



THE ONE SHOW

2022 WINNERS

The One Club for Creativity is pleased to present the winners of The One Show 2022.

This list includes all winning entries—Pencils and Merits.

Pencil winning work can be viewed in the Awards Showcase at oneclub.org/theoneshow/showcase

Congratulations to all of our winners! Thank you for your support of The One Show and The One Club for Creativity.

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In accordance with the U.S. government's full blocking sanctions imposed on Russia, The One Club is now prohibited from transacting with Russian state-owned enterprises. As a result, we have no choice but to remove those entries from participation in The One Show. Russian entries with no state affiliation remain included.

BRAND-SIDE / IN-HOUSE

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
draftLine AB InBev Colombia / Bogota + Abaco / Bogota + Macarena	AB InBev Colombia / Tienda Cerca		Tienda Cerca	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Amazon / Seattle	Brand-Side Initiated & Originated Projects	Amazon	New Logo Design	Merit
Away / New York + Dippin Sauce / Brooklyn	Brand-Side Initiated & Originated Projects	Away	4th of July New York Times Ad	Merit
BYJU'S / Bengaluru + Dora Digs / Mumbai	Brand-Side Initiated & Originated Projects	BYJU'S	Master Ji - A Teachers' Day Tribute	Merit
Creative X Meta	Customer Experience (CX)	WhatsApp	Check It Before You Share It	Bronze
Creative X Meta	Social Impact	WhatsApp	Check It Before You Share It	Bronze
Creative X Meta + Exile + Serial Pictures	Brand-Side Initiated & Originated Projects	Meta	Written By	Merit
Creative X Meta + Exile + Serial Pictures	Content Series	Meta	Written By	Merit
Creative X Meta + Good Company / Los Angeles + Rock Paper Scissors / Los Angeles + Ingenuity / Los Angeles	Brand-Side Initiated & Originated Projects	Meta Quest [fka Oculus]	Billie Eilish x Beat Saber	Merit
Creative X Meta + Good Company / Los Angeles + Rock Paper Scissors / Los Angeles + Ingenuity / Los Angeles	Brand Partnerships	Meta Quest [fka Oculus]	Billie Eilish x Beat Saber	Merit
Creative X Meta + Park Pictures + Game 7	Brand-Side Initiated & Originated Projects	Facebook	Underrepresented Communities Campaign	Merit
DoorDash / San Francisco + Shake Shack / San Francisco + Devsu / San Francisco	Brand Partnerships	DoorDash	Eat Cute	Merit
draftLine / Buenos Aires + AB InBev / Buenos Aires	Brand-Side Initiated & Originated Projects	AB InBev / BEES	Data for Store	Merit

BRAND-SIDE / IN-HOUSE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
draftLine / Buenos Aires + AB InBev / Buenos Aires	Social Impact	AB InBev / BEES	Data for Store	Bronze
draftLine / Buenos Aires + AB InBev / Buenos Aires	Brand-Side Initiated & Originated Projects	AB InBev / Corona	Reverse Label	Silver
draftLine / Buenos Aires + AB InBev / Buenos Aires + argentinacine / Buenos Aires	Brand-Side Initiated & Originated Projects	AB InBev / Quilmes	Diego's Farewell	Merit
draftLine / London + AB InBev / London	Intra-preneurship	AB InBev / Stella Artois	Racing in the Life Artois	Merit
draftLine AB InBev Colombia / Bogota + Abaco / Bogota + Macarena	Brand-Side Initiated & Originated Projects	AB InBev Colombia / Tienda Cerca	Tienda Cerca	Merit
draftLine AB InBev Colombia / Bogota + Abaco / Bogota + Macarena	Customer Experience (CX)	AB InBev Colombia / Tienda Cerca	Tienda Cerca	Gold
draftLine AB InBev Colombia / Bogota + Abaco / Bogota + Macarena	Social Impact	AB InBev Colombia / Tienda Cerca	Tienda Cerca	Bronze
Duolingo / Pittsburgh	Brand-Side Initiated & Originated Projects	Duolingo	Yiddish for Bagel	Merit
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Brand-Side Initiated & Originated Projects	Hyundai Motor Group	Little Big e-Motion	Merit
Lenovo / Morrisville	Brand-Side Initiated & Originated Projects	Lenovo	MLKonMLK	Merit
Lenovo / Morrisville	Social Impact	Lenovo	MLKonMLK	Silver
Lenovo / Morrisville	Brand Partnerships	Lenovo	MLKonMLK	Merit
LIFULL / Tokyo + Whosecacao / Tokyo + Social kitchen TORANOMON / Tokyo + peak / Tokyo	Intra-preneurship	LIFULL	ECOLATE	Merit
LinkedIn Creative Studio / San Francisco	Brand Franchise Creation	LinkedIn	Humanizing the LinkedIn Brand	Merit
Netflix	Brand-Side Initiated & Originated Projects	Netflix	The Netflix Marquee	Bronze

BRAND-SIDE / IN-HOUSE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Oatly Department of Mind Control / Malmö + WeTransfer / Amsterdam	Brand-Side Initiated & Originated Projects	Oatly	The Milk Captcha	Bronze
OLIVER Agency / London	Brand-Side Initiated & Originated Projects	the Guardian	Guardian 200 Years, a Work in Progress	Merit
Picsart / San Francisco + Quality Meats Creative / Austin	Content Series	Picsart	Unboring	Merit
Propel, Swoop Airlines In-House Agency	Brand-Side Initiated & Originated Projects	Swoop	This Beach is a Coupon	Merit
Spotify In-House / New York + division7 + Hornet + Rock Paper Scissors	Customer Experience (CX)	Spotify In-House	Only You	Merit
Squarespace / New York	Brand World Creation	Squarespace	Squarespace In-House Agency	Merit
The Kitchen / Toronto + Middle Child / Toronto + Carat / Toronto	Brand-Side Initiated & Originated Projects	Kraft Heinz / Heinz Ketchup	57 Ways To Dine	Merit
The Kitchen at Kraft Heinz + Alison Brod Marketing + Communications / New York	Brand Partnerships	Kraft Macaroni & Cheese	Kraft Macaroni & Cheese x Van Leeuwen Ice Cream	Merit
Twitch	Brand-Side Initiated & Originated Projects	Twitch	Fairy Modmother	Merit
Verizon Creative Marketing / New York + Chibi Labs / New York	Brand-Side Initiated & Originated Projects	Verizon	Token of Love	Merit
Verizon Creative Marketing / New York + Unit 9 / Los Angeles + PixelPusher / New York + Boombox / New York	Brand-Side Initiated & Originated Projects	Verizon	9/12: The untold story of reconnecting New York	Gold
Yandex Magic Camp / Moscow	Social Impact	Yandex Market	Cardboard Media	Merit
YouTube Creative Studio / New York	Brand-Side Initiated & Originated Projects	YouTube	UnF**k It	Gold
YouTube Creative Studio / New York	Social Impact	YouTube	UnF**k It	Silver

BRANDED ENTERTAINMENT

BEST OF DISCIPLINE	CLIENT / BRAND	TITLE		
Mojo Supermarket + Active Theory + Girls Who Code	Girls Who Code	DojaCode		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
180LA / Los Angeles + Cox Communications / Atlanta	Short Form Video – Single	Cox Communications	Drawn Closer	Silver
180LA / Los Angeles + Cox Communications / Atlanta	Long Form Video – Single	Cox Communications	Drawn Closer	Gold
180LA / Los Angeles + Cox Communications / Atlanta	Craft – Use of Technology	Cox Communications	Drawn Closer	Bronze
180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Lockdown	Cox Communications	Drawn Closer	Gold
360i / New York + OREO + Media.Monks	Brand Partnerships	OREO	OREO x Pokémon	Merit
Africa / São Paulo	Short Form Video – Single	House of Lapland	Salla 2032	Bronze
Africa / São Paulo	Craft – Art Direction	House of Lapland	Salla 2032	Merit
Africa / São Paulo	Innovation in Branded Entertainment	House of Lapland	Salla 2032	Silver
Amazon / Seattle	User-Generated Content	Amazon	New Logo Design	Silver
antoni Holding / Berlin	Brand Partnerships	All #TogetherAgainstCorona	#TogetherAgainstCorona	Merit
Apple + Apple TV+ / Los Angeles + MOCEAN + GLOW	Innovation in Branded Entertainment	Apple TV+	R.I.P. Xavier The Afterparty	Merit
BBDO / New York	Audio	BACARDÍ	Music Liberates Music Mixtape	Silver
BBDO / New York	Craft – Use of Technology	BACARDÍ	Music Liberates Music Mixtape	Silver
BBDO / New York	Innovation in Branded Entertainment	BACARDÍ	Music Liberates Music Mixtape	Merit

BRANDED ENTERTAINMENT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
BBDO / New York	Experiential – Virtual Events	Capitol Records	The Academic Google Slides Experience	Merit
BBDO / New York	Innovation in Lockdown	Capitol Records	The Academic Google Slides Experience	Merit
BBDO / New York + Dini von Mueffling Communications + Smuggler	Short Form Video – Single	Sandy Hook Promise	Teenage Dream	Bronze
BBDO Belgium / Brussels + Walkie Talkie / Gent + Fledge.tv / Sint-Niklaas + Red Eagle Productions / Dordrecht	Games / Gaming	Decathlon	The Breakaway	Silver
BBDO Belgium / Brussels + Walkie Talkie / Gent + Fledge.tv / Sint-Niklaas + Red Eagle Productions / Dordrecht	Experiential – Virtual Events	Decathlon	The Breakaway	Gold
BBH USA / Los Angeles + Samsung Electronics America / Plano + Hulu / Santa Monica + Westbrook Media / Calabasas	Brand Partnerships	Samsung Electronics	Samsung Exposure on Hulu	Merit
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Long Form Video – Single	Google	Black-Owned Friday	Merit
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Music Videos	Google	Black-Owned Friday	Bronze
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Craft – Art Direction	Google	Black-Owned Friday	Silver
Cheil PengTai / Beijing + Cheil / Hong Kong	Games / Gaming	Samsung	The Cost of Bullying	Merit
Commonwealth//McCann / Bogota	Full Length Video – Single or Series / Episodic	General Motors / Chevrolet	Lost Roads	Merit
DDB / Chicago	Experiential – Virtual Events	Miller	Millerverse	Merit

BRANDED ENTERTAINMENT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
DDB Group / Germany + Hastings Audio Network + Optix Post Production	Audio	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT	Merit
DDB Group / Sydney + Volkswagen Group Australia / Sydney + PHD Media Australia / Sydney	Games / Gaming	Volkswagen Group Australia	The Ad Break Championship – GTI Hijack	Merit
DDB Group / Sydney + Volkswagen Group Australia / Sydney + PHD Media Australia / Sydney	Innovation in Branded Entertainment	Volkswagen Group Australia	The Ad Break Championship – GTI Hijack	Merit
Dentsu Webchutney / Bengaluru	Experiential – In-Person Events	VICE World News	The Unfiltered History Tour	Silver
Dentsu Webchutney / Bengaluru	Augmented, Virtual & Mixed Reality (AR, VR, MR)	VICE World News	The Unfiltered History Tour	Gold
Dentsu Webchutney / Bengaluru	Craft – Use of Technology	VICE World News	The Unfiltered History Tour	Silver
dentsuMB Taiwan / Taipei	Long Form Video – Single	Sinyi Realty	In Love We Trust	Merit
Digitas / New York + Sephora + Vox Creative / New York + Ventureland	Full Length Video – Single or Series / Episodic	Sephora	The Beauty of Blackness	Merit
Droga5 / New York + Facebook / Instagram + Reset Content / New York + Blacksmith / New York	Short Form Video – Single	Facebook	No Comply	Merit
Edelman / New York + Windy Films / Boston	Short Form Video – Single	The Boris Lawrence Henson Foundation	The Unspoken Curriculum	Merit
Energy BBDO / Chicago + World Business Chicago / City of Chicago + Black Madre + Flare / Chicago	Experiential – In-Person Events	City of Chicago	Chicago Not In Chicago	Bronze
Engine / London + EA / Guildford + Framestore / London + String and Tins / London	Games / Gaming	Kiyan Prince Foundation	Long Live the Prince	Gold

BRANDED ENTERTAINMENT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
FCB / Chicago + FCB/SIX / Toronto + Lord + Thomas / Chicago	Mobile Apps	Walmart	Bedtime Stories	Gold
FCB / New York + Spotify Advertising / New York + Wave Studios / New York + Watt White Music / New York	Audio	Spotify	A Song for Every CMO	Merit
FRED & FARID / Paris + E-spot / Paris	Experiential – Virtual Events	Urgence Homophobie	The Pride Race	Merit
Google Brand Studio / San Francisco	Long Form Video – Single	Google	Forward Rhythm	Merit
GSD&M / Austin + Tool of North America / Santa Monica	Games / Gaming	Pizza Hut	WebAR Pac-Man Box	Merit
GUT / Miami + Activision Blizzard / Santa Monica	Experiential – Brand Installations	Activision Blizzard / Call of Duty	Vanguards of Photography	Merit
GUT / Miami + Activision Blizzard / Santa Monica	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Activision Blizzard / Call of Duty	Vanguards of Photography	Bronze
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Experiential – Virtual Events	Kraft Heinz + Activision Blizzard	Hidden Spots	Merit
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Brand Partnerships	Kraft Heinz + Activision Blizzard	Hidden Spots	Silver
GUT / São Paulo + HEFTY / São Paulo + Magma / São Paulo	Brand Partnerships	Mercado Livre (Ebazar)	Black Business Beats	Bronze
Hand Made Productions + MadeCreativeGroup + P&G + The Story Lab	Full Length Video – Single or Series / Episodic	P&G/Tide	The Tent Mender	Merit
Havas / London + UNIT / London + The Editors / London + Hungry Man / London	Long Form Video – Series / Episodic	Reckitt / Vanish	Generation Rewear	Merit

BRANDED ENTERTAINMENT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Hungry Man / London + Havas / London	Full Length Video – Single or Series / Episodic	Vanish	Generation Rewear	Merit
Imagine Documentaries / Los Angeles + Delirio Films / Los Angeles + P&G Studios / Cincinnati + Tripod Media / Los Angeles	Full Length Video – Single or Series / Episodic	P&G	Coded: The Hidden Love of J.C. Leyendecker	Merit
INGO / Stockholm + Activision Blizzard / Santa Monica + Raven Software / Middleton	Experiential – Virtual Events	Activision Blizzard / Call of Duty	Mystery Sniper	Bronze
INNOCEAN Worldwide Europe / Berlin + Hyundai Motor Europe / Frankfurt am Main + Hyundai Motor Group / Seoul + Trigger Happy / Berlin	Craft – Art Direction	Hyundai Motor Group	Peter Schreyer's Roots and Wings	Merit
Jung von Matt / Hamburg + Zauberberg Productions / Berlin	Music Videos	EDEKA	SuperMarc	Merit
Leo Burnett / Madrid	Experiential – In-Person Events	Madrid Fusion	Invaluable Food	Merit
Little Minx / Los Angeles + On / Zürich	Long Form Video – Single	On	Untethered	Merit
M&C Saatchi / Sydney + Song Zu / Sydney + Facebook / Sydney + Zebrar / Sydney	Craft – Use of Technology	BIG W	Craft, Camera, Action!	Merit
M&C Saatchi / Sydney + The Minderoo Foundation / Perth + Bohemia Group / Sydney + FINCH / Sydney	Long Form Video – Single	The Minderoo Foundation	Thrive by Five	Merit
McCann / New York	Music Videos	Ad Council	Sound It Out	Merit
McCann / New York	Audio	Ad Council	Sound It Out	Merit
MediaCom Creative Systems / New York + Media.Monks / New York + Partizan / New York + UMG for Brands / Santa Monica	Experiential – Virtual Events	The Pokémon Company International	P25 Music	Merit
Mojo Supermarket + Active Theory + Girls Who Code	Music Videos	Girls Who Code	DojaCode	Gold

BRANDED ENTERTAINMENT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Mojo Supermarket + Active Theory + Girls Who Code	Craft – Use of Technology	Girls Who Code	DojaCode	Gold
Mojo Supermarket + Active Theory + Girls Who Code	Innovation in Branded Entertainment	Girls Who Code	DojaCode	Gold
mortierbrigade / Brussels	Music Videos	TwinToes	The Playlist Song	Merit
Nord DDB / Stockholm + Klarna / Stockholm + CAVIAR / London	Short Form Video – Single	Klarna	Get Smooth Again	Merit
Nord DDB / Stockholm + Klarna / Stockholm + CAVIAR / London	Craft – Art Direction	Klarna	Get Smooth Again	Merit
Observatory / Los Angeles + Chipotle / Newport Beach + Nexus Studios / London + The Elements Music / Los Angeles	Short Form Video – Single	Chipotle	A Future Begins	Merit
Observatory / Los Angeles + Chipotle / Newport Beach + Nexus Studios / London + The Elements Music / Los Angeles	Craft – Art Direction	Chipotle	A Future Begins	Silver
Ogilvy / Chicago + Chicago International Film Festival / Chicago + Sarofsky / Chicago	Experiential – Brand Installations	The Chicago International Film Festival	Life, Scripted	Merit
Ogilvy / Paris + Lucie Care + Majin Production	Full Length Video – Single or Series / Episodic	Lucie Care	Invisibles	Merit
Ogilvy Mexico / Ciudad de Mexico + Media.Monks / Mexico City	Short Form Video – Single	AB InBev	The Taste of Reunion	Merit
Ogilvy Mexico / Ciudad de Mexico + Media.Monks / Mexico City	Craft – Art Direction	AB InBev	The Taste of Reunion	Merit
Ogilvy Mexico / Ciudad de Mexico + Oriental Films / Ciudad de México	Craft – Art Direction	AB InBev	Our Land	Bronze
Pereira O'Dell / San Francisco + Adobe / San Francisco + Scholar / New York	User-Generated Content	Adobe	What Whack Wears	Merit

BRANDED ENTERTAINMENT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Preacher / Austin + Lightbox Productions	Craft – Use of Technology	Vital Farms	Hens Behind the Lens	Merit
Publicis Conseil / Paris	Games / Gaming	Carrefour	The Healthy Map	Merit
Publicis Conseil / Paris	Brand Partnerships	Fondation de France	Bee Influencer	Merit
Publicis Italy / Milan + Prodigious / Milan + JAJAFilms / Spain + TresBien / Argentina	Innovation in Lockdown	Heineken	Shutter Ads	Gold
Puff / Shanghai	Craft – Art Direction	Midea	Protective Coloration Melted in Love	Merit
Rethink + Over The Bridge	Audio	Over The Bridge	Lost Tapes Of The 27 Club	Bronze
RPA Advertising / Los Angeles + Helium / Santa Monica + Lime Studios / Santa Monica	Experiential – In-Person Events	American Honda Motor Co.	Project Courage	Bronze
RPA Advertising / Los Angeles + Helium / Santa Monica + Lime Studios / Santa Monica	Brand Partnerships	American Honda Motor Co.	Project Courage	Merit
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / Chicago	User-Generated Content	Goldfish	Go For The Handful	Merit
Serviceplan Germany / Munich	Long Form Video – Single	PENNY	The Wish	Merit
SMUGGLER	Music Videos	Little Simz	Point and Kill	Merit
SMUGGLER + TBWA\Media Arts Lab / Los Angeles	Short Form Video – Single	Apple	Hollywood In Your Pocket	Merit
SOUR / Bangkok + FoolHouse Production / Bangkok + White Light Post Co. / Bangkok + Jungka / Bangkok	Full Length Video – Single or Series / Episodic	Netflix + BRAVO! Studios + GMM Studios International	GFNW Entertainment	Merit
TBWA\Chiat\Day / New York + Cabin Editing Company + Company 3 + Furlined	Short Form Video – Single	Family	Love, Lawyers, and The Government	Merit

BRANDED ENTERTAINMENT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
TBWA\Media Arts Lab / Shanghai + OMD / Shanghai + Lunar Films / Shanghai + MPC / Shanghai	Full Length Video – Single or Series / Episodic	Apple	Chinese New Year - The Comeback	Bronze
TBWA\Media Arts Lab / Shanghai + OMD / Shanghai + Lunar Films / Shanghai + MPC / Shanghai	Craft – Art Direction	Apple	Chinese New Year - The Comeback	Bronze
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	User-Generated Content	Guides TAO	Hate to Protect	Merit
This Film Studio @ M&C Saatchi / Sydney + M&C Saatchi / Sydney + This Film / Sydney + Neon Jane / Sydney	Full Length Video – Single or Series / Episodic	Virtus Health	Misunderstandings of Miscarriage	Merit
thjnk / Zürich + thjnk / Hamburg + Ateo / Zürich	Audio	Ochsner Sport	Runtime	Merit
Verizon Creative Marketing / New York + Unit 9 / Los Angeles + PixelPusher / New York + Boombox / New York	Experiential – Virtual Events	Verizon	9/12: The untold story of reconnecting New York	Bronze
Verizon Creative Marketing / New York + Unit 9 / Los Angeles + PixelPusher / New York + Boombox / New York	Craft – Use of Technology	Verizon	9/12: The untold story of reconnecting New York	Bronze
Verizon Creative Marketing / New York + Unit 9 / Los Angeles + PixelPusher / New York + Boombox / New York	Innovation in Branded Entertainment	Verizon	9/12: The untold story of reconnecting New York	Merit
VMLY&R Commerce / New York	Craft – Use of Technology	Mondelez / Oreo	Oreo Stuf Scan	Merit
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Long Form Video – Single	Russian LGBT Network	We Will Become Better	Silver
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Music Videos	Russian LGBT Network	We Will Become Better	Gold

BRANDED ENTERTAINMENT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
We Believers / New York + The Movement by Landia / Buenos Aires + The Pasto / Buenos Aires	Brand Partnerships	Burger King Argentina + Netflix Argentina	Whopper Heist	Bronze
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Craft – Use of Technology	Burger King Argentina + Netflix Argentina	Whopper Heist	Bronze
Wieden+Kennedy / Portland + Meow Wolf / Santa FE + Biscuit Filmworks / Los Angeles	Short Form Video – Single	Meow Wolf	Get Out And See The Worlds	Merit

CREATIVE EFFECTIVENESS

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
Ogilvy UK / London + Ogilvy / Toronto	Dove		Courage is Beautiful	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Creative Effectiveness – Consumer / Brand	Pepsi	Better With Pepsi	Merit
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Single Country or Region – Consumer / Brand	Pepsi	Better With Pepsi	Merit
BBDO Group Germany / Berlin + Sehsucht	Creative Effectiveness – Non-Profit / Charity	WWF Germany	Eurythenes plasticus	Gold
BBDO Group Germany / Berlin + Sehsucht	Multi-Country or Global – Non-Profit / Charity	WWF Germany	Eurythenes plasticus	Silver
BooneOakley / Charlotte + StarMed Healthcare / Charlotte	Creative Effectiveness – CSR	StarMed Healthcare	Wilmore Funeral Home	Merit
Diario La Prensa / Managua + TBWA Nicaragua / Managua	Single Country or Region – Non-Profit / Charity	Diario La Prensa	Out of Ink	Merit
FCB / Toronto + Bliss Interactive + Outside Editorial / Toronto + Fuelcontent / Toronto	Creative Effectiveness – Non-Profit / Charity	Canadian Down Syndrome Society	Project Understood	Merit
GUT / São Paulo + Saigon Filmes / São Paulo + LOUD+ / São Paulo	Single Country or Region – CSR	Mercado Livre (Ebazar)	New Iconic Kisses	Merit
Havas / Tel Aviv	Single Country or Region – CSR	Laisha	Helpline on The Cover	Merit
Havas Play + Association Enfant Bleu / Paris	Creative Effectiveness – Non-Profit / Charity	Association L'Enfant Bleu	Undercover Avatar	Bronze
Havas Play + Association Enfant Bleu / Paris	Single Country or Region – Non-Profit / Charity	Association L'Enfant Bleu	Undercover Avatar	Bronze

CREATIVE EFFECTIVENESS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
INGO / Stockholm + DAVID / Miami + Publicis / Romania + Colony / Stockholm	Creative Effectiveness – Consumer / Brand	Burger King	Moldy Whopper	Silver
INGO / Stockholm + DAVID / Miami + Publicis / Romania + Colony / Stockholm	Multi-Country or Global – Consumer / Brand	Burger King	Moldy Whopper	Merit
Juniper Park \ TBWA / Toronto	Creative Effectiveness – Non-Profit / Charity	Canadian Women's Foundation	Signal For Help	Silver
Juniper Park \ TBWA / Toronto	Multi-Country or Global – Non-Profit / Charity	Canadian Women's Foundation	Signal For Help	Gold
Leo Burnett / Chicago + Wingstop / Chicago + MSL Group / Chicago + Publicis Connect / Chicago	Creative Effectiveness – Consumer / Brand	Wingstop	Thighstop	Bronze
Leo Burnett / Chicago + Wingstop / Chicago + MSL Group / Chicago + Publicis Connect / Chicago	Single Country or Region – Consumer / Brand	Wingstop	Thighstop	Merit
Leo Burnett / Madrid + Attic Films / Madrid	Creative Effectiveness – Consumer / Brand	Madrid Fusion	Invaluable Food	Merit
Leo Burnett Colombia / Bogotá	Creative Effectiveness – CSR	Falabella Colombia	3362 Falabella.com	Merit
Lowe Lintas / Mumbai + MullenLowe / Singapore	Creative Effectiveness – CSR	Unilever	Lifebuoy - H for Handwashing	Merit
Lowe Lintas / Mumbai + MullenLowe / Singapore	Multi-Country or Global – CSR	Unilever	Lifebuoy - H for Handwashing	Merit
Mischief @ No Fixed Address + Kraft + Alison Brod Marketing + Communications / New York + PlayTime Media	Single Country or Region – Consumer / Brand	Kraft Macaroni & Cheese	Send Noods	Merit
Mischief @ No Fixed Address + Represent Us + Dini Von Mueffling Consulting + Futuring Machine	Single Country or Region – Non-Profit / Charity	Represent Us	Dictators	Merit

CREATIVE EFFECTIVENESS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Mojo Supermarket + Active Theory + Girls Who Code	Creative Effectiveness – Non-Profit / Charity	Girls Who Code	DojaCode	Merit
Ogilvy Germany	Single Country or Region – Consumer / Brand	German Rail	Rediscover Germany	Merit
Ogilvy Poland / Warsaw	Creative Effectiveness – Consumer / Brand	LEGO	Green Instructions	Bronze
Ogilvy Poland / Warsaw	Single Country or Region – Consumer / Brand	LEGO	Green Instructions	Bronze
Ogilvy South Africa / Cape Town	Single Country or Region – Non-Profit / Charity	Rape Crisis	Rape Crisis	Merit
Ogilvy UK / London + Ogilvy / Toronto	Creative Effectiveness – CSR	Dove	Courage is Beautiful	Silver
Ogilvy UK / London + Ogilvy / Toronto	Multi-Country or Global – CSR	Dove	Courage is Beautiful	Gold
Publicis Italy / Milan + Prodigious / Milan + JAJAFilms / Spain + TresBien / Argentina	Creative Effectiveness – CSR	Heineken	Shutter Ads	Bronze
Publicis Italy / Milan + Prodigious / Milan + JAJAFilms / Spain + TresBien / Argentina	Multi-Country or Global – CSR	Heineken	Shutter Ads	Gold
Saatchi & Saatchi / New York	Creative Effectiveness – Consumer / Brand	Procter & Gamble / Tide	#TurnToCold	Merit
Saatchi & Saatchi / New York	Single Country or Region – Consumer / Brand	Procter & Gamble / Tide	#TurnToCold	Merit
Saatchi & Saatchi / New York	Creative Effectiveness – Consumer / Brand	Tide	The Clean Jersey Swap	Merit
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Creative Effectiveness – Consumer / Brand	Goldfish	Go For The Handful	Merit

CREATIVE EFFECTIVENESS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Single Country or Region – Consumer / Brand	Goldfish	Go For The Handful	Merit
Telenor Pakistan / Islamabad + Caboose / London + GSMA London / London + Ogilvy Pakistan / Islamabad	Creative Effectiveness – CSR	Telenor Pakistan	Digital Birth Registration	Merit
Telenor Pakistan / Islamabad + Caboose / London + GSMA London / London + Ogilvy Pakistan / Islamabad	Single Country or Region – CSR	Telenor Pakistan	Digital Birth Registration	Merit
the community / Miami + OREO / New York	Creative Effectiveness – Consumer / Brand	OREO	OREO Vault	Merit
Wunderman Thompson / London	Single Country or Region – CSR	HSBC UK	The Homeless Bank Account	Merit

CREATIVE USE OF DATA

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Change the Ref		The Lost Class	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Above+Beyond / London + No.8 / London + Audio Network / London + Smuggler / London	Social Media	Shelter	The Good Fire	Merit
Area 23, An IPG Health Company / New York	Social Media	Stand for the Silent / Kazoo	Social Bullets	Silver
Area 23, An IPG Health Company / New York	Real-Time Data	Stand for the Silent / Kazoo	Social Bullets	Merit
BBDO / New York	Use of Technology	BACARDÍ	Music Liberates Music Mixtape	Merit
BBDO / New York	Innovation in Data	BACARDÍ	Music Liberates Music Mixtape	Merit
BETC / Paris + Mars Octobre Music / Paris + Collectif Ensemble / Paris + Duck Factory / Paris	Experiential & Immersive	Lacoste	The 9th Lane	Merit
BETC / Paris + Mars Octobre Music / Paris + Collectif Ensemble / Paris + Duck Factory / Paris	Real-Time Data	Lacoste	The 9th Lane	Gold
Cheil / Amsterdam + Mario Piepenbrink / Alkmaar + Pirke Productions / Amsterdam + Samsung Electronics Benelux / Schiphol	Use of Technology	Samsung Electronics Benelux	Samsung FastFrame	Merit
Cheil Worldwide / Seoul + T map Mobility / Seoul + The Shot / Seoul + Boxtree Co. / Jeju	Innovation in Lockdown	Jeju Travel Organization	Slow Road	Bronze
Dentsu / Tokyo + Qosmo / Tokyo + Dentsu Creative X / Tokyo	Storytelling	UNLABELED, NEXUSVII.	Camouflage Against the Machines	Silver
draftLine / Buenos Aires + AB InBev / Buenos Aires	Targeting	AB InBev / BEES	Data for Store	Merit

CREATIVE USE OF DATA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
draftLine AB InBev Colombia / Bogota + Abaco / Bogota + Macarena	Innovation in Lockdown	AB InBev Colombia / Tienda Cerca	Tienda Cerca	Silver
Forsman & Bodenfors / Göteborg	Real-Time Data	Draken Film	Bad Movie Index	Merit
Google + Google Creative Lab	Data Visualization – Dynamic / Responsive	Google	Timelapse in Google Earth	Merit
Google Brand Studio / San Francisco	Storytelling	Google	Year in Search 2021	Bronze
Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Social Media	Greenpeace Colombia	Earth is saying	Merit
Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Real-Time Data	Greenpeace Colombia	Earth is saying	Silver
GUT / Miami + Canja Audio Culture / Curitiba + Cosmo Street Editorial + Loveboat / Los Angeles	Social Media	AB InBev / Michelob ULTRA	Save it See it	Gold
Havas Worldwide Portugal / Lisbon + Estúdio Casa da Árvore / São Paulo + Fast Forward / Lisbon + Garage Films / Lisbon	Data Visualization – Static	Raparigas da Bola	The Day-After-Women's-Day Newspapers	Merit
Herezie / Paris + Observatoire des Inegalites / Tours	Experiential & Immersive	Observatoire des Inegalities	Monopoly of Inequalities	Bronze
Kolle Rebbe / Hamburg + WWF Germany / Berlin	Data Visualization – Static	WWF Germany	N4TURE'S NUMB3R5	Bronze
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Storytelling	Change the Ref	The Lost Class	Gold
MRM / London + The National / Dubai	Storytelling	The National	The Shocking Percentage	Merit
MRM Germany / Frankfurt	Targeting	Action Alliance for Disaster Relief	#TrendTheSyrianWar	Merit
MRM Santiago / Santiago + McCann / Santiago + Cinemagica / Santiago	Targeting	Latam Airlines	Fly Over Cyber Monday	Merit
Ogilvy Mumbai / India + Mondelez	Innovation in Lockdown	Mondelez	Shah Rukh Khan-My-Ad	Merit

CREATIVE USE OF DATA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
PS21 / Madrid	Social Media	KFC	KFCopypaste	Bronze
thjnk / Hamburg + thjnk München / Munich	Data Visualization – Dynamic / Responsive	Ursula Karven/ Frauen100/ hell & karrer communications	Fight sexism with sexism.	Merit
VMLY&R Commerce / New York	Use of Technology	Mondelez / Oreo	Oreo Stuf Scan	Merit
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Data Visualization – Dynamic / Responsive	Burger King Argentina + Netflix Argentina	Whopper Heist	Silver
Wunderman Thompson / Riyadh + Wunderman Thompson / Seattle + stc / Riyadh + Into Reflection / Riyadh	Real-Time Data	stc	Meet Sarha	Merit

DESIGN

BEST OF DISCIPLINE	CLIENT / BRAND	TITLE		
Google + Google Creative Lab	Google	Timelapse in Google Earth		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
360i / New York + OREO + Media.Monks	Promotional – Collateral Items	OREO	OREO x Pokémon	Merit
360i / New York + OREO + Media.Monks	Out of Home – Single	OREO	OREO x Pokémon	Bronze
360i / New York + OREO + Media.Monks	Moving Image – Single	OREO	OREO x Pokémon	Merit
360i / New York + OREO + Media.Monks	Craft – Animation	OREO	OREO x Pokémon	Merit
360i / New York + OREO + Media.Monks	Craft – Printing & Paper Craft	OREO	OREO x Pokémon	Merit
6D-K / Tokyo + Soichiro Yagi Design Office / Tokyo + Nihon Sign Co. / Tokyo	Spatial Design – Wayfinding	my CLINIC	Sign Planning	Silver
adidas / herzo + Slate / New York + Johannes Leonardo / New York	Editorial – Magazines & Newspapers	adidas	Adidas - ZX Omni Magazine	Merit
Africa / São Paulo	Editorial – Magazines & Newspapers	Folha de S.Paulo Newspaper	The Most Valuable News	Gold
Africa / São Paulo	Craft – Illustration	Folha de S.Paulo Newspaper	The Most Valuable News	Gold
alma DDB / Miami + PepsiCo + OMD + Acceleration Community of Companies (ACC)	Promotional – Print Advertisements	Pepsi	Better With Pepsi	Bronze
alma DDB / Miami + PepsiCo + OMD + Acceleration Community of Companies (ACC)	Craft – Art Direction	Pepsi	Better With Pepsi	Merit

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Promotional – Posters – Series	Pepsi	Better With Pepsi	Silver
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Out of Home – Series	Pepsi	Better With Pepsi	Bronze
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Craft – Photography	Pepsi	Better With Pepsi	Bronze
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Craft – Printing & Paper Craft	Pepsi	Better With Pepsi	Merit
AlmapBBDO / São Paulo + MyMama Entertainment / São Paulo + Jamute / São Paulo + Notan Studio / São Paulo	Digital Design	Getty Images	Living Images	Merit
AlmapBBDO / São Paulo + MyMama Entertainment / São Paulo + Jamute / São Paulo + Notan Studio / São Paulo	Craft – Art Direction	Getty Images	Living Images	Merit
AMV BBDO / London + Framestore / London + weareseventeen / London	Typography – Typeface Design	Mars Pet - Sheba	Hope Reef	Merit
AMV BBDO / London + Framestore / London + weareseventeen / London	Craft – Art Direction	Mars Pet - Sheba	Hope Reef	Merit
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemand Studio / London	Packaging – Specialty	Bacardi Bombay Sapphire	Creativity is Essential	Merit
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemand Studio / London	Out of Home – Brand Installations	Bacardi Bombay Sapphire	Creativity is Essential	Bronze
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemand Studio / London	Craft – Art Direction	Bacardi Bombay Sapphire	Creativity is Essential	Merit

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemond Studio / London	Innovation in Lockdown	Bacardi Bombay Sapphire	Creativity is Essential	Bronze
AMV BBDO / London + weareseventeen / London	Typography – Dynamic / In Motion	Mars Pet - Sheba	Hope Reef	Bronze
Anti / Oslo	Branding – Rebranding	Scandinavian University Press (Universitetsforlaget)	Visual identity for Scandinavian University Press	Merit
Apple Marcom	Craft – Art Direction	Apple	Apple Music Spatial Audio Launch	Bronze
Area 23, An IPG Health Company / New York + Hip Hop Public Health / New York + Canja Audio Culture / Curitiba + Zombie Studios / São Paulo	Craft – Art Direction	Hip Hop Public Health	Lil Sugar – Master of Disguise	Merit
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Editorial – Magazines & Newspapers	The Columbia Journalism Review	The Inevitable News	Gold
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Data Visualization – Static or Dynamic	The Columbia Journalism Review	The Inevitable News	Merit
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Craft – Art Direction	The Columbia Journalism Review	The Inevitable News	Merit
BBDO / New York	Spatial Design – Experiential & Immersive	Bacardi Bombay Sapphire	The Sensory Auction	Merit
BBDO Canada / Toronto	Innovation in Design	Canadian Paralympic Committee	Tokyo Summer Games - Para Pack	Silver
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Moving Image – Single	Google	Black-Owned Friday	Bronze
BBH USA / New York + Google / Mountain View + STATE Design / New York + Essence / New York	Out of Home – Series	Google	Shopping - Shop Small Murals	Merit

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
BBH USA / New York + Google / Mountain View + STATE Design / New York + Essence / New York	Out of Home – Brand Installations	Google	Shopping - Shop Small Murals	Merit
Bear Meets Eagle On Fire + Augenblick Studios + Rumble Studios + Blockhead VFX	Craft – Animation	Stake	The Takeover	Merit
BETC / Paris + GUM / Paris + General Pop / Paris	Digital Design	Hennessy	Hennesscreen	Merit
BETC / Paris + GUM / Paris + General Pop / Paris	Craft – Art Direction	Hennessy	Hennesscreen	Merit
Carbon + Antfood	Craft – Animation	OFFF Dach	Repeater	Gold
COLLINS / New York	Branding – Identity System	Girl Scouts of America	Girl Scouts of America	Merit
COLLINS / New York	Digital Design	Nike	Nike Run Club (NRC)	Merit
COLLINS / New York	Craft – Art Direction	Nike	Nike Run Club (NRC)	Merit
Commonwealth//McCann / Mexico City	Out of Home – Brand Installations	General Motors / Chevrolet	Signs From Beyond	Merit
Conill Advertising / Los Angeles + Toyota Motor North America, U.S.A. + Pickle Music / Los Angeles + Passion Pictures / Los Angeles	Craft – Animation	Toyota	Nora's Joy	Merit
Cossette / Toronto + OMD / Toronto + Scouts Honour / Toronto	Spatial Design – Experiential & Immersive	SickKids Foundation	The Brave List	Merit
Daughter Creative / Calgary + Six Degrees / Calgary + Meta Productions / Calgary	Promotional – Booklets & Brochures	Calgary Foundation	A Year Without Touch	Merit
DDB Mudra Group / Mumbai + Vanilla Films / Mumbai	Packaging – Specialty	McDonald's	EatQual	Bronze

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Dentsu / Tokyo + 6kai / Tokyo + TAKI / Tokyo + Hiromura Design Office / Tokyo	Branding – Identity System	The Tokyo Organising committee of the Olympic and Paralympic Games	TOKYO 2020 Look of the Games	Merit
Dentsu / Tokyo + ADBRAIN / Tokyo + P.I.C.S. Co. / Tokyo + WOW / Tokyo	Data Visualization – Static or Dynamic	The Tokyo Organising Committee of the Olympic and Paralympic Games	The Winds of Change	Merit
Dentsu / Tokyo + AOI Pro. / Tokyo + Connection / Tokyo + Initial / Tokyo	Innovation in Design	QD Laser / Retissa Super Capture	With My Eyes	Merit
Dentsu / Tokyo + Cekai / Tokyo + TYO Monster / Tokyo + Hiromura Design Office / Tokyo	Craft – Art Direction	The Tokyo Organising committee of the Olympic and Paralympic Games	TOKYO 2020 Sport Pictograms	Silver
Dentsu / Tokyo + Dentsu Creative X / Tokyo	Branding – Corporate Communications	ALE Co.	Flip to Space	Merit
Dentsu / Tokyo + Dentsu Creative X / Tokyo	Promotional – Posters – Series	ALE Co.	Flip to Space	Merit
Dentsu / Tokyo + Qosmo / Tokyo + Dentsu Creative X / Tokyo	Innovation in Design	UNLABELED, NEXUSVII.	Camouflage Against the Machines	Silver
Dentsu Craft / Tokyo + Dentsu Creative X / Tokyo	Digital Design	Yakushima Treasure	Yakushima Treasure Another Live from Yakushima	Merit
Dentsu Webchutney / Bengaluru	Digital Design	VICE World News	The Unfiltered History Tour	Gold
Dentsu Webchutney / Bengaluru	Spatial Design – Experiential & Immersive	VICE World News	The Unfiltered History Tour	Silver
Diario La Prensa / Managua + TBWA Nicaragua / Managua	Editorial – Magazines & Newspapers	Diario La Prensa	Out of Ink	Merit
Energy BBDO / Chicago + World Business Chicago / City of Chicago + Black Madre + Flare / Chicago	Promotional – Posters – Series	City of Chicago	Chicago Not In Chicago	Merit

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Energy BBDO / Chicago + World Business Chicago / City of Chicago + Black Madre + Flare / Chicago	Craft – Illustration	City of Chicago	Chicago Not In Chicago	Merit
FCB / Toronto + Grayson Music Group / Toronto + Someplace Nice / Toronto + Stoopid Buddy Studios / Toronto	Moving Image – Single	Air Canada	Globes Apart	Merit
FCB / Toronto + Grayson Music Group / Toronto + Someplace Nice / Toronto + Stoopid Buddy Studios / Toronto	Craft – Animation	Air Canada	Globes Apart	Bronze
FCB Brasil / São Paulo + FCB/SIX / Toronto	Data Visualization – Static or Dynamic	Abraji & Congresso em Foco	SweetBlock	Merit
Forsman & Bodenfors / Göteborg + Superstudio / Göteborg	Promotional – Collateral Items	Tretorn	Sea Level Re-Boot	Gold
Future Power Station / London	Moving Image – Single	Netflix	Netflix Sex Education Episode 7 animated title	Merit
Google + Google Creative Lab	Data Visualization – Static or Dynamic	Google	Timelapse in Google Earth	Gold
GREY / Tokyo + MediaCom / Singapore	Craft – Animation	The Procter & Gamble Co. / SK-II	VS Series	Merit
HAKUTEN / Tokyo + Panoramatik / Tokyo	Spatial Design – Architecture	Yokosuka City	The Axis of Peace	Merit
Havas Middle East / Dubai	Editorial – Magazines & Newspapers	The National	Plantable News	Merit
Havas Middle East / Dubai + Jack Morton / Dubai	Spatial Design – Experiential & Immersive	adidas	Liquid Billboard	Silver
Havas Worldwide Portugal / Lisbon + Estúdio Casa da Árvore / São Paulo + Fast Forward / Lisbon + Garage Films / Lisbon	Data Visualization – Static or Dynamic	Raparigas da Bola	The Day-After- Women's-Day Newspapers	Gold
INNOCEAN Worldwide Europe / Berlin + Kia Corporation / Seoul + Marshmallow Laser Feast / London	Data Visualization – Static or Dynamic	Kia Corporation	Kia Inspiring Billboards	Merit

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
INNOCEAN Worldwide Europe / Berlin + Kia Corporation / Seoul + Sonda Productions / Barcelona + Blackspace / Munich	Branding – Rebranding	Kia Corporation	Kia Brand Relaunch	Merit
INNOCEAN Worldwide Europe / Berlin + Media.Monks / Hilversum + Ted Alkemade + Trigger Happy / Berlin	Digital Design	Anne Frank House	The Bookcase for Tolerance	Merit
Iris Worldwide / Atlanta + Autumn Line + Summer Winter + We Create Cool Things	Packaging – Specialty	adidas Originals	adidas Originals x ESPN Top Ten Hi 1979 Drop	Merit
Joe Public United / Johannesburg	Promotional – Collateral Items	AB InBev / Castle Milk Stout	Clan Beat	Merit
john st. / Toronto	Craft – Animation	DoorDash Canada	Welcome to the Flavourhood	Gold
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro + Stabbiolo Music / Sarteano	Promotional – Print Advertisements	Hyundai Global	The Bigger Crash	Merit
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro + Stabbiolo Music / Sarteano	Craft – Photography	Hyundai Global	The Bigger Crash	Merit
Ki Saigon / Ho Chi Minh City + 4PS Corporation / Ho Chi Minh City	Innovation in Design	4PS Corporation	Letters to the Future	Merit
Kin / New York + Mailchimp	Editorial – Digital Publications	Mailchimp	Bloom Season	Merit
Kin / New York + Mailchimp	Craft – Art Direction	Mailchimp	Bloom Season	Merit
L&C / New York + Ananas Anam / London + Dole Sunshine Company / Singapore + Suitcase Productions / New York	Innovation in Design	Dole Sunshine Company + Ananas Anam	Piñatex	Gold
Landor & Fitch / Paris	Branding – Identity System	IUCN Save Our Species	Keep Nature Standing	Gold
Landor & Fitch / Paris	Branding – Rebranding	IUCN Save Our Species	Keep Nature Standing	Silver

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Out of Home – Brand Installations	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Spatial Design – Experiential & Immersive	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Art Direction	Change the Ref	The Lost Class	Bronze
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Photography	Change the Ref	The Lost Class	Merit
Leo Burnett / London	Promotional – Posters – Series	McDonald's	Lights On	Merit
Leo Burnett / London	Out of Home – Series	McDonald's	Lights On	Merit
LINLIN Design Studio / Beijing	Editorial – Books	LINLIN Design Studio	Stories Hidden in Chinese Characters	Merit
Liveright / W. W. Norton & Company / New York	Editorial – Books	Liveright / W. W. Norton & Company	The Lyrics, Paul McCartney	Merit
Local Projects / New York + Loyal Kaspar / New York + Selsler Schaefer Architects / Tulsa + Trey Thaxton / Goldmill / Tulsa	Spatial Design – Experiential & Immersive	The 1921 Tulsa Race Massacre Centennial Commission	Greenwood Rising: Black Wall Street History Center	Merit
Mailchimp	Typography – Typeface Design	Mailchimp	Mailchimp Logotype	Merit
Mailchimp + DIA	Branding – Identity System	Mailchimp	Motion Identity	Merit
Marcel / Paris	Promotional – Collateral Items	Heetch	Uber Heetch	Merit
McCann Health / New York + McCann Health Brazil / São Paulo	Packaging – Specialty	AstraZeneca	The CO2 Inhaler	Merit
Media.Monks	Digital Design	Netflix	The Witcher: Welcome to the Continent	Merit
Motive / Tokyo + Totetsu Kogyo Co. / Tokyo	Spatial Design – Wayfinding	Totetsu Kogyo Co.	TOTETSU Training Institute	Gold

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
mount / Tokyo	Digital Design	Yamauchi No.10 Family Office	Yamauchi No.10 Family Office	Merit
MTV Entertainment Group / New York + Paramount+ + Paramount Global	Craft – Photography	Paramount+	1883	Merit
Nanjing Han Qing Tang Design / Nanjing	Editorial – Books	Phoenix Fine Arts Publishing	Hanbooks 17	Merit
Nike / Portland + Stink Studios / New York	Digital Design	Nike	Air Max Day Worldwide	Bronze
Observatory / Los Angeles + Chipotle / Newport Beach + Nexus Studios / London + The Elements Music / Los Angeles	Craft – Art Direction	Chipotle	A Future Begins	Gold
Ogilvy / New York	Branding – Logo	New York Philharmonic	NYPhil	Merit
Ogilvy / New York	Branding – Rebranding	New York Philharmonic	NYPhil	Merit
Ogilvy / Singapore + Ogilvy Malaysia / Kuala Lumpur	Innovation in Lockdown	Cadbury	Flags of Generosity	Merit
Ogilvy Taiwan / Taipei	Promotional – Booklets & Brochures	IKEA	Dollar Catalogue	Merit
OKTO / Stockholm + Oatly Department of Mind Control / Malmö	Digital Design	Oatly Department of Mind Control	Oatly Infinite Canvas	Merit
Paprika / Montréal	Promotional – Posters – Series	Bourgie Hall	BOURGIE HALL - 10th anniversary	Merit
Potlatch / Barcelona	Packaging – Specialty	The Macallan	Tales of The Macallan	Merit
Prime Weber Shandwick / Stockholm + H&M Foundation	Digital Design	H&M Foundation	Billion Dollar Collection	Merit
R/GA / London + R/GA / São Paulo + Google / London	Editorial – Digital Publications	Google	Auditorial	Gold
R/GA / London + R/GA / São Paulo + Google / London	Innovation in Design	Google	Auditorial	Bronze

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Rethink + Decathlon	Spatial Design – Wayfinding	Decathlon Canada	Ability Signs	Bronze
Rethink + Fondation Émergence	Promotional – Collateral Items	Fondation Émergence	Colours Of Pride	Merit
Rethink + IKEA	Promotional – Collateral Items	IKEA Canada	Love Seats	Merit
Rethink + IKEA	Editorial – Books	IKEA Canada	The ScrapsBook	Merit
Rethink + National Magazine Awards Foundation	Branding – Identity System	National Magazine Awards Foundation	National Magazine Awards Identity	Silver
Rethink + National Magazine Awards Foundation	Promotional – Posters – Series	National Magazine Awards Foundation	National Magazine Awards Identity	Merit
Ruf Lanz / Zurich	Promotional – Posters – Series	«Tier im Recht» (Rights for animals)	Animal Handprints	Merit
Ruf Lanz / Zurich	Promotional – Print Advertisements	Wolti-Furrer Fine Art Transport	When art has to move	Merit
Ruf Lanz / Zurich	Promotional – Posters – Series	Wolti-Furrer Fine Art Transport	When art has to move.	Merit
Saatchi & Saatchi / Düsseldorf + MetaDesign / Berlin + Digitas Pixelpark / Germany + MSL Group / Germany	Digital Design	WWF	Non-Fungible Animals	Merit
Saatchi & Saatchi / Düsseldorf + MetaDesign / Berlin + Digitas Pixelpark / Germany + MSL Group / Germany	Craft – Illustration	WWF	Non-Fungible Animals	Merit
Saatchi & Saatchi Ukraine / Kyiv + KyivPride / Kyiv + Dronarium / Kyiv	Out of Home – Single	KyivPride	Motherland Pride	Merit
Scandinavian Design Group / Oslo	Branding – Identity System	Norsk helsenett (Health Network of Norway)	Identity for Health Network of Norway	Merit
Scholz & Friends	Innovation in Design	Johanniter	Anti Look – the life-saving QR design	Merit

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Serviceplan Germany / Munich	Packaging – Specialty	Microsoft / Xbox	Xbox Equality Controller	Silver
Serviceplan Germany / Munich	Craft – Illustration	Microsoft / Xbox	Xbox Equality Controller	Merit
Serviceplan Germany / Munich	Out of Home – Series	MINI	MINI malism	Merit
Serviceplan Germany / Munich	Craft – Animation	MINI	MINI malism Film	Merit
Shiseido Creative / Tokyo + Hakuten / Tokyo	Out of Home – Brand Installations	Shiseido Company	Ginza Ecological Map	Merit
Sid Lee + Ellen MacArthur Foundation / Cowes + M&H Polystudio / Montreal	Editorial – Books	Ellen MacArthur Foundation	Circular Design for Fashion	Gold
Tátil Design	Branding – Identity System	Rio Carnaval	Rio Carnaval - Identity System	Merit
Tátil Design	Innovation in Design	Rio Carnaval	Rio Carnaval - Innovation in Design	Merit
Tátil Design	Branding – Logo	Rio Carnaval	Rio Carnaval - Logo	Gold
TBWA\HAKUHODO / Tokyo	Spatial Design – Architecture	The Nippon Foundation	Hi Toilet	Bronze
TBWA\HAKUHODO / Tokyo	Innovation in Lockdown	The Nippon Foundation	Hi Toilet	Bronze
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + BUCK / Los Angeles	Craft – Art Direction	Apple	Privacy - App Tracking Transparency	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Promotional – Posters – Series	Le chocolat des Français	Only keep the best of France	Bronze
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Packaging – Specialty	Le chocolat des Français	Only keep the best of France	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Craft – Illustration	Le chocolat des Français	Only keep the best of France	Bronze
Tencent In-House / Shenzhen	Craft – Printing & Paper Craft	Tencent Youth Science Festival	Poster-Postcard-Post It	Merit

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Tencent In-House / Shenzhen + Shanghai Fanbu Network and Technology / Shanghai	Craft – Animation	Tencent Neo-Culture Creativity	The Jujube	Merit
the community / Miami + OREO / New York	Packaging – Specialty	OREO	OREO Thins Protection Program	Merit
The Nine Shanghai / Shanghai	Promotional – Collateral Items	Yan Ji You Bookstore	Guess Which Book Is It?	Merit
The One Off / London + Billie J / London + Nike / London + Agency Rush / London	Craft – Illustration	Nike	Nike x Billie J	Merit
This is Pacifica / Matosinhos + Stream and Tough Guy / Lisboa	Innovation in Design	Azgard 9	CO2AT	Gold
thjnk / Hamburg + thjnk München / Munich	Typography – Dynamic / In Motion	Ursula Karven/ Frauen100/ hell & karrer communications	Fight sexism with sexism.	Bronze
thjnk / Hamburg + thjnk München / Munich	Out of Home – Series	Ursula Karven/ Frauen100/ hell & karrer communications	Fight sexism with sexism.	Merit
TracyLocke Brasil / São Paulo	Packaging – Specialty	Centauro	The Uniform that never existed	Merit
Trill / Calgary	Packaging – Mass-market	Gradient Beverages Corp.	Gradient Vodka Soda	Merit
Uncommon Creative Studio / London + H&M	Promotional – Collateral Items	H&M	ONE/SECOND/SUIT	Silver
Uncommon Creative Studio / London + H&M	Innovation in Design	H&M	ONE/SECOND/SUIT	Merit
Verizon Creative Marketing / New York + Unit 9 / Los Angeles + PixelPusher / New York + Boombox / New York	Branding – Corporate Communications	Verizon	9/12: The untold story of reconnecting New York	Bronze
VICE Media Group / Brooklyn	Moving Image – Series	VICE Media Group	VICE Global Network IDs	Merit
VMLY&R / Dubai + VMLY&R / Amman	Editorial – Books	Save the Children	The Last Possessions	Merit

DESIGN

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Wieden+Kennedy / São Paulo + Supersonica / São Paulo + Focos cenografia / São Paulo + Fuze Image / São Paulo	Promotional – Collateral Items	Nike / Institutional	Magic Music Box	Merit
Wunderman Thompson / Bogota	Innovation in Design	E-Dina Energy	WaterLight	Gold
Wunderman Thompson Argentina	Packaging – Specialty	Unilever	Degree Inclusive	Gold
Wunderman Thompson Argentina	Innovation in Design	Unilever	Degree Inclusive	Silver
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Innovation in Design	Pfaff Harley-Davidson	Tough Turban	Merit

DIRECT MARKETING

BEST OF DISCIPLINE	CLIENT / BRAND	TITLE		
Publicis Italy / Milan + Prodigious / Milan + JAJAFilms / Spain + TresBien / Argentina	Heineken	Shutter Ads		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
3PM/Weber Shandwick / New York + draftLine / New York + AB InBev / Bud Light	Brand Partnerships	AB InBev / Bud Light	The Heinicke Deal	Merit
Africa / São Paulo	Physical Items	Folha de S.Paulo Newspaper	The Most Valuable News	Bronze
Africa / São Paulo	Targeted Video – Online	House of Lapland	Salla 2032	Gold
Africa / São Paulo	Non-traditional & Guerrilla Marketing	House of Lapland	Salla 2032	Gold
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Physical Items	The Columbia Journalism Review	The Inevitable News	Bronze
BBDO Canada / Toronto	Physical Items	Canadian Paralympic Committee	Para Pack	Merit
BBDO Canada / Toronto	Innovation in Direct Marketing	Canadian Paralympic Committee	Tokyo Summer Games - Para Pack	Merit
BETC / Paris + GUM / Paris + Soldats Films / Paris	Targeted Video – On Location	Distance	Outlaw Runners	Merit
BETC / Paris + GUM / Paris + Soldats Films / Paris	Non-traditional & Guerrilla Marketing	Distance	Outlaw Runners	Merit
Campbell Ewald / Detroit + OnStar / Detroit	Use of Smart Devices & Voice Assistants	General Motors / OnStar	OnStar Crisis Mode	Merit
Cheil PengTai / Beijing + Cheil / Hong Kong	Digital & Online – Websites & Mobile	Samsung	The Cost of Bullying	Bronze
Clemenger BBDO Melbourne + Carlton & United Breweries (CUB) + Betty Wants In. + Finish Productions	Integrated Campaign	Carlton & United Breweries	VB Solar Exchange	Silver

DIRECT MARKETING

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Clemenger BBDO Melbourne + Carlton & United Breweries (CUB) + Betty Wants In. + Finish Productions	Innovation in Direct Marketing	Carlton & United Breweries	VB Solar Exchange	Silver
Commonwealth//McCann / Mexico City	Non-traditional & Guerrilla Marketing	General Motors / Chevrolet	Signs From Beyond	Merit
Commonwealth//McCann / Mexico City	Craft – Art Direction	General Motors / Chevrolet	Signs From Beyond	Merit
DAVID / Madrid + DAVID / Miami + Burger King / Miami + Caviar / Los Angeles	Integrated Campaign	Burger King	Keep it Real Meals	Merit
DDB / Chicago	Targeted Video – Online	Mars / Skittles	Target the Rainbow	Merit
DDB Canada / Toronto + Alfredo Films / Toronto + Sauce Digital / Toronto + Vapor Music / Toronto	Physical Items	OBHS (Ontario Black History Society)	#BlackedOutHistory	Merit
Dentsu Webchutney / Bengaluru	Experiential – In-Person Events	VICE World News	The Unfiltered History Tour	Gold
Dentsu Webchutney / Bengaluru	Non-traditional & Guerrilla Marketing	VICE World News	The Unfiltered History Tour	Bronze
Dentsu Webchutney / Bengaluru	Craft – Use of Technology	VICE World News	The Unfiltered History Tour	Silver
draftLine AB InBev Colombia / Bogota + Abaco / Bogota + Macarena	Digital & Online – Ecommerce	AB InBev Colombia / Tienda Cerca	Tienda Cerca	Merit
Energy BBDO / Chicago + Hanes / Champion + Verytaste / Chicago	Social Media Post – Single	Hanes / Champion	Reverse Renegade	Bronze
Energy BBDO / Chicago + Hanes / Champion + Verytaste / Chicago	Integrated Campaign	Hanes / Champion	Reverse Renegade	Merit
Energy BBDO / Chicago + SC Johnson + Raid + Flare / Chicago	Non-traditional & Guerrilla Marketing	SC Johnson / Raid	Human Bait	Bronze

DIRECT MARKETING

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Energy BBDO / Chicago + World Business Chicago / City of Chicago + Black Madre + Flare / Chicago	Experiential – In-Person Events	City of Chicago	Chicago Not In Chicago	Merit
FCB / Chicago + Lord + Thomas / Chicago + FCB/SIX / Toronto	Digital & Online – Websites & Mobile	Walmart	Bedtime Stories	Merit
FCB / Chicago + Lord + Thomas / Chicago + FCB/SIX / Toronto	Craft – Use of Technology	Walmart	Bedtime Stories	Merit
FCB / New York + Spotify Advertising / New York + Wave Studios / New York + Watt White Music / New York	Craft – Writing	Spotify	A Song for Every CMO	Merit
FCB / New York + Spotify Advertising / New York + Wave Studios / New York + Watt White Music / New York	Innovation in Direct Marketing	Spotify	A Song for Every CMO	Merit
FCB India Advertising / Delhi + FCB / Chicago + The Times Of India / Delhi + Shakti / Bangalore	Non-traditional & Guerrilla Marketing	Political Shakti + The Times Of India	The Nominate Me Selfie	Merit
Forsman & Bodenfors / Göteborg + Superstudio / Göteborg	Physical Items	Tretorn	Sea Level Re-Boot	Merit
Goodby Silverstein & Partners / San Francisco	Digital & Online – Ecommerce	Cheetos	Cheetle iD	Merit
Grey Germany / Hamburg	Integrated Campaign	Terres des Femmes	Abolish §219a	Bronze
GUT / Miami + Activision Blizzard / Santa Monica + South Music / Los Angeles	Experiential – Brand Installations	Activision Blizzard / Call of Duty	Vanguards of Photography	Gold
GUT / Miami + Activision Blizzard / Santa Monica + South Music / Los Angeles + m ss ng p eces / Los Angeles	Craft – Use of Technology	Activision Blizzard / Call of Duty	Vanguards of Photography	Gold
GUT / Miami + Canja Audio Culture / Curitiba + Cosmo Street Editorial + Loveboat / Los Angeles	Targeted Video – Online	AB InBev / Michelob ULTRA	Save it See it	Silver

DIRECT MARKETING

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
GUT / Miami + Canja Audio Culture / Curitiba + Cosmo Street Editorial + Loveboat / Los Angeles	Social Media Post – Single	AB InBev / Michelob ULTRA	Save it See it	Merit
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Physical Items	Kraft Heinz + Activision Blizzard	Hidden Spots	Merit
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Targeted Video – Online	Kraft Heinz + Activision Blizzard	Hidden Spots	Bronze
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Brand Partnerships	Kraft Heinz + Activision Blizzard	Hidden Spots	Bronze
GUT / São Paulo + Saigon Filmes / São Paulo + LOUD+ / São Paulo	Digital & Online – Websites & Mobile	Mercado Livre (Ebazar)	New Iconic Kisses	Merit
Happiness / An FCB alliance / Brussels	Physical Items	Canon	ReStory	Merit
HEREZIE / Paris + Rehab / London	Craft – Use of Technology	Pill-ID	Pill-ID	Merit
INGO / Stockholm + Activision Blizzard / Santa Monica + Raven Software / Middleton	Experiential – Virtual Events	Activision Blizzard / Call of Duty	Mystery Sniper	Bronze
INGO / Stockholm + Activision Blizzard / Santa Monica + Raven Software / Middleton	Innovation in Direct Marketing	Activision Blizzard / Call of Duty	Mystery Sniper	Merit
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Art Direction	Change the Ref	The Lost Class	Silver
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Experiential – In-Person Events	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Social Media Post – Series	Change the Ref	The Lost Class	Gold

DIRECT MARKETING

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Integrated Campaign	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Writing	Change the Ref	The Lost Class	Merit
Leo Burnett / Chicago + Wingstop / Chicago + MSL Group / Chicago + Publicis Connect / Chicago	Experiential – Customer Experience / CX	Wingstop	Thighstop	Merit
Leo Burnett / Chicago + Wingstop / Chicago + MSL Group / Chicago + Publicis Connect / Chicago	Non-traditional & Guerrilla Marketing	Wingstop	Thighstop	Merit
Leo Burnett / Chicago + Wingstop / Chicago + MSL Group / Chicago + Publicis Connect / Chicago	Integrated Campaign	Wingstop	Thighstop	Merit
Leo Burnett / Chicago + Wingstop / Chicago + MSL Group / Chicago + Publicis Connect / Chicago	Innovation in Lockdown	Wingstop	Thighstop	Bronze
Leo Burnett / Madrid	Targeted Video – Online	Madrid Fusion	Invaluable Food	Merit
Leo Burnett / Madrid	Social Media Post – Single	Madrid Fusion	Invaluable Food	Merit
Marcel / Paris	Non-traditional & Guerrilla Marketing	Heetch	Uber Heetch	Silver
Marcel / Paris	Innovation in Direct Marketing	Heetch	Uber Heetch	Bronze
Marcel / Paris + Heetch / Paris	Physical Items	Heetch	Uber Heetch	Bronze
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Targeted Video – Online	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Gold

DIRECT MARKETING

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Social Media Post – Series	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Gold
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Brand Partnerships	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Gold
Mischief @ No Fixed Address + eos + Makeout	Physical Items	eos	Bless Your F*ing Cooch	Merit
Mischief @ No Fixed Address + eos + Makeout	Social Media Post – Single	eos	Bless Your F*ing Cooch	Merit
No Fixed Address / Toronto + Mischief @ No Fixed Address + Canadian Centre for Child Protection + AdHoc Content	Social Media Post – Single	Canadian Centre for Child Protection	Happy Birthday, Twitter	Merit
Oatly Department of Mind Control / Malmö + WeTransfer / Amsterdam	Digital & Online – Banners & Pop-ups	Oatly	The Milk Captcha	Merit
Ogilvy Brasil / São Paulo + Magazine Luiza / São Paulo	Digital & Online – Ecommerce	Magazine Luiza	Shopping Inside Songs	Gold
Ogilvy Mumbai / India + Mondelez	Craft – Use of Technology	Mondelez	Shah Rukh Khan-My-Ad	Merit
Ogilvy Mumbai / India + Mondelez	Craft – Data-Driven Personalization	Mondelez	Shah Rukh Khan-My-Ad	Bronze
Ogilvy Mumbai / India + Mondelez	Innovation in Direct Marketing	Mondelez	Shah Rukh Khan-My-Ad	Merit
Ogilvy Taiwan / Taipei	Digital & Online – Ecommerce	IKEA	Dollar Catalogue	Merit
Ogilvy UK / London	Targeted Video – Online	Dove	Reverse Selfie	Merit
Ogilvy UK / London	Out of Home – Billboards & Transit	Relate	The Joy of Later Life Sex	Merit
Ogilvy UK / London	Integrated Campaign	Relate	The Joy of Later Life Sex	Merit

DIRECT MARKETING

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
OneMethod / Toronto + Bensimon Byrne / Toronto + Narrative / Toronto	Innovation in Lockdown	Good Fortune	RECEATS	Bronze
Prime Weber Shandwick / Stockholm + H&M Foundation	Digital & Online – Websites & Mobile	H&M Foundation	Billion Dollar Collection	Merit
Publicis Conseil / Paris	Digital & Online – Websites & Mobile	Fondation de France	Bee Influencer	Merit
Publicis Italy / Milan + Prodigious / Milan + JAJAFilms / Spain + TresBien / Argentina	Out of Home – Billboards & Transit	Heineken	Shutter Ads	Gold
Publicis Italy / Milan + Prodigious / Milan + JAJAFilms / Spain + TresBien / Argentina	Innovation in Lockdown	Heineken	Shutter Ads	Gold
Saatchi & Saatchi / Düsseldorf + MetaDesign / Berlin + Digitas Pixelpark / Germany + MSL Group / Germany	Digital & Online – Ecommerce	WWF	Non-Fungible Animals	Merit
Saatchi & Saatchi / New York	Brand Partnerships	Procter & Gamble / Tide	#TurnToCold	Merit
Saatchi & Saatchi / New York	Physical Items	Procter & Gamble / Tide	Tide x NFL: The First Talking Washing Machine	Merit
Saatchi & Saatchi Ukraine / Kyiv + KyivPride / Kyiv + Dronarium / Kyiv	Non-traditional & Guerrilla Marketing	KyivPride	Motherland Pride	Merit
Sancho BBDO / Bogotá + Flare / Bogotá + Hastings Audio Network / Hamburg	Out of Home – P.O.P. & In-Store	Alcaldía de Soacha	The Most Wanted Portrait	Bronze
Scholz & Friends	Out of Home – Billboards & Transit	Johanniter	Anti Look – the life-saving QR design	Merit
Special New Zealand + Motor Neurone Disease New Zealand + The Post Office	Non-traditional & Guerrilla Marketing	Motor Neurone Disease New Zealand (MND NZ)	David's Unusables	Silver
Stream and Tough Guy / Lisboa + This is Pacifica / Matosinhos	Physical Items	Azgard 9	CO2AT	Merit

DIRECT MARKETING

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
TAXI	Physical Items	Human Rights Foundation	Uncomfortable Truth	Merit
TAXI	Non-traditional & Guerrilla Marketing	Human Rights Foundation	Uncomfortable Truth	Merit
TBWA\Chiat\Day / New York + Bindery / New York + Redslash / TBWA / New York + Rare Medium / New York	Innovation in Direct Marketing	Lay's	Golden Grounds	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Social Media Post – Series	Guides TAO	Hate to Protect	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Out of Home – Billboards & Transit	HandsAway	Fearless Night	Gold
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Experiential – Brand Installations	HandsAway	Fearless Night	Bronze
the community / Miami + OREO / New York	Physical Items	OREO	OREO Thins Protection Program	Bronze
the community / Miami + OREO / New York	Brand Partnerships	OREO	OREO Thins Protection Program	Silver
TracyLocke Brasil / São Paulo	Physical Items	Centauro	The Uniform that never existed	Merit
Uncommon Creative Studio / London + H&M	Physical Items	H&M	ONE/SECOND/SUIT	Merit
Uncommon Creative Studio / London + H&M	Integrated Campaign	H&M	ONE/SECOND/SUIT	Merit
Uncommon Creative Studio / London + H&M	Innovation in Direct Marketing	H&M	ONE/SECOND/SUIT	Merit
We Believers / New York + Primo Content / Mexico + Relevant + StereoMonkey Studio	Experiential – In-Person Events	AB InBev / Corona	Plastic fishing tournament	Bronze
We Believers / New York + Primo Content / Mexico + Relevant + StereoMonkey Studio	Innovation in Direct Marketing	AB InBev / Corona	Plastic fishing tournament	Bronze

DIRECT MARKETING

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Out of Home – Billboards & Transit	Burger King Argentina + Netflix Argentina	Whopper Heist	Merit
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Use of Smart Devices & Voice Assistants	Burger King Argentina + Netflix Argentina	Whopper Heist	Merit
Wunderman Thompson / Melbourne + Activista	Digital & Online – Websites & Mobile	United Nations Development Programme	World of Excuses	Merit
Wunderman Thompson Switzerland / Zürich + Geberit International / Jona + Eqal Visual Productions / Zürich	Social Media Post – Series	Geberit International	Handbutts	Merit
Yandex Magic Camp / Moscow	Physical Items	Yandex Market	Cardboard Media	Merit
Yandex Magic Camp / Moscow	Experiential – Customer Experience / CX	Yandex Market	Cardboard Media	Merit
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Craft – Use of Technology	Harry Rosen	Green Screen Shirt	Merit
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Innovation in Lockdown	Harry Rosen	Green Screen Shirt	Merit

EXPERIENTIAL & IMMERSIVE

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE		
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Change the Ref		The Lost Class		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD	
72andSunny / Los Angeles + Bullitt / Hollywood	Events / Stunts / Competitions – Virtual	Tinder	Swipe Night: Killer Weekend	Bronze	
72andSunny / Los Angeles + Bullitt / Hollywood	Craft – Storytelling	Tinder	Swipe Night: Killer Weekend	Merit	
alma DDB / Miami + DDB / Chicago + DDB / San Francisco + Kaleidoscope	Physical Products	Miller Lite	Beernaments	Merit	
AMV BBDO / London + Framestore / London + weareseventeen / London	Craft – Art Direction	Mars Pet - Sheba	Hope Reef	Merit	
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemond Studio / London	Events / Stunts / Competitions – In-Person	Bacardi Bombay Sapphire	Creativity is Essential	Merit	
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemond Studio / London	Brand Partnerships	Bacardi Bombay Sapphire	Creativity is Essential	Merit	
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemond Studio / London	Craft – Art Direction	Bacardi Bombay Sapphire	Creativity is Essential	Gold	
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemond Studio / London	Innovation in Lockdown	Bacardi Bombay Sapphire	Creativity is Essential	Silver	
Area 23, An IPG Health Company / New York	Brand Installations	Stand for the Silent / Kazoo	Social Bullets	Merit	
Area 23, An IPG Health Company / New York	Responsive Environments	Stand for the Silent / Kazoo	Social Bullets	Merit	
Area 23, An IPG Health Company / New York	Craft – Data Visualization	Stand for the Silent / Kazoo	Social Bullets	Merit	

EXPERIENTIAL & IMMERSIVE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
BBDO / New York	Events / Stunts / Competitions – Virtual	Capitol Records	The Academic Google Slides Experience	Merit
BBDO / New York	Craft – Use of Technology	Capitol Records	The Academic Google Slides Experience	Merit
BBDO Belgium / Brussels	Events / Stunts / Competitions – Virtual	Decathlon	The Breakaway	Silver
BBDO Belgium / Brussels + Walkie Talkie / Gent + Fledge.tv / Sint-Niklaas + Red Eagle Productions / Dordrecht	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Decathlon	The Breakaway	Bronze
BBH / London	Events / Stunts / Competitions – Virtual	Burger King UK	The Fall Collection	Merit
BBH / London	Physical Products	Burger King UK	The Fall Collection	Merit
BETC / Paris + Mars Octobre Music / Paris + Collectif Ensemble / Paris + Duck Factory / Paris	Events / Stunts / Competitions – Virtual	Lacoste	The 9th Lane	Silver
BETC / Paris + Mars Octobre Music / Paris + Collectif Ensemble / Paris + Duck Factory / Paris	Craft – Data Visualization	Lacoste	The 9th Lane	Gold
Cheil PengTai / Beijing + Cheil / Hong Kong	Ecommerce	Samsung	The Cost of Bullying	Merit
CHEP Network / Sydney + Resonance Sonic Branding & Song Zu / Sydney + The Glue Society Studios / Sydney + Revolver / Sydney	Experiential Audio	Samsung	Performance Enhancing Music	Merit
CHEP Network / Sydney + Resonance Sonic Branding & Song Zu / Sydney + The Glue Society Studios / Sydney + Revolver / Sydney	Craft – Use of Sound	Samsung	Performance Enhancing Music	Merit
DAVID / Bogotá + DAVID / Madrid	Brand Installations	AB InBev / Corona	NATURAL BAR: The Bar That Leaves no Trace	Merit
DAVID / São Paulo + Burger King / São Paulo + Zubi / Miami + Sailor Studio + A9 Audio / São Paulo	Events / Stunts / Competitions – In-Person	Burger King	The Impossible Combo	Merit

EXPERIENTIAL & IMMERSIVE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
DDB / Chicago	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Miller	Millerverse	Merit
DDB / Chicago	Brands & The Metaverse	Miller	Millerverse	Merit
DDB Canada / Toronto + Alfredo Films / Toronto + Sauce Digital / Toronto + Vapor Music / Toronto	Physical Products	OBHS (Ontario Black History Society)	#BlackedOutHistory	Merit
Dentsu Webchutney / Bengaluru	Events / Stunts / Competitions – In-Person	VICE World News	The Unfiltered History Tour	Bronze
Dentsu Webchutney / Bengaluru	Augmented, Virtual & Mixed Reality (AR, VR, MR)	VICE World News	The Unfiltered History Tour	Silver
Dentsu Webchutney / Bengaluru	Craft – Storytelling	VICE World News	The Unfiltered History Tour	Silver
Energy BBDO / Chicago + World Business Chicago / City of Chicago + Black Madre + Flare / Chicago	Events / Stunts / Competitions – In-Person	City of Chicago	Chicago Not In Chicago	Merit
Fahrenheit DDB / Lima + Del Mate Producciones / Lima + Fahrenheit Content / Lima	Innovation in Experiential	Andea Water	Awa	Merit
FCB / Chicago + Lord + Thomas / Chicago + FCB/SIX / Toronto	Experiential Audio	Walmart	Bedtime Stories	Bronze
FCB / Chicago + Lord + Thomas / Chicago + FCB/SIX / Toronto	Craft – Use of Technology	Walmart	Bedtime Stories	Merit
FCB / Chicago + Lord + Thomas / Chicago + FCB/SIX / Toronto	Craft – Use of Sound	Walmart	Bedtime Stories	Merit
Goodby Silverstein & Partners / San Francisco	Ecommerce	Cheetos	Cheetle iD	Bronze
GUT / Miami + Activision Blizzard / Santa Monica + South Music / Los Angeles + m s s n g p e c e s / Los Angeles	Responsive Environments	Activision Blizzard / Call of Duty	Vanguards of Photography	Merit

EXPERIENTIAL & IMMERSIVE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Brand Partnerships	Kraft Heinz + Activision Blizzard	Hidden Spots	Gold
Happiness / An FCB alliance / Brussels	Events / Stunts / Competitions – In-Person	Canon	ReStory	Merit
Havas Middle East / Dubai + Jack Morton / Dubai	Brand Installations	adidas	Liquid Billboard	Silver
Lenovo / Morrisville	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Lenovo	MLKonMLK	Merit
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Events / Stunts / Competitions – In-Person	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Brand Installations	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Art Direction	Change the Ref	The Lost Class	Bronze
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Data Visualization	Change the Ref	The Lost Class	Gold
Leo Burnett Colombia / Bogotá	Innovation in Lockdown	Falabella Colombia	3362 Falabella.com	Merit
Marcel / Paris	Physical Products	Heetch	Uber Heetch	Merit
Mischief @ No Fixed Address + Dini Von Mueffling Consulting + Represent Us + The Bait Shoppe	Brand Installations	Represent Us	Gerry's Partisan Pizza	Merit
Mojo Supermarket + Active Theory + Girls Who Code	Craft – Use of Technology	Girls Who Code	DojaCode	Gold
Mojo Supermarket + Active Theory + Girls Who Code	Innovation in Experiential	Girls Who Code	DojaCode	Bronze

EXPERIENTIAL & IMMERSIVE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
No Fixed Address / Toronto + Little Caesars + Jungle Media	Innovation in Lockdown	Little Caesars	Naming Rights	Merit
Ogilvy / Chicago + Chicago International Film Festival / Chicago + Sarofsky / Chicago	Events / Stunts / Competitions – In-Person	The Chicago International Film Festival	Life, Scripted	Merit
Ogilvy / Chicago + Radical Media / Chicago + Omnicom Media Group + FleishmanHillard / London	Craft – Art Direction	SC Johnson	The Blue Paradox	Merit
Ogilvy Brasil / São Paulo + Magazine Luiza / São Paulo	Ecommerce	Magazine Luiza	Shopping Inside Songs	Merit
Ogilvy Mumbai / India + Mondelez	Craft – Use of Technology	Mondelez	Shah Rukh Khan-My-Ad	Merit
Ogilvy Mumbai / India + Wavemaker / Mumbai	Events / Stunts / Competitions – Virtual	Cadbury 5 Star	Nothingcoin	Merit
Philipp und Keuntje / Hamburg	Immersive Spaces	Laut gegen Nazis	Pigeons against the far-right. Give 'em Shit!	Merit
Publicis Conseil / Paris	Brands & The Metaverse	Carrefour	The Healthy Map	Merit
Saatchi & Saatchi Ukraine / Kyiv + KyivPride / Kyiv + Dronarium / Kyiv	Events / Stunts / Competitions – Virtual	KyivPride	Motherland Pride	Silver
Scholz & Friends	Responsive Environments	Johanniter	Anti Look – the life-saving QR design	Merit
TBWA\HAKUHODO / Tokyo	Craft – Use of Technology	The Nippon Foundation	Hi Toilet	Merit
Uncommon Creative Studio / London + H&M	Innovation in Experiential	H&M	ONE/SECOND/SUIT	Merit
VMLY&R / São Paulo	Events / Stunts / Competitions – In-Person	Starbucks	I AM	Merit
VMLY&R / São Paulo + Suno United Creators / São Paulo	Customer Experience / CX – In-Person	Santander	We Stand	Merit

EXPERIENTIAL & IMMERSIVE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
VMLY&R Commerce / New York	Ecommerce	Mondelez / Oreo	Oreo Stuf Scan	Merit
We Believers / New York + Primo Content / Mexico + Papa Music	Innovation in Lockdown	AB InBev / Grupo Modelo	XMas Track Saver	Merit
We Believers / New York + Primo Content / Mexico + Relevant + StereoMonkey Studio	Events / Stunts / Competitions – In-Person	AB InBev / Corona	Plastic fishing tournament	Silver
We Believers / New York + Primo Content / Mexico + Relevant + StereoMonkey Studio	Innovation in Experiential	AB InBev / Corona	Plastic fishing tournament	Gold
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Events / Stunts / Competitions – In-Person	Burger King Argentina + Netflix Argentina	Whopper Heist	Merit
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Brand Partnerships	Burger King Argentina + Netflix Argentina	Whopper Heist	Merit
Wunderman Thompson / Bogota	Innovation in Experiential	E-Dina Energy	WaterLight	Gold
Wunderman Thompson Argentina	Physical Products	Unilever	Degree Inclusive	Gold
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Physical Products	Pfaff Harley-Davidson	Tough Turban	Merit
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Innovation in Experiential	Pfaff Harley-Davidson	Tough Turban	Merit

FILM

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
Riff Raff Films / London + 750mph / London + MPC / London + Final Cut	Burberry		Open Spaces	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
180LA / Los Angeles + Cox Communications / Atlanta	Television & VOD – Long Form – Single	Cox Communications	Drawn Closer	Bronze
180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Lockdown	Cox Communications	Drawn Closer	Gold
4creative / London + Somesuch / London	Television & VOD – Long Form – Single	Channel 4	Super. Human.	Gold
Africa / São Paulo	Online Films & Video – Long Form – Single	House of Lapland	Salla 2032	Bronze
Africa / São Paulo	Innovation in Film	House of Lapland	Salla 2032	Merit
Amazon / Seattle	User-Generated Content	Amazon	New Logo Design	Merit
AMV BBDO / London + JAM VFX / London + Hope & Glory / London + Outsider / London	Television & VOD – Short Form – Single	Diageo Guinness	Welcome Back	Merit
Apple	Television & VOD – Long Form – Single	Apple	Behind the Mac – Greatness	Silver
Apple	Online Films & Video – Long Form – Single	Apple	Couch	Merit
Apple	Television & VOD – Long Form – Single	Apple	Detectives	Gold
Apple	Television & VOD – Varying Length Series	Apple	Relax TV Campaign	Merit
Apple Marcom + Elastic / Santa Monica	Television & VOD – Varying Length Series	Apple	911	Silver
Apple Marcom + Elastic / Santa Monica	Online Films & Video – Long Form – Single	Apple	Anthem	Silver

FILM

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Apple Marcom + Pulse Films / Los Angeles + Exile / Santa Monica	Television & VOD – Long Form – Single	Apple	Hello Sunshine	Merit
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Online Films & Video – Long Form – Single	Google	Black-Owned Friday	Merit
Bensimon Byrne / Toronto + Narrative / Toronto + OneMethod / Toronto	Online Films & Video – Long Form – Single	White Ribbon	Day After Day	Merit
Bensimon Byrne / Toronto + Narrative / Toronto + OneMethod / Toronto	50K – 100K Budget	White Ribbon	Day After Day	Merit
Commonwealth//McCann / Bogota	Television & VOD – Long Form – Single	General Motors / Chevrolet	Lost Roads	Merit
Commonwealth//McCann / Bogota	Online Films & Video – Long Form – Single	General Motors / Chevrolet	Lost Roads	Merit
Commonwealth//McCann / Detroit + Hitch Co. Technologies / Los Angeles + O Positive / Los Angeles + Mackcut / New York	Television & VOD – Long Form – Series	Chevrolet	Walter the Cat Series	Merit
Commonwealth//McCann / Detroit + Hitch Co. Technologies / Los Angeles + O Positive / Los Angeles + Mackcut / New York	Online Films & Video – Long Form – Series	Chevrolet	Walter the Cat Series	Merit
Commonwealth//McCann / Detroit + Hitch Co. Technologies / Los Angeles + The Mill / Los Angeles + O Positive / Los Angeles	Television & VOD – Long Form – Single	Chevrolet	Walter in the Winter	Merit
Commonwealth//McCann / Detroit + Mackcut / New York + The Mill / Los Angeles + O Positive / Los Angeles	Online Films & Video – Long Form – Single	Chevrolet	Walter the Cat	Merit
Commonwealth//McCann / Detroit + MPC / Los Angeles + Work Editorial / Los Angeles + Park Pictures / Los Angeles	Television & VOD – Long Form – Single	Chevrolet	Sopranos	Merit

FILM

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Commonwealth//McCann / Detroit + MPC / Los Angeles + Work Editorial / Los Angeles + Park Pictures / Los Angeles	Brand Partnerships	Chevrolet	Sopranos	Bronze
Cossette / Toronto + MERCHANT / Toronto	Television & VOD – Long Form – Single	World Wheelchair Rugby	Here to Win	Merit
Cossette / Toronto + MERCHANT / Toronto	Under 50K Budget	World Wheelchair Rugby	Here to Win	Merit
Creative X Meta + Exile + Serial Pictures	Online Films & Video – Long Form – Single	Meta	Written By	Merit
CYW / Madrid + Prime Video + Blur / Madrid + The Mill / London	Television & VOD – Long Form – Single	Prime Video	An Unlikely Friendship	Merit
CYW / Madrid + Prime Video + Blur / Madrid + The Mill / London	Cinema Advertising	Prime Video	An Unlikely Friendship	Merit
DAVID / Madrid + Burger King / Miami + MJZ / Los Angeles + Pickle Music / New York	Online Films & Video – Long Form – Single	Burger King	Confusing Times	Silver
DDB / Chicago + adam&eveDDB / London	Television & VOD – Short Form – Single	Twix	Bears	Merit
DDB / Chicago + Dummy Films / Venice + The Mill / Los Angeles + Another Country / Chicago	Online Films & Video – Short Form – Single	Twix	Bears	Merit
DDB Group / Sydney + Volkswagen Group Australia / Sydney + PHD Media Australia / Sydney	Innovation in Film	Volkswagen Group Australia	The Ad Break Championship – GTI Hijack	Merit
DDB Mudra Group / Mumbai	Online Films & Video – Long Form – Single	Stayfree	Stayfree Daughter's Day	Merit
DDB Mudra Group / Mumbai + Early Man Films / Mumbai	Television & VOD – Long Form – Single	Battlegrounds Mobile India	Game Responsibly - Machine-gun Mouth	Merit
DDB Mudra Group / Mumbai + Early Man Films / Mumbai	Online Films & Video – Long Form – Single	Battlegrounds Mobile India	Game Responsibly - Machine-gun Mouth	Merit

FILM

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
dentsu mcgarrybowen China / Shanghai	Under 50K Budget	Ant Forest	Such a green way of life	Merit
dentsuMB / New York + FTX	Television & VOD – Long Form – Single	FTX	Don't Miss Out	Gold
dentsuMB Taiwan / Taipei	Online Films & Video – Long Form – Single	Sinyi Realty	In Love We Trust	Merit
draftLine / Buenos Aires + AB InBev / Buenos Aires	Television & VOD – Long Form – Single	AB InBev / Quilmes	Diego's Farewell	Merit
Droga5 / London + BrewDog / Ellon + Biscuit Filmworks / London + Electric Theatre Collective / London	Television & VOD – Long Form – Single	BrewDog	Beer for All	Merit
Droga5 / New York + Facebook + Love Song / New York + Reset Content / New York	Television & VOD – Long Form – Series	Facebook	We Change The Game When We Find Each Other	Silver
Droga5 / New York + Love Song / New York + Found Objects / New York + The Mill / London	Television & VOD – Long Form – Single	Facebook	Skate Nation Ghana	Merit
Droga5 / New York + Petco + Dummy / New York + The Mill / New York	Television & VOD – Short Form – Series	Petco	It's What We'd Want If We Were Pets	Merit
Droga5 / New York + The New York Times + LFR Productions / New York + Cut+Run / New York	Television & VOD – Long Form – Single	The New York Times	Independent Journalism for an Independent Life - Jordan	Silver
Energy BBDO / Chicago + Mars Wrigley + MJZ + Final Cut	Online Films & Video – Long Form – Single	Mars Wrigley / Extra Gum	For When It's Time	Gold
FCB New Zealand / Auckland + 3&7 / Los Angeles	Television & VOD – Long Form – Single	Waka Kotahi	Toll Booth	Bronze
FCB New Zealand / Auckland + 3&7 / Los Angeles	Cinema Advertising	Waka Kotahi	Toll Booth	Gold
Forsman & Bodenfors / Göteborg	Online Films & Video – Long Form – Single	Visit Sweden	Discover the originals	Merit

FILM

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
FRED & FARID / New York	Online Films & Video – Long Form – Single	Rémy Martin	Team Up For Excellence - The Film	Merit
FRED & FARID / New York	Cinema Advertising	Rémy Martin	Team Up For Excellence - The Film	Merit
Google Brand Studio / San Francisco	Television & VOD – Long Form – Single	Google	A CODA Story	Merit
Google Brand Studio / San Francisco	Online Films & Video – Long Form – Single	Google	A CODA Story	Merit
Google Brand Studio / San Francisco	Television & VOD – Long Form – Single	Google	Year in Search 2021	Merit
Google Brand Studio / San Francisco	Online Films & Video – Long Form – Single	Google	Year in Search 2021	Merit
GREY / New York + Kellogg's / Pringles + Townhouse / New York + MJZ	Online Films & Video – Long Form – Single	Kellogg's/Pringles	Stuck In	Merit
GUT / Buenos Aires	Online Films & Video – Long Form – Single	The Coca-Cola Company / Sprite	They Need Guidance	Merit
GUT / Miami + Activision Blizzard / Santa Monica + South Music / Los Angeles + m ss ng p eces / Los Angeles	Online Films & Video – Long Form – Single	Activision Blizzard / Call of Duty	Vanguards of Photography	Merit
GUT / São Paulo + Saigon Filmes / São Paulo + LOUD+ / São Paulo	Online Films & Video – Long Form – Single	Mercado Livre (Ebazar)	New Iconic Kisses	Silver
Highdive / Chicago + Rocket Mortgage & Rocket Homes + Stink Films	Television & VOD – Long Form – Single	Rocket Mortgage & Rocket Homes	Dream House	Bronze
Hungry Man / New York + Lucky Generals / London	Television & VOD – Long Form – Single	Amazon Alexa	Alexa's Body	Bronze
In the Company of Huskies / Dublin + Allianz / Dublin + Absolute Post / London + Rattling Stick / London	Television & VOD – Long Form – Single	Allianz	The World's Strongest Women	Merit

FILM

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
In the Company of Huskies / Dublin + Allianz / Dublin + Absolute Post / London + Rattling Stick / London	50K – 100K Budget	Allianz	The World's Strongest Women	Merit
INNOCEAN Worldwide Europe / Berlin + Media.Monks / Hilversum + Ted Alkemade + Trigger Happy / Berlin	Online Films & Video – Long Form – Series	Anne Frank House	The Bookcase for Tolerance	Merit
Isobar France / Paris + Flying Blue / Paris	Innovation in Lockdown	Flying Blue	My 2020 Travel Project	Merit
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Online Films & Video – Long Form – Single	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Online Films & Video – Long Form – Series	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Innovation in Film	Change the Ref	The Lost Class	Merit
Leo Burnett / Frankfurt am Main + The Mill / Berlin + Zauberberg Productions / Berlin	Online Films & Video – Long Form – Single	Samsung Electronics	The spider and the window	Merit
Leo Burnett / Frankfurt am Main + The Mill / Berlin + Zauberberg Productions / Berlin	Cinema Advertising	Samsung Electronics	The spider and the window	Bronze
Love Song / Los Angeles + Droga5 / New York	Television & VOD – Long Form – Single	Lululemon	The Selfish Giant Anthem	Merit
Madwell / Brooklyn + Verizon / New York + Independent Media / Los Angeles + Hailstorm / Raleigh	Online Films & Video – Long Form – Single	Verizon	The Reset	Merit
Married To Giants + Fela	Television & VOD – Long Form – Single	LEGO	Rebuild The World	Merit
McCann / London + Blinkink / London + Craft / London	User-Generated Content	Microsoft / Xbox	Bound By Ink	Merit
Media.Monks / Mexico City + Oriental Films / Mexico City	Online Films & Video – Long Form – Single	Mexican Football Federation	Mario	Merit

FILM

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
mortierbrigade / Brussels + Czar Brussels / Brussels	Online Films & Video – Long Form – Single	Equal Pay Day	The Umbilical Cord	Merit
mortierbrigade / brussels + Czar Brussels / Brussels	Under 50K Budget	Equal Pay Day	The Umbilical Cord	Bronze
No Fixed Address / Toronto + Mischief @ No Fixed Address + Canadian Centre for Child Protection + AdHoc Content	Online Films & Video – Long Form – Single	Canadian Centre for Child Protection	Happy Birthday, Twitter	Merit
Ogilvy / New York + Work Editorial / New York + Hayden5 / New York	Online Films & Video – Long Form – Single	Change the Ref	Bring Back Lockdown	Silver
Ogilvy / New York + Work Editorial / New York + Hayden5 / New York	Under 50K Budget	Change the Ref	Bring Back Lockdown	Merit
Ogilvy Germany	Innovation in Film	Universal Music	The Spotify Charthack	Gold
Ogilvy Mumbai / India + Mondelez	Innovation in Film	Mondelez	Shah Rukh Khan-My-Ad	Merit
Ogilvy UK / London	Television & VOD – Long Form – Single	Dove	Reverse Selfie	Bronze
Ogilvy UK / London	Online Films & Video – Long Form – Single	Dove	Reverse Selfie	Bronze
Ogilvy UK / London	Innovation in Lockdown	Relate	The Joy of Later Life Sex	Bronze
Ogilvy UK / London	Online Films & Video – Long Form – Single	Sipsmith	The Official Tennis of Sipsmith Gin	Merit
Ogilvy UK / London	Cinema Advertising	Sipsmith	The Official Tennis of Sipsmith Gin	Merit
Publicis Italy / Milan + Good People / Atene + Sizzer / Amsterdam + Prodigious	Television & VOD – Long Form – Single	Heineken	The Night is Young	Merit
Publicis Italy / Milan + Sizzer / Amsterdam + DIVISION / Paris + TYO / Tokyo	Online Films & Video – Long Form – Single	Heineken	A Lockdown Love Story	Merit

FILM

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Puff / Shanghai	50K – 100K Budget	Midea	Protective Coloration Melted in Love	Merit
Pulse Films + adam&eveDDB / London + IPC + Gatehouse / Capetown	Television & VOD – Long Form – Single	International Paralympic Committee	#WeThe15	Gold
Riff Raff Films / London + 750mph / London + MPC / London + Final Cut	Online Films & Video – Long Form – Single	Burberry	Open Spaces	Gold
Saatchi & Saatchi / El Segundo + Dentsu / Tokyo + Park Pictures / Santa Monica + Cartel / Santa Monica	Online Films & Video – Long Form – Single	Toyota	Brothers	Merit
Saatchi & Saatchi / New York + Le Truc / New York + Zenith / Los Angeles + Biscuit Filmworks / Los Angeles	Television & VOD – Long Form – Single	TikTok	You Have To See It	Bronze
Saatchi & Saatchi / New York + Le Truc / New York + Zenith / Los Angeles + Biscuit Filmworks / Los Angeles	Television & VOD – Varying Length Series	TikTok	You Have To See It	Merit
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / Chicago	User-Generated Content	Goldfish	Go For The Handful	Bronze
Serviceplan Germany / Munich	Online Films & Video – Long Form – Single	Newtown Action Alliance	#NotComingHome	Merit
Serviceplan Germany / Munich	Cinema Advertising	PENNY	The Wish	Bronze
SMUGGLER + BBDO / New York	Online Films & Video – Long Form – Single	Sandy Hook Promise	Teenage Dream	Merit
SMUGGLER + Uncommon Creative Studio	Television & VOD – Long Form – Single	ITV	Poison	Merit
Special US / Los Angeles + Uber Eats / San Francisco	Online Films & Video – Short Form – Single	Uber Eats	Uber Don't Eats	Merit
Special US / Los Angeles + Uber Eats / San Francisco	Online Films & Video – Varying Length Series	Uber Eats	Uber Don't Eats	Silver

FILM

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Special US / Los Angeles + Uber Eats / San Francisco	Television & VOD – Short Form – Single	Uber Eats	Uber Don't Eats :30	Silver
Special US / Los Angeles + Uber Eats / San Francisco	Online Films & Video – Long Form – Single	Uber Eats	Uber Don't Eats :60	Silver
T/A POL AS / Oslo + B-Reel / Stockholm	Online Films & Video – Long Form – Single	The Norwegian Postal Service (Posten)	When Harry met Santa	Gold
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Exile Edit / Los Angeles + Bob Industries / Los Angeles	Online Films & Video – Long Form – Single	Apple	Holiday - Saving Simon	Bronze
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Lime Studios / Los Angeles + Hungry Man / Los Angeles	Television & VOD – Long Form – Single	Apple	Apple TV + Everyone But Jon Hamm	Merit
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Lime Studios / Los Angeles + Hungry Man / Los Angeles	Television & VOD – Varying Length Series	Apple	Apple TV + Everyone But Jon Hamm	Merit
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Lime Studios / Los Angeles + Hungry Man / Los Angeles	Online Films & Video – Long Form – Single	Apple	Apple TV + Everyone But Jon Hamm	Merit
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + MJZ / Los Angeles + Work Editorial / Los Angeles	Online Films & Video – Long Form – Single	Apple	Privacy - Tracked	Merit
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Work Editorial / Los Angeles + MJZ / Los Angeles	Television & VOD – Long Form – Single	Apple	Privacy - Tracked	Merit
TBWA\Media Arts Lab / Shanghai + OMD / Shanghai + Lunar Films / Shanghai + MPC / Shanghai	Online Films & Video – Long Form – Single	Apple	Chinese New Year - The Comeback	Merit
TBWA\Thailand / Bangkok + Krungsri Auto - Bank of Ayudhya / Bangkok + Suneta House / Bangkok	Online Films & Video – Long Form – Single	Krungsri Auto / Car4Cash	ComeBack	Merit

FILM

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
The Hallway / Sydney + Uncanny Valley / Sydney + Good Oil / Sydney + GOTCHA4LIFE FOUNDATION	Online Films & Video – Long Form – Single	GOTCHA4LIFE FOUNDATION	Boys Do Cry	Merit
The Martin Agency / Richmond + GEICO / Chevy Chase	Television & VOD – Short Form – Series	GEICO	Bundling Made Easy	Merit
thjnk / Berlin	Television & VOD – Long Form – Single	IKEA Deutschland & Co.	IKEA - Knock Knock	Merit
Trim Editing + Cosmo Street Editorial + Airbnb Productions + Somesuch	Television & VOD – Long Form – Single	Airbnb	Strangers	Silver
Uncommon Creative Studio / London + H&M	Television & VOD – Long Form – Single	H&M	One/Second/Suit	Merit
Uncommon Creative Studio / London + ITV + Smuggler	Television & VOD – Long Form – Series	ITV	Drama vs Reality	Merit
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Online Films & Video – Long Form – Single	Russian LGBT Network	We Will Become Better	Merit
Wieden+Kennedy / Amsterdam + Stink Films / London	Cinema Advertising	Nike	The Land of New Football	Merit
Wieden+Kennedy / Portland + JOINT Editorial / Portland	Television & VOD – Long Form – Single	Wieden+Kennedy	a word	Merit
Wirz Communications / Zurich + Switzerland Tourism / Zurich + Pumpkin Film / Zurich + Ballad / Copenhagen	Online Films & Video – Long Form – Single	Switzerland Tourism	No Drama	Merit
Wunderman Thompson / London + Knucklehead	Cinema Advertising	HSBC UK	Vicious Circle	Merit
Wunderman Thompson / London + Knucklehead	Brand Partnerships	HSBC UK	Vicious Circle	Bronze

GAMING

BEST OF DISCIPLINE	CLIENT / BRAND	TITLE		
Cheil PengTai / Beijing + Cheil / Hong Kong	Samsung	The Cost of Bullying		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
BBDO Belgium / Brussels + Walkie Talkie / Gent + Fledge.tv / Sint-Niklaas + Red Eagle Productions / Dordrecht	Web Games – Brand Integration / Placement	Decathlon	The Breakaway	Merit
BBDO Group Germany / Berlin + Sweet Films	Console Games – Brand Integration / Placement	Save One Person	Angel's Souls	Merit
BBH / Singapore + Neon Sound / Singapore + AMOK / Singapore + Zenway Productions / Singapore	Mobile Games – Brand Integration / Placement	Codashop	Codashop Bounty Hunter's Guild	Merit
Cheil PengTai / Beijing + Cheil / Hong Kong	Web Games – Brand Integration / Placement	Samsung	The Cost of Bullying	Silver
Cheil PengTai / Beijing + Cheil / Hong Kong	Innovation in Gaming	Samsung	The Cost of Bullying	Gold
Clemenger BBDO Melbourne + Carlton & United Breweries (CUB) + Betty Wants In. + Finish Productions	Mobile Games – Branded Game	La Trobe University	NURO	Merit
Clemenger BBDO Melbourne + Carlton & United Breweries (CUB) + Betty Wants In. + Finish Productions	Innovation in Gaming	La Trobe University	NURO	Merit
GUT / Miami + Activision Blizzard / Santa Monica + South Music / Los Angeles + m ss ng p eces / Los Angeles	Innovation in Gaming	Activision Blizzard / Call of Duty	Vanguards of Photography	Merit
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	PC Games – Brand Integration / Placement	Kraft Heinz + Activision Blizzard	Hidden Spots	Bronze
INGO / Stockholm + Activision Blizzard / Santa Monica + Raven Software / Middleton	PC Games – Brand Integration / Placement	Activision Blizzard / Call of Duty	Mystery Sniper	Merit

GAMING

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
INGO / Stockholm + Activision Blizzard / Santa Monica + Raven Software / Middleton	Console Games – Brand Integration / Placement	Activision Blizzard / Call of Duty	Mystery Sniper	Merit
KRAFTON + Goodbye Kansas	Craft – VFX & Animation	KRAFTON / Battlegrounds	Battlegrounds F2P Cinematic Trailer	Merit
McCann / London + Craft / London	Innovation in Gaming	Microsoft / Xbox	Beyond Generations: Gaming Against Loneliness	Bronze
McCann / London + Craft / London	Innovation in Lockdown	Microsoft / Xbox	Beyond Generations: Gaming Against Loneliness	Gold
MullenLowe SSP3 / Bogota	Innovation in Gaming	AB InBev / Pony Malta	She Football Club	Merit
Ogilvy Group Thailand / Bangkok + Tourism Authority of Thailand / Bangkok + Yggdrasil / Bangkok + DON Film / Bangkok	PC Games – Brand Integration / Placement	Tourism Authority of Thailand x Yggdrasil	Home Sweet Home Ep2	Gold
Ogilvy Group Thailand / Bangkok + Tourism Authority of Thailand / Bangkok + Yggdrasil / Bangkok + DON Film / Bangkok	Innovation in Lockdown	Tourism Authority of Thailand x Yggdrasil	Home Sweet Home Ep2	Bronze
Sancho BBDO / Bogotá + Flare / Bogotá + Hastings Audio Network / Hamburg	Innovation in Gaming	Alcaldía de Soacha	The Most Wanted Portrait	Silver
Shenzhen Dotwell Culture Co. / Shenzhen	Craft – VFX & Animation	Tencent Games- King of Glory	Honor of Kings- Flourishing Age	Gold
SIX / Tokyo + Riddler / Tokyo + Zeal / Tokyo + Nippon Design Center / Tokyo	Experiential & Immersive Games	The Pokémon Company	Pokémon WONDER	Gold

HEALTH & WELLNESS

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
L&C / New York + Ananas Anam / London + Dole Sunshine Company / Singapore + Suitcase Productions / New York	Dole Sunshine Company + Ananas Anam		Piñatex	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
AlmapBBDO / São Paulo + BITT / Buenos Aires + Noroeste / Buenos Aires	Products	Pepsico	Quaker Qrece	Merit
antoni Holding / Berlin	Public Relations	All #TogetherAgainstCorona	#TogetherAgainstCorona	Merit
Area 23, An IPG Health Company / New York	Craft – Art Direction	Stand for the Silent / Kazoo	Body Shaming	Merit
Area 23, An IPG Health Company / New York	Craft – Art Direction	Stand for the Silent / Kazoo	Culture Shaming	Merit
Area 23, An IPG Health Company / New York	Out of Home	Stand for the Silent / Kazoo	Grade Shaming	Merit
Area 23, An IPG Health Company / New York	Craft – Art Direction	Stand for the Silent / Kazoo	Grade Shaming	Merit
Area 23, An IPG Health Company / New York	Craft – Art Direction	Stand for the Silent / Kazoo	Sex Shaming	Merit
Area 23, An IPG Health Company / New York	Creative Use of Data	Stand for the Silent / Kazoo	Social Bullets	Silver
Area 23, An IPG Health Company / New York	Social Media	Stand for the Silent / Kazoo	Social Bullets	Merit
Area 23, An IPG Health Company / New York	Craft – Art Direction	Stand for the Silent / Kazoo	Social Bullets	Bronze
Area 23, An IPG Health Company / New York + Hip Hop Public Health / New York + Canja Audio Culture / Curitiba + Zombie Studios / São Paulo	Craft – Art Direction	Hip Hop Public Health	Lil Sugar – Master of Disguise	Merit
Area 23, An IPG Health Company / New York + Hip Hop Public Health / New York + Canja Audio Culture / Curitiba + Zombie Studios / São Paulo	Craft – Writing	Hip Hop Public Health	Lil Sugar – Master of Disguise	Merit

HEALTH & WELLNESS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Print	The Columbia Journalism Review	The Inevitable News	Merit
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Craft – Art Direction	The Columbia Journalism Review	The Inevitable News	Merit
BBDO / New York + Dini von Mueffling Communications + Smuggler	Film	Sandy Hook Promise	Teenage Dream	Merit
BBDO / New York + Dini von Mueffling Communications + Smuggler	Public Relations	Sandy Hook Promise	Teenage Dream	Merit
Bensimon Byrne / Toronto + Narrative / Toronto + OneMethod / Toronto	Craft – Writing	White Ribbon	Day After Day	Merit
BWM Isobar / Sydney + dentsu Amplifi, Carat & MKTG / Sydney + The Pool Collective / Sydney	Out of Home	The Garvan Institute of Medical Research	Disease Dilemmas	Bronze
Cheil / Spain	Online & Mobile	CRIS contra el Cáncer	The Battle Inside	Bronze
Cheil PengTai / Beijing + Cheil / Hong Kong	Online & Mobile	Samsung	The Cost of Bullying	Merit
Cramer-Krasselt / Chicago + MullenLowe PR / New York	Promotional Items	Tropicana	Tropicana Toothpaste	Merit
Dentsu / Tokyo + AOI Pro. / Tokyo + Connection / Tokyo + Initial / Tokyo	Innovation in Health & Wellness	QD Laser / Retissa Super Capture	With My Eyes	Merit
FCB / Chicago + Lord + Thomas / Chicago + FCB/SIX / Toronto	Radio & Audio	Walmart	Bedtime Stories	Silver
FCB India Advertising / Delhi + UNAIDS / Geneva + Goodmorning Films / Mumbai	Film	UNAIDS	The Mirror - See Me As I Am	Silver
Fenton Stephens / Melbourne + YourBreast	Craft – Art Direction	YourBreast	Faceboobs	Merit

HEALTH & WELLNESS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Friends / Stockholm + Perfect Fools / Stockholm + Ocean Outdoor / Stockholm	Out of Home	Friends	Bullying Out Of Home	Bronze
Grey Germany / Hamburg	Social Media	Terres des Femmes	Abolish §219a	Merit
Grey Germany / Hamburg	Public Relations	Terres des Femmes	Abolish §219a	Merit
Havas / Tel Aviv	Direct Marketing	Laisha	Helpline on The Cover	Merit
HEREZIE / Paris + Rehab / London	Online & Mobile	Pill-ID	Pill-ID	Merit
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Craft – Use of Technology	Hyundai Motor Group	Little Big e-Motion	Merit
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul + Planit Production / Seoul + Element Pictures / Seoul	Products	Hyundai Motor Group	Hydrogen Garbage Truck	Merit
Intouch Group / New York + Videocubo.tv / São Paulo	Print	The Chrysalis Initiative	Erase The Line	Merit
Intouch Group / New York + Videocubo.tv / São Paulo	Craft – Art Direction	The Chrysalis Initiative	Erase The Line	Silver
Joe Public United / Johannesburg	Promotional Items	Chicken Licken	Soulfuel Safe Lamp	Merit
Joe Public United / Johannesburg	Craft – Art Direction	South African National Blood Service (SANBS)	Blood Saves Lives	Merit
Jung von Matt / Hamburg + Markenfilm / Hamburg + Infected / Hamburg + 2WEI Music / Hamburg	Film	DocMorris	Kettlebell	Merit
Jung von Matt / Hamburg + Rabbicorn Films / Hamburg + DELI Hamburg / Hamburg + Not A Machine / Hamburg	Experiential / Immersive / Events	Berliner Verkehrsbetriebe (BVG)	Berlin's Heart Stands Still.	Bronze
Jung von Matt / Hamburg + Tony Petersen Film / Hamburg + Not A Machine / Hamburg + DELI Creative Collective / Hamburg	Experiential / Immersive / Events	Berliner Verkehrsbetriebe (BVG)	The BVG Hempticket – Come home, calm down.	Merit

HEALTH & WELLNESS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
L&C / New York + Ananas Anam / London + Dole Sunshine Company / Singapore + Suitcase Productions / New York	Products	Dole Sunshine Company + Ananas Anam	Piñatex	Gold
L&C / New York + Ananas Anam / London + Dole Sunshine Company / Singapore + Suitcase Productions / New York	Innovation in Health & Wellness	Dole Sunshine Company + Ananas Anam	Piñatex	Gold
L&C / New York + Dole Sunshine Company / California + Suitcase Productions / New York + Peppercomm / New York	Out of Home	Dole Sunshine Company	Malnutrition Facts	Merit
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Public Relations	Change the Ref	The Lost Class	Gold
Leo Burnett / Riyadh	Promotional Items	IKEA	Don't sleep on it	Merit
McCann / New York	Social Media	Annovera	Vagina Appreciation Day	Merit
McCann / New York	Public Relations	Annovera	Vagina Appreciation Day	Merit
McCann / New York	Craft – Writing	Annovera	Vagina Appreciation Day	Merit
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Direct Marketing	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Silver
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Social Media	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Merit
McCann Health / New York + McCann Health Brazil / São Paulo	Innovation in Health & Wellness	AstraZeneca	The CO2 Inhaler	Merit
McCann Health New Jersey / Parsippany + Real Chemistry / New York + McCann Health Engagement / New York + MediaHub / Minneapolis	Integrated Branding	Evoform/Phexxi	House Rules	Gold

HEALTH & WELLNESS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Mischief @ No Fixed Address + eos + Makeout	Design – Packaging	eos	Bless Your F*ing Cooch	Merit
mortierbrigade / Brussels	Integrated Branding	Brussels Mobility	FEET	Merit
No Fixed Address / Toronto + Mischief @ No Fixed Address + Canadian Centre for Child Protection + AdHoc Content	Public Relations	Canadian Centre for Child Protection	Happy Birthday, Twitter	Bronze
Ogilvy / Singapore + Ogilvy Malaysia / Kuala Lumpur	Out of Home	Cadbury	Flags of Generosity	Merit
Ogilvy / Singapore + Ogilvy Malaysia / Kuala Lumpur	Innovation in Lockdown	Cadbury	Flags of Generosity	Merit
Ogilvy UK / London	Integrated Branding	Dove	Reverse Selfie	Gold
Ogilvy UK / London	Print	Relate	The Joy of Later Life Sex	Bronze
Ogilvy UK / London	Out of Home	Relate	The Joy of Later Life Sex	Merit
Ogilvy UK / London	Public Relations	Relate	The Joy of Later Life Sex	Silver
Rethink + BC Cancer Foundation	Promotional Items	BC Cancer Foundation	Ballsy Ribbon	Merit
Rethink + Over The Bridge	Radio & Audio	Over The Bridge	Lost Tapes Of The 27 Club	Gold
Rethink + Periods For Periods	Social Media	Periods For Periods	Periods For Periods	Merit
RPA Advertising / Los Angeles + Helium / Santa Monica + Lime Studios / Santa Monica	Innovation in Health & Wellness	American Honda Motor Co.	Project Courage	Merit
Scholz & Friends	Innovation in Health & Wellness	Johanniter	Anti Look – the life-saving QR design	Merit
Special New Zealand + Motor Neurone Disease New Zealand + The Post Office	Direct Marketing	Motor Neurone Disease New Zealand (MND NZ)	David's Unusables	Bronze

HEALTH & WELLNESS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
TAXI	Direct Marketing	Human Rights Foundation	Uncomfortable Truth	Silver
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Online & Mobile	Alliance contre le tabac	Behind the pack	Bronze
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Experiential / Immersive / Events	HandsAway	Fearless Night	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Out of Home	HandsAway	Fearless Night	Bronze
Toaster + Google Indonesia + Essence SEA	Craft – Data-Driven Personalization	Google Indonesia / Google Search	Reviews of Hope	Merit
Trill / Calgary	Design – Packaging	Gradient Beverages Corp.	Gradient Vodka Soda	Merit
VMLY&R Commerce / Mumbai + Hindustan Unilever / Mumbai	Experiential / Immersive / Events	Lifebuoy	Hackwashing	Bronze
VMLY&R Commerce / Mumbai + Hindustan Unilever / Mumbai	Direct Marketing	Lifebuoy	Hackwashing	Merit
Wunderman Thompson / Bogota	Products	E-Dina Energy	WaterLight	Gold
Wunderman Thompson / Bogota	Innovation in Health & Wellness	E-Dina Energy	WaterLight	Silver
Wunderman Thompson / São Paulo + Johnson & Johnson	Social Media	Johnson & Johnson	Self-Exam Filter	Bronze
Wunderman Thompson Argentina	Design – Packaging	Unilever	Degree Inclusive	Gold
Wunderman Thompson Argentina	Public Relations	Unilever	Degree Inclusive	Merit
Wunderman Thompson Argentina	Innovation in Health & Wellness	Unilever	Degree Inclusive	Silver
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Products	Pfaff Harley-Davidson	Tough Turban	Bronze
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Promotional Items	Pfaff Harley-Davidson	Tough Turban	Merit

INTEGRATED

BEST OF DISCIPLINE	CLIENT / BRAND	TITLE		
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Google	Black-Owned Friday		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
3PM/Weber Shandwick / New York + AB InBev / Bud Light + Ghost Robot / New York	Craft – Writing	AB InBev / Bud Light	Summer Stimmy	Merit
3PM/Weber Shandwick / New York + draftLine / New York + AB InBev / Bud Light	Brand Partnerships	AB InBev / Bud Light	The Heinicke Deal	Bronze
4creative / London	Integrated Branding Campaign	Channel 4	Super. Human.	Gold
adam&eveDDB / London + Pulse Films / London + Pentagram / London + FleishmanHillard / London	Integrated Branding Campaign	International Paralympic Committee	#WeThe15	Merit
Africa / São Paulo	Innovation in Integrated	House of Lapland	Salla 2032	Gold
antoni Holding / Berlin	Brand Partnerships	All #TogetherAgainstCorona	#TogetherAgainstCorona	Merit
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Integrated Branding Campaign	The Columbia Journalism Review	The Inevitable News	Merit
BBDO / New York	Craft – Use of Technology	BACARDÍ	Music Liberates Music Mixtape	Merit
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Integrated Branding Campaign	Google	Black-Owned Friday	Gold
Clemenger BBDO Melbourne + Carlton & United Breweries (CUB) + Betty Wants In. + Finish Productions	Innovation in Integrated	Carlton & United Breweries	VB Solar Exchange	Gold
Cossette / Toronto + MERCHANT / Toronto	Rebranding Campaign	World Wheelchair Rugby	Here to Win	Merit

INTEGRATED

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Creative X Meta + Good Company / Los Angeles + Rock Paper Scissors / Los Angeles + Ingenuity / Los Angeles	Craft – Art Direction	Meta Quest [fka Oculus]	Billie Eilish x Beat Saber	Bronze
DAVID / Madrid + DAVID / Miami + Burger King / Miami + Caviar / Los Angeles	Integrated Branding Campaign	Burger King	Keep it Real Meals	Bronze
DDB Group / Sydney + Volkswagen Group Australia / Sydney + PHD Media Australia / Sydney	Craft – Use of Technology	Volkswagen Group Australia	The Ad Break Championship – GTI Hijack	Merit
Dentsu Webchutney / Bengaluru	Craft – Use of Technology	VICE World News	The Unfiltered History Tour	Silver
Engine / London + EA / Guildford + Framestore / London + String and Tins / London	Brand Partnerships	Kiyan Prince Foundation	Long Live the Prince	Gold
FCB New Zealand / Auckland + FINCH	Craft – Writing	Fire and Emergency New Zealand	Firefighters Don't Like Fire Movies	Merit
Forsman & Bodenfors / Göteborg	Integrated Branding Campaign	Visit Sweden	Discover the originals	Merit
Goodby Silverstein & Partners / San Francisco	Integrated Branding Campaign	BMW of North America	Zeus & Hera	Merit
Google Brand Studio / San Francisco	Integrated Branding Campaign	Google	A CODA Story	Merit
GUT / São Paulo + Saigon Filmes / São Paulo + LOUD+ / São Paulo	Integrated Branding Campaign	Mercado Livre (Ebazar)	New Iconic Kisses	Bronze
Hjaltelin Stahl / Copenhagen	Integrated Branding Campaign	IKEA	CIRKULÄR	Merit
Leo Burnett / Chicago + Beam Suntory / Chicago + Starcom / Chicago + Harbor / New York	Craft – Art Direction	Beam Suntory	6ourbon 7ime	Merit
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Integrated Branding Campaign	Change the Ref	The Lost Class	Bronze

INTEGRATED

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Art Direction	Change the Ref	The Lost Class	Merit
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Storytelling	Change the Ref	The Lost Class	Silver
Leo Burnett / Chicago + Wingstop / Chicago + MSL Group / Chicago + Publicis Connect / Chicago	Integrated Branding Campaign	Wingstop	Thighstop	Merit
Leo Burnett / Chicago + Wingstop / Chicago + MSL Group / Chicago + Publicis Connect / Chicago	Brand Transformation / Repositioning	Wingstop	Thighstop	Merit
Marcel / Paris	Innovation in Lockdown	Transavia	Not Paris	Merit
Mischief @ No Fixed Address + Dini Von Mueffling Consulting + Represent Us + The Bait Shoppe	Integrated Branding Campaign	Represent Us	Gerry's Partisan Pizza	Merit
No Fixed Address / Toronto + Little Caesars + Jungle Media	Customer Experience / CX	Little Caesars	Naming Rights	Merit
Ogilvy UK / London	Integrated Branding Campaign	Dove	Reverse Selfie	Silver
Ogilvy UK / London	Rebranding Campaign	Dove	Reverse Selfie	Merit
Ogilvy UK / London	Craft – Art Direction	Relate	The Joy of Later Life Sex	Bronze
Ogilvy UK / London	Integrated Branding Campaign	Sipsmith	The Official Tennis of Sipsmith Gin	Merit
Ogilvy UK / London	Brand Partnerships	Sipsmith	The Official Tennis of Sipsmith Gin	Bronze
PSOne / New York + The J.M. Smucker Company / Orrville	Integrated Branding Campaign	Jif	The Lil Jif Project	Bronze
Publicis Conseil / Paris	Craft – Storytelling	Fondation de France	Bee Influencer	Bronze

INTEGRATED

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Publicis Italy / Milan + Good People / Atene + Sizzer / Amsterdam + Prodigious	Integrated Branding Campaign	Heineken	The Night is Young	Silver
Saatchi & Saatchi / New York + Le Truc / New York + Zenith / Los Angeles + Biscuit Filmworks / Los Angeles	Craft – Storytelling	TikTok	You Have To See It	Merit
Serviceplan Germany / Munich	Craft – Writing	Gruner + Jahr Deutschland / Stern	Dyslexia Unetided	Merit
the community / Miami + OREO / New York	Brand Partnerships	OREO	OREO Thins Protection Program	Bronze
Thinkerbell + Initiative + The Jim Henson Company + Hardie Grant	Craft – Storytelling	CGU Insurance	Tall Poppy	Merit
Uncommon Creative Studio / London + H&M	Integrated Branding Campaign	H&M	ONE/SECOND/SUIT	Merit
Wieden+Kennedy / Portland + Netflix / Los Angeles + Old Spice / Cincinnati	Brand Partnerships	Old Spice	Old Spice x The Witcher Campaign	Merit

INTERACTIVE, ONLINE & MOBILE

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Kraft Heinz + Activision Blizzard		Hidden Spots	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Lockdown	Cox Communications	Drawn Closer	Gold
72andSunny / Los Angeles + Bullitt / Hollywood	Online Community – Use of Existing Platform	Tinder	Swipe Night: Killer Weekend	Merit
72andSunny / Los Angeles + Bullitt / Hollywood	Interactive Video	Tinder	Swipe Night: Killer Weekend	Merit
AlmapBBDO / São Paulo + Bando Studio / São Paulo + Jamute / São Paulo	Online-only Video – Series	Diageo	The Beach Walker Project	Merit
Apple + Mirimar + Apple TV+ / Los Angeles	Brand Partnerships	Apple TV+	Mythic Quest: Corporate Card Leak	Merit
Area 23, An IPG Health Company / New York	Digital Installations – Immersive	Stand for the Silent / Kazoo	Social Bullets	Merit
BBDO / New York	NFTs	BACARDÍ	Music Liberates Music Mixtape	Silver
BBDO / New York	Innovation in Interactive, Online, & Mobile	Capitol Records	The AcademiGoogle Slides Experience	Merit
BBDO / New York + Dini von Mueffling Communications + Smuggler	Online-only Video – Single	Sandy Hook Promise	Teenage Dream	Merit
BBDO Belgium / Brussels + Walkie Talkie / Gent + Fledge.tv / Sint-Niklaas + Red Eagle Productions / Dordrecht	Online Community – Use of Existing Platform	Decathlon	The Breakaway	Merit
BBDO Belgium / Brussels + Walkie Talkie / Gent + Fledge.tv / Sint-Niklaas + Red Eagle Productions / Dordrecht	Gaming – Computer & Console	Decathlon	The Breakaway	Bronze

INTERACTIVE, ONLINE & MOBILE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Utility – Ecommerce	Google	Black-Owned Friday	Silver
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Interactive Video	Google	Black-Owned Friday	Bronze
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Online-only Video – Single	Google	Black-Owned Friday	Silver
BETC / Paris + GUM / Paris + General Pop / Paris	Mobile Video	Hennessy	Hennesscreen	Merit
BETC / Paris + GUM / Paris + General Pop / Paris	Physical Product & Mobile Integration	Hennessy	Hennesscreen	Bronze
BUCK + R/GA / New York	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Ally Bank	Adventures With Zeee Bucks	Merit
Cheil PengTai / Beijing + Cheil / Hong Kong	Gaming – Computer & Console	Samsung	The Cost of Bullying	Merit
CHEP Network / Sydney + Resonance Sonic Branding & Song Zu / Sydney + The Glue Society Studios / Sydney + Revolver / Sydney	Innovation in Lockdown	Samsung	Performance Enhancing Music	Merit
DAVID / São Paulo + Burger King / São Paulo + Zubi / Miami + Sailor Studio + A9 Audio / São Paulo	Utility – Ecommerce	Burger King	The Impossible Combo	Merit
DAVID / São Paulo + Burger King / São Paulo + Zubi / Miami + Sailor Studio + A9 Audio / São Paulo	Customer Experience / CX	Burger King	The Impossible Combo	Silver

INTERACTIVE, ONLINE & MOBILE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
DAVID / São Paulo + Burger King / São Paulo + Zubi / Miami + Sailor Studio + A9 Audio / São Paulo	Brand Partnerships	Burger King	The Impossible Combo	Gold
DDB / Chicago	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Miller	Millerverse	Merit
DDB / Chicago	Pre-Roll	Skittles	Target the Rainbow	Merit
DDB Group / Sydney + Volkswagen Group Australia / Sydney + PHD Media Australia / Sydney	Gaming – Mobile	Volkswagen Group Australia	The Ad Break Championship – GTI Hijack	Bronze
DDB Mudra Group / Mumbai + 22feet Tribal WW / Mumbai	Online Community – Use of Existing Platform	Spotify	#PlayThis	Merit
Dentsu Webchutney / Bengaluru	Physical Product & Mobile Integration	VICE World News	The Unfiltered History Tour	Gold
Dentsu Webchutney / Bengaluru	Augmented, Virtual & Mixed Reality (AR, VR, MR)	VICE World News	The Unfiltered History Tour	Gold
FamousGrey / Brussels + Volvo Car BeLux / Brussels + Mindshare + Hogarth	Utility – Ecommerce	Volvo Car Belux	The Volvo Street Configurator	Merit
FCB / Chicago + m ss ng p eces / New York + Picture North / Chicago + Lord + Thomas / Chicago	Physical Product & Mobile Integration	Cox Communications	Hugs	Merit
FCB India Advertising / Delhi + FCB / Chicago + The Times Of India / Delhi + Shakti / Bangalore	Online Community – Use of Existing Platform	Political Shakti + The Times Of India	The Nominate Me Selfie	Merit
Goodby Silverstein & Partners / San Francisco	Websites – Desktop & Responsive	Cheetos	Cheetle iD	Merit
Goodby Silverstein & Partners / San Francisco	Utility – Ecommerce	Cheetos	Cheetle iD	Silver
Google + Google Devices & Services Creative Team	Utility	Google	Real Tone	Gold

INTERACTIVE, ONLINE & MOBILE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Google + Google Devices & Services Creative Team	Innovation in Interactive, Online, & Mobile	Google	Real Tone	Gold
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Online Community – Use of Existing Platform	Kraft Heinz + Activision Blizzard	Hidden Spots	Gold
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Brand Partnerships	Kraft Heinz + Activision Blizzard	Hidden Spots	Gold
Happiness / An FCB alliance / Brussels	Online Advertising – Native Ads	OVK / PEVR (Parents of Road Victims)	Empty Rooms	Merit
INGO / Stockholm + Activision Blizzard / Santa Monica + Raven Software / Middleton	Gaming – Computer & Console	Activision Blizzard / Call of Duty	Mystery Sniper	Merit
INNOCEAN Worldwide Europe / Berlin + Media.Monks / Hilversum + Ted Alkemade + Trigger Happy / Berlin	Interactive Video	Anne Frank House	The Bookcase for Tolerance	Merit
Jung von Matt / Hamburg + Not A Machine / Hamburg + eBay Kleinanzeigen / Kleinmachnow + Terre des Femmes / Berlin	Online Advertising – Native Ads	Terres des Femmes	Violent classifieds	Merit
Lenovo / Morrisville	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Lenovo	MLKonMLK	Merit
M&C Saatchi / Dubai + Pizza Hut / Dubai	Innovation in Interactive, Online, & Mobile	Pizza Hut META	Offline Hour	Merit
M&C Saatchi / Sydney + BWS / Sydney	Utility	BWS	InstaPour	Merit
Mojo Supermarket + Active Theory + Girls Who Code	Websites – Desktop & Responsive	Girls Who Code	DojaCode	Merit
Mojo Supermarket + Active Theory + Girls Who Code	Interactive Video	Girls Who Code	DojaCode	Gold

INTERACTIVE, ONLINE & MOBILE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Mojo Supermarket + Active Theory + Girls Who Code	Innovation in Interactive, Online, & Mobile	Girls Who Code	DojaCode	Bronze
MullenLowe SSP3 / Bogota	Online Community – Use of Existing Platform	AB InBev / Pony Malta	She Football Club	Merit
Oakley + Kamp Grizzly	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Oakley	Oakley KATO - AR Launch Experience	Merit
Oatly Department of Mind Control / Malmö + Rocheffort / Amsterdam	Online-only Video – Single	Oatly	An Ad In An Ad In An Ad	Merit
Ogilvy Brasil / São Paulo + Magazine Luiza / São Paulo	Utility – Ecommerce	Magazine Luiza	Shopping Inside Songs	Merit
Ogilvy Germany	Online Community – Use of Existing Platform	Universal Music	The Spotify Charthack	Merit
Ogilvy Mumbai / India + Mondelez	Pre-Roll	Mondelez	Hate Is Unskippable	Merit
Ogilvy Mumbai / India + Mondelez	Innovation in Interactive, Online, & Mobile	Mondelez	Shah Rukh Khan-My-Ad	Bronze
OKTO / Stockholm + Oatly Department of Mind Control / Malmö	Websites – Desktop & Responsive	Oatly Department of Mind Control	Oatly Infinite Canvas	Merit
OneMethod / Toronto + Bensimon Byrne / Toronto + Narrative / Toronto	Utility – Ecommerce	Good Fortune	RECEATS	Silver
OneMethod / Toronto + Bensimon Byrne / Toronto + Narrative / Toronto	Online Community – Use of Existing Platform	Good Fortune	RECEATS	Bronze
OneMethod / Toronto + Bensimon Byrne / Toronto + Narrative / Toronto	Innovation in Lockdown	Good Fortune	RECEATS	Bronze
Publicis Conseil / Paris	Online Community – Use of Existing Platform	Fondation de France	Bee Influencer	Merit
Publicis Conseil / Paris	Brand Partnerships	Fondation de France	Bee Influencer	Silver
R/GA / London	Utility	Nike	NikeSync	Silver

INTERACTIVE, ONLINE & MOBILE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
R/GA / London	Online Community – Use of Existing Platform	Nike	NikeSync	Merit
R/GA / London + R/GA / São Paulo + Google / London	Utility	Google	Auditorial	Merit
Rethink + Kraft Heinz	Websites – Desktop & Responsive	Kraft Heinz Canada	Wait For Heinz	Merit
Rethink + YWCA Metro Vancouver	Digital Installations – Interactive	YWCA Metro Vancouver	Wall For Women	Merit
Saatchi & Saatchi / Düsseldorf + MetaDesign / Berlin + Digitas Pixelpark / Germany + MSL Group / Germany	NFTs	WWF	Non-Fungible Animals	Merit
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Mobile Video	Goldfish	Go For The Handful	Bronze
Serviceplan Germany / Munich	Online-only Video – Single	Newtown Action Alliance	#NotComingHome	Merit
Sid Lee + Starcom + Lowe's Canada	Pre-Roll	Lowe's Canada	Colour Spoilers	Merit
Sid Lee + Starcom + Lowe's Canada	Online-only Video – Series	Lowe's Canada	Colour Spoilers	Merit
sunsetDDB / São Paulo + AB InBev / São Paulo	Utility	AB InBev / AMBEV	Face of Carnival	Merit
TBWA\Media Arts Lab / Shanghai + OMD / Shanghai + Lunar Films / Shanghai + MPC / Shanghai	Online-only Video – Single	Apple	Chinese New Year - The Comeback	Silver
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Alliance contre le tabac	Behind the pack	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Online Community – Use of Existing Platform	Guides TAO	Hate to Protect	Bronze

INTERACTIVE, ONLINE & MOBILE

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
TBWA\Switzerland / Zürich	Online Advertising – Display Ads	Porsche	Porsche Taycan - Tesla Targeting	Merit
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Brand Partnerships	Burger King Argentina + Netflix Argentina	Whopper Heist	Merit
Wieden+Kennedy / São Paulo + Stink / São Paulo + Supersonica / São Paulo + Nike / São Paulo	Online-only Video – Single	Nike / Institutional	New Fairies	Merit
Wunderman Thompson / São Paulo + Johnson & Johnson	Utility	Johnson & Johnson	Self-Exam Filter	Silver
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Physical Product & Mobile Integration	Harry Rosen	Green Screen Shirt	Merit
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Harry Rosen	Green Screen Shirt	Merit
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Innovation in Lockdown	Harry Rosen	Green Screen Shirt	Merit
Zulu Alpha Kilo / Toronto + SingleCut Beersmiths / New York + Zulubot / Toronto + Table of Content / New York	Physical Product & Mobile Integration	SingleCut Beersmiths	Notes IPA	Merit

INTERACTIVE & MOBILE CRAFT

BEST OF DISCIPLINE	CLIENT / BRAND	TITLE		
Mojo Supermarket + Active Theory + Girls Who Code	Girls Who Code	DojaCode		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
180LA / Los Angeles + Cox Communications / Atlanta	Visual Craft – Animation	Cox Communications	Drawn Closer	Gold
180LA / Los Angeles + Cox Communications / Atlanta	Use of Technology	Cox Communications	Drawn Closer	Bronze
180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Lockdown	Cox Communications	Drawn Closer	Silver
72andSunny / Los Angeles	Visual Craft – Visual Effects	Activision Blizzard / Call of Duty	Warzone in Paradise	Bronze
Area 23, An IPG Health Company / New York	Creative Use of Data	Stand for the Silent / Kazoo	Social Bullets	Merit
Area 23, An IPG Health Company / New York	Visual Craft – Art Direction	Stand for the Silent / Kazoo	Social Bullets	Merit
BBDO / New York	Audio Craft – Music	BACARDÍ	Music Liberates Music Mixtape	Merit
BBDO / New York	Innovation in Interactive & Mobile Craft	BACARDÍ	Music Liberates Music Mixtape	Merit
BBDO / New York	Visual Craft – Animation	Capitol Records	The Academic Google Slides Experience	Silver
BBDO / New York	Innovation in Interactive & Mobile Craft	Capitol Records	The Academic Google Slides Experience	Bronze
Cheil / Amsterdam + Mario Piepenbrink / Alkmaar + Pirke Productions / Amsterdam + Samsung Electronics Benelux / Schiphol	Innovation in Interactive & Mobile Craft	Samsung Electronics Benelux	Samsung FastFrame	Merit
Cheil PengTai / Beijing + Cheil / Hong Kong	UX / UI – User Experience / CX / DX	Samsung	The Cost of Bullying	Merit
Dentsu Webchutney / Bengaluru	Use of Technology	VICE World News	The Unfiltered History Tour	Silver

INTERACTIVE & MOBILE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
FCB / Chicago + Lord + Thomas / Chicago + FCB/SIX / Toronto	Use of Technology	Walmart	Bedtime Stories	Bronze
FCB / New York + Spotify Advertising / New York + Wave Studios / New York + Watt White Music / New York	Audio Craft – Music	Spotify	A Song for Every CMO	Merit
FCB / New York + Spotify Advertising / New York + Wave Studios / New York + Watt White Music / New York	Writing	Spotify	A Song for Every CMO	Merit
Goodby Silverstein & Partners / San Francisco	UX / UI – Utility / Ecommerce	Cheetos	Cheetle iD	Silver
Google + Google Devices & Services Creative Team	Use of Technology	Google	Real Tone	Bronze
Google + Google Devices & Services Creative Team	Innovation in Interactive & Mobile Craft	Google	Real Tone	Gold
Jung von Matt / Hamburg + Elastique + Journee – The Metaverse Company / Berlin + The Game Group / Hamburg	Visual Craft – Art Direction	BMW Group	Joytopia	Merit
Leo Burnett / Chicago + Beam Suntory / Chicago + Starcom / Chicago + Harbor / New York	Visual Craft – Art Direction	Beam Suntory	6ourbon 7ime	Merit
Mojo Supermarket + Active Theory + Girls Who Code	UX / UI – User Experience / CX / DX	Girls Who Code	DojaCode	Silver
Mojo Supermarket + Active Theory + Girls Who Code	Visual Craft – Visual Effects	Girls Who Code	DojaCode	Merit
Mojo Supermarket + Active Theory + Girls Who Code	Innovation in Interactive & Mobile Craft	Girls Who Code	DojaCode	Gold
OneMethod / Toronto + Bensimon Byrne / Toronto + Narrative / Toronto	UX / UI – Utility / Ecommerce	Good Fortune	RECEATS	Merit

INTERACTIVE & MOBILE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
OneMethod / Toronto + Bensimon Byrne / Toronto + Narrative / Toronto	Writing	Good Fortune	RECEATS	Merit
OneMethod / Toronto + Bensimon Byrne / Toronto + Narrative / Toronto	Innovation in Lockdown	Good Fortune	RECEATS	Silver
R/GA / London + R/GA / São Paulo + Google / London	UX / UI – Utility / Ecommerce	Google	Auditorial	Merit
R/GA / London + R/GA / São Paulo + Google / London	UX / UI – User Experience / CX / DX	Google	Auditorial	Merit
Scholz & Friends	Innovation in Interactive & Mobile Craft	Johanniter	Anti Look – the life-saving QR design	Merit

IP & PRODUCTS

BEST OF DISCIPLINE	CLIENT / BRAND	TITLE		
Google + Google Devices & Services Creative Team	Google	Real Tone		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
AlmapBBDO / São Paulo + BITT / Buenos Aires + Noroeste / Buenos Aires	Physical Product – Promotional	Pepsico	Quaker Qrece	Merit
Anorak / NoA / Oslo	Digital Product – In-Market	SATS	Walk&Talk	Merit
BBDO / New York	Digital Product – Promotional	BACARDÍ	Music Liberates Music Mixtape	Merit
BETC HAVAS / São Paulo + TIM Br / Rio de Janeiro	Digital Product – Promotional	TIM Br	TIM Conscious Keyboard	Merit
Cheil / Amsterdam + Mario Piepenbrink / Alkmaar + Pirke Productions / Amsterdam + Samsung Electronics Benelux / Schiphol	Integrated Digital & Physical Product – Promotional	Samsung Electronics Benelux	Samsung FastFrame	Merit
Cheil China / Beijing	Experimental / Internal Projects / R&D	Volkswagen	The People's Prototype	Merit
DDB Mudra Group / Mumbai	Physical Product – In-Market	McDonald's	EatQual	Merit
Dentsu / Tokyo + Qosmo / Tokyo + Dentsu Creative X / Tokyo	Physical Product – In-Market	UNLABELED, NEXUSVII.	Camouflage Against the Machines	Merit
FCB / Chicago + m ss ng p eces / New York + Picture North / Chicago + Lord + Thomas / Chicago	Integrated Digital & Physical Product – Promotional	Cox Communications	Hugs	Merit
Google + Google Devices & Services Creative Team	Digital Product – In-Market	Google	Real Tone	Gold
Google + Google Devices & Services Creative Team	Innovation in IP & Products	Google	Real Tone	Silver
Google Brand Studio APAC / Sydney + Signality / Stockholm + Stab Mag / Byron Bay + R/GA / Sydney	Experimental / Internal Projects / R&D	Google	Project Huey	Merit

IP & PRODUCTS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Integrated Digital & Physical Product – Promotional	Hyundai Motor Group	Little Big e-Motion	Merit
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul + Planit Production / Seoul + Element Pictures / Seoul	Physical Product – In-Market	Hyundai Motor Group	Hydrogen Garbage Truck	Merit
Joe Public United / Johannesburg	Physical Product – Promotional	Chicken Licken	Soulfuel Safe Lamp	Silver
Joe Public United / Johannesburg	Innovation in IP & Products	Chicken Licken	Soulfuel Safe Lamp	Silver
Kolle Rebbe / Hamburg + German Olympic Sports Confederation / Frankfurt/Main	Physical Product – Promotional	German Olympic Sports Confederation	#ShowUsEqual	Merit
L&C / New York + Ananas Anam / London + Dole Sunshine Company / Singapore + Suitcase Productions / New York	Physical Product – In-Market	Dole Sunshine Company + Ananas Anam	Piñatex	Gold
Leo Burnett Australia / Sydney + The Glue Society / Sydney + Revolver / Sydney	Experimental / Internal Projects / R&D	Suncorp Brand	One House To Save Many	Bronze
LIFULL / Tokyo + Whosecacao / Tokyo + Social kitchen TORANOMON / Tokyo + peak / Tokyo	Physical Product – In-Market	LIFULL	ECOLATE	Merit
Mojo Supermarket + Active Theory + Girls Who Code	Digital Product – Promotional	Girls Who Code	DojaCode	Bronze
Rethink + IKEA	Integrated Digital & Physical Product – In-Market	IKEA Canada	Repurposeful Instructions	Bronze
TBWA\HAKUHODO / Tokyo	Innovation in Lockdown	The Nippon Foundation	Hi Toilet	Merit
the community / Miami + OREO / New York	Physical Product – Promotional	OREO	OREO Thins Protection Program	Merit
Uncommon Creative Studio / London + H&M	Physical Product – In-Market	H&M	ONE/SECOND/SUIT	Silver

IP & PRODUCTS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Wunderman Thompson / Bogota	Physical Product – In-Market	E-Dina Energy	WaterLight	Gold
Wunderman Thompson / Bogota	Innovation in IP & Products	E-Dina Energy	WaterLight	Gold
Wunderman Thompson Argentina	Physical Product – Promotional	Unilever	Degree Inclusive	Silver
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Integrated Digital & Physical Product – Promotional	Harry Rosen	Green Screen Shirt	Merit
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Physical Product – Promotional	Pfaff Harley-Davidson	Tough Turban	Merit

MOVING IMAGE CRAFT

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
Serviceplan Germany / Munich	PENNY		The Wish	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
180LA / Los Angeles + Cox Communications / Atlanta	Animation – Single	Cox Communications	Drawn Closer	Merit
180LA / Los Angeles + Cox Communications / Atlanta	Use of Technology	Cox Communications	Drawn Closer	Silver
180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Moving Image Craft	Cox Communications	Drawn Closer	Merit
180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Lockdown	Cox Communications	Drawn Closer	Gold
4creative / London + Somesuch / London	Writing – Single	Channel 4	Super. Human.	Bronze
72andSunny / Los Angeles + Alt.vfx + Cartel + RESET	Visual Effects – Single	Adobe / Premiere	Fantastic Voyage	Merit
72andSunny / Los Angeles + Film 47 + Swaybox	Innovation in Moving Image Craft	National Football League	Bring Down the House	Merit
Amazon / Seattle	Casting	GLAAD	Back to School: Changes	Merit
Anomaly / New York + Shelter / Kiev + Iconoclast / Los Angeles	Production Design	Crown Royal	It's a New World of Cocktails	Gold
antoni garage & Co. / Berlin	Production Design	Mercedes-Benz	Future 2021 – The Concept EQG	Merit
Apple	Writing – Single	Apple	Detectives	Silver
Apple	Writing – Series	Apple	Detectives, Basement, Pavel	Silver
Apple + O Positive / Santa Monica	Direction – Single	Apple	Detectives	Merit
Apple + O Positive / Santa Monica	Direction – Series	Apple	Detectives, Basement, Pavel	Silver

MOVING IMAGE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Arnold Worldwide / Boston + Moxie Pictures / Los Angeles + Cosmo Street Editorial / New York + Zero VFX / Boston	Writing – Series	Progressive Insurance	Dr Rick	Merit
BBDO / New York	Use of Technology	Capitol Records	The Academic Google Slides Experience	Silver
BBDO / New York	Innovation in Moving Image Craft	Capitol Records	The Academic Google Slides Experience	Bronze
BBDO / New York	Innovation in Lockdown	Capitol Records	The Academic Google Slides Experience	Gold
BBDO / New York + Dini von Mueffling Communications + Smuggler	Casting	Sandy Hook Promise	Teenage Dream	Merit
BBDO Group Germany / Berlin + BBDO / San Francisco + Smuggler / London	Editing – Single	WhatsApp	Just Send It	Merit
BBDO Group Germany / Berlin + BBDO / San Francisco + Smuggler / London	Cinematography – Single	WhatsApp	Just Send It	Merit
BBDO Group Germany / Berlin + BBDO / San Francisco + Smuggler / London	Casting	WhatsApp	Just Send It	Merit
BBDO Group Germany / Berlin + WhatsApp / Menlo Park + BBDO / San Francisco + Iconoclast Germany / Berlin	Direction – Single	WhatsApp	One	Merit
BBDO Group Germany / Berlin + WhatsApp / Menlo Park + BBDO / San Francisco + Iconoclast Germany / Berlin	Writing – Single	WhatsApp	One	Merit
BBDO Group Germany / Berlin + WhatsApp / Menlo Park + BBDO / San Francisco + Iconoclast Germany / Berlin	Editing – Single	WhatsApp	One	Silver
BBDO Group Germany / Berlin + WhatsApp / Menlo Park + BBDO / San Francisco + Iconoclast Germany / Berlin	Cinematography – Single	WhatsApp	One	Merit

MOVING IMAGE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
BBDO Singapore + Pixel Post	Use of Vertical Video	Visa #WhereYouShopMatters	9x16 Stores	Merit
Bensimon Byrne / Toronto + Narrative / Toronto + OneMethod / Toronto	Direction – Single	White Ribbon	Day After Day	Merit
Bipolar Studio / Los Angeles	Visual Effects – Single	Porsche	Electricity	Merit
Biscuit Filmworks / Los Angeles + Wieden+Kennedy / Portland	Production Design	Meow Wolf	Convergence Station	Bronze
Blacksmith / New York + FIG / New York + Epoch Films / New York	Visual Effects – Single	Zillow	The Journey	Gold
BYJU'S / Bengaluru + Dora Digs / Mumbai	Writing – Single	BYJU'S	Master Ji - A Teachers' Day Tribute	Bronze
BYJU'S / Bengaluru + Dora Digs / Mumbai	Casting	BYJU'S	Master Ji - A Teachers' Day Tribute	Merit
Cut+Run / New York + Droga5 / New York + LFR Productions / New York	Editing – Single	The New York Times	Independent Journalism for an Independent Life - Jordan	Silver
Cut+Run / Santa Monica + Lockt	Editing – Single	Oakley	Be Who You Are: Italo Ferreira	Merit
CYW / Madrid + Prime Video + Blur / Madrid + The Mill / London	Visual Effects – Single	Prime Video	An Unlikely Friendship	Bronze
DAVID / Madrid + Burger King / Miami + MJZ / Los Angeles + Pickle Music / New York	Writing – Single	Burger King	Confusing Times	Silver
DDB / Paris + Machine Sound / London + Important Looking Pirates / Stockholm + Stink Films / Paris	Animation – Single	Ubisoft / Far Cry 6	Chicharron Run	Merit
Dentsu / Tokyo + Spoon / Tokyo + Sunny Side Up / Tokyo	Production Design	Otsuka Pharmaceutical Co.	Find Your Own Way	Gold

