

Design Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 19 June with the 2018 Cannes Design Lions announced during the Communication award ceremony, with SA bringing home a Bronze Lion!



Cannes Lions 2018 Design Lions Grand Prix winner: 'Trash Isles' by AMV/BBDO, Plastic Oceans and LadBible for 'Trash Isles'.

Winners of the Cannes Lions Communication track were announced and the Cannes Lions' opening award ceremony held at the Palais on Tuesday, 19 June from 7pm.

The Design Lions celebrate visual craftsmanship - work in which a unique visual identity leads to consumer recognition or understanding.

Johnny Tan, ECD at 72andSunny is the 2018 Design Lions jury president.

Ogilvy Johannesburg did the nation proud, bringing home a Bronze Lion in the 'social engagement' category for Viacom MTV's #FCKHIV.

Dazzling Design

This year, the Design Lions Grand Prix went to AMVBBDO for 'Trash Isles' by Plastic Oceans/LadBible.

View the full table of winning work below:

2018 Cannes Design Lions winners

Entrant	Country	Client	Product	Title	Award
AMVBBDO, London	UNITED KINGDOM	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	TRASH ISLES	Grand Prix
BETC, Paris	FRANCE	LACOSTE	LACOSTE	SAVE OUR SPECIES	Gold Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Gold Lion
SIX INC., Tokyo / SPA-HAKUHODO CO. LTD., Bangkok	JAPAN	DOUBLE A	DOUBLE A	OBSESSION FOR SMOOTHNESS	Gold Lion
INTEL CORPORATION, Santa Clara	USA	INTEL	INTEL DRONE LIGHT SHOW	INTEL DRONE LIGHT SHOW AT THE OLYMPICS	Gold Lion
TBWA/PARIS	FRANCE	AIDES	NGO	#SHARETHELOVE	Gold Lion

INTEL CORPORATION, Santa Clara	USA	INTEL	INTEL DRONE LIGHT SHOW	INTEL DRONE LIGHT SHOW AT THE OLYMPICS	Gold Lion
SERVICEPLAN GERMANY, Munich / STUDIO OEDING, Hamburg	GERMANY	EHINGER KRAFTRAD	THE ARCHAEOLOGIST DRY GIN	THE ARCHAEOLOGIST	Gold Lion
WOLFF OLINS, London	UNITED KINGDOM	GALERIES LAFAYETTE	LAFAYETTE ANTICIPATIONS	LAFAYETTE ANTICIPATIONS	Silver Lion
WIEDEN+KENNEDY AMSTERDAM/ NIKE, Hilversum	THE NETHERLANDS	NIKE	NIKE WOMENS	THE LIONESSE CREST	Silver Lion
SUPERUNION, London	UNITED KINGDOM	SHAKESPEARE'S GLOBE	THEATRE	THE OLD AND NEW COLLIDE - REINVENTING SHAKESPEARE'S GLOBE	Silver Lion
AFRICA, São Paulo	BRAZIL	ESPNW	INSTITUTIONAL	INEQUALITY BALLS	Silver Lion
DENTSU INC., Tokyo	JAPAN	MINISTRY OF FOREIGN AFFAIRS OF JAPAN	SDGS JAPAN	ONE PLUS ONE.	Silver Lion
DENTSU INC., Tokyo	JAPAN	SHOCHIKU CO. LTD	KABUKI: ART & ARTIFACTS EXHIBITION IN KYOTO	EATING KABUKI WITH YOUR FINGERS.	Silver Lion
OGILVY, Chicago	USA	THE CHICAGO SUN-TIMES	NEWSPAPER	31BULLETS	Silver Lion
OGILVY, Chicago	USA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	LYRIC OPERA	Silver Lion
SUPERUNION, London	UNITED KINGDOM	SHAKESPEARE'S GLOBE	THEATRE	THE OLD AND NEW COLLIDE - REINVENTING SHAKESPEARE'S GLOBE	Silver Lion
JUNG VON MATT/LIMMAT, Zürich	SWITZERLAND	SAMSUNG	SAMSUNG GALAXY S8 S8+	THE NEWSPAPER DESIGN EDITION	Silver Lion
PROJEKTTRIANGLE DESIGN STUDIO, Stuttgart	GERMANY	ASB HESSEN SERVICE GMBH - NIEDERLASSUNG RHEINGAU-TAUNUS-WIESBADEN	OFFICINA HUMANA CONSULTING COMPANY	OFFICINA HUMANA - THE OFFICE AS A LIVING SPACE FOR INNER POTENTIAL	Silver Lion
adam&eveDDB, London	UNITED KINGDOM	CALM	CALM	PROJECT 84	Silver Lion
AFRICA, São Paulo	BRAZIL	AB INBEV	INSTITUTIONAL	HERMETO - MADE OF MUSIC	Silver Lion
WIEDEN+KENNEDY, Portland	USA	NIKE	NIKE	NIKE AUSTRALIAN MARRIAGE EQUALITY SWOOSH VOTE	Silver Lion
DDB PARIS	FRANCE	HASBRO	PLAY-DOH	THE GALLERY OF EMERGING SPECIES	Silver Lion
R/GA SÃO PAULO	BRAZIL	BRADESCO BANCO	NEXT APP	NEXT	Silver Lion
AUSTRALIAN SECRET INTELLIGENCE SERVICE, Canberra / CUMMINS & PARTNERS, Melbourne	AUSTRALIA	THE AUSTRALIAN SECRET INTELLIGENCE SERVICE	RECRUITMENT	THE MOST INTERESTING JOB INTERVIEW	Silver Lion
DDB PARIS	FRANCE	HASBRO	PLAY-DOH	THE GALLERY OF EMERGING SPECIES	Silver Lion
AM&BBDO, London	UNITED KINGDOM	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	TRASH ISLES	Silver Lion
SIX INC., Tokyo / SPA-HAKUHODO CO. LTD., Bangkok	JAPAN	DOUBLE A	DOUBLE A	OBSESSION FOR SMOOTHNESS	Silver Lion
HEIMAT, Berlin	GERMANY	FREE DEMOCRATIC PARTY	FREE DEMOCRAT PARTY	FREE DEMOCRATIC PARTY "DARK DIARIES"	Silver Lion
ANTONI, Berlin	GERMANY	DAIMLER AG MERCEDES-BENZ	MERCEDES-BENZ G-CLASS	THE AMBER CUBE	Silver Lion
DENTSU JAYME SYFU, Makati City	THE PHILIPPINES	GREENPEACE PHILIPPINES	GREENPEACE	DEAD WHALE	Silver Lion
SERVICEPLAN GERMANY, Munich	GERMANY	BECK'S	BECK'S PILS	LE BECK'S: THE LEGENDARY BEER CAN	Silver Lion
AUGE DESIGN, Firenze	ITALY	MUTTI SPA	MUTTI SPECIAL EDITION FOR FICO EATALY WORLD	MUTTI SPECIAL EDITION FOR FICO EATALY WORLD	Silver Lion
R/GA SÃO PAULO	BRAZIL	BRADESCO BANCO	NEXT APP	NEXT	Bronze Lion

