

Description of works

1 **BEST**

Moldy Whopper

Best of Show, Best of Design

<Design> Promotional - Posters - Series

The food industry, particularly fast food, is full of additives. But over the last three years Burger King has removed 8,500 tons of artificial preservatives globally. To send an important message, it launched The Moldy Whopper, showing its iconic Whopper molding for up to 35 days. Burger King broke the mold with something unpredictable: mold. It might've gone against every convention, but it showed that mold could be a beautiful thing too.

(Client) Burger King /
(Agency) INGO / Stockholm + DAVID / Miami +
Publicis / Bucharest + Burger King / Miami /
(Country / Region) U.S.A.

2 **GOLD**

Made in Fukushima. The Book.

<Design> Craft - Printing & Paper Craft

Made in Fukushima is a book made out of rice straw from the decontaminated fields in Fukushima. It helps people understand that the decontamination method works and that the rice from Fukushima is safe, by turning the rice into the medium and the data into understanding. To tell the story, the book uses a wide range of resources: photography, interviews, reports, background information, data and its visualization.

METER Group Inc. / SERVICEPLAN GERMANY /
Munich / Germany

3 **GOLD**

Pour Perfectly

<Design> Packaging - Specialty

For as long as there has been Heinz Ketchup, people have tried to figure out how to get it out of the bottle. In fact, if you search "How to get Heinz Ketchup out of the bottle" on google, you get 74 000 000 results. So, as the experts, Heinz saw an opportunity to help. They found the perfect pouring angle and to tell the world about it, they put the message on our bottle. They shifted the labels so when our iconic keystone was straight, the bottle was at the perfect angle for pouring ketchup - 31°. Finally giving the world the answer they've been looking for.

Kraft Heinz Canada / Rethink /
Toronto/Vancouver/Montreal + Fuze Reps / Toronto
+ Crimson Fish / Toronto + Alter Ego / Toronto /
Canada

4 **GOLD**

Focus Lines

<Design> Spatial Design - Wayfinding

'Highway Hypnosis' is a phenomenon while driving that causes your attention to slip away when gazing at the monotonous repetition of white line after line. Driving in this trance-like state has been compared by scientists as 'driving asleep with your eyes open', and is one of the reasons why drowsy driving causes 1 in 6 deadly car accidents. 'Focus Lines' are coloured dashed lines painted randomly over the existing white road markings. They serve as visual stimuli for drivers, breaking the hypnotising repetition of the road and keeping drivers mentally engaged. 70 km of 'Focus Lines' have been implemented on the E35, one of Ecuador's busiest highways. 86% of drivers experience a noticeable to strong effect on their alertness.

Ministerio de transporte y obras públicas /
FamousGrey / Dilbeek + Ministerio de transporte y
obras públicas / Quito / Belgium

5 **SILVER**

-60% culture

<Design> Data Visualization - Static or Dynamic

Situation In November 2019, a newly formed Flemish Government decided to cut funding for art & culture projects by 60 %. In a small region like Flanders many young artists need this funding to develop and create. State of the Arts, an open arts platform, wanted to make the consequences visible to the broader audience. Idea They sent their 500 best artists a picture of their work covered with 60% yellow, the branding color of the Flemish government. They asked them to share it simultaneously on November 14, at 12 AM, with the hashtag #thisisourculture. Showing that 60% less funding equals 60% less culture. The campaign reached 80% of the country's population, generating around € 1,6 million in earned media attention. About 68 300 people signed a petition. More than 4000 protesters marched the streets, demanding the funding cut to be canceled. Under this pressure, the Minister-President increased funding.

State of the Arts / BBDO Belgium / Brussels /
Belgium

6 **BRONZE**

Never Standing Still

<Design> Craft - Art Direction

In 2018 new artistic director Septime Webre took the helm of Hong Kong Ballet, facing dwindling membership, a lack of brand clarity, a city in turmoil, and perceptions that ballet was only for the elite. After successfully redefining

Hong Kong Ballet's brand last year, our goal this year — their 40th anniversary — was to establish Hong Kong Ballet as an institution of national prestige and reach new audiences with The Ballet's vision. The people of Hong Kong needed to see themselves reflected in The Ballet. Our strategy led us to blend traditional and pop-culture colors, tutus and street clothes, Chinese opera-inspired and contemporary makeup, and a backdrop of iconic Hong Kong landmarks to celebrate The Ballet's heritage and its spirit of innovation. Hong Kong Ballet, like the city itself, is "Never Standing Still." "Never Standing Still" went viral and earned more than 2 million views.

Hong Kong Ballet / Design Army / Washington /
U.S.A.

7 **BRONZE**

Eggs McMuffin

<Digital Craft> Visual & Audio Craft - Animation

Last March 25, 2019, McDonald's France made the Egg McMuffin available all day long in its restaurants. The Egg McMuffin is truly the smoothest of burgers. Labelling the Egg McMuffin 'The Smoothest Burger' gave us the opportunity to create a new advertising language for our communication plan. One that is more modern, more fresh, and closer to the digital generations; and one that would properly convey this idea of softness. To do so, They drew inspiration from the internet trend that would fit best the product qualities: Satisfying animations. They produced fifteen of these 3D Egg McMuffin Satisfying videos, and created a website to host them, as well as using them for social media communication.

McDonald's France / TBWA\Paris /
Boulogne-Billancourt + DAN Paris /
Boulogne-Billancourt + McDonald's France /
Guyancourt / France

8 **BRONZE**

Scent By Glade

<Integrated> Co-Promotions

They intercepted the online shopping cycle, by serving people a pop of fragrance as they received their orders. They transformed ubiquitous packing pillows that typically protect online orders, into vessels to smuggle fragrance from our new collection - creating the first-ever fragrance-filled packing pillow. When people popped the pillows to recycle them, they sampled our new fragrance. They created an entirely new advertising and sampling medium out of ignored packing material, and drove conversion with a convenient scan-to-purchase code.

SC Johnson - Glade / Ogilvy / Chicago / U.S.A.

9 **SILVER** APARTMENTEKA

<Interactive & Online> Websites

IKEA APARTMENTEKA is the unique online library of free interior design for public housing. IKEA understands how people live and how they want to live in a household. IKEA also has the unique expertise in home furnishing solutions and knows every apartment, every room of Russian citizens. So IKEA decided to use their expertise, all the typical building of housing in Russia. And created the base of addresses with the free interiors design. IKEA designers created different interiors per each of the apartment type. For now there are more than 90 design projects on the platform.

IKEA / Instinct / Moscow / Russia

10 **GOLD** 5B

<Branded Entertainment> Full Length Video - Single

In line with the brand's century-plus commitment to and advocacy of nurses and front-line healthcare workers, Johnson & Johnson commissioned a powerful piece of original content that connects J&J to the fight against HIV, showcases the company's support for nurses, and lives into the overarching Johnson & Johnson purpose to changing human health for all. 5B is the inspirational story of everyday heroes, nurses and caregivers who took extraordinary action to comfort, protect and care for the patients of the first AIDS ward unit in the United States. 5B is stirringly told through first-person testimony of these nurses and caregivers who built Ward 5B in 1983 at San Francisco General Hospital, their patients, loved ones, and staff who volunteered to create care practices based in humanity and holistic well-being during a time of great uncertainty.

