

Print & Publishing Lions 2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Prize
A01 (Food & Drink)					
HOMEWORK	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG	BRONZE LION CAMPAIGN
MUSIC	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG	BRONZE LION CAMPAIGN
TIDY-UP	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG	BRONZE LION CAMPAIGN
COKE KTCHKK	COCA-COLA	COCA-COLA	DAVID MIAMI	USA	GOLD LION CAMPAIGN
COKE PTSSHHHH	COCA-COLA	COCA-COLA	DAVID MIAMI	USA	GOLD LION CAMPAIGN
COKE FZZZZZZ	COCA-COLA	COCA-COLA	DAVID MIAMI	USA	GOLD LION CAMPAIGN
LOVERS, DON'T SPREAD THE HATE - HONEY	UNILEVER	MARMITE	ADAM&EVEDDB LONDON	UNITED KINGDOM	GOLD LION CAMPAIGN
LOVERS, DON'T SPREAD THE HATE - BUTTER	UNILEVER	MARMITE	ADAM&EVEDDB LONDON	UNITED KINGDOM	GOLD LION CAMPAIGN
LOVERS, DON'T SPREAD THE HATE - MARMALADE	UNILEVER	MARMITE	ADAM&EVEDDB LONDON	UNITED KINGDOM	GOLD LION CAMPAIGN
A04 (Consumer Durables)					
ALI	LEICA STORE BOSTON	CAMERAS	ARNOLD WORLDWIDE BOSTON	USA	BRONZE LION CAMPAIGN
CHE	LEICA STORE BOSTON	CAMERAS	ARNOLD WORLDWIDE BOSTON	USA	BRONZE LION CAMPAIGN
SPACESHIP	DKSH (THAILAND) LIMITED	LEGO	OGILVY GROUP THAILAND BANGKOK	THAILAND	BRONZE LION CAMPAIGN
KISS	LEICA STORE BOSTON	CAMERAS	ARNOLD WORLDWIDE BOSTON	USA	BRONZE LION CAMPAIGN
MARTIAL ARTS CHAMPIONS	SEKRON	SECURITY COMPANY	GREY BRAZIL SÃO PAULO	BRAZIL	BRONZE LION CAMPAIGN
ARMY HEADQUARTER	SEKRON	SECURITY COMPANY	GREY BRAZIL SÃO PAULO	BRAZIL	BRONZE LION CAMPAIGN
POLICE	SEKRON	SECURITY COMPANY	GREY BRAZIL SÃO PAULO	BRAZIL	BRONZE LION CAMPAIGN
DRAGON	DKSH (THAILAND) LIMITED	LEGO	OGILVY GROUP THAILAND BANGKOK	THAILAND	BRONZE LION CAMPAIGN
EMPIRE STATES	DKSH (THAILAND) LIMITED	LEGO	OGILVY GROUP THAILAND BANGKOK	THAILAND	BRONZE LION CAMPAIGN
A05 (Automotive)					
CEMENT	VOLKSWAGEN	TRUCKS	GEOMETRY GLOBAL BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
WINE	VOLKSWAGEN	TRUCKS	GEOMETRY GLOBAL BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
SOY	VOLKSWAGEN	TRUCKS	GEOMETRY GLOBAL BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
NIGERIA	VOLKSWAGEN	DRIVER ASSISTANCE FEATURES	DDB ARGENTINA BUENOS AIRES	ARGENTINA	SILVER LION CAMPAIGN
INDIA	VOLKSWAGEN	DRIVER ASSISTANCE FEATURES	DDB ARGENTINA BUENOS AIRES	ARGENTINA	SILVER LION CAMPAIGN
BOLIVIA	VOLKSWAGEN	DRIVER ASSISTANCE FEATURES	DDB ARGENTINA BUENOS AIRES	ARGENTINA	SILVER LION CAMPAIGN
PARTY EMOJI	HYUNDAI	DRIVE RESPONSIBLY PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA	BRONZE LION CAMPAIGN
LAUGHTER EMOJI	HYUNDAI	DRIVE RESPONSIBLY PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA	BRONZE LION CAMPAIGN
TOY GUN EMOJI	HYUNDAI	DRIVE RESPONSIBLY PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA	BRONZE LION CAMPAIGN
A06 (Retail)					
MCDelivery-3	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
MCDelivery-4	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
MCDelivery-6	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
MCDelivery-2	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
MCDelivery-1	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
BIRTHDAY 1	BURGER KING	RESTAURANTS	LOLA MULLENLOWE MADRID	SPAIN	GOLD LION CAMPAIGN
BIRTHDAY 5	BURGER KING	RESTAURANTS	LOLA MULLENLOWE MADRID	SPAIN	GOLD LION CAMPAIGN
BIRTHDAY 4	BURGER KING	RESTAURANTS	LOLA MULLENLOWE MADRID	SPAIN	GOLD LION CAMPAIGN
KFC 'AFC - ZFC'	KFC	KFC	MOTHER LONDON	UNITED KINGDOM	SILVER LION
A07 (Travel)					
ARIZONA - RHINELAND	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY FRANKFURT	GERMANY	BRONZE LION CAMPAIGN
GUILIN - KROMLAU	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY FRANKFURT	GERMANY	BRONZE LION CAMPAIGN
VANCOUVER - HUNS RUECK	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY FRANKFURT	GERMANY	BRONZE LION CAMPAIGN
