

2023 SHORTLIST

Industry Craft



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Brand & Communications Design)				
THERE'S NOTHING COMIC ABOUT DYSLEXIA	DYSLEXIA SCOTLAND	THERE'S NOTHING COMIC ABOUT DYSLEXIA	INNOCEAN BERLIN, Berlin	GERMANY
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA
THE FONT THAT SAVES EYES	INTEL	TYPEFACE FOR COMPUTED PROGRAMMERS	VMLY&R, Kansas City	USA
A03 (Print & Publishing)				
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA
B01 (Brand & Communications Design)				
THE NEW HOUSE OF COMMUNICATION	SERVICEPLAN GERMANY	SERVICEPLAN GROUP	SERVICEPLAN, Munich / BUERO UEBELE VISUELLE KOMMUNIKATION, Stuttgart	GERMANY
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN
THE ONE EXHIBITION	FOTOGLOBAL	LEICA M11	DM9, Sao Paulo	BRAZIL
RGD BRANDING AWARDS	RGD BRANDING AWARDS	ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS	RETHINK, Toronto	CANADA
DICTA	DIGITAL YOUTH ICT ACADEMY	REBRAND / REFRESH OF AN EXISTING BRAND	FCB AFRICA, Johannesburg	SOUTH AFRICA
THE FUTURE IS BLACK	RAÇA MAGAZINE	RAÇA 25 YEARS	FCB BRASIL, Sao Paulo	BRAZIL
OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA
ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA
B02 (Outdoor)				
TERRIFYING TOMATO 1	KRAFT HEINZ	HEINZ KETCHUP	WUNDERMAN THOMPSON, Barcelona	SPAIN
THE GOOGLE APP - TRENDING BILLBOARDS	GOOGLE	GOOGLE APP	GOOGLE, Mountain View / BBH, New York	USA
THE INFECTED BILLBOARD	HBO MAX	THE LAST OF US SERIES	DENTSU CREATIVE, Mexico City	MEXICO
FESTIVAL POSTER	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA
QUESTIONS	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA
OCTOPUS	SIMA ENVIRONMENTAL FUND	SURF INDUSTRY MEMBERS ASSOCIATION	GALLEGOS UNITED, Huntington Beach	USA
SABLEFISH	SIMA ENVIRONMENTAL FUND	SURF INDUSTRY MEMBERS ASSOCIATION	GALLEGOS UNITED, Huntington Beach	USA
THE CATHEDRAL OF DIABLO	DIABLO IV	DIABLO IV	72ANDSUNNY, Los Angeles	USA
A SPIKE IN HISTORY	NIKE	DEPARTMENT OF NIKE ARCHIVES	AKQA, Portland	USA
THE BLIND SPOT	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN SERVICE	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA
UNTANGLING THE POLITICS OF HAIR	STIR	MAGAZINE	FCB INDIA, Gurugram	INDIA
A BRITISH ORIGINAL	BRITISH AIRWAYS	TRAVEL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
A BRITISH ORIGINAL ONE	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
A BRITISH ORIGINAL TWO	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
B03 (Print & Publishing)				
FOODIE	KRAFT HEINZ	HEINZ PASTA SAUCE + ABSOLUT VODKA	WUNDERMAN THOMPSON, Barcelona	SPAIN
TOMATOES	KRAFT HEINZ	HEINZ PASTA SAUCE + ABSOLUT VODKA	WUNDERMAN THOMPSON, Barcelona	SPAIN
PASTA	KRAFT HEINZ	HEINZ PASTA SAUCE + ABSOLUT VODKA	WUNDERMAN THOMPSON, Barcelona	SPAIN
KITCHEN	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
QSR	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
DINER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
EXHIBIT A-1	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA
BALLOTS AGAINST BULLETS - SURVIVORS (MARCO RUBIO)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA
BALLOTS AGAINST BULLETS - SURVIVORS (RON DESANTIS)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA
BALLOTS AGAINST BULLETS - SURVIVORS (BRIAN KEMP)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA
B04 (Packaging Design)				
CORONA - OCEAN CRATES	CORONA	CORONA CRATES	ANHEUSER-BUSCH INBEV, Leuven / DRAFTLINE EUROPE, London / SCHOELLER ALLIBERT GMBH, Schwerin / DRINK WORKS DESIGN AGENCY, London	BELGIUM
KETCH-UP & DOWN	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
CRASHED GLASS	JUPLER	JUPLER	ANHEUSER-BUSCH INBEV, Leuven / BBDO BELGIUM, Brussels	BELGIUM
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY
C01 (Brand & Communications Design)				
HEINZ TATTOO INK	HEINZ	HEINZ TOMATO KETCHUP	SOKO, Sao Paulo	BRAZIL
DOUBT YOUR GROUND	THE ONE SHOW 2022 EXHIBITION IN TOKYO	THE ONE SHOW 2022 EXHIBITION IN TOKYO	DENTSU INC., Tokyo	JAPAN
BEAUTIFUL PANIC	THE AD MUSEUM TOKYO	D&AD AWARDS 2022 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN
PACAEMBU CHAIRS BY TOK&STOK	TOK&STOK	PACAEMBU CHAIRS	DPZ&T, São Paulo	BRAZIL
LX TATTOOS	LISBON CITY COUNCIL	CITY OF LISBON	LEO BURNETT LISBOA	PORTUGAL
THE EVERYTHING BOOK	VEDANTU	E-LEARNING	DENTSU CREATIVE, Gurgaon	INDIA
C02 (Outdoor)				
THE SPELL OF YAYA	WATERAID COLOMBIA	WATERAID	VMLY&R, Bogota	COLOMBIA
ALUSAR'S COLORS	WATERAID COLOMBIA	WATERAID	VMLY&R, Bogota	COLOMBIA

