

2023 SHORTLIST

Creative B2B



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Cross-channel Storytelling)				
TIP FOR HEINZ	THE KRAFT HEINZ COMPANY	HEINZ	MISCHIEF @ NO FIXED ADDRESS, New York	USA
BAR EXPERIENCE	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
A02 (Brand Experience)				
DAS CHAIR	VOLKSWAGEN COMMERCIAL VEHICLES	VOLKSWAGEN COMMERCIAL VEHICLES	TRY AS, Oslo	NORWAY
THE SMALLPOX SIMULATOR	MERIDIAN MEDICAL TECHNOLOGIES	THE SMALLPOX SIMULATOR	WUNDERMAN THOMPSON HEALTH, New York	USA
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
A03 (Innovative use of Content)				
PANTONE THE MAGENTAVERSE	PANTONE LLC	PANTONE COLOR OF THE YEAR 2023	HUGE, New York	USA
VEHICLE OF CHANGE	VATTENFALL	VATTENFALL + CAKE	NORD DDB, Stockholm	SWEDEN
A04 (Targeting & Engagement)				
TIP FOR HEINZ	THE KRAFT HEINZ COMPANY	HEINZ	MISCHIEF @ NO FIXED ADDRESS, New York	USA
NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA
ALIAS HOTELS BY RELOSHARE	RELOSHARE	SAFE STAYS BY RELOSHARE	DDB, San Francisco	USA
BAR EXPERIENCE	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA
EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBDDO, Sao Paulo	BRAZIL
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
A05 (Effectiveness & Measurement)				
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA
A07 (Breakthrough on a Budget)				
IS THAT HEINZ?	HEINZ	HEINZ TOMATO KETCHUP	WUNDERMAN THOMPSON TURKEY, Istanbul	TURKEY
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS
CHATPAT	SOS CHILDREN'S VILLAGES	SOS CHILDREN'S VILLAGES	FCB CHICAGO / FCB KINNECT, Mumbai / FCB INDIA, Gurugram	USA
A08 (Challenger Brand)				
HOW MUCH IS A SH*TLOAD?	FLOCK FREIGHT	FLOCK FREIGHT SHARED TRUCKLOAD	FLOCK FREIGHT, Encinitas / MAXIMUM EFFORT, Los Angeles	USA
NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA
DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO
A09 (Corporate Purpose & Social Responsibility)				
NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA
VEHICLE OF CHANGE	VATTENFALL	VATTENFALL + CAKE	NORD DDB, Stockholm	SWEDEN
WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN
BEER POWER	HEINEKEN	HEINEKEN	Le Pub, Sao Paolo	BRAZIL
SEE MY PAIN: THE GENDER PAIN GAP	NUROFEN	NUROFEN	McCANN, London	UNITED KINGDOM
DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA
EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBDDO, Sao Paulo	BRAZIL
A10 (Market Disruption)				
WIKITRUTH "CALL TO EDITORS"	UKRAINIAN WITNESS	FACT-BASED PLATFORM THAT DOCUMENTS AND SHOWS THE WAR IN UKRAINE	PUBLICIS GROUPE BENELUX, Amsterdam	THE NETHERLANDS
WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN
NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA
VEHICLE OF CHANGE	VATTENFALL	VATTENFALL + CAKE	NORD DDB, Stockholm	SWEDEN
BEER POWER	HEINEKEN	HEINEKEN	Le Pub, Sao Paolo	BRAZIL
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
PURE WASTE	SSAB	STEEL MANUFACTURER	FORSMAN & BODENFORS, Gothenburg	SWEDEN
A11 (Craft in B2B)				
FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN, Munich	GERMANY
A LOVE STORY	-	VOLVO	FORSMAN & BODENFORS, Gothenburg	SWEDEN
ROCK STAR	WORKDAY	ENTERPRISE CLOUD MANAGEMENT	OGILVY, LOS ANGELES / OGILVY, Chicago	USA
A12 (Integrated Campaigns)				
DAS CHAIR	VOLKSWAGEN COMMERCIAL VEHICLES	VOLKSWAGEN COMMERCIAL VEHICLES	TRY AS, Oslo	NORWAY
OTHER MC'S	HEINZ	HEINZ PICKLES KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
RENAULT - TIME-FIGHTERS PROGRAM	RENAULT	HUMAN FIRST PROGRAM	PUBLICIS CONSEIL, Paris	FRANCE
EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBDDO, Sao Paulo	BRAZIL
FAMIGLIA HEINZZOLA	HEINZ	HEINZ KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL