

## CANNES LIONS 2024. IL MEDAGLIERE ITALIANO

AGENZIA	CLIENTE	CAMPAGNA	CATEGORIA	O	A	B
BBDO Italy	E.On	The Floating Boat	Outdoor		*	
LePub Milan / Prodigious Milan	Bottega Veneta	Bottega For Bottegas	Luxury & Lifestyle		*	
LePub Milan	Heineken	150 Years Of Whateverken	Direct	*	*	
			Creative Strategy			*
LePub Milan / LePub Dublin	Heineken	Backing The Bars	Creative B2B	*		
LePub Milan / Edelman London	Heineken	Bar Experience	PR	*		
			Creative Strategy			*
			Brand Experience & Activation		*	
LePub Milan	Heineken	The Gaming Fridge	Entertainment for Gaming		*	*
LePub Milan / Edelman London	Heineken	The Social Swap	Social & Influencer			*
LePub Milan / LePub Singapore	Heineken	Laundromatch	Outdoor			*
LePub Milan / Publicis Dublin	Heineken	Pub Museums	Outdoor	*	*	
			Brand Experience & Activation	*	*	
			Direct	*		
			Creative B2B	*		
			Audio & Radio		*	
			PR		*	
Michele Mari	Amnesty International	The Humanity Check	Sustainable Development Goals			*
Small NY/Indiana Productions	Coordown	Assume that I can	Social & Influencer	(*)	(*) (*)	
			Health & Wellness		* (*)	
			Film Craft			*
			Film			*
VML	Biogen	Not A Lonely Journey	Pharma		*	
<b>TOTALE:</b>				<b>7</b>	<b>11</b>	<b>8</b>
				(+1)	(+3)	

(\*) quando il progetto risulta iscritto da Small NY il premio è ufficialmente assegnato agli USA