

Print & Publishing Lions

2019 Shortlist



Title	Brand	Product/Service	Entrant Company	Country
A01 (Food & Drink)				
HOMEWORK	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG
MUSIC	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG
TIDY-UP	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG
PIRARUCU	AMBEV	GUARANÁ ANTARCTICA	ALMAPBDO SÃO PAULO	BRAZIL
JIBÓIA	AMBEV	GUARANÁ ANTARCTICA	ALMAPBDO SÃO PAULO	BRAZIL
COKE KTCHKK	COCA-COLA	COCA-COLA	DAVID MIAMI	USA
COKE PTSSHHHH	COCA-COLA	COCA-COLA	DAVID MIAMI	USA
COKE FZZZZZZ	COCA-COLA	COCA-COLA	DAVID MIAMI	USA
THE BEER BEHIND SPORTS	AB INBEV	BUDWEISER	AFRICA SÃO PAULO	BRAZIL
LOVERS, DON'T SPREAD THE HATE - HONEY	UNILEVER	MARMITE	ADAM&EVEDDB LONDON	UNITED KINGDOM
LOVERS, DON'T SPREAD THE HATE - BUTTER	UNILEVER	MARMITE	ADAM&EVEDDB LONDON	UNITED KINGDOM
LOVERS, DON'T SPREAD THE HATE - MARMALADE	UNILEVER	MARMITE	ADAM&EVEDDB LONDON	UNITED KINGDOM
AIRPORT	HERSHEY'S	CHOCOLATE	BETC/HAVAS SÃO PAULO	BRAZIL
HIRING	HERSHEY'S	CHOCOLATE	BETC/HAVAS SÃO PAULO	BRAZIL
A02 (Other FMCG)				
HARVEY MILK	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY CHICAGO	USA
JOHN MUIR	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY CHICAGO	USA
ROSA PARKS	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY CHICAGO	USA
KATHERINE SWITZER	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY CHICAGO	USA
BLUE CUBES	DURACELL	BATTERIES	GREY LONDON	UNITED KINGDOM
BERLIN	BIC	STATIONARY STORE	VMLY&R BRAZIL SÃO PAULO	BRAZIL
PARIS	BIC	STATIONARY STORE	VMLY&R BRAZIL SÃO PAULO	BRAZIL
LONDON	BIC	STATIONARY STORE	VMLY&R BRAZIL SÃO PAULO	BRAZIL
A03 (Healthcare)				
CHEETAHS X SLOTHS	JONTEX / RECKITT BENCKISER	CONDOM	BETC/HAVAS SÃO PAULO	BRAZIL
RABBITS X TURTLES	JONTEX / RECKITT BENCKISER	CONDOM	BETC/HAVAS SÃO PAULO	BRAZIL
CURE 1	MINDOPENERS	COUNSELING FOR DEPRESSION	MCCANN INDIA MUMBAI	INDIA
CURE 2	MINDOPENERS	COUNSELING FOR DEPRESSION	MCCANN INDIA MUMBAI	INDIA
A04 (Consumer Durables)				
ALI	LEICA STORE BOSTON	CAMERAS	ARNOLD WORLDWIDE BOSTON	USA
CHE	LEICA STORE BOSTON	CAMERAS	ARNOLD WORLDWIDE BOSTON	USA
SPACESHIP	DKSH (THAILAND) LIMITED	LEGO	OGILVY GROUP THAILAND BANGKOK	THAILAND
KISS	LEICA STORE BOSTON	CAMERAS	ARNOLD WORLDWIDE BOSTON	USA
MARTIAL ARTS CHAMPIONS	SEKRON	SECURITY COMPANY	GREY BRAZIL SÃO PAULO	BRAZIL
ARMY HEADQUARTER	SEKRON	SECURITY COMPANY	GREY BRAZIL SÃO PAULO	BRAZIL
POLICE	SEKRON	SECURITY COMPANY	GREY BRAZIL SÃO PAULO	BRAZIL
DRAGON	DKSH (THAILAND) LIMITED	LEGO	OGILVY GROUP THAILAND BANGKOK	THAILAND
EMPIRE STATES	DKSH (THAILAND) LIMITED	LEGO	OGILVY GROUP THAILAND BANGKOK	THAILAND
A05 (Automotive)				
CEMENT	VOLKSWAGEN	TRUCKS	GEOMETRY GLOBAL BUENOS AIRES	ARGENTINA
WINE	VOLKSWAGEN	TRUCKS	GEOMETRY GLOBAL BUENOS AIRES	ARGENTINA
SOY	VOLKSWAGEN	TRUCKS	GEOMETRY GLOBAL BUENOS AIRES	ARGENTINA
NIGERIA	VOLKSWAGEN	DRIVER ASSISTANCE FEATURES	DDB ARGENTINA BUENOS AIRES	ARGENTINA
INDIA	VOLKSWAGEN	DRIVER ASSISTANCE FEATURES	DDB ARGENTINA BUENOS AIRES	ARGENTINA
BOLIVIA	VOLKSWAGEN	DRIVER ASSISTANCE FEATURES	DDB ARGENTINA BUENOS AIRES	ARGENTINA
PARTY EMOJI	HYUNDAI	DRIVE RESPONSIBLY PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
LAUGHTER EMOJI	HYUNDAI	DRIVE RESPONSIBLY PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
TOY GUN EMOJI	HYUNDAI	DRIVE RESPONSIBLY PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
FREDDIE	VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN, S.A.	VOLKSWAGEN BEETLE	DDB SPAIN MADRID	SPAIN
JIMI	VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN, S.A.	VOLKSWAGEN BEETLE	DDB SPAIN MADRID	SPAIN
JOHN	VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN, S.A.	VOLKSWAGEN BEETLE	DDB SPAIN MADRID	SPAIN

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A06 (Retail)				
MCDelivery-3	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE
MCDelivery-4	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE
MCDelivery-6	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE
MCDelivery-2	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE
MCDelivery-1	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE
ALABAMA	BURGER KING	BURGER KING	LOLA MULLENLOWE MADRID	SPAIN
ILLINOIS	BURGER KING	BURGER KING	LOLA MULLENLOWE MADRID	SPAIN
MASSACHUSETTS	BURGER KING	BURGER KING	LOLA MULLENLOWE MADRID	SPAIN
BIRTHDAY 1	BURGER KING	RESTAURANTS	LOLA MULLENLOWE MADRID	SPAIN
BIRTHDAY 5	BURGER KING	RESTAURANTS	LOLA MULLENLOWE MADRID	SPAIN
BIRTHDAY 4	BURGER KING	RESTAURANTS	LOLA MULLENLOWE MADRID	SPAIN
STAR TREK DISCOVERY (AMAZON PRIME)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG
EXPEDITION VOLCANO (BBC)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG
GAME OF THRONES (HBO)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG
IKEA REAL LIFE SERIES SIMPS...	IKEA	FURNITURE/LIVING ROOM	PUBLICIS SPAIN MADRID	SPAIN
IKEA REAL LIFE SERIES STRANG...	IKEA	FURNITURE/LIVING ROOM	PUBLICIS SPAIN MADRID	SPAIN
IKEA REAL LIFE SERIES FRIEN...	IKEA	FURNITURE/LIVING ROOM	PUBLICIS SPAIN MADRID	SPAIN
KFC 'AFC - ZFC'	KFC	KFC	MOTHER LONDON	UNITED KINGDOM
A07 (Travel)				
ARIZONA - RHINELAND	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY FRANKFURT	GERMANY
GUILIN - KROMLAU	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY FRANKFURT	GERMANY
VANCOUVER - HUNSRUECK	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY FRANKFURT	GERMANY
SANTOS - BERLIN	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY FRANKFURT	GERMANY
OREGON - BAVARIA	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY FRANKFURT	GERMANY
IT'S COMING HOME	BRITISH AIRWAYS	FLIGHTS & DESTINATIONS	OGILVY & WAVEMAKER WPP TEAM HORIZON LONDON	UNITED KINGDOM
A08 (Leisure)				
REARRANGED - 1	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY
REARRANGED - 3	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY
REARRANGED - 4	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY
SMALL PLANET	JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM	LIBRARY AND MUSEUM	THE MARTIN AGENCY RICHMOND	USA
FEAR SCRUTINY	JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM	LIBRARY AND MUSEUM	THE MARTIN AGENCY RICHMOND	USA
WITHOUT DEBATE	JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM	LIBRARY AND MUSEUM	THE MARTIN AGENCY RICHMOND	USA
BIRTH	POLLA CHILENA DE BENEFICENCIA	LOTO	VMLY&R SANTIAGO	CHILE
WEDDING	POLLA CHILENA DE BENEFICENCIA	LOTO	VMLY&R SANTIAGO	CHILE
A09 (Media / Entertainment)				
WATER POLO	ESPN	ESPN APP	AFRICA SÃO PAULO	BRAZIL
BASKETBALL	ESPN	ESPN APP	AFRICA SÃO PAULO	BRAZIL
ILL BILL	SKY	SKY	SERVICEPLAN GERMANY MUNICH	GERMANY
OLDFINGER	SKY	SKY	SERVICEPLAN GERMANY MUNICH	GERMANY
RAINSPOTTING	SKY	SKY	SERVICEPLAN GERMANY MUNICH	GERMANY
MOSS	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC KIDS	FOXP2 CAPE TOWN	SOUTH AFRICA
ECHO	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC KIDS	FOXP2 CAPE TOWN	SOUTH AFRICA
SNOW	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC KIDS	FOXP2 CAPE TOWN	SOUTH AFRICA
FLAG 2	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE MADRID	SPAIN
FLAG 1	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE MADRID	SPAIN
FLAG 3	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE MADRID	SPAIN
A10 (Consumer Services / Business to Business)				
PLAYING WITH BABY	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO MCCANN BUENOS AIRES	ARGENTINA
RUNNING	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO MCCANN BUENOS AIRES	ARGENTINA
WASHING DISHES	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO MCCANN BUENOS AIRES	ARGENTINA
FRENCH KISS	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO MCCANN BUENOS AIRES	ARGENTINA
FACE Y	ZAIN	TELECOMMUNICATION	WUNDERMAN THOMPSON DUBAI	UNITED ARAB EMIRATES

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FACE S	ZAIN	TELECOMMUNICATION	WUNDERMAN THOMPSON DUBAI	UNITED ARAB EMIRATES
FACE G	ZAIN	TELECOMMUNICATION	WUNDERMAN THOMPSON DUBAI	UNITED ARAB EMIRATES
ANDROID	ENTEL	ENTEL	MCCANN SANTIAGO SANTIAGO	CHILE
DOVE	AMIS INSURANCE	AMIS INSURANCE	VMLY&R MEXICO MEXICO CITY	MEXICO
BALLOON	AMIS INSURANCE	AMIS INSURANCE	VMLY&R MEXICO MEXICO CITY	MEXICO
A11 (Not-for-profit / Charity / Government)				
GUNS 1	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA MIAMI	USA
GUNS 2	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA MIAMI	USA
GUNS 3	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA MIAMI	USA
GUNS 4	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA MIAMI	USA
NEW YORK OR PARIS	GREENPEACE	AIR POLLUTION	DDB MEXICO MEXICO CITY	MEXICO
BANGKOK OR MEXICO CITY	GREENPEACE	AIR POLLUTION	DDB MEXICO MEXICO CITY	MEXICO
LOS ANGELES OR BEIJING	GREENPEACE	AIR POLLUTION	DDB MEXICO MEXICO CITY	MEXICO
REMEMBERING MY FATHER	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MCCANN BRISTOL	UNITED KINGDOM
EARTHQUAKE	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	VMLY&R SANTIAGO	CHILE
TSUNAMI	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	VMLY&R SANTIAGO	CHILE
HURRICANE	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	VMLY&R SANTIAGO	CHILE
BOAR	FREELAND FOUNDATION	FREELAND	OGILVY GROUP THAILAND BANGKOK	THAILAND
DEER	FREELAND FOUNDATION	FREELAND	OGILVY GROUP THAILAND BANGKOK	THAILAND
KOUPREY	FREELAND FOUNDATION	FREELAND	OGILVY GROUP THAILAND BANGKOK	THAILAND
YOUNG MAN	KHALSA AID	KHALSA AID	DDB MUDRA MUMBAI	INDIA
OLD MAN	KHALSA AID	KHALSA AID	DDB MUDRA MUMBAI	INDIA
KID	KHALSA AID	KHALSA AID	DDB MUDRA MUMBAI	INDIA
#UNIGNORABLE - DOMESTIC VIOLENCE	UNITED WAY	UNITED WY	TAXI TORONTO	CANADA
LIAM BETHELL	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
JAMES MCDONALD	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
DYLAN CHIRNSIDE	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
WILL GILES	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
A12 (Corporate Social Responsibility (CSR) / Corporate Image)				
BEER	VOLKSWAGEN	DRIVE CAREFULLY	DDB ARGENTINA BUENOS AIRES	ARGENTINA
VODKA	VOLKSWAGEN	DRIVE CAREFULLY	DDB ARGENTINA BUENOS AIRES	ARGENTINA
TEQUILA	VOLKSWAGEN	DRIVE CAREFULLY	DDB ARGENTINA BUENOS AIRES	ARGENTINA
BUD STAY IN LANE	ABINBEV	BUDWEISER	DAVID MIAMI	USA
BUDWEISER	AMBEV (AB INBEV COMPANY)	AMBEV BRANDS - CERVEJARIA AMBEV (BRAHMA, BUDWEISER, STELLA ARTOIS, SKOL AND ORIGINAL)	SUNSETDDB SÃO PAULO	BRAZIL
STELLA ARTOIS	AMBEV (AB INBEV COMPANY)	AMBEV BRANDS - CERVEJARIA AMBEV (BRAHMA, BUDWEISER, STELLA ARTOIS, SKOL AND ORIGINAL)	SUNSETDDB SÃO PAULO	BRAZIL
BRAHMA	AMBEV (AB INBEV COMPANY)	AMBEV BRANDS - CERVEJARIA AMBEV (BRAHMA, BUDWEISER, STELLA ARTOIS, SKOL AND ORIGINAL)	SUNSETDDB SÃO PAULO	BRAZIL
CORONA	AMBEV (AB INBEV COMPANY)	AMBEV BRANDS - CERVEJARIA AMBEV (BRAHMA, BUDWEISER, STELLA ARTOIS, SKOL AND ORIGINAL)	SUNSETDDB SÃO PAULO	BRAZIL
1,600 MEN	PHENOMENAL WOMAN ACTION CAMPAIGN	PHENOMENAL WOMAN ACTION CAMPAIGN	GODFREY DADICH SAN FRANCISCO	USA
B01 (Commercial Publications)				
THE OMO BOOK OF DIRT	UNILEVER	OMO WASHING POWDER	OGILVY CAPE TOWN	SOUTH AFRICA
THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA\CHIAT\DAY NEW YORK	USA
THE 9'58 BIOGRAPHY	PUMA	BIOGRAPHY BOOK	BETC\HAVAS SÃO PAULO	BRAZIL
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND
ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWA\INDIA MUMBAI	INDIA
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	MCCANN PARIS	FRANCE
MADE IN FUKUSHIMA	METER GROUP INC	METER ENVIRONMENT	SERVICEPLAN GERMANY MUNICH	GERMANY
JUDGEABLE COVERS COLLECTION	E-GALAXIA PUBLISHING HOUSE	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
SMARTSOLUTION	TELEFONICA'S VIVO	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
THE BOOK OF ART GAP	STANDARD CHARTERED BANK	INSTITUTIONAL	TBWA\RAAD DUBAI	UNITED ARAB EMIRATES

