

2023 SHORTLIST

Glass: The Lion for Change



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Glass)				
KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
CLASSIFY CONSENT	CONSENT LABS	CONSENT LABS	TBWAS/DNEY	AUSTRALIA
DOVE - THE BEAUTY REPORT CARD #STOPTHEBEAUTYTEST	DOVE MUMBAI, INDIA	DOVE SELF-ESTEEM PROJECT	OGILVY, Mumbai	INDIA
UNCOMFORTABLE FOOD	STELLA ARTOIS	STELLA ARTOIS	SOKO, Sao Paulo	BRAZIL
KAMI	DOWN SYNDROME INTERNATIONAL	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS, Singapore	SINGAPORE
AUF EQUALITY CUP	URUGUAYAN FOOTBALL ASSOCIATION AND MCDONALD'S	AUF	CAMARATBWA, Montevideo / ASOCIACION URUGUAYA DE FUTBOL (AUF), Montevideo	URUGUAY
SAKERHET	IKEA	IKEA	DDB, Milan	ITALY
MOMS MEAN BUSINESS	ZENBUSINESS	ZENBUSINESS	JOAN CREATIVE, New York	USA
STAIN NOT SHAME	ZEVA FASHION	ZEVA FASHION	SCANAD, Nairobi	KENYA
THE CURE CUP	MOONS	THE CURE CUP	21GRAMS, New York	USA
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA
WELCOME NEW VAGINAS	LIFECUP	LIFEFEMT	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA
EVERYTHING THEY DIDN'T TELL YOU	BLACK WOMEN FOR WELLNESS LA	BLACK MATERNAL HEALTH INFORMATION	AREA 23, An IPG Health Network Company, New York	USA
CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND
DIRTY LAUNDRY	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	ABAAD GENDER EQUALITY NGO	LEO BURNETT, Beirut	LEBANON
CRY FOR THE LAW	TETA & TETA SPAIN	TETA	LO LA MULLENLOWE, Madrid / MULLENLOWE GROUP, London	SPAIN
BRAIDS OF FREEDOM	AGUILA	BEER	DRAFTLINE, Bogota	COLOMBIA
SCHOOLGIRL NEWSCASTERS	EBM	GIRLS' EDUCATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
WE MISS LEBANON	LBCI	LBCI	IMPACT BBDO, Dubai	LEBANON
GIRLS WHO CODE GIRLS	GIRLS WHO CODE	GIRLS WHO CODE	MOJO SUPERMARKET, New York	USA
LET HER GROW	DOVE	DOVE HAIR CARE	SELECT START, Bangkok	THAILAND