Johnson & Johnson / UM Studios / New York + Johnson & Johnson / New Brunswick + Verizon Media / RYOT / New York + Rogers & Cowan / Los Angeles / U.S.A.

11 **BRONZE** Railroad Ties

<Branded Entertainment> Full Length Video - Single

In the 1860's, nearly 100,000 slaves escaped via secret routes and safe houses in America. Helped in secret by strangers via the Underground Railroad. By erasing all traces of their journey, they won their freedom but lost their history. So Ancestry, the leading family history company, took a journey through their unparalleled archives to get it back. Twelve researchers analyzed hundreds of thousands of family records of those who escaped – from public family trees, US and Canadian census data, marriage certificates, news articles, obituaries, and more – to construct family trees from information that was 160-years-old.

Ancestry / Weber Shandwick / New York / U.S.A.

12 **SILVER** THE TIME WE HAVE LEFT

<Creative Effectiveness> Single Country or Region - Consumer / Brand

How do you get people to drink more of something they're drinking less of, from a brand few people are aware of? This was the challenge

facing Ruavieja: a little-known Spanish alcoholic digestive caught in a world actively turning away from slow paced tradition. In Spain, it is common to take a digestive liquor like Ruavieja after lunch or dinner to make the moment last longer with the people around you. Since it is not a widely known brand, the main objective of this campaign was to put Ruavieja on the map, by gaining relevance solving and important issue in Spanish society. They gathered data from the National Institute of Statistics on life expectancy as well as studies related with the likelihood of maintaining the frequency of our encounters over time. From this, they built a fairly accurate tool that predicted how much time you had left with someone in terms of days and hours. To compel people to completely re-assess their perception of time and resultant behavior, created a film that proved our hypothesis.

PERNOD RICARD - RUAVIEJA / Leo Burnett / Madrid + Tesauero / Madrid + Pernod Ricard - Ruavieja / Madrid / Spain

13 **GOLD** Bushe outdoor

<Design> Out of Home - Series

Bushe is a big chain of 40 city cafes in St. Petersburg. Over 20 years of work, Bushe has become as an integral symbol of St. Petersburg. Bushe's philosophy is based on a simple wordplay formula, that translates as "keep eat [it] true [real]". It focuses on the content, and not on the external gloss. Based on this philosophy, a laconic identity was based on urban textures, a muted palette and monochrome fonts. Visual accents of the urban environment are used for all printed materials - posters, business cards, souvenirs, packaging - as well as for outdoor advertising.

Bushe / Suprematika / Moscow + Bushe / Saint Petersburg / Russia

14 **BRONZE** The first house built by data

<Design> Spatial Design - Architecture

The First House Built by Data Generation Z is worried about having a home in the future, but they aren't saving money for it. The House Financing Bank Schwaebisch Hall wants to change that. They didn't ask them to save. They asked them to picture their future house. For six months, Instagram Influencers exchanged ideas with their followers. The goal: to build a more intelligent, sustainable and affordable house than today's options. Instagram becomes a data mining tool. Using Instagram polls, influencers collected housing insights from more than 300,000 Gen Z users. With this data, architects, energy experts and interior designers built a 3D model. A real house built from the data of 300,000 Gen Z users.

House Financing Bank Schwaebisch Hall / Ogilvy / Germany + House Financing Bank Schwaebisch Hall / Schwaebisch Hall / Germany

15 **SILVER** What's in it?

<Mobile> Applications

What's In It, the app that offers consumers to eat well, hunting and removing nasty ingredients from their food. The app has been developed by U Stores with its own customers as well as the whole market in mind, making it functional for all food brands and all retail stores, even at competitors'. The app indexes over 600,000 food products thanks to a partnership with Open

Food Facts, the 'Wikipedia of Food'. The scan feature immediately gives access to a product ID card, with emphasis on the nasty ingredients contained therein. The search feature surfaces the best products with respect to the quality of their ingredients. The filter feature offers users to exclude nasty ingredients from the products they buy and the food they eat.

Système U / TBWA\Paris / Boulogne-Billancourt + DAN Paris / Boulogne-Billancourt + Système U / Rungis / France

16 **BEST** The Tampon Book: a book against tax discrimination

Best of Creative Effectiveness

<Creative Effectiveness> Single Country or Region - Consumer / Brand

Until recently, in Germany many luxury goods were taxed with the reduced rate of only 7 percent while tampons attracted the top value added tax rate of 19 percent. The Female Company, an online shop for tampons decided to outsmarted the sexist law – with the law itself: Books are taxed at 7 percent. Therefore, The Female Company sold tampons hidden inside a book: The Tampon Book. Thus, avoiding the tampon tax. 10.000 copies of the book sold out within one week. A petition on change.org got the necessary 150.000 signatures. The pressure on the Government became too much. On November 7, 2019, Germany abolished the tampon tax.

The Female Company / Scholz & Friends / Berlin / Germany

17 **BEST** Changing the Game

Best of Design

<Design> Innovation in Design

Video games provide incredible emotional and mental health benefits and can be a great way to connect to others. But some didn't have access to those benefits. The video game industry has long ignored the 33 million gamers in America with limited mobility. As a result, gamers with limited mobility would either hack together hodgepodge tools and homemade controllers or had to spend a lot of money on a custom controller. For most, gaming was impossible. A group of gamers with disabilities approached Microsoft and asked them to address the challenges they had playing with traditional Xbox controllers. The Xbox Adaptive Controller originated from a company-wide hackathon. Engineers and designers then partnered with members of the accessibility community during the beta testing to help shape the design, functionality, and packaging of the Xbox Adaptive Controller.

Microsoft / McCann New York / New York + Microsoft / Seattle / U.S.A.

18 **BEST** Lessons in Herstory

Best of Mobile

<Mobile> Applications

Daughters of the Evolution needed a creative solution that tackled the root of the problem when our identities are first formed: in adolescence. They found that less than 11 percent of stories in US-history textbooks are devoted to women, which means children aren't getting a balanced representation that includes how women have contributed to society With

the expertise of NYT bestselling author Kate Schatz and the power of AR, they “rewrote” one of the most popular US-history textbooks without changing the textbook at all. Students can scan any photo of any man in their textbook and unlock a related story about a forgotten woman in history.

Daughters of the Evolution / Goodby Silverstein & Partners / San Francisco + GS&P Social / San Francisco + Elevel / San Francisco + GS&P Labs / San Francisco / U.S.A.

19 **GOLD** See Sound

<Creative Use of Data> Social Media

The Deaf and hard of hearing lack situational awareness: the innate ability to know what’s happening around you. It’s easy to take for granted, but not being able to access sounds is disorienting and could mean life or death. Current accessibility products are extremely limited. Assistive hearing devices—like cochlear implants—help indicate or amplify sound, but don’t assign meaning to what’s heard. Other visual cues help notify of a doorbell or alarm, but are only single use. Recognizing this unmet need, they invented See Sound—the world’s first smart home hearing system. Simply plug the See Sound unit(s) directly into an outlet and connect to the app on your phone. When a sound occurs, the closest See Sound interprets it and makes a prediction based on its confidence level, alerting users on their smart devices. Training a machine-learning model to distinguish sounds requires millions of sound samples. To overcome this massive technological barrier, they leveraged a data set of over 2 million human-labeled 10-second sound clips sourced from billions of YouTube videos. Each were manually analyzed, annotated, and organized into the Google Audio Set. Our machine-learning model was trained with these data to achieve an incredibly high accuracy level.

