

## Winners (Film Craft Lions)



Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company	Prize
<b>A01 (Direction)</b>									
A01/018	20189	BECOMING BECKHAM	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SONNY London	Bronze Lion
A01/019	20190	TINY DANCER	JOHN LEWIS INSURANCE	PREMIER HOME INSURANCE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	BLINK PRODUCTIONS London	Bronze Lion
A01/022	20310	CLOSE TO HOME	AT&T	AT&T	BBDO New York	USA	BBDO New York	ANONYMOUS CONTENT Culver City	Gold Lion
A01/081	20250	HOME FOR CHRISTMAS	EDEKA ZENTRALE & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	TEMPOMEDIA Hamburg	Bronze Lion
A01/083	20058	AMBUJA KHALI	AMBUJA CEMENT	AMBUJA CEMENT	EARLY MAN FILMS Mumbai	INDIA	PUBLICIS AMBIENCE Mumbai	EARLY MAN FILMS Mumbai	Bronze Lion
A01/120	21517	FLETCHER'S DRIVE	AT&T - IT CAN WAIT	ITCANWAIT.COM	SMUGGLER New York	USA	ESPN New York	SMUGGLER New York	Bronze Lion
A01/204	21256	HENNESSY THE PICCARDS	HENNESSY / LVMH	HENNESSY	DROGA5 New York	USA	DROGA5 New York / MOET HENNESSY USA New York	SOMESUCH London / ANONYMOUS CONTENT Culver City / MILL+ New York	Gold Lion
A01/291	21215	KLARNA - "FISH"	KLARNA	KLARNA	MJZ LONDON	UNITED KINGDOM	DDB STOCKHOLM	MJZ LONDON	Bronze Lion
A01/320	22123	PARALLEL LIVES	THE PRINCE'S TRUST	THE PRINCE'S TRUST	SMUGGLER London	UNITED KINGDOM	CHI & PARTNERS London	SMUGGLER London	Bronze Lion
A01/378	22094	UNDER ARMOUR USA WOMENS GYMNASTICS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York	Gold Lion
A01/379	22095	UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York	Grand Prix
A01/403	21003	ONE MORE DAY	ONEMOREDAY.TODAY	GUN CONTROL PSA	STATION FILM New York City, NY	USA	STATION FILM New York City, NY	STATION FILM New York City, NY	Bronze Lion
<b>A02 (Script)</b>									
A02/002	20504	ODE TO SOHO	BRITISH FASHION COUNCIL	LONDON FASHION WEEK	BBH London	UNITED KINGDOM	BBH London	BLACK SHEEP STUDIOS London	Bronze Lion
A02/003	20086	THE BOYS 'IMPACT'	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	GUILTY CONTENT Melbourne	Bronze Lion Campaign
A02/004	20088	THE BOYS 'SWIM'	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	GUILTY CONTENT Melbourne	Bronze Lion Campaign
A02/005	20087	THE BOYS 'CYCLE'	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	GUILTY CONTENT Melbourne	Bronze Lion Campaign

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A02/060	20042	DEARDADDY	CARE NORWAY	DOMESTIC VIOLENCE AWARENESS	SCHJAERVEN REKLAMEBYRÅ Oslo	NORWAY	SCHJAERVEN REKLAMEBYRÅ Oslo	TANGRYSTAN Oslo	Gold Lion
A02/210	22042	LOOKING BACK	CLARK STREET BRIDGE	WRITING SCHOOL	FCB CHICAGO	USA	FCB CHICAGO	LORD + THOMAS Chicago	Gold Lion
A02/219	22009	GIRLS CAN'T CODE	GIRLS WHO CODE	NON-PROFIT	McCANN NEW YORK	USA	McCANN NEW YORK	TOOL New York City, NY	Bronze Lion
A02/247	20708	LAST	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica / A52 Santa Monica / WALKER Los Angeles	Silver Lion

