

# Social & Influencer Lions

## 2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Prize
<b>A06 (Retail)</b>					
BLOCK WISH	HOK-ELANTO   S GROUP	ALEPA	HOK-ELANTO HELSINKI	FINLAND	BRONZE LION
BK BOT	BURGER KING	BURGER KING	DAVID MIAMI	USA	BRONZE LION
NIKE DREAM CRAZY	NIKE	NIKE	WIEDEN+KENNEDY PORTLAND	USA	GOLD LION
BE A FOLLOWER - SIDE.BIZ	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY	SILVER LION
<b>A07 (Travel)</b>					
A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	OGILVY COLOMBIA BOGOTÁ	COLOMBIA	BRONZE LION
<b>A08 (Leisure)</b>					
MY LIFE AS A NPC	UBIOSFT	ASSASSINS CREED ODYSSEY	DDB PARIS	FRANCE	GOLD LION
<b>A10 (Consumer Services / Business to Business)</b>					
THE FIREFLY	BRADESCO	INSTITUTIONAL	PUBLICIS BRASIL SÃO PAULO	BRAZIL	BRONZE LION
<b>A11 (Not-for-profit / Charity / Government )</b>					
I LOVE MY BALLS	LIGA CONTRA EL CANCER	CLINICAL CHECK-UP	WUNDERMAN THOMPSON LIMA	PERU	BRONZE LION
INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	BRONZE LION
GREENPEACE 'RANG-TAN'	GREENPEACE	PALM OIL AWARENESS	MOTHER LONDON	UNITED KINGDOM	SILVER LION
SLEEPING GIANTS - A CAMPAIGN TO DEFUND BIGOTRY	SLEEPING GIANTS	SLEEPING GIANTS - A CAMPAIGN TO DEFUND BIGOTRY	SLEEPING GIANTS SAN FRANCISCO	USA	GOLD LION
<b>A12 (Corporate Social Responsibility (CSR) / Corporate Image)</b>					
WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY NEW YORK	USA	SILVER LION
<b>B02 (Audience Tageting / Engagement Strategies)</b>					
KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R KANSAS CITY	USA	SILVER LION
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA	BRONZE LION
MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	BRONZE LION
<b>B03 (Real-time Response)</b>					
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	BRONZE LION
THE POPSICLE ELECTIONS	LOS PALETEROS	CHURCHILLETA	JOTABEQU GREY SAN JOSÉ	COSTA RICA	BRONZE LION
<b>B04 (Social Data &amp; Insight)</b>					
THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT MADRID	SPAIN	SILVER LION
<b>B05 (Brand Storytelling )</b>					
NIKE DREAM CRAZY	NIKE	NIKE	WIEDEN+KENNEDY PORTLAND	USA	GOLD LION
<b>B06 (Innovative Use of Community )</b>					
#CODNATION	ACTIVISION	CALL OF DUTY	72ANDSUNNY LOS ANGELES	USA	SILVER LION
KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R KANSAS CITY	USA	GRAND PRIX
VEILED SNAPCHAT LENS	S.C JOHNSON	GLADE	OGILVY CHICAGO	USA	BRONZE LION
<b>B07 (New Realities &amp; Voice-activation )</b>					
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK	SILVER LION
<b>C01 (Organic Reach &amp; Influence)</b>					
WORLD RECORD EGG	WORLD RECORD EGG	HULU	EGG GANG LONDON	UNITED KINGDOM	BRONZE LION
<b>C02 (Partnerships)</b>					
GREEN SCREEN ACTRESSES MIKA+RIKA	MIKA+RIKA	ACTRESSES	DENTSU INC. TOKYO	JAPAN	BRONZE LION
NIKE DREAM CRAZIER	NIKE	NIKE	WIEDEN+KENNEDY PORTLAND	USA	GOLD LION
DIESEL X MUSTAFA	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY	SILVER LION
<b>C03 (Innovative Use of influencers)</b>					
HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY	SILVER LION
OPEN SHELVES	WRITER'S BOOKSTORE	BOOKS	WAVEMAKER HUNGARY BUDAPEST	HUNGARY	BRONZE LION
<b>D02 (Social Film )</b>					
#MOVIEPOSTERMOVIE	ADOBE	MOVIE POSTER CONTEST	PEREIRA O'DELL SAN FRANCISCO	USA	BRONZE LION
HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY	BRONZE LION
GENERATION LOCKDOWN	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA	GOLD LION
<b>D03 (Social Film Series)</b>					
MY LIFE AS A NPC	UBIOSFT	ASSASSINS CREED ODYSSEY	DDB PARIS	FRANCE	SILVER LION
BE A FOLLOWER	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY	GOLD LION
<b>D04 (Co-Creation &amp; User Generated Content )</b>					
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY BANGALORE	INDIA	BRONZE LION
ADIDAS Z.N.E.	ADIDAS CHINA	ADIDAS ATHLETICS Z.N.E.	TBWA SHANGHAI	CHINA	BRONZE LION
<b>D06 (Social Business &amp; Commerce)</b>					
BE A FOLLOWER - SIDE.BIZ	DIESEL	DIESEL	PUBLICIS ITALY MILAN	ITALY	SILVER LION
<b>E02 (Sponsorship &amp; Brand Partnership)</b>					
NBA SELLOUTS	HULU	HULU NBA LIVE	DEUTSCH LA	USA	SILVER LION

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<b>E03 (Social Purpose)</b>					
MARRIAGE UNBLOCKED	BJÖRN BORG	MARRIAGE UNBLOCKED	NORD DDB STOCKHOLM	SWEDEN	BRONZE LION
<b>F01 (Local Brand )</b>					
SICKKIDS VS: CREWS	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE TORONTO	CANADA	BRONZE LION
TEC?E?TI VLOGS	ALBALACT	ALBALACT	MCCANN BUCHAREST	ROMANIA	BRONZE LION
<b>F02 (Challenger Brand )</b>					
HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE	BRONZE LION
FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA BUENOS AIRES	ARGENTINA	BRONZE LION
<b>F04 (Social Behaviour &amp; Cultural Insight)</b>					
#NATIONALROASTDAY	WENDY'S	WENDY'S	VMLY&R KANSAS CITY	USA	BRONZE LION
THE ALGORITHM OF LIFE	ROLLING STONE	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL	BRONZE LION
FIRST SHAVE	PROCTOR & GAMBLE CANADA	GILLETTE	GREY CANADA TORONTO	CANADA	SILVER LION
<b>F05 (Breakthrough on a Budget)</b>					
EXPLAINS A LOT	BURGER KING	BURGER KING	COOLR LONDON	UNITED KINGDOM	SILVER LION