

Radio Lions winners!

The 66th annual Cannes Lions Festival of Creativity continued on 20 June with the 2019 Radio & Audio Lions announced during the Communication award ceremony, with SA once again roaring with metal!



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Winners of the Radio Lions were announced during the second Cannes Lions Communication track award ceremony of the week, held at the Palais on Thursday, 20 June from 7pm.

The Communication Track looks at the big creative idea, where campaigns are brought to life through brilliant partnerships, people and storytelling.

The Radio & Audio Lions celebrate creative audio content that showcases ideas wired for sound. Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling, this is creativity for the airwaves and audio content.

Really good radio!

The category received 996 entries, with just 34 Lions awarded: 1 Grand Prix, 4 Gold, 9 Silver and 20 Bronze Lions.

Tseliso Rangaka, ECD of Ogilvy Cape Town served on the Radio & Audio jury.



7 SA creatives selected to judge Cannes Lions 2019

9 May 2019



Jose Miguel Sokoloff, global president of MullenLowe Group Creative Council and chief creative officer for MullenLowe Group UK, MullenLowe Group, global is the 2019 Radio & Audio Lions jury president.

As one of the pre-eminent advertising creative and peace proponents in the world, Sokoloff has been a driving force behind work to aid demobilisation in his native Colombia, while also producing work for brands including Burger King, Unilever and Magnum, winning 28 Lions for MullenLowe in 2018.

“ Grand Prix in the Radio & Audio category of Cannes Lions 2019 goes to [@360i](#) New York for their [@WestworldHBO: The Maze](#) campaign with [@HBO!](#) [#CannesLions](#) <https://t.co/Mz24Q9Ftoz>— Cannes Lions (@Cannes_Lions) [June 20, 2019](#) ”

The Cannes Lions 2019 Radio & Audio Grand Prix went to **360i and HBO** New York, with production by Kilter Films, Los Angeles and Xandra, New York; as well as PR by The Outcast Agency, New York for HBO's *WestWorld: The Maze*, an immersive Alexa game:

Sokoloff said:

“ We are defining the category of radio and audio, not only moving it forward, but also finding its north star, isolating an idea that is rooted in audio. ”

SA also brought home the radio bacon tonight, with **TBWA\Hunt|Lascaris'** work echoing loudly.



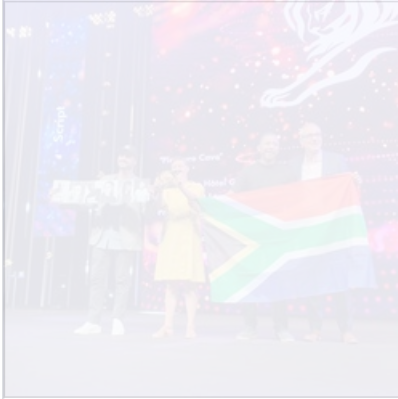
Peter Gabriel Khoury

about 5 years ago



Gold, Silver and Bronze Campaign Cannes Lions to TBWA\Hunt Lascaris for Town Lodge 🏆🇳🇷🇳🇷🇳🇷🇳🇷🇳🇷 City Lodge Hotels Limited for our radio campaign "The Real Cost/The Real Cost of Being Zulu". It is a beautifully written and crafted radio campaign that really embraces the theatre of the mind. Half of the campaign was written in Zulu. How amazing is that! A Zulu campaign winning big at Cannes! These Zulu spots were written and performed by Sanele himself. Being locally relevant w...

[See more](#)



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With production work by Produce Sound, they won campaign Gold in 'Script', as well as campaign Silver in 'Travel' for the City Lodge Town Lodge's six-parter, 'The Real Cost...': 'Night Weeping', 'Pleasure Cave', 'Lumpy Futon', 'Makoti', 'Umsebenzi' and 'Nsizwa':

TBWA\Hunt\Lascaris was also awarded **campaign Bronze** in 'Social Behaviour & Cultural Insights', again with production work by Produce Sound, for City Lodge Town Lodge's 'The Real Cost' and 'Nothing for Mahala':

Ogilvy Johannesburg - also with Produce Sound - also walks home with campaign Silver in the 'Other FMCG' category,

for their 'Revenge of the Cockroach' and 'Revenge of the Mozzie' work for Doom's Tiger Brands:

