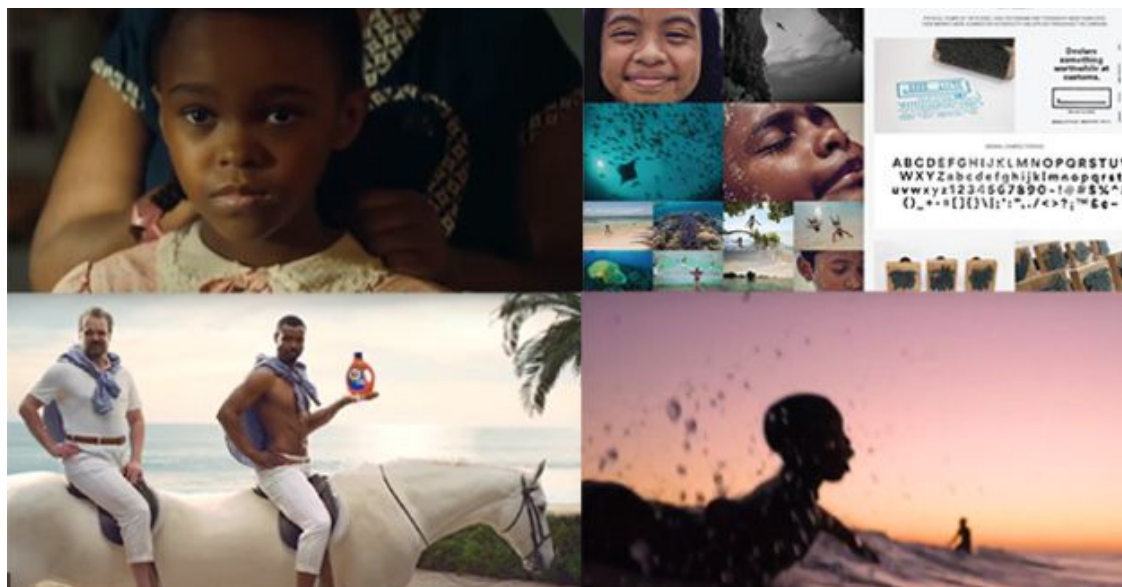


Good, Film and Impact Lions winners!

The 65th annual Cannes Lions Festival of Creativity concluded on 22 June, with the 2018 Sustainable Development Goals (SDG) Lions, Creative Effectiveness Lions, Film Lions and the associated Young Lions, Glass Lions, Titanium Lions and overall Grand Prix for Good announced during the final Cannes Lions award ceremony.



Big winners on the final night of #CannesLions2018!

Winners of the Cannes Lions' Good, Impact and Film (communication) tracks were announced at the 2018 Cannes Lions award ceremony on Friday, 22 June.

This encompasses the Sustainable Development Goals Lions and Glass Lions on the Good track; Film, Young Lions and Titanium on the Communication track; and Creative Effectiveness on the Impact track. SA was responsible for a further Bronze Lion on the night.

Good, better, Glass

Falling under the Good track, the first-ever **Sustainable Development Goals Lions** celebrate creative solutions and initiatives that seek to positively impact the world - work that contributed to or advanced the 2030 Agenda for Sustainable Development across people, planet and prosperity.

president.

The inaugural SDG Lions Grand Prix was awarded to Host/Havas and Red Agency Sydney for the **Palau Legacy Project's 'Palau Pledge'**. To promote personal responsibility and encourage sustainable actions, a bold, permanent new entry visa process was created where all arriving visitors must now sign a pledge, stamped in their passports, to be good environmental stewards.

This mandatory agreement, dedicated to Palau's children, needs to be signed before an officer. Customs processes were changed permanently, making it the first country to incorporate environmental practices into its immigration laws:

The **Glass Lion for Change** also falls under the Good track and celebrates ideas intended to change the world, demonstrated through work which sets out to positively impact ingrained gender inequality, imbalance or injustice.

Madonna Badger, founder and CCO of Badger & Winters is the 2018 Glass Lions jury president.



