

Reach Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 21 June, with the 2018 Creative Data, Direct, Media, PR and Social & Influencer winners announced during the Reach award ceremony.



SA's Reach Lions-winning work...

Winners of the Cannes Lions Reach track were announced at the 2018 Cannes Lions award ceremony on Thursday, 21 June from 7pm. This encompasses the Creative Data, Direct, Media, PR and Social & Influencer Cannes Lions, with SA responsible for a further two Silver Lions and two Bronze Lions on the night.

Remarkable Reach

The **Creative Data Lions** celebrate the interplay of ideas and information - demonstrating how the execution of a campaign was enhanced or driven by the creative use, interpretation, analysis or application of data.

Marc Maleh, global director at Havas is the 2018 Cannes Lions Creative Data jury president.

This year, 26 Creative Data Lions were presented, with the 2018 Cannes Lions Creative Data Grand Prix awarded to Rothco, Accenture Interactive Dublin, Cereproc and *The Times* Dublin for *The Times*/News UK & Ireland's 'JFK Unsilenced':

TBWA\Hunt\Lascaris was also awarded a Silver Lion, along with TBWA Africa, Blue Noise Johannesburg, Darling Films Johannesburg, Left Post Production Johannesburg, and The Upstairs Ludus Post Production Johannesburg for Joburg Ballet Company's 'Breaking Ballet':

The **Direct Lions** celebrate response-driven and relationship-building creativity. Work demonstrating the pursuit and application of customer relationships, which directly targeted a specific audience with a call-to-action.

Susan Credle, global CCO at FCB is the 2018 Cannes Lions Direct Lions jury president.

This year, 76 Direct Lions were presented, with the 2018 Cannes Lions Direct Grand Prix awarded to Host/Havas and Red Agency Sydney for the Palau Legacy Project's 'Palau Pledge':

The **Media Lions** celebrate the context of creativity - the inspiring and innovative implementation of ideas. That is, work which is enhanced and amplified by a game-changing channel strategy.

Tim Castree, global CEO of Wavemaker is the 2018 Cannes Lions Media Lions jury president.



#CannesLions2018: "In SA, good creative is everywhere!" - Wayne Bishop

Leigh Andrews 12 Jun 2018



This year, 85 Media Lions were presented, with the 2018 Cannes Lions Media Grand Prix awarded to Mediacom and BBH London for Tesco's 'Food Love Stories':

King James Group Cape Town was awarded a Media Silver Lion for Sanlam MyChoice Funeral Plan's *Uk'Shona KweLanga* - A WhatsApp Drama Series:

Ogilvy Johannesburg was also awarded a Media Bronze Lion for Kimberly-Clark Huggies' 'The World's First Baby Marathon':

The **PR Lions** celebrate creative work which successfully builds trust and cultivates relationships, utilising mainly earned-media tactics or channels to influence public dialogue and ultimately change perceptions.

Stuart Smith, global CEO of Ogilvy PR is the 2018 Cannes Lions PR Lions jury president.

This year, 89 PR Lions were presented, with the 2018 Cannes Lions PR Grand Prix awarded to AMVBBDO for 'Trash Isles' by Plastic Oceans/LadBible:

The **Social & Influencer Lions** celebrate creative social thinking and strategic influencer marketing solutions. Work that shows how levels of engagement, social reach or brand ambassadors led to commercial success.

Mark D'Arcy, VP & CCO of Facebook Creative Shop, is the 2018 Cannes Lions Social & Influencer Lions jury president.

This year, 67 Social & Influencer Lions were presented, with the 2018 Cannes Lions Social & Influencer Grand Prix awarded to Wieden + Kennedy and Mindshare London for Nike 'Nothing Beats a Londoner':

SA's own **King James Group** Cape Town was also awarded a Social & Influencer Bronze Lion for Sanlam MyChoice Funeral Plan's *Uk'Shona KweLanga* - A WhatsApp Drama Series.



Move aside, TV soapiers: Welcome the WhatsApp drama series

Leigh Andrews 29 Jun 2017



View the full tables of winning work below:

2018 Cannes Lions Creative Data winners

Entrant	Country	Client	Product	Title	Award
ROTHCO ACCENTURE INTERACTIVE , Dublin	IRELAND	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	JFKUNSILENCED	Grand Prix
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Gold Lion
BWM DENTSU, Sydney	AUSTRALIA	THE ALS ASSOCIATION	CHARITY	PROJECT REVOICE	Gold Lion
ELEVEN, San Francisco	USA	GOOGLE	GOOGLE CLOUD	KNOW WHAT YOUR DATA KNOWS	Gold Lion
adam&eveDDB, London	UNITED KINGDOM	UNILEVER	MARMITE	GENE PROJECT CASE STUDY	Gold Lion
ENERGY BBDO, Chicago	USA	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	Silver Lion
CHE PROXIMITY, Melbourne	AUSTRALIA	LEGO AUSTRALIA	LEGO	MAKING THE LIST	Silver Lion
GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	XFINITY	XFINITY MOBILE	DATA INTO DOLLARS	Silver Lion

DELOITTE AUSTRALIA, Melbourne	AUSTRALIA	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	VALUE OF NATURE	Silver Lion
CHE PROXIMITY, Melbourne	AUSTRALIA	COCHLEAR	COCHLEAR HEARING IMPLANTS	HEARPRINT	Silver Lion
mcgarrybowen, New York	USA	UNITED AIRLINES	UNITED REAL TIME DATA TO NEWARK INTERNATIONAL AIRPORT	UNITED AIRLINES EWR REAL TIME DATA TAXI TOP CAMPAIGN	Silver Lion
TBWAAFRICA, Johannesburg / TBWAHUNT/LASCARIS, Johannesburg	SOUTH AFRICA	JOBURG BALLET	JOBURG BALLET COMPANY	BREAKING BALLET	Silver Lion
COMMONWEALTH BANK, Sydney / M&C SAATCHI, Sydney	AUSTRALIA	CBA	Consumer Banking	ATMS That Listen	Silver Lion
OGILVY JAPAN, Tokyo	JAPAN	SONY MUSIC LABELS (JAPAN) INC.	CROSSFAITH (MUSIC ARTISTS)	MAKE IT METAL	Bronze Lion
HAVAS NEW YORK	USA	TD AMERITRADE	TD AMERITRADE	THE FIRST AD IN THE BLOCKCHAIN	Bronze Lion
MRM/McCANN, New York	USA	US POSTAL SERVICE	SHIPPING & MAILING	USPS OPERATION SANTA	Bronze Lion
BWM DENTSU, Sydney	AUSTRALIA	THE ALS ASSOCIATION	CHARITY	PROJECT REVOICE	Bronze Lion
McCANN PARIS, Clichy	FRANCE	AJE	ALCOHOLIC BEVERAGES	BORDEAUX 2050	Bronze Lion
TOYOTA USA, Plano / SAATCHI & SAATCHI TOYOTA AGENCY, Torrance	USA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	GOOD ODDS	Bronze Lion
FCB/SIX, Toronto / FCB CANADA, Toronto	CANADA	PFLAG CANADA	TBD	DESTINATION PRIDE	Bronze Lion
R/GA SÃO PAULO	BRAZIL	BRANCO BANCO	NEXT APP	NEXT	Bronze Lion
TOUCHÉ!, Montréal / COSSETTE, Montréal	CANADA	VIA RAIL CANADA	TRAIN SERVICE	CAR VS DATA	Bronze Lion
MARKETFORCE, Perth	AUSTRALIA	AMVO	AMVO	THE R WORD	Bronze Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Bronze Lion
DELOITTE AUSTRALIA, Melbourne	AUSTRALIA	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	VALUE OF NATURE	Bronze Lion
McCANN MILAN	ITALY	NEMO	HEALTHCARE	THE VOICE OF VOICES	Bronze Lion

