

2023 SHORTLIST

Entertainment



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
A01 (Fiction Film: Up to 5 minutes)					
THE BRIDGE	PAWS NY	PAWS NY	KLICK HEALTH, Toronto	CANADA	LIGHTFARM STUDIOS, Rio De Janeiro / JAMUTE, Sao Paulo
UBER EATS PRESENTS "DON'T RUN OUT"	UBER EATS	CONVENIENCE	UBER EATS, San Francisco / KAMP GRIZZLY, Portland / APPLE, Cupertino	USA	GREAT GUNS USA, Los Angeles
NIKE FC PRESENTS THE FOOTBALLVERSE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	ICONOCLAST, Los Angeles
MAKE MY MONEY MATTER 'THE HIDDEN RELATIONSHIP'	MAKE MY MONEY MATTER	MAKE MY MONEY MATTER	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS, London
DIRTY LAUNDRY	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	ABAAD GENDER EQUALITY NGO	LEO BURNETT, Beirut	LEBANON	LEO BURNETT, Beirut / REMIE AKL PRODUCTION, Beirut / MTV - STUDIOVISION, Beirut
CALL ME, WITH TIMOTHEE CHALAMET	APPLE	APPLE TV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA	MJZ, Los Angeles
A02 (Non-fiction Film: Up to 5 minutes)					
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH, London
PEPE "THE MUTE"	CRUZCAMPO	CRUZCAMPO	OGILVY, Madrid	SPAIN	
A03 (Fiction Film: 5-30 minutes)					
CAPTAIN OLSON	RONALD MCDONALD CHILDREN'S FOUNDATION	RONALD MCDONALD CHILDREN'S FOUNDATION	TBWA/ESPAÑA, Madrid	SPAIN	TBWA/ESPAÑA, Madrid
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
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
FURSAT / SHOT ON IPHONE 14 PRO	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles / TBWA/SINGAPORE, Singapore / TBWA/MEDIA ARTS LAB, Los Angeles	USA	ABSOLUTE PRODUCTIONS, Mumbai
TABLE FOR 3	STOLLER EUROPE	CROP GROWTH SOLUTIONS	GRUPOIDEX, Elche	SPAIN	GRUPOIDEX, Elche
A04 (Non-fiction Film: 5-30 minutes)					
THE GENTLE GIANT	AD COUNCIL, LOVE HAS NO LABELS	LOVE HAS NO LABELS	R/GA, New York	USA	SMUGGLER, New York
LONG LINE OF LADIES	THIS IS L	THIS IS L	PROCTER & GAMBLE, Cincinnati / JUNK DRAWER LLC, Los Angeles	USA	JUNK DRAWER LLC, Los Angeles
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL	
A06 (Non-fiction Film: Over 30 minutes)					
KILL YOUR DARLINGS	TOGETHERR	TOGETHERR.COM	BY THE NETWORK, Copenhagen	DENMARK	BY THE NETWORK, Copenhagen / DRIVE STUDIOS, Copenhagen
SUPER SURGEONS: A CHANCE AT LIFE	MACMILLAN CANCER SUPPORT	MACMILLAN CANCER SUPPORT	WONDERHOOD STUDIOS, London	UNITED KINGDOM	WONDERHOOD STUDIOS, London
THE SHOW: CALIFORNIA LOVE	PEPSI	PEPSI SUPER LVI BOWL HALFTIME SHOW	PEPSICO, New York / BOARDWALK PICTURES INC, Santa Monica / INTRSKTN: A CREATIVE CONSULTANCY, New York	USA	BOARDWALK PICTURES INC, Santa Monica / INTRSKTN: A CREATIVE CONSULTANCY, New York
MENROE VS MCENROE	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	LORD + THOMAS, New York / JSM MUSIC, New York / UNITY, London / FALKON, Cheshire / SECRET GUY, New York
A08 (Audio Content)					
CORRIDO OF DUTY	CALL OF DUTY	CALL OF DUTY: MODERN WARFARE II	ARCHER TROY, Mexico City	MEXICO	ARCHER TROY, Mexico City / REBOLUCION, Mexico City
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO, Toronto
A09 (Brand Integration)					
HIGH VALYRIAN LESSONS	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	USA	DUOLINGO, Pittsburgh
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SOUTH PACIFIC PICTURES, Auckland
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO, Toronto
A10 (Promotional Content for Publishers & Networks)					
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA	ASYMETRIC MEDIA, Toronto
B01 (Live Entertainment)					
PROPILOT MOP	NISSAN MOTOR CO., LTD.	PROPILOT 2.0	TBWA/HAKUHODO INC., Tokyo	JAPAN	BIRDMAN, Tokyo / K.K.H.U, Tokyo / TYO INC., Tokyo / HAKUHODO PRODUCTS, Tokyo
