

Entertainment Lions For Sport Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
A01 (Film Series and Audio)								
A01/012	00287	NIKE FC PRESENTS THE FOOTBALLVERSE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	ICONOCLAST Los Angeles	FRAMESTORE Los Angeles / ROCK PAPER SCISSORS Los Angeles
A01/020	00389	LEA	KIMBERLY CLARK	KOTEX	OGILVY, São Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo / MOONHEIST Sao Paulo	CLANDESTINO ESTUDIO Sao Paulo / SPACE GORILLA Sao Paulo
A01/024	00565	SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION Mexico City	REBOLUCION Mexico City
A02 (Live Broadcast / Live Streaming)								
A02/011	00544	DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	DAHOUSE AUDIO Los Angeles / HELO Santa Monica / NEPYRU London	
A02/016	00590	THE MASTERS REMASTERED	IBM	IBM	OGILVY, New York / IBM CONSULTING, Armonk	USA	BLUR FILMS Madrid / CHRLX New York / IBM IX Armonk / MASTERS TOURNAMENT Augusta / PRODCO Los Angeles	CHRLX New York / HOGARTH New York / MATHEMATIC STUDIO Paris / SONIC UNION New York
A02/018	00514	THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOONHEIST Sao Paulo / SATELITE AUDIO Sao Paulo	
A03 (Promotional Content for Publishers & Networks)								
A03/005	00380	LIGUE 1 SYMPHONY	PRIME	LIGUE 1 BROADCAST	MARCEL, Paris	FRANCE	ALLSO Paris	DURANGO STUDIO Paris / KOUZ PRODUCTION Paris
A04 (Brand Storytelling)								
A04/001	00041	AMAZON PRIME BALL	AMAZON	AMAZON PRIME VIDEO	ATLANTIC, New York / AMAZON PRIME VIDEO, Culver City	USA	AMAZON PRIME VIDEO Culver City	FUZE IMAGE Salvador
A04/007	00139	TOM BRADY'S LETTER	UNDER ARMOUR	UNDER ARMOUR	SLAP GLOBAL, New York	USA	TOOL OF NORTH AMERICA Los Angeles	
A04/021	00286	NIKE FC PRESENTS THE FOOTBALLVERSE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	ICONOCLAST Los Angeles	FRAMESTORE Los Angeles / ROCK PAPER SCISSORS Los Angeles

A04/046	00532	FRESHER STATS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	THE SWEETSHOP Cardiff	PRODIGIOUS Milan
A04/048	00570	AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA		
B01 (Sports Live Experience)								
B01/004	00088	ANYTIME ANYTIME	ANYTIME FITNESS	ANYTIME FITNESS	MISCHIEF @ NO FIXED ADDRESS, New York	USA	STRIKE ANYWHERE FILMS San Francisco	ALTER EGO Toronto / SCHOOL EDITING Toronto
B01/025	00259	KICK OF DESTINY	FANDUEL GROUP	FANDUEL SPORTSBOOK	WIEDEN+KENNEDY, New York	USA	ARTS & SCIENCES California	ARCADE EDIT NY New York / PARLIAMENT Los Angeles
B01/035	00498	THE FORGOTTEN TEAM	MEO	FOOTBALL JERSEY	DENTSU CREATIVE, Lisbon	PORTUGAL	78 FILMS Lisbon / ENERRE Lisbon / GARAGE Lisbon	
B01/038	00568	AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA		
B02 (Metaverse, New Realities & Emerging Tech)								
B02/011	00538	DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	DAHOUSE AUDIO Los Angeles / HELO Santa Monica / NEPYRU London	
B02/015	00608	NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL / USA / AUSTRALIA	HEFTY Sao Paulo	HEFTY Sao Paulo / STUDIO ZEBRA Florianopolis
B04 (360 Integrated Brand Experience)								
B04/020	00512	THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOONHEIST Sao Paulo / SATELITE AUDIO Sao Paulo	
C01 (Fan Engagement / Distribution Strategy)								
C01/004	00087	ANYTIME ANYTIME	ANYTIME FITNESS	ANYTIME FITNESS	MISCHIEF @ NO FIXED ADDRESS, New York	USA	STRIKE ANYWHERE FILMS San Francisco	ALTER EGO Toronto / SCHOOL EDITING Toronto
C01/052	00497	THE FORGOTTEN TEAM	MEO	FOOTBALL JERSEY	DENTSU CREATIVE, Lisbon	PORTUGAL	78 FILMS Lisbon / ENERRE Lisbon / GARAGE Lisbon	
C01/060	00513	THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOONHEIST Sao Paulo / SATELITE AUDIO Sao Paulo	

