

Outdoor Winners

Award	Prize	Title	Brand	Product	Entrant / Idea Creation	Location
Grand Prix	Grand Prix Campaign	DAY 35	BURGER KING	FAST FOOD	BURGER KING, Miami / INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	USA / SWEDEN / ROMANIA
	Grand Prix Campaign	DAY 28	BURGER KING	FAST FOOD	BURGER KING, Miami / INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	USA / SWEDEN / ROMANIA
	Grand Prix Campaign	DAY 32	BURGER KING	FAST FOOD	BURGER KING, Miami / INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	USA / SWEDEN / ROMANIA
Grand Prix	Grand Prix	SHUTTER ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
Grand Prix	Grand Prix	RENAULT - VILLAGE ELECTRIQUE	RENAULT	RENAULT ZOE	PUBLICIS CONSEIL, Paris	FRANCE
Gold Lion	Gold Lion Campaign	BACKSTAGE 01	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL
	Gold Lion Campaign	BACKSTAGE 02	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL
	Gold Lion Campaign	BACKSTAGE 03	ALPARGATAS	HAVAIANAS	ALMAPBBDO, São Paulo	BRAZIL
Gold Lion	Gold Lion Campaign	MODERN	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM
	Gold Lion Campaign	SIXTIES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM
	Gold Lion Campaign	TERRACE	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM
Gold Lion	Gold Lion Campaign	PARKDISTANCECONTROL	MINI	MINI	SERVICEPLAN GERMANY, Munich	GERMANY
	Gold Lion Campaign	ADAPTIVELEDHEADLIGHTS	MINI	MINI	SERVICEPLAN GERMANY, Munich	GERMANY
	Gold Lion Campaign	PARKINGASSISTANT	MINI	MINI	SERVICEPLAN GERMANY, Munich	GERMANY
Gold Lion	Gold Lion Campaign	DAY 35	BURGER KING	FAST FOOD	BURGER KING, Miami / INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	USA / SWEDEN / ROMANIA
	Gold Lion Campaign	DAY 28	BURGER KING	FAST FOOD	BURGER KING, Miami / INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	USA / SWEDEN / ROMANIA
	Gold Lion Campaign	DAY 32	BURGER KING	FAST FOOD	BURGER KING, Miami / INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	USA / SWEDEN / ROMANIA
Gold Lion	Gold Lion Campaign	ZIMBABWE	RED CROSS	RED CROSS	ARNOLD WORLDWIDE, Boston	USA
	Gold Lion Campaign	VIETNAM	RED CROSS	RED CROSS	ARNOLD WORLDWIDE, Boston	USA
Gold Lion	Gold Lion	BOARDS OF CHANGE	CITY OF CHICAGO	CITY OF CHICAGO	FCB CHICAGO	USA
Gold Lion	Gold Lion	RENAULT - VILLAGE ELECTRIQUE	RENAULT	RENAULT ZOE	PUBLICIS CONSEIL, Paris	FRANCE
Gold Lion	Gold Lion	LIFEBOAT- THE EXPERIMENT	SEA-WATCH E.V.	SEA-WATCH E.V.	SERVICEPLAN GERMANY, Munich	GERMANY
Gold Lion	Gold Lion	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	DONATION DOLLAR	SAATCHI & SAATCHI, Melbourne	AUSTRALIA
Gold Lion	Gold Lion	UP THE VOTE	REDDIT	REDDIT	R/GA, San Francisco	USA
Gold Lion	Gold Lion	COURAGE IS BEAUTIFUL	DOVE	DOVE MASTERBRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA
Gold Lion	Gold Lion	UBER HEETCH	HEETCH	HEETCH	MARCEL, Paris	FRANCE

Gold Lion	Gold Lion	THE HOMELESS BANK ACCOUNT	HSBC	HSBC	WUNDERMAN THOMPSON, London	UNITED KINGDOM
Silver Lion	Silver Lion Campaign	THE BOULES	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BAR	TBWA\PARIS	FRANCE
	Silver Lion Campaign	THE KISS	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BAR	TBWA\PARIS	FRANCE
	Silver Lion Campaign	THE MOULIN ROUGE	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BAR	TBWA\PARIS	FRANCE
	Silver Lion Campaign	THE TERRACE	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BAR	TBWA\PARIS	FRANCE
Silver Lion	Silver Lion Campaign	PATRICIA	DOVE	DOVE MASTERBRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA
	Silver Lion Campaign	AMANDA	DOVE	DOVE MASTERBRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA
	Silver Lion Campaign	PATRICK	DOVE	DOVE MASTERBRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA
	Silver Lion Campaign	ГҮЗЕЛЪ	DOVE	DOVE MASTERBRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA
Silver Lion	Silver Lion Campaign	BIG MAC	MCDONALD'S	MCDONALD'S PRODUCTS	LEO BURNETT, London	UNITED KINGDOM
	Silver Lion Campaign	MCMUFFIN	MCDONALD'S	MCDONALD'S PRODUCTS	LEO BURNETT, London	UNITED KINGDOM
	Silver Lion Campaign	FILLET O FISH	MCDONALD'S	MCDONALD'S PRODUCTS	LEO BURNETT, London	UNITED KINGDOM
Silver Lion	Silver Lion	THE CONDO T-SHIRTS	DIESEL	DIESEL WYWNWOOD CONDOMINIUM	SMALL, New York	USA
Silver Lion	Silver Lion	DOUBLE MOON	UAE GOVERNMENT MEDIA OFFICE	EMIRATES MARS MISSION	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES

Silver Lion	Silver Lion	EURYTHENES PLASTICUS	WWF GERMANY	A NEW SPECIES	BBDO, Düsseldorf	GERMANY
Silver Lion	Silver Lion	H&M LOOOP	H&M	REMAKING CLOTHES	AKQA, Stockholm	SWEDEN
Silver Lion	Silver Lion	THE MOST VALUABLE NEWS	FOLHA DE S.PAULO NEWSPAPER	INTITUTIONAL	AFRICA DDB, São Paulo	BRAZIL
Silver Lion	Silver Lion	THE OREO DOOMSDAY VAULT	OREO	OREO COOKIES	THE COMMUNITY, New York	USA
Silver Lion	Silver Lion	THE INVISIBLE STORE	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan / INDEPENDENT IDEAS, Milan	ITALY
Silver Lion	Silver Lion	SHUTTER ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
Silver Lion	Silver Lion	MOTHERLAND PRIDE	KYIVPRIDE	NGO	SAATCHI & SAATCHI UKRAINE, Kiev	UKRAINE
Silver Lion	Silver Lion	IN SOMEONE ELSE'S SHOES	SANTANDER BANK	SANTANDER BANK	STUDIO TESIS, Sao Paulo / ARNOLD WORLDWIDE, Boston	BRAZIL / USA
Silver Lion	Silver Lion	WE STAND	SANTANDER BANK	WE STAND FOR NEWSSTANDS	VMLY&R BRAZIL, São Paulo / SUNO UNITED CREATORS, Sao Paulo	BRAZIL
Silver Lion	Silver Lion	THE PUNISHING SIGNAL	MUMBAI POLICE	SERVICE	FCB INTERFACE, Mumbai	INDIA
Silver Lion	Silver Lion	ANCESTRY - THE OLD PICCADILLY LIGHTS	ANCESTRY	ANCESTRY	ANOMALY, London	UNITED KINGDOM
Silver Lion	Silver Lion	COFFEE STAMP	NESCAFÉ®	NESCAFÉ® ARTESANO	PUBLICIS COLOMBIA, Bogotá	COLOMBIA
Silver Lion	Silver Lion	DORITOS WASABI	PEPSICO	DORITOS	ALMAPBBDO, São Paulo	BRAZIL
Silver Lion	Silver Lion	FOR YOUR CONSIDERATION	WOMEN IN FILM	WOMEN IN FILM	SAATCHI & SAATCHI, New York	USA
Silver Lion	Silver Lion	HOME OF THE BILLBOARDS	BURGER KING	INSTITUCIONAL	DAVID, Buenos Aires	ARGENTINA
Silver Lion	Silver Lion	GLASS CEILING BREAKER	CHIEF AND NATIONAL WOMEN'S HISTORY MUSEUM	CHIEF	BBH, New York	USA
Bronze Lion	Bronze Lion	CLIMATE CONFERENCE	DEUTSCHE UMWELTHILFE	DEUTSCHE UMWELTHILFE	HAVAS GERMANY, Düsseldorf	GERMANY
Bronze Lion	Bronze Lion Campaign	THE 2 CV	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BAR	TBWAIPARIS	FRANCE
	Bronze Lion Campaign	THE TERRACE	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BAR	TBWAIPARIS	FRANCE
	Bronze Lion Campaign	THE MOULIN ROUGE	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BAR	TBWAIPARIS	FRANCE
Bronze Lion	Bronze Lion Campaign	TUNA	QROMA	WATER RESISTANT AMERICAN COLORS	FAHRENHEIT DDB, Lima	PERU

