

Winners (Entertainment Lions for Music)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company
<u>A01 (Use of an Artist as a Spokesperson/Ambassador in Partnership with a Brand)</u>								
A01/027	00397	SR TORONJO THE CELEBRITY PROJECT	POSTOBON	SR TORONJO	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá	
<u>A03 (Artist Associated Stunt or Activation in Partnership with a Brand)</u>								
A03/018	00616	TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	DEUTSCH LA	WONDROS Los Angeles
<u>A05 (Use of an Artist as a Spokesperson/Ambassador in Partnership with a Cause)</u>								
A05/005	00312	A VOICE FOR SONGBIRDS #SAVEOURSONGBIRDS	ROMANIAN ORNITHOLOGICAL SOCIETY AND NATURA 2000	ROMANIAN ORNITHOLOGICAL SOCIETY AWARENESS CAMPAIGN	JAZZ COMMUNICATION Bucharest	ROMANIA	JAZZ COMMUNICATION Bucharest	
<u>A10 (Music Video - Brand and/or Product Integration)</u>								
A10/037	00097	YOUR FUTURE IS NOT MINE	ADIDAS	ADIDAS ORIGINALS	SQUEAK E CLEAN PRODUCTIONS Los Angeles	USA	JOHANNES LEONARDO New York	RSA FILMS Los Angeles
<u>A12 (Best Music/Brand Partnership)</u>								
A12/003	00294	YOUR FUTURE IS NOT MY FUTURE	ADIDAS	MUSIC TRACK	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	
A12/019	00580	SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA	GREY NEW YORK	TOWNHOUSE 23 New York / PARK PICTURES New York / EXILE Santa Monica
A12/024	00516	EPICGRAM	B CLASSIC	APP	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	
A12/036	00337	THE MUTE PERFORMANCE	BBVA	RADIO BBVA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	SEÑOR Z Lima

B01 (Use of Social/Digital Platform)

B01/014	00280	"WHAT DO YOU MEAN?" BY JUSTIN BIEBER SINGLE RELEASE CAMPAIGN	SB PROJECTS	"WHAT DO YOU MEAN?" BY JUSTIN BIEBER	SB PROJECTS Los Angeles	USA	SB PROJECTS Los Angeles	
B02 (Fan Engagement/Community Building)								
B02/003	00461	BEATS1RUN	BEATS BY DRE.	POWERBEATS 2 WIRELESS EARPHONES	R/GA HUSTLE London	UNITED KINGDOM	R/GA HUSTLE London	
B02/004	00591	#MCCARTNEYHIT	KISS FM	KISS FM	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
B03 (Use of User Generated Content)								
B03/005	00469	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles	
B03/007	00517	EPICGRAM	B CLASSIC	APP	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	
C01 (Use of Licenced Music for a Brand or Campaign)								
C01/006	00123	JUST ANOTHER DAY	SICK KIDS	HEALTH	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto	
C01/029	00566	UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York
C02 (Use of Original Composition for a Brand or Campaign)								
C02/004	00060	HOME FOR CHRISTMAS	EDEKA ZENTRALE & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	TEMPOMEDIA Hamburg
C03 (Use of Remastered Music for a Brand or Campaign)								
C03/052	00176	FILM "NEVER WALK ALONE"	DANISHCHURCHAID	DCA MINE ACTION	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore	GREAT GUNS London / CUTTERS Tokyo
D02 (Use of Music Technology and/or Innovation)								
D02/012	00431	MCTRAX	McDONALD'S	PLACEMET	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam	TBWAINEBOKO Amsterdam
D04 (Use of Music App/Device)								
D04/008	00419	SAFE & SOUND MUSIC PLAYER	LMG INSURANCE PUBLIC COMPANY	ROAD SAFETY AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND	BBDO BANGKOK	

D04/016	00496	THE CANON GIG APP	CANON	CANON CAMERAS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen / CANON Søborg	UNCLE GREY Copenhagen / MEDIAMONKS Amsterdam
E01 (Excellence in Music Video)								
E01/003	00120	VOODOO IN MY BLOOD	VIRGIN RECORDS	MASSIVE ATTACK FT. YOUNG FATHERS	RATTLING STICK London	UNITED KINGDOM	RATTLING STICK London	RATTLING STICK London
E01/006	00043	FORMATION	BEYONCÉ	FORMATION	PRETTYBIRD Culver City	USA	PRETTYBIRD Culver City	PRETTYBIRD Culver City
E01/013	00047	LUMINOUS FREEDOM - NEW BUILD	SUNDAY BEST RECORDINGS	NEW BUILD	NEXUS PRODUCTIONS London	UNITED KINGDOM	NEXUS PRODUCTIONS London	NEXUS PRODUCTIONS London
E01/019	00054	OK GO — UPSIDE DOWN & INSIDE OUT	S7 AIRLINES	S7 AIRLINES	TUTKOVBUĐKOV Volgograd	RUSSIA	TUTKOVBUĐKOV Volgograd	BOB INDUSTRIES Santa Monica / PROFILM Moscow
E01/037	00534	DAVID BOWIE "BLACKSTAR"	COLUMBIA RECORDS	BLACKSTAR	GISLA & RENCK London	UNITED KINGDOM	GISLA & RENCK London	GISLA & RENCK London
E01/039	00292	HELLO	XL RECORDINGS	MUSIC	BELIEVE MEDIA Los Angeles	USA	META FILMS Montreal	BELIEVE MEDIA Los Angeles / META FILMS Montreal
E01/042	00346	RUNNIN'	VIRGIN MUSIC	NAUGHTY BOY FEATURING BEYONCE	FOREVER PICTURES London	UNITED KINGDOM	FOREVER PICTURES London	FOREVER PICTURES London
E01/048	00266	CHEMICAL BROTHERS 'WIDE OPEN'	VIRGIN RECORDS	CHEMICAL BROTHERS	THE MILL London	UNITED KINGDOM	OUTSIDER London	OUTSIDER London
E02 (Excellence in Interactive Music Video)								
E02/010	00238	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo	
E05 (Excellence in Music Content Production and Distribution Strategy)								
E05/009	00299	ALAN WALKER - "FADED"	ALAN WALKER	"FADED"	SONY MUSIC SWEDEN Stockholm	SWEDEN	SONY MUSIC SWEDEN Stockholm	BROR BROR Hägersten
F01 (Music Live Experience)								
F01/001	00021	PLAY THE BRIDGE	2DEGREES	2DEGREES MOBILE	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland	
F02 (Music Festival/Live Event Activation)								

F02/008	00427	THE BARMER GEK "MOSHPIAL"	BARMER GEK	HEALTH INSURANCE	PUBLICIS PIXELPARK Hamburg	GERMANY	PUBLICIS PIXELPARK Hamburg	KATAPULT MOVE Berlin
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Total Entries: 32

Prize

Bronze Lion

Bronze Lion

Gold Lion

Bronze Lion

Gold Lion

Gold Lion

Bronze Lion

Bronze Lion

Bronze Lion

Silver Lion

Bronze Lion

Silver Lion

Bronze Lion

Silver Lion

Silver Lion

Grand Prix

Silver Lion

Bronze Lion

Gold Lion

Bronze Lion

Silver Lion

Grand Prix

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Silver Lion

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Gold Lion

Silver Lion

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