MOVING IMAGE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Dentsu Craft / Tokyo + Dentsu Creative X / Tokyo	Use of Technology	Yakushima Treasure	Yakushima Treasure Another Live from Yakushima	Merit
dentsuMB / New York + FTX	Direction – Single	FTX	Don't Miss Out	Silver
dentsuMB / New York + FTX	Writing – Single	FTX	Don't Miss Out	Silver
Digital Kitchen / Los Angeles	Title Sequences	Showtime	Yellowjackets Main Title	Merit
Doomsday Entertainment / Los Angeles + Snap / Los Angeles + Brand New School / New York	Innovation in Moving Image Craft	Snapchat	Building a More Inclusive Camera, Together	Gold
Droga5 / London + Amazon Music / Seattle + Blinkink / London + Freefolk / London	Animation – Single	Amazon Music	Unbox a world of music	Merit
Droga5 / New York	Editing – Single	The New York Times	Independent Journalism for an Independent Life - Vera	Merit
Droga5 / New York + Facebook	Editing – Single	Facebook	Skate Nation Ghana	Silver
Droga5 / New York + Facebook / Instagram + Reset Content / New York + Blacksmith / New York	Editing – Single	Facebook	No Comply	Silver
Droga5 / New York + Little Minx / Los Angeles	Direction – Single	Reform Alliance	Technically Illegal	Merit
Droga5 / New York + Love Song / New York + Facebook	Direction – Single	Facebook	Skate Nation Ghana	Merit
Early Man Film / Mumbai + DDB Mudra Group / Mumbai	Casting	Battlegrounds Mobile India	Machine Gun Mouth	Merit
Elastic / Santa Monica	Title Sequences	Hulu	Only Murderers in the Building Main Title	Merit
Elastic / Santa Monica	Title Sequences	Netflix	The Andy Warhol Diaries Main Title	Merit

MOVING IMAGE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Energy BBDO / Chicago + Mars Wrigley + MJZ + Final Cut	Direction – Single	Mars Wrigley / Extra Gum	For When It's Time	Merit
Energy BBDO / Chicago + Mars Wrigley + MJZ + Final Cut	Casting	Mars Wrigley / Extra Gum	For When It's Time	Silver
FCB New Zealand / Auckland + 3&7 / Los Angeles	Direction – Single	Waka Kotahi	Toll Booth	Merit
FCB New Zealand / Auckland + 3&7 / Los Angeles	Writing – Single	Waka Kotahi	Toll Booth	Merit
FCB New Zealand / Auckland + 3&7 / Los Angeles	Casting	Waka Kotahi	Toll Booth	Merit
Final Cut / New York + Droga5 / New York	Editing – Single	The New York Times	The Truth Takes a Journalist	Merit
Final Frontier / Shanghai + Slap Global / New York + Zombie Studio / São Paulo + Landia Mexico / Ciudad de México	Animation – Single	Doritos	Day of the Dead	Merit
FRED & FARID / New York	Direction – Single	Rémy Martin	Team Up For Excellence - The Film	Merit
FRED & FARID / New York	Production Design	Rémy Martin	Team Up For Excellence - The Film	Silver
Google Brand Studio / San Francisco	Editing – Single	Google	Year in Search 2021	Merit
Hungry Man / Los Angeles + Leo Burnett / Chicago	Direction – Series	Change the Ref	The Lost Class	Merit
Hungry Man / New York + Lucky Generals / London	Direction – Single	Amazon Alexa	Alexa's Body	Silver
Keko / Dubai + PHD MENA / Dubai + Stoked Films / Dubai + Porsche Middle East & Africa / Dubai	Cinematography – Single	Porsche Middle East & Africa	Drive 2 Extremes	Merit
Keko / Dubai + Porsche Middle East & Africa / Dubai + PHD MENA / Dubai + Stoked Films / Dubai	Innovation in Moving Image Craft	Porsche Middle East & Africa	Drive 2 Extremes	Silver

MOVING IMAGE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Direction – Single	Change the Ref	The Lost Class	Merit
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Writing – Single	Change the Ref	The Lost Class	Bronze
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Writing – Series	Change the Ref	The Lost Class	Gold
Leo Burnett / Frankfurt am Main + The Mill / Berlin + Zauberberg Productions / Berlin	Animation – Single	Samsung Electronics	The spider and the window	Gold
Leo Burnett / Frankfurt am Main + The Mill / Berlin + Zauberberg Productions / Berlin	Visual Effects – Single	Samsung Electronics	The spider and the window	Gold
Love Song / Los Angeles + Droga5 / New York	Direction – Single	Facebook	Facebook x Skate Ghana	Merit
Love Song / Los Angeles + Droga5 / New York	Cinematography – Single	Facebook	Facebook x Skate Ghana	Merit
Love Song / Los Angeles + Droga5 / New York + Barking Owl / New York	Cinematography – Single	Lululemon	The Selfish Giant Anthem	Bronze
Loveboat / Los Angeles + MullenLowe / Los Angeles	Casting	Arizona Coyotes Anthem	We Hockey	Merit
Lucky Generals / London + Amazon / Seattle + Hungry Man / Los Angeles	Direction – Single	Amazon	Mind Reader	Merit
McCann / Düsseldorf	Casting	ALDI	Holy night shift	Merit
Mighty Nice / Sydney + California Tobacco Control Program / California + Duncan Channon / San Francisco	Animation – Series	Mighty Nice	CTCP	Merit
Narrator / Los Angeles	Trailers & Teasers	Netflix	Da 5 Bloods: The Soul of America	Silver

MOVING IMAGE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Nexus Studios / London + Observatory / Los Angeles + Chipotle Mexican Grill / Los Angeles + The Elements Music / London	Animation – Single	Chipotle	A Future Begins	Bronze
NOMINT / London	Animation – Single	WWF Arctic Programme	Can't Negotiate the Melting Point of Ice	Gold
NOMINT / London	Innovation in Moving Image Craft	WWF Arctic Programme	Can't Negotiate the Melting Point of Ice	Silver
Nord DDB / Stockholm + Klarna / Stockholm + CAVIAR / London	Production Design	Klarna	Get Smooth Again	Merit
Ogilvy Mexico / Ciudad de Mexico + Media.Monks / Mexico City	Cinematography – Single	AB InBev	The Taste of Reunion	Merit
Ogilvy Mexico / Ciudad de Mexico + Oriental Films / Ciudad de México	Cinematography – Single	AB InBev	Our Land	Merit
Ogilvy UK / London	Casting	Dove	Reverse Selfie	Merit
Ogilvy UK / London	Casting	Relate	The Joy of Later Life Sex	Silver
Ogilvy UK / London + Swift / Portland	Writing – Single	Dove	As Early As Five	Merit
Outsider Editorial / Toronto + Banfield / Ottawa + Alter Ego / Toronto + Scouts Honour / Toronto	Editing – Single	Public Safety Canada	UnContained	Merit
Outsider Editorial / Toronto + Cossette / Toronto + Scouts Honour / Toronto + The Vanity / Toronto	Editing – Single	SickKids Foundation	SickKidsMoms Vs Hard Days	Merit
Park Pictures / New York + Creative X Meta	Direction – Series	Facebook	We The Culture	Merit
Partizan / Los Angeles + dentsuMB / New York + Heard City / New York + Mackcut / New York	Production Design	FTX	Don't Miss Out	Bronze
Plains of Yonder / Seattle	Title Sequences	HBO	The White Lotus - Main Title Sequence	Merit

MOVING IMAGE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Quad Productions / Quad Group / Paris + Altmann + Pacreau / Paris + Attention O Chiens / Paris + Fix Studio / Quad Group / Paris	Cinematography – Single	30 Millions d'amis	The Cry	Merit
Rethink + IKEA + Scouts Honour	Cinematography – Single	IKEA Canada	Our Little World	Merit
Rethink + IKEA + Scouts Honour + a52 VFX	Visual Effects – Single	IKEA Canada	Our Little World	Gold
Riff Raff Films / London + 750mph / London + MPC / London + Final Cut	Direction – Single	Burberry	Open Spaces	Gold
Romance Films / Cape Town + Joe Public United / Johannesburg	Direction – Single	Chicken Licken	Feel the Fire	Merit
Romance Films / Cape Town + Joe Public United / Johannesburg	Casting	Chicken Licken	Feel the Fire	Silver
Saatchi & Saatchi / El Segundo + Dentsu / Tokyo + Park Pictures / Santa Monica + Cartel / Santa Monica	Cinematography – Single	Toyota	Brothers	Merit
Saigon Filmes / São Paulo + GUT / São Paulo + Mercado Livre (Ebazar) / São Paulo	Direction – Single	Mercado Livre (Ebazar)	New Iconic Kisses	Merit
Saigon Filmes / São Paulo + GUT / São Paulo + Mercado Livre (Ebazar) / São Paulo + NASH Production / São Paulo	Cinematography – Single	Mercado Livre (Ebazar)	New Iconic Kisses	Bronze
Saigon Filmes / São Paulo + GUT / São Paulo + Mercado Livre (Ebazar) / São Paulo + NASH Production / São Paulo	Casting	Mercado Livre (Ebazar)	New Iconic Kisses	Gold
Scholz & Friends	Editing – Series	IWC Schaffhausen	Born of a Dream	Merit
Scholz & Friends	Cinematography – Series	IWC Schaffhausen	Born of a Dream	Merit
Serviceplan Germany / Munich	Direction – Single	PENNY	The Wish	Gold

MOVING IMAGE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Serviceplan Germany / Munich	Writing – Single	PENNY	The Wish	Bronze
Serviceplan Germany / Munich	Editing – Single	PENNY	The Wish	Merit
Serviceplan Germany / Munich	Cinematography – Single	PENNY	The Wish	Gold
Serviceplan Germany / Munich	Casting	PENNY	The Wish	Bronze
SMUGGLER + 180 Amsterdam	Direction – Single	DHL	License to Deliver	Merit
SMUGGLER + AMV BBDO / London	Cinematography – Single	Ford	Underwater Dance	Merit
SMUGGLER + BBDO / New York	Direction – Single	Sandy Hook Promise	Teenage Dream	Merit
SMUGGLER + Johannes Leonardo / New York	Production Design	Instagram	Yours To Make	Merit
Smuggler + TBWA\Media Arts Lab / Los Angeles + Exile Edit / Los Angeles	Editing – Single	Apple	Hollywood In Your Pocket	Bronze
Socialclub / Paris	Animation – Single	ALIMA	THE FABRIC	Merit
Stink Films / Paris	Visual Effects – Single	LEGO	Rebuild The World - Holidays	Merit
TBWA\Chiat\Day / New York + Cabin Editing Company + Company 3 + Furlined	Writing – Single	Family	Love, Lawyers, and The Government	Bronze
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Bob Industries / Los Angeles + Exile Edit / Los Angeles	Cinematography – Single	Apple	Holiday - Saving Simon	Merit
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Exile Edit / Los Angeles + Bob Industries / Los Angeles	Direction – Single	Apple	Holiday - Saving Simon	Merit
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Exile Edit / Los Angeles + Bob Industries / Los Angeles	Writing – Single	Apple	Holiday - Saving Simon	Merit

MOVING IMAGE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Lime Studios / Los Angeles + Hungry Man / Los Angeles	Writing – Series	Apple	Apple TV + Everyone But Jon Hamm	Merit
TBWA\Media Arts Lab / Shanghai + OMD / Shanghai + Lunar Films / Shanghai + MPC / Shanghai	Direction – Single	Apple	Chinese New Year - The Comeback	Merit
TBWA\Media Arts Lab / Shanghai + OMD / Shanghai + Lunar Films / Shanghai + MPC / Shanghai	Production Design	Apple	Chinese New Year - The Comeback	Silver
TBWA\Paris / Boulogne-Billancourt + Wanda + / Saint Denis La Plaine + Pulse Films / London + The Mill London / London	Production Design	Winamax	The Lift	Merit
TBWA\Paris / Boulogne-Billancourt + Wanda + / Saint Denis La Plaine + Pulse Films / London + The Mill London / London	Visual Effects – Single	Winamax	The Lift	Merit
Tencent In-House / Shenzhen + Shanghai Fanbu Network and Technology / Shanghai	Animation – Single	Tencent Neo-Culture Creativity	The Jujube	Merit
The Martin Agency / Richmond + Unilever / London	Production Design	Unilever / AXE	The Walk	Merit
The Martin Agency / Richmond + Unilever / London	Animation – Single	Unilever / AXE	The Walk	Merit
The Mill / New York	Visual Effects – Single	Verizon	The Reset	Gold
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Direction – Single	Russian LGBT Network	We Will Become Better	Gold
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Editing – Single	Russian LGBT Network	We Will Become Better	Gold

MOVING IMAGE CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Cinematography – Single	Russian LGBT Network	We Will Become Better	Gold
Wieden+Kennedy / Portland	Production Design	Intuit TurboTax	Matchmaker	Merit
Wieden+Kennedy / Portland + Eli Lilly & Company / Indianapolis + The Corner Shop / London + Work Editorial / Los Angeles	Casting	Eli Lilly & Company	A Medicine Company	Merit
Wieden+Kennedy / Portland + JOINT Editorial / Portland	Writing – Single	Wieden+Kennedy	a word	Gold
Wieden+Kennedy / São Paulo + Satélite Audio / São Paulo + Mosh VFX / São Paulo + Iconoclast / São Paulo	Cinematography – Single	Nubank / Institutional	Future	Bronze
Wieden+Kennedy / Tokyo + BWGTBLD / Berlin	Editing – Single	Nike	Play New New Girl	Merit
Wunderman Thompson Italy / Milan + Unit9 / London + Hill+Knowlton Strategies / London + FM Photographers / Milan	Use of Technology	Campari Group/ Campari Red Diaries	Fellini Forward	Silver
Wunderman Thompson Italy / Milan + Unit9 / London + Hill+Knowlton Strategies / London + FM Photographers / Milan	Innovation in Moving Image Craft	Campari Group/ Campari Red Diaries	Fellini Forward	Merit

MUSIC & SOUND CRAFT

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
BBDO / New York + Dini von Mueffling Communications + Smuggler	Sandy Hook Promise		Teenage Dream	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Akcelo / Sydney + Otis Studios / Sydney + Otis Studios / Sydney	Experiential Music & Sound	LEGO Australia	LEGO Playwaves	Merit
Amazon Brand Innovation Lab / Seattle + Southside Films / Brooklyn + redfitz / Brooklyn + Fanciful Films / Los Angeles	Experiential Music & Sound	Ad Council	Alexa, what is love?	Merit
Anomaly / New York	Use of Licensed Music	DICK'S Sporting Goods	There She Is	Merit
antoni garage & Co. / Berlin	Original Music – Score	Mercedes-Benz	Future 2021 – The Concept EQG	Merit
Apple	Use of Licensed Music	Apple	Doin' Laps	Bronze
Apple	Use of Licensed Music	Apple	Fumble	Gold
Area 23, An IPG Health Company / New York + Hip Hop Public Health / New York + Canja Audio Culture / Curitiba + Zombie Studios / São Paulo	Original Music – Song	Hip Hop Public Health	Lil Sugar – Master of Disguise	Merit
BABEL / Paris	Use of Licensed Music	Santé public France	We, the lovers	Gold
Barking Owl / Los Angeles + Cactus / Colorado	Original Music – Song	Colorado Lottery	Winning Country	Merit
BBDO / New York + Dini von Mueffling Communications + Smuggler	Music Adaptation – Song	Sandy Hook Promise	Teenage Dream	Gold
BBDO / New York + Dini von Mueffling Communications + Smuggler	Artist / Brand Collaboration	Sandy Hook Promise	Teenage Dream	Bronze
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Artist / Brand Collaboration	Google	Black-Owned Friday	Bronze

MUSIC & SOUND CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Bensimon Byrne / Toronto + Narrative / Toronto + OneMethod / Toronto	Sound Design	White Ribbon	Day After Day	Merit
Bensimon Byrne / Toronto + Narrative / Toronto + OneMethod / Toronto	Sound Mixing	White Ribbon	Day After Day	Merit
Cossette / Toronto + Scouts Honour / Toronto + Outsider Editorial / Toronto	Music Adaptation – Song	SickKids Foundation	SickKids VS Be A Light	Bronze
DDB Group / Germany + Hastings Audio Network + Optix Post Production	Original Music – Score	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT	Merit
DDB Group / Germany + Hastings Audio Network + Optix Post Production	Innovation in Music & Sound Craft	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT	Merit
Droga5 / New York + Wave Studios / New York + Cut+Run + LFR Productions	Sound Design	The New York Times	Independent Journalism for an Independent Life	Bronze
Droga5 / New York + Wave Studios / New York + Cut+Run + LFR Productions	Sound Mixing	The New York Times	Independent Journalism for an Independent Life	Gold
Droga5 / New York + Wave Studios / New York + Somesuch + Walker	Sound Design	The New York Times	The Truth Takes a Journalist	Bronze
Droga5 / New York + Wave Studios / New York + Somesuch + Walker	Sound Mixing	The New York Times	The Truth Takes a Journalist	Merit
Droga5 / New York + Wave Studios / New York + Somesuch + Walker	Sound Editing	The New York Times	The Truth Takes a Journalist	Bronze
Early Man Film / Mumbai + DDB Mudra Group / Mumbai	Sound Editing	Battlegrounds Mobile India	Machine Gun Mouth	Merit

MUSIC & SOUND CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Energy BBDO / Chicago + Bayer / Whippany + Mophonics / Los Angeles + ATK Plan / Dallas	Original Music – Song	Claritin	The Outsideologist Project	Merit
Energy BBDO / Chicago + Mars Wrigley + MJZ + Final Cut	Use of Licensed Music	Mars Wrigley / Extra Gum	For When It's Time	Merit
FCB / Chicago + Lord + Thomas / Chicago + FCB/SIX / Toronto	Innovation in Music & Sound Craft	Walmart	Bedtime Stories	Silver
FRED & FARID / New York	Artist / Brand Collaboration	Rémy Martin	Team Up For Excellence - The Film	Merit
German Wahnsinn / Hamburg + Atelier Grand Berg / Rastatt	Sonic Branding / Branded Audio	ADAM	A new sound for air	Merit
Grabarz & Partner / Hamburg + Dr. Ing. h.c. F. Porsche / Stuttgart + Infected / Hamburg + Markenfilm / Hamburg	Sound Design	Dr. Ing. h.c. F. Porsche	The Ghost	Merit
Grabarz & Partner / Hamburg + Dr. Ing. h.c. F. Porsche / Stuttgart + PHD Global Business / Hamburg + Hochkant Film & Co. / München	Sound Editing	Dr. Ing. h.c. F. Porsche	Launch campaign Mission R	Merit
Grayson Music / Toronto + Anomaly / Toronto + Steam Films / Toronto	Original Music – Song	AB InBev / Budweiser	Tape Out Hate	Merit
Grayson Music / Toronto + Juliet Creative / Toronto + Aguita / Los Angeles	Original Music – Song	SickKids Foundation	Lily's Raincoat	Merit
Havas Paris / Puteaux + AllSo / Paris + HRCLS / Puteaux	Sound Design	KFC France	KFC Ciné	Gold
Jang Young-gyu / Seoul + Apple Marcom + A Moho Film / Seoul	Original Music – Song	Apple	Life is But a Dream	Merit
Leo Burnett / Frankfurt am Main + The Mill / Berlin + Zauberberg Productions / Berlin	Use of Licensed Music	Samsung Electronics	The spider and the window	Bronze

MUSIC & SOUND CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Ig2 / Toronto	Use of Licensed Music	Women's Shelters Canada	Home Safe	Bronze
Machine / London + DDB / Paris + Final Cut / London + Stink Paris / Paris	Sound Design	Ubisoft / Far Cry 6	Chicharron Run	Bronze
Machine / London + Uncommon Creative Studio / London + Blinkink / London	Sound Design	B&Q	Later Means Never	Merit
McCann / London + Craft / London	Sound Design	Microsoft / Xbox	Hellblade 2	Bronze
McCann / New York	Artist / Brand Collaboration	Ad Council	Sound It Out	Merit
Mojo Supermarket + Active Theory + Girls Who Code	Artist / Brand Collaboration	Girls Who Code	DojaCode	Merit
Mother / London + duotone audio group / New York + MJZ / New York + Stoked / Beirut	Original Music – Score	Dubai Tourism	Dubai Presents...	Gold
MullenLowe / Los Angeles + Tribe Caribe / Miami + Cut+Run / Los Angeles + Stink Films / Los Angeles	Artist / Brand Collaboration	Bacardi/Patrón Tequila	Gracias a la Vida, Thank You to Life	Merit
NEXT Brand & Creative / Palo Alto + Scout Music	Innovation in Music & Sound Craft	Next Insurance	The On Hold Music Show	Merit
No Fixed Address / Toronto + Canadian Centre for Child Protection + 4Zero1 + Voyelles Films	Music Adaptation – Song	Canadian Centre for Child Protection	Unwanted Followers	Merit
No.8 Sound & Vision / London	Sound Design	EA Sports	FIFA 22 Hyper Motion	Merit
NYCNext / New York + Our Man In Havana / Brooklyn + Smartypants / Brooklyn + Tom Kitt / New York	Music Adaptation – Song	NYCNext	New York State of Mind	Silver

MUSIC & SOUND CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Observatory / Los Angeles + Chipotle / Newport Beach + Nexus Studios / London + The Elements Music / Los Angeles	Music Adaptation – Song	Chipotle	A Future Begins	Merit
Ogilvy Mexico / Ciudad de Mexico + Media.Monks / Mexico City	Original Music – Score	AB InBev	The Taste of Reunion	Merit
Ogilvy Mumbai / India + MTV / Mumbai	Innovation in Music & Sound Craft	MTV + ARDSI	Memory Karaoke	Merit
Palette Group / Brooklyn + GNCVB, Newark Happening / Newark	Original Music – Song	Newark Happening	Welcome To Newark	Bronze
PSOne / New York + The J.M. Smucker Company / Orrville	Original Music – Song	Jif	The Lil Jif Project	Merit
PSOne / New York + The J.M. Smucker Company / Orrville	Artist / Brand Collaboration	Jif	The Lil Jif Project	Merit
Rethink + Over The Bridge	Innovation in Music & Sound Craft	Over The Bridge	Lost Tapes Of The 27 Club	Merit
Sizzer / Amsterdam + The Family / Amsterdam + HALAL / Amsterdam	Original Music – Score	G-Star Raw	G-Star Raw: The Rhythm of Denim	Gold
Socialclub / Paris + Telescope Films / Montreal	Artist / Brand Collaboration	GREMM	Out of sight	Silver
Squeak E. Clean Studios + RSA Films	Sound Design	Netflix	The World is on Netflix	Merit
TBWA Hunt Lascaris / Johannesburg + Sterling Sound / Johannesburg	Sound Mixing	MTN South Africa	Feet	Merit
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Cabin Editing Company / Los Angeles + Imperial Woodpecker / Los Angeles	Sound Mixing	Apple	Start Up - 45 Years of Apple Sounds	Merit
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles + Imperial Woodpecker / Los Angeles + Cabin Editing Company / Los Angeles	Sound Editing	Apple	Start Up - 45 Years of Apple Sounds	Silver

MUSIC & SOUND CRAFT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
TBWA\Paris / Boulogne-Billancourt + Wanda + / Saint Denis La Plaine + Pulse Films / London + The Mill London / London	Use of Licensed Music	Winamax	The Lift	Merit
The Public House / Dublin + PHD / Dublin + Event Junkies / Dublin + Motherland / Dublin	Innovation in Lockdown	FBD Insurance	Sound Support	Merit
Wunderman Thompson / São Paulo + Johnson & Johnson + We4 Music + Landia & M&A	Artist / Brand Collaboration	Johnson & Johnson	Menstrual Dignity	Merit

OUT OF HOME

BEST OF DISCIPLINE	CLIENT / BRAND	TITLE		
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Change the Ref	The Lost Class		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
360i / New York + OREO + Media.Monks	Brand Partnerships	OREO	OREO x Pokémon	Merit
360i / New York + OREO + Media.Monks	Craft – Art Direction	OREO	OREO x Pokémon	Merit
360i / New York + OREO + Media.Monks	Craft – Printing & Production	OREO	OREO x Pokémon	Merit
adam&eveDDB / London + Queer Britain / London + Switchboard / London + Gay Times / London	Brand Partnerships	Skittles	Recolour the Rainbow	Merit
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Billboards & Transit – Series	Pepsi	Better With Pepsi	Silver
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Craft – Art Direction	Pepsi	Better With Pepsi	Gold
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Craft – Photography	Pepsi	Better With Pepsi	Bronze
alma DDB / Miami + PepsiCo + OMD + Carbo Films	P.O.P. & In-Store – Single	Pepsi	Better With Pepsi - Burger King Print	Merit
alma DDB / Miami + PepsiCo + OMD + Carbo Films	P.O.P. & In-Store – Single	Pepsi	Better With Pepsi - McDonald's Print	Merit

OUT OF HOME

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
alma DDB / Miami + PepsiCo + OMD + Carbo Films	P.O.P. & In-Store – Single	Pepsi	Better With Pepsi - Wendy's Print	Merit
AMV BBDO / London + Framestore / London + weareseventeen / London	Brand Installations	Mars Pet - Sheba	Hope Reef	Merit
AMV BBDO / London + Framestore / London + weareseventeen / London	Innovation in Out of Home	Mars Pet - Sheba	Hope Reef	Merit
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemand Studio / London	Experiential & Immersive	Bacardi Bombay Sapphire	Creativity is Essential	Gold
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemand Studio / London	Craft – Art Direction	Bacardi Bombay Sapphire	Creativity is Essential	Silver
AMV BBDO / London + OMD / London + Ogilvy PR / London + Niemand Studio / London	Innovation in Lockdown	Bacardi Bombay Sapphire	Creativity is Essential	Gold
BBH / London	Craft – Art Direction	Burger King UK	The Fall Collection	Merit
BBH USA / New York + Google / Mountain View + STATE Design / New York + Essence / New York	Murals	Google	Shopping - Shop Small Murals	Merit
BBH USA / New York + Google / Mountain View + STATE Design / New York + Essence / New York	Brand Partnerships	Google	Shopping - Shop Small Murals	Merit
BETC / Paris + GUM / Paris + Soldats Films / Paris	Murals	Distance	Outlaw Runners	Merit
BETC / Paris + GUM / Paris + Soldats Films / Paris	Craft – Photography	Distance	Outlaw Runners	Merit
Commonwealth//McCann / Mexico City	Brand Installations	General Motors / Chevrolet	Signs From Beyond	Merit

OUT OF HOME

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Commonwealth//McCann / Mexico City	Craft – Art Direction	General Motors / Chevrolet	Signs From Beyond	Merit
CRK / Basel	Craft – Photography	Pro Infirmis	#LikeYouAndMe	Merit
DAVID / Madrid + Burger King / Miami + Wearesicarios / Madrid	Craft – Writing	Burger King	Even More Confusing Times	Merit
DAVID / Madrid + LundLund / Stockholm	Craft – Photography	Burger King	Meat?	Merit
Deutsch LA / Los Angeles + Steelhead / Los Angeles	Innovation in Out of Home	Taco Bell	Taco Moon	Merit
Energy BBDO / Chicago + World Business Chicago / City of Chicago + Black Madre + Flare / Chicago	Experiential & Immersive	City of Chicago	Chicago Not In Chicago	Gold
Energy BBDO / Chicago + World Business Chicago / City of Chicago + Black Madre + Flare / Chicago	Craft – Art Direction	City of Chicago	Chicago Not In Chicago	Merit
Energy BBDO / Chicago + World Business Chicago / City of Chicago + Black Madre + Flare / Chicago	Craft – Illustration	City of Chicago	Chicago Not In Chicago	Merit
Havas Middle East / Dubai + Jack Morton / Dubai	Brand Installations	adidas	Liquid Billboard	Silver
INGO / Hamburg + Ogilvy Germany + Burger King Germany / Hannover + CAW Media / Buende	Craft – Photography	Burger King Germany	Proper Dining	Merit
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul + Planit Production / Seoul + Element Pictures / Seoul	Brand Installations	Hyundai Motor Group	Hydrogen Garbage Truck	Merit
Joe Public United / Johannesburg	Craft – Art Direction	Converse	Unity Laces	Merit
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro + Stabbiolo Music / Sarteano	Billboards & Transit – Series	Hyundai Global	The Bigger Crash	Merit