	Bronze Lion Campaign	KOI	QROMA	WATER RESISTANT AMERICAN COLORS	FAHRENHEIT DDB, Lima	PERU
Bronze Lion	Bronze Lion Campaign	THE WEDDING	COLGATE PALMOLIVE	COLGATE	VMLY&R, Paris / RED FUSE, Paris	FRANCE
	Bronze Lion Campaign	THE VISIT	COLGATE PALMOLIVE	COLGATE	VMLY&R, Paris / RED FUSE, Paris	FRANCE
	Bronze Lion Campaign	FRIENDS	COLGATE PALMOLIVE	COLGATE	VMLY&R, Paris / RED FUSE, Paris	FRANCE
Bronze Lion	Bronze Lion	HUNGER CAST	MARS	SNICKERS	ALMAPBBDO, São Paulo	BRAZIL
Bronze Lion	Bronze Lion	BOARDS OF CHANGE	CITY OF CHICAGO	CITY OF CHICAGO	FCB CHICAGO	USA
Bronze Lion	Bronze Lion	THE LAST OLDER PERSON TO DIE IN LONELINESS	BBK FOUNDATION	FOUNDATION	LLYC, Madrid	SPAIN
Bronze Lion	Bronze Lion	COFFEE STAMP	NESCAFÉ®	NESCAFÉ® ARTESANO	PUBLICIS COLOMBIA, Bogotá	COLOMBIA
Bronze Lion	Bronze Lion	MAGNUM XXL TOWEL COLLECTION	MAGNUM/UNILEVER	Magnum Ice Cream	LOLA MULLENLOWE, Madrid	SPAIN
Bronze Lion	Bronze Lion	GLASS OF THRONES	TOURISM IRELAND	TOURISM IRELAND	PUBLICIS•POKE, London	UNITED KINGDOM
Bronze Lion	Bronze Lion	KING OF INTERNET	CONNECT	CONNECT INTERNET SERVICES	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
Bronze Lion	Bronze Lion	SAMSUNG MICROCODES	SAMSUNG	SAMSUNG GALAXY S20 ULTRA	CHE PROXIMITY, Sydney	AUSTRALIA
Bronze Lion	Bronze Lion	UNTOUCHABLES.	EVA CLINIC	EVA CLINIC	LEO BURNETT, Mexico City	MEXICO
Bronze Lion	Bronze Lion	VOLVO LIVESAVER	VOLVO	AED (AUTOMATED EXTERNAL DEFIBRILLATOR)	OGILVY SOCIAL LAB, Amsterdam	THE NETHERLANDS
Bronze Lion	Bronze Lion	THE ANTI-LOOK	JOHANNITER	JOHANNITER	SCHOLZ & FRIENDS, Berlin	GERMANY
Bronze Lion	Bronze Lion	SICKKIDS AIRBNB	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	NO FIXED ADDRESS, Toronto	CANADA
Bronze Lion	Bronze Lion	EURYTHENES PLASTICUS	WWF GERMANY	A NEW SPECIES	BBDO, Düsseldorf	GERMANY
Bronze Lion	Bronze Lion	THE INVISIBLE STORE	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan / INDEPENDENT IDEAS, Milan	ITALY
Bronze Lion	Bronze Lion	MARGARET BY MOONLIGHT	GOOGLE	GOOGLE EARTH	GOOGLE, New York / GOOGLE CREATIVE LAB, New York	USA
Bronze Lion	Bronze Lion	DROIT DE REGARD THE EYE OPENING TEST	DROIT DE REGARD	DROIT DE REGARD	BETC, Paris	FRANCE
Bronze Lion	Bronze Lion	UBER HEETCH	HEETCH	HEETCH	MARCEL, Paris	FRANCE
Bronze Lion	Bronze Lion	THE PUNISHING SIGNAL	MUMBAI POLICE	SERVICE	FCB INTERFACE, Mumbai	INDIA
Bronze Lion	Bronze Lion	THE PUNISHING SIGNAL	MUMBAI POLICE	SERVICE	FCB INTERFACE, Mumbai	INDIA
Bronze Lion	Bronze Lion	MIGHT BE COMING SOON	@BEHOLDOSLO	SUPREME ROASTWORKS	SOLLIN SæLE, Oslo	NORWAY

Bronze Lion	Bronze Lion	DORITOS WASABI	PEPSICO	DORITOS	ALMAPBDO, São Paulo	BRAZIL
Bronze Lion	Bronze Lion	MIGHT BE COMING SOON	@BEHOLDOSLO	SUPREME ROASTWORKS	SOLLIN SæLE, Oslo	NORWAY
Bronze Lion	Bronze Lion	CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE