

CANNES LIONS 2025 - Leoni vinti dall'Italia con LePub/Publicis

DESPERADOS

GUAO GUAO ***(LePub Milan)***

- 1 Gold in Film Craft (Casting)
- 1 Silver in Film Craft (Use of Original Music)

HEINEKEN

PUB SUCCESSION

(LePub Milan & Publicis Dublin)

- 1 Silver in Outdoor (Cultural Engagement)
- 1 Silver in Media (Cultural Engagement)
- 1 Silver in Brand Experience & Activation (Brand-Owned Experiences)
- 1 Bronze in Direct (Personalised Campaigns)
- 1 Bronze in Direct (Cultural Engagement)

STARRING BARS

(LePub Milan & LePub Singapore)

- 1 Silver in PR (Corporate Image, Communication & Reputation Management)
- 1 Bronze in Entertainment (Brand Partnership, Sponsorship & Brand Collaboration)
- 1 Bronze in Creative B2B (Cross-Channel Storytelling)

HIDDEN MESSAGE

(LePub Milan, LePub Mexico City & LePub Singapore)

- 1 Bronze in Outdoor (Technology)

EXCUSES BARS

(LePub Milan)

- 1 Bronze in Entertainment for Sport (Fan Engagement/Distribution Strategy)

THE FLIPPER

(LePub Milan & LePub Amsterdam)

- 1 Bronze in Social & Creator (Creator Collaboration)

PUB MUSEUMS

(LePub Milan & Publicis Dublin)

- 1 Bronze in Media (Single Market Campaign)
- 1 Bronze in Creative Strategy (Corporate Purpose & Social Responsibility)

BAR DATING

(LePub Milan & LePub São Paulo)

- 1 Bronze in Creative Commerce (Social Behaviour)

BACKING THE BARS

(LePub Milan & LePub São Paulo & LePub Amsterdam & Publicis Dublin & Publicis Argentina)

- 1 Bronze in Creative Business Transformation (Long-Term Brand Platform)

PHILIPS

FIXABLES

(LePub Amsterdam & LePub Milan)

1 Silver in Design (Sustainability-Focused Design)

1 Bronze in Design (Design for Behavioural Change)

BOTTEGA VENETA

THE EVERLASTING LOGO

(LePub Milan & LePub Singapore)

1 Bronze in Luxury (Experience)

TOBLERONE

TANTRUM GIRL

(LePub Milan)

1 Bronze in Social & Creator (Brand Storytelling)