C02 (Influencer & Co-creation)

C02/010	00285	50TH ANNIVERSARY	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	40 ACRES AND A MULE FILMWORKS New York	FIELD DAY Portland / SPOT WELDERS Los Angeles / THE MILL New York
C02/011	00332	MICHELOB GUY	MICHELOB ULTRA	MICHELOB ULTRA	MICHELOB ULTRA, New York / WIEDEN+KENNEDY, New York / DRAFTLINE, New York	USA	DRAFTLINE New York / WIEDEN+KENNEDY New York	DRAFTLINE New York / WIEDEN+KENNEDY New York
C02/015	00422	UNHIDE THE FANS	AJFSF (ASOCIACIÓN DE JUGADORAS DE FUTBOL SALA)	CSR	VMLY&R, Madrid	SPAIN		

D01 (Brand Partnerships, Sponsorships & Collaborations)

D01/008	00059	TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA	division7 Los Angeles	HARBOR PICTURE COMPANY New York / PICKLE MUSIC New York
D01/022	00025	X SPEEDPORTAL RICK & MORTY	ADIDAS	X SPEEDPORTAL FOOTBALL BOOT	TBWAINEBOKO, Amsterdam	THE NETHERLANDS	24/7 SPORTS UK / ADEUS Paris / ADULT SWIM Atlanta / SUGAR FREE TV Manchester / TBWAINEBOKO Amsterdam	AUDENTITY Amsterdam / DE GROT Amsterdam / KAPSALON Amsterdam / LOUPE&CO Amsterdam / THE PANICS Amsterdam
D01/039	00476	MOTHER	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, REPSOL, ORANGE AND DAZN)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN	BIRTH PRODUCTIONS Paris / BSO Barcelona / LANDIA Madrid / THE OMS Madrid	COFFEE AND TV London
D01/042	00456	THE NAME CONFUSION	A.L.M.A. / RACING CLUB	A.L.M.A. / RACING CLUB	REPUBLICA HAVAS, Miami	USA	TWINS MUSIC Buenos Aires / WALDEN STUDIO Buenos Aires	WALDEN STUDIO Buenos Aires
D01/055	00541	DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	DAHOUSE AUDIO Los Angeles / HELO Santa Monica / NEPYRU London	
D01/058	00554	SECOND OPPORTUNITY LEAGUE	CORONA	CORONA	WE BELIEVERS, New York	USA	BROSS AL CUADRADO Mexico City / WE DOERS New York	PICKLE MUSIC New York
D01/063	00511	THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOONHEIST Sao Paulo / SATELITE AUDIO Sao Paulo	
D01/064	00551	BLACK COACHES	TELEFÓNICA	VIVO / BRAZIL'S NATIONAL TEAM SPONSORSHIP	VMLY&R, Sao Paulo	BRAZIL	CORACAO DA SELVA Sao Paulo / JAMUTE Sao Paulo / SELVAGEM Sao Paulo / VMLY&R Sao Paulo	

D02 (Partnerships with Sports Talent)

D02/004	00141	TOM BRADY'S LETTER	UNDER ARMOUR	UNDER ARMOUR	SLAP GLOBAL, New York	USA	TOOL OF NORTH AMERICA Los Angeles	
D02/006	00060	TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA	division7 Los Angeles	HARBOR PICTURE COMPANY New York / PICKLE MUSIC New York
D02/010	00167	CHAMPIONS LEAGUE CRASHERS	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, New York	USA	UNIT9 London / WASHINGTON SQUARE FILMS New York	
D02/030	00436	FROM MEMES TO DREAMS	POPEYES LOUISIANA KITCHEN	CHICKEN	GUT, Miami	USA	KREATIVE KONTENT Fort Lauderdale	COSMO STREET Miami / SPACEBAR Miami
D02/052	00557	SECOND OPPORTUNITY LEAGUE	CORONA	CORONA	WE BELIEVERS, New York	USA	BROSS AL CUADRADO Mexico City / WE DOERS New York	PICKLE MUSIC New York

E01 (Diversity & Inclusion in Sport)

