

Cannes 2021 - Social & Influencer Winners

Prize	Title	Entrant / Idea Creation	Brand	Product	Production	Location
Grand Prix	SUPERB OWL	R/GA, San Francisco	REDDIT	REDDIT	R/GA San Francisco	USA
Grand Prix	STEVENAGE CHALLENGE	DAVID, Madrid / DAVID, Miami	BURGER KING	BURGER KING	LANDIA Madrid	SPAIN / USA
Gold Lion	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL Paris	FRANCE
Gold Lion	SUPER WENDY'S WORLD	VMLY&R, Kansas City	WENDY'S	FAST FOOD		USA
Gold Lion	SWIPE NIGHT	72ANDSUNNY, Los Angeles	MATCH GROUP	TINDER	M SS NG P ECES Los Angeles	USA
Gold Lion	PARKSCAPES	BBDO, Toronto	REGENT PARK SCHOOL OF MUSIC	MUSIC EDUCATION	FLARE BBDO Toronto	CANADA
Gold Lion	FUTURE OFFICIAL SPONSORS	VAYNERMEDIA, New York	ABINBEV	BUDWEISER	3STAR PRODUCTIONS Los Angeles	USA
Gold Lion	#STILLSPEAKINGUP DEEPTUTH	PUBLICIS MEXICO, Mexico City / PUBLICIS LATVIA, Riga	PROPUESTA CÍVICA + REPORTERS SANS FRONTIERES	NGO TO PROTECT MEXICAN JOURNALIST.	ÁRBOL CINE Mexico City / EL MALL Mexico City / KAREN GÓMEZ NAVA Mexico City / THE LIFT Mexico City	MEXICO / LATVIA
Gold Lion	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	REPORTER WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	BLOCKWORKS London / MEDIAMONKS Hilversum	GERMANY
Gold Lion	BACK TO SCHOOL ESSENTIALS	BBDO, New York	SANDY HOOK PROMISE	SANDY HOOK PROMISE	SMUGGLER New York	USA
Silver Lion	CHICKEN WARS	GSD&M, Austin	POPEYES LOUISIANA KITCHEN	POPEYES CHICKEN SANDWICH		USA
Silver Lion	CHICKEN WARS	GSD&M, Austin	POPEYES LOUISIANA KITCHEN	POPEYES CHICKEN SANDWICH		USA
Silver Lion	RAISING PROFILES	FCB INFERNO, London	THE BIG ISSUE & LINKEDIN	THE BIG ISSUE & LINKEDIN		UNITED KINGDOM
Silver Lion	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	REPORTER WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	BLOCKWORKS London / MEDIAMONKS Hilversum	GERMANY
Silver Lion	\$5 MISSING MENU MEAL TIKTOK	FALLON, Minneapolis	ARBY'S	ARBY'S	MOXIE Atlanta	USA
Silver Lion	#FREECUTHBERT	McCANN, Manchester	ALDI	CUTHBERT CATERPILLAR CAKE	McCANN Manchester	UNITED KINGDOM
Silver Lion	STEVENAGE CHALLENGE	DAVID, Madrid / DAVID, Miami	BURGER KING	BURGER KING	LANDIA Madrid	SPAIN / USA
Silver Lion	SUPER WENDY'S WORLD	VMLY&R, Kansas City	WENDY'S	FAST FOOD		USA
Silver Lion	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL Paris	FRANCE
Silver Lion	THE BREAD EXAM	McCANN, Paris	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	SPINNEYS FLOUR	CRAFT Dusseldorf / McCANN Paris / OCTOPUS Paris / SATELLITE MY LOVE Paris	FRANCE
Silver Lion	SUPERB OWL	R/GA, San Francisco	REDDIT	REDDIT	R/GA San Francisco	USA
Silver Lion	GOOD MORNING WORLD	SPECIAL, Auckland / SPECIAL, Sydney	TOURISM NEW ZEALAND	NEW ZEALAND TOURISM	NIMBLE Auckland / SWEETSHOP Auckland	NEW ZEALAND / AUSTRALIA
Silver Lion	PARKSCAPES	BBDO, Toronto	REGENT PARK SCHOOL OF MUSIC	MUSIC EDUCATION	FLARE BBDO Toronto	CANADA

Silver Lion	BURJER KINJ OR BURGHER KINGH?	WUNDERMAN THOMPSON, Riyadh	BURGER KING	WHOPPER		SAUDI ARABIA
Silver Lion	#STILLSPEAKINGUP DEEPTRUTH	PUBLICIS MEXICO, Mexico City / PUBLICIS LATVIA, Riga	PROPUESTA CIVICA + REPORTERS SANS FRONTIERES	NGO TO PROTECT MEXICAN JOURNALIST.	ÁRBOL CINE Mexico City / EL MALL Mexico City / KAREN GÓMEZ NAVA Mexico City / THE LIFT Mexico City	MEXICO / LATVIA
Silver Lion	BACK TO SCHOOL ESSENTIALS	BBDO, New York	SANDY HOOK PROMISE	SANDY HOOK PROMISE	SMUGGLER New York	USA
Bronze Lion	WHOPPER REPLY	UNCLE GREY, Copenhagen	BURGER KING	BURGER KING	UNCLE GREY Copenhagen	DENMARK
Bronze Lion	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL Paris	FRANCE
Bronze Lion	#GOEQUAL	AFRICA DDB, São Paulo	GO EQUAL MOVEMENT	GO EQUAL MOVEMENT	KILLERS São Paulo / SATELITE AUDIO São Paulo	BRAZIL
Bronze Lion	PLAYLIST TIMER	PUBLICIS ITALY, Milan	BARILLA	BARILLA	PUBLICIS ITALY Milan	ITALY
Bronze Lion	ENJOY BEFORE RETURNING	PUBLICIS ITALY, Milan	DIESEL	DIESEL	SMUGGLER London	ITALY
Bronze Lion	THE OREO DOOMSDAY VAULT	THE COMMUNITY, New York	OREO	OREO COOKIES	WORLD WAR SEVEN Los Angeles	USA
Bronze Lion	BRING ON WINTER	HOST/HAVAS, Sydney	AIR NEW ZEALAND	AIR NEW ZEALAND		AUSTRALIA
Bronze Lion	THAT LOOK FROM POPEYES	GUT AGENCY, Miami / POPEYES LOUISIANA KITCHEN INC., Miami	POPEYES LOUISIANA KITCHEN	BRAND CAMPAIGN	KREATIVE KONTENT Fort Lauderdale	USA
Bronze Lion	EARTH IS SAYING	GREY COLOMBIA, Bogotá	GREENPEACE	GREENPEACE	MA-FRIEND Bogota / TOWNHOUSE Bogota	COLOMBIA
Bronze Lion	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	REPORTER WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	BLOCKWORKS London / MEDIAMONKS Hilversum	GERMANY
Bronze Lion	THE UNFINISHED VOTES	McCANN HEALTH, New York	CHANGE THE REF	CHANGE THE REF	BANDIT New York / LIGHTFARM STUDIOS Rio De Janeiro / THE COLONY MEDIA New York / YESSIAN MUSIC New York	USA
Bronze Lion	PEDESTAL PROJECT	BBDO, New York	COLOR OF CHANGE	COLOR OF CHANGE	BBDO STUDIOS New York / CATCH & RELEASE New York / HAPPY FINISH London / ROCK PAPER SCISSORS New York	USA
Bronze Lion	ABOLISH PARAGRAPH 219A	GREY HAMBURG, Hamburg	TERRE DES FEMMES	WOMEN'S RIGHTS	TEMPOMEDIA Hamburg	GERMANY
