

# Entertainment Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Cannes Entertainment Lions award ceremony on 21 June 2017, resulting in accolades for SA!

Lions Entertainment celebrates creativity that turns content into culture. Entries need to demonstrate ideas that are unskippable – work that captivates in order to cut-through, communicate a brand message or connect with consumers in a new way.



#CannesLions2017: Entertainment shortlist

21 Jun 2017



**Native VML** did just that, with its work for Absolut One Source, with One Source: The Song resulting in a Silver Lion and One Source campaign garnering a Gold Lion in the beverages category.



**ONE SOURCE KHULL CHANA**

AN ARTISTIC AFRICAN MASTERPIECE  
-TIMES LINE

NUMBER ONE  
iTUNES SOUTH AFRICA

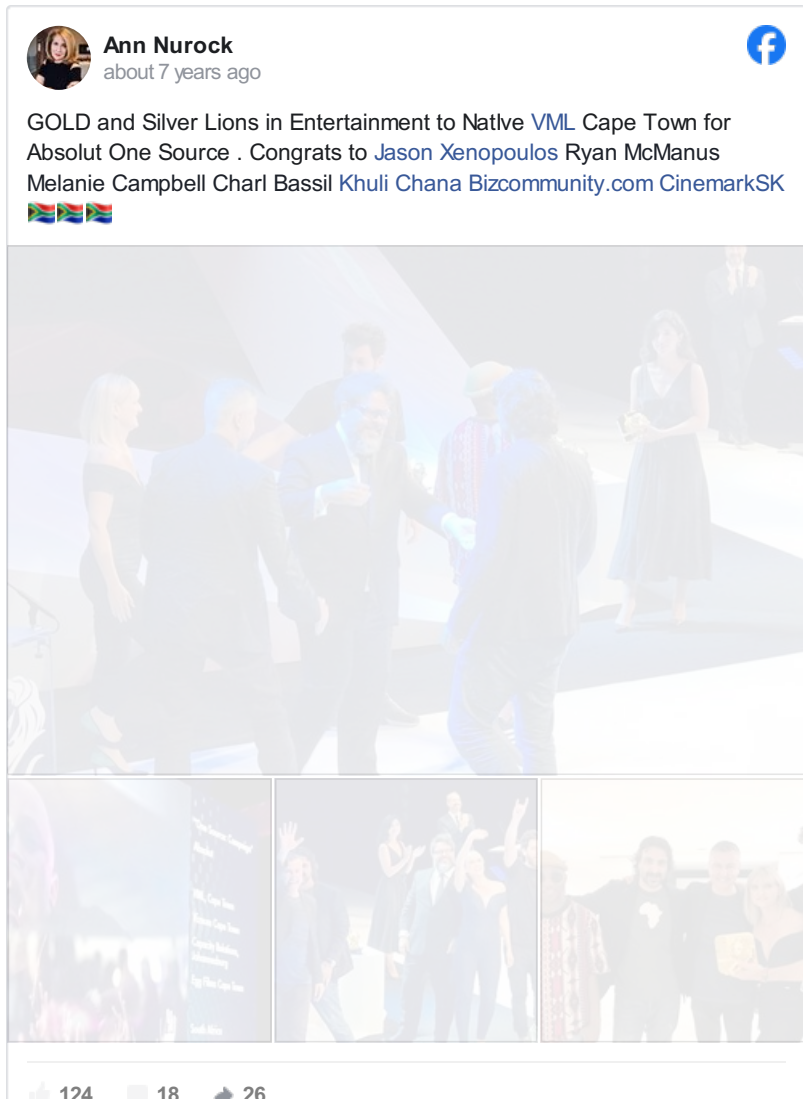
AFRICAN EXCELLENCE  
AT ITS BEST  
-KEY BAGE

**THE CONCEPT ALBUM THAT MADE ABSOLUT THE BIGGEST SELLING PREMIUM VODKA IN SOUTH AFRICA AND TURNED ABSOLUT'S "ONE SOURCE" INTO A WAR CRY FOR AFRICA'S CREATIVE REVOLUTION.**

AFRICA'S HOTTEST TALENT ▶ ORIGINAL TRACKS ▶ MUSIC VIDEO ▶ DOCUMENTARY ▶ TV & OUTDOOR ▶ DIGITAL & SOCIAL MEDIA ▶ ACTIVATIONS ▶ SIGNATURE PACK ▶ PR

**1.75 BILLION MEDIA IMPRESSIONS**   **↑ 84% SALES**   **MARKET SHARE DOUBLED**

The Absolut One Source campaign.