OUT OF HOME

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro + Stabbiolo Music / Sarteano	Craft – Art Direction	Hyundai Global	The Bigger Crash	Merit
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro + Stabbiolo Music / Sarteano	Craft – Photography	Hyundai Global	The Bigger Crash	Merit
L&C / New York + Dole Sunshine Company / California + Suitcase Productions / New York + Peppercomm / New York	Billboards & Transit – Single	Dole Sunshine Company	Malnutrition Facts	Merit
Lenovo / Morrisville	Innovation in Lockdown	Lenovo	MLKonMLK	Merit
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Experiential & Immersive	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Art Direction	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Photography	Change the Ref	The Lost Class	Gold
Leo Burnett / London	Craft – Illustration	McDonald's	Lights On	Merit
Leo Burnett / Madrid	Craft – Illustration	Procter & Gamble / Old Spice	The most epic seafaring legend ever told	Merit
Marcel / Paris	Innovation in Out of Home	Heetch	Uber Heetch	Silver
Marcel / Paris + Prime Video / Paris	Brand Installations	Prime Video	The 245km exhibition	Merit
Netflix	Craft – Writing	Netflix	The Netflix Marquee	Bronze
Oatly Department of Mind Control / Malmö	Craft – Writing	Oatly	Long copy Billboard	Merit
Ogilvy / Chicago + Chicago International Film Festival / Chicago + Sarofsky / Chicago	Billboards & Transit – Series	The Chicago International Film Festival	Life, Scripted	Bronze
Ogilvy / Chicago + Chicago International Film Festival / Chicago + Sarofsky / Chicago	Dynamic Billboards & Transit	The Chicago International Film Festival	Life, Scripted	Bronze

OUT OF HOME

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Ogilvy / Chicago + Chicago International Film Festival / Chicago + Sarofsky / Chicago	Craft – Writing	The Chicago International Film Festival	Life, Scripted	Gold
Ogilvy UK / London	Dynamic Billboards & Transit	Dove	Reverse Selfie	Gold
Ogilvy UK / London	Craft – Writing	Dove	Reverse Selfie	Merit
Ogilvy UK / London	Craft – Photography	Dove	Reverse Selfie	Silver
Ogilvy UK / London	Billboards & Transit – Single	Post Office	Social Post	Merit
Ogilvy UK / London	Billboards & Transit – Series	Relate	The Joy of Later Life Sex	Merit
Ogilvy UK / London	Craft – Writing	Relate	The Joy of Later Life Sex	Merit
Ogilvy UK / London	Craft – Photography	Relate	The Joy of Later Life Sex	Silver
OLIVER Agency / London	Craft – Writing	the Guardian	Guardian 200 Years, a Work in Progress	Merit
Publicis Groupe Belgium / Brussels + Publicis Groupe Netherlands / Amsterdam + Publicis Emil Germany / Berlin	Brand Installations	Mercedes-Benz	Millboard	Silver
Publicis Italy / Milan + Prodigious / Milan + JAJAFilms / Spain + TresBien / Argentina	Brand Installations	Heineken	Shutter Ads	Gold
Publicis Italy / Milan + Prodigious / Milan + JAJAFilms / Spain + TresBien / Argentina	Innovation in Lockdown	Heineken	Shutter Ads	Gold
Saatchi & Saatchi Ukraine / Kyiv + KyivPride / Kyiv + Dronarium / Kyiv	Experiential & Immersive	KyivPride	Motherland Pride	Merit
Scholz & Friends	Innovation in Out of Home	Johanniter	Anti Look – the life-saving QR design	Merit

OUT OF HOME

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Dynamic Billboards & Transit	HandsAway	Fearless Night	Silver
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Experiential & Immersive	HandsAway	Fearless Night	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Innovation in Out of Home	HandsAway	Fearless Night	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Billboards & Transit – Series	Le chocolat des Français	Only keep the best of France	Gold
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Craft – Illustration	Le chocolat des Français	Only keep the best of France	Gold
Uncommon Creative Studio / London + LADbible Group	Craft – Writing	LADbible Group	Everyday Heroes	Merit
VMLY&R / Mexico City	Billboards & Transit – Single	Save the Children	Jose Home Office	Merit
VMLY&R / Mexico City	Billboards & Transit – Single	Save the Children	Martha Home Office	Merit
VMLY&R / Paris + Red Fuse / Paris	Billboards & Transit – Series	Colgate Palmolive	Smile always find a way	Merit
VMLY&R / Paris + Red Fuse / Paris	Craft – Photography	Colgate Palmolive	Smile always find a way	Merit
We Believers / New York + Primo Content / Mexico + Relevant + StereoMonkey Studio	Experiential & Immersive	AB InBev / Corona	Plastic fishing tournament	Merit
We Believers / New York + Primo Content / Mexico + Relevant + StereoMonkey Studio	Innovation in Out of Home	AB InBev / Corona	Plastic fishing tournament	Bronze
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Dynamic Billboards & Transit	Burger King Argentina + Netflix Argentina	Whopper Heist	Merit
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Brand Partnerships	Burger King Argentina + Netflix Argentina	Whopper Heist	Bronze

OUT OF HOME

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Craft – Use of Technology	Burger King Argentina + Netflix Argentina	Whopper Heist	Merit
We Believers / New York + The Pasto / Buenos Aires + The Movement by Landia / Buenos Aires	Innovation in Out of Home	Burger King Argentina + Netflix Argentina	Whopper Heist	Merit
Wunderman Thompson / London	Brand Partnerships	HSBC UK	The Homeless Bank Account	Bronze
Wunderman Thompson Bangkok	Innovation in Out of Home	Tra Mongkut Fertilizer	Shelter Signboard	Merit

PHARMA

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
Special New Zealand + Motor Neurone Disease New Zealand + The Post Office	Motor Neurone Disease New Zealand (MND NZ)		David's Unusables	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
21GRAMS / London	Out of Home	AstraZeneca	The Big Sneeze	Bronze
21GRAMS / London	Promotional Items	Novartis UK	Slow the Burn	Bronze
21GRAMS / London	Print	Novartis UK	Slow the Burn	Merit
Anomaly / New York + Smuggler	Film	Abbott / FreeStyle Libre	Now You Know	Silver
Anomaly / New York + Smuggler	Craft – Art Direction	Abbott / FreeStyle Libre	Now You Know	Merit
Anomaly / New York + Smuggler	Craft – Writing	Abbott / FreeStyle Libre	Now You Know	Merit
Area 23, An IPG Health Company / New York	Craft – Art Direction	Daiichi Sankyo / Injectafer	“GREATNESS CAN BE LOST TO FATIGUE” - DaVinci	Merit
Area 23, An IPG Health Company / New York	Print	Daiichi Sankyo / Injectafer	“GREATNESS CAN BE LOST TO FATIGUE” - Mozart	Bronze
Area 23, An IPG Health Company / New York	Craft – Art Direction	Daiichi Sankyo / Injectafer	“GREATNESS CAN BE LOST TO FATIGUE” - Mozart	Merit
Area 23, An IPG Health Company / New York	Print	Daiichi Sankyo / Injectafer	“GREATNESS CAN BE LOST TO FATIGUE” - DaVinci	Merit
Area 23, An IPG Health Company / New York + Constant Therapy Health / Newton	Craft – Art Direction	Constant Therapy Health/Constant Therapy	The First Posters to Help Treat Aphasia	Merit
Area 23, An IPG Health Company / New York + Horizon / Lake Forest + Hornet / New York + Canja Audio Culture / Curitiba	Film	HORIZON / KRYSTEXXA	Down and Out Kidney	Merit

PHARMA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Area 23, An IPG Health Company / New York + Horizon / Lake Forest + Hornet / New York + Canja Audio Culture / Curitiba	Craft – Art Direction	HORIZON/KRYSTEXXA	Down and Out Kidney	Merit
Area 23, An IPG Health Company / New York + Roof Studio / New York + Jamute / São Paulo + Insmmed / Bridgewater	Film	Insmmed / NTMFacts.com	Contagious	Merit
Area 23, An IPG Health Company / New York + Roof Studio / New York + Jamute / São Paulo + Insmmed / Bridgewater	Craft – Art Direction	Insmmed / NTMFacts.com	Contagious	Merit
Area 23, An IPG Health Company / New York + Roof Studio / New York + Jamute / São Paulo + Insmmed / Bridgewater	Film	Insmmed / NTMFacts.com	Unbreakable	Gold
Area 23, An IPG Health Company / New York + Roof Studio / New York + Jamute / São Paulo + Insmmed / Bridgewater	Craft – Art Direction	Insmmed / NTMFacts.com	Unbreakable	Gold
Area 23, An IPG Health Company / New York + St John's Health Center Providence / Santa Monica + March of Dimes / Washington DC + Foundation / Los Angeles	Film	St John's Health Center Providence / March of Dimes	Gabriel	Merit
BWM Isobar / Sydney + dentsu Amplifi, Carat & MKTG / Sydney + The Pool Collective / Sydney	Integrated Branding	The Garvan Institute of Medical Research	Disease Dilemmas	Merit
FCBCURE, An IPG Health Company / Parsippany + Merck Pharmaceuticals / Kenilworth	Craft – Art Direction	Merck/VERQUVO	Tough at Heart	Merit
Intouch Group / New York + Videocubo.tv / São Paulo	Print	The Chrysalis Initiative	Erase The Line	Silver
Intouch Group / New York + Videocubo.tv / São Paulo	Craft – Art Direction	The Chrysalis Initiative	Erase The Line	Gold
Jung von Matt / Hamburg + Markenfilm / Hamburg + Infected / Hamburg + 2WEI Music / Hamburg	Film	DocMorris	Kettlebell	Merit

PHARMA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
McCann / New York	Social Media	Annovera	Vagina Appreciation Day	Merit
McCann / New York	Public Relations	Annovera	Vagina Appreciation Day	Merit
McCann Health New Jersey / Parsippany + Real Chemistry / New York + McCann Health Engagement / New York + MediaHub / Minneapolis	Integrated Branding	Evoform/Phexxi	House Rules	Gold
RPA Advertising / Los Angeles + Helium / Santa Monica + Lime Studios / Santa Monica	Products	American Honda Motor Co.	Project Courage	Merit
RPA Advertising / Los Angeles + Helium / Santa Monica + Lime Studios / Santa Monica	Innovation in Pharma	American Honda Motor Co.	Project Courage	Bronze
Saatchi & Saatchi France / Paris + Prodigious / Saint-Denis	Film	ICRC International Committee of The Red Cross	The Unknown Heroes	Bronze
Special New Zealand + Motor Neurone Disease New Zealand + The Post Office	Direct Marketing	Motor Neurone Disease New Zealand (MND NZ)	David's Unusables	Gold
Wieden+Kennedy / Portland + Eli Lilly & Company / Indianapolis + The Corner Shop / London + Work Editorial / Los Angeles	Film	Eli Lilly & Company	A Medicine Company	Merit

PRINT

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
Africa / São Paulo	Folha de S.Paulo Newspaper		The Most Valuable News	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Africa / São Paulo	Craft – Printing & Production	Folha de S.Paulo Newspaper	The Most Valuable News	Gold
Africa / São Paulo	Innovation in Print	Folha de S.Paulo Newspaper	The Most Valuable News	Gold
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Newspaper – Series	Pepsi	Better With Pepsi	Bronze
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Posters – Series	Pepsi	Better With Pepsi	Merit
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Craft – Art Direction	Pepsi	Better With Pepsi	Bronze
alma DDB / Miami + PepsiCo + OMD + Carbo Films	Craft – Photography	Pepsi	Better With Pepsi	Merit
Area 23, An IPG Health Company / New York + Hip Hop Public Health / New York + Canja Audio Culture / Curitiba + Zombie Studios / São Paulo	Promotional Items – Booklets / Books / Brochures	Hip Hop Public Health	Lil Sugar – Master of Disguise	Gold
Area 23, An IPG Health Company / New York + Hip Hop Public Health / New York + Canja Audio Culture / Curitiba + Zombie Studios / São Paulo	Craft – Writing	Hip Hop Public Health	Lil Sugar – Master of Disguise	Merit
Area 23, An IPG Health Company / New York + Hip Hop Public Health / New York + Canja Audio Culture / Curitiba + Zombie Studios / São Paulo	Craft – Illustration	Hip Hop Public Health	Lil Sugar – Master of Disguise	Silver
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Newspaper – Single	The Columbia Journalism Review	The Inevitable News	Merit

PRINT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Newspaper – Series	The Columbia Journalism Review	The Inevitable News	Gold
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Craft – Art Direction	The Columbia Journalism Review	The Inevitable News	Merit
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Innovation in Print	The Columbia Journalism Review	The Inevitable News	Gold
Arnold Worldwide / Boston + Sweet Rickey + Gloss Studios	Promotional Items – Booklets / Books / Brochures	Progressive Insurance	Dr Rick Will See You Now	Merit
Arnold Worldwide / Boston + Sweet Rickey + Gloss Studios	Craft – Writing	Progressive Insurance	Dr Rick Will See You Now	Bronze
Away / New York + Dippin Sauce / Brooklyn	Newspaper – Single	Away	4th of July New York Times Ad	Merit
Away / New York + Dippin Sauce / Brooklyn	Craft – Writing	Away	4th of July New York Times Ad	Merit
BETC / Paris + GUM / Paris + Soldats Films / Paris	Craft – Photography	Distance	Outlaw Runners	Bronze
BETC HAVAS / São Paulo + HERSHEY's Br / São Paulo	Posters – Series	Hershey's Br	HerShe 2021	Merit
Commonwealth//McCann / Bogota	Newspaper – Series	Motown Museum	Marvin Gaye 50th Anniversary	Merit
Commonwealth//McCann / Bogota	Craft – Art Direction	Motown Museum	Marvin Gaye 50th Anniversary	Merit
DAVID / Madrid + Burger King / Miami + Wearesicarios / Madrid	Newspaper – Series	Burger King	Even More Confusing Times	Merit
DAVID / Madrid + Burger King / Miami + Wearesicarios / Madrid	Craft – Writing	Burger King	Even More Confusing Times	Merit

PRINT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
DAVID / Madrid + LundLund / Stockholm	Craft – Photography	Burger King	Meat?	Bronze
Dentsu / Tokyo + Dentsu Creative X / Tokyo	Posters – Series	ALE Co.	Flip to Space	Merit
Dentsu / Tokyo + Dentsu Creative X / Tokyo	Craft – Art Direction	Universal Workers	Save Gunkanjima	Merit
Dentsu / Tokyo + Dentsu Kyushu / Fukuoka + Plug / Tokyo	Newspaper – Single	Nagasaki Shimbunsha	13865 black dots and 2 red dots.	Bronze
Diario La Prensa / Managua + TBWA Nicaragua / Managua	Newspaper – Single	Diario La Prensa	Out of Ink	Merit
Diario La Prensa / Managua + TBWA Nicaragua / Managua	Craft – Printing & Production	Diario La Prensa	Out of Ink	Silver
Droga5 / New York + Asian American Federation / New York	Posters – Series	Asian American Federation	Where are you really from?	Merit
Droga5 / New York + Asian American Federation / New York	Craft – Illustration	Asian American Federation	Where are you really from?	Gold
GIPHY / New York + Dark Igloo / Brooklyn	Innovation in Print	GIPHY	Frame by Frame	Merit
GSD&M / Austin + Workman Publishing / New York	Craft – Writing	Project Amplify	Hear My Voice / Escucha mi voz	Bronze
GSD&M / Austin + Workman Publishing / New York	Craft – Illustration	Project Amplify	Hear My Voice / Escucha mi voz	Merit
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Promotional Items – Physical Products	Kraft Heinz + Activision Blizzard	Hidden Spots	Merit
Havas Worldwide Portugal / Lisbon + Estúdio Casa da Árvore / São Paulo + Fast Forward / Lisbon + Garage Films / Lisbon	Innovation in Print	Raparigas da Bola	The Day-After- Women's-Day Newspapers	Merit
Howatson+Company / Sydney + OMD Media + Clemenger PR + Collider / Sydney	Craft – Art Direction	Belong	Book of Limbo	Merit

PRINT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Joe Public United / Johannesburg	Craft – Art Direction	Converse	Unity Laces	Merit
Joe Public United / Johannesburg	Innovation in Print	Converse	Unity Laces	Bronze
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro + Stabbiolo Music / Sarteano	Magazine – Series	Hyundai Global	The Bigger Crash	Merit
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro + Stabbiolo Music / Sarteano	Craft – Art Direction	Hyundai Global	The Bigger Crash	Merit
Ki Saigon / Ho Chi Minh City + 4PS Corporation / Ho Chi Minh City	Craft – Printing & Production	4PS Corporation	Letters to the Future	Merit
L&C / New York + Dole Sunshine Company / California + Suitcase Productions / New York + Peppercomm / New York	Posters – Single	Dole Sunshine Company	Malnutrition Facts	Merit
Leo Burnett / Madrid	Magazine – Series	Procter & Gamble / Old Spice	The most epic seafaring legend ever told	Merit
Marcel / Paris	Promotional Items – Physical Products	Heetch	Uber Heetch	Silver
Ogilvy / Chicago + Chicago International Film Festival / Chicago + Sarofsky / Chicago	Posters – Series	The Chicago International Film Festival	Life, Scripted	Merit
Ogilvy / Madrid + Hogarth Worldwide / Madrid + The Royal Production Company / Madrid + GradePunk / Madrid	Craft – Photography	DGT	Airbag Alive Collection	Merit
Ogilvy / Shanghai + Ogilvy / Beijing + Ars Thanea / New York	Craft – Photography	Mercedes-Benz	Travel G-class	Merit
Ogilvy UK / London	Magazine – Series	Dove	Reverse Selfie	Silver
Ogilvy UK / London	Craft – Photography	Dove	Reverse Selfie	Silver
Ogilvy UK / London	Newspaper – Series	Relate	The Joy of Later Life Sex	Merit
Ogilvy UK / London	Craft – Writing	Relate	The Joy of Later Life Sex	Merit

PRINT

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Ogilvy UK / London	Craft – Photography	Relate	The Joy of Later Life Sex	Merit
Rethink + IKEA	Promotional Items – Booklets / Books / Brochures	IKEA Canada	Repurposeful Instructions	Merit
Rethink + IKEA	Promotional Items – Booklets / Books / Brochures	IKEA Canada	The ScrapsBook	Merit
Ruf Lanz / Zurich	B2B / Trade Publication	Welti-Furrer Fine Art Transport	When art has to move.	Merit
Serviceplan Germany / Munich	Craft – Art Direction	MINI	MINIalism	Merit
TBWA\Paris / Boulogne-Billancourt	Magazine – Series	Leica	The world deserve witnesses	Merit
TBWA\Paris / Boulogne-Billancourt	Craft – Photography	Leica	The world deserve witnesses	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Magazine – Series	Le chocolat des Français	Only keep the best of France	Gold
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Posters – Series	Le chocolat des Français	Only keep the best of France	Gold
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Craft – Illustration	Le chocolat des Français	Only keep the best of France	Gold
The Monkeys / Sydney	Craft – Writing	NRMA Insurance	Help like no one else	Merit
Uncommon Creative Studio / London + ITV	Craft – Writing	ITV	The better we talk, the better we feel	Merit
VMLY&R / Dubai + VMLY&R / Amman	Promotional Items – Booklets / Books / Brochures	Save the Children	The Last Possessions	Silver
VMLY&R / Paris + Red Fuse / Paris	Craft – Photography	Colgate Palmolive	Smile always find a way	Merit
Xi'an Gaopeng / Xi'an	Craft – Typography	Li Ming Zhi Yan	Animated interactive box	Merit

PUBLIC RELATIONS

BEST OF DISCIPLINE	CLIENT / BRAND	TITLE		
Jung von Matt DONAU / Vienna	Vienna Tourist Board	Vienna strips on OnlyFans		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
3PM/Weber Shandwick / New York + draftLine / New York + AB InBev / Bud Light	Current Event Response	AB InBev / Bud Light	The Heinicke Deal	Merit
72andSunny / Los Angeles + Hecho Studios + Howling Music + LIME Studios	Brand Transformation	National Football League	Football is for Everyone	Merit
72andSunny / Los Angeles + Hecho Studios + Howling Music + LIME Studios	Current Event Response	National Football League	Football is for Everyone	Merit
Activista + String and Tins / London + Framestore / Chicago + Wunderman Thompson / Sydney	Media Relations	United Nations Development Programme	Don't Choose Extinction	Merit
adam&eveDDB / London + FleishmanHillard / London + Pentagram / London + Pulse Films / London	Integrated PR Campaign	International Paralympic Committee	#WeThe15	Bronze
Africa / São Paulo	Events & Experiential	House of Lapland	Salla 2032	Silver
Africa / São Paulo	Current Event Response	House of Lapland	Salla 2032	Gold
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Media Relations	The Columbia Journalism Review	The Inevitable News	Merit
Area 23, An IPG Health Company / New York + Ritmika Audio Arts / São Paulo + Brooklyn Sports Page / Brooklyn + Stellar Printing / Long Island City	Events & Experiential	The Columbia Journalism Review	The Inevitable News	Merit
BETC / Paris + GUM / Paris + Soldats Films / Paris	Events & Experiential	Distance	Outlaw Runners	Merit

PUBLIC RELATIONS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
BETC / Paris + GUM / Paris + Soldats Films / Paris	Current Event Response	Distance	Outlaw Runners	Merit
Cheil / Amsterdam + Mario Piepenbrink / Alkmaar + Pirke Productions / Amsterdam + Samsung Electronics Benelux / Schiphol	Innovation in Public Relations	Samsung Electronics Benelux	Samsung FastFrame	Merit
Citizen Relations / Toronto + Rethink + Wavemaker / Toronto	Community Building	Molson Coors Beverage Company	Molson Hockey Night in Canada: Multilingual Ed.	Merit
Clemenger BBDO Melbourne + Carlton & United Breweries (CUB) + Betty Wants In. + Finish Productions	Integrated PR Campaign	Carlton & United Breweries	VB Solar Exchange	Bronze
Clemenger BBDO Melbourne + Carlton & United Breweries (CUB) + Betty Wants In. + Finish Productions	Innovation in Public Relations	Carlton & United Breweries	VB Solar Exchange	Bronze
DAVID / Miami + MJZ / Los Angeles + Getty Images / New York + Mayflower / New York	Brand Voice	AB InBev / Corona	Sunbrew	Merit
DDB Canada / Toronto + Alfredo Films / Toronto + Sauce Digital / Toronto + Vapor Music / Toronto	Community Building	OBHS (Ontario Black History Society)	#BlackedOutHistory	Merit
DDB Mudra Group / Mumbai + Vanilla Films / Mumbai	Community Building	McDonald's	EatQual	Merit
Dentsu Webchutney / Bengaluru	Events & Experiential	VICE World News	The Unfiltered History Tour	Merit
Diario La Prensa / Managua + TBWA Nicaragua / Managua	Media Relations	Diario La Prensa	Out of Ink	Bronze
Diario La Prensa / Managua + TBWA Nicaragua / Managua	Brand Voice	Diario La Prensa	Out of Ink	Bronze
Edelman / London + Ingka Group / The Hague	Events & Experiential	IKEA	Buy Back Friday	Silver

PUBLIC RELATIONS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Energy BBDO / Chicago + SC Johnson + Raid + Flare / Chicago	Brand Voice	SC Johnson / Raid	Human Bait	Merit
Fahrenheit DDB / Lima + Del Mate Producciones / Lima + Fahrenheit Content / Lima	Innovation in Public Relations	Andea Water	Awa	Merit
FCB / New York + Spotify Advertising / New York + Wave Studios / New York + Watt White Music / New York	Brand Voice	Spotify	A Song for Every CMO	Merit
FCB India Advertising / Delhi + FCB / Chicago + The Times Of India / Delhi + Shakti / Bangalore	Community Building	Political Shakti + The Times Of India	The Nominate Me Selfie	Merit
FCB India Advertising / Delhi + FCB / Chicago + The Times Of India / Delhi + Shakti / Bangalore	Brand Partnerships	Political Shakti + The Times Of India	The Nominate Me Selfie	Merit
Forsman & Bodenfors / Göteborg	Brand Voice	Visit Sweden	Discover the originals	Merit
Grey Germany / Hamburg	Current Event Response	Terres des Femmes	Abolish §219a	Merit
Grey Germany / Hamburg	Integrated PR Campaign	Terres des Femmes	Abolish §219a	Merit
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Community Building	Kraft Heinz + Activision Blizzard	Hidden Spots	Silver
Happiness / An FCB alliance / Brussels	Brand Partnerships	OVK / PEVR (Parents of Road Victims)	Empty Rooms	Merit
Herezie / Paris + Observatoire des Inegalites / Tours	Events & Experiential	Observatoire des Inegalities	Monopoly of Inequalities	Merit
Herezie / Paris + Observatoire des Inegalites / Tours	Brand Voice	Observatoire des Inegalities	Monopoly of Inequalities	Merit
Hjaltelin Stahl / Copenhagen	Events & Experiential	IKEA	CIRKULÄR	Bronze

PUBLIC RELATIONS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Jung von Matt / Hamburg + Rabbicorn Films / Hamburg + DELI Hamburg / Hamburg + Not A Machine / Hamburg	Events & Experiential	Berliner Verkehrsbetriebe (BVG)	Berlin's Heart Stands Still.	Bronze
Jung von Matt / Hamburg + Tony Petersen Film / Hamburg + Not A Machine / Hamburg + DELI Creative Collective / Hamburg	Events & Experiential	Berliner Verkehrsbetriebe (BVG)	The BVG Hempticket – Come home, calm down.	Bronze
Jung von Matt DONAU / Vienna	Media Relations	Vienna Tourist Board	Vienna strips on OnlyFans	Gold
Jung von Matt DONAU / Vienna	Current Event Response	Vienna Tourist Board	Vienna strips on OnlyFans	Silver
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Media Relations	Change the Ref	The Lost Class	Silver
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Events & Experiential	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Integrated PR Campaign	Change the Ref	The Lost Class	Gold
LLYC	Innovation in Public Relations	Multiópticas	You are a gamer and don't know it	Merit
Majority / Atlanta + BLK - Affinity App for Match Group / Dallas + Motion Family / Atlanta	Media Relations	BLK - Affinity App for Match Group	Vax That Thang Up	Merit
Marcel / Paris	Brand Voice	Heetch	Uber Heetch	Bronze
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Media Relations	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Bronze
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Brand Partnerships	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Gold
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Innovation in Public Relations	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Gold

PUBLIC RELATIONS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
McCann / Santiago + Acción Films / Santiago	Events & Experiential	Greenpeace	The Sacrifice	Merit
Mischief @ No Fixed Address + Alpha Foods + Leap Grow	Current Event Response	Alpha Foods	Chickenflation	Merit
Mischief @ No Fixed Address + Dini Von Mueffling Consulting + Represent Us + The Bait Shoppe	Events & Experiential	Represent Us	Gerry's Partisan Pizza	Silver
Mischief @ No Fixed Address + Dini Von Mueffling Consulting + Represent Us + The Bait Shoppe	Current Event Response	Represent Us	Gerry's Partisan Pizza	Bronze
Mischief @ No Fixed Address + eos + Makeout	Community Building	eos	Bless Your F*ing Cooch	Merit
Mischief @ No Fixed Address + eos + Makeout	Brand Voice	eos	Bless Your F*ing Cooch	Merit
Mischief @ No Fixed Address + Strike Anywhere Productions + Miller Genuine Draft	Brand Voice	Miller Genuine Draft	Seltzer Launch	Merit
Ogilvy UK / London	Integrated PR Campaign	Dove	Reverse Selfie	Merit
Ogilvy UK / London	Media Relations	Relate	The Joy of Later Life Sex	Merit
Publicis Conseil / Paris	Community Building	Fondation de France	Bee Influencer	Merit
R/GA / New York + Rock Paper Scissors / Los Angeles + DeVries Global / New York + m ss ng p eces / New York	Integrated PR Campaign	Sephora	Black Beauty is Beauty	Merit
Rethink + IKEA	Current Event Response	IKEA Canada	The Cristiano Bottle	Silver
Saatchi & Saatchi Ukraine / Kyiv + KyivPride / Kyiv + Dronarium / Kyiv	Events & Experiential	KyivPride	Motherland Pride	Bronze

PUBLIC RELATIONS

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Serviceplan Germany / Munich	Brand Voice	Newtown Action Alliance	#NotComingHome	Merit
Special New Zealand + Motor Neurone Disease New Zealand + The Post Office	Brand Voice	Motor Neurone Disease New Zealand (MND NZ)	David's Unusables	Merit
SS+K / New York + M&C Saatchi Group UK / London + Peel Iceland / Reykjavík + M&C Saatchi Talk / London	Events & Experiential	Visit Iceland	Sweatpant Boots	Merit
SS+K / New York + Peel Iceland / Reykjavík + M&C Saatchi Talk / London + Business Iceland	Media Relations	Inspired By Iceland	Welcome to the Icelandverse	Merit
T/A POL AS / Oslo + B-Reel / Stockholm	Brand Voice	The Norwegian Postal Service (Posten)	When Harry met Santa	Merit
TBWA\Istanbul / Istanbul + Public Film / Istanbul	Media Relations	We Will Stop Femicide Platform	Invisible Petitions	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Community Building	Guides TAO	Hate to Protect	Merit
the community / Miami + OREO / New York	Brand Partnerships	OREO	OREO Thins Protection Program	Bronze
TracyLocke Brasil / São Paulo	Community Building	Centauro	The Uniform that never existed	Merit
Uncommon Creative Studio / London + H&M	Current Event Response	H&M	ONE/SECOND/SUIT	Merit
Uncommon Creative Studio / London + H&M	Integrated PR Campaign	H&M	ONE/SECOND/SUIT	Silver
Uncommon Creative Studio / London + H&M	Innovation in Public Relations	H&M	ONE/SECOND/SUIT	Silver
VMLY&R / Dubai	Events & Experiential	Roads & Transport Authority	Who's Your Cabbie?	Merit
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Community Building	Pfaff Harley-Davidson	Tough Turban	Merit
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Innovation in Public Relations	Pfaff Harley-Davidson	Tough Turban	Merit

