

2023 SHORTLIST

Print & Publishing



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Food & Drink)				
KITCHEN	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
QSR	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
DINER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
BEST BURGER	THE COCA-COLA COMPANY	COCA-COLA ORIGINAL TASTE	VMLY&R, Kansas City	USA
KING OF FALAFEL	THE COCA-COLA COMPANY	COCA-COLA ORIGINAL TASTE	VMLY&R, Kansas City	USA
N1 PIZZA	THE COCA-COLA COMPANY	COCA-COLA ORIGINAL TASTE	VMLY&R, Kansas City	USA
A02 (Consumer Goods)				
THE DEATH COLLECTION	IKEA	FURNITURE	TRY AS, Oslo	NORWAY
THE DIVORCE COLLECTION	IKEA	FURNITURE	TRY AS, Oslo	NORWAY
THE PRIORITIES COLLECTION	IKEA	FURNITURE	TRY AS, Oslo	NORWAY
THE PANDEMIC COLLECTION	IKEA	FURNITURE	TRY AS, Oslo	NORWAY
DEVONTE	MARS PET	SHEBA	AMV BBDO, London	UNITED KINGDOM
ELAINE	MARS PET	SHEBA	AMV BBDO, London	UNITED KINGDOM
ELEANOR	MARS PET	SHEBA	AMV BBDO, London	UNITED KINGDOM
CINTHIA'S BATTLE	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN
COCO'S RUN	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN
SECOND BEST HIGH CHAIR	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN
SECOND BEST COT	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN
SECOND BEST STOOL	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN
A03 (Healthcare)				
SUN WARNINGS	VASELINE	VASELINE SPF SUNBLOCK	OGILVY, Singapore	SINGAPORE
A05 (Retail)				
LONDON	BURGER KING	BURGER KING TO GO	WOLF BCPP, Santiago	CHILE
PARIS	BURGER KING	BURGER KING TO GO	WOLF BCPP, Santiago	CHILE
LA	BURGER KING	BURGER KING TO GO	WOLF BCPP, Santiago	CHILE
06:17 BREAKFAST	BURGER KING	BURGER KING	DAVID, New York	USA
07:10 BREAKFAST	BURGER KING	BURGER KING	DAVID, New York	USA
06:40 BREAKFAST	BURGER KING	BURGER KING	DAVID, New York	USA
LOUIS VUITTON CORE VALUE CAMPAIGN	LOUIS VUITTON	LOUIS VUITTON	LOUIS VUITTON, Paris	FRANCE
A06 (Travel / Leisure)				
HEADPHONES	LOTO	LOTO	BBDO CHILE, Santiago De Chile	CHILE
PASSPORT	LOTO	LOTO	BBDO CHILE, Santiago De Chile	CHILE
LAMP	GOL AIRLINES	GOL AIRLINES	ALMAPBBDO, Sao Paulo	BRAZIL
STRAINER	GOL AIRLINES	GOL AIRLINES	ALMAPBBDO, Sao Paulo	BRAZIL
FAN	GOL AIRLINES	GOL AIRLINES	ALMAPBBDO, Sao Paulo	BRAZIL
A07 (Media / Entertainment)				
JEKYLL AND HYDE	PROJECT GUTENBERG LITERARY ARCHIVE FOUNDATION (PGLAF)	PROJECT GUTENBERG	THE COMMUNITY, Miami	USA
VLADMIR	CNN	CNN	ALMAPBBDO, Sao Paulo	BRAZIL
ELON	CNN	CNN	ALMAPBBDO, Sao Paulo	BRAZIL
FRANCIS	CNN	CNN	ALMAPBBDO, Sao Paulo	BRAZIL
BORIS	CNN	CNN	ALMAPBBDO, Sao Paulo	BRAZIL
A08 (Consumer Services / Business to Business)				
VERMEER «GIRL WITH A PEARL EARRING»	WELTI-FURRER FINE ART TRANSPORT	FINE ART TRANSPORT	RUF LANZ, Zurich	SWITZERLAND
VAN GOGH «SELF-PORTRAIT WITH BANDAGED EAR»	WELTI-FURRER FINE ART TRANSPORT	FINE ART TRANSPORT	RUF LANZ, Zurich	SWITZERLAND
AN OPEN LETTER TO AI	FIVERR	FREELANCE AI-RELATED SERVICES	FIVERR, New York	USA
THE 257 YEAR CALENDAR	PNC BANK	SMALL BUSINESS LENDING	DEUTSCH, New York	USA
A09 (Not-for-profit / Charity / Government)				
THE UNSHOWABLE - HUNGER	VISION DU MONDE	VISION DU MONDE CALL FOR DONATIONS	STEVE, PARIS	FRANCE
THE UNSHOWABLE - WAR	VISION DU MONDE	VISION DU MONDE CALL FOR DONATIONS	STEVE, PARIS	FRANCE
THE UNSHOWABLE - WEDDING	VISION DU MONDE	VISION DU MONDE CALL FOR DONATIONS	STEVE, PARIS	FRANCE
A NINE-WORD DEATH SENTENCE	REPORTERS WITHOUT BORDERS SWEDEN	INFORMATION CAMPAIGN	AKESTAM HOLST, Stockholm	SWEDEN
A SIX-WORD DEATH SENTENCE	REPORTERS WITHOUT BORDERS SWEDEN	INFORMATION CAMPAIGN	AKESTAM HOLST, Stockholm	SWEDEN
A FOUR-WORD DEATH SENTENCE	REPORTERS WITHOUT BORDERS SWEDEN	INFORMATION CAMPAIGN	AKESTAM HOLST, Stockholm	SWEDEN
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
B01 (Commercial Publications)				

