

The 64th Cannes Lions International Festival of Creativity awards world's best work in the Digital Craft, Film Craft, Radio, Creative Effectiveness Lions, Film, Titanium and Integrated Lions

Creative Effectiveness is the only global award to recognise the link between award-winning creativity and business results. From 172 entries received, 21 Lions were awarded: 5 Gold, 7 Silver and 8 Bronze and the Grand Prix went to 'Van Gogh's Bedrooms: Let Yourself In' by *Leo Burnett Chicago* for the Art Institute of Chicago. Jury President, **Jonathan Mildenhall**, Chief Marketing Officer of Airbnb, stated that the best Creative Effectiveness work impacts audiences, business, culture and the creative community at large. The Grand Prix winning work used creativity to breathe new life into an organisation, introducing it to a younger, broader audience and creating a huge global conversation. Mildenhall said, *"It clearly understood how to live in the uncomfortable space necessary for the work to be truly remarkable."*

From 924 entries in **Digital Craft** 37 Lions were awarded: 6 Gold, 11 Silver and 19 Bronze and the Grand Prix was picked-up by 'Real-Time Virtual Reality Experience for Björk's Notget VR' by *Analog, London / W&N Studio, London* for Björk. Jury President, **Henry Cowling**, Creative Director, UNIT9, UK, said the work, *"Combines all the facets of digital craft to the highest possible level. It's breaking new ground in media storytelling and experience design and is doing it in a way that's absolutely virtuous."*

From 1483 entries in **Radio** 63 Lions were awarded: 7 Gold, 22 Silver and 33 Bronze and the Grand Prix went to three executions for KFC by *Ogily & Mather Johannesburg*: 'Repeat the Punchline,' 'Long Red Thin Shape,' 'No One Cheerses'. Funny, moving and expertly crafted, Jury President **Mario D'Andrea**, President & Chief Creative Officer, Dentsu, Brazil, described the work as *"a very traditional brand with a very traditional way of doing copywriting."*

From 2490 entries in **Film Craft** 103 Lions were awarded: 17 Gold, 33 Silver and 52 Bronze and the Grand Prix went to 'The Blaze - Territory' by *Iconoclast, Culver City* for musician The Blaze. Jury President **Robert Galluzzo**, Founder/Executive Producer, FINCH, Australia, said the work was more than an award-winner, it's *"a gift to the festival audience,"* adding, *"it's a stunning example of what vulnerability and poetry can look like on screen. The casting is stunning, the cinematography is stunning, the editing is superb - it's a piece of film that has an ambiguous yet important narrative that you can watch over and over again."*

In **Film**, 2609 entries were received and 85 Lions awarded: 14 Gold, 28 Silver and 42 Bronze and the Grand Prix went to 'We're the Superhumans' by *Blink Productions, London / 4creative, London* for Channel 4. Jury President Pete Favat, Chief Creative Officer, Deutsch North America, USA, said his jury looked for work that was bold, provocative and moving and pushed the industry forward. Favat described the winning work as a piece that started a new conversation on the representation of disability and confronted diversity. *"It makes us feel a range of emotions; it makes us happy, it makes us think and it's extremely provocative. It pushes humanity forwards,"* he added.

From 240 entries in **Integrated**, 11 Lions were awarded: 2 Gold, 5 Silver and 3 Bronze and a second Grand Prix was won by 'Boost Your Voice' *180LA, Santa Monica* for *Boost Mobile*, which also took the top award in Promo & Activation. Jury President Tham Khai Meng, Worldwide Co-Chairman & Chief Creative Officer at Ogilvy, said he and his jury *"felt strongly that true integration is about work that cuts through, transcends media and integrates into culture and society,"* and described 'Boost Your Voice' as an *"incredible piece of work."*

In **Titanium**, 217 entries resulted in 4 Lions, 3 Titanium Lions and the fourth Grand Prix of the week, for 'Fearless Girl' by **McCann New York** for State Street Global Advisors. Jury President Tham Khai Meng, said the work was *"disruptive, irreverent and broke the mold. It's beyond anything we've ever done. The bronze statue stands defiantly as a permanent icon"* adds Khai Meng, *"It's the zeitgeist and culture is ready to embrace it. The Titanium jury loved it wholeheartedly."*

Special awards were also announced and **David Droga**, Founder & Creative Chairman of Droga5, collected the **Lion of St. Mark** in recognition of his outstanding contribution to the industry. David has won over 70 Gold Lions, as well as 16 Grands Prix and Titanium Lions in his career to date. At this year's Festival, Droga5 picked up 3 Gold, 2 Silver and 6 Bronze Lions, along with a Grand Prix in Cyber for the boldly original work 'Did you Mean Mailchimp?'

Burger King was named **Creative Marketer of the Year** to honour the brand for embracing and encouraging creativity across their brand communications and for the inspiring global marketing of their products. **Axel Schwan**, Chief Marketing Officer of Burger King, and **Fernando Machado**, Head of Brand Marketing at Burger King, collected the award on behalf of Burger King.

Screen Writer, Director, Campaigner & Co-Founder of Red Nose Day, **Richard Curtis**, collected the **LionHeart Award** for his continued and significant involvement in charitable initiatives, including Comic Relief, Red Nose Day, Live 8 and the Make Poverty History campaign.

The **Grand Prix for Good** was awarded to The Refugee Nation by **Ogilvy New York** for Amnesty International. Jury President, Tham Khai Meng, who judged the award, said *"There are more than 65 million displaced people without a nation or a symbol to stand behind. What started as a passion project for a small creative team has grown into a global movement to raise awareness for the international refugee crisis. We are proud of the Refugee Nation campaign, our work with Amnesty International and most importantly, the collaboration with Yara Said and Moutaz Arian that started it all."*

Network of the Year went to **BBDO Worldwide**, Ogilvy & Mather were second and McCann Worldgroup third.

Agency of the Year went to **Clemenger BBDO Melbourne** second place to AlmapBBDO, Sao Paulo and third to McCann New York.

Independent Agency of the Year went to **Droga5 New York** second to Wieden+Kennedy, Portland and 4creative, London in third.

Holding Company of the Year was given to **WPP** second place to Omnicom and third to Interpublic Group

The **Palme d'Or**, given to the most awarded production company, went to **MJZ, USA** in first place, second to Smuggler, USA and third to The Mill, USA.

Highlights from the week can be found at: <http://www.youtube.com/user/canneslions->

Winning work is now available to view at: www.canneslionsarchive.com.