

Entertainment Lions for Music Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<u>A01 (Excellence in Music Video)</u>									
A01/002	00007	CHRIS LAROCCA "LINGER"	RED BULL RECORDS	CHRIS LAROCCA	RED BULL RECORDS, Los Angeles / KID. STUDIO, Toronto	UNITED STATES / CANADA	KID. STUDIO Toronto / RED BULL RECORDS Los Angeles		
A01/005	00037	XENA - SKRILLEX X - AMARA ABBAS		X	ICONOCLAST, Paris	FRANCE	ICONOCLAST Paris		
A01/007	00078	ANTSLIVE 'CUTLERY'	ANTSLIVE	ANTSLIVE	MOTHER, London	UNITED KINGDOM	MOTHER London	MOTHER London	
A01/037	00348	TANTO	CASSIE MARIN	MUSIC VIDEO	SOMESUCH, Los Angeles	UNITED STATES	MYGOSH Zurich		
A01/048	00241	SMOKE BREAK- DANCE	MICK JENKINS	MICK JENKINS	SMUGGLER, Los Angeles	UNITED STATES	SMUGGLER Los Angeles	CABIN New York	
<u>A02 (Brand or Product Integration into Music Content)</u>									
A02/017	10082	SHOT ON IPHONE USHER SUPER BOWL	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles	UNITED STATES	HPLA Los Angeles	CARTEL Santa Monica / FORMOSA GROUP Los Angeles / MODEL CITIZEN GROUP Los Angeles / TRAFIK Los Angeles	OMD USA Los Angeles
A02/029	00406	CAN'T B BROKEN	VERIZON	VERIZON NETWORK	OGILVY, New York	UNITED STATES	MJZ Los Angeles	CABIN Santa Monica / CO3 Los Angeles / METHOD New York / SONIC UNION New York	
<u>A03 (Use of Original Composition)</u>									
A03/002	00009	OLIVEIRA DOS CEN ANOS	REAL CLUB CELTA	MUSIC	REAL CLUB CELTA, Vigo / VISIT LITTLE SPAIN, Madrid	SPAIN	VISIT LITTLE SPAIN Madrid		

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A03/020	00174	BAGELS BY BENE: THE MOST CALMING SONG IN THE WORLD	ASB X YOUTHLINE	A SONG SCIENTIFICALLY DESIGNED TO REDUCE ANXIETY	THE MONKEYS, PART OF ACCENTURE SONG, Auckland	NEW ZEALAND	ASSEMBLY Auckland	ASSEMBLY Auckland	ACQUIRE DATA-DRIVEN ADVERTISING Auckland / DENTSU CREATIVE Auckland
A03/023	00204	PLAY IT SAFE	SYDNEY OPERA HOUSE	SYDNEY OPERA HOUSE	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	REVOLVER Sydney	ARC EDIT Sydney / MASSIVEMUSIC Sydney / TURNING STUDIOS Sydney	
A03/038	00313	EL CARRO FORD	FORD	FORD VEHICLES	VML, Bogota	COLOMBIA	MESTIZA FILMS Bogota		
A03/039	00350	PIECE OF ME	KPN	KPN	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam	CRABSALAD Amsterdam	MINDSHARE Amsterdam
A03/043	00267	THE CREATURE	HOME CENTRE	FATHER'S DAY IN THE MIDDLE EAST	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai	OPTIX Dubai	LEO BURNETT Dubai
A03/053	00150	FAN FAIRNESS COALITION - MONOPOLY	FAN FAIRNESS COALITION	FAN FAIRNESS COALITION	BUTTER MUSIC AND SOUND DESIGN, New York	UNITED STATES	HUNGRY MAN New York	HUNGRY MAN New York	
<u>A04 (Use of Licensed/Adapted Music)</u>									
A04/006	00138	BLACK-OWNED FRIDAY 2023	GOOGLE	GOOGLE	GOOGLE, San Jose / GOOGLE BRAND STUDIO, San Francisco	UNITED STATES	GOOGLE BRAND STUDIO San Francisco / SAGE EAST Los Angeles / SMUGGLER Los Angeles	CABIN Santa Monica / GOOGLE BRAND STUDIO San Francisco / SHAPE AND LIGHT California / WALKER Los Angeles	GOOGLE San Jose
A04/012	00259	GENERATIONAL QUEENS	AMAZON	AMAZON MUSIC	DROGA5, PART OF ACCENTURE SONG, New York	UNITED STATES	SMUGGLER New York	CABIN New York / CABINFX Los Angeles / HEARD CITY New York / UNTOLD STUDIOS Los Angeles	
A04/030	00433	CANCER BEFORE CANCER	PERUVIAN CANCER FOUNDATION	PONLE CORAZON	FAHRENHEIT DDB, Lima	PERU	AGOSTO MUSIC AND SOUND CRAFT Lima / REBECA Lima		

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B01 (Live Music Experience)

B01/005	00135	OPENING UP THE SKY FOR RISING ARTISTS	AU, GOOGLE	AU, GOOGLE PIXEL	SIX INC, Tokyo / HAKUHODO INC., Tokyo	JAPAN	THINKR Tokyo	THINKR Tokyo
B01/009	00225	SOUNDS OF THE UNDERGROUND	SUPLIES OF UKRAINE	NONPROFIT	KETCHUM, London	UNITED KINGDOM	KETCHUM London	KETCHUM London
B01/010	00271	SHARENTING, THE MUSICAL	MOVISTAR	MOVISTAR	VML, Buenos Aires	ARGENTINA	BAMBA MUSIC Buenos Aires / ORUGA CINE Buenos Aires	HAVAS MEDIA ARGENTINA Buenos Aires

C01 (Fan Engagement/Community Building)

C01/013	00245	COCA-COLA CREATIONS: K-WAVE	COCA-COLA	K-WAVE, COCA-COLA CREATIONS	OGILVY, New York	UNITED STATES		ESSENCEMEDIAC OM London
C01/014	00254	THE FORBIDDEN GIFT SHOP	MERCADO LIBRE	RETAIL	GUT, Sao Paulo	BRAZIL	DLKTSN Sao Paulo / HEFTY Sao Paulo / SPACE GORILLA Sao Paulo	UM WORLDWIDE Sao Paulo
C01/017	00286	IN THE MIX	TIKTOK	TIKTOK	TIKTOK, Culver City / DONE + DUSTED, Santa Monica / ATLANTIC, New York	UNITED STATES	DONE + DUSTED Santa Monica / GROUPEM MOTION ENTERTAINMENT Los Angeles / YELLOW STUDIO New York	

C02 (Influencer & Co-Creation)

C02/006	00226	SOUNDS OF THE UNDERGROUND	SUPLIES OF UKRAINE	NONPROFIT	KETCHUM, London	UNITED KINGDOM	KETCHUM London	KETCHUM London	
C02/010	00331	THE SOUND STUDIO	THE GENERAL INSURANCE	THE GENERAL INSURANCE	ENERGY BBDO, Chicago	UNITED STATES	FLARE BBDO Chicago	FLARE BBDO Chicago	
C02/013	00351	PIECE OF ME	KPN	KPN	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam	CRABSALAD Amsterdam	MINDSHARE Amsterdam

D01 (Brand Partnerships, Sponsorships & Collaborations)

D01/022	00363	VIDEO VINYL	COCA-COLA	COCA-COLA	OGILVY, Singapore	SINGAPORE		
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D02 (Partnerships with Music Talent)

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D02/001	00010	OLIVEIRA DOS CEN ANOS	REAL CLUB CELTA	MUSIC	REAL CLUB CELTA, Vigo / VISIT LITTLE SPAIN, Madrid	SPAIN	VISIT LITTLE SPAIN Madrid		
D02/030	00230	NO SMILES	MCDONALD'S	HIRING	TBWA\HAKUHODO, Tokyo	JAPAN	ROBOT COMMUNICATIONS Tokyo	ROBOT COMMUNICATION S Tokyo	
D02/044	00349	PIECE OF ME	KPN	KPN	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam	CRABSALAD Amsterdam	MINDSHARE Amsterdam
D02/045	00335	FREE THE RHYTHMS	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City	UNITED STATES	UNIT 9 New York / VML New York		ESSENCEMEDIAC OM New York
D02/048	00399	FEEL THE MUSIC	SPOTIFY	DIGITAL MUSIC SERVICE	LEO BURNETT, Mumbai	INDIA			
D02/052	00405	CAN'T B BROKEN	VERIZON	VERIZON NETWORK	OGILVY, New York	UNITED STATES	MJZ Los Angeles / PARKWOOD ENTERTAINMENT New York	CABIN Santa Monica / CO3 Los Angeles / METHOD New York / SONIC UNION New York	
D02/055	00418	VW 70 YEARS CAMPAIGN	VOLKSWAGEN	VOLKSWAGEN	ALMAPBBDO, Sao Paulo	BRAZIL	BOILER FILMS Sao Paulo / RAW AUDIO Sao Paulo	FLOW EFFECTS Sao Paulo	
D02/058	00416	ERRATA AT 88	DIAGEO	JOHNNIE WALKER	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / CABARET Sao Paulo / THE YOUTH Curitiba		
D02/066	00408	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	

E01 (Diversity & Inclusion in Music)

E01/011	00296	SING TO REMEMBER	COCA-COLA	COKE STUDIO	VML, Mumbai	INDIA	UNIVERSAL MUSIC INDIA Mumbai	ESSENCEMEDIAC OM Delhi
E01/019	00378	HUTUKARA	SALGUEIRO & URIHI YANOMAMI	THE YANOMAMI PEOPLE	ACADEMICOS DO SALGUEIRO, Andarai / DM9, Sao Paulo	BRAZIL	ACADEMICOS DO SALGUEIRO Andarai	ACADEMICOS DO SALGUEIRO Andarai
E01/020	00374	THE VOICE OF THE VOICELESS	ISA - INSTITUTO SOCIOAMBIENTAL	ISA - INSTITUTO SOCIOAMBIENTAL	WIEDEN+KENNEDY, Sao Paulo	BRAZIL	JOINT Sao Paulo	
E01/024	00415	ERRATA AT 88	DIAGEO	JOHNNIE WALKER	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / CABARET Sao Paulo / THE YOUTH Curitiba	

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E02 (Innovation in Music)

E02/012	00197	PROJECT HUMANITY	NTT HUMAN INFORMATICS LABORATORIES	NTT HUMAN INFORMATICS LABORATORIES	DENTSU INC., Tokyo	JAPAN	BASSDRUM Tokyo / DENTSU CREATIVE CUBE INC. Tokyo / INVISI. LTD TOKYO / WOO Tokyo / WOW Tokyo	DENTSU INC. Tokyo
E02/014	00407	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba

E04 (Social Behaviour & Cultural Insight)

E04/006	00141	BLACK-OWNED FRIDAY 2023	GOOGLE	GOOGLE	GOOGLE, Mountain View / GOOGLE BRAND STUDIO, San Francisco	UNITED STATES	GOOGLE BRAND STUDIO San Francisco / SAGE EAST Los Angeles / SMUGGLER Los Angeles	CABIN Santa Monica / GOOGLE BRAND STUDIO San Francisco / SHAPE AND LIGHT California / WALKER Los Angeles	GOOGLE Mountain View
E04/007	00147	POR AMOR	DON JULIO TEQUILA	DON JULIO TEQUILA	THE ELEMENTS MUSIC, Los Angeles / ANOMALY, New York	UNITED STATES	THE ELEMENTS MUSIC Los Angeles / THE LIFT Mexico City / UNREASONABLE STUDIOS Los Angeles	COMPANY 3 New York / SOURCE SOUND Los Angeles	
E04/010	00253	THE FORBIDDEN GIFT SHOP	MERCADO LIBRE	RETAIL	GUT, Sao Paulo	BRAZIL	DLKTSN Sao Paulo / HEFTY Sao Paulo / SPACE GORILLA Sao Paulo		UM WORLDWIDE Sao Paulo
E04/011	00229	NO SMILES	MCDONALD'S	HIRING	TBWA\HAKUHODO, Tokyo	JAPAN	ROBOT COMMUNICATIONS Tokyo	ROBOT COMMUNICATION S Tokyo	
E04/021	00300	SING TO REMEMBER	COCA-COLA	COKE STUDIO	VML, Mumbai	INDIA	UNIVERSAL MUSIC INDIA Mumbai		ESSENCEMEDIAC OM Delhi

E05 (Use of Humour)

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E05/005	00128	GREATEST HATES VOL. 3	LIQUID DEATH	LIQUID DEATH	LIQUID DEATH, Los Angeles	UNITED STATES	LIQUID DEATH Los Angeles	LIQUID DEATH Los Angeles
E05/010	00257	HAIL PATRICK	PARAMOUNT +	PARAMOUNT +	DROGA5, PART OF ACCENTURE SONG, New York	UNITED STATES	O POSITIVE New York	ARCADE New York / HEARD CITY New York / HOUSE OF PARLIAMENT Los Angeles / HUMAN MUSIC AND SOUND DESIGN New York / TITMOUSE New York

E06 (Breakthrough on a Budget)

E06/004	00227	SOUNDS OF THE UNDERGROUND	SUPPLIES OF UKRAINE	NONPROFIT	KETCHUM, London	UNITED KINGDOM	KETCHUM London	KETCHUM London
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Total Shortlisted: 50

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Additional

TBWA\MEDIA
ARTS LAB Los
Angeles

PARKWOOD ENTERTAINMENT
New York

DENTSU
CREATIVE
Auckland

HPB | HET PR
BUREAU
Amsterdam

LEO BURNETT	MAGMA MUSIC AGENCY
Dubai	Amsterdam

GOOGLE San Jose ILOVEDUST Brighton / MEISTER
Portland / WIEDEN+KENNEDY
New York

AMAZON MUSIC Los Angeles

KETCHUM London

DURO FILMS Buenos Aires

GUT Sao Paulo GINGA Sao Paulo / MERCADO
LIVRE Sao Paulo

THE OUTCAST
AGENCY San
Francisco

KETCHUM London

HPB | HET PR
BUREAU
Amsterdam

STUDIO X Singapore

HPB | HET PR
BUREAU
Amsterdam

OGILVY PR New York

UNIVERSAL MUSIC London

SPOTIFY INDIA Mumbai

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

PR PUNDIT Guragon

OGILVY Gurgaon / STUDIO X Delhi

HUTUKARA ASSOCIACAO
YANOMAMI Boa Vista / URIHI
ASSOCIACAO YANOMAMI Boa
Vista

DENTSU
CREATIVE London / DENTSU INC.
Tokyo / DENTSU X
Vienna / PLATINUM
Tokyo / PUTZ &
STINGL EVENT,
PUBLIC
RELATIONS &
WERBUNG Modling

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

GOOGLE Mountain
View ILOVEDUST Brighton / MEISTER
Portland / WIEDEN+KENNEDY
New York

GUT Sao Paulo GINGA Sao Paulo / MERCADO
LIVRE Sao Paulo

PR PUNDIT OGILVY Gurgaon / STUDIO X Delhi
Guragon

MOXIE
COMMUNICATIONS
GROUP New York

PARAMOUNT PICTURES Los
Angeles

KETCHUM London
