

Cannes Predictions 2023

1.	OREO “Brings Back 2011”	India	Leo Burnett India	CS Noted at One Show	LINK
2.	BBC “Hey Duggee, The Welcome Badge”	UK	Mother London	D&AD	LINK
3.	CANAL+ “The Secret of Wakany”	France	BETC Paris	CS Noted at One Show	LINK
4.	AMNESTY INTERNATIONAL “Land of the Unfree”	Norway	ANORAK/NOA	CS Noted at One Show	LINK
5.	SKINNY “Phone It In”	Australia	Colenso BBDO	CLIO Gold; Spikes Grand Prix	LINK
6.	KRAFT HEINZ “Heinz Fraud Ketchup”	Canada	Rethink Toronto / Montreal / Vancouver	CLIO Gold	LINK
7.	KOREAN NATIONAL POLICE AGENCY “Knock Knock”	Korea	Cheil Worldwide Inc. Seoul	Spikes Grand Prix;	LINK
8.	SAMSUNG GALAXY Z FLIP4 “Welcome to Flipvertising”	Australia	CHEP Network South Yarra	Spikes Grand Prix;	LINK
9.	ANNAHAR NEWSPAPER “Newspapers Inside The Newspaper”	United Arab Emirates	IMPACT, DDBO	Lynx Grand Prix;	LINK
10.	THE GOVERNMENT OF TUVALU “The First Digital Nation”	Australia	The Monkeys Sydney	Spikes Grand Prix;	LINK
11.	COLUMBIA JOURNALISM REVIEW “Are You Press Worthy?”	USA	TBWA\CHIAT DAY NEW YORK	D&AD	LINK
12.	VOLKSWAGEN GROUP FRANCE “Inside Jobs”	France	DDB Paris	GRAND CLIO	LINK
13.	VOIZ WAFFLE CHOCO “The Innocent Eyes”	Thailand	Ogilvy Bangkok	CS Noted at One Show	LINK
14.	APPLE USA & EA SPORTS “FIFA 23 x Ted Lasso”	USA	Apple & EA Sports	D&AD	LINK
15.	APPLE “The Greatest”	USA	In-house	AdAge Best of 2022 (#1); D&AD Shortlist	LINK
16.	CALM “The Last Photo”	UK	adam&eveDDB London	Campaign Big; Eurobest; LIA; Kinsale; One Show;	LINK
17.	NIKE “Nike FC Presents Footballverse”	USA	Wieden+Kennedy	CLIO Gold	LINK
18.	GOOGLE & U.S. BLACK CHAMBERS INC “Black-owned Friday Every Day”	USA	BBH New York		LINK
19.	UNILEVER DOVE “Cost of Beauty”	Canada	Ogilvy		LINK
20.	RECKITT / VANISH “Me, My Autism and I”	UK	Havas London	D&AD	LINK