

2023 SHORTLIST

Innovation



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Early Stage Technology)				
SUBTITLES FOR THE WORLD	GOOGLE	AR TRANSLATION GLASSES	GOOGLE MARKETING, Los Angeles / GOOGLE, Los Angeles	USA
MOUTHPAD^	AUGMENTAL	MOUTHPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU
EQL BAND	TOUCH • #BLACKDATAMATTERS • WHEN WE TRIAL	WEARABLE TECHNOLOGY	FCB HEALTH, New York	USA
A02 (Innovative Technology)				
HAPTA	LANCÔME	ASSISTING MAKEUP DEVICE	DVNA STUDIO, Montreuil / LANCOME, Levallois Perret	FRANCE
A03 (Applied Innovation)				
THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA
BILL IT TO BEZOS	JANE/FINCH COMMUNITY CENTRE	JANE/FINCH COMMUNITY CENTRE	Angry Butterfly, Toronto	CANADA
THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM
NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Portland	BRAZIL
MOSQUITO VS MOSQUITO	QUINTOANDAR	QUINTOANDAR REAL STATE	GUT, Sao Paulo	BRAZIL
CERTIFIED HUMAN	INTEL	INTEL	dentsu mcgarrybowen, Chicago	USA
A04 (Scalable Innovation)				
RESILIENCE ROAD	SUNCORP	HOME INSURANCE	LEO BURNETT, Sydney	AUSTRALIA
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / PEPSICO, Gurgaon / CROPIN, Bangalore	INDIA
A05 (Brand Strategy & Experience)				
HEINZ TATTOO INK	HEINZ	HEINZ TOMATO KETCHUP	SOKO, Sao Paulo	BRAZIL
ACCESS CODES	HALEON	HALEON	GREY, New York	USA
PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY, Milan	ITALY
A06 (Product Innovation)				
MAKING INACCESSIBLE ACCESSIBLE	ARIEL	ECOCLIC® BOX	LANDOR & FITCH, Hamburg / PROCTER & GAMBLE, Geneva	GERMANY
SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWA\HAKUHODO INC., Tokyo	JAPAN
BAIGRAPHER	UFCSPA	SCALABLE REMINISCENCE THERAPY FOR PATIENTS WITH ALZHEIMER'S	AREA 23, An IPG Health Network Company, New York	USA
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL