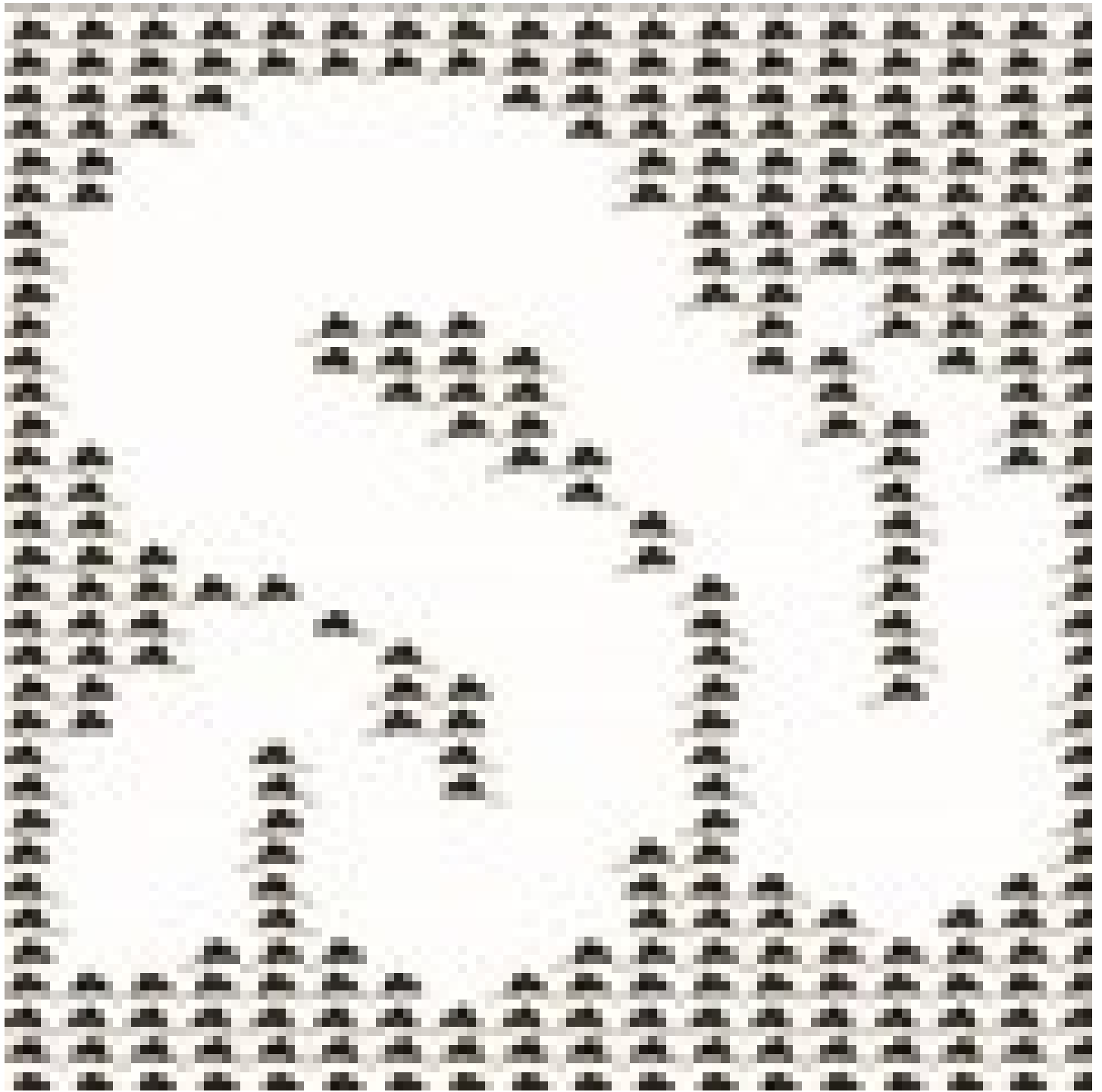


Outdoor Lions winners!

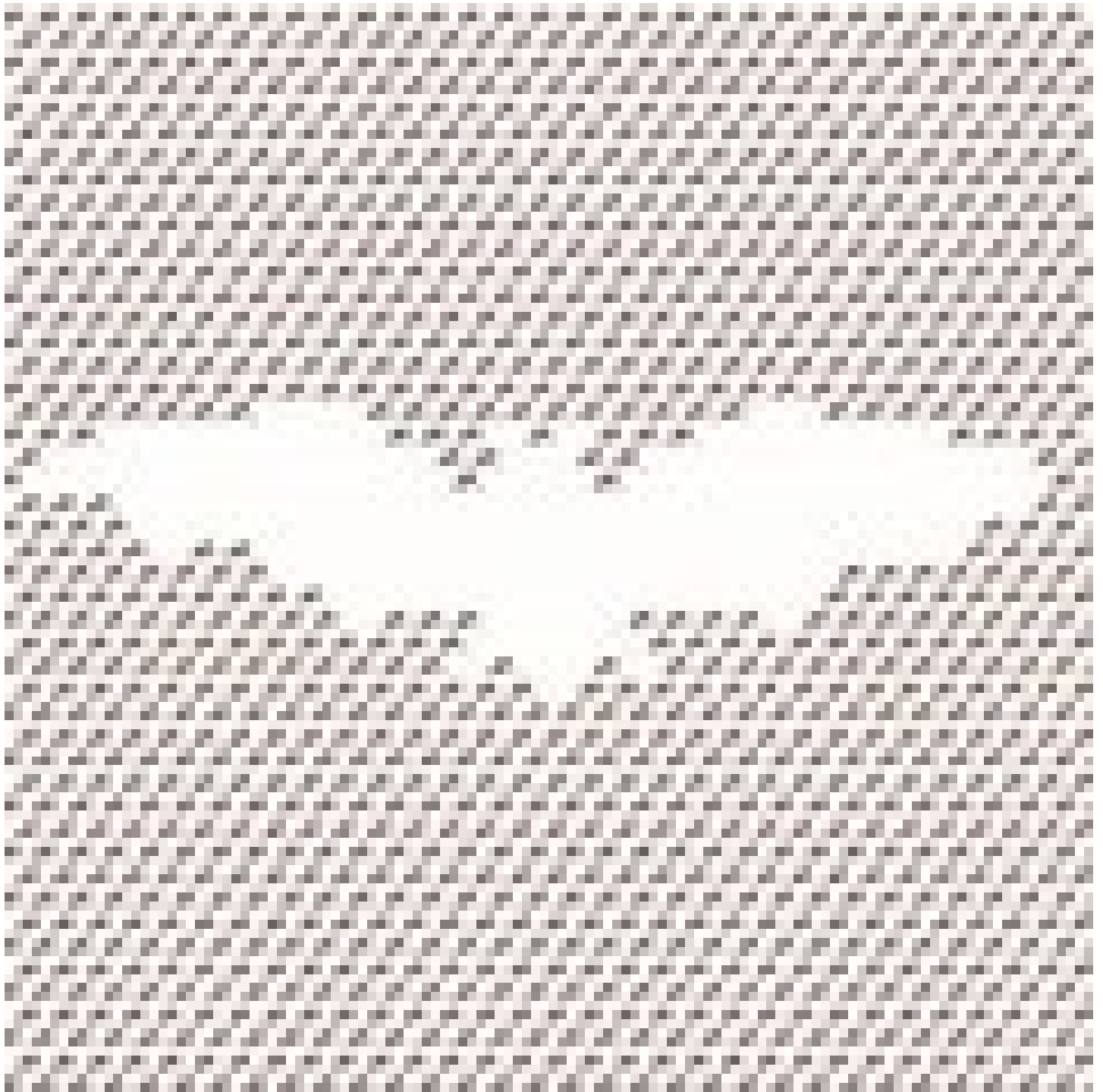
The 64th annual Cannes Lions Festival of Creativity hosted the Cannes Lions Outdoor award ceremony on 19 June 2017, with a single SA agency shining bright.



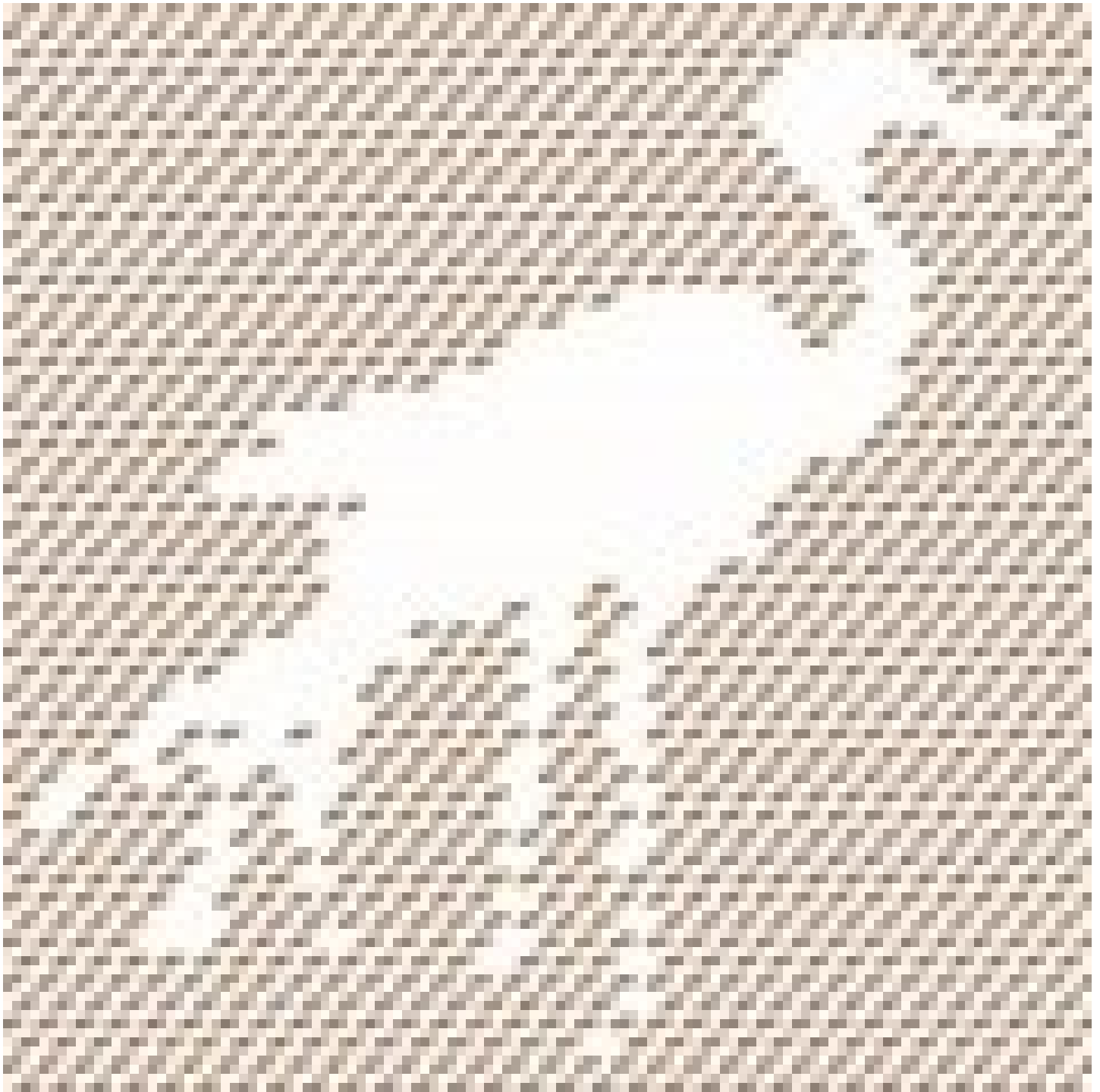
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The Outdoor Lions celebrate creativity experienced out of home. Entries need to demonstrate ideas that engage in-the-field by leveraging public spaces to telegraph a message or immerse consumers in a brand experience.



#CannesLions2017: Outdoor shortlist

19 Jun 2017



Y&R SA was awarded campaign bronze for its Johannesburg Zoo 'Frog, Snake' and 'Bat' Billboards and Street posters campaign as well as its 'Frog', 'Snake', 'Bat' and 'Bird' Public Sector campaign.

View the full table of winning work below:

Outdoor Lions Winners

| Entrant | Title | Client | Product | Award |
|--|--|------------------------------|--|---------------------|
| TWITTER, San Francisco | CANNABIS | TWITTER | TWITTER | Grand Prix Campaign |
| TWITTER, San Francisco | GLORIA STEINEM & DOROTHY PITMAN HUGHES | TWITTER | TWITTER | Grand Prix Campaign |
| TWITTER, San Francisco | GUNS | TWITTER | TWITTER | Grand Prix Campaign |
| TWITTER, San Francisco | MUHAMMAD ALI | TWITTER | TWITTER | Grand Prix Campaign |
| TWITTER, San Francisco | PUTIN | TWITTER | TWITTER | Grand Prix Campaign |
| TWITTER, San Francisco | SONOGRAM | TWITTER | TWITTER | Grand Prix Campaign |
| TWITTER, San Francisco | PRINCE | TWITTER | TWITTER | Grand Prix Campaign |
| TWITTER, San Francisco | SATURDAY NIGHT LIVE | TWITTER | TWITTER | Grand Prix Campaign |
| TWITTER, San Francisco | HANDS UP | TWITTER | TWITTER | Grand Prix Campaign |
| TWITTER, San Francisco | EYES: HILLARY CLINTON & DONALD TRUMP | TWITTER | TWITTER | Grand Prix Campaign |
| McCANN NEW YORK | FEARLESS GIRL | STATE STREET GLOBAL ADVISORS | SHE ETF | Grand Prix |
| DAVID, Mami / STERLING COOPER DRAPER PRYCE, New York | STEAK | THE KRAFT HEINZ COMPANY | HEINZ | Gold Lion Campaign |
| DAVID, Mami / STERLING COOPER DRAPER PRYCE, New York | BURGER | THE KRAFT HEINZ COMPANY | HEINZ | Gold Lion Campaign |
| DAVID, Mami / STERLING COOPER DRAPER PRYCE, New York | FRIES | THE KRAFT HEINZ COMPANY | HEINZ | Gold Lion Campaign |
| OGILVY & MATHER, Mexico City | BORDERS SAN LUIS RIO COLORADO | AEROMEXICO | AEROMEXICO | Gold Lion Campaign |
| OGILVY & MATHER, Mexico City | BORDERS CIUDAD JUAREZ | AEROMEXICO | AEROMEXICO | Gold Lion Campaign |
| OGILVY & MATHER, Mexico City | BORDERS RIO BRAVO | AEROMEXICO | AEROMEXICO | Gold Lion Campaign |
| ALMAPBBDO, São Paulo | GREY GATE | MAN LATIN AMERICA | VOLKSWAGEN TRUCKS | Gold Lion Campaign |
| ALMAPBBDO, São Paulo | WHITE GATE | MAN LATIN AMERICA | VOLKSWAGEN TRUCKS | Gold Lion Campaign |
| SCHOLZ & FRIENDS, Berlin | TRUMP | DER TAGESSPIEGEL | DER TAGESSPIEGEL | Gold Lion |
| TWITTER, San Francisco | WHAT'S HAPPENING? | TWITTER | TWITTER | Gold Lion |
| PROXIMITY MADRID | ORGASM SOUND LIBRARY | BIJOUX INDISCRETS | EROTIC PRODUCTS | Gold Lion |
| BBH, Singapore | UNLIMITED STADIUM | NIKE | NIKE LUNAR EPIC | Gold Lion |
| GREY COLOMBIA, Bogotá | PAYPHONE BANK | TIGO-UNE | PAYPHONE MICRO SAVINGS ACCOUNT | Gold Lion |
| SAATCHI & SAATCHI, London | MAGENTA UNLEASHED | DEUTSCHE TELEKOM | DEUTSCHE TELEKOM | Gold Lion |
| ALMAPBBDO, São Paulo | DOG CHANNEL | MARS PET | PEDIGREE | Gold Lion |
| LEO BURNETT TORONTO | IKEA: COOK THIS PAGE | IKEA CANADA | IKEA CANADA | Gold Lion |
| OGILVY & MATHER MUMBAI | SAVLON HEALTHY HANDS CHALK STICKS | ITC SAVLON | SAVLON HEALTHY HANDS CHALK STICKS | Gold Lion |
| PUBLICIS LONDON | DOORS OF THRONES | TOURISM IRELAND | TRAVEL/TOURISM | Gold Lion |
| McCANN NEW YORK | FEARLESS GIRL | STATE STREET GLOBAL ADVISORS | SHE ETF | Gold Lion |
| PUBLICIS BRASIL, São Paulo | THE CLICHÉ | HEINEKEN | INSTITUTIONAL | Gold Lion |
| 180LA, Santa Monica | BOOST YOUR VOICE | BOOST MOBILE | PROMOTE BOOST STORES AS POLLING STATIONS | Gold Lion |

