

**Creative Commerce Lions Shortlist**

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<b>A01 (Food &amp; Drink)</b>											
A01/001	00026	FAVORITE FOOD SOY SAUCE	DENTO DESIGN KOBO INC.	SHOKUNIN-SHOYU	HAKUHODO INC., Tokyo	JAPAN					
A01/006	00239	FAN HEARTBREAK ICE CREAM	ELENA'S	ICE CREAM	VMLY&R COMMERCE, New York	USA					
A01/008	00293	THE COCA-COLA ALPHABET	COCA-COLA	COCA-COLA	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL	A9 AUDIO São Paulo / ALICEFILMES Jardim Paulista / MALTCHIQUE STUDIOS, Sao Paulo	VOODOO HOUSE Sao Paulo		WUNDERMAN THOMPSON Sao Paulo	
<b>A02 (Consumer Goods)</b>											
A02/004	00275	SMART FILL	UNILEVER	UNILEVER	VMLY&R COMMERCE INDIA, Mumbai	INDIA	VMLY&R COMMERCE INDIA Mumbai	VMLY&R COMMERCE INDIA Mumbai			
<b>A04 (Automotive)</b>											
A04/004	00092	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>A05 (Retail)</b>											
A05/013	00169	CIRKULÄR	IKEA	RETAIL	HJALTELIN STAHL, PART OF ACCENTURE SONG, Copenhagen / IKEA DANMARK, Taastrup / MARKETSQUARE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE SONG Copenhagen / MARKETSQUARE Copenhagen / PEGASUS PRODUCTION Copenhagen	PEGASUS PRODUCTION Copenhagen	DENTSU AEGIS NETWORK København	IKEA DANMARK Taastrup	
<b>A08 (Consumer Services / Business to Business)</b>											
A08/006	00271	DISCOUNTS FOR RETIREMENT	VITALIS	DISCOUNTS FOR RETIREMENT	LEO BURNETT, Mexico City	MEXICO	LADOBLE Mexico				LEO BURNETT Mexico City
A08/010	00287	SANTANDER ELA	SANTANDER	CREDIT PROGRAM FOR WOMEN	VMLY&R, São Paulo	BRAZIL			VMLY&R São Paulo		VMLY&R São Paulo
A08/011	00289	SANTANDER WE STAND	SANTANDER BANK	WE STAND FOR NEWSSTANDS	VMLY&R, São Paulo / SUNO UNITED CREATORS, Sao Paulo	BRAZIL			VMLY&R São Paulo		VMLY&R São Paulo
<b>A09 (Not-for-profit / Charity / Government )</b>											
A09/006	00249	BREAKCHAINS WITH BLOCKCHAIN	CHILDREN OF FEMALE PRISONERS' ASSOCIATION	NGO	HORIZON FCB, Dubai	UNITED ARAB EMIRATES	BLACK MADRE São Paulo / FILM DNA Cairo / HORIZON FCB Dubai / THE YOUTH Curitiba / VOX HAUS COMPANY ACTIVITY Novo Hamburgo		HORIZON FCB Dubai		

**B01 (Social / Influencer Commerce)**

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B01/016	00369	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
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**B02 (Mobile-led Commerce)**

B02/006	00132	CHEETLE ID	FRITO-LAY NORTH AMERICA, CHEETOS	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	WILDEBEEEST DESIGN Los Angeles		OMD New York / VAYNERMEDIA New York	KETCHUM New York	FRITO LAY Dallas
B02/010	00270	DISCOUNTS FOR RETIREMENT	VITALIS	DISCOUNTS FOR RETIREMENT	LEO BURNETT, Mexico City	MEXICO	LADOBLE Mexico			LEO BURNETT Mexico City	
B02/011	00095	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

**B03 (Entertainment Commerce)**

B03/006	00325	TRAPPED IN THE 90S	IKEA	TRAPPED IN THE 90S	McCANN SPAIN, Madrid	SPAIN	CRAFT Madrid / LANDIA Madrid	CRAFT Madrid / METROPOLITANA Madrid / OEO MUSIC Madrid / SULFURICA Santiago / THE LOBBY Madrid	YMEDIA Madrid	LLYC Madrid / TINKLE Madrid	MRM/McCANN MADRID
B03/007	00348	BLACK BUSINESS BEATS	MERCADO LIVRE (EBAZAR)	INSTITUTIONAL	GUT, Sao Paulo	BRAZIL	HEFTY Sao Paulo / MAGMA Sao Paulo		GUT Sao Paulo	GUT Sao Paulo	MERCADO LIVRE Sao Paulo

