

Creative Data Lions

2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Prize
A01 (Data-enhanced Creativity)					
PET-COMMERCE	PETZ	ECOMMERCE	Ogilvy São Paulo	Brazil	Gold Lion
A02 (Data-driven Targeting)					
Steeep Discount	E-Moving	E-Moving	Tribal Worldwide São Paulo	Brazil	Bronze Lion
A03 (Data-driven Consumer Product)					
Safety Hub	NRMA	Home Insurance	Che Proximity Melbourne	Australia	Silver Lion
Searching for the Special Colour of Seville	Diageo	Tanqueray Flor de Sevilla	PS21 Madrid	Spain	Silver Lion
A04 (Data Storytelling)					
AI Versus	TV Rain	Media Service	Voskhod Ekaterinburg	Russia	Bronze Lion
The Time We Have Left - Case	Pernod Richard	Ruavieja	Leo Burnett Madrid	Spain	Silver Lion
A05 (Data Visualisation)					
Blindmeters	OVK / PEVR (Parents of Road Victims)	Road Safety Awareness Message	Happiness Brussels Brussels	Belgium	Bronze Lion
A07 (Use of Real-time Data)					
The Traffic Jam Whopper	Burger King Mexico	Burger King Delivery	We Believers New York	USA	Bronze Lion
A08 (Social Data & Insight)					
Go Back to Africa	Black & Abroad	Black & Abroad	FCB/Six Toronto	Canada	Grand Prix
A09 (Creative Data Collection & Research)					
The E.V.A. Initiative	Volvo Cars	Volvo Cars	Forssman & Bodenfors Gothenburg	Sweden	Gold Lion
See Sound	Wavio	See Sound	Area 23, an FCB Health Network Company New York	USA	Bronze Lion
A10 (Data Integration)					
No Need to Fly - Around the World in Germany	German Rail	German Rail	Ogilvy Germany Frankfurt	Germany	Silver Lion
The Infection Alert System	Hindustan Unilever Limited	Lifbuoy Soap	Mindshare Mumbai	India	Bronze Lion