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INTRO

On behalf of the entire team at USA TODAY and Gannett, we would like to congratulate the winners from the 62nd Cannes Lions International Festival of Creativity.

Cannes Lions is internationally recognized as one of the most prestigious awards in the world for the brand communications industry. In addition to the Lions Health Festival which launched in 2014, the Innovation Lions category became part of the awards at the inaugural Lions Innovation Festival in 2015. The awards at this two-day Festival recognized and celebrated the relationship between technology, data and ideas. As the proud US representative since 2000, we are honored to celebrate creativity, foster dialogue with creative leaders, and champion the Festival across the nation.

2015 was a record year at Cannes Lions with more than 15,000 delegates attending, and more than 40,000 pieces of work showcased. This year, the US brought home 298 awards total. These include 10 Grand Prix, 56 Gold, 97 Silver, 127 Bronze, 3 Product Design Lions, and 1 Titanium Grand Prix, 1 Glass Lion, and 1 Grand Prix for Good. To see all of the global winners from Cannes Lions 2015, including Lions Health, Lions Innovation, and the Special Awards, please visit www.canneslionsarchive.com.

Congratulations again to all of the US winners, and we invite you to join us as we celebrate by looking back on the winning work.

Andy Yost  
SVP, Chief Marketing Officer

Kevin Gentzel  
SVP, Chief Revenue Officer

GANNETT
BRANDED CONTENT & ENTERTAINMENT LIONS

GOLD LION WINNERS

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York

Madden Season
Advertiser: EA Sports America
Product: Madden NFL 15
Entrant: HEAT San Francisco

The Ice Bucket Challenge
Advertiser: The ALS Association
Product: The ALS Association
Entrant: The ALS Association Washington
BRANDED CONTENT & ENTERTAINMENT LIONS

SILVER LION WINNERS

**Barely Legal Pawn**
Advertiser: Audi of America
Product: Brand
Entrant: PMK*BNC New York

**Madden Season**
Advertiser: EA Sports
Product: Madden 15
Entrant: Hungry Man New York

**The Return of Lasso**
Advertiser: NBC Sports
Product: Barclay Premier League
Entrant: The Brooklyn Brothers New York

**Proud Whopper**
Advertiser: Burger King
Product: Whopper
Entrant: David Miami
Superpower For Hire: Rise of the Private Military
Advertiser: Activision
Product: Call of Duty: Blacksmith
Entrant: Virtue Worldwide: Creative Services by Vice New York

The Last Shot
Advertiser: Jordan Brand
Product: Footwear
Entrant: AKQA San Francisco

Horse with Harden
Advertiser: Foot Locker
Product: Foot Locker
Entrant: BBDO New York

Pretzel Bacon Cheeseburger – Yes, Yes, Yes
Advertiser: Wendy’s
Product: Quick Service Restaurant
Entrant: VML Kansas City
BRANDED CONTENT & ENTERTAINMENT LIONS

SILVER LION WINNERS (continued)

Gisele Bundchen – I Will What I Want
Advertiser: Under Armour
Product: Women’s Apparel
Entrant: Droga5 New York

Tap Thru
Advertiser: Lowe’s
Product: Lowe’s
Entrant: BBDO New York
BRANDED CONTENT & ENTERTAINMENT LIONS

BRONZE LION WINNERS

Sweat It to Get It
Advertiser: Gatorade
Product: Gatorade
Entrant: TBWA\Chiat\Day Los Angeles

What Lives Inside
Advertiser: Intel & Dell
Product: Dell Venue Tablet with Intel Inside
Entrant: Pereira & O’Dell San Francisco

The Snickers Write-Off
Advertiser: Mars Chocolate North America
Product: Snickers
Entrant: BBDO New York

Bud Light Whatever, USA Launch 2014
Advertiser: AB-Inbev
Product: Bud Light
Entrant: Energy BBDO Chicago
BRONZE LION WINNERS (continued)

Zoolander Returns to the Runway
Advertiser: Paramount Pictures
Product: Zoolander 2
Entrant: WME | IMC New York

Left Swipe Dat
Advertiser: American Legacy Foundation
Product: Truth
Entrant: 72andSunny Playa Vista

Project Architeuthis
Advertiser: U.S. Navy
Product: Recruitment
Entrant: Lowe Campbell Ewald Detroit

Unskippable
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond
CREATIVE EFFECTIVENESS LIONS

GOLD LION WINNER

This is Wholesome
Advertiser: Mondeléz International
Product: Honeymaid
Entrant: Droga5 New York

SILVER LION WINNERS

If We Made It
Advertiser: Heineken USA
Product: Newcastle
Entrant: Droga5 New York

Cable Effects
Advertiser: DIRECTV
Product: Pay TV
Entrant: Grey New York
CREATIVE EFFECTIVENESS LIONS

BRONZE LION WINNERS

2014 Taco Bell Breakfast Launch
(Ronald McDonald Launch)
Advertiser: Taco Bell
Product: Taco Bell Breakfast Menu
Entrant: Deutsch LA

The Launch of PS4
Advertiser: Playstation
Product: Games Console
Entrant: BBH New York
CYBER LIONS

GRAND PRIX WINNERS

Gisele Bundchen – I Will What I Want
Advertiser: Under Armour
Product: Women’s Apparel
Entrant: Droga5 New York

GOLD LION WINNERS

Hammerhead
Advertiser: Hammerhead Navigation
Product: Hammerhead
Entrant: R/GA New York

Gisele Bundchen – I Will What I Want
Advertiser: Under Armour
Product: Women’s Apparel
Entrant: Droga5 New York
CYBER LIONS

GOLD LION WINNERS (continued)

Dream On
Advertiser: Adobe
Product: Photoshop
Entrant: Goodby Silverstein & Partners
San Francisco

The Ice Bucket Challenge
Advertiser: The ALS Association
Product: The ALS Association
Entrant: The ALS Association Washington

Unskippable
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond
CYBER LIONS

SILVER LION WINNERS

**Made in NY**
Advertiser: Gatorade  
Product: Gatorade  
Entrant: TBWA\CHIAT\DAY Los Angeles

**Dream On**
Advertiser: Adobe  
Product: Photoshop  
Entrant: Goodby Silverstein & Partners  
San Francisco

**Jeff Bridges Sleeping Tapes**
Advertiser: Squarespace  
Product: Squarespace  
Entrant: Wieden+Kennedy New York

**The Missing Project**
Advertiser: Autism Speaks  
Product: Autism Speaks  
Entrant: BBDO New York
CYBER LIONS

SILVER LION WINNERS (continued)

Be More Human Online Experience
Advertiser: Reebok
Product: Be More Human
Entrant: Venables Bell & Partners San Francisco

Unskippable
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond

Newcastle Band of Brands
Advertiser: Heineken USA
Product: Newcastle Brown Ale
Entrant: Droga5 New York

Self-Destructing Book
Advertiser: James Patterson
Product: Self Destructing Book
Entrant: Mother New York
Hope.ly
Advertiser: American Red Cross & Bitly
Product: American Red Cross & Bitly
Entrant: BBDO New York

What Lives Inside – Episode One
Advertiser: Intel + Dell
Product: Dell Venture Tablet with Intel Inside
Entrant: Pereira & O’Dell San Francisco

Gisele Bundchen – I Will What I Want
Advertiser: Under Armour
Product: Women’s Apparel
Entrant: Droga5 New York

What Lives Inside – Episode Two
Advertiser: Intel + Dell
Product: Dell Venture Tablet with Intel Inside
Entrant: Pereira & O’Dell San Francisco
What Lives Inside – Episode Three
Advertiser: Intel + Dell
Product: Dell Venture Tablet with Intel Inside
Entrant: Pereira & O’Dell San Francisco

Interception
Advertiser: Volvo
Product: Automobiles
Entrant: Grey New York

What Lives Inside – Episode Four
Advertiser: Intel + Dell
Product: Dell Venture Tablet with Intel Inside
Entrant: Pereira & O’Dell San Francisco

Horse with Harden
Advertiser: Foot Locker
Product: Foot Locker
Entrant: BBDO New York
CYBER LIONS

SILVER LION WINNERS (continued)

Hammerhead
Advertiser: Hammerhead Navigation
Product: Hammerhead
Entrant: R/GA New York

Be More Human
Advertiser: Reebok
Product: Be More Human
Entrant: Venables Bell & Partners San Francisco
CYBER LIONS

BRONZE LION WINNERS

What Lives Inside
Advertiser: Intel + Dell
Product: Dell Venue Tablet with Intel Inside
Entrant: Pereira & O’Dell San Francisco

Unskippable
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond

Samsung Holiday Dreams
Advertiser: Samsung
Telecommunications America
Product: Samsung
Entrant: R/GA New York

Hammerhead
Advertiser: Hammerhead Navigation
Product: Hammerhead
Entrant: R/GA New York
Love Has No Labels
Advertiser: Ad Council
Product: Love Has No Labels
Entrant: R/GA New York

Proud Whopper
Advertiser: Burger King
Product: Whopper
Entrant: David Miami

Play!
Advertiser: IBM
Product: Technology & Consulting
Entrant: Ogilvy New York

Taco Bell Blackout
Advertiser: Taco Bell
Product: Fast Food Restaurant
Entrant: DigitasLBi San Francisco
CYBER LIONS

BRONZE LION WINNERS (continued)

Newcastle Band of Brands
Advertiser: Heineken USA
Product: Newcastle Brown Ale
Entrant: Droga5 New York

Hope.ly
Advertiser: American Red Cross & Bitly
Product: American Red Cross & Bitly
Entrant: BBDO New York

Horse with Harden
Advertiser: Foot Locker
Product: Foot Locker
Entrant: BBDO New York

Adoptable Trends
Advertiser: DPA
Product: Pet Adoption
Entrant: Dieste Dallas
DESIGN LIONS

GOLD LION WINNERS

**Proud Whopper**
Advertiser: Burger King
Product: Whopper
Agency: David Miami

**The Last Shot**
Advertiser: Jordan Brand
Product: Footwear
Entrant: AKQA San Francisco

**The Gun Shop**
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Agency: Grey New York
SILVER LION WINNERS

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York

The Cancer Sutra
Advertiser: Stupid Cancer
Product: Early Cancer Detection Awareness and Education
Entrant: The Bull-White House New York

Shoemoji
Advertiser: Foot Locker
Product: Foot Locker
Entrant: BBDO New York

Intel Clear
Advertiser: Intel
Product: Corporate Brand Font
Entrant: Red Peak New York
**DESIGN LIONS**

**SILVER LION WINNERS** (continued)

**Airbnb Portland Call Center**
Advertiser: Airbnb  
Product: Airbnb  
Entrant: Airbnb San Francisco

**The Last Shot**
Advertiser: Jordan Brand  
Product: Footwear  
Entrant: AKQA San Francisco
DESIGN LIONS

BRONZE LION WINNERS

World Gallery
Advertiser: Apple
Product: iPhone 6
Entrant: TBWA\Media Arts Lab Los Angeles

Centerstage
Advertiser: Samsung Electronics
Product: Samsung Electronics
Entrant: The Barbarian Group New York

Marco Polo Title Sequence
Advertiser: Netflix/Weinstein Group
Product: Title Sequence
Entrant: MILL + New York

Snow Graffiti
Advertiser: Mexico Tourism Board
Product: Mexico
Entrant: Lapiz Chicago
DESIGN LIONS

BRONZE LION WINNERS (continued)

Website Redesign
Advertiser: Virgin America
Product: Responsive Website
Entrant: Work & Co Brooklyn
DIRECT LIONS

GRAND PRIX WINNER

Interception
Advertiser: Volvo
Product: Automobiles
Entrant: Grey New York

GOLD LION WINNERS

Joe Boxer Inactivity Tracker
Advertiser: Kmart/Joe Boxer
Product: Joe Boxer Inactivity Tracker
Entrant: FCB Chicago

The Ice Bucket Challenge
Advertiser: The ALS Association
Product: The ALS Association
Entrant: The ALS Association Washington
DIRECT LIONS

GOLD LION WINNERS (continued)

Interception
Advertiser: Volvo
Product: Automobiles
Entrant: Grey New York

Love Has No Labels
Advertiser: Ad Council
Product: Love Has No Labels
Entrant: R/GA New York

SILVER LION WINNERS

Proud Whopper
Advertiser: Burger King
Product: Whopper
Entrant: David Miami

Love Has No Labels
Advertiser: Ad Council
Product: Love Has No Labels
Entrant: R/GA New York
DIRECT LIONS

SILVER LION WINNER

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York

BRONZE LION WINNERS

Unskippable
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond

Horse With Harden
Advertiser: Foot Locker
Product: Foot Locker
Entrant: BBDO New York
DIRECT LIONS

BRONZE LION WINNERS (continued)

Social Savvy Burglar
Advertiser: Allstate Insurance Company
Product: Home Insurance
Entrant: Leo Burnett Chicago

Proud Whopper
Advertiser: Burger King
Product: Whopper
Entrant: David Miami
**FILM CRAFT LIONS**

**GOLD LION WINNER**

**The Ocean**
Advertiser: Conservation International  
Product: Conservation International  
Entrant: TBWA\Media Arts Lab Los Angeles

**SILVER LION WINNERS**

**What Lives Inside – Episode One**
Advertiser: Intel + Dell  
Product: Dell Venue Tablet with Intel Inside  
Entrant: Pereira & O’Dell San Francisco

**What Lives Inside – Episode Two**
Advertiser: Intel + Dell  
Product: Dell Venue Tablet with Intel Inside  
Entrant: Pereira & O’Dell San Francisco
What Lives Inside – Episode Three
Advertiser: Intel + Dell
Product: Dell Venue Tablet with Intel Inside
Entrant: Pereira & O’Dell San Francisco

Beauty Grew All Around
Advertiser: Regency Beauty Institute
Product: Beauty Institute
Entrant: Colle + McVoy Minneapolis

What Lives Inside – Episode Four
Advertiser: Intel + Dell
Product: Dell Venue Tablet with Intel Inside
Entrant: Pereira & O’Dell San Francisco
**FILM CRAFT LIONS**

**BRONZE LION WINNERS**

**The Boy Who Beeps**  
Advertiser: GE  
Product: GE  
Entrant: BBDO New York

**What Lives Inside – Episode One**  
Advertiser: Intel + Dell  
Product: Dell Venue Tablet with Intel Inside  
Entrant: Pereira & O’Dell San Francisco

**What Lives Inside – Episode Two**  
Advertiser: Intel + Dell  
Product: Dell Venue Tablet with Intel Inside  
Entrant: Pereira & O’Dell San Francisco

**What Lives Inside – Episode Three**  
Advertiser: Intel + Dell  
Product: Dell Venue Tablet with Intel Inside  
Entrant: Pereira & O’Dell San Francisco
FILM CRAFT LIONS

BRONZE LION WINNERS (continued)

What Lives Inside – Episode Four
Advertiser: Intel + Dell
Product: Dell Venue Tablet with Intel Inside
Entrant: Pereira & O’Dell San Francisco

Original Superstar
Advertiser: Adidas Originals
Product: Sneakers
Entrant: Johannes Leonardo New York

Unskippable
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond

Converse: Made By You
Advertiser: Converse
Product: Fashion/Apparel
Entrant: Anomaly New York
If You’re Happy
Advertiser: Weight Watchers
Product: Weight Loss
Entrant: Wieden+Kennedy Portland

All-Powerless
Advertiser: Mophie
Product: Mophie
Entrant: Deutsch LA
FILM LIONS

GRAND PRIX WINNER

Unskippable: Family Long Form 01
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond

GOLD LION WINNERS

Made in NY
Advertiser: Gatorade
Product: Gatorade
Entrant: TBWA\Chiat\Day Los Angeles

Dadsong
Advertiser: Old Spice
Product: Personal Care
Entrant: Wieden+Kennedy Portland
FILM LIONS

GOLD LION WINNERS (continued)

Ripple
Advertiser: Nike Golf
Product: Apparel and Footwear
Entrant: Wieden+Kennedy Portland

Between Two Ferns with Zach Galifianakis: President Barack Obama
Advertiser: White House
Product: Healthcare.gov
Entrant: Funny or Die Los Angeles

SILVER LION WINNERS

Settle it 30’
Advertiser: Mars
Product: Skittles
Entrant: DDB Chicago

Brady Bunch
Advertiser: Mars Chocolate North America
Product: Snickers
Entrant: BBDO New York
FILM LIONS

SILVER LION WINNERS (continued)

Band of Brands Mega Ad
Advertiser: Heineken USA
Product: Newcastle Brown Ale
Entrant: Droga5 New York

If You’re Happy
Advertiser: Weight Watchers
Product: Weight Loss
Entrant: Wieden+Kennedy Portland

Old Table
Advertiser: Value City Furniture
Product: Furniture
Entrant: Dummy. Los Angeles

Dream On
Advertiser: Adobe
Product: Photoshop
Entrant: Goodby Silverstein & Partners
San Francisco
First Moon Party
Advertiser: Helloflo
Product: Period Starter Kit/Tampon Subscription Service
Entrant: Hayden 5 Media New York

The Last Game
Advertiser: Nike
Product: Footwear/Apparel
Entrant: Wieden+Kennedy Portland

Unskippable: Family
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond

Unskippable: Elevator
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond
FILM LIONS

SILVER LION WINNERS (continued)

Unskippable: High Five
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond

Unskippable: Cleaning Crew
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond

The World’s Toughest Job
Advertiser: American Greetings
Product: Cardstore.com
Entrant: Mullen Lowe U.S. Boston

Win From Within: Ben Jackman
Advertiser: Gatorade
Product: Gatorade
Entrant: VML Kansas City
FILM LIONS

SILVER LION WINNERS (continued)

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York

The Gentleman’s Wager
Advertiser: Johnnie Walker
Product: Blue Label
Entrant: RSA Films Los Angeles
FILM LIONS

BRONZE LION WINNERS

Dial-Up
Advertiser: Mars Chocolate North America
Product: Twix Bites
Entrant: BBDO New York

Y2K
Advertiser: Mars Chocolate North America
Product: Twix Bites
Entrant: BBDO New York

Flat Top
Advertiser: Mars Chocolate North America
Product: Twix Bites
Entrant: BBDO New York

Hot Tub
Advertiser: Old Spice
Product: Personal Care
Entrant: Wieden+Kennedy Portland
FILM LIONS

BRONZE LION WINNERS (continued)

**Soccer**
Advertiser: Old Spice  
Product: Personal Care  
Entrant: Wieden+Kennedy Portland

**Night Club**
Advertiser: Old Spice  
Product: Personal Care  
Entrant: Wieden+Kennedy Portland

**Misty Copeland – I Will What I Want**
Advertiser: Under Armour  
Product: Women’s Apparel  
Entrant: Droga5 New York

**Gisele Bundchen – I Will What I Want**
Advertiser: Under Armour  
Product: Women’s Apparel  
Entrant: Droga5 New York
FILM LIONS

BRONZE LION WINNERS (continued)

The Scripted Life
Advertiser: Audi of America
Product: 2015 Audi Q3
Entrant: Venables Bell & Partners San Francisco

My Butt
Advertiser: Weight Watchers
Product: Weight Loss
Entrant: Wieden+Kennedy Portland

Routine Republic
Advertiser: Taco Bell
Product: Breakfast
Entrant: Deutsch LA

Lebron James Together
Advertiser: Nike
Product: Footwear, Clothing, & Accessories
Entrant: Wieden+Kennedy Portland
The Boy Who Beeps
Advertiser: GE
Product: GE
Entrant: BBDO New York

Listen
Advertiser: NFL
Product: Public Awareness PSA/NoMore.org
Entrant: Chelsea Pictures New York

Call for Brands
Advertiser: Heineken USA
Product: Newcastle Brown Ale
Entrant: Droga5 New York

Stephen Merchant Presents “If We Won” with Newcastle Brown Ale
Advertiser: Heineken USA
Product: Newcastle Brown Ale
Entrant: Droga5 New York
FILM LIONS

BRONZE LION WINNERS (continued)

Winter Stays
Advertiser: Nike
Product: Apparel/Footwear
Entrant: Wieden+Kennedy Portland

The Collective Project
Advertiser: Microsoft
Product: Onenote
Entrant: Possible Seattle

Re2pect
Advertiser: Jordan Brand
Product: Jordan Brand
Entrant: Wieden+Kennedy Portland

Drew Brees
Advertiser: Old Spice
Product: Personal Care
Entrant: Wieden+Kennedy Portland
FILM LIONS

BRONZE LION WINNERS (continued)

Early Thomas
Advertiser: Old Spice
Product: Personal Care
Entrant: Wieden+Kennedy Portland

Jamaal Charles
Advertiser: Old Spice
Product: Personal Care
Entrant: Wieden+Kennedy Portland

The Wave
Advertiser: Land Rover USA
Product: Five Camera Surround System
Entrant: Y&R New York
GOLD LION WINNERS

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York

The Ice Bucket Challenge
Advertiser: The ALS Association
Product: The ALS Association
Entrant: The ALS Association Washington

#LikeAGirl
Advertiser: Procter & Gamble
Product: Always
Entrant: Starcom Mediavest Group Chicago

Risk Everything
Advertiser: Nike
Product: Nike
Entrant: Wieden+Kennedy Portland
MEDIA LIONS

SILVER LION WINNERS

Speak Beautiful
Advertiser: Unilever
Product: Dove
Entrant: Mindshare New York

Adoptable Trends
Advertiser: DPA
Product: Pet Adoption
Entrant: Dieste Dallas

Taco Bell Blackout
Advertiser: Taco Bell
Product: Fast Food Restaurant
Entrant: DigitasLBi San Francisco

I Will What I Want
Advertiser: Under Armour
Product: Women’s Apparel
Entrant: Droga5 New York
MEDIA LIONS

BRONZE LION WINNERS

Not There
Advertiser: The Clinton Foundation
Product: No Ceilings Report
Entrant: Droga5 New York

Social Savvy Burglar
Advertiser: Allstate Insurance Company
Product: Home Insurance
Entrant: Leo Burnett Chicago

#SendBadLuck
Advertiser: Allstate
Product: Allstate Insurance
Entrant: Lapiz Chicago

Bluebird
Advertiser: McDonald’s
Product: McDonald’s
Entrant: OMD New York
MEDIA LIONS

BRONZE LION WINNERS (continued)

Drinkable Advertising
Advertiser: The Coca-Cola Company
Product: Non Alcoholic Beverages
Entrant: Ogilvy New York

Technology & Stuff
Advertiser: General Motors - Chevrolet
Product: Cars
Entrant: Commonwealth/McCann Detroit

#LikeAGirl
Advertiser: Procter & Gamble
Product: Always
Entrant: Starcom Mediavest Group Chicago

Proud Whopper
Advertiser: Burger King
Product: Whopper
Entrant: David Miami
MOBILE LIONS

