

## **Design Lions winners!**

The 2016 Cannes Design Lions award ceremony resulted in 104 awards in total, with a Bronze Lion coming home to South Africa!



The Grand Prix went to Dentsu Inc Tokyo for their 'Life is Electric' work for client Panasonic, in the Brand Collateral category, chosen for its creative bravery.

"This special work embraces the paradox of integrating traditional values with technology. It shows that when used with agility, technology becomes a creative springboard that brings new meaning to design and pushes its boundaries further," said Jury President, Tristan Macherel, ECD at Landor.

Native VML's '<u>I am Muslim</u>' work for PASSOP is bringing home a Bronze Lion in the Poster category. This work <u>also won</u> a Gold Lion in the Print & Publishing Cannes Lions award ceremony.

View the full table of winning work below:

## All the 2016 Design Lions winners

Title	Client	Product	Entrant Company	Country	Prize			
A01 (Creation of a new Brand Identity: Cons	A01 (Creation of a new Brand Identity: Consumer / Corporate)							
ORIGINALS	McDONALD'S	FAST FOOD	TBWA\PARIS	FRANCE	Bronze Lion			
20/80	20/80	CATERING	LANDOR Paris	FRANCE	Silver Lion			
A02 (Creation of a new Brand Identity: Non-profit)								
EDUCATE AGAINST HATE	HMGOVERNMENT	EDUCATE AGAINST HATE	BREAKTHROUGH London	UNITED KINGDOM	Bronze Lion			
A03 (Rebrand / Refresh of an existing brand: Consumer / Corporate)								
MULLENLOWE GROUP REBRAND	MULLENLOWE GROUP	MULLENLOWE GROUP	MULLENLOWE Boston	USA	Bronze Lion			
ITV2 IDENTS	ITV	ITV2	ITV CREATIVE London	UNITED KINGDOM	Bronze Lion			
SHIFTING PERSPECTIVES	SYDNEY OPERA HOUSE	SCULPTURAL TYPOGRAPHY	INTERBRAND AUSTRALIA Sydney	AUSTRALIA	Bronze Lion			
B01 (Posters)								

OPEN UP YOUR IMAGINATION	MUSASHINO ART UNIVERSITY	OPEN CAMPUS	HAKUHODO Tokyo	JAPAN	Bronze Lion
THE REFUGEE COLLECTION	REFUGEES INTERNATIONAL JAPAN	NPO	OGILVY & MATHER JAPAN Tokyo	JAPAN	Bronze Lion
SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA\HAKUHODO Tokyo	JAPAN	Gold Lion
IAMMUSLIM	PASSOP	TBA	NATIVE VML	SOUTH AFRICA	Bronze Lion
MAPS	VOLKSWAGEN DO BRASIL	TOAUREG WITH 4-ZONE TEMPERATURE CONTROL	ALMAPBBDO São Paulo	BRAZIL	Bronze Lion
PLEATS PLEASE ISSEY MYAKE ANIMALS POSTER SERIES	ISSEY MIYAKE	PLEATS PLEASE ISSEY MIYAKE	TAKU SATOH DESIGN OFFICE Tokyo	JAPAN	Silver Lion
500 YEARS OF STORIES	TATE	BP DISPLAYS AT TATE BRITAIN	GREYLONDON	UNITED KINGDOM	Silver Lion
ART WITH WATSON	IBM	IBMWATSON	OGILVY & MATHER New York	USA	Gold Lion
BOEING FLYPAPER	BOEING	AEROSPACE	FCB CHICAGO	USA	Bronze Lion
B02 (Promotional Item Design)					
SLIDE AWAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London	UNITED KINGDOM	Silver Lion
ARTQUARIUM	PAPAWIN CO.	HI-JET INKJET PAPER	OGILVY & MATHER Bangkok	THALAND	Bronze Lion
AGEING WINE BOTTLES	Weingut Knipser	WINE	KOLLE REBBE Hamburg	GERMANY	Bronze Lion
KOBE'S RULES BOOK	ESPN	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	Bronze Lion
B04 (Publications & Editorial Design)					
THE DANCING LETTERS	MAHARASHTRA DYSLEXIA ASSOCIATION	MAHARASHTRA DYSLEXIA ASSOCIATION	McCANN WORLDGROUP INDIA Mumbai	INDIA	Silver Lion
B07 (Brand Collateral)					
20/80	20/80	CATERING	LANDOR Paris	FRANCE	Bronze Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Grand Prix
B08 (Books)					
MAGIC WORDS - THE BOOK	HP	HP	ALMAPBBDO São Paulo	BRAZIL	Bronze Lion
THE DANCING LETTERS	MAHARASHTRA DYSLEXIA ASSOCIATION	MAHARASHTRA DYSLEXIA ASSOCIATION	McCANN WORLDGROUP INDIA Mumbai	INDIA	Bronze Lion
B10 (Invitations and Greeting Cards)					
500 YEARS OF STORIES	TATE	BP DISPLAYS AT TATE BRITAIN	GREYLONDON	UNITED KINGDOM	Bronze Lion
C01 (Website Design)					
WHO WE ARE IS WHAT WE LEAVE BEHIND: THE SUBARU ENVIRONMENTAL WEBSITE	SUBARU OF AMERICA	SUBARU	CARMICHAEL LYNCH Minneapolis	USA	Bronze Lion
