Design Lions

2019 Winners



변변 변변 전 1998년 1	Title	Brand	Product/Service	Entrant Company	Country	Prize
THE RESTANDING MERCHANDROSSESS	A01 (Creation of a New Brand Identity)					
Control of Control o	PAL - PHASE ALTERNATING LINE	PAL - U-WERK KAROLINE	PAL	MUTABOR HAMBURG	GERMANY	BRONZE LION
March Section Review of manufacture Review Section Sec	THE RESTAURANT OF MISTAKEN ORDERS	ORDERS GENERAL INCORPORATED	NURSING CARE	TBWA\HAKUHODO INC. TOKYO	JAPAN	SILVER LION
Proc. Proc	COAL DROPS YARD	ARGENT	COAL DROPS YARD	DROGA5 LONDON	UNITED KINGDOM	SILVER LION
DAMES DAME	A02 (Rebrand / Refresh of an Existing Brand)					
## STATE STA	BBC TWO REBRAND	BBC	BBC TWO	SUPERUNION LONDON	UNITED KINGDOM	SILVER LION
MAISST PUPPS THE STOCK MERCY PUPPS THE STOCK MERCY PUPPS AUSTRALIA SULES LUCY PUPPS AUSTRALIA AUSTRAL	DUNKIN'	DUNKIN' BRANDS	DUNKIN'		USA	BRONZE LION
MONE	A03 (Design-driven Effectiveness)			TORK		
## PROFESSION STATES SAMPA MANUAL COMPANY TOKICUS SIRRAMESSI DESTISS ACT TOTO APAN MORES LOS TOKICUS ES BAUK TOKICUS SIRRAMESSI DESTISS ACK LOS BISNETT TOKICUTO LANDA BROCES LOS MERCHANICA DESTISSA TOKICUS SIRRAMESSI DESTISSA ACK LOS BISNETT TOKICUTO LANDA BROCES LOS MERCHANICA SIRRAMESSI BERNARO MARIES DESTISSA ACK LOS BISNETT TOKICUTO LANDA BROCES LOS MERCHANICA SIRRAMESSI BERNARO MARIES BERNARO MARIES SIRRAMESSI MERCHANICA SIRRAMESSI DESTISSA ACK MERCHANICA SIRRAMESSI MERCHANICA SIRRAMESSI	HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA	SILVER LION
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TO COSTIFICATION TO COSTIFICATION OR PROPERTY OR PROPE	B01 (Posters)					
MORRISHA AMPRETISHACA AMPROS DEMTSU AMPRETISHACA AMPROS 2018 DEMTSUS AMPROS 2018 DEMTS 2018	GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC. TOKYO	JAPAN	BRONZE LION
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RECOME DAYS FELLINESS TALLANDS** BLOCAM DAYS BERMANY BERMA	HIGHLIGHT THE REMARKABLE	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY	GOLD LION
	B02 (Promotional Printed Media)					
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DIRECTOR MY PERSONAL COFFRY PANESAL DIRECTORS DIR	B03 (Promotional Item Design)					
MICHEMEE MERITATION COURTED MERI	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS "MY PERSONAL COFFIN"		FUNERALS/COUNSELLING/COFFIN CONSULTATION AND SELECTION	HEIMAT BERLIN	GERMANY	SILVER LION
RECORD PARTY ALL PROPRIETS OF PRANTS BERCAR PAINTS BERCAR	THE GUN VIOLENCE HISTORY BOOK			FCB CHICAGO	USA	SILVER LION
COUNTY JUNGENT LOVE INITIATIVE BOR (Publications & Editorial Design) DER TAGESSPIEGEL *** PUBLISSPIEGEL *** PUBLISSPIE	TRUCK ART CHILDFINDER			BBDO PAKISTAN LAHORE	PAKISTAN	BRONZE LION
BOAY PUBLICATIONS & Editorial Design)	ADDICTED ON ARRIVAL		OPI'S	GREY NEW YORK	USA	BRONZE LION
DER TAGESSPIEGEL **ROUEERPORMAT** ADDAS THE STAN SMITH **SHOE** ADDAS THE STAN SMITH **SHOE** VORK. ADDAS LILMOS COUNCIL AGAINST HANDGUN ** VIOLENCE** DVIV. PEVER PRAEENTS OF ROAD ** VIOLENCE** DVIV. PEVER PRAEENTS OF ROAD ** VIOLENCE** ANDAS STREET** ADDAS SAFETY AWARENESS MESSAGE** BRUSSELS** BRUSSELS** BELGIUM ** BROAZE LION ** VIOLENCE** ADDAS SAFETY AWARENESS MESSAGE** BRUSSELS** BRUSSELS** BELGIUM ** BROAZE LION ** BRUSSELS** BRUSSELS** BELGIUM ** BROAZE LION ** BRUSSELS** BELGIUM ** BROAZE LION ** BRUSSELS** BRUSSELS** BELGIUM ** BRUSSELS** BRUSSELS* BELGIUM ** BRUSSELS** BELGIUM ** BRUSSELS* BRUSSELS* BELGIUM ** BRUSSELS* BRUSSELS* BELGIUM ** BRUSSELS* BRUSSELS* BELGIUM ** BRUSSELS* BRUSSELS* BELGIUM ** BRUSSELS* B	B04 (Publications & Editorial Design)	COUNTY / ORGENT LOVE INITIATIVE				
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THE SMOOTHEST BURGER MCDONALD'S FRANCE EGG MCMUFFIN TBWAPARIS FRANCE BRONZE LION CO2 (Digital Installations & Events) HYUNDAI MOTOR GROUP HYUNDAI SONATA LF TAXI INNOCEAN WORLDWIDE SEOUL SOUTH KOREA SILVER LION FOOTBALL DECODED MICROSOFT XBOX / FIFA 18 MCCANN LONDON UNITED KINGDOM BRONZE LION DALI LIVES THE DALI MUSEUM GOODEY SILVERSTEIN & PARTNERS SAN FRANCISCO CO3 (UX, UI & Journey Design) CREATABILITY GOOGLE CREATIVE LAB NEW VORK CO4 (Social Engagement) MADE IN KOREA SAMSUNG ELECTRONICS GALAXY FOLD / MOBILE DEVICES OGILVY NEW YORK USA GOOD LION INSTA NOVELS THE NEW YORK PUBLIC LIBRARY LITERATURE MOTHER NEW YORK USA GOLD LION DO4 (Live Events) THE BRIDAL UNIFORM UN WOMEN ANTI-CHILD MARRIAGES BDO PAKISTAN LAHORE PAKISTAN BRONZE LION DO5 (Spatial & Sculptural Exhibitions and Experiences) THE UMBREAKABLE RAINBOW VISION ZERO PROJECT (CITY OF THE IMPACTFUL REMINDER STREET EXHIBIT SID LEE MONTRÉAL CANADA BRONZE LION BRONZE LION BRONZE	C01 (Digital Design)					
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MICROSOFT XBOX / FIFA 18 MCCANN LONDON UNITED KINGDOM BRONZE LION DALÍ LIVES THE DALÍ MUSEUM THE DALÍ MUSEUM GOODBY SILVERSTEIN & USA SILVER LION CO3 (UX, UI & Journey Design) CREATABILITY GOOGLE EXPERIMENTS IN AI + ACCESSIBILITY GOOGLE CREATIVE LAB NEW VORK CO4 (Social Engagement) MADE IN KOREA SAMSUNG ELECTRONICS GALAXY FOLD / MOBILE DEVICES OGILVY NEW YORK USA BRONZE LION INSTA NOVELS THE NEW YORK PUBLIC LIBRARY LITERATURE MOTHER NEW YORK USA GOLD LION DO4 (Live Events) THE BRIDAL UNIFORM UN WOMEN ANTI-CHILD MARRIAGES BBDO PAKISTAN LAHORE PAKISTAN BRONZE LION THE UNBREAKABLE RAINBOW UNILEVER - BEN&JERRY'S CSR EVENT 180HEARTBEATS+JUNG V MATT POLAND SILVER LION DO5 (Spatial & Sculptural Exhibitions and Experiences) THE IMPACTFUL REMINDER SID LEE MONTRÉAL CANADA BRONZE LION	C02 (Digital Installations & Events)					
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THE UNBREAKABLE RAINBOW UNILEVER - BEN&JERRY'S CSR EVENT 180HEARTBEATS+JUNG V MATT POLAND SILVER LION D05 (Spatial & Sculptural Exhibitions and Experiences) THE IMPACTFUL REMINDER VISION ZERO PROJECT (CITY OF THE IMPACTFUL REMINDER STREET EXHIBIT SID LEE MONTRÉAL CANADA BRONZE LION	D04 (Live Events)					
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D05 (Spatial & Sculptural Exhibitions and Experiences) THE IMPACTFUL REMINDER VISION ZERO PROJECT (CITY OF THE IMPACTFUL REMINDER STREET EXHIBIT SID LEE MONTRÉAL CANADA BRONZE LION	THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT		POLAND	SILVER LION
MONTREAL)	THE IMPACTFUL REMINDER		THE IMPACTFUL REMINDER STREET EXHIBIT	SID LEE MONTRÉAL	CANADA	BRONZE LION

