

2023 WINNER

Creative B2B



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A02 (Brand Experience)						
DAS CHAIR	VOLKSWAGEN COMMERCIAL VEHICLES	VOLKSWAGEN COMMERCIAL VEHICLES	TRY AS, Oslo	NORWAY	BRONZE LION	BRONZE LION
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	SILVER LION	SILVER LION
A04 (Targeting & Engagement)						
TIP FOR HEINZ	THE KRAFT HEINZ COMPANY	HEINZ	MISCHIEF @ NO FIXED ADDRESS, New York	USA	BRONZE LION	BRONZE LION
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	GOLD LION	GOLD LION
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	SILVER LION	SILVER LION
A07 (Breakthrough on a Budget)						
IS THAT HEINZ?	HEINZ	HEINZ TOMATO KETCHUP	WUNDERMAN THOMPSON TURKEY, Istanbul	TURKEY	BRONZE LION	BRONZE LION
A08 (Challenger Brand)						
HOW MUCH IS A SH*LOAD?	FLOCK FREIGHT	FLOCK FREIGHT SHARED TRUCKLOAD	FLOCK FREIGHT, Encinitas / MAXIMUM EFFORT, Los Angeles	USA	BRONZE LION	BRONZE LION
A09 (Corporate Purpose & Social Responsibility)						
NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	SILVER LION	SILVER LION
VEHICLE OF CHANGE	VATTENFALL	VATTENFALL + CAKE	NORD DDB, Stockholm	SWEDEN	BRONZE LION	BRONZE LION
EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL	GRAND PRIX	GRAND PRIX
A10 (Market Disruption)						
BEER POWER	HEINEKEN	HEINEKEN	Le Pub, Sao Paolo	BRAZIL	SILVER LION	SILVER LION
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	SILVER LION	SILVER LION
PURE WASTE	SSAB	STEEL MANUFACTURER	FORSMAN & BODENFORS, Gothenburg	SWEDEN	BRONZE LION	BRONZE LION
A11 (Craft in B2B)						
ROCK STAR	WORKDAY	ENTERPRISE CLOUD MANAGEMENT	Ogilvy, LOS ANGELES / Ogilvy, Chicago	USA	GOLD LION	GOLD LION
A12 (Integrated Campaigns)						
RENAULT - TIME-FIGHTERS PROGRAM	RENAULT	HUMAN FIRST PROGRAM	PUBLICIS CONSEIL, Paris	FRANCE	BRONZE LION	BRONZE LION
EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION