



YOUNG LIONS COMPETITIONS REPORT 2023



YOUNG LIONS
COMPETITIONS

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YOUNG LIONS COMPETITORS

444

COUNTRIES REPRESENTED

70

WINNERS

42

Young Lions Competitions 2023

in numbers

Competition partners 2023

Design Competition:



Rocket Learning

Digital Competition:



Rocket Learning

Film Competition:



Rocket Learning

Marketers Competition:



Media Competition:



PR and Print Competitions:





The Competitions Overview

The Young Lions Competitions have long been recognised as a breeding ground for the creative leaders of tomorrow. As the world changes and evolves, so does the need for fresh perspectives and bold ideas. In that spirit, this year's competition has undergone a remarkable transformation, pivoting to become a learning experience and making a triumphant return to the Festival.

In this report, we will delve into the exciting journey of the Young Lions Competitions 2023, showcasing the exceptional talent, groundbreaking ideas and remarkable diversity that were on display throughout the event. Use this report to see the winners, learn more about the competition briefs and check out the all-time competition winners leaderboard. Thank you to our partner Adobe for supporting the competition, and huge congratulations to all our Young Lions Winners 2023.

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.

Are you up for the challenge?

7 COMPETITIONS

24 HOURS

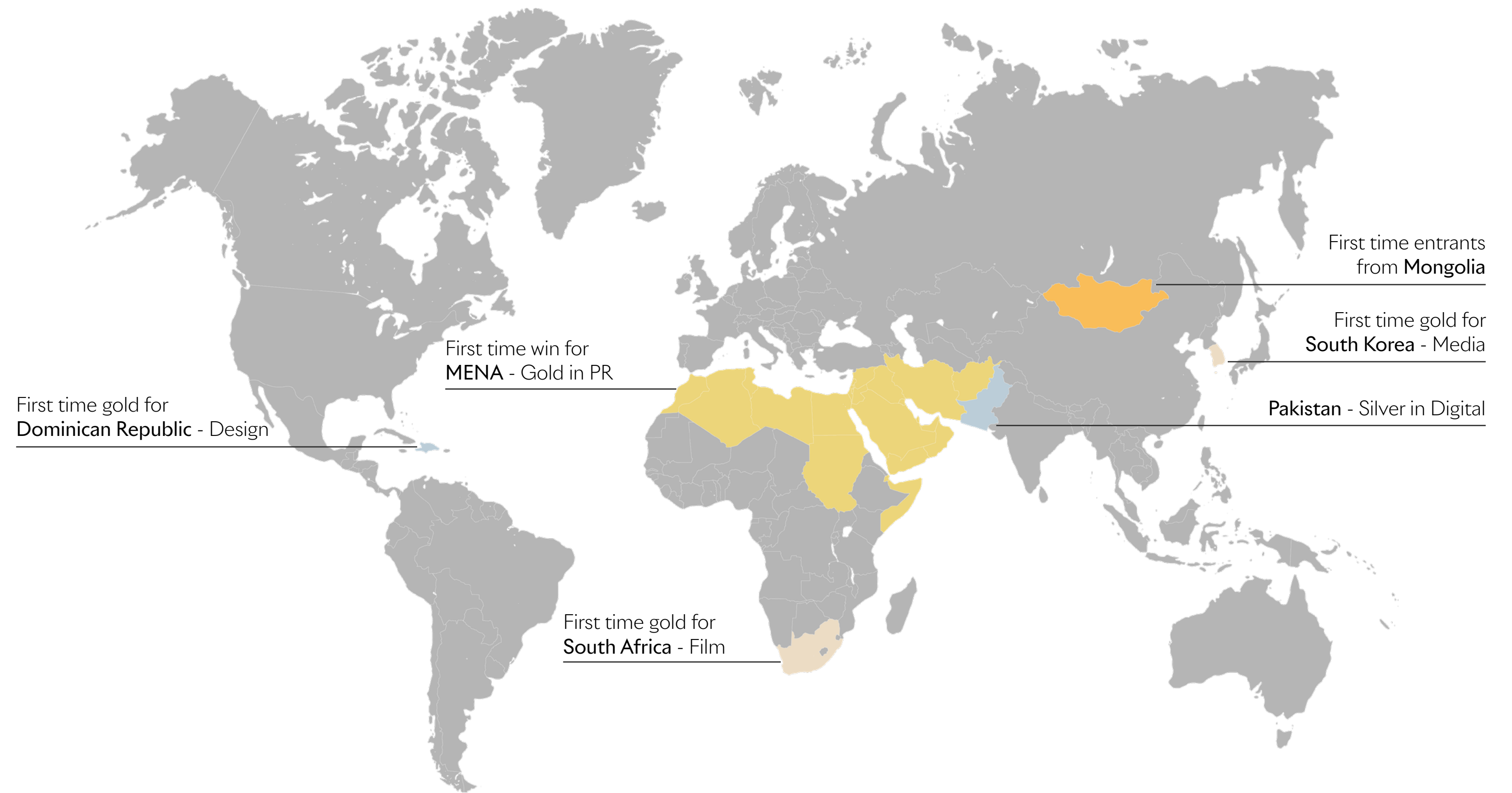
70 COUNTRIES

444 COMPETITORS



First-timers in focus

This year, we welcomed Mongolia to the competitions and congratulated Pakistan on their first ever medal win!





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 the design 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, aged 30 or under, working in creative communications, advertising, or for a digital agency.

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

The winners

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

Design Competition



Design Competition Brief 2023

Competition partner



Rocket Learning

Challenge

Help Rocket Learning build a strong brand identity and instant visual connection with early childhood care and education (ECCE) through the power of design.

Rocket Learning has expanded to 7+ Indian states in its first 3 years of operations, reaching 1.5 million children through 70,000+ communities. With rapid expansion comes the need for effective and professional-looking brand imagery across communication channels, in the form of a logo and brand mascot/avatar. The goal of this is both to establish the organisation and highlight its legitimacy in India's ECCE space to key stakeholders.

Through updated imagery, Rocket Learning can communicate its resolve, credibility and tunnel focus on empowering children to help open more doors and opportunities as well as raise brand awareness.

Target audience

For the logo – government, funders, parents and kids, both domestic and Internationally. For the brand mascot/avatar – parents, Anganwadi workers (not to be categorised as teachers, sensitive subjects).

Key message

Childhood stimulation and education are key influences of India's growth into an inclusive, sustainable economy. Rocket Learning is the catalyst, enabling it.

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 creative design concept. This must include:

1. an A3 design board
2. optional – no more than three supporting images that may help support the entry in the jury room
3. a three-part written submission:
 - explaining the background of the creative idea and how it fits the brief (150 words)
 - describing the creative idea, including brand relevance and target audience (150 words)
 - describing the execution, including design elements, scale and approach (150 words).

[Read the full brief here](#)



This logo redesign builds on the phrase “education starts at home” by incorporating simple elements found in Indian households and meaningful elements of the culture associated with intelligence and wisdom. The design embodies the momentum children need in their early years to “lift off” into their futures.

Inspired by children’s imagination to be whatever they want, this graphic system incorporates the human body and rocket shape into a logo, mascot or avatar. The system uses several colours and body types to symbolise diversity and inclusivity.

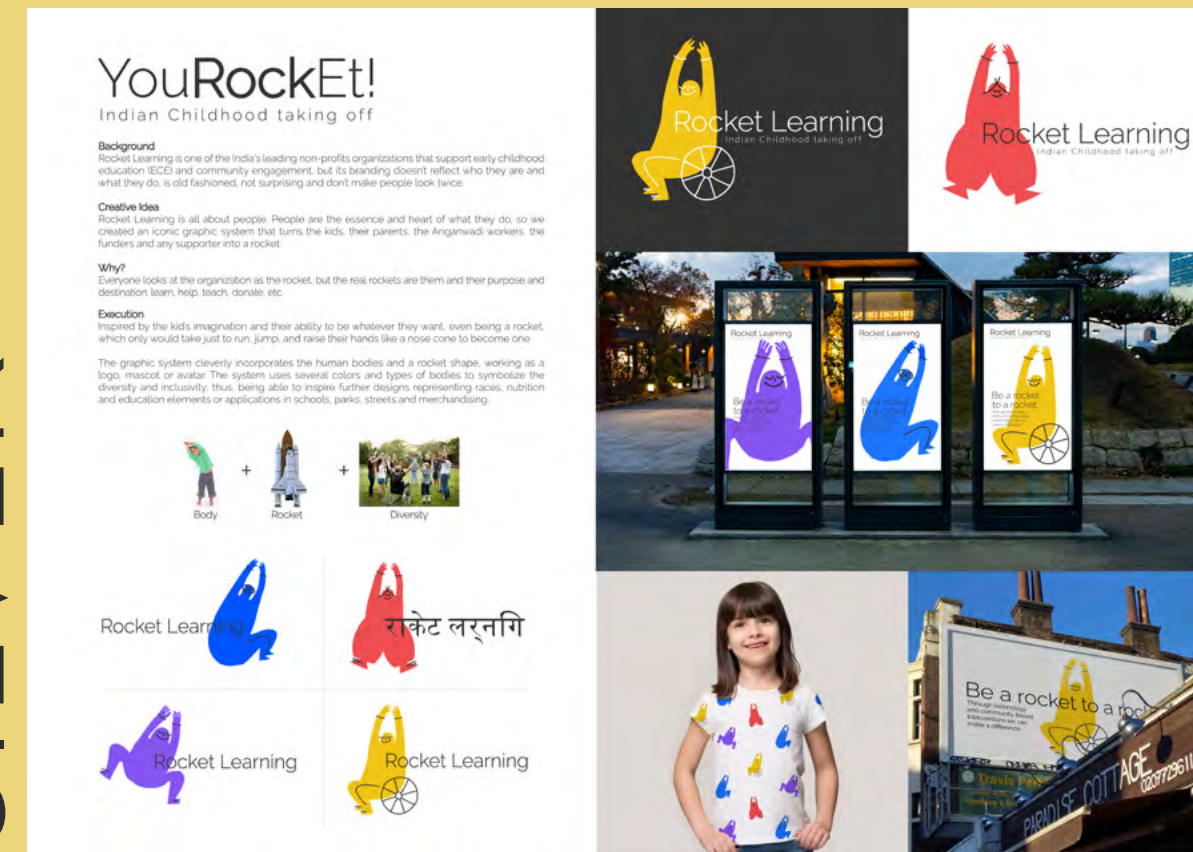
The amorphous mascot ‘Rocket’ represents Rocket Learning’s mission of empowering low income parents to help educate their young children. Rocket is a helping hand to all children which can shift shape to meet the needs of its audience and ensures the organisation’s ethos is visible at all times.

GOLD



KATHERINE YUEN
GABRIELLA SÁNCHEZ
DOMINICAN REPUBLIC

SILVER



ALEJANDRO ORJUELA
CAMILA CABRA
COLOMBIA

BRONZE



ROBIN WINCHESTER
JAMES STEDMOND
IRELAND

Design Competition Winners 2023

[View all the work here](#)



The Digital Competition

How does it work?

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. What is the 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, aged 30 or under, working in creative communications, advertising or for a digital agency.

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

The winners

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

Digital Competition Brief 2023

Competition partner



Rocket Learning



Challenge

Building a national awareness campaign establishing India's Anganwadi centres (day-care centres) as 'Centres of learning'. Shifting perception to shift learning outcomes.