**Egg Films** Cape Town was also responsible for the production work on Bronze Lion-winning ‘Original is never finished’ for Adidas, by Johannes Leonardo New York.

View the full table of winning work below:

## Entertainment Lions Winners

Entrant	Title	Client	Product	Award
MRM/McCANN SPAIN, Madrid	BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	Grand Prix
BLACK SHEEP STUDIOS, London	HOME	UNDP Kosovo	Charity	Gold Lion
PEREIRA & O'DELL, New York	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	Gold Lion
ROSAPARK, Paris	LABEL OF LOVE	MONOPRIX	MONOPRIX - 85 YEARS OF THE BRAND	Gold Lion
BBDO NEW YORK	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Gold Lion
OGILVYONE WORLDWIDE ATHENS	FROM THE START	MONDELEZ INTERNATIONAL	LACTA	Gold Lion
CIRCUS GREY PERU, Lima	A LOVE SONG WRITTEN BY A MURDERER	VIDA MUJER ORGANIZATION	VIDA MUJER	Gold Lion
PEREIRA & O'DELL, New York	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	Gold Lion
NATIVE VML, Johannesburg	<a href="#">ONE SOURCE: CAMPAIGN</a>	ABSOLUT	BEVERAGES	Gold Lion
J. WALTER THOMPSON, London	ASH TO ART	GLASGOW SCHOOL OF ART	GLASGOW SCHOOL OF ART	Gold Lion
180LA, Santa Monica	BOOST YOUR VOICE	BOOST MOBILE	PROMOTE BOOST STORES AS POLLING STATIONS	Gold Lion

4CREATIVE, London	WE'RE THE SUPERHUMANS	CHANNEL 4	THE PARALYMPICS	Gold Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Gold Lion
MRM/McCANN SPAIN, Madrid	BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	Silver Lion
OGILVYONE WORLDWIDE ATHENS	FROM THE START	MONDELEZ INTERNATIONAL	LACTA	Silver Lion
PEREIRA & O'DELL, New York	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	Silver Lion
THE MARTIN AGENCY, Richmond	THE WORLD'S BIGGEST ASSHOLE	DONATE LIFE	ORGAN DONATION	Silver Lion
CREATIVE ARTISTS AGENCY, Los Angeles / CHIPOTLE, New York	A LOVE STORY	CHIPOTLE MEXICAN GRILL, INC.	CHIPOTLE MEXICAN GRILL	Silver Lion
HAVAS TAIWAN	VOLVO ALICE'S WEDDING	VOLVO CARS	S90	Silver Lion
MRM/McCANN SPAIN, Madrid	BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	Silver Lion
&CO, Copenhagen	ALL THAT WE SHARE	TV2	TV2	Silver Lion
NATIVE VML, Johannesburg	<a href="#">ONE SOURCE: THE SONG</a>	ONE SOURCE: THE SONG	BEVERAGES	Silver Lion
FRED & FARID PARIS	LIBÉ DES RÉFUGIÉS	LIBÉRATION	NEWSPAPERS	Silver Lion
DAVID, Mami	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	Silver Lion
CIRCUS GREY PERU, Lima	A LOVE SONG WRITTEN BY A MURDERER	VIDA MUJER ORGANIZATION	VIDA MUJER	Silver Lion
AFRICA, São Paulo	THE DEBUT	AB INBEV (BUDWEISER) / ESPN	INSTITUTIONAL	Silver Lion
GREY NEW YORK	REAL COLOR STORIES: TRACEY NORMAN	CLAIROL	CPG, NICE 'N EASY HAIR COLOR	Silver Lion
VML, New York	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	Silver Lion
PMK*BNC, Los Angeles / SAMSUNG, New York / PUNCHDRUNK, London	SAMSUNG X PUNCHDRUNK THEATRICAL VR EXPERIENCE	SAMSUNG ELECTRONICS AMERICA	SAMSUNG GEAR VR + SAMSUNG GS7	Silver Lion
TURNER INTERNATIONAL, Atlanta / COURAGEOUS, New York	HUMAN BY DESIGN	SQUARE ENIX	DEUS EX: MANKIND DIVIDED VIDEO GAME	Silver Lion
ZENITH, Los Angeles / TWENTIETH CENTURY FOX HOME ENTERTAINMENT, Los Angeles	A UNICORN-UCOPIA OF MARKETING WINS	FOX HOME ENTERTAINMENT	DEADPOOL	Silver Lion
WE ARE SOCIAL, Milan	SPEAK LIKE THE PATRÓN	NETFLIX / BABBEL	NARCOS - SEASON 2	Silver Lion
VML, New York	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	Silver Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Silver Lion
4CREATIVE, London	WE'RE THE SUPERHUMANS	CHANNEL 4	THE PARALYMPICS	Silver Lion
LEXUS INTERNATIONAL, Tokyo / THE WEINSTEIN COMPANY, Los Angeles	GAME (LEXUS SHORT FILMS)	THE WEINSTEIN COMPANY, LEXUS	N/A	Bronze Lion