Wavio / AREA 23, An FCB Health Network Company / New York + Wavio / Sonoma + Studio Rx, FCB Health Network Companies / New York + AREA 23, An FCB Health Network Company and SIR Design LLC / New York City and Queens / U.S.A.

20 **GOLD** Independents on 5th: Shoppable Holiday Windows

<Direct Marketing> Craft - Art Direction

With the rising cost of commercial real estate and the growing pressure from big-box stores and huge shopping algorithms, small businesses are finding it harder and harder to survive. So, this holiday season PayPal put five small businesses who make a big impact in the world on retail’s biggest stage – Fifth Avenue in New York City. Through elaborate holiday-window displays created by acclaimed artists and set designers on the corner of 44th Street and 5th Ave, these small businesses caught the eye of the thousands of tourists flocking to the city to see holiday windows of the big traditional department stores.

PayPal / Goodby Silverstein & Partners / San Francisco + Standard Transmission / Brooklyn + Picture Farm / Brooklyn + Gattie and Lopez / New York / U.S.A.

21 **BRONZE** My Carer

<Direct Marketing> Use of Smart Devices & Voice

Assistants

850,000 people in the UK are living with dementia. For those in the early stages of the disease, staying independent is paramount. A full-time carer could help but it’s not affordable for the majority. My Carer is the result of data collected from research and co-design supported by Alzheimer’s Society. The skill helps people living with early-stage dementia to follow their daily routine and stay independent. It helps them follow instructions step-by-step until they accomplish any daily task, like taking the medication, or preparing their lunch.

Alzheimer’s Society / McCann London / London + McCann Europe / London + MRM/McCann / Frankfurt + Skilled.app / London / U.K.

22 **GOLD** #SayYesToEurope

<Out of Home> Experiential & Immersive

Despite Brexit and the rise of right-wing parties, fewer and fewer Germans cared about the European elections. Only 48% voted in the last round. Lufthansa, Europe’s biggest airline, wanted to raise awareness and motivate people to vote. With the #SayYesToEurope initiative, Lufthansa turned magical places into once-in-a-lifetime polling stations. Postal votes became entry tickets to the most desirable locations that normally can’t be accessed. The stage of the famous Elbphilharmonie concert hall, the changing room of Champions League club Borussia Dortmund, the studio of Who Wants to Be a Millionaire and many others opened doors to everyone who brought voting forms. People could then vote on site in a real polling booth.

Deutsche Lufthansa AG / Kolle Rebbe GmbH / Hamburg / Germany

23 **BEST** Eva Stories

Best of Branded Entertainment

<Branded Entertainment> Experiential - Live Events

The campaign is based on a true story, adapted from the diary Eva Heyman left behind in 1944. For the purpose of the campaign, they created a fictional Instagram account to document Eva’s life during the Holocaust and recounted her plight in a first-person style to directly engage the post-Millennial generation—a demographic less connected to Holocaust Remembrance Day and what it commemorates. The campaign met its audience and educated them directly on social media. To direct people to Eva’s page they created a teaser campaign. Then on Holocaust Remembrance Day they went live. Over 24 hours they uploaded 220 Instagram stories to Eva’s page with the last story airing on May 2nd, just as Holocaust Remembrance Day ended.

K’s Galleries / K’s Galleries / Tel Aviv + Leo Burnett Israel / Tel Aviv / Israel

24 **BEST** Bounce

Best of Moving Image Craft

<Moving Image Craft> Direction - Single

Bounce captures what it feels like to experience the extra burst of freedom provided by the even-more-wireless new AirPods. In the film, the whole environment of a city becomes a trampoline, turning a young man’s every day commute into a wonderful musical experience.

In order to make the liberating feeling of the AirPods believable and real, they raised an entire set of a city six foot above the ground, which allowed us to choreograph and capture the performer’s moves in camera, without the help of VFX. An epic display of technical prowess.

Apple / TBWA\Media Arts Lab / Los Angeles + Pulse Films / Los Angeles + Framestore / Los Angeles / U.S.A.

25 **GOLD** The Small Escape

<Branded Entertainment> Long Form Video - Single

30 years after the fall of the Berlin wall, BMW recounts the story of the desire for freedom, ingenuity and engineering skill in the short film “The Small Escape.” It is based on the true story of a courageous man, who helped a friend flee East Germany by smuggling him across the Berlin Wall in a small BMW Isetta. 1964. Berlin is a divided city. Flight from the German Democratic Republic is punished with an order to fire. Still, many people desperately try to cross the border. They forge identity papers, dig tunnels, climb into hot-air balloons and hide in cars going to the West – towards freedom. But as large vehicles are getting controlled more frequently and thoroughly, a West Berliner has a seemingly impossible but ingenious idea: the smallest and most inconspicuous car available at the time, the BMW Isetta, should help him smuggle a man across the border into the West.

BMW AG / Jung von Matt AG / Hamburg + Tempomedia Filmproduktion GmbH / Hamburg + BMW AG / München / Germany

26 **GOLD** The Epidemic

<Film> Online Films & Video - Long Form - Single

Cyberbullying has become a global epidemic that is the root cause for 20% of teen suicides. But because cyberbullying is harder to see than offline bullying, victims often go unnoticed until it’s too late. To create awareness of this unseen epidemic, anti-bullying advocate Monica Lewinsky released a unique short film that integrates real text messages to tell a hidden story. Designed to be viewed on mobile, the film seems to tell the story of a girl growing sicker from a health epidemic. The viewer is then prompted to enter their phone number to see what really happened.

Monica Lewinsky / BBDO New York / New York + Sanctuary / Los Angeles / U.S.A.

27 **GOLD** The Underdogs

<Moving Image Craft> Direction - Single

Apple touts the workplace usefulness of its wide range of devices and software by introducing a band of lovable office drones who suddenly find themselves in a position to pitch a big new idea to head honcho Vivienne. Apple is known for their witty, heartwarming, and clever narrative spots that both showcase their products but also provides a window into humanity at its core. We follow the daily lives of each member of the underdogs team and how their Apple products fit into this.

Apple / Smuggler / Los Angeles + Apple / Cupertino / U.S.A.

28 **SILVER** Unleashed

<Moving Image Craft> Cinematography - Single

They needed to find a new POV in the category and show the technology in a completely unique way. Our film is a three-act anthem, following the universal struggle of athletes as they train. From up-and-comers to international superstars, they worked with them to show their authentic and unique workouts. Through it all, the camera stays locked off in profile, highlighting the secure fit of Powerbeats Pro. In the first act, the athletes prepare for the challenges ahead, their movements are quick and deliberate.

Beats by Dr. Dre / Zambezi / Culver City + Beats by Dr. Dre / Culver City + Doomsday Entertainment / Los Angeles / U.S.A.

29 **BRONZE** "Losing Friends"

<Film> Under 100K Budget

To help people relate to the experience of living with HIV, and educate about transmission, they used beloved characters from Friends and The Office, two of the most streamed shows on earth. They searched 236 episodes of Friends and 203 episodes of The Office to find scenes that could be re-edited and reordered to create the unthinkable: New episodes where iconic TV characters are HIV+ and facing the isolation of stigma. They hired voice impersonators from across North America to replace dialogue, and lookalikes for each actor, so they could swap voices and faces using innovative post-production. To show these episodes were more than fiction, they had HIV+ influencers bravely share their untold stories of stigma, bringing a personal and human viewpoint to HIV stigma.

Casey House / Bensimon Byrne / Toronto + Narrative / Toronto + OneMethod / Toronto / Canada

30 **BEST** Parkscapes

Best of Radio & Audio

<Radio & Audio> Craft - Use of Music

The Regent Park School of Music (RPSM) is a not-for-profit music school in Toronto that provides music education for kids who can't afford lessons. With government arts funding cut by 50%, the school needed to start sustaining themselves. They create an album of original tracks performed by RPSM students. But instead of the general public, they targeted musicians. Every time a song from the album is sampled, the school is paid royalties for the life of the song. Taylor Swift sampled us on "It's Nice To Have A Friend" from her new album. Numerous outlets picked up the story.

Regent Park School of Music / BBDO Toronto / Toronto + Flare BBDO / Toronto / Canada

31 **GOLD** For The Throne

<Creative Effectiveness> Creative Effectiveness - Consumer / Brand

How do you promote the biggest TV show in history? Do you even need to? While HBO was preparing to farewell its biggest draw, they also had several spin-offs in the works. They needed to prove that GoT wouldn't die with the show's finale—it could be as enduring a franchise as

Star Wars. They took this idea of equal parts imagination and devotion and turned it into a global call to action. Challenging fans and brands to see how far they would go, what would they create, what they might sacrifice in tribute to GoT.

HBO / Droga5 / New York / U.S.A.

32 **GOLD** Unscripted

<Digital Craft> Creative Use of Data

They brought together the biggest minds in data, Google Cloud, Opta and Squawka, to write the script for the entire 2019/20 season using Artificial Intelligence. The result? A 60-page dossier that ignited a global debate like nothing the football community had seen before. Released first to pundits, players, influencers and journalists, and then, to the nation. And the conversation erupted. Before they'd spent a penny on advertising. Then, the reveal.

BT Sport / Wunderman Thompson UK / London / U.K.

33 **GOLD** Street-Vet

<Direct Marketing> Craft - Data-Driven Personalization

Purina decided to remind dog owners the importance to regularly check their animals' health. Purina Street-Vet is the first digital billboard to transform dogs' natural urge into a health check. They placed digital billboards in dog friendly areas. Pheromones were released from the billboard to attract dogs and invite them to pee on it. The urine was directed to a sterile environment and analyzed in 30 ". The data were converted into results and displayed on the billboard. If signs of diabetes, kidney failure, urinary infection, or dietary imbalance were detected, Street-Vet suggested an appropriate Purina ProPlan product and encouraged owners to download the results and bring it to the vet.

Nestlé Purina Pet Care / McCann Paris / Neuilly sur Seine + Craft / Neuilly sur Seine + Weber Shandwick Paris / Neuilly sur Seine / France

34 **GOLD** The Punishing Signal

<Direct Marketing> Out of Home - Billboards & Transit

70% of noise pollution on Mumbai's roads happens due to excessive honking. This has a disruptive influence on citizens' physical & mental health. After many attempts to curb it, Mumbai Police did what fines couldn't. They changed behaviour with a sense of humour and humanity. Decibel meters were rigged to select traffic signals in the city. When the honking level crossed 85 dB (dangerous), the countdown timer would reset, and the signal would stay red longer. Making impatient motorists wait longer as well. Thus each signal turned into THE PUNISHING SIGNAL. It went viral instantly, and ended up garnering global coverage. All this, with Zero media spend. Thereby it became the most Liked and Shared Indian content, all platforms combined. Most importantly, noise pollution dipped due to this combination of awareness and humorous enforcement. Resulting in respective administration planning to implement more of these in Mumbai, and 3 other Indian cities.

Mumbai Police / FCIndia Advertising LLP / Mumbai + FCB Global / New York / India

35 **GOLD** Peruvian Prices

<Experiential & Immersive> Brand Installations

This campaign took place during a crucial and unique moment for thousands of Peruvian fans, who have not had the chance to see their national team play a World Cup in 36 years. Peru classifying to a World Cup after 36 years was already a once in a lifetime event; and they took advantage of our well-known nationwide low prices to plan a great idea. They located the 3 main supermarkets in the cities where Peru was going to play - Saransk, Yekaterinburg, and Sochi – and made a unique agreement with them: To lower their prices, so they could match the ones in Peru. By doing this; Peruvian fans saved plenty of money by spending much less, and all they had to do was to show their ID.

Plaza Vea / FAHRENHEIT DDB / Lima + Canica Films / Lima + Audiopost / Lima + Atomica / Lima / Peru

36 **BRONZE** RailTales

<Radio & Audio> Custom Content

RailTales is the first geo-sensitive and interactive podcast for children. They wrote and recorded new fairytales, some as long as 30 minutes, inspired by beloved Swiss train routes. Using Geotargeting, they bring real castles, mountains and rivers along the tracks into the story. And thanks to real-time data, exactly when you pass by the landmarks. Depending on where you start and end your journey, even the length of the story adapts itself. The real magic happens thanks to the most creative processor there is: the boundless fantasy of children. By connecting the audio content with the view out of the train window, kids get a completely new travel experience. With RailTales, they turned around the negative effects of smartphones.

SBB AG / TBWA Switzerland AG / Zürich + SBB AG / Bern / Switzerland

37 **BEST** The E.V.A. Initiative

Best of Interactive & Online

<Interactive & Online> Websites

Most cars are designed for the average-sized man and mainly tested on male crash test dummies. As a result, women are less safe and more likely to get injured in a car crash. In fact, they are 71% more likely to be injured and 17% more likely to die. But not when it comes to Volvo. They have gathered real-world data since the 1970s to learn what happens during a collision — regardless of size or gender. This has made Volvo cars equally safe for all people. So, they thought: what if they could share this research to make all cars safer for women? And that's exactly what they did.

Volvo Cars / Forsman & Bodenfors / Gothenburg / Sweden

38 **BEST** DO Black

Best of IP & Products

<IP & Products> Experimental / Internal Projects / R&D

Context About 60% of a person's carbon footprint derives from consumption. Changing consumer behavior can significantly reduce CO2-emissions. DO Black is a radical tool and the first credit card with a CO2-emission limit, stopping you from overspending, not based on available funds but on the impact by your consumption. The challenge was to ensure an absolute understanding of the required cuts in CO2 emissions needed to achieve a 50% reduction by 2030 and to position Doconomy with limited resources in a crowded fintech environment, as a unique agent for change. Budget for campaign and product development was € 150 000. Working closely with UNFCCC and Mastercard, the first CO2-emission limit linking consumption with its impact was developed, and DO Black, the first carbon limit credit card was introduced.

Doconomy / RBK Communication / Stockholm / Sweden

39 **SILVER** Runaway Train 25

<Branded Entertainment> Music Videos

Runaway Train 25 uses geo-tech in a music video to find missing children in the US, many of whom are victims of sex trafficking. 25 years ago the band Soul Asylum created the hit single, "Runaway Train." They worked with the National Center for Missing and Exploited Children (NCMEC) and director Tony Kaye to create a video that showed real missing children. They created an all-new modern version of the video, using geo-tech to show children who are missing from the area where the video is viewed. Each hyper-local version pulls kids from the NCMEC/FBI database and inserts them into the video when viewed at RunawayTrain25.com "Runaway Train 25" re-imagines the original video with modern artists, and modern technology. Every area in the country sees a different version of the video with local kids, and enables viewers to provide tips while viewing the video.

National Center For Missing & Exploited Children / MUH-TAY-ZIK / HOF-FER / San Francisco + RSA Films/Black Dog / Los Angeles / U.S.A.

40 **BRONZE** Project Free Period

<Creative Effectiveness> Single Country or Region - Consumer / Brand

India is unique in the depth and persistence of stigmas around menstruation. Despite economic and technological progress fueling India's status as a global powerhouse, even some of the most privileged sections of society continue to perpetuate a cycle of shame and secrecy around periods under the guise of traditions. These were women who had been coerced into sex work in their childhood, depriving them of the opportunity to learn employable skills. The genesis of Project Free Period: A pioneering social initiative that empowered women in the sex trade by giving them a platform to use their period days to skill themselves in another trade. Stayfree partnered with leading Mumbai-based anti-trafficking NGOs and skilled professionals to craft a unique curriculum comprising of skills that could generate alternative sources of income for our students. These skills were easy to learn, required minimal raw material and storage and were quick to monetize. As the project started gaining momentum, they realized that we needed to go one step further and make the classes even more accessible to women who had little control over their movement and schedules. And hence, in-person training

modules were converted into video tutorials that could easily be shared by anyone via WhatsApp.

Johnson & Johnson Pvt. Ltd. / DDB Mudra Group / Mumbai / India

41 **BRONZE** Your Plastic Diet

<Creative Use of Data> Data Visualization

WWF exists to create a planet where nature thrives, but plastic is destroying the planet. Our research found that microplastics have leaked into every part of nature, even into humans. Estimating that they consume approx. 100,000 microplastics a year. Shocking....but hard to comprehend. They took that abstract scientific data and quantified it. Visualising it into a singular, universally understood fact - 100,000 microplastics = 250 grams = 5 grams a week. You eat a credit card every week. This piece of data hit headlines worldwide - by making an environmental problem feel personal they created the largest and fastest public movement in WWF history. From the G20 to the UN Assembly, Your Plastic Diet is a constant reminder to policy and decision makers everywhere that urgent action is needed. Now over 1.6m people from 180 countries are counting on them to agree on a globally binding treaty on plastic.

WWF / Grey / Kuala Lumpur + WWF / Singapore + WhiteGrey / Sydney + Grey / Singapore / Malaysia

42 **GOLD** The Gun Violence History Book

<Design> Editorial - Books

Introducing The Gun Violence History Book. A symbol, and an educational tool, made out of articles, facts, and data that showcases history that repeats itself. A book so thick, without bulletproof technology, it did what history has been unable to do. Stop a bullet. A design system chronicled the articles from 1791 until 2019, as well as around 200 hero pages that used only typography and imagery from newspaper articles split in 19 chapters to help people better understand the problem. After binding it, the book was shot with a 45mm - the most common gun used in street violence-adding another design element, and where the bullet stopped, a message was placed.

Illinois Council Against Handgun Violence / FCB / Chicago + Illinois Council Against Handgun Violence / Chicago + Lord + Thomas / Chicago + The Mill / Chicago / U.S.A.

43 **GOLD** Minnesota Twins 2019 Campaign

<Design> Moving Image - Series

Baseball can be dusty. Baseball on a losing team can be extra dusty. Entering the 2019 season, all of that was true for the Minnesota Twins, and then some. Their wholesome, hometown captain retired. Their manager was replaced by a 37-year old rookie. And a young team was looking for their identity. Our job was to help them find it. Not with nostalgia for past victories. Not with old timey baseball tropes. No, they went in another direction. Speed. Strength. Explosions. Nachos. Fur. They brought together 3D elements, raw iPhone footage, high-speed photography, pixel-pulling, type-stretching, and all-original music and sound design. The result wasn't a traditional ad campaign, but a new

forward attitude for a team, and a sport.

Minnesota Twins / Carmichael Lynch / Minneapolis / U.S.A.

44 **GOLD** ThisAbles

<Design> Innovation in Design

1 in 10 people in Israel suffer from serious disabilities, struggling with the most basic home activities: turning on the light, getting up from bed or opening a closet. IKEA's closets, too, unfortunately. For them, IKEA furniture may be affordable, popular and beautiful - but many times, it's also unusable. They have developed a range of add-ons conceived to solve the most common problems, and work with the iconic products of IKEA: sofa elevating-legs for easier ascend, lamp button-enlargement, super-zipper for pillows-covers. To make it truly accessible, they made the add-ons completely free: open-source, available to 3D print, from anywhere in the world. Additionally, to make it even easier they added a full web-series of video-tutorials. For those who wished to experience the products up close, they opened the first-ever accessible space, in the IKEA stores.

IKEA / McCann / Worldgroup + McCann Tel Aviv / Tel Aviv / Israel

45 **GOLD** The Impactful Reminder

<Design> Out of Home - Brand Installations

An interactive street exhibit based on the stories of three real victims of texting and driving was created, where perfect replicas of the cars involved in the accidents displayed the texts responsible for the accidents on real SMS-shaped airbags. Pictures from the police department, news outlets and the victims were used by artists to shape each car exactly like the originals, bringing people as close as possible to the shocking reality of texting and driving while transforming the city into a one-of-a-kind free mass media. To hear the story behind each car, visitors were invited to send the same text message that caused the accident to the number associated with the car.

Vision Zero Project and the City of Montreal / Sid Lee / Montreal / Canada

46 **BRONZE** "SHISEIDO KARAKUSA"

<Design> Branding - Identity System

Shiseido Karakusa, the spiral pattern symbolizing Shiseido, Japan's foremost cosmetics manufacturer, has highlighted company products and advertising for close to a century. With media and society in the midst of the digital shift, they sought a similar way to update our designs and design system to supplement the handcrafting method trusted and implemented by Shiseido artists for 100 years. Our solution combines Truchet tiles and the mathematical method of "surface filling" for endless creation of karakusa motifs. This enabled the generation of spiral designs surpassing what even the most accomplished craftspeople could imagine.