The challenge lies with changing the perception of Anganwadi centres, which have been traditionally considered 'Porridge centres'. Indian parents are arguably most invested in their children's education, and so, even low-income parents would prefer to send them to private preschools that are not equipped or developmentally aligned to ensure a strong foundation.

Target audience

Parents between the ages of 18 and 35, with a particular focus on mothers with limited to no education. This audience spends most of their time on WhatsApp or YouTube. They also have limited data on their mobile devices. The digital campaign needs to use low-data and WhatsApp or YouTube dimensions.

Strategy

Anganwadi centres enjoy low confidence in their capacity to impart early stimulation and education to children with defined outcomes. Because of limited monitoring and evaluation earlier, changes have been slower to occur. But the Anganwadi network, made up of 1.3m centres across India with a reach of 80m low-income household children, holds massive potential with policy changes (Poshan Bhi, Padhai Bhi) and Rocket Learning's work with the government. Through an evidence-based approach, times are changing. This message needs to be communicated to low-income household parents, especially mothers. Double clicking on parents enrolling every 3–6-year-old child in the Anganwadi centre (AWC) system, ensuring attendance and frequently visiting the AWC to participate in their activities are critical.

Considering their limited to no exposure to education, provoking strong emotions and relying on a mother's instinct for wanting the best for their children can help overcome other social barriers.

Key message

Rocket Learning is supporting the government's vision of transforming Anganwadi centres into "vibrant centres of learning" through curriculum expertise, capacity building capabilities, use of technology for scale and social techniques for behaviour change.

Specific campaign deliverables

Each team will be asked to submit the following:

1. a digital presentation JPG image that showcases the digital campaign. This image is a visual presentation of the campaign, including images and text, which concisely summarises the brief, execution and results
2. optional - up to three supporting images that may help support the entry in the jury room
3. a four-part written submission:
 - explaining the background of the idea (150 words)
 - describing the creative idea, including brand relevance and target audience (150 words)
 - describing the strategy, including data gathering and approach (150 words)
 - describing of the execution (150 words).

[Read the full brief here](#)



By leveraging the cultural value of sport in India, this campaign will gamify attendance at Anganwadi centres and position early education as a sport in its own right. This WhatsApp-based digital learning league allows parents to engage with and follow the progress of their children under the unifying language of sport.

Eighty per cent of Indian mothers express concern about their child's growth, with priority on physical growth over mental development. Unlike physical health parameters, there is an absence of visible indicators for mental development. MaAI is an AI companion that helps mothers learn that children need the right food and right information to feed their overall growth.

'Gamemeficated learning' mixes games and memes to build Indian parent's trust on early public education in Anganwadi centres through entertainment, humour and parental empowerment. This campaign aims to educate parents about the topics being taught at school through humour and encourage participation through online games.

GOLD

CASEY CLARKE
ZAC NARIN
AUSTRALIA

SILVER

RAAJ HUSSAIN ALI KHERAJ
EZZA SYED
PAKISTAN

BRONZE

LUCIA ORTIZ
GABRIEL ABRUCIO
SPAIN

Digital Competition Winners 2023

[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 Film Competition, the team must be made up of two young professionals, aged 30 or under, working in creative communications, advertising or for a digital agency.

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

The winners

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



Film Competition Brief 2023

Competition partner



Rocket Learning

Challenge

Creating a film that will move parents in India (especially mothers) and drive them to take action to take back control in their child's education.

Rocket Learning's primary goal is to empower mothers by raising awareness to confidently take charge of their young children's education. Mothers are typically the primary caregiver in most families, so their role in early childcare and education is crucial. Rocket Learning's product helps caregivers regardless of any educational experience to engage with their children in play-based learning activities for 20–30 minutes daily. By improving parental confidence and demonstrating the easy nature of learning activities for children at this age, Rocket Learning will be able to improve engagement.

Target audience

Low-income parents from rural, semi-urban parts of India between the ages of 18 and 35, with a particular focus on mothers with limited to no education.

Strategy

To encourage parents by showing them how easy it is to use the service coupled with their love and belief that their kids can do big, beautiful things and shape the future.

Key message

Rocket Learning enables you, the parent, to become the catalyst for your kid's future.

Specific campaign deliverables

Each team will be submitting one final film ad. This must include:

1. one 60-second film/video in English, Hindi or language-agnostic (i.e. no voiceover or text on screen). Work that is not in English should be subtitled so that it can be understood
2. a three-part written submission:
 - offering a short summary of what happens in the film (150 words)
 - explaining the background of the idea – an overview of the brief and the objectives the client is reaching (150 words)
 - describing the strategy and insight – how the film answers the brief, target audience and the insight that informs the work (150 words).

[Read the full brief here](#)

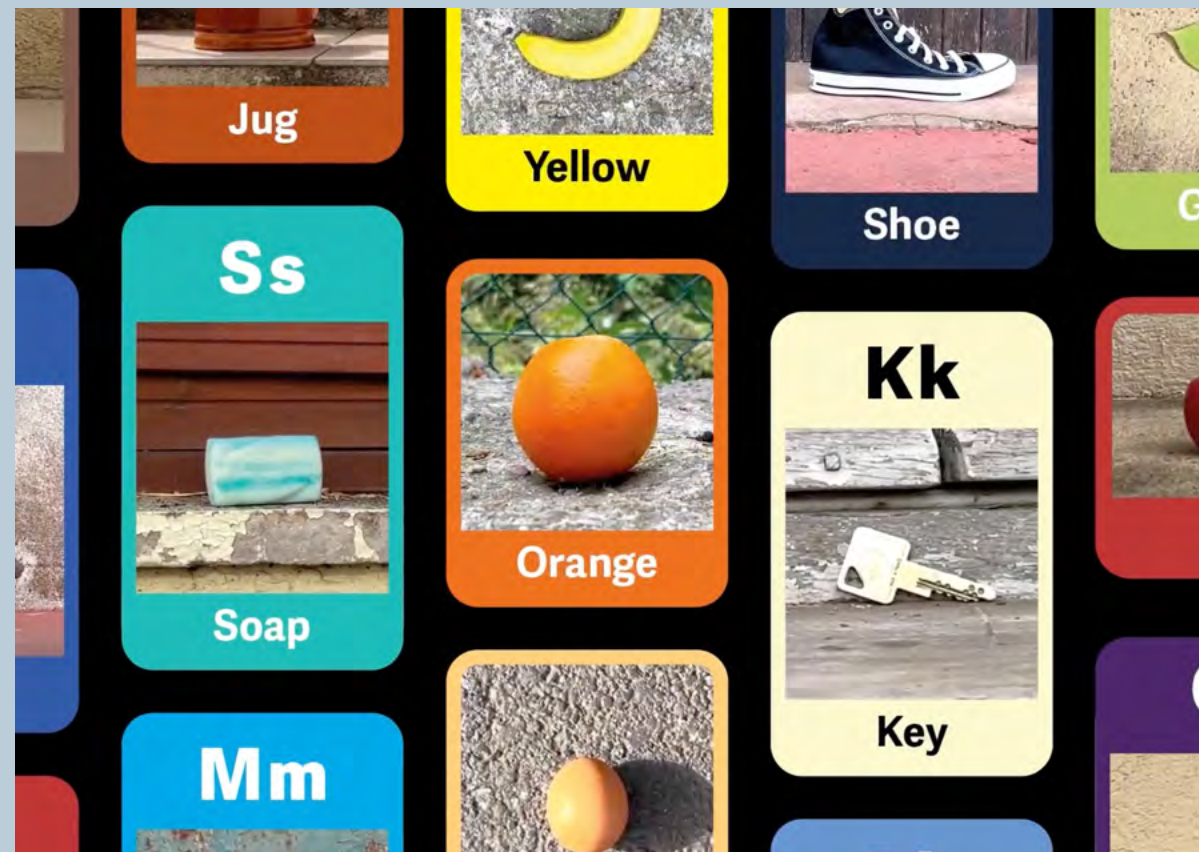


A lack of resources is one of the main reasons mothers and guardians believe that they aren't equipped to teach their children after school. The film repeatedly showcases basic household objects which are later framed by a school-style flash card. The cards show the target audience that they already have everything they need at home to teach their children basic lessons.

In school, Indian children often miss out on valuable development. At home, between Rocket Learning's bite-sized lesson plans and a parent's instinctive understanding of their learning styles, children are given the tools to piece it all together. 'Piece It Together' explores the benefits of these smaller lessons at home and highlights how they help shape who we are.

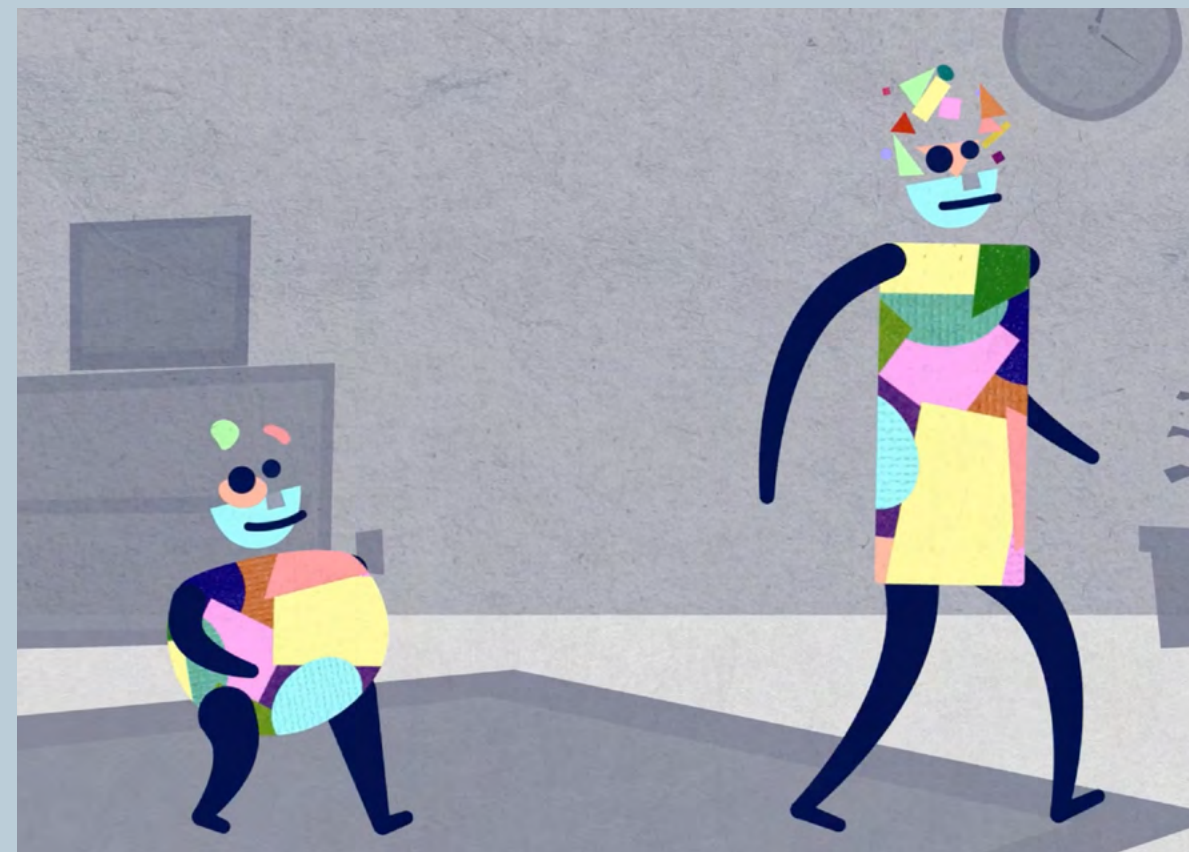
'The Lifelong Lessons' reminds mothers that they already are teachers by highlighting how they encourage their children through all stages of their lives. The film shows that out of all the lessons they teach, the educational ones are likely the easiest.

