

# Radio Grand Prix to Net#work BBDO

CANNES, FRANCE: [In 2007](#), Net#work BBDO won South Africa's first-ever Grand Prix Outdoor Lion. [In 2009](#), the Johannesburg-based agency won SA's first-ever Grand Prix Radio Lion. Now, in 2011, it's roared off with another Grand Prix in Radio, this time for its Mercedes-Benz Accident Avoidances Features campaign. [\[twitterfall\]](#) [UPDATED]

Comments Net#work BBDO ECD Rob McLennan, "It's extremely exciting for Net#work BBDO, and we're very happy to be the first agency in South Africa to have won three Cannes Grand Prix since 2007. Radio is such an important medium in South Africa and we're very proud of the fact that we've done so well in the category, and doubly so, because all of our work is produced in our very own studio - First#Left".

Mercedes-Benz: Bud

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Mercedes-Benz: Love

Mercedes-Benz: Toby



Abdulla Mya (Net#work BBDO MD), Jenny Glover (creative director), Brent Singer (creative director) and Rob McLennan (executive creative director)



The Media Lions category, which saw a 34% rise in entries this year to 2,895, was judged by a team led by Maria Luisa Francoli Plaza, MPG global CEO. Shortlisted were 222 entries, with 14 winning Gold, 31 Silver and 38 Bronze Lions. Cheil Worldwide Seoul Korea took home the Media Grand Prix for its entry 'Homeplus Subway Virtual Store' for Tesco.

Jung von Matt Hamburg was presented with the [Media Agency of the Year](#) award during the ceremony. Second place went to Cheil Worldwide Seoul and third to Ogilvy Argentina Buenos Aires.

Of the 4490 entries in the Outdoor category, 424 made it to the shortlist, with a total of 119 selected as winners; 18 were Gold, 33 Silver and 67 Bronze. Olivier Altmann, Publicis Worldwide chief creative officer was president of the jury.

Two Grands Prix may be awarded in the Outdoor category; one for Billboards & Street Furniture and Posters and the second for Ambient. This year, the jury decided to not to award a second Grand Prix, instead awarding only one in Ambient to an entry that it felt encompassed the spirit of both categories: Droga5 New York US for 'Decode Jay-Z with Bing' for Bing/Jay-z.

The Radio Lions jury, led by Eugene Cheong, Ogilvy & Mather Asia Pacific regional executive creative director, voted and deliberated on a total 1363 entries and selected nine Gold, 16 Silver and 24 Bronze winners from a shortlist of 138. The jury awarded the Radio Grand Prix to Net#work BBDO Johannesburg, South Africa for radio ads 'Bud', 'Love' and 'Toby' for Mercedes-Benz.

## South African Radio Lions winners 2011

Lion	Category	Title	Advertiser/client	Product/service	Entrant company	Media agency
Grand Prix Campaign	A10 Cars & Automotive Services	Bud	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Grand Prix Campaign	A10 Cars & Automotive Services	Love	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb

Grand Prix Campaign	A10 Cars & Automotive Services	Toby	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Gold Lion Campaign	A07 Pharmacy	Brad	Galderma	Benzac Acne Treatment	Net#work BBDO Jhb*	First#Left Jhb
Gold Lion Campaign	A07 Pharmacy	Glenda	Galderma	Benzac Acne Treatment	Net#work BBDO Jhb*	First#Left Jhb
Gold Lion Campaign	B02 Best Scriptwriting	Bud	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Gold Lion Campaign	B02 Best Scriptwriting	Love	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Gold Lion Campaign	B02 Best Scriptwriting	Toby	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Silver Lion Campaign	A21 Fundraising & Appeals	Albertina Sisulu	Nelson Mandela Foundation	Charity	Grey Jhb*	Sterling Sound Jhb
Silver Lion Campaign	A21 Fundraising & Appeals	Martin Luther King	Nelson Mandela Foundation	Charity	Grey Jhb*	Sterling Sound Jhb
Silver Lion Campaign	A21 Fundraising & Appeals	Nelson Mandela	Nelson Mandela Foundation	Charity	Grey Jhb*	Sterling Sound Jhb
Silver Lion Campaign	A21 Fundraising & Appeals	Oliver Tambo	Nelson Mandela Foundation	Charity	Grey Jhb*	Sterling Sound Jhb
Silver Lion	B02 Best Scriptwriting	Brad	Galderma	Benzac Acne Treatment	Net#work BBDO Jhb*	First#Left Jhb
Silver Lion	A07 Pharmacy	Gav	Galderma	Benzac Acne Treatment	Net#work BBDO Jhb*	First#Left Jhb
Silver Lion	A15 Publications & Media	Female Voiceover	Independent Newspapers	Career Times	Lowe Bull CT*	Spaced Out Sound CT
Bronze Lion Campaign	A12 Restaurants & Fast Food Outlets	Billy	McDonald's	Birthday Parties	DDB Jhb*	Sonovision Studios Jhb
Bronze Lion Campaign	A12 Restaurants & Fast Food Outlets	Theodore	McDonald's	Birthday Parties	DDB Jhb*	Sonovision Studios Jhb
Bronze Lion Campaign	A12 Restaurants & Fast Food Outlets	Tiffany	McDonald's	Birthday Parties	DDB Jhb*	Sonovision Studios Jhb
Bronze Lion Campaign	A16 Banking, Investment & Insurance	2012	Frank.net	Live Cover	FoxP2 CT*	The Work Room CT
Bronze Lion Campaign	A16 Banking, Investment & Insurance	Mall	Frank.net	Live Cover	FoxP2 CT*	The Work Room CT
Bronze Lion Campaign	A16 Banking, Investment & Insurance	Star Jumps	Frank.net	Live Cover	FoxP2 CT*	The Work Room CT
Bronze Lion	A01 Foods	Would You Rather...	Mars Foods	Snickers	140 BBDO*	Sidney and Seymour Studios CT

## South African Media Lions winners 2011

Lion Category		Title	Advertiser/client	Product/service	Entrant company	Media agency
Silver Lion	Media	C03 Other Consumer Products (including Durable Goods)	Washing Tunnel	LG Electronics	Washing Machine	Y&R Jhb*
Bronze Lion	Media	C08 Publications & Media	The Voiceless Campaign	The Zimbabwean	Newspaper	TBWA\Hunt\Lascares Jhb*

## South African Outdoor Lions winners 2011

Lion Category		Title	Advertiser/client	Product/service	Entrant company	Media agency
Silver Lion campaign	Outdoor	B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	Dugong	Endangered Wildlife Trust	Wildlife Protection Programme	TBWA\Hunt\Lascares Jhb
Silver Lion campaign	Outdoor	B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	Northern White Rhino	Endangered Wildlife Trust	Wildlife Protection Programme	TBWA\Hunt\Lascares Jhb

Silver Lion campaign	Outdoor	B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	Riverine Rabbit	Endangered Wildlife Trust	Wildlife Protection Programme	TBW\A\Hunt\Lascais Jhb
Silver Lion campaign	Outdoor	B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	Wattled Crane	Endangered Wildlife Trust	Wildlife Protection Programme	TBW\A\Hunt\Lascais Jhb
Silver Lion campaign	Outdoor	B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	Wild Dog	Endangered Wildlife Trust	Wildlife Protection Programme	TBW\A\Hunt\Lascais Jhb

## Young Lions

Also honoured at last night's award ceremony were the Gold winners of the [Young Lions Media Competition](#), which went to the team from Czech Republic. Silver place went to Germany and Bronze to Brazil.



Winning Young Lions Print Competition entry from Australia.

[click to enlarge](#)

The winners of the Young Lions Print Competition were announced on Monday 20 June by the Press Lions jury president, Tony Granger, Young & Rubicam global chief creative officer. The competition saw 40 international teams create a print ad to a brief given by Pump Aid, a charity which exists to bring appropriate, affordable and sustainable water and sanitation solutions to rural Africa.

Gold went to Australia (Matt Swinburne and Mike Felix of Leo Burnett Sydney); Silver to Italy (Marco Tironi, Wunderman and Daniela De Seta, DDB) and Bronze to UAE (Josephine Younes and Nayaab Rais, DDB Dubai). [South Africa's Young Lions](#) were Adam Abelson

(copywriter) and Ryan Liedeman (art director), a two-man team from Leo Burnett.

The winning gold team will be honoured and presented with their medal on the evening of Wednesday 22 June at the Press, Cyber and Design Lions awards ceremony. They will also receive a framed, limited edition print from Getty Images and a complimentary registration to the 2012 Cannes Lions International Festival of Creativity.

South Africa's Young Lions: Print

Comments Lynne Wylie, marketing manager of Cinemark, official representatives of Cannes Lions in South Africa, "Cinemark congratulates the South African Young Lions, Adam and Ryan, for their outstanding effort and hopes that they have gained a wealth of knowledge from their experience at Cannes Lions 2011."

## Stats



South Africa's Young Lion Print  
Competition entry.

[click to enlarge](#)

Category	Total shortlisted entries	Total SA shortlisted	Percentage of SA finalists	2010 comparison	Total winners	Total SA winners	SA percentage of winners	2010 winners comparison
Direct	204	6	2.94%	Same - 6 SA finalists in 2010	57	1	1.75%	Decline - 3 SA winners in 2010
Promo & Activations	175	1	0.57%	Decline - 2 SA finalists in 2010	55	1	1.18%	Increase - 0 SA winners in 2010
PR	105	1	0.95%	Same - 1 SA finalist in 2010	39	0	0	0 SA winners in 2010
Outdoor	426	7	1.64%	Decline - 22 SA finalists in 2010	119	1	0.84%	Decrease - 5 winners in 2010
Media	222	6	2.70%	Increase - 3 SA finalists in 2010	84	2	2.38%	Increase - 0 winners in 2010
Radio	138	38	27.53%	Increase - 17 SA finalists in 2010	50	10	20%	Increase - 6 winners in 2010, 1 being a Grand Prix
Press	518	9	1.74%	Increase - 4 SA finalists in 2010				
Cyber	220	1	0.45%	Increase - 0 SA shortlisted in 2010				
Design	146	1	0.68%	Decline - 3 SA finalists in 2010				

## Radio Lion winners by country

Country	Entries	Shortlist	Grand Prix	Gold	Silver	Bronze	Total Awards
Argentina	35	3	0	0	0	0	0
Australia	72	11	0	1	3	1	5
Austria	15	0	0	0	0	0	0
Belgium	30	1	0	0	0	1	1
Brazil	88	10	0	0	0	3	3
Canada	62	7	0	0	0	2	2
Chile	36	1	0	0	1	0	1
China	2	0	0	0	0	0	0
Colombia	29	2	0	1	1	0	2
Costa Rica	1	0	0	0	0	0	0
Czech Republic	1	0	0	0	0	0	0
Denmark	10	1	0	0	0	0	0
Ecuador	3	0	0	0	0	0	0
Egypt	5	0	0	0	0	0	0
Finland	10	0	0	0	0	0	0
France	30	0	0	0	0	0	0
Germany	82	13	0	2	2	2	6
Guatemala	17	1	0	0	0	0	0
Hong Kong	1	0	0	0	0	0	0
India	78	3	0	0	0	1	1
Indonesia	23	0	0	0	0	0	0
Ireland	2	0	0	0	0	0	0
Israel	23	0	0	0	0	0	0

Italy	25	1	0	0	0	0	0
Japan	19	0	0	0	0	0	0
Korea	5	0	0	0	0	0	0
Lebanon	1	0	0	0	0	0	0
Malaysia	5	1	0	0	0	1	1
Mexico	48	0	0	0	0	0	0
New Zealand	13	0	0	0	0	0	0
Norway	47	2	0	0	0	1	1
Panama	3	0	0	0	0	0	0
Peru	14	0	0	0	0	0	0
Poland	6	1	0	0	0	0	0
Portugal	6	1	0	0	0	0	0
Puerto Rico	15	1	0	0	0	0	0
Romania	5	0	0	0	0	0	0
Russia	13	0	0	0	0	0	0
Singapore	28	11	0	1	1	2	4
South Africa	133	38	1	2	4	3	10
Spain	36	5	0	0	0	1	1
Sweden	18	1	0	0	0	1	1
Switzerland	12	1	0	0	0	0	0
Thailand	12	3	0	1	1	1	3
The Netherlands	8	1	0	0	0	1	1
The Philippines	20	0	0	0	0	0	0
Tunisia	1	0	0	0	0	0	0
Turkey	7	0	0	0	0	0	0
United Arab Emirates	32	5	0	0	2	0	2
United Kingdom	47	0	0	0	0	0	0
Uruguay	6	1	0	0	0	0	0
Usa	115	12	0	1	1	3	5
Venezuela	8	0	0	0	0	0	0
Total	1363	138	1	9	16	24	50

Full sets of winners:

- Radio: [website](#) and [pdf](#)
- Media: [website](#) and [pdf](#)
- Outdoor: [website](#) and [pdf](#)
- Direct: [website](#) and [pdf](#)
- Promo & Activation: [website](#) and [pdf](#)
- PR: [website](#) and [pdf](#)

South African shortlists:

- Bizcommunity: [\[Cannes Lions 2011\] First set of shortlists out](#)
- Bizcommunity: [\[Cannes Lions 2011\] Silver for Joe Public, Bronze for Ogilvy Joburg](#)

Remaining shortlists:

- Cyber: [website](#) and [pdf](#)
- Design: [website](#) and [pdf](#)
- Press: [website](#) and [pdf](#)
- Film Lions: to be announced Friday 24 June
- Titanium and Integrated Lions: to be announced Friday 24 June
- Film Craft Lions: to be announced Friday 24 June
- Creative Effectiveness Lions: to be announced Friday 24 June

- Grand Prix for Good: to be announced Saturday 25 June

Further winners will be announced:

- Wednesday night 22 June: Press, Cyber, Design
- Saturday night 25 June: Film, Film Craft, Titanium and Integrated, Grand Prix for Good

Yesterday, Tuesday 12 June, participants attended another day of seminars and workshops which included presentations from Yahoo!, which brought Robert Redford for a discussion around storytelling and the technology that fuels it; Hill & Knowlton on what brands can learn from Angry Birds; IPG & Women's Leadership Network which, along with Martha Stewart, talked about gender balance in creative roles; and Digitas & Vevo with Pharrell Williams on why social and mobile rock the world.

Ongoing events throughout the festival are the five [Young Lions Competitions](#), the [Roger Hatchuel Academy](#) and, new for this year, the [Creative Academy for Young Marketers](#). Yesterday also saw the kick-start of the two-day Beach Soccer Tournament, with 16 countries participating.

#### For more:

- Bizcommunity Special Section: [Cannes Lions](#)
- Bizcommunity Search: [Showcase of SA's winning Cannes Lions work](#)
- Bizcommunity Search: [Cannes Lions](#)
- Bizcommunity Twitter list: [South Africans at Cannes Lions 2011](#)
- Bizcommunity Twitterfall: [South Africans at Cannes Lions 2011](#)
- Bizcommunity Blog: [South African judges at Cannes Lions 2011](#)
- Bizcommunity Gallery: [\[Cannes Lions 2011\] Winners at awards ceremonies](#)
- Bizcommunity Gallery: [\[Cannes Lions 2011\] Out and about at Cannes](#)
- Official site: [www.canneslions.com](http://www.canneslions.com)
- Google News Search: [Cannes Lions](#)
- Google Blog Search: [Cannes Lions](#)
- Twitter Search: [cannes\\_lions OR canneslions OR "Cannes Lions" OR canneslions2011](#)
- Facebook: [Cannes Lions page](#)
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- Twitter: [@Cannes\\_Lions](#) and [@CannesBackstage](#)
- YouTube: [Cannes Lions channel](#)
- Flickr: [Cannes Lions photostream](#)
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