

# Brand Experience & Activation Lions

## 2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Prize
<b>A01 (Food &amp; Drink)</b>					
CIVIL LOVE	ABSOLUT	ABSOLUT	INTERESTING TIMES BEIRUT	LEBANON	BRONZE LION
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	SILVER LION
CLEAR	DIAGEO	GUINNESS	AMVBDO LONDON	UNITED KINGDOM	GOLD LION
<b>A02 (Other FMCG)</b>					
STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE	BRONZE LION
<b>A03 (Healthcare)</b>					
CONSENT PACK	TULIPAN	TULIPAN	BBDO ARGENTINA BUENOS AIRES	ARGENTINA	BRONZE LION
<b>A04 (Consumer Durables)</b>					
HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY	SILVER LION
CHANGING THE GAME	MICROSOFT	XBOX	MCCANN NEW YORK	USA	GRAND PRIX
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	GOLD LION
<b>A05 (Automotive)</b>					
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS	SILVER LION
<b>A06 (Retail)</b>					
PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB LIMA	PERU	GOLD LION
THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE PARIS	FRANCE	SILVER LION
<b>A07 (Travel)</b>					
FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA BUENOS AIRES	ARGENTINA	BRONZE LION
<b>A08 (Leisure)</b>					
MASSIRA PROJECT	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	TBWA/ESPAÑA MADRID	SPAIN	BRONZE LION
<b>A09 (Media / Entertainment)</b>					
THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA/CHIAT'DAY NEW YORK	USA	SILVER LION
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	BRONZE LION
<b>A10 (Consumer Services / Business to Business)</b>					
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP SYDNEY	AUSTRALIA	SILVER LION
<b>A11 (Not-for-profit / charity / government)</b>					
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	SILVER LION
<b>A12 (Corporate Social Responsibility (CSR) / Corporate Image)</b>					
HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE	SILVER LION
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND	BRONZE LION
LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	WHITEGREY SYDNEY	AUSTRALIA	BRONZE LION
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND	BRONZE LION
<b>B02 (Use of Mobile )</b>					
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS	SILVER LION
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	BRONZE LION
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	GOLD LION
CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	BRONZE LION
<b>B03 (Use of Website / Microsites)</b>					
THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN	GOLD LION
<b>B04 (New Realities &amp; Voice-activation)</b>					
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY BANGALORE	INDIA	BRONZE LION
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	BRONZE LION
<b>B05 (Branded Games)</b>					
KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R KANSAS CITY	USA	SILVER LION
<b>B07 (Tangible &amp; Spatial Technology)</b>					
MUSEUM OF ROMANTICISM	IKEA	IKEA LIVING ROOMS	MCCANN SPAIN MADRID	SPAIN	BRONZE LION
<b>B09 (Tech-led Brand Experience)</b>					
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL	BRONZE LION
CHANGING THE GAME	MICROSOFT	XBOX	MCCANN NEW YORK	USA	BRONZE LION
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	BRONZE LION
<b>B10 (Cross-platform Digital Experience)</b>					
PEOPLE ARE THE PLACES	AEROMÉXICO	AEROMÉXICO	AEROMÉXICO MEXICO CITY	MEXICO	GOLD LION
<b>C01 (Customer Retail / In-store Experience)</b>					
WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWA/PARIS	FRANCE	BRONZE LION
THE NOT BIG MACS	BURGER KING	BURGERS	INGO STOCKHOLM	SWEDEN	SILVER LION
<b>C02 (Retail Promotions &amp; Competitions)</b>					
PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB LIMA	PERU	BRONZE LION

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THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	SILVER LION
<b>C03 (Loyalty Programmes)</b>					
JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	MOMENTUM WORLDWIDE NEW YORK	USA	BRONZE LION
BE A FOLLOWER - SIDE:BIZ	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY	SILVER LION
<b>D01 (Live Brand Experience or Activation)</b>					
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA CHIAT DAY NEW YORK	USA	GOLD LION
BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	SILVER LION
LIBRO VIVO_	GRUPO PLANETA AND GOOGLE	LIBRO VIVO_	ONLY IF CIUDAD DE MEXICO	MEXICO	BRONZE LION
THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL SÃO PAULO	BRAZIL	BRONZE LION
UBERTOYS	UBER	UBERTOYS	DDB PARIS	FRANCE	SILVER LION
<b>D02 (Guerilla Marketing &amp; Stunts)</b>					
STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA	BRONZE LION
PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA ANN ARBOR	USA	GOLD LION
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL	SILVER LION
HIDDEN FLAG	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE MADRID	SPAIN	SILVER LION
MIRACLE WHIP, FLORIDA	KRAFT HEINZ	MIRACLE WHIP	KRAFT HEINZ COMPANY CHICAGO	USA	SILVER LION
<b>D03 (Brand-owned Experiences)</b>					
KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	SILVER LION
JUST DO IT HQ AT THE CHURCH	NIKE	NIKE	MOMENTUM WORLDWIDE NEW YORK	USA	BRONZE LION
BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	BRONZE LION
<b>D04 (Sponsorship &amp; Brand Partnership)</b>					
PRIDE JERSEY	AIG JAPAN	CSR	TBWA HAKUHODO INC. TOKYO	JAPAN	SILVER LION
CLEAR	DIAGEO	GUINNESS	AMVBBDO LONDON	UNITED KINGDOM	BRONZE LION
<b>D05 (Launch / Re-launch)</b>					
VISIT XBOX	XBOX / MICROSOFT	XBOX ONE X ENHANCED	MCCANN LONDON	UNITED KINGDOM	BRONZE LION
PROJECT AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH DHAKA	BANGLADESH	SILVER LION
SEETROEN	CITROEN	CITROEN	BETC PARIS	FRANCE	BRONZE LION
<b>D06 (360 Integrated Brand Experience )</b>					
HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY	BRONZE LION
<b>E01 (Local Brand )</b>					
THE REAL MACHADO	UNIVERSITY ZUMBI DOS PALMARES	CORPORATE	GREY BRAZIL SÃO PAULO	BRAZIL	BRONZE LION
THE OPEN DOOR PROJECT	THE MILLENNIUM SCHOOL	SCHOOL	FCBULKA DELHI	INDIA	BRONZE LION
<b>E02 (Challenger Brand)</b>					
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA CHIAT DAY NEW YORK	USA	SILVER LION
<b>E03 (Single-market Campaign)</b>					
PHILLY FOREVER	AB INBEV	BUD LIGHT	WIEDEN+KENNEDY NEW YORK	USA	BRONZE LION
THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	BRONZE LION
<b>E04 (Social Behaviour &amp; Cultural Insight)</b>					
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND	BRONZE LION
SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO   ACCENTURE INTERACTIVE DUBLIN	IRELAND	SILVER LION
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	GOLD LION
THE COMMERCIAL THAT SAVES LIVES	GOBIERNO DE CHILE	MINISTERIO DE SALUD	VMLY&R SANTIAGO	CHILE	BRONZE LION
THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	BRONZE LION
<b>E05 (Breakthrough on a Budget)</b>					
SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/MCCANN COSTA MESA	USA	BRONZE LION