

All the 2015 Cannes Lions Glass winners

The full list of winners for the brand new Cannes Lions Glass category has been announced...

The award, launched with the support of Leanin.Org, recognises work that breaks through unconscious gender bias and shatters stereotypical portrayals of men and women. A total of eight awards were handed out in this first-time category.

Jury President Cindy Gallop, Founder and CEO, IfWeRanTheWorld / MakeLoveNotPorn, said judges came to the decision following lengthy discussion, informed by a strong sense of responsibility for what the category represents. "Ultimately we unanimously agreed on work tackling a gender issue that impacts every single woman worldwide; does it in a way that is innovative and disruptive while entertaining and engaging; comes naturally from a brand for whom effecting change in this area is not only its innate social responsibility but of tremendous business benefit; and which has achieved amazing results in one of the most conservative markets in the world."



Grand Prix-winning 'Touch the Pickle' by BBDO INDIA Mumbai for Procter & Gamble India's Whisper sanitary napkins

.Glass Lions Winners

Title	Advertiser	Product	Entrant / Agency	Prize
TOUCH THE PICKLE	PROCTER & GAMBLE INDIA	WHISPER SANITARY NAPKINS	BBDO INDIA Mumbai	Grand Prix
VOTE FOR US. WE'LL VOTE FOR YOU	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	Glass Lion
FELIZ DÍA HOMBRÉS	URUFARMA	INSTITUCIONAL	NOTABLE Montevideo	Glass Lion
THE EQUAL PAY BACK PROJECT	NATIONAL WOMEN'S LAW CENTER	PSA	DROGA5 New York	Glass Lion
THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	FCB INFERNO London	Glass Lion
SHARE THE LOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	Glass Lion
#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	Glass Lion
GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO Dubai	Glass Lion

[Click here](#) to view the full shortlist for this category.

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