

Media Lions

2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Media Placement Role	Country	Prize
A01 (Food & Drink)							
EXTRA REMINDER	WRIGLEY'S EXTRA	EXTRA CHEWING GUM	CLEMENGER BBDO SYDNEY	AUSTRALIA	☐	☐	SILVER LION
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP SYDNEY	AUSTRALIA	MEDIACOM SYDNEY	AUSTRALIA	BRONZE LION
A02 (Other FMCG)							
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	GERMANY	BRONZE LION
SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY CHICAGO	USA	OGILVY CHICAGO	USA	BRONZE LION
A03 (Healthcare)							
THERAFLU TRACKER	GSK - THERAFLU	THERAFLU	WUNDERMAN THOMPSON BOGOTÁ	COLOMBIA	MINDSHARE MEXICO CITY	MEXICO	BRONZE LION
A05 (Automotive)							
THE UNAFFORDABLE CAMPAIGN	RENAULT	KANGOO	PUBLICIS BUENOS AIRES	ARGENTINA	☐	☐	SILVER LION
COMPETITORS' SALE	VOLVO	VOLVO	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL	SILVER LION
A06 (Retail)							
KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R KANSAS CITY	USA	SPARK FOUNDRY NEW YORK	USA	BRONZE LION
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	HORIZON MEDIA NEW YORK	USA	GOLD LION
A07 (Travel)							
NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY FRANKFURT	GERMANY	☐	☐	BRONZE LION
A08 (Leisure)							
YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	R/GA NEW YORK	USA	STARCOM CHICAGO	USA	SILVER LION
A09 (Media / Entertainment)							
MONTY'S WICKET WARNINGS	FOXTEL	FOXTEL	MINDSHARE SYDNEY	AUSTRALIA	MINDSHARE SYDNEY	AUSTRALIA	SILVER LION
A10 (Consumer Services / Business to Business)							
SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWA/MELBOURNE	AUSTRALIA	PHD AUSTRALIA MELBOURNE	☐	SILVER LION
ALL THEY WANT FOR CHRISMAS IS YOU	VISA	VISA	SAATCHI & SAATCHI LONDON	UNITED KINGDOM	STARCOM LONDON	UNITED KINGDOM	SILVER LION
A11 (Not-for-profit / Charity / Government)							
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA	THE BRAND AGENCY PERTH	AUSTRALIA	BRONZE LION
THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU LIMA	PERU	AMERICA TELEVISION LIMA	PERU	BRONZE LION
A12 (Corporate Social Responsibility (CSR) / Corporate Image)							
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL	☐	☐	SILVER LION
THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	TRY REKLAME OSLO	NORWAY	☐	☐	SILVER LION
B01 (Use of TV & Other Screens)							
LIFE DIRECT - R.I.P SIMON	TRADE ME NZ	LIFE DIRECT	VMLY&R AUCKLAND	NEW ZEALAND	MBM NZ AUCKLAND	NEW ZEALAND	BRONZE LION
A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE (FRM)	NGO	CLM BBDO PARIS	FRANCE	☐	☐	BRONZE LION
PAY PER BEER	AB INBEV	BRAHMA BEER	AFRICA SÃO PAULO	BRAZIL	☐	☐	SILVER LION
B02 (Use of Audio Platforms)							
THE WAR SIREN TEST	AMNESTY INTERNATIONAL SWITZERLAND	DONATIONS AND AWARENESS FOR THE FORGOTTEN WAR IN YEMEN	JUNG VON MATT/LIMMAT ZÜRICH	SWITZERLAND	☐	☐	BRONZE LION
WARNING SPOTS	AAMI/SUNCORP	MOTOR INSURANCE	OGILVY AUSTRALIA MELBOURNE	AUSTRALIA	OMD SYDNEY	AUSTRALIA	BRONZE LION
B03 (Use of Print / Outdoor)							
UNDERCOVER CROSSWORDS	MINISTRY OF SOCIAL DEVELOPMENT/OFFICE FOR SENIORS	ELDER ABUSE AWARENESS	FCB NEW ZEALAND AUCKLAND	NEW ZEALAND	FCB NEW ZEALAND AUCKLAND	NEW ZEALAND	BRONZE LION
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI DUBAI	UNITED ARAB EMIRATES	BRONZE LION
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND	WAVEMAKER WARSAW	POLAND	BRONZE LION
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	MCCANN PARIS	FRANCE	CONDÉ NAST INTERNATIONAL LONDON	UNITED KINGDOM	SILVER LION
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	DAVID SÃO PAULO	BRAZIL	BRONZE LION
B04 (Use of Ambient Media: Small Scale)							
THE BEER OF THE WORLD CUP	LALA	LALA WHOLE MILK	CIRCUS. MEXICO CITY	MEXICO	☐	☐	BRONZE LION
SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY CHICAGO	USA	OGILVY CHICAGO	USA	GOLD LION
B05 (Use of Ambient Media: Large Scale)							
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND	☐	☐	SILVER LION

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TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN LAHORE	PAKISTAN	BBDO PAKISTAN LAHORE	PAKISTAN	BRONZE LION
STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE	□	□	BRONZE LION
B06 (Use of Events)							
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL	□	□	BRONZE LION
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP SYDNEY	AUSTRALIA	MEDIACOM SYDNEY	AUSTRALIA	BRONZE LION
MIDDLE SEAT LOUNGE	COCA-COLA	COKE	FITZCO ATLANTA	USA	□	□	BRONZE LION
HELLMANN'S REAL FOOD RESCUE	UNILEVER	HELLMANN'S	OGILVY CANADA TORONTO	CANADA	MINDSHARE TORONTO	CANADA	BRONZE LION
B07 (Use of Stunts)							
AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA SÃO PAULO	BRAZIL	WIEDEN+KENNEDY SÃO PAULO	BRAZIL	SILVER LION
PALESSI	PAYLESS	PAYLESS SHOE SOURCE	DCX GROWTH ACCELERATOR NEW YORK	USA	MARC USA BOSTON	USA	SILVER LION
B08 (Use of Digital Platforms)							
THE UNSTOPPABLE RÉSUMÉ	CANCER@WORK	CANCER@WORK	FAMOUS GREY PARIS PARIS	FRANCE	□	□	SILVER LION
B09 (Use of Mobile)							
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	HORIZON MEDIA NEW YORK	USA	GOLD LION
B10 (Use of Social Platforms)							
NOT JUST ONE CREATOR	VF CORPORATION	VANS	STARCOM CHICAGO	USA	STARCOM CHICAGO	USA	BRONZE LION
KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R KANSAS CITY	USA	SPARK FOUNDRY NEW YORK	USA	GOLD LION
C01 (Use of Data-driven Insight)							
RESCUE DOGZ	GUD	GUD	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	J. WALTER THOMPSON BRAZIL SÃO PAULO	BRAZIL	BRONZE LION
C02 (Use of Real-time Data)							
THE INFECTION ALERT SYSTEM	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	MINDSHARE MUMBAI	INDIA	MINDSHARE MUMBAI	INDIA	SILVER LION
D01 (Use of Brand or Product Integration into a Programme or Platform)							
IT'S A THURSDAY NIGHT TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI NEW YORK	USA	OPTIMUM SPORTS NEW YORK	USA	SILVER LION
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP SYDNEY	AUSTRALIA	MEDIACOM SYDNEY	AUSTRALIA	SILVER LION
LOFI BEATS SUICIDE	VICE UK	SUICIDE PREVENTION	MCCANN LONDON	UNITED KINGDOM	COLLEGE MUSIC BERKSHIRE / VICE LONDON	UNITED KINGDOM	BRONZE LION
D02 (Use of Branded Content Created for Digital or Social)							
MASSIRA PROJECT	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	TBWA/ESPAÑA MADRID	SPAIN	TBWA/ESPAÑA MADRID	SPAIN	BRONZE LION
E03 (Excellence in Media Execution)							
IT'S A THURSDAY NIGHT TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI NEW YORK	USA	OPTIMUM SPORTS NEW YORK	USA	GOLD LION
AR DROPS	ADIDAS	ULTRABOOST19	MOJO SUPERMARKET NEW YORK	USA	MOJO SUPERMARKET NEW YORK	USA	SILVER LION
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP SYDNEY	AUSTRALIA	MEDIACOM SYDNEY	AUSTRALIA	BRONZE LION
HACKING PRIME DAY	GENERAL MILLS	HONEY NUT CHEERIOS	MINDSHARE CHICAGO	USA	MINDSHARE CHICAGO	USA	GOLD LION
E04 (Use of Integrated Media)							
YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	R/GA NEW YORK	USA	STARCOM CHICAGO	USA	GOLD LION
RED RESTAURANTS LIST	TAKASAKI CITY	TAKASAKI CITY	HAKUHODO KETTLE INC TOKYO	JAPAN	□	□	BRONZE LION
HEY GOOGLE, ASK NIKE	NIKE	NIKE	R/GA NEW YORK	USA	□	□	BRONZE LION
F02 (Challenger Brand)							
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL PARIS	FRANCE	BLUE 449 PARIS	FRANCE	BRONZE LION
F03 (Single-market Campaign)							
CORRUPTION DETECTOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL	BRONZE LION
F04 (Social Behaviour & Cultural Insight)							
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA	INITIATIVE TORONTO	CANADA	SILVER LION
PRESIDENTIAL BROADCAST	NETFLIX	HOUSE OF CARDS	CIRCUS. BUENOS AIRES	ARGENTINA	WAVEMAKER BUENOS AIRES	ARGENTINA	BRONZE LION
KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA	□	□	BRONZE LION
AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA SÃO PAULO	BRAZIL	WIEDEN+KENNEDY SÃO PAULO	BRAZIL	GRAND PRIX
SCENTING THE HOPE OF CHANGE	SC JOHNSON	GLADE	PHD CHICAGO	USA	PHD CHICAGO	USA	BRONZE LION
F05 (Breakthrough on a Budget)							
THE PARISIAN RENDEZ-VOUS	...LE DRUGSTORE PARISIEN	...LE DRUGSTORE PARISIEN	WUNDERMAN THOMPSON BOULOGNE-BILLANCOURT	FRANCE	□	□	BRONZE LION
OPEN SHELVES	WRITER'S BOOKSTORE	BOOKS	WAVEMAKER HUNGARY BUDAPEST	HUNGARY	□	□	BRONZE LION