

YOUNG LIONS COMPETITIONS REPORT

2022



**YOUNG LIONS
COMPETITIONS**



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Young Lions Competitions 2022

in Numbers

438

Young Lions Competitors

60

Countries Represented

18

Time Zones



Competition Partners 2022

Design Competition:



Digital Competition:



Film Competition:



Marketers Competition:



Media Competition:



PR and Print Competitions:





ARE YOU UP FOR THE CHALLENGE?

THE COMPETITIONS OVERVIEW

The Global Creative Competition for Young Talent

The most talented and creative professionals go head-to-head and compete to be crowned the global Young Lions champions. As each team has won a national competition, it's the best of the best competing against the clock.

There can only be one winning team per competition and Gold winners receive a Festival pass and accommodation for next year's event. Winning Gold at the Young Lions Competitions is truly a life-changing moment for young creatives and the first step into an award winning career.

7 COMPETITIONS
24 HOURS
60 COUNTRIES
438 COMPETITORS

THE DESIGN COMPETITION



How does it work?

The Young Lions Design Competition gives graphic and other specialist designers the space to showcase their talent and test their skills against the rest of the industry.

Teams of two are required to deliver a design system, a description of how the design fits the brief and an explanation of how it would help the brand evolve. The work should be innovative, exciting and energetic, taking into consideration the limitations of the Competition Partner setting the brief as well as the global scale the work needs to reach.

The Competition Partner presents the brief to the teams and creatives have 24 hours to create their work.

Eligibility

To be eligible to compete in the Design Competition, the team must be made up of two young professionals, age 30 or under, working in creative communications, advertising, or for a digital agency.

Freelancers are accepted to compete in this competition. In-house creative teams from client companies are also accepted to compete in this competition.

The Winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.

DESIGN COMPETITION BRIEF 2022



COMPETITION PARTNER:



Challenge:

Help WWF expand their digital goods portfolio by proposing three new creative designs.

World Wildlife Fund (WWF-US) offers plush, apparel, and more as a way to thank its donors under the sub-brand WWFGifts. Donations are used in support of WWF's global conservation efforts, and the item provides a tangible way to show one's support. While there is demonstrated success in this model, there are several limiting and costly operational complexities like supply chain challenges and reliance on delivery services during the December holiday rush. Therefore, WWF is looking into ways to tap into the digital good market which don't share those limitations, and make that a greater part of its fundraising portfolio.

Target Audience

The "typical" donor is white, affluent, in her late 50s, works from home, and views herself as an advocate for animals and nature. WWF wants to expand that donor base to get gen z and millennials to donate and share these digital goods with friends and family. The organization also aims to be more inclusive, especially of Hispanic, Black, and Asian audiences.

Strategy

WWF is interested in stunning digital assets that could be used as the thank you-item for donations. It can either build expand current offerings such as Gift Cards or downloadable PDFs (example), or be an entirely new digital offering.

Key Message

When you donate through WWFGifts, you help create a safer world for wildlife, protect amazing places, and build a future where people live in harmony with nature.

Specific Creative Deliverables

Teams will be required to create a design in response to a brief given by the Competition Partner. Each team will be submitting an A3 format design entry that showcases their design. This must include:

1. A landing page mockup that focuses on donations and digital thank you items.
2. Three examples of digital items, how they will work, and how they are promoted.

A two-part written submission

- Explain how your design system fits the brief (250 words)
- Describe how WWFGifts would evolve through your design (250 words)

[Read the full brief here.](#)



Design Competition Winners 2022

GOLD



JONAS HJORT
MARCUS MAHECHA
DENMARK

SILVER



NICOLE MARIE CARRERO RAMÍREZ
GABRIEL MANUEL REYES CAMINERO
DOMINICAN REPUBLIC

BRONZE



ROSIE BOTTOMLEY
TIM WILCOX
UNITED KINGDOM

[VIEW ALL THE WORK HERE.](#)



THE DIGITAL COMPETITION

The Young Lions Digital Competition challenges teams to create a digitally-led campaign in 24 hours.

The competitors are expected to show how the power of technology can answer the Competition Partner's brief by providing a creative solution aligned with the ever moving technological evolution of digital communications.

The Digital Competition campaign is presented in three parts:

1. Creative insight - How can creativity help solve the problem through the use of social media platforms and digital technology?
2. What is your solution? – What are the platforms, technologies, and tools you have chosen and why?
3. How will it work? – How does your digital solution answer the brief and solve the problem faced by the client?

Each team will be expected to include relevant campaign mock-ups, images, etc.

Each team will be asked to present their work to the Young Lions Digital Jury.

Eligibility

To be eligible to compete in the Digital Competition, the team must be made up of two young professionals, age 30 or under, working in creative communications, advertising, or for a digital agency.

Freelancers are accepted to compete in this competition. In-house creative teams from client companies are also accepted to compete in this competition.

The Winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.

DIGITAL COMPETITION BRIEF 2022



COMPETITION PARTNER:



Challenge:

How can we use digital to activate action against stereotypes?

The campaign, named 'Say nothing, change nothing', is centered around a core objective to create behavioural change and encourage people to act when they see somebody perpetuating or reinforcing a harmful stereotype. We want to shift people from being bystanders to becoming upstanders against stereotypes by educating and equipping people with information and tools to safely challenge perpetrators.

Target Audience

This will be an entirely social campaign and for launch, the key target markets are Brazil, South Africa, Turkey, UK and the U.S, but the campaign will be global (including India, Japan, Kenya, Mexico, Nigeria, UAE) The target consumers for the campaign are 18-30 year olds in the aforementioned countries.

Strategy

A movement requires taking people on a journey from awareness through to affiliation and then action. As such, the campaign will roll out in three phases. At each stage of participation within the movement, it is essential that our audiences encounter content which provides them with the tools they need to continue along the journey.

Phase 1: Awareness

- Showing our audience the impact of stereotypes on inequality and progress, and why things need to change.
- Tactical aim: Education

Phase 2: Affiliation

- Enabling our audience to make the issue their own by lending their personal stories, and joining us in our mission.
- Tactical aim: Belonging

Phase 3: Action

- Equipping our audience to take action in the real world, and showing how their individual action has a wider impact on our vision.
- Tactical aim: Advocacy

Key Message

We want to inspire long-lasting action against stereotypes. 'Say nothing, change nothing' is the key message that should be weaved throughout all phases to encourage people to become upstanders to stereotypes, and not bystanders.

Specific Creative Deliverables

Teams are asked to create a digital-led campaign. The objective is to show how the power of digital technology can answer the Competition Partner's brief and provide a creative solution aligned with the digital revolution (online and/or mobile).

Each team will be submitting an A3 format entry that showcases their digital campaign. This must include: Three digital strategies that define your campaign. These may include the use of social media, or any other digital led execution.

A four-part written submission

- Campaign summary (150 words)
- Creative insight - How can digital be utilised to activate the three phases of awareness, affiliation and action to meet the overall objective? Please consider the varying target markets as part of this. (150 words)
- Solution - What are the platforms, technologies, and tools you have chosen and why? Social media platform recommendations and rationale per phase considering the varying target markets. (150 words)
- How does it work? - How does your digital solution answer the brief and solve the problem faced by the client? Description of the assets, formats and messaging that could be created across each phase for social media and any other digital components recommended. (150 words)

[Read the full brief here.](#)



Digital Competition Winners 2022

GOLD

UNSTEREOTYPE SKINS

Changing the game of harmful stereotypes.

CAMPAIGN SUMMARY

We'll create a global conversation to transform the hyper-sexualized stereotypes of men and women proliferated in video games, so that gamers are exposed to more realistic and representative body types.

This rethinking or "un-stereotyping" of video game characters will raise awareness of the need to act when people see games perpetuating harmful stereotypes.

Overall, our campaign will move off video game platforms into the real world and continue to encourage people to speak out against stereotyping.

CREATIVE INSIGHT

In video games, over 80% of female characters are portrayed according to **three types**: sexualized, scantily clad, or vision of beauty, and over a quarter fit all three categories. Studies have shown that these stereotypes can foster sexist attitudes towards women.

Today, **38% of gamers globally** are aged between 16-30 years old with a whole generation of impressionable kids growing up behind their screens. So now more than ever it's important that we dispel these harmful stereotypes and get people to stand up for more healthy representations of both women and men in gaming.

SOLUTION

We'll create bespoke skins (avatars) for famous Twitch streamers that are realistic representations of them. The streamers will use these as their Fortnite avatars to raise awareness of harmful stereotypes. This will generate buzz and provide PR-worthy content.

Each avatar will feature a custom emote where their character crosses the arms to form an 'X'. The gesture will embody the stay nothing, change nothing mantra and encourage people to say no to harmful stereotypes in video games.

Our users will use their platforms to talk about their needs, discuss their struggles with stereotypes and invite their followers to do the same. In addition, they'll provide real world solutions to recognize and combat stereotypes.

They will also encourage people to show their solidarity for the cause by hacking the crossed arms emote on social media, twitch and discord. It will serve as a way of saying no to harmful stereotypes.

HOW DOES IT WORK?

AWARENESS

- We'll launch the campaign by creating avatars for famous twitch players that are realistic representations of them. The release will be promoted on social media.
- The players will use these avatars to raise awareness and speak out against harmful stereotypes on Twitch, discord and social media in collaboration with the Unstereotype Alliance.

AFFILIATION

- The Player avatars will perform a crossed arm pose to symbolise saying no to harmful stereotypes.

ACTION

- The players will share their personal experiences with stereotypes in video games and encourage their followers to do the same.
- The players will introduce the crossed arm emoji and encourage followers to use it across social media platforms to call out stereotypes.
- After this, we'll have raised awareness of harmful stereotypes, put pressure on gaming platforms, allowed players to share their personal struggles, and provided a tool to combat further stereotypes.

JACKSON ELLIOTT
WILLIAM CAMPION
AUSTRALIA

SILVER

#unstereotype YOUR ALGORITHM

Think you know what the world view of a «East London GenZ Female» is like?

Try my #tsp

DONATE YOUR TIKTOK ALGORITHM AND BREAK STEREOTYPES

CREATIVE INSIGHT

As the world's most popular video sharing platform, TikTok has become a cultural touchstone for Gen Z. It's a place where young people can express themselves and connect with others. However, it's also a place where harmful stereotypes are often spread.

SOLUTION

We'll create a tool that helps you reconsider your beliefs by putting yourself in someone else's algorithm. Letting you see Twitter through the eyes of minority individuals.

HOW DOES IT WORK?

To kick things off, we'll hack social media content zones by having influencers from different bubbles post content about our message that are opposite to their stereotypes. Our message will encourage people to explore our tool, where they will interact with the algorithms of their targets and discover similarities between them.

1. GET INSPIRED

After this, we'll invite them to share their own feeds into our tool, expanding our points of view database and creating more sign-up possibilities for people all over the world.

2. CHANGE SOMETHING

To top things off, we'll encourage people to hack their followers' algorithms by sharing anti-stereotype content. Creating a snowball effect that disseminates our message across countless social bubbles.

SOLLIN SÆLE
PER BERGE MOE
NORWAY

BRONZE

THE Feed Peek

CAMPAIGN SUMMARY

The Feed Peek is a tool that helps you reconsider your beliefs by putting yourself in someone else's algorithm. Letting you see Twitter through the eyes of minority individuals.

An idea that hacks social media bubbles by showing people content that would never appear in their feeds, broadening their horizons and making them see beyond stereotypes. It also creates a chain reaction where people actively help bursting others' bubbles by both making their profile available to opposite views and by hacking their own followers' feeds with anti-stereotype content. Given all this, we have a scalable campaign that gets amplified in each phase, demystifying stereotypes in an ever-growing number of social bubbles.

CREATIVE INSIGHT

Studies suggest that the most efficient way to eradicate prejudice is to giving people more information on their stereotypical targets, replacing vague assumptions with a complex view of each individual. In other words, "bursting" perceptions in their target's "bubble".

But social media algorithms restrict conflicting views, keeping us stuck in our bubble. So, we came up with a way to bypass this digital comfort zone by turning these highly personalized algorithms in our own favor, on a platform notorious for showing one-sided content: Twitter!

SOLUTION

A tool that lets you see Twitter through a minority individual's eyes, putting yourself literally in their algorithm. It lets you see real feeds from representatives of all sorts of stereotypes (gender, age, ethnicity, religion, etc.), recorded using their followers and interactions data.

You'll immerse yourself in their algorithms by checking what they have written and what they see, besides discovering your similarities through an AI-powered comparison. All to see your target more clearly, removing your preconceptions one post at a time.

To promote this bubble-bursting idea, we'll create a framework that hacks Twitter's algorithm in consistency with our strategy: hear the other side, share your story and finally drive change.

As our messaging goes: **See nothing. Say nothing. Change nothing.**

HOW DOES IT WORK?

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ISAQUE SENEDA
GABRIEL ABRUCIO
THE NETHERLANDS

VIEW ALL THE WORK HERE.

THE FILM COMPETITION



How does it work?

The Film Competition challenges young creatives to shoot and edit a 60-second ad in only 48 hours.

The Competition Partner presents a brief to the teams highlighting the challenges and expected KPIs. The competitors then have 48 hours to film original footage and create an ad that responds to the brief in a creative way.

The Competition is judged by the Young Lions Film Jury who select a Bronze, Silver and Gold winning film.

Eligibility

To be eligible to compete in the Digital Competition, the team must be made up of two young professionals, age 30 or under, working in creative communications, advertising, or for a digital agency.

Freelancers are accepted to compete in this competition. In-house creative teams from client companies are also accepted to compete in this competition.

The Winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.

FILM COMPETITION BRIEF 2022



COMPETITION PARTNER: **GLOBAL CITIZEN**

Challenge: What is Global Citizen?

The creative challenge is to answer the question of “What is Global Citizen?” via a 60 second film designed for our B2C audience (Gen Z + Millennials). We have yet to crack how we can explain our model in a way that’s digestible, retainable, and showcases our mission without leaving individuals overwhelmed. At the end of the day, we want to inspire as many people as we can to join our platform and contribute to ending extreme poverty, and this short film will be a content tool to connect with Gen Z’s + Millennials and express why Global Citizen is relevant to their lives.

Target Audience

Target Audience: 18-34 y/o that express interest in activism and current events.
Our Existing Audience (for context):

- Currently, there are 4.8 million registered Global Citizen users around the world - with 33% in the U.S. 57% are female, and 53% are 18-34.
- Email Database: 3.7M subscribed users, 7-10 key markets, etc.
- GC Social Platforms: 5.4M followers across platforms, 7 key markets

Facebook

- 63% women, 36% men
- 11% ages 18-24, 33% ages 25-34, 22% ages 35-44, 13.8% ages 45-54, 9.7% ages 55-64, 10% ages 65+

Twitter

- 54% women, 46% men
- 3% ages 18-20, 8.3% ages 21-24, 31% ages 25-34, 39% ages 35-44, 17.4% ages 45-54, 8% ages 55-65, 3% ages 65+

Instagram

- 67.2% women, 32.7% men
- 3.6% ages 13-17, 18.2% ages 18-24, 35.4% ages 25-34, 25.1% ages 35-44, 11.4% ages 45-54, 3.9% ages 55-64, 1.9% ages 65+

Strategy

Global Citizen will use this film to inform and engage new and existing audiences to inspire people to join and take action in the Global Citizen app. It will also be used to inform and engage potential partners who want to support our organization in our mission.

Key Message

Global Citizen is a movement that inspires and empowers millions of people around the world to learn and take action in support of the most critical issues facing humanity. Our mission is ending extreme poverty. Global Citizen is a powerful social advocacy platform that has inspired real change impacting the lives of more than 1 billion people

Specific Creative Deliverables

1x 60-second film/video in English OR language-agnostic (ie, no VO or text-on-screen).

A three-part written submission

- Short summary of the film’s content (150 words)
- Cultural/context information - Include any cultural terms, references, or context which you feel need explanation (150 words)
- A plan for social distribution (150 words)

[Read the full brief here.](#)



Film Competition Winners 2022

GOLD



AXEL BRINGEL
JOEL HÖRDEGÅRD
SWEDEN

SILVER



JOAQUIN AUBELE
FABIAN LANGE
GERMANY

BRONZE



CHRISTIAN BOTHA
RAFAEL VITOR CAMACHO FERRÃO
SOUTH AFRICA

[VIEW ALL THE WORK HERE.](#)

THE MARKETERS COMPETITION



How does it work?

The Marketers Competition champions the world's best young client marketers. Over an intense 24-hour period, teams of two work to come up with a concise, direct and effective campaign. It's the ultimate test of teamwork and ability to think under pressure. It's also a great opportunity to raise your profile among industry leaders and prove yourself on a global stage.

The Competition Partner will present the brief to the teams, highlighting the challenges they face. Each team is expected to create a product/service that would be based on the knowledge and understanding of the brands they work for.

Teams will be asked to present their idea in front of the Jury, followed by a five minutes Q&A session. Teams will be judged on the creativity, clarity and feasibility of their work.

Eligibility

To be eligible to compete in the Marketers Competition, the team must be made up of two young professionals, age 30 or under, working in-house for a single brand in advertising or communications (i.e. Intel, Coca-Cola).

We do not accept creatives working for advertising agencies to compete in the Marketers Competition. Freelancers are not eligible to compete either.

The Winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.

MARKETERS COMPETITION BRIEF 2022



COMPETITION PARTNER:  **MOVEMBER.COM**

Challenge:

How do we drive more young men to sign up and raise funds for Movember?

Our campaign registration numbers have been declining in the majority of markets over recent years (although the average raised per person has increased, resulting in some strong financial numbers). Decline has been most significant in our hero fundraising product, Grow - which has declined in terms of total registrations and as a % of total fundraisers consistently since 2019. The number of new 'Mo's' was also 15.5% less than 2020 and they weren't as active, receiving few donations compared to the previous year.

Our creative campaign 'Whatever You Grow Will Save a Bro' will be running again this year for the fourth year to encourage new and existing participants to sign up.

The campaign has been successful in increasing participants and funds raised over the last few years, by tying the mustache into our cause however it doesn't detail the other ways to fundraise overtly. We rely on our owned channels and supporter journey to do this.

Target Audience

Men 18 – 35 years. Our bullseye fundraising target demo has typically been men 25-49 years with higher-than-average income, metro – across our six major markets (AUS, NZ, Can, USA, UK and Ireland) however we'd like to broaden our appeal and the diversity of our fundraising audience and appeal to the future generation of potential men's health advocates.

Strategy

Our current acquisition strategy takes a dual pronged approach focusing on mass media and

1:1 relationship building via our fundraising teams. Our fundraising and engagement strategy centres around a tailored supporter journey, stewardship and reward. Our core fundraising audiences which have the highest engagement are universities, schools, workplaces and sports clubs. Our brand partners play a key part in both objectives via driving awareness and engagement via their own marketing campaigns and activations as well as improving the Movember experience through incentives and money-can't buy prizes.

Key Message

Join Movember and change the face of men's health.

Specific Creative Deliverables

Teams will be asked to create a product/service that answers a brief given by the Competition Partner. The competitors will be representing the organisation they currently work for, and must create a product/service that is relevant to their industry.

A PDF presentation of no more than 10 slides describing your product/service.

One slide that visually summarises your idea. The summary slide should be included in your main presentation, and will count towards the 10 slide count.

A two-part written submission

- Strategy - Target audience, planning and approach (150 words)
- Idea and insight - This includes your market research and data gathering. (150 words)

[Read the full brief here.](#)

MARKETERS



Marketers Competition Winners 2022

GOLD

SILVER

BRONZE



Play with your balls

Challenge
Drive more young men to sign up and raise funds for November.

Insight
Men have balls. They act like they have balls, yet they hardly check them. And most don't even have a clue what to look for. Yet men love playing around with balls. Whether it's throwing them, kicking them... Eating them?

Idea
FEBO takes their iconic snack to introduce the FEBO x Movember Game Bitterballs for the "Play with your balls challenge". A social media driven contest that engages young men (and others) to get together, play and compete, all over the world.

Execution
You set a goal for how many balls you can throw and catch and raise funds as a bet. If you win, they donate. If you lose, you donate. Upload your video on social media with #playwithyourballs and nominate the next competitors in line.

FEBO MOVEMBER.COM

CLAUDINE WIJSMULLER
NINO STOFFELS
THE NETHERLANDS

Map your Mo

Insight
Young men want to participate in Movember but don't feel worthy of donations if they can't grow a Mo or have already done it before.

Idea
Movember Mode breaks down this feeling of unworthiness by creating a product that's fun, engaging and more inclusive of all young men.

The Product: Google Maps x Movember

Map your Mo
Use the Google Maps app to create GPS art by physically running, walking or cycling (whatever!) a path in the shape of a Mo.

Whatever your mode, whatever your Mo.

The Engine

Movember Mode
Activate the Movember Mode within your Google Maps app. Create your own GPS artwork in order to unlock a \$10 automatic donation from Google to help kickstart your fundraising.

Google Maps MOVEMBER

CINDY TAN
LAUREN MAXWELL
AUSTRALIA

ABInBev BEARD Collection

IDEA
ABI will partner with Movember to launch a collection of beard personalities around the world with limited edition cans during November. We have chosen the male bonding brands of each country to replicate four mustaches of local celebrities on the packaging, motivating consumers to buy the whole collection and register through a QR code, giving them the chance to win big experiences and benefits. ABI commits to donate 15% of the proceeds from the sale of this product to the Movember Foundation.

INSIGHT
Consumers want to be part of global trends, but also want to contribute with traces of their culture and be part of meaningful initiatives at a local level, which is why we want to create a product that allows them to highlight the individualism of their country while taking action in a global movement.

STRATEGY
Every initiative is planned out to answer a strategic pillar in our conversion funnel to guarantee Movember's goal of registered users, but also promote donations and ultimately create advocates to become our biggest ally.

ADVOCATES Local tangible results of donations and ambassadors

KNOWN DONORS Multi-brand experiences

REGISTERED USERS ABI Beard Collection with QR code for registrations

CAUSE BELIEVERS Strong Brand support with marketing campaign to raise awareness.

TREND HUNTERS PR stunts, local celebrities spokesperson, IG filter challenge

MOVEMBER®

RICARDO GOMEZ CASTILLO
LAURA BERNAL SUAREZ

M A R K E T E R S

[VIEW ALL THE WORK HERE.](#)

THE MEDIA COMPETITION



How does it work?

The Media Competition challenges the brightest professional minds working in media agencies to showcase their strategic thinking and innovative approach.

Teams of two will be asked to deliver a presentation in response to the Competition Partner's brief. The teams must demonstrate how they intend on using selected media channels, how they will encourage engagement, how they will make use of emerging media, and how they will unearth consumer insights to drive the most compelling communication strategy.

On presentation day, each team will present their idea in front of the Young Lions Media Jury.

Eligibility

To be eligible to compete in the Media Competition, the team must be made up of two young professionals, age 30 or under, working for media agencies or specific in-house media departments in agencies.

Freelancers are accepted to compete in this competition. In-house creative teams from client companies are also accepted to compete in this competition.

The Winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.



MEDIA COMPETITION BRIEF 2022

COMPETITION PARTNER: **Gua Africa**

Challenge:

How can we communicate the challenges faced by South Sudanese refugees in a creative and engaging way?

In and amongst multiple calls to action for refugees worldwide, it is difficult to communicate the more extreme challenges faced by South Sudanese refugees living in camps, based on the lack of services available to them and the ever increasing length of period in which they have not been able to become independent and free from danger.

Target Audience

Target audience would now be activist groups, schools, colleges and universities. Those who care about the suppression of black people who want to address the inequality rife amongst the help and support offered to African refugees which is drastically different to European refugees. As an interesting background information - Emmanuel's target audience in the past has predominantly been women who are Mothers and care about supporting children in conflict, other mothers and youth.

Strategy

We need to get on the radar of media outlets around the world in a way that will be attention grabbing to showcase what our organization is doing. We want to drive donations to finance the different humanitarian projects we are working on, but especially to finance The Gatwitch Hub.

The Gatwitch Hub is a model which offers extra educational classes, a safe and welcoming space for women and youth as well as a reprieve from the harsh living conditions. It is a focal point in which we would like to take to other areas of the camp and IDP camps in South Sudan. It helps shape the future of many people giving them the opportunity to be more. We would like the media teams to focus on this as a solution. <https://www.gua-africa.org/gatwitch-hub/>

Key Message

“My Life is Art Gatwitch hub” is committed to responding to the specific needs of the community it serves, projects are designed to nurture creativity, leadership, and enterprise and ensure this is both sustainable and accessible. The Gatwitch hub is a safe space where diversity is valued, and inclusion is practiced. In particular with the most marginalised and vulnerable individuals and groups, many who have talents and skills, which have not had a platform to shine or be developed. Through the success of this hub we would like to use it as a model to replicate in other areas, most notably back in South Sudan as the country restores itself after decades of war and instability.

Specific Creative Deliverables

Teams are asked to create an innovative media strategy that answers the brief. Teams must demonstrate how they intend on using selected media channels, how they will encourage engagement, how they will make use of emerging media, and how they will unearth consumer insights to drive the most compelling communication strategy.

A PDF presentation of no more than 10 slides describing your campaign.

The presentation must include one slide that visually summarises your idea. The summary slide is included in the 10 slides.

A three-part written submission

- Idea and insight - This includes your market research and data gathering. (150 words)
- Strategy - Target audience, media planning and approach (150 words)
- Execution - Implementation, media channels and integration, timeline and scale (150 words)

[Read the full brief here.](#)



Media Competition Winners 2022

GOLD

Challenge: How can we bring the problems of kids from The Garwath Hub closer to the first world people?

Insight: Tangible experience allows you to strengthen emotional connections.

Idea: We will look for the human side of all potential donors around the world through a digital media that has never been used before, to generate awareness. The campaign, the first, then continue if you are a human, or not.

Implementation: We will interview the target transaction platform in the world (Amazon, Nike, Shein, Alibaba, Netflix, Spotify, etc.) with qualified marketing that show the reality of the Sudanese refugees. In this way, we will allow them to recognize a real problem that needs to be seen by more people and also, we will take advantage of a decision moment of purchase to convert it into a donation.

Context: The civil war in Sudan has caused thousands of Africans to lose homes, assets, and lives. Many have been displaced from their homes, their land, their own country and seek refuge in nearby countries such as Egypt, Turkey, the African Union, etc. We will focus on providing shelter and education for all the people affected by the war in East Africa.

Media Approach: The three-month-long campaign starts with announcing collaboration and a one-by-one introduction of the characters via social media with 22.5M followers, a YouTube channel with 14.5M subscribers, the LEGO website, print magazine, and their LEGO Education hub (mostly visited by teachers).

Strategy: Limited edition of special LEGO minifigures based on dream job preferences of kids from the hub.

Buy a minifigure and support kids education in Africa.

MONIKA FARKASOVA
JAKUB SVETLIK
SLOVAKIA

SILVER

Context: The civil war in Sudan has caused thousands of Africans to lose homes, assets, and lives. Many have been displaced from their homes, their land, their own country and seek refuge in nearby countries such as Egypt, Turkey, the African Union, etc. We will focus on providing shelter and education for all the people affected by the war in East Africa.

Idea: We will look for the human side of all potential donors around the world through a digital media that has never been used before, to generate awareness. The campaign, the first, then continue if you are a human, or not.

Implementation: We will interview the target transaction platform in the world (Amazon, Nike, Shein, Alibaba, Netflix, Spotify, etc.) with qualified marketing that show the reality of the Sudanese refugees. In this way, we will allow them to recognize a real problem that needs to be seen by more people and also, we will take advantage of a decision moment of purchase to convert it into a donation.

NICOLÁS TÉLLEZ
OMAR GALVIS
COLOMBIA

BRONZE

INSIGHT: Western culture sadly became so desensitized to African struggles, that people refer to them mindlessly – or even as a dark joke. Let's call out this narrative and use it for our purpose.

IDEA: We take over dark offensive comedy at Africa's expense and turn it into a fundraising and awareness tool. It's time to laugh at your (financial) expense by paying it back.

EXECUTION: Netflix stand-up special with Jimmy Carr and a twist – it's a learning & fundraising tool in disguise. Accompanying e-shop and online challenge on the same principle: buy a clearer conscience for your past little offenses against Africa.

WHY IT WORKS: We must go against the category orthodoxy and be provocative enough to provoke change. We catch people totally off guard. Comedy take-over even reaches target groups less likely to act and care on their own.

DAVID ČERVENÝ
JUDITA RUŽIČKOVÁ
CZECH REPUBLIC

VIEW ALL THE WORK HERE.

THE PR COMPETITION



How does it work?

The Young Lions PR Competition offers the opportunity to young professionals working in PR agencies to test their skills and showcase their talent.

Teams of two have 24 hours to answer a brief given by the Competition Partner. Teams should demonstrate how PR is effectively used to engage audiences in a brave and bold way.

The PR campaign should:

- Connect with the NGO's brand value and have an impact (i.e increase in donations or other applicable parameters)
- Increase awareness/create engagement with the publics
- Identify and build relations with relevant stakeholders (journalists, interest groups, opinion leaders, industry representatives, internal audiences etc.)
- Create PR supporting material applicable in relevant media channels (press releases, infographics, statistics, online content, etc.)

Each team will need to prepare a 10-slide presentation and they will be asked to present their idea in front of the Young Lions PR Jury.

Eligibility

To be eligible to compete in the PR Competition, the team must be made up of two young professionals, age 30 or under, working for PR agencies or specific in-house PR departments in agencies.

Freelancers are accepted to compete in this competition. In-house creative teams from client companies are also accepted to compete in this competition.

The Winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.

PR COMPETITION BRIEF 2022



COMPETITION PARTNER:



Challenge:

Create a PR campaign in support of UNESCO's "I Am Antiracist" campaign to encourage youth (15 - 25 years old) participation.

The challenge here is to create a PR campaign that will disseminate the powerful message behind it. The PR campaign should inspire and encourage the target audience to participate in the "I Am Antiracist" movement by submitting a video entry through www.unesco.org. The campaign should include innovative ways on how to make the call for entries global and viral. You should consider the various social media channels (UNESCO website, partners' websites, and social media) when elaborating your campaign. Indeed, the PR campaign will be used by UNESCO and its partners in the call for entries of the "I Am Antiracist" campaign from the 21st of September to the 31st of October 2022.

Target Audience

The "I Am Antiracist" campaign will target young people (aged 15 - 25 years old). They will be invited to send creative short videos (maximum 60 seconds) tackling everyday racism. The PR campaign should therefore have a young and dynamic feel to it, and attract the attention of millennials and Gen Z. These generations are targeted because they use social media the most. The PR campaign should inspire them to take part in the campaign and create their videos.

Strategy

The plan is to elicit the enthusiasm of the target audience. With the help of the PR campaign, they will be encouraged to join the "I Am Antiracist" movement. The PR campaign will be used by UNESCO and its partners as an awareness piece of content, promoting a global call for video entries, viewed by millions from various networks.

Participants will be able to share their short video entries publicly using the hashtag #IAmAntiracist. However, we also want to ensure that participants submit their video entry through the official submission form that will be available on www.unesco.org. The official submission form is the only way to enter the competition. The best video entries will be presented at the Global Forum against Racism and Discrimination to be held in Mexico on 28-29 November 2022.

It will be the starting point, in turn, of the creation of the campaign "I Am Antiracist" and will be the inspiration for all the participants. The campaign will launch on the 21st of September and end on the 31st of October 2022.

Key Message

We can all make a huge impact and change society by being actively anti-racist in our everyday lives.

Specific Creative Deliverables

Teams will be asked to create a PR campaign in response to the brief. Each team will be submitting a presentation showcasing their campaign. This must include:

A PDF presentation of no more than 10 slides describing your campaign.

One slide that visually summarises your idea. This slide must be saved separately as a PDF. of the assets, formats and messaging that could be created across each phase for social media and any other digital components recommended. (150 words)

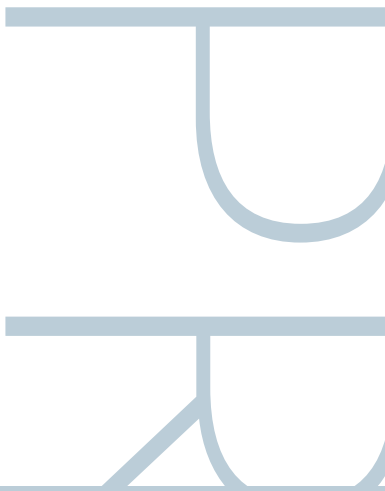
A three-part written submission (450 words)

- Describe your creative idea - Potential for industry impact (150 words)
- Strategy - Target audience, target media, planning and approach (150 words)
- Execution - Implementation of PR activities, timeline and scale (150 words)

[Read the full brief here.](#)



PR Competition Winners 2022



GOLD

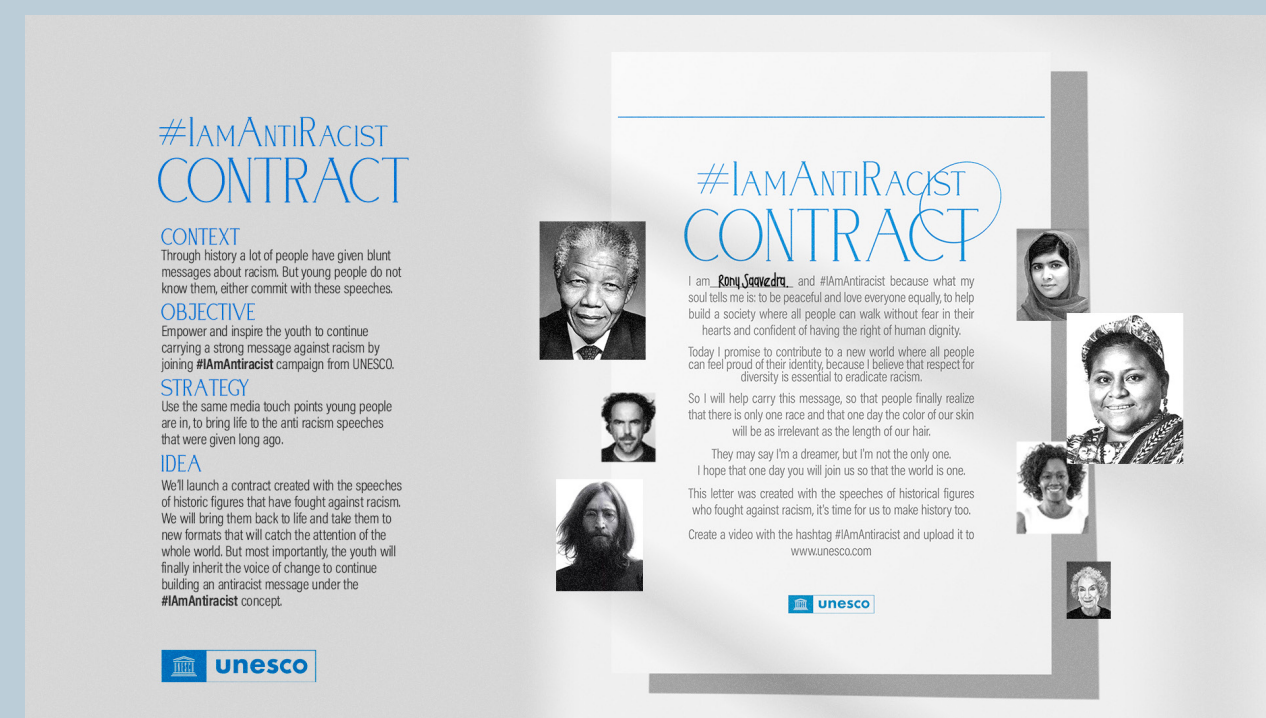
SILVER



BRONZE



RANDY HANDOKO
JOSHUA TJANDRA
INDONESIA



RONY SAAVEDRA
MANUEL BARBOSA GRANADOS
COLOMBIA



ALEXANDER WALTER
KATHARINA KIRIAKOU
GERMANY

THE PRINT COMPETITION



How does it work?

The Young Lions Print Competition challenges talented young professionals to create a print ad in response to the Competition Partner's brief.

Teams of two have 24 hours to come up with an eye-catching design and compelling copy that reflects the Competition Partner's brand identity and values. This is a high pressure competition that puts the competitors' creative skills to the test.

The Young Lions Print Jury then reviews all the work and selects a Gold, Silver and Bronze winning team.

Eligibility

To be eligible to compete in the Print Competition, the team must be made up of two young professionals, age 30 or under, working in creative communications, advertising, or for a digital agency.

Freelancers are accepted to compete in this competition. In-house creative teams from client companies are also accepted to compete in this competition.

The Winners

The Gold winners each receive a Festival pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.

PRINT COMPETITION BRIEF 2022



COMPETITION PARTNER:



Challenge:

Create a Print Ad in support of UNESCO's "I Am Antiracist" campaign to encourage youth (15 - 25 years old) participation.

The challenge is to produce a print Key Visual for UNESCO's "I Am Antiracist" campaign that will be used as the promotional material to promote the call for entries, both in print and online (UNESCO website, partners' websites, and social media). We need to raise awareness of this campaign by creating a print Key Visual to encourage people to participate, while making sure we echo anti-racist values.