E01/024	00229	LAS DIABLILLAS	MAJOR LEAGUE BASEBALL	MLB ORIGINALS	MAJOR LEAGUE BASEBALL, New York / REMEZCLA, New York	USA	MAJOR LEAGUE BASEBALL New York / REMEZCLA New York	MAJOR LEAGUE BASEBALL New York / REMEZCLA New York
E01/026	00263	AUF EQUALITY CUP	URUGUAYAN FOOTBALL ASOCIATION AND MCDONALD'S	AUF	ASOCIACION URUGUAYA DE FUTBOL (AUF), Montevideo / CAMARA/TBWA, Montevideo	URUGUAY	ZEN FILMS Montevideo	ZEN FILMS Montevideo
E01/036	00473	MOTHER	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, REPSOL, ORANGE AND DAZN)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN	BIRTH PRODUCTIONS Paris / BSO Barcelona / LANDIA Madrid / THE OMS Madrid	COFFEE AND TV London
E01/037	00393	ADIDAS RUNNING WHILE BLACK	ADIDAS	ADIDAS	ESSENCEDIACOM, New York / VICE, New York	USA	RELIGION OF SPORTS Los Angeles	
E01/039	00388	LEA	KIMBERLY CLARK	KOTEX	OGILVY, São Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo / MOONHEIST Sao Paulo	CLANDESTINO ESTUDIO Sao Paulo / SPACE GORILLA Sao Paulo
E01/045	00449	NOBODY WATCHES WOMEN FOOTBALL	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY		
E01/046	00531	FRESHER STATS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	THE SWEETSHOP Cardiff	PRODIGIOUS Milan
E01/050	00555	SECOND OPPORTUNITY LEAGUE	CORONA	CORONA	WE BELIEVERS, New York	USA	BROSS AL CUADRADO Mexico City / WE DOERS New York	PICKLE MUSIC New York

E01/059	00548	BLACK COACHES	TELEFÓNICA	VIVO/BRAZIL'S NATIONAL TEAM SPONSORSHIP	VMLY&R, Sao Paulo	BRAZIL	CORACAO DA SELVA Sao Paulo / JAMUTE Sao Paulo / SELVAGEM Sao Paulo / VMLY&R Sao Paulo	
E02 (Innovation in Sport)								
E02/001	00013	PROPILOT MOP	NISSAN MOTOR CO., LTD.	PROPILOT 2.0	TBWA\HAKUHODO INC., Tokyo	JAPAN	BIRDMAN Tokyo / HAKUHODO PRODUCTS Tokyo / K.K.H.U Tokyo / TYO INC. Tokyo	
E02/013	00539	DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	DAHOUSE AUDIO Los Angeles / HELO Santa Monica / NEPYRU London	
E02/014	00553	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	
E02/018	00589	THE MASTERS REMASTERED	IBM	IBM	OGILVY, New York / IBM CONSULTING, Armonk	USA	BLUR FILMS Madrid / CHRLX New York / IBM IX Armonk / MASTERS TOURNAMENT Augusta / PRODCO Los Angeles	CHRLX New York / HOGARTH New York / MATHEMATIC STUDIO Paris / SONIC UNION New York
E03 (Challenger Brand)								
E03/005	00191	SPONSORED WALLS	GUARANÁ ANTARCTICA	GUARANÁ ANTARCTICA	SOKO, Sao Paulo	BRAZIL	OTZI GROUP Pompeia	
E04 (Social Behaviour & Cultural Insight)								
E04/003	00090	INTERFACE INTERRUPTION	TUBI	TUBI	MISCHIEF @ NO FIXED ADDRESS, New York	USA	STRIKE ANYWHERE FILMS San Francisco	FRIEND OR FOE Los Angeles / JUNIPER JONES Los Angeles
E04/014	00140	TOM BRADY'S LETTER	UNDER ARMOUR	UNDER ARMOUR	SLAP GLOBAL, New York	USA	TOOL OF NORTH AMERICA Los Angeles	
E04/042	00475	MOTHER	HEROES OF TODAY PLATFORM (LALIGA, IBERIA, REPSOL, ORANGE AND DAZN)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN	BIRTH PRODUCTIONS Paris / BSO Barcelona / LANDIA Madrid / THE OMS Madrid	COFFEE AND TV London
E04/049	00390	LEA	KIMBERLY CLARK	KOTEX	OGILVY, São Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo / MOONHEIST Sao Paulo	CLANDESTINO ESTUDIO Sao Paulo / SPACE GORILLA Sao Paulo
E04/052	00448	MESSI CHRISTMAS	TYC	SPORTS CHANNEL	MERCADO McCANN, Buenos Aires	ARGENTINA		