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| MARCEL SYDNEY | AIR-INK | HEINEKEN ASIAPACIFIC PTE. LTD. | TIGER BEER | Gold Lion |
| TWITTER, San Francisco | GUNS | TWITTER | TWITTER | Gold Lion Campaign |
| TWITTER, San Francisco | MUHAMMAD ALI | TWITTER | TWITTER | Gold Lion Campaign |
| TWITTER, San Francisco | PRINCE | TWITTER | TWITTER | Gold Lion Campaign |
| TWITTER, San Francisco | SONOGRAM | TWITTER | TWITTER | Gold Lion Campaign |
| TWITTER, San Francisco | HANDS UP | TWITTER | TWITTER | Gold Lion Campaign |
| OGILVY NEW YORK | THE REFUGEE NATION | AMNESTY INTERNATIONAL | AWARENESS AROUND THE REFUGEE CAUSE | Gold Lion |
| MEDIACOM, London / adam&eveDDB, London | GIVE THE RAINBOW | WRIGLEYS | SKITTLES | Gold Lion |
| GREYNJ UNITED, Bangkok | NOW IN APPLE | FERRERO | TIC TAC | Silver Lion Campaign |
| GREYNJ UNITED, Bangkok | NOW IN ORANGE | FERRERO | TIC TAC | Silver Lion Campaign |
| GREYNJ UNITED, Bangkok | NOW IN MANGO | FERRERO | TIC TAC | Silver Lion Campaign |
| OGILVY, Bangkok | BUILD THE FUTURE 1 | DKSH (THAILAND) LTD. | LEGO | Silver Lion Campaign |
| OGILVY, Bangkok | BUILD THE FUTURE 2 | DKSH (THAILAND) LTD. | LEGO | Silver Lion Campaign |
| OGILVY, Bangkok | BUILD THE FUTURE 3 | DKSH (THAILAND) LTD. | LEGO | Silver Lion Campaign |
| LEO BURNETT CHICAGO | MELISSA MALDONADO | DONATE LIFE AMERICA | ORGAN DONATION REGISTRATION | Silver Lion Campaign |
| LEO BURNETT CHICAGO | MARIANNE VALENTINA | DONATE LIFE AMERICA | ORGAN DONATION REGISTRATION | Silver Lion Campaign |
| LEO BURNETT CHICAGO | JONATHAN HALLORAN | DONATE LIFE AMERICA | ORGAN DONATION REGISTRATION | Silver Lion Campaign |
| MUSEO, Santiago | JOHN | MONDELEZ | TOBLERONE | Silver Lion Campaign |
| MUSEO, Santiago | JFK | MONDELEZ | TOBLERONE | Silver Lion Campaign |
| OGILVY & MATHER, Chicago | PORTRAITS COMPLETED: CEZANNE OUTDOOR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Silver Lion Campaign |
| OGILVY & MATHER, Chicago | PORTRAITS COMPLETED: CHANDOS OUTDOOR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Silver Lion Campaign |
| OGILVY & MATHER, Chicago | PORTRAITS COMPLETED: LEONARDO OUTDOOR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Silver Lion Campaign |
| OGILVY & MATHER, Chicago | PORTRAITS COMPLETED: MATISSE OUTDOOR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Silver Lion Campaign |
| OGILVY & MATHER, Chicago | PORTRAITS COMPLETED: MONET OUTDOOR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Silver Lion Campaign |
| OGILVY & MATHER, Chicago | PORTRAITS COMPLETED: RAPHAEL OUTDOOR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Silver Lion Campaign |
| OGILVY & MATHER, Chicago | PORTRAITS COMPLETED: REMBRANDT OUTDOOR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Silver Lion Campaign |
| OGILVY & MATHER, Chicago | PORTRAITS COMPLETED: RENOIR OUTDOOR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Silver Lion Campaign |

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| OGILVY & MATHER, Chicago | PORTRAITS COMPLETED: VAN GOGH OUTDOOR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Silver Lion Campaign |
| OGILVY & MATHER, Chicago | PORTRAITS COMPLETED: VEERMER OUTDOOR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Silver Lion Campaign |
| OGILVY, Bangkok | BUILD THE FUTURE 2 | DKSH (THAILAND) LTD. | LEGO | Silver Lion Campaign |
| OGILVY, Bangkok | BUILD THE FUTURE 3 | DKSH (THAILAND) LTD. | LEGO | Silver Lion Campaign |
| OGILVY, Bangkok | BUILD THE FUTURE 1 | DKSH (THAILAND) LTD. | LEGO | Silver Lion Campaign |
| SCHOLZ & FRIENDS, Berlin | REFUGEES | DER TAGESSPIEGEL | DER TAGESSPIEGEL | Silver Lion Campaign |
| SCHOLZ & FRIENDS, Berlin | SOCCER | DER TAGESSPIEGEL | DER TAGESSPIEGEL | Silver Lion Campaign |
| ALMAPBBDO, São Paulo | CEO | GETTY IMAGES | GETTY IMAGES | Silver Lion Campaign |
| ALMAPBBDO, São Paulo | SUPERMARKET | GETTY IMAGES | GETTY IMAGES | Silver Lion Campaign |
| ALMAPBBDO, São Paulo | HOUSEKEEPER | GETTY IMAGES | GETTY IMAGES | Silver Lion Campaign |
| OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong | LAM WING KEE | AMNESTY INTERNATIONAL HONG KONG | AMNESTY INTERNATIONAL HONG KONG | Silver Lion Campaign |
| OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong | NG LAI YING | AMNESTY INTERNATIONAL HONG KONG | AMNESTY INTERNATIONAL HONG KONG | Silver Lion Campaign |
| OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong | ANONYMOUS | AMNESTY INTERNATIONAL HONG KONG | AMNESTY INTERNATIONAL HONG KONG | Silver Lion Campaign |
| OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong | EDWARD SNOWDEN | AMNESTY INTERNATIONAL HONG KONG | AMNESTY INTERNATIONAL HONG KONG | Silver Lion Campaign |
| FCB INFERNO, London | THIS GIRL CAN - PHENOMENAL WOMEN | SPORT ENGLAND | SPORT ENGLAND | Silver Lion |
| McCANN LONDON | ZOMBIE CHRISTMAS: THE REAL-WORLD TRAILER | MICROSOFT / XBOX | DEAD RISING 4 | Silver Lion |
| McCANN MELBOURNE | MADE POSSIBLE BY MELBOURNE | UNIVERSITY OF MELBOURNE | The University of Melbourne | Silver Lion |
| CLEMENGER BBDO MELBOURNE | MEET GRAHAM | TRANSPORT ACCIDENT COMMISSION VICTORIA | TRANSPORT ACCIDENT COMMISSION VICTORIA | Silver Lion |
| FRED & FARID, New York | NO MORE BLACK TARGETS | NEW YORK SOCIETY FOR ETHICAL CULTURE | / | Silver Lion |
| BBH, Singapore | UNLIMITED STADIUM | NIKE | NIKE LUNAR EPIC | Silver Lion |
| AP THAILAND, Bangkok / CJ WORX, Bangkok | THE UNUSUAL FOOTBALL FIELD | AP (THAILAND) PUBLIC COMPANY LIMITED. | PROPERTY DEVELOPMENT | Silver Lion |
| McCANN MELBOURNE | MADE POSSIBLE BY MELBOURNE. | UNIVERSITY OF MELBOURNE | THE UNIVERSITY OF MELBOURNE RESEARCH | Silver Lion |
| OGILVY NEW YORK | THE REFUGEE NATION | AMNESTY INTERNATIONAL | AWARENESS AROUND THE REFUGEE CAUSE | Silver Lion |
| McCANN MELBOURNE | YMCA PLAYNASIUM | YMCA | PLAYNASIUM | Silver Lion |
| SHACKLETON, Madrid | NO METRO | SONY PICTURES SPAIN | GHOSTBUSTERS MOME PREMIERE | Silver Lion |
| LAPIZ, Chicago | TEQUILA CLOUD | MEXICO TOURISM BOARD | TOURISM | Silver Lion |
| PUBLICIS LONDON | DOORS OF THRONES | TOURISM IRELAND | TRAVEL/TOURISM | Silver Lion |
| SAATCHI & SAATCHI, London | MAGENTA UNLEASHED | DEUTSCHE TELEKOM | DEUTSCHE TELEKOM | Silver Lion |
| FCB CHICAGO | HUNTING LODGE, A DISTURBANCE | ARCHER+WOLF, LLC | ARCHER AIR SUPERIORITY | Silver Lion Campaign |
| FCB CHICAGO | DISTILLERY, MOST BELOVED | ARCHER+WOLF, LLC | ARCHER AIR SUPERIORITY | Silver Lion Campaign |
| FCB CHICAGO | EUROPEAN SPORTS CAR, THE BLEATING | ARCHER+WOLF, LLC | ARCHER AIR SUPERIORITY | Silver Lion Campaign |
| ALMAPBBDO, São Paulo | ENDLESS ENERGY | ALPARGATAS | HAVAIAANAS | Silver Lion Campaign |

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| ALMAPBBDO, São Paulo | INSTANT FRIENDSHIP | ALPARGATAS | HAVA/ANAS | Silver Lion Campaign |
| ALMAPBBDO, São Paulo | DELICIOUS HAPPINESS | ALPARGATAS | HAVA/ANAS | Silver Lion Campaign |
| ALMAPBBDO, São Paulo | PURE SPONTANEITY | ALPARGATAS | HAVA/ANAS | Silver Lion Campaign |
| ALMAPBBDO, São Paulo | FREE SPIRIT | ALPARGATAS | HAVA/ANAS | Silver Lion Campaign |
| ALMAPBBDO, São Paulo | CUP | ALPARGATAS | HAVA/ANAS | Silver Lion Campaign |
| ALMAPBBDO, São Paulo | MATCHES | ALPARGATAS | HAVA/ANAS | Silver Lion Campaign |
| ALMAPBBDO, São Paulo | BOWL | ALPARGATAS | HAVA/ANAS | Silver Lion Campaign |
| OGILVY & MATHER JAPAN, Tokyo | FLOUNDER FISH | SAGAWA SHOYU INC. | SOY SAUCE | Silver Lion Campaign |
| OGILVY & MATHER JAPAN, Tokyo | MACKEREL | SAGAWA SHOYU INC. | SOY SAUCE | Silver Lion Campaign |
| TBWA/THAILAND, Bangkok | LOVING BANGKOK NIGHT 2 | MCDONALD'S | MCDONALD'S 24 HRS. | Silver Lion Campaign |
| TBWA/THAILAND, Bangkok | LOVING BANGKOK NIGHT 1 | MCDONALD'S | MCDONALD'S 24 HRS. | Silver Lion Campaign |
| TBWA/THAILAND, Bangkok | LOVING BANGKOK NIGHT 3 | MCDONALD'S | MCDONALD'S 24 HRS. | Silver Lion Campaign |
| TBWA/THAILAND, Bangkok | LOVING BANGKOK NIGHT 5 | MCDONALD'S | MCDONALD'S 24 HRS. | Silver Lion Campaign |
| McCANN WORLDGROUP INDIA, Mumbai | CAT | WORLD FOR ALL (ANIMAL CARE AND ADOPTIONS) | WORLD FOR ALL (ANIMAL CARE AND ADOPTIONS) | Silver Lion Campaign |
| McCANN WORLDGROUP INDIA, Mumbai | RABBIT | WORLD FOR ALL (ANIMAL CARE AND ADOPTIONS) | WORLD FOR ALL (ANIMAL CARE AND ADOPTIONS) | Silver Lion Campaign |
| McCANN WORLDGROUP INDIA, Mumbai | DOG | WORLD FOR ALL (ANIMAL CARE AND ADOPTIONS) | WORLD FOR ALL (ANIMAL CARE AND ADOPTIONS) | Silver Lion Campaign |
| CLEMENGER BBDO MELBOURNE | MEET GRAHAM | TRANSPORT ACCIDENT COMMISSION VICTORIA | TRANSPORT ACCIDENT COMMISSION VICTORIA | Silver Lion |
| RAY PRODUCTIONS, Paris | BUSINESSMAN | PRONTO | PRONTO CAFE | Bronze Lion Campaign |
| RAY PRODUCTIONS, Paris | FISHERMAN | PRONTO | PRONTO CAFE | Bronze Lion Campaign |
| RAY PRODUCTIONS, Paris | BAKER | PRONTO | PRONTO CAFE | Bronze Lion Campaign |
| RAY PRODUCTIONS, Paris | TRAFFIC WARDEN | PRONTO | PRONTO CAFE | Bronze Lion Campaign |
| OGILVY & MATHER, Chicago | VAN GOGH | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Bronze Lion Campaign |
| OGILVY & MATHER, Chicago | RAPHAEL | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Bronze Lion Campaign |
| OGILVY & MATHER, Chicago | LEONARDO | S.C. JOHNSON | KIMI | Bronze Lion Campaign |
| DHÉLET Y&R LATAM, Buenos Aires | LION | LABORATORIOS FECOFAR | FECOFAR LAXATIVE | Bronze Lion Campaign |
| DHÉLET Y&R LATAM, Buenos Aires | BULL | LABORATORIOS FECOFAR | FECOFAR LAXATIVE | Bronze Lion Campaign |
| ANOMALY, Amsterdam / CXA, New York | GAY WEDDING | DIESEL | DIESEL | Bronze Lion Campaign |

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| ANOMALY, Amsterdam / CXA, New York | WALL | DIESEL | DIESEL | Bronze Lion Campaign |
| ANOMALY, Amsterdam / CXA, New York | TANK | DIESEL | DIESEL | Bronze Lion Campaign |
| CHEIL WORLDWIDE HONG KONG | BLOCK OUT THE CHAOS: BABIES | JBL | JBL HEADPHONES | Bronze Lion Campaign |
| CHEIL WORLDWIDE HONG KONG | BLOCK OUT THE CHAOS: WIFE & DAUGHTER | JBL | JBL HEADPHONES | Bronze Lion Campaign |
| CHEIL WORLDWIDE HONG KONG | BLOCK OUT THE CHAOS: DOGS | JBL | JBL HEADPHONES | Bronze Lion Campaign |
| DDB ARGENTINA, Buenos Aires | SAUNA | VOLKSWAGEN | DISTANCE CONTROL | Bronze Lion Campaign |
| DDB ARGENTINA, Buenos Aires | URINALS | VOLKSWAGEN | DISTANCE CONTROL | Bronze Lion Campaign |
| THJNK, Hamburg | CLOTHES BASKET | IKEA GERMANY | IKEA GERMANY | Bronze Lion Campaign |
| THJNK, Hamburg | RAINCAPE | IKEA GERMANY | IKEA GERMANY | Bronze Lion Campaign |
| THJNK, Hamburg | PARASHUTE | IKEA GERMANY | IKEA GERMANY | Bronze Lion Campaign |
| LEO BURNETT LONDON | CHICKEN McNUGGETS | MCDONALD'S | MCDONALD'S | Bronze Lion Campaign |
| LEO BURNETT LONDON | FRENCH FRIES | MCDONALD'S | MCDONALD'S | Bronze Lion Campaign |
| LEO BURNETT LONDON | STRAWBERRY MLKSHAKE | MCDONALD'S | MCDONALD'S | Bronze Lion Campaign |
| LEO BURNETT LONDON | QUARTER POUNDER | MCDONALD'S | MCDONALD'S | Bronze Lion Campaign |
| LEO BURNETT LONDON | BIG MAC | MCDONALD'S | MCDONALD'S | Bronze Lion Campaign |
| DDB PARIS | HEAD TRANSPLANT | HASBRO | PLAY-DOH | Bronze Lion Campaign |
| DDB PARIS | EMERGING SPECIES | HASBRO | PLAY-DOH | Bronze Lion Campaign |
| MERCADO McCANN, Buenos Aires | THE SONS OF ALL BOMBS | PERFIL | INSTITUTIONAL | Bronze Lion |
| Y&R SOUTH AFRICA, Cape Town | FROG | JOHANNESBURG ZOO | JOBURG ZOO | Bronze Lion Campaign |
| Y&R SOUTH AFRICA, Cape Town | SNAKE | JOHANNESBURG ZOO | JOBURG ZOO | Bronze Lion Campaign |
| Y&R SOUTH AFRICA, Cape Town | BAT | JOHANNESBURG ZOO | JOBURG ZOO | Bronze Lion Campaign |
| OGILVY GERMANY, Frankfurt | CHILD | AMNESTY INTERNATIONAL | AMNESTY INTERNATIONAL | Bronze Lion Campaign |

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| OGILVY GERMANY, Frankfurt | EXPLOSION | AMNESTY INTERNATIONAL | AMNESTY INTERNATIONAL | Bronze Lion Campaign |
| OGILVY GERMANY, Frankfurt | SOLDIERS | AMNESTY INTERNATIONAL | AMNESTY INTERNATIONAL | Bronze Lion Campaign |
| Y&R BRAZIL, São Paulo | TEQUILA | SANTA CASA DE MISERICÓRDIA DE SÃO PAULO | INSTITUTIONAL | Bronze Lion Campaign |
| Y&R BRAZIL, São Paulo | GIN | SANTA CASA DE MISERICÓRDIA DE SÃO PAULO | INSTITUTIONAL | Bronze Lion Campaign |
| Y&R BRAZIL, São Paulo | VODKA | SANTA CASA DE MISERICÓRDIA DE SÃO PAULO | INSTITUTIONAL | Bronze Lion Campaign |
| OGILVY & MATHER HONG KONG | FACEKINI 2 | NGAU SAAM GUN | BAJIU | Bronze Lion Campaign |
| OGILVY & MATHER HONG KONG | FACEKINI 3 | NGAU SAAM GUN | BAJIU | Bronze Lion Campaign |
| OGILVY & MATHER HONG KONG | FACEKINI 1 | NGAU SAAM GUN | BAJIU | Bronze Lion Campaign |
| MULLENLOWE SINGAPORE | MUSTARD | UNILEVER (BREEZE) | BREEZE WASHING DETERGENT | Bronze Lion Campaign |
| MULLENLOWE SINGAPORE | INK | UNILEVER (BREEZE) | BREEZE WASHING DETERGENT | Bronze Lion Campaign |
| MULLENLOWE SINGAPORE | SOY SAUCE | UNILEVER (BREEZE) | BREEZE WASHING DETERGENT | Bronze Lion Campaign |
| MULLENLOWE SINGAPORE | COFFEE | UNILEVER (BREEZE) | BREEZE WASHING DETERGENT | Bronze Lion Campaign |
| LEO BURNETT ITALY, Milan | HULK | MOLESKINE SPA | SPECIAL EDITION NOTEBOOKS | Bronze Lion Campaign |
| LEO BURNETT ITALY, Milan | SPIDERMAN | MOLESKINE SPA | SPECIAL EDITION NOTEBOOKS | Bronze Lion Campaign |
| ALMAPBBDO, São Paulo | OLD LADY/YOUNG MAN | MARS PET | PEDIGREE | Bronze Lion Campaign |
| ALMAPBBDO, São Paulo | WOMAN/MONK | MARS PET | PEDIGREE | Bronze Lion Campaign |
| ALMAPBBDO, São Paulo | SOLDIER/HIPPIE | MARS PET | PEDIGREE | Bronze Lion Campaign |
| TBWA ZURICH | BIG MAC | MCDONALD'S | MCDONALD'S MOBILE APP | Bronze Lion Campaign |
| TBWA ZURICH | FRIES | MCDONALD'S | MCDONALD'S MOBILE APP | Bronze Lion Campaign |
| TBWA THAILAND, Bangkok | LOVING BANGKOK NIGHT 4 | MCDONALD'S | MCDONALD'S 24 HRS. | Bronze Lion Campaign |
| TBWA THAILAND, Bangkok | LOVING BANGKOK NIGHT 2 | MCDONALD'S | MCDONALD'S 24 HRS. | Bronze Lion Campaign |
| TBWA THAILAND, Bangkok | LOVING BANGKOK NIGHT 3 | MCDONALD'S | MCDONALD'S 24 HRS. | Bronze Lion Campaign |

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| TBWAITHAILAND, Bangkok | LOVING BANGKOK NIGHT 5 | MCDONALD'S | MCDONALD'S 24 HRS. | Bronze Lion Campaign |
| THJNK, München / LEO BURNETT FRANKFURT | DRINK | MCDONALD'S GERMANY | MCDONALD'S | Bronze Lion Campaign |
| THJNK, München / LEO BURNETT FRANKFURT | JOKE | MCDONALD'S GERMANY | MCDONALD'S | Bronze Lion Campaign |
| Y&R TEAM RED ISTANBUL | WHALE | VODAFONE | VODAFONE 4G NETWORK COVERAGE | Bronze Lion Campaign |
| Y&R TEAM RED ISTANBUL | JUMP | VODAFONE | VODAFONE 4G NETWORK COVERAGE | Bronze Lion Campaign |
| Y&R TEAM RED ISTANBUL | METEOR | VODAFONE | VODAFONE 4G NETWORK COVERAGE | Bronze Lion Campaign |
| WING, New York | ADOLF SALVADOR | LIGA DE ARTE | LIGA DE ARTE | Bronze Lion Campaign |
| WING, New York | FRANCISCO PABLO | LIGA DE ARTE | LIGA DE ARTE | Bronze Lion Campaign |
| TBWAISTANBUL | PEYOTE | LAND ROVER | AUTOMOTIVE | Bronze Lion Campaign |
| TBWAISTANBUL | AYAHUASCA | LAND ROVER | AUTOMOTIVE | Bronze Lion Campaign |
| TBWAISTANBUL | CARAMBOLA | LAND ROVER | AUTOMOTIVE | Bronze Lion Campaign |
| Y&R SOUTH AFRICA, Cape Town | FROG | JOHANNESBURG ZOO | JOBURG ZOO | Bronze Lion Campaign |
| Y&R SOUTH AFRICA, Cape Town | SNAKE | JOHANNESBURG ZOO | JOBURG ZOO | Bronze Lion Campaign |
| Y&R SOUTH AFRICA, Cape Town | BAT | JOHANNESBURG ZOO | JOBURG ZOO | Bronze Lion Campaign |
| Y&R SOUTH AFRICA, Cape Town | BIRD | JOHANNESBURG | JOBURG ZOO | Bronze Lion Campaign |
| adam&eveDDB, London | GIVE THE RAINBOW | MARS | SKITTLES | Bronze Lion |
| LEO BURNETT ISRAEL, Bnei-Brak | THE SMART BILLBOARD | SAMSUNG | SAMSUNG GEAR S3 | Bronze Lion |
| AREA23, New York | THE SPEAKING FIREWORKS | MILITARY WITH PTSD | THE SPEAKING FIREWORKS HEADPHONES | Bronze Lion |
| BWM DENTSU, Melbourne | THE TAILOR MADE STORE | CHADSTONE SHOPPING CENTRE | CHADSTONE SHOPPING CENTRE | Bronze Lion |
| CHEIL WORLDWIDE, Seoul | HEAT TECH WINDOW | UNIQLO | HEAT TECH | Bronze Lion |
| J. WALTER THOMPSON COLOMBIA, Bogotá | BREASTFEEDING MANNINQUIES | Amigos de la Lactancia and Coalition brands | Amigos de la Lactancia | Bronze Lion |
| THESE DAYS - WUNDERMAN, Antwerp | COINS OF HOPE | CHILD FOCUS | PUBLIC SERVICE - BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN | Bronze Lion |
| SAATCHI & SAATCHI, Sydney | RESCUE RASHIE | WESTPAC BANKING CORPORATION | CHILDRENS' RASH VEST / CPR INSTRUCTIONS | Bronze Lion |
| CLEMENGER BBDO TOUCHCAST, Wellington | THE CONSCIOUS CROSSING | KIWI RAIL | KIWI RAIL | Bronze Lion |
| GREY COLOMBIA, Bogotá | PAYPHONE BANK | TIGO-UNE | PAYPHONE MICRO SAVINGS ACCOUNT | Bronze Lion |

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| DAVID, Miami | SCARIEST BK | BURGER KING | BURGER KING | Bronze Lion |
| OGILVY & MATHER, Chicago | BULLET PROOF POSTERS | AMERICANS FOR RESPONSIBLE SOLUTIONS | ANTI-GUN AWARENESS | Bronze Lion |
| adam&eveDDB, London | GIVE THE RAINBOW | MARS | SKITTLES | Bronze Lion |
| TBWA\HAKUHODO, Tokyo | GREEN LIGHT RUN | ADIDAS | PUREBOOST | Bronze Lion |
| PUBLICIS CONSEIL, Paris / PUBLICIS ITALY, Milan / PUBLICIS BUENOS AIRES | THE DREAMCRADLE | RENAULT | AUTOMOTIVES | Bronze Lion |
| ALMAPBBDO, São Paulo | NOSFERATU | GETTY IMAGES | GETTY IMAGES | Bronze Lion |
| PUBLICIS ITALY, Milan | GUARDIAN FANS | HEINEKEN | HEINEKEN | Bronze Lion |
| PUBLICIS ITALY, Milan | THE FINAL HASHTAG | HEINEKEN | HEINEKEN | Bronze Lion |
| TBWANEBOKO, Amsterdam | TRAMROULETTE | HOLLAND CASINO | ROULETTE | Bronze Lion |
| SHACKLETON, Madrid | NO METRO | SONY PICTURES SPAIN | GHOSTBUSTERS MOME PREMIERE | Bronze Lion |
| FCB CHICAGO | TEDDY GUN | ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE | ANTI-GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING IN ILLINOIS | Bronze Lion |
| AFRICA, São Paulo | INEQUALITY COURTS | ESPNW | INSTITUTIONAL | Bronze Lion |
| DAVID, Miami | SCARIEST BK | BURGER KING | BURGER KING | Bronze Lion |
| AREA23, New York | THE TRAFFICKING EXAM | POLARIS | THE ANTI-TRAFFICKING EXAM & OTOSCOPE | Bronze Lion |
| OGILVY BRASIL, São Paulo | VR VACCINE | HERMES PARDINI | DIAGNOSIS LAB | Bronze Lion |
| SERVICEPLAN FRANCE, Paris | THE VIRTUAL CRASH BILLBOARD | PARISIAN ROAD SAFETY (DRIEA: DIR. RÉGION. INTERDÉP. EQUIPEMENT AMÉNAGEMENT) | ROAD SAFETY AUTHORITY (FRANCE / PARIS & SUBURBS) | Bronze Lion |
| DDB NEW YORK | ADOPTION | GUN BY GUN | CROWDFUNDED GUN BUYBACK NON PROFIT | Bronze Lion |
| OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong | LAM WING KEE | AMNESTY INTERNATIONAL HONG KONG | AMNESTY INTERNATIONAL HONG KONG | Bronze Lion Campaign |
| OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong | NG LAI YING | AMNESTY INTERNATIONAL HONG KONG | AMNESTY INTERNATIONAL HONG KONG | Bronze Lion Campaign |
| OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong | ANONYMOUS | AMNESTY INTERNATIONAL HONG KONG | AMNESTY INTERNATIONAL HONG KONG | Bronze Lion Campaign |
| OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong | EDWARD SNOWDEN | AMNESTY INTERNATIONAL HONG KONG | AMNESTY INTERNATIONAL HONG KONG | Bronze Lion Campaign |
| OGILVY & MATHER JAPAN, Tokyo | FLOUNDER FISH | SAGAWA SHOYU INC. | SOY SAUCE | Bronze Lion Campaign |
| OGILVY & MATHER JAPAN, Tokyo | MACKEREL | SAGAWA SHOYU INC. | SOY SAUCE | Bronze Lion Campaign |
| OGILVY & MATHER JAPAN, Tokyo | MUSHROOM | SAGAWA SHOYU INC. | SOY SAUCE | Bronze Lion Campaign |
| DDB PARIS | PEOPLE OF ALL COLORS | HASBRO | PLAY-DOH | Bronze Lion Campaign |
| DDB PARIS | EMERGING SPECIES | HASBRO | PLAY-DOH | Bronze Lion Campaign |

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| DDB PARIS | HEAD TRANSPLANT | HASBRO | PLAY-DOH | Bronze Lion Campaign |
| MEMAC OGILVY, Manama | TANGLED SIA | VIVA BAHRAIN | BOSE WIRELESS HEADPHONES | Bronze Lion Campaign |
| MEMAC OGILVY, Manama | TANGLED MJ | VIVA BAHRAIN | BOSE WIRELESS HEADPHONES | Bronze Lion Campaign |
| MEMAC OGILVY, Manama | TANGLED KISS | VIVA BAHRAIN | BOSE WIRELESS HEADPHONES | Bronze Lion Campaign |
| OGILVY & MATHER, Chicago | CEZANNE | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Bronze Lion Campaign |
| OGILVY & MATHER, Chicago | VAN GOGH | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Bronze Lion Campaign |
| OGILVY & MATHER, Chicago | RENOIR | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Bronze Lion Campaign |
| OGILVY & MATHER, Chicago | VERMEER | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Bronze Lion Campaign |
| OGILVY & MATHER, Chicago | MATISSE | S.C. JOHNSON | KIMI QUALITY SHOE CARE | Bronze Lion Campaign |
| ANOMALY, Amsterdam / CXA, New York | TANK | DIESEL | DIESEL | Bronze Lion Campaign |
| ANOMALY, Amsterdam / CXA, New York | NAKED TANK | DIESEL | DIESEL | Bronze Lion Campaign |
| R/GA, New York | KISS | THE AD COUNCIL | LOVE HAS NO LABELS | Bronze Lion Campaign |
| R/GA, New York | PRAYING | THE AD COUNCIL | LOVE HAS NO LABELS | Bronze Lion Campaign |

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Leigh Andrews 14 Jun 2017



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