Shiseido Company, Limited / Shiseido Company, Limited / Tokyo, Japan + DENTSU INC. / Tokyo, Japan + Hakuten Corporation / Tokyo, Japan + DENTSU LIVE INC. / Tokyo, Japan / Japan

47 **GOLD** Second Chances

<Direct Marketing> Non-traditional & Guerrilla Marketing

In spite of having the greatest number of licensed drivers in the United States, California also has the lowest percentage of registered organ donors. This is particularly strange since 95% of Americans support the idea of organ donation, but less than half actually take the needed effort to register and receive the "pink dot" donor indicator on their driver's licenses. This likely has a bit to do with organ donation not being a "glamour" cause — it's not something that people are active or vocal about unless they are personally touched by it, so — to get more people registered as organ donors — they had to find a way to make the tremendously important, and yet somehow thankless act of registration felt on an individual level.

Donate Life California / Casanova // McCann / Costa Mesa + McCann New York / New York + McCann Canada / Toronto / U.S.A.

48 **BRONZE** #SnickersGate

<Direct Marketing> Social Media Post - Single

For the past 10 years Snickers has signed each of its campaigns with "you're not you when you're hungry." In France in November 2019, they took the tagline to the next level. They imagined the consequences of hunger on their own production teams in the real world. They deliberately replaced Snickers bars with Bounty bars, without touching the wrappers, before placing them into sales point. Then they waited for the consumer's reaction. 24 hours later when everyone thought it had been a genuine error on our part, they revealed the hoax via a film posted on Twitter, in response to #SnickersGate.

MARS WRIGLEY / CLM BBDO / Boulogne Billancourt / France

49 **BRONZE** Don't Retire, Kid

<Direct Marketing> Targeted Online Video

62% of children are dropping out of sports by age 9. Why the mass exodus? Kids say because they're "just not having fun." Because parents and coaches have prioritized winning at all costs. But with kids quitting sports at an alarming rate, it's clear what the costs are. To reverse this trend, they launched the #DontRetireKid campaign by holding a live press conference so a 9-year-old could announce his retirement on the biggest sports stage — ESPN's SportsCenter. Then one of the biggest sports stars, Kobe Bryant, appeared on a live ESPN segment to offer solutions to the problem. From there, other huge names in sports joined the movement. Some planned, most organic.

Aspen Institute's Project Play / Arnold Worldwide / Boston / U.S.A.

50 **BRONZE** Galaxy Graffiti

<Experiential & Immersive> Immersive Spaces

To enhance the digital craftsmanship, Galaxy Graffiti integrated mobile experience with advanced technology such as motion capture. Smartphones are embedded in customized phone cases, like a real spray can. To Graffiti

on, they made 3D Scenes From The historic KX station and the Leake St., an authorized Graffiti street in London. For more realistic Graffiti experience, nozzle and clinking sound from real spray cans are embedded. Users can control the simple GUI to spray paint details as they want, even the dripping effect.

Samsung Electronics / Cheil Worldwide / Seoul + Tangible Interaction / Vancouver / Republic of Korea

51 **GOLD** The Long Fight

<Film> Under 100K Budget

2019 saw female athletes taking on an increasingly public battle for equality—a fight that began half a century ago. With this in mind, they set out to demonstrate how our journalism has led gender reporting in sports against the backdrop of the US Open. Pulling from the last 50 years, they used real New York Times headlines to tell the story of how women had to fight—shout, walk out, even revolt—just to level the playing field. They challenged the common misconception that women should be paid less and turned a famous women's tennis rally (which are generally longer than men's) into our narrative device. Matching every beat to our narrative, the halting sound of a ball hitting the net was synced to headlines about setbacks. A crowd's roar matched breakthroughs.

The New York Times / Droga5 / New York / U.S.A.

52 **BRONZE** Shot on iPhone 11 Pro - Snowbrawl

<Film> Cinema Advertising

With 'Snowbrawl,' Apple set out to prove how amazing the iPhone 11 Pro camera really is, by filming an action movie without any additional lenses, equipment or software. Using just the phone you have in your pocket, Director David Leitch (Hobbes & Shaw, Deadpool 2, John Wick) and cinematographer Robert Elswit (Magnolia, There Will Be Blood) turned an ordinary snowball fight into an action-packed thriller. The mobility and weight of the device enabled the filmmakers to simulate moments that would be difficult with bulky professional equipment, all without sacrificing quality, and all to prove the point that with the iPhone 11 Pro, we have all the tools we need to make all of our videos epic.

Apple / TBWA\Media Arts Lab / Los Angeles / U.S.A.

53 **BRONZE** Dear Brother

<Health, Wellness & Pharma> Branded Content

LOSEV is a Turkish health foundation for children who have leukemia founded in 1998. 2018 was the 20th anniversary of LOSEV and the foundation wanted to use that opportunity to raise awareness about leukemia and increase the donations. The main challenge for this campaign was to create big impact with a very limited budget. The big idea was to create an alternate ending for one of the saddest movie (Title: My Dear Brother-1973) of Turkish cinema history. The film was about a little boy with leukemia. His biggest wish was to have a television at home, his older brothers were trying everything to get it for him, but unfortunately he was dying just before he can watch it. So in order to highlight the fate changing role of the LOSEV, They've decided to change the famous final scene of the

movie with a happy ending.

LÖSEV / Rafineri / Istanbul + LÖSEV / Istanbul / Turkey

54 **SILVER** Teachable Machine

<Interactive & Online> Websites - Utility

Teachable Machine is a web tool for educators, rapid prototypers and anyone interested to create custom machine learning models based on image, sounds, and poses—without coding. First you gather and group your examples into classes, or categories, that you want the computer to learn. Then you train your model, then instantly test it out to see whether it can correctly classify new examples. Finally, you export your model and use it in your own personal projects: sites, apps, and more.

Google / Google Creative Lab / New York + Google / New York / U.S.A.

55 **SILVER** The Walkumentary

<Interactive & Online> Online-only Video - Pre-Roll - Single

To help Brita + Me to They's campaign for change, they filmed a real Kenyan woman's daily walk to get drinking water for her family. Following her in real time, it resulted in a painfully long 4 hour 17 minute long YouTube pre-roll ad. But, a custom "skip" button they embedded in the video encouraged viewers to "end her walk". Clicking the button allowed viewers to end her arduous journey right there. The skip button linked to Walmart.ca, where viewers bought a special Brita bottle, and the proceeds brought clean water to a family in Africa for one year.

Brita / DentsuBos / Toronto + Brita / Toronto / Canada

56 **BRONZE** Pet-Commerce

<Interactive & Online> Websites - E-Commerce

Petz is the largest pet shop chain in Brazil and the company keeps growing. Its e-commerce platform is fast, safe and complete. But Brazilians still prefer shopping at one of the eighty stores around the country. So, our challenge was to promote Petz e-commerce — driving traffic to the platform and boosting sales — as well as to show how the company understands what owners feel for their pets and their needs when shopping online.

Petz / Ogilvy Brasil / São Paulo / Brazil

57 **SILVER** Dot Translate.

<IP & Products> Digital Product

Dot Translate is the first braille translator based on AI. It can translate any digital text to braille on its own, at near-human accuracy—because it's trained with millions of near-accurate human translation to understand context. Dot Translate is accessible through an intuitive web interface, Dot devices and other digital braille devices. It can translate a wide range of formats and sources: type, e-pub, pdf, txt, doc, rtf, html and even voice. Users can directly translate and format whole websites. But most importantly: while existing braille translation software costs up to \$700, Dot Translate is free to use. Helping

Machine Learning and feedback increase overall accuracy.

