

2023 SHORTLIST

Entertainment Lions for Sport



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Film Series and Audio)				
NIKE FC PRESENTS THE FOOTBALLVERSE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA
LEA	KIMBERLY CLARK	KOTEX	OGLIVY, São Paulo	BRAZIL
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO
A02 (Live Broadcast / Live Streaming)				
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
THE MASTERS REMASTERED	IBM	IBM	OGLIVY, New York / IBM CONSULTING, Armonk	USA
THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
A03 (Promotional Content for Publishers & Networks)				
LIGUE 1 SYMPHONY	PRIME	LIGUE 1 BROADCAST	MARCEL, Paris	FRANCE
A04 (Brand Storytelling)				
AMAZON PRIME BALL	AMAZON	AMAZON PRIME VIDEO	ATLANTIC, New York / AMAZON PRIME VIDEO, Culver City	USA
TOM BRADY'S LETTER	UNDER ARMOUR	UNDER ARMOUR	SLAP GLOBAL, New York	USA
NIKE FC PRESENTS THE FOOTBALLVERSE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA
FRESHER STATS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA
B01 (Sports Live Experience)				
ANYTIME ANYTIME	ANYTIME FITNESS	ANYTIME FITNESS	MISCHIEF @ NO FIXED ADDRESS, New York	USA
KICK OF DESTINY	FANDUEL GROUP	FANDUEL SPORTSBOOK	WIEDEN+KENNEDY, New York	USA
THE FORGOTTEN TEAM	MEO	FOOTBALL JERSEY	DENTSU CREATIVE, Lisbon	PORTUGAL
AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA
B02 (Metaverse, New Realities & Emerging Tech)				
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL
B04 (360 Integrated Brand Experience)				
THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
C01 (Fan Engagement / Distribution Strategy)				
ANYTIME ANYTIME	ANYTIME FITNESS	ANYTIME FITNESS	MISCHIEF @ NO FIXED ADDRESS, New York	USA
THE FORGOTTEN TEAM	MEO	FOOTBALL JERSEY	DENTSU CREATIVE, Lisbon	PORTUGAL
THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
C02 (Influencer & Co-creation)				
50TH ANNIVERSARY	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA
MICHELOB GUY	MICHELOB ULTRA	MICHELOB ULTRA	MICHELOB ULTRA, New York	USA
UNHIDE THE FANS	AJFSF (ASOCIACIÓN DE JUGADORAS DE FUTBOL SALA)	CSR	VMLY&R, Madrid	SPAIN
D01 (Brand Partnerships, Sponsorships & Collaborations)				
TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA
X SPEEDPORTAL RICK & MORTY	ADIDAS	X SPEEDPORTAL FOOTBALL BOOT	TBWA\WEBOKO, Amsterdam	THE NETHERLANDS
MOTHER	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, REPSOL, ORANGE AND DAZN)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN
THE NAME CONFUSION	A.L.M.A. / RACING CLUB	A.L.M.A. / RACING CLUB	REPUBLICA HAVAS , Miami	USA
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
SECOND OPPORTUNITY LEAGUE	CORONA	CORONA	WE BELIEVERS, New York	USA
THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
BLACK COACHES	TELEFÓNICA	VIVO/BRAZIL'S NATIONAL TEAM SPONSORSHIP	VMLY&R, Sao Paulo	BRAZIL
D02 (Partnerships with Sports Talent)				
TOM BRADY'S LETTER	UNDER ARMOUR	UNDER ARMOUR	SLAP GLOBAL, New York	USA
TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA
CHAMPIONS LEAGUE CRASHERS	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, New York	USA
FROM MEMES TO DREAMS	POPEYES LOUISIANA KITCHEN	CHICKEN	GUT, Miami	USA
SECOND OPPORTUNITY LEAGUE	CORONA	CORONA	WE BELIEVERS, New York	USA
E01 (Diversity & Inclusion in Sport)				
LAS DIABLILLAS	MAJOR LEAGUE BASEBALL	MLB ORIGINALS	MAJOR LEAGUE BASEBALL, New York	USA
AUF EQUALITY CUP	URUGUAYAN FOOTBALL ASSOCIATION AND MCDONALD'S	AUF	ASOCIACION URUGUAYA DE FUTBOL (AUF), Montevideo	URUGUAY
MOTHER	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, REPSOL, ORANGE AND DAZN)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN
ADIDAS RUNNING WHILE BLACK	ADIDAS	ADIDAS	ESSENCEMEDIA.COM, New York / VICE, New York	USA
LEA	KIMBERLY CLARK	KOTEX	OGLIVY, São Paulo	BRAZIL
NOBODY WATCHES WOMEN FOOTBALL	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
FRESHER STATS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY

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SECOND OPPORTUNITY LEAGUE	CORONA	CORONA	WE BELIEVERS, New York	USA
BLACK COACHES	TELEFÓNICA	VIVO/BRAZIL'S NATIONAL TEAM SPONSORSHIP	VMLY&R, Sao Paulo	BRAZIL
E02 (Innovation in Sport)				
PROPILOT MOP	NISSAN MOTOR CO., LTD.	PROPILOT 2.0	TBWA\HAKUHODO INC., Tokyo	JAPAN
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
THE GAMING CAP	DELL TECHNOLOGIES	ALIENWARE GAMING CAP	VMLY&R, Sao Paulo	BRAZIL
THE MASTERS REMASTERED	IBM	IBM	OGILVY, New York / IBM CONSULTING, Armonk	USA
E03 (Challenger Brand)				
SPONSORED WALLS	GUARANÁ ANTARCTICA	GUARANÁ ANTARCTICA	SOKO, Sao Paulo	BRAZIL
E04 (Social Behaviour & Cultural Insight)				
INTERFACE INTERRUPTION	TUBI	TUBI	MISCHIEF @ NO FIXED ADDRESS, New York	USA
TOM BRADY'S LETTER	UNDER ARMOUR	UNDER ARMOUR	SLAP GLOBAL, New York	USA
MOTHER	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, REPSOL, ORANGE AND DAZN)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN
LEA	KIMBERLY CLARK	KOTEX	OGILVY, São Paulo	BRAZIL
MESSI CHRISTMAS	TYC	SPORTS CHANNEL	MERCADO McCANN, Buenos Aires	ARGENTINA
THE FORGOTTEN TEAM	MEO	FOOTBALL JERSEY	DENTSU CREATIVE, Lisbon	PORTUGAL
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO
SECOND OPPORTUNITY LEAGUE	CORONA	CORONA	WE BELIEVERS, New York	USA