OSMOSIS	ART CAKE GALLERY	ART INSTITUTION	GENTLE COWBOYS, New York	USA	GENTLE COWBOYS, New York
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	HUNGRY MAN, Los Angeles
THE LAUNDRY SCREEN	PRIME VIDEO	PRIME VIDEO	PUBLICIS ITALY LEPUB, Milan	ITALY	PRODIGIOUS, Milan
AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA	
900 MINUTES FOR EQUALITY	CORONA	CORONA	WE BELIEVERS, New York	USA	WE DOERS, New York / LANDIA, Mexico City
THE MASTERS REMASTERED	IBM	IBM	OGILVY, New York / IBM CONSULTING, Armonk	USA	IBM IX, Armonk / MASTERS TOURNAMENT, Augusta / CHRLX, New York / BLUR FILMS, Madrid / PRODCO, Los Angeles
B02 (Metaverse, New Realities & Emerging Tech)					
KNOCK AT THE CABIN	CANON USA	CANON USA	FCB CHICAGO	USA	UNIT9, Los Angeles / UNIVERSAL STUDIOS, Los Angeles
B03 (360 Integrated Brand Experience)					
HIGH VALYRIAN LESSONS	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	USA	DUOLINGO, Pittsburgh
CLASH FROM THE PAST	CLASH OF CLANS	CLASH OF CLANS	WIEDEN+KENNEDY, Portland	USA	SPARK & RIOT, Los Angeles
C01 (Audience Engagement / Distribution Strategy)					
THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	BMB, London	UNITED KINGDOM	BMB, London
GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	GUNS DOWN AMERICA	ENERGY BBDO, Chicago	USA	CANJA AUDIO CULTURE, Curitiba
DUBBING FACTORY	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE, Paris / OCTOPUS, Paris / TELEPHONE MAISON FILMS, Paris
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO, Toronto

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW, Los Angeles
C02 (Influencer & Co-Creation)					
LETTER THEFT	HORNBACK	HORNBACK HARDWARE STORE	HEIMAT, Berlin	GERMANY	KANU FILM GMBH, Berlin
TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA	DIVISION7, Los Angeles
INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	LOS NOTARIOS, Bogota
AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA	
UNBREAKABLE COURTS	BUDWEISER	BUDWEISER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	SICARIOS, Sao Paulo / LOUD+, Sao Paulo
THE CAST-AWAY	UN GLOBAL COMPACT	UN GLOBAL COMPACT	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET, Sao Paulo / COMPANIA, Sao Paulo
CHATPAT	SOS CHILDREN'S VILLAGES	SOS CHILDREN'S VILLAGES	FCB CHICAGO / FCB KINNECT, Mumbai / FCB INDIA, Gurugram	USA	FCB KINNECT, Mumbai / FCB INDIA, Gurugram
D01 (Brand Partnerships, Sponsorships & Collaborations)					
HIGH VALYRIAN LESSONS	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	USA	DUOLINGO, Pittsburgh
THE NOTIFICATIONS	PATHE	THE CINEMA EXPERIENCE	FRED & FARID, Paris	FRANCE	
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SOUTH PACIFIC PICTURES, Auckland
TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA	DIVISION7, Los Angeles
M&M'S - SPOKESCANDIES ON PAUSE	M&M'S	M&M'S	BBDO, New York	USA	PRETTYBIRD, Los Angeles
THE AD-JACKING	UBER EATS	DELIVERY SERVICE	BUZZMAN, Paris	FRANCE	BUZZMAN, Paris
POPCORNERS BREAK INTO SOMETHING GOOD	PEPSICO PURCHASE	POPCORNERS	PEPSICO, New York / D3, Texas	USA	INTERROGATE, Los Angeles
MENROE VS MENROE	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	LORD + THOMAS, New York / JSM MUSIC, New York / UNITY, London / FALKON, Cheshire / SECRET GUY, New York
INFLATION PROOF PRIZE	MERCADO PAGO	MERCADO PAGO INVESTMENTS	GUT, Buenos Aires	ARGENTINA	
CHRISTMAS ALWAYS FINDS ITS WAY	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos Aires / GREY, London / GREY, New York	USA	IMAGINE ENTERTAINMENT, Los Angeles / PRETTYBIRD, Los Angeles
TRAINWRECK: WOODSTOCK '99	TRAINWRECK: WOODSTOCK '99	TV DOCU-SERIES	BBH, New York	USA	BBH, New York / NETFLIX, New York / RAW, London
THE CEO	NOBLEX/ PARAMOUNT+	NOBLEX TV 4K	GUT, Buenos Aires	ARGENTINA	PARAMOUNT PLUS, Buenos Aires
D02 (Partnerships with Talent)					
"BALCONY"	CASH APP	CASH APP	CASH APP, New York / PGLANG, Los Angeles	USA	PGLANG, Los Angeles / PROJECT3, Los Angeles
BLIND SEATS	MUSIC VIBE & FUN TICKET	SEATS FOR ALL (ASIENTOS PARA TODOS).	MULLENLOWE SSP3, Mexico City	MEXICO	
INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	LOS NOTARIOS, Bogota
MENROE VS MENROE	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	LORD + THOMAS, New York / JSM MUSIC, New York / UNITY, London / FALKON, Cheshire / SECRET GUY, New York
AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA	
900 MINUTES FOR EQUALITY	CORONA	CORONA	WE BELIEVERS, New York	USA	WE DOERS, New York / LANDIA, Mexico City
UNFILTER MEXICO	CORONA	CORONA	GUT, Mexico City	MEXICO	PRIMO CONTENT, Mexico City
E01 (Diversity & Inclusion in Entertainment)					
BLIND SEATS	MUSIC VIBE & FUN TICKET	SEATS FOR ALL (ASIENTOS PARA TODOS).	MULLENLOWE SSP3, Mexico City	MEXICO	
UNSEEN HOUSEWIVES	UNCHAINED AT LAST	UNCHAINED AT LAST	AREA 23, An IPG Health Network Company, New York	USA	LEMMZ PRODUCTIONS, New York / DAHOUSE AUDIO, Los Angeles
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO, Toronto
DYSTITLES	CANAL+	CANAL+	BETC, Paris	FRANCE	GENERAL POP, Paris / GUM, Paris
LIL SUGAR - MASTER OF DISGUISE	HIP HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, An IPG Health Network Company, New York	USA	AREA 23, An IPG Health Network Company, New York / ZOMBIE STUDIO, Sao Paulo / CANJA AUDIO CULTURE, Curitiba / BIZSYS TECNOLOGIA E PROJETO'S ESPECIAIS, Sao Paulo / ASTEROIDE FILMS, Curitiba
E02 (Innovation in Branded Content)					
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SOUTH PACIFIC PICTURES, Auckland
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO, Toronto
MENROE VS MENROE	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	LORD + THOMAS, New York / JSM MUSIC, New York / UNITY, London / FALKON, Cheshire / SECRET GUY, New York
E03 (Challenger Brand)					
INTERFACE INTERRUPTION	TUBI	TUBI	MISCHIEF @ NO FIXED ADDRESS, New York	USA	STRIKE ANYWHERE FILMS, San Francisco
E04 (Social Behaviour & Cultural Insight)					
BLIND SEATS	MUSIC VIBE & FUN TICKET	SEATS FOR ALL (ASIENTOS PARA TODOS).	MULLENLOWE SSP3, Mexico City	MEXICO	
OSMOSIS	ART CAKE GALLERY	ART INSTITUTION	GENTLE COWBOYS, New York	USA	GENTLE COWBOYS, New York
GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	GUNS DOWN AMERICA	ENERGY BBDO, Chicago	USA	CANJA AUDIO CULTURE, Curitiba
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO, Toronto
LA CHINGADA	PEPSICO FLAMIN HOT	XTRA FLAMIN HOT	ISLA REPUBLICA, Mexico City	MEXICO	PRIMO CONTENT, Mexico City
TR FOR TEACHER	NAVNEET	NAVNEET	FCB INTERFACE, Mumbai / FCB BRASIL, Sao Paulo	INDIA	BASTA FILMS, Mumbai
LIGUE 1 SYMPHONY	PRIME	LIGUE 1 BROADCAST	MARCEL, Paris	FRANCE	ALLSO, Paris
THE 13 MINUTES NATIONAL DELAY DAY	CZECH INSURANCE ASSOCIATION	CZECH INSURANCE ASSOCIATION	McCANN, Prague	CZECH REPUBLIC	McCANN, Prague
AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA	
UNFILTER MEXICO	CORONA	CORONA	GUT, Mexico City	MEXICO	PRIMO CONTENT, Mexico City
SCHOOLGIRL NEWSCASTERS	EBM	GIRLS' EDUCATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	BBDO PAKISTAN, Lahore / SHINY TOY GUNS, Karachi / DIAGRAM, Karachi
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	Ogilvy, London / Ogilvy, Toronto	UNITED KINGDOM	SMUGGLER, London