

2023 SHORTLIST

Entertainment Lions for Music



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Excellence in Music Video)				
BAD MAN	DISTURBED	MUSIC VIDEO	DOOMSDAY ENTERTAINMENT, Los Angeles	USA
THOM DRAFT - TENSE X ALBERT ALBERT	THOM DRAFT	MUSIC VIDEO	ICONOCLAST, Paris	FRANCE
EL APAGÓN, A QUI VIVE GENTE	RIMAS ENTERTAINMENT LLC	BAD BUNNY	RIMAS ENTERTAINMENT LLC, San Juan	PUERTO RICO
KOKOROKO - RAPT	KOKOROKO	MUSIC VIDEO	ICONOCLAST, London	UNITED KINGDOM
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
DISCO MAGHREB (D) SNAKE) X ELIAS BELKEDDAR	ELIAS BELKEDDAR	MUSIC VIDEO	ICONOCLAST, Paris	FRANCE
BEAUTIFUL LIFE	MICHAEL KIWANUKA	MICHAEL KIWANUKA	SMUGGLER, London / MICHAEL KIWANUKA, Los Angeles	UNITED KINGDOM
ROSALIA MOTOMAMI LIVE EXPERIENCE ON TIKTOK	TIKTOK	TIKTOK LIVE	TIKTOK, Sao Paulo / COLUMBIA RECORDS, New York / MOTOMAMI, Barcelona	BRAZIL
A02 (Brand or Product Integration into Music Content)				
JOURNA-RHYTHM	THE ASAH SHIMBUN	JOURNA-RHYTHM	TBWA\HAKUHODO INC., Tokyo	JAPAN
FLIPPER'S SKATE HEIST	FLIPPER'S ROLLER BOOGIE PALACE	GRAND OPENING, CHRONIC SKATE BY DR. DRE	DOOMSDAY ENTERTAINMENT, Los Angeles / FLIPPER'S ROLLER BOOGIE PALACE, London	USA
ARBY'S & PUSHA T DISS MCDONALD'S	ARBY'S	SPICY FISH SANDWICH AND COUNTRY STYLE RIB SANDWICH	FALLOON, Minneapolis	USA
LIVE FROM THE UPSIDE DOWN	DORITOS / NETFLIX BRAND PARTNERSHIPS	DORITOS AND STRANGER THINGS 4	OBSERVATORY, Los Angeles / FRITO-LAY, Plano / NETFLIX, Los Angeles / SLAP GLOBAL, New York	USA
A03 (Use of Original Composition)				
RESPECT	STIB/MIVB	BRUSSELS PUBLIC TRANSPORT	MORTIERBRIGADE, Brussels	BELGIUM
CAFÉ BUSTELO ESTÁ AQUÍ	CAFÉ BUSTELO	CAFÉ BUSTELO COFFEE	BBH, New York	USA
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
FURSAT / SHOT ON IPHONE 14 PRO	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles / TBWA\SINGAPORE, Singapore / TBWA\MEDIA ARTS LAB, Los Angeles	USA
A04 (Use of Licensed / Adapted Music)				
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA
APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA "RUN THIS TOWN"	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA
CAROL FOR CHARITY	MINISTRY OF FOREIGN AFFAIRS OF UKRAINE, ZELENSKA FOUNDATION	CHARITY FUND	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE
THE HOMECOMING	HOME CENTRE	HOME CENTRE	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
B01 (Live Music Experience)				
LIVE FROM THE UPSIDE DOWN	DORITOS / NETFLIX BRAND PARTNERSHIPS	DORITOS AND STRANGER THINGS 4	OBSERVATORY, Los Angeles / FRITO-LAY, Plano / NETFLIX, Los Angeles / SLAP GLOBAL, New York	USA
B02 (Metaverse, New Realities & Emerging Tech)				
GORILLAZ PRESENTS	GORILLAZ	GORILLAZ MUSIC	NEXUS STUDIOS, London / GOOGLE, New York / ELEVEN MANAGEMENT, London	UNITED KINGDOM
NEO ICARUS	ABEBE BIKILA	NEO ICARUS ALBUM	AKQA COALA.LAB, Sao Paulo	BRAZIL
C01 (Fan Engagement / Community Building)				
SPOTIFY PRESENTS: FC BARCELONA X MOTOMAMI	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA
THE SHUFFLE TICKET	LIVE NATION / LUGER	CONCERT & FESTIVAL TICKETS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
ROSALIA MOTOMAMI LIVE EXPERIENCE ON TIKTOK	TIKTOK	TIKTOK LIVE	TIKTOK, Sao Paulo / COLUMBIA RECORDS, New York / MOTOMAMI, Barcelona	BRAZIL
C02 (Influencer & Co-Creation)				
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
SAVE THE FAVELA	KONZILLA RECORDS	A MOVEMENT OF THE MUSIC INDUSTRY AGAINST POLICE VIOLENCE	BETC HAVAS, Sao Paulo	BRAZIL
D01 (Brand Partnerships, Sponsorships & Collaborations)				
APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA
SPOTIFY PRESENTS: FC BARCELONA X MOTOMAMI	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA
D02 (Partnerships with Music Talent)				
APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA "RUN THIS TOWN"	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA
APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA
WAW: THROUGH THE FIRE	WE ARE WARRIORS	WE ARE WARRIORS	R/GA, Sydney	AUSTRALIA
LIVE FROM THE UPSIDE DOWN	DORITOS / NETFLIX BRAND PARTNERSHIPS	DORITOS AND STRANGER THINGS 4	OBSERVATORY, Los Angeles / FRITO-LAY, Plano / NETFLIX, Los Angeles / SLAP GLOBAL, New York	USA
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
ROSALIA MOTOMAMI LIVE EXPERIENCE ON TIKTOK	TIKTOK	TIKTOK LIVE	TIKTOK, Sao Paulo / COLUMBIA RECORDS, New York / MOTOMAMI, Barcelona	BRAZIL
E01 (Diversity & Inclusion in Music)				
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
THE CLEFT CHOIR	JOHNSON & JOHNSON	LISTERINE	BBDO BANGKOK, Bangkok	THAILAND
E03 (Challenger Brand)				
ARBY'S & PUSHA T DISS MCDONALD'S	ARBY'S	SPICY FISH SANDWICH AND COUNTRY STYLE RIB SANDWICH	FALLOON, Minneapolis	USA
E04 (Social Behaviour & Cultural Insight)				
THE ANTI NARCO CORRIDOS	RSF - REPORTERS SANS FRONTIÈRES	RSF - REPORTERS SANS FRONTIÈRES	PUBLICIS CONSEIL, Paris / PUBLICIS MEXICO, Mexico City / PUBLICIS CONSEIL, Paris	FRANCE

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DEPZMAN - LIFE CUT SHORT	THE JOSHUA RIBERA FOUNDATION	THE JOSHUA RIBERA FOUNDATION	McCANN, London	UNITED KINGDOM
LOVE IN AMORFINOS	XTRIM	XTRIM MUSIC	PARADAIS DDB, Guayaquil	ECUADOR
E05 (Breakthrough on a Budget)				
UNAVAILABLE UKRAINE	BELGIAN RED CROSS	BELGIAN RED CROSS	BBDO BELGIUM, Brussels	BELGIUM
DEPZMAN - LIFE CUT SHORT	THE JOSHUA RIBERA FOUNDATION	THE JOSHUA RIBERA FOUNDATION	McCANN, London	UNITED KINGDOM