

CANNES WEEK: Performance by Lion 2014-2018

Lion	Track	2014	2015	2016	2017	2017 Restated*	2018
Brand Experience & Activation Lions	Experience					862	2,335
Creative Data	Reach		619	715	690	638	525
Creative Effectiveness Lions	Impact	80	160	109	172	161	169
Creative eCommerce Lions	Experience					40	268
Cyber Lions		3,660	3,738	2,886	2,893	-	-
Design Lions	Communication	2,624	2,409	2,856	2,780	1,733	1,248
Digital Craft	Craft			1,148	924	847	728
Direct Lions	Reach	2,676	2,813	3,097	2,719	2,440	2,480
Entertainment Lions (Formerly Branded Content & Entertainment Lions)	Entertainment	1,178	1,394	1,843	1,793	1,453	1,255
Entertainment Lions for Music	Entertainment			636	511	478	481
Film Lions	Communication	2,838	3,070	2,801	2,609	2,187	2,158
Film Craft Lions	Craft	2,073	2,205	2,317	2,490	2,417	2,519
Glass Lions	Good		166	155	203	195	218
Health & Wellness	Health	906	1,430	2,023	2,245	2,014	1,482
Industry Craft Lions	Craft					2,562	1,720
Innovation Lions	Innovation	206	226	381	298	274	193
Media Lions	Reach	3,127	3,179	2,984	2,949	2,607	2,594
Mobile Lions	Communication	1,187	1,246	1,259	1,297	1,149	911
Outdoor Lions	Communication	5,660	5,037	5,367	4,716	3,239	2,628
Pharma Lions	Health	517	432	582	590	525	376
PR Lions	Reach	1,850	1,969	2,225	2,208	2,035	2,111
Print & Publishing Lions (Formerly Press Lions)	Communication	5,007	4,470	3,777	3,276	2,059	1,440
Product Design Lions	Innovation	194	280	540	435	406	343
Promo & Activation Lions		3,241	3,196	3,458	3,432	-	-
Sustainable Development Goals Lions	Good					-	898
Radio Lions	Communication	1,448	1,720	1,410	1,483	1,395	1,111
Social & Influencer Lions	Reach					843	2,027
Integrated Lions (Formerly part of Titanium & Integrated)		378	374	278	240	-	-
Titanium Lions (Formerly part of Titanium & Integrated)	Communication			254	217	194	154
TOTALS		38,850	40,133	43,101	41,170	32,753	32,372

*Note: Normalised for awards restructure including closure of Lions, and removal of sub-categories, and Publicis Groupe one year pause

CANNES WEEK: Performance by Country 2014-2018

Country	2014	2015	2016	2017	2017 Restated*	2018
Afghanistan			3		-	-
Albania	2				-	-
Angola		1			-	-
Argentina	797	713	908	983	761	647
Armenia		1			-	3
Australia	1543	1523	1782	1447	1,076	1,056
Austria	189	112	103	138	131	86
Azerbaijan	2	2			-	-
Bahrain	1	7		21	21	-
Bangladesh	41	25	25	14	14	30
Barbados			1		-	-
Belarus	2			4	4	4
Belgium	461	461	532	473	356	382
Bolivia	2	11	5	7	5	6
Brazil	3321	3117	2805	3020	2,374	2,131
Bulgaria	17	15	5	5	5	5
Cambodia			1	2	2	-
Canada	995	1024	1089	1054	862	900
Chile	385	294	342	407	381	441
China	951	933	1022	1105	876	898
Chinese Taipei	123	76	144	106	91	98
Colombia	593	615	485	486	377	418
Costa Rica	95	132	99	96	96	77
Croatia	1	5	12	17	14	14
Cyprus	2			4	4	-
Czech Republic	129	126	248	162	151	166
Denmark	221	232	178	273	205	264
Dominican Republic	26	16	24	51	63	63
Ecuador	125	199	133	92	73	68
Egypt	73	44	76	61	45	36
El Salvador	21	9	13	25	23	2
Estonia	7	1	9	12	4	12
Finland	126	89	114	124	112	197
France	1838	1637	1766	1716	1,296	1,422
Germany	2376	1885	2163	1974	1,667	1,752
Ghana	5				-	6
Greece	32	33	56	34	29	29
Guatemala	139	153	88	61	50	29
Haiti	1				-	-
Honduras	40	53	29	23	25	23
Hong Kong	423	336	386	369	339	182
Hungary	68	153	129	53	46	49
Iceland	2	3	3		-	1
India	979	1035	1315	1227	953	979
Indonesia	127	141	119	77	70	49
Iran	5		2	3	3	4

CANNES WEEK: Performance by Country 2014-2018

Country	2014	2015	2016	2017	2017 Restated*	2018
Ireland	50	72	91	94	78	105
Israel	146	165	136	177	118	133
Italy	493	576	739	660	441	448
Japan	1146	1288	1736	1378	1,211	1,055
Jordan		18	25	21	18	4
Kazakhstan	1	3	4	11	11	8
Kenya	4	10	31	37	35	36
Kosovo	1				-	-
Kuwait	9	22	23	16	13	-
Latvia	6	1		3	3	3
Lebanon	40	180	140	72	13	41
Lithuania	3	15	29	8	8	23
Luxembourg		2	4	1	1	8
Macedonia	4	4			-	-
Malaysia	386	403	325	100	93	84
Malta					-	1
Mauritius	2	4	4	4	2	4
Mexico	820	838	793	563	425	382
Moldova			1		-	-
Morocco		16	8	29	23	26
Mozambique	6	12	5	3	3	-
Namibia				1	1	-
Nepal	1	1			-	1
New Zealand	498	461	526	354	294	305
Nicaragua	10	2		21	16	-
Nigeria	34	15	10	41	23	19
Norway	294	308	275	242	179	165
Oman	10				-	-
Pakistan	16	14	3	19	15	40
Panama	24	19	24	10	7	28
Paraguay	54	50	1	28	24	12
Peru	371	302	466	404	361	292
Poland	135	240	261	164	112	110
Portugal	202	241	246	185	172	163
Puerto Rico	241	222	345	267	235	189
Qatar	26	19	50	31	30	-
Republic of Georgia		8	28	36	36	8
Romania	151	151	187	135	136	156
Russia	500	363	337	490	342	327
San Marino	1		1		-	-
Saudi Arabia	18	61	25	57	37	66
Serbia	11	23	18	13	10	26
Singapore	709	588	688	475	313	339
Slovak Republic	22	32	27	23	17	20
Slovenia	8	3	3	20	15	14
South Africa	791	910	870	816	702	556

CANNES WEEK: Performance by Country 2014-2018

Country	2014	2015	2016	2017	2017 Restated*	2018
South Korea	300	448	309	357	265	291
Spain	949	1081	1294	1223	1,013	856
Sri Lanka	45	104	31	24	13	8
Sweden	642	586	638	619	489	490
Switzerland	464	501	445	476	353	375
Thailand	496	625	558	546	455	375
The Netherlands	458	670	540	561	458	502
The Philippines	306	222	253	259	207	154
Tunisia	19	51	18	26	18	1
Turkey	437	708	518	486	400	302
Uganda					-	-
Ukraine	35	44	41	36	38	51
United Arab Emirates	569	700	691	1004	865	456
United Kingdom	2751	3167	3214	3150	2,542	2,462
Uruguay	80	58	46	65	53	26
USA	6215	8150	9702	9534	7,344	8,291
Venezuela	33	8	15	25	20	-
Vietnam	98	136	89	44	43	3
Zimbabwe					-	3
TOTALS	37,427	40,133	43,101	41,170	32,753	32,372

***Note:** Normalised for awards restructure including closure of Lions, and removal of sub-categories, and Publicis Groupe one year pause

CANNES WEEK: Performance Matrix (Lion By Country) - 2018

	Brand Experience & Activation Lions	Creative Data Lions	eCommerce Lions	Creative Effectiveness Lions	Design Lions	Digital Craft Lions	Direct Lions	Entertainment Lions	Entertainment Lions for Music	Film Craft Lions	Film Lions	Glass - The Lion For Change	Health & Wellness Lions	Industry Craft Lions	Innovation Lions	Media Lions	Mobile Lions	Outdoor Lions	Pharma Lions	PR Lions	Print & Publishing Lions	Product Design Lions	Radio & Audio Lions	Social Influencer Lions	Sustainable Development Goals Lions	Titanium Lions	Grand Total
ARGENTINA	55	5	4	-	9	3	65	28	-	19	47	4	32	13	3	47	15	93	4	42	85	2	23	33	15	1	647
ARMENIA	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	3
AUSTRALIA	106	50	10	19	36	32	115	33	3	75	56	3	60	16	6	107	40	33	4	62	6	12	36	105	26	5	1,056
AUSTRIA	3	-	-	-	4	3	5	-	-	5	5	-	5	4	1	5	3	9	-	9	7	-	9	8	1	-	86
BANGLADESH	5	-	-	-	3	3	3	1	-	-	-	1	-	-	-	2	1	-	-	6	-	-	-	2	3	-	30
BELARUS	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	4
BELGIUM	38	9	2	2	18	9	46	8	7	14	18	-	4	1	-	68	2	25	-	42	1	6	43	16	2	1	382
BOLIVIA	3	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	6
BRAZIL	149	69	24	9	66	58	201	61	25	117	72	20	107	82	15	164	53	217	18	131	198	32	44	117	77	5	2,131
BULGARIA	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-	-	5
CANADA	47	13	3	5	56	10	78	25	6	30	53	6	79	53	2	61	28	127	6	37	41	9	26	75	21	3	900
CHILE	11	1	-	-	1	5	20	5	5	8	9	4	9	51	1	24	8	121	-	16	100	1	22	10	9	-	441
CHINA	73	16	20	2	51	23	65	30	8	32	36	2	38	61	6	89	35	95	3	62	32	16	-	70	26	7	898
CHINESE TAIPEI	4	1	-	-	4	-	3	16	2	9	18	1	5	-	-	9	-	2	3	8	2	-	-	9	2	-	98
COLOMBIA	29	4	1	-	15	3	52	5	2	1	3	1	12	11	6	51	15	62	3	41	32	8	13	21	22	5	418
COSTA RICA	11	-	4	-	-	-	14	-	1	1	1	-	3	-	-	9	-	7	-	14	-	-	2	7	3	-	77
CROATIA	2	-	-	-	3	-	2	-	-	-	-	-	-	-	-	-	-	-	1	-	3	1	-	1	1	-	14
CZECH REPUBLIC	12	-	-	-	4	3	9	2	-	9	3	-	26	32	2	8	-	11	-	13	14	2	4	5	6	1	166
DENMARK	30	4	1	6	3	5	28	15	-	19	20	1	11	5	-	23	14	14	1	25	1	1	8	21	7	1	264
DOMINICAN REPUBLIC	2	-	-	2	1	-	11	1	-	-	-	3	2	1	-	14	1	3	-	10	4	-	1	1	6	-	63
ECUADOR	3	-	-	-	4	-	11	5	-	-	-	-	1	2	-	6	-	4	-	7	2	-	2	10	9	2	68
EGYPT	-	-	-	1	-	-	-	6	2	13	12	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	36
EL SALVADOR	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	2
ESTONIA	1	-	-	-	1	-	3	-	-	-	1	-	-	-	-	2	-	1	-	2	-	-	-	1	-	-	12
FINLAND	12	6	3	1	7	2	15	8	2	7	18	3	1	3	2	19	5	7	-	27	3	2	7	22	12	3	197
FRANCE	115	27	16	8	46	27	146	51	25	130	98	4	73	65	2	99	45	111	8	91	62	16	28	93	30	6	1,422
GEORGIA	-	-	-	-	-	2	-	-	-	-	-	-	1	1	-	-	-	-	-	3	-	-	-	1	-	-	8
GERMANY	124	20	16	2	104	40	123	40	16	130	83	6	55	179	10	129	32	197	8	105	114	24	93	63	34	5	1,752
GHANA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	2	1	-	6
GREECE	-	3	-	-	-	3	1	5	-	2	7	-	-	-	-	2	-	1	-	-	1	-	1	3	-	-	29
GUATEMALA	3	-	-	-	-	-	-	-	-	-	-	-	2	6	-	1	-	9	-	6	-	-	-	2	-	-	29
HONDURAS	-	-	-	-	-	-	4	-	-	-	-	-	-	3	-	2	-	-	-	4	6	-	-	-	4	-	23
HONG KONG	5	4	-	-	16	5	12	1	-	2	7	-	16	29	1	19	7	25	-	6	9	4	2	5	7	-	182
HUNGARY	4	2	1	-	1	3	1	-	-	3	3	1	2	7	-	3	-	3	-	3	-	-	9	2	1	-	49
ICELAND	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
INDIA	67	7	9	7	28	8	92	16	17	41	30	24	63	48	12	89	31	80	16	72	35	19	21	76	65	6	979
INDONESIA	-	-	-	-	-	-	1	-	3	-	1	-	-	2	-	2	1	14	-	3	11	-	8	2	1	-	49
IRAN	-	-	-	-	-	-	-	-	-	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4
IRELAND	5	4	-	-	1	4	1	9	-	6	11	2	6	2	-	5	4	6	4	7	6	-	14	7	1	-	105
ISRAEL	16	-	-	-	-	-	10	5	-	5	8	-	6	1	1	22	2	7	-	13	24	1	1	5	2	-	133
ITALY	47	10	3	-	14	11	41	26	6	25	33	2	23	18	2	29	8	30	4	49	11	4	10	27	14	1	448
JAPAN	94	14	2	1	122	47	68	30	18	112	107	2	37	72	6	60	24	61	-	87	9	19	4	34	24	1	1,055
JORDAN	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1	-	-	4
KAZAKHSTAN	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	2	-	-	-	2	-	-	8
KENYA	2	-	-	1	-	-	2	-	-	-	-	-	-	1	-	1	1	-	-	-	3	-	17	5	3	-	36
LATVIA	-	-	-	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
LEBANON	3	2	-	-	2	-	-	-	4	6	-	3	1	-	1	1	-	2	-	7	-	1	4	2	2	-	41
LITHUANIA	1	1	-	-	3	-	1	-	-	-	2	-	1	-	-	3	-	3	-	5	3	-	-	-	-	-	23
LUXEMBOURG	-	-	-	-	-	-	-	-	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	8
MALAYSIA	5	2	-	-	6	-	5	1	-	9	5	-	-	16	-	8	2	11	-	4	3	1	-	2	4	-	84
MALTA	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
MAURITIUS	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	1	-	-	1	-	-	-	-	-	-	4
MEXICO	27	7	3	4	14	1	33	13	6	17	16	5	11	22	2	25	13	35	-	17	51	8	17	18	15	2	382
MOROCCO	-	-	-	4	1	-	-	-	-	4	-	-	-	8	-	1	-	4	-	4	-	-	-	-	-	-	26
NEPAL	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
NEW ZEALAND	30	6	1	1	16	8	42	7	-	17	20	1	10	2	1	29	13	11	-	27	8	-	12	29	12	2	305
NIGERIA	1	-	-	-	-	-	-	3	1	3	2	1	-	-	-	-	1	-	-	1	1	-	-	3	2	-	19
NORWAY	13	2	-	-	8	7	10	1	1	7	29	3	3	2	-	16	6	7	-	14	1	-	15	15	5	-	165
PAKISTAN	2	-	-	1	1	-	5	2	1	2	1	2	-	1	-	4	-	1	-	8	1	1	-	5	2	-	40
PANAMA	3	-	-	-	1	-	7	-	-	-	-	-	3	-	-	3	-	3	-	3	-	3	-	2	-	-	28
PARAGUAY	-	-	-	-	-	-	2	-	-	-	-	1	-	-	-	3	-	3	-	2	-	-	-	1	-	-	12
PERU	37	3	2	2	6	-	42	14	-	4	4	4	3	15	-	34	3	32	-	23	27	-	12	11	13	1	292
POLAND	8	1	-	-	2	6	9	9	2	4	4	-	11	3	2	17	3	3	-	6	1	-	5	14	-	-	110
PORTUGAL	9	-	4	-	13	-	12	2	4	7	7	-	5	21	-	7	3	27	1	7	21	4	7	1	-	1	163
PUERTO RICO	13	-	-	-	3	-	12	14	12	1	1	1	22	14	-	17	-	14	-	15	9	-	23	12	5	1	189
ROMANIA	20	10	-	-	2	-	27	7	-	-	-	1	6	-	-	23	6	8	-	15	-	6	-	18	7	-	156
RUSSIA	20	6	1	2	18	14	36	22	3	6	23	1	8	21	1	40	15	21	-	30	1	-	6	26	5	1	327
SAUDI ARABIA	4	-	-	-	-	6	1	1	15	7	1	7	-	-	-	4	5	12	-	3	-	-	-	-	-	-	66
SERBIA	1	-	-	-	-	-	1	-	5	-	-	1	5	-	-	6	-	2	-	3	-	-	-	-	2	-	26
SINGAPORE	39	2	3	1	18	2	32	11	1	23	13	3	37	14	4	24	9	36	-	18	14	7	6	11	10	1	339
SLOVAK REPUBLIC	2	-	-	-	-	-	1	-	-	-	-	-	-	-	-	2											

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	Brand Experience & Activation Lions	Creative Data Lions	eCommerce Lions	Creative Effectiveness Lions	Design Lions	Digital Craft Lions	Direct Lions	Entertainment Lions	Entertainment Lions for Music	Film Craft Lions	Film Lions	Glass - The Lion For Change	Health & Wellness Lions	Industry Craft Lions	Innovation Lions	Media Lions	Mobile Lions	Outdoor Lions	Pharma Lions	PR Lions	Print & Publishing Lions	Product Design Lions	Radio & Audio Lions	Social & Influencer Lions	Sustainable Development Goals Lions	Titanium Lions	Grand Total
SLOVENIA	-	-	-	2	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	6	-	-	1	2	1	-	14
SOUTH AFRICA	18	10	3	3	18	5	29	25	9	34	39	6	8	30	3	39	15	32	15	30	32	3	104	29	13	4	556
SOUTH KOREA	29	4	2	4	18	7	37	10	2	15	10	2	14	2	3	24	9	20	-	29	2	15	-	20	12	1	291
SPAIN	61	8	12	2	22	7	78	39	6	23	68	4	30	54	4	65	15	93	7	69	65	1	54	41	25	3	856
SRI LANKA	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	3	2	-	-	-	-	-	-	2	-	-	8
SWEDEN	44	9	5	1	12	5	47	7	-	29	45	5	11	15	9	44	18	25	6	54	19	12	12	27	23	6	490
SWITZERLAND	25	6	7	2	12	7	26	3	-	15	25	-	6	77	1	28	8	57	-	17	31	4	-	9	7	2	375
THAILAND	19	3	-	2	14	4	19	8	3	23	32	2	32	51	1	21	7	58	3	11	40	6	-	9	7	-	375
THE NETHERLANDS	48	3	-	3	16	25	33	33	4	27	47	5	11	7	9	42	19	33	3	38	5	17	4	57	10	3	502
THE PHILIPPINES	5	1	-	1	8	-	8	4	1	1	13	3	14	10	-	11	5	18	2	6	-	-	23	6	12	2	154
TUNISIA	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
TURKEY	15	5	1	-	9	3	26	11	-	1	16	2	4	15	-	40	11	48	-	18	47	-	10	13	7	-	302
UKRAINE	4	-	-	-	5	-	4	-	1	4	4	-	2	6	-	3	1	6	-	6	1	-	-	4	-	-	51
UNITED ARAB EMIRATES	47	2	5	5	25	-	55	6	-	11	7	4	39	52	1	46	5	42	9	17	18	4	15	22	17	2	456
UNITED KINGDOM	124	34	17	11	99	53	124	90	45	314	222	15	137	175	22	173	55	155	105	121	68	12	94	122	64	11	2,462
URUGUAY	4	-	-	-	1	2	1	1	-	-	3	1	2	1	1	2	1	-	-	1	1	1	1	-	2	-	26
USA	575	129	82	51	252	262	461	476	221	1,069	728	48	358	317	48	609	279	424	143	476	131	59	235	632	168	58	8,291
VIETNAM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	3
ZIMBABWE	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	2	-	3
TOTALS	2,335	525	268	169	1,248	728	2,480	1,255	481	2,519	2,158	218	1,482	1,720	193	2,594	911	2,628	376	2,111	1,440	343	1,111	2,027	898	154	32,372