Dot Incorporation / SERVICEPLAN GERMANY / Munich / Germany

58 **GOLD** Pay It Forward

<Mobile> Utility - E-Commerce

The Big Issue is a street publication sold by those facing poverty as an alternative to begging. The Pay It Forward initiative has transformed the way the magazine is sold; by introducing mobile payments they created the world's first resellable magazine. Each magazine is provided with its own scannable QR code so once buyers have finished reading their magazine, they don't bin it - they sell it on. Each magazine can be resold multiple times, with the profits returning to the vendor time and again.

The Big Issue / FCB Inferno / London / U.K.

59 **SILVER** Deaf 911

<Mobile> Applications

Deaf 911 is the emergency mobile app that gives the deaf a voice when they need it most. With its unique application of Text-To-Speech and Speech-To-Text technology, the deaf can communicate directly to 911. And 911 can respond back. And it does so in real-time, in just 30 seconds—roughly the same amount of time as it does for hearing people. Precious moments can mean the difference between life and death during a heart attack, robbery, domestic abuse incident or natural disaster. No technological solution currently exists that allows the deaf to call 911 in a timely and affordable manner—until now.

St. Ann's for the Deaf / Saatchi & Saatchi Wellness / New York / U.S.A.

60 **SILVER** Maria's Message

<Mobile> Mobile Advertising

The objective was to empower women and to encourage them to contact the Government's assistance line to report gender violence, get information, or ask for help by a website tool. So they created: María's message, a WhatsApp voice message that changes if it is heard aloud or next to your ear. If it is aloud it sounds in stereo and a complete positive and trivial message is heard. But when you place the mobile phone next to your ear, it sounds in mono and several phrases of the voice message disappear. The meaning changes and all you hear is a request for help. The whole idea goes behind a metaphor: when they listen to someone closely they listen to the truth.

Movistar / Wunderman Thompson BA / CABA / Argentina

61 **SILVER** Opening Film. Apple Event March 2019 launching Apple TV+

<Moving Image Craft> Title Sequences

To help open the event introducing the world to Apple's new original TV and movie content platform, they created an animated opening title sequence inspired by the golden era of film. The titles blended the art direction of

mid-century Hollywood with key moments of Apple innovation. The credits presented past Apple innovations as cast and crew, with each scene representing the moments, products and devices that color their rich history. As a deeper layer, every product in the titles sequence was something announced at previous keynotes, offering viewers a gentle reminder that they were about to see history made once again.

Apple / TBWA\Media Arts Lab / Los Angeles + BUCK / Los Angeles / U.S.A.

62 **SILVER** Holiday - The Surprise

<Moving Image Craft> Direction - Single

The short features two young girls who use Apple's iPad to create a slideshow presentation of their family, including their late grandmother, and present it as a gift to their grandfather who is still mourning his wife. It skips all the glitz and glamour of a typical holiday ad, and shows the hard-hitting, raw, and real struggles felt by many during the holiday season.

Apple / SMUGGLER / Los Angeles + TBWA\Media Arts Lab / Los Angeles / U.S.A.

63 **BRONZE** Let The Song Play

<Moving Image Craft> Use of Music - Licensed / Adapted Music

Most music listening in the US happens in cars. However, very little of that comes from streaming. The brief was simple. Get people to think about Spotify the next time they think about listening to music in the car. The entire idea is based on a single insight: that they've all stayed in the car to let a song play out. From there they showed in relatable ways how this happens in real life, to real people, in very real cars.

Spotify / Spotify In-House / New York / U.S.A.

64 **GOLD** The Most Challenging Pingpong Table

<Out of Home> Experiential & Immersive

Among the reasons for the general lack of interest in Paralympic Games, are that people don't relate to the challenges faced by para-athletes, and therefore don't fully appreciate the immense skill involved in competing. To raise awareness of para table tennis and para-sport in general, in a reality where Paralympic Games are regarded secondary or largely ignored, they felt the need to bring a new perspective for spectators, by communicating the appeal through an innovative method that facilitate an authentic understanding of the sport.

Japan Para Table Tennis Association / TBWA\HAKUHODO Inc. / Tokyo / Japan

65 **BRONZE** The Wall against Walls

<Out of Home> Brand Installations

On the 30th anniversary of the "Fall of the Berlin Wall", the citizens of Berlin - supported by the Initiative Offene Gesellschaft - sent a letter to Donald Trump, written on one of the last existing segments of the historical Berlin Wall. A message and a reminder to the American President that separating our society is never

the answer. The White House rejected the letter. The American people did not. The "Wall against Walls" went on a 3 week journey to the southern border. Through the conservative heartland of the United States. Inspiring thousands of people on its way. The "Wall against Walls" found its final destination at the Mexican border. Where it hopefully inspires the next generation to take a stand against a world without walls.

Initiative Offene Gesellschaft e.V. + Falling Walls Foundation / Scholz & Friends / Berlin + Rest of the World / Austin / Germany

66 **BRONZE** The Black Laundry

<Out of Home> Brand Installations

Once the All Blacks rugby team were the only team New Zealanders cared about. But as the world has got smaller other sports have gained a foothold. Now NBA and English football tops are just as common on the street as All Blacks jerseys. With the Rugby World Cup approaching, official sponsor Steinlager wanted to encourage fans to come back to their national team. To do this they created The Black Laundry - a pop up laundromat/bar that challenged fans to reaffirm their loyalty by bringing in any other sports jersey and sacrificing it to be dyed all black. Garments were dyed, dried and embroidered in 45 minutes, while fans waited amongst bar tables made from working washing machines, dry cleaning racks filled with patrons' clothes, and walls of industrial dryers.

Lion New Zealand / DDB New Zealand / Auckland + Goodoil Films / Auckland / New Zealand

67 **BRONZE** The Pledge for Paternity Leave

<Public Relations> Brand Voice

Dove Men+Care is committed to expanding men's opportunities to care by addressing stereotypes around masculinity and fatherhood. Only 1 in 5 American men have access to any paid paternity leave, limiting a critical opportunity for men to care. Alongside notable partners and fatherhood experts, Dove Men+Care created a plan to change federal legislation, to make paid family leave the new standard for all parents. This included the launch of the Pledge for Paternity Leave, encouraging all Dadvocates to show their support of new policies and the Paternity Leave Fund, a \$1 million commitment to fund dads who are unable to take time off during this important life moment. With the support of thousands of dads and allies, Dove Men+Care, "business dad" Alexis Ohanian and others stormed Capitol Hill to meet with 30 Members of Congress across the aisle. Our work resulted in two inclusive-paid family bills, and fueled the finalization of a historic bill for paid leave for federal workers.

Unilever/Dove Men+Care / Edelman / New York + Unilever / Englewood Cliffs, NJ / U.S.A.

68 **SILVER** Life Melodies

<Radio & Audio> Experiential Radio & Audio

People with age-related hearing loss can hear sounds around 1500Hz but struggle to hear them around 3000 and 8000Hz. They took the readjusted frequencies of instruments and used them as music notes to create three well-known tunes in the radio ads. The melodies of our tunes were readjusted so at least half the notes fall beyond the 3000Hz range. For anyone who has hearing problems, notes will begin to disappear

when they listen to the tune. At the end of the spot they are advised "If the music didn't sound right, get your hearing checked". Once they realize they have a hearing problem, they can consider using a hearing aid.