RADIO & AUDIO

BEST OF DISCIPLINE	CLIENT / BRAND		TITLE	
Dentsu Webchutney / Bengaluru	VICE World News		The Unfiltered History Tour	
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
+KNAUSS / Hamburg	Broadcast – Series	Frauen aufs Podium	Gender Gaps	Merit
+KNAUSS / Hamburg	Craft – Writing – Series	Frauen aufs Podium	Gender Gaps	Merit
AMV BBDO / London + Factory / London + Trim Editing / London + Academy Films / London	Brand Partnerships	Met Police/ Crimestoppers	Hard Calls Save Lives	Merit
CHEP Network / Sydney + Resonance Sonic Branding & Song Zu / Sydney + The Glue Society Studios / Sydney + Revolver / Sydney	Custom Content	Samsung	Performance Enhancing Music	Merit
CHEP Network / Sydney + Resonance Sonic Branding & Song Zu / Sydney + The Glue Society Studios / Sydney + Revolver / Sydney	Experiential Radio & Audio	Samsung	Performance Enhancing Music	Merit
CHEP Network / Sydney + Resonance Sonic Branding & Song Zu / Sydney + The Glue Society Studios / Sydney + Revolver / Sydney	Craft – Use of Music	Samsung	Performance Enhancing Music	Merit
CHEP Network / Sydney + Resonance Sonic Branding & Song Zu / Sydney + The Glue Society Studios / Sydney + Revolver / Sydney	Innovation in Lockdown	Samsung	Performance Enhancing Music	Merit
DAVID / Madrid + Burger King / Miami + Pickle Music / New York	Broadcast – Series	Burger King	Even More Confusing Times	Gold
DAVID / Madrid + Burger King / Miami + Pickle Music / New York	Craft – Writing – Series	Burger King	Even More Confusing Times	Silver
DDB / Budapest	Innovation in Lockdown	Juranyi Theater	Theater to Go	Bronze
Dentsu Webchutney / Bengaluru	Online – Branded Podcast	VICE World News	The Unfiltered History Tour	Gold
Dentsu Webchutney / Bengaluru	Experiential Radio & Audio	VICE World News	The Unfiltered History Tour	Gold

RADIO & AUDIO

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Dentsu Webchutney / Bengaluru	Craft – Casting	VICE World News	The Unfiltered History Tour	Merit
FCB / Chicago + FCB/SIX / Toronto + Lord + Thomas / Chicago	Custom Content	Walmart	Bedtime Stories	Gold
FCB / Chicago + Lord + Thomas / Chicago + FCB/SIX / Toronto	Experiential Radio & Audio	Walmart	Bedtime Stories	Gold
FCB / Chicago + Lord + Thomas / Chicago + FCB/SIX / Toronto	Innovation in Radio & Audio	Walmart	Bedtime Stories	Bronze
FCB / New York + Spotify Advertising / New York + Wave Studios / New York + Watt White Music / New York	Custom Content	Spotify	A Song for Every CMO	Bronze
FCB / New York + Spotify Advertising / New York + Wave Studios / New York + Watt White Music / New York	Craft – Use of Music	Spotify	A Song for Every CMO (BH)	Merit
German Wahnsinn / Hamburg + Atelier Grand Berg / Rastatt	Sonic Branding / Branded Audio	ADAM	A new sound for air	Merit
Grey Advertising Africa / Team Liquid / Johannesburg + Finetune Studios / Johannesburg	Broadcast – Series	Savanna	Take a Savatical	Merit
HelloFCB+ + Fuelcontent + HeyPapaLegend	Broadcast – Series	NetFlorist	Sneaky Stings	Merit
Joe Public United / Johannesburg + StudiJoe / Johannesburg	Craft – Writing – Series	Chicken Licken	Nuggets of Wisdom	Merit
Juniper Park \ TBWA / Toronto + Apollo Studios	Craft – Writing – Single	New York Fries	Big Days - Lifeguard	Merit
Juniper Park \ TBWA / Toronto + Apollo Studios	Craft – Writing – Single	New York Fries	Big Days - Nude Model	Merit
Kolle Rebbe / Hamburg + Deutsche Lufthansa / Frankfurt/Main	Broadcast – Single	Deutsche Lufthansa	FlyNet - Smart Home	Merit
Kolle Rebbe / Hamburg + Deutsche Lufthansa / Frankfurt/Main	Craft – Writing – Single	Deutsche Lufthansa	FlyNet - Smart Home	Merit

RADIO & AUDIO

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Leo Burnett Colombia / Bogotá	Custom Content	AB InBev / Budweiser	30 Seconds Singles	Merit
Leo Burnett Colombia / Bogotá	Innovation in Radio & Audio	AB InBev / Budweiser	30 Seconds Singles	Merit
McCann / New York	Custom Content	Ad Council	Sound It Out	Merit
McCann / New York	Craft – Use of Music	Ad Council	Sound It Out	Merit
mortierbrigade / Brussels	Online – Streaming Audio Advertising	TwinToes	The Playlist Song	Merit
Nord DDB / Stockholm	Innovation in Radio & Audio	McDonald's	The Golden Number	Merit
Nord DDB / Stockholm	Broadcast – Single	McDonald's	The Night Whale	Merit
Nord DDB / Stockholm + McDonald's Sweden + OMD / Stockholm	Sonic Branding / Branded Audio	McDonald's	The Golden Number	Merit
Nord DDB / Stockholm + McDonald's Sweden + OMD / Stockholm	Experiential Radio & Audio	McDonald's	The Golden Number	Merit
Ogilvy Brasil / São Paulo + Magazine Luiza / São Paulo	Experiential Radio & Audio	Magazine Luiza	Shopping Inside Songs	Bronze
Ogilvy Brasil / São Paulo + Magazine Luiza / São Paulo	Brand Partnerships	Magazine Luiza	Shopping Inside Songs	Bronze
Ogilvy Social.Lab / Brussels + NGroup	Brand Partnerships	NRJ x Pink Ribbon	Mix For Boobs	Gold
Publicis / Dublin + Virgin Media Ireland	Craft – Use of Music	Virgin Media	Pick up the Pace	Merit
R/GA / London + R/GA / São Paulo + Google / London	Custom Content	Google	Auditorial	Bronze
R/GA / London + R/GA / São Paulo + Google / London	Innovation in Radio & Audio	Google	Auditorial	Silver
Rethink + Over The Bridge	Custom Content	Over The Bridge	Lost Tapes Of The 27 Club	Gold

RADIO & AUDIO

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Rethink + Over The Bridge	Innovation in Radio & Audio	Over The Bridge	Lost Tapes Of The 27 Club	Silver
Scholz & Friends	Broadcast – Series	McDonald's	McDelivery Doorbells	Merit
Wunderman Thompson / Perth + Soundbyte Studios / Perth + Alucinor Productions / Perth	Broadcast – Single	Anglicare WA	The Cold Campaign	Bronze
Wunderman Thompson Chile / Santiago	Online – Streaming Audio Advertising	World Wildlife Fund	Nature is Calling for Help	Silver
Wunderman Thompson Chile / Santiago	Craft – Sound Design	World Wildlife Fund	Nature is Calling for Help	Gold
Zulu Alpha Kilo / Toronto + SingleCut Beersmiths / New York + Zulubot / Toronto + Table of Content / New York	Experiential Radio & Audio	SingleCut Beersmiths	Notes IPA	Merit

SOCIAL MEDIA

BEST OF DISCIPLINE	CLIENT / BRAND	TITLE		
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam		
AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
3PM/Weber Shandwick / New York + draftLine / New York + AB InBev / Bud Light	Social Post – Real-time Response	AB InBev / Bud Light	The Heinicke Deal	Bronze
72andSunny / Los Angeles	Social Post – Series	Activision Blizzard / Call of Duty	Warzone in Paradise	Merit
72andSunny / Los Angeles	Mobile-First Video – Over 15 Seconds	Activision Blizzard / Call of Duty	Warzone in Paradise	Merit
72andSunny / Los Angeles	Influencer Marketing – Single Channel	Activision Blizzard / Call of Duty	Warzone in Paradise	Merit
72andSunny / Los Angeles	Craft – Use of Visuals	Activision Blizzard / Call of Duty	Warzone in Paradise	Merit
72andSunny / Los Angeles + Hecho Studios + Howling Music + LIME Studios	Mobile-First Video – Over 15 Seconds	National Football League	Football is for Everyone	Merit
Africa / São Paulo	User-Generated Content	AB InBev / Brahma Beer	Foamy Haircut	Merit
Africa / São Paulo	Stunts & Activations	AB InBev / Brahma Beer	Foamy Haircut	Merit
AnalogFolk / Amsterdam	Influencer Marketing – Multi-Channel	Nike	FlyEase	Merit
Apple + Apple TV+ / Los Angeles + GLOW + MOCEAN	Social Post – Series	Apple TV+	R.I.P. Xavier The Afterparty	Merit
Apple + Apple TV+ / Los Angeles + TBWA\Media Arts Lab / Los Angeles + GLOW	Social Channel – Single Platform	Apple TV+	Believe In Ted Lasso	Merit
BETC / Paris + GUM / Paris + Soldats Films / Paris	Social Post – Real-time Response	Distance	Outlaw Runners	Bronze

SOCIAL MEDIA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
BETC / Paris + GUM / Paris + Soldats Films / Paris	Stunts & Activations	Distance	Outlaw Runners	Bronze
BETC / Paris + Mars Octobre Music / Paris + Collectif Ensemble / Paris + Duck Factory / Paris	Social Channel – Multi-Platform	Lacoste	The 9th Lane	Bronze
BETC / Paris + Mars Octobre Music / Paris + Collectif Ensemble / Paris + Duck Factory / Paris	Livestream	Lacoste	The 9th Lane	Gold
Dentsu Webchutney / Bengaluru	Stunts & Activations	VICE World News	The Unfiltered History Tour	Silver
Dentsu Webchutney / Bengaluru	Craft – Use of Technology	VICE World News	The Unfiltered History Tour	Merit
Deutsch LA / Los Angeles + Steelhead / Los Angeles	Social Post – Series	Walmart	Look Yourself	Merit
Droga5 / New York	Innovation in Social Media	IHOP	Clubhouse Bacon	Merit
Dunn&Co. / Tampa	User-Generated Content	Tampa Bay Lightning	Tweet Tape	Merit
Dunn&Co. / Tampa	Active Engagement / Call to Action	Tampa Bay Lightning	Tweet Tape	Merit
Edelman / Madrid	Social Channel – Single Platform	FELGTB	#RealVoicesofPride	Merit
Edelman / New York	Social Post – Single	Dove	The Naked Truth	Merit
Energy BBDO / Chicago + Hanes / Champion + Verytaste / Chicago	Social Channel – Single Platform	Hanes / Champion	Reverse Renegade	Merit
Energy BBDO / Chicago + Hanes / Champion + Verytaste / Chicago	Active Engagement / Call to Action	Hanes / Champion	Reverse Renegade	Merit
Energy BBDO / Chicago + Hanes / Champion + Verytaste / Chicago	Influencer Marketing – Single Channel	Hanes / Champion	Reverse Renegade	Merit

SOCIAL MEDIA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
FCB India Advertising / Delhi + FCB / Chicago + The Times Of India / Delhi + Shakti / Bangalore	User-Generated Content	Political Shakti + The Times Of India	The Nominate Me Selfie	Merit
Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Craft – Use of Technology	Greenpeace Colombia	Earth is saying	Merit
GUT / Miami + Canja Audio Culture / Curitiba + Cosmo Street Editorial + Loveboat / Los Angeles	Social Channel – Single Platform	AB InBev / Michelob ULTRA	Save it See it	Silver
GUT / Miami + Canja Audio Culture / Curitiba + Cosmo Street Editorial + Loveboat / Los Angeles	Active Engagement / Call to Action	AB InBev / Michelob ULTRA	Save it See it	Bronze
GUT / Miami + Canja Audio Culture / Curitiba + Cosmo Street Editorial + Loveboat / Los Angeles	Innovation in Social Media	AB InBev / Michelob ULTRA	Save it See it	Bronze
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Livestream	Kraft Heinz + Activision Blizzard	Hidden Spots	Silver
GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Influencer Marketing – Single Channel	Kraft Heinz + Activision Blizzard	Hidden Spots	Bronze
Isobar France / Paris + Flying Blue / Paris	Social Channel – Multi-Platform	Flying Blue	My 2020 Travel Project	Merit
Isobar France / Paris + Flying Blue / Paris	Influencer Marketing – Multi-Channel	Flying Blue	My 2020 Travel Project	Merit
Jung von Matt DONAU / Vienna	Social Channel – Single Platform	Vienna Tourist Board	Vienna strips on OnlyFans	Gold
Jung von Matt DONAU / Vienna	Social Post – Series	Vienna Tourist Board	Vienna strips on OnlyFans	Silver
Jung von Matt DONAU / Vienna	Stunts & Activations	Vienna Tourist Board	Vienna strips on OnlyFans	Silver
Leo Burnett / Beirut	Social Channel – Single Platform	UN Women Lebanon	#TheMissingPeace	Merit

SOCIAL MEDIA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Social Post – Single	Change the Ref	The Lost Class	Merit
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Active Engagement / Call to Action	Change the Ref	The Lost Class	Bronze
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Stunts & Activations	Change the Ref	The Lost Class	Gold
Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Craft – Use of Visuals	Change the Ref	The Lost Class	Gold
Leo Burnett / Madrid	Social Post – Single	Madrid Fusion	Invaluable Food	Merit
Leo Burnett / Madrid	Influencer Marketing – Single Channel	Madrid Fusion	Invaluable Food	Merit
LLYC	Influencer Marketing – Single Channel	Multiópticas	You are a gamer and don't know it	Bronze
M&C Saatchi / Sydney + BWS / Sydney	Craft – Use of Visuals	BWS	InstaPour	Merit
Majority / Atlanta + BLK - Affinity App for Match Group / Dallas + Motion Family / Atlanta	Influencer Marketing – Multi-Channel	BLK - Affinity App for Match Group	Vax That Thang Up	Merit
Marcel / Paris	Stunts & Activations	Heetch	Uber Heetch	Merit
Marcel / Paris	Innovation in Lockdown	Transavia	Not Paris	Bronze
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Social Post – Series	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Gold
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Active Engagement / Call to Action	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Silver
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Influencer Marketing – Multi-Channel	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Gold

SOCIAL MEDIA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Craft – Writing	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Merit
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Craft – Use of Visuals	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Gold
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Innovation in Social Media	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Merit
MediaCom Creative Systems / New York + Media.Monks / New York + Partizan / New York + UMG for Brands / Santa Monica	Influencer Marketing – Multi-Channel	The Pokémon Company International	P25 Music	Merit
Mischief @ No Fixed Address + eos + Makeout	Influencer Marketing – Single Channel	eos	Bless Your F*ing Cooch	Merit
Mischief @ No Fixed Address + Strike Anywhere Productions + Miller Genuine Draft	Livestream	Miller Genuine Draft	Seltzer Launch	Merit
Mischief @ No Fixed Address + Strike Anywhere Productions + Miller Genuine Draft	Stunts & Activations	Miller Genuine Draft	Seltzer Launch	Merit
mortierbrigade / Brussels	Social Channel – Single Platform	TwinToes	The Playlist Song	Merit
MullenLowe SSP3 / Bogota	Active Engagement / Call to Action	AB InBev / Pony Malta	She Football Club	Merit
No Fixed Address / Toronto + Mischief @ No Fixed Address + Canadian Centre for Child Protection + AdHoc Content	Social Post – Single	Canadian Centre for Child Protection	Happy Birthday, Twitter	Merit
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Influencer Marketing – Multi-Channel	HUL	Dove #StopTheBeautyTest	Merit
Ogilvy Mumbai / India + Mondelez	Innovation in Social Media	Mondelez	Shah Rukh Khan-My-Ad	Merit

SOCIAL MEDIA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
OneMethod / Toronto + Bensimon Byrne / Toronto + Narrative / Toronto	Social Channel – Single Platform	Good Fortune	RECEATS	Merit
OneMethod / Toronto + Bensimon Byrne / Toronto + Narrative / Toronto	Active Engagement / Call to Action	Good Fortune	RECEATS	Bronze
OneMethod / Toronto + Bensimon Byrne / Toronto + Narrative / Toronto	Innovation in Lockdown	Good Fortune	RECEATS	Gold
Publicis Conseil / Paris	Social Channel – Single Platform	Fondation de France	Bee Influencer	Merit
Publicis Conseil / Paris	Social Post – Series	Fondation de France	Bee Influencer	Merit
R/GA / California + OMD / New York + ProPac / Plano	Social Channel – Single Platform	Frito-Lay	Doritos Duet Roulette	Merit
R/GA / California + OMD / New York + ProPac / Plano	User-Generated Content	Frito-Lay	Doritos Duet Roulette	Merit
R/GA / New York	Influencer Marketing – Multi-Channel	Uber	Vaccinate The Block	Merit
Rethink + Decathlon	Stunts & Activations	Decathlon Canada	Ability Signs	Merit
Rethink + IKEA	Social Post – Single	IKEA Canada	The Cristiano Bottle	Merit
Rethink + IKEA	Social Post – Real-time Response	IKEA Canada	The Cristiano Bottle	Merit
Rethink + Kraft Heinz	Active Engagement / Call to Action	Kraft Heinz Canada	Hot Dog Pact	Bronze
Saatchi & Saatchi / New York	Active Engagement / Call to Action	Procter & Gamble / Tide	#TurnToCold	Merit
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Social Channel – Single Platform	Goldfish	Go For The Handful	Merit

SOCIAL MEDIA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Social Post – Single	Goldfish	Go For The Handful	Bronze
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Influencer Marketing – Single Channel	Goldfish	Go For The Handful	Bronze
Serviceplan Austria / Vienna	Stunts & Activations	Red Bull Athlete Dario Costa	The Tunnel Pass Project	Merit
SS+K / New York + Peel Iceland / Reykjavík + M&C Saatchi Talk / London + Business Iceland	Social Post – Real-time Response	Inspired By Iceland	Welcome to the Icelandverse	Gold
TBWA\Media Arts Lab / Los Angeles + Apple TV+ / Los Angeles + OMD / Los Angeles	Craft – Use of Visuals	Apple	Apple TV+ Instagram Launch	Merit
TBWA\Media Arts Lab / Los Angeles + Apple TV+ / Los Angeles + OMD / Los Angeles	Active Engagement / Call to Action	Apple	Apple TV+ Ted Lasso - Toast Me	Merit
TBWA\Media Arts Lab / Los Angeles + Apple TV+ / Los Angeles + OMD / Los Angeles	Stunts & Activations	Apple	Apple TV+ Ted Lasso - Toast Me	Merit
TBWA\Media Arts Lab / Los Angeles + Apple TV+ / Los Angeles + OMD / Los Angeles	Craft – Writing	Apple	Apple TV+ Ted Lasso - Toast Me	Bronze
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles	Livestream	Apple	Apple TV+ Invasion - Twitch Streamers Invaded Live	Merit
TBWA\Media Arts Lab / Los Angeles + OMD / Los Angeles	Influencer Marketing – Single Channel	Apple	Apple TV+ Invasion - Twitch Streamers Invaded Live	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	User-Generated Content	Guides TAO	Hate to Protect	Gold
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Active Engagement / Call to Action	Guides TAO	Hate to Protect	Bronze
the community / Miami + OREO / New York	Social Channel – Multi-Platform	OREO	OREO Thins Protection Program	Bronze

SOCIAL MEDIA

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
the community / Miami + OREO / New York	Stunts & Activations	OREO	OREO Thins Protection Program	Bronze
The Kitchen / Toronto + Middle Child / Toronto + Carat / Toronto	User-Generated Content	Kraft Heinz / Heinz Ketchup	57 Ways To Dine	Merit
Twitter / San Francisco	Social Post – Real-time Response	Twitter	hello literally everyone	Bronze
VMLY&R / Kansas City + Wendy's / Dublin + Ketchum / Chicago	Social Post – Real-time Response	Wendy's	Meat Tweet	Merit
VMLY&R / Kansas City + Wendy's / Dublin + Ketchum / Chicago + Spark Foundry / New York	Active Engagement / Call to Action	Wendy's	Roast Day	Silver
VMLY&R / Kansas City + Wendy's / Dublin + Ketchum / Chicago + Spark Foundry / New York	Stunts & Activations	Wendy's	Roast Day	Bronze
VMLY&R / Kansas City + Wendy's / Dublin + Ketchum / Chicago + Spark Foundry / New York	Craft – Writing	Wendy's	Roast Day	Gold
Wunderman Thompson Switzerland / Zürich + Geberit International / Jona + Equal Visual Productions / Zürich	Craft – Use of Visuals	Geberit International AG	Handbutts	Merit
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Innovation in Lockdown	Harry Rosen	Green Screen Shirt	Merit

CULTURAL DRIVER

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Cultural Driver	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam	Gold
Hungry Man / Los Angeles + Leo Burnett / Chicago	Cultural Driver	Change the Ref	The Lost Class	Silver
Ogilvy UK / London	Cultural Driver	Dove	Reverse Selfie	Bronze
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Cultural Driver	Pfaff Harley-Davidson	Tough Turban	Bronze
Zulu Alpha Kilo / Toronto + Zulubot / Toronto + Black Business and Professional Association / Toronto	Cultural Driver	Black Business and Professional Association, et al.	The Micropedia of Microaggressions	Bronze
BBDO Belgium / Brussels + Walkie Talkie / Gent + Fledge.tv / Sint-Niklaas + Red Eagle Productions / Dordrecht	Cultural Driver	Decathlon	The Breakaway	Merit
Google Brand Studio / San Francisco	Cultural Driver	Google	A CODA Story	Merit
Mojo Supermarket + Active Theory + Girls Who Code	Cultural Driver	Girls Who Code	DojaCode	Merit
TBWA\Istanbul / Istanbul + Public Film / Istanbul	Cultural Driver	We Will Stop Femicide Platform	Invisible Petitions	Merit
We Believers / New York + Primo Content / Mexico + Relevant + StereoMonkey Studio	Cultural Driver	AB InBev / Corona	Plastic fishing tournament	Merit
Wunderman Thompson Argentina	Cultural Driver	Unilever	Degree Inclusive	Merit

FUSION PENCIL

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Fusion Pencil	Google	Black-Owned Friday	Fusion
FCB India Advertising / Delhi + FCB / Chicago + The Times Of India / Delhi + Shakti / Bangalore	Fusion Pencil	Political Shakti + The Times Of India	The Nominate Me Selfie	Fusion
Zulu Alpha Kilo / Toronto + Zulubot / Toronto + Black Business and Professional Association / Toronto	Fusion Pencil	Black Business and Professional Association, et al.	The Micropedia of Microaggressions	Fusion

GREEN PENCIL

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
L&C / New York + Ananas Anam / London + Dole Sunshine Company / Singapore + Suitcase Productions / New York	Green Pencil	Dole Sunshine Company + Ananas Anam	Piñatex	Green
Saatchi & Saatchi / New York	Green Pencil	Procter & Gamble / Tide	#TurnToCold	Green
Africa / São Paulo	Green Pencil	House of Lapland	Salla 2032	Merit
AMV BBDO / London + Framestore / London + weareseventeen / London	Green Pencil	Mars Pet - Sheba	Hope Reef	Merit
Clemenger BBDO Melbourne + Carlton & United Breweries (CUB) + Betty Wants In. + Finish Productions	Green Pencil	Carlton & United Breweries	VB Solar Exchange	Merit
Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Green Pencil	Greenpeace Colombia	Earth is saying	Merit
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Green Pencil	Guides TAO	Hate to Protect	Merit
Wunderman Thompson / Bogota	Green Pencil	E-Dina Energy	WaterLight	Merit

SUSTAINABLE DEVELOPMENT PENCIL

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
L&C / New York + Ananas Anam / London + Dole Sunshine Company / Singapore + Suitcase Productions / New York	Goals for Sustainable Development	Dole Sunshine Company + Ananas Anam	Piñatex	SDG
Wunderman Thompson / Bogota	Goals for Sustainable Development	E-Dina Energy	WaterLight	SDG
FCB India Advertising / Delhi + FCB / Chicago + The Times Of India / Delhi + Shakti / Bangalore	Goals for Sustainable Development	Political Shakti + The Times Of India	The Nominate Me Selfie	Merit
Herezie / Paris + Observatoire des Inegalites / Tours	Goals for Sustainable Development	Observatoire des Inegalities	Monopoly of Inequalities	Merit
MullenLowe SSP3 / Bogota	Goals for Sustainable Development	AB InBev / Pony Malta	She Football Club	Merit
Saatchi & Saatchi / New York	Goals for Sustainable Development	Procter & Gamble / Tide	#TurnToCold	Merit
We Believers / New York + Primo Content / Mexico + Relevant + StereoMonkey Studio	Goals for Sustainable Development	AB InBev / Corona	Plastic fishing tournament	Merit
Zulu Alpha Kilo / Toronto + Zulubot / Toronto + Black Business and Professional Association / Toronto	Goals for Sustainable Development	Black Business and Professional Association, et al.	The Micropedia of Microaggressions	Merit

PENTA PENCIL

AGENCY	CATEGORY	CLIENT / BRAND	TITLE	AWARD
Ogilvy UK / London	Penta Pencil	Dove	A 65-Year Partnership	Penta

CMO PENCIL

AGENCY	RECIPIENTS	CLIENT / BRAND	TITLE	AWARD
Google + Google Devices & Services Creative Team	Florian Koenigsberger Lorraine Twohill	Google	Real Tone	CMO

BEST OF DISCIPLINES

	AGENCY	CLIENT / BRAND	TITLE
BEST OF SHOW	Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Change the Ref	The Lost Class
DISCIPLINE	AGENCY	CLIENT / BRAND	TITLE
Brand-Side / In-House	draftLine AB InBev Colombia / Bogota + Abaco / Bogota + Macarena	AB InBev Colombia / Tienda Cerca	Tienda Cerca
Branded Entertainment	Mojo Supermarket + Active Theory + Girls Who Code	Girls Who Code	DojaCode
Creative Effectiveness	Ogilvy UK / London + Ogilvy / Toronto	Dove	Courage is Beautiful
Creative Use of Data	Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Change the Ref	The Lost Class
Design	Google + Google Creative Lab	Google	Timelapse in Google Earth
Direct Marketing	Publicis Italy / Milan + Prodigious / Milan + JAJAFilms / Spain + TresBien / Argentina	Heineken	Shutter Ads
Experiential & Immersive	Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Change the Ref	The Lost Class
Film	Riff Raff Films / London + 750mph / London + MPC / London + Final Cut	Burberry	Open Spaces
Gaming	Cheil PengTai / Beijing + Cheil / Hong Kong	Samsung	The Cost of Bullying
Health & Wellness	L&C / New York + Ananas Anam / London + Dole Sunshine Company / Singapore + Suitcase Productions / New York	Dole Sunshine Company + Ananas Anam	Piñatex
Integrated	BBH USA / New York + Google / Mountain View + Anonymous Content / Los Angeles + Cabin / New York	Google	Black-Owned Friday

BEST OF DISCIPLINES

DISCIPLINE	AGENCY	CLIENT / BRAND	TITLE
Interactive, Online & Mobile	GUT / São Paulo + HEFTY / São Paulo + I Hate Flash + Mol / São Paulo	Kraft Heinz + Activision Blizzard	Hidden Spots
Interactive, Online & Mobile Craft	Mojo Supermarket + Active Theory + Girls Who Code	Girls Who Code	DojaCode
IP & Products	Google + Google Devices & Services Creative Team	Google	Real Tone
Moving Image Craft	Serviceplan Germany / Munich	PENNY	The Wish
Music & Sound Craft	BBDO / New York + Dini von Mueffling Communications + Smuggler	Sandy Hook Promise	Teenage Dream
Out of Home	Leo Burnett / Chicago + Hungry Man / Los Angeles + Change the Ref / Coral Springs	Change the Ref	The Lost Class
Pharma	Special New Zealand + Motor Neurone Disease New Zealand + The Post Office	Motor Neurone Disease New Zealand (MND NZ)	David's Unusables
Print	Africa / São Paulo	Folha de S.Paulo Newspaper	The Most Valuable News
Radio & Audio	Dentsu Webchutney / Bengaluru	VICE World News	The Unfiltered History Tour
Social Media	McCann / Paris + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Spinneys + Lebanese Breast Cancer Foundation	The Bread Exam