## A03 (Casting)

A03/006	20192	TINY DANCER	JOHN LEWIS INSURANCE	PREMIER HOME INSURANCE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	BLINK PRODUCTIONS London	Bronze Lion
A03/032	20085	ULTIMATE DEATH SCENE	SEA SHEPHERD AUSTRALIA	ANTI WHALING	THE WORKS SYDNEY	AUSTRALIA	THE WORKS SYDNEY	TAXI FILM Sydney	Bronze Lion
A03/148	20524	FIREFLY MAN	INDEPENDENT INCUBATOR	OCEDEL	NITTO Tokyo	JAPAN	DRILL Tokyo	GEEK PICTURES Tokyo	Bronze Lion
A03/221	11712	LAST	NIKE	NIKE	PARK PICTURES New York	USA	WIEDEN+KENNEDY Portland	PARK PICTURES New York	Bronze Lion

## A04 (Production Design / Art Direction)

A04/015	20321	THE WORLD OF AUTISM	AUTISM SPEAKS	AUTISM SPEAKS	BBDO New York	USA	BBDO New York	LOBO São Paulo	Bronze Lion
A04/019	20281	SHOCKWAVE (ONDE DE CHOC)	DÉLÉGATION À LA SÉCURITÉ ET À LA CIRCULATION ROUTIÈRES	FRENCH ROAD SAFETY	LA CHOSE Paris	FRANCE	LA CHOSE Paris	QUAD PRODUCTIONS Clichy	Bronze Lion Campaign
A04/020	20285	LOSS OF CONTROL (PERTE DE CONTRÔLE)	DÉLÉGATION À LA SÉCURITÉ ET À LA CIRCULATION ROUTIÈRES	FRENCH ROAD SAFETY	LA CHOSE Paris	FRANCE	LA CHOSE Paris	QUAD PRODUCTIONS Clichy	Bronze Lion Campaign
A04/027	20503	CHANNEL 4 REBRAND	CHANNEL 4	CHANNEL 4 REBRAND	4creative London	UNITED KINGDOM	4creative London	4creative London	Silver Lion
A04/061	21289	HISTORY OF SOUND	APPLE	APPLE MUSIC	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles	STINK Los Angeles	Bronze Lion
A04/081	21883	THE CHEESE	KLARNA	FINANCIAL PRODUCTS & SERVICES	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM		Bronze Lion Campaign
A04/082	21884	THE SWIM	KLARNA	FINANCIAL PRODUCTS & SERVICES	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM		Bronze Lion Campaign

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A04/083	21885	THE FISH	KLARNA	FINANCIAL PRODUCTS & SERVICES	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM		Bronze Lion Campaign
A04/091	21259	HENNESSY THE PICCARDS	HENNESSY / LVMH	HENNESSY	DROGA5 New York	USA	DROGA5 New York / MOET HENNESSY USA New York	SOMESUCH London / ANONYMOUS CONTENT Culver City / MILL+ New York	Gold Lion
A04/107	21600	A DIFFERENT PARIS	AIRBNB	AIRBNB	TBWA\SINGAPORE	SINGAPORE	TBWA\SINGAPORE	SIXTOES TV Singapore / PHOTOPLAY FILMS Sydney / CUTTING EDGE Sydney	Bronze Lion
A04/142	22127	PARALLEL LIVES	THE PRINCE'S TRUST	THE PRINCE'S TRUST	SMUGGLER London	UNITED KINGDOM	CHI & PARTNERS London	SMUGGLER London	Bronze Lion

## A05 (Cinematography)

A05/032	20158	SAMSUNG CYCLING - WE ARE GREATER THAN I - LES DOMESTIQUES	SAMSUNG	SAMSUNG GALAXY	72ANDSUNNY AMSTERDAM	THE NETHERLANDS	72ANDSUNNY AMSTERDAM	KNUCKLEHEAD London	Bronze Lion
A05/033	20157	SAMSUNG SURF - WE ARE GREATER THAN I - WITHOUT YOU I'M NOTHING	SAMSUNG	SAMSUNG GALAXY	72ANDSUNNY AMSTERDAM	THE NETHERLANDS	72ANDSUNNY AMSTERDAM	STINK London	Bronze Lion
A05/093	21260	HENNESSY THE PICCARDS	HENNESSY / LVMH	HENNESSY	DROGA5 New York	USA	DROGA5 New York / MOET HENNESSY USA New York	SOMESUCH London / ANONYMOUS CONTENT Culver City / MILL+ New York	Gold Lion
A05/141	21980	TREASURE TODAY	MEMORIESLAB	MEMORIESLAB	FRED & FARID SHANGHAI	CHINA	FRED & FARID SHANGHAI	FRED & FARID SHANGHAI	Bronze Lion
A05/164	22134	SHARK DANCER	HUAWEI	MATE S	OGILVY & MATHER SHANGHAI	CHINA	OGILVY & MATHER SHANGHAI	RSA FILMS London	Bronze Lion
A05/184	22098	UNDER ARMOUR USA WOMENS GYMNASTICS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York	Silver Lion
A05/185	22097	UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York	Gold Lion

