

Media Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Media Lions award ceremony on 21 June 2017, with a South African campaign shining bright.

The Media Lions celebrate the context of creativity. Entries need to demonstrate an inspiring and innovative implementation of ideas in work that's enhanced and amplified by a game-changing channel strategy.

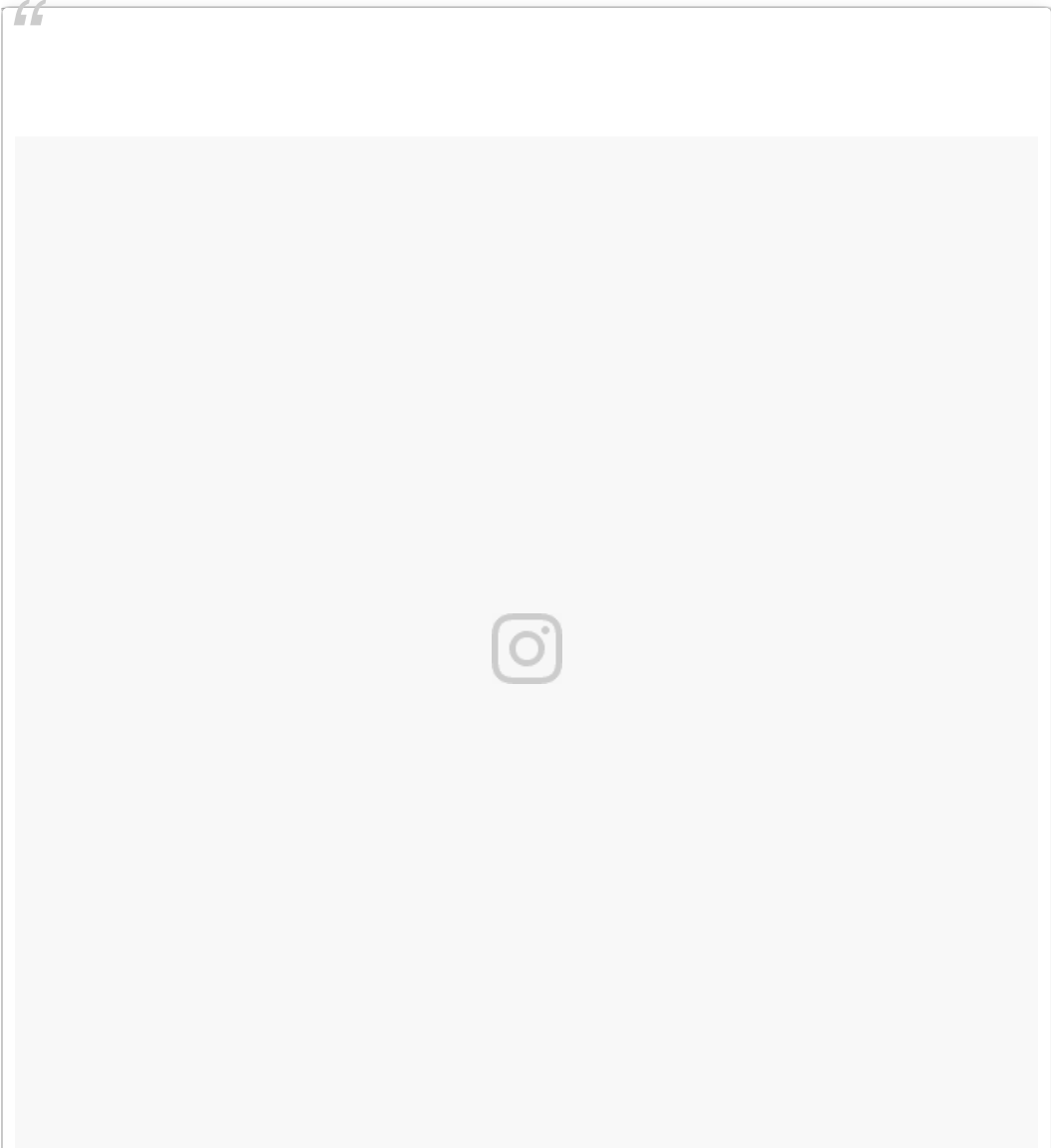


#CannesLions2017: Media shortlist
21 Jun 2017



Native VML's Absolut: One Source campaign, with production by Egg Films, media by Vizeum Cape Town, PR by Capacity Relations and additional work by Enterprise Republic, was awarded a Bronze Lion in the category: 'Use of Branded Content created for Digital or Social Media'.

Special awards on the night included 'Media Person of the Year'. This went to Universal Music Group CEO and founder Sir Lucian Grainge, credited with "saving the music industry", while Media Network of the Year went to OMD.