GRAND PRIX WINNER

Cardboard
Advertiser: Google
Product: Cardboard
Entrant: Google Mountain View

GOLD LION WINNERS

The Pursuit by Equinox
Advertiser: Equinox
Product: Equinox
Entrant: R/GA New York

Lisnr
Advertiser: Lisnr
Product: Lisnr
Entrant: R/GA New York
MOBILE LIONS

GOLD LION WINNERS (continued)

Hammerhead
Advertiser: Hammerhead Navigation
Product: Hammerhead
Entrant: R/GA New York

The Ice Bucket Challenge
Advertiser: The ALS Association
Product: The ALS Association
Entrant: The ALS Association Washington

The Unforgotten
Advertiser: Illinois Council Against Handgun Violence
Product: Gun Violence Education, Awareness and Lobbying
Entrant: FCB Chicago
MOBILE LIONS

SILVER LION WINNERS

Owlet
Advertiser: Owlet Baby Care
Product: Owlet
Entrant: R/GA New York

Hammerhead
Advertiser: Hammerhead Navigation
Product: Hammerhead
Entrant: R/GA New York

Project Learning Curve
Advertiser: Illinois Council Against
Advertiser: Domtar
Product: Paper
Entrant: Eric Mower + Associates Charlotte

#SpringIsWeird
Advertiser: Gap
Product: Gap Spring Collection
Entrant: Wieden+Kennedy New York
MOBILE LIONS

SILVER LION WINNERS (continued)

The Pursuit by Equinox
Advertiser: Equinox
Product: Equinox
Entrant: R/GA New York

Logitech Harmony App
Advertiser: Logitech
Product: Logitech
Entrant: R/GA New York

BRONZE LION WINNERS

The Unforgotten
Advertiser: Illinois Council Against Handgun Violence
Product: Gun Violence Education, Awareness and Lobbying
Entrant: FCB Chicago
MOBILE LIONS

BRONZE LION WINNERS (continued)

The Pursuit by Equinox
Advertiser: Equinox
Product: Equinox
Entrant: R/GA New York

Tap Thru
Advertiser: Lowe’s
Product: Lowe’s
Entrant: BBDO New York

Owlet
Advertiser: Owlet Baby Care
Product: Owlet
Entrant: R/GA New York

Hammerhead
Advertiser: Hammerhead Navigation
Product: Hammerhead
Entrant: R/GA New York
MOBILE LIONS

BRONZE LION WINNERS (continued)

Horse with Harden
Advertiser: Foot Locker
Product: Foot Locker
Entrant: BBDO New York

The Slight
Advertiser: HBO
Product: Game of Thrones
Entrant: Elastic Santa Monica

Hope.Ly
Advertiser: American Red Cross & Bitly
Product: American Red Cross & Bitly
Entrant: BBDO New York
OUTDOOR LIONS

GRAND PRIX WINNERS

World Gallery
Advertiser: Apple
Product: iPhone 6
Entrant: TBWA\Media Arts Lab Los Angeles

GOLD LION WINNERS

Brendan O
Advertiser: Apple
Product: iPhone 6
Entrant: TBWA\Media Arts Lab Los Angeles

Cielo D
Advertiser: Apple
Product: iPhone 6
Entrant: TBWA\Media Arts Lab Los Angeles
OUTDOOR LIONS

GOLD LION WINNERS (continued)

Jirasak P
Advertiser: Apple
Product: iPhone 6
Entrant: TBWA\Media Arts Lab Los Angeles

Teppo K
Advertiser: Apple
Product: iPhone 6
Entrant: TBWA\Media Arts Lab Los Angeles

Cole R
Advertiser: Apple
Product: iPhone 6
Entrant: TBWA\Media Arts Lab Los Angeles

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York
OUTDOOR LIONS

GOLD LION WINNERS

Dog
Advertiser: City of Buenos Aires
Product: The Buenos Aires Public Bike System
Entrant: The Community/La Comunidad Miami

Baby
Advertiser: City of Buenos Aires
Product: The Buenos Aires Public Bike System
Entrant: The Community/La Comunidad Miami

SILVER LION WINNERS

Dog
Advertiser: City of Buenos Aires
Product: The Buenos Aires Public Bike System
Entrant: The Community/La Comunidad Miami

Baby
Advertiser: City of Buenos Aires
Product: The Buenos Aires Public Bike System
Entrant: The Community/La Comunidad Miami
OUTDOOR LIONS

SILVER LION WINNERS (continued)

Squirrel
Advertiser: City of Buenos Aires
Product: The Buenos Aires Public Bike System
Entrant: The Community/La Comunidad Miami

Moths
Advertiser: City of Buenos Aires
Product: The Buenos Aires Public Bike System
Entrant: The Community/La Comunidad Miami

Sinkboy
Advertiser: Colgate-Palmolive
Product: Colgate
Entrant: Red Fuse Communications New York

Love Has No Labels
Advertiser: Ad Council
Product: Love Has No Labels
Entrant: R/GA New York
OUTDOOR LIONS

SILVER LION WINNERS (continued)

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York

Austin M
Advertiser: Apple
Product: iPhone 6
Entrant: TBWA\Media Arts Lab Los Angeles

Brendan O
Advertiser: Apple
Product: iPhone 6
Entrant: TBWA\Media Arts Lab Los Angeles
OUTDOOR LIONS

BRONZE LION WINNERS

Panda
Advertiser: The Clorox Company
Product: Green Works
Entrant: Alma DDB Miami

Sinkgirl
Advertiser: Colgate - Palmolive
Product: Colgate
Entrant: Red Fuse Communications New York

Sinkboy
Advertiser: Colgate-Palmolive
Product: Colgate
Entrant: Red Fuse Communications New York

Title: Marcia Gets Hungry
Advertiser: Mars Chocolate North America
Product: Snickers
Entrant: BBDO New York
OUTDOOR LIONS

SILVER LION WINNERS

Proud Whopper
Advertiser: Burger King
Product: Whopper
Entrant: David Miami

Mas Que Un Auto
Advertiser: Toyota
Product: Brand Loyalty
Entrant: Conill Saatchi & Saatchi Miami

The Last Shot
Advertiser: Jordan Brand
Product: Footwear
Entrant: AKQA San Francisco
PR LIONS

GRAND PRIX WINNER

#LikeAGirl: Turning an Insult Into A Confidence Movement
Advertiser: Procter & Gamble
Product: Femcare Product
Entrant: MSLGroup New York

GOLD LION WINNERS

Interception
Advertiser: Volvo
Product: Automobiles
Entrant: Grey New York

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York
PR LIONS

GOLD LION WINNERS (continued)

Proud Whopper
Advertiser: Burger King
Product: Whopper
Entrant: David Miami

Photoshop Murder Mystery
Advertiser: Adobe
Product: Photoshop
Entrant: Edelman San Francisco

#TechnologyAndStuff: Rapid Integration Turns PR Crisis Into Social Currency
Advertiser: Chevrolet
Product: Chevrolet Trucks
Entrant: FleishmanHillard St. Louis

The Ice Bucket Challenge
Advertiser: The ALS Association
Product: The ALS Association
Entrant: The ALS Association Washington
PR LIONS

GOLD LION WINNERS (continued)

Always: #LikeAGirl: Turning An Insulting Into A Confidence Movement
Advertiser: Procter & Gamble
Product: Femcare Product
Entrant: MSLGroup New York

SILVER LION WINNERS

Proud Whopper
Advertiser: Burger King
Product: Whopper
Entrant: David Miami

TechnologyAndStuff: Rapid Integration Turns PR Crisis Into Social Currency
Advertiser: Chevrolet
Product: Chevrolet Trucks
Entrant: FleishmanHillard St. Louis
SILVER LION WINNERS (continued)

PR LIONS

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York

Interception
Advertiser: Volvo
Product: Automobiles
Entrant: Grey New York

Mas Que Un Auto
Advertiser: Toyota
Product: Brand Loyalty
Entrant: Conill Saatchi & Saatchi Miami

Photoshop Murder Mystery
Advertiser: Adobe
Product: Photoshop
Entrant: Edelman San Francisco
PR LIONS

BRONZE LION WINNERS

Wake Up & Smell the Bacon
Advertiser: Oscar Mayer
Product: Oscar Mayer Bacon
Entrant: Olson Engage Chicago

Horse Sells Nasal Strip to Humans
Advertiser: GSK
Product: Breathe Right Nasal Strips
Entrant: PHD New York

More Than A Costume
Advertiser: Doctors of the World
Product: Doctors of the World
Entrant: Publicis Kaplan Thaler New York

The Unforgotten
Advertiser: Illinois Council Against Handgun Violence
Product: Gun Violence Education Awareness and Lobbying
Entrant: FCB Chicago
PR LIONS

BRONZE LION WINNERS (continued)

Zoolander Returns to the Runway
Advertiser: Paramount Pictures
Product: Zoolander 2
Entrant: WME|IMG New York

Wake Up to Eggs with Bacon
Advertiser: American Egg Board
Product: Eggs
Entrant: Edelman Chicago

Los Cabos Reselfies
Advertiser: Mexico Board of Tourism
Product: Los Cabos, Mexico
Entrant: Lapiz Chicago

Dove #SpeakBeautiful
Advertiser: Dove
Product: Public Message
Entrant: Edelman New York
Mission 22: War at Home
Advertiser: Elder Heart
Product: Mission 22
Entrant: CP+B Miami

Newcastle Brown Ale’s “Brand of Brands”
Advertiser: Heineken USA
Product: Newcastle Brown Ale
Entrant: Fast Horse Minneapolis
PRESS LIONS

GRAND PRIX WINNERS

**Dog**
Advertiser: City of Buenos Aires
Product: The Buenos Aires Public Bike System
Entrant: The Community/La Comunidad Miami

**Squirrel**
Advertiser: City of Buenos Aires
Product: The Buenos Aires Public Bike System
Entrant: The Community/La Comunidad Miami

**Baby**
Advertiser: City of Buenos Aires
Product: The Buenos Aires Public Bike System
Entrant: The Community/La Comunidad Miami

**Moths**
Advertiser: City of Buenos Aires
Product: The Buenos Aires Public Bike System
Entrant: The Community/La Comunidad Miami
PRESS LIONS

GOLD LION WINNERS

**Dog**

Advertiser: City of Buenos Aires  
Product: The Buenos Aires Public Bike System  
Entrant: The Community/La Comunidad Miami

**Baby**

Advertiser: City of Buenos Aires  
Product: The Buenos Aires Public Bike System  
Entrant: The Community/La Comunidad Miami

**Squirrel**

Advertiser: City of Buenos Aires  
Product: The Buenos Aires Public Bike System  
Entrant: The Community/La Comunidad Miami
PRESS LIONS

SILVER LION WINNERS

**Elephant**
Advertiser: Land Rover USA  
Product: Land Rover Print Ads  
Entrant: Y&R New York

**Ape**
Advertiser: Land Rover USA  
Product: Land Rover Print Ads  
Entrant: Y&R New York

**Hyena**
Advertiser: Land Rover USA  
Product: Land Rover Print Ads  
Entrant: Y&R New York

**Frog**
Advertiser: Land Rover USA  
Product: Automobile  
Entrant: Y&R New York
PRESS LIONS

SILVER LION WINNER

Frog
Advertiser: Land Rover USA
Product: Land Rover Print Ads
Entrant: Y&R New York

BRONZE LION WINNERS

Break Up
Advertiser: Procter & Gamble
Product: Crest
Entrant: Conill Saatchi & Saatchi Miami

Cry
Advertiser: Procter & Gamble
Product: Crest
Entrant: Conill Saatchi & Saatchi Miami
PRESS LIONS

BRONZE LION WINNERS (continued)

Hospital
Advertiser: Procter & Gamble
Product: Crest
Entrant: Conill Saatchi & Saatchi Miami

Photos
Advertiser: Procter & Gamble
Product: Crest
Entrant: Conill Saatchi & Saatchi Miami

Rain
Advertiser: Procter & Gamble
Product: Crest
Entrant: Conill Saatchi & Saatchi Miami

Viking
Advertiser: Copic
Product: Copic Marker
Entrant: FCB Chicago
PRESS LIONS

BRONZE LION WINNERS (continued)

**Bear**
Advertiser: Copic
Product: Copic Marker
Entrant: FCB Chicago

**Luchador**
Advertiser: Copic
Product: Copic Marker
Entrant: FCB Chicago

**Beetle**
Advertiser: Land Rover USA
Product: Land Rover Print Ads
Entrant: Y&R New York

**Grape**
Advertiser: Land Rover USA
Product: Land Rover Print Ads
Entrant: Y&R New York
PRESS LIONS

BRONZE LION WINNERS (continued)

Snake
Advertiser: Land Rover USA
Product: Land Rover Print Ads
Entrant: Y&R New York

Andy Warhol
Advertiser: City of Buenos Aires
Product: Blood Donation
Entrant: The Community/La Comunidad Miami

Flower
Advertiser: Land Rover USA
Product: Land Rover Print Ads
Entrant: Y&R New York

George Lucas
Advertiser: City of Buenos Aires
Product: Blood Donation
Entrant: The Community/La Comunidad Miami
PRESS LIONS

BRONZE LION WINNERS (continued)

Rockets
Advertiser: Sneaker Freaker Boogazine
Product: Sneaker Freaker Boogazine
Entrant: BBDO New York
PRODUCT DESIGN LIONS

GRAND PRIX WINNER

The Lucky Iron Fish Project
Advertiser: Lucky Iron Fish
Product: Fortified Nutrition
Entrant: Lucky Iron Fish

PRODUCT DESIGN LION WINNERS

Hammerhead
Advertiser: Hammerhead Navigation
Product: Hammerhead
Entrant: R/GA New York

Bioranger
Advertiser: Diagenetix
Product: Crop Testing Device/Mobile App
Entrant: R/GA New York
PRODUCT DESIGN LIONS

PRODUCT DESIGN LION WINNERS (continued)

The Pursuit by Equinox
Advertiser: Equinox
Product: Equinox
Entrant: R/GA New York
PROMO & ACTIVATION LIONS

GOLD LION WINNERS

The Ice Bucket Challenge
Advertiser: The ALS Association
Product: The ALS Association
Entrant: The ALS Association Washington

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York

Unskippable
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond

Proud Whopper
Advertiser: Burger King
Product: Whopper
Entrant: David Miami
PROMO & ACTIVATION LIONS

SILVER LION WINNERS

Proud Whopper
Advertiser: Burger King
Product: Whopper
Entrant: David Miami

Interception
Advertiser: Volvo
Product: Automobiles
Entrant: Grey New York

The Gun Shop
Advertiser: States United to Prevent Gun Violence
Product: Anti-Gun Violence
Entrant: Grey New York

Delta Innovation Class
Advertiser: Delta Air Lines
Product: Delta Air Lines
Entrant: Wieden+Kennedy New York
PROMO & ACTIVATION LIONS

SILVER LION WINNERS (continued)

Gisele Bundchen – I Will What I Want
Advertiser: Under Armour
Product: Women’s Apparel
Entrant: Droga5 New York

Sweat It To Get It
Advertiser: Gatorade
Product: Gatorade
Entrant: TBWA\Chiat\Day Los Angeles

The Volvo Hijacking Car Services
Advertiser: Volvo North Miami
Product: Volvo
Entrant: We Believers New York

Unskippable
Advertiser: Geico
Product: Insurance
Entrant: The Martin Agency Richmond
PROMO & ACTIVATION LIONS

BRONZE LION WINNERS

**Sweat It To Get It**
Advertiser: Gatorade
Product: Gatorade
Entrant: TBWA\Chiat\Day Los Angeles

**Marcia Gets Hungry**
Advertiser: Mars Chocolate North America
Product: Snickers
Entrant: BBDO New York

**Lovin’ The Super Bowl**
Advertiser: McDonald’s
Product: McDonald’s
Entrant: DDB Chicago

**Foo Fighters RVA**
Advertiser: The Branching
Product: The Branching
Entrant: The Branching Richmond
PROMO & ACTIVATION LIONS

Delta Innovation Class
Advertiser: Delta Air Lines
Product: Delta Air Lines
Entrant: Wieden+Kennedy New York

Social Saavy Burglar
Advertiser: Allstate Insurance Company
Product: Home Insurance
Entrant: Leo Burnett Chicago
RADIO LIONS

GOLD LION WINNER

Conference Room
Advertiser: Popclik
Product: Headphones
Agency: Bravo/Y&R Miami

SILVER LION WINNERS

Skype
Advertiser: Popclik
Product: Headphones
Agency: Bravo/Y&R Miami

Conference Room
Advertiser: Popclik
Product: Headphones
Agency: Bravo/Y&R Miami
RADIO LIONS

BRONZE LION WINNERS

Clones
Advertiser: Mars
Product: Skittles
Agency: DDB Chicago

Bikers
Advertiser: Dos Equis
Product: Dos Equis
Agency: Havas Worldwide New York

Two Heads
Advertiser: Mars
Product: Skittles
Agency: DDB Chicago

Ghosts
Advertiser: Dos Equis
Product: Dos Equis
Agency: Havas Worldwide New York
RADIO LIONS

BRONZE LION WINNERS (continued)

Jiu Jitsu
Advertiser: Dos Equis
Product: Dos Equis
Agency: Havas Worldwide New York

