WORK

Mastercard's 'True Name' wins Cannes Brand Experience and Activation Grand Prix

Share

(Mastercard)

By: **Alexandra Jardine** June 29, 2020, 12:01 PM

Mastercard's "True Name" campaign has won one of two Brand Experience and Activation Grand Prix at Cannes, adding to its stash of Lions so far.

To continue reading...

Subscribe and get unlimited access to Ad Age's award-winning industry coverage for ~~$20~~ $10 your first month.

Subscribe Today | Get a Corporate Plan

Already a subscriber? Log In

View all subscription options

Recommended For You

AD AGE INSIDER

What marketers can learn from Cracker Barrel and American Eagle's social...

Ad Age reporters Erika Wheless and Gillian Follett break down recent brand social media dramas and how marketers can better approach digital audiences.

By: Parker Herren

AGENCIES

What happens when agency staffers get 88 work-from-home days each year

By: Brian Bonilla

RETAIL

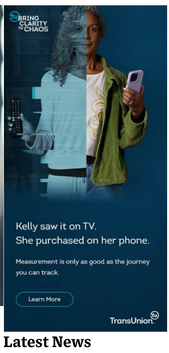
What J.Crew's AI ad controversy reveals about brand authenticity and transparency

By: Adrianne Pasquarelli

CREATIVITY

Steve Hayden, celebrated adman who wrote Apple's '1984,' dies at 78

By: Tim Nudd



Latest News

Dr Pepper's college football marketing playbook includes mixed reality, AI and Pat McAfee

What happens when agency staffers get 88 work-from-home days each year

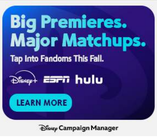
Publix switches media agencies six months after retaining 22Squared

8 creative campaigns to know about today

Staying current is easy with newsletters delivered straight to your inbox.

Enter business email

Sign Up →



See More in Work

Wasa, the crispbread brand, rescues you from the sea of health food options

NFL visits Puerto Rico, Spain, Texas in latest Latino-focused 'Por La Cultura' ad

Luis Guzmán presides over a bar of sports bettors in FanDuel SportsBook ads

Nissan's 'Heisman House' meets Dr Pepper's 'Fansville' in automaker's new college football campaign

dun & bradstreet

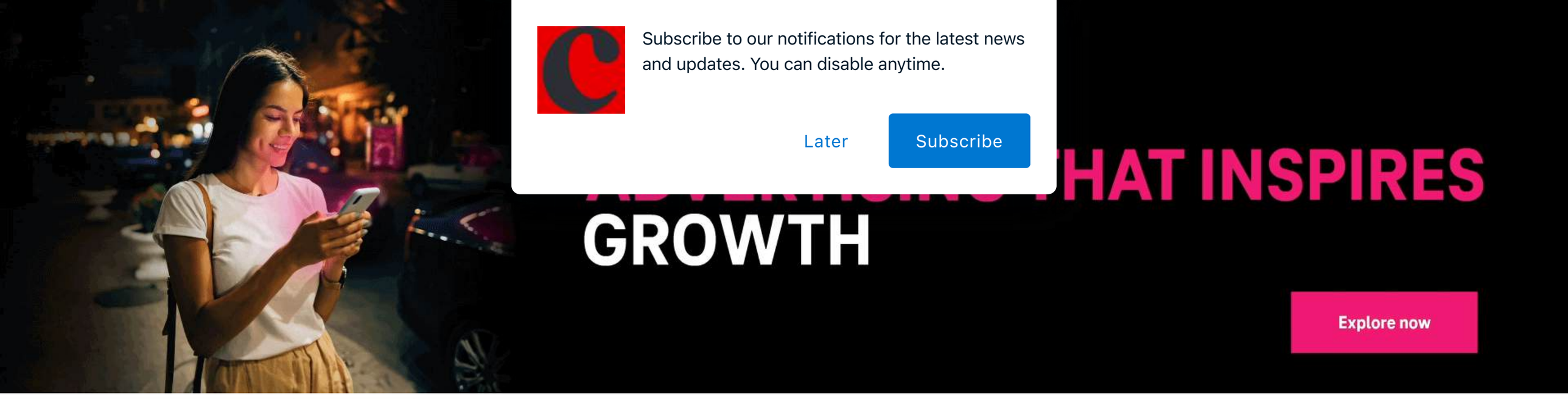
Staying current is easy with newsletters delivered straight to your inbox.

your.email@address.com Sign Up →

Copyright © 2025. Crain Communications, Inc. All Rights Reserved.

CREATIVITY NEWSLETTER
All you need to know about the most creative work and the top innovators in the brand world.
SIGN UP

Subscribe to our notifications for the latest news and updates. You can disable anytime.
Later Subscribe



Cannes Lions pick: Mastercard's 'True Name'

June 24 2021

Agency
McCann NY

The spot shows the discrimination trans and non-binary people face when the name on their bank cards does not reflect their identity.

Mastercard shined a light on the humiliation and discrimination trans and non-binary people face when purchasing items with a bank card.

The spot, created by McCann New York, shows an actor nervously paying for items in a store. The voice-over explains the real threat of trans and non-binary people being harassed, denied services or attacked because the name on their bank card doesn't reflect their true identity.

To combat this, Mastercard launched its True Name feature, which allows nonbinary and transgender customers to put their chosen names on their cards. The campaign won its first Grand Prix at Cannes for Brand Experience and Activation Jury.

Credits

Agency	McCann New York	Production	Hungry Man

haymarket © Haymarket Media Group Ltd. | Terms & Conditions | Cookie Notice | Privacy Notice | Your Privacy Choices

ipso. Regulated

Give your team the competitive edge they need with a Campaign US company-wide or multi-user subscription!
Stay ahead of market shifts, identify new opportunities and gain a competitive edge—all at a cost-effective company rate.
Click to Inquire

Subscribe to our notifications for the latest news and updates. You can disable anytime.
Later
Subscribe
campaign
LIVE SHOW: INSIGHTS THOUGHT FOR YOUR ENTIRE TEAM
And what's coming next
Get Tickets

campaign

Cannes Lions: See all of the 2021 Grand Prix winners

Campaign US rounded up some of the top winners at the International Festival of Creativity

by Kevin Conser | June 25 2021

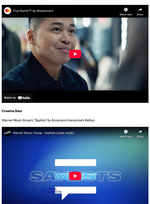
Cannes Lions 2021 looked different this year: as creativity was hushed during Zoom chats instead of in person brainstorming sessions due to the pandemic.

Although the way ads were created shifted, innovation work was born despite limited production and months of lockdowns and quarantines. Ads such as Ogilvy's "Body Whisper" for Bodyform's "Blood Stories," some of this year's best creative work was honored at the Festival.

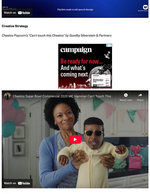
Check out some of the Cannes Lions Grand Prix winners below.

Brand Experience and Activation

Burger King's "Sovereign Challenge" by David Madrid and David Mauro

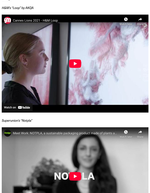


Attention Grab "Free Rides" by McCann New York



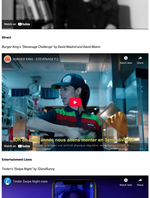
Creative Data

Warner Music Group's "Playlist" by Acronyms Interactive's Refinn



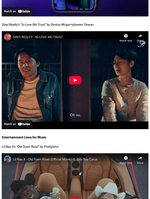
Creative Strategy

Chemix Popcorn's "Can't touch this Chemix" by Goodby Silverstein & Partners

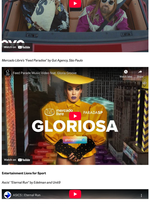


Design

NBA's "Loop" by AKQA

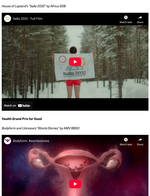


Supervision's "Nipple"



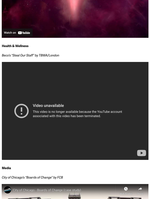
Direct

Burger King's "Sovereign Challenge" by David Madrid and David Mauro

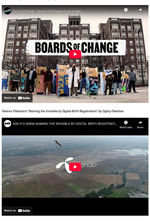


Entertainment Cons

Tinder's "Swipe Night" by OneSubway

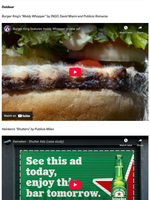


Vrai Radio "In Line (Me Time)" by Ramey Wingerd/Joseph Tatoian



Entertainment Lions for Music

Lil Nas X's "Old Town Road" by Prodigious'



Mercado's "Feel Paradise" by Sul Agency, Sao Paulo

Entertainment Lions for Sport

Asics' "Eternal Run" by Edelman and Uni10

House of Lipstick's "Sella 2020" by Africa DDB

Health Grand Prix for Good

Stratton's and Ulmann's "World Starter" by AMV BBDO

Health & Wellness

Bosch "Stop Car Stuff" by TBWA/London

Media

City of Chicago's "Boards of Change" by FCB

Telenor Pakistan's "Naming the Invisible by Digital Birth Registration" by Ogilvy Pakistan

Outdoor

Burger King's "Body Whisper" by PROS, David Mauro and Publicis Bonsens

Heineken "Shutters" by Publicis Milan

Renault's "Electric Village" by Publicis Conseil

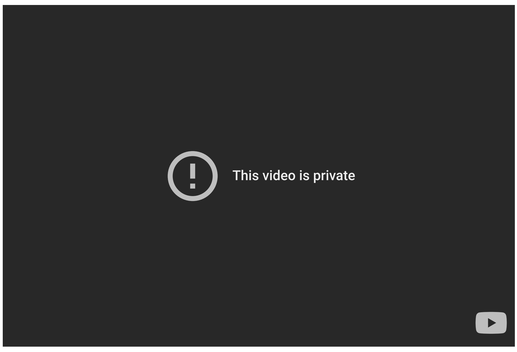
Promo

campaign
LIVE SHOW: INSIGHTS THOUGHT FOR YOUR ENTIRE TEAM
LEVEL UP YOUR TEAM'S KNOWLEDGE WITH A CAMPAIGN SUBSCRIPTION

LATEST FROM CAMPAIGN
From Netflix and Gilt' to Netflix, DIL
Whitlaker: Agency world will look significantly different in two years
The Sports Brief: MLB cares a Monsterrat; BLS is Apple's upgrade; football and more
Liquid IV enters energy drink market with Sugar-Free Energy Multiplier
The Social Skinny: Apple Music and Spotify rift off; OpenAI sued for teen death
Sonic Drive-In 'saves the pumpkins' from Pumpkin Spice Latte season

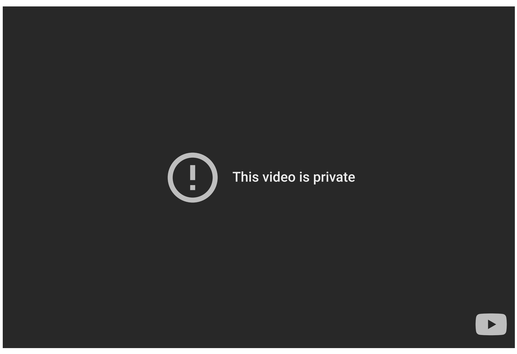
campaign
LEVEL UP YOUR TEAM'S KNOWLEDGE WITH A CAMPAIGN SUBSCRIPTION

Woojer and Claire's Place Foundation's "Sick Beats"



PR

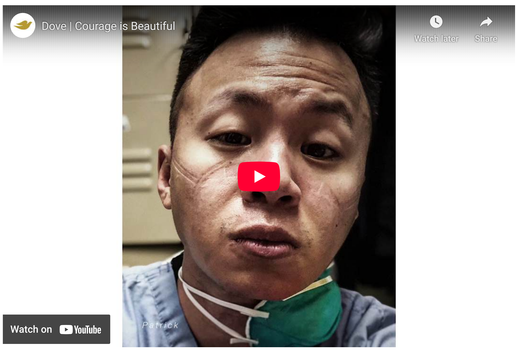
AB InBev's "Contract for Change" by FCB Chicago and FCB New York



Lebanese Breast Cancer Foundation's "The Bread Exam" by McCann Paris

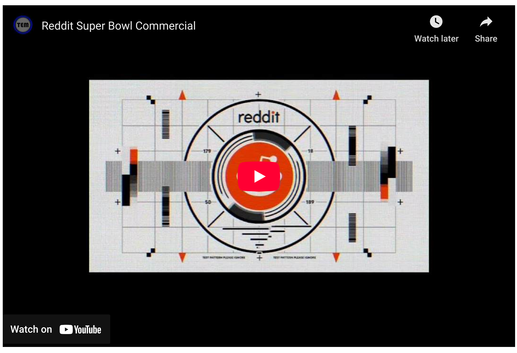
Print/Publishing

Dove's "Courage Is Beautiful" by Ogilvy Toronto and Ogilvy London



Social & Influencer

Reddit's "Superb Owl" by R/GA



Burger King's "Stevenage Challenge" by David Madrid and David Miami

campaign
UNLOCK INDUSTRY INSIGHTS FOR YOUR ENTIRE TEAM

Cannes Lions announces day four award winners

Brand Experience and Activation Lions, Creative Business Transformation Lions, Creative Effectiveness Lions, Creative eCommerce Lions, Mobile Lions, Innovation Lions and Radio & Audio Lions

24 June 2021

Cannes Lions has announced the award winners in the penultimate day of Cannes Lions Live, running from 21-25 June 2021. The Brand Experience and Activation Lions, Creative Business Transformation Lions, Creative eCommerce Lions, Creative Effectiveness Lions, Mobile Lions, Innovation Lions, and Radio & Audio Lions winners were all announced in the Awards Show, streamed from Cannes, France.

Experience Track, in partnership with Amazon

In the Brand Experience and Activation Lions, honouring creative, comprehensive brand building through experience design, activation, immersive, retail and 360° customer engagement, 75 Lions were awarded by the jury from 2,352 entries received: 11 Gold, 19 Silver and 43 Bronze. The jury awarded two Grands Prix: 'True Name' for Mastercard, McCann New York, USA, the campaign that empowered transgender and nonbinary cardholders to use their True Name®. Jury President, Vicki Maguire, Chief Creative Officer, Havas, UK, described it as a piece of work that "touches you, that hits something, that you feel before you actually comprehend it." The second Grand Prix - the third of the week for this work - was presented to 'Stevenage Challenge' by DAVID, Madrid / DAVID, Miami for Burger King.

The new Creative Business Transformation Lions, which celebrate the creativity that drives businesses forward received 202 entries and awarded 9 Lions: 1 Gold, 3 Silver and 4 Bronze. The inaugural Grand Prix went to 'Act for Food' by Marcel, Paris for Carrefour, a worldwide programme of actions for the food transition to improve health and make our food system better for farmers and the planet.

In the Creative eCommerce Lions, which recognise creative, commercial ecommerce, payment solutions and innovation, 336 entries were received and 15 Lions presented: 2 Gold, 4 Silver and 7 Bronze. Two Grands Prix were awarded to: 'Tienda Cerca' by draftLine, Bogota, Colombia, for AB InBev, a hyper-local ecommerce platform supporting small businesses and consumers through the pandemic. The second Grand Prix went to: FCB Inferno, London's 'Raising Profiles' for The Big Issue / LinkedIn, which connected Big Issue magazine sellers with customers through the LinkedIn platform during lockdown.

Communication Track, in partnership with Microsoft

In the Mobile Lions, celebrating device-driven creativity, 898 entries were received and 34 Lions awarded: 7 Gold, 11 Silver and 15 Bronze. A second Grand Prix of the week was awarded to 'Naming the invisible by Digital Birth Registration' by Telenor Pakistan, Islamabad / Ogilvy Pakistan, Islamabad, for Telenor Pakistan. Mobile Lions Jury President, Andrew Keller, VP, Global Creative Director, Facebook, called it a "beautifully ambitious project" adding: "I love that the work is sustainable, this isn't a campaign that's here today, gone tomorrow, it's something that's going to drive continued change for Pakistan in an incredibly powerful way and we were all blown away and beyond inspired by this piece."

The Radio & Audio Lions, celebrating creativity that is wired for sound, received 886 entries and 34 Lions were honoured: 6 Gold, 9 Silver and 14 Bronze. The Grand Prix went to 'SICK BEATS', by Area 23, an FCB Health Network Company, New York for Woojer, which also took the Pharma Grand Prix as the first music-powered airway clearance vest revolutionizing therapy for children with cystic fibrosis.

Innovation Track

From 161 entries received in the Innovation Lions, which honour ground-breaking innovation, technology and problem solving, 5 Lions were awarded: 1 Silver, 3 Bronze and the Grand Prix went to 'Degree Inclusive' by Wunderman Thompson, Buenos Aires for Unilever, this innovative deodorant is designed specifically for people with visual impairment and upper extremity impairment.

Impact Track

The Creative Effectiveness Lions that celebrate the measurable impact of creative work, received 141 entries and 11 Lions were awarded: 3 Gold, 3 Silver and 4 Bronze. The Creative Effectiveness Grand Prix went to 'Nike Crazy Dreams' by Wieden+Kennedy, Portland for Nike.

Across Cannes Lions Live, today's content highlights include The Daily Agenda / History In The Making: End Malaria Now with Malaria No More UK and Dentsu discussing how they leveraged creativity and collaboration to tackle humanity's oldest and deadliest disease. In the Virtual Experience platform, Amazon presents 'From Sapiens to Amazon: How Storytelling Shapes Society and Marketing' with Amazon's Neil Lindsay and Sapiens author Yuval Noah Harari, discussing the transformative power of storytelling to progress societies and brands.

All LIONS members receive complimentary access to Cannes Lions Live as part of their membership. Buy your LIONS Membership.

ENDS

LIONS by informa

Follow Us

Terms & Conditions Terms of Use Privacy Policy Cookie Policy Cookie List

LIONS is brought to you by Informa Festivals which is a trading division of the Informa Group. The parent company of the Informa Group is Informa PLC, registered in the United Kingdom under company number 8860726. Our registered office address is 5 Howick Place, London, SW1P 1WG, UK. All Informa PLC UK trading subsidiaries are registered for VAT under one UK VAT group: GB365462636. © Informa Festivals, a trading division of Informa PLC 2025. All rights reserved.