

2024 Winners



Integrated

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Integrated)						
FRIES BEAT	MCDONALD'S	MCFRY	DENTSU INC, Tokyo	JAPAN	BRONZE SPIKE	BRONZE SPIKE
FITCHIX	HONEST EGGS CO.	HONEST EGGS CO.	VML, Melbourne	AUSTRALIA	GRAND PRIX	GRAND PRIX
AUTOTRANSLATE	MYCAR TYRE AND AUTO	UTILITY	TBWA/SYDNEY	AUSTRALIA	BRONZE SPIKE	BRONZE SPIKE