#CannesLions2016: Badger and Winters - Women are not objects

Ann Nurock 20 Jun 2016



The 2018 Glass Lion for Change Grand Prix was awarded to AMVBBDO London for **Essity's Libresse/Bodyform 'BloodNormal'**. The brief:

“ We still live in a world that shames and silences periods, leaving women feeling disgusting and men disgusted. But to end a taboo you have to break it. Bloodnormal broke many: showing period blood, acknowledging pain, sex and involving men in the conversation. We even used a broadcast ban to our advantage: proving the taboo. However, shock isn't the aim. Normality is. Because showing periods are normal is how you make periods normal. But it's just a springboard. Each scene contained an activation, designed to infiltrate our message into culture. Empathy is killing shame. Bloodnormal is working. ”

Titanium Film-strength Communication

The Titanium and Film Lions form part of the Communication track, with the other categories of Outdoor, Mobile, Design, Radio & Audio and Print & Publishing presented earlier in the week.



#CannesLions2018: Outdoor Lions winners!

19 Jun 2018



#CannesLions2018: Mobile Lions winners!

19 Jun 2018



#CannesLions2018: Design Lions winners!

19 Jun 2018



#CannesLions2018: Radio Lions winners!

19 Jun 2018



#CannesLions2018: Print & Publishing Lions winners!

19 Jun 2018



The Titanium Lions celebrate game-changers. Work in this category breaks new ground in branded communications; it is provocative, boundary-busting, envy-inspiring and marks a new direction for the industry.

Colleen DeCourcy, CCO at Wieden+Kennedy is the 2018 Titanium Lions jury president.

#CannesLions2018: "Drink thirstily from this creative oasis of inspiration" - Jason Xenopoulos

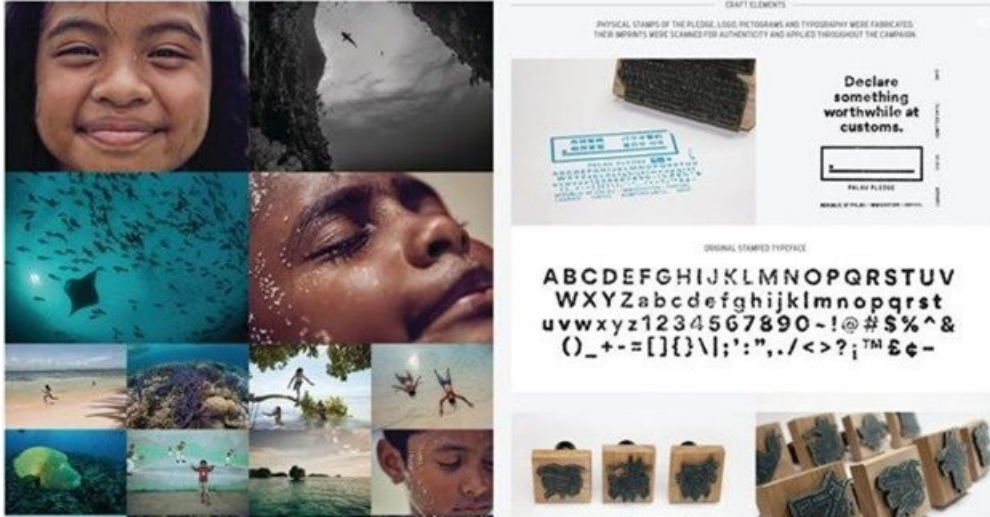




Leigh Andrews 7 Jun 2018



Just six Titanium Lions were presented, with the 2018 Cannes Lions Titanium Lions Grand Prix also awarded to Host/Havas and Red Agency Sydney for the **Palau Legacy Project's 'Palau Pledge'**.



The Palau Pledge.

The **Film Lions** celebrate the creativity of the moving image and brilliant brand storytelling intended for a screen. That is, filmed content created for TV, cinema, online and out-of-home experiences.

Luiz Sanches, partner and CCO at AlmapBBDO is the 2018 Film Lions jury president.



#CannesLions2018: "The buzz spreads like wildfire" - George Low

Leigh Andrews 8 Jun 2018



SA creative work did the nation proud here, with **Y&R South Africa/VML**, **7Films Cape Town** and Big Leap Music & Post Cape Town presented with a Bronze Lions for Surf Shack - Surfing Outreach programme's *Dead Fish Eyes*:

Two 2018 Cannes Lions Film Grands Prix were presented:

The first went to BBDO New York for **Procter & Gamble's (P&G) *The Talk***. This film spans several time periods, from the 1950s to the present day.