2019 Cannes Lions Radio & Audio winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	360I, New York / HBO, New York	HBO	WESTWORLD	WESTWORLD: THE MAZE	USA
Gold Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Gold Lion Campaign	DAVD, Mami	BURGER KING	BURGER KING	BK BOT 92 WHOPPERS	USA
Gold Lion Campaign	DAVD, Mami	BURGER KING	BURGER KING	BK BOT CHICKEN PERSONS	USA
Gold Lion Campaign	DAVD, Mami	BURGER KING	BURGER KING	BK BOT TASTES LIKES MATH	USA
Gold Lion Campaign	TBWA\HUNT LASCARIS, Johannesburg / TBWA\HUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	NIGHT WEEPING	SOUTH AFRICA
Gold Lion Campaign	TBWA\HUNT LASCARIS, Johannesburg / TBWA\HUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	PLEASURE CAVE	SOUTH AFRICA
Gold Lion Campaign	TBWA\HUNT LASCARIS, Johannesburg / TBWA\HUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	LUMPY FUTON	SOUTH AFRICA
Gold Lion Campaign	TBWA\HUNT LASCARIS, Johannesburg / TBWA\HUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	MAKOTI	SOUTH AFRICA
Gold Lion Campaign	TBWA\HUNT LASCARIS, Johannesburg / TBWA\HUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	UMSEBENZI	SOUTH AFRICA
Gold Lion Campaign	TBWA\HUNT LASCARIS, Johannesburg / TBWA\HUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	NSIZWA	SOUTH AFRICA
Gold Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Silver Lion Campaign	OGILVY JOHANNESBURG	TIGER BRANDS	DOOM	REVENGE OF THE COCKROACH	SOUTH AFRICA
Silver Lion Campaign	OGILVY JOHANNESBURG	TIGER BRANDS	DOOM	REVENGE OF THE MOSQUITO	SOUTH AFRICA
Silver Lion Campaign	MCCANN MILTON KEYNES / MRM/McCANN SPAIN, Madrid	VAUX-HALL	ASTRA	CINDERELLA	UNITED KINGDOM
Silver Lion Campaign	MCCANN MILTON KEYNES / MRM/McCANN SPAIN, Madrid	VAUX-HALL	ASTRA	JACK & THE BEANSTALK	UNITED KINGDOM
Silver Lion Campaign	MCCANN MILTON KEYNES / MRM/McCANN SPAIN, Madrid	VAUX-HALL	ASTRA	UGLY DUCKLING	UNITED KINGDOM
Silver Lion	ISOBAR , Amsterdam / ACHTUNG!mcgarrybowen, Amsterdam	VOLKSWAGEN	VOLKSWAGEN APPLICATION	SNEL WEG SPROOKJES	THE NETHERLANDS
Silver Lion Campaign	TBWA\HUNT LASCARIS, Johannesburg / TBWA\HUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	NIGHT WEEPING	SOUTH AFRICA

Silver Lion Campaign	TBWAHUNT LASCARIS, Johannesburg / TBWAHUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	PLEASURE CAVE	SOUTH AFRICA
Silver Lion Campaign	TBWAHUNT LASCARIS, Johannesburg / TBWAHUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	LUMPY FUTON	SOUTH AFRICA
Silver Lion Campaign	TBWAHUNT LASCARIS, Johannesburg / TBWAHUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	MAKOTI	SOUTH AFRICA
Silver Lion Campaign	TBWAHUNT LASCARIS, Johannesburg / TBWAHUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	UMSEBENZI	SOUTH AFRICA
Silver Lion Campaign	TBWAHUNT LASCARIS, Johannesburg / TBWAHUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	NSIZWA	SOUTH AFRICA
Silver Lion Campaign	ARNOLD WORLDWIDE, Boston	MONSTER.COM	MONSTER.COM	BIRD	USA
Silver Lion Campaign	ARNOLD WORLDWIDE, Boston	MONSTER.COM	MONSTER.COM	MO MO MIMMY MIMMY	USA
Silver Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Silver Lion	360I, New York / HBO, New York	HBO	WESTWORLD	WESTWORLD: THE MAZE	USA
Silver Lion	MULLENLOWE SSP3, Bogotá	AB INBEV	AGUILA BEER	ABUSE DISCLAIMERS	COLOMBIA
Silver Lion	WING, New York	BRAVOMIC	IMMIGRANT SONGS	IMMIGRANT SONGS	USA
Bronze Lion Campaign	SANTO, Buenos Aires	COCA COLA	SPRITE	ELISE	ARGENTINA
Bronze Lion Campaign	SANTO, Buenos Aires	COCA COLA	SPRITE	AGAPORNIS	ARGENTINA
Bronze Lion	360I, New York / HBO, New York	HBO	WESTWORLD	WESTWORLD: THE MAZE	USA
Bronze Lion	ARNOLD WORLDWIDE, Boston	MONSTER.COM	MONSTER.COM	XANTENYX	USA
Bronze Lion	VIRTUE, Copenhagen	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	THE GENDERLESS VOICE	DENMARK
Bronze Lion	WING, New York	BRAVOMIC	IMMIGRANT SONGS	IMMIGRANT SONGS	USA
Bronze Lion	WING, New York	BRAVOMIC	IMMIGRANT SONGS	IMMIGRANT SONGS	USA
Bronze Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Bronze Lion	VIRTUE, Copenhagen	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	THE GENDERLESS VOICE	DENMARK
Bronze Lion	NATIONAL GEOGRAPHIC , Sao Paulo	NATIONAL GEOGRAPHIC	PLANET OR PLASTIC?	SOUNDS OF FUTURE OCEAN	BRAZIL
Bronze Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Bronze Lion	OGILVY MADRID	CEAR	REFUGEES	SOUND OF THE SEA	SPAIN
Bronze Lion	WOLF BCPP, Santiago	MUSEO DE LA MEMORIA Y LOS DERECHOS HUMANOS	MUSEO DE LA MEMORIA Y LOS DERECHOS HUMANOS	THE MEMORY DIAL	CHILE
Bronze Lion	MULLENLOWE SSP3, Bogotá	AB INBEV	AGUILA BEER	ABUSE DISCLAIMERS	COLOMBIA
Bronze Lion	WING, New York	BRAVOMIC	IMMIGRANT SONGS	IMMIGRANT SONGS	USA
Bronze Lion	VIRTUE, Copenhagen	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	THE GENDERLESS VOICE	DENMARK
Bronze Lion	MULLENLOWE DELTA, Quito	BANCO PICHINCHA	SPONSORSHIP	COPA DEL IMPULSO/THE CHEERING TROPHY	ECUADOR
Bronze Lion Campaign	CLEMENGER BBDO WELLINGTON	HAWKE'S BAY REGIONAL COUNCIL	HAWKE'S BAY REGIONAL COUNCIL	THAT TIME PROFESSOR JOHN BURROWS DIDN'T	NEW ZEALAND
Bronze Lion Campaign	CLEMENGER BBDO WELLINGTON	HAWKE'S BAY REGIONAL COUNCIL	HAWKE'S BAY REGIONAL COUNCIL	THAT TIME JORDIE BARRETT DIDN'T	NEW ZEALAND

Bronze Lion Campaign	CLEMINGER BBDO WELLINGTON	HAWKE'S BAY REGIONAL COUNCIL	HAWKE'S BAY REGIONAL COUNCIL	THAT TIME JOHN KEY DIDN'T	NEW ZEALAND
Bronze Lion Campaign	TBWA\HUNT LASCARIS, Johannesburg / TBWA\HUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	THE REAL COST	SOUTH AFRICA
Bronze Lion Campaign	TBWA\HUNT LASCARIS, Johannesburg / TBWA\HUNT LASCARIS, Johannesburg	CITY LODGE HOTEL GROUP	TOWN LODGE	NOTHING FOR MAHALA	SOUTH AFRICA
Bronze Lion	DHÉLET VMLY&R, Buenos Aires / DHÉLET Y&R, Buenos Aires	RIPIO	FINANCIAL ADVISORY	DOLLAR AGONY	ARGENTINA
Bronze Lion	COSSETTE, Toronto / SICKKIDS FOUNDATION, Toronto	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	AIR TIME	CANADA

Here's a reminder of the 2019 [Radio Lions](#) shortlist in full:



#CannesLions2019: Radio & Audio shortlist

19 Jun 2019



The Cannes Lions Festival of Creativity runs from 17 to 21 June 2019, with Cinemark – now known as Ster-Kinekor Sales – the local representatives of Cannes Lions for SA. Visit our [Cannes Lions special section](#) for the latest updates!

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