

Entertainment Lions for Gaming Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<u>A01 (Audio-Visual Content)</u>									
A01/003	00037	STARR PARK CCTV	BRAWL STARS	BRAWL STARS	SUPERCELL, Helsinki	FINLAND	ANTFOOD New York / BUCK Los Angeles / TWISTED MOUNTAIN ANIMATION Vancouver / WILD Vienna		
A01/009	00120	PLAY HAS NO LIMITS FEAT. KING GNU	PLAYSTATION	PLAYSTATION	SIX INC, Tokyo	JAPAN	GEEK PICTURES Tokyo	JITTO Tokyo	
A01/021	00288	DIABLO ANTHEM	DIABLO	DIABLO IV	72ANDSUNNY, Los Angeles	UNITED STATES	DISSIDENCE Maurecourt	WORK EDITORIAL Los Angeles	
A01/026	00316	THE EVERYDAY TACTICIAN	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CLOCKWORK Johannesburg / CRAFT London / EXELL London / LOWKEY FILMS London	CRAFT London / WAVE London	TNT SPORTS London
A01/029	00345	THIS IS NOT A GAME	MOVISTAR	MOVISTAR	VML, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	
<u>B01 (In-Person Gaming Experience)</u>									
B01/019	00351	THE MET REPLICA	VERIZON	VERIZON	VERIZON CREATIVE MARKETING, New York	UNITED STATES	ODE TO JOY New York / RADAR PRODUCTION New York / UNIT 9 New York		
<u>B02 (New Realities & Emerging Tech)</u>									
B02/013	00371	A RIP IN REALITY	META	META QUEST 3	BBDO NEW YORK	UNITED STATES	HARBOR New York / KALEIDA London / METHOD STUDIOS New York	COMPANY 3 New York / METHOD STUDIOS New York / SOURCE SOUND Los Angeles	

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B02/016	30204	DORITOS SILENT: THE WORLD'S FIRST AI AUGMENTED SNACK	DORITOS/ PEPSICO	DORITOS CRISPS	PEPSICO, Reading / SIPS & BITES, London	UNITED KINGDOM	OB42 London			OMD UK London
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B03 (Mobile Games)

B03/008	00352	THE MET REPLICA	VERIZON	VERIZON	VERIZON CREATIVE MARKETING, New York	UNITED STATES	ODE TO JOY New York / RADAR PRODUCTION New York / UNIT 9 New York			
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B04 (Brand Integration for Games)

B04/004	00024	LOOT FOR GOOD	CALL OF DUTY ENDOWMENT	CALL OF DUTY ENDOWMENT	DAVID, New York	UNITED STATES	WILDCHILD New York			
B04/020	00191	JBL QUANTUM GUIDE PLAY	JBL QUANTUM	HARMAN INTERNATIONAL APAC	BLKJ HAVAS, Singapore	SINGAPORE	BOLHA Sao Paulo / LOCO MOTION Singapore / TRUCE FILMS Melbourne			
B04/024	00206	MISSION TALITA	TALITA	TALITA	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST Stockholm	AKESTAM HOLST Stockholm	AKESTAM HOLST Stockholm	
B04/026	00236	LEGO FORTNITE	THE LEGO GROUP	LEGO FORTNITE	THE LEGO GROUP, Billund	DENMARK	THE LEGO GROUP Billund	THE LEGO GROUP Billund	THE LEGO GROUP Billund	
B04/027	00245	IN-GAME INVESTORS	MERCADO PAGO	DIGITAL BANK SERVICES	GUT, Sao Paulo	BRAZIL	CABARET STUDIO Sao Paulo / YELLOW MELLO Campo Grande			
B04/032	00240	THERE CAR	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE, New York	UNITED STATES	SUPERAWESOME New York	TAYLOR JAMES New York	DENTSU X New York	
B04/040	00394	FLYING GUARDIANS	PLANET LABS PBC & GREENPEACE	INSTITUCIONAL	ALMAPBDO, Sao Paulo	BRAZIL	ALMA 1111 AUDIO Sao Paulo / BARI FILMES Sao Paulo / BRAND GAMING Porto Alegre / VETOR ZERO Sao Paulo			
B04/042	00335	THE GAMING FRIDGE	HEINEKEN	HEINEKEN	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL	MONOGRID Florence			
B04/045	00199	UNHIDE THE PRICE	DEUTSCHER SPARKASSEN- UND GIROVERBAND E.V. & S- COMMUNICATION SERVICES GMBH	FINANCE	JUNG VON MATT AG, Hamburg	GERMANY				

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B05 (Use of Gaming/Streaming Platforms)