ALIVE MEMORY	GOOGLE RUSSIA	GOOGLE	FRIENDS Moscow	RUSSIA	Bronze Lion
BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	Silver Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Bronze Lion
PRINTED BY SOMERSET	PRINTED BY SOMERSET	PRINTED BY SOMERSET	LEO BURNETT TORONTO	CANADA	Silver Lion
C04 (Data Visualisation)					1
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AWSTERDAM	THE NETHERLANDS	Silver Lion
COF (Anna)		I.	I.	1	1
C05 (Apps)					
BLOOD BANKING	INDIAN RED CROSS SOCIETY	RED CROSS BLOOD BANK	J. WALTER THOMPSON Mumbai	INDIA	Silver Lion

WASSAW RISING MISSAM   WASSAW RISING WASSAW RISI						
MARCHAN MASCAM   MA	DELQA	MICROSOFT	MICROSOFT KINECT	LISTEN New York	USA	Silver Lion
THE FILE TRIP TO IMPS   LOCKHEED MARTIN   GENERATION BEYOND   McCANN NEWYORK   USA   Cold Lion   COTT (UX Interface & User Journey)    THE PROPOSINE CAME   SNOF   CONLENCE   TRIVAPARIS   FRANCE   SINGE CONLENCE   CONLENCE   USA   Silver Lion   Cold Lion   Co	QUANTUM OF PEACE	WARSAW RISING MUSEUM			POLAND	Gold Lion
THE MPOSSIBLE CAME	THE LADY GAGA + INTEL PERFORMANCE	INTEL	INTEL TECHNOLOGY	INTEL Santa Clara	USA	Gold Lion
THE IMPOSSIBLE GAME  SNOF  SNOF  SNOF CONLENGER  CHALLENGE  BOB DYLAN I STUDIO AREVISITED  LEGACYTECORDINGS / SORY MUSIC  SAMSUNG BLIND CAP  SAMSUNG BERANA  GALAYS 7, GERR 82, SAMSUNG BERANA  GALAYS 7, GERR 82, SAMSUNG BERANA  GALAYS 7, GERR 82, SAMSUNG BLIND CAP  ### COPPOUTSIDE  REI  REI  REI  REI  REI  PARTINERS SBELL 8  PARTINERS	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	Gold Lion
International Content   Inte	C07 (UX Interface & User Journey)					
SOMYMUSIC EDGE A BLIM NEWYORK USA SWIFTED  SOMYMUSIC EDGE A BLIM NEWYORK USA SWIFTED  SAMSUNG SERANA SALING INSTITUTIONAL  WENABLES BELL & PRINTINGS SIN DAY  WENABLES SIN DA	THE IMPOSSIBLE GAME	SNCF		TBWA\PARIS	FRANCE	Silver Lion
SWISUNG ENDO CAP SWISUNG ESPANA SAMSUNG INSTITUTIONAL ORG (Social Ergagement)  REI REI REI REI REI REI REI REI REI RE	BOB DYLAN: STUDIO A REVISITED				USA	Silver Lion
### REI   NEPARLES BELL & PARTNERS Sen   Frandszon   USA   Silver Lion   Frandszon   USA   Silver Lion   Gold (Other Digital Design Solutions )    TYPEVOICE   THE WEBBY AWARDS   OGILVYONE NEW   USA   Silver Lion   OGILVYONE NEW   OGILVONE NEW   OGILVONE NEW   OGILVYONE NEW   OGILVYONE NEW   OGILVYONE NEW   OGILVYONE NEW   OGILVYONE NEW   OGILVONE NEW   OGILVYONE NEW   OGILVONE NEW   OGILVYONE NEW   OGILVYONE NEW   OGILVYONE NEW   OGILVONE NEW   OGILVYONE NEW   O	SAVISUNG BLIND CAP	SAMSUNG ESPAÑA	- , - ,	CHEIL SPAIN Madrid	SPAN	
## REI REI PARTNERS San USA SIlver Lion Francisco  ## REI PARTNERS San USA SIlver Lion COSL V/CNE NEW VORK VORK VORK VORK VORK VORK VORK VORK	C08 (Social Engagement )	1				<u>'</u>
TYPEVOICE THE WEBBY AWARDS OGIL WORNE NEW YORK USA SINEY LOND ODI (Retail - Permanent Environment & Experience Design) THE GOOD NOTE BOU KHAUL SUPERMARCHÉ THE GOOD NOTE THOMPSON BEIRUT LEBANON Silver Lion OUI (Retail - Temporary and Pop-Up Environment & Experience Design) PECPLE FOR THE ETHICAL TREATMENT OF ANIMALS OGIL VY & MATHER Bangkok THAULAND Gold Lion OUI (Point of Sale, Consumer Touchpoints & Instore Collatoral) MAPANCE EST DANIS LA SALUE PRODISS ENTERTAINMENT FRED & FARID PARIS FRANCE Gold Lion OUI (Spatial Brand Installation & Experience)  MECASOFT MCROSOFT KINECT LISTEN New York USA Silver Lion MEDPO 2015 KAMOI KAKOSHI CO. MASKING TAPE YAWADESIGN Tokyo JAPAN Cold Lion OUI LION MEX 3331 VANDIKAKOSHI CO. MASKING TAPE YAWADESIGN Tokyo JAPAN Cold Lion Campaign WAN GOODH BNB ART INSTITUTE OF OHIGASO BHIBIT WAN GOODH BEDROOMS* LEO BURNETT WAN GOODH BNB ART INSTITUTE OF OHIGASO BARIET WAN GOODH BEDROOMS* CICLUY & MATHER USA COIL LION MASKING TAPE WAN GOODH BEDROOMS* LEO BURNETT WAN GOODH BNB ART INSTITUTE OF OHIGASO BARIET WAN GOODH BEDROOMS* WAN WAN HER WAN GOODH BEDROOMS* WAN GOO	#OPTOUTSIDE	REI	REI	PARTNERS San	USA	Silver Lion
