

Craft Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 20 June with the 2018 Cannes Film Craft, Digital Craft and Industry Craft Lions announced during the Craft award ceremony, with SA bringing home a Bronze Lion.



Cannes Lions 2018 Craft Lions winners.

Winners of the Cannes Lions Craft track were announced and the 2018 Cannes Lions award ceremony held at the Palais on Wednesday, 20 June from 7pm. This encompasses the Digital Craft Lions, Film Craft Lions and Industry Craft Lions.

Crafty creativity

The **Film Craft Lions** celebrate onscreen artistry. Exceptional filmmaking in which technical skill and prowess in production elevates an idea or dramatically enhances its execution.

Diane McArter, founder and president of Furlined is the 2018 Film Craft Lions jury president.

This year, the Film Craft Lions Grand Prix went to Blur Producciones Madrid and SRA Rushmore for Hope: #NotaTarget, by International Committee of The Red Cross.

Romance Films Cape Town and Joe Public United also did the nation proud, bringing home a Film Craft Bronze Lion for Chicken Licken Hotwings' 'Sbu 2.0.'

The **Digital Craft Lions** celebrate technological artistry - flawless design, masterful execution and outstanding user experience created for all digital environments.

Jean Lin, global CEO of Isobar is the 2018 Digital Craft Lions jury president.

The Digital Craft Lions Grand Prix went to Isobar and Viacom New York for William Patrick (Billy) Corgan's Aeronaut Music ExperienceE, 'Aeronaut VR'.

The **Industry Craft Lions** celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life - demonstrating expertise and vision in the application of creative techniques.

Yang Yeo, creative Kaiju at Hakuhodo Inc, is the 2018 Industry Craft Lions jury president.

The Industry Craft Lions Grand Prix went to Ogilvy Chicago and PHD Chicago for SC Johnson Kiwi ShoeCare's 'Ali'.

IF THESE SHOES COULD TALK, THEY'D NEVER STOP TALKING.

These aren't just any ordinary boxing shoes. These are Muhammad Ali's boxing shoes. These are the greatest shoes in the history of the world. The greatest shoes of all time. These shoes are original. They're one of a kind. The world has never seen shoes like these before. And never will again. These are the shoes that are too slick for those tricks. These are the shoes of a man who can predict what round he'll knock you down, and then do it.

These are the shoes of the man who claimed he could whup every single man in America. Every man in Russia. Every man in China. Every man in Japan. Every man in Europe. And then he did. These shoes say a lot about the man who wore them. And the man who wore them also said a lot about the man who wore them. And he could back up everything he said. These shoes never wanted to be laced up by an underdog. They would only be worn by the single greatest. The most confident. The one you couldn't lay a glove on. The boldest, the

prettiest, the most superior, scientific, skillfullest fighter in the ring.

These shoes have the feel and the zeal for a greatness you can't

conceal. Not only are they the best-looking shoes. They're the best-smelling shoes. Other shoes should be arrested for air pollution. These shoes move like a dancer. Hit with power. And when you take them off, they smell like a flower. Oh yeah, that's right. These shoes aren't just pretty, they're poetic. They have the class of an oxford. The style of a wingtip. And just like their owner, they'll give you a fat lip. They're strong like a boot. Flexible like a sneaker. And when the bell rings, they'll move like a streaker. Ali's shoes had personality. They had class. Occasionally, they had tassels. Sometimes they were black. Sometimes white. But they never had marks on them. No scuffs on these shoes. Because, like the boxer himself, no one could touch them. You think there are better shoes than these? Don't be ridiculous.

The shoes that can defeat these shoes haven't even been born yet. Muhammad Ali's shoes were brash and provoking. They'd step into the ring, and Ali would start a-pecking and a-poking. That's the honest-to-goodness truth. And I ain't joking. These shoes supported the legs of the great Muhammad Ali. All other boxers' legs should sue their shoes for non-support. These shoes helped Ali win the heavyweight championship of the world. Then they helped him win it again. And win it a third time. These are the shoes that foretold the bold would win the gold. They fought the fight of the century. Twice. They rumbled in the jungle. They fought a Thrilla in Manila. They threw a whammy in Miami. They got plucky in Kentucky. They got a boost in Houston. Made opponents get trembly at Wembley. They extended his reign in Lewiston, Maine. They hit 'em hard in the Garden. They were definitely a-bubblin' in a-Dublin. They fought a winning scenario in Toronto, Ontario. The quorum at the Forum. The Ultimadium at the Stadium. They fought like Sparta in Jakarta. And then, they brought the championship back home at the Superdome. They were and are The Greatest of All Time.

Muhammad Ali used these shoes, and other great shoes like them, to take huge steps. Steps that had never been taken by anyone before. Steps that have never been duplicated. And steps that are still marveled at today.



Muhammad Ali
Boxing shoes, size 13 (1959)
They moved, shuffled and never stopped fighting.



GREATNESS STARTS WITH A FIRST STEP

The Industry Craft Lions Grand Prix went to Ogilvy Chicago and PHD Chicago for SC Johnson Kiwi ShoeCare's 'Ali'.