GOLD



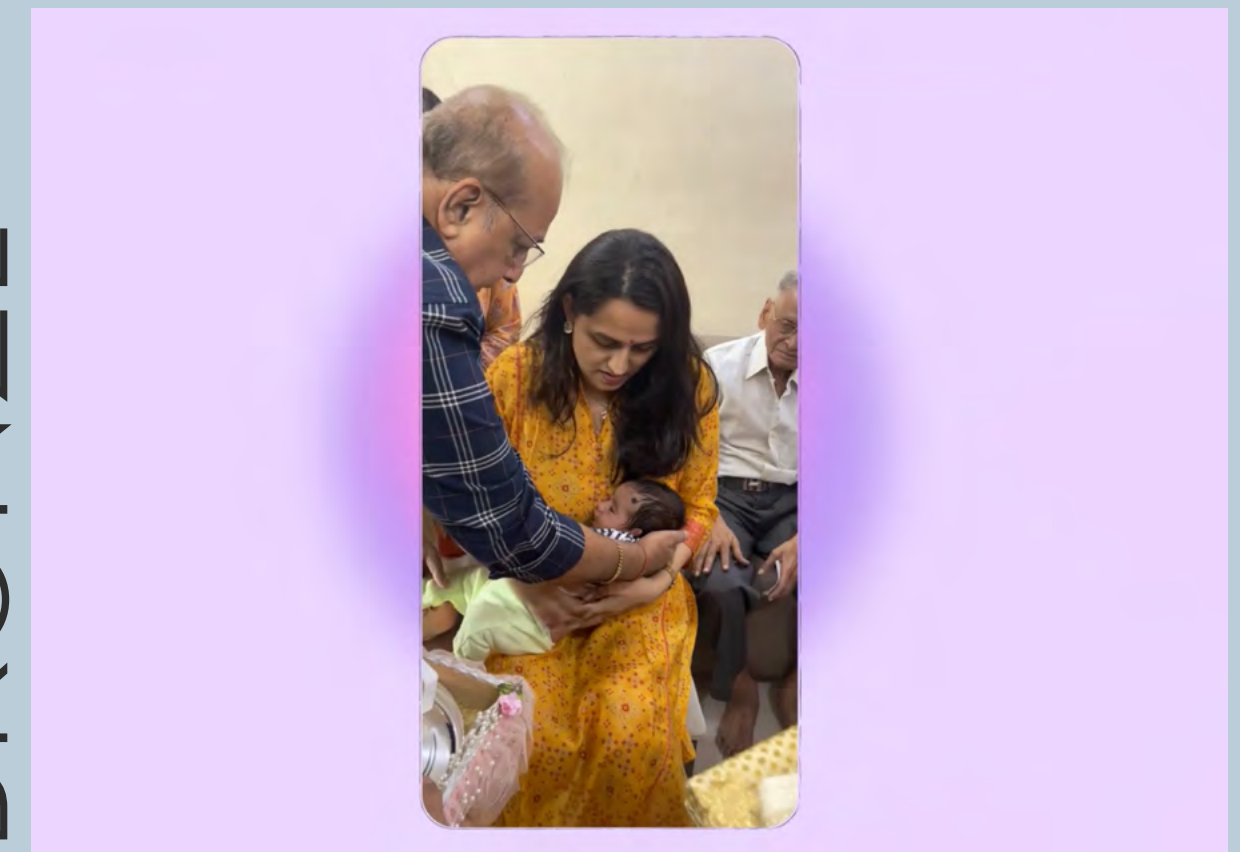
RAPHAEL JANAN KUPPASAMY
BERNICE PULENG MOSALA
SOUTH AFRICA

SILVER



CORY HANSEN
ANTHONY CURRAN
CANADA

BRONZE



PALAK KAPADIA
CATARINA BARCALA GOSENDE
USA

Film Competition Winners 2023

[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-minute 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, aged 30 or under, working in-house for a single brand in advertising or communications (e.g. 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 and certificates are presented to the Gold, Silver and Bronze winners.



Marketers Competition Brief 2023

Competition partner



Challenge

Transforming climate narratives to catalyse action for the future we deserve.

The primary objective of this action-oriented campaign is to create a new and transformative narrative around climate change to lead to action. The campaign aims to inspire individuals to become effective stewards of life on the planet by taking action and making positive changes in their daily lives. There is a need to move beyond climate as a single issue and highlight its interconnectedness with nature, the economy, human rights and social justice. Shifting beyond individual behaviour change and towards this systemic thinking is key to solving the challenge.

Target audience

The target audience is broad and includes individuals of all ages, backgrounds and geographical locations. However, a particular emphasis will be placed on engaging Gen Z and millennials who are the generations most concerned about environmental issues and have the biggest potential to drive meaningful change.

Strategy

Inspire hope and optimism by showcasing success stories, highlighting positive actions and recognising the progress made towards a more sustainable future. Celebrate milestones and achievements to reinforce the belief that collective efforts can make a difference.

Key message

Together, we can change minds, actions and systems.
Together, we can protect people and planet alike.
Together, we can create the future we deserve.

Specific campaign deliverables

Each team will be submitting a presentation showcasing their product/service. This must include:

1. a 10-slide presentation: this 10-slide deck, including images and text, will be presented to the Jury
2. a digital presentation image: this image is a visual overview of your work, including images and English text, concisely summarising the brief, execution and results
- 3: a four-part written submission:
 - explaining the background of the idea (150 words)
 - explaining the interpretation – how you came to understand
 - the briefing partner's challenge and objective (150 words)
 - describing the insight – clearly explaining the creative use of research, data or resources that lead to the strategy (150 words)
 - words)
 - describing the creative idea – how the strategy led to execution (150 words).

[Read the full brief here](#)



'Earth United' invites audiences to come together as a fictional team to catalyse climate action, unified by New Zero World's brand values of hope and courage. The campaign allows teams to pledge to take action and compete in monthly climate crisis challenges with scale to continue for years across the world.

The campaign sees Stratos inviting Freia (its biggest competitor) to collaborate on a strategic marketing campaign with New Zero World to maximise their superior market coverage. A cooperation between two competitors is an unlikely sight and should inspire audiences to collaborate for the common good – to achieve togetherness for the climate.

'Anti Zero World' is a fake not-for-profit company to be set up on the next Earth Day. This company will blast all the narratives of New Zero World. The objective is to gain more attention and fans who have advocated for both the environment and what New Zero World narrates under the guise of a villain organisation.

GOLD



MIKE MIURA
RYAN GRIPPO
CANADA

SILVER



KONRAD SKOGEN
KATRINE ENGJA STAKE
NORWAY

BRONZE



SHARON RYU
HAEUN PARK
SOUTH KOREA

Marketers Competition Winners 2023

[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 to use 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, aged 30 or under, working for media agencies or specific in-house media departments in agencies.

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

The winners

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

Media Competition Brief 2023

Competition partner



Challenge

To activate and unify the voices of young people to promote climate action through the power of media planning.

The primary objective of this action-oriented campaign is to activate and unify the voices of young people to promote action on climate change. Other objectives include creating:

- a new and transformative narrative around climate change
- a roadmap for action, especially for those new to the movement.

Target audience

Primarily young global audiences between the ages of 16 and 29 – they can be students, young workers or young professionals who are interested in tracking climate action but aren't very active in doing so. They might read about climate and environmental issues but are passive or not actively engaged. New Zero World wants to find these people and show them the tools and ways to become more active.

Strategy

This media approach will be part of the bigger global campaign launch later this year, which will aim to create new and powerful messages that resonate with different audiences. NZW wants to use the power of collaboration with global young communities and creatives to supercharge this movement for a long-term campaign, instead of a one-off project – creating a long-term, lasting impact. The climate crisis is just beginning and not going anywhere. The media approach must be effective and at medium cost and focus on the following KPIs:

1. Reach
2. Awareness
3. Engagement

4. Action
5. Unification
6. Impressions

Key message

Seize the opportunity to become the **heroes of tomorrow** by finding our superpowers, taking action and shaping the future we deserve.

Specific campaign deliverables

Each team will be submitting a presentation showcasing their idea. This must include:

1. a 10-slide presentation: this 10-slide deck, including images and text, will be presented to the Jury
2. a digital presentation image: this image is a visual overview of your work, including images and English text, concisely summarising the brief, execution and results
3. a four-part written submission:
 - explaining the background of the idea (150 words)
 - describing the creative idea, including research and data gathering (150 words)
 - describing the strategy, including the target audience, media planning and approach (150 words)
 - describing the execution, including the implementation and timeline (150 words).

[Read the full brief here](#)

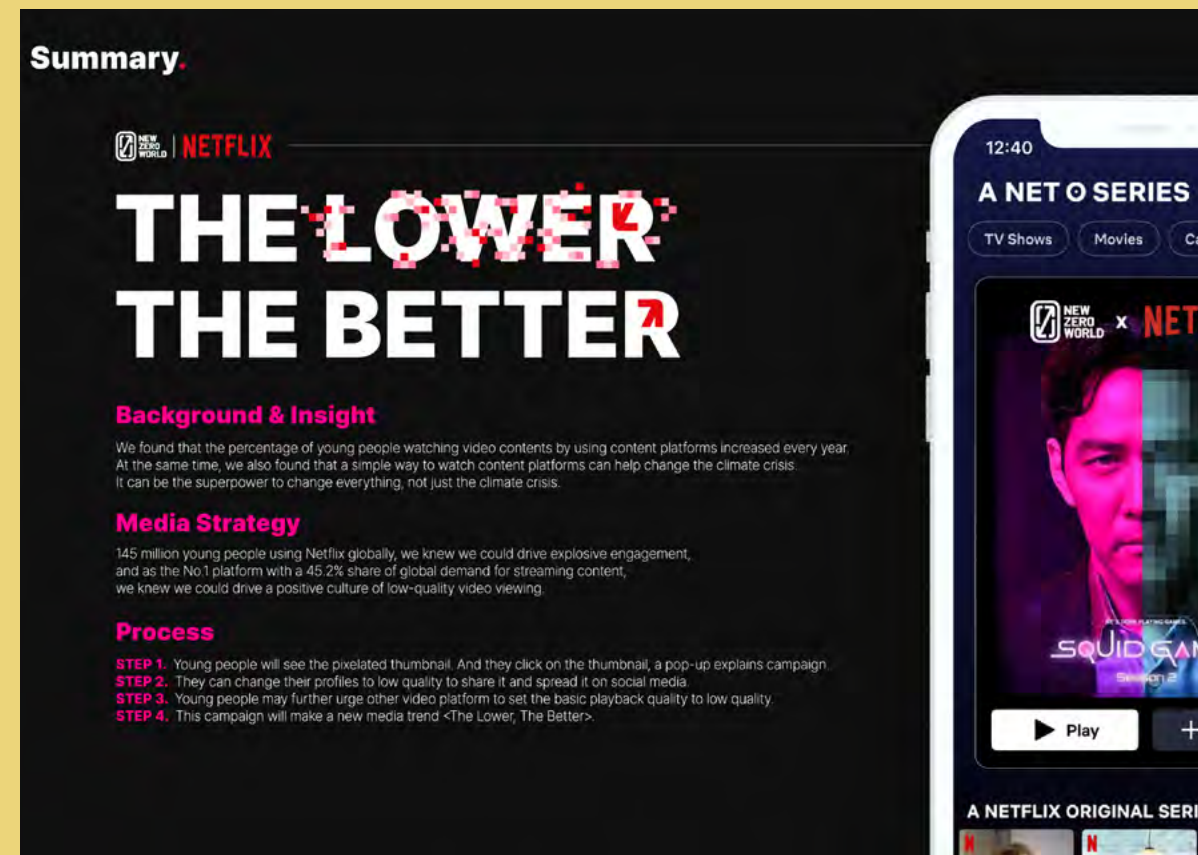


Aimed at millions of young people using Netflix globally, 'The lower the better' attempts to change the climate crisis by intentionally converting a netflix original series to a lower quality video. The lower quality helps reduce carbon emissions while watching.

'The Stone Movement' mobilises young people to action through sneaker culture, with each stone representing a different climate issue. In partnership with the biggest sneaker brands, the stones will promote climate action by directing the audience to initiatives tackling climate issues which they can support.

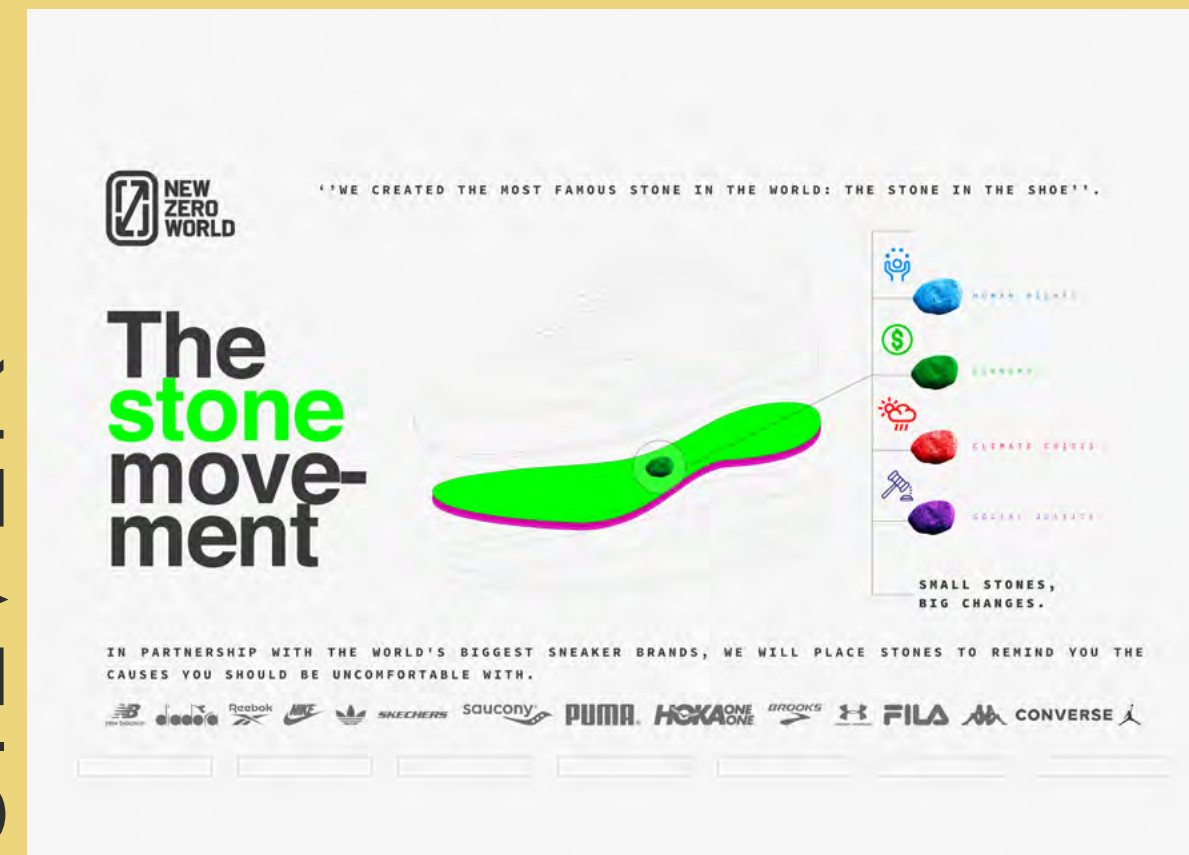
'Adivism' is the first ad to turn engagement into activism. Leveraging the power of social media, the social ad will invite the target audience to like and comment in order to join climate demonstrations.

GOLD



HYUNE KIM
SEOYUL SONG
SOUTH KOREA

SILVER



NICOLÁS TÉLLEZ
JONNATHAN RODRÍGUEZ LÓPEZ
COLOMBIA

BRONZE



SOPHIA-MARIA KRAMER
ANA GABRIELA OETLIKER
SWITZERLAND

Media Competition Winners 2023

[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, aged 30 or under, working for PR agencies or specific in-house PR departments in agencies.

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

The winners

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



PR Competition Brief 2023

Competition partner



Challenge

How to make carbon credits to individuals credible, easy to get and appealing for climate-conscious individuals.

Individual EcoTree customers primarily engage through the online purchasing and/or gifting of trees or via the monthly tree subscription model. To boost commercial traction and customer engagement in this B2C segment, EcoTree wants to duplicate and adapt its current offering of verified carbon removal credits (currently only offered to corporates) to individuals. Individual customers should therefore be given the opportunity to seamlessly purchase carbon removal credits with the below characteristics:

- online purchase
- European-based and highly qualitative credits, as they are backed by our sustainable forestry projects in Europe
- verified and traceable (third-party verification by Bureau Veritas).

The deliverable will be a carbon credit certificate (template available on demand).

The challenge objective is to make such an offering feel:

- easy to understand (what is a carbon credit and what am I getting?)
- reliable and trustworthy (carbon credit is an area which has raised lots of concerns and criticism recently, and for good reason most of the time)
- impactful (sequestering carbon has a massive local potential effect on the fight against climate change).

Target audience

Individuals (B2C segment). More specifically:

1. climate-conscious individuals (80%)
2. nature lovers and forest connoisseurs (20%).

In terms of profile, the primary target are:

- urban-based (missing connection to nature)
- male (80%) and female (20%)
- 25–55 years old
- Middle- and upper-class

EcoTree's typical target customer is not just climate-aware but also wants to act concretely and immediately and is expecting traceability/measurability and transparency in order to be willing to take action.



PR Competition Brief 2023

Competition partner



Strategy

EcoTree needs to convince its audience that this is the easiest, most evident way you can start doing something for our planet. Communication with the B2C audience is usually through the following channels:

- PR (spreading the word about our innovative tree ownership model as well as strengthening the brand, primarily through active and regular contact with journalists to get media exposure on press, radio, TV, online)
- social media (Instagram, Facebook, LinkedIn)
- EcoTree website and blog section
- EcoTree newsletters.

We expect those four channels to be used for kick-off and to push the offer to existing and possibly new customers, as well.

Key message

EcoTree offers a tangible, immediate and impactful way to engage in the fight against climate change.

Specific campaign deliverables

Each team will be submitting the following to showcase their idea:

1. a 10-slide presentation: this 10-slide deck, including images and text, will be presented to the Jury
2. a digital presentation image: this image is a visual overview of your work, including images and English text, concisely summarising the brief, execution and results
3. a four-part written submission:
 - explaining the background of the idea (150 words)
 - explaining the creative idea, including research and data gathering (150 words)
 - describing the PR strategy, including the target audience, key message and distribution of assets (150 words)
 - describing the PR execution, including the implementation and timeline (150 words).

[Read the full brief here](#)



Rational consumers can see that carbon credits aren't the best financial investment, and convincing them otherwise erodes trust. #BestBadInvestment admits this truth but redirects the EcoTree audience to the benefits as a humanitarian investment, reminding them that the real yield is saving the environment.

Pay Zero Scale aims to position EcoTree's Carbon Credits as the number one impulse buy through a partnership with Patagonia. Patagonia's Black Friday sale will be hacked by EcoTree, displaying carbon credits disguised as a special edition t-shirt. The true value of the product will be revealed as a high-quality investment that is good for the environment.

Ecotree will provide a birth certificate with every purchase of a carbon credit, making the investment akin to legally adopting a child. Using a loophole in the system, the campaign encourages people to claim the child benefit credit to receive financial return and continue helping nature grow.

GOLD

#BestBadInvestment

Awareness is one thing, But how do you get people to act?

Insight
Our target audience has been overwhelmed with messages about investing. They are sick of advertising and marketing trying to lie to them.

Big Idea
Our creative idea was to take a humorous, honest, authentic approach by admitting that this is a bad investment if you look at it from a financial perspective instead of a humanitarian one. We grabbed their attention with the shock tactic of openly trying to sell them a BAD INVESTMENT, and once we had their attention, reminded them that their real yield is saving the environment, making it their #BestBadInvestment ever!

Amplifying
We developed an innovative social media campaign with realistic-looking ads with headlines such as 'INVEST in Italian Maple Trees and get your money back in JUST 71 years!'. People were encouraged to share the 'bad investments' that they don't regret with the hashtag #BestBadInvestment on Instagram, guerilla marketing tweet replies to famous entrepreneurs on Twitter, live stream of a mock 'bad investor advice' on Twitch, and eco-warrior influencer champions on TikTok.

JUDY BAKIEH
SARAH ALSALEM
MENA

SILVER

Partner with Patagonia to hack their Black Friday sale and introduce the first Pay (for Net) Zero Sale.

The problem
Individuals don't see carbon removal as a personally achievable task.
They want to help, but it's hard to know the best way to do it.

The idea
Position EcoTree's Carbon Credits as the number one impulse buy.
We'll partner with Patagonia to hack their Black Friday sale, remove all items from their website, and replace them with EcoTree's Carbon Credits.
We'll tell consumers that a Pay Zero Sale is on its way, offering the best deal on the market disguised as a special edition shirt.
We'll reveal that the true best deal on the market, is EcoTree's Carbon Credits - something that's easy, high-quality, serves you financially, and damn good for the Earth. Perfect for our impulse buyers who also want to do their part.

The insight
E-commerce isn't hard, in fact it's so easy, it's made us all impulse buyers.
If we hack this consumer behaviour in a way environmental consumers know, we'll have the opportunity to reach this audience with impact.

MILLIE CLOUT
BELLA HAYES
AUSTRALIA

BRONZE

Nature's Monthly Allowance

Finding a legal loophole to help nature grow.

Task
Ecotree is launching high-quality carbon credits to individuals. How can it make it appealing to climate-conscious people?

Insight
In Europe, parents get child benefit credits when they have kids. Meaning, they get monthly allowance for taking care of their offspring. Meanwhile, today people are no longer having kids anymore. Instead they are identifying themselves as plant parents.

Idea
Ecotree provides a birth certificate with every purchase of a carbon credit. So, that the forest project you invest in now becomes legally your child. Encouraging people to claim the child benefit credit in return so they can receive financial benefits.

"BUY CARBON CREDIT WITH ECOTREE AND GET CHILD BENEFITS FOR BEING A FOREST PARENT"

"YOU CAN NOW LEGALLY CLAIM A FOREST AS YOUR CHILD"

ROWAN EL-GOWEINY
ODILE BREFA
GERMANY

PR Competition Winners 2023

[View all the work here](#)



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, aged 30 or under, working in creative communications, advertising or for a digital agency.

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

The winners

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

Print Competition

Print Competition Brief 2023

Competition partner



Challenge

Create a print ad that explains EcoTree in a simple yet impactful key visual that has a ‘hook’ for people to get curious about the company and hear more.

The EcoTree concept of tree ownership delivers both tangible environmental benefits (such as carbon sequestration and biodiversity restoration) and the perspective of a financial gain. The ethos is that “forests can thrive and provide at the same time”. To date, this model is still very unique and systematically gets a high level of enthusiasm once explained and understood (among both individuals and companies). But so far, whether it’s on the website, commercial slide decks or brand videos, the company always needs an explainer to get the audience to the ‘wow’ effect.

The challenge is to explain what EcoTree does in one key visual. More specifically, teams are expected to create a ‘hook’ visual for people to get curious, to want to learn more about the company, click through to the website and be exposed to the longer-form content that lives there.

Target audience

Individuals (B2C segment). More specifically:

1. climate-conscious individuals (80%)
2. nature lovers and forest connoisseurs (20%).

In terms of profile, the primary target is:

- urban-based (missing connection to nature)
- male (50%) and female (50%)
- 25–55 years old
- Middle- and upper-class

Strategy

We need a key visual that will stop people in their tracks and make them want to find out more. They need to feel like this is a “not-to-be-missed opportunity”. Think about using the fear-of-missing-out (FOMO) effect here and make them want to join after seeing the key visual and reading up more on the website. EcoTree usually communicates with its B2C audience through the following channels:

- PR (media/journalists)
- social media (Instagram, Facebook, LinkedIn)
- our website and its blog section
- our newsletters
- our active customer care (chat, emails, etc.).

So, we would expect a print visual that would possibly fit all channels above.

Key message

Forests can thrive and provide at the same time.

Specific campaign deliverables

Each team will be submitting a single entry which includes:

a key visual JPG image. This image is the digital version of the original advertisement or execution, exactly how it would run

optional – digital supporting images. Up to five images that could support the main entry

a three-part written submission:

explaining the background of the idea (150 words)

describing the creative idea, including how the ad was

designed to capture audience attention (150 words)

describing the strategy, including the target audience (250 words).

[Read the full brief here](#)



The study of tree rings is a well-known, natural and beautiful way of measuring the growth of a tree over time. ‘The Growing Graph’ is a form of data visualisation, showing that as your tree grows, so does your profit. The result is a simple and intriguing representation of EcoTree’s unique business model.

‘Banknote Trees’ gives centre stage to the trees found on banknotes all over the world. This striking, colourful use of the banknotes’ designs is both relatable and surprising as this imagery is often overlooked. The campaign creates a thought-provoking connection that embodies EcoTree’s core message: “Forest can thrive and provide at the same time”.

If there is one place where people care most about planting trees, it is Minecraft – a game where people invest in building as many trees as possible to create a perfect virtual world. ‘Hack the Game’ highlights that by investing in nature with EcoTree, people can realise the value – financial and vital – of nature.

GOLD



JOE SAYER
MARION MIRANDA
UNITED KINGDOM

SILVER



JUAN ANDRÉS KEBORK
ALEJANDRO GABARDA
GERMANY

BRONZE



MARIA BRANCO
CARLOTA REAL
PORTUGAL

Print Competition Winners 2023

[View all the work here](#)



DESIGN

Josefina Casellas	VP, Executive Creative Director SS LATAM	R/GA
Jonathan Johnsongriffin	VP, Global Brand Creative, Google Brand Studio	Google
Davor Bruketa	Chief Creative Officer	Bruketa&Zinic&Grey
Ahmed Mustafa	Executive Creative Director	Adcom Leo Burnett
Cj de Silva-Ong	Executive Creative Director	TBWA\SMP

DIGITAL

Chantal Silva Zúñiga	Digital Creative Director	DDB Mexico
Emuron Alemu	Chief Creative Officer	The Quollective
Tamara Greene	Managing Director, Global Brands	Havas Creative Group
Vincent Montocchio	Executive Creative Director	CIRCUS!
Thomas Jamet	CEO	IPG MEDIABRANDS & UM FRANCE
Roehl Sanchez	CCO	BIMM
Niat Asfaw Graca	General Manager	Serviceplan Bubble GmbH
Yumi Matsuzaki	MD	Accenture Song
Mandie van der Merwe	Chief Creative Officer	Dentsu Creative
Lucas Heck	Creative Lead	Meta (WhatsApp)
Mahesh Ambaliya	Creative Director	VMLY&R
Renata Florio	Global Executive Creative Director	Ogilvy

The Young Lions Jury 2023



FILM FILM

Damir Ciglar	Co Founder / CEO	Imago Ogilvy
Wuthisak Anarnkaporn	Film Director / Founder	FACTORY 01
Tim Fremmich Andresen	Creative Director	NORD DDB
Corinna Martínez	Head of Production	Mastodonte
Deh Bastos	Creative Director	Publicis Brasil
Johanna Lubin	Global Marketing Manager	Media.Monks

MARKETERS MARKETERS

Phindile Phiri	Director - Assets Influencer Partnerships Africa	Coca-Cola Company
Matt Che	Marketing VP, China	Budweiser - ANHEUSER-BUSCH INBEV
Hasib Hasan Chowdhury	Sr. Group Creative Director	Adcomm Ltd.
Gretel Lanner	Regional VP LatinAmerica	Edgewell Personal Care

The Young Lions Jury 2023



MEDIA MEDIA

Ami Qian	CEO	Carat China
Meghan Grant	President, US & Chief Client Experience Officer, North America	Havas Media Group
Stacy-Ann Effs	Senior Director, Strategy	Hearts & Science
Rasmus Philip	Senior Strategist	Uncle Grey
Karine Ysebrant de Lendonck	Chief Media Officer	Publicis Groupe
Angelica Alvarado Ariza	Vicepresident Beyond Core	Ablnbev
Stephen Onaivi	Managing Director	OMD Ghana (mediaReachOMD)
Asier Carazo	Head of Strategy	Atomic 212

PR PR

Aba Blankson	Chief Marketing and Communications Officer	NAACP
Carol Warui	Deputy Managing Partner Public Relations & Influence	Ogilvy Africa
Jacqueline Bosselaar	CEO	HPB Het PR Bureau
Matt Van Hoven	Co-Founder	RAVEN PUBLIC RELATIONS
Michael Boamah	International Communications Manager	BETC PARIS
Sandrine Cormary	General Manager	Omnicom PR Group
Anthony Chelvanathan	Chief Creative Officer, Canada	EDELMAN

The Young Lions Jury 2023



PRINT PRINT

Carlos Fernandez Oxe	Head of Creative / Executive Creative Director	Archer Troy
María Luján Donaire	Executive Creative Director	HOY by Havas
Ida Gronblom	Executive Creative Director	FCB
Nadia Charif	Senior Art Director	Dentsu Creative
Miguel Bemfica	CCO	VMLYR MENA
Tulan Ma (Nicole)	Chief Creative Officer	BBDO China

The Young Lions Jury 2023

DESIGN COMPETITION

DESIGN COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Katherine Yuen	Ogilvy	Dominican Republic
GOLD	Gabriella Sánchez	Ogilvy	Dominican Republic
SILVER	Camila Cabra	Sancho BBDO	Colombia
SILVER	Alejandro Orjuela	Sancho BBDO	Colombia
BRONZE	Robin Winchester	In The Company Of Huskies	Ireland
BRONZE	James Stedmond	In The Company Of Huskies	Ireland
SHORTLIST	Leonie Krein	Serviceplan Campaign 2 GmbH	Germany
SHORTLIST	Ana Doga	Scholz & Friends	Germany
SHORTLIST	Nadia Parentini	Auge Design SRL	Italy
SHORTLIST	Giovanni Stilittano	Auge Design SRL	Italy
SHORTLIST	Reema Abdulrahman Hassan Ibrahim	Habbar Creative House	Saudia Arabia
SHORTLIST	Shoug Al-mutairi	Diriyah Gate Development Authority	Saudia Arabia
SHORTLIST	Yohei Takenouchi	Hakuhodo	Japan
SHORTLIST	Saki Hiraoka	Hakuhodo	Japan
	Maddy Merzviniskis	Chep Network	Australia
	Ika Jumali	Chep Network	Australia
	Zhizhe Zhao	TBWA\Shanghai	China
	Tingru Hou	TBWA\Shanghai	China
	Leopoldina Jovanovski	BRUKETA&ŽINIĆ&GREY	Croatia
	Mirjam Milas	BRUKETA&ŽINIĆ&GREY	Croatia
	Pauline Andersen	Essencius	Denmark
	Alberte Cecilie Pedersen	Brandstorm Studio	Denmark
	Samuli Kyttälä	Freelancer	Finland
	Sasu Lahdensuo	WÖRKS OY	Finland

Young Lions Competitors 2023

DESIGN COMPETITION

DESIGN COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
	István Csuha	Mito	Hungary
	Anna Flóra Árvai	Mito	Hungary
	Tulgaa Zorigoo	Brand On Creative House LLC	Mongolia
	Suvd-erdene Munkhbayar	Brand On Creative House LLC	Mongolia
	Ana Luísa Clé Corrêa	WIEDEN+KENNEDY Amsterdam	Netherlands
	Ana Helena Blanes Teixeira	WIEDEN+KENNEDY Amsterdam	Netherlands
	Suchet Baba	X3M Ideas	Nigeria
	Godswill Kalu	X3M Ideas	Nigeria
	Małgorzata Światlak	Performance Media	Poland
	Magorzata Dragun	Performance Media	Poland
	Marta Rodrigues	WYcreative	Portugal
	Liliana Dantas	WYcreative	Portugal
	Madalina Pop	Tribal Worldwide DDB	Romania
	Ionut Raicu	Tribal Worldwide DDB	Romania
	Veronica Yudhistantra	GOVT PTE LTD	Singapore
	Sandy Ang	GOVT PTE LTD	Singapore
	Alan So Chung	LOLA Mullenlowe	Spain
	Pedro Mezzini	LOLA Mullenlowe	Spain
	Supapit Tipsomponddee	Wunderman Thompson Thailand	Thailand
	Nuttawut Chukanthong	Wunderman Thompson Thailand	Thailand
	Kiran Sagar	Saatchi & Saatchi Wellness UK	United Kingdom
	Dali Aboul Housn	Saatchi & Saatchi Wellness UK	United Kingdom
	Murat Risbikov	MA'NO Branding	Uzbekistan
	Anastasiya Kim	MA'NO Branding	Uzbekistan

Young Lions Competitors 2023

DIGITAL COMPETITION

DIGITAL COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Casey Clarke	Dig	Australia
GOLD	Zac Nairn	Dig	Australia
SILVER	Raaj Hussain Ali Kheraj	Adcom Leo Burnett	Pakistan
SILVER	Ezza Syed	Adcom Leo Burnett	Pakistan
BRONZE	Lucia Presencio Ortiz	SAMY Alliance	Spain
BRONZE	Ricardo Hontañón Pombo	SAMY Alliance	Spain
SHORTLIST	Gilliane Hellstern	BETC	France
SHORTLIST	Marie Glotin	BETC	France
SHORTLIST	Sayyidbek Nazrillayev	Lokals Cenral Asia	Uzbekistan
SHORTLIST	Stanislav Babich	Lokals Cenral Asia	Uzbekistan
SHORTLIST	Chelly Brown	AMVBBDO	United Kingdom
SHORTLIST	Hannah Tudor	AMVBBDO	United Kingdom
SHORTLIST	Andronicus Wu	The Garden	Canada
SHORTLIST	Jon Dawe	The Garden	Canada
SHORTLIST	Nico Dagdag	PHD Media	Ireland
SHORTLIST	Carolyn Mcmorrow	OMNICOM Media Group	Ireland
SHORTLIST	Jaffet Castro	Interaction Agencia de Publicidad	Costa Rica
SHORTLIST	Frida Wagner	Interaction Agencia de Publicidad	Costa Rica
	Iva Kutle Soldo	Degordian BH	Bosnia and Herzegovina
	Anamarija Kraljević	Degordian BH	Bosnia and Herzegovina
	Camilla Ferreira Lopes	GUT	Brazil
	Amanda Losi Daher Zacharias	MEDIA.MONKS	Brazil
	Hrista Georgieva	WUNDERMAN THOMPSON SOFIA	Bulgaria
	Valentin Tomov	NOBLE GRAPHICS	Bulgaria

Young Lions Competitors 2023

DIGITAL COMPETITION

DIGITAL COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
	Felipe Rosso	Meat Group	Chile
	Diego Pacheco	Meat Group	Chile
	Yanchao Xiong	OGILVY Shanghai	China
	Yifan Zhang	OGILVY Shanghai	China
	Sara Lucía Paz	MULLENLOWE SSP3	Colombia
	Juan Pablo Ospina	SANCHO BBDO	Colombia
	Andreas Soleas	Opium Works Ltd	Cyprus
	Kyriakoula Papachristoforou	Opium Works Ltd	Cyprus
	Iman Delić	DDB Prague	Czech Republic
	Jana Brišová	DDB Prague	Czech Republic
	Christian Sevel	Accenture Song	Denmark
	Veronica Sascha Stahl	TV 2 Denmark	Denmark
	Emelin Cruz	Capital DBG	Dominican Republic
	Jorge Perez	Capital DBG	Dominican Republic
	Marianna Metsänheimo	Kids Agency	Finland
	Joël Petzold	Kids Agency	Finland
	Zurab Kvinikadze	Bank of Georgia	Georgia
	Giorgi Lezhava	Bank of Georgia	Georgia
	Ilaria Narducci	Serviceplan Bubble	Germany
	Mareike Dubbels	Serviceplan Bubble	Germany
	Alexandra Konstantinidi	Choose Strategic Communication Partner	Greece
	Aimilia Iliopoulou	Another Circus	Greece
	Tsz Ching Mak	SAATCHI & SAATCHI Hong Kong	Hong Kong
	Ka Wah Wong	SAATCHI & SAATCHI Hong Kong	Hong Kong

Young Lions Competitors 2023

DIGITAL COMPETITION

DIGITAL COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
	Kinga Nemes	IPG Mediabrands	Hungary
	Bella Cselényi	IPG Mediabrands	Hungary
	Joy Gloria Harendza	GOODSTUPH	Indonesia
	Ovita Pattari Purnamadjaya	GOODSTUPH	Indonesia
	Maria Angela Mandica	THIS IS HELLO	Italy
	Lorenzo Canazza	THIS IS HELLO	Italy
	Daiki Okada	ADK MS	Japan
	Peng Ke	CyberAgent	Japan
	Diego Alberto Rodríguez Franco	draftLine	Mexico
	Iván Barrón Linares	draftLine	Mexico
	Lucas Van Gog	Dentsu Creative Amsterdam	Netherlands
	Eva Lokhorst	Creature London	Netherlands
	Utman Olanrewaju	Wavemaker Nigeria	Nigeria
	Temilade Adejumo	Wavemaker Nigeria	Nigeria
	Andrea Lütken	ANORAK	Norway
	Sebastian Pandonis	ANORAK	Norway
	Henry Glo	Ogilvy & Mather Philippines	Philippines
	Samantha Nicola Dedel	Ogilvy & Mather Philippines	Philippines
	Tomasz Świstuń	DDB Warszawa	Poland
	Mateusz Sierpiński	DDB Warszawa	Poland
	Tomás Almeida	BBDO Portugal	Portugal
	Francisco Roque Do Vale	Uzina	Portugal
	Jose Morales	DE LA CUZ	Puerto Rico
	Tanya De Jesus	DE LA CUZ	Puerto Rico

Young Lions Competitors 2023

DIGITAL COMPETITION

DIGITAL COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
	Lenka Švancárková	TRIAD Advertising	Slovakia
	Mária Tisoňová	TRIAD Advertising	Slovakia
	Lara Oset	ALOHAS	Slovenia
	Sara Grmek	SHIFT Agency	Slovenia
	Bo Young Chae	Cheil Worldwide	South Korea
	Seo Jung Lee	Cheil Worldwide	South Korea
	Julia Holtback Yeter	Forsman&Bodenfors	Sweden
	Daga Simonson	Forsman&Bodenfors	Sweden
	Naomi Gulla	TBWA\ Switzerland	Switzerland
	Selina Engeli	TBWA\ Switzerland	Switzerland
	Yu Shan Chen	Ogilvy Marketing	Taiwan
	Ya Han Chang	Ogilvy Marketing	Taiwan
	Phanisa Wangsuk	CJ WORX	Thailand
	Umavadee Vitayapradit	CJ WORX	Thailand
	Sila Savas	BLAB	Turkey
	Volkan Firat Tahtaci	BLAB	Turkey
	Jenna Convissar	Casanova//McCann	U.S Hispanic
	Francisca Del Basto	Casanova//McCann	U.S Hispanic
	Jonathan Delfino Da Cruz	_and us	United Arab Emirates
	Saymon Souza Medeiros	_and us	United Arab Emirates
	Sarah Park	Havas Life New York	United States
	Ben Lin	Havas Life New York	United States
	Hien Minh Nguyen	Dentsu Redder	Vietnam
	Khanh Han Bao Phan	Dentsu Redder	Vietnam

Young Lions Competitors 2023

FILM COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Raphael Janan Kuppasamy	Joe Public	South Africa
GOLD	Bernice Puleng Mosala	Joe Public	South Africa
SILVER	Cory Hansen	Milestone Integrated Marketing	Canada
SILVER	Anthony Curran	Milestone Integrated Marketing	Canada
BRONZE	Palak Kapadia	Amazon Brand Innovation Lab	USA
BRONZE	Catarina Barcala Gosende	MullenLowe	USA
SHORTLIST	Danil Li	FCB ARTGROUP Almaty	Kazakhstan
SHORTLIST	Erika Romero	FCB ARTGROUP Almaty	Kazakhstan
SHORTLIST	Sopiko Ivanishvili	WINDFORS GEORGIA LLC	Georgia
SHORTLIST	Luka Makharoblishvili	WINDFORS GEORGIA LLC	Georgia
SHORTLIST	Lorenzo Martin Alajar	PUBLICIS GROUPE Singapore	Singapore
SHORTLIST	Maria Inez C. Jayme	PUBLICIS GROUPE Singapore	Singapore
SHORTLIST	Javier Fink Flores	Freelancer	Mexico
SHORTLIST	Jaime Alfonso Pallares Dúran	Thanks Agency	Mexico
SHORTLIST	Salvo Di Paola	Just Maria	Italy
SHORTLIST	Nicolò Cucci	Just Maria	Italy
	Julian Amarillo	GUT Argentina	Argentina
	Haroldo Moreira	GUT Argentina	Argentina
	Lachlan Macfarlane	Khemistry	Australia
	Austin Macfarlane	Serve Chilled	Australia
	Kato Vochten	MORTIERBRIGADE	Belgium
	Nils Ides	MORTIERBRIGADE	Belgium
	Lucas Carasek De Moura	Freelancer	Brazil
	Igor Araujo Liberato	Freelancer	Brazil
	Yang Yang	Guangdong Advertising Group Co., Ltd	China
	Yilin Zeng	Guangdong Advertising Group Co., Ltd	China

Young Lions Competitors 2023

FILM COMPETITION

FILM COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
	Juan Manuel Lnares	OGILVY Colombia	Colombia
	Alexander Suarez	OGILVY Colombia	Colombia
	Christina Fasoulidi	Opium Works Digital Agency	Cyprus
	Rafaela Bakaliaou	Opium Works Digital Agency	Cyprus
	Simon Bigaard	Advice	Denmark
	Nicoline Grace Paulsen	Uncle Grey	Denmark
	Alesja Suzdaltseva	Gorodenkoff Productions OÜ	Estonia
	Aleksei Gorodenkov	Gorodenkoff Productions OÜ	Estonia
	Matilda Leppäkoski	SEK	Finland
	Unni Leino	SEK	Finland
	Edgar Heusch	Publicis Conseil	France
	Morgan Carrio	Publicis Conseil	France
	Dzhulyetta Kretsu	thjnk Munich GmbH	Germany
	Luis Groitl	thjnk Munich GmbH	Germany
	Despina Karakosta	Another Circus	Greece
	Andriana Rodakou	Another Circus	Greece
	Gergely Kísfali	MITO	Hungary
	Tímea Maróti	Dentsu Creative	Hungary
	Conor Marron	Boys + Girls	Ireland
	Nadine Kennedy	Acne / Deloitte Digital Ireland	Ireland
	Marie Togo	HAKUHODO PRODUCT'S INC.	Japan
	Ranko Kanda	HAKUHODO PRODUCT'S INC.	Japan
	Motilayo Williams	MEDIA.MONKS Amsterdam	Netherlands
	Bianca Lubbers	Hey Honey	Netherlands
	Martin A. Fauskanger	Apriil	Norway

Young Lions Competitors 2023

FILM COMPETITION

FILM COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
	Aleksander A. Pérez	Apriil	Norway
	Kenneth Tan	Publicis Jimenezbasic	Philippines
	Louis Paulo Ayson	Publicis Jimenezbasic	Philippines
	Urszula Mitura	MADOGZ	Poland
	Gabriela Wiśniewska	KERRIS	Poland
	Inês Correia	Publicis Groupe Portugal	Portugal
	Inês Reis	Leo Burnett Lisboa	Portugal
	Róbert Slimák	LEOPARD PRODUCTION, S. R. O.	Slovakia
	Tomáš Ščipák	SOCIALISTS	Slovakia
	Habin Park	Cheil Worldwide	South Korea
	Eunjeong Shin	Cheil Worldwide	South Korea
	Joel Ängeby	Parapix	Sweden
	Max Lander	Parapix	Sweden
	Joséphine Ducret	Jung von Matt / LIMMAT AG	Switzerland
	Natalie Friedrich	Jung von Matt / LIMMAT AG	Switzerland
	Karin Jiratananon	TBWA Thailand	Thailand
	Pawanrat Koonprugsakul	TBWA Thailand	Thailand
	Ataberk Akalin	4129 Grey Istanbul	Turkey
	Serdar Tabur	Ogilvy Istanbul	Turkey
	Luis Martinez	República HAVAS	U.S Hispanic
	Juan Manuel Negron	Alma DDB	U.S Hispanic
	Matt Nicholas	Freelancer	United Kingdom
	Nick Archer	Sky Creative	United Kingdom
	Ilkham Kerimov	Lokals Central Asia	Uzbekistan
	Shakhzod Saliev	Lokals Central Asia	Uzbekistan

Young Lions Competitors 2023



MARKETERS COMPETITION 2023

PRIZE	NAME	COMPANY	COUNTRY
GOLD	Mike Miura	Maple Leaf Sports & Entertainment	Canada
GOLD	Ryan Grippo	Maple Leaf Sports & Entertainment	Canada
SILVER	Konrad Skogen	Orkla Confectionery & Snacks Norway	Norway
SILVER	Katrine Engja Stake	Orkla Confectionery & Snacks Norway	Norway
BRONZE	Sharon Ryu	SK telecom	South Korea
BRONZE	Haeun Park	SK telecom	South Korea
SHORTLIST	Davy Wesemael	Proximus	Belgium
SHORTLIST	Estelle Neefs	Proximus	Belgium
SHORTLIST	Paloma Carceller	Procter Gamble España (P&G)	Spain
SHORTLIST	Pablo Rubio	Procter Gamble España (P&G)	Spain
	Milagros Leivar	Habbar Creative House	Saudia Arabia
	Valentina Del Rio	CERVECERIA Y MALETERIA QUILMES	Argentina
	Yohei Takenouchi	CERVECERIA Y MALETERIA QUILMES	Argentina
	Christopher Devenish-meares	AMP	Australia
	Elyse Killingback	AMP	Australia
	Ling Lin	Procter & Gamble (Guangzhou)	China
	Yue Wang	Procter & Gamble (Guangzhou)	China
	Bismary Guzman	IKEA (Santo Domingo)	Dominican Republic
	Alberto Alvarez	IKEA (Santo Domingo)	Dominican Republic
	Vilja Turunen	SOK	Finland
	Nelli Pajuharju	SOK	Finland
	Baia Pirtskhalaishvili	CROSTY	Georgia
	Elene Danelia	CROSTY	Georgia

Young Lions Competitors 2023



MARKETERS COMPETITION

MARKETERS COMPETITION 2023

PRIZE	NAME	COMPANY	COUNTRY
	Luisa von Berg	UniBev GmbH	Germany
	Constantin Philipp Renner	UniBev GmbH	Germany
	Krisztina Katus	Telekom HU	Hungary
	Amina Puskás	Telekom HU	Hungary
	Bhavya Shailesh Shah	Titan Company	India
	Roshni Rajendra Nambiar	Titan Company	India
	John Aherne	Bord Gáis Energy	Ireland
	Cathy Lambert	Bord Gáis Energy	Ireland
	Tom Marsch	Global	Netherlands
	Yvette Bolten	VIA	Netherlands
	Zarah Irfan	Continental Biscuits Limited	Pakistan
	Abdullah Rasheed	Continental Biscuits Limited	Pakistan
	Karolina Chmielewska	Just Eat	Poland
	Claudia Cyndecki Delcol	Just Eat	Poland
	Andre Calado	L'ORÉAL	Portugal
	Maria Moreira Da Cruz	L'ORÉAL	Portugal
	Tomáš Sůra	Plzeňský Prazdroj A.S	Slovakia
	Alžbeta Baňovič Kurillová	Plzeňský Prazdroj A.S	Slovakia
	Ipek Balci	Vodafone	Turkey
	Mert Mustafa Unsal	Vodafone	Turkey
	Ciara Hagan	Tesco	United Kingdom
	Tom Chard	Tesco	United Kingdom

Young Lions Competitors 2023

MEDIA COMPETITION

MEDIA COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Hyune Kim	DAEHONG COMMUNICATIONS	South Korea
GOLD	Seoyul Song	DAEHONG COMMUNICATIONS	South Korea
SILVER	Nicolás Téllez Cárdenas	DAVID	Colombia
SILVER	Jonnathan Rodríguez López	DAVID	Colombia
BRONZE	Sophia-Maria Kramer	Jung von Matt	Switzerland
BRONZE	Ana Gabriela Oetliker	Jung von Matt	Switzerland
SHORTLIST	Eva Redmond	BBH Dublin	Ireland
SHORTLIST	Anthony Mcdonagh	Core	Ireland
SHORTLIST	David Červený	Zaragoza CZ	Czech Republic
SHORTLIST	Judita Ružičková	Zaragoza CZ	Czech Republic
SHORTLIST	Katrina Blanthorne	Initiative	United Kingdom
SHORTLIST	Bryoney Miller	Initiative	United Kingdom
SHORTLIST	Olivier Houle	CARTIER	Canada
SHORTLIST	Thierry Lessard	CARTIER	Canada
SHORTLIST	Olimpia Mariana De Regules Águilar	draftLine Mexico	Mexico
SHORTLIST	María De Guadalupe Zuñiga Suaste	draftLine Mexico	Mexico
	Ben Breden	Initiative	Australia
	Olivia Coxon	Initiative	Australia
	Michaela Astrid Mandl	Mediaplus Austria	Austria
	Johanna Prashberger	Mediaplus Austria	Austria
	Haoliang Wang	Initiative China	China
	Keely Tsang Kuk	Mediabrand China	China
	Jenny Kettunen	Havas Helsinki	Finland
	Emma Koukonen	Havas Helsinki	Finland

Young Lions Competitors 2023



MEDIA COMPETITION

MEDIA COMPETITION 2023

PRIZE	NAME	COMPANY	COUNTRY
	Maximilian Zorg	Mediaplus Group	Germany
	Victoria Florentina Wißmann	Mediaplus Group	Germany
	Throne Tang	OMG Hong Kong	Hong Kong
	Rachel Choi	OMG Hong Kong	Hong Kong
	Dávid Farkas	Wavemaker	Hungary
	Viktor Dávid Németh	Wavemaker	Hungary
	Prateek Mehta	Mindshare	India
	Abhishree Jyothi Kumar	Mindshare	India
	Oto Kawamata	HAKUHODO	Japan
	Xiaofan Ji	HAKUHODO	Japan
	Savenna Hof	YUNE	Netherlands
	Albert Steendam	Universal Media	Netherlands
	Loren Smith	MBM	New Zealand
	Amber Garrett	MBM	New Zealand
	Rebecca Arogbo	PHD MEDIA	Nigeria
	Victor Iweanya (posthumous)	PHD MEDIA	Nigeria
	Jesper Urban Sundhagen Mikkelsen	Carat Norge	Norway
	Petter Ellingvåg Diesen	GroupM	Norway
	Marta Jastrzębowska	Value Media	Poland
	Michał Piaskowski	Value Media	Poland

Young Lions Competitors 2023



MEDIA COMPETITION

MEDIA COMPETITION 2023

PRIZE	NAME	COMPANY	COUNTRY
	José Magalhães	Omnicom Media Group Portugal	Portugal
	Ana Isabel Tempera	PHD Portugal	Portugal
	Michal Roháček	THIS IS LOCCO	Slovakia
	Daniel Vachuna	THIS IS LOCCO	Slovakia
	Frida Söderlund	BCW Stockholm	Sweden
	Julia Staberg	BCW Stockholm	Sweden
	Wai Sing Pearson Tsim	Wunderman Thompson	Taiwan
	Ai Hsiao	Wunderman Thompson	Taiwan
	Caroline Riggs	Initiative	United States
	Sahar Farshi	Initiative	United States
	Adaora Odufuwa	DigitXplus	WECA
	Kingsley Okoh	DigitXplus	WECA

Young Lions Competitors 2023

PR COMPETITION

PR COMPETITION 2023



PRIZE	NAME	COMPANY	COUNTRY
GOLD	Judy Bakieh	Gambit Communications	MENA
GOLD	Sarah Alsalem	Gambit Communications	MENA
SILVER	Millie Clout	Howatson+Company	Australia
SILVER	Bella Hayes	Howatson+Company	Australia
BRONZE	Rowan El-Goweiny	Innocean Berlin	Germany
BRONZE	Odile Brefa	Innocean Berlin	Germany
SHORTLIST	Elizabeth Yeong Li Heng	Cognito	Singapore
SHORTLIST	Vera Lau	Cognito	Singapore
SHORTLIST	Cielo Salcedo	NINCH	Argentina
SHORTLIST	Maria Clara Gonzalez	NINCH	Argentina
	Muzhang Li	Dentsu Creative	China
	Yimeng Long	Dentsu Creative	China
	Moises Martinez	Wunderman Thompson	Colombia
	David Mejia	Wunderman Thompson	Colombia
	Wana Kiiru	Komunikacijski laboratorij	Croatia
	Jana Cvetko	Komunikacijski laboratorij	Croatia
	Jakub Wija	OGILVY	Czech Republic
	Lucía Vítová	OGILVY	Czech Republic
	Saana Simander	Bob the Robot	Finland
	Samy Wilkman	Bob the Robot	Finland
	Aicha Chani	Weber Shandwick	France
	Clothilde Batoux	Weber Shandwick	France
	Adam Chow	Sinclair Communications	Hong Kong
	Camille Margaret Thoreau	Sinclair Communications	Hong Kong

Young Lions Competitors 2023

PR COMPETITION

PR COMPETITION 2023

PRIZE	NAME	COMPANY	COUNTRY
	Virág Lilik	Brandmaker Consulting	Hungary
	Szabolcs Jurin	Artificial Group - Boutique Creative	Hungary
	Meabh O'mahony	150BOND	Ireland
	Katie Dumbleton	150BOND	Ireland
	Naama Harel	Leo Burnett Israel	Israel
	Tomer Attal	Leo Burnett Israel	Israel
	Ryosuke Oi	HAKUHODO	Japan
	Yijia Wang	HAKUHODO	Japan
	Ayax Israel Mondragon Gómez	OGILVY Mexico	Mexico
	Elizabeth Guadalupe Cruz Vargas	OGILVY Mexico	Mexico
	Ahmed Elshaarawi	ONE:NIL	Netherlands
	Maartje Mestrini	Dentsu Creative Amsterdam	Netherlands
	Sebastian Otterhals	Geelmuyden Kiese	Norway
	Bendik Thun	Geelmuyden Kiese	Norway
	Ilona Rutkowska	Good One PR	Poland
	Jakub Macyszyn	Good One PR	Poland
	Carolina Brás	LLYC	Portugal
	Sara Silva	LLYC	Portugal



Young Lions Competitors 2023

PR COMPETITION

PR COMPETITION 2023

PRIZE	NAME	COMPANY	COUNTRY
	Bibiána Sotáková	Boomex Marketing Agency	Slovakia
	Karina Zušťáková	Boomex Marketing Agency	Slovakia
	Doeon Ahn	Cheil Worldwide	South Korea
	Ah Jin Lee	Cheil Worldwide	South Korea
	Aitana Moreno	OGILVY Madrid	Spain
	Cristina Chocano	OGILVY Madrid	Spain
	Viktor Sommer	PRIME	Sweden
	Adrian Dimle	ATG	Sweden
	Wan Tung Kam	ADK TAIWAN	Taiwan
	Chia Yin Chang	ICHIMON	Taiwan
	Mitra Karanjkar	BCW	United Kingdom (PRCA)
	Ella Hurworth	BCW	United Kingdom (PRCA)
	Emma Lemay	Weber Shandwick	United States
	John Chavez	Weber Shandwick	United States
	Juanita Holguín Sanabria	BBDO Mexico	Mexico 2.0
	Carolina Cortázar Alba	MullenLowe Group	Mexico 2.0



Young Lions Competitors 2023



PRINT COMPETITION 2023

PRIZE	NAME	COMPANY	COUNTRY
GOLD	Joe Sayer	The Leith Agency	United Kingdom
GOLD	Marion Miranda	The Leith Agency	United Kingdom
SILVER	Juan Andrés Kebork	Innocean Berlin	Germany
SILVER	Alejandro Gabarda	Jung von Matt Spree	Germany
BRONZE	Maria Branco	JUDAS	Portugal
BRONZE	Carlota Real	JUDAS	Portugal
SHORTLIST	Caroline Serrano	JSD Agency	Puerto Rico
SHORTLIST	Uliana Rodriguez	JSD Agency	Puerto Rico
SHORTLIST	Nina Mispelblom Beyer	TBWAINEBOKO	The Netherlands
SHORTLIST	Hannah Sterke	TBWAINEBOKO	The Netherlands
SHORTLIST	Cecilie Stjernholm Nielsen	REVOLT	Denmark
SHORTLIST	Julie Tjørnelund	Freelancer	Denmark
SHORTLIST	Yelyzaveta Koryakina	TRIAD Advertising	Slovakia
SHORTLIST	Andrea Vargová	TRIAD Advertising	Slovakia
SHORTLIST	Daragh Griffin	Connelly Partners Dublin	Ireland
SHORTLIST	Shane O'hare	Bloom Advertising	Ireland
	Shawn Weidman	RETHINK	Canada
	Jaclyn Mcconnell	RETHINK	Canada
	Luis Castillo	VMLY&R	Chile
	Ricardo Astudillo	VMLY&R	Chile
	Kunlin Meng	OGILVY Beijing	China
	Sicheng Luo	OGILVY Beijing	China

Young Lions Competitors 2023



PRINT COMPETITION

PRINT COMPETITION 2023

PRIZE	NAME	COMPANY	COUNTRY
	Mishelle Alejandra Villavicencio Ponce	Publicis Ecuador	Ecuador
	Ana Paula Jácome Salguero	Publicis Ecuador	Ecuador
	Aleksander Väär	GARAGE 48	Estonia
	Jana Saastamoinen	GARAGE 49	Estonia
	Emilia Nordgren	SEK	Finland
	Eevi Kolinen	SEK	Finland
	Erwan Bacha	MCCANN France	France
	Clement Raucoules-aime	MCCANN France	France
	Nino Bukia	Hans & Gruber	Georgia
	Giorgi Magradze	Hans & Gruber	Georgia
	Cesar Ismael Can Gabriel	el taier DDB ^o	Guatemala
	María Isabel Jarquin Caceres	el taier DDB ^o	Guatemala
	András Papp	ISOBAR	Hungary
	Balázs Baritz	Spice Communication	Hungary
	Manan Nitin Ambani	Publicis Health	India
	Rhea Dinesh Gore	Leo Burnett	India
	Martina Altini	ALPHAOMEGA	Italy
	Lorenzo Di Donna	VMLY&R	Italy
	Takuya Miyazaki	HAKUHODO	Japan
	Kanon Takahashi	HAKUHODO	Japan
	Amina Altayeva	Creative Advertising Lab	Kazakhstan
	Dmitriy Tumanov	Creative Advertising Lab	Kazakhstan

Young Lions Competitors 2023



PRINT COMPETITION 2023

PRIZE	NAME	COMPANY	COUNTRY
	Justina Ciacyte	Sons & Daughters	Lithuania
	Dziugas Babenskias	Sons & Daughters	Lithuania
	Roberto Francisco Concha Rodríguez	GUT Mexico City	Mexico
	Giussepe Stefano Valle Díaz	GUT Mexico City	Mexico
	Matthew Aitken	FCB NZ	New Zealand
	Lauren Brokenshire	FCB NZ	New Zealand
	Emmanuel Oguama	Spice360 Limited	Nigeria
	Ayomide Orobiyi	Spice360 Limited	Nigeria
	Markus Schrødahl	The Oslo Company	Norway
	Josephine Berntzen	The Oslo Company	Norway
	Monika Olkiewicz	LUCKYYOU	Poland
	Aleksandra Duk	LUCKYYOU	Poland
	Nevena Petrović	McCann Belgrade	Serbia
	Nikola Mijailović	McCann Belgrade	Serbia
	Iris Teoh	GOVT Singapore	Singapore
	Yasira Yusoff	GOVT Singapore	Singapore
	Julia Fuchs	Wunderman Thompson	Switzerland
	Nathan Bastino	Wunderman Thompson	Switzerland
	Gizem Cevikman	FCB Artgroup	Turkey
	Murat Hazar	FCB Artgroup	Turkey
	Megan Coats	Pereira O'Dell	United States
	Kieran Murray	Mullenlowe	United States

Young Lions Competitors 2023



2023

CLIENT	COMPETITION
Eco Tree	PR, Print
New Zero World	Marketers, Media
Rocket Learning	Digital, Design & Film

2019

CLIENT	COMPETITION
WWF	Print, Digital, Film, Design, PR
Lotus Flower	Media
Room To Read	Marketers

2022

CLIENT	COMPETITION
UNESCO	PR, Print
WWF	Design
The Unstereotype Alliance	Digital
Movember	Marketers
Gua Africa	Media
Global Citizen	Film

2018

CLIENT	COMPETITION
Creative Spirit	Print
Mozilla	Media
Share the Meal	Digital
Global Citizen	Film
Movember	Marketers
The Big Little Caravan of Joy	Design
Amnesty International	PR

2021

CLIENT	COMPETITION
One Young World	Design, Digital, Film, Marketers, Media PR, Print

History of Clients 1995-2023



2017

CLIENT	COMPETITION
Global Citizen	Print
The Red cross	PR
Amnesty International	Media
International Rescue Committee	Marketers
The Recording Academy	Film
(RED)	Cyber
UN Women	Design

2015

CLIENT	COMPETITION
WWF	Film
Malaria No More	Media
Greenpeace	PR
Wateraid	Marketers
City of Cannes	Design
UN Office on Drugs and Crime	Print
A World at School	Cyber

2016

CLIENT	COMPETITION
United nations – global goals	
Gender Equality	Cyber
Health	Design
Migration & Refugees	Film
Climate Change	Marketers
Education	Media
Food and Nutrition	PR
Water and Sanitation	Print

2014

CLIENT	COMPETITION
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

History of Clients 1995-2023



2013

CLIENT	COMPETITION
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

CLIENT	COMPETITION
Room to Read	Marketers
Opportunity Knocks	Marketers
Gates Foundation	Cyber
The Big Issue	Media
Oxfarm	Print
Movember	Film

2011

CLIENT	COMPETITION
PumpAid	Print
Room to Read	Marketers
The Planet Earth Institute	Cyber
TIE Iracambi	Media
Global Angels	Film

2010

CLIENT	COMPETITION
Plan	Print
Competitors select own cause	Marketers
Channel 16	Cyber
Peace One Day	Media
WSPA	Film

History of Clients 1995-2023



2009

CLIENT	COMPETITION
Gender Equality	Cyber
Room to Read	Marketers
Health	Design
Opportunity Knocks	Marketers

2008

CLIENT	COMPETITION
Amnesty International	Print
UNICEF Tap Project	Cyber
War Child	Media
MTV Switch	Film

2007

CLIENT	COMPETITION
Right to Play	Print & Digital
MTV	Film

2006

CLIENT	COMPETITION
International Committee of the Red Cross	Print & Digital
City of Cannes	Film

2005

CLIENT	COMPETITION
UNESCO	Print & Digital

2004

CLIENT	COMPETITION
Global Business Coalition on HIV/AIDS	Print & Digital

2003

CLIENT	COMPETITION
Olympic Games	Print & Digital

History of Clients 1995-2023



2002

CLIENT	COMPETITION
The International Secretariat for Water	Print & Digital

1998

CLIENT	COMPETITION
Variety Clubs International	Print

2001

CLIENT	COMPETITION
Leuka	Print & Digital

1997

CLIENT	COMPETITION
Save the Children Fund	Print

2000

CLIENT	COMPETITION
Médecins Sans Frontières	Print & Digital

1996

CLIENT	COMPETITION
WWF	Print

1999

CLIENT	COMPETITION
American Foundation for AIDS Research	Print & Digital

1995

CLIENT	COMPETITION
Plant-It 2000	Print

History of Clients 1995-2023



2023

EcoTree	Print	Gold: United Kingdom Silver: Germany Bronze: Portugal
EcoTree	PR	Gold: MENA Silver: Australia Bronze: Germany
New Zero World	Media	Gold: South Korea Silver: Colombia Bronze: Switzerland
New Zero World	Marketers	Gold: Canada Silver: Norway Bronze: South Korea
Rocket Learning	Film	Gold: South Africa Silver: Canada Bronze: USA
Rocket Learning	Digital	Gold: Australia Silver: Pakistan Bronze: Spain
Rocket Learning	Design	Gold: Dominican Republic Silver: Colombia Bronze: Ireland

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

History of Winners 1995-2023



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 1995-2023



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: United Kingdom Bronze: Costa Rica
Amnesty International	Media	Gold: United Kingdom 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

History of Winners 1995-2023



2016

United Nations – Global Goals

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

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: United Kingdom 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

History of Winners 1995-2023



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: United Kingdom
		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: United Kingdom
		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 1995-2023



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: United Kingdom 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: Mexico Silver: Belarus Bronze: Brazil

History of Winners 1995-2023



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 Republic Silver: The Philippines Bronze: Latvia

2009

International Fund for Animal Welfare Press	Print	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

History of Winners 1995-2023

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
	Cyber	Bronze: Finland 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



History of Winners 1995-2023



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

2000

Medecins Sans Frontieres	Press	Gold: Sweden
		Silver: Norway
		Bronze: United Kingdom

1999

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

History of Winners 1995-2023

1998

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

1995

Plant-It 2000	Print	Gold: Norway
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1997

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

1996

WWF	Print	Gold: Canada
		Silver: Turkey
		Bronze: Colombia & Brazil



History of Winners 1995-2023



	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							7
Australia	1	1	1	1	1		2	2	1		2					1	1		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			3	2				1		4				16
Chile	1	1							1			1										4
China		1					2												1		1	5
Colombia		1					1	1		1			2	1					1			8
Colombia & Brazil			1																			1
Costa Rica		1		1																1		3
Czech Republic						1	2															3
Denmark			2	1	1		1		1		1											7
Dominican Republic													1		1	1	2					5
Ecuador	1		1																			2
Finland	1		1		1						1						1		1			6
France	1		1		1				1	1									1			6
Georgia																1						1
Germany	1	2	1	1	1	1	2		1			1								1		12
Greece										1												1
Hong Kong																				1		1

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		
Hungary						2														1			3
India																	3						3
Ireland													1		1						1		3
Italy	2	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
MENA (PRCA)																					1		1
New Zealand		1																					1
Norway	1	1			2				1		1	1	1	1		1	1				1		12
Pakistan					1																		1
Peru	1		1																				2
Philippines						1																	1
Poland	1			1		1					1												4
Portugal	3		1	1	1	1			2					2	1	2			1				15
Puerto Rico				1													1						2
Romania			1	1									1										3
Russia	1			1		1					2	1		1									7
Singapore	1			1																			2
Slovakia						1					1												2

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	
Slovenia				1																		1
South Africa		1	1							1	1											4
South Korea							1	1										2				4
Spain		2			1	1			1	1						1						7
Sri Lanka																1						1
Sweden	2							2						2					1			7
Switzerland				1					1													2
Taiwan						1														1		2
The Netherlands	1		2	1			1			1												6
The Philippines		1												1	1	1						4
Turkey		2	2													2	1					7
Ukraine		1								1			1	1								4
United Arab Emirates		1	2																			3
United Kingdom	1		1		1		2	1				1		1	1				1	2	1	13
United States		3						3		1	2								1			10
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 added in 2011
 Design Young Lions added in 2012
 PR Young Lions added in 2014
 Cyber renamed Digital in 2018

Rankings by Country