



**COMPETITIONS**

# YOUNG LIONS

## Digital Competitions

### 2021 Report

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**iStock**<sup>™</sup>

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# YOUNG LIONS Competitions 2021 in Numbers

430 Young Lions  
Competitors

62 Countries  
Represented

18 Time  
Zones

91 Global  
Representatives

## Charity Partner 2021



One Young World is the Global Forum for Young Leaders.

We believe in the power of action, we believe the younger generation, people just like you, are the key to creating a better, more equal and sustainable world.

Your generation is the most informed, most educated, most connected generation in human history. We recognise that at the heart of every global threat is a failure of leadership and One Young World's core mission is to identify, promote and connect the world's most impactful young leaders to create a better world, with more responsible, more effective leadership.

Our purpose is to identify, connect and promote the world's most exceptional young leaders.

We are not a 'youth' organisation. We are a network of global young changemakers who are working to create a better, more sustainable future by delivering results on the Sustainable Development Goals in their communities and on an international level.

The One Young World platform has been and will continue to be the springboard for thousands of changemakers ready to make a positive impact in every sector and every country in the world.



# The Competition Overview

## THE GLOBAL CREATIVE COMPETITION FOR YOUNG TALENT

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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 2 free registrations 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 steps into an award winning career ahead of them.

Are you up for the challenge?

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7 Competitions

24 Hours



# DESIGN COMPETITION





## 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 brand identity that includes a logo/brand, a description of how the brand identity fits the brief and an explanation of how the brand would 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. The work is then judged by the Young Lions Design Jury.

# Eligibility

To be eligible to compete in the Design Competition, the team must be made up of two young professionals, age 31 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 pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.



## DESIGN COMPETITION Brief 2021

Charity Partner:



### Challenge

How to use digital to have an audience engage, interact and donate via the impact report?

Every year, One Young World releases an Annual Impact Report - a deep dive into all One Young World's activities for the previous 12 months.

The content printed in the report is the heart and soul of why we exist as an organisation. It is released in print and online.

However, we face a constant battle to drive traffic to this page and to convert viewership into action (i.e. making a donation to a One Young World Ambassador project).

With an increasing focus on digital channels amidst the COVID19 pandemic, we need to devise a strategy to drive traffic to the 'Impact Hub', on our website. The content must be organised to optimise a users journey to donate to Ambassador projects, and presented in a digitally rich way that encourages the conversion of viewer to donor. We are turning to teams of digital creatives to help us conceptualize, strategize and visualise how we can turn our annual impact report into engaging online content that tells our story in a meaningful and impactful way.

The report also serves as a sales tool for existing partners and potential partners or donors (corporate and government) by highlighting One Young World's impressive portfolio of work.



## DESIGN COMPETITION Brief 2021

### Target Audience

The content should resonate with people with a common interest in building a sustainable future. They could have a specific area of social change that they feel passionate about, and all should have the ability to donate financially to projects or stories that resonate with them.

### Strategy

One Young World Impact Hub is THE place where people should go to donate to young leaders projects.

The aim of this digital activity is to drive interest and engagement. We want to create digital content that will capture potential viewers and donors.

Our role is to provide a platform for our young leaders to showcase and amplify the reach and the impact of their work. By donating to initiatives run by One Young World Ambassador, 100% of the funds are directed to the project in question. There is no fee nor commission.

Our Ambassadors welcome donations big and small - no amount of support is treated as insignificant.

### Key Message

Check out One Young World and see how it connects the world's best and brightest young leaders, accelerating their impact across every sector and issue.

### Specific Creative Deliverables

A mock up that shows their One Young World homepage design/brand identity as well as suggested content types.

- Three visuals showing how your homepage redesign will capture user's attention in a modern and engaging way.
- 150 words explaining how your brand identity fits the brief.
- 150-word description of how the brand would evolve through your design.

See full brief [here](#)

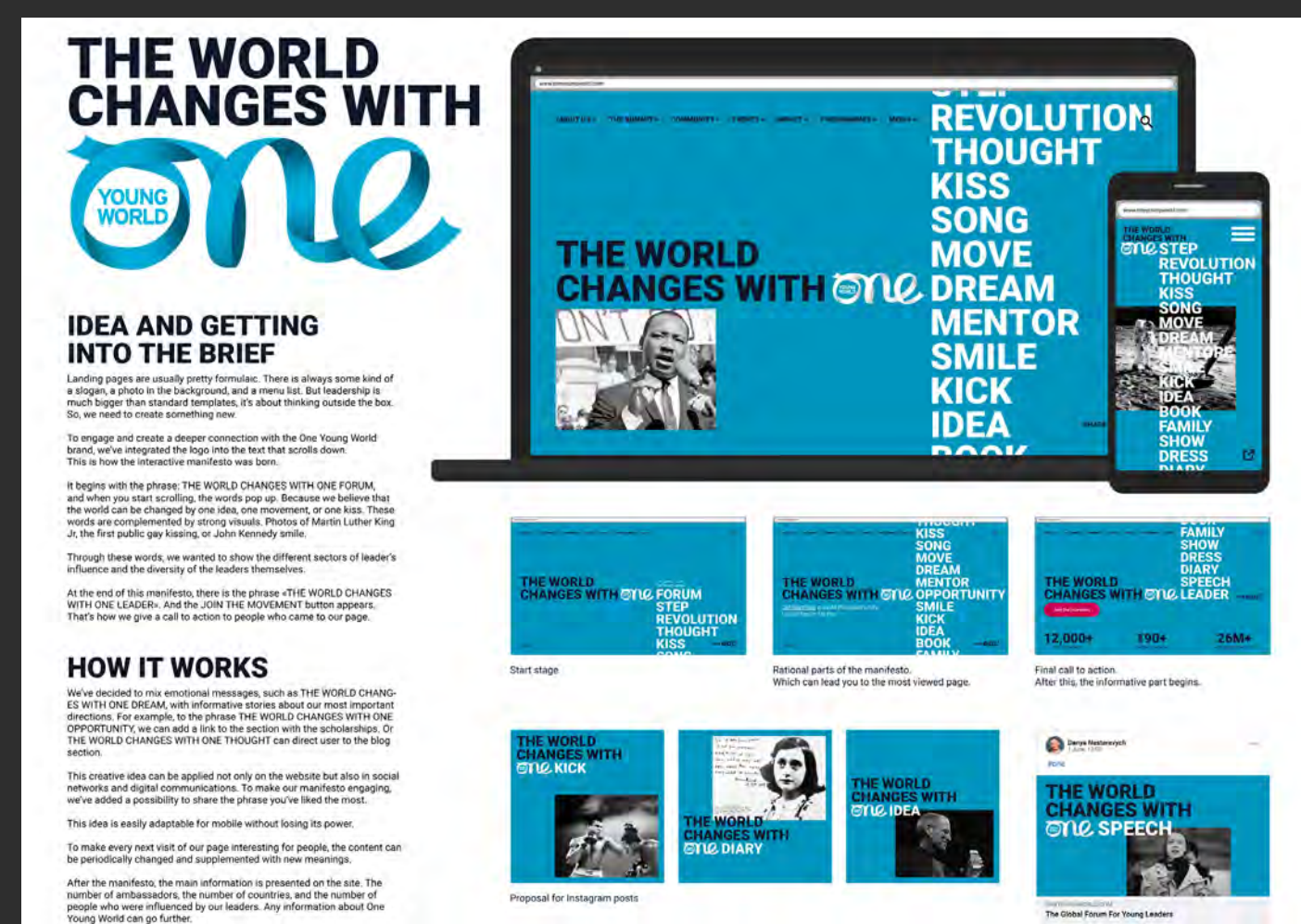




# Design Competition Winners 2021

[SEE ALL WORK HERE](#)

## GOLD



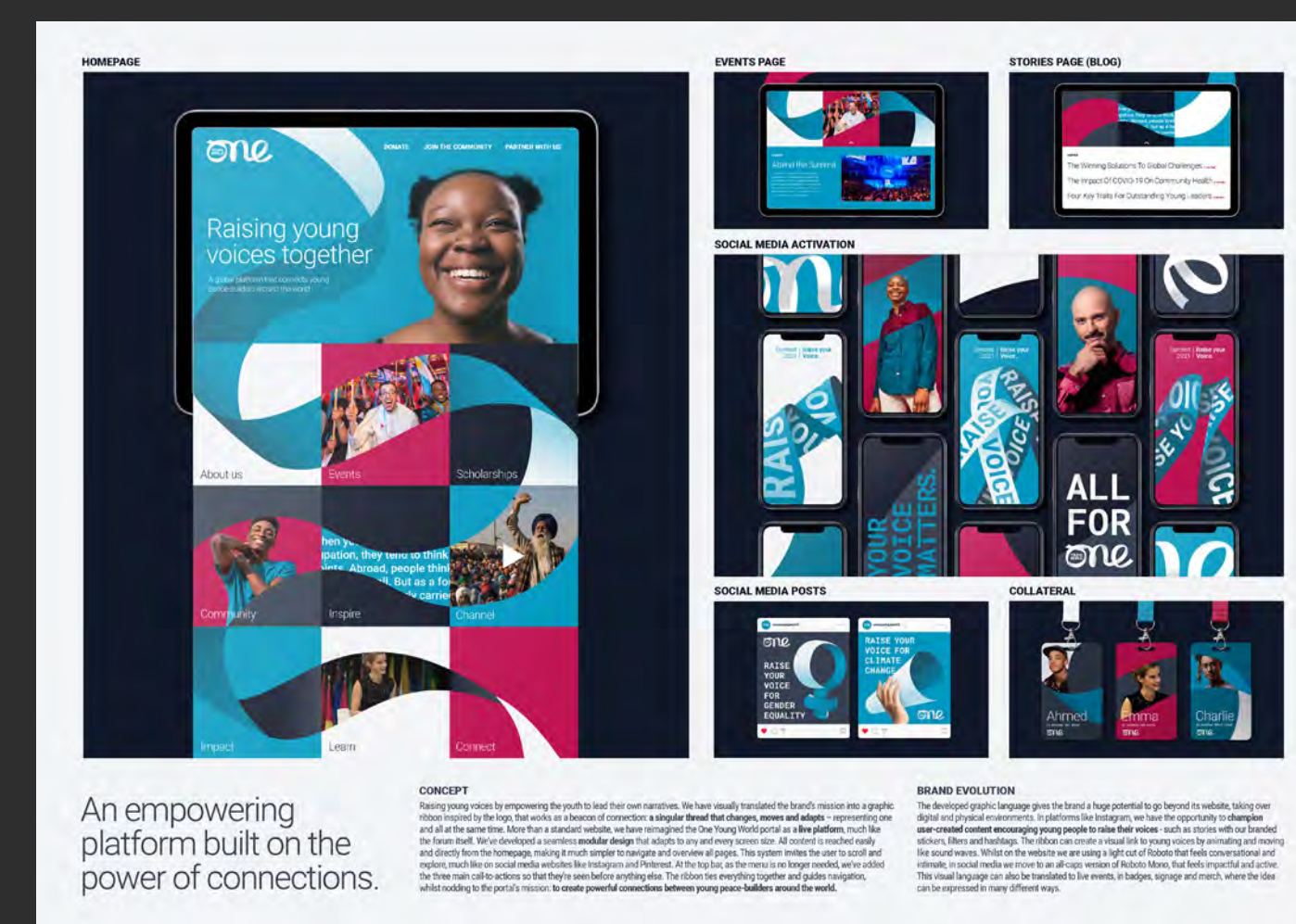
Danylo Nesterevych  
Viktoriia Moskofidi  
UKRAINE

## SILVER



Maria Carolina Pillat  
Wallyson de Oliveira Sousa  
BRAZIL

## BRONZE



Lilia Quinaud  
Mario Pimenta  
UNITED KINGDOM





# DIGITAL COMPETITION



## DIGITAL COMPETITION

# How does it work?

**The Young Lions Digital Competition challenges teams to create an integrated 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 an explanation with links to relevant campaign mock-ups, images, etc. Each team will present their work to a select Jury.

Teams will be judged on how they have used technology in a creative way to answer the Competition Partner's brief, as well as insight into how the technology will help solve the communication problem.

# Eligibility

To be eligible to compete in the Digital Competition, the team must be made up of two young professionals, age 31 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 pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.



## DIGITAL COMPETITION Brief 2021

Charity Partner:



### Challenge

How to use digital to have an audience engage, interact and donate via the impact report?

Every year, One Young World releases an Annual Impact Report - a deep dive into all One Young World's activities for the previous 12 months.

The content printed in the report is the heart and soul of why we exist as an organisation. It is released in print and online.

However, we face a constant battle to drive traffic to this page and to convert viewership into action (i.e. making a donation to a One Young World Ambassador project).

With an increasing focus on digital channels amidst the COVID19 pandemic, we need to devise a strategy to drive traffic to the 'Impact Hub', on our website. The content must be organised to optimise a users journey to donate to Ambassador projects, and presented in a digitally rich way that encourages the conversion of viewer to donor.

We are turning to teams of digital creatives to help us conceptualize, strategize and visualise how we can turn our annual impact report into engaging online content that tells our story in a meaningful and impactful way.

The report also serves as a sales tool for existing partners and potential partners or donors (corporate and government) by highlighting One Young World's impressive portfolio of work.



## DIGITAL COMPETITION Brief 2021

### Target Audience

The content should resonate with people with a common interest in building a sustainable future. They could have a specific area of social change that they feel passionate about, and all should have the ability to donate financially to projects or stories that resonate with them.

### Strategy

One Young World Impact Hub is THE place where people should go to donate to young leaders projects.

The aim of this digital activity is to drive interest and engagement. We want to create digital content that will capture potential viewers and donors.

Our role is to provide a platform for our young leaders to showcase and amplify the reach and the impact of their work. By donating to initiatives run by One Young World Ambassador, 100% of the funds are directed to the project in question. There is no fee nor commission.

Our Ambassadors welcome donations big and small - no amount of support is treated as insignificant.

### Key Message

By donating to the world changing initiatives featured on One Young World's Impact Hub, you are supporting a project run by one of the world's most impactful young leaders.

You can make a tangible impact by supporting their initiatives.

### Specific Creative Deliverables

- Example of use of three digital-led components. These components could be used on social media platforms but also any other digital led execution.
- Campaign Summary (150 words)
- Creative insight - How can creativity help solve the problem using digital and technology? (150 words)
- Solution - the platforms, technology and tools used and why? (150 words)
- How does it work? - How will the digital solution help answer the brief and solve the problem faced by the client (150 words)

See full brief [here](#)





# Digital Competition Winners 2021

[SEE ALL WORK HERE](#)

# GOLD

# MEET THE one ELONS OF THE FUTURE

## CAMPAIGN SUMMARY

In exchange for a donation to a specific young leader (OYW Ambassador) and higher project, you get a NFT (non fungible token) which holds a value of **reserved future meet up** with a young leader who through the years became the next big name in the world. In such a way, donation becomes an investment. Ambassador/project/OYW receives a donation and the donor invests their money. A win-win situation.

GOOGLE

GOOGLE

GOOGLE

## CREATIVE INSIGHT

Elon Musk, Barack Obama, Oprah and all the other world's most known, influential and desirable leaders were not so long ago young leaders themselves. Young leaders with potential to become world class stars. **Years went by and their recognisability and with that their value grew immeasurably.**

We believe that our 50 best One Young World Ambassadors have the same potential to become the most desirable and influential world class leaders and potential donors should know that.

## SOLUTION

We do a campaign where 50 best One Young World Ambassadors and their projects from the Annual Impact Report are showcased as investment opportunities. Since young leaders who will grow into next Elons will raise their personal value tremendously and people can hop on board. Donations are reframed as investments in a form of one of today's hottest and trending technology NFT (non-fungible tokens based on blockchain technology) which is becoming mainstream. Millions of people, companies, hedge funds and billionaires are investing in crypto tokens and NFTs.

Each ambassador is given multiple tokens for sale (donation):

- 3 tokens with a lunch in person,
- 10 tokens with online mentoring session,
- 60 tokens with virtual community hangout,
- 1000 tokens with a signature and personal note.

## HOW IT WORKS?

1. Each ambassador will get a trendy presentation with attractive key visual and a summary of the project.
2. He/she will get a number of NFTs which are very easily created. Key visuals will become the artistic parts of the NFTs which will make each token more attractive, visible and desirable.
3. You buy an affordable token by donating to a young leader today, you meet up with a president in 10 years. Or! You can sell the token and get a huge return on your investment and the donation occurs again since the owner of the token (OYW) gets 10% commission of every token sale.
4. Each token discussed above will get a specific price.
5. We didn't target about all the others which aren't so up to date with NFTs. So general donations will be possible.
6. We'll launch the campaign with social media and Google search ads with teasing messages to meet and talk to the next Elon, president, next CEO etc.

IMPACT ONE

IMPACT TWO

IMPACT THREE

IMPACT FOUR

IMPACT FIVE

IMPACT SIX

IMPACT SEVEN

IMPACT EIGHT

IMPACT NINE

IMPACT TEN

IMPACT ELEVEN

IMPACT TWELVE

IMPACT THIRTEEN

IMPACT FOURTEEN

IMPACT FIFTEEN

IMPACT SIXTEEN

IMPACT SEVENTEEN

IMPACT EIGHTEEN

IMPACT NINETEEN

IMPACT TWENTY

IMPACT TWENTY-ONE

IMPACT TWENTY-TWO

IMPACT TWENTY-THREE

IMPACT TWENTY-FOUR

IMPACT TWENTY-FIVE

IMPACT TWENTY-SIX

IMPACT TWENTY-SEVEN

IMPACT TWENTY-EIGHT

IMPACT TWENTY-NINE

IMPACT THIRTY

IMPACT THIRTY-ONE

IMPACT THIRTY-TWO

IMPACT THIRTY-THREE

IMPACT THIRTY-FOUR

IMPACT THIRTY-FIVE

IMPACT THIRTY-SIX

IMPACT THIRTY-SEVEN

IMPACT THIRTY-EIGHT

IMPACT THIRTY-NINE

IMPACT FORTY

IMPACT FORTY-ONE

IMPACT FORTY-TWO

IMPACT FORTY-THREE

IMPACT FORTY-FOUR

IMPACT FORTY-FIVE

IMPACT FORTY-SIX

IMPACT FORTY-SEVEN

IMPACT FORTY-EIGHT

IMPACT FORTY-NINE

IMPACT FIFTY

Klemen Vodopivec  
Lucija Lepšina  
SLOVENIA

# SILVER

# The NFT Report Collection

A crypto art donation chain for young global initiatives.

## Campaign Summary

This idea turns One Young World Ambassadors' projects into NFTs, generating a new donation every time the crypto art is resold. A unique innovative way to get the world's attention for the OYW's Report and the initiatives, using digital art and blockchain.

### Creative Insight

When people donate for the One Young World Ambassadors projects, they are offering more than help. They are *investing in a better future*. For all of us, so, its Annual Report is almost like a catalog of the world's best investments. And in 2021 you can talk about investments if you don't consider one thing: blockchains. Since more than \$2 billion was spent on NFTs only during the first quarter of 2021<sup>1</sup>, why not using blockchain and its profitable scenario to help?

<sup>1</sup>According to April 2021 Report from [theblockchainledger.com](https://www.theblockchainledger.com)

### Solution

A young solution to help young leaders and their initiatives. We will turn each one of the projects featured in the One Young World Annual Report into a NFT art piece. 50 young artists will turn the 50 selected projects into different collectible art pieces. It can be a GIF, an illustration, a photo or whatever their creative minds decide. The NFT art piece will be sold in the digital Annual Report platform and the money donated to the institution. But since it's a NFT, the donation cycle won't stop there. Every time a piece is resold, the royalties become donation again to the initiative. **It's a never-ending donation chain.**

## Deshi Ballers - Bangladesh

by Gulshan Akanda

[PLACE A BID](#) [MEET THE PROJECT](#)

## El Agua Es Oro - Bolivia

by Sarah de Moya

[PLACE A BID](#) [MEET THE PROJECT](#)

## How Does It Work

Every project featured in the One Young World's annual report gets a unique NFT art piece. People, brands and even governments can place their bids during the auctions and the final amount will be donated for each initiative.

→ With time, that art can become more valuable. So when the owner sells it again, the royalties will become donation again, turning it into an investment/donation eternal loop.

The well-crafted art pieces will also become content to bring awareness to the report and projects. With media coverage of every year's new report, initiatives and NFTs. A new engaging way to get donations, to support the young minds and their solutions.

## 50 Unique pieces of art.

1 crypto art per project.

## 1.785% <sup>1</sup>Net's market increase.

<sup>1</sup>According to Mucst 2021 Forbes report

Marcos Alves  
Marco Serra  
GERMANY

# BRONZE



## CAMPAIGN SUMMARY

"Subscribe to Better Future" is a campaign that empowers the audience to contribute change to our future on Netflix. By joining a special subscription plan for the exclusive TV series "Better Future", Sci-Fi stories adapted from OWW Ambassador achievements, people can "watch" the coming better future and help to make it happen.

## CREATIVE INSIGHT

We believe subscribing to OWW is contributing to better future. People care about the future, but only think that it will get worse. We need stories to encourage them to act by helping them picture a better future.

There are lots of popular TV series on Netflix talking about the future, the "Black Mirror", "Iron, Death Robots". Most of them are warning people about something bad will happen, but none of them is giving people hope about the future. Why don't we create one?

# Subscribe to BETTER FUTURE



## SOLUTIONS

We will get partnered with Netflix to create series of stories called "Better Future", encourage people to take action. We nudge people to decide for "Better Future" by a simple move: you need to do Netflix's "subscription. An exclusive subscription allows people to donate and unlock the "Better Future" TV series.

From 10 Ambassadors, across 8 geographical regions, stories from the annual report will be adapted to a science fiction TV series portraying a better world is coming if investments continue. Each chapter corresponds to an achievement category is SDGs.

We inspire the audience to have faith in their future. While watching "Better Future" on Netflix, they are also making it happen.

## HOW DOES IT WORK?

- The campaign will launch across social media with content encouraging people to join "Better Future" subscription.
- Donations can easily be done through subscriptions on Netflix.

**Subscribe to Play**

Donate money from subscription fans

- Chapters of "Better Future" are released on Netflix, introduce OWW Ambassadors' stories to more innovative ways.

Updates of achievements and Annual Impact Report are sent out by emails with



Chia Hsuan Lin  
Fan Hao Tseng  
TAIWAN





# FILM COMPETITION



## FILM COMPETITION

# How does it work?

Imagine having only 48 hours to shoot and edit a 60-second commercial, filmed entirely on a camera that the Festival provides. This is the challenge that young creatives face in the Film Competition.

The Competition Partner presents the brief to the teams highlighting the challenges and expected KPIs. 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, age 31 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 pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.



## FILM COMPETITION Brief 2021

Charity Partner:



### Challenge

How can One Young World's global community of changemakers be meaningfully celebrated on International Youth Day?

International Youth Day is an annual calendar event (August 12) that seeks to highlight young people. As an organisation highlighting the work of young people 365 days a year, how can we make International Youth Day stand out?

Young people who are interested in change deserve more than a superficial gratitude, especially those who are creating such a positive impact for the planet, like One Young World Ambassadors do.

The positive impact generated by One Young World Ambassadors is second to none. We want to be positioned as THE global community of young leaders working towards building a better, more sustainable world with more responsible, more effective leadership.

However- we are not a 'youth' organisation. We are a network of global young changemakers who are working to create a better, more sustainable future by delivering results on the SDGs in their communities and on an international level.

We would like to find a way to meaningfully celebrate the impact of One Young World Ambassadors without celebrating young people for the sake of it.

Can you create a high energy film fit for Instagram that meaningfully spotlights the work of One Young World Ambassadors and creates awareness for our brand?



## FILM COMPETITION Brief 2021

### Target Audience

The content should resonate with our Instagram audience which comprises 115k followers, with the majority of followers being aged 18-34 and female (66%). Top locations include Bogota, London, Lagos and New York.

This includes our Ambassador community and aspiring young leaders (aged 18-30). Second to this, existing partners and potential partners (corporate and government) - to highlight the incredible work of the world's global forum for young leaders.

### Strategy

We need to create a film that will showcase that will be meaningful and engaging. Imagine you need to capture someone viewing their instagram feed. What would make you stop and notice an organization with such a meaningful vision and mission.

### Key Message

Young people are not the leaders of tomorrow. They're the leaders of today.

### Specific Creative Deliverables

- Final film (maximum of 60 seconds). All subtitles must be in English.
- A short summary of the film's content (150 words)
- A plan for social distribution (200 words)
- Cultural/context information - Include any cultural terms, references, or context which you feel need explanation. (150 words)

See full brief [here](#)

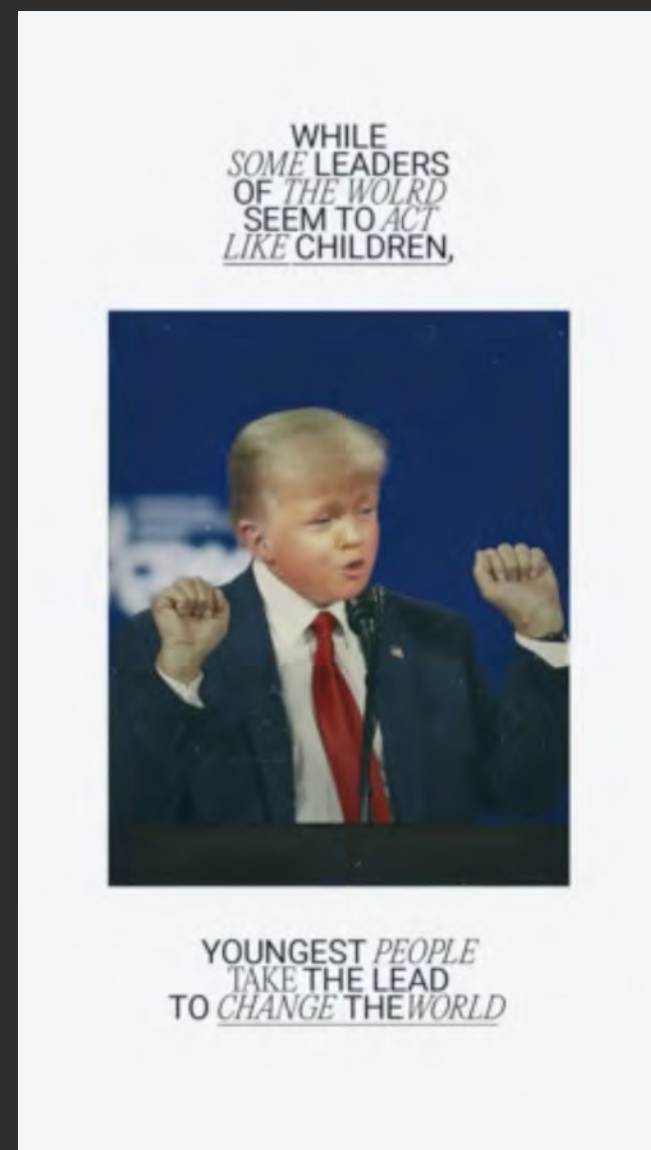




# Film Competition Winners 2021

[SEE ALL WORK HERE](#)

## GOLD



Andrés Tovar  
Andrés Torres  
COLOMBIA

## SILVER



Ioannis Sfetsos  
Jason Katsoulis  
GREECE

## BRONZE



Lauren Peters  
Augustine Cerf  
UNITED KINGDOM



# MARKETERS COMPETITION



## 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 presents the brief to the team 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 create a 10 slide presentation and will then 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 31 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 pass and free accommodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.



## MARKETERS COMPETITION Brief 2021

Charity Partner:



### Challenge

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#### How do we onboard thousands of new learners to the next OYW Academy?

The One Young World Munich Summit was due to be held in October 2020, but due to Covid-19, it was rescheduled to July 2021. In order to keep the registered delegates motivated and our Partners engaged, we created the Academy.

The first Academy iteration was offered to our delegates for free, and the feedback was so positive that we want to further expand this offering and make it a new revenue stream.

The Challenge is now how we convert this product into a globally-recognised programme which thousands of learners will pay for and participate in.

The online education sector has become very saturated, making it a competitive space to operate in. We need to understand how to position the OYW Academy and effectively market it to new learners. We want to make it stand out visually and make it appealing. OYW is an international platform, representing every country in the world, so the net needs to be cast wide.

[Watch](#) our 2020 Academy highlights film.





## MARKETERS COMPETITION Brief 2021

### Target Audience

Young people between the ages of 18-30 who want to further their understanding of complex global challenges and take action to create positive change. They do not already have to be subject matter experts or leaders. We want to cast as far a net as possible to ensure we are levelling the playing field for learners of all socioeconomic backgrounds. OYW is an international platform, so we are open to learners from every country in the world.

### Strategy

The Academy will be priced around £60 to ensure there is a low barrier to entry for those of all socioeconomic backgrounds. The offering will be digital, of exceptional quality, and affordable. We want to build the prestige of ‘graduating’ with a OYW Academy certificate, and also demonstrate that we are more inclusive than any other online programmes out there.

### Key Message

Young people deserve access to the highest quality education and knowledge, regardless of their backgrounds. Every young person from every country in the world has the ability to lead, and should be given the opportunity and tools to do so.

### Specific Creative Deliverables

A 10 slide presentation

The written explanation (300 words)

- Describe the creative idea/insights (150 words) Research and data gathering

Describe the strategy (150 words) Target audience, planning and approach

Note: You will need to use your client organisation in the deliverable, including your company logo. Think how your campaign can be a collaboration between your organisation and One Young World.

See full brief [here](#)





# Marketers Competition Winners 2021

[SEE ALL WORK HERE](#)

## GOLD

**INSIGHT**  
The next generation of leaders are those with the biggest opportunity to create change, but global issues can seem intangible and daunting.

**MAKE THE WORLD A SWEETER PLACE**

**IDEA**  
Nidar will inspire and encourage young men and women to join them in making the world a sweeter place.

**PROVOKE**  
Nidar will change its chocolate tablets with defects symbolizing well-known global issues. Information about the issue and OYW Academy is provided inside the wrapping.

**INSPIRE**  
A wide-reaching communication campaign provide more in-depth information, portraying others who have participated in making a change, and thereby making the task of tackling global issues more relatable and tangible.

**RECRUIT**  
The QR code inside the packaging and links on social media directs consumers to sign up on the OYW site. We also specifically target students through already existing presence on student campuses.




Henrik Norem  
Marie Kristin Mauseth  
NORWAY

## SILVER

**Challenger**  
Let's all come together, challenge and change the world!

**Insigt**  
Frustrated by the problems around them, young individuals are seeking a way to be a part of the change. They are willing to challenge themselves to create a better future.

**Young talents**

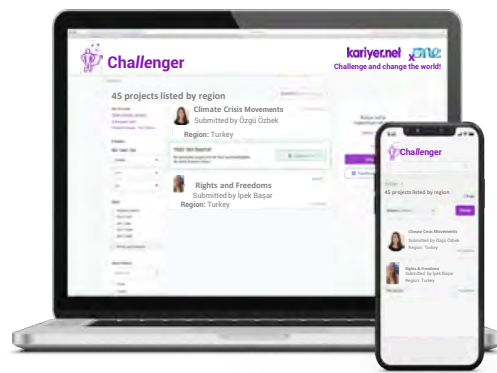
- Apply and get education through OYW Academy
- Meet with companies and NGOs, showcase their ideas
- Get a chance to be backed by more than 1.000.000 member companies

**Companies**

- Get Challenger badge which emphasizes companies that being a part of positive impact for the world
- Get a chance to spot exceptional talent and impactful projects quickly.

**Idea**  
A global talent marketplace where One Young World graduates are positioned as vetted talent, they have a chance to meet supporting organizations. All made possible by:

- massive youth & B2B reach of Kariyer.net (27 Million youth and 110.000 companies in Turkey)
- call for participation to 130 global job boards in 'The Network'. All job boards will announce Challenger to their talents and companies, boosting reach for OYW partnership.



kariyer.net x one

İpek Başar  
Özgü Özbek  
TURKEY

## BRONZE

**TEACH THE WORLD TO LEAD**

**INSIGHT**  
Any individual effort to affect positive change against global issues can feel too small, making the attempt seem hopeless. Young people, bombarded every day with negative messages and outlook, struggle to see how they can be the leaders of change.

**1 DISRUPT**  
By replacing our iconic script with the biggest challenges facing the world today

**2 INSPIRE**  
Our target to recognize themselves as a leader with a reflective label and take the first step towards leading the change with One Young World's training

**3 EMPOWER**  
Our leader to enroll and in doing so allow us to sponsor another future leader to attend while connecting them together





CANNES LIONS

one + Coca-Cola

Galen Howe  
Kristina Komhyr  
CANADA



# MEDIA COMPETITION



## MEDIA COMPETITION

# How does it work?

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

Teams will be asked to create an innovative media strategy that answers a brief given by the Competition Partner in 24 hours. 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.

Teams will create a 10 slide presentation and they will then 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 Media Competition, the team must be made up of two young professionals, age 31 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 pass and free accomodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.





## MEDIA COMPETITION Brief 2021

Charity Partner:



### Challenge

What kind of media can we use to make the Impact report launch more meaningful and far reaching?

Every year, One Young World releases our Annual Impact Report - a deep dive into all One Young World's activities for the previous 12 months.

The content printed in the report is the heart and soul of why we exist as an organisation. With every release, we launch an 'Impact Week' campaign - 10 days dedicated to cross channel sharing the content from the Impact Report. The aim of the campaign is to drive traffic to the Impact Hub on our website, showcase the work of our Ambassador community and garner monetary support for our young leaders initiatives through donations via the Impact Hub.

This content is primarily shared on our social media, with our wider network of 1M + Followers.

The Impact Report contains a wealth and depth of information that we aim to convey in a large quantity of content, however the engagement levels are not where we expect, or would like them to be. In past

campaigns, we have typically put numbers front and centre of our visuals.

For 2022, we want this to change. We need to do better at sharing the incredible One Young World Ambassador testimonies of leadership showcased in the report.

Is there a media moment that we can tap into to increase the visibility of the Impact Report when we launch? What media types would make the biggest splash?

We would like to identify media opportunities and platforms to create a robust multichannel strategy for the launch of the annual Impact Report.

Impact Reports are commonplace among non-profit organisations. It is our Ambassador's stories of greatness in the face of adversity that set us apart from the rest. We want to find new and innovative ways to tell the story of our community in a more meaningful way that prompts an emotive response from visitors to the website, and using other One Young World owned platforms to signpost to the report.



## MEDIA COMPETITION Brief 2021

# Target Audience

The content should resonate with our social media network of over 1M. This includes our Ambassador community and aspiring young leaders. Second to this, existing partners and potential partners (corporate and government) - to highlight the incredible work of the world's global forum for young leaders

## Instagram:

- 50.8% of our Instagram followers are between the ages of 25 - 34. 23.2% are in the 18 - 24 age bracket.
- The United States is our top country (14%), followed by India (9%), Colombia (6%), the United Kingdom (6%) and Nigeria (4%), respectively.
- • Bogota is our top city (3%), followed closely by London (3%), Lagos (2%), Nairobi (1%) and New York (1%) respectively.
- 66% of our followers are women, 34% are men.
- They are most active between 12 and 6pm GMT.

# Strategy

We would like to develop a media strategy that can sit alongside/complement our digital campaign for launching the impact report. A strategic approach to new channels not previously considered, including visual examples and how the channels are integrated to create a fully immersive launch campaign.

Also to include how we can better spotlight the Ambassadors featured in the report across all channels/platforms.

How can we bring our Impact Report to life?

# Key Message

The positive impact generated by One Young World Ambassadors is second to none. We want to be positioned as THE global community of young leaders working towards building a better, more sustainable world with more responsible, more effective leadership.

# Specific Creative Deliverables

A 10-slide presentation outlining your media campaign. This will be the presentation that is shared with the jury during judging

The written explanation (450 words) to include:

- Describe the creative idea/insights (150 words) Research and data gathering
- Describe the strategy (150 words) Target audience, media planning and approach
- Describe the execution (150 words) Implementation, media channels and integration, timeline and scale

See full brief [here](#)





# Media Competition Winners 2021

[SEE ALL WORK HERE](#)

## GOLD



Nolan Yu  
Max Learmont  
AUSTRALIA

## SILVER



Satoshi Ichishima  
Shoichi Seki  
JAPAN

## BRONZE



Ema Pimenta  
Andreia Esteves  
PORTUGAL



# PR COMPETITION





## 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 will be asked to create a PR campaign that answers a brief given by the Competition Partner in 24 hours. The work should showcase how PR is effectively used to engage audiences. Teams are asked to think bravely and use a big creative idea to solve the clients brief.

The PR campaign should:

- Connect with the Competition Partner'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.)

Teams will create a 10 slide presentation and they will then be asked to present their idea in front of the Jury, followed by a five minutes Q&A session.

# Eligibility

To be eligible to compete in the PR Competition, the team must be made up of two young professionals, age 31 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 pass and free accomodation for next year's event. Medals are presented to the Gold, Silver, and Bronze winners.





## PR COMPETITION Brief 2021

Charity Partner:



### Challenge

How can we promote young leaders as key actors in the fight against climate change?

The climate crisis is on everyone's minds, and no one can address it alone. It is clear, however, that young leaders are a critical source of innovation, action and change. Their contribution in addressing the crisis matters, and those that are leading companies and organisations dedicated to reversing and responding to the effects of climate change need to be supported.

There are thousands of young people who are working on this agenda in their own way, whether on a local, national or international scale. But the work to address climate change cannot just fall on the shoulders of young people inheriting the crisis; intergenerational collaboration is mission critical.

Large climate-focused events like COP26, attract a lot of attention, but media attention around climate action withers away soon afterwards. The stories of young people are often featured on stage, but they have a hard time translating that visibility into meaningful partnerships with governments and businesses. How can we effectively communicate that young leaders must be taken seriously, and treated as useful collaborators?



## PR COMPETITION Brief 2021

# Target Audience

We want to reach the business community and policymakers so they will change their perception on who can and must contribute to climate action.

We need the business community and policymakers to understand young people don't just want to go on strike in the name of the planet, but they want to contribute to actionable change.

# Strategy

With this idea we will change stereotypical thinking about young people who care about the future of their country and our planet. We will grab the attention of businesses and governments in order for them to change their minds and support One Young World Leaders.

# Key Message

Young leaders must be taken seriously by businesses and governments as they are the key players in the fight against climate change.

# Specific Creative Deliverables

10 slide presentation

- Contestants should use at least 2 elements or channels that are predominantly PR driven.

The written submission (max 450 words):

- Describe the creative idea (150 words) Potential for industry impact
- Describe the strategy (150 words) Target audience, target media, PR planning, approach
- Describe the execution (150 words) Implementation of PR activities, timeline, scale

See full brief [here](#)





# PR Competition Winners 2021

[SEE ALL WORK HERE](#)

## GOLD



Gigi Rice  
Elle Bellwood  
UNITED KINGDOM

## SILVER



Orna Clarke  
Lughan Deane  
IRELAND

## BRONZE



Ya Ting Chien  
Tze Yu Yeh  
TAIWAN





# PRINT COMPETITION



## PRINT COMPETITION

# How does it work?

The Young Lions Print Competition challenges teams to create a print ad in response to a brief given by the Competition Partner.

The Competition Partner presents the brief to the teams highlighting the challenges and expected results. Competitors then have 24 hours to create an original and impactful print ad. This ad should reflect the Competition Partner's brand identity and values.

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

# Eligibility

To be eligible to compete in the Print Competition, the team must be made up of two young professionals, age 31 or under, working in creative roles.

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



## PRINT COMPETITION Brief 2021

Charity Partner:



### Challenge

How can we communicate our mission in a minimalist ad (copy and image)?

At the heart of every global threat is a failure of leadership.

This new generation is the most informed, most educated, most connected generation in human history. One Young World identifies, promotes and connects the world's most impactful young leaders to create a better world, with more responsible, more effective leadership.

Our current 'strapline' is The Global Forum for Young Leaders - a specific reference to our annual Summit. While the Summit marks the pinnacle of our annual calendar, there is much greater depth and breadth to our 'why' and 'how'.

COVID19 has forced many businesses to reevaluate their product offering, adapting events and otherwise physical mobilizations into virtual offerings - and One Young World is no exception.

Since the start of the pandemic, we have evolved our digital product offering to include online regional events, speaker series and programmes for our international Ambassador community of 12,000+ young leaders. We also launched the One Young World Academy; a virtual offering for Delegates registered to attend the annual Summit in Munich, which was postponed due to the COVID19.

We're asking teams of talented creatives to help us encapsulate and communicate One Young World's overarching mission in one, bold, attention grabbing print advertisement.





## PRINT COMPETITION Brief 2021

### Target Audience

We want to target potential donors. By communicating our mission in a clear, consumer friendly way, we want to inspire new partner organisations (or individuals) to join our global movement.

Donors may offer their expertise, their network/connection or their dollars to support One Young World.

### Strategy

We want to create a print ad that encapsulates our multifaceted organisation in one simple, bold statement and visual that compliments the copy.

The advert will clearly define our overarching mission, leaning on powerful supporting visuals. The aim of this ad campaign is to both raise awareness of our organisation and pique the interest of potential donors.

Success will be measured in the numbers of leads generated and/or the number of donors who took action having seen/interacted with the advertisement campaign.

### Key Message

The ad must position One Young World as the leading platform for young changemakers across the world, who are already making a tangible impact in their communities and further afield.

We are more than just a Summit - we are the bridge between a bright idea and action delivered.

### Specific Creative Deliverables

A single double-page spread, A3 landscape print ad (42 x 29.7cm)

The written explanation (300 words) to include:

- Cultural/context information (150 words) Please explain any cultural terms, references or context which you feel need explanation.
- Insight (150 words) Please explain the insight and strategy behind your work. Target audience, relevance to the brief.

See full brief [here](#)

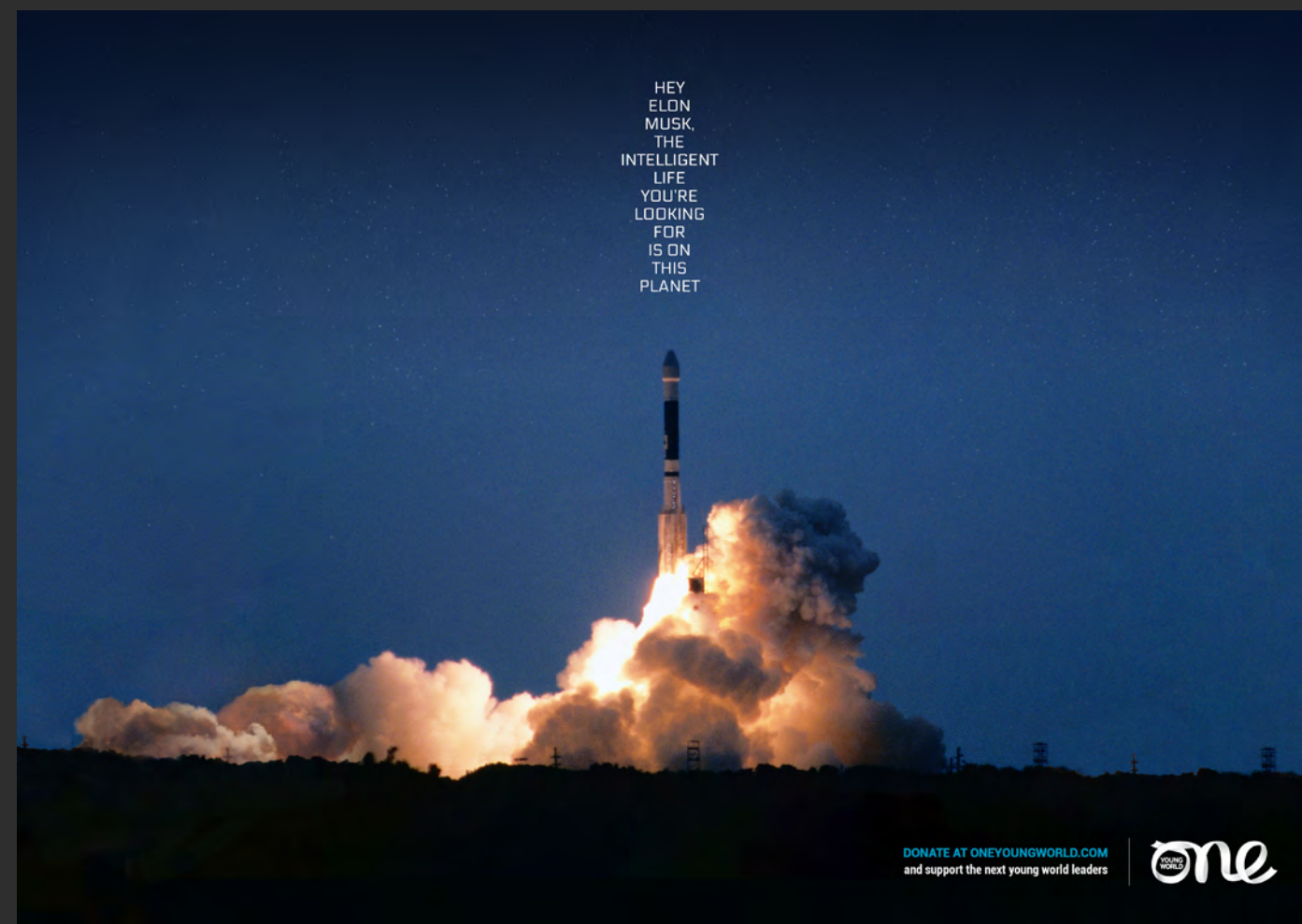




# Print Competition Winners 2021

[SEE ALL WORK HERE](#)

## GOLD



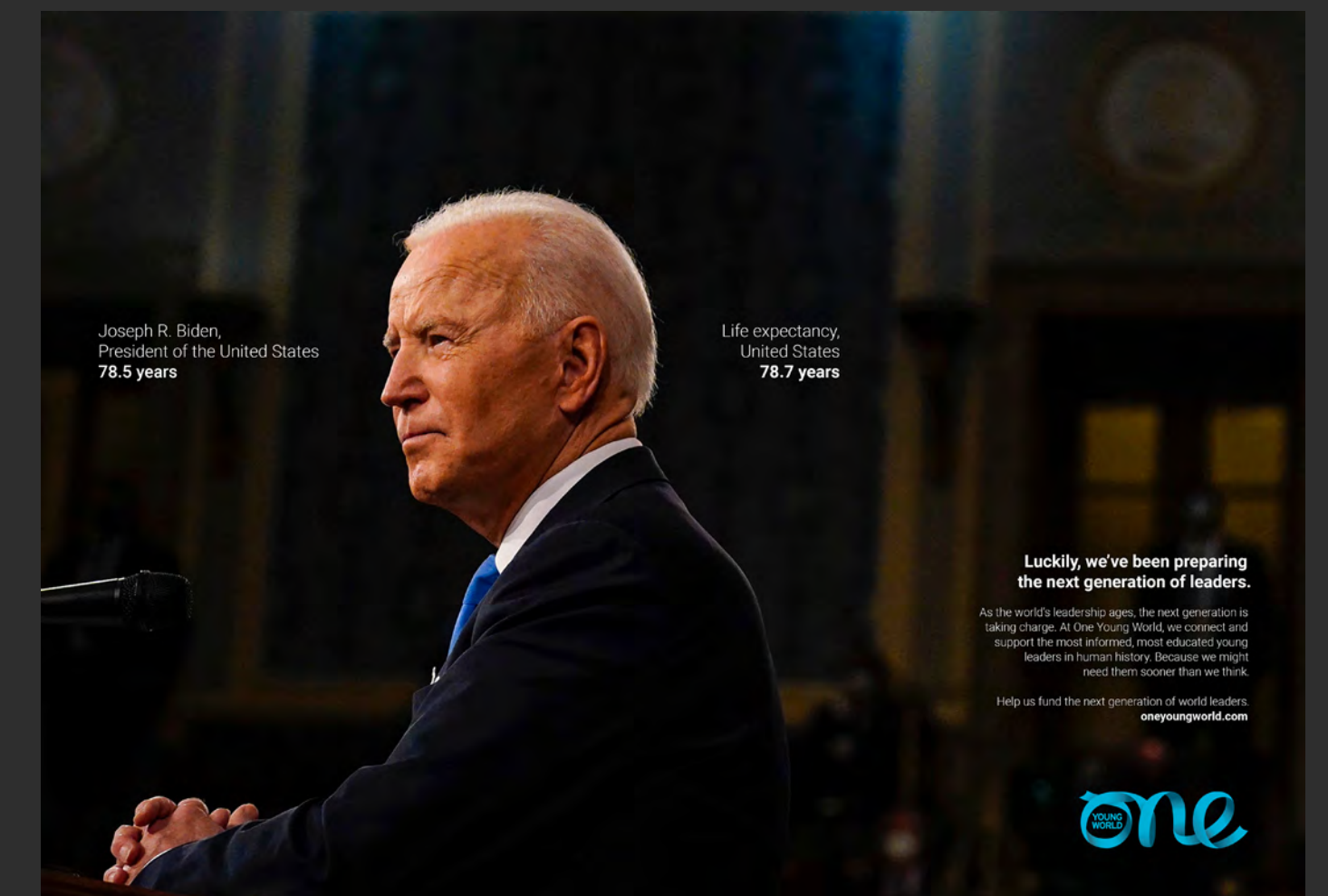
Jonnathan Rodríguez  
Michelle Crespo  
ECUADOR

## SILVER



Christiaan Alexander Catalán Berríos  
Matias Ignacio Jorquera Espinoza  
CHILE

## BRONZE



Kay Benedek  
Anton Mwewa  
CANADA



# Jury 2021



## DESIGN

<b>Sheng Jin Ang</b>	Executive Creative Director	MullenLowe Singapore
<b>Nic Adamovich</b>	Head of Design	Host/Havas
<b>Hira Mohibullah</b>	Executive Creative Director	BBDO Pakistan
<b>Sara Phillips</b>	Creative Director	Wieden+Kennedy

## DIGITAL

<b>Joakim Khoury</b>	Partner & Senior Creative	Åkestam Holst NoA
<b>Bolaji Alausa</b>	Executive Creative Director	Noah's Ark
<b>Alfredo Alquicira</b>	Executive Creative Director	McCann Worldgroup
<b>Maciej Twardowski</b>	Executive Creative Director	Ogilvy Social.Lab Poland
<b>Angie Tijam-Tohid</b>	Creative Director & Head of Content	Ace Saatchi & Saatchi
<b>Alberto Pachano</b>	Managing Director	We Are Social
<b>Zoha Zoya</b>	Creative Director - Head of Experience Design	R/GA
<b>Stefanie Golla</b>	Creative Director	Accenture Interactive
<b>Benjamin Young</b>	Partner & Chief Creative Officer	SUNO United Creators

## MEDIA

<b>Susanne Persson</b>	Country Manager	Verizon Media
<b>Vaishali Verma</b>	CEO	Initiative India
<b>Benjamin Condit</b>	CEO	Mindshare
<b>Jessica Roberts</b>	Chief Client Officer	OMD EMEA
<b>Tanya Schreuder</b>	Group Managing Director Media Brands	Dentsu
<b>Natalia Kiryanova</b>	CEO	Wavemaker

## FILM

<b>Thasorn Boonyanate</b>	Executive Creative Director	Wunderman Thompson Thailand
<b>Elsa Rakotoson</b>	CEO, Founder, Executive Producer	Frenzy Paris
<b>Dora Pruzincova</b>	Chief Creative Officer	DDB Prague

## MARKETERS

<b>Carolina Sandoval Villamil</b>	Media Director Latam	GSK Consumer Healthcare
<b>Shirin Majid</b>	Deputy Executive Creative Director	VCCP
<b>Huelander Escalante</b>	Chief Creative Officer	McCann San José
<b>Victor Petri</b>	Partner, Head of Activation	Robert/Boisen & Like-minded
<b>Joost Hoppe</b>	Global Media Lead	Heineken
<b>Charu Aggarwal</b>	Chief Strategy Officer- South East Asia & India	Havas Group

## PRINT

<b>Jax Jung</b>	Global Creative Director	Cheil Worldwide
<b>Steve Babaeko</b>	CEO/Chief Creative Officer	X3M IDEAS MARKETING LIMITED
<b>Ciro Sarmiento</b>	Chief Creative Officer	Weber Shandwick

## PR

<b>Scott Dimbleby</b>	Creative Director	W Communications
<b>Susanne Marell</b>	CEO	HK Strategies
<b>Daniel Blank</b>	Head of Digital, Deputy General Manager	WE-Worldwide
<b>Rachel Gilley</b>	Managing Director, UK and President, EMEA	Clarity PR
<b>Julian Cirrone</b>	Creative Director	Grayling
<b>Blair Metcalfe</b>	CEO and Creative Lead	The Agency Partnership





# Design Competitors 2021

Prize	Name	Company	Country
<b>GOLD</b>	<b>Danylo Nesterevych</b>	<b>Banda Agency</b>	<b>Ukraine</b>
<b>GOLD</b>	<b>Viktoriia Moskofidi</b>	<b>Bickerstaff</b>	<b>Ukraine</b>
<b>SILVER</b>	<b>Wallyson de Oliveira Sousa</b>	<b>Heads Propaganda</b>	<b>Brazil</b>
<b>SILVER</b>	<b>Maria Carolina Pillat</b>	<b>Heads Propaganda</b>	<b>Brazil</b>
<b>BRONZE</b>	<b>Mario Pimenta</b>	<b>Jones Knowles Ritchie</b>	<b>United Kingdom</b>
<b>BRONZE</b>	<b>Lilia Quinaud</b>	<b>Jones Knowles Ritchie</b>	<b>United Kingdom</b>
SHORTLIST	Nicolás Pérez	Publicis Colombia	Colombia
SHORTLIST	Juan Afanador	Publicis Colombia	Colombia
SHORTLIST	Jonas Hjort	Kontrapunkt	Denmark
SHORTLIST	Marcus Mahecha	Kontrapunkt	Denmark
SHORTLIST	Noelia Cordova	Ogilvy RD	Dominican Republic
SHORTLIST	Keysa Lopez Olivares	Ogilvy RD	Dominican Republic
SHORTLIST	Janika Petersen	Studio Oeding GmbH	Germany
SHORTLIST	Jana Grabau	Freelancer	Germany
SHORTLIST	Sofia Ayuso	Freelancer	Portugal
SHORTLIST	Sebastião de la Guardia	Unlock Brands	Portugal
SHORTLIST	Laurens Martens	MediaMonks	The Netherlands
SHORTLIST	Jens Olsen	Born05	The Netherlands
	Chen Jiahui	Juice Beijing	China
	Song Zihao	Juice Beijing	China
	Emma Rinneheimo	Myy Agency	Finland
	Katariina Valentina	Freelancer	Finland
	Ana Mamulashvili	Kraken	Georgia
	Tinatini Makashvili	Kraken	Georgia
	Tamás Szerényi	UP Advertising / 1080p	Hungary

Prize	Name	Company	Country
	Kata Moravszki	UP Advertising / 1080p	Hungary
	Raphael Silva	Rothco	Ireland
	Rafael Ferla	Folk WT	Ireland
	Federica Pozzocco	45gradi	Italy
	Christian Di Paola	Publicis Sapient	Italy
	Gentaro Yajima	Hakuhodo.inc	Japan
	Natsuki Akanuma	Hakuhodo.inc	Japan
	William Stormdal	Bleed Design Studio	Norway
	Nicklas Haslestad	Scandinavian Design Group	Norway
	Sylwia Janiszewska	VMLY&R	Poland
	Joanna Komorowska	VMLY&R	Poland
	Linh Pham	Freelancer	Romania
	Alina Hluscu	Freelancer	Romania
	Olga Shelenkova	Deasign Communication Agency	Russia
	Nellya Shaekhova	Freelancer	Russia
	Vladimir Krajcovic	Naum studio	Slovakia
	Ivan Capkovic	Naum studio	Slovakia
	Axel Livijn Carlman	Seventy Agency	Sweden
	Louise Adolfsson	Seventy Agency	Sweden
	Hsiu Chi Kuo	Intertrend inc	Taiwan
	Pofu Lu	RUMU Innovation	Taiwan
	Sadi Akbudak	VMLY&R	Turkey
	Ayşegül Oğuz	Muhabbet	Turkey
	Temur Sadi	MA'NO Branding	Uzbekistan
	Mansur Nabiev	MA'NO Branding	Uzbekistan



# Digital Competitors 2021

Prize	Name	Company	Country
<b>GOLD</b>	<b>Klemen Vodopivec</b>	<b>Agencija 101</b>	<b>Slovenia</b>
<b>GOLD</b>	<b>Lucija Lepšina</b>	<b>Agencija 101</b>	<b>Slovenia</b>
<b>SILVER</b>	<b>Marcos Alves</b>	<b>BBDO Group Germany</b>	<b>Germany</b>
<b>SILVER</b>	<b>Marco Serra</b>	<b>BBDO Group Germany</b>	<b>Germany</b>
<b>BRONZE</b>	<b>Fan Hao Tseng</b>	<b>Ace Communications Hakuhodo</b>	<b>Taiwan</b>
<b>BRONZE</b>	<b>Chia Hsuan Lin</b>	<b>Unisurf Digital Marketing Hakuhodo</b>	<b>Taiwan</b>
SHORTLIST	Meredith Besseling	TBWA Sydney	Australia
SHORTLIST	Rachel Tucker	TBWA Sydney	Australia
SHORTLIST	Ellen Porteous	Abacus Agency	Canada
SHORTLIST	Leo Janusauskas	Studio Sophmore	Canada
SHORTLIST	Xin Chen	BBDO Shanghai	China
SHORTLIST	He Yuchenxuan	BBDO Shanghai	China
SHORTLIST	Marie Christine Frederiksen	Uncle Grey	Denmark
SHORTLIST	Cecilie Jelstrup Larsen	Uncle Grey	Denmark
SHORTLIST	Alba Carolina Objio Alvarez	Ogilvy Dominicana	Dominican Republic
SHORTLIST	Yamel Marian Rodriguez Dessangles	Ogilvy Dominicana	Dominican Republic
SHORTLIST	Lídia Gulyás	Artificial Group	Hungary
SHORTLIST	Gergő Doman	Republic Group	Hungary
SHORTLIST	Sebastián Cors Mijares	Circus MediaMonks	Mexico
SHORTLIST	Giovanni Rozo Rodríguez	Circus MediaMonks	Mexico
SHORTLIST	João Hernâni Mota Gouveia Serralha Correia	Wunderman Thompson Portugal	Portugal
SHORTLIST	Ana Catarina Cabrita de Araújo	Leo Burnett Lisboa	Portugal
SHORTLIST	Evgeniya Zagvozdina	VMLY&R	Russia
SHORTLIST	Eduard Lebedev	Freelancer	Russia
SHORTLIST	Brandi LaCertosa	MediaMonks	The Netherlands
SHORTLIST	Jelske Driessen	Media Monks	The Netherlands

Prize	Name	Company	Country
SHORTLIST	Dalia Quiroz	Dieste	US Hispanic
SHORTLIST	Luis Gonzalez Hernandez	Dieste	US Hispanic
	Manuel Scher	Mercado McCann	Argentina
	Edwin Bowen	Mercado McCann	Argentina
	Ljubica Soldo	Degordian	Bosnia and Herzegovina
	Mirna Miljko	Degordian	Bosnia and Herzegovina
	João Corazza	Africa DDB	Brazil
	Bruno Reis	Africa DDB	Brazil
	Javier Ignacio Bustos Arias	BBDO Chile	Chile
	Maximiliano Miranda-Suarez Hormazabal	BBDO Chile	Chile
	Camila Ordóñez Bozzi	David The Agency	Colombia
	Valeria Silva Carreño	Delirio & Twain	Colombia
	Rene Filipović	Convergent Media Group (CMG)	Croatia
	Dunja Verbič	Convergent Media Group (CMG)	Croatia
	Soha Abou Sabh	Unilever	Egypt
	Ingy El Messary	Unilever	Egypt
	Mya Rydman	SEK	Finland
	Joel Huttunen	SEK	Finland
	Farah El Feghali	McCann Paris	France
	Gonçalo Gameiro	McCann	France
	George Tsokanos	McCann Athens	Greece
	Manos Vitoratos	McCann Athens	Greece
	Elisa Gabriela Ajosal Flores	El Taier DDB	Guatemala
	Diego Alejandro Rosales Corzo	El Taier DDB	Guatemala
	Miu Fu	Wunderman Thompson HK	Hong Kong
	Josephine Wong	Wunderman Thompson HK	Hong Kong
	Vito Maldini	Isobar	Indonesia
	Hana Haddad	Isobar	Indonesia

# Digital Competitors 2021



Prize	Name	Company	Country
	Sacha Noyes	Publicis	Ireland
	Jessie DeBoe	Achtung	Ireland
	Eugenio De Riso	INNOCEAN Worldwide Italy	Italy
	Beatrice Galli	M&C Saatchi Milano	Italy
	Yuki Ueda	Dentsu Tec Inc.	Japan
	Marie-Stephanie Iekura	Dentsu Tec Inc.	Japan
	Oluwatoniloba Fagbemi	digitXplus	Nigeria
	Emeka Agbakuru	digitXplus	Nigeria
	Sollin Sæle	Anorak	Norway
	Per Berge Moe	ANTI	Norway
	Lloyd Nicholas Cu Ko	Ace Saatchi and Saatchi	Philippines
	Mary Beatriz Gatchalian	Ace Saatchi and Saatchi	Philippines
	Albert Stęclik	Dziadek do orzechów	Poland
	Tomasz Świstun	DDB Warsaw	Poland
	Daniel Vachuna	THIS IS LOCCO s. r. o.	Slovakia
	Michal Roháček	THIS IS LOCCO s. r. o.	Slovakia
	Kirea Calatayud	MRM//McCann	Spain
	Catherin Correa	MRM//McCann	Spain
	Nathalie Wågström	Blomquist Communication	Sweden
	Stina-Marie Olsson	Blomquist Communication	Sweden
	Nuttawee Pisanprechatam	Wunderman Thompson Thailand	Thailand
	Warangrat Rattanabumrung	Sour Bangkok	Thailand
	Özgür Duman	Lokal İstanbul	Turkey
	Merve Oğuz	Lokal İstanbul	Turkey
	Fernando Montero González	Memac Ogilvy	United Arab Emirates
	Moemen Metwally	Memac Ogilvy	United Arab Emirates

Prize	Name	Company	Country
	Rachel Tweedy	AMV BBDO	United Kingdom
	Jamie Chang	AMV BBDO	United Kingdom
	Helen Rieger	MullenLowe	United States
	Vanessa de Beaumont	DAVID Miami	United States
	Dariya Orazbayeva	BBDO CA	Kazakhstan
	Mariya Leskina	Cheil Kazakhstan	Kazakhstan



# Film Competitors 2021



Prize	Name	Company	Country
<b>GOLD</b>	<b>Andrés Tovar</b>	<b>Circus MediaMonks</b>	<b>Colombia</b>
<b>GOLD</b>	<b>Andrés Torres</b>	<b>MullenLoweSSP3</b>	<b>Colombia</b>
<b>SILVER</b>	<b>Ioannis Sfetsos</b>	<b>4 Wise Monkeys</b>	<b>Greece</b>
<b>SILVER</b>	<b>Jason Katsoulis</b>	<b>McCann Athens</b>	<b>Greece</b>
<b>BRONZE</b>	<b>Lauren Peters</b>	<b>AMV BBDO</b>	<b>United Kingdom</b>
<b>BRONZE</b>	<b>Augustine Cerf</b>	<b>AMV BBDO</b>	<b>United Kingdom</b>
SHORTLIST	Alexis Thériault-Laliberté	Kabane	Canada
SHORTLIST	Charles Boutin	SÉPAQ	Canada
SHORTLIST	Alejandra Vidal	Alma Ad	USA Hispanic
SHORTLIST	Danae Nuñez	Alma Ad	USA Hispanic
	Fredy Godoy	Don Buenos Aires	Argentina
	Freddy Lujan Soliz	Don Buenos Aires	Argentina
	Katie Kidd	The Monkeys	Australia
	Lizzie Wood	The Monkeys	Australia
	Talat Aliyev	SMG	Azerbaijan
	Agarajab Jafarov	BHB Strategic & Creative Co.	Azerbaijan
	Anastasiya Limantava	Freelancer	Belarus
	Dasha Kolesnikova	Freelancer	Belarus
	Plamen Borisov	Wunderman Thompson Sofia	Bulgaria
	Velko Kalchev	Wunderman Thompson Sofia	Bulgaria
	Dylan Dai	Karma	China
	Summer Du	Karma	China
	Sebastian Egelund Østgaard	Hjaltelin Stahl	Denmark
	Christian Skjøtt	NORD DDB CPH	Denmark
	Steven Rios	Freelancer	Dominican Republic

Prize	Name	Company	Country
	Isabel Núñez	Liquid Agency	Dominican Republic
	Minttu Aarniovuori	Milton	Finland
	Jimi Hyvärinen	NORD DDB HEL	Finland
	Adrien Delhay	VMLY&R	France
	David Dominguez	VMLY&R	France
	Mindia Arabuli	Leavingstone	Georgia
	Irakli Matcharashvili	Leavingstone	Georgia
	Kerstin Mitza	thjnk Hamburg	Germany
	Tom Pritchard	thjnk Hamburg	Germany
	Alexandra Senkó	Greenroom	Hungary
	Roland Futó	feat.	Hungary
	Georgia Stevenson	BBDO Dublin	Ireland
	Sinead Farrelly	BBDO Dublin	Ireland
	Massimo D'Arienzo	Ogilvy Italy	Italy
	Federico Carlo Mucci	Ogilvy Italy	Italy
	Tadashi Watano	Freelancer	Japan
	Shogo Tominaga	Freelancer	Japan
	Darya Zhuravleva	TBWA CAC	Kazakhstan
	Yerassyl Bigazinov	TBWA CAC	Kazakhstan
	Carlos Germán González García	ADL	Mexico
	Valentina Carrete Peredo	Genomma Lab	Mexico
	Michael Solbakken	Kitchen Reklamebyrå	Norway
	Carl Gustav With Bjørnqvist	Kitchen Reklamebyrå	Norway
	Iya Parungao	Mullenlowe TREYNA	Philippines
	Eden Sarmiento	Mullenlowe TREYNA	Philippines

# Film Competitors 2021



Prize	Name	Company	Country
	Filip Śliwa	DDB	Poland
	Ada Kamienobrocka	DDB	Poland
	João Maria Elias	BBDO Portugal	Portugal
	Luis Felipe Paladino	BBDO Portugal	Portugal
	Dominik Herceg	Kreatívna Dvojica	Slovakia
	Lukáš Lukonič	Respect APP	Slovakia
	Emilio Franquelo	Bungalow25	Spain
	Pablo García-Diego	Bungalow25	Spain
	Easy Tsai	Wunderman Thompson Taipei	Taipei
	Jack Hsu	Freelancer	Taipei
	Mahmut Berke Gulcicek	Concept	Turkey
	Sezengul Keles	Concept	Turkey
	Maya Miroshnychenko	Forside Production	Ukraine
	Daria Nazarenko	Solutions For People	Ukraine
	Nico Cortinove	Phenomenon	United States
	Eduardo Balloussier	GREY	United States
	Pulatova Aziza Fazliddinovna	Hendrix Films	Uzbekistan
	Amanshikov Temur Botir Ugli	Hendrix Films	Uzbekistan
	Nguyen Anh Quang	Ki Saigon	Vietnam
	Hoang Minh Trung	Ki Saigon	Vietnam

# Marketers Competitors 2021



Prize	Name	Company	Country
<b>GOLD</b>	<b>Henrik Norem</b>	<b>Orkla Confectionery &amp; Snacks</b>	<b>Norway</b>
<b>GOLD</b>	<b>Marie Kristin Mauseth</b>	<b>Orkla Confectionery &amp; Snacks</b>	<b>Norway</b>
<b>SILVER</b>	<b>İpek Başar</b>	<b>Kariyer.net</b>	<b>Turkey</b>
<b>SILVER</b>	<b>Özgü Özbek</b>	<b>Kariyer.net</b>	<b>Turkey</b>
<b>BRONZE</b>	<b>Galen Howe</b>	<b>Coca-Cola Ltd.</b>	<b>Canada</b>
<b>BRONZE</b>	<b>Kristina Komhyr</b>	<b>Coca-Cola Ltd.</b>	<b>Canada</b>
SHORTLIST	Nicole Torres	Centro Cuesta Nacional	Dominican Republic
SHORTLIST	Maria Jose Calderon	Centro Cuesta Nacional	Dominican Republic
SHORTLIST	Beatrix Trepess	Szallas.hu Zrt.	Hungary
SHORTLIST	Dorina Pardi	Szallas.hu Zrt.	Hungary
SHORTLIST	Oisín Hayes	Fáilte Ireland	Ireland
SHORTLIST	Aoife Bolger	Fáilte Ireland	Ireland
SHORTLIST	Carlota Gil	Heineken España	Spain
SHORTLIST	Isabel Vázquez Mateo	Heineken España	Spain
	Mario Parussini	Commonwealth Bank of Australia	Australia
	Emily Massy-Greene	Commonwealth Bank of Australia	Australia
	Anna Dervinchik	Pernod Ricard	Belarus
	Aleksandra Kovchur	Pernod Ricard	Belarus
	Guilherme Bunecker Poyares	Ambev / AB Inbev	Brazil
	Guilherme de Almeida Aguiar Ferreira	Ambev / AB Inbev	Brazil
	Peiqin Chen	Netease	China
	Xinyi Li	Xiaomi	China
	Sristi Gupta	Marico Limited	India
	Aditya Radhakrishnan	Marico Limited	India

Prize	Name	Company	Country
	Maria de Guadalupe Zuñiga Suaste	DraftLine Grupo Modelo	Mexico
	Karen Riviera Lopez	DraftLine Grupo Modelo	Mexico
	Jin Nataniel Ong	Nestle Philippines Inc.	Philippines
	Gio Renzo Pineda	Nestle Philippines Inc.	Philippines
	Karolina Król	Kompania Piwowarska	Poland
	Gabriela Janusz	Kompania Piwowarska	Poland
	Francisco Miguel Valentim Teodoro Vaz Santos	Nova School of Business & Economics	Portugal
	Mariana Cirilo Coimbra	ERA Portugal	Portugal
	Adamarie Melendez	Serralles Distilleries	Puerto Rico
	Diandra Nieves	TotalEnergies	Puerto Rico
	Roxana Paduraru	Mercury360	Romania
	Nafea Asaad	Food Generation	Romania
	Kludia Linkeschová	Slovak Telekom	Slovakia
	Ondro Mikuš	Slovak Telekom	Slovakia
	Sharon Ryu	SK telecom	South Korea
	SeoYon Chang	SK telecom	South Korea
	Volodymyr Sobolev	Kovalska	Ukraine
	Karyna Koreiba	Backstage	Ukraine
	Lindsay Germain	Bayer	United Kingdom
	Marta Bukala	Bayer	United Kingdom
	Abby Tompkins	Klarna	United States
	Melissa Friedman	160over90	United States
	Viet Linh Tran	AB InBev Vietnam	Vietnam
	Phuc Nguyen Le	AB InBev Vietnam	Vietnam



# Media Competitors 2021



Prize	Name	Company	Country
<b>GOLD</b>	<b>Nolan Yu</b>	<b>OMD</b>	<b>Australia</b>
<b>GOLD</b>	<b>Max Learmont</b>	<b>Speed</b>	<b>Australia</b>
<b>SILVER</b>	<b>Satoshi Ichishima</b>	<b>ADK Creative One</b>	<b>Japan</b>
<b>SILVER</b>	<b>Shoichi Seki</b>	<b>ADK Creative One</b>	<b>Japan</b>
<b>BRONZE</b>	<b>Ema Pimenta</b>	<b>Wavemaker</b>	<b>Portugal</b>
<b>BRONZE</b>	<b>Andreia Esteves</b>	<b>Wavemaker</b>	<b>Portugal</b>
SHORTLIST	Julián David González	Mullen Lowe SSP3	Colombia
SHORTLIST	Omar Galvis	Omnicon Latam	Colombia
SHORTLIST	Malin Gregersen	Omnicom Media Group	Norway
SHORTLIST	Helena Dokken	Omnicom Media Group	Norway
SHORTLIST	Ben Lynch	OMD EMEA	United Kingdom
SHORTLIST	Sam Karjalainen	The Trade Desk	United Kingdom
	Cosma Handl	Mindshare Austria	Austria
	Clemens Weiss	Mindshare Austria	Austria
	Bruno Simões de Andrade	Accenture Interactive	Brazil
	Giovanni de Moraes Palumbo Pavan	B Ferraz Agency	Brazil
	Naveed Ahmed	Shoelace	Canada
	Dustin Wilson	OMD Canada	Canada
	Collin Du	Mindshare China	China
	Chandler Liu	Mindshare China	China
	Ana-Marija Žarak	Imago Ogilvy	Croatia
	Ivana Kršić	Imago Ogilvy	Croatia
	José Fernando Serrano Tosi	ParadiseDDB	Ecuador
	José Emilio Reinoso López	ParadiseDDB	Ecuador
	Johan Korsbäck	Sanoma Media Finland	Finland

Prize	Name	Company	Country
	Jaakko Ylönen	Rovio	Finland
	Mai-Trinh Nguyen	Havas Media Germany	Germany
	Christina Kalff	Havas Media Germany	Germany
	Boma Deborah Eli	PHD Media Ghana	Ghana
	Emmanuel Darkwa Addo	PHD Media Ghana	Ghana
	Lam Tsz Kiu Christie	OMD	Hong Kong
	Cheung Tim	OMD	Hong Kong
	Hanna Löwy	Isobar Budapest Zrt.	Hungary
	Dorottya Kelemen	Dunavet-B Zrt.	Hungary
	Prachi Chandahas Naik	IPG Mediabrands - Lodestar UM	India
	Yashita Shankar Shetty	IPG Mediabrands - Interactive Avenues	India
	Ayunda Nurvitasari	Ogilvy Indonesia	Indonesia
	Karina Elias	Ogilvy Indonesia	Indonesia
	Emily Carew	GroupM	Ireland
	Jack Connolly	GroupM	Ireland
	Satoshi Ichishima	ADK Creative One	Japan
	Shoichi Seki	ADK Creative One	Japan
	Agustín Orueta	BBDO Mexico	Mexico
	José Miguel Cartagena Ibarra	BBDO Mexico	Mexico
	Motolani Olusile	Mediareach OMD	Nigeria
	Ezinne Eze	Mediareach OMD	Nigeria
	Klaudia Jamróz	Labcon Sp. z o.o.	Poland
	Mateusz Garbarczyk	Value Media Sp. z o.o.	Poland
	Ivan Vlasov	Leo Burnett Moscow	Russia
	Anna Demina	Digitas Moscow	Russia

# Media Competitors 2021



Prize	Name	Company	Country
	Jakub Svetlik	Istropolitana Ogilvy	Slovakia
	Monika Farkasova	Dotcom Advertising	Slovakia
	Heejin Jin	Cheil Worldwide	South Korea
	Wijeon Lee	Cheil Worldwide	South Korea
	Germán Gómez Cabrales	Mediacom	Spain
	Irene Molés López	Mediacom	Spain
	Yiğit Taşkın	Hype Istanbul	Turkey
	İdil Bilgen	Hype Istanbul	Turkey
	Ann Kelsey	Mindshare	United States
	Megan Dacey	Mindshare	United States
	Adegbuji Oluwatosin Chioma	DigitXplus	West and Central Africa
	Oyedeji Oluwatimilehin Samuel	DigitXplus	West and Central Africa

# PR Competitors 2021



Prize	Name	Company	Country
<b>GOLD</b>	<b>Elle Bellwood</b>	<b>Hope&amp;Glory PR</b>	<b>United Kingdom</b>
<b>GOLD</b>	<b>Gigi Rice</b>	<b>Hope&amp;Glory PR</b>	<b>United Kingdom</b>
<b>SILVER</b>	<b>Orna Clarke</b>	<b>Murray</b>	<b>Ireland</b>
<b>SILVER</b>	<b>Lughan Deane</b>	<b>Murray</b>	<b>Ireland</b>
<b>BRONZE</b>	<b>Ya Ting Chien</b>	<b>Ogilvy Taiwan</b>	<b>Taiwan</b>
<b>BRONZE</b>	<b>Tze Yu Yeh</b>	<b>Freelancer</b>	<b>Taiwan</b>
SHORTLIST	Tea Šubat	Imago Ogilvy	Croatia
SHORTLIST	Luka Mavretić	Imago Ogilvy	Croatia
SHORTLIST	Reetta Haanpää	Kuubi	Finland
SHORTLIST	Miikka Saari	N2 Creative	Finland
SHORTLIST	Trang Vu	Serviceplan Berlin GmbH & Co. KG	Germany
SHORTLIST	Oliver Kindermann	Super an der Spree GmbH	Germany
SHORTLIST	Marsha Imaniara	Maverick Indonesia	Indonesia
SHORTLIST	Aliya Alifadrianti	Maverick Indonesia	Indonesia
SHORTLIST	Caitlin Corcoran	Mission	USA
SHORTLIST	Mica Keeney	Mission	USA
	Polina Buchel	ARS Communications	Belarus
	Olga Putrik	ARS Communications	Belarus
	Ivy Ye	BBDO Shanghai	China
	Paige Lou	BBDO Shanghai	China
	Sergio Chona Torres	Sancho BBDO	Colombia
	Carolina Camargo	Sancho BBDO	Colombia
	Vasileios Vrakas	Omnicom PR Group France	France
	Maria Da Silva	Omnicom PR Group France	France
	Chun Yan Burton Leung	Sinclair	Hong Kong

Prize	Name	Company	Country
	Monika Marczuk	Sinclair	Hong Kong
	Daniel Ordog-Kovacs	Mito Communications	Hungary
	Lilla Ocskay	Publicis Groupe Hungary	Hungary
	Hiroaki Kuwahara	Dentsu Inc.	Japan
	Masato Nagumo	Dentsu Inc.	Japan
	Jakub Swietochowski	MSL	Poland
	Aleksandra Kolarczyk	MSL	Poland
	Andreia Luís	LLYC	Portugal
	Carolina Borges	LLYC	Portugal
	Anastasia Kashina	Marvelous	Russia
	Anton Stolpovsky	Marvelous	Russia
	Melissa Tal	WE Communications	Singapore
	Natasha Chang	WE Communications	Singapore
	Rafael García López	Freelancer	Spain
	Aurora Fernández	Freelancer	Spain
	Johanna Andersson	The Amazing Society	Sweden
	Matilda Hansson	The Amazing Society	Sweden
	Aida Merino Toro	LVB	The Netherlands
	Luis Ricardo González Almanza	Ogilvy México	The Netherlands
	Şahika Ferah Algan	Artı İletişim Yönetimi / Artı Communication	Turkey
	Ayça Recen	Artı İletişim Yönetimi / Artı Communication	Turkey
	Aliasgar Gulsan	Hill + Knowlton Strategies	United Arab Emirates
	Karim Khafaji	Hill + Knowlton Strategies	United Arab Emirates
	Ha Nguyen Tuan Kiet	OLIVER Agency	Vietnam
	Tran Kim Hoang Yen	Vero	Vietnam



# Print Competitors 2021



Prize	Name	Company	Country
<b>GOLD</b>	<b>Jonnathan Rodríguez</b>	<b>Mullenlowe Delta</b>	<b>Ecuador</b>
<b>GOLD</b>	<b>Michelle Crespo</b>	<b>Publicis Ecuador</b>	<b>Ecuador</b>
<b>SILVER</b>	<b>Christiaan Alexander Catalán Berrios</b>	<b>BBDO Chile</b>	<b>Chile</b>
<b>SILVER</b>	<b>Matias Ignacio Jorquera Espinoza</b>	<b>BBDO Chile</b>	<b>Chile</b>
<b>BRONZE</b>	<b>Kay Benedek</b>	<b>Cossette</b>	<b>Canada</b>
<b>BRONZE</b>	<b>Anton Mwewa</b>	<b>John St.</b>	<b>Canada</b>
SHORTLIST	Luis Alfonso Giraldo	David the Agency - Madrid	Colombia
SHORTLIST	Camilo Augusto Jiménez	David the Agency - Madrid	Colombia
SHORTLIST	Atso Wilén	TBWA\Helsinki	Finland
SHORTLIST	Aleksi Erma	TBWA\Helsinki	Finland
SHORTLIST	Aditya Sunilkumar	Scholz and Friends Hamburg	Germany
SHORTLIST	Lukas Bruhn	Serviceplan Bubble	Germany
	Khayal Mahmudlu	FCB Artgroup Baku	Azerbaijan
	Parishan Bandarli	Greenlight Group	Azerbaijan
	Felipe Revite Galdino de Carvalho	SunsetDDB	Brazil
	Filipe Rodrigues Rosado Pereira Soares	SunsetDDB	Brazil
	Liu Jamien Chak Hin	McCann Health	China
	Tracy Tang	McCann Health	China
	Dora Kasun	Señor	Croatia
	Valentina Mavretić	Señor	Croatia
	Nanna Gjerstrup	Hjaltelin Stahl	Denmark
	Pernille Reichstein	Hjaltelin Stahl	Denmark
	Kristjan Hinno	Hmmm Creative	Estonia
	Liisa Kivirähk	Optimist Creative	Estonia

Prize	Name	Company	Country
	Ketevan Margania	Mozaika	Georgia
	Ivane Kuparadze	Mozaika	Georgia
	Alex Brouhard	The Newtons Laboratory	Greece
	Eva Marou	The Newtons Laboratory	Greece
	Kanchan Kesari	Ogilvy India	India
	Sanjana Dora	Ogilvy India	India
	Ben Fraser	Havas Dublin	Ireland
	Helen O'Higgins	Folk Wunderman Thompson	Ireland
	Santi Urso	Boomerang	Italy
	Mariona Valls Setó	MediaMonks	Italy
	Saki Kobayashi	JR East Marketing & Communications Inc.	Japan
	Yasuha Yajima	JR East Marketing & Communications Inc.	Japan
	Yelena Kossolapova	BBDO CA	Kazakhstan
	Darya Priyetzheva	BBDO CA	Kazakhstan
	Ugnė Balčiūnaitė	Imagine Branding studio	Lithuania
	Aistė Jakimavičiūtė Bikauskė	Imagine Branding studio	Lithuania
	Jose Miguel García Lucero	Felipa: Creative Studio	Mexico
	Samuel Ocampo Sandoval	Felipa: Creative Studio	Mexico
	Damilola Aiki	Nitro 121 Limited	Nigeria
	Victor Amada Okon	Nitro 121 Limited	Nigeria
	Vincent Placht	Los & Co	Norway
	Maria Maaneskiold	Los & Co	Norway
	Bartosz Bulak	That One Agency	Poland
	Pablo Dominguez Agregan	180heartbeats + JvM	Poland

# Print Competitors 2021



Prize	Name	Company	Country
	João Araújo	Nossa	Portugal
	Wil Carvalho	David Madrid	Portugal
	José Ricardo Martí	de la cruz	Puerto Rico
	Saraí Ayala	de la cruz	Puerto Rico
	Alina Salnicova	BBDO Russia	Russia
	Fedor Khakhalin	VMLY&R Commerce Russia	Russia
	Iveta Valentová	Freelancer	Slovakia
	Václav Kudělka	Freelancer	Slovakia
	Vasinee Pounngern	Wunderman Thompson Thailand	Thailand
	Nicate Leelachutipong	Wunderman Thompson Thailand	Thailand
	Anastasiia Zaitseva	Rockets. Growth R&D	Ukraine
	Maksym Skoryk	Freelancer	Ukraine
	Samantha Banner	ZEAL Creative Limited	United Kingdom
	Emma Bromley	ZEAL Creative Limited	United Kingdom
	Ariana Pierre Yanes	AREA 23	United States
	Amari Lilton	Facebook	United States



# History of Clients 1995-2021

YEAR	CLIENT	COMPETITION
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	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
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	Marketers
	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 1995-2021

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 1995-2021

## 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

## 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



# History of Winners 1995-2021

## 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

## 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





# History of Winners 1995-2021

## 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

## 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



# History of Winners 1995-2021

## 2011

PumpAid	Print	Gold: Australia
		Silver: Italy
		Bronze: UAE
The Planet Earth Institute	Cyber	Gold: Canada
		Silver: Denmark
		Bronze: Czech Republic
		Bronze: Portugal
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

## 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



# History of Winners 1995-2021

## 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

## 2000

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





# History of Winners 1995-2021

## 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		2	2	1		2						1	1				13
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			2							1		6
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	2						4
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	1	1	1	1	1		2		1			1									10

	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			2				1		1	1	1	1		1				1		11
Peru	1		1																			2
Philippines						1																1
Poland	1			1		1					1											4
Portugal	3			1	1	1			2					2	1	2		1				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											2
Slovenia				1																		1
South Africa		1	1								1											3
South Korea								1										1				2
Spain		2			1			1		1						1						6
Sri Lanka																1						1
Sweden	2							2						2					1			7
Switzerland				1																		1
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		2	1			1			1	1				1	2	1	12
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