

# MACHINE wins Silver Design at Cannes

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Hot on the heels from their success at the AdReview awards, top integrated agency MACHINE has been awarded a prestigious Silver Design Lion at Cannes for their Marmite blogger campaign.

This is the first Cannes Lion for the agency and it puts them alongside other South African agency greats such as Ogilvy, Jupiter Drawing Room, TBWA\Hunt\Lascaris, Net#work BBDO and Joe Public (to name a few), who were also recipients at Cannes this year.

The Marmite blogger drop formed part of a larger campaign entitled, "If your Mother didn't tell you about Marmite, what else didn't she tell you?" The campaign was born out of research which revealed that Marmite had little relevance with the youth culture today.

In order to engage with the youth in a meaningful way, MACHINE approached 10 relevant South African bloggers and sent them a limited edition Marmite Pack which was inspired by their blog, using their colours, iconic graphics and content as a basis of influence. The packs consisted of the bespoke Marmite Jar and label, jar of ink, an ink dip pen, laser-engraved Moleskin with handwritten note, customised stickers and a limited edition Marmite t-shirt.

The campaign succeeded in creating relevant and original content which spoke directly to the youth audience.

'It was hugely rewarding to work on a project that had so much visual depth and it's even more rewarding to have these efforts recognised. As an agency we place a big emphasis on craft, attention to detail and execution so it is exciting to be recognised for this at an international level', said Dani Loureiro, Design Director at MACHINE.

'Winning alongside established South African agencies is great, we've always been fans of their work, so it's nice to know we are up there with the best of them', concluded Jake Bester, Group Executive Creative Director at MACHINE.

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