Target Audience

The "I Am Antiracist" campaign will target young people (aged 15 - 25 years old). They will be invited to send creative short videos. The print Key Visual should therefore have a young and dynamic feel to it, and attract the attention of millennials and Gen Z. These generations are targeted because they use social media the most. The print Key Visual should inspire them to take part in the campaign and create their videos.

Strategy

The plan is to elicit the enthusiasm of the target audience. With the help of the print Key Visual, they will be encouraged to join the social media campaign. The print will be used by UNESCO and its partners as an awareness piece of content, promoting a global call for video entries, viewed by millions from various networks.

It will be the starting point, in turn, of the creation of the campaign "I Am Antiracist" and will be the inspiration for all the participants.

The print Key Visual will be shared on the 21st of September 2022 (International Day for Peace), and presented alongside the best video entries at the Global Forum against Racism and Discrimination to be held in Mexico on 28-29 November 2022.

Key Message

We can all make a huge impact and change society by being actively anti racist in our everyday lives.

Specific Creative Deliverables

Teams will be asked to create a print Key Visual in response to the brief. Each team will be submitting a single entry which includes:

One A3 landscape double page spread print ad (42 x 29.7cm)

A two-part written submission (300 words)

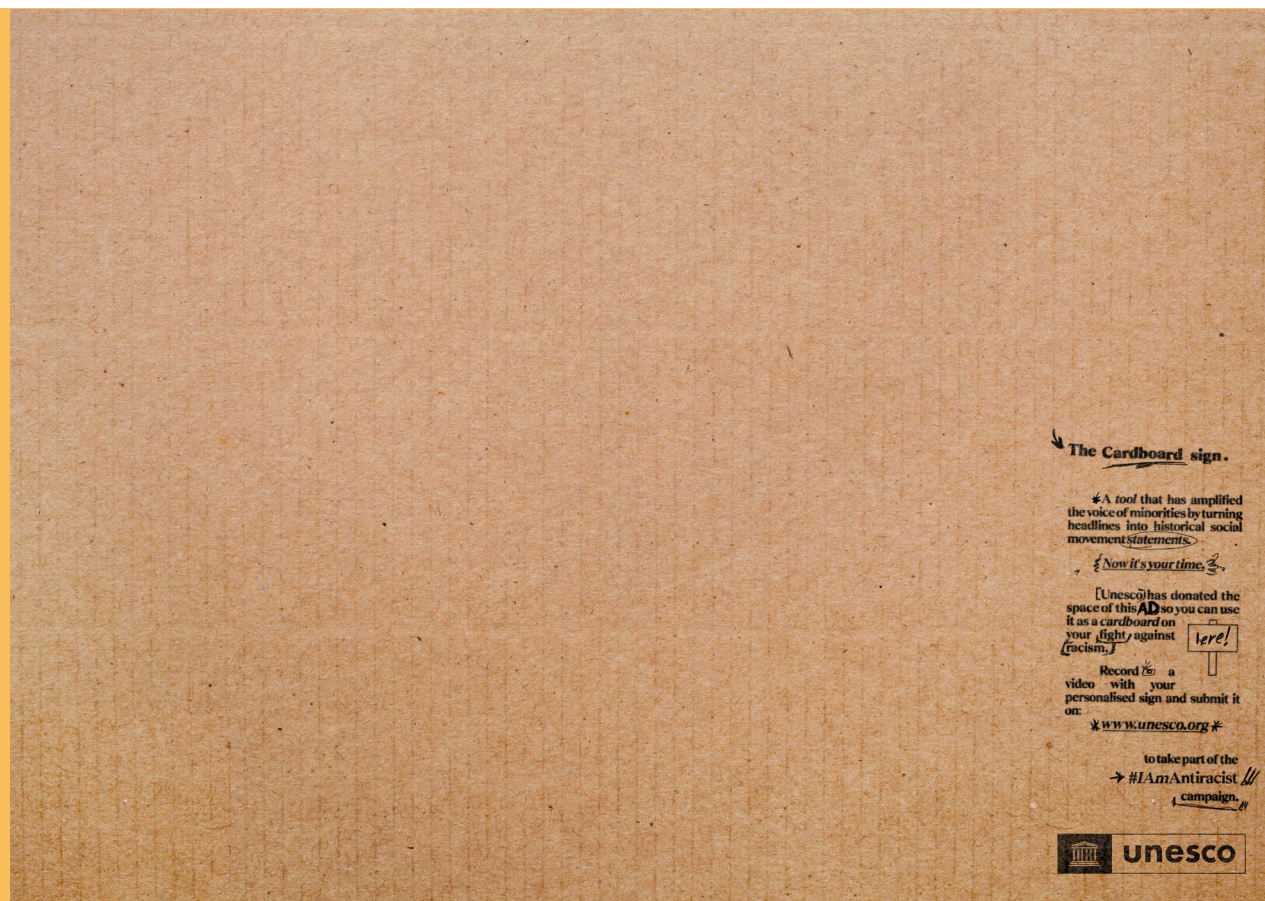
- Cultural/context information - Include any cultural terms, references, or context which you feel need explanation. (150 words)
- Strategy and insight - Explain the insight and strategy behind your work, including the target audience and how your print ad answers the brief. (150 words)

[Read the full brief here.](#)



Print Competition Winners 2022

GOLD



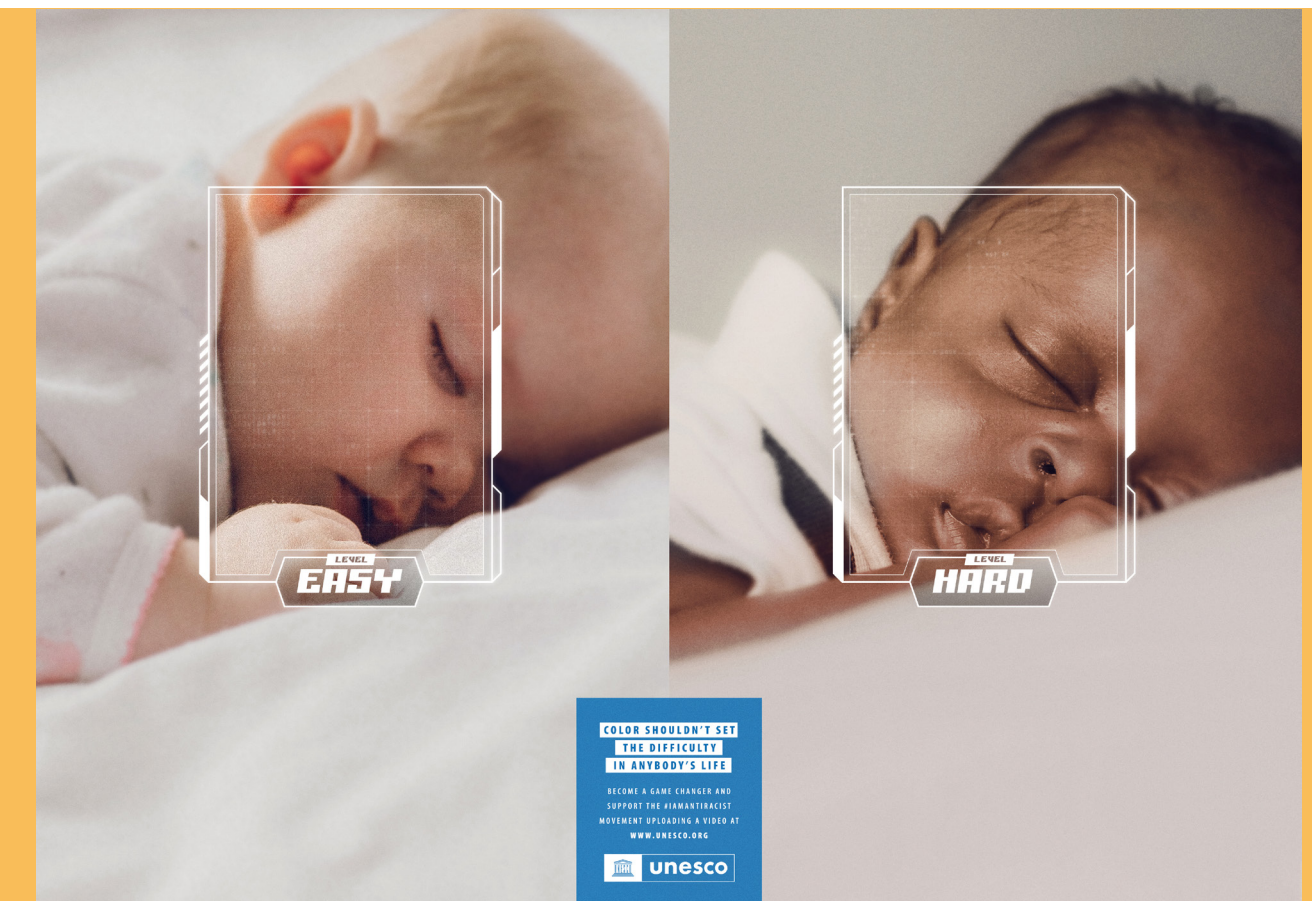
WILL CEGA
RAFAEL QUINTAL
GERMANY

SILVER



HANDE MATBAN
GIZEM KUŞÇU
TURKEY

BRONZE



JHONATAN GIBSON
IVAN MALLQUI
PERU

[VIEW ALL THE WORK HERE.](#)

THE YOUNG LIONS JURY 2022



DESIGN

Pum Lefebure	Chief Creative Officer	Design Army
Eva Hasson	Trendspotting Director & Creative Strategist	BBR Saatchi & Saatchi
Chanatthapol Tiensri	Executive Creative Director	TBWA\Thailand
Marcelo M. Bicudo	CEO Brazil	Superunion
Stephanie Yung	ECD / Head of Design	Zulu Alpha Kilo
Jaime Duque	Executive Creative Director	MullenLowe SSP3

DIGITAL

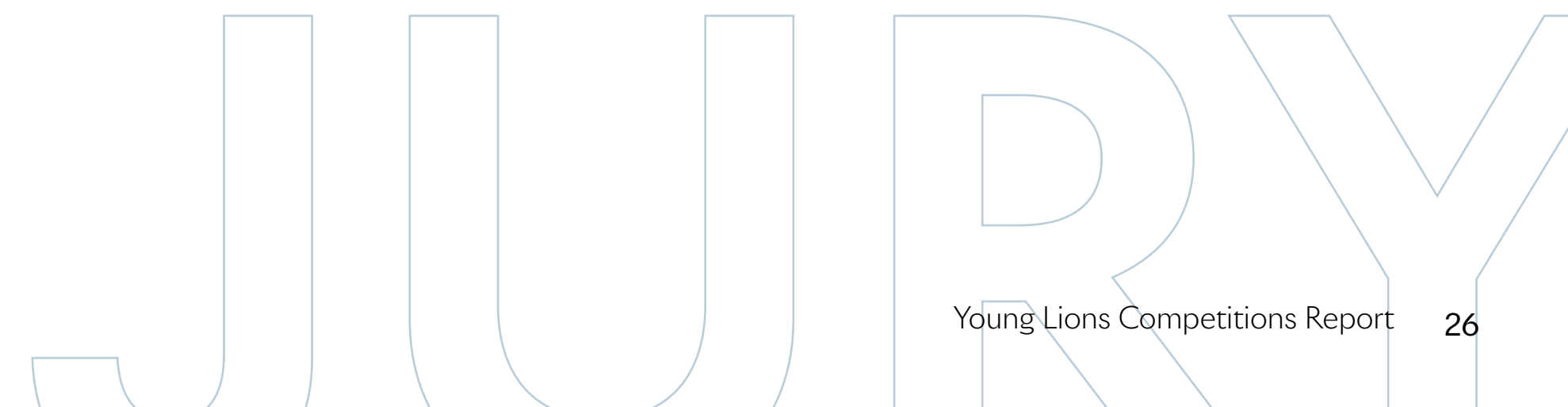
Catherine Hermans	Senior Copywriter	Happiness
Sandra Bold	Global Creative Director	Publicis
Akanksha Goel	Founder & CEO	Socialize
Shivani Maharaj	Chief Content & Partnerships Officer	Wavemaker
Alberto Pachano	Managing Director	We Are Social
Marilou Aubin	Partner, Executive Creative Director	Ig2
Joakim Houry	Creative Director	Åkestam Holst NoA
Adrian Belina	Founder, Chief Creative Officer	Jam3
Jason Romeyko	Worldwide Executive Creative Director	House of Communication
Morten Grubak	Executive Creative Director	VIRTUE – The Agency By VICE
Kazuhiro Shimura	Group Creative Director	Dentsu Inc.
Yorgos Giosis	Executive Creative Director	Cheil Vietnam

FILM

Kerstin Emhoff	CEO	Prettybird
Rosie Bardales	Global Executive Creative Director	BETC Paris
Sara Wallace	Executive Producer	SMUGGLER
Jake Butler	Art Director	180 Amsterdam
Tom Corcoran	Creative Director	Cartwright

MEDIA

Morihiko Hasebe	Global Executive Creative Director	Hakuhodo Inc.
Anupama Biswas	Sr. Director, Data Analytics & Insight- APAC	The Coca-Cola Company
Benjamin Condit	CEO	Mindshare China
Camilla Halleraker	Managing Director	Starcom
ET Franklin	Global Chief Strategy Cultural Fluency Officer	Spark Foundry
Kelly Lundquist	SVP, Head of Health Strategy, North America	Havas
Anush Prabhu	Chief Strategy Officer	MediaCom
Caroline Moul	President	PHD
André França	CEO	WMcCann



THE YOUNG LIONS JURY 2022



MARKETERS

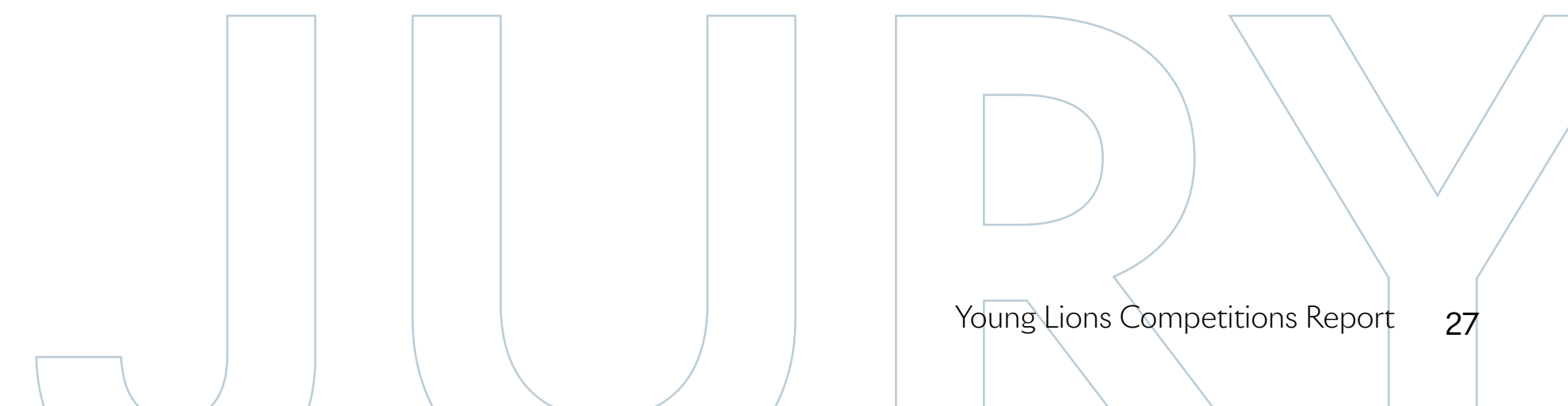
Akira Suzuki	CEO	Wunderman Thompson Tokyo
Andreia Vaz	Innovation Beyond the Core, Iberian Director	Nestlé Portugal
Nathalie Lam	Head of Global Sponsorship, Lead Inclusion & Diversity	Philips Global
Sofia Colucci	SVP of Miller Family of Brands	Molson Coors Beverage Compa-
Jean-François Pathy	Marketing Director	FIFA

PRINT

Dani Ribeiro	Executive Creative Director	Publicis
Nkgabiseng Motau	Chief Creative Officer	Think Creative Africa
Abi Aquino	Chief Creative Officer	Mullen Lowe Treyna
Alvin Lim	Founder, Creative Chairman	GPB Shanghai & Hong Kong
Hervé Poupon	Creative Director	Serviceplan France
Lasse Vintersbølle	Creative Director	Hjaltelin Stahl

PR

Emily Poon	President, Public Relations & Influence	Ogilvy
Ludi García	Managing Director	Hotwire Public Relations
Chris McCafferty	CEO	MSL Group
Babette Kemper	Co-Founder & Managing Director	Achtung! Mary
Reona Onoue	Operating Officer / PR Planner	Inoue Public Relations Inc.
Jim Donaldson	CEO	FleishmanHillard
Lisa Rosenberg	Partner + President, Consumer Brands	Allison+Partners
Anthony Chelvanathan	Global EVP & Executive Creative Director	Edelman
Gail Heimann	President & CEO	Weber Shandwick



Design Competitors 2022



Prize	Name	Company	Country
GOLD	Marcus Mahecha	Kontrapunkt	Denmark
GOLD	Jonas Hjort	Kontrapunkt	Denmark
SILVER	Gabriel Manuel Reyes Caminero	Publicis Dominicana	Dominican republic
SILVER	Nicole Marie Carrero Ramírez	Publicis Dominicana	Dominican republic
BRONZE	Tim Wilcox	Jones Knowles Ritchie	United Kingdom
BRONZE	Rosie Bottomley	Design Bridge	United Kingdom
SHORTLIST	Andres Herrera	Mo Works	Australia
SHORTLIST	Nicolas Rubio	Cullen Marketing	Australia
SHORTLIST	Thisal Samarasinghe	Magic Mango	Sri Lanka
SHORTLIST	Liveesha Ratnayake	Magic Mango	Sri Lanka
SHORTLIST	Darryl Zhi Tien Soh	Edelman	The Netherlands
SHORTLIST	Aiyana Zammit	Truus	The Netherlands
	Gabriel Rodriguez	Monkey-Land	Brazil
	Enzo Roncari	W3haus	Brazil
	Xiaolin Zhu	TOPic&FEI	China
	Yang Liu	TOPic&FEI	China
	Luca Weber	Grabarz & Partner	Germany
	Mike Gajer	Grabarz XCT	Germany
	Márton Budai	Co&Co Designcommunication	Hungary
	Bernadett Molnár-Plaschil	Co&Co Designcommunication	Hungary
	Roisin Jordan	The Tenth Man	Ireland
	Raphael Silva	Rothco	Ireland
	Aurora Arione	Thesignof	Italy
	Federica Ceccarelli	Thesignof	Italy
	Hiroto Obuchi	Hakuhodo Kettle Inc.	Japan

Prize	Name	Company	Country
	Karuna Tenbata	Hakuhodo Inc.	Japan
	Aminu Oluwabukunmi	digitXplus	Nigeria
	Oluwasanu Damilola	digitXplus	Nigeria
	Dan Anecito	Bleed	Norway
	Zhiqin Lu	Bleed	Norway
	Miłosz Maciejewski	BBDO WAW	Poland
	Marta Adamkowska	BBDO WWA	Poland
	Francisco Maria Sérgio Pessoa Forjaz de Lacerda	Pentagram	Portugal
	Sara Jorge da Silva Vitorino	JUDAS	Portugal
	Vlada Untila	Freelancer	Romania
	Patricia Cheveresan	Freelancer	Romania
	Karin Hykšová	Kreatívna Dvojica	Slovakia
	Veronika Holásková	Kreatívna Dvojica	Slovakia
	Ilayda Koroglu	TBWA Istanbul	Turkey
	Mert Avadya	TBWA Istanbul	Turkey
	Murat Risbikov	MA'NO Branding	Uzbekistan
	Anastasiya Kim	MA'NO Branding	Uzbekistan
	Le Nhu Thao	Freelancer	Vietnam
	Tran Thi Minh Tu	Freelancer	Vietnam

Digital Competition 2022



Prize	Name	Company	Country
GOLD	Jackson Elliott	M&C Saatchi	Australia
GOLD	William Campion	M&C Saatchi	Australia
SILVER	Sollin Sæle	Anorak	Norway
SILVER	Per Berge Moe	Publicis Kitchen	Norway
BRONZE	Isaque Seneda	Le Pub	The Netherlands
BRONZE	Gabriel Abrucio	McCann	The Netherlands
SHORTLIST	Valentin Tomov	Noble Graphics	Bulgaria
SHORTLIST	Hrista Georgieva	Wunderman Thompson Sofia	Bulgaria
SHORTLIST	Jose Mario Herrera Sanchez	Garnier BBDO	Costa Rica
SHORTLIST	Fabian Alonso Molina Cajina	Garnier BBDO	Costa Rica
SHORTLIST	Jacq Quinton	McKinney LA	USA
SHORTLIST	Cooper Bowman	McKinney LA	USA
SHORTLIST	Marlene Venero	Casanova//McCann	USA (Hispanic)
SHORTLIST	Jenna Convissar	Casanova//McCann	USA (Hispanic)
SHORTLIST	Wooseok Kim	Cheil Worldwide	South Korea
SHORTLIST	Dongeon Lee	Cheil Worldwide	South Korea
	José Escanes	Wunderman Thompson Buenos Aires	Argentina
	Gastón Larroca	Wunderman Thompson Buenos Aires	Argentina
	Martin Heraut	kraftwerk	Austria
	Alexander Sutter	McCANN Wien	Austria
	Leonardo Norato	Suno Paim	Brazil
	Letícia Kohanoski	Tech and Soul	Brazil
	Erika Jee	FCB Canada	Canada
	Reena Feldman	FCB Canada	Canada
	Luis Cerda	1984.lat	Chile

Prize	Name	Company	Country
	Pedro Vega	1984.lat	Chile
	Jing Long	Essence China	China
	Yunchao Ma	Essence China	China
	Fabricio Merchan Martinez	DDB	Colombia
	Sebastian Sandoval Zarate	DDB	Colombia
	Ana Marija Tomašić	404 Agency	Croatia
	Ivana Krmpotić	404 Agency	Croatia
	Vladimír Zikmund	McCANN Prague	Czech Republic
	Kryštof Mácha	Automobilist	Czech Republic
	Cecilie Jelstrup Larsen	Uncle Grey	Denmark
	Marie Christine Frederiksen	AD.M.	Denmark
	Emelin Heyer	Capital DBG	Dominican Republic
	Jorge Pérez	Capital DBG	Dominican Republic
	Sophie Ivanishvili	Windfor's	Georgia
	Luka Makharoblishvili	Windfor's	Georgia
	Saymon Medeiros	Innocean Berlin	Berlin
	Odile Breffa	Innocean Berlin	Berlin
	Dionisis Zagkas	Skroutz	Greece
	Eleanna Vazaka	4 Wise Monkeys	Greece
	Tang Wayne Henry	Ogilvy Hong Kong	Hong Kong
	Wong Lok Tin Nicholas	Ogilvy Hong Kong	Hong Kong
	Hargitta Csík	mito	Hungary
	Milán Gelencsér	mito	Hungary
	Rizki Bastian	Orange	Indonesia
	Naufal Abiza Utama	Orange	Indonesia

Digital Competition 2022



Prize	Name	Company	Country
	Kim Comiskey	Folk Wunderman Thompson	Ireland
	Derwin Myers	Folk Wunderman Thompson	Ireland
	Riccardo Stazione	Auge Headquarter	Italy
	Daniele Tesi	Publicis Milan	Italy
	Momoka Nakayama	Dentsu Inc.	Japan
	Akari Kamata	Dentsu Inc.	Japan
	Yerassyl Bigazinov	TBWA\ CAC	Kazakhstan
	Darya Zhuravleva	TBWA\ CAC	Kazakhstan
	Ana Sofía Valdez Blanco	VMLY&R	Mexico
	Fátima Alejandra Quiroz Alderete	VMLY&R	Mexico
	Alexandra Ochoa Andersonn	Ariadna Communications Group	Perú
	Erick Camarena Lovera	Ariadna Communications Group	Perú
	Anna Kubas	VMLY&R Poland	Poland
	Joanna Juchacz	VMLY&R Poland	Poland
	Inês Filipa Bernardino Mota	O Escritório	Portugal
	Francisco Fernandes Machado	Judas	Portugal
	Nadeshka Monroig Hernandez	Arteaga & Arteaga Advertising	Puerto Rico
	Abimael Perez-Borroto Gomez	Arteaga & Arteaga Advertising	Puerto Rico
	Katarina Sopkova	MUW Saatchi & Saatchi	Slovakia
	Marek Uličný	dotcom.cz	Slovakia
	Luca Moura Trincanato	David Madrid	Spain
	Alexandre Perdigão van der Smissen	David Madrid	Spain
	Ramaaya Gunaratne	Popkorn Digital	Sri Lanka
	Kalana Gihantha	Popkorn Digital	Sri Lanka
	Henrik Billing	Åkestam Holst	Sweden