We see black moms having intimate talks with their sons and daughters about the challenges and experiences with racial bias they'll surely face as part of being black, from hearing the 'n-word', to overcoming biased standards of beauty, to feeling like they have to try twice as hard to get half as far, to surviving encounters with the police:

The second 2018 Cannes Lions Film Lions Grand Prix was also presented to Procter & Gamble, this time for the **'It's a Tide Ad' campaign** - 'It's a Tide Ad', 'It's Another Tide Ad', 'It's Yet Another Tide Ad' and 'It's Yet Another Tide Ad, Again'.

The full campaign ran once during the Super Bowl on NBC with over 103 million people watching. Throughout the programme, Tide also leveraged online video, social media and influencers to keep viewers engaged with the #TideAd campaign:

Making an Impact

The **Creative Effectiveness** Lions represent the Cannes Lions Impact track. These celebrate the measurable impact of creativity and hard results over the long term. Work that has shown tangible business effects, was instrumental to cultural change or integral in the achievement of brand purpose.

Fernando Machado, global CMO of Burger King, is the 2018 Cannes Lions Creative Effectiveness Lions jury president.



#OneShow2018: SA EXCLUSIVE with Burger King!

Ann Nurock 16 May 2018



The 2018 Cannes Lions Creative Effectiveness Grand Prix was presented to Ogilvy Mumbai for **ITC Savlon's 'Healthy Hands Chalk Sticks'**.

A new entrant in the Indian FMCG hygiene space, the work created a positive impact on the health of school kids through an innovative behaviour-change idea through soap-infused chalk sticks that could be used to write like normal chalks on slates, but their powder turned into soap on coming in contact with water.

This compelled kids to wash their hands, thereby teaching them an important lesson in hand-washing:

The 2018 **Young Lions competition** winners were announced across categories of Print, PR, Media, Marketer, Design, Digital and Film. [Click here](#) to download the results.

The overall **Grand Prix for Good** was also presented on the night, awarded this year to BWM Dentsu for 'Project Revoice'. The work with Haystac, Finch and Rumble Studios for the ALS Association also picked up a Silver Lion for PR 'Use of Technology' and a Bronze Lion for PR 'Not-for-Profit' at Cannes:

“ The Grand Prix for Good winners are... [@BWM_Dentsu](#) for [@alsassociation](#), for their campaign Project Revoice! Congratulations team! [#CannesLions pic.twitter.com/Bqf6lHAYbW](#)— Cannes Lions (@Cannes_Lions) [June 22, 2018](#) ”

View the full tables of the night's winning work below:

2018 Cannes Lions Sustainable Development Goals (SDG) winners

Entrant	Country	Client	Product	Title	Award
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HOST/HAVAS, Sydney	AUSTRALIA	PALAU LEGACY PROJECT	PALAU	PALAU PLEDGE	Grand Prix
MARURI GREY, Guayaquil	ECUADOR	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	NATURE REPRESENTED	Gold Lion
AM&BBDO, London	UNITED KINGDOM	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	TRASH ISLES	Gold Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Gold Lion
adam&eveDDB, London	UNITED KINGDOM	CALM	CALM	PROJECT 84	Silver Lion
JOHN X HANNES, New York	USA	MONTEFIORE	FILM	CORAZÓN - GIVE YOUR HEART -	Silver Lion
PAGÉS BBDO, Santo Domingo	DOMINICAN REPUBLIC	UNICEF	THE WORST SOAP OPERA (CHANGING THE LAW ON CHILD MARRIAGE)	THE WORST SOAP OPERA	Silver Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Silver Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Silver Lion
NATIONAL GEOGRAPHIC PARTNERS LATAM, SÃO PAULO	BRAZIL	NATIONAL GEOGRAPHIC PARTNERS LATAM	NATIONAL GEOGRAPHIC CHANNELS	GREEN DEFINITION	Silver Lion
MARURI GREY, Guayaquil	ECUADOR	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	NATURE REPRESENTED	Silver Lion
HOST/HAVAS, Sydney	AUSTRALIA	PALAU LEGACY PROJECT	PALAU	PALAU PLEDGE	Silver Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Silver Lion
MARURI GREY, Guayaquil	ECUADOR	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	NATURE REPRESENTED	Silver Lion
BARTON F. GRAF, New York	USA	GET AMERICA COVERED	COVERAGE COALITION	COVERAGE COALITION	Bronze Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Bronze Lion
KELLOGG, Querétaro / LEO BURNETT MÉXICO, Mexico City	MEXICO	KELLOGG	FOOD	UNIFORM AGAINST MALNUTRITION	Bronze Lion
NOW, London	UNITED KINGDOM	WOMEN'S EQUALITY PARTY	EQUAL PAY	I'M OUT OF OFFICE FOR EQUAL PAY.	Bronze Lion
DDB GROUP ITALY, Milan	ITALY	IKEA ITALY	VIOLENCE AGAINST WOMAN CAMPAIGN	THE ROOM	Bronze Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Bronze Lion
McCANN NEW YORK	USA	STATE STREET GLOBAL ADVISORS	SHE ETF	THE IMPACT OF FEARLESS GIRL	Bronze Lion
NEST, Palo Alto	USA	NEST LABS	NEST LEARNING THERMOSTAT	ECLIPSE CASE STUDY	Bronze Lion
SEK, Helsinki	FINLAND	FAZER	HAND BAKED BREAD MADE WITH GROUND CRICKET FLOUR	CRICKET BREAD	Bronze Lion
HOST/HAVAS, Sydney	AUSTRALIA	PALAU LEGACY PROJECT	PALAU	PALAU PLEDGE	Bronze Lion
MARURI GREY, Guayaquil	ECUADOR	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	NATURE REPRESENTED	Bronze Lion
ENEL ROMANIA, Bucharest / PUBLICIS ROMANIA, Bucharest	ROMANIA	ENEL ROMANIA	-	THE NEST ADDRESS	Bronze Lion
BBDO NEW YORK	USA	P&G	P&G	THE TALK	Bronze Lion
THE CORNER, London	UNITED KINGDOM	JIGSAW	JIGSAW	'HEART IMMIGRATION'	Bronze Lion
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	MGIE AQUI	CORRUPTION DETECTOR	Bronze Lion

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

#CannesLions2018: SDG Lions shortlist

21 Jun 2018





2018 Cannes Glass Lion winners

Entrant	Country	Client	Product	Title	Award
AMBBDO, London	UNITED KINGDOM	ESSITY	LIBRESSE/BODYFORM	BLOODNORMAL	Grand Prix
PAGÉS BBDO, Santo Domingo	DOMINICAN REPUBLIC	UNICEF	THE WORST SOAP OPERA (CHANGING THE LAW ON CHILD MARRIAGE)	THE WORST SOAP OPERA	Gold Lion
FCB INDIA, Mumbai	INDIA	TIMES OF INDIA	TIMES OF INDIA	SINDOOR KHELA - NO CONDITIONS APPLY	Gold Lion
WIEDEN+KENNEDY AMSTERDAM/ NIKE, Hilversum	THE NETHERLANDS	NIKE	NIKE WOMENS	THE LIONESS CREST	Silver Lion
CHEIL WORLDWIDE, Gurgaon	INDIA	SAMSUNG INDIA ELECTRONICS PVT. LTD.	SAMSUNG	SAMSUNG TECHNICAL SCHOOL – SEEMA NAGAR	Silver Lion
AFRICA, São Paulo	BRAZIL	TELEFONICA'S VIVO/ WONDER WOMEN TECH	INSTITUTIONAL	#MYGAMEMYNAME	Silver Lion
HARRY'S, New York / GSD&M, Austin	USA	HARRY'S	HARRY'S RAZORS	"A MAN LIKE YOU"	Bronze Lion
BBDO INDIA, Gurgaon	INDIA	SC JOHNSON	ALL OUT	#STANDBYTOUGHMOMS	Bronze Lion
REI, Kent	USA	REI	OUTDOOR RETAIL	FORCE OF NATURE	Bronze Lion
AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	NATIONAL ORGANIZATION FOR VICTIM ASSISTANCE	VICTIM ADVOCACY	THE RAPE TAX	Bronze Lion
OGILVY BRASIL, São Paulo	BRAZIL	COCA-COLA BRASIL	SCHWEPES	THE DRESS FOR RESPECT	Bronze Lion

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



#CannesLions2018: Glass Lions shortlist

18 Jun 2018



2018 Cannes Titanium Lion winners

Entrant	Country	Client	Product	Title	Award
HOST/HAVAS, Sydney	AUSTRALIA	PALAU LEGACY PROJECT	PALAU	PALAU PLEDGE	Titanium Grand Prix
APPLE INC., Cupertino	USA	APPLE INC.	APPLE RETAIL STORES	TODAY AT APPLE	Titanium Lion
PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	PROCTER & GAMBLE	TIDE	IT'S A TIDE AD CAMPAIGN	Titanium Lion
DROGA5, New York	USA	TOURISM AUSTRALIA	TOURISMAUSTRALIA	DUNDEE: THE SON OF A LEGEND RETURNS HOME	Titanium Lion
AMBBDO, London	UNITED KINGDOM	ESSITY	LIBRESSE/BODYFORM	BLOODNORMAL	Titanium Lion
WIEDEN+KENNEDY, London	UNITED KINGDOM	NIKE	NIKE	NOTHING BEATS A LONDONER	Titanium Lion

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



2018 Cannes Film Lion winners

Entrant	Country	Client	Product	Title	Award
PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	PROCTER & GAMBLE	TIDE	IT'S ANOTHER TIDE AD	Grand Prix Campaign
PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	PROCTER & GAMBLE	TIDE	IT'S A TIDE AD	Grand Prix Campaign
PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	PROCTER & GAMBLE	TIDE	IT'S YET ANOTHER TIDE AD	Grand Prix Campaign
PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	PROCTER & GAMBLE	TIDE	IT'S YET ANOTHER TIDE AD, AGAIN	Grand Prix Campaign
BBDO NEW YORK	USA	P&G	P&G	THE TALK	Grand Prix
adam&eveDDB, London	UNITED KINGDOM	UNILEVER	MARMITE	GENE PROJECT 90"	Gold Lion
OGILVY GROUP THAILAND, Bangkok	THAILAND	MONDE NISSIN (THAILAND) CO., LTD.	VOIZ WAFFLE	THE SECRET	Gold Lion
WIEDEN+KENNEDY, London	UNITED KINGDOM	NIKE	NIKE	NOTHING BEATS A LONDONER	Gold Lion
AUDI, Milton Keynes / BBH LONDON	UNITED KINGDOM	AUDI	AUDI	CLOWNS	Gold Lion
BBDO NEW YORK	USA	P&G	P&G	THE TALK	Gold Lion
SRA RUSHMORE, Madrid	SPAIN	INTERNATIONAL COMMITTEE OF THE RED CROSS	RAISING AWARENESS RE: TARGETTING OF HEALTHCARE WORKERS	HOPE	Gold Lion
TBWAIMEDIA ARTS LAB, Los Angeles	USA	APPLE	HOMEPOD	WELCOME HOME	Gold Lion
GREY+J UNITED, Bangkok	THAILAND	KASIKORN BANK PUBLIC COMPANY LIMITED	K PLUS	FRIENDSHIP	Gold Lion
CUMMINS & PARTNERS, Sydney / HISTORY WILL BE KIND, Sydney	AUSTRALIA	GO GENTLE AUSTRALIA	VOLUNTARY EUTHANASIA VICTORIA, AUSTRALIA	STOP THE HORROR	Gold Lion
ALMAPBBDO, São Paulo	BRAZIL	GETTY IMAGES	GETTY IMAGES	ENDLESS STORIES	Gold Lion
BBDO NEW YORK	USA	MARS CHOCOLATE NORTH AMERICA	SNICKERS	#1 FANTASY	Silver Lion Campaign
BBDO NEW YORK	USA	MARS CHOCOLATE NORTH AMERICA	SNICKERS	FANTASY NIGHT	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	DATE	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	TAXI	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	BIKE COURIER	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	TRUE LOVE	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	LIE	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	SECRET	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	ZOO	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	LONG LONG LIMOUSINE	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	PROPOSAL	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	ENTRANCE	Silver Lion Campaign
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	JAPAN	UHA MIKAKUTO	SAKERU GUMMY	JEALOUSY	Silver Lion Campaign
WIEDEN+KENNEDY, Portland	USA	P&G	THANK YOU MOM	P&G LOVE OVER BIAS	Silver Lion

J. WALTER THOMPSON ARGENTINA, Buenos Aires	ARGENTINA	ISSUE	ISSUE COLOR	MA'AM	Silver Lion
LOLA MULLENLOWE, Madrid	SPAIN	SCRABBLE/MATTEL	TOYS	FAMILY	Silver Lion
LOLA MULLENLOWE, Madrid	SPAIN	MATTEL	PICTIONARY	FISH	Silver Lion
ARNOLD WORLDWIDE, Boston	USA	JEEP	JEEP	ANTI-MANIFESTO	Silver Lion
GRABARZ & PARTNER, Hamburg	GERMANY	VOLKSWAGEN AG	DRIVER ASSISTANCE SYSTEMS	KID'S DREAMS	Silver Lion
FCB WEST, San Francisco	USA	LEVI STRAUSS AND CO.	LEVI'S CLOTHING	LEVI'S CIRCLES	Silver Lion
DEUTSCH LA	USA	TACO BELL	NACHO FRIES	WEB OF FRIES	Silver Lion
MOTHER, London	UNITED KINGDOM	MONEYSUPERMARKET	INSURANCE COMPARISON	MONEYSUPERMARKET.COM 'EPIC ACTION MAN'	Silver Lion
DHÉLET Y&R, Buenos Aires	ARGENTINA	BANCO SANTA FE	BANCO SANTA FE LOANS	MOTORCYCLE	Silver Lion
PROPEG, Salvador	BRAZIL	GRUPO GAY DA BAHIA	INSTITUTIONAL	TRUE COLORS	Silver Lion
adam&eveDDB, London	UNITED KINGDOM	JOHN SMITH'S	JOHN SMITH'S EXTRA SMOOTH	PERSONALISED CANS FOR FATHER'S DAY	Silver Lion
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	PUPPET	Silver Lion Campaign
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	SANDWICH	Silver Lion Campaign
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	GLOWING	Silver Lion Campaign
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	FLOATING	Silver Lion Campaign
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	ANNOUNCE	Silver Lion Campaign
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	OUTRO	Silver Lion Campaign
LOBSTER & CO COMPANY.,LTD., Bangkok	THAILAND	ELE THAILAND CO.,LTD	COSMETIC	FOREVER	Silver Lion
DROGA5, New York	USA	TOURISMAUSTRALIA	TOURISMAUSTRALIA	DUNDEE: FULL CAST TRAILER	Silver Lion Campaign
DROGA5, New York	USA	TOURISMAUSTRALIA	TOURISMAUSTRALIA	DUNDEE: OFFICIAL SUPER BOWL TRAILER	Silver Lion Campaign
CNN, Atlanta / COURAGEOUS STUDIO, New York / PROCTER & GAMBLE, Cincinnati / GREAT BIG STORY, New York	USA	P&G	P&G	THE WORDS MATTER	Silver Lion
MAL\FOR GOOD, Los Angeles	USA	ONE LOVE FOUNDATION	ONE LOVE FOUNDATION / BEHIND THE POST	BEHIND THE POST	Silver Lion
J. WALTER THOMPSON, Sydney	AUSTRALIA	QUEERAZ	SOCIAL NETWORK	VIRTUAL EQUALITY	Silver Lion
AMMBDO, London	UNITED KINGDOM	DIAGEO	GUINNESS	COWBOYS	Bronze Lion
APPLE INC., Cupertino	USA	APPLE INC.	IPHONE X/ FACE ID	UNLOCK WITH A LOOK	Bronze Lion
TBWAIMEDIAARTS LAB, Los Angeles	USA	APPLE	IPHONE	EARTH - SHOT ON IPHONE	Bronze Lion
FORSMAN & BODENFORS, Gothenburg	SWEDEN	VOLVO CARS	VOLVO CARS	MOMENTS	Bronze Lion
BMF ADVERTISING, Sydney	AUSTRALIA	ALDI AUSTRALIA	ALDI AUSTRALIA	PASTA SAUCE	Bronze Lion
TRY, Oslo	NORWAY	NORWEGIAN AIR SHUTTLE	FLIGHTS FROM EUROPE TO THE US	AMERICA. JUST LIKE THE MOVES.	Bronze Lion
FORSMAN & BODENFORS, Gothenburg	SWEDEN	UBER APACX	UNBER APACX	BOXES	Bronze Lion
J. WALTER THOMPSON ARGENTINA, Buenos Aires	ARGENTINA	REVISTA ALZAS Y BAJAS/MERCADO - PUBLICITARIA DEL SUR SA	REVISTA ALZAS Y BAJAS / MERCADO	THE GREAT ROBBERY	Bronze Lion
McCANN NEW YORK	USA	VERIZON	VERIZON	ANSWERING THE CALL	Bronze Lion
LG2, Québec	CANADA	LA SOCIÉTÉ DE L'ASSURANCE AUTOMOBILE DU QUÉBEC	DON'T TEXT AND DRIVE	SHAVING	Bronze Lion
TBWAIPARIS	FRANCE	JACCEDE.COM	ASSOCIATION FOR DISABLED PERSONS	BOREDOM	Bronze Lion