## A06 (Editing)

A06/010	20328	CLOSE TO HOME	AT&T	AT&T	BBDO New York	USA	BBDO New York	ANONYMOUS CONTENT Culver City	Silver Lion
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A06/065	20114	SONY TKO	STINKDIGITAL	SONY ACTION CAM	BIG CHOP London	UNITED KINGDOM	STINK London	BIG CHOP London / SPINDLE PRODUCTIONS Norwich	Gold Lion
A06/151	22099	UNDER ARMOUR USA WOMENS GYMNASTICS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York	Silver Lion
A06/152	22100	UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York	Silver Lion

## A07 (Use of Original Music)

A07/011	20556	YOUR FUTURE IS NOT MINE	ADIDAS	ADIDAS ORIGINALS	SQUEAK E CLEAN PRODUCTIONS Los Angeles	USA	JOHANNES LEONARDO New York	RSA FILMS Los Angeles	Gold Lion
A07/051	22137	ENVY	SVENSON	HAIR TREATMENT CLINIC	TAPSA   Y&R Madrid	SPAIN	TAPSA   Y&R Madrid	LEE FILMS Madrid	Bronze Lion
A07/064	20854	HOUSE MAID	KATAOKA&CO.,LTD	VAN HOUTEN COCOA	AOI PRO Tokyo	JAPAN	TOKYU AGENCY Tokyo	AOI PRO Tokyo	Bronze Lion
A07/103	22229	BIGGER THAN US	HARMAN INTERNATIONAL/ JBL	JBL HEADPHONES	AMUSEMENT PARK ENTERTAINMENT Los Angeles	USA	AMUSEMENT PARK ENTERTAINMENT Los Angeles	AMUSEMENT PARK ENTERTAINMENT Los Angeles	Bronze Lion

## A08 (Use of Licensed / Adapted Music)

A08/006	20477	JANE	HP	SPROUT	180LA Santa Monica	USA	180LA Santa Monica	PARK PICTURES Santa Monica / AGORAPHONE Brooklyn	Bronze Lion
A08/113	21843	COMPTON	THE GRAMMYS	THE 58TH GRAMMY AWARDS	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	TBWA\CHIAT\DAY Los Angeles	Bronze Lion
A08/117	22122	SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA	GREY NEW YORK	TOWNHOUSE 23 New York / PARK PICTURES New York / EXILE Santa Monica	Silver Lion
A08/137	22112	WIENER STAMPEDE	HEINZ	HEINZ CONDIMENTS (KETCHUP VARIETY, MUSTARD, BBQ SAUCE)	DAVID Miami	USA	DAVID Miami	BISCUIT FILMWORKS Los Angeles / CUT + RUN Santa Monica / THE MILL Los Angeles	Bronze Lion
A08/146	22102	UNDER ARMOUR USA WOMENS GYMNASTICS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York	Silver Lion
A08/147	22101	UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York	Gold Lion

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A08/158	20709	LAST	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica / A52 Santa Monica / WALKER Los Angeles	Bronze Lion
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## A09 (Sound Design)

A09/030	21557	TELL THE WORLD	DELTA	DELTA AIR LINES	SMUGGLER New York	USA	WIEDEN+KENNEDY New York	SMUGGLER New York	Silver Lion
A09/035	20184	PAPER	HONDA	HONDA	FACTORY London	UNITED KINGDOM	RPA Santa Monica	FACTORY London	Bronze Lion
A09/043	21266	HENNESSY THE PICCARDS	HENNESSY / LVMH	HENNESSY	DROGA5 New York	USA	DROGA5 New York / MOET HENNESSY USA New York	SOMESUCH London / ANONYMOUS CONTENT Culver City / MILL+ New York	Gold Lion

## A10 (Animation)

A10/006	20404	PAPER	AMERICAN HONDA MOTOR CO.	HONDA	RPA Santa Monica	USA	RPA Santa Monica	RESET Santa Monica / ROCK PAPER SCISSORS Santa Monica / A52 Santa Monica	Silver Lion
A10/008	20479	MALAK AND THE BOAT	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica	HOUSE OF COLORS Sao Paulo	Silver Lion
A10/011	20340	THE WORLD OF AUTISM	AUTISM SPEAKS	AUTISM SPEAKS	BBDO New York	USA	BBDO New York	LOBO São Paulo	Bronze Lion
A10/039	21872	MOG'S CALAMITY	SAINSBURY'S	SUPERMARKET	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	OUTSIDER London	Bronze Lion
A10/049	21599	JUSTINO	LOTERÍAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	PASSION PICTURES London / BLUR PRODUCCIONES Madrid / MILFORD FILM & ANIMATION Stockholm	Silver Lion
A10/058	20856	ITV KNITTED AD BREAK	ITV	ITV	ITV CREATIVE London	UNITED KINGDOM	ITV CREATIVE London	ITV CREATIVE London	Silver Lion
A10/076	21025	SSE 'PIER'	ADAM&EVEDDB	SSE	THE MILL London	UNITED KINGDOM	ADAM&EVEDDB London	ACADEMY FILMS London	Gold Lion

## A11 (Visual Effects)

A11/011	20385	UNDER ARMOUR RULE YOURSELF	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	RESET Santa Monica	Bronze Lion
A11/024	20883	SHOCKWAVE (ONDE DE CHOC)	ROAD SAFETY	ROAD SAFETY	QUAD PRODUCTIONS Clichy	FRANCE	LA CHOSE Paris	QUAD PRODUCTIONS Clichy / FIX STUDIO Clichy	Bronze Lion Campaign

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A11/025	20884	LOSS OF CONTROL (PERTE DE CONTRÔLE)	ROAD SAFETY	ROAD SAFETY	QUAD PRODUCTIONS Clichy	FRANCE	LA CHOSE Paris	QUAD PRODUCTIONS Clichy / FIX STUDIO Clichy	Bronze Lion Campaign
A11/038	21267	HENNESSY THE PICCARDS	HENNESSY / LVMH	HENNESSY	DROGA5 New York	USA	DROGA5 New York / MOET HENNESSY USA New York	SOMESUCH London / ANONYMOUS CONTENT Culver City / MILL+ New York	Gold Lion
A11/060	21028	CHEMICAL BROTHERS 'WIDE OPEN'	VIRGIN RECORDS	CHEMICAL BROTHERS	THE MILL London	UNITED KINGDOM	OUTSIDER London	OUTSIDER London	Gold Lion
A11/061	21029	SKY 'Q'	SKY	SKY Q FLUID VIEWING	THE MILL London	UNITED KINGDOM	BRITISH SKY BROADCASTING London	BROTHERS AND SISTERS London / BISCUIT FILMWORKS London	Bronze Lion
A11/062	21030	SSE 'PIER'	ADAM&EVEDDB	SSE	THE MILL London	UNITED KINGDOM	ADAM&EVEDDB London	ACADEMY FILMS London	Gold Lion

## A12 (Achievement in Production)

A12/042	20142	HIGH SCHOOL GIRL?	SHISEIDO CO.,	SHISEIDO'S PRODUCTS (MAJOLICA MAJORCA / INTEGRATE)	WATTS OF TOKYO	JAPAN	WATTS OF TOKYO / SHISEIDO CO., LTD. Tokyo	WATTS OF TOKYO	Gold Lion
A12/091	22231	TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	DEUTSCH LA	WONDROS Los Angeles	Bronze Lion
A12/101	20704	OK GO — UPSIDE DOWN & INSIDE OUT	S7 AIRLINES	S7 AIRLINES	TUTKOVBUKOV Volgograd	RUSSIA	TUTKOVBUKOV Volgograd / OK GO New York	PROFILM Moscow / BOB INDUSTRIES Santa Monica	Bronze Lion

Total Entries: 77