**B04 (Omnichannel Commerce)**

B04/011	00302	REAL STREET STYLE	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	ANIMAL MUSIC Buenos Aires / REINO Buenos Aires				MERCADO LIBRE Buenos Aires
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**B05 (Sustainable Commerce)**

B05/007	00182	THE INHERITANCE PASS	YELLOWSTONE FOREVER	YELLOWSTONE NATIONAL PARK	HAVAS, Chicago	USA	GETTY IMAGES Seattle	CARBON VFX Chicago / WHITEHOUSE POST PRODUCTIONS Santa Monica	HAVAS Chicago	HAVAS Chicago	
B05/008	00168	CIRKULÄR	IKEA	RETAIL	HJALTELIN STAHL, PART OF ACCENTURE SONG, Copenhagen / IKEA DANMARK, Taastrup / MARKETSQUARE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE SONG Copenhagen / MARKETSQUARE Copenhagen / PEGASUS PRODUCTION Copenhagen	PEGASUS PRODUCTION Copenhagen	DENTSU AEGIS NETWORK København	IKEA DANMARK Taastrup	
B05/010	00274	SMART FILL	UNILEVER	UNILEVER	VMLY&R COMMERCE INDIA, Mumbai	INDIA	VMLY&R COMMERCE INDIA Mumbai	VMLY&R COMMERCE INDIA Mumbai			

**B06 (Innovative use of Media)**

**Creative Commerce Lions Shortlist**

B06/026	00337	DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	COMMON GOOD Toronto / CRUEL Toronto, ON	COMMON GOOD Toronto / GRAYSON MUSIC Toronto	MEDIACOM Toronto	HILL+KNOWLTON STRATEGIES Toronto	MR. SATURDAY Mountain View, CA / ONTARIO LOTTERY AND GAMING CORPORATION Toronto
<b>C03 (In-Store Experiences)</b>											
C03/003	00141	LA REDOUTE	TEST	TEST	FRED & FARID, Paris	FRANCE					
C03/009	00043	THE UNCLOSABLE STORE	SAMSUNG	SAMSUNG RETAIL STORE	CHEP NETWORK, Walsh Bay	AUSTRALIA	VANDAL Sydney			CHEP NETWORK Walsh Bay	
C03/014	00273	SMART FILL	UNILEVER	UNILEVER	VMLY&R COMMERCE INDIA, Mumbai	INDIA	VMLY&R COMMERCE INDIA Mumbai	VMLY&R COMMERCE INDIA Mumbai			
<b>C04 (Customer Acquisition &amp; Retention)</b>											
C04/016	00128	#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterfohring	GERMANY	SEVENONE ADFACTORY Unterfohring	SEVENONE ADFACTORY Unterfohring	SEVENONE ADFACTORY Unterfohring / WALLDECAUX Berlin	SEVENONE ADFACTORY Unterfohring	AHRWEIN E.V. Bad Neuenahr-Ahrweiler / BOHNEN LOGISTIK GMBH & CO. KG - A COMPANY OF DUISPORT GROUP / RESTAURANT KLEBERS KUCHE.GARTEN GMBH & CO KG Sinzig / STARTNEXT GMBH Leipzig / WHITE RABBIT Budapest
C04/021	00288	SANTANDER ELA	SANTANDER	CREDIT PROGRAM FOR WOMEN	VMLY&R, São Paulo	BRAZIL			VMLY&R São Paulo	VMLY&R São Paulo	
C04/025	00324	TRAPPED IN THE 90S	IKEA	TRAPPED IN THE 90S	McCANN SPAIN, Madrid	SPAIN	CRAFT Madrid / LANDIA Madrid	CRAFT Madrid / METROPOLITANA Madrid / OEO MUSIC Madrid / SULFURICA Santiago / THE LOBBY Madrid	YMEDIA Madrid	LLYC Madrid / TINKLE Madrid	MRM/McCANN MADRID
C04/027	00340	DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	COMMON GOOD Toronto / CRUEL Toronto, ON	COMMON GOOD Toronto / GRAYSON MUSIC Toronto	MEDIACOM Toronto	HILL+KNOWLTON STRATEGIES Toronto	MR. SATURDAY Mountain View, CA / ONTARIO LOTTERY AND GAMING CORPORATION Toronto
<b>C05 (New Realities)</b>											
C05/004	00196	THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	NEWKINO STUDIO New York			DIGENNARO COMMUNICATION S New York / EDELMAN Washington / NASTY/CREATIVE Brooklyn	LUNA MARKET INC. New York
C05/009	00093	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>C06 (Brand Strategy)</b>											
C06/006	00188	THIGHSTOP	WINGSTOP	FOOD	LEO BURNETT, Chicago	USA	CLINT BLOWERS PHOTOGRAPHY INC. Chicago, IL / MK FILMS Chicago / THE FUNNEL CREATIVE Mableton, GA	ANOTHER COUNTRY Chicago / HARBOR PICTURE COMPANY Santa Monica, CA / The Den Los Angeles	PUBLICIS CONNECT Chicago	MSL Chicago	PUBLICIS HAWKEYE Dallas / WINGSTOP Addison

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### D01 (Holistic Journey Design)

D01/001	00150	VOICY - MACHINE	LAVAZZA	LAVAZZA A MODO MIO VOICY	VMLY&R ITALY, Milan	ITALY	MOVIE MAGIC INTERNATIONAL Milan			
D01/002	00378	THE EYE TRACKER	SUPERMAX ONLINE	SUPERMAX SUPERMARKETS	DE LA CRUZ OGILVY, Guaynabo	PUERTO RICO	DE LA CRUZ OGILVY Guaynabo	DE LA CRUZ OGILVY Guaynabo	DE LA CRUZ OGILVY Guaynabo	

### D03 (Payment Solutions)

D03/004	00131	CHEETLE ID	FRITO-LAY NORTH AMERICA, CHEETOS	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	WILDEBEEEST DESIGN Los Angeles	OMD New York / VAYNERMEDIA New York	KETCHUM New York	FRITO LAY Dallas
D03/012	00296	JERSEY PAY	CORONA	CORONA EXTRA, CORONA LIGHT, CORONA ZERO ALCOHOL	VMLY&R COMMERCE MEXICO, Mexico City	MEXICO	LITEMEX Mexico City			AB-INBEV GRUPO MODELO STELLAARTOIS Mexico City

### E02 (Social Behaviour & Cultural Insight)

E02/024	00308	TOUCH CARD	MASTERCARD	TOUCH CARD	McCANN, New York	USA	MJZ Los Angeles	HENRYBOY New York / JSM MUSIC New York / MPC New York / NO6 New York / Q DEPARTMENT New York	CARAT New York / KETCHUM New York		
E02/026	00342	DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	COMMON GOOD Toronto / CRUEL Toronto, ON	COMMON GOOD Toronto / GRAYSON MUSIC Toronto	MEDIACOM Toronto	HILL+KNOWLTON STRATEGIES Toronto	MR. SATURDAY Mountain View, CA / ONTARIO LOTTERY AND GAMING CORPORATION Toronto
E02/032	00381	SHAGUN KA LIFafa	UJJIVAN SMALL FINANCE BANK	PROMOTING JOINT ACCOUNTS AMONG WOMEN	McCANN INDIA, Mumbai	INDIA					

### E03 (Breakthrough on a Budget)

E03/002	00048	DOLLAR CATALOGUE	IKEA	IKEA	OGILVY TAIWAN, Taipei City	TAIWAN				
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### E04 (Corporate Purpose & Social Responsibility)

E04/013	00250	BREAKCHAINS WITH BLOCKCHAIN	CHILDREN OF FEMALE PRISONERS' ASSOCIATION	NGO	HORIZON FCB, Dubai	UNITED ARAB EMIRATES	BLACK MADRE São Paulo / FILM DNA Cairo / HORIZON FCB Dubai / THE YOUTH Curitiba / VOX HAUS COMPANY Activity Novo Hamburgo		HORIZON FCB Dubai	
E04/022	00338	GEAR UP	BANK OF MONTREAL	BANK OF MONTREAL	FCB CANADA, Toronto	CANADA	SOMA PUB Montreal	BLVD Montreal / LA MAJEURE Montréal	UM Toronto	AGENCE MINIMAL Montreal / BANK OF MONTREAL

### E05 (Market Disruption)

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E05/005	00189	THIGHSTOP	WINGSTOP	FOOD	LEO BURNETT, Chicago	USA	CLINT BLOWERS PHOTOGRAPHY INC. Chicago, IL / MK FILMS Chicago / THE FUNNEL CREATIVE Mableton, GA	ANOTHER COUNTRY Chicago / HARBOR PICTURE COMPANY Santa Monica, CA / The Den Los Angeles	PUBLICIS CONNECT Chicago	MSL Chicago	PUBLICIS HAWKEYE Dallas / WINGSTOP Addison
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**Total Shortlisted:** 42