Sivantos GmbH / MullenLowe Singapore / Singapore + MullenLowe London / London / Singapore

69 **GOLD** Not All Heroes Wear Capes

<Social Media> Social Post - Real-time Response

World Series. Game 5. Top of the second. Jordan Alvarez knocks one out of the park... right into the chest of a hero. A magical moment indeed, and Bud Light was front and center. The most important rule in baseball fandom: Always, always save the beer... they owe you one, whoever you are. So, who was this guy? They had to know. Bud Light immediately went to Twitter, asking the internet to find the man. And they did. Over the next 72 hours, they used every touchpoint to immortalize Jeff Adams.

AB InBev / Wieden+Kennedy New York / New York + draftLine / New York / U.S.A.

70 **SILVER** Eat Your Tweet

<Social Media> Social Channel - Single Platform

In September 2019, French TV aired a prime time report on industrial soups. Hidden sugars, additives, artificial flavours – 6M French people discovered the reality of what they eat. But Liebig turned negative buzz into a positive with "Eat your Tweet". They reached out to our Twitter haters and asked them to give the new soup a shot. They mailed them an exclusive offer – a soup from the new 100% natural line with their tweet printed out and a special accompaniment – the letters of their tweet printed in alphabet pasta. Our detractors agreed to "Eat their Tweet" and try the new Liebig soup: no hidden sugars, no additives and no artificial flavors.

CONTINENTAL FOODS FRANCE / CLM BBDO / Boulogne Billancourt / France

71 **SILVER** Cantroller

<Social Media> Innovation in Social Media

Today, more people watch gaming content than HBO, Netflix, Hulu, and ESPN combined. Miller Lite needed a way to win over this huge tech savvy and skeptical audience. So, they made something only Miller Lite could. They called it The Cantroller™. A full 12oz. can of Miller Lite that doubled as a video game controller. A custom designed microchip and battery fit perfectly in the bottom of the beer can. Those pieces connected to a flexible circuit board with clickable buttons. Bluetooth made it compatible with billions of games.

Miller Lite / DDB Chicago / Chicago / U.S.A.

72 **BRONZE** The 9'58 Biography

<Design> Typography - Dynamic / In Motion

In 2009, Usain Bolt broke the 100m world's record and made history. But behind this incredible mark, there is a lot of sweat, training and effort. In 2019, ten years later, they want to tell this story, showing an angle that few

people know. A tribute so outstanding as the world's fastest man. They created a biography that shows all the training and effort behind that mark. But a Bolt's biography could not be an ordinary book. It had to be as fast as him. So, it's a biography but it's also a flipbook, showing an animation of 9.58s, recreating the iconic race. Literally showing, step by step, page by page.

PUMA Brasil / BETC São Paulo / São Paulo + PUMA Brasil / São Paulo + Versão Beta / São Paulo / Brazil

73 **BRONZE** Spaceship

<Print> Posters - Single

LEGO's purpose is to inspire and develop children to think creatively, reason systematically and unleash their imagination to shape their own future. This ad series was created to celebrate a child's limitless imagination by utilizing the visuals of 3 favourite objects of imagination; a dragon, spaceship and the Empire States building, each of which comes in two dramatically different scales, patterns and details.

DKSH (Thailand) Limited / Ogilvy Group Thailand / Bangkok / Thailand

74 **BRONZE** Relay of Effort

<Print> Craft - Art Direction

The posters were produced to support the High School Sumo Tournament. They appeared on newspaper, and also at the venue of the tournament. The core idea is to "visualize the culmination of effort". Going against the current social trend of thinking that just having fun is enough for club sports, they adopted visuals that praises the effort put into sports. This gave participating wrestlers an opportunity to feel proud of the effort they have made till this day.

THE HOKKOKU SHIMBUN / DENTSU INC. / Tokyo + THE HOKKOKU SHIMBUN / Ishikawa + Taki Corporation / Tokyo + amana inc. / Tokyo / Japan

75 **BRONZE** When the game became an art

<Print> Craft - Illustration

Basket Le Mag is the French specialist on American basketball. At Basket Le Mag, the great players are considered artists. Images of their cult moves have been viewed millions of times. But one thing alone makes these champions unique: their statistics. Only the numbers have the capacity to let us truly understand how and why they made history. Which is why they have turned the stats into data visualisation. But that's not all. Since they consider the great players to be artists, they decided to turn the data visualisation into works of art.

Basket Le Mag / TBWAParis / Boulogne-Billancourt + Basket Le Mag / Paris / France

76 **BRONZE** STONEBRICK

<Design> Packaging - Mass-market

In designing this new line, Established has developed the first fully customizable makeup range with individual components magnetizing together to create custom collections. For example, individual eyeshadow color bricks

magnet onto a choice of base sizes allowing the consumer to create exactly their choice of palette. Lipsticks and face products also magnet together in different and exciting combinations for endless possibilities, collectibility, and fun. Established designed all aspects of the brand from packaging, graphics, identity, campaign photography and video assets and in-store look and feel.

Brand Strategy Division, Emart Inc. / ESTABLISHED / New York / U.S.A.

77 **BRONZE** Mac Pro Packaging

<Design> Craft - Printing & Paper Craft

Mac Pro was redesigned from the inside out, which gave us an opportunity to invent an all-new packaging system. A custom varnish pattern, evocative of the product's lattice design, covers the exterior surfaces of the boxes and gives them tactility, while metallic inks enhance the product iconography. Designed and engineered for function, the Mac Pro box integrates built-in handles that fasten once lifted, making it easy and secure for hand-carrying. The packaging is made entirely out of paper, protecting the product using an engineered cardboard structure—instead of foam—making the boxes 100% recyclable.

Apple / Apple / Cupertino / U.S.A.

78 **GOLD** A Sweet Escape

<Out of Home> Craft - Illustration

A SWEET ESCAPE. Even kids deserve a sweet escape from mundane everyday tasks.

Chupa Chups (Snack To Home Limited) / Cheil / Hong Kong / Hong Kong

79 **BRONZE** Open Late

<Out of Home> Craft - Photography

McDonald's France is discreetly interfering in the daily lives of consumers to announce the late opening of its restaurants. Whether you play bowling or laser game, whether you're attending a movie or after spending a night dancing at the club; don't bother too much about finding a place where you can eat late at night: McDonald's' restaurants are home to the night owls. The new McDonald's' campaign features its iconic "M" arches into logos, pop and retro, of several nocturnal activities.

McDonald's France / TBWAParis / Boulogne-Billancourt + McDonald's France / Guyancourt / France

80 **BRONZE** Hot & Spicy (Season 2)

<Print> Craft - Art Direction

KFC's fried chicken and TV watching are a match made in heaven. So each of our execution were inspired by TV shows that featured explosive action. Consumers could then binge on freshly delivered Hot & Spicy while they binged on the latest release of their favourite series.

KFC Hong Kong, Jardine Restaurant Group / Ogilvy / Hong Kong / Hong Kong