



**CANNES
LIONS**

2018 Grand Prix Winners

Brand Experience & Activation Lions

'Today at Apple', Apple Inc., Cupertino for Apple Inc., USA

Creative Data Lions

'JFK Unsilenced', Rothco | Accenture Interactive, Dublin, Ireland, The Times/News UK & Ireland

Creative eCommerce Lions

'Xbox Design Lab Originals: The Franchise Model', McCann London, United Kingdom, Microsoft

Creative Effectiveness Lions

'Savlon Healthy Hands Chalk Sticks', Ogilvy Mumbai, India, ITC

Design Lions

'Trash Isles', AMVBBDO London, United Kingdom, Plastic Oceans / Ladbible

Digital Craft Lions

'Aeronaut VR', Isobar, New York / Viacom, New York, USA, William Patrick Corgan

Direct Lions

'Palau Pledge', Host/Havas, Sydney, Australia, Palau Legacy Project

Entertainment Lions

'Everf_45', N=5, Amsterdam, The Netherlands, KPN

Entertainment Lions for Music

'Jay-Z "Smile"', Smuggler, New York / Roc Nation, New York, USA, Roc Nation

'Welcome Home', TBWA\Media Arts Lab, Los Angeles, USA, Apple's Homepod

Film Lions

'It's Another Tide Ad', 'It's a Tide Ad', 'It's Yet Another Tide Ad', 'It's Yet Another Tide Ad Again', Procter & Gamble, Procter & Gamble, Cincinnati / Saatchi & Saatchi, New York, USA

'The Talk' by BBDO New York, USA, P&G

Film Craft Lions

'Hope', Blur Producciones, Madrid / SRA, Rushmore, Madrid, Spain, International Committee of the Red Cross

Glass: The Lion for Change

'Bloodnormal', by AMVBBDO, London, United Kingdom, Essity

Health & Wellness Lions

'Corazón - Give Your Heart', JohnXHannes, New York, USA, Montefiore

Industry Craft Lions

'Alii', Ogilvy, Chicago, USA, SC Johnson

Innovation Lions

'My Line', by Mullenlowe SSP3, Bogotá, Colombia, for Ministry of Communications & Technology

Media Lions

'Tesco's Food Love Stories', by MediaCom London / BBH London, United Kingdom, Tesco

Mobile Lions

'Corruption Defector', Grey Brazil, São Paulo, Brazil, Reclame Aqui

Outdoor Lions

'Next Exit', 'Just Missed Us', 'On Your Left', 'On Your Right' Campaign, Cossette, Toronto / McDonald's Toronto, Canada, McDonald's Restaurants of Canada Limited

'The Daily Show Presents: The Donald J. Trump Presidential Twitter Library', Comedy Central, New York / 23 Stories X Conde Nast, New York, Comedy Central

Print & Publishing Lions

'Tagwords', Africa, São Paulo, Brazil, Ab Inbev

PR Lions

'Trash Isles', AMVBBDO, London, United Kingdom, Plastic Oceans / Ladbible

Product Design Lions

'Kingo', Ogilvy Colombia, Bogotá / Kingo Energy, Guatemala City / Ogilvy Guatemala, Central America, Colombia

Radio & Audio Lions

'Soccer Song for Change', Ogilvy Cape Town, South Africa, Ab-Inbev Africa

Social & Influencer Lions

'Nothing Beats a Londoner', Wieden+Kennedy, London, United Kingdom, Nike

Sustainable Development Goals Lions

'Palau Pledge', Host/Havas, Sydney, Australia, Palau Legacy Project

Titanium Lions

'Palau Pledge', Host/Havas, Sydney, Australia, for Palau Legacy Project, Australia