B01 (Live Gaming Experience)</b>				
GAMEPAY	EXITO	GAMING CATEGORY	SANCHO BBDO, Bogota	COLOMBIA
VETERUNS	CALL OF DUTY ENDOWMENT	ENDOWMENT	GUT, Los Angeles	USA
LOS SANTOS +3ºC	GREENPEACE	GREENPEACE	VMLY&R, Sao Paulo	BRAZIL
<b>B02 (Live Service Games, New Realities &amp; Emerging Tech)</b>				
THE GAMING CAP	DELL TECHNOLOGIES	ALIENWARE GAMING CAP	VMLY&R, Sao Paulo	BRAZIL
<b>B03 (Mobile Games)</b>				
THE AD BREAK CHAMPIONSHIP - GTI HIJACK	VOLKSWAGEN	GOLF GTI	DDB, Sydney	AUSTRALIA
<b>B04 (Brand Integration for Games)</b>				
FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City	USA
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
THE FLOOR IS FLAVA	FRANK'S REDHOT	FRANK'S REDHOT	GREY, New York	USA
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY
LOS SANTOS +3ºC	GREENPEACE	GREENPEACE	VMLY&R, Sao Paulo	BRAZIL
ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA
<b>B05 (Use of Gaming / Streaming Platforms)</b>				
FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City	USA
#HEETCHINGAME	HEETCH	HEETCH	WE ARE SOCIAL, Paris	FRANCE
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
VETERUNS	CALL OF DUTY ENDOWMENT	ENDOWMENT	GUT, Los Angeles	USA
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL
LOVE SQUAD	WAOO	WAOO	UNCLE GREY, Copenhagen	DENMARK
ROYALTY FREE BOTS	BUDWEISER	BUDX RECORDS	DAVID, Bogotá	COLOMBIA
ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA
<b>C01 (Community Management / Social Engagement)</b>				
OK GROOMER	CHILD FOCUS	CENTER FOR SEXUALLY EXPLOITED CHILDREN	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM
BURGER GLITCH	BURGER KING	BURGER KING	DAVID, Sao Paulo	BRAZIL
SUPER WENDY'S WORLD	WENDY'S	ALL MENU ITEMS	VMLY&R, Kansas City	USA
TURBOKADDY	KAUFLAND	KAUFLAND	DDB, Prague / DDB FTW PRAGUE, Prague	CZECH REPUBLIC
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL
<b>C02 (Influencer &amp; Co-Creation)</b>				
#HEETCHINGAME	HEETCH	HEETCH	WE ARE SOCIAL, Paris	FRANCE
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
VANGUARDS OF PHOTOGRAPHY	ACTIVISION - CALL OF DUTY VANGUARD	GAMING	GUT, Miami	USA
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL
LOVE SQUAD	WAOO	WAOO	UNCLE GREY, Copenhagen	DENMARK
<b>D01 (Brand Partnerships, Sponsorships &amp; Collaborations)</b>				
FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City	USA
AMONGNUGGETS	SUPER POLLO	AMONG US CHICKEN NUGGETS	BBDO CHILE, Santiago De Chile	CHILE
URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY
THE FLOOR IS FLAVA	FRANK'S REDHOT	FRANK'S REDHOT	GREY, New York	USA
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY
THE PRINGLES NPC	PRINGLES	PRINGLES	GREY, London	UNITED KINGDOM

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
THERAPEUTIC PLAY	MICROSOFT/XBOX & GAMERS OUTREACH	XBOX	McCANN, London	UNITED KINGDOM
ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA
CHATHAM PLAYS ON	OLG	OLG	THE HIVE, Toronto / MAJOR LEAGUE BASEBALL, New York	CANADA
<b>D02 (Partnerships with Gaming Talent)</b>				
READY PLAYER MOM	ENTEROGERMINA	ENTEROGERMINA	MRM, Madrid	SPAIN
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL
<b>E01 (Diversity &amp; Inclusion in Gaming)</b>				
GAME-HER	GUARANÁ ANTARCTICA	GUARANÁ ANTARCTICA	SOKO, Sao Paulo	BRAZIL
REAL VIRTUAL BEAUTY	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN
THE GAMING CAP	DELL TECHNOLOGIES	ALIENWARE GAMING CAP	VMLY&R, Sao Paulo	BRAZIL
FIFA21 X MIDNIGHT RAMADAN LEAGUE	EASPORTS FIFA	EA SPORTS FIFA21	adam&eveDDB, London	UNITED KINGDOM
<b>E02 (Innovation in Gaming)</b>				
DORITOS CRUNCH CANCELLATION	PEPSICO	DORITOS	TBWAESPAÑA, Madrid	SPAIN
COST OF BULLYING	SAMSUNG	SAMSUNG SOCIAL RESPONSIBILITY PROGRAM	CHEIL HONG KONG / CHEIL PENGTAI, Beijing	
ORANGE - SAFE ZONE	ORANGE	SAFE ZONE	PUBLICIS CONSEIL, Paris	FRANCE
THE GAMING CAP	DELL TECHNOLOGIES	ALIENWARE GAMING CAP	VMLY&R, Sao Paulo	BRAZIL
E-NTERPRETERS SEASON 2	AB INBEV	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU
<b>E04 (Social Behaviour &amp; Cultural Insight)</b>				
BURGER GLITCH	BURGER KING	BURGER KING	DAVID, Sao Paulo	BRAZIL
COST OF BULLYING	SAMSUNG	SAMSUNG SOCIAL RESPONSIBILITY PROGRAM	CHEIL HONG KONG / CHEIL PENGTAI, Beijing	
URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY
TURBOKADDY	KAUFLAND	KAUFLAND	DDB, Prague / DDB FTW PRAGUE, Prague	CZECH REPUBLIC
BUFF YOUR MAIN	UBISOFT	UBISOFT	ALMAPBDO, Sao Paulo	BRAZIL
<b>E05 (Breakthrough on a Budget)</b>				
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
UNBANNED ARMBAND	ALL OUT	ALL OUT	ALMAPBDO, Sao Paulo	BRAZIL