

# 2023 SHORTLIST

## Radio & Audio



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
<b>A01 (Food &amp; Drink)</b>				
THE SNACK THAT JINGLES BACK	GOLDFISH	GOLDFISH	SAATCHI & SAATCHI, New York	USA
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
<b>A02 (Consumer Goods)</b>				
HAPPY BIRTHDAY FROM EARTH	HUSQVARNA	AUTOMOWER® ROBOTIC LAWN MOWERS	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
BOSS FACE STICKER	HALLS	CANDY	DAVID, Madrid / DAVID, New York / DAVID, Miami SPAIN	
KEEPING MOM'S PLACE IN LINE	HALLS	CANDY	DAVID, Madrid / DAVID, New York / DAVID, Miami SPAIN	
<b>A03 (Healthcare)</b>				
LIFESAVING RADIO	NEXTMED	MEDICAL CONGRESS - HCP	KLICK HEALTH, Toronto	CANADA
<b>A05 (Retail)</b>				
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
<b>A06 (Travel / Leisure)</b>				
CORRIDO OF DUTY	CALL OF DUTY	CALL OF DUTY: MODERN WARFARE II	ARCHER TROY, Mexico City	MEXICO
<b>A07 (Media / Entertainment)</b>				
ENCRYPTED CONVERSATIONS	WHATSAPP	WHATSAPP	BBDO, San Francisco	USA
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
<b>A08 (Consumer Services / Business to Business)</b>				
CALL MOM	PROXIMUS	PROXIMUS	FAMOUSGREY, Brussels	BELGIUM
LAWYER	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
AD AGENCY	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
STRIP CLUB	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
<b>A09 (Not-for-profit / Charity / Government )</b>				
THE END	PUBLIC INTEREST	PUBLIC INTEREST	TASTES LIKE BLUE, Yerevan	ARMENIA
CAROL FOR CHARITY	MINISTRY OF FOREIGN AFFAIRS OF UKRAINE, ZELENSKA FOUNDATION	CHARITY FUND	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE
DEPZMAN - LIFE CUT SHORT	THE JOSHUA RIBERA FOUNDATION	THE JOSHUA RIBERA FOUNDATION	McCANN, London	UNITED KINGDOM
<b>B01 (Use of Music)</b>				
LIFESAVING RADIO	NEXTMED	MEDICAL CONGRESS - HCP	KLICK HEALTH, Toronto	CANADA
CAROL FOR CHARITY	MINISTRY OF FOREIGN AFFAIRS OF UKRAINE, ZELENSKA FOUNDATION	CHARITY FUND	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE
CORRIDO OF DUTY	CALL OF DUTY	CALL OF DUTY: MODERN WARFARE II	ARCHER TROY, Mexico City	MEXICO
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
<b>B02 (Sound Design)</b>				
THE END	PUBLIC INTEREST	PUBLIC INTEREST	TASTES LIKE BLUE, Yerevan	ARMENIA
SLEEP TRACKS	CANADA SAFETY COUNCIL	SLEEP TRACKS	TAXI, Vancouver	CANADA
<b>B03 (Script)</b>				
ELLIPSIS	KITKAT	KITKAT	WUNDERMAN THOMPSON, Makati	THE PHILIPPINES
DR. RICK WILL SEE YOU NOW	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	ARNOLD WORLDWIDE, Boston	USA
WTF IS ESG?	RAND MERCHANT BANK	RAND MERCHANT BANK	GREY, Johannesburg	SOUTH AFRICA
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
DEPZMAN - LIFE CUT SHORT	THE JOSHUA RIBERA FOUNDATION	THE JOSHUA RIBERA FOUNDATION	McCANN, London	UNITED KINGDOM
SPELLBOUND BY SWEDEN	VISIT SWEDEN	SPELLBOUND BY SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
BOSS FACE STICKER	HALLS	CANDY	DAVID, Madrid / DAVID, New York / DAVID, Miami SPAIN	
TAXI DRIVER PIC LOOKS DEFERENT	HALLS	CANDY	DAVID, Madrid / DAVID, New York / DAVID, Miami SPAIN	
DOES THIS COUNT LIKE A VEGETABLE?	BURGER KING	PLANT-BASED WHOPPER JR.	DAVID, Madrid	SPAIN
<b>B04 (Casting &amp; Performance)</b>				
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
PROUD LEGACY	WATERAID COLOMBIA	WATERAID	VMLY&R, Bogota	COLOMBIA
<b>C01 (Use of Radio or Audio as a Medium)</b>				
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
SPELLBOUND BY SWEDEN	VISIT SWEDEN	SPELLBOUND BY SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
<b>C02 (Use of Audio Technology )</b>				
SWITCH VOICES	WOMEN IN GAMES ARGENTINA	WOMEN IN GAMES ARGENTINA	WOMEN IN GAMES ARGENTINA, Buenos Aires	ARGENTINA
SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN
HAPPY BIRTHDAY FROM EARTH	HUSQVARNA	AUTOMOWER® ROBOTIC LAWN MOWERS	PRIME WEBER SHANDWICK, Stockholm	SWEDEN