Y&R BRAZIL, São Paulo	BRAZIL	ATHOSGLS	MEDIA	HELP - CLIFF	Bronze Lion
HARRY'S, New York / GSD&M, Austin	USA	HARRY'S	HARRY'S RAZORS	"A MAN LIKE YOU"	Bronze Lion
MULLENLOWE, Boston	USA	AMERICAN GREETINGS	GREETING CARDS	WHAT IT MEANS TO LOVE	Bronze Lion
J. WALTER THOMPSON BANGKOK	THAILAND	SUNSILK / UNILEVER	SHAMPOO	THE HAIR TALK	Bronze Lion
ALMADDB, Miami	USA	TOBACCO FREE FLORIDA	TOBACCO PREVENTION	GEREMY	Bronze Lion
GREY NEW YORK	USA	FITBIT	FITBIT CHARGE 2	FIRST TIME	Bronze Lion
CANDIDE THOVEX, Hamburg / THJNK, Hamburg	GERMANY	AUDI	AUDI QUATTRO - CANDIDE THOVEX	SKI THE WORLD	Bronze Lion
ACNE, Stockholm	SWEDEN	IKEA	THE FRAKTA BAG	IKEA - THE BLUE BAG	Bronze Lion
KILLERS, São Paulo / F/NAZCA SAATCHI & SAATCHI, São Paulo	BRAZIL	BRF	SADIA	THE RACE	Bronze Lion
BARRY COMPANY, São Paulo / F/NAZCA SAATCHI & SAATCHI, São Paulo	BRAZIL	PINACOTECADO ESTADO DE SÃO PAULO	INSTITUTIONAL	ANTHROPOPHAGY	Bronze Lion
McCANN BARCELONA	SPAIN	GRAN TEATRE DEL LICEU	GRAN TEATRE DEL LICEU	THE UNKNOWN IS STRANGE	Bronze Lion
DDB PARIS	FRANCE	UBISOFT	FAR CRY 5	THE BAPTISM	Bronze Lion
LOLA MULLENLOWE, Madrid	SPAIN	LIBERO	FOOTBALL MAGAZINE	VALDERRAMA'S BALLS	Bronze Lion
NETFLIX, Los Angeles / BATTERY, Los Angeles	USA	NETFLIX	NETFLIX STREAMING PLATFORM	NETFLIX IS A JOKE.	Bronze Lion
PONCE, Buenos Aires	ARGENTINA	FOX NETWORKS GROUP LATIN AMERICA	FOX PREMIUM	WHO?	Bronze Lion
SUNETA HOUSE, Bangkok	THAILAND	SUNETA HOUSE	NEW DIRECTOR SHOWREEL	AKE DEMO	Bronze Lion
RCKT, Berlin	GERMANY	ADAC	ADAC WHATSAPP LINE	LATEX	Bronze Lion Campaign
RCKT, Berlin	GERMANY	ADAC	ADAC WHATSAPP LINE	POTTERY	Bronze Lion Campaign
KBS, New York	USA	MONSTER.COM	MONSTER.COM	SAVED BY MONSTER	Bronze Lion
&CO, Copenhagen	DENMARK	MIINTO	MIINTO.DK	FIND YOURSELF	Bronze Lion
OGILVY, Chicago	USA	THE CHICAGO SUN-TIMES	NEWSPAPER	GUNS 101	Bronze Lion
BBDO NEW YORK	USA	SANDY HOOK PROMISE	SANDY HOOK PROMISE	TOMORROW'S NEWS	Bronze Lion
PEREIRA & O'DELL, San Francisco	USA	IGNITE NATIONAL	IGNITE NATIONAL	MEDICALLY SPEAKING	Bronze Lion Campaign
PEREIRA & O'DELL, San Francisco	USA	IGNITE NATIONAL	IGNITE NATIONAL	LISTEN TO ME	Bronze Lion Campaign
SRA RUSHMORE, Madrid	SPAIN	INTERNATIONAL COMMITTEE OF THE RED CROSS	RAISING AWARENESS RE: GENEVA CONVENTION	DECISIONS	Bronze Lion
Y&R SOUTH AFRICA, Johannesburg	SOUTH AFRICA	SURF SHACK - SURFING OUTREACH PROGRAMME	HEALTH MEDIUMS	DEAD FISH EYES	Bronze Lion
UNICEF, New York / GREY NEW YORK	USA	UNICEF	UNICEF	CURSING PARROTS	Bronze Lion
Y&R BRAZIL, São Paulo	BRAZIL	CEPIA	INSTITUTIONAL	ASTRONAUTS 45"	Bronze Lion
2AM FILMS, London / BBH LONDON	UNITED KINGDOM	BRITISH AIRWAYS	COMIC RELIEF SAFETY VIDEO / FLYING START	COMIC RELIEF SAFETY VIDEO	Bronze Lion
TBWAIMEDIA ARTS LAB, Los Angeles	USA	APPLE	APP STORE	APPOCALYPSE	Bronze Lion

