

# Entertainment winners!

The 66th annual Cannes Lions Festival of Creativity continued on 18 June, with the 2019 Cannes Entertainment Lions, Entertainment for Music Lions and Entertainment for Sport Lions announced during the Entertainment award track ceremony and SA bringing home two Bronze Lions.



#CannesLions2019 Entertainment winners include VMLY&R and Net#work BBDO!

Winners of the Cannes Lions' Entertainment track were announced at an award ceremony held at the Palais on Tuesday, 18 June from 7pm.

## Endlessly Entertaining

The Entertainment Track celebrates creativity that goes beyond branded communications to create authentic entertainment that engages consumers and impacts culture.

## Entertainment Lions

The Entertainment Lions celebrate creativity that turns content into culture - work which captivated in order to cut-through, communicate a brand message or connected with consumers in a new way.

“ The Grand Prix in the Entertainment category at [#CannesLions](#) goes to... UM Studios for the 5B campaign for [@JNJNews!](#) [pic.twitter.com/UemzHYj9W](#)— Cannes Lions (@Cannes\_Lions) [June 18, 2019](#) ”

Ryan McManus, regional chief creative officer (CCO) at VMLY&R, is serving on this year's Cannes Lions Entertainment jury.



#CannesLions2019: "A holiday for ideas" - judging insights with Ryan McManus

Leigh Andrews 14 Jun 2019



Celebrating creativity that turns content into culture, 830 entries were submitted with 27 entries picking up a Lion – 1 Grand Prix, 3 Gold, 10 Silver and 13 Bronze Lions were awarded.

Scott Donaton, global chief creative and content officer at Digitas global is the 2019 Entertainment Lions jury president.

Donaton leads a team of more than 400 creatives through a worldwide “connected creative” practice, and his many awards include Cannes Lions and an induction into the Advertising Hall of Achievement.

This year, the Entertainment Lions Grand Prix went to **UM Studios New York**, with production by HWY 61 Films, Los Angeles and Saville, Los Angeles with media by J3 New York and PR by Rogers & Cowan, Los Angeles for Johnson & Johnson '5B', a feature film showing how powerful nurses are.

Donaton said:

*“ 5B is a brave idea and a beautiful story that's brilliantly crafted. It can – and will – stand as a piece of great entertainment as well as an example of bold marketing. We need more stories like this, stories that make people care, that reflect a brand's values and that point the way forward for our industry. ”*

SA also walks away with two Bronze Entertainment Lions...

One Bronze Lion goes to **VMLY&R** South Africa's 'Don't Tell Me What to Do' film for Edgars, with production by Giant Films Cape Town and Tessa Ford Post, as well as media by OMD Johannesburg and PR by both A-List Communications and Salt PR and Communications, which was shortlisted under both 'Fiction Film: Up to 5-minutes' and 'Talent: Digital & Social':

Another Bronze Lion goes to **Net#work BBDO** South Africa's 'Return to Chapman's Peak for Mercedes-Benz S-Class, with production work by 7Films Cape Town, Audio Militia Johannesburg, Flare BBDO Johannesburg and Upstairs Ludus Johannesburg, as well as media by OMD Johannesburg and PR by ByDesign Communications Johannesburg, which was shortlisted in the 'Non-fiction Film: 5-30 minutes' category:



#CannesLions2019: Entertainment Lions shortlist

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## Entertainment Lions for Music

The Entertainment Lions for Music celebrate creative collaborations and original content, demonstrating original production, promotion or distribution of music for brands.

Paulette Long OBE, music consultant/board director of Paulette Long, UK is the 2019 Entertainment Lions for Music jury president.

With a career spanning over 34 years, Long currently serves as a board director for The Music Publishers Association and in 2016 received an OBE for her services to the music industry.

“ Congratulations [@DoomsdayEnt](#)... Your music video for [@donaldglover's #ThisIsAmerica](#) has just won the second of tonight's Grands Prix in Entertainment Lions for Music at [#CannesLions!](#) [pic.twitter.com/b3UkwqInKq](#)— Cannes Lions (@Cannes\_Lions) [June 18, 2019](#) ”

A total of 391 entries, celebrating creative musical collaborations and original music content were submitted. 14 Lions were awarded: 2 Grands Prix, 2 Gold, 3 Silver and 7 Bronze Lions.

This year, two Entertainment Lions for Music Grands Prix were awarded.

The first went to **Doomsday Entertainment**, LA for Music Content: Excellence in the Childish Gambino music video, *This is America*, which looked at the representation of black people in America and the prejudices they faced:

The second was awarded to **AKQA** São Paulo for the Baco Exu Do Blues album, *Bluesman*, awarded for Community: Fan Engagement/Community Building, aiming to unify audiences in the quest for equality and peace.

“ The first of TWO Grands Prix in Entertainment Lions for Music goes to [@AKQA](#) Sao Paulo for the Baco Exu Do Blues' campaign, [#Bluesman!](#)

Congratulations, this is the first EVER Entertainment Lions for Music Grand Prix for Brazil! [pic.twitter.com/qpBrbnWKpB](#)— Cannes Lions (@Cannes\_Lions) [June 18, 2019](#) ”



## Entertainment Lions for Sport

The Entertainment Lions for Sport celebrate creativity that taps into fan culture and leverages the power of sports and eSports in connecting people to brands. The jury will reward excellence in breakthrough creativity within the sports marketing ecosystem.

Launched this year, this category celebrates creativity that taps into fan culture and leverages the power of sports and eSports in connecting people to brands. 702 entries were entered with a total of 29 Lions awarded: 1 Grand Prix, 4 Gold, 10 Silver and 14 Bronze Lions.

The first ever Grand Prix has been awarded to Wieden+Kennedy Portland for Nike's 'Nike Dream Crazy', which leverages the power of sport to move the world forward.

This is the second Grand Prix they've won at Cannes, having earlier won in the Outdoor Lions Billboards category. The jury, led by Steve Stoute, Founder & CEO, Translation Enterprises noted that many of the work judged centered around diversity and inclusion in sport, and in particular women in sports with a call to action to fight back against gender bias.

“ Winning a Gold AND Grand Prix in Entertainment Lions for Sport, it's [@wiedenkenndy](#) Portland's [#DreamCrazy](#) campaign for [@nike!!](#)

*Congratulations! This is the first EVER Grand Prix for Entertainment Lions for Sport at [#CannesLions!](#) [pic.twitter.com/iFOubeAh3g](#)— Cannes Lions (@Cannes\_Lions) [June 18, 2019](#) ”*

Steve Stoute, founder & CEO of Translation Enterprises, USA is the 2019 Entertainment Lions for Sport jury president.

As an advertising entrepreneur, Stoute connects world-famous brands to culture through sports and entertainment with campaigns for the NBA, NFL, Beats by Dre and Nike. He has been recognised as Executive of the Year by AdAge and is a member of the Advertising Hall of Achievement.

This year, the Entertainment for Sport Lions Grand Prix went to **Wieden + Kennedy** Portland, with production by Park Pictures, Santa Monica and additional work by Publicis Sapient, Seattle; Joint Editorial, Portland; A52, Santa Monica; Company 3, Los Angeles; Walker, Los Angeles; Lime Studios, Santa Monica for Nike's 'Dream Crazy'.



## #CannesLions2019: Entertainment Lions for Sport shortlist

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View the full tables of winning work below:

### 2019 Cannes Entertainment Lions winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	UMSTUDIOS, New York	JOHNSON & JOHNSON	JOHNSON & JOHNSON	5B	USA
Gold Lion	TBWAMEDIAARTS LAB, Los Angeles	APPLE	HOLIDAY	SHARE YOUR GIFTS	USA
Gold Lion	FALKON CONTENT, Los Angeles	JORDAN	AIR JORDANS	UNBANNED: THE LEGEND OF AJ1	USA
Gold Lion	VMLY&R, Kansas City	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	KEEPING FORTNITE FRESH	USA
Silver Lion	PEPSICO CREATORS LEAGUE STUDIO, New York	BRAND PEPSI, CLIENT PEPSICO	PEPSI	UNCLE DREW FEATURE FILM	USA
Silver Lion	VMLY&R, Kansas City	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	KEEPING FORTNITE FRESH	USA
Silver Lion	DAVID, Miami	BURGER KING	WHOPPER	EAT LIKE ANDY	USA
Silver Lion	adam&eveDDB, London	JOHN LEWIS & PARTNERS	CHRISTMAS	THE BOY AND THE PIANO	UNITED KINGDOM
Silver Lion	CIRCUS GREY PERU, Lima	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	THE LIFE SAVING SOAP OPERAS	PERU
Silver Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Silver Lion	adam&eveDDB, London	JOHN LEWIS & PARTNERS	CHRISTMAS	THE BOY AND THE PIANO	UNITED KINGDOM
Silver Lion	DEUTSCH LA	HULU	HULU NBA LIVE	NBA SELLOUTS	USA
Silver Lion	ISOBAR , Amsterdam / ACHTUNG!mccgarrybowen, Amsterdam	VOLKSWAGEN	VOLKSWAGEN APPLICATION	SNELWEG SPROOKJES	THE NETHERLANDS
Silver Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Bronze Lion	AMBBDO, London	ESSITY	LIBRESSE/BODYFORM	VIVA LA VULVA	UNITED KINGDOM
Bronze Lion	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	THE TRUTH IS WORTH IT	USA
Bronze Lion	DAVID, Miami	BURGER KING	WHOPPER	EAT LIKE ANDY	USA
Bronze Lion	NET#WORK BBDO, Johannesburg	MERCEDES-BENZ	S-CLASS	RETURN TO CHAPMAN'S PEAK	SOUTH AFRICA
Bronze Lion	SQUARE, INC., San Francisco	SQUARE	SQUARE	SISTER HEARTS	USA
Bronze Lion	JOHNX-HANNES NEW YORK	EXPENSIFY	MOBILE APP EXPENSIFY	EXPENSIFY TH!\$	USA
Bronze Lion	LOSEMLI COCUKLAR SAGLIK VE EGITIM VAKFI , Istanbul / RAFINERI, Istanbul	LÖSEV	HEALTH	LOSEV - CHANGE THE END	TURKEY
Bronze Lion	DDB PARIS	UBIOSFT	ASSASSINS CREED ODYSSEY	MY LIFE AS A NPC	FRANCE

Bronze Lion	GREY ARGENTINA, Buenos Aires	TELEMUNDO	LA REINA DEL SUR	SPOILER	ARGENTINA
Bronze Lion	McCANN NEW YORK	VERIZON	VERIZON	THE TEAM THAT WOULDN'T BE HERE	USA
Bronze Lion	VMLY&R SOUTH AFRICA, Johannesburg	EDGARS	FILM	DONT TELL ME WHAT TO DO	SOUTH AFRICA
Bronze Lion	JOHN X-HANNES NEW YORK	EXPENSIFY	MOBILE APP EXPENSIFY	EXPENSIFY TH!\$	USA
Bronze Lion	CLM BBDO, Paris	SAINT HUBERT	SAINT HUBERT OMÉGA 3	THE 90 MIN CHALLENGE	FRANCE

## 2019 Cannes Entertainment Lions for Music winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	DOOMSDAY ENTERTAINMENT, Los Angeles	CHILDISH GAMBINO	MUSIC VIDEO	THIS IS AMERICA	USA
Grand Prix	AKQA, São Paulo	BACO EXU DO BLUES	ALBUM	BLUESMAN	BRAZIL
Gold Lion	ARTPLAN, Brasília	FEDERAL GOVERNMENT OF BRAZIL	VIOLENCE AGAINST WOMEN	MISTAKEN LOVE SONG	BRAZIL
Gold Lion	JOHN X-HANNES NEW YORK	EXPENSIFY	MOBILE APP EXPENSIFY	EXPENSIFY TH!\$	USA
Silver Lion	MORTIERBRIGADE, Brussels	PIAS	CHANCE	THE LEGENDARY TOUR	BELGIUM
Silver Lion	DE LA CRUZ & ASSOCIATES, Guaynabo	GIVING TUESDAY	NON PROFIT ORGANIZATION	GIVING SONGS	PUERTO RICO
Silver Lion	GREY INDIA, Mumbai	P&G	GILLETTE	THE BARBERSHOP GIRLS: SHAVING STEREOTYPES	INDIA
Bronze Lion	CAVIAR TV, Los Angeles	LCD SOUNDSYSTEM	LCD SOUNDSYSTEM	OH BABY	USA
Bronze Lion	McCANN NEW YORK	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	THE MOST VICIOUS CYCLE	USA
Bronze Lion	TBW&M MEDIA ARTS LAB, Los Angeles	APPLE	HOLIDAY	SHARE YOUR GIFTS	USA
Bronze Lion	HAKUHODO INC., Tokyo / TBWA\HAKUHODO INC., Tokyo	JAPAN PHILHARMONIC	CLASSIC MUSIC	SOUND-FREE CONCERT	JAPAN
Bronze Lion	TALENT MARCEL, São Paulo	OSESP	OSESP	SEE THE MUSIC	BRAZIL
Bronze Lion	adam&eve DDB, London	JOHN LEWIS & PARTNERS + WAITROSE & PARTNERS	RETAIL	BOHEMIAN RHAPSODY	UNITED KINGDOM
Bronze Lion	THE&PARTNERSHIP, Toronto / ENT! Marketing, Toronto	TELUS	#ENDBULLYING	NO MORE	CANADA

## 2019 Cannes Entertainment Lions for Sport winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	WEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZY	USA
Gold Lion	WEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZY	USA
Gold Lion	DDB SPAIN, Madrid	HEROES OF TODAY PLATFORM (IBERIA, CORREOS, TELEPIZZA, LALIGA, 11811, BAVIERA)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	HEROES OF TODAY	SPAIN
Gold Lion	WUNDERMAN THOMPSON, London / J. WALTER THOMPSON, London	NATIONAL CENTRE FOR DOMESTIC VIOLENCE	NCDV	THE NOT SO BEAUTIFUL GAME	UNITED KINGDOM
Gold Lion	VMLY&R BRAZIL, São Paulo	VIVO - TELEFONICA BRASIL S.A	TELECOMMUNICATIONS	E-QUALITY	BRAZIL
Silver Lion	VMLY&R, Kansas City	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	KEEPING FORTNITE FRESH	USA
Silver Lion	VMLY&R, Kansas City	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	KEEPING FORTNITE FRESH	USA



Silver Lion	IRIS, London	FORMULAE	FIA FORMULAE CHAMPIONSHIP	ATTACK MODE	UNITED KINGDOM
Silver Lion	WE ARE SOCIAL, Paris	WWF	NGO	#NOBUILDCHALLENGE	FRANCE
Silver Lion	McCANN LONDON	MICROSOFT	XBOX / FIFA 18	FOOTBALL DECODED	UNITED KINGDOM
Silver Lion	McCANN NEW YORK	VERIZON	VERIZON	THE TEAM THAT WOULDN'T BE HERE	USA
Silver Lion	AB INBEV, New York / VAYNERMEDIA, New York	ABINBEV	BUDWEISER	DWYANE WADE'S LAST SWAP	USA
Silver Lion	NBS, Rio De Janeiro	FLAMENGO	INSTITUTIONAL	BLIND PASSION	BRAZIL
Silver Lion	DDB SPAIN, Madrid	HEROES OF TODAY PLATFORM (IBERIA, CORREOS, TELEPIZZA, LALIGA, 11811, BAMERA)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	HEROES OF TODAY	SPAIN
Silver Lion	FALLON LONDON	SKODA	SKODA	TOUR DES FEMMES	UNITED KINGDOM
Bronze Lion	AB INBEV, New York / VAYNERMEDIA, New York	ABINBEV	BUDWEISER	DWYANE WADE'S LAST SWAP	USA
Bronze Lion	SPECIAL GROUP, Sydney	UBER	UBER EATS	UBER EATS AUSTRALIAN OPEN AMBUSH	AUSTRALIA
Bronze Lion	McCANN LONDON	MICROSOFT	XBOX / FIFA 18	FOOTBALL DECODED	UNITED KINGDOM
Bronze Lion	TBWA\CHIAT\DAY, New York	ADIDAS	ADIDAS	BILLIE JEAN KING YOUR SHOES	USA
Bronze Lion	3PM AGENCY, New York	AB INBEV	BUD LIGHT	VICTORY FRIDGE	USA
Bronze Lion	UNITEDMASTERS, New York / NBA ENTERTAINMENT, New York	NBA	UM	SOUNDTRACKING THE NBA	USA
Bronze Lion	MOMENTUM WORLDWIDE, New York	AMERICAN EXPRESS	JERSEY ASSURANCE	JERSEY ASSURANCE	USA
Bronze Lion	R/GA, New York	NIKE	NIKE	HEY GOOGLE, ASK NIKE	USA
Bronze Lion	R/GA, New York	ESPN X NBA	ESPN X NBA	YOU SEEING THIS?	USA
Bronze Lion	TECH AND SOUL, São Paulo	UBER / UBER	YELLOW MAY	DISTRACTED GOALKEEPER	BRAZIL
Bronze Lion	WE ARE SOCIAL, Paris	WWF	NGO	#NOBUILDCHALLENGE	FRANCE
Bronze Lion	DROGA5, New York	JPMORGAN CHASE & CO	CHASE / RETAIL	MAMA SAID KNOCK YOU OUT	USA
Bronze Lion	SAATCHI & SAATCHI LA / DENTSU INC., Tokyo	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	START YOUR IMPOSSIBLE	USA
Bronze Lion	WEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZIER	USA

Here's a reminder of the **#CannesLions2019 Entertainment Lions shortlists** in full:



## #CannesLions2019: Entertainment Lions shortlist

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## #CannesLions2019: Entertainment Lions for Music shortlist

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## #CannesLions2019: Entertainment Lions for Sport shortlist

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*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!*

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- Official site: <http://www.canneslions.com>, [Facebook](#), [Twitter](#), [Instagram](#)

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