Design Lions

2019 Winners



D06 (Wayfinding & Signage)					
FOCUS LINES	MINISTERIO DE TRANSPORTE Y OBRAS PUBLICAS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM	BRONZE LION
E03 (Other FMCG & Consumer Durables)					
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	SILVER LION
E06 (Special Editions & Promotional Packaging)					
PASS THE BILL	LEAF FORWARD	LEAF FORWARD	RETHINK TORONTO	CANADA	BRONZE LION
FIT PACK	CORONA	CORONA EXTRA	LEO BURNETT MÉXICO MEXICO CITY	MEXICO	BRONZE LION
F01 (Consumer Technology & Homeware)					
7:1 FURNITURE COLLECTION	HOMEPRO	HOMEPRO	BBDO BANGKOK	THAILAND	BRONZE LION
DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT	DOT	SERVICEPLAN GERMANY MUNICH	GERMANY	BRONZE LION
CHANGING THE GAME	MICROSOFT	XBOX	MCCANN NEW YORK	USA	GOLD LION
F02 (Lifestyle, Fashion, Leisure, Sports & Outdoor)					
TOMMY HILFIGER ADAPTIVE	TOMMY HILFIGER	TOMMY HILFIGER ADAPTIVE: ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES	WUNDERMAN THOMPSON NEW YORK	USA	SILVER LION
F03 (Infant Products, Toys & Educational Products)					
PROJET AU COEUR DE TOI	ENFANTS TRANSGENRES CANADA	PROJET AU CŒUR DE TOI – EDUCATIONAL DOLL	LG2 MONTRÉAL	CANADA	SILVER LION
SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS SYDNEY	AUSTRALIA	BRONZE LION
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	BRONZE LION
HISTORY BLOCKS	UNESCO	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL	BRONZE LION