Dadsong
Advertiser: Old Spice
Product: Personal Care
Agency: Wieden+Kennedy Portland

Pretzel Bacon Cheeseburger – Yes, Yes, Yes
Advertiser: Wendy’s
Product: Quick Service Restaurant
Agency: VML Kansas City

Pandora Thumbmoments: Radio Promotion for the Digital Radio Age
Advertiser: Pandora
Product: Pandora Radio
Agency: TwoFifteenMcCann San Francisco
TITANIUM AND INTEGRATED LIONS

GRAND PRIX WINNER

Re2pect
Advertiser: Jordan Brand
Product: Jordan Brand
Agency: Wieden+Kennedy New York

TITANIUM GRAND PRIX WINNER

Emoji Ordering
Advertiser: Domino’s
Product: Domino’s
Agency: CP+B Boulder
TITANIUM AND INTEGRATED LIONS

GOLD LION WINNER

Newcastle Band of Brands
Advertiser: Heineken USA
Product: Newcastle Brown Ale
Agency: Droga5 New York

SILVER LION WINNERS

Red Sox: Green Monster
Advertiser: Benjamin Moore
Product: Paint
Agency: The Martin Agency Richmond

Social Savvy Burglar
Advertiser: Allstate Insurance Company
Product: Home Insurance
Agency: Leo Burnett Chicago
TITANIUM AND INTEGRATED LIONS

BRONZE LION WINNERS

Horse with Harden
Advertiser: Foot Locker
Product: Foot Locker
Agency: BBDO New York

Love Has No Labels
Advertiser: Ad Council
Product: Comcast/Xfinity
Agency: Goodby Silverstein & Partners New York

Risk Everything
Advertiser: Nike
Product: Apparel/Footwear
Agency: Wieden+Kennedy Portland
TITANIUM AND INTEGRATED LIONS

GLASS LION

The Equal Pay Back Project
Advertiser: National Women’s Law Center
Product: PSA
Entrant: Droga5 New York

GRAND PRIX FOR GOOD

The Ice Bucket Challenge
Advertiser: The ALS Association
Product: The ALS Association
Entrant: The ALS Association Washington
US YOUNG LIONS COMPETITIONS

In 2015, we administered the US Young Lions competitions in five categories – Cyber, Film, Media, PR and Print. The work submitted for Young Lions this year focused on the goals and missions of Every Mother Counts, a non-profit organization dedicated to making pregnancy and childbirth safe for every mother. The organization informs, engages and mobilizes new audiences to take actions and raise funds that support maternal health programs around the world. The assignment challenged the teams to develop creative digital/mobile ads, short films, media, PR strategies, and print ads to engage their target audiences to raise awareness and take catalytic actions in support of the cause.

The 2015 US Young Lions Competitions included teams from creative, media, and PR companies or agencies, as well as in-house professionals from marketers across the US, totaling approximately 400 entries. The below five winning teams represented the US in the Global Young Lions Competitions during this year’s Cannes Lions Festival. There were 46 cyber teams, 43 film teams, 31 media teams, 20 PR teams and 45 print teams in this year’s global competitions.

**CYBER COMPETITION**
Justin Lake, R/GA
Emily Moore, R/GA
Sponsor: DIGITAS

**MEDIA COMPETITION**
Ryan Patti, Havas Media
Maddy Reavey, Havas Media
Sponsor: Spark

**FILM COMPETITION**
Patrick Merritt, Publicis Kaplan Thaler
Kimberly Ronan, Publicis Kaplan Thaler
Sponsor: PEREIRA O’DELL

**PR COMPETITION**
Angela Mears, Weber Shandwick
Margaux Pepper, Weber Shandwick
Sponsor: PR COUNCIL

**PRINT COMPETITION**
Adam Beal, R/GA
Casey Schweikert, R/GA
Sponsor: USA TODAY
SPONSOR SPOTLIGHT

This year, our competition sponsors once again shined a spotlight on entries that best embody a principle they are passionate about. The teams selected, along with the winning teams of this year’s US Young Lions Competitions, were invited to participate in a live pitch day where they could present their work to the team at Every Mother Counts. The following teams are being recognized by our sponsors:

**CYBER: DigitasLBi | Creating Connections that Inspire Behavior**
Celebrates fearless ideas and innovative executions that will help brands connect with their customers, through an acute understanding of consumer motive and behavior. This could be a first or a never-been-done-before concept, or simply a new approach to an established idea.

Caroline Cappelli and Pablo Rochat, Goodby Silverstein & Partners
Jose Ripol and Samantha Salzano, DigitasLBi
Justin Lake and Emily Moore, R/GA

**FILM: Pereira & O’Dell | Celebrating More Moms**
Recognizes ideas that inspire positive action and awareness of maternal health by crafting an effective message. These teams expressed compassion and possibility in their work.

Maxie Etess and Michael Palma, Taxi
Denise Castañeda, Walton Isaacson and Michael Zhang, Ogilvy & Mather

**MEDIA: Spark SMG | Beyond Boundaries**
Entries that challenge the status quo, take risks and redefine how to connect a brand with consumers through media.

Alexander Quintana and Daniela Sayegh, Mindshare Miami
Sasha Kelemen and Matthew Witt, Maxus Global
Josh Brown and Erik Lunde, Spark

**PR: PR Council | #PRThinking**
Entries that best embody what PR is today: an integrated approach that utilizes traditional and new media to create content that compels, stories that resonate, and conversations that engage.

Courtney Rule and Rachel Silverman, Hill + Knowlton Strategies
Matthew Molino and Nicholas Nelson, Cohn & Wolfe

**PRINT: USA TODAY | Smarter. Faster. More Colorful.**
USA TODAY’s Smarter, Faster, More Colorful Spotlight highlights entries that are concise, informed, & visual with a distinct, colorful approach.

Nina Golik and Ian Hill, BBDO San Francisco
Kara Coyle and Stephanie Kim, Ogilvy & Mather