

Creative Strategy Lions

2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Prize
A01 (FMCG)					
THE TIME WE HAVE LEFT	PERNOD RICARD	RUAVIEJA	LEO BURNETT MADRID	SPAIN	GOLD LION
A02 (Healthcare)					
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBBDO LONDON	UNITED KINGDOM	GOLD LION
A04 (Automotive)					
THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN	GRAND PRIX
A07 (Consumer Services / Business to Business)					
KINGO	KINGO ENERGY	KINGO PREPAID SOLAR ENERGY	OGILVY GUATEMALA GUATEMALA CITY	GUATEMALA	SILVER LION
A08 (Not-for-profit / Charity / Government)					
PROJECT 84	CAMPAIGN AGAINST LIVING	CHARITY	ADAM&EVEDDB LONDON	UNITED KINGDOM	BRONZE LION
A09 (Corporate Social Responsibility (CSR) / Corporate Image)					
UNFORGETTABLE BAG	TESCO	UNFORGETTABLE BAG	GREY MALAYSIA PETALING JAYA	MALAYSIA	SILVER LION
B01 (Data & Analytics)					
THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN	SILVER LION
B02 (Audience Insight)					
GILLETTE TREO	GILLETTE	TREO RAZORS	GREY LONDON	UNITED KINGDOM	BRONZE LION
C01 (Challenger Brand Strategy)					
WHERE YOU BELONG	UTAIR	UTAIR PASSENGER AIRLINES	FRIENDS MOSCOW	RUSSIA	BRONZE LION
C02 (Breakthrough on a Budget)					
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC PARIS	FRANCE	SILVER LION
A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	OGILVY COLOMBIA BOGOTÁ	COLOMBIA	SILVER LION
C04 (Long-term Strategy)					
LIFEBUOY #HELPACHILDREACH5	UNILEVER	LIFEBUOY	LOWE LINTAS MUMBAI	INDIA	SILVER LION
ENDANGERED SYNDROME	CANADIAN DOWN SYNDROME SOCIETY	SUPPORT FOR CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA TORONTO	CANADA	GOLD LION
D01 (Brave Brands)					
NIKE DREAM CRAZY	NIKE	NIKE	WIEDEN+KENNEDY PORTLAND	USA	BRONZE LION
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBBDO LONDON	UNITED KINGDOM	SILVER LION
D02 (Collaboration)					
TOMMY HILFIGER ADAPTIVE	TOMMY HILFIGER	TOMMY HILFIGER ADAPTIVE: ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES	WUNDERMAN THOMPSON NEW YORK	USA	BRONZE LION
E01 (Products / Propositions)					
FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	FIREVASE	CHEIL WORLDWIDE SEOUL	SOUTH KOREA	BRONZE LION
I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME - I AM TRASH, LES FLEURS DU DÉCHET	OGILVY PARIS	FRANCE	BRONZE LION
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	BRONZE LION
GILLETTE TREO	GILLETTE	TREO RAZORS	GREY LONDON	UNITED KINGDOM	BRONZE LION
E02 (Business Transformation)					
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY MELBOURNE	AUSTRALIA	BRONZE LION
E03 (Brand Strategy)					
TOUCH OF CARE INDIA	P&G VICKS	VICKS	PUBLICIS SINGAPORE	SINGAPORE	BRONZE LION