DDB SPAIN, Madrid	SPAIN	VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN, S.A-AUDI	AUDI PILOTED DRIVING	INVISIBLE MAN SCREEN FILM	Bronze Lion
McCANN SPAIN , MADRID	SPAIN	IBWOMEN	SOCIAL WAGE GAP CAMPAIGN	EQUAL PAY	Bronze Lion
BBDO NEW YORK	USA	SANDY HOOK PROMISE	SANDY HOOK PROMISE	TOMORROW'S NEWS	Bronze Lion

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



#CannesLions2018: Film Lions shortlist

20 Jun 2018



2018 Cannes Creative Effectiveness Lion winners

Entrant	Country	Client	Product	Title	Award
OGILVY MUMBAI	INDIA	ITC	SAVLON	SAVLON HEALTHY HANDS CHALK STICKS	Creative Effectiveness Grand Prix
COLENSO BBDO, Auckland	NEW ZEALAND	MARS	PEDIGREE	THE CHILD REPLACEMENT PROGRAMME	Gold Lion
GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	CHEETOS - FRITO LAY NORTH AMERICA	CHEETOS	CHEETOS MUSEUM	Gold Lion
COSSETTE, Toronto / SICKKIDS FOUNDATION, Toronto	CANADA	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	SICKKIDS VS	Silver Lion
DAVID, Miami	USA	BURGER KING	WHOPPER	GOOGLE HOME OF THE WHOPPER	Silver Lion
McCANN NEW YORK	USA	STATE STREET GLOBAL ADVISORS	SHE ETF	THE IMPACT OF FEARLESS GIRL	Silver Lion
WE BELIEVERS, New York	USA	SALTWATER BREWERY	SALTWATER BREWERY	EDIBLE SIX PACK RINGS (E6PR)	Silver Lion
DAVID, Miami	USA	BURGER KING	WHOPPER	GOOGLE HOME OF THE WHOPPER	Silver Lion
adam&eveDDB, London	UNITED KINGDOM	JOHN LEWIS	JOHN LEWIS CRISTMAS	BUSTER THE BOXER, JOHN LEWIS' BEST CHRISTMAS EVER	Silver Lion
180LA	USA	BOOST MOBILE	N/A	BOOST YOUR VOICE	Bronze Lion
SQUARE PIXEL, Rio De Janeiro / OGILVY, New York	BRAZIL	AMNESTY INTERNATIONAL	THE REFUGEE NATION	THE REFUGEE NATION	Bronze Lion
TENCENT, Shenzhen	CHINA	TENCENT	QQ ALERT	QQ ALERT: REUNION AFTER YEARS	Bronze Lion
CLEMINGER BBDO MELBOURNE	AUSTRALIA	MARS CHOCOLATE AUSTRALIA	SNICKERS	HUNGERITHM	Bronze Lion
CLEMINGER BBDO MELBOURNE	AUSTRALIA	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	MEET GRAHAM	Bronze Lion
DROGA5, New York	USA	NEW YORK TIMES	NEW YORK TIMES	NEW YORK TIMES - THE TRUTH IS HARD TO FIND	Bronze Lion
TENCENT, Shenzhen	CHINA	TENCENT	QQ ALERT	QQ ALERT: REUNION AFTER YEARS	Bronze Lion
McCANN NEW YORK	USA	STATE STREET GLOBAL ADVISORS	SHE ETF	THE IMPACT OF FEARLESS GIRL	Bronze Lion
JOHANNES LEONARDO, New York	USA	ADIDAS ORIGINALS	ADIDAS ORIGINALS	ORIGINAL IS NEVER FINISHED	Bronze Lion

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

#CannesLions2018: Creative Effectiveness Lions shortlist

21 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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