

AWARD	TITLE	BRAND	PRODUCT	ENTRANT / IDEA CREATION	COUNTRY	LION
<b>Creative Strategy</b>	The Pub That Refused To Die	Heineken	Heineken Green	LePub, Milan / Publicis, Dublin	Italy / Ireland	<b>Grand Prix</b>
<b>Social &amp; Creator</b>	Could Have Been A Heineken	Heineken	Heineken Beer	LePub, Milan / LePub, Sao Paulo	Italy / Brazil	<b>Grand Prix</b>
<b>Brand Experience &amp; Activation</b>	Could Have Been A Heineken	Heineken	Heineken Beer	LePub, Milan / LePub, Sao Paulo	Italy / Brazil	<b>Gold Lion</b>
<b>Creative B2B</b>	Tocayos	Heineken	Heineken Beer	LePub, Milan	Italy	<b>Gold Lion</b>
<b>Creative Strategy</b>	Tocayos	Heineken	Heineken Beer	LePub, Milan	Italy	<b>Gold Lion</b>
<b>Direct</b>	Could Have Been A Heineken	Heineken	Heineken Beer	LePub, Milan / LePub, Sao Paulo	Italy / Brazil	<b>Gold Lion</b>
<b>Entertainment</b>	The Tiger	Gucci	Gucci	MJZ, Los Angeles / Gucci, Florence	USA / Italy	<b>Gold Lion</b>
<b>Media</b>	Could Have Been A Heineken	Heineken	Heineken Beer	LePub, Milan / LePub, Sao Paulo	Italy / Brazil	<b>Gold Lion</b>
<b>Media</b>	Could Have Been A Heineken	Heineken	Heineken Beer	LePub, Milan / LePub, Sao Paulo	Italy / Brazil	<b>Gold Lion</b>
<b>Media</b>	Dark Mode Ads	Plenitude	Energy	LePub, Milan	Italy	<b>Gold Lion</b>
<b>Outdoor</b>	Could Have Been A Heineken	Heineken	Heineken Beer	LePub, Milan / LePub, Sao Paulo	Italy / Brazil	<b>Gold Lion</b>
<b>Audio &amp; Radio</b>	Could Have Been A Heineken	Heineken	Heineken Beer	LePub, Milan / LePub, Sao Paulo	Italy / Brazil	<b>Silver Lion</b>
<b>Brand Experience &amp; Activation</b>	Tocayos	Heineken	Heineken Beer	LePub, Milan	Italy	<b>Silver Lion</b>
<b>Creative Strategy</b>	Tocayos	Heineken	Heineken Beer	LePub, Milan	Italy	<b>Silver Lion</b>
<b>Direct</b>	Could Have Been A Heineken	Heineken	Heineken Beer	LePub, Milan / LePub, Sao Paulo	Italy / Brazil	<b>Silver Lion</b>
<b>Film Craft</b>	The Gucci Lido Campaign	Gucci	Gucci Clothing	Smuggler, London / Gucci, Milan	UK / Italy	<b>Silver Lion</b>
<b>Outdoor</b>	Dark Mode Ads	Plenitude	Energy	LePub, Milan	Italy	<b>Silver Lion</b>
<b>PrR</b>	Tocayos	Heineken	Heineken Beer	LePub, Milan	Italy	<b>Silver Lion</b>
<b>Social &amp; Creator</b>	Olympic Rings Pasta	International Olympics Committee	Milan Winter Olympic Games 2026	International Olympic Committee, Lausanne / LePub, Milan	Switzerland / Italy	<b>Silver Lion</b>
<b>Brand Experience &amp; Activation</b>	Could Have Been A Heineken	Heineken	Heineken Beer	LePub, Milan / LePub, Sao Paulo	Italy / Brazil	<b>Bronze Lion</b>
<b>Creative B2B</b>	Dark Mode Ads	Plenitude	Energy	LePub, Milan	Italy	<b>Bronze Lion</b>
<b>Creative B2B</b>	The Pub That Refused To Die	Heineken	Heineken Green	LePub, Milan / Publicis, Dublin	Italy / Ireland	<b>Bronze Lion</b>
<b>Creative Business Transformation</b>	Tocayos	Heineken	Heineken Beer	LePub, Milan	Italy	<b>Bronze Lion</b>
<b>Direct</b>	The Pub That Refused To Die	Heineken	Heineken Green	LePub, Milan / Publicis, Dublin	Italy / Ireland	<b>Bronze Lion</b>
<b>Entertainment</b>	The Pub That Refused To Die	Heineken	Heineken Green	LePub, Milan / Publicis, Dublin	Italy / Ireland	<b>Bronze Lion</b>
<b>Media</b>	Dark Mode Ads	Plenitude	Energy	LePub, Milan	Italy	<b>Bronze Lion</b>
<b>Outdoor</b>	Rooftop Revival	Heineken	Heineken	LePub, Singapore / LePub, Milan	Singapore / Italy	<b>Bronze Lion</b>
<b>PR</b>	The Pub That Refused To Die	Heineken	Heineken Green	LePub, Milan / Publicis, Dublin	Italy / Ireland	<b>Bronze Lion</b>