Here's a reminder of the 2018 [Creative Data Lions](#) shortlists in full.



#CannesLions2018: Creative Data Lions shortlist

20 Jun 2018



2018 Cannes Lions Direct winners

Entrant	Country	Client	Product	Title	Award
HOST/HAVAS, Sydney	AUSTRALIA	PALAU LEGACY PROJECT	PALAU	PALAU PLEDGE	Grand Prix
AFRICA, São Paulo	BRAZIL	AB INBEV	BUDWEISER	TAGWORDS	Gold Lion
DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY	DIESEL	DIESEL	DEISEL - GO WITH THE FAKE	Gold Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Gold Lion
JUNG VON MATT, Hamburg	GERMANY	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	BVG X ADIDAS – THE TICKET-SHOE	Gold Lion

PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	PROCTER & GAMBLE	TIDE	IT'S A TIDE AD CAMPAIGN	Gold Lion
MULLENLOWE SSP3, Bogotá	COLOMBIA	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MY LINE POWERED BY GOOGLE	Gold Lion
McCANN LONDON	UNITED KINGDOM	MICROSOFT	XBOX DESIGN LAB	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	Gold Lion
LOLA MULLENLOWE, Madrid	SPAIN	BURGER KING	BURGER	SCARY CLOWN NIGHT	Gold Lion
FCB INDIA, Mumbai	INDIA	TIMES OF INDIA	TIMES OF INDIA	SINDOOR KHELA - NO CONDITIONS APPLY	Gold Lion
McCANN NEW YORK	USA	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	PRICE ON OUR LIVES	Gold Lion
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	EXCLUSIVE THE RAINBOW	Silver Lion
PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	PROCTER & GAMBLE	TIDE	IT'S A TIDE AD CAMPAIGN	Silver Lion
CHE PROXIMITY, Melbourne	AUSTRALIA	CARSales.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CARSales AUTOADS	Silver Lion
GRABARZ & PARTNER, Hamburg	GERMANY	BURGER KING DEUTSCHLAND GMBH	BURGER KING	LOVING "IT"	Silver Lion
HAVAS BUENOS AIRES	ARGENTINA	DDL&CO	ARGENTINIAN DELY	EVITA, THE EQUALITY BILL.	Silver Lion
MARURI GREY, Guayaquil	ECUADOR	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	NATURE REPRESENTED	Silver Lion
LOLA MULLENLOWE, Madrid	SPAIN	LÍBERO	VALDERRAMA	TOUCH YOUR FOOTBALLS	Silver Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Silver Lion
DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY	DIESEL	DIESEL	DEISEL - GO WITH THE FAKE	Silver Lion
DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LION	STEINLAGER	FIGHT FOR TERRITORY	Silver Lion
AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	NATIONAL ORGANIZATION FOR VICTIM ASSISTANCE	VICTIM ADVOCACY	THE RAPE TAX	Silver Lion
AFRICA, São Paulo	BRAZIL	AB INBEV	BUDWEISER	TAGWORDS	Silver Lion
MULLENLOWE SSP3, Bogotá	COLOMBIA	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MY LINE	Silver Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Silver Lion
MULLENLOWE SSP3, Bogotá	COLOMBIA	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MY LINE POWERED BY GOOGLE	Silver Lion
AFRICA, São Paulo	BRAZIL	AB INBEV	BUDWEISER	TAGWORDS	Silver Lion
MOTHER USA, New York	USA	THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	Silver Lion
DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LION	STEINLAGER	FIGHT FOR TERRITORY	Silver Lion
STINK STUDIOS, London / GOOGLE, Milan	UNITED KINGDOM	YOOX	YOOX	THE MOST EXCLUSIVE COLLECTION	Silver Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	THE MOST GERMAN SUPERMARKET	Silver Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Silver Lion

DM9DDB, São Paulo	BRAZIL	JOHNSON & JOHNSON	STAYFREE	MY FIRST PAD	Silver Lion
CARREFOUR, Massy/ MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Silver Lion
LOLA MULLENLOWE, Madrid	SPAIN	LÍBERO	VALDERRAMA	TOUCH YOUR FOOTBALLS	Silver Lion
DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LION	STEINLAGER	FIGHT FOR TERRITORY	Silver Lion
adam&eveDDB, London	UNITED KINGDOM	UNILEVER	MARMITE	GENE PROJECT CASE STUDY	Silver Lion
DAVID THE AGENCY, São Paulo	BRAZIL	COCA-COLA	COCA-COLA	THIS COKE IS A FANTA	Silver Lion
OGILVY AMSTERDAM/ OGILVY SINGAPORE	THE NETHERLANDS	PHILIPS	PHILIPS SLOW JUICERS	DUTCH MASTERJUICES	Bronze Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	THE MOST GERMAN SUPERMARKET	Bronze Lion
DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	SKY TELEVISION NEW ZEALAND	NEON	GIRLS BREAK UP ICE CREAM	Bronze Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	SAVE OUR SPECIES	Bronze Lion
AMMBDO, London	UNITED KINGDOM	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	TRASH ISLES	Bronze Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Bronze Lion
adam&eveDDB, London	UNITED KINGDOM	UNILEVER	MARMITE	GENE PROJECT 90"	Bronze Lion
DAVID THE AGENCY, São Paulo	BRAZIL	COCA-COLA	COCA-COLA	THIS COKE IS A FANTA	Bronze Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	THE MOST GERMAN SUPERMARKET	Bronze Lion
LOLA MULLENLOWE, Madrid	SPAIN	BURGER KING	BURGER	SCARY CLOWN NIGHT	Bronze Lion
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	RECLAME AQUI	THE CANCELLER	Bronze Lion
BARTON F. GRAF, New York	USA	GET AMERICA COVERED	COVERAGE COALITION	COVERAGE COALITION	Bronze Lion
VCCP SPAIN, Madrid	SPAIN	LIBERTY SEGUROS	GÉNESIS SEGUROS	MAILLOT 45	Bronze Lion
FRANCE TÉLÉVISIONS, Paris / PUBLICIS CONSEIL, Paris	FRANCE	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	LA FORÊT - BET ON A MURDERER	Bronze Lion
BETC, Paris	FRANCE	LA PAROLE AUX SOURDS	LA PAROLE AUX SOURDS	UNSILENCED	Bronze Lion
MARURI GREY, Guayaquil	ECUADOR	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	NATURE REPRESENTED	Bronze Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Bronze Lion
McCANN SAN JOSE	COSTA RICA	DESTINATIONS TRAVEL AGENCY	DESTINATIONS TRAVEL AGENCY	FLY LIKE A PRESIDENT	Bronze Lion
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	VIGIE AQUI	CORRUPTION DETECTOR	Bronze Lion
DM9DDB, São Paulo	BRAZIL	WALMART	RETAIL	JOB ON THE SHELF	Bronze Lion
STINK STUDIOS, London / GOOGLE, Milan	UNITED KINGDOM	YOOX	YOOX	THE MOST EXCLUSIVE COLLECTION	Bronze Lion
AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	CHANGE THE REF	POSTS INTO LETTERS	POSTS INTO LETTERS	Bronze Lion
Y&R BRAZIL, São Paulo	BRAZIL	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	HEMOJI	Bronze Lion
J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	OPEL	OPEL CARS	PAY WITH VIEWS	Bronze Lion

DM9DDB, São Paulo	BRAZIL	MCDONALD'S	STORE MENU BOARD EXPERIENCE	INSTAGRAM MENU	Bronze Lion
DAVID, Buenos Aires	ARGENTINA	NEWSAN	NOBLEX	THE ALL-IN PROMO	Bronze Lion
FITZCO/McCANN, Atlanta	USA	COCA-COLA	COKE	SHARE A COKE 1,000 NAME CELEBRATION	Bronze Lion
adam&eveDDB, London	UNITED KINGDOM	EASPORTS	FIFA 18	FIFA 18 MORE THAN A GAME	Bronze Lion
J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	OPEL	OPEL CARS	PAY WITH VIEWS	Bronze Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	TO THE LAST TREE STANDING	Bronze Lion
DDB COLOMBIA, Bogota	COLOMBIA	BBVA COLOMBIA	BBVA BANK	2'45" WITHOUT BREATHING	Bronze Lion
COSSETTE, Toronto / MCDONALD'S, Toronto	CANADA	MCDONALD'S RESTAURANTS OF CANADA LIMITED	MCDONALD'S RESTAURANTS OF CANADA LIMITED	FOLLOW THE ARCHES	Bronze Lion
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	EXCLUSIVE THE RAINBOW	Bronze Lion
LOLA MULLENLOWE, Madrid	SPAIN	BURGER KING	BURGER	SCARY CLOWN NIGHT	Bronze Lion
BURGER KING, Miami / PUBLICIS ROMANIA, Bucharest	USA	BURGER KING	WHOPPER MENU	WHOPPER NO-SHOW	Bronze Lion
JUNG VON MATT, Hamburg	GERMANY	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	BVG X ADIDAS – THE TICKET-SHOE	Bronze Lion
DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY	DIESEL	DIESEL	DEISEL - GO WITH THE FAKE	Bronze Lion
FCB INDIA, Mumbai	INDIA	TIMES OF INDIA	TIMES OF INDIA	SINDOOR KHELA- NO CONDITIONS APPLY	Bronze Lion

Here's a reminder of the 2018 [Direct Lions](#) shortlists in full.



#CannesLions2018: Direct Lions shortlist

20 Jun 2018



2018 Cannes Lions Media winners

Entrant	Country	Client	Product	Title	Award
MEDIACOM, London / BBH LONDON	UNITED KINGDOM	TESCO	TESCO STORES	TESCO'S FOOD LOVE STORIES	Grand Prix
DAVID THE AGENCY, São Paulo	BRAZIL	COCA-COLA	COCA-COLA	THIS COKE IS A FANTA	Gold Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	TO THE LAST TREE STANDING	Gold Lion
McCANN BARCELONA / McCANN SPAIN, MADRID	SPAIN	ALDI	ALDI	FRESH PRINTS	Gold Lion
adam&eveDDB, London	UNITED KINGDOM	CALM	CALM	PROJECT 84	Gold Lion
SPOTIFY, New York	USA	SPOTIFY	SPOTIFY	DAVID BOWIE IS HERE	Gold Lion
McCANN LONDON	UNITED KINGDOM	MICROSOFT	XBOX DESIGN LAB	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	Gold Lion
CLEMINGER BBDO SYDNEY	AUSTRALIA	TOURISMAUSTRALIA	AUSTRALIA	AUSSIE NEWS TODAY	Gold Lion

OMD USA, New York / INTEL CORPORATION, Santa Clara	USA	INTEL	INTEL	INTEL RE-IMAGINES THE 2018 PYEONGCHANG OLYMPICS	Gold Lion
THE&PARTNERSHIP, London	UNITED KINGDOM	ARGOS	ARGOS	80 DAYS OF ARGOS	Gold Lion
VML, Kansas City	USA	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	THE COLORBLIND VIEWER	Silver Lion
TOUCHÉ!, Montréal / COSSETTE, Montréal	CANADA	VIA RAIL CANADA	TRAIN SERVICE	CAR VS DATA	Silver Lion
TBWA\RAAD, Dubai	UNITED ARAB EMIRATES	LOUVRE ABU DHABI	INSTITUTIONAL	HIGHWAY GALLERY	Silver Lion
GREY COLOMBIA, Bogotá	COLOMBIA	BLU RADIO	SPORTS RADIO STATION	THE GAME THAT NEVER WAS	Silver Lion
NETFLIX, Los Angeles / MULLENLOWE MEDIAHUB, Boston	USA	NETFLIX	ALTERED CARBON	BREATHING LIFE INTO TRANSIT ADS	Silver Lion
HOST/HAVAS, Sydney	AUSTRALIA	PALAU LEGACY PROJECT	PALAU	PALAU PLEDGE	Silver Lion
Y&R MELBOURNE	AUSTRALIA	MONASH UNIVERSITY	MONASH UNIVERSITY	SIP SAFE	Silver Lion
VML, Kansas City	USA	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	THE COLORBLIND VIEWER	Silver Lion
McDONALD'S, Sao Paulo / DPZ&T, São Paulo	BRAZIL	ARCOS DORADOS COMÉRCIO DE ALIMENTOS LTDA	DRIVE-THRU	DRIVE-THRUCK	Silver Lion
UBI BENE, Paris	FRANCE	CITY OF PARIS	PARIS 2024 OLYMPIC BID	PARIS 2024 OLYMPIC DAYS	Silver Lion
PHILIPP UND KEUNTJE, Hamburg	GERMANY	GOLDEIMER	SHITTY PAPER – MADE FROM HATE	SHITTY PAPER – MADE FROM HATE	Silver Lion
OGILVY POLAND, Warsaw / SHOOTIME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	TO THE LAST TREE STANDING	Silver Lion
SEBTON/CO, Stockholm	SWEDEN	ABSOLUT VODKA	ABSOLUT VODKA	ABSOLUT VODKA - NEVER GONNA GIF YOU UP	Silver Lion
R/GA NEW YORK	USA	VERIZON	VERIZON WIRELESS	VERIZON - WHAT YOU MISSED	Silver Lion
INITIATIVE, London	UNITED KINGDOM	AMAZON	AMAZON ECHO	THE WORLD'S FIRST ALEXA-POWERED AD	Silver Lion
THE&PARTNERSHIP, London	UNITED KINGDOM	ARGOS	ARGOS	80 DAYS OF ARGOS	Silver Lion
AFRICA, São Paulo	BRAZIL	AB INBEV	BUDWEISER	TAGWORDS	Silver Lion
J. WALTER THOMPSON BRAZIL, São Paulo	BRAZIL	KITKAT	KITKAT	DELAYED FLIGHT BREAK MACHINE	Silver Lion
GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	XFINITY	XFINITY MOBILE	DATA INTO DOLLARS	Silver Lion
TBWA\NEBOKO, Amsterdam	THE NETHERLANDS	ALBERT HEIJN	FMCG	APPIE TODAY	Silver Lion
KING JAMES GROUP, Cape Town	SOUTH AFRICA	SANLAM	MYCHOICE FUNERAL PLAN	UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	Silver Lion
SERVICEPLAN GERMANY, Munich	GERMANY	SKY GERMANY	SKY TV	SAY IT WITH SKY	Silver Lion
UM, Sydney / DROGA5, New York	AUSTRALIA	TOURISMAUSTRALIA	TOURISMAUSTRALIA	DUNDEE	Silver Lion
MEDIACOM CONNECTIONS, Tel Aviv / STERN ARIELY, Tel Aviv / GREY, Tel Aviv	ISRAEL	PROCTER & GAMBLE	GILLETTE	I DON'T ROLL ON SHABBOS	Silver Lion
MEDIACOM CONNECTIONS, Tel Aviv / ACW GREY TEL AVIV	ISRAEL	P&G	GILLETTE	GILLETTE BABYFACE	Silver Lion

HAVAS MEDIA, London	UNITED KINGDOM	O2	FREE BROKEN SCREEN REPLACEMENT (WITH TARIFF OR HANDSET UPGRADE)	O2 OOPS	Silver Lion
DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LION	STEINLAGER	FIGHT FOR TERRITORY	Bronze Lion
PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	PROCTER & GAMBLE	TIDE	IT'S A TIDE AD CAMPAIGN	Bronze Lion
MEDIACOM CONNECTIONS, Tel Aviv / STERN ARIELY, Tel Aviv / GREY, Tel Aviv	ISRAEL	PROCTER & GAMBLE	GILLETTE	I DON'T ROLL ON SHABBOS	Bronze Lion
TBWA MEDIA ARTS LAB, Los Angeles	USA	APPLE	IPHONE	PORTRAIT MODE COVERS	Bronze Lion
CANON, Søborg / UNCLE GREY, Copenhagen	DENMARK	CANON	CANON	LOCAL BUSINESS NEVER LOOKED SO GOOD	Bronze Lion
PHD, New York	USA	GAP INC.	OLD NAVY	ONWARD! BACK TO SCHOOL	Bronze Lion
BUZZMAN, Paris	FRANCE	TGV	TGV	2H04	Bronze Lion
TBWA BELGIUM, Brussels	BELGIUM	TELENET	PLAY SPORTS	TELENET PLAY SPORTS PREROLL FOOTBAL MATCH	Bronze Lion
TBWA BELGIUM, Brussels	BELGIUM	TELENET PLAY SPORTS	PLAY SPORTS	NEVER MISS A SECOND	Bronze Lion
TBWA NEMO, Amsterdam / ALBERT HEIJN, Zaandam	THE NETHERLANDS	ALBERT HEIJN	FMCG	THE PERFECT VLOGGER	Bronze Lion
WUNDERMAN PHANTASIA, Lima	PERU	SCOTIABANK	CREDIT CARD	THE PRICE OF EQUALITY	Bronze Lion
BARTON F. GRAF, New York	USA	GET AMERICA COVERED	COVERAGE COALITION	COVERAGE COALITION	Bronze Lion
PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	PROCTER & GAMBLE	TIDE	IT'S A TIDE AD CAMPAIGN	Bronze Lion
TBWA RAAD, Dubai	UNITED ARAB EMIRATES	LOUVRE ABU DHABI	INSTITUTIONAL	HIGHWAY GALLERY	Bronze Lion
DENTSU INC., Tokyo	JAPAN	KOBE SHIMBUN	DISASTER PREVENTION	EMERGENCY COLLECTIBLES	Bronze Lion
AKESTAM HOLST NOA, Stockholm	SWEDEN	IKEA SWEDEN	IKEA CRIB	IKEA PEE AD	Bronze Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	SAVE OUR SPECIES	Bronze Lion
SERVICEPLAN GERMANY, Munich	GERMANY	MINI	MINI CONNECTED	THE SHORTCUT BILLBOARDS	Bronze Lion
J. WALTER THOMPSON BRAZIL, São Paulo	BRAZIL	KITKAT	KITKAT	DELAYED FLIGHT BREAK MACHINE	Bronze Lion
BBDO PAKISTAN, Lahore	PAKISTAN	UN WOMEN	ANTI-CHILD-MARRIAGES	THE BRIDAL UNIFORM	Bronze Lion
GRABARZ & PARTNER, Hamburg	GERMANY	BURGER KING DEUTSCHLAND GMBH	BURGER KING	LOVING "IT"	Bronze Lion
RETHINK, Toronto	CANADA	WESTJET	WESTJET	DESERT ROULETTE	Bronze Lion
TRY, Oslo	NORWAY	DNB	CAR INSURANCE	THE SNEAKY PILLAR	Bronze Lion
OGILVY AMSTERDAM	THE NETHERLANDS	FORD NEDERLAND B.V.	FORD HANDICAB	HANDICAB	Bronze Lion
J. WALTER THOMPSON BANGKOK	THAILAND	WOMEN AND MEN PROGRESSIVE FOUNDATION	WOMEN AND MEN PROGRESSIVE FOUNDATION	HOME IS NOT A BOXING RING	Bronze Lion
CHE PROXIMITY, Melbourne	AUSTRALIA	CARSales.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CARSales AUTOADS	Bronze Lion
BWM DENTSU, Melbourne	AUSTRALIA	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	DISAPPEARING PERSON ALERTS	Bronze Lion
MOTHER USA, New York	USA	THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	Bronze Lion
ANORAK, Oslo	NORWAY	AMNESTY INTERNATIONAL	HUMAN RIGHTS	THE DISTRESS SIGNAL	Bronze Lion

McCANN NEW YORK	USA	NATIONAL GEOGRAPHIC	NATGEO	ASTRONAUT REALITY HELMET	Bronze Lion
GREY SPAIN, Madrid	SPAIN	Fotawa	Food Delivery Service	THE LUNCH GAP SEARCHER	Bronze Lion
Y&R BRAZIL, São Paulo	BRAZIL	JCDECAUX	MEDIA	THE ROUTE	Bronze Lion
mcgarrybowen, New York	USA	UNITED AIRLINES	UNITED REAL TIME DATA TO NEWARK INTERNATIONAL AIRPORT	UNITED AIRLINES EWR REAL TIME DATA TAXI TOP CAMPAIGN	Bronze Lion
AKQA, São Paulo	BRAZIL	NETFLIX	STRANGER THINGS	STRANGER BROADCAST	Bronze Lion
PAGÉS BBDO, Santo Domingo	DOMINICAN REPUBLIC	UNICEF	THE WORST SOAP OPERA (CHANGING THE LAW ON CHILD MARRIAGE)	THE WORST SOAP OPERA	Bronze Lion
Y&R ANZ, Auckland	NEW ZEALAND	ARNOTT'S	BISCUITS	APOCALYPSE STEVE HANSEN	Bronze Lion
CLEMINGER BBDO SYDNEY	AUSTRALIA	TOURISMAUSTRALIA	AUSTRALIA	AUSSIE NEWS TODAY	Bronze Lion
TBWAHELSINKI	FINLAND	FINAMA	HELSINKI AIRPORT	#LIFEINHEL	Bronze Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	THE MOST GERMAN SUPERMARKET	Bronze Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	TO THE LAST TREE STANDING	Bronze Lion
DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	NETSAFE	CYBER SECURITY	RE:SCAM	Bronze Lion
BLEUBLANCROUGE, Montreal	CANADA	UBISOFT CANADA	VIDEO GAME	ASSASSIN'S CREED – EXPLORE ANCIENT EGYPT	Bronze Lion
S-GROUP, Helsinki / INSANO, Helsinki / SANOMA MEDIA FINLAND, Helsinki	FINLAND	S GROUP	PRISMA	THE BELT 24/7	Bronze Lion
BBDO RUSSIA GROUP, Moscow	RUSSIA	MARS LLC	PEDIGREE®	1ST GRRRADE	Bronze Lion
CHE PROXIMITY, Melbourne	AUSTRALIA	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	THE BILLION POINT GIVEAWAY	Bronze Lion
OGILVY JOHANNESBURG	SOUTH AFRICA	KIMBERLY-CLARK	HUGGIES	THE WORLD'S FIRST BABY MARATHON	Bronze Lion
FITZCO/McCANN, Atlanta	USA	COCA-COLA	COKE	SHARE A COKE 1,000 NAME CELEBRATION	Bronze Lion
PHD TAIWAN, Taipei / SKODA TAIWAN, Taipei City / REDBIT PICTURES, Taipei City	CHINESE TAIPEI	ŠKODA	ŠKODA	ŠKODA X HANDSOME DANCER "COINCIDANCE"	Bronze Lion
HBO, New York	USA	HOME BOX OFFICE INC.	GAME OF THRONES SEASON 7	GAME OF THRONES SEASON 7 CAMPAIGN	Bronze Lion

Here's a reminder of the 2018 [Media Lions](#) shortlists in full.



#CannesLions2018: Media Lions shortlist

20 Jun 2018



2018 Cannes Lions PR winners

Entrant	Country	Client	Product	Title	Award
AM/BBDO, London	UNITED KINGDOM	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	TRASH ISLES	Grand Prix

FLEISHMANHILLARD, New York / ANHEUSER-BUSCH, New York	USA	ANHEUSER-BUSCH	DISASTER RELIEF WATER DONATIONS	TURNING BEER INTO WATER	Gold Lion
DAVID THE AGENCY, São Paulo	BRAZIL	COCA-COLA	COCA-COLA	THIS COKE IS A FANTA	Gold Lion
AMMBDO, London	UNITED KINGDOM	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	TRASH ISLES	Gold Lion
MARURI GREY, Guayaquil	ECUADOR	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	NATURE REPRESENTED	Gold Lion
J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	OPEL	OPEL CARS	PAY WITH VIEWS	Gold Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	THE MOST GERMAN SUPERMARKET	Gold Lion
TOYOTA USA, Plano / SAATCHI & SAATCHI TOYOTA AGENCY, Torrance / DENTSU INC., Tokyo	USA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	START YOUR IMPOSSIBLE	Gold Lion
MOTHER, London	UNITED KINGDOM	KFC	KFC GRAVY	KFC 'FCK'	Gold Lion
McCANN NEW YORK	USA	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	PRICE ON OUR LIVES	Gold Lion
MOTHER, London	UNITED KINGDOM	KFC	KFC GRAVY	KFC 'FCK'	Gold Lion
TBWAIRAAD, Dubai	UNITED ARAB EMIRATES	NISSAN SAUDI ARABIA	INSTITUTIONAL	#SHEDRIVES	Gold Lion
WE ARE UNLIMITED, Chicago	USA	MCDONALD'S	MCDONALD'S	THE FLIP	Gold Lion
McCANN BUCHAREST	ROMANIA	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	BIHOR COUTURE	Gold Lion
DAVID THE AGENCY, São Paulo	BRAZIL	COCA-COLA	COCA-COLA	THIS COKE IS A FANTA	Gold Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	THE MOST GERMAN SUPERMARKET	Silver Lion
WIEDEN+KENNEDY, Portland	USA	KFC	KFC	KFC 11 HERBS & SPICES	Silver Lion
MOTHER, London	UNITED KINGDOM	KFC	KFC GRAVY	KFC 'FCK'	Silver Lion
TBWAHAKUHODO, Tokyo	JAPAN	AIG	CSR	PRIDE JERSEY	Silver Lion
McCANN NEW YORK	USA	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	PRICE ON OUR LIVES	Silver Lion
Y&R BRAZIL, São Paulo	BRAZIL	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	HEMOJI	Silver Lion
EDELMAN, Atlanta / NEWELL BRANDS, Atlanta	USA	NEWELL BRANDS AND EDELMAN	CROCK-POT	CROCK-POT KILLED JACK	Silver Lion
DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	NETSAFE	CYBER SECURITY	RE:SCAM	Silver Lion
BBDO NEW YORK	USA	DOWNTOWN RECORDS	THE ACADEMIC	LIVE LOOPER	Silver Lion
whiteGREY SYDNEY	AUSTRALIA	DAVID SHELDRIK WILDLIFE TRUST	HELLO IN ELEPHANT	HELLO IN ELEPHANT	Silver Lion
adam&eveDDB, London	UNITED KINGDOM	CALM	CALM	PROJECT 84	Silver Lion
TOYOTA USA, Plano / SAATCHI & SAATCHI TOYOTA AGENCY, Torrance / DENTSU INC., Tokyo	USA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	@SEELIKEMENNA	Silver Lion
J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	OPEL	OPEL CARS	PAY WITH VIEWS	Silver Lion
McCANN BUCHAREST	ROMANIA	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	BIHOR COUTURE	Silver Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	TO THE LAST TREE STANDING	Silver Lion

DDB GROUP GERMANY, Berlin	GERMANY	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	THE UNCENSORED PLAYLIST	Silver Lion
VML, Kansas City	USA	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	THE COLORBLIND VIEWER	Silver Lion
BWM DENTSU, Sydney	AUSTRALIA	THE ALS ASSOCIATION	CHARITY	PROJECT REVOICE	Silver Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Silver Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	THE MOST GERMAN SUPERMARKET	Silver Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	SAVE OUR SPECIES	Silver Lion
FCB NEW ZEALAND, Auckland	NEW ZEALAND	VODAFONE NEW ZEALAND	BRAND	SAY IT TIKI	Silver Lion
GRABARZ & PARTNER, Hamburg	GERMANY	BURGER KING DEUTSCHLAND GMBH	BURGER KING	LOMNG "IT"	Silver Lion
WIEDEN+KENNEDY, Portland	USA	KFC	KFC	KFC 11 HERBS & SPICES	Silver Lion
DAVID THE AGENCY, São Paulo	BRAZIL	COCA-COLA	COCA-COLA	THIS COKE IS A FANTA	Silver Lion
adam&eveDDB, London	UNITED KINGDOM	CALM	CALM	PROJECT 84	Silver Lion
AREA23, AN FCB HEALTH NETWORK COMPANY, New York	USA	CHANGE THE REF	POSTS INTO LETTERS	POSTS INTO LETTERS	Silver Lion
EHRENSTRAHLE DDB, Stockholm	SWEDEN	LENOVO	LENOVO BRAND CAMPAIGN (LEGION GAMING EQUIPMENT FEATURED)	WE ARE THE SILVER SNIPERS	Bronze Lion
INNOCEAN WORLDWIDE, Seoul / HYUNDAI MOTOR COMPANY, Seoul	SOUTH KOREA	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	CHATTY SCHOOL BUS	Bronze Lion
LEWLARA/TBWA, São Paulo	BRAZIL	NISSAN DO BRASIL	NISSAN KICKS	NISSAN'S FOLLOW THE BALL	Bronze Lion
FP7/DXB, Dubai	UNITED ARAB EMIRATES	BABYSHOP	RETAIL	AL UMOBUWAH: PUTTING "MUM" INTO "PARENTHOOD"	Bronze Lion
McCANN NEW YORK	USA	NATIONAL GEOGRAPHIC	NATGEO	ASTRONAUT REALITY HELMET	Bronze Lion
adam&eveDDB, London	UNITED KINGDOM	CALM	CALM	PROJECT 84	Bronze Lion
BWM DENTSU, Sydney	AUSTRALIA	THE ALS ASSOCIATION	CHARITY	PROJECT REVOICE	Bronze Lion
HASAN & PARTNERS, Helsinki	FINLAND	PLAN INTERNATIONAL FINLAND	PLAN INTERNATIONAL FINLAND	SHEBOARD – RAISED BY WORDS	Bronze Lion
N=5, Amsterdam	THE NETHERLANDS	KPN	TELECOM	KPN SAFE LOCK	Bronze Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	TO THE LAST TREE STANDING	Bronze Lion
TELEKOM ROMANIA, Bucharest / LEO BURNETT, Bucharest	ROMANIA	TELEKOM ROMANIA	TELEKOM PREPAID	VLOGGERS' SWAP	Bronze Lion
McCANN NEW YORK	USA	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	PRICE ON OUR LIVES	Bronze Lion
AFRICA, São Paulo	BRAZIL	TELEFONICA'S VIVO/ WONDER WOMEN TECH	INSTITUTIONAL	#MYGAMEMYNAME	Bronze Lion
MENSCH, Copenhagen / SANSIR, Torshavn	DENMARK	VISIT FAROE ISLANDS & ATLANTIC AIRWAYS	THE FAROE ISLANDS	FAROE ISLANDS TRANSLATE	Bronze Lion
IKEA SOUTHEAST ASIA, Singapore / BBH, Singapore	SINGAPORE	IKEA	IKEA	THE IKEA HUMAN CATALOGUE	Bronze Lion
BARKLEY, Kansas City	USA	KANSAS CITY ECONOMIC DEVELOPMENT	CITY OF KANSAS CITY	THE MOST WELL REVIEWED CITY ON AMAZON	Bronze Lion

McCANN PARIS, Clichy	FRANCE	AJE	ALCOHOLIC BEVERAGES	BORDEAUX 2050	Bronze Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	SAVE OUR SPECIES	Bronze Lion
BBDO NEW YORK	USA	SANDY HOOK PROMISE	SANDY HOOK PROMISE	TOMORROW'S NEWS	Bronze Lion
J. WALTER THOMPSON PARIS	FRANCE	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	FORBIDDEN STORIES	Bronze Lion
BARKLEY, Kansas City	USA	KANSAS CITY ECONOMIC DEVELOPMENT	CITY OF KANSAS CITY	THE MOST WELL REVIEWED CITY ON AMAZON	Bronze Lion
HEREZIE, Paris	FRANCE	HANDICAP INTERNATIONAL	HANDICAP INTERNATIONAL	#BODYCANTWAIT	Bronze Lion
BBDO PAKISTAN, Lahore	PAKISTAN	UN WOMEN	ANTI-CHILD-MARRIAGES	THE BRIDAL UNIFORM	Bronze Lion
OGILVY, New York	USA	MOTOROLA	MOBILE	HELLO REAL PEOPLE	Bronze Lion
ASATSU-DK INC., Tokyo	JAPAN	JAXA (JAPAN AEROSPACE EXPLORATION AGENCY)	ARTIFICIAL SATELLITE "IBUKI"	FUTURE CUISINE RESTAURANT IBUKI	Bronze Lion
KETCHUM, New York / ENERGY BBDO, Chicago	USA	NATIONAL SAFETY COUNCIL	OPIOID ADDICTION AWARENESS & PREVENTION CAMPAIGN	PRESCRIBED TO DEATH	Bronze Lion
J. WALTER THOMPSON ARGENTINA, Buenos Aires	ARGENTINA	KEY BISCAYNE	KEY BISCAYNE	SPOTTED	Bronze Lion
WE ARE UNLIMITED, Chicago	USA	MCDONALD'S	MCDONALD'S	THE FLIP	Bronze Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Bronze Lion
OGILVY AMSTERDAM / OGILVY SINGAPORE	THE NETHERLANDS	PHILIPS	PHILIPS SLOW JUICERS	DUTCH MASTERJUICES	Bronze Lion
DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY	DIESEL	DIESEL	DEISEL - GO WITH THE FAKE	Bronze Lion
CLEMINGER BBDO WELLINGTON	NEW ZEALAND	NEW ZEALAND HUMAN RIGHTS COMMISSION	NEW ZEALAND HUMAN RIGHTS COMMISSION	GIVE NOTHING TO RACISM	Bronze Lion
CLEMINGER BBDO MELBOURNE	AUSTRALIA	BARBIE	BARBIE	NEVER BEFORE BARBIE	Bronze Lion
FAMOUSGREY BRUSSELS	BELGIUM	VOLVO	VOLVO S90	RECRUITING CAR	Bronze Lion
GRABARZ & PARTNER, Hamburg	GERMANY	BURGER KING DEUTSCHLAND GMBH	BURGER KING	LOVING "IT"	Bronze Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	SAVE OUR SPECIES	Bronze Lion
DAVID, Mami	USA	BURGER KING	WHOPPER	WHOPPER NEUTRALITY	Bronze Lion
DAVID, Mami	USA	BUDWEISER	BUDWEISER	STAND BY YOU	Bronze Lion
AMNESTY TURKEY, Istanbul / 4129GREY, Istanbul	TURKEY	AMNESTY	AMNESTY THE INSIDER	THE INSIDERS	Bronze Lion
OGILVY NEW ZEALAND, Auckland / THE SWEETSHOP, Auckland	NEW ZEALAND	NEW ZEALAND POLICE	RECRUITMENT	WORLD'S MOST SUCCESSFUL RECRUITMENT VIDEO	Bronze Lion
BETC, Paris	FRANCE	UNICEF	UNICEF	GAME CHANGERS	Bronze Lion
N=5, Amsterdam	THE NETHERLANDS	KPN	TELECOM	KPN SAFE LOCK	Bronze Lion
KETCHUM, New York / ENERGY BBDO, Chicago	USA	NATIONAL SAFETY COUNCIL	OPIOID ADDICTION AWARENESS & PREVENTION CAMPAIGN	PRESCRIBED TO DEATH	Bronze Lion
FLEISHMANHILLARD, New York / ANHEUSER-BUSCH, New York	USA	ANHEUSER-BUSCH	DISASTER RELIEF WATER DONATIONS	TURNING BEER INTO WATER	Bronze Lion
WEDEN+KENNEDY AMSTERDAM / NIKE, Hilversum	THE NETHERLANDS	NIKE	NIKE WOMENS	THE LIONESS CREST	Bronze Lion

DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LION	STEINLAGER	FIGHT FOR TERRITORY	Bronze Lion
&CO, Copenhagen	DENMARK	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	HELP A DANE	Bronze Lion

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#CannesLions2018: PR Lions shortlist

20 Jun 2018



2018 Cannes Lions Social & Influencer winners

Entrant	Country	Client	Product	Title	Award
WIEDEN+KENNEDY, London	UNITED KINGDOM	NIKE	NIKE	NOTHING BEATS A LONDONER	Grand Prix
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	EXCLUSIVE THE RAINBOW	Gold Lion
DROGA5, New York	USA	TOURISM AUSTRALIA	TOURISMAUSTRALIA	DUNDEE: THE SON OF A LEGEND RETURNS HOME	Gold Lion
adam&eveDDB, London	UNITED KINGDOM	EASPORTS	FIFA 18	FIFA 18 MORE THAN A GAME	Gold Lion
DAVID, Miami	USA	BURGER KING	WHOPPER	GOOGLE HOME OF THE WHOPPER	Gold Lion
DROGA5, New York	USA	TOURISM AUSTRALIA	TOURISMAUSTRALIA	DUNDEE: THE SON OF A LEGEND RETURNS HOME	Gold Lion
CANDIDE THOVEX, Hamburg / THJNK, Hamburg	GERMANY	AUDI	AUDI QUATTRO - CANDIDE THOVEX	SKI THE WORLD	Gold Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	TO THE LAST TREE STANDING	Gold Lion
CANDIDE THOVEX, Hamburg / THJNK, Hamburg	GERMANY	AUDI	AUDI QUATTRO - CANDIDE THOVEX	SKI THE WORLD	Gold Lion
TBWAIMEDIAARTS LAB, Los Angeles	USA	APPLE	INSTAGRAM	WELCOME TO @APPLE	Gold Lion
VML, Kansas City	USA	WENDY'S	WENDY'S SOCIAL MEDIA/COMMUNITY MANAGEMENT STRATEGY	TALK SOCIAL TO ME	Gold Lion
MINDSHARE, London / WIEDEN+KENNEDY, London	UNITED KINGDOM	NIKE	NIKE BRAND	NIKE - NOTHING BEATS A LONDONER	Gold Lion
MINDSHARE, London / WIEDEN+KENNEDY, London	UNITED KINGDOM	NIKE	NIKE BRAND	NIKE - NOTHING BEATS A LONDONER	Gold Lion
DROGA5, New York	USA	TOURISM AUSTRALIA	TOURISMAUSTRALIA	DUNDEE: THE SON OF A LEGEND RETURNS HOME	Gold Lion
WIEDEN+KENNEDY NEW YORK	USA	ABINBEV	BUD LIGHT	DILLY DILLY	Silver Lion
WIEDEN+KENNEDY, London	UNITED KINGDOM	NIKE	NIKE	NOTHING BEATS A LONDONER	Silver Lion
CANDIDE THOVEX, Hamburg / THJNK, Hamburg	GERMANY	AUDI	AUDI QUATTRO - CANDIDE THOVEX	SKI THE WORLD	Silver Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	THE MOST GERMAN SUPERMARKET	Silver Lion
BBDO NEW YORK	USA	P&G	P&G	THE TALK	Silver Lion
ALMAPBBDO, São Paulo	BRAZIL	GOL LINHAS AEREAS	GOL LINHAS AEREAS	THE NEYMARLESS SPONSORSHIP	Silver Lion

BBDO NEW YORK	USA	DOWNTOWN RECORDS	THE ACADEMIC	LIVE LOOPER	Silver Lion
DROGA5, New York	USA	TOURISM AUSTRALIA	TOURISMAUSTRALIA	DUNDEE: THE SON OF A LEGEND RETURNS HOME	Silver Lion
R/GA NEW YORK / NOWTHIS, New York	USA	SAMSUNG	SAMSUNG GEAR 360	NOWTHIS X SAMSUNG UNFRAMED	Silver Lion
ROSAPARK, Paris	FRANCE	MONOPRIX	MONOPRIX DELIVERY SERVICES	THE WORST SONG IN THE WORLD	Silver Lion
VML, Kansas City	USA	WENDY'S	WENDY'S SOCIAL MEDIA/COMMUNITY MANAGEMENT STRATEGY	TALK SOCIAL TO ME	Silver Lion
adam&eveDDB, London	UNITED KINGDOM	EA SPORTS	FIFA 18	FIFA 18 MORE THAN A GAME	Silver Lion
Y&R PARIS, Paris	FRANCE	GOIKO GRILL	RESTAURANT COMPANY	GOIKO GRILL HUNGRYFRIELD	Silver Lion
OGILVY NEW ZEALAND, Auckland / THE SWEETSHOP, Auckland	NEW ZEALAND	NEW ZEALAND POLICE	RECRUITMENT	WORLD'S MOST SUCCESSFUL RECRUITMENT VIDEO	Silver Lion
MINDSHARE, London / WIEDEN+KENNEDY, London	UNITED KINGDOM	NIKE	NIKE BRAND	NIKE - NOTHING BEATS A LONDONER	Silver Lion
BBDO NEW YORK	USA	BACARDI	BACARDI	MUSIC LIBERATES MUSIC	Bronze Lion
Y&R PARIS, Paris	FRANCE	GOIKO GRILL	RESTAURANT COMPANY	GOIKO GRILL HUNGRYFRIELD	Bronze Lion
VML, Kansas City	USA	PEPSICO	GATORADE	GIFORADE	Bronze Lion
R/GA PORTLAND	USA	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	A/R JORDAN	Bronze Lion
DAVID, Buenos Aires	ARGENTINA	NEWSAN	NOBLEX	THE ALL-IN PROMO	Bronze Lion
22SQUARED, Atlanta	USA	THE HOME DEPOT, INC.	RETAIL	BUILT-IN PINS	Bronze Lion
BBDO NEW YORK	USA	DOWNTOWN RECORDS	THE ACADEMIC	LIVE LOOPER	Bronze Lion
McCANN NEW YORK	USA	VERIZON	Verizon	FIRST RESPONDERS FIRST	Bronze Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	TO THE LAST TREE STANDING	Bronze Lion
MINDSHARE, Sydney	AUSTRALIA	FOXTEL	WENTWORTH	THE WENTWORTH RAT	Bronze Lion
KING JAMES GROUP, Cape Town	SOUTH AFRICA	SANLAM	MYCHOICE FUNERAL PLAN	UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	Bronze Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	TO THE LAST TREE STANDING	Bronze Lion
BBDO NEW YORK	USA	DOWNTOWN RECORDS	THE ACADEMIC	LIVE LOOPER	Bronze Lion
WIEDEN+KENNEDY, Portland	USA	KFC	KFC	KFC 11 HERBS & SPICES	Bronze Lion
BBDO NEW YORK	USA	BACARDI	BACARDI	MUSIC LIBERATES MUSIC	Bronze Lion
72ANDSUNNY AMSTERDAM	THE NETHERLANDS	ADIDAS	ADIDAS FOOTBALL	ADIDAS 'CREATIVITY GETS YOU NOTICED'	Bronze Lion
TOYOTA USA, Plano / SAATCHI & SAATCHI TOYOTA AGENCY, Torrance / DENTSU INC., Tokyo	USA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	@SEELIKEMENNA	Bronze Lion
ALMAPBBDO, São Paulo	BRAZIL	MARS	SNICKERS	#WTFRONALDO	Bronze Lion
Y&R PARIS, Paris	FRANCE	GOIKO GRILL	RESTAURANT COMPANY	GOIKO GRILL HUNGRYFRIELD	Bronze Lion
MOSAIC, Chicago / JAY-Z, New York	USA	ABINBEV	BUDWEISER	DREAM ON	Bronze Lion

BBDO NEW YORK	USA	DOWNTOWN RECORDS	THE ACADEMIC	LIVE LOOPER	Bronze Lion
JUNGLE CREATIONS, London	UNITED KINGDOM	YOTI	YOTI	LITTLE CASANOVA	Bronze Lion
EDELMAN, San Francisco / UNITED ENTERTAINMENT GROUP, New York	USA	ADOBE	ADOBE	ADOBE MAKE THE CUT	Bronze Lion
AMMBDO, London	UNITED KINGDOM	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	TRASH ISLES	Bronze Lion
HOST/HAVAS, Sydney	AUSTRALIA	AIR NEW ZEALAND	AIR NEW ZEALAND	LOSERS' PARADISE	Bronze Lion
OGILVY AFRICA, Nairobi	KENYA	OL PEJETA CONSERVANCY	ANIMAL CONSERVANCY	MOST ELIGIBLE BACHELOR	Bronze Lion
MCKINNEY, Durham	USA	CARMAX	CAR SALES	BUYING GREENIE	Bronze Lion
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	EXCLUSIVE THE RAINBOW	Bronze Lion
McCANN NEW YORK	USA	VERIZON	Verizon	FIRST RESPONDERS FIRST	Bronze Lion
TBWAIMEDIAARTS LAB, Los Angeles	USA	APPLE	SIRI	THE ROCK X SIRI: DOMINATE THE DAY	Bronze Lion
FCB INFERNO, London	UNITED KINGDOM	UEFA	WOMEN'S FOOTBALL	TOGETHER #WEPLAYSTRONG	Bronze Lion
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	EXCLUSIVE THE RAINBOW	Bronze Lion
McCANN NEW YORK	USA	CIGNA	CIGNA	TV DOCTORS OF AMERICA - SEASON 2	Bronze Lion
BBDO NEW YORK	USA	BACARDI	BACARDI	MUSIC LIBERATES MUSIC	Bronze Lion
McCANN LONDON	UNITED KINGDOM	MICROSOFT	XBOX / FIFA 18	FOOTBALL DECODED	Bronze Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	TO THE LAST TREE STANDING	Bronze Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	THE MOST GERMAN SUPERMARKET	Bronze Lion
ALMAPBBDO, São Paulo	BRAZIL	GOL LINHAS AEREAS	GOL LINHAS AEREAS	THE NEYMARLESS SPONSORSHIP	Bronze Lion

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#CannesLions2018: Social & Influencer Lions shortlist

20 Jun 2018



The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

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