

# Creative Effectiveness Lions 2019 Winners

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Title	Brand	Product/Service	Entrant Company	Country	Prize
A01 (Creative Effectiveness)					
IT'S A TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI NEW YORK	USA	GOLD LION
DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 NEW YORK	USA	BRONZE LION
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	MARCEL PARIS	FRANCE	CREATIVE EFFECTIVENESS GRAND PRIX
'XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL' – TURNING FANS INTO FANCHISEES	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM	GOLD LION
A02 (Creative Effectiveness for Charity/Non-profit)					
PRESCRIBED TO DEATH	NATIONAL SAFETY COUNCIL	NON-PROFIT	ENERGY BBDO CHICAGO	USA	SILVER LION
PROJECT 84	CAMPAIGN AGAINST LIVING	CHARITY	ADAM&EVEDDB LONDON	UNITED KINGDOM	SILVER LION
A03 (Multi-market Creative Effectiveness)					
SCARY CLOWN NIGHT	BURGER KING	BURGER KING	LOLA MULLENLOWE MADRID	SPAIN	SILVER LION
A05 (Long-term Creative Effectiveness)					
AUDI / VORSPRUNG DURCH TECHNIK: BEAUTIFUL CARS WITH AMAZING BRAINS (2015 – Q1 20)	AUDI	AUTOMOTIVE	BBH LONDON	UNITED KINGDOM	BRONZE LION
B01 (Local Brand )					
THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID BUENOS AIRES	ARGENTINA	GOLD LION
B03 (Single-market Campaign)					
HAIR TALK	UNILEVER	SUNSILK	WUNDERMAN THOMPSON BANGKOK	THAILAND	BRONZE LION
B04 (Social Behaviour & Cultural Insight )					
#SUPERSICKMONDAY	RECKITT BENCKISER	MUCINEX	MCCANN NEW YORK	USA	BRONZE LION
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