A post shared by Khaled Aouij (@khaledaouij) on Jun 21, 2017 at 10:50am PDT

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View the full table of winning work below:

Media Lions Winners

Entrant	Title	Client	Product	Award
R/GA, New York	INNOVATING SAVNG	JET.COM	JET.COM	Grand Prix
McCANN NEW YORK	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	Gold Lion
COLENZO BBDO, Auckland	THE CHILD REPLACEMENT PROGRAMME	MARS NZ	PEDIGREE	Gold Lion
J. WALTER THOMPSON COLOMBIA, Bogotá / GLUE COLUMBIA, Bogotá	EQUALITY SIGNS	NIKE COLOMBIA	NIKE WOMEN	Gold Lion
FCB MOSCOW	ULTIMATE GIVING PLEASURE	BMW RUSSIA	BMW AUTOMOBILE	Gold Lion
McCANN NEW YORK	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	Gold Lion
SAATCHI & SAATCHI, New York	BRADSHAW STAIN	P&G	TIDE	Gold Lion
CLEMENGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Gold Lion
SAATCHI & SAATCHI, New York	BRADSHAW STAIN	P&G	TIDE	Gold Lion
MANNING GOTTLIEB OMD, London / adam&eveDDB, London	NO ONE SHOULD HAVE NO ONE	AGE UK	AGE UK	Gold Lion
CLEMENGER BBDO SYDNEY	SOUP TUBE	CAMPBELL ARNOTTS	CAMPBELLS	Silver Lion
Y&R MADRID	BROKEN HEARTS	FIESTA	PIRULETA LOLLIPOP	Silver Lion
TBWAIRAAD, Dubai	CAMEL POWER	NISSAN	AUTOMOTIVE	Silver Lion
NURUN, Paris	APARTMENT STORES	DELAISON	HOME DECORATION AND FURNISHINGS	Silver Lion
ANOTHER, Copenhagen	THE NAME CHANGE	SPAR	SPAR	Silver Lion
HAVAS SINGAPORE	YOU KNOW THE QUEEN. NOW MEET ELIZABETH.	NETFLIX	THE CROWN	Silver Lion
OMD UK, London / 4CREATIVE, London / CHANNEL 4, London	CHANNEL 4 PARALYMPICS	CHANNEL 4	PARALYMPICS	Silver Lion

PUBLICIS ROMANIA, Bucharest	MR. BEAR DRIVER	THE AUTOMOBILE CLUB OF ROMANIA	THE AUTOMOBILE CLUB OF ROMANIA & THE FIA (FÉDÉRATION INTERNATIONALE DE L'AUTOMOBILE)	Silver Lion
SERVICEPLAN FRANCE, Paris	THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY (DRIEA DIR. RÉGION. INTERDÉP. EQUIPEMENT AMÉNAGEMENT)	ROAD SAFETY AUTHORITY (FRANCE / PARIS & SURBUBS)	Silver Lion
BETC, Paris	LIKE MY ADDICTION	ADDICTAIDE	ADDICTAIDE	Silver Lion
CLEMENGER BBDO MELBOURNE	UNTIL WE ALL BELONG	AIRBNB	AIRBNB	Silver Lion
UNCLE GREY, Copenhagen	DRAG, DROP & GO	CHEAPFLIGHTS	CHEAPFLIGHTS	Silver Lion
DEUTSCHE TELEKOM, Bonn / SAATCHI & SAATCHI, London	SEA HERO QUEST	DEUTSCHE TELEKOM AG.	DEMENTIA RESEARCH	Silver Lion
TRIBAL 121, Lima	#ZEROPOINTFIVEEFFECT	PACIFICO INSURANCE	PACIFICO	Silver Lion
CLEMENGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Silver Lion
OMD SINGAPORE	RESTAURANT CAPACITY BASED ADVERTISING FOR MCDELIVERY	MCDONALD'S	MCDELIVERY	Silver Lion
MANNING GOTTLIEB OMD, London / adam&eveDDB, London	NO ONE SHOULD HAVE NO ONE	AGE UK	AGE UK	Silver Lion
POSSIBLE, Seattle / IRIS WORLDWIDE, London	BREAKING THE PATTERN WITH ADIDAS GLITCH	ADIDAS FOOTBALL	ADIDAS GLITCH	Silver Lion
BBDO NEW YORK	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Silver Lion
ALMA DDB, Miami	SPANISH LESSONS	NETFLIX	NARCOS	Silver Lion
MULLENLOWE MEDIAHUB, Boston	NARCOS: ON THE RUN WITH PABLO	NETFLIX	TV SHOW	Silver Lion
OMD UK, London / 4CREATIVE, London / CHANNEL 4, London	CHANNEL 4 PARALYMPICS	CHANNEL 4	PARALYMPICS	Silver Lion
BETC, Paris	LIKE MY ADDICTION	ADDICTAIDE	ADDICTAIDE	Silver Lion
FCB, Toronto	DOWN SYNDROME ANSWERS	CANADIAN DOWN SYNDROME SOCIETY	HEALTH AWARENESS	Silver Lion
DEUTSCHE TELEKOM, Bonn / SAATCHI & SAATCHI, London	SEA HERO QUEST	DEUTSCHE TELEKOM AG.	DEMENTIA RESEARCH	Silver Lion
FP7/TUN, Tunis	THE HAMMAM FIGHTER	ORANGE TUNISIA	ORANGE 4G	Silver Lion
HAVAS SINGAPORE	YOU KNOW THE QUEEN. NOW MEET ELIZABETH.	NETFLIX	THE CROWN	Silver Lion
HEARTS & SCIENCE, New York / SAATCHI & SAATCHI, New York	TIDE'S SUPER BOWL STAIN	PROCTER & GAMBLE	TIDE PODS PLUS DOWNY	Silver Lion
DENTSU INC., Tokyo	MR. SNIFF	LOTTE CO., LTD.	ACUO	Bronze Lion
IMPACT BBDO, Dubai	STOP THE HUNGER	MARS	SNICKERS	Bronze Lion
TBWAINEBOKO, Amsterdam	THE QUESTION TEA BAGS	PICKWICK	QUESTION TEA BAGS	Bronze Lion
PUBLICIS BRASIL, São Paulo	THE CLICHÉ	HEINEKEN	INSTITUTIONAL	Bronze Lion
MARCEL, Paris	THE EXTENDABLES	FOUR SEASONS CONDOMS	FOUR SEASONS CONDOMS	Bronze Lion
FCB CHICAGO	THE BIGGEST SPORTS ENDORSEMENT DEAL OF ALL TIME	ARCHER+WOLF LLC	ARCHER AIR SUPERIORITY	Bronze Lion
TBWAINEBOKO, Amsterdam	KING WILLEM	MCDONALD'S	MCDONALD'S	Bronze Lion
SBERBANK OF RUSSIA, Moscow / GOOD, Moscow	SBERBANK. NEIGHBORHOODS	SBERBANK	LOANS FOR SMALL BUSINESSES	Bronze Lion
McCANN WORLDGROUP INDIA, Mumbai	PAYTM SWEET CHANGE	PAYTM	PAYTM WALLET	Bronze Lion
McCANN WORLDGROUP ROMANIA, Bucharest	LIVE. FROM A DIFFERENT WORLD	VODAFONE	TELECOM	Bronze Lion
OGILVY AUSTRALIA, Melbourne	AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	Bronze Lion

IFENG.COM, Beijing	THE TAPE PLEDGE	SUNING	E-COMMERCE	Bronze Lion
OGILVY & MATHER AFRICA, Nairobi	MOST ELIGIBLE BACHELOR	OL PEJETA CONSERVANCY	WILDLIFE CONSERVATION	Bronze Lion
PACÉS BBDO, Santo Domingo	EQUALITY	LA SIRENA	INTERNATIONAL WOMEN'S DAY	Bronze Lion
DAVID, Mami	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	Bronze Lion
adam&eveDDB, London	SPRING	WAITROSE	WAITROSE	Bronze Lion
DAVID, Mami	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	Bronze Lion
CAMPFIRE AT SAPIENTRAZORFISH, New York	RESISTANCE RADIO	AMAZON	MAN IN THE HIGH CASTLE	Bronze Lion
NEOGAMA, São Paulo	FOOT TYPE TEST AD	ASICS	ASICS FOOT TYPE TEST AD	Bronze Lion
WING, New York	THE COOKBOOK YOU CAN COOK	NESTLÉ	STOUFFER'S	Bronze Lion
ANR BBDO, Stockholm	AJAX - CLEAN TILES	AJAX	AJAX CLEANING PRODUCTS	Bronze Lion
McCANN MELBOURNE	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	The University of Melbourne	Bronze Lion
IFENG.COM, Beijing	THE TAPE PLEDGE	SUNING	E-COMMERCE	Bronze Lion
WUNDERMAN BUENOS AIRES	TALKING NUMBERS	FUNDACIÓN HUESPED	FUNDACIÓN HUESPED IS AN ORGANIZATION DEDICATED TO THE CLINICAL INVESTIGATION OF HIV AND OTHER DISEASES.	Bronze Lion
McCANN WORLDGROUP INDIA, Mumbai / McCANN HEALTH, New Delhi	AFGHAN IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	..	Bronze Lion
TBWAINBOKO, Amsterdam	TRAMROULETTE	HOLLAND CASINO	ROULETTE	Bronze Lion
HAVAS AUSTRALIA, Sydney	THE RIDERLESS BIKE	THE STEVE WAUGH FOUNDATION	THE STEVE WAUGH FOUNDATION	Bronze Lion
Y&R PHILIPPINES, Manila	LITER LOTTERY	CHEVRON PHILIPPINES, INC.	CALTEX	Bronze Lion
NEW360, Belo Horizonte	LET'S CHANGE THE NUMBERS	CRUZEIRO ESPORTE CLUBE AND AZMINA NGO	SOCCER	Bronze Lion
TBWAINBOKO, Amsterdam	TRAMROULETTE	HOLLAND CASINO	ROULETTE	Bronze Lion
Z+ COMUNICAÇÃO, São Paulo	THE FANTASTIC PROBLEM SOLVING MACHINE	AACD	ONG	Bronze Lion
MSFITS, Dubai	THE BETTER WAY TO GET AROUND	CAREEM	CAR BOOKING APP	Bronze Lion
LOLA MULLENLOWE, Madrid	BURGER CLAN	BURGER KING	ONLINE DELIVERY SERVICE	Bronze Lion
GREY BRAZIL, São Paulo	THE COLOUR OF CORRUPTION	RECLAME AQUI	VIGIE AQUI	Bronze Lion
McCANN NEW YORK	WHITE HATS NEEDED	US ARMY	GOVERNMENT	Bronze Lion
DDB & TRIBAL WORLDWIDE AMSTERDAM	GET THE FLOW	VODAFONE	VODAFONE	Bronze Lion
VALENSTEIN & FATT, London	SWEAR JAR	COMIC RELIEF	CHARITY APP	Bronze Lion
BETC, Paris	AIMEN	CANAL +	CANAL +	Bronze Lion
OGILVY, Bogotá	RUN FOR YOUR BALLS	COLOMBIAN UROLOGY SOCIETY	TESTICULAR CANCER PREVENTION	Bronze Lion
PUBLICIS LONDON	DOORS OF THRONES	TOURISM IRELAND	TRAVEL/TOURISM	Bronze Lion
LEO BURNETT MELBOURNE	REWORD	HEADSPACE	REWORD	Bronze Lion
PUBLICIS ROMANIA, Bucharest	MR. BEAR DRIVER	THE AUTOMOBILE CLUB OF ROMANIA	THE AUTOMOBILE CLUB OF ROMANIA & THE FIA (FÉDÉRATION INTERNATIONALE DE L'AUTOMOBILE)	Bronze Lion
CLEMENGER BBDO SYDNEY	SOUP TUBE	CAMPBELL ARNOTTS	CAMPBELLS	Bronze Lion
INTEL, Santa Clara	SUPER BOWL DRONES HALF TIME SHOW	INTEL	DRONE TECHNOLOGY	Bronze Lion
OGILVY GERMANY, Frankfurt	SNAPSKATE	COCA-COLA GERMANY	COCA-COLA ZERO SUGAR	Bronze Lion

MANNING GOTTLIEB OMD, London / adam&eveDDB, London	BUSTER THE BOXER	JOHN LEWIS	JOHN LEWIS	Bronze Lion
OMD USA, Chicago / GATORADE, Chicago	SERENA MATCH POINT	PEPSICO	GATORADE	Bronze Lion
TBWAINEBOKO, Amsterdam	THE QUESTION TEABAGS	PICKWICK	QUESTION TEABAGS	Bronze Lion
DDB PARIS	A WORLD WITH NO HEROES	UBISOFT	TOM CLANCY'S GHOST RECON WILDLANDS	Bronze Lion
NATIVE VML, Johannesburg	ONE SOURCE: CAMPAIGN	ABSOLUT	BEVERAGES	Bronze Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Bronze Lion
SPOTIFY, New York	2016 WRAPPED	SPOTIFY	SPOTIFY	Bronze Lion
JOHANNES LEONARDO, New York	ADIDAS ORIGINALS X ALEXANDER WANG	ADIDAS ORIGINALS	ADIDAS ORIGINALS X ALEXANDER WANG COLLECTION	Bronze Lion
POSSIBLE, Seattle / IRIS WORLDWIDE, London	BREAKING THE PATTERN WITH ADIDAS GLITCH	ADIDAS FOOTBALL	ADIDAS GLITCH	Bronze Lion
STINK STUDIOS, London	YOUR NEXT GREAT IDEA	PINTEREST	PINTEREST	Bronze Lion
ANR BBDO, Stockholm	AJAX - CLEAN TILES	AJAX	AJAX CLEANING PRODUCTS	Bronze Lion
McCANN MELBOURNE	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	The University of Melbourne	Bronze Lion

The Festival of Creativity runs from 17-24 June 2017, with Cinemark the official local representative for the Cannes Lions International Festival of Creativity.



#CannesLions2017: Cinemark brings SA all the creative magic

Leigh Andrews 14 Jun 2017



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