

Entertainment Lions For Gaming Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
A01 (Audio-visual Content)								
A01/007	00090	MACHINEGUN MOUTH	BATTLEGROUND MOBILE INDIA	BATTLEGROUND MOBILE INDIA - GAME RESPONSIBLY	DDB MUDRA GROUP, Mumbai	INDIA		
A01/020	00150	PLAY HAS NO LIMITS FEAT. KENSHI YONEZU	PLAYSTATION	PLAYSTATION	SIX INC., Tokyo / HAKUHODO INC., Tokyo / HAKUHODO KETTLE INC., Tokyo	JAPAN	GEEK PICTURES INC. Tokyo	IMAGICA Tokyo / KHAKI Tokyo / MARK Tokyo / OMNIBUS JAPAN INC. Tokyo
A01/024	00167	THE TAVERN	BLIZZARD	WORLD OF WARCRAFT	INGO, Stockholm	SWEDEN	BACON X Copenhagen	COLONY POST Stockholm
A01/038	00289	CLASH FROM THE PAST	CLASH OF CLANS	CLASH OF CLANS	WIEDEN+KENNEDY, Portland	USA	SPARK & RIOT Los Angeles	BLACKSMITH New York / FIELD DAY Portland / JOINT EDITORIAL Portland
A01/042	00444	URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY / SWEDEN	NORD DDB Oslo / NORD DDB Stockholm	NORD DDB Oslo / NORD DDB Stockholm
A01/051	00369	THE TAIWANESE WORLD OF WARCRAFT	WORLD OF WARCRAFT	WORLD OF WARCRAFT	DENTSU CREATIVE TAIWAN, Taipei	TAIWAN	PILI INTERNATIONAL MULTIMEDIA CO.,LTD. New Taipei City	PILI INTERNATIONAL MULTIMEDIA CO.,LTD. New Taipei City
A01/054	00513	THE PRINGLES NPC	PRINGLES	PRINGLES	GREY, London	UNITED KINGDOM	GREY London	GREY London
A02 (Live Broadcast / Live Streaming)								
A02/011	00490	SOS TOMATOES	HEINZ	HEINZ KETCHUP	GUT, Sao Paulo	BRAZIL	DRUID CREATIVE GAMING Sao Paulo / LOUD+ Sao Paulo / YELLOW MELLO Campo Grande	
A02/012	00548	READY PLAYER MOM	ENTEROGERMINA	ENTEROGERMINA	MRM, Madrid	SPAIN	SAILOR STUDIO Sao Paulo	
A02/014	00565	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, Sao Paulo	BRAZIL	PRODUKA Sao Paulo	
A02/015	00585	MISSION: WHOPPER	BURGER KING	WHOPPER	DAVID, Sao Paulo / DAVID, Buenos Aires	BRAZIL / ARGENTINA		
A02/019	10400	ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA		
B01 (Live Gaming Experience)								

B01/008	00051	GAMEPAY	EXITO	GAMING CATEGORY	SANCHO BBDO, Bogota	COLOMBIA	FLARE COLOMBIA Bogota
B01/013	00453	VETERUNS	CALL OF DUTY ENDOWMENT	ENDOWMENT	GUT, Los Angeles	USA	
B01/024	00564	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, Sao Paulo	BRAZIL	PRODUKA Sao Paulo
B02 (Live Service Games, New Realities & Emerging Tech)							
B02/011	00566	THE GAMING CAP	DELL TECHNOLOGIES	Alienware Gaming Cap	VMLY&R, Sao Paulo	BRAZIL	ABLEGAMERS BRASIL Sao Paulo / ALMA 1111 AUDIO Sao Paulo / AME LAB Sao Paulo / BOLHA Sao Paulo / STUDIO BY RISE Sao Paulo
B03 (Mobile Games)							
B03/012	00492	THE AD BREAK CHAMPIONSHIP - GTI HIJACK	VOLKSWAGEN	GOLF GTI	DDB, Sydney	AUSTRALIA	ART OF PLAY Melbourne / SCOUNDREL Sydney / TRIBAL WORLDWIDE Sydney
B04 (Brand Integration for Games)							
B04/004	00038	FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City / EA SPORTS, Redwood City	USA	EA SPORTS Redwood City / WARNER BROS Los Angeles EA SPORTS Redwood City
B04/028	00278	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES	
B04/038	00385	THE FLOOR IS FLAVA	FRANK'S REDHOT	FRANK'S REDHOT	GREY, New York	USA	SUPERAWESOME New York / TOWNHOUSE New York
B04/042	00473	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin
B04/058	00560	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, Sao Paulo	BRAZIL	PRODUKA Sao Paulo
B04/061	10399	ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA	
B05 (Use of Gaming / Streaming Platforms)							
B05/002	00037	FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City / EA SPORTS, Redwood City	USA	EA SPORTS Redwood City / WARNER BROS Los Angeles EA SPORTS Redwood City

B05/012	00177	#HEETCHINGAME	HEETCH	HEETCH	WE ARE SOCIAL, Paris	FRANCE	WE ARE SOCIAL Paris	
B05/034	00277	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES		
B05/040	00456	VETERUNS	CALL OF DUTY ENDOWMENT	ENDOWMENT	GUT, Los Angeles	USA		
B05/047	00474	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin	
B05/062	00570	FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL		
B05/070	00581	LOVE SQUAD	WAOO	WAOO	UNCLE GREY, Copenhagen	DENMARK	FOREVR Copenhagen / UNCLE GREY Copenhagen	UNCLE GREY Copenhagen
B05/073	00622	ROYALTY FREE BOTS	BUDWEISER	BUDX RECORDS	DAVID, Bogotá	COLOMBIA		
B05/074	10398	ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA		
C01 (Community Management / Social Engagement)								
C01/002	00114	OK GROOMER	CHILD FOCUS	CENTER FOR SEXUALLY EXPLOITED CHILDREN	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM	WUNDERMAN THOMPSON BENELUX Antwerp	WUNDERMAN THOMPSON BENELUX Antwerp
C01/005	00106	BURGER GLITCH	BURGER KING	BURGER KING	DAVID, Sao Paulo	BRAZIL		
C01/020	00350	SUPER WENDY'S WORLD	WENDY'S	ALL MENU ITEMS	VMLY&R, Kansas City	USA		
C01/025	00419	TURBOKADDY	KAUFLAND	KAUFLAND	DDB, Prague / DDB FTW PRAGUE, Prague	CZECH REPUBLIC	DDB Prague / FAME FACTORY Prague	DDB Prague / PHD Prague
C01/033	00573	FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL		
C02 (Influencer & Co-Creation)								
C02/005	00178	#HEETCHINGAME	HEETCH	HEETCH	WE ARE SOCIAL, Paris	FRANCE	WE ARE SOCIAL Paris	
C02/017	00279	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES		
C02/022	00455	VANGUARDS OF PHOTOGRAPHY	ACTIVISION - CALL OF DUTY VANGUARD	GAMING	GUT, Miami	USA	COSMO STREET Miami / LIME Los Angeles / SOUTH MUSIC & SOUND DESIGN Los Angeles / THE MILL Los Angeles	

C02/036	00574	FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL		
C02/039	00575	LOVE SQUAD	WAOO	WAOO	UNCLE GREY, Copenhagen	DENMARK	FOREVR Copenhagen / UNCLE GREY Copenhagen	UNCLE GREY Copenhagen
D01 (Brand Partnerships, Sponsorships & Collaborations)								
D01/004	00039	FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City / EA SPORTS, Redwood City	USA	EA SPORTS Redwood City / WARNER BROS Los Angeles	EA SPORTS Redwood City
D01/033	00311	AMONGNUGGETS	SUPER POLLO	AMONG US CHICKEN NUGGETS	BBDO CHILE, Santiago de Chile	CHILE	ACCION FILMS Santiago	
D01/040	00442	URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY / SWEDEN	NORD DDB Oslo / NORD DDB Stockholm	NORD DDB Oslo / NORD DDB Stockholm
D01/043	00386	THE FLOOR IS FLAVA	FRANK'S REDHOT	FRANK'S REDHOT	GREY, New York	USA	SUPERAWESOME New York / TOWNHOUSE New York	
D01/046	00475	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin	
D01/057	00515	THE PRINGLES NPC	PRINGLES	PRINGLES	GREY, London	UNITED KINGDOM	GREY London	GREY London
D01/064	00518	THERAPEUTIC PLAY	MICROSOFT/XBOX & GAMERS OUTREACH	XBOX	McCANN, London	UNITED KINGDOM	CRAFT London / HUNGRY MAN London	COMPANY 3 London / NATIVE London
D01/067	10401	ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA		
D01/069	00193	CHATHAM PLAYS ON	OLG	OLG	THE HIVE, Toronto / ONTARIO LOTTERY AND GAMING CORPORATION, Toronto / MAJOR LEAGUE BASEBALL, New York	CANADA / USA	FELA Toronto / MAKERS Toronto	ARTJAIL Toronto / DANIEL PIANEZZA Etobicoke / MARRIED TO GIANTS Toronto / OSO AUDIO Toronto
D02 (Partnerships with Gaming Talent)								
D02/012	00550	READY PLAYER MOM	ENTEROGERMINA	ENTEROGERMINA	MRM, Madrid	SPAIN	SAILOR STUDIO Sao Paulo	
D02/013	00572	FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL		