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B02 (Publications for Good for Charity / Not-for-profit)

WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG	TECHNOLOGY	CHEIL WORLDWIDE MADRID	SPAIN
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA

C01 (Adapted Print)

ROOTS	AIB	AIB	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWA/INDIA MUMBAI	INDIA
TWIX FACE OFF	MARS	TWIX	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
THE GPS QUALITY LABEL (2)	AUCHAN RETAIL FRANCE	GPS	SERVICEPLAN FRANCE PARIS	FRANCE

C02 (Innovative Use of Print)

BEWARE OF BOTS	SKILLBOX	SKILLBOX "UX DESIGN" COURSE	POSSIBLE MOSCOW	RUSSIA
THE BEER BEHIND SPORTS	AB INBEV	BUDWEISER	AFRICA SÃO PAULO	BRAZIL
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO LONDON	UNITED KINGDOM
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE PARIS	FRANCE
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
THE GOOD PRINT TEST	WORTEN	WORTEN	VCCP SPAIN MADRID	SPAIN
AN UNREPEATABLE PHOTOGRAPH?	TRAPA CHOCOLATES	TRAPA - PALM OIL FREE CHOCOLATES	FCB&FIRE MADRID	SPAIN
GE VOYAGES: LISTEN TO THE WORLD	GE	GE ENERGY TECHNOLOGIES	GIANT SPOON NEW YORK	USA
READ MORE. LISTEN MORE.	UNESCO, THE NEW YORK TIMES AND PARTICIPATING NEWS ORGANIZATIONS	WORLD PRESS FREEDOM DAY	DROGA5 NEW YORK	USA