Prize	Name	Company	Country
	Folke Kühlnhorn	Akestam Holst	Sweden
	Jen Lin Ting	DENTSU ONE TAIPEI	Taiwan
	Chih Chung Chang	Go Explore Planet	Taiwan
	Prim Kaiborriboon	Wunderman Thompson TH	Thailand
	Atthapong Rakkhatham	Wunderman Thompson TH	Thailand
	Paul Gilbert L. Castro	Wunderman Thompson Philippines	The Philippines
	Jillian G. Librodo	Wunderman Thompson Philippines	The Philippines
	Onur Çırpıcı	Lokal İstanbul	Turkey
	Özgür Duman	4129GREY İSTANBUL	Turkey
	Rebecca Ann Menezes	Saatchi & Saatchi MEA	UAE
	Eduardo Cesar	Saatchi & Saatchi MEA	UAE
	Matt Jones	VMLY&R London	United Kingdom
	Abi Stephenson	VMLY&R London	United Kingdom
	Sayyidbek Nazrillayev	Lokals Central Asia	Uzbekistan
	Stanislav Babich	Lokals Central Asia	Uzbekistan
	Nguyen Tran Nam	T&A Ogilvy	Vietnam
	Huynh Minh Tuan	M-Service (MoMo)	Vietnam

Film Competition 2022



Prize	Name	Company	Country
GOLD	Joel Hördegård	Freelancer	Sweden
GOLD	Axel Bringel	BCW Stockholm	Sweden
SILVER	Fabian Lange	HEIMAT BERLIN	Germany
SILVER	Joaquín Aubele	HEIMAT BERLIN	Germany
BRONZE	Rafael Vitor Camacho Ferrão	Freelancer	South Africa
BRONZE	Christian Botha	Ogilvy South Africa (Johannesburg)	South Africa
SHORTLIST	Félix-Antoine Belleville	Ig2	Canada
SHORTLIST	Zacharie Turgeon	Ig2	Canada
SHORTLIST	Katarína Chudá	Freelancer	Slovakia
SHORTLIST	Martin Luther	SuperScale	Slovakia
SHORTLIST	Juan Manuel Negrón	Alma DDB	USA (Hispanic)
SHORTLIST	Luis Martínez	Alma DDB	USA (Hispanic)
	Lochie Newham	Wunderman Thompson	Australia
	Jack Elliott	Wunderman Thompson	Australia
	Niklas Siemens	Freelancer	Austria
	Marco Leiter	Freelancer	Austria
	Namig Bayramov	Grain Media Azerbaijan	Azerbaijan
	Nijat Mammadzada	Grain Media Azerbaijan	Azerbaijan
	Zeman Sun	GIMC MARKETING GROUP CO. LTD.	China
	Xuejun Bao	GIMC MARKETING GROUP CO. LTD.	China
	Gabriel Ricardo Fernandez Fajardo	SANCHO BBDO	Colombia
	Juan David Ladino Contreras	SANCHO BBDO	Colombia
	Christian Skjøtt	Nord DDB CPH	Denmark
	Sebastian Egelund Østgaard	Accenture Song	Denmark
	Daviti Bikashvili	Redberry	Georgia

Prize	Name	Company	Country
	Giorgi Khubuluri	Redberry	Georgia
	Stevi Gkesiou	McCann Greece	Greece
	Daphne Prangidi	McCann Greece	Greece
	Balazs Baritz	Greenroom Creative Agency	Hungary
	Balazs Pusztai	Greenroom Creative Agency	Hungary
	Eoin Lennon	Rothco Part of Accenture Song	Ireland
	Adam Kelly	Rothco Part of Accenture Song	Ireland
	Massimo D'Arienzo	M&C Saatchi	Italy
	Federico Mucci	McCann Worldgroup	Italy
	Munehiro Hagiwara	Dentsu Inc.	Japan
	Atsushi Tokuoka	TBWA\HAKUHODO Inc.	Japan
	Jorge Cordero Zuñiga	Publicis México	Mexico
	Rubén Cabezas San Román	Publicis México	Mexico
	Dyon Kaleuwee	180 Amsterdam	The Netherlands
	Ersem Ercil	180 Amsterdam	The Netherlands
	Azolibe Chukwuemeka Matthew	BBDO WEST AFRICA	Nigeria
	Aminyemi-Ekong Mabayomije	BBDO WEST AFRICA	Nigeria
	Jakob Steinmo	Anorak NoA	Norway
	Sebastian Pandonis	Anorak NoA	Norway
	Niña Angelika Issabelle Reyes	Blackpencil Manila	Philippines
	Marcelo Batac Lacap III	Propel Manila 360 Inc	Philippines
	Michał Witek	Freundschaft	Poland
	Michał Basiński	Freundschaft	Poland
	Joana Isabel Peseiro Santos	Havas Portugal	Portugal
	João Fernando de Almeida Santos	Havas Portugal	Portugal

Film Competition 2022



Prize	Name	Company	Country
	Yunmi Kang	Innocean Worldwide	South Korea
	Chowon Jeon	Innocean Worldwide	South Korea
	Tasneem Shakir Hussain	Phoenix Ogilvy	Sri Lanka
	Naveen Abeysinghe	Phoenix Ogilvy	Sri Lanka
	Kao Tzu Ning	HEARST TAIWAN	Taiwan
	Chiang Chung Yu	ACE HAKUHODO	Taiwan
	Pheraphas Jongphatcharanun	Creative juice\Bangkok	Thailand
	Natthinee Ruengves	Ogilvy Bangkok	Thailand
	Berkay Öztürk	Multiplayer	Turkey
	Atif Baran	Ogilvy	Turkey
	Eng Zyan Keh	Sky Creative	United Kingdom
	Jacob Woodorth	Sky Creative	United Kingdom
	Hamza Ali	Havas NY	USA
	Allyn Scherr	BBDO	USA
	Daniya Kiyaeva	DBLA	Uzbekistan
	Artyom Lim	ALTEREGO media	Uzbekistan
	Ngoc Nguyen	Climax Creatology	Vietnam
	Trang Luong	MullenLowe Mishra	Vietnam

Marketers Competition 2022



Prize	Name	Company	Country
GOLD	Claudine Wijsmuller	Natwerk x FEBO	Netherlands
GOLD	Nino Stoffels	Natwerk x FEBO	Netherlands
SILVER	Cindy Tan	Google	Australia
SILVER	Lauren Maxwell	Google	Australia
BRONZE	Ricardo Gomez Castillo	ABInBev	Dominican Republic
BRONZE	Laura Bernal Suarez	ABInBev	Dominican Republic
SHORTLIST	Ivana Vitekova	Just Eat Takeaway.com	Slovakia
SHORTLIST	Ivana Masarovicova	Just Eat Takeaway.com	Slovakia
SHORTLIST	Cathrin Rhind-Tutt	Deloitte	UK
SHORTLIST	Rachael Slinger	Deloitte	UK
	Lais Castro	Itaú Unibanco	Brazil
	Carol Garcia	Itaú Unibanco	Brazil
	Omar Elmezaini	PepsiCo Canada	Canada
	Kush Gandhi	PepsiCo Canada	Canada
	Hai Minh Do	Generali Ceska Pojistovna	Czech Republic
	Jiri Cichy	Generali Ceska Pojistovna	Czech Republic
	Saba Mikaia	TBC Bank	Georgia
	Ketevan Shurgaia	TBC Bank	Georgia
	Peter Basch	Sensitiv Kft	Hungary
	Bence Orth	The LEGO Group	Hungary
	Anupama Sharma	Mondelēz International	India
	Gayatri Patkar	Mondelēz International	India
	Adetunji Paul	AIB	Ireland
	Sarah Gallagher	AIB	Ireland
	Mathias Hjetland	DNB	Norway

Prize	Name	Company	Country
	Niro Roman	DNB	Norway
	Olga Wróbel	Carlsberg Poland	Poland
	Kamil Wójcik	Carlsberg Poland	Poland
	Rúben Branco Pardal	Lidl Portugal	Portugal
	André Lima Campino	A Padaria Portuguesa	Portugal
	Tania Ramirez Torres	Triple-S	Puerto Rico
	Kevin Marrero Rivera	Triple-S	Puerto Rico
	Ana López-Perea	ACCIONA Mobility	Spain
	Teresa Moreno Núñez	ACCIONA Mobility	Spain
	Minindu Alles	Nestle Lanka PLC	Sri Lanka
	Samaridu Vitharana	Nestle Lanka PLC	Sri Lanka
	İpek Başar	Kariyer.net	Turkey
	Özgü Özbek	Kariyer.net	Turkey
	Amani Seay	T-Mobile	USA
	Alexandra Kretsinger	T-Mobile	USA
	Duong Hong Nhung	Nestle Vietnam	Vietnam
	Pham Thai Tuan	Nestle Vietnam	Vietnam

Media Competition 2022



Prize	Name	Company	Country
GOLD	Monika Farkasova	dotcom advertising	Slovakia
GOLD	Jakub Svetlik	Istropolitana Ogilvy	Slovakia
SILVER	Nicolás Téllez	David Bogotá	Colombia
SILVER	Omar Galvis	Shapes & Forms LA	Colombia
BRONZE	David Červený	Zaraguza	Czech Republic
BRONZE	Judita Ružičková	Zaraguza	Czech Republic
SHORTLIST	Jose Miguel Garcia Lucero	The Juju Mexico	Mexico
SHORTLIST	Xareli Hernandez Perez	The Juju Mexico	Mexico
SHORTLIST	Ezinne Eze	mediareach OMD Nigeria	Nigeria
SHORTLIST	Motolani Olusile	mediareach OMD Nigeria	Nigeria
SHORTLIST	Rafaela Gonçalves	Mediacom	Portugal
SHORTLIST	Catarina Correia	Wavemaker	Portugal
	Summer Treseder	Initiative	Australia
	John Ryan	Initiative	Australia
	Larissa Kaiser	Dentsu Austria GmbH	Austria
	Teresa Häring	Dentsu Austria GmbH	Austria
	Tristan Bonnot-Parent	Cossette Media	Canada
	Anastasiya Matuk	Cossette Media	Canada
	Yin Tan	BBDO Greater China	China
	Di An	BBDO Greater China	China
	Lucija Drača	Señor	Croatia
	Maria Šimurina	Señor	Croatia
	Laura Guerra	OMD Dominicana	Dominican Republic
	Alejandro Matos	OMD Dominicana	Dominican Republic
	Ahmed Magdy	UM	Egypt

Prize	Name	Company	Country
	Yomna Ahmed	UM	Egypt
	Felicitas Budde	Universal McCann	Germany
	Anna Krammes	Universal McCann	Germany
	Bernard Kwarteng	mediaReachOMD Ghana	Ghana
	Jessica Yaa Bentil	mediaReachOMD Ghana	Ghana
	Kristen Tang	Zenith	Hong Kong
	Alda Lui	Zenith	Hong Kong
	Kinga Furtos	VMLY&R	Hungary
	Gerda Gaál	Mito	Hungary
	Reema Bhagia	Mindshare	India
	Sheetal Shetty	Mindshare	India
	Róisín Monk	Accenture Song Ireland	Ireland
	Laura Cassidy	Accenture Song Ireland	Ireland
	Taisei Dofuku	monopo	Japan
	Kenta Takahashi	monopo	Japan
	Silje Fylling	dentsu	Norway
	Sofia Allstrin	dentsu	Norway
	Martyna Harasimowicz	Havas Media	Poland
	Bartosz Jurczyk	Havas Media	Poland
	Yun Seo Kwak	Innocean Worldwide	South Korea
	Woojoo Kang	Innocean Worldwide	South Korea
	Alex Peñalba Marí	Carat	Spain
	Sara Larios Talán	The Story Lab	Spain
	Illuppitiya Mudiynselage Hashan Sanjeev Bandara Illuppitiya	Third Shift Media PVT LTD	Sri Lanka
	Avishka Induwara Perera	Shift Solutions PVT LTD	Sri Lanka

Media Competition 2022



Prize	Name	Company	Country
	Johan Brishammar	Publicis Groupe	Sweden
	Mathias Gedda	Publicis Groupe	Sweden
	Matylda Tomaszewicz	MediaCom Switzerland	Switzerland
	Marieke Alleleijn	MediaCom Switzerland	Switzerland
	Lidwien Deuss	AdAlliance	The Netherlands
	Koen Lourijsen	UM	The Netherlands
	Alara Mutlu	OMD	Turkey
	Azize Küçükkuru	OMD	Turkey
	Lucas Wesney	Initiative	United Kingdom
	Jack Bellamy	Initiative	United Kingdom
	Maureen Cornely	Initiative	USA
	Safiya Valiulla	Initiative	USA

PR Competition 2022



Prize	Name	Company	Country
GOLD	Randy Handoko	Leo Burnett Jakarta	Indonesia
GOLD	Joshua Tjandra	Leo Burnett Jakarta	Indonesia
SILVER	Manuel Barbosa Granados	SANCHO BBDO	Colombia
SILVER	Rony Saavedra	SANCHO BBDO	Colombia
BRONZE	Alexander Walter	Achtung! GmbH	Germany
BRONZE	Katharina Kiriakou	Achtung! GmbH	Germany
SHORTLIST	Cannan Wong	FleishmanHillard	Hong Kong
SHORTLIST	Serena Kwan	FleishmanHillard	Hong Kong
SHORTLIST	Sebastian Bergedahl Vernang	Publicis MSL	Norway
SHORTLIST	David Fransplass Aas	Publicis MSL	Norway
SHORTLIST	Alice Burden	3 Monkeys Zeno	United Kingdom
SHORTLIST	Phillip Laskaris	3 Monkeys Zeno	United Kingdom
	Nadina Tanović Borovina	McCann Sarajevo	Bosnia and Herzegovina
	Sonja Kušumović	McCann Sarajevo	Bosnia and Herzegovina
	Gabriela Godoy Martins Corrêa	Beontag	Brazil
	Heloisa Miro Cardoso	P&G	Brazil
	Twiggy Lin	Ogilvy Beijing	China
	Yi.Guo	Ogilvy Beijing	China
	Martina Kalusova	Ogilvy	Czech Republic
	Tereza Kovandova	VMLY&R	Czech Republic
	Marine Guilleminot	Agence Marie Antoinette	France
	Julie Dinet	Agence Marie Antoinette	France
	Bálint Hadacs	Mito	Hungary
	István Csuha	Mito	Hungary
	Kate Stapleton	Edelman	Ireland

Prize	Name	Company	Country
	Aoife Cregan	Edelman	Ireland
	Yuki Sato	PR Consulting Dentsu	Japan
	Nako Morimitsu	PR Consulting Dentsu	Japan
	Susan Zwijgers	Natwerk	The Netherlands
	Mark Steenbeek	Yune	The Netherlands
	Diana Carolina Tamayoshi Miyagui	Wunderman Thompson	Peru
	Leslie Evelyn Daneca Narvarte León	Wunderman Thompson	Peru
	Ewa Grabek	SEC Newgate CEE	Poland
	Szymon Dziwięcki	SEC Newgate CEE	Poland
	João Barroso Viegas	Funnyhow Agency	Portugal
	João Pedro Ferreira	Adagietto	Portugal
	Lee Yuan Yuan Vanessa	The Hoffman Agency	Singapore
	Laura Kartika Naland	The Hoffman Agency	Singapore
	Jakub Kováč	JANDL	Slovakia
	Soňa Čásárová	JANDL	Slovakia
	Juhyuk Maeng	Cheil Worldwide	South Korea
	Sung Eun Lim	Cheil Worldwide	South Korea
	Pablo Tesio	SERVICEPLAN Spain	Spain
	David Pérez De Quevedo Casanova	SERVICEPLAN Spain	Spain
	Pranavinth Sivananthan	Triad (Pvt) Ltd.	Sri Lanka
	Rukshani Liyanapathirana	Triad (Pvt) Ltd.	Sri Lanka
	Jonas Eriksson	ABBY.WORLD	Sweden
	Johanna Lindberg	ABBY.WORLD	Sweden
	Tsim Wai Sing Pearson	Wundermanthompson Taipei	Taiwan
	Ai Hsiao	Wundermanthompson Taipei	Taiwan

PR Competition 2022



Prize	Name	Company	Country
	Utkucan Serbest	Weber Shandwick	Turkey
	Edanaz Aksoy	Weber Shandwick	Turkey
	Sabrina Khisaf	Action Global Communications	UAE
	Clive Fernandes	Action Global Communications	UAE
	Jonathan Candelaria	Weber Shandwick	USA
	Kristen Izquierdo	Weber Shandwick	USA

Print Competition 2022



Prize	Name	Company	Country
GOLD	Will Cega	Ogilvy Gmbh	Germany
GOLD	Rafael Quintal	Ogilvy Gmbh	Germany
SILVER	Hande Matban	Medina Turgul DDB	Turkey
SILVER	Gizem Kuşçu	Medina Turgul DDB	Turkey
BRONZE	Jhonatan Gibson	TBWA Peru	Peru
BRONZE	Ivan Mallqui	Potro Lima	Peru
SHORTLIST	Nanna Gjerstrup	Accenture Song	Denmark
SHORTLIST	Pernille Reichstein	Seligemig	Denmark
SHORTLIST	Johann Stancik	Greenz	Brazil
SHORTLIST	Angelo Giovanni da Trindade Menegusso	433AG	Brazil
SHORTLIST	Filip Latin	Imago reklamna agencija	Croatia
SHORTLIST	Petra Mikloš	Imago reklamna agencija	Croatia
	Emmet Heneghan	Rothco part of Accenture Song	Ireland
	Steve Clifford	Rothco part of Accenture Song	Ireland
	Khayal Mahmudlu	FCB Artgroup Baku	Azerbaijan
	Khadija Mammadli	FCB Artgroup Baku	Azerbaijan
	Kristina Borislavova Bogdanova	Wunderman Thompson Sofia	Bulgaria
	Darina Kamenova Ilieva	Wunderman Thompson Sofia	Bulgaria
	Caroline Sierra-Bornais	Grey Canada	Canada
	Shirley Yushkov	Grey Canada	Canada
	Gonzalo Díaz	1984	Chile
	Diego Torres	1984	Chile
	Shixiang Zhou	VSPN	China
	Yifan Ding	Ogilvy Beijing	China
	Juan Sebastián Martínez Gálvez	Geometry Global Colombia	Colombia

Prize	Name	Company	Country
	Diego Felipe Tovar Henao	Geometry Global Colombia	Colombia
	Alžbeta Gburíková	Agentura GEN VŠE	Czech Republic
	Klára Hurtlová	Agentura GEN VŠE	Czech Republic
	Mafer Castillo	Mullen Lowe Delta	Ecuador
	Pablo Villalba	Mullen Lowe Delta	Ecuador
	Liz Demestri Mesquita	VMLYR	France
	David Dominguez	VMLYR	France
	Baia Pirtskhalaishvili	Leavingstone	Georgia
	Ketevan Kipshidze	Leavingstone	Georgia
	Vasileios Mexis	IMBA	Greece
	Zoi Boukouvala	Ogilvy	Greece
	Miguel Angel Cruz Kamiche	EI Taier DDB Centro	Guatemala
	Ana Paula Escobar Farrington	EI Taier DDB Centro	Guatemala
	Zorka Pál	Artificial Group	Hungary
	Eliz Pregon	Artificial Group	Hungary
	Krishnapriya U	Dentsu Webchutney	India
	Malvika Thirani	Dentsu Webchutney	India
	Chiara Mezzalira	Frog Italy	Italy
	Chiara Biondi	Publicis Italy	Italy
	Moemi Furubayashi	Tokyu Agency inc.	Japan
	Yume Iijima	Septeni Japan Inc.	Japan
	David Zakaryan	Meditry	Kazakhstan
	Anastassiya Filatova	Klikobilie	Kazakhstan
	Marijus Česnulaitis	Clinic212	Lithuania
	Lukas Paukštė	Clinic212	Lithuania

Print Competition 2022



Prize	Name	Company	Country
	Paulina López Lemus	BBDO México	Mexico
	José Carlos Morales Luna	BBDO México	Mexico
	Alimi Faruq	REDWOLF DIGITAL AGENCY	Nigeria
	Olamitayo Ajani	REDWOLF DIGITAL AGENCY	Nigeria
	Erlend Løfald	POL	Norway
	Sindre Holmedal Johnstad	POL	Norway
	Aleksander Madej	180heartbeats + JUNG v. MATT	Poland
	Gabriela Brzezińska	180heartbeats + JUNG v. MATT	Poland
	Luis Ferreira Borges	Lola Normajeon	Portugal
	Fábio Loureiro	Lola Normajeon	Portugal
	Iveta Valentová	Freelancer	Slovakia
	Václav Kudělka	Freelancer	Slovakia
	Sieun Lee	Innocean Worldwide	South Korea
	Woojin Lee	Innocean Worldwide	South Korea
	Viraj Lakshana	Ogilvy Public Relations Sri Lanka	Sri Lanka
	Pasini Withanage	Ogilvy Public Relations Sri Lanka	Sri Lanka
	Felipe Duarte	AKQA Amsterdam	The Netherlands
	Rick Garcia	180 Global	The Netherlands
	James Danson	Havas Lynx	United Kingdom
	Glenn Scholefield	TBWA\MCR	United Kingdom
	Crystal Thane (Ei Mon Phyu)	Giant Spoon	USA
	Alejandro Estrada	Giant Spoon	USA

History of Clients 1995-2022



YEAR	CLIENT	COMPETITION
2022	UNESCO	PR, Print
	WWF	Design
	The Unstereotype Alliance	Digital
	Movember	Marketers
	Gua Africa	Media
	Global Citizen	Film
2021	One Young World	Design, Digital, Film, Marketers, Media PR, Print
2019	WWF	Print, Digital, Film, Design, PR
	Lotus Flower	Media
	Room To Read	Marketers
2018	Creative Spirit	Print
	Mozilla	Media
	Share the Meal	Digital
	Global Citizen	Film
	Movember	Marketers
	The Big Little Caravan of Joy	Design
2017	Amnesty International	PR
	Global Citizen	Print
	The Red cross	PR
	Amnesty International	Media
	International Rescue Committee	Marketers
	The Recording Academy	Film
	(RED)	Cyber
	UN Women	Design

YEAR	CLIENT	COMPETITION
2016	United nations – global goals	
	Gender Equality	Cyber
	Health	Design
	Migration & Refugees	Film
	Climate Change	Marketing
	Education	Media
	Food and Nutrition	PR
	Water and Sanitation	Print
	2015	WWF
Malaria No More		Media
Greenpeace		Pr
Wateraid		Marketers
City of Cannes		Design
UN Office on Drugs and Crime		Print
A World at School		Cyber
2014	The Fred Hollows Foundation	Cyber
	WWF	Print
	International Child Art Foundation	Design
	Sense International	Media
	World Food Programme	Marketers
	Barnardo's	Film
United Nations Office on Drugs and Crime	PR	

YEAR	CLIENT	COMPETITION
2013	Gender Equality	Cyber
	Room to Read	Marketers
	Health	Design
	Opportunity Knocks	Marketers
	City of Cannes	Design
	United Nations Office on Drugs and Crime	Print
	A World at School	Cyber
	MTV Switch	Film
	2012	Room to Read
Opportunity Knocks		Marketers
Gates Foundation		Cyber
The Big Issue		Media
Oxfarm		Print
Movember		Film
2011	PumpAid	Print
	Room to Read	Marketers
	The Planet Earth Institute	Cyber
	TIE Iracambi	Media
	Global Angels	Film
2010	Plan	Print
	Competitors select own cause	Marketers
	Channel 16	Cyber
	Peace One Day	Media
	WSPA	Film

History of Clients 1995-2022



YEAR	CLIENT	COMPETITION
2009	IFAW	Print
	Global Humanitarian Forum	Cyber
	World Food Programme	Media
	Film Aid	Film
2008	Amnesty International	Print
	UNICEF Tap Project	Cyber
	War Child	Media
	MTV Switch	Film
2007	Right to Play	Print & Digital
	MTV	Film
2006	International Committee of the Red Cross	Print & Digital
	City of Cannes	Film
2005	UNESCO	Print & Digital
2004	Global Business Coalition on HIV/AIDS	Print & Digital
2003	Olympic Games	Print & Digital
2002	The International Secretariat for Water	Print & Digital
2001	Leuka	Print & Digital
2000	Médecins Sans Frontières	Print & Digital

YEAR	CLIENT	COMPETITION
1999	American Foundation for AIDS Research	Print & Digital
1998	Variety Clubs International	Print
1997	Save the Children Fund	Print
1996	WWF	Print
1995	Plant-It 2000	Print

History of Winners 1995-2022



2022

UNESCO	Print	Gold: Germany Silver: Turkey Bronze: Peru
UNESCO	PR	Gold: Indonesia Silver: Colombia Bronze: Germany
Gua Africa	Media	Gold: Slovakia Silver: Colombia Bronze: Czech Republic
Movember	Marketers	Gold: The Netherlands Silver: Australia Bronze: Dominican
Global Citizen	Film	Gold: Sweden Silver: Germany Bronze: South Africa
The Unstereotype Alliance	Digital	Gold: Australia Silver: Norway Bronze: The Netherlands
WWF	Design	Gold: Denmark Silver: Dominican Bronze: United Kingdom

