

All the South African winners!

The 64th annual Cannes Lions Festival of Creativity came to an end on 24 June 2017, rounding out a full week of award shows that celebrated creativity across various categories. Here's how SA fared overall...



GRAND PRIX

RADIO: Ogilvy Johannesburg - KFC Double down 'Sad Man Meal' ('[Long Red Thin Shape](#)', '[Repeat the Punchline](#)' and '[No one cheerses](#)')

ENTERTAINMENT FOR MUSIC: Egg Films' director Terence Neale became the first SA director ever to win a Grand Prix at Cannes Lions with Adidas '[Original is never finished](#)', for Johannes Leonardo New York with RSA Films

GOLD

HEALTH & WELLNESS: Y&R SA and 7Films - SurfShack '[Chasing the Dragon](#)'

RADIO: Ogilvy Johannesburg - KFC Double down 'Sad Man Meal' - '[Long Red Thin Shape](#)', '[Repeat the Punchline](#)' and '[No one cheerses](#)' (campaign)

RADIO: Grey Africa and Fine Tune Studios: Duracell Duralock - '[Paris](#)', '[Britney](#)' and '[Harry](#)' (campaign)

FILM: Ogilvy Joburg - Cadbury Bubbly '[Pre-Joy](#)', with production by Bomb Films, sound and composition by Howard Music, post-production work by Ministry of Illusion and media by Starcom Worldwide.

ENTERTAINMENT: Native VML Absolut and Egg Films - One Source, with [One Source: One Source campaign](#)

SILVER

RADIO: FCB CT and We Love Jam CT: Bloom Pharmacy '[Flight](#)'

RADIO: FCB CT and We Love Jam CT: Bloom Pharmacy - '[Mall](#)' and '[Flight](#)' (campaign)

RADIO: The WorkRoom CT was involved in production for GGH MullenLowe Hamburg's [IKEA Storage Solutions](#)

ENTERTAINMENT: Native VML and Egg Films - Absolut One Source, with [One Source: The Song](#)

ENTERTAINMENT FOR MUSIC: Native VML and Egg Films - Absolut [One Source: One Source campaign](#)

BRONZE

RADIO: Publicis Machine: Anti-Anxiety Medicines Biral - '[Gymboy](#)'

RADIO: Ogilvy JHB: KFC Virgin Mojito - '[Preschool Concert in a Dark Jacket](#)', '[Welding Mask on a Plane](#)', '[Costume for the Carpool](#)' (campaign)

RADIO: Y&R SA (with Y&R Hong Kong): Gui Ling Yuang Fang Herbal Tea - '[Collection of Poophemisms](#)'

RADIO: FCB CT: Exclusive Books '[Penguin Classics Radio](#)' – Orange Cover

RADIO: TBWA in Africa and Produce Sound: Student Flights US Promo - '[The US President](#)'

FILM CRAFT: Y&R SA and 7Films: Surfshack [Chasing the Dragon](#) - Script

FILM CRAFT: Mami Wata CT worked on the Mami Wata's '[Woza](#)' by Pantera & Co Buenos Aires – Direction

FILM CRAFT: Egg Films CT produced Johannes Leonardo NY's Adidas '[Original is never finished](#)' – Direction

FILM CRAFT: Egg Films CT produced Johannes Leonardo NY's Adidas '[Original is never finished](#)' – production design/art direction

FILM CRAFT: Egg Films CT produced Johannes Leonardo NY's Adidas '[Original is never finished](#)' – cinematography

MEDIA: Native VML's Absolut: [One Source campaign](#), with production by Egg Films, media by Vizeum Cape Town, PR by Capacity Relations and additional work by Enterprise Republic

DESIGN: TBWA/Hunt/Lascaris JHB for Goodbye Malaria's [Beautiful Pathogens](#) (Illustration: Packaging)

DESIGN: OpenCo JHB for Soweto Gold 76 [Marked by Bravery](#) (Special Editions & Promotional Packaging)

DESIGN: GRID WORLDWIDE JHB was mentioned with TBWA/Chiat/Day LA for [TBWA Identity Refresh](#)

CREATIVE EFFECTIVENESS: Egg Films' Terence Neale directed Adidas Originals' '[Your future is not mine](#)' with Johannes Leonardo New York with production company RSA Films

ENTERTAINMENT: Egg Films Cape Town did production work on '[Original is never finished](#)' for Adidas, by Johannes Leonardo New York

MOBILE: Native VML *Huffington Post's* [Stop the Cycle](#), with media by The Digital Media Consultancy (Corporate Commercial)

MOBILE: Native VML *Huffington Post's* [Stop the Cycle](#), with media by The Digital Media Consultancy (Social Purpose)

PRINT & PUBLISHING: Y&R SA Mandevu Beard Care Beard Balm '[Indian](#)', '[Kenyan](#)', '[Kenyan 2](#)' and '[Englishman](#)' with additional work by Creative Y&R Nairobi (campaign)

OUTDOOR: Y&R SA Johannesburg Zoo '[Frog](#)', '[Snake](#)' and '[Bat](#)' (Billboards and Street posters campaign)

OUTDOOR: Y&R SA Johannesburg Zoo '[Frog](#)', '[Snake](#)', '[Bat](#)' and '[Bird](#)' (Public Sector campaign)

HEALTH & WELLNESS: Y&R SA Gui Ling Yua Fang Herbal Tea '[Collection of Poophemisms](#)'

HEALTH & WELLNESS: Y&R SA Western Cape Government Road Safety '[Everybody Knows](#)'

SPECIAL MENTIONS

Egg Films' Dan Mace won his third **Young Director Award** in two years, with Silver in the Broadcast category for the *Here's To The Us In Every Tusker* ad he directed in Kenya with Groundglass for Net#work BBDO.

SUMMARY TABLE

Agency	Grand Prix Campaign	Gold Lion	Gold Lion Campaign	Silver Lion	Silver Lion Campaign	Bronze Lion	Bronze Lion Campaign	Total
FCB CAPE TOWN				1	1	1		3
GREY AFRICA, Johannesburg			1					1
OGILVY & MATHER JOHANNESBURG	1	1	1				1	4
GRID WORLDWIDE, Johannesburg						1		1
NATIVE VML		1		2		3		6
OPENCO - THE OPEN COLLABORATION, Johannesburg						1		1
PUBLICIS MACHINE, Cape Town						1		1
TBWA IN AFRICA, Johannesburg						1		1
TBWA HUNT/LASCARIS, Johannesburg						1		1
Y&R SOUTH AFRICA, Cape Town		1				4	3	8

Cinemark was the official local representative for the 2017 Cannes Lions International Festival of Creativity. Visit our [Cannes Lions special section](#) for more information and all the latest updates!