

Design Lions

2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Prize
A01 (Creation of a New Brand Identity)					
PAL - PHASE ALTERNATING LINE	PAL - U-WERK KAROLINE	PAL	MUTABOR HAMBURG	GERMANY	BRONZE LION
THE RESTAURANT OF MISTAKEN ORDERS	THE RESTAURANT OF MISTAKEN ORDERS GENERAL INCORPORATED ASSOCIATION	NURSING CARE	TBWA\HAKUHODO INC. TOKYO	JAPAN	SILVER LION
COAL DROPS YARD	ARGENT	COAL DROPS YARD	DROGA5 LONDON	UNITED KINGDOM	SILVER LION
A02 (Rebrand / Refresh of an Existing Brand)					
BBC TWO REBRAND	BBC	BBC TWO	SUPERUNION LONDON	UNITED KINGDOM	SILVER LION
DUNKIN'	DUNKIN' BRANDS	DUNKIN'	JONES KNOWLES RITCHIE NEW YORK	USA	BRONZE LION
A03 (Design-driven Effectiveness)					
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA	SILVER LION
LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	WHITEGREY SYDNEY	AUSTRALIA	SILVER LION
B01 (Posters)					
GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC. TOKYO	JAPAN	BRONZE LION
TD POSTER BANK	TD	TD POSTER BANK	LEO BURNETT TORONTO	CANADA	BRONZE LION
ASPIRATION & PERSPIRATION	DENTSU ADVERTISING AWARDS SELECTION COUNCIL	DENTSU ADVERTISING AWARDS 2018	DENTSU INC. TOKYO	JAPAN	BRONZE LION
HIGHLIGHT THE REMARKABLE	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY	GOLD LION
B02 (Promotional Printed Media)					
BLOOMY DAYS "FLOWERS TALKING"	BLOOMY DAYS	BLOOMY DAYS	HEIMAT BERLIN	GERMANY	SILVER LION
B03 (Promotional Item Design)					
GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS "MY PERSONAL COFFIN"	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS	FUNERALS/COUNSELLING/COFFIN CONSULTATION AND SELECTION	HEIMAT BERLIN	GERMANY	SILVER LION
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	SILVER LION
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN LAHORE	PAKISTAN	BRONZE LION
ADDICTED ON ARRIVAL	PREVENTION COUNCIL OF ROANOKE COUNTY / URGENT LOVE INITIATIVE	OPI'S	GREY NEW YORK	USA	BRONZE LION
B04 (Publications & Editorial Design)					
DER TAGESSPIEGEL - #QUEERFORMAT	DER TAGESSPIEGEL	DER TAGESSPIEGEL NEWSPAPER	SCHOLZ & FRIENDS BERLIN	GERMANY	BRONZE LION
B05 (Books)					
STAN SMITH: "SOME PEOPLE THINK I'M A SHOEI"	ADIDAS	THE STAN SMITH SHOE	JOHANNES LEONARDO NEW YORK	USA	BRONZE LION
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	GOLD LION
B06 (Data Visualisation)					
BLINDMETERS	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS BRUSSELS BRUSSELS	BELGIUM	BRONZE LION
MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	GOLD LION
B07 (Brand Collateral)					
THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	TBWA\HAKUHODO INC. TOKYO	JAPAN	GOLD LION
B08 (Special Editions & Bespoke Items)					
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	BRONZE LION
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY NEW YORK	USA	SILVER LION
C01 (Digital Design)					
9.58 SECONDS – THE WORLD'S FASTEST ANNUAL REPORT	PUMA SE	ANNUAL REPORT	PUBLICIS PIXELPARK HAMBURG	GERMANY	SILVER LION
THE SMOOTHEST BURGER	MCDONALD'S FRANCE	EGG MCMUFFIN	TBWA\PARIS	FRANCE	BRONZE LION
C02 (Digital Installations & Events)					
THE QUIET TAXI	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
DALÍ LIVES	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	SILVER LION
C03 (UX, UI & Journey Design)					
CREATABILITY	GOOGLE	EXPERIMENTS IN AI + ACCESSIBILITY	GOOGLE CREATIVE LAB NEW YORK	USA	GRAND PRIX
C04 (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
D04 (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 WARSAW	POLAND	SILVER LION
D05 (Spatial & Sculptural Exhibitions and Experiences)					
THE IMPACTFUL REMINDER	VISION ZERO PROJECT (CITY OF MONTREAL)	THE IMPACTFUL REMINDER STREET EXHIBIT	SID LEE MONTRÉAL	CANADA	BRONZE LION

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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