B05/026	00232	LEGO FORTNITE	THE LEGO GROUP	LEGO FORTNITE	THE LEGO GROUP, Billund	DENMARK	THE LEGO GROUP Billund	THE LEGO GROUP Billund	THE LEGO GROUP Billund
B05/028	00244	IN-GAME INVESTORS	MERCADO PAGO	DIGITAL BANK SERVICES	GUT, Sao Paulo	BRAZIL	CABARET STUDIO Sao Paulo / YELLOW MELLO Campo Grande		
B05/031	00223	FIRST DRIVE	FORD MOTOR COMPANY	DRIVE ASSISTANCE	VML, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid		
B05/035	00258	NON-PLAYABLE TEACHERS	ESTÁCIO	INTERACTIVE COLLEGE PREP	ARTPLAN, Rio De Janeiro	BRAZIL	CAVA ART Sao Paulo / HERO BASE Joinville / HERO CREATE Joinville / HR CRIACAO E PRODUCAO DE SONS FILMES E TEXTOS Sao Paulo / SMART DISENOS FILMES PARA PUBLICIDADE LTDA Curitiba		
B05/043	00314	THE EVERYDAY TACTICIAN	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CLOCKWORK Johannesburg / CRAFT London / EXELL London / LOWKEY FILMS London	CRAFT London / WAVE London	TNT SPORTS London
B05/045	00390	FLYING GUARDIANS	PLANET LABS PBC & GREENPEACE	INSTITUCIONAL	ALMAPBBDO, Sao Paulo	BRAZIL	ALMA 1111 AUDIO Sao Paulo / BARI FILMES Sao Paulo / BRAND GAMING Porto Alegre / VETOR ZERO Sao Paulo		

B06 (Launch/Relaunch)

B06/008	00290	DIABLO ANTHEM	DIABLO	DIABLO IV	72ANDSUNNY, Los Angeles	UNITED STATES	DISSIDENCE Maurecourt	WORK EDITORIAL Los Angeles	
B06/012	00313	THE EVERYDAY TACTICIAN	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CLOCKWORK Johannesburg / CRAFT London / EXELL London / LOWKEY FILMS London	CRAFT London / WAVE London	TNT SPORTS London

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C01 (Community Management/Social Engagement)

C01/024	00336	THE GAMING FRIDGE	HEINEKEN	HEINEKEN	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL	MONOGRID Florence
C01/026	00383	GAMER LOAN	BANCO DEL PACÍFICO	BANK LOAN	PARADAIS DDB, Guayaquil	ECUADOR	

C02 (Influencer & Co-Creation)

C02/015	00268	EAT LIKE YOUR AVATAR	INTERBEV	NATURELLEMENT FLEXITARIENS	OGILVY PARIS	FRANCE	HOGARTH PARIS Levallois Perret	HOGARTH PARIS Levallois Perret
C02/016	00291	DIABLO ANTHEM	DIABLO	DIABLO IV	72ANDSUNNY, Los Angeles	UNITED STATES	DISSIDENCE Maurecourt	WORK EDITORIAL Los Angeles

D01 (Brand Partnerships, Sponsorships & Collaborations)

D01/006	00074	CLASH PUZZLES	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES		WAVEMAKER Miami	
D01/019	00193	CROCS X MINECRAFT CHOOSE YOUR MODE AR EXPERIENCE	CROCS	MINECRAFT X CROCS	CROCS, Denver / GRAVITY ROAD, London	UNITED STATES / UNITED KINGDOM	POWSTER London		
D01/032	00315	THE EVERYDAY TACTICIAN	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CLOCKWORK Johannesburg / CRAFT London / EXELL London / LOWKEY FILMS London	CRAFT London / WAVE London	TNT SPORTS London

D02 (Partnerships with Gaming Talent)

D02/017	00381	ULTIMATE COACH	XTRIM	XTRIM INTERNET	PARADAIS DDB, Guayaquil	ECUADOR	BUTAKA Guayaquil / MACHINA Guayaquil
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E01 (Diversity & Inclusion in Gaming)

E01/007	00189	JBL QUANTUM GUIDE PLAY	JBL QUANTUM	HARMAN INTERNATIONAL APAC	BLKJ HAVAS, Singapore	SINGAPORE	BOLHA Sao Paulo / LOCO MOTION Singapore / TRUCE FILMS Melbourne
E01/009	00224	FIRST DRIVE	FORD MOTOR COMPANY	DRIVE ASSISTANCE	VML, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid

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E01/013	00364	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Chicago / KODE MEDIA London		
<u>E02 (Innovation in Gaming)</u>									
E02/005	00188	JBL QUANTUM GUIDE PLAY	JBL QUANTUM	HARMAN INTERNATIONAL APAC	BLKJ HAVAS, Singapore	SINGAPORE	BOLHA Sao Paulo / LOCO MOTION Singapore / TRUCE FILMS Melbourne		
E02/017	00338	THE GAMING FRIDGE	HEINEKEN	HEINEKEN	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL	MONOGRID Florence		
E02/023	30203	DORITOS SILENT: THE WORLD'S FIRST AI AUGMENTED SNACK	DORITOS/ PEPSICO	DORITOS CRISPS	PEPSICO, Reading / SIPS & BITES, London	UNITED KINGDOM	OB42 London		OMD UK London
<u>E04 (Social Behaviour & Cultural Insight)</u>									
E04/023	00339	THE GAMING FRIDGE	HEINEKEN	HEINEKEN	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL	MONOGRID Florence		
E04/030	00379	GAMER LOAN	BANCO DEL PACÍFICO	BANK LOAN	PARADAIS DDB, Guayaquil	ECUADOR			
E04/033	30205	DORITOS SILENT: THE WORLD'S FIRST AI AUGMENTED SNACK	DORITOS/ PEPSICO	DORITOS CRISPS	PEPSICO, Reading / SIPS & BITES, London	UNITED KINGDOM	OB42 London		OMD UK London
<u>E05 (Use of Humour)</u>									
E05/003	00212	POKER FACE	XTRA FLAMIN' HOT	XTRA FLAMIN' HOT SNACKS	ISLA REPUBLICA, Mexico City	MEXICO	PRIMO CONTENT Mexico City		
<u>E06 (Breakthrough on a Budget)</u>									
E06/005	00186	#THEDONATIONM AP	UNITED 24	UNITED 24	HAVAS PLAY, Paris	FRANCE	HAVAS KYIV / HAVAS PLAY Paris	HAVAS KYIV / HAVAS PLAY Paris / HRCLS Paris	HAVAS KYIV / HAVAS MEDIA Bogota / HAVAS MEDIA ITALY Milan / HAVAS MEDIA Paris / HAVAS PLAY Paris

Entertainment Lions for Gaming Shortlist

Total Shortlisted: 45

PR

Additional

AMANA INC. Tokyo / HAKUHODO
DY HOLDINGS Tokyo /
HAKUHODO KETTLE INC. Tokyo /
LINDA Tokyo / LUDENS Tokyo

ASSEMBLY London BROMLEY FC / MIAI BRAND
PARTNERSHIPS Weybridge /
SPORTS INTERACTIVE London

METROPOLITAN MUSEUM OF
ART New York / ROBLOX San
Francisco

HI5.AGENCY Pasadena / VIRAL
NATION Toronto

SPLENDID GRAND VISUAL London /
COMMUNICATIONS SMOOTH TECHNOLOGY New
London York / TALON London /
TBWA\ESPANA Madrid

METROPOLITAN MUSEUM OF
ART New York / ROBLOX San
Francisco

AKESTAM HOLST
Stockholm

THE LEGO GROUP EPIC GAMES LONDON
Billund INNOVATION LAB
MERCADO PAGO Sao Paulo

PLANET LABS San Francisco

LEGARAGE Milan

NEWSROOM DER
SPARKASSEN FINANZGRUPPE
Berlin

THE LEGO GROUP EPIC GAMES LONDON
Billund INNOVATION LAB
MERCADO PAGO Sao Paulo

ASSEMBLY London BROMLEY FC / MIAI BRAND
PARTNERSHIPS Weybridge /
SPORTS INTERACTIVE London

PLANET LABS San Francisco

ASSEMBLY London BROMLEY FC / MIAI BRAND
PARTNERSHIPS Weybridge /
SPORTS INTERACTIVE London

LEGARAGE Milan

MOJANG STUDIOS Stockholm

ASSEMBLY London BROMLEY FC / MIAI BRAND
PARTNERSHIPS Weybridge /
SPORTS INTERACTIVE London

SOMOS BROO TV Guayaquil

EDELMAN London

LEGARAGE Milan

SPLENDID GRAND VISUAL London /
COMMUNICATIONS SMOOTH TECHNOLOGY New
London York / TALON London /
TBWA\ESPANA Madrid

LEGARAGE Milan

SPLENDID GRAND VISUAL London /
COMMUNICATIONS SMOOTH TECHNOLOGY New
London York / TALON London /
TBWA\ESPANA Madrid

PEPSICO Mexico City

HAVAS KYIV / EVOLVE MEDIA London / HAVAS
HAVAS Madrid / KYIV / INSTREAMLY Warsaw /
HAVAS MEDIA MEDIA EXCHANGE GROUP LTD
Bogota / HAVAS London / UNITED24 Kyiv
PARIS / HAVAS
PLAY Paris