E01 (Diversity & Inclusion in Gaming)

E01/013	00220	GAME-HER	GUARANÁ ANTARCTICA	GUARANÁ ANTARCTICA	SOKO, Sao Paulo	BRAZIL	BIG STUDIO São Paulo / LIMBIC MUSIC Sao Paulo	
E01/024	00426	REAL VIRTUAL BEAUTY	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN	PASSION PICTURES London	BIG SYNC MUSIC London
E01/029	00559	THE GAMING CAP	DELL TECHNOLOGIES	Alienware Gaming Cap	VMLY&R, Sao Paulo	BRAZIL	ABLEGAMERS BRASIL Sao Paulo / ALMA 1111 AUDIO Sao Paulo / AME LAB Sao Paulo / BOLHA Sao Paulo / STUDIO BY RISE Sao Paulo	
E01/035	00505	FIFA21 X MIDNIGHT RAMADAN LEAGUE	EASPORTS FIFA	EA SPORTS FIFA21	adam&eveDDB, London	UNITED KINGDOM	PULSE FILMS London	CURATION MUSIC London / FACTORY STUDIO London / TIME BASED ARTS London / TRIM EDITING London

E02 (Innovation in Gaming)

E02/007	00071	DORITOS CRUNCH CANCELLATION	PEPSICO	DORITOS	TBWA\ESPAÑA, Madrid	SPAIN	TBWA\ESPAÑA Madrid	
E02/010	00247	COST OF BULLYING	SAMSUNG	SAMSUNG SOCIAL RESPONSIBILITY PROGRAM	CHEIL HONG KONG / CHEIL PENGTAI, Beijing	HONG KONG SAR / MAINLAND CHINA	CHEIL HONG KONG / CHEIL PENGTAI Beijing	CHEIL HONG KONG / CHEIL PENGTAI Beijing
E02/018	00534	ORANGE - SAFE ZONE	ORANGE	SAFE ZONE	PUBLICIS CONSEIL, Paris	FRANCE	BEM.BUILDERS Paris	PRODIGIOUS Paris
E02/019	00561	THE GAMING CAP	DELL TECHNOLOGIES	Alienware Gaming Cap	VMLY&R, Sao Paulo	BRAZIL	ABLEGAMERS BRASIL Sao Paulo / ALMA 1111 AUDIO Sao Paulo / AME LAB Sao Paulo / BOLHA Sao Paulo / STUDIO BY RISE Sao Paulo	
E02/022	00520	E-NTERPRETERS SEASON 2	AB INBEV	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	FAHRENHEIT CONTENT Barranco	TUNCHE FILMS Lima

E04 (Social Behaviour & Cultural Insight)

E04/010	00107	BURGER GLITCH	BURGER KING	BURGER KING	DAVID, Sao Paulo	BRAZIL		
E04/023	00252	COST OF BULLYING	SAMSUNG	SAMSUNG SOCIAL RESPONSIBILITY PROGRAM	CHEIL HONG KONG / CHEIL PENGTAI, Beijing	HONG KONG SAR / MAINLAND CHINA	CHEIL HONG KONG / CHEIL PENGTAI Beijing	CHEIL HONG KONG / CHEIL PENGTAI Beijing
E04/032	00441	URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY / SWEDEN	NORD DDB Oslo / NORD DDB Stockholm	NORD DDB Oslo / NORD DDB Stockholm
E04/039	00420	TURBOKADDY	KAUFLAND	KAUFLAND	DDB, Prague / DDB FTW PRAGUE, Prague	CZECH REPUBLIC	DDB Prague / FAME FACTORY Prague	DDB Prague / PHD Prague

E04/048	00547	BUFF YOUR MAIN	UBISOFT	UBISOFT	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / PARANOID Sao Paulo / RAW AUDIO Sao Paulo / UM STUDIO Sao Paulo	PARANOID Sao Paulo
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E05 (Breakthrough on a Budget)

E05/006	00280	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES		
E05/013	00546	UNBANNED ARMBAND	ALL OUT	ALL OUT	ALMAPBBDO, Sao Paulo	BRAZIL	UM STUDIO Sao Paulo	

Total Shortlisted: 69

Media	PR	Additional
		REISSUE RECORDS Tokyo / SONY MUSIC LABELS Tokyo
		ACTIVISION BLIZZARD Los Angeles
		B2Y Sofia
	NORD DDB Stockholm	
	DENTSU CREATIVE TAIWAN Taipei	
CARAT London	RED HAVAS Manchester	DOVETAIL GAMES Chatham / GLEAM FUTURES London / MICROSOFT XBOX Reading / ZEAL CREATIVE Salford
		THE KRAFT HEINZ CO Sao Paulo
WMcCANN Sao Paulo	WMcCANN Sao Paulo	CANJA AUDIO CULTURE Curitiba / DRUID CREATIVE GAMING Sao Paulo / SPARK Sao Paulo
VMLY&R Sao Paulo	VMLY&R Sao Paulo	
DAVID Sao Paulo		JAMUTE Sao Paulo / RAIZ ESTUDIO Sao Paulo
	CURRENT GLOBAL Chicago	

OMD COLOMBIA
Bogotá

STEP 3 California

CALL OF DUTY ENDOWMENT Santa
Monica / TWITTER San Francisco

VMLY&R Sao Paulo

VMLY&R Sao Paulo

PHD Sydney

OMD PHILIPPINES
Makati City

DENTSU X New York

NORTH STRATEGIC
Toronto / SUNSHINE
SACHS MORGAN &
LYLIS New York

GREY MIDWEST Cincinnati /
McCORMICK AND CO. Cockeysville

COMPETENCE ALLIANCE
Darmstadt / CONSULTIX GMBH
Bremen / COREWEB Pfarrkirchen /
MIAI BRAND PARTNERSHIPS
LIMITED Weybridge / POP STUDIOS
Budapest

VMLY&R Sao Paulo

VMLY&R Sao Paulo

CURRENT GLOBAL
Chicago

OMD PHILIPPINES
Makati City

STEP 3 California CALL OF DUTY ENDOWMENT Santa
Monica / TWITTER San Francisco

COMPETENCE ALLIANCE
Darmstadt / CONSULTIX GMBH
Bremen / COREWEB Pfarrkirchen /
MIAI BRAND PARTNERSHIPS
LIMITED Weybridge / POP STUDIOS
Budapest

UNCLE GREY UNCLE GREY
Copenhagen / Copenhagen /
WAVEMAKER WAVEMAKER
Copenhagen Copenhagen

CURRENT GLOBAL
Chicago

WUNDERMAN
THOMPSON
BENELUX Antwerp

SPARK FOUNDRY KETCHUM Chicago
New York

FUSE Prague / OMD FLEISHMANHILLARD
CZECH Prague Prague

OMD PHILIPPINES
Makati City

ALISON BROD
MARKETING +
COMMUNICATIONS
New York

UNCLE GREY Copenhagen / WAVEMAKER Copenhagen	UNCLE GREY Copenhagen / WAVEMAKER Copenhagen
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NORD DDB
Stockholm

DENTSU X New York	NORTH STRATEGIC Toronto / SUNSHINE SACHS MORGAN & LYLIS New York	GREY MIDWEST Cincinnati / McCORMICK AND CO. Cockeysville
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COMPETENCE ALLIANCE
Darmstadt / CONSULTIX GMBH
Bremen / COREWEB Pfarrkirchen /
MIAI BRAND PARTNERSHIPS
LIMITED Weybridge / POP STUDIOS
Budapest

CARAT London	RED HAVAS Manchester	DOVETAIL GAMES Chatham / GLEAM FUTURES London / MICROSOFT XBOX Reading / ZEAL CREATIVE Salford
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CURRENT GLOBAL
Chicago

MEDIACOM Toronto

WMcCANN Sao Paulo	WMcCANN Sao Paulo	CANJA AUDIO CULTURE Curitiba / DRUID CREATIVE GAMING Sao Paulo / SPARK Sao Paulo
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INPRESS PORTER
NOVELLI Sao Paulo

160OVER90 London

CHEIL HONG KONG
/ CHEIL PENGTAI
Beijing

PUBLICIS CONSEIL
Paris

CIRSYS Lima

CHEIL HONG KONG
/ CHEIL PENGTAI
Beijing

NORD DDB
Stockholm

FUSE Prague / OMD FLEISHMANHILLARD
CZECH Prague Prague

OMD PHILIPPINES
Makati City

ALMAPBDO Sao
Paulo