COSSETTE, Montréal	CANADA	HUMANITY & INCLUSION	NON-PROFIT	HUMANITY & INCLUSION	Bronze Lion
GREY, London	UNITED KINGDOM	BRAUN	HOME APPLIANCES AND ELECTRONICS	DESIGN LANGUAGE	Bronze Lion
BANDA AGENCY, Kiev / REPUBLIQUE, Kiev	UKRAINE	EUROMISION SONG CONTEST	EUROVISION SONG CONTEST	"CELEBRATE DIVERSITY" EUROMISION SONG CONTEST 2017	Bronze Lion
CHOBANI, New York	USA	CHOBANI	CHOBANI	CHOBANI REBRAND	Bronze Lion
DENTSU INC., Tokyo	JAPAN	OLFA CORPORATION	CUTTER	THE ART OF CUTOUTS	Bronze Lion
GREY, London	UNITED KINGDOM	BRAUN	HOME APPLIANCES AND ELECTRONICS	DESIGN LANGUAGE	Bronze Lion
LOLA MULLENLOWE, Madrid	SPAIN	UNILEVER	MAGNUM	PLEASURE ICON	Bronze Lion
DENTSU INC., Tokyo	JAPAN	GOOD MORNINGS CO., LTD	3RD_PAGE	ONLY FOR AESTHETIC EYES	Bronze Lion
PHILIPP UND KEUNTJE, Hamburg	GERMANY	GOLDEIMER	SHITTY PAPER – MADE FROM HATE	SHITTY PAPER – MADE FROM HATE	Bronze Lion
AMBBDO, London	UNITED KINGDOM	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	TRASH ISLES	Bronze Lion
DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY	DIESEL	DIESEL	DEISEL - GO WITH THE FAKE	Bronze Lion
AFRICA, São Paulo	BRAZIL	ESPNW	INSTITUTIONAL	INEQUALITY BALLS	Bronze Lion
FCB BRASIL, São Paulo	BRAZIL	ESTADÃO NEWSPAPER	INSTITUCIONAL	100 THINGS TO DO IN BRAZIL BEFORE YOU DIE	Bronze Lion
SUPERUNION, London	UNITED KINGDOM	LONDON SYMPHONY ORCHESTRA	LONDON SYMPHONY ORCHESTRA	LONDON SYMPHONY ORCHESTRA 2018/19: NEW LANDSCAPES CONDUCTED BY SIR SIMON RATTLE	Bronze Lion
KINO ISTANBUL / TBWA ISTANBUL	TURKEY	FEAR AND FANTASY ISTANBUL	FESTIVAL	FEAR AND FANTASY FESTIVAL	Bronze Lion
GOOGLE BRAND STUDIO, San Francisco / EQUAL JUSTICE INITIATIVE, Montgomery	USA	EQUAL JUSTICE INITIATIVE, WITH SUPPORT FROM GOOGLE	N/A	LYNCHING IN AMERICA: CONFRONTING THE LEGACY OF RACIAL TERROR	Bronze Lion
TBWA/PARIS	FRANCE	AIDES	NGO	#SHARETHELOVE	Bronze Lion
HEIMAT, Berlin	GERMANY	FREE DEMOCRATIC PARTY	FREE DEMOCRAT PARTY	FREE DEMOCRATIC PARTY "DARK DIARIES"	Bronze Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Bronze Lion
DDB & TRIBAL AMSTERDAM	THE NETHERLANDS	KLM ROYAL DUTCH AIRLINES	AIRPLANE	CONNECTING SEATS	Bronze Lion
MEDIA MONKS, Amsterdam / WIEDEN+KENNEDY, Portland	THE NETHERLANDS	NIKE	NIKE REACT GAME OF GO	NIKE REACT GAME OF GO	Bronze Lion
OGILVY AUSTRALIA, Sydney	AUSTRALIA	MUSEUM OF CONTEMPORARY ART AUSTRALIA	CONTEMPORARY ART GALLERY	THE MUSEUM THAT MADE A NAME FOR ITSELF BY CHANGING ITS NAME.	Bronze Lion
N=5, Amsterdam	THE NETHERLANDS	KPN	TELECOM	EVERT_45	Bronze Lion
ALMAPBBDO, São Paulo	BRAZIL	GETTY IMAGES	GETTY IMAGES	ENDLESS STORIES	Bronze Lion
COLENZO BBDO, Auckland	NEW ZEALAND	MARS	PEDIGREE	SELFISTIX	Bronze Lion
TBWA/HAKUHODO, Tokyo	JAPAN	NHK	APP/ NHK NEWS	SAFETY HACKS	Bronze Lion
OGILVY JOHANNESBURG	SOUTH AFRICA	VIACOM/ MTV	MTV	MTV #FCKHIV	Bronze Lion
BUZZMAN, Paris	FRANCE	HUAWEI	HUAWEI	SHOT REVERSE SHOT	Bronze Lion
TBWA/SHANGHAI	CHINA	ADIDAS	ADIDAS TERREX LINE	TERREX - MADE FOR ANY TERRAIN	Bronze Lion

ASIF KHAN, London	UNITED KINGDOM	HYUNDAI MOTORS COMPANY	HYUNDAI PAVILION	2018 PYEONG CHANG OLYMPICS HYUNDAI PAVILION	Bronze Lion
DENTSU INC., Tokyo	JAPAN	NTT DOCOMO, INC.	NTT DOCOMO 5G Mobile Network Technology	REDEFINING DISTANCE	Bronze Lion
MEDIA MONKS, Amsterdam / WEDEN+KENNEDY, Portland	THE NETHERLANDS	NIKE	NIKE REACT GAME OF GO	NIKE REACT GAME OF GO	Bronze Lion
AUGE DESIGN, Firenze	ITALY	MUTTI SPA	MUTTI SPECIAL EDITION FOR FICO EATALY WORLD	MUTTI SPECIAL EDITION FOR FICO EATALY WORLD	Bronze Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	SAVE OUR SPECIES	Bronze Lion
WE ARE UNLIMITED, Chicago	USA	MCDONALD'S	MCDONALD'S	THE FLIP	Bronze Lion
DAVID THE AGENCY, São Paulo	BRAZIL	COCA-COLA	COCA-COLA	THIS COKE IS A FANTA	Bronze Lion

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



#CannesLions2018: Design Lions shortlist

18 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.

For more, visit: <https://www.bizcommunity.com>