

2018 Grand Clios revealed

The 2018 Clio Awards revealed its Grand Clio winners on Wednesday, 3 October.



Screengrab from Apple "Welcome Home" ad.

While the gold, silver, bronze and shortlist honourees were unveiled last month, last week was all about the Grand Clio winners – the work honoured as best in class for each of the disciplines.



Clio Awards 2018: All the South African winners

7 Sep 2018



There were 12 Grand Clios handed out in all – 10 in the traditional Clio Awards program, and two as part of Clio Music. Australian Host/Havas led agency winners with two Grand Clios for Paulau Pledge.

Grand Clio Winners 2018

Direct Grand Clio and Innovation Grand Clio

Palau Legacy Project: Palau Pledge, Host/Havas.

Film Grand Clio

Apple: Welcome Home, TBWA\Media Arts Lab.

Digital/Mobile Grand Clio

Skittles: Exclusive the Rainbow, DDB Chicago.

Integrated Campaign Grand Clio

Marmite: Gene Test, adam&eveDDB.

Print Grand Clio

Ikea: Ikea Pee Ad, Agency: Åkestam Holst.

Out of Home Grand Clio

Edeka: The Most German Supermarket, Jung von Matt.

Branded Entertainment Grand Clio

Montefiore: Corazon, Serial Pictures.

Partnerships and Collaborations Grand Clio

AIG: Pride Jersey, TBWA\Hakuhodo.

Audio Grand Clio

Times/News UK and Ireland: JFKunsilenced, Rothco/Accenture Interactive.

Grand Clio Music: Use of Music

Wendy's: webeefin? VML.

Grand Clio Music: Music Marketing

Visionary Music Group/Def Jam Recordings for National Suicide Prevention Lifeline: "1-800-273-8255", Logic featuring Alessia Cara and Khalid.

Click [here](#) for more about what the judges had to say about the work.

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