TYPE/COCE THE WEBPY/WARDS AWARDS YORK USA Silver Lion D01 (Rotall - Permanent Environment & Experience Design) THE GOOD NOTE BOU I/HAUIL SUPERMARCHE SUPERMARCHE ETHICAL TREATMENT OF ANIMAS BEHIND THE LEATHER PEOPLE FOR THE ETHICAL TREATMENT OF ANIMAS D03 (Point of Sale, Consumer Touchpoints & Instore Collateral) MAPLACE EST DANS IA SAULE PRODIS BOU I/HOUTE D04 (Spatial Brand installation & Experience) DELOA MIT EXPO 2015 KAMOI KAKOSHI CO. MSKING TAPE WAWADESIGN Tolyo JAPAN Cald Lion Campaigr MT EXYOKOHAWA MIT EXTENSITY VAN GOOH BINB ART INSTITUTE OF CHICADO ACTUAL REALITY ACTUAL REALITY ASA DAY AND KAKOSH CO. MSKING TAPE VAN AQAIR FTYPE ASA AGUAR FTYPE ASA AGUAR FTYPE ASA AGUAR FAR NO FOR THE CHICAGO OXING BROWN OXING TAPE  VAN OXING BROWN OXING TAPE VAN OXI	C09 (Other Digital Design Solutions )					
THE GOOD NOTE  BOU KHALL SUPERIMERCHÉ SUPERIMERCHE SUPERIMERCHÉ SUPERIMERCH SUPERIMERCHÉ SUPERIMERCHÉ SUPERIMERCH SUPERIMERCHÉ SUPERIMERCH SUPERIMENT	TYPEVOICE	THE WEBBY AWARDS	AWARDS		USA	Silver Lion
THE GOOD NOTE SUPERWARCHE THE GOOD NOTE THOMPSON BERRUT USEANON SIVER LION DOZ (Retail - Temporary and Pop-Up Environment & Experience Design)  BEHIND THE LEATHER ETHICAL TREATMENT OF ANIMALS  BOST (Point of Sale, Consumer Touchpoints & Instore Collateral)  MAPLACE EST DANS LA SAULE PRODISS ENTERTAINMENT FRED & FARID PARIS FRANCE Gold Lion ANIMALS  DOZ (Spatial Brand Installation & Experience)  DELOA MICROSOFT MCROSOFT MCROSOFT ILSTEIN New York USA SILVER LION CAmpaign  MEXYOKOCHAMA KAMOI KAKOSHI CO. MISKING TAPE INVAMDESIGN Tokyo JAPAN Campaign  MEXYOKOCHAMA KAMOI KAKOSHI CO. MISKING TAPE INVAMDESIGN Tokyo JAPAN Campaign  MIT EX3331 KAMOI KAKOSHI CO. MISKING TAPE INVAMDESIGN Tokyo JAPAN Gold Lion  MIT EX3331 KAMOI KAKOSHI CO. MISKING TAPE INVAMDESIGN Tokyo JAPAN Gold Lion  MIT EX3331 KAMOI KAKOSHI CO. MISKING TAPE INVAMDESIGN Tokyo JAPAN Gold Lion  MIT EX3331 KAMOI KAKOSHI CO. MISKING TAPE INVAMDESIGN Tokyo JAPAN Gold Lion  MIT EX3331 KAMOI KAKOSHI CO. MISKING TAPE INVAMDESIGN Tokyo JAPAN Gold Lion  MISEUMOF FEELINGS SC JOHNSON GLADE CHICAGO CILLV & MITHER LION CAMPAINE  MIT EX3341 KAMOI KAKOSHI CO. MISKING TAPE INVAMDESIGN TOKyo JAPAN Gold Lion  MISEUMOF FEELINGS SC JOHNSON GLADE CHICAGO CILLV & MITHER LION CAMPAINE  MIT EX3341 KAMOI KAKOSHI CO. MISKING TAPE INVAMDESIGN TOKyo JAPAN Gold Lion  MISEUMOF FEELINGS SC JOHNSON GLADE CHICAGO CILLV & MITHER LION CAMPAINE  MISEUMOF FEELINGS SC JOHNSON GLADE CHICAGO CILLV & MITHER LION CHICAGO CILLV & MITHER CHICAGO	D01 (Retail - Permanent Environment & Exp	perience Design)				
BEHIND THE LEATHER PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS  DOS (Point of Sale, Consumer Touchpoints & Instore Collateral)  MAPIACE EST DANS LASALLE PRODISS ENTERTAINMENT FRED & FARID PARIS FRANCE Gold Lion  MAPIACE EST DANS LASALLE PRODISS ENTERTAINMENT FRED & FARID PARIS FRANCE Gold Lion  DOM (Spatial Brand Installation & Experience)  DELOA MICROSOFT MICROSOFT KINECT LISTEN New York USA Silver Lion  MICROSOFT MICROSOFT WANDESIGN Tokyo JAPAN Cald Lion  MICROSOFT MICROSOFT WANDESIGN Tokyo JAPAN Cald Lion  MICROSOFT WANDESIGN Tokyo  JAPAN Cald Lion  MICROSOFT WANDESIGN Tokyo  JAPAN Cald Lion  MICROSOFT WANDESIGN Tokyo  JAPAN Cald Lion  MICROSOFT WANDESIGN Tok	THE GOOD NOTE		THE GOOD NOTE		LEBANON	Silver Lion
BEHIND THE LEATHER ETHICAL TREATMENT OF ANIMALS ANIMALS D03 (Point of Sale, Consumer Touchpoints & Instore Collateral)  MAPLACE EST DANS LASALLE PRODISS ENTERTAINMENT FRED & FARID PARIS FRANCE Cold Lion D04 (Sparial Brand Installation & Experience)  DELICA MICROSOFT MICROSOFT KINECT LISTEN New York USA Siliver Lion Connection MICROSOFT MICROSOFT KINECT LISTEN New York USA Siliver Lion Connection MICROSOFT MICROSO	D02 (Retail - Temporary and Pop-Up Enviror	nment & Experience Design)	<u> </u>		<u> </u>	1
MAPLACE EST DANS LA SALLE PRODISS ENTERTAINMENT FRED & FARID PARIS FRANCE Cold Lion  D04 (Spatial Brand Installation & Experience)  DELQA MCROSOFT	BEHIND THE LEATHER	ETHICAL TREATMENT OF	PETA ASIA		THAILAND	Gold Lion
D04 (Spatial Brand Installation & Experience)  DELQA MCROSOFT MCROSOFT MCROSOFT KINECT LISTEN New York USA Silver Lion  MT EXPO 2015 KAMOI KAKOSHI CO. MASKING TAPE IYAMADESIGN Tokyo JAPAN Campaign  MT EX YOKOHAMA KAMOI KAKOSHI CO. MASKING TAPE IYAMADESIGN Tokyo JAPAN Campaign  MT EX 3331 KAMOI KAKOSHI CO. MASKING TAPE IYAMADESIGN Tokyo JAPAN Call Lion  MT EX 3331 KAMOI KAKOSHI CO. MASKING TAPE IYAMADESIGN Tokyo JAPAN Call Lion  Campaign  VAN GOGH BNB ART INSTITUTE OF CHICAGO EXHIBIT USA Gold Lion  MUSEUMOF FEELINGS SC JOHNSON GLADE OGLIVY & MATHER CHICAGO EXHIBIT  MUSEUMOF FEELINGS SC JOHNSON GLADE OGLIVY & MATHER CHICAGO EXHIBIT  D05 (Sculptural Brand Installation & Experience)  #SMARTEFFECT MERCEDES-BENZ PORTUGAL Lisbon PORTUGAL Libon  MUSEUMOF FEELINGS SC JOHNSON GLADE OGLIVY & MATHER CHICAGO EXHIBIT  MERCEDES-BENZ PORTUGAL  JUWALTER THOMPSON3 SÃO PAULO CITY HALL  HIGHWAY ROBBERY VOLVO CAR USA 2016 VOLVO XC90 TB GREY NEW YORK USA BRODZE LION  D06 (Live Events)  THE FIELD TRIP TO MARS LOCKHEED MARTIN GENERATION BEYOND MCANN NEW YORK USA SIIVER LION  D07 (Non-commercial Exhibitions & Experiences)  BEHIND THE LEATHER PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS  SIME LAST WORDS GALDR AND THE MARCEDES-BENZ PARTIES HIP DOMBAL REALITY SAUGHAND SIIVER LION  D08 (Trade Stands)  MERCEDES-BENZ ATTHE IMA 2015 DAIM FR MERCEDES-BENZ CARS ATELIER MARKGRAPH GERMANY SIIVER LION  MERCEDES-BENZ ATTHE IMA 2015	D03 (Point of Sale, Consumer Touchpoints	& Instore Collateral )				
DELQA MCRCSOFT MCRCSOFT KINECT LISTEN New York USA Silver Lion MT EXPO 2015 KAMOI KAKOSHI CO. MASKING TAPE IYAMADESIGN Tokyo JAPAN Capitalian MT EX YOKOHAMA KAMOI KAKOSHI CO. MASKING TAPE IYAMADESIGN Tokyo JAPAN Capitalian MT EX 3331 KAMOI KAKOSHI CO. MASKING TAPE IYAMADESIGN Tokyo JAPAN Capitalian MT EX 3331 KAMOI KAKOSHI CO. MASKING TAPE IYAMADESIGN Tokyo JAPAN Capitalian VAN GOGH BNB ART INSTITUTE OF CHICAGO EXHIBIT CHICAGO EXHIBIT VAN GOGH BNB ART INSTITUTE OF CHICAGO MUSEUMOF FEELINGS SC JOHNSON GLADE VAN GOGH BRAZIL SA DEVINE TO THE FILL DATE OF THE FILL DATE OF THE SALE OF THE SAL			ENTERTAINMENT	FRED & FARID PARIS	FRANCE	Gold Lion
MIT EXPO 2015  KAMOI KAKOSHI CO. MASKING TAPE  NYAMADESIGN Tokyo JAPAN  Gold Lion Campaign MIT EXYOKOHAWA  KAMOI KAKOSHI CO. MASKING TAPE  NYAMADESIGN Tokyo JAPAN  Gold Lion Campaign MIT EXYOKOHAWA  KAMOI KAKOSHI CO. MASKING TAPE  NYAMADESIGN Tokyo JAPAN  Gold Lion Campaign MIT EXYOKOHAWA  KAMOI KAKOSHI CO. MASKING TAPE  NYAMADESIGN Tokyo JAPAN  Gold Lion Campaign  VAN GOGH BNB  ART INSTITUTE OF CHICAGO EXHIBIT  VAN GOGH 'BEDROOMS' LEO BURNETT CHICAGO USA Gold Lion Campaign  USA Gold Lion Campaign  GOLLY & MATHER CHICAGO USA Gold Lion Campaign  USA Gold Lion Campaign  GOLLY & MATHER CHICAGO USA Gold Lion MUSEUMOF FEELINGS  SC JOHNSON  GLADE  GOLLY & MATHER CHICAGO USA Gold Lion Campaign  GOLLY & MATHER CHICAGO USA Gold Lion Campaign  Go	D04 (Spatial Brand Installation & Experience	e)				
MI EXPOZUTES  KAMOI KAKOSHI CO.  MASKING TAPE  IYAMADESIGN Tokyo  JAPAN  Campaign  MI EXYOKOHAWA  KAMOI KAKOSHI CO.  MASKING TAPE  IYAMADESIGN Tokyo  JAPAN  Gold Lion  Campaign  Coll Lion  Call Lion  NEW ZEALAND  Coll Lion  Coll Lion  Coll Lion  Call	DELQA	MICROSOFT	MICROSOFT KINECT	LISTEN New York	USA	Silver Lion
MT EXYCROHAMA  KAMOLKAKOSHI CO.  MASKING TAPE  IYAMADESIGN Tokyo  JAPAN  Campaign  MEX3331  KAMOLKAKOSHI CO.  MASKING TAPE  IYAMADESIGN Tokyo  JAPAN  Campaign  Gold Lion  Campaign  Campaign  WAN GOGH BNB  ART INSTITUTE OF  CHICAGO  CHICAGO  ART INSTITUTE OF  CHICAGO  EXHIBIT  CHICAGO  MUSEUMOF FEELINGS  SC JOHNSON  GLADE  OGILVY & MATHER  Chicago  Chicago  COGILVY & MATHER  Chicago  MEX EALAND  Bronze  Lion  DO5 (Sculptural Brand Installation & Experience)  #SMARTEFFECT  MERCEDES-BENZ  PORTUGAL  JAWATER THOMPSON3  SÃO PAULO CITY HALL  SÃO PAULO CITY HALL  SÃO PAULO  MEXAND BRONZE  Lion  DO6 (Live Events)  THE FIELD TRIP TO MARS  LOCKHEED MARTIN  JAGUAR LAND ROVER  NEW ZEALAND  GOGL VY & MATHER  LION  Bronze  Lion  DO6 (Live Events)  THE FIELD TRIP TO MARS  LOCKHEED MARTIN  JAGUAR LAND ROVER  NEW ZEALAND  GORL VY & MATHER  REPOPLE FOR THE  ETHICAL TREATMENT OF  ANIMALS  MERCEDES-BENZ  JAGUAR F-TYPE  YAR NZ AUGRIAN  GOLLVY & MATHER  THAILAND  GOIL LION  GOLLVY & MATHER  THAILAND  GOIL LION  BRONZE  BRONZE  LION  GOLLVY & MATHER  THAILAND  GOIL LION  DO7 (Non-commercial Exhibitions & Experiences)  PEOPLE FOR THE  ETHICAL TREATMENT OF  ANIMALS  MERCEDES-BENZ CARS  ATELIER MARKGRAPH  GERMANY  SINET LION  DO8 (Trade Stands)  MERCEDES-BENZ CARS  ATELIER MARKGRAPH  GERMANY  SINET LION  SINET LION  SINET LION  Campaigr  CART  ART INSTITUTE OR  CART  CHICAGO  CAMPAIN  CART  CHICAGO  CAMPAIN  CART  CHICAGO  CAMPAIN  CART  CHICAGO  CHICAGO  CART  CHICAGO  CART  CHICAGO  CART  CHICAGO  CART  CHICAGO  CHICAGO  CART  CHICAGO  CART  CHICAGO  CART  CHICAGO  CHICAGO  CART  CHICAGO  CART  CHICAGO  CART  CHICAGO  CART  CHICAGO  CHICAGO  CART  CHICAGO  CHICAGO  CART  CHICAGO  CART  CHICAGO  CHICAGO  CART  CHICAGO	MT EXPO 2015	KAMOI KAKOSHI CO.	MASKING TAPE	IYAMADESIGN Tokyo	JAPAN	Gold Lion Campaign
MI EX3331  KAMORAKOSHI CO.  MVS GOCH BNB  ART INSTITUTE OF CHICAGO  CHICAGO  ART INSTITUTE OF CHICAGO  CHICAGO  MUSEUMOF FEELINGS  SC JOHNSON  GLADE  GOILVY & MATHER CHICAGO  BRODDE CHICAGO  GOILVY & MATHER CHICAGO  BRODDE CHICAGO  BRODDE CHICAGO  BRODDE CHICAGO  BRODDE CHICAGO  BRODDE CHICAGO  MEW ZEALAND  BRODDE CHICAGO  BRO	MT EX YOKOHAWA	KAMOI KAKOSHI CO.	MASKING TAPE	IYAWADESIGN Tokyo	JAPAN	Gold Lion Campaign
VAN GOOR LINA  CHICAGO  EXHIBIT  CHICAGO  GULY & MATHER  CHICAL  CHICA	MT EX 3331	KAMOI KAKOSHI CO.	MASKING TAPE	IYAMADESIGN Tokyo	JAPAN	Gold Lion Campaign
ACTUAL REALITY  JAGUAR LAND ROVER NEW ZEALAND  D05 (Sculptural Brand Installation & Experience)  #SMARTEFFECT  MERCEDES-BENZ PORTUGAL  SÃO PAULO CITY HALL SÃO PAULO CITY HALL SÃO PAULO CITY HALL SÃO PAULO  D05 (Live Events)  THE FIELD TRIP TO MARS  ACTUAL REALITY  LION  D07 (Non-commercial Exhibitions & Experiences)  BBDD PORTUGAL Lisbon  PORTUGAL BRONZE Lion  BRONZE	VAN GOGH BNB				USA	Gold Lion
ACTUAL REALITY  NEW ZEALAND  JAGUAR F-TYPE  YSR NZ AUCKIAND  NEW ZEALAND  Lion  D05 (Sculptural Brand Installation & Experience)  #SMARTEFFECT  MERCEDES-BENZ PORTUGAL  J. WALTER  HOMPSON BRAZIL SÃO PAULO CITY HALL SÃO PAULO  J. WALTER  THOMPSON BRAZIL SÃO PAULO  HIGHWAY ROBBERY  VOLVO CAR USA  Z016 VOLVO XC90 T8  GREY NEW YORK  USA  Bronze Lion  Bronze Lion  Bronze Lion  Bronze Lion  D06 (Live Events)  THE FIELD TRIP TO MARS  LOCKHEED MARTIN JAGUAR LAND ROVER NEW ZEALAND NEW ZEALAND  NEW ZEALAND  JAGUAR F-TYPE  Y8R NZ AUCKIAND  NEW ZEALAND  SIIVER LION  D07 (Non-commercial Exhibitions & Experiences)  BEHIND THE LEATHER  PETA ASIA  OGILVY & MATHER Bangkok  THAILAND  Gold Lion  Bronze Lion  COGILVY & MATHER BANGKOK  THAILAND  GOLD LION  BRONZE LION  B	MUSEUM OF FEELINGS	SC JOHNSON	GLADE		USA	
#SMARTEFFECT MERCEDES-BENZ PORTUGAL SMART FORTWO Lisbon PORTUGAL Lisbon J. WALTER THOMPSON SÃO PAULO CITY HALL THOMPSON BRAZIL SÃO PAULO LITY HALL SÃO PAULO PORTUGAL Lisbon J. WALTER THOMPSON BRAZIL SÃO PAULO CITY HALL SÃO PAULO PORTUGAL LISBON PORTUGAL PO	ACTUAL REALITY		JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	
#SWART FORTWO Lisbon PORTUGAL Lion  REINCARNATION J.WALTER THOMPSON3 SÃO PAULO CITY HALL SÃO PAULO BRAZIL SÃO PAULO CITY HALL SÃO PAULO BRAZIL SÃO PAULO LITY HALL SÃO PAULO LITY HALL SÃO PAULO LITY HALL SÃO PAULO BRAZIL SÃO PAULO LITY HALL BRAZIL SÃO PAULO CITY HALL SÃO PAULO CITY H	D05 (Sculptural Brand Installation & Experie	ence)			1	,
REINCARNATION  J.WALTER THOMPSON3  SÃO PAULO CITY HALL  THOMPSON BRAZIL SÃO PAULO  BRAZIL BROTZE Lion  BROTZE Lion  BROTZE Lion  BROTZE Lion  DO6 (Live Events)  THE FIELD TRIP TO MARS  LOCKHEED MARTIN  GENERATION BEYOND  McCANN NEW YORK  USA Silver Lion  ACTUAL REALITY  JAGUAR LAND ROVER NEW ZEALAND  JAGUAR F-TYPE  JAGUAR F-TYPE  Y&R NZ Auckland  NEW ZEALAND  Silver Lion  OGILVY & MATHER Bangkok  THAILAND  Gold Lion  BROTZE Lion  BROTZE Lion  DO7 (Non-commercial Exhibitions & Experiences)  BEHIND THE LEATHER  PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS  GLOBAL ROAD SAFETY PARTENERSHIP  GLOBAL ROAD SAFETY PARTENERSHIP  DO8 (Trade Stands)  MERCEDES-BENZ CARS  ATELIER MARKGRAPH GERMANY  Silver Lion  Silver Lion  ATELIER MARKGRAPH GERMANY  Silver Lion  SÃO PAULO CITY HALL THOMPSON BRAZIL SÃO Paulo  BRAZIL BROTZE Lion  BROTZE Lion  BROTZE Lion  BROTZE Lion  SÃO PAULO CITY HALL THOMPSON BRAZIL SÃO Paulo  BRAZIL BRAZIL BRAZIL BRAZIL BROTZE Lion  BRAZIL BRAZIL BRAZIL BRAZIL BRAZIL BRAZIL BROTZE Lion  BROTZE Lion  BRAZIL BRAZIL BRAZIL BRAZIL BRAZIL BROTZE Lion  BRAZIL BRAZIL BRAZIL BRAZIL BRAZIL BROTZE Lion  BROTZE Lion  SILVER LION  DO8 (Trade Stands)	#SMARTEFFECT		SMART FORTWO		PORTUGAL	
HIGHWAY ROBBERY  VOLVO CAR USA  2016 VOLVO XC90 T8  GREYNEW YORK  USA  Lion  D06 (Live Events)  THE FIELD TRIP TO MARS  LOCKHEED MARTIN  GENERATION BEYOND  McCANN NEW YORK  USA  Lion  D06 (Live Events)  LOCKHEED MARTIN  GENERATION BEYOND  McCANN NEW YORK  USA  Silver Lion  ACTUAL REALITY  JAGUAR LAND ROVER  NEW ZEALAND  JAGUAR F-TYPE  Y&R NZ Auckland  NEW ZEALAND  Silver Lion  D07 (Non-commercial Exhibitions & Experiences)  PEOPLE FOR THE  ETHICAL TREATMENT OF  ANIMALS  GLOBAL ROAD SAFETY  PARTENERSHIP  GLOBAL ROAD SAFETY  PARTENERSHIP  D08 (Trade Stands)  MERCEDES-BENZ AT THE IAA 2015  DAIM ER  MERCEDES-BENZ CARS  ATELIER MARKGRAPH  GERMANY  Silver Lion  Silver Lion  ACTUAL REALITY  NEW ZEALAND  Silver Lion  Lion  MERCEDES-BENZ AT THE IAA 2015  DAIM ER  MERCEDES-BENZ CARS  ATELIER MARKGRAPH  GERMANY  Silver Lion  Silver Lion  Silver Lion  MERCEDES-BENZ CARS  ATELIER MARKGRAPH  GERMANY  Silver Lion  Silver Lion  MERCEDES-BENZ CARS  ATELIER MARKGRAPH  GERMANY  Silver Lion  Silver Lion  MERCEDES-BENZ CARS  ATELIER MARKGRAPH  GERMANY  Silver Lion  Silver Lion  MERCEDES-BENZ CARS  ATELIER MARKGRAPH  GERMANY  Silver Lion  Silver Lion  MERCEDES-BENZ CARS	REINCARNATION	J.WALTER THOMPSON3	SÃO PAULO CITY HALL	THOMPSON BRAZIL	BRAZIL	
THE FIELD TRIP TO MARS  LOCKHEED MARTIN  GENERATION BEYOND  McCANN NEW YORK  USA  Silver Lion  JAGUAR LAND ROVER NEW ZEALAND  JAGUAR F-TYPE  Y&R NZ Auckland  NEW ZEALAND  Silver Lion  DO7 (Non-commercial Exhibitions & Experiences)  BEHIND THE LEATHER  PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS  GLOBAL ROAD SAFETY PARTENERSHIP  GLOBAL ROAD SAFETY PARTENERSHIP  GLOBAL ROAD SAFETY SHANGHAI  HAVAS WORLDWIDE SHANGHAI  CHINA  Bronze Lion  DO8 (Trade Stands)  MERCEDES-BENZ AT THE IAA 2015  DAIM ER  MERCEDES-BENZ CARS  ATELIER MARKGRAPH GERMANY Silver Lion	HIGHWAYROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	