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
THE GAMING CAP	DELL TECHNOLOGIES	ALIENWARE GAMING CAP	VMLY&R, Sao Paulo	BRAZIL
SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	_ AND US, Dubai	UNITED ARAB EMIRATES
<b>C03 (Voice-Activation )</b>				
GUGU	SAVANNA	SAVANNA CIDER	GREY, Johannesburg	SOUTH AFRICA
I SEE COKE	THE COCA-COLA COMPANY	COCA-COLA	VMLY&R COMMERCE, New York / VMLY&R, Dubai USA	
<b>C04 (Branded Content / Podcasts)</b>				
LOVE IN GRAVITY	VIV HEALTHCARE	LOVE IN GRAVITY (PODCAST)	HARLEY AND CO., New York	USA
<b>C05 (Content Placement)</b>				
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
THE IMPOSSIBLE CAMPUS	CINEGO	CINEGO STREAMING PLATFORM	DDB, Budapest	HUNGARY
<b>C06 (Audio Led Creativity)</b>				
LIFESAVING RADIO	NEXTMED	MEDICAL CONGRESS - HCP	KLICK HEALTH, Toronto	CANADA
CAROL FOR CHARITY	MINISTRY OF FOREIGN AFFAIRS OF UKRAINE, ZELENSKA FOUNDATION	CHARITY FUND	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN
COCA-COLA MAGIC AUDIOS	THE COCA-COLA COMPANY	COCA-COLA AND COCA-COLA NO SUGAR	Ogilvy, São Paulo	BRAZIL
DEPZMAN - LIFE CUT SHORT	THE JOSHUA RIBERA FOUNDATION	THE JOSHUA RIBERA FOUNDATION	McCANN, London	UNITED KINGDOM
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
GALVÃO BUENO'S MILLION VOICES	TIKTOK	TIKTOK	TIKTOK, Sao Paulo	BRAZIL
HOPELINE RADIO	FRONTLINE19	HOPELINE RADIO	adam&eveDDB, London	UNITED KINGDOM
THE GAMING CAP	DELL TECHNOLOGIES	ALIENWARE GAMING CAP	VMLY&R, Sao Paulo	BRAZIL
SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	_ AND US, Dubai	UNITED ARAB EMIRATES
<b>D01 (Local Brand )</b>				
THE UNDERCOVER NAMES	THE CLEO INSTITUTE	THE CLEO INSTITUTE	ZUBI, Miami	USA
<b>D03 (Single-market Campaign)</b>				
VOICE MESSAGES	DEUTSCHE TELEKOM	TELEKOM NETWORK	adam&eveDDB, Berlin	GERMANY
THE UNDERCOVER NAMES	THE CLEO INSTITUTE	THE CLEO INSTITUTE	ZUBI, Miami	USA
THE SNACK THAT JINGLES BACK	GOLDFISH	GOLDFISH	SAATCHI & SAATCHI, New York	USA
HISTOIRE DE SE FAIRE PLAISIR	DUREX	DUREX LUBRICANT GEL	DENTSU, Paris	FRANCE
<b>D04 (Social Behaviour)</b>				
CALL MOM	PROXIMUS	PROXIMUS	FAMOUSGREY, Brussels	BELGIUM
SWITCH VOICES	WOMEN IN GAMES ARGENTINA	WOMEN IN GAMES ARGENTINA	WOMEN IN GAMES ARGENTINA, Buenos Aires	ARGENTINA
CORRIDO OF DUTY	CALL OF DUTY	CALL OF DUTY: MODERN WARFARE II	ARCHER TROY, Mexico City	MEXICO
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
<b>D05 (Cultural Insight)</b>				
THE DICTATION	AMNESTY INTERNATIONAL CANADA	AMNESTY INTERNATIONAL PROTECTING HUMAN RIGHTS	COSSETTE, Montreal	CANADA
SPELLBOUND BY SWEDEN	VISIT SWEDEN	SPELLBOUND BY SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
THE UNFORGETTABLE 2 MINUTES	NATIONAL COMITÉ 4 & 5 MEI	NON-PROFIT	PUBLICIS GROUPE BENELUX, Amsterdam	THE NETHERLANDS
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA
<b>D06 (Breakthrough on a Budget)</b>				
THE LOUDEST CALL	WHITELION	THE LOUDEST CALL	Ogilvy AUSTRALIA, Sydney	AUSTRALIA
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
THE UNHEARD PLAYLIST	SPOTIFY	SPOTIFY	WONDRLAB INDIA, Mumbai	INDIA
THE DEVIANT VOICE	DOVE	DOVE SELF ESTEEM PROJECT	Ogilvy, London	UNITED KINGDOM
<b>D07 (Corporate Purpose &amp; Social Responsibility)</b>				
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
<b>D08 (Market Disruption)</b>				
CORRIDO OF DUTY	CALL OF DUTY	CALL OF DUTY: MODERN WARFARE II	ARCHER TROY, Mexico City	MEXICO
NOISE NEUTRAL	TEGRA INCORPORADORA & PARTNERS	NOISE NEUTRAL	FCB BRASIL, Sao Paulo	BRAZIL
THE BILLBOARD IS YOURS TO TAKE	BUDWEISER	BUDWEISER	FCB NEW YORK	USA