Bronze Lion	BACK TO SCHOOL ESSENTIALS	BBDO, New York	SANDY HOOK PROMISE	SANDY HOOK PROMISE	SMUGGLER New York	USA
Bronze Lion	CHIPOTLE X E.L.F. COSMETICS	DAY ONE AGENCY, New York / MOVERS AND SHAKERS SALSA AND BACHATA DANCE ACADEMY, Los Angeles	CHIPOTLE MEXICAN GRILL AND E.L.F. COSTMETICS	CHIPOTLE FAST CASUAL DINING, E.L.F. COSMETICS MAKEUP PRODUCTS	DAY ONE AGENCY New York / MOVERS AND SHAKERS SALSA AND BACHATA DANCE ACADEMY Los Angeles / RQ West Hollywood, Ca	USA
Bronze Lion	GOLDFISH GO FOR THE HANDFUL	SAATCHI & SAATCHI, New York	CAMPBELL SOUP COMPANY	GOLDFISH CRACKERS	BISCUIT FILMWORKS Los Angeles	USA
Bronze Lion	THE CLEAN JERSEY SWAP	SAATCHI & SAATCHI, New York / PROCTER & GAMBLE, Cincinnati	PROCTER & GAMBLE	TIDE	BISCUIT FILMWORKS Los Angeles	USA
Bronze Lion	LINKEDOUT	TBWA\PARIS, Paris	LINKEDIN & ENTOURAGE	RECRUITMENT PLATFORM	DAN PARIS / TBWA\ELSE Paris	FRANCE
Bronze Lion	PLEASE ARREST ME	OGILVY, Singapore	RIT FOUNDATION	NGO	1908 SCORING STUDIOS Los Angeles / CREAM DIRECTORS London / EDITMACHINE Gorizia / KNIGHTS MEDIA & FILMS Mumbai	SINGAPORE
Bronze Lion	WHEN WILL SHE BE RIGHT?	THE MONKEYS, PART OF ACCENTURE INTERACTIVE, Sydney	UN WOMEN AUSTRALIA	GENDER EQUALITY - COMMUNITY SERVICE ANNOUNCEMENT	RABBIT Sydney	AUSTRALIA
Bronze Lion	THE UNSAID	CLEMENGER BBDO, Wellington	WAKA KOTAHI - NZ TRANSPORT AGENCY	WAKA KOTAHI - NZ TRANSPORT AGENCY	CLEMENGER BBDO Wellington	NEW ZEALAND
Bronze Lion	#EYESLIPSFACE	MOVERS+SHAKERS, Santa Monica / E.L.F. COSMETICS, Oakland	E.L.F. COSMETICS	E.L.F. COSMETICS' BRAND	E.L.F. COSMETICS Oakland / MOVERS+SHAKERS Santa Monica	USA

Bronze Lion	DON'T DRINK AND BUY	DAVID, Miami	ABINBEV	BUDWEISER ZERO	COSMO STREET EDITORIAL Santa Monica / DAVID Miami / FUZE IMAGES Curitiba / THE MILL Los Angeles	USA
Bronze Lion	FUTURE OFFICIAL SPONSORS	VAYNERMEDIA, New York	ABINBEV	BUDWEISER	3STAR PRODUCTIONS Los Angeles	USA
Bronze Lion	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	REPORTER WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	BLOCKWORKS London / MEDIAMONKS Hilversum	GERMANY
Bronze Lion	SUPERB OWL	R/GA, San Francisco	REDDIT	REDDIT	R/GA San Francisco	USA
Bronze Lion	THE CROWN: ROYALTY RETURNS	PUBLICIS ITALY, Milan	NETFLIX	NETFLIX	PRODIGIOUS ITALY Milan	ITALY
Bronze Lion	SWEETBLOCK	FCB BRASIL, São Paulo	ABRAJI & CONGRESSO EM FOCO	INSTITUCIONAL	FCB BRASIL São Paulo / SHUFFLE AUDIO São Paulo	BRAZIL
Bronze Lion	FRANCESCA	PUBLICIS ITALY, Milan	DIESEL	DIESEL	DIVISION Paris / MIKROS IMAGE Paris	ITALY