ACTUAL REALITY  JAGUAR LAND ROVER NEW ZEALAND  JAGUAR F-TYPE  Y&R NZ Auckland  NEW ZEALAND  Silver Lion  D07 (Non-commercial Exhibitions & Experiences)  PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS  SMS LAST WORDS  GLOBAL ROAD SAFETY PARTENERSHIP  D08 (Trade Stands)  MERCEDES-BENZ AT THE IAA 2015  DAIM ER  MERCEDES-BENZ CARS  ATELIER MARKGRAPH GERMANY  Silver Lion  NEW ZEALAND  NEW ZEALAND  NEW ZEALAND  Silver Lion  NEW ZEALAND  Silver Lion  NEW ZEALAND  NEW ZEALAND  NEW ZEALAND  Silver Lion  NEW ZEALAND  NEW ZEALAND  NEW ZEALAND  NEW ZEALAND  NEW ZEALAND  NEW ZEALAND  Silver Lion  NEW ZEALAND  NE	D06 (Live Events)					1
ACTUAL REALITY  NEW ZEALAND  JAGUAR F-TYPE  Y&R NZ Auckland  NEW ZEALAND  Silver Lion  D07 (Non-commercial Exhibitions & Experiences)  PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS  GLOBAL ROAD SAFETY PARTENERSHIP  D08 (Trade Stands)  MERCEDES-BENZ AT THE IAA 2015  DAIM ER  NEW ZEALAND  Silver Lion  NEW ZEALAND  NEW ZEALAND  Silver Lion  NEW ZEALAND  Silver Lion  NEW ZEALAND  NEW ZEALAND  Silver Lion  NEW ZEALAND  NEW ZEALAND  NEW ZEALAND  NEW ZEALAND  Silver Lion  NEW ZEALAND  NEW Z	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	Silver Lion
BEHIND THE LEATHER  PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS  SMS LAST WORDS  GLOBAL ROAD SAFETY PARTENERSHIP  GLOBAL ROAD SAFETY SHANGHAI  D08 (Trade Stands)  MERCEDES-BENZ AT THE IAA 2015  DAIM ER  PETA ASIA OGILVY & MATHER Bangkok  THAILAND Gold Lion  Bronze Lion	ACTUAL REALITY		JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	Silver Lion
BEHIND THE LEATHER  ETHICAL TREATMENT OF ANIMALS  SMS LAST WORDS  GLOBAL ROAD SAFETY PARTENERSHIP  GLOBAL ROAD SAFETY SHANGHAI  D08 (Trade Stands)  MERCEDES-BENZ AT THE IAA 2015  DAIM ER  ETHICAL TREATMENT OF PETA ASIA  GOGILVY & WAI HER Bangkok  THALAND  Gold Lion  Bronze Lion  MERCEDES-BENZ CARS  ATELIER MARKGRAPH GERMANY Silver Lion	D07 (Non-commercial Exhibitions & Experie	ences)				
SWS LAST WORDS  PARTENERSHIP  GLOBAL ROAD SAFETY SHANGHAI  CHINA Lion  D08 (Trade Stands)  MERCEDES-BENZ AT THE IAA 2015  DAIM ER  MERCEDES-BENZ CARS  ATELIER MARKGRAPH GERMANY Silver Lion	BEHIND THE LEATHER	ETHICAL TREATMENT OF	PETAASIA		THALAND	Gold Lion
MERCEDES-BENZ AT THE IAA 2015 DAIMLER MERCEDES-BENZ CARS ATELIER MARKGRAPH GERMANY Silver Lion	SMS LAST WORDS		GLOBAL ROAD SAFETY		CHINA	
IMERCEDES-BENZ AT THE IAA 2015 IDAIMLER IMERCEDES-BENZ CARS I IGERMANY ISIIVER Lion	D08 (Trade Stands)					
	MERCEDES-BENZ AT THE IAA 2015	DAIMLER	MERCEDES-BENZ CARS	_	GERMANY	Silver Lion

D09 (Omnichannel Experience )					
MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	Silver Lion
D10 (Wayfinding & Signage)			1	1	
NARITA INTERNATIONAL AIRPORT TERMINAL 3	NARITA INTERNATIONAL AIRPORT CORPORATION	NARITA INTERNATIONAL AIRPORT TERMINAL 3	PARTY Tokyo	JAPAN	Gold Lion
E01 (Comprehensive Range )					
ORIGINALS	McDONALD'S	FAST FOOD	TBWA\PARIS	FRANCE	Gold Lion
E04 (Alcoholic Drinks)					
JAPANESE SAKE KOI	IMAYOTSUKASA SAKE BREWERY CO.	JAPANESE SAKE KOI	BULLET Tokyo	JAPAN	Bronze Lion
NOAM	NOAM	NOAM BAVARIAN LAGER	ACNE ADVERTISING Stockholm	SWEDEN	Bronze Lion
JÄGERMEISTER COOLPACK	MAST-JÄGERMEISTER	JÄGERMEISTER	CHEIL GERMANY Schwalbach	GERMANY	Silver Lion
AGEING WINE BOTTLES	WEINGUT KNIPSER	WINE	KOLLE REBBE Hamburg	GERMANY	Bronze Lion
E05 (Healthcare & Pharmacy)					
BRAILLE BRICKS	DORINA NOWILL FOUNDATION	INSTITUTIONAL	LEWLARA\TBWA São Paulo	BRAZIL	Silver Lion
E11 (Special Editions & Promotional Packa	aging)				
NAVELESS PAINTS	KOKUYO	STATIONERY	DENTSU INC Tokyo	JAPAN	Silver Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Silver Lion
TOX Heavy Weight Packaging	тох	TOX	KOLLE REBBE Hamburg	GERMANY	Bronze Lion
AGEING WINE BOTTLES	WEINGUT KNIPSER	WINE	KOLLE REBBE Hamburg	GERMANY	Bronze Lion
E12 (Other Packaging)					
THE LIVE FISH PACK	MLA	FROZEN FOOD	Y&R WARSAW	POLAND	Bronze Lion
F02 (Logo Design: International Companies	s & Brands)				
STRIKETHROUGH	ADIDAS	ADIDAS	JOHANNES LEONARDO New York	USA	Bronze Lion
F04 (Typography: Print & Editorial)					
KOBE'S RULES BOOK	ESPN	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	Bronze Lion
F05 (Typography: Brand, Corporate & othe	r Communication Design)				
SHIFTING PERSPECTIVES	SYDNEY OPERA HOUSE	SCULPTURAL TYPOGRAPHY	INTERBRAND AUSTRALIA Sydney	AUSTRALIA	Gold Lion
DOWNTOWN FONTS	AL ISMAELIA FOR REAL ESTATE INVESTMENT	DOWNTOWN FONTS	J. WALTER THOMPSON CAIRO	EGYPT	Silver Lion
F07 (Typography: Digital)					
TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVYONE NEW YORK	USA	Silver Lion
F08 (Illustration: Poster)		_			
BREAKING A FATAL PATTERN	QATAR ISLAMIC BANK	PUBLIC SAFETY AWARENESS	MEMAC OGILVY & MATHER Doha	QATAR	Bronze Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Silver Lion
F09 (Illustration: Print & Editorial)					
DARK LONDON	LANDOR	BRAND CONSULTANCY & DESIGN	LANDOR London	UNITED KINGDOM	Bronze Lion
TRANSGENDER	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Bronze Lion
F10 (Illustration: Other Communication De	sign)				
FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	Silver Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Silver Lion
F11 (Illustration: Packaging)					
CEMENT FOR COLLECTORS	ARGOS CEMENTS	CEMENT PACKAGES	TBWA\COLOMBIA Bogota	COLOMBIA	Bronze Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Silver Lion
F12 (Illustration: Digital )					

FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	Gold Lion
F13 (Illustration: Brand Environment & Expe	rience Design)				1
ARTQUARIUM	PAPAWIN CO.	HI-JET INKJET PAPER	OGILVY & MATHER Bangkok	THAILAND	Gold Lion
F14 (Sound Design)					ı
PIANO OF UNIFICATION	MINISTRY OF UNIFICATION	MINISTRY OF UNIFICATION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	Bronze Lion
DELQA	MICROSOFT	MICROSOFT KINECT	LISTEN New York	USA	Gold Lion
BOB DYLAN: STUDIO A REVISITED	LEGACY RECORDINGS / SONY MUSIC	BOB DYLAN THE CUTTING EDGE ALBUM	HAVAS WORLDWIDE NEW YORK	USA	Silver Lion
F15 (Motion Graphics Design & Animation)					1
THE WORLD OF AUTISM	AUTISM SPEAKS	AUTISM SPEAKS	BBDO New York	USA	Bronze Lion
PAPER	AMERICAN HONDA MOTOR CO.	HONDA	RPA Santa Monica	USA	Gold Lion
FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	Silver Lion
NEW YEAR'S EVE	MASTERCARD	MASTERCARD	McCANN XBC New York	USA	Bronze Lion
A DIFFERENT PARIS	ARBNB	AIRBNB	TBWA\SINGAPORE	SINGAPORE	Silver Lion
F16 (Video / Moving Images)					I I
A KIND DRONE	ENIGMO	BUYMA	DENTSU INC Tokyo	JAPAN	Silver Lion
OUTTHERE	CANADA GOOSE	OUTDOOR APPAREL	CAA MARKETING LOS ANGELES	USA	Gold Lion
THE FAINTEST CLASP	ABC	BRAND	MARCEL SYDNEY Walsh Bay	AUSTRALIA	Bronze Lion
F17 (Photography / Curation of Images)				,	
WORLD TABLE TENNIS CHAMPIONSHIPS 2015	TV TOKYO CORPORATION	WORLD TABLE TENNIS CHAMPIONSHIPS	DENTSU INC Tokyo	JAPAN	Gold Lion
ICONIC MOMENTS	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY	Silver Lion
URBANITE	LACOSTE	LACOSTE	BETC Paris	FRANCE	Bronze Lion
BE SEEN	THE CARTEL	SPRING SUMMER 2016	Y&R DUBAI	UNITED ARAB EMIRATES	Silver Lion
F18 (Copywriting)				l	I_
MAGIC WORDS - THE BOOK	HP	HP	ALMAPBBDO São Paulo	BRAZIL	Bronze Lion
THE SCIMITAR'S ARC, ARTBREAKS	ABC	BRAND	MARCEL SYDNEY Walsh Bay	AUSTRALIA	Bronze Lion Campaign
THE FAINTEST CLASP	ABC	BRAND	MARCEL SYDNEY Walsh Bay	AUSTRALIA	Bronze Lion Campaign
SELFIE (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREYLONDON	UNITED KINGDOM	Gold Lion Campaign
GRIEF (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREYLONDON	UNITED KINGDOM	Gold Lion Campaign
		TATE BRITAIN	GREYLONDON	UNITED KINGDOM	Gold Lion Campaign
BED (500 YEARS OF STORIES)	TATE			TATAODOM	
BED (500 YEARS OF STORIES) SIMPLE VALUE	ARGOS	SIMPLE VALUE RANGE BY ARGOS	THE PARTNERS London	UNITED KINGDOM	Silver Lion
,		SIMPLE VALUE RANGE BY		UNITED	Silver Lion Gold Lion Campaign Gold Lion

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