

Entertainment Lions for Gaming Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<u>A01 (Audio-Visual Content)</u>											
A01/009	00142	PROJECT: MEMORY CARD	PLAYSTATION	PLAYSTATION	SIX INC, Tokyo / HAKUHODO, Tokyo	JAPAN	GEEK PICTURES Tokyo	JITTO Tokyo			
A01/012	00247	BARBOLTIAN	CLASH ROYALE	CLASH ROYALE	UNCOMMON CREATIVE STUDIO STOCKHOLM	SWEDEN	COLONY Stockholm / SQUEEZE STUDIO ANIMATION Quebec	SQUEEZE STUDIO ANIMATION Quebec			
A01/021	00187	PLAY THE DEW	MOUNTAIN DEW	MOUNTAIN DEW	BBDO GUERRERO, Makati	PHILIPPINES	SYN Tokyo	FLARE MANILA Makati City			
<u>B03 (Mobile Games)</u>											
B03/008	00258	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki			THE ROMANS London	
<u>B04 (Brand Integration for Games)</u>											
B04/004	00025	THE CO-WORKER	IKEA	RECRUITMENT CAMPAIGN FOR CAREERS AT IKEA.	MOTHER, London	UNITED KINGDOM	THE GANG Stockholm	THE BERRY London		WEBER SHANDWICK Manchester	
B04/010	00098	CAMP IRL	HIGH PEAK OUTDOORS	HIGH PEAK OUTDOORS CAMPING GEAR	DENTSU CREATIVE, Hong Kong	HONG KONG SAR					
B04/020	00173	SQUID GAME ANSWERS THE CALL	CALL OF DUTY	CALL OF DUTY - SQUID GAME EVENT PASS	NETFLIX, Los Angeles / ACTIVISION BLIZZARD ESPORTS, New York / ASPECT, Los Angeles / MUTINY, Hollywood / OS STUDIOS, New York	UNITED STATES	ACTIVISION BLIZZARD ESPORTS New York / ALTERED FX Atlanta / ASPECT Los Angeles / MUTINY Hollywood / OS STUDIOS New York	ACTIVISION BLIZZARD ESPORTS New York / MUTINY Hollywood / OS STUDIOS New York / THERAPY STUDIOS Los Angeles	MEDIAHUB New York / NETFLIX Los Angeles	3 STEP Santa Barbara / ACTIVISION BLIZZARD ESPORTS New York / NETFLIX Los Angeles / OS STUDIOS New York	
B04/023	10031	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin	BOGOTA POST PRODUCTION STUDIO Sao Paulo			
<u>B05 (Use of Gaming/Streaming Platforms)</u>											
B05/008	00075	FIZZOOKA	PERFETTI VAN MELLE	MENTOS	BBH, London	UNITED KINGDOM	BEYOND CREATIVE Dublin / METAVISION London / WE MAKE STUFF HAPPEN Hove		WAVEMAKER London	APEX PR Toronto / BBH London / HET PERS BUREAU Amsterdam / MERCECA LTD London	
B05/017	00236	ORIGINAL FAKE GAMES	KFC	KFC	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES	ETERNA SOFTWARE OU Harju maakond / PILOTO Sao Paulo / POWER LEAGUE GAMING Dubai		HEARTS & SCIENCE Dubai		
B05/022	00332	CALL OF DISCOUNTS	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo		3C GAMING Sao Paulo / ESTUDIO ICONO Rio De Janeiro / GINGA Sao Paulo / GRUPO IN PRESS Jardim Paulista / MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo
B05/030	00221	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID CREATIVE GAMING Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo			CASHMAN & ASSOCIATES Philadelphia / DRUID CREATIVE GAMING Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo

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B05/033	10032	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin	BOGOTA POST PRODUCTION STUDIO Sao Paulo
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B06 (Launch/Relaunch)

B06/003	00110	CLASH OF COMMUTERS	SAMSUNG AUSTRALIA	GALAXY S24 ULTRA	CLEMENGER BBDO, Sydney	AUSTRALIA	REVOLVER Sydney	MOISTY MEDIA Sydney	OGILVY PR AUSTRALIA Sydney	GAMEFAM Sydney / LIVEWIRE GAMING AUSTRALIA PTE LTD Sydney / SONAR MUSIC Sydney / TFCG EVENTS Sydney / THE GLUE SOCIETY Sydney / WILDSETS Sydney
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C01 (Community Management/Social Engagement)

C01/013	00299	THE WHATSAPP SAGA	BIS	BIS	DAVID, Sao Paulo	BRAZIL	CHIAROSCURO STUDIOS Sao Paulo / HOGARTH WORLDWIDE Sao Paulo / JAMBO EDITORA Porto Alegre / SHUFFLE AUDIO Sao Paulo / SMARTERS Sao Paulo	CHIAROSCURO STUDIOS Sao Paulo	DAVID Sao Paulo	META Sao Paulo
C01/014	00287	GREAT IN-GAME WEDDING	BATTLEGROUNDS MOBILE INDIA	GREAT IN-GAME WEDDING	DDB MUDRA, Mumbai	INDIA	THE BOMBAY FILM COMPANY Mumbai	THE BOMBAY FILM COMPANY Mumbai		
C01/019	00266	LAG OR BAD	XTRIM	XTRIM INTERNET SERVICE	PARADAIS DDB, Guayaquil	ECUADOR	SOMOS BROOOTV Guayaquil		PARADAIS DDB Guayaquil	

C02 (Influencer & Co-Creation)

C02/014	00224	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID CREATIVE GAMING Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo		CASHMAN & ASSOCIATES Philadelphia / DRUID CREATIVE GAMING Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo
C02/016	00284	THE CHEEKY CONTROLLER	XBOX	XBOX CONTROLLER	McCANN, London	UNITED KINGDOM	CRAFT London / CRAFT Manchester / PAVILION WORKS London / TAKEOFF London	CRAFT London / CRAFT Manchester / PAVILION WORKS London	ASSEMBLY MEDIA Seattle	AYZENBERG GROUP Pasadena / SUPERDIGITAL Miami / TWOFOLD CREATIVE Gold Coast / XBOX MICROSOFT Seattle

D01 (Brand Partnerships, Sponsorships & Collaborations)

D01/001	00076	FIZZOOKA	PERFETTI VAN MELLE	MENTOS	BBH, London	UNITED KINGDOM	BEYOND CREATIVE Dublin / METAVISION London / WE MAKE STUFF HAPPEN Hove	WAVEMAKER London	APEX PR Toronto / BBH London / HET PERS BUREAU Amsterdam / MERCIECA LTD London	
D01/015	00248	GORDON COMES CLEAN	HAY DAY	HAY DAY	UNCOMMON CREATIVE STUDIO STOCKHOLM	SWEDEN	COLONY Stockholm	COLONY Stockholm		
D01/019	00285	THE CHEEKY CONTROLLER	XBOX	XBOX CONTROLLER	McCANN, London	UNITED KINGDOM	CRAFT London / CRAFT Manchester / PAVILION WORKS London / TAKEOFF London	CRAFT London / CRAFT Manchester / PAVILION WORKS London	ASSEMBLY MEDIA Seattle	AYZENBERG GROUP Pasadena / SUPERDIGITAL Miami / TWOFOLD CREATIVE Gold Coast / XBOX MICROSOFT Seattle

D02 (Partnerships with Gaming Talent)

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D02/010	00262	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki			THE ROMANS London
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E01 (Diversity & Inclusion in Gaming)

E01/001	00049	THE TOXICITY RATING	MELANIN GAMERS	THE TOXICITY RATING - ONLINE GAMING'S FIRST RATING SYSTEM	LEO, Toronto	CANADA				MSL CANADA Toronto / NORTH STRATEGIC Toronto	MELANIN GAMERS London / THE ANGUS REID GROUP Toronto
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E03 (Challenger Brand)

E03/004	10030	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin	BOGOTA POST PRODUCTION STUDIO Sao Paulo			
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E04 (Social Behaviour)

E04/023	00220	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID CREATIVE GAMING Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo			CASHMAN & ASSOCIATES Philadelphia / DRUID CREATIVE GAMING Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo
E04/024	00268	LAG OR BAD	XTRIM	XTRIM INTERNET SERVICE	PARADAIS DDB, Guayaquil	ECUADOR	SOMOS BROOOTT Guayaquil	PARADAIS DDB Guayaquil			
E04/026	00260	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki			THE ROMANS London	
E04/027	00265	CLASH OF DRAGONS	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	CUT AND RUN New York / TOMGIRL MUSIC AND SOUND Los Angeles				

E05 (Use of Humour)

E05/004	00193	DOOM MOWERS	HUSQVARNA	LAWN MOWERS	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	B-REEL FILMS Stockholm / HUSQVARNA Huskvarna / PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm / WEBER SHANDWICK London	
E05/005	00246	GORDON COMES CLEAN	HAY DAY	HAY DAY	UNCOMMON CREATIVE STUDIO STOCKHOLM	SWEDEN	COLONY Stockholm	COLONY Stockholm			
E05/008	00283	THE CHEEKY CONTROLLER	XBOX	XBOX CONTROLLER	McCANN, London	UNITED KINGDOM	CRAFT London / CRAFT Manchester / PAVILION WORKS London / TAKEOFF London	CRAFT London / CRAFT Manchester / PAVILION WORKS London		ASSEMBLY MEDIA Seattle	AYZENBERG GROUP Pasadena / SUPERDIGITAL Miami / TWOFOOLD CREATIVE Gold Coast / XBOX MICROSOFT Seattle
E05/013	00334	CALL OF DISCOUNTS	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo		3C GAMING Sao Paulo / ESTUDIO ICONE Rio De Janeiro / GINGA Sao Paulo / GRUPO IN PRESS Jardim Paulista / MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo

E06 (Breakthrough on a Budget)

E06/007	00318	NEW AVATARS OF HOPE	MÃES DA SÉ	MÃES DA SÉ	DRUID CREATIVE GAMING, Sao Paulo	BRAZIL	DRUID CREATIVE GAMING Sao Paulo				
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E07 (Cultural Engagement)

E07/007	00288	GREAT IN-GAME WEDDING	BATTLEGROUNDS MOBILE INDIA	GREAT IN-GAME WEDDING	DDB MUDRA, Mumbai	INDIA	THE BOMBAY FILM COMPANY Mumbai	THE BOMBAY FILM COMPANY Mumbai		
E07/009	00223	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID CREATIVE GAMING Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo	CASHMAN & ASSOCIATES Philadelphia / DRUID CREATIVE GAMING Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo	

Total Shortlisted: 36