2021

One Young World	Print	Gold: Ecuador Silver: Chile Bronze: Canada
One Young World	PR	Gold: United Kingdom Silver: Ireland Bronze: Taiwan
One Young World	Media	Gold: Australia Silver: Japan Bronze: Portugal
One Young World	Marketers	Gold: Norway Silver: Turkey Bronze: Canada
One Young World	Film	Gold: Colombia Silver: Greece Bronze: United Kingdom
One Young World	Digital	Gold: Slovenia Silver: Germany Bronze: Taiwan
One Young World	Design	Gold: Ukraine Silver: Brazil Bronze: United Kingdom

2019

WWF	Print	Gold: Russian Federation Silver: Ukraine Bronze: Lebanon
WWF	PR	Gold: Japan Silver: Finland Bronze: Hong Kong
Lotus Flower	Media	Gold: Colombia Silver: South Korea Bronze: Canada
Room to Read	Marketers	Gold: Belgium Silver: Puerto Rico Bronze: South Korea
WWF	Film	Gold: Ukraine Silver: Italy Bronze: Canada
WWF	Digital	Gold: Denmark Silver: Norway Bronze: Philippines
WWF	Design	Gold: Russian Federation Silver: Ukraine Bronze: Brazil

History of Winners 1995-2022



2018

Creative Spirit	Print	Gold: Germany Silver: Canada Bronze: Netherlands
Amnesty International	PR	Gold: China Silver: France Bronze: N/A
Mozilla	Media	Gold: Netherlands Silver: Mexico Bronze: Belarus
Movember	Marketers	Gold: Portugal Silver: India Bronze: Australia
Global Citizen	Film	Gold: Denmark Silver: Norway Bronze: Russia
Share the Meal	Digital	Gold: Costa Rica Silver: France Bronze: Mexico
The Big Little Caravan of Joy	Design	Gold: Colombia Silver: Portugal Bronze: Russian Federation

2017

Global Citizen	Print	Gold: Italy Silver: Austria Bronze: Ecuador
The Red Cross	PR	Gold: Hungary Silver: UK Bronze: Costa Rica
Amnesty International	Media	Gold: UK Silver: Australia Bronze: USA
International Rescue Committee	Marketers	Gold: Spain Silver: India Bronze: Portugal
The Recording Academy	Film	Gold: Brazil Silver: France Bronze: Slovakia
(RED)	Cyber	Gold: The Netherlands Silver: Denmark Bronze: Argentina
UN Women	Design	Gold: Ireland Silver: Austria Bronze: Portugal

2016 United Nations – Global Goals

Gender Equality	Cyber	Gold: Singapore Silver: UK Bronze: Brazil
Health	Design	Gold: Brazil Silver: Norway Bronze: Portugal
Migration & Refugees	Film	Gold: France Silver: Mexico Bronze: Finland
Climate Change	Marketing	Gold: Georgia Silver: Turkey Bronze: Canada
Education	Media	Gold: China Silver: Spain Bronze: Chile
Food and Nutrition	PR	Gold: USA Silver: Norway Bronze: UK
Water and Sanitation	Print	Gold: Uruguay Silver: China Bronze: Austria

History of Winners 1995-2022



2015

WWF	Film	Gold: Germany Silver: Australia Bronze: Russia
Malaria No More	Media	Gold: Australia Silver: Canada Bronze: Belarus
Greenpeace	PR	Gold: Sweden Silver: Colombia Bronze: China
Wateraid	Marketers	Gold: UK Silver: Dominican Republic Bronze: Turkey
City of Cannes	Design	Gold: Norway Silver: Sweden Bronze: Brazil
UN Office on Drugs and Crime	Print	Gold: Mexico Silver: Argentina Bronze: Peru
A World at School	Cyber	Gold: Switzerland Silver: Lithuania Bronze: Brazil

2014

The Fred Hollows Foundation	Cyber	Gold: Romania Silver: Spain Bronze: Russia
WWF	Print	Gold: Japan Silver: Germany Bronze: Denmark
International Child Art Foundation	Design	Gold: Germany Silver: Sweden Bronze: Dominican Republic
Sense International	Media	Gold: China Silver: Sweden Bronze: Norway
World Food Programme	Marketers	Gold: Argentina Silver: India Bronze: Finland
Barnardo's	Film	Gold: Bulgaria Silver: Australia Bronze: Norway
United Nations Office on Drugs and Crime	PR	Gold: Japan Silver: UK Bronze: Austria

2013

Room to Read	Marketers	Gold: Sri Lanka Silver: Dominican Republic Bronze: Canada
Bill & Melinda Gates Foundation	Design	Gold: Romania Silver: Belarus Bronze: Japan
WADA	Cyber	Gold: Russia Silver: Australia Bronze: Hungary
Doctors Without Borders	Media	Gold: UK Silver: Australia Bronze: Argentina
Macmillan Cancer Support	Print	Gold: Mexico Silver: France Bronze: The Netherlands
Helpage international	Film	Gold: Spain Silver: Canada Bronze: Japan
Right to play	Cyber	Gold: Russia Silver: Australia Bronze: Hungary

History of Winners 1995-2022



2012

Room to Read	Marketers	Gold: Portugal Silver: Australia Bronze: Canada
Opportunity Knocks	Design	Gold: Colombia Silver: Italy Bronze: The Philippines
Gates Foundation	Cyber	Gold: Poland Silver: Finland Bronze: Italy
The Big Issue	Media	Gold: Czech Republic Silver: UK Bronze: Portugal
Oxfam	Print	Gold: Singapore Silver: UAE Bronze: Belgium
Movember	Film	Gold: Italy Silver: Poland Bronze: Chile

2011

PumpAid	Print	Gold: Australia Silver: Italy Bronze: UAE
The Planet Earth Institute	Cyber	Gold: Canada Silver: Denmark Bronze: Czech Republic
TIE Iracambi	Media	Gold: Czech Republic Silver: Germany Bronze: Brazil
Global Angels	Film	Gold: US Hispanic Silver: South Africa Bronze: USA
Room to Read	Marketers	Gold: The Philippines Silver: Belarus Bronze: Brazil

2010

Plan	Print	Gold: Peru Silver: Colombia Bronze: Denmark
Channel 16	Cyber	Gold: Brazil Silver: Venezuela Bronze: Hungary
Peace One Day (POD)	Media	Gold: Denmark Silver: Sweden Bronze: USA
WSPA (World Society for the Protection of Animals)	Film	Gold: Korea Silver: USA Hispanic Bronze: Canada
Competitors selected their own real world cause	Marketers	Gold: Dominican Rep Silver: The Philippines Bronze: Latvia

History of Winners 1995-2022



2009

International Fund for Animal Welfare Press		Gold: Portugal
		Silver: Costa Rica
		Bronze: Romania
Global Humanitarian Forum	Cyber	Gold: Italy
		Silver: Portugal
		Bronze: Slovakia
WFP	Media	Gold: Australia
		Silver: Belarus
		Bronze: USA
Film Aid	Film	Gold: Mexico
		Silver: Canada

2008

Amnesty International	Press	Gold: The Netherlands
		Silver: Turkey
		Bronze: Germany
UNICEF	Cyber	Gold: Brazil
		Silver: Korea
		Bronze: Latvia
War Child Media	Media	Gold: Italy
		Silver: Germany
		Bronze: USA
MTV Switch	Film	Gold: Argentina
		Silver: USA
		Bronze: Italy

2007

Right to Play	Press	Gold: Chile
		Silver: Australia
		Silver: The Philippines
		Bronze: Brazil
	Cyber	Gold: Brazil
		Silver: Japan
		Bronze: Poland
MTV Networks International	Film	Gold: Italy

2006

International Committee of the Red Cross	Press	Gold: Poland
		Silver: New Zealand
		Bronze: Argentina
		Bronze: Finland
	Cyber	Gold: Brazil
		Silver: Norway
		Bronze: Germany
City of Cannes	Film	Gold: The Netherlands

2005

Unesco: Literacy for Young Adults	Press	Gold: Sweden
		Silver: Spain
		Bronze: Argentina
	Cyber	Gold: Puerto Rico

2004

The Business Coalition for AIDS	Press	Gold: Italy
		Silver: USA Hispanic
		Bronze: Turkey
	Cyber	Gold: Portugal

2003

Olympic Games 2004	Press	Gold: France
		Silver: Spain
		Bronze: Brazil
	Cyber	Gold: Brazil

2002

The International Secretariat for Water	Press	Gold: Finland
		Silver: USA
		Bronze: Italy
	Cyber	Gold: Brazil

2001

Leuka 2000	Press	Gold: Brazil
		Silver: USA
		Bronze: UAE
	Cyber	Gold: Germany

History of Winners 1995-2022



2000

Medecins Sans Frontieres	Press	Gold: Sweden
		Silver: Norway
		Bronze: UK

1999

American Foundation for AIDS Research Amnesty International	Press	Gold: Portugal
		Silver: USA
		Bronze: Turkey
	Cyber	Gold: Venezuela

1998

Variety Clubs International	Print	Gold: Portugal
		Silver: South Africa
		Bronze: Australia

1997

Save the Children Fund	Print	Gold: Argentina
		Silver: Canada
		Bronze: South Africa

1996

WWF World Wide Fund for Nature	Print	Gold: Canada
		Silver: Turkey
		Bronze: Colombia & Brazil

1995

Plant-It 2000	Print	Gold: Norway
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Rankings by Country



	PRINT			DIGITAL			MEDIA			FILM			DESIGN			MARKETERS			PR			TOTAL
	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	
Argentina	1	1	1			1			1	1					1							7
Australia	1	1	1	1	1		2	2	1		2					2	1					15
Austria		1	1											1							1	4
Belarus							2	1					1			1						5
Belgium			1												1							2
Brazil	1		3	6		2			1	1			1	1	2				1			19
Bulgaria										1												1
Canada	1	2	1	1				1			2	2					4					14
Chile	1	1							1			1										4
China		1					2										1		1			5
Colombia		1					1	1		1			2					2				8
Colombia & Brazil			1																			1
Costa Rica		1		1																1		3
Czech Republic						1	2		1													4
Denmark			2	1	1		1			1	1	1										8
Dominican Republic													1	1	1	2	1					6
Ecuador	1		1																			2
Finland	1		1		1						1						1			1		6
France	1	1			1					1	1								1			6
Georgia															1							1
Germany	2	1	1	1	1	1		2		1	1		1							1		13

	PRINT			DIGITAL			MEDIA			FILM			DESIGN			MARKETERS			PR			TOTAL
	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	
Greece																				1		1
Hong Kong																					1	1
Hungary											2									1		3
India																		3				3
Ireland															1						1	2
Italy	2	1	1	1		1	1		1	2	1	1		1								13
Japan	1				1			1					1			1				2		7
Korea					1					1												2
Latvia										1									1			2
Lebanon			1																			1
Lithuania						1																1
Mexico	2										1			1	1	1						6
New Zealand		1																				1
Norway	1	1				3					1		1	1	1	1		1		1		12
Peru	1		2																			3
Philippines											1											1
Poland	1				1	1								1								4
Portugal	3				1	1	1						2					2	1	2		14
Puerto Rico					1														1			2
Romania			1	1											1							3
Russia	1				1	1									2	1		1				7

Rankings by Country



	PRINT			DIGITAL			MEDIA			FILM			DESIGN			MARKETERS			PR			TOTAL
	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	G	S	B	
Singapore	1			1																		2
Slovakia							1	1				1										3
Slovenia				1																		1
South Africa		1	1								1	1										4
South Korea								1										1				2
Spain		2			1			1		1						1						6
Sri Lanka																1						1
Sweden	2							2		1				2					1			8
Switzerland				1																		1
Taiwan								1													1	2
The Netherlands	1		2	1		1	1			1						1						8
The Philippines		1													1	1	1					4
Turkey		3	2														2	1				8
Ukraine		1								1			1	1								4
United Arab Emirates		1	2																			3
United Kingdom			1		1		2	1				1			2	1			1	2	1	13
United States		3							3		1	1							1			9
Uruguay	1																					1
USA Hispanic		1								1	1											3
Venezuela				1	1																	2

CYBER YOUNG LIONS added in 1999
FILM YOUNG LIONS added in 2006
MEDIA YOUNG LIONS added in 2008
MARKETERS YOUNG LIONS added in 2011
DESIGN YOUNG LIONS added in 2012
PR YOUNG LIONS added in 2014
CYBER renamed DIGITAL in 2018