

## Creative Business Transformation Lions Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<b><u>A01 (Experience Transformation)</u></b>											
A01/004	00036	DIIA	MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE	DIIA	FEDORIV AGENCY, Kyiv / MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE, Kyiv	UKRAINE	RAFESTHETIC Kyiv				SPIILKA DESIGN BURO Kyiv
A01/016	00145	A CHAT AWAY FROM EVERYTHING	ITAÚ BANK	ITAÚ CHAT ACCOUNT	GREY ARGENTINA, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires	PORTAESTUDIO Buenos Aires / RATIO VFX Buenos Aires	INITIATIVE Buenos Aires	GREY ARGENTINA Buenos Aires	
<b><u>A02 (Marketing Technology for Growth)</u></b>											
A02/001	00043	VOLVO STREET CONFIGURATOR	VOLVO CAR BELUX	AI APP	FAMOUSGREY, Brussels	BELGIUM	FAMOUSGREY Brussels / HOGARTH WORLDWIDE Singapore	FAMOUSGREY Brussels	MINDSHARE Brussels	FAMOUS RELATIONS NV dilbeek	VOLVO CARS St Agatha Berchem
<b><u>A03 (Targeting, Insights &amp; Personalisation)</u></b>											
A03/011	00114	THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	KUBRICK Lima	AGOSTO Barranco / KUBRICK Lima		OMD PERU Lima	
<b><u>A04 (Creative Application of Emerging Technology)</u></b>											
A04/010	00167	LU FROM MAGALU	MAGAZINE LUIZA	CORPORATE IMAGE	OGILVY, São Paulo / MAGAZINE LUIZA, São Paulo	BRAZIL	ALOK PRODUCTION Sao Paulo / COMANDO S AUDIO São Paulo / OAK FILMES Ribeirão Preto / SENTIMENTAL FILME São Paulo / VOGUE Sao Paulo				DPZ&T São Paulo / REDE GLOBO Sao Paulo
A04/011	00079	The Prevention Grid	SCE	SOUTHERN CALIFORNIA EDISON	DELOITTE DIGITAL, New York	USA	DELOITTE DIGITAL New York				
<b><u>B01 (Operational Transformation)</u></b>											
B01/001	00016	PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima			ANANAS ANAM London / DOLE SUNSHINE COMPANY Singapore
B01/004	00025	FROM HYDRO TO CRYPTO	DATA CENTER CR	DATA CENTER CR	INTERACTION, San José	COSTA RICA					DATA CENTER CR Alajuela
B01/006	00120	WIDEN THE SCREEN: THE PROGRAM	P&G	N/A	GREY, New York	USA	CHELSEA PICTURES New York / TOWNHOUSE New York		CARAT New York	HILL+KNOWLTON STRATEGIES New York	CARTWRIGHT Venice / P&G Cincinnati
B01/008	00146	THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY / IRELAND	D12 FILM CLUB Dublin				FOLDING WAVES Dublin / LE PUB Amsterdam
<b><u>B02 (Brand Purpose &amp; Impact)</u></b>											
B02/001	00004	PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima			ANANAS ANAM London / DOLE SUNSHINE COMPANY Singapore
B02/008	00058	ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA	LEO BURNETT Sydney / REVOLVER Sydney	THE GLUE SOCIETY Sydney			

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B02/012	00076	THE BUDWEISER ENERGY COLLECTIVE	BUDWEISER	THE ENERGY COLLECTIVE	AB INBEV, New York / REVOLT, London	USA / UNITED KINGDOM	REVOLT London			ALLISON & PARTNERS New York
B02/017	00115	THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	KUBRICK Lima	AGOSTO Barranco / KUBRICK Lima	OMD PERU Lima	
B02/025	00125	SMART FILL	UNILEVER	UNILEVER	VMLY&R COMMERCE INDIA, Mumbai	INDIA	VMLY&R COMMERCE INDIA Mumbai	VMLY&R COMMERCE INDIA Mumbai		
B02/032	00160	NO TO NORMAL	UNILEVER	UNILEVER	EDELMAN, London	UNITED KINGDOM	SPRING STUDIOS London		EDELMAN London	EDELMAN London

### **B04 (New Relationship Models)**

B04/011	00143	A CHAT AWAY FROM EVERYTHING	ITAÚ BANK	ITAÚ CHAT ACCOUNT	GREY ARGENTINA, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires	PORTAESTUDIO Buenos Aires / RATIO VFX Buenos Aires	INITIATIVE Buenos Aires	GREY ARGENTINA Buenos Aires
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### **B05 (End-to-end Transformation)**

B05/004	00105	HOW CREATIVITY HELPED AB INBEV TO GROW	AB INBEV	AB INBEV	AB INBEV, New York	USA				
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### **C01 (Product)**

C01/002	00003	PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima		ANANAS ANAM London / DOLE SUNSHINE COMPANY Singapore
C01/005	00059	ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA	LEO BURNETT Sydney / REVOLVER Sydney	THE GLUE SOCIETY Sydney		
C01/022	00162	SUNBREW	CORONA	CORONA SUNBREW	DAVID, Miami	USA	MJZ Los Angeles	COSMO STREET Miami / PICKLE MUSIC New York		ALLISON+PARTNERS Chicago

### **C02 (Service Design)**

C02/001	00039	DIIA	MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE	DIIA	FEDORIV AGENCY, Kyiv / MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE, Kyiv	UKRAINE	RAFESTHETIC Kyiv			SPIILKA DESIGN BURO Kyiv
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### **D01 (Venture Models & Corporate Innovation)**

D01/003	00075	THE BUDWEISER ENERGY COLLECTIVE	BUDWEISER	THE ENERGY COLLECTIVE	AB INBEV, New York / REVOLT, London	USA / UNITED KINGDOM	REVOLT London			ALLISON & PARTNERS New York
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Total Shortlisted: 23