E04/053	00496	THE FORGOTTEN TEAM	MEO	FOOTBALL JERSEY	DENTSU CREATIVE, Lisbon	PORTUGAL	78 FILMS Lisbon / ENERRE Lisbon / GARAGE Lisbon	
E04/057	00563	SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION Mexico City	REBOLUCION Mexico City
E04/058	00556	SECOND OPPORTUNITY LEAGUE	CORONA	CORONA	WE BELIEVERS, New York	USA	BROSS AL CUADRADO Mexico City / WE DOERS New York	PICKLE MUSIC New York
Total Shortlisted:			60					

Media	PR	Additional
		KIMBERLY-CLARK São Paulo
	3 PM New York	ABINBEV New York / STARCOM New York
EIGHTBAR New York	EIGHTBAR New York	
		AGENCIA LOUDER Sao Paulo / NETSHOW.ME Sao Paulo / WHO ARE YOU AGENCY Kyiv

DENTSU REDSTAR London		FOOTBALLCO London / M&C SAATCHI SPORT & ENTERTAINMENT London / SCREENPLAY Milan
--------------------------	--	--

GOODWAY GROUP New York	FISH CONSULTING Texas	ANYTIME FITNESS Woodbury / VAPOR MUSIC GROUP Toronto
---------------------------	--------------------------	---

HORIZON NEXT New York	MIKEWORLDWIDE New York / WIEDEN+KENNEDY New York	BRIAN GOODHEART N/A / CO3 New York / LOS YORK Los Angeles / WALKER New York
--------------------------	---	---

DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon	
---------------------------	---------------------------	--

	3 PM New York	ABINBEV New York / STARCOM New York
--	---------------	--

		AGENCIA LOUDER Sao Paulo / NETSHOW.ME Sao Paulo / WHO ARE YOU AGENCY Kyiv
--	--	---

GOODWAY GROUP New York	FISH CONSULTING Texas	ANYTIME FITNESS Woodbury / VAPOR MUSIC GROUP Toronto
---------------------------	--------------------------	---

DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon	
---------------------------	---------------------------	--

		AGENCIA LOUDER Sao Paulo / NETSHOW.ME Sao Paulo / WHO ARE YOU AGENCY Kyiv
--	--	---

BODEGA @ WIEDEN+KENNEDY
Portland

DRAFTLINE New York /
WIEDEN+KENNEDY New York

DRAFTLINE New York
/ WIEDEN+KENNEDY
New York

MARINA MAHER
COMMUNICATIONS
New York

MKTG Cincinnati / PLATINUM RYE
ENTERTAINMENT New York /
PROCTER & GAMBLE Cincinnati /
SAATCHI & SAATCHI X Cincinnati

MEDIACOM
Amsterdam

TBWAINBOKO
Amsterdam

APRILMAY STUDIO London /
ATTITUDE LTD Berlin /
ESSENCEMEDIACOM London /
VIDIBOKO Amsterdam

QMS
COMUNICACION
Madrid

3 PM New York

ABINBEV New York / STARCOM New
York

AGENCIA LOUDER Sao Paulo /
NETSHOW.ME Sao Paulo / WHO ARE
YOU AGENCY Kyiv

MARINA MAHER COMMUNICATIONS New York	MKTG Cincinnati / PLATINUM RYE ENTERTAINMENT New York / PROCTER & GAMBLE Cincinnati / SAATCHI & SAATCHI X Cincinnati
--	---

PHD LATAM Miami	ALISON BROD MARKETING + COMMUNICATIONS New York	POPEYES LOUISIANA KITCHEN Miami
-----------------	--	------------------------------------

MAJOR LEAGUE BASEBALL New York	MAJOR LEAGUE BASEBALL New York / REMEZCLA New York
-----------------------------------	--

OMD URUGUAY Montevideo

QMS COMUNICACION Madrid

MEDIACOM New York

KIMBERLY-CLARK São Paulo

DENTSU REDSTAR London	FOOTBALLCO London / M&C SAATCHI SPORT & ENTERTAINMENT London / SCREENPLAY Milan
--------------------------	--

TBWA\HAKUHODO KMC GROUP Tokyo
INC. Tokyo

3 PM New York

ABINBEV New York / STARCOM New
York

EIGHTBAR New York EIGHTBAR New York

SOKO Sao Paulo

VAYNERMEDIA New TUBI San Francisco CO3 New York / DECIBEL New York
York

QMS
COMUNICACION
Madrid

KIMBERLY-CLARK São Paulo

DENTSU CREATIVE DENTSU CREATIVE
Lisbon Lisbon