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IKEA BABYBOOM	IKEA	THE NAME CATALOGUE	TRY AS, Oslo	NORWAY
UNPICTURED GOURMET GUIDE	FUTURE DESIGN SHIBUYA GENERAL INCORPORATED ASSOCIATION	GOURMET INFORMATION BOOK OF SHIBUYA, TOKYO	DENTSU INC., Tokyo	JAPAN
TRAVEL GUIDE TO THE DESERTS OF ITALY	RECKITT	FINISH	HAVAS MILAN, Milan	ITALY
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA
ONE STAR COOKBOOK	DELIVEROO	DELIVERY QUALITY GUARANTEED	__ AND US, Dubai	UNITED ARAB EMIRATES
OASIS ONE PEACH	OASIS	SOFT DRINK	MARCEL, Paris	FRANCE
BAIGRAPHER	UFCSPA	SCALABLE REMINISCENCE THERAPY FOR PATIENTS WITH ALZHEIMER'S	AREA 23, An IPG Health Network Company, New York	USA
NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
NAME CHANGER	PENGUIN RANDOM HOUSE	NAME CHANGER - SPECIAL EDITION FOR INTERNATIONAL WOMEN'S DAY	BAR OGILVY, Lisbon	PORTUGAL
B02 (Publications for Good)				
THE 1.8-POUND BOOK	PRÉMA-QUÉBEC	THE 1.8-POUND BOOK	LG2, Montreal	CANADA
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE
EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL
C01 (Innovative and Adapted Use of Print & Publishing)				
THE SELF CENSORING AD	REPORTERS WITHOUT BOARDERS SWEDEN	PRESS FREEDOM	AKESTAM HOLST, Stockholm	SWEDEN
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA
THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA
D01 (Local Brand)				
THERE 'S NOTHING COMIC ABOUT DYSLEXIA	DYSLEXIA SCOTLAND	THERE 'S NOTHING COMIC ABOUT DYSLEXIA	INNOCEAN BERLIN, Berlin	GERMANY
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
BALLOTS AGAINST BULLETS - SURVIVORS	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA
NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
D02 (Challenger Brand)				
ONE STAR COOKBOOK	DELIVEROO	DELIVERY QUALITY GUARANTEED	__ AND US, Dubai	UNITED ARAB EMIRATES
WE DIDN'T WRITE THIS CAMPAIGN	NOTMILK	NOTMILK	MRM WORLDWIDE, Santiago	CHILE
D03 (Single-market Campaign)				
WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA
PLAN (A)	AFRISAM, BLACKSTUDIO	AFRISAM CEMENT	PROMISE, Johannesburg	SOUTH AFRICA
THE ONE EXHIBITION	FOTOGLOBAL	LEICA M11	DM9, Sao Paulo	BRAZIL
PROUDLY SECOND BEST	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN
D04 (Social Behaviour)				
IKEA BABYBOOM	IKEA	THE NAME CATALOGUE	TRY AS, Oslo	NORWAY
IKEA - THE LIFE COLLECTION 2022	IKEA	FURNITURE	TRY AS, Oslo	NORWAY
TO GO. AS FAR AS YOU CAN.	BURGER KING	BURGER KING TO GO	WOLF BCPP, Santiago	CHILE
HAIR IS NOT CRIME	CLOONEY FOUNDATION FOR JUSTICE	CLOONEY FOUNDATION FOR JUSTICE	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
YOU'RE COOKED	FIRE AND EMERGENCY NEW ZEALAND	FIRE AND EMERGENCY NEW ZEALAND	MOTION SICKNESS, Auckland	NEW ZEALAND
HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM
PROUDLY SECOND BEST	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN
D05 (Cultural Insight)				
THE UNWRITTEN STORIES	BIDYANONDO FOUNDATION	BIDYANONDO PUBLICATION	ASIATIC MARKETING COMMUNICATION LTD., Dhaka	BANGLADESH
HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM
EVERYTHING THEY DIDN'T TELL YOU	BLACK WOMEN FOR WELLNESS LA	BLACK MATERNAL HEALTH INFORMATION	AREA 23, An IPG Health Network Company, New York	USA
CHANGE THE BILL	NATIVE WOMEN'S ASSOCIATION OF CANADA	INDIGENOUS ADVOCACY	TAXI CANADA, Toronto	CANADA
THE UNCOVER	FRIDA	A MAGAZINE COVER	WEBER SHANDWICK, Paris	FRANCE
BALLOTS AGAINST BULLETS - SURVIVORS	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA
#TURNYOURBACK	DOVE	DOVE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM
D06 (Breakthrough on a Budget)				
TONGUES	GATORADE	GATORADE	BBDO ARGENTINA, Buenos Aires	ARGENTINA
D07 (Corporate Purpose & Social Responsibility)				
THE FOLDED NEWSPAPER	LGBT ASSOCIATION	THE ASSOCIATION FOR LGBTQ EQUALITY IN ISRAEL	BLANCO, Tel Aviv	ISRAEL
IKEA - THE LIFE COLLECTION 2022	IKEA	FURNITURE	TRY AS, Oslo	NORWAY
PRICELESS PRINT	STANDARD BANK	STANDARD BANK	M&C SAATCHI ABEL, Johannesburg	SOUTH AFRICA
EXHIBIT A-1	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA
THE SELF CENSORING AD	REPORTERS WITHOUT BOARDERS SWEDEN	PRESS FREEDOM	AKESTAM HOLST, Stockholm	SWEDEN
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA
D08 (Market Disruption)				
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA