

RETURNING CREATIVITY

CRAYOLA | DENTSU CREATIVE NEW YORK



1X BRONZE

BRAND EXPERIENCE & ACTIVATION:
360 INTEGRATED BRAND EXPERIENCE

RETURNING CREATIVITY

CRAYOLA | DENTSU CREATIVE NEW YORK



1X BRONZE

PR: CONSUMER GOODS

RETURNING CREATIVITY

CRAYOLA | DENTSU CREATIVE NEW YORK



1X BRONZE

DIRECT: USE OF PRINT/OUTDOOR

AWARDS

21 LIONS AWARDED AT CANNES LIONS 2025

20 June 2025



As Cannes Lions International Festival of Creativity 2025 concludes, we're proud to finish the festival with an impressive **21 Lions**, including **5 Gold, 1 Silver**, and **15 Bronze**.

Teams across the network, and work throughout the breadth of categories, have been recognized for excellence and effectiveness. From strategy to craft, entertainment to innovation, and much more in between, the creative work awarded showcases the very best of what creativity can do for business, community, and society.

Massive congratulations to all the teams and clients who have broken through that top 3% of entries to win a Lion this year. The work not only makes a real difference but it also inspires us to keep pushing ourselves, our clients and our industry to challenge the status quo and deliver transformative creativity:

GOLD: 5

- **Dentsu Inc. Japan** – Asuniwa – SATO 2531 – Creative Strategy: Data & Analytics
- **Dentsu Inc. Tokyo** – Nikka Whisky – No Labels – Industry Craft – Photography: Brand & Communication Design
- **Dentsu Digital Japan** – Asuniwa – SATO 2531 – Creative Data – Cultural Engagement
- **Dentsu Creative US** – Nutter Butter – Nutter Butter, You Good? – PR – Content Creation & Production
- **Dentsu Creative US** – Nutter Butter – Nutter Butter, You Good? – Social & Creator – Breakthrough on a Budget

SILVER: 1

- **Dentsu Digital Inc.** – Asuniwa – SATO 2531 – PR: Research, Data & Analytics

BRONZE: 15

- **Dentsu Inc. Japan** – Asuniwa – SATO 2531 – Creative Strategy: Cultural Engagement
- **Dentsu Creative Amsterdam** – KPN – A Piece of Me – Creative Effectiveness for Good
- **Dentsu Creative Iberia** - Canal Historia - History Outnumbered – Print & Publishing: Corporate Social Responsibility
- **Dentsu Creative US** – Crayola - Returning Creativity – Brand Experience & Activation: 360 Integrated Brand Experience
- **Dentsu Creative Iberia** – Canal Historia – History Outnumbered - Likes/ Marches/ Crime - Outdoor - Media/Entertainment – Poster Campaigns
- **Dentsu Creative US** – Oreo – Oreo Empire – Entertainment – Brand Integration
- **Dentsu Inc. Japan** – NTT – Interface of Humanity powered by NTT – Digital Craft - UX & Journey Design
- **Dentsu Inc. Japan** – NTT - Interface of Humanity Powered by NTT – Health & Wellness - H&W Tech: Use of Technology
- **Dentsu Inc. Japan** – Japan Blind Judo Federation – Visiongram – Health & Wellness - Non-Profit: Use of Technology
- **Dentsu Creative US** – Crayola – Returning Creativity – Direct – Use of Print/Outdoor
- **Dentsu Creative Gurgaon** – DSP Mutual Funds – Garuda Rakshak – Media – New Realities & Emerging Tech
- **Dentsu Creative US** – Crayola – Returning Creativity – PR – Consumer Goods
- **Dentsu Creative Taiwan** – Awakening Foundation – Unfreeze My Rights – PR – Single-Market Campaign



TELL US ABOUT THE LOGISTICS BEHIND SORTING THROUGH DECADES-OLD ARTWORK AND TRACKING DOWN THE ORIGINAL ARTISTS? ANY CHALLENGES?

To cast 'Stay Creative,' we had to track people down based on only a name and an elementary school from the back of their childhood drawing – from 20 to 40 years ago. Our ask to the casting director was nearly impossible and required CIA-level detective work.

Against all odds, our casting partner located and got in contact with ~200 people who matched a list of qualifications. On top of it all, we couldn't even tell the people what it was for, or it would ruin the surprise, so they had to come up with a fake story and most people thought it was a scam.



DC



RETURNING CREATIVITY
CRAYOLA | DENTSU CREATIVE US



Returning Creativity



Wood Pencil / Integrated / Large Enterprise / 2025



Wood Pencil / Direct / Integrated

Creativity is key to development, but a study with the Ad Council Research Institute found parents struggle to prioritize it. So, Crayola launched a movement to highlight its importance—by reuniting 50 adults with their own childhood creativity. The campaign featured in-person and cross-channel activations designed to highlight and demonstrate the lifelong benefits of creativity. It turned our art return into a national movement to help adults rediscover creativity's role in their lives and spark more creative moments with their kids.





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Sign In



Brand

Crayola

Advertising Agency

Dentsu Creative New York

Production Company

Hummingbird Content Studio

MKTG

Country

United States

Associate Director, Digital Investment

Carolyn Collins

Associate Director, Paid Social

Caryn Fensel

Associate, Client Solutions & Planning

Marina Freitag

Chief Creative Officer, US and Hispanic LATAM

Rafael Rizuto

Director, Client Solutions & Planning

Bora Chang

Director, Education

Cheri Sterman

EVP Account Management

Andre Galan

EVP Public Relations

Holly Gilbert

Head of Global Partnerships & Promotions



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Senior Account Executive, Public Relations

Beth Bartlett

Senior Associate, Client Solutions & Planning

Julia Hartwig

Senior Associate, Paid Social

Amira Ascar

Senior Director Brand Activation & Content

Mimi Dixon

SVP Integrated Planning

Ashley Bruce

VP Client Solutions & Planning

Megan Bah

Art Director

Harper Barth

Associate Editor

Joshua Bloome

Casting Director

Macee Binns
Mercedes Manning
Fernanda Chaves

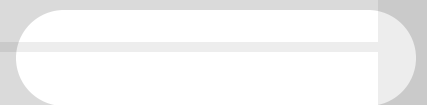
Colourist

Sal Malfitano

Copywriter

Alye Chaisson

Creative Director





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John X. Carey

Director of Photography
Guido Raimondo

Editor
Nate Brav-McCabe
Matt Mullen

Executive Creative Director
Brian Eden
Craig Cimmino

Executive Producer
Todd Scheifele
Olivia Berlin
Damisi Rosemond
Jacob Schuiten

Group Creative Director
Andres Arlia

Head of Production
Olivia Ray

Musician
Giosuè Greco

Senior Art Director
Reed Wilson

Senior Colourist
Sean Coleman

Senior Copywriter
Ronen Goldfarb





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Mandy MacPherson
Carla Thomas

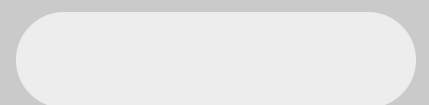
Senior Marketing Manager
Kailee Baylor

Senior Strategist
Alyssa Fea

Social Strategist
Ava Notkin

Media Agency
Dentsu X

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PRWeek

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PRWeek US Awards 2025: Best in Integration

Winner: Crayola and Dentsu Creative; Honorable mention: Jameson Irish Whiskey and The Weber Shandwick Collective

by PRWeek staff | 14 March 2025



(Photo used with permission)

Winner

Crayola and Dentsu Creative
Returning Creativity

News by email...



straight to your
inbox



HOTRIGHTNOW

PR agency internships -
how many advertise
salary?



[The information](#)



Winner

Crayola and Dentsu Creative

Returning Creativity

Crayola, an expert on childhood creativity for more than 120 years, knows modern kids' imaginations are under tremendous pressure, challenged by increased reliance on technology, testing in schools and fast-paced, overbooked lifestyles.

To fend off this crisis, it created an ambitious effort to remind parents why creativity matters. During the 1980s, the company had amassed a vast collection of children's artwork, each identified only by the artist's first name, last initial and hometown. Why not, the company decided, build a campaign by reuniting some of those drawings with their owners?

To pull it off, Crayola tapped into the popular trend of internet sleuthing, using billboards and local media, asking people in key markets to help them find the kids who had donated art to its collection.

The campaign then filmed the reaction as adults reevaluated their childhood art, and discussed how those feelings impact them now that they are parents.

Backed by research done with the Ad Council Research Institute, the Crayola Campaign for Creativity, an advocacy initiative to address barriers and create a new dialogue about the importance of childhood creativity, established itself as an authentic authority, trusted by parents, educators and children. It sparked emotional connections, urging parents to find new ways to add more creative activity, reassuring them that spontaneous creativity is just as beneficial as more formal "projects."

Using digital out-of-home, a #StayCreative effort on social, art exhibits and a highly effective earned media strategy, it generated 3 million views of the full-length launch video.

The judges pronounced it through-and-through brilliant, integrating powerful parenting insights with exceptional integration of earned media: "This heartwarming brand renewal hit every mark of human storytelling — emotionally, psychologically and in every single touch point."

Honorable mention

Jameson Irish Whiskey and The Weber Shandwick Collective

St. Patrick's Eve

For Jameson Irish Whiskey, St. Patrick's Day is a four-week "season" and a critical business period. So when Leap Year 2024 bumped St. Patrick's Day from a Saturday to a Sunday, the brand refused to let a calendar glitch get in the way, creating a festive St. Patrick's Eve. With the help of *Saturday Night Live* stars Colin Hanks and Michael Che and a Times Square ball drop, the effort cemented Jameson's positioning as the leading Irish whiskey brand that doesn't take itself too seriously.

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- YOUNG GUNS
- NEXT CREATIVE LEADERS
- ONE SCREEN
- AWARD & LOGO IMAGES

ADC AWARDS

ADC Annual Awards is the oldest continuously running industry award show in the world, with an incredible legacy of over 100 years. These awards celebrate the very best in advertising, digital media, graphic and publication design, packaging and product design, motion, experiential and spatial design, photography, illustration and fashion design – all with a focus on artistry and craftsmanship.

YEAR	DISCIPLINE	AWARD
2025	ALL	ALL

BACK

#1432025 ADC AWARDS
CLIENT RANKINGS6 Points / 2 Awards

CRAYOLA



RETURNING CREATIVITY

Agency: Dentsu Creative / New York
Client: Crayola
Category: Direct / Wildcard
Points: 3.00

MERIT

RETURNING CREATIVITY

Agency: Dentsu Creative / New York
Client: Crayola
Category: Integrated / Traditional
Points: 3.00

MERIT