View the full tables of winning work below:

2018 Cannes Film Craft Lions winners

Entrant	Country	Client	Product	Title	Award
BLUR PRODUCCIONES, Madrid / SRA RUSHMORE, Madrid	SPAIN	INTERNATIONAL COMITEE OF THE RED CROSS	#NOTATARGET	HOPE	Grand Prix
FURLINED, Los Angeles / APPLE, Cupertino	USA	APPLE	IPHONE 7 PLUS	BARBERS	Gold Lion
CBS CORPORATION, New York	USA	CBS SPORTS	NFL PLAYOFFS	TEASING JOHN MALKOMCH	Gold Lion
SRA RUSHMORE, Madrid	SPAIN	INTERNATIONAL COMMITTEE OF THE RED CROSS	RAISING AWARENESS RE: TARGETTING OF HEALTHCARE WORKERS	HOPE	Gold Lion
REVOLVER/WILL O'ROURKE, Sydney / CUMMINS & PARTNERS, Sydney	AUSTRALIA	GO GENTLE AUSTRALIA	ASSISTED DYING	STOP THE HORROR	Gold Lion
TBWA MEDIA ARTS LAB, Los Angeles	USA	APPLE	HOMEPD	WELCOME HOME	Gold Lion
DROGA5, New York	USA	CHRISTIE'S	CHRISTIE'S	THE LAST DA VINCI	Gold Lion
ANORAK, Berlin / JUNG VON MATT, Berlin	GERMANY	BMW GROUP MINI BRAND MANAGEMENT	JOHN COOPER WORKS	THE FAITH OF A FEW	Gold Lion
FINAL CUT, Los Angeles / APPLE, Cupertino	USA	APPLE	IPHONE 7 PLUS	BARBERS	Gold Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	CHRISTMAS 2117	Gold Lion
TBWA SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES	BAHAY TULUYAN	PUBLIC SERVICE	DISGUSTING STORIES	Gold Lion
JUNG VON MATT, Hamburg	GERMANY	BMW GROUP MINI BRAND MANAGEMENT	MINI JOHN COOPER WORKS	THE FAITH OF A FEW	Gold Lion
BLINK PRODUCTIONS, London / BBC CREATIVE, London	UNITED KINGDOM	BBC ONE	BBC ONE	THE SUPPORTING ACT	Gold Lion
MPC, London / JUNG VON MATT, Hamburg	UNITED KINGDOM	EDEKA Zentrale AG & Co. KG	EDEKA	CHRISTMAS 2117	Gold Lion
REVOLVER/WILL O'ROURKE, Sydney / CUMMINS & PARTNERS, Sydney	AUSTRALIA	GO GENTLE AUSTRALIA	ASSISTED DYING	STOP THE HORROR	Silver Lion
ANORAK, Berlin / JUNG VON MATT, Berlin	GERMANY	BMW GROUP MINI BRAND MANAGEMENT	JOHN COOPER WORKS	THE FAITH OF A FEW	Silver Lion
SHERPAS CINEMA, Whistler	CANADA	THE NORTH FACE	THE NORTH FACE	IMAGINATION: TOM WALLISCH	Silver Lion
BLINK PRODUCTIONS, London / BBC CREATIVE, London	UNITED KINGDOM	BBC ONE	BBC ONE	THE SUPPORTING ACT	Silver Lion
CBS CORPORATION, New York	USA	CBS SPORTS	NFL PLAYOFFS	TEASING JOHN MALKOMCH	Silver Lion
PROCTER & GAMBLE, Cincinnati / SAATCHI & SAATCHI, New York	USA	PROCTER & GAMBLE	TIDE	IT'S A TIDE AD	Silver Lion
adam&eve DDB, London	UNITED KINGDOM	UNILEVER	MARMITE	GENE PROJECT 90"	Silver Lion
BBDO NEW YORK	USA	P&G	P&G	THE TALK	Silver Lion
GREY NJ UNITED, Bangkok	THAILAND	KASIKORN BANK PUBLIC COMPANY LIMITED	K PLUS	FRIENDSHIT	Silver Lion
adam&eve DDB, London	UNITED KINGDOM	UNILEVER	MARMITE	GENE PROJECT 90"	Silver Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	TIMELESS	Silver Lion
ANORAK, Berlin / JUNG VON MATT, Berlin	GERMANY	BMW GROUP MINI BRAND MANAGEMENT	JOHN COOPER WORKS	THE FAITH OF A FEW	Silver Lion
FURLINED, Los Angeles / APPLE, Cupertino	USA	APPLE	IPHONE 7 PLUS	BARBERS	Silver Lion
BBDO NEW YORK	USA	P&G	P&G	THE TALK	Silver Lion
FURLINED, Los Angeles / APPLE, Cupertino	USA	APPLE	IPHONE 7 PLUS	BARBERS	Silver Lion
TBWA MEDIA ARTS LAB, Los Angeles	USA	APPLE	AIR PODS	SWAY	Silver Lion
DIESEL, Breganze / PUBLICIS ITALY, Milan	ITALY	DIESEL	FALL WINTER 2017 COLLECTION	GO WITH THE FLAW	Silver Lion

ALMAPBBDO, São Paulo	BRAZIL	GETTY IMAGES	GETTY IMAGES	ENDLESS STORIES	Silver Lion
CBS CORPORATION, New York	USA	CBS SPORTS	NFL PLAYOFFS	TEASING JOHN MALKOVCH	Silver Lion
MADHYA PRADESH TOURISM BOARD, Bhopal / OGILVY, Bangalore	INDIA	MP TOURISM DEVELOPMENT CORPORATION	MADHYA PRADESH TOURISM	WORLD'S MOST HONEST TOURISM FILM	Silver Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	TIMELESS	Silver Lion
APPLE, Cupertino	USA	APPLE INC.	IPHONE 7 PLUS	BARBERS	Silver Lion
TBWAMEDIAARTS LAB, Los Angeles	USA	APPLE	AIR PODS	SWAY	Silver Lion
DROGA5, New York	USA	HENNESSY	HENNESSY VS	MAJOR	Silver Lion
ROTHCO ACCENTURE INTERACTIVE, Dublin	IRELAND	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	JFKUNSILENCED	Silver Lion
MOTHER, London	UNITED KINGDOM	MONEYSUPERMARKET	INSURANCE COMPARISON	MONEYSUPERMARKET.COM 'EPIC ACTION MAN'	Silver Lion
BLINK PRODUCTIONS, London / 4CREATIVE, London	UNITED KINGDOM	CHANNEL 4	THE GREAT BRITISH BAKE OFF	THE GREAT BRITISH BAKE OFF	Silver Lion
MPC, London / JUNG VON MATT, Hamburg	UNITED KINGDOM	EDEKA Zentrale AG & Co. KG	EDEKA	CHRISTMAS 2117	Silver Lion
THE MILL, New York / KBS, New York	USA	MONSTER.COM	WEBSITE SERVICE	SAVED BY MONSTER	Silver Lion
BBDO NEW YORK	USA	P&G	P&G	THE TALK	Bronze Lion
RATTLING STICK, London / BBH LONDON	UNITED KINGDOM	AUDI UK	AUDI INTELLIGENT TECHNOLOGY	CLOWNS	Bronze Lion
HENRY, Paris	FRANCE	UBISOFT	FAR CRY 5	BAPTISM	Bronze Lion
DIVISION, Paris / PUBLICIS ITALY, Milan	FRANCE	DIESEL	CLOTHES	GO WITH THE FLAW	Bronze Lion
FORSMAN & BODENFORS, Gothenburg	SWEDEN	VOLVO CARS	VOLVO CARS	MOMENTS	Bronze Lion
adam&eveDDB, London	UNITED KINGDOM	UNILEVER	MARMITE	GENE PROJECT 90"	Bronze Lion
SAIGON, São Paulo / DDB PARIS	BRAZIL	MÉDECINS DU MONDE	MÉDECINS DU MONDE	#SHUTUPDEATH	Bronze Lion
GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	COMMON SENSE MEDIA	PSA	"CLOUT"	Bronze Lion Campaign
GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	COMMON SENSE MEDIA	PSA	"ATTENTION"	Bronze Lion Campaign
GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	COMMON SENSE MEDIA	PSA	"CAT FILTER"	Bronze Lion Campaign
DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LOTTO NEW ZEALAND	COMMUNITY SUPPORT	DYLAN	Bronze Lion
MULLENLOWE, New York	USA	JETBLUE	AIRLINE	SNOWFLAKES	Bronze Lion Campaign
MULLENLOWE, New York	USA	JETBLUE	AIRLINE	PIANO	Bronze Lion Campaign
TBWA\CHIAT\DAY LOS ANGELES	USA	GATORADE	GATORADE	SISTERS IN SWEAT	Bronze Lion
ALMAPBBDO, São Paulo	BRAZIL	GETTY IMAGES	GETTY IMAGES	ENDLESS STORIES	Bronze Lion
THE SWEETSHOP, Auckland / DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LION NATHAN	SPEIGHT'S	THE DANCE	Bronze Lion
ROMANCE FILMS, Cape Town, JOE PUBLIC UNITED	SOUTH AFRICA	CHICKEN LICKEN	HOTWINGS	SBU 2.0	Bronze Lion
YOUNG AND RUBICAM MEXICO, Mexico City	MEXICO	SAVE THE CHILDREN FOUNDATION	SAVE THE CHILDREN FOUNDATION	SURVIVORS	Bronze Lion
CBS CORPORATION, New York	USA	CBS SPORTS	NFL PLAYOFFS	TEASING JOHN MALKOVCH	Bronze Lion
ZEILT PRODUCTIONS, Foetz / M&C SAATCHI, Sydney	LUXEMBOURG	A.I.M.E.	EDUCATION	COGS	Bronze Lion