SANTOS - BERLIN	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY FRANKFURT	GERMANY	BRONZE LION CAMPAIGN
OREGON - BAVARIA	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY FRANKFURT	GERMANY	BRONZE LION CAMPAIGN

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A08 (Leisure)					
REARRANGED - 1	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY	SILVER LION CAMPAIGN
REARRANGED - 3	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY	SILVER LION CAMPAIGN
REARRANGED - 4	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY	SILVER LION CAMPAIGN
A09 (Media / Entertainment)					
WATER POLO	ESPN	ESPN APP	AFRICA SÃO PAULO	BRAZIL	BRONZE LION CAMPAIGN
BASKETBALL	ESPN	ESPN APP	AFRICA SÃO PAULO	BRAZIL	BRONZE LION CAMPAIGN
A10 (Consumer Services / Business to Business)					
PLAYING WITH BABY	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO MCCANN BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
RUNNING	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO MCCANN BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
WASHING DISHES	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO MCCANN BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
FRENCH KISS	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO MCCANN BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
A11 (Not-for-profit / Charity / Government)					
GUNS 1	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA MIAMI	USA	BRONZE LION CAMPAIGN
GUNS 2	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA MIAMI	USA	BRONZE LION CAMPAIGN
GUNS 3	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA MIAMI	USA	BRONZE LION CAMPAIGN
GUNS 4	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA MIAMI	USA	BRONZE LION CAMPAIGN
EARTHQUAKE	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	VMLY&R SANTIAGO	CHILE	GOLD LION CAMPAIGN
TSUNAMI	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	VMLY&R SANTIAGO	CHILE	GOLD LION CAMPAIGN
HURRICANE	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	VMLY&R SANTIAGO	CHILE	GOLD LION CAMPAIGN
A12 (Corporate Social Responsibility (CSR) / Corporate Image)					
BEER	VOLKSWAGEN	DRIVE CAREFULLY	DDB ARGENTINA BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
VODKA	VOLKSWAGEN	DRIVE CAREFULLY	DDB ARGENTINA BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
TEQUILA	VOLKSWAGEN	DRIVE CAREFULLY	DDB ARGENTINA BUENOS AIRES	ARGENTINA	BRONZE LION CAMPAIGN
B01 (Commercial Publications)					
THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA\CHIAT\DAY NEW YORK	USA	SILVER LION
THE 9'58 BIOGRAPHY	PUMA	BIOGRAPHY BOOK	BETC/HAVAS SÃO PAULO	BRAZIL	BRONZE LION
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	GRAND PRIX
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND	BRONZE LION
ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWA\INDIA MUMBAI	INDIA	BRONZE LION
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	MCCANN PARIS	FRANCE	GOLD LION
JUDGEABLE COVERS COLLECTION	E-GALAXIA PUBLISHING HOUSE	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL	SILVER LION
B02 (Publications for Good for Charity / Not-for-profit)					
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	GOLD LION
C01 (Adapted Print)					
ROOTS	AIB	AIB	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND	BRONZE LION
C02 (Innovative Use of Print)					
THE BEER BEHIND SPORTS	AB INBEV	BUDWEISER	AFRICA SÃO PAULO	BRAZIL	SILVER LION
THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE PARIS	FRANCE	SILVER LION
AN UNREPEATABLE PHOTOGRAPH?	TRAPA CHOCOLATES	TRAPA - PALM OIL FREE CHOCOLATES	FCB&FIRE MADRID	SPAIN	BRONZE LION
READ MORE. LISTEN MORE.	UNESCO, THE NEW YORK TIMES AND PARTICIPATING NEWS ORGANIZATIONS	WORLD PRESS FREEDOM DAY	DROGA5 NEW YORK	USA	BRONZE LION