TRIBECA DIGITAL STUDIOS, New York / THE DICK'S SPORTING GOODS FOUNDATION, Coraopolis	KEEPERS OF THE GAME	DICK'S SPORTING GOODS	SPORTS MATTER	Bronze Lion
DENTSU TAIWAN, Taipei City	SINGLE BELIEF	PERNOD RICARD TAIWAN	THE GLENLIVET	Bronze Lion
ROMANCE, Paris	L'AMOUR, L'AMOUR.	INTERMARCHÉ	INTERMARCHÉ	Bronze Lion
CREATIVE ARTISTS AGENCY, Los Angeles / CHIPOTLE, New York	RAD LANDS	CHIPOTLE MEXICAN GRILL	RAD LANDS / PAID STREAMING LIMITED SERIES FOR KIDS	Bronze Lion
HUNGRY MAN, Los Angeles	RYAN REYNOLDS GETS ROASTED BY HIS TWIN BROTHER	GQ	GQ'S MAN OF THE YEAR	Bronze Lion
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	GRAVITY CAT	SONY INTERACTIVE ENTERTAINMENT	GRAVITY DAZE2	Bronze Lion
BARDZO., Warsaw	ENGLISH FOR BEGINNERS	ALLEGRO	ALLEGRO.PL	Bronze Lion
MUZ, Los Angeles / LEO BURNETT CHICAGO	OSTRICH	SAMSUNG	SAMSUNG	Bronze Lion
OGILVY NEW YORK	LIFELINE	QUALCOMM	QUALCOMM SNAPDRAGON	Bronze Lion
ANTONI, Berlin	GROW UP	DAIMLER AG	MERCEDES-BENZ COMPACT CARS	Bronze Lion
ANOMALY, Amsterdam	ODE TO LESVOS	JOHNNIE WALKER	JOHNNIE WALKER	Bronze Lion
GREY NEW YORK / PROCTER & GAMBLE, Boston	HANDLE WITH CARE	PROCTER & GAMBLE	GILLETTE	Bronze Lion
PUBLICIS SINGAPORE	VICKS "TOUCH OF CARE"	VICKS	VICKS VAPORUB	Bronze Lion
HASAN & PARTNERS, Helsinki	THE LICK- HIKER'S GUIDE TO INNER STRENGTH	VALIO OY	VALIO GEFILUS	Bronze Lion
GOOGLE, Mountain View / GOOGLE BRAND STUDIO, San Francisco	PRIDE FOR EVERYONE	GOOGLE	GOOGLE	Bronze Lion
McCANN WORLDGROUP ROMANIA, Bucharest	LIVE. FROM A DIFFERENT WORLD	VODAFONE	TELECOM	Bronze Lion
CAMPFIRE AT SAPIENTRAZORFISH, New York	RESISTANCE RADIO	AMAZON	MAN IN THE HIGH CASTLE	Bronze Lion
HEIMAT, Berlin	ART BEATS HATE	LEGACY BERLIN	NONE	Bronze Lion
THE CYRANOS/McCANN, Barcelona	TWO GUYS GO TO THE CINEMA	CINEMES TEXAS	DOS TIPOS VAN AL CINE	Bronze Lion
DAVID, Miami / STERLING COOPER DRAPER PRYCE, New York	PASS THE HEINZ	THE KRAFT HEINZ COMPANY	HEINZ	Bronze Lion
PHD, London / DRUM, London / CHANNEL 4, London	CONTINUITY BAT	WARNER BROS.	THE LEGO BATMAN MOVIE	Bronze Lion
Y&R, Moscow	READ TO ME	"CHANGE ONE LIFE" CHARITABLE FOUNDATION	ONLINE CHANNELS WITH AUDIO BOOKS COLLECTION FOR ORPHANS AND OTHER KIDS	Bronze Lion
JOHANNES LEONARDO, New York	ORIGINAL IS NEVER FINISHED	ADIDAS ORIGINALS	ORIGINALS	Bronze Lion
SOKO, São Paulo	XUXA AND THE MISSING CHILD	NETFLIX	STRANGER THINGS	Bronze Lion
McCANN LONDON	ZOMBIE CHRISTMAS: THE REAL-WORLD TRAILER	MICROSOFT / XBOX	DEAD RISING 4	Bronze Lion
FCB CHICAGO	TRAVEL AGENCY FOR THE IMAGINATION	RADIO FLYER, INC.	RADIO FLYER WAGONS	Bronze Lion

DDB PARIS	A WORLD WITH NO HEROES	UBISOFT	TOM CLANCY'S GHOST RECON WILDLANDS	Bronze Lion
LATINWORKS, Austin	PONLE ACENTO	MAJOR LEAGUE BASEBALL	MAJOR LEAGUE BASEBALL	Bronze Lion
BBDO NEW YORK	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Bronze Lion
McCANN LIMA	HIJACKED HIGHWAY	SODIMAC	SODIMAC HOMECENTER	Bronze Lion
LEO BURNETT BEIRUT	#UNDRESS522	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	Bronze Lion
NBS, Rio De Janeiro	FAVELAGRAFIA	APPLE	IPHONE	Bronze Lion
DENTSU INC., Tokyo	SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	Bronze Lion
WE ARE SOCIAL, Milan	SPEAK LIKE THE PATRÓN	NETFLIX / BABBEL	NARCOS - SEASON 2	Bronze Lion
AP THAILAND, Bangkok / CJ WORX, Bangkok	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED.	PROPERTY DEVELOPMENT	Bronze Lion
McCANN BUENOS AIRES	CHRISTMAS FLIGHT	LATAM AIRLINES	LATAM AIRLINES FLIGHTS	Bronze Lion
ALMA DDB, Mami	EPISODE LEAK	NETFLIX	NARCOS	Bronze Lion
TBWA SHANGHAI	PENGUIN FROZEN STORYBOOK	PENGUIN BOOKS	PENGUIN FROZEN STORYBOOK	Bronze Lion
McCANN MELBOURNE	YMCA PLAYNASIUM	YMCA	PLAYNASIUM	Bronze Lion
GARBERGS, Stockholm	LOS SANTOS PRIDE	STOCKHOLM PRIDE	NON-PROFIT ORGANIZATION THAT WORKS TO HIGHLIGHT LGBT ISSUES AND CREATE A FREE ZONE FOR GAY, BISEXUAL, TRANSGENDER AND QUEER PEOPLE AND GENDER EXPRESSION CONTAINED WITHIN LGBT SOCIAL MOVEMENTS.	Bronze Lion
NOVA/SB, São Paulo	SOUNDS OF CONQUEST	CAIXA ECONÔMICA FEDERAL	SPORTS SPONSORSHIP & PARTNERSHIP	Bronze Lion
SAATCHI & SAATCHI, New York	BRADSHAW STAIN	P&G	TIDE	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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