FURLINED, Los Angeles / APPLE, Cupertino	USA	APPLE	IPHONE X	UNLOCK	Bronze Lion
AOI PRO. INC., Tokyo / SIX INC., Tokyo / SPA-HAKUHODO CO. LTD., Bangkok	JAPAN	DOUBLE A	DOUBLE A	OBSESSION FOR SMOOTHNESS	Bronze Lion
DIESEL, Breganze / PUBLICIS ITALY, Milan	ITALY	DIESEL	FALL WINTER 2017 COLLECTION	GO WITH THE FLAW	Bronze Lion
WANDA PRODUCTIONS, Paris / BETC, Paris	FRANCE	LACOSTE	CLOTHING	LACOSTE TIMELESS	Bronze Lion
BISCUIT FILMWORKS, Los Angeles	USA	ALT-J	ALT-J	PLEADER	Bronze Lion
TBWAMEDIA ARTS LAB, Los Angeles	USA	APPLE	HOMEPD	WELCOME HOME	Bronze Lion
PROLAM Y&R, Santiago	CHILE	POLLA	LOTO	GAME	Bronze Lion Campaign
PROLAM Y&R, Santiago	CHILE	POLLA	LOTO	DOG	Bronze Lion Campaign
PROLAM Y&R, Santiago	CHILE	POLLA	LOTO	NAP	Bronze Lion Campaign
PROLAM Y&R, Santiago	CHILE	POLLA	LOTO	WIFE	Bronze Lion Campaign
DIESEL, Breganze / PUBLICIS ITALY, Milan	ITALY	DIESEL	DIESEL	KEEP THE WORLD FLAWED	Bronze Lion
FINCH, Sydney / CLEMINGER BBDO TOUCHCAST, Wellington	AUSTRALIA	NZ TRANSPORT AGENCY	ANTI DRINK DRIVING	RAT'S TALE	Bronze Lion
WORK EDITORIAL, New York / THE CORNER SHOP, Santa Monica	USA	P&G	P&G	THE TALK	Bronze Lion
MADHYA PRADESH TOURISM BOARD, Bhopal / OGILVY, Bangalore	INDIA	MP TOURISM DEVELOPMENT CORPORATION	MADHYA PRADESH TOURISM	WORLD'S MOST HONEST TOURISM FILM	Bronze Lion
THE&PARTNERSHIP, London	UNITED KINGDOM	THE PRINCE'S TRUST	THE PRINCE'S TRUST	YOUTH CAN DO IT	Bronze Lion
GREY, London	UNITED KINGDOM	VOLVO	CARS	MUSIC OF THE MIND	Bronze Lion
OGILVY TORONTO	CANADA	UNILEVER	DOVE SELF-ESTEEM	LOOK HOW FAR WE'VE COME	Bronze Lion
FF NEW YORK	USA	SEA SHEPHERD	PSA / SOCIAL AWARENESS	PLASTIC OCEAN	Bronze Lion
AUDI, Milton Keynes / BBH LONDON	UNITED KINGDOM	AUDI	AUDI	CLOWNS	Bronze Lion
YOUNG AND RUBICAM MEXICO, Mexico City	MEXICO	SAVE THE CHILDREN FOUNDATION	SAVE THE CHILDREN FOUNDATION	SURVIVORS	Bronze Lion
STRING AND TINS, London / BBH LONDON	UNITED KINGDOM	AUDI	AUDI INTELLIGENT TECHNOLOGY	AUDI - CLOWNS	Bronze Lion
Y&R PRAGUE	CZECH REPUBLIC	POST BELLUM	NATIONAL HISTORY ARCHIVE	UNTOLD STORIES	Bronze Lion
MJZ, Los Angeles / KBS, New York	USA	MONSTER WORLDWIDE, INC	MONSTER.COM	SAVED BY MONSTER	Bronze Lion
REBOLUCION, Buenos Aires	ARGENTINA	GOVERNMENT OF COLOMBIA	GOVERNMENT	A STRANGE ANIMAL	Bronze Lion
ZEILT PRODUCTIONS, Foetz / M&C SAATCHI, Sydney	LUXEMBOURG	A.I.M.E.	EDUCATION	COGS	Bronze Lion
adam&eve DDB, London	UNITED KINGDOM	HALIFAX BANK	SAVERS PRIZE DRAW	THUNDERBIRDS	Bronze Lion
ALT.VFX, Brisbane / DEUTSCH LA	AUSTRALIA	TILE	TILE	LOST PANDA	Bronze Lion
Y&R ANZ, Auckland	NEW ZEALAND	HEINZ BEANZ AUSTRALIA	HEINZ BEANZ	GEOFF	Bronze Lion
ALT.VFX, Brisbane / DEUTSCH LA	AUSTRALIA	TILE	TILE	LOST PANDA	Bronze Lion

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



#CannesLions2018: Film Craft shortlist

19 Jun 2018



2018 Cannes Digital Craft Lions winners

Entrant	Country	Client	Product	Title	Award
ISOBAR, New York / VIACOM, New York	USA	WILLIAM PATRICK CORGAN	AERONAUT MUSIC EXPERIENCE	AERONAUT VR	Grand Prix
BBDO NEW YORK	USA	DOWNTOWN RECORDS	THE ACADEMIC	LIVE LOOPER	Gold Lion
HERE BE DRAGONS, Los Angeles	USA	OCULUS	OCULUS	DISPATCH	Gold Lion
OGILVY BRASIL, São Paulo	BRAZIL	FORBES BRASIL	CORPORATE IMAGE	RICKY BRASIL	Gold Lion
THE WALT DISNEY COMPANY, Burbank / DISNEY/PIXAR, Emeryville	USA	DISNEY PIXAR	COCO VR	DISNEY PIXAR COCO VR	Silver Lion
PMK*BNC, Los Angeles / THE VOID, London / ILMXLAB, San Francisco	USA	THE VOID	LOCATION BASED VR EXPERIENCE	THE VOID AND ILMXLAB'S STAR WARS: SECRETS OF THE EMPIRE	Silver Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Silver Lion
TBWA/BELGIUM, Brussels	BELGIUM	SOLIDARITÉ GRANDS FROIDS	SOLIDARITÉ GRANDS FROIDS	THE HOMELESS WEBSHOP	Silver Lion
AKQA, San Francisco	USA	ACTIVISION	DESTINY 2	DESTINY 2 GHOST SKILL	Silver Lion
GEOMETRY GLOBAL, Prague	CZECH REPUBLIC	NEURODIGITAL	HAPTIC GLOVES	TOUCHING MASTERPIECES	Silver Lion
ROTHCO ACCENTURE INTERACTIVE, Dublin	IRELAND	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	JFKUNSILENCED	Silver Lion
ELEVEN, San Francisco	USA	GOOGLE	GOOGLE CLOUD	KNOW WHAT YOUR DATA KNOWS	Silver Lion
HBO, New York / BROWN HILL PRODUCTIONS, Culver City	USA	HBO	SILICON VALLEY	SILICON VALLEY: INSIDE THE HACKER HOSTEL VR	Bronze Lion
MEDIA MONKS, Amsterdam / WIEDEN+KENNEDY, Portland	THE NETHERLANDS	NIKE	NIKE REACT GAME OF GO	NIKE REACT GAME OF GO	Bronze Lion
BBDO NEW YORK	USA	DOWNTOWN RECORDS	THE ACADEMIC	LIVE LOOPER	Bronze Lion
DDB GROUP GERMANY, Berlin	GERMANY	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	THE UNCENSORED PLAYLIST	Bronze Lion
ROTHCO ACCENTURE INTERACTIVE, Dublin	IRELAND	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	JFKUNSILENCED	Bronze Lion
DDB PARIS	FRANCE	HASBRO	PLAY-DOH	THE GALLERY OF EMERGING SPECIES	Bronze Lion
OGILVY BRASIL, São Paulo	BRAZIL	HERMES PARDINI	DIAGNOSIS LAB	VR VACCINE	Bronze Lion
AMAZON, Seattle / AMAZON D1, Seattle / LUCKY GENERALS, London	USA	AMAZON	ALEXA	ALEXA LOSES HER VOICE	Bronze Lion
PMK*BNC, Los Angeles / THE VOID, London / ILMXLAB, San Francisco	USA	THE VOID	LOCATION BASED VR EXPERIENCE	THE VOID AND ILMXLAB'S STAR WARS: SECRETS OF THE EMPIRE	Bronze Lion
HAVAS NEW YORK	USA	TD AMERITRADE	TD AMERITRADE	THE FIRST AD IN THE BLOCKCHAIN	Bronze Lion
OGILVY BRASIL, São Paulo	BRAZIL	FORBES BRASIL	CORPORATE IMAGE	RICKY BRASIL	Bronze Lion
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	RECLAME AQUI	THE CANCELLER	Bronze Lion
GEOMETRY GLOBAL, Prague	CZECH REPUBLIC	NEURODIGITAL	HAPTIC GLOVES	TOUCHING MASTERPIECES	Bronze Lion

GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	CHEETOS - FRITO LAY NORTH AMERICA	CHEETOS	CHEETOS VISION	Bronze Lion
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	RECLAME AQUI	THE CANCELLER	Bronze Lion

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#CannesLions2018: Digital Craft shortlist

19 Jun 2018



2018 Cannes Industry Craft Lions winners

Entrant	Country	Client	Product	Title	Award
OGILVY, Chicago	USA	SC JOHNSON	KIWI SHOE CARE	ALI	Grand Prix
ADIDAS, Herzogenaurach / LLOYD (+CO.), New York / I AMOTHER, Beverly Hills	GERMANY	ADIDAS	ADIDAS TENNIS COLLECTION	ADIDAS TENNIS COLLECTION BY PHARRELL WILLIAMS	Gold Lion
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	DRAGSTER	Gold Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	SHUTTLE	Gold Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	HEROES	Gold Lion Campaign
Y&R DUBAI	UNITED ARAB EMIRATES	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	PEACE	MOSAICS	Gold Lion Campaign
Y&R DUBAI	UNITED ARAB EMIRATES	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	PEACE	DOOR	Gold Lion Campaign
Y&R DUBAI	UNITED ARAB EMIRATES	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	PEACE	RELIEF	Gold Lion Campaign
Y&R DUBAI	UNITED ARAB EMIRATES	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	PEACE	BEADS	Gold Lion Campaign
Y&R DUBAI	UNITED ARAB EMIRATES	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	PEACE	CARPET	Gold Lion Campaign
Y&R DUBAI	UNITED ARAB EMIRATES	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	PEACE	STAINED GLASS	Gold Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	DRAGSTER	Gold Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	SHUTTLE	Gold Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	HEROES	Gold Lion Campaign
J. WALTER THOMPSON, Casablanca	MOROCCO	NESTLÉ TUNISIE DISTRIBUTION	KITKAT BARS	FACTORY	Gold Lion
SHA INC., Tokyo	JAPAN	SHA inc.	UNCONTROLLED TYPES	UNCONTROLLED TYPES BY PLOTTER DRAWING	Silver Lion
DENTSU INC., Tokyo	JAPAN	SHOCHIKU CO. LTD	KABUKI: ART & ARTIFACTS EXHIBITION IN KYOTO	EATING KABUKI WITH YOUR FINGERS.	Silver Lion
GREY, London	UNITED KINGDOM	BRAUN	HOME APPLIANCES AND ELECTRONICS	DESIGN LANGUAGE	Silver Lion
TBWA/THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	MORNING SHIFT	Silver Lion Campaign
TBWA/THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	ROOFTOP SOCCER	Silver Lion Campaign

TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	THE MEETING	Silver Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	DESIGNER	Silver Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	GRAFFITI	Silver Lion Campaign
BBDO GROUP GERMANY, Düsseldorf	GERMANY	ALZHEIMER RESEARCH INITIATIVE	CALL FOR DONATIONS	MIGUEL	Silver Lion Campaign
BBDO GROUP GERMANY, Düsseldorf	GERMANY	ALZHEIMER RESEARCH INITIATIVE	CALL FOR DONATIONS	FARHAD	Silver Lion Campaign
BBDO GROUP GERMANY, Düsseldorf	GERMANY	ALZHEIMER RESEARCH INITIATIVE	CALL FOR DONATIONS	ANN-KATRIN	Silver Lion Campaign
J. WALTER THOMPSON, Casablanca	MOROCCO	NESTLÉ TUNISIE DISTRIBUTION	KITKAT BARS	OFFICE	Silver Lion Campaign
J. WALTER THOMPSON, Casablanca	MOROCCO	NESTLÉ TUNISIE DISTRIBUTION	KITKAT BARS	FACTORY	Silver Lion Campaign
J. WALTER THOMPSON, Casablanca	MOROCCO	NESTLÉ TUNISIE DISTRIBUTION	KITKAT BARS	STREET	Silver Lion Campaign
J. WALTER THOMPSON, Casablanca	MOROCCO	NESTLÉ TUNISIE DISTRIBUTION	KITKAT BARS	METRO STATION	Silver Lion Campaign
HAVAS COLOMBIA, Medellín	COLOMBIA	UNIVERSIDAD NACIONAL DE COLOMBIA	INSTITUCIONAL	DEFORESTED BONES	Silver Lion
LOLA MULLENLOWE, Madrid	SPAIN	MAGNUM	ICE CREAMS	DRESS	Silver Lion Campaign
LOLA MULLENLOWE, Madrid	SPAIN	MAGNUM	ICE CREAMS	SWIMMING POOL	Silver Lion Campaign
ADIDAS, Herzogenaurach / LLOYD (+CO.), New York / I AM OTHER, Beverly Hills	GERMANY	ADIDAS	ADIDAS TENNIS COLLECTION	ADIDAS TENNIS COLLECTION BY PHARRELL WILLIAMS	Silver Lion
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	SHUTTLE	Silver Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	DRAGSTER	Silver Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	HEROES	Silver Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	DRAGSTER	Silver Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	SHUTTLE	Silver Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	HEROES	Silver Lion Campaign
AKESTAM HOLST NOA, Stockholm	SWEDEN	IKEA SWEDEN	SIGGERUD MATTRESS WEDGE	DON'T SLIP AWAY	Silver Lion
HJALTELIN STAHL, Copenhagen	DENMARK	GREENPEACE	AWARENESS	WARHEAD	Silver Lion
JOHANNES LEONARDO, New York	USA	ADIDAS ORIGINALS	ADIDAS ORIGINALS	CRAZY IS NEVER HUMBLE	Bronze Lion
FCB BRASIL, São Paulo	BRAZIL	CLUBE DE CRIAÇÃO	BRAZILIAN CREATIVE CLUB FESTIVAL	RE-REBORN	Bronze Lion
Y&R PRAGUE	CZECH REPUBLIC	REPORTER MAGAZINE	REPORTER MAGAZINE	QUESTIONING WAR	Bronze Lion Campaign
Y&R PRAGUE	CZECH REPUBLIC	REPORTER MAGAZINE	REPORTER MAGAZINE	QUESTIONING NEO-NAZISM	Bronze Lion Campaign
Y&R PRAGUE	CZECH REPUBLIC	REPORTER MAGAZINE	REPORTER MAGAZINE	QUESTIONING RADICALISM	Bronze Lion Campaign
DENTSU INC., Tokyo	JAPAN	HOKKOKU SHIMBUN INC.	THE 101ST HIGH SCHOOL SUMO TOURNAMENT	82 TECHNIQUES	Bronze Lion
COSSETTE, Toronto / MCDONALD'S, Toronto	CANADA	MCDONALD'S RESTAURANTS OF CANADA LIMITED	MCDONALD'S RESTAURANTS OF CANADA LIMITED	ON YOUR LEFT	Bronze Lion Campaign
COSSETTE, Toronto / MCDONALD'S, Toronto	CANADA	MCDONALD'S RESTAURANTS OF CANADA LIMITED	MCDONALD'S RESTAURANTS OF CANADA LIMITED	ON YOUR RIGHT	Bronze Lion Campaign

COSSETTE, Toronto / MCDONALD'S, Toronto	CANADA	MCDONALD'S RESTAURANTS OF CANADA LIMITED	MCDONALD'S RESTAURANTS OF CANADA LIMITED	JUST MISSED US	Bronze Lion Campaign
COSSETTE, Toronto / MCDONALD'S, Toronto	CANADA	MCDONALD'S RESTAURANTS OF CANADA LIMITED	MCDONALD'S RESTAURANTS OF CANADA LIMITED	NEXT EXIT	Bronze Lion Campaign
LOLA MULLENLOWE, Madrid	SPAIN	MAGNUM	ICE CREAMS	SWIMMING POOL	Bronze Lion Campaign
LOLA MULLENLOWE, Madrid	SPAIN	MAGNUM	ICE CREAMS	DRESS	Bronze Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	THE MEETING	Bronze Lion
BBDO GROUP GERMANY, Düsseldorf	GERMANY	ALZHEIMER RESEARCH INITIATIVE	CALL FOR DONATIONS	FARHAD	Bronze Lion Campaign
BBDO GROUP GERMANY, Düsseldorf	GERMANY	ALZHEIMER RESEARCH INITIATIVE	CALL FOR DONATIONS	MIGUEL	Bronze Lion Campaign
BBDO GROUP GERMANY, Düsseldorf	GERMANY	ALZHEIMER RESEARCH INITIATIVE	CALL FOR DONATIONS	ANN-KATRIN	Bronze Lion Campaign
TBWA ZÜRICH / TBWA CHIAT DAY NEW YORK	SWITZERLAND	MCDONALD'S	BIG MAC	1_MIXTAPE/PLAYLIST	Bronze Lion Campaign
TBWA ZÜRICH / TBWA CHIAT DAY NEW YORK	SWITZERLAND	MCDONALD'S	BIG MAC	2_CASH/BITCOIN	Bronze Lion Campaign
TBWA ZÜRICH / TBWA CHIAT DAY NEW YORK	SWITZERLAND	MCDONALD'S	BIG MAC	3_JUKEBOX/SPOTIFY	Bronze Lion Campaign
TBWA ZÜRICH / TBWA CHIAT DAY NEW YORK	SWITZERLAND	MCDONALD'S	BIG MAC	7_JOYSTICK/CONTROLLER	Bronze Lion Campaign
TBWA ZÜRICH / TBWA CHIAT DAY NEW YORK	SWITZERLAND	MCDONALD'S	BIG MAC	4_VHS/MP4	Bronze Lion Campaign
TBWA ZÜRICH / TBWA CHIAT DAY NEW YORK	SWITZERLAND	MCDONALD'S	BIG MAC	8_AIRMAIL/E-MAIL	Bronze Lion Campaign
TBWA ZÜRICH / TBWA CHIAT DAY NEW YORK	SWITZERLAND	MCDONALD'S	BIG MAC	10_IQ/AI	Bronze Lion Campaign
DDB PARIS	FRANCE	HASBRO	PLAY-DOH	THE GALLERY OF EMERGING SPECIES	Bronze Lion
TBWA ZÜRICH / TBWA CHIAT DAY NEW YORK	SWITZERLAND	MCDONALD'S	BIG MAC	50 YEARS BIG MAC	Bronze Lion
AMBER CHINA, Shanghai	CHINA	AMMELOO	AMMELOO CHEF'S EDITION KNIFE	CHOP-CHOP 2.0 BEEF	Bronze Lion Campaign
AMBER CHINA, Shanghai	CHINA	AMMELOO	AMMELOO CHEF'S EDITION KNIFE	CHOP-CHOP 2.0 PORK	Bronze Lion Campaign
HAKUHODO MALAYSIA, Shah Alam, Selangor	MALAYSIA	GREENPEACE	GREENPEACE	DROUGHT	Bronze Lion
PRAKIT ADVERTISING, Bangkok	THAILAND	STAEDTLER (THAILAND) LIMITED	STAEDTLER HIGHLIGHTER PENS	GENOCIDE	Bronze Lion
CHEIL WORLDWIDE, Hong Kong	HONG KONG	JBL (ITECT LTD)	HEADPHONES	BLOCK OUT THE CHAOS: FOOTBALL MANAGERS	Bronze Lion Campaign

CHEIL WORLDWIDE, Hong Kong	HONG KONG	JBL (ITECT LTD)	HEADPHONES	BLOCK OUT THE CHAOS: WORLD LEADERS	Bronze Lion Campaign
HAVAS SHANGHAI	CHINA	GETTY IMAGES	GETTY IMAGES 360 DEGREE IMAGERY	SHAKESPEARE	Bronze Lion Campaign
HAVAS SHANGHAI	CHINA	GETTY IMAGES	GETTY IMAGES 360 DEGREE IMAGERY	EINSTEIN	Bronze Lion Campaign
PROLAM Y&R, Santiago	CHILE	EL MOSTRADOR	NEWSPAPER	COPA AMERICA	Bronze Lion Campaign
PROLAM Y&R, Santiago	CHILE	EL MOSTRADOR	NEWSPAPER	POPE	Bronze Lion Campaign
AFRICA, São Paulo	BRAZIL	DISQUE DENUNCIA (REPORT HOTLINE)	AGAINST CHILD LABOR	MOSAIC TILES	Bronze Lion Campaign
AFRICA, São Paulo	BRAZIL	DISQUE DENUNCIA (REPORT HOTLINE)	AGAINST CHILD LABOR	RED CARPET	Bronze Lion Campaign
OGILVY TORONTO	CANADA	BABY DOVE/UNILEVER	BABY DOVE	BABY DOVE - BEAUTIFULLY REAL MOMS - WITCHING HOUR	Bronze Lion Campaign
OGILVY TORONTO	CANADA	BABY DOVE/UNILEVER	BABY DOVE	BABY DOVE - BEAUTIFULLY REAL MOMS - DREAM FEEDER	Bronze Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	ROOFTOP SOCCER	Bronze Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	THE MEETING	Bronze Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	MORNING SHIFT	Bronze Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	GRAFFITI	Bronze Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	DESIGNER	Bronze Lion Campaign
Y&R PRAGUE	CZECH REPUBLIC	REPORTER MAGAZINE	REPORTER MAGAZINE	QUESTIONING NEO- NAZISM	Bronze Lion
FAHRENHEIT DDB, Lima	PERU	QROMA	ECO AMERICAN COLORS	MARATHON	Bronze Lion Campaign
FAHRENHEIT DDB, Lima	PERU	QROMA	ECO AMERICAN COLORS	SUBWAY	Bronze Lion Campaign
YOUNG AND RUBICAM MEXICO, Mexico City	MEXICO	SAVE THE CHILDREN FOUNDATION	SAVE THE CHILDREN FOUNDATION	ASTRONAUT	Bronze Lion
AFRICA, São Paulo	BRAZIL	L&PM	POCKET BOOKS	CONTORTIONISTS	Bronze Lion
MEXICO MARCA PAIS, Mexico City / ORO NEGRO CREATIVE STORE S.A DE C.V, Mexico city	MEXICO	MEXICO	TOURISM	VISIT BAJA CALIFORNIA SUR	Bronze Lion
YOUNG AND RUBICAM MEXICO, Mexico City	MEXICO	SAVE THE CHILDREN FOUNDATION	SAVE THE CHILDREN FOUNDATION	ASTRONAUT	Bronze Lion
DDB PARIS / MARIE CLAIRE, Issy-les- Moulineaux Cedex 9	FRANCE	MARIE-CLAIRE	STREET HARASSMENT	THE QUIET	Bronze Lion Campaign
DDB PARIS / MARIE CLAIRE, Issy-les- Moulineaux Cedex 9	FRANCE	MARIE-CLAIRE	STREET HARASSMENT	THE DEAF	Bronze Lion Campaign

DDB PARIS / MARIE CLAIRE, Issy-les-Moulineaux Cedex 9	FRANCE	MARIE-CLAIRE	STREET HARASSMENT	THE DISCREET	Bronze Lion Campaign
OGILVY, Chicago	USA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	ANGELS AND DEMONS	Bronze Lion Campaign
OGILVY, Chicago	USA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	SEX AND DRUGS	Bronze Lion Campaign
OGILVY, Chicago	USA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	TWISTS AND TURNS	Bronze Lion Campaign
OGILVY, Chicago	USA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	DEATHS	Bronze Lion Campaign
OGILVY, Chicago	USA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	OPERA VS. BASEBALL	Bronze Lion Campaign

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



#CannesLions2018: Industry Craft shortlist

19 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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