

Grand Prix for Saudi Arabia and Ogilvy SA shortlisted in Titanium Lions

On the penultimate evening of the Cannes Lions, Wunderman ThomSaudi Arabia has won a Grand Prix and SA's Ogilvy has been shortlisted for the Titanium Lions.



Source: © Ad Age www.AdAge.com Bread of the Nation, AB InBev SA, Castle Lager, from Ogilvy, Cape Town SA is shortlisted in the Titanium Lions

Wunderman Thompson took home the Grand Prix for its client's Hunger Station, for the *The Subconscious order* campaign for Experience: Creative Commerce in the Targeting, Insights and Personalisation category.

SA's Ogilvy is the only agency from Africa and the Middle East region to be shortlisted in the Titanium Lions, the awards that celebrate game-changing creativity.

The agency's *Bread of the Nation* campaign for AB InBev SA's Castle Lager was shortlisted.

The Titanium winners will be revealed this evening as well as the Film category and other special Lion Awards.

Experience: Brand experience and activation	Guerrilla Marketing & Stunts	Bronze Lion	The Heinzjack, Heinz, Heinz ketchup, FP7 McCann, Dubai UAE
Experience: Creative commerce	Targeting, insights and personalisation	Grand Prix	The Subconscious order, Hunger Station, Hunger Station Delivery App, Wunderman Thompson, Riyadh, Saudi Arabia
Experience: Creative Commerce	Social behaviour & cultural insight	Silver	Self-check out, K-Lynn, Leo Burnett, Dubai UAE
Experience: Creative commerce	Social behaviour & cultural insight	Bronze Lion	Time to read, Kinokuniya Bookstore, Saatchi & Saatchi ME, Dubai UAE
Strategy: Creative Strategy	Corporate purpose & Social responsibility	Bronze Lion	The Elections Edition, Annahar Newspaper, Impact BBDO, Dubai, UAE
Strategy: Creative Strategy	Experience and Relationship Models	Silver Lion	Self-check out, K-Lynn, Leo Burnett, Dubai UAE
Titanium	Shortlist	Shortlist	Bread of the Nation, AB InBev SA, Castle Lager, Ogilvy, Cape Town SA



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Danette Breitenbach 22 Jun 2023



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