2023 SHORTLIST

Industry Craft



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
PYROTECHNIC POSTERS	ZIPPO	ZIPPO	OGLIVY, New York	USA
C03 (Print & Publishing)				
KAMASUTRA +	SIDACTION	SIDACTION	THE GOOD COMPANY, Paris	FRANCE
ELEPHANTS	ANIMAL TV	ANIMAL TV	DM9, Sao Paulo	BRAZIL
RHINOS	ANIMAL TV	ANIMAL TV	DM9, Sao Paulo	BRAZIL
GIRAFFES	ANIMAL TV	ANIMAL TV	DM9, Sao Paulo	BRAZIL
OCTOPUS	SIMA ENVIRONMENTAL FUND	SURF INDUSTRY MEMBERS ASSOCIATION	GALLEGO'S UNITED, Huntington Beach	USA
SABLEFISH	SIMA ENVIRONMENTAL FUND	SURF INDUSTRY MEMBERS ASSOCIATION	GALLEGO'S UNITED, Huntington Beach	USA
THE EVERYTHING BOOK	VEDANTU	E-LEARNING	DENTSU CREATIVE, Gurgaon	INDIA
C04 (Packaging Design)				
QUILMES COINCIDENCES WORLD CUP CAN	QUILMES	BEER	AB INBEV, Buenos Aires	ARGENTINA
ETERNO. A NONUYA STORY	CLUB COLOMBIA	CLUB COLOMBIA GOLD	AB INBEV, Bogotá / BUENTIPO ANCHOR, Bogota	COLOMBIA
MILK MANGA	SEKI MILK	SEKI MILK	GEOMETRY OGLIVY JAPAN, Tokyo	JAPAN
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGLIVY, London	UNITED KINGDOM
D01 (Brand & Communications Design)				
LEVI'S - THE GREATEST STORY EVER WORN	LEVI'S	LEVI'S DENIM	DROGA5, PART OF ACCENTURE SONG, New York USA	
MELTING ICON	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN
D02 (Outdoor)				
LAP 1	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE
LAP 112	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE
LAP 559	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE
LAP 826	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE
BUCKET HAT	LACOSTE	LACOSTE	BETC, Paris	FRANCE
PINK POLO	LACOSTE	LACOSTE	BETC, Paris	FRANCE
SOCKS AND SANDALS	LACOSTE	LACOSTE	BETC, Paris	FRANCE
TENNIS COURT	LACOSTE	LACOSTE	BETC, Paris	FRANCE
WHAT YOU MISSED LAST NIGHT	SAMSUNG	SAMSUNG GALAXY S23	TBWA BELGIUM, Brussels	BELGIUM
KITCHEN	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
UNTANGLING THE POLITICS OF HAIR - POSTER 1	STIR	MAGAZINE	FCB INDIA, Gurugram	INDIA
UNTANGLING THE POLITICS OF HAIR - POSTER 3	STIR	MAGAZINE	FCB INDIA, Gurugram	INDIA
D03 (Print & Publishing)				
UNSEEN TEARS	HOME CENTRE	HOME CENTRE	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
KITCHEN	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
QSR	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
DINER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
E01 (Brand & Communications Design)				
LEVI'S - THE GREATEST STORY EVER WORN	LEVI'S	LEVI'S DENIM	DROGA5, PART OF ACCENTURE SONG, New York USA	
E02 (Outdoor)				
STANMORE - STAPH INFECTION	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA
BONDI - BACKPACKERS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA
ERSKINEVILLE - FUR BABIES	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA
RANDWICK - BEDWETTERS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA
DARLINGHURST - MARDI GRAS QUEEN	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA
PARLIAMENT HOUSE - SPINELESS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA
GET ALMOST ALMOST ANYTHING	UBER EATS	UBER EATS	SPECIAL, Sydney	AUSTRALIA
I ... VOTED	TEXAS CIVIL RIGHT PROJECT	I ... VOTED STICKER	PREACHER, Austin	USA
HAVE A...	KITKAT	KITKAT	WUNDERMAN THOMPSON, London	UNITED KINGDOM
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
BRENDEN	APPLE	ATV+	TBWA MEDIA ARTS LAB, Los Angeles	USA
KELLYN	APPLE	APPLETV+	TBWA MEDIA ARTS LAB, Los Angeles	USA
MATT	APPLE	APPLETV+	TBWA MEDIA ARTS LAB, Los Angeles	USA
A BRITISH ORIGINAL	BRITISH AIRWAYS	TRAVEL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
A BRITISH ORIGINAL ONE	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
A BRITISH ORIGINAL TWO	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
E03 (Print & Publishing)				
IKEA BABYBOOM	IKEA	THE NAME CATALOGUE	TRY AS, Oslo	NORWAY
THE UNFORBIDDEN FRUIT	DOLE SUNSHINE COMPANY	DOLE FRUIT	GREY, London	UNITED KINGDOM
BRENDEN	APPLE	ATV+	TBWA MEDIA ARTS LAB, Los Angeles	USA
WHY WERE SWEAR WORDS INVENTED?	BURGER KING	PLANT-BASED WHOPPER JR.	DAVID, Madrid	SPAIN
WHAT IF STORKS GO EXTINCT?	BURGER KING	PLANT-BASED WHOPPER JR.	DAVID, Madrid	SPAIN

2023 SHORTLIST

Industry Craft



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
WHY DOES MR. FLETCHER ASK US SO MANY QUESTIONS?	BURGER KING	PLANT-BASED WHOPPER JR.	DAVID, Madrid	SPAIN
MATT	APPLE	APPLETV+	TBWA\MEDIA ARTS LAB, Los Angeles	USA
GIO	APPLE	APPLETV+	TBWA\MEDIA ARTS LAB, Los Angeles	USA