

# Mobile Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Cannes Mobile award ceremony on 20 June 2017, where Native VML secured two Bronze Lions for *Huffington Post's* Stop the Cycle 360° mobile video.

Mobile Lions celebrate device-driven creativity. Entries needed to demonstrate performance in portable platforms, where a hand-held or wearable environment is integral to the idea and enables key aspects of the execution.



## #CannesLions2017: Mobile shortlist

20 Jun 2017



**Native VML** picked up 2 of the 68 Mobile Lions awarded from a shortlist of 150 – both for *Huffington Post's* Stop the Cycle, with media by The Digital Media Consultancy. These were awarded under the categories of 'Corporate Commercial' and 'Social Purpose'.



Stop the Cycle.

[click to enlarge](#)



## #NewCampaign: Stop the Cycle

25 May 2017



The Grand Prix went to Dentsu Y&R, Tokyo for Recruit Lifestyle Co. Ltd's Seem 'The Family Way':



Grand Prix-winning 'The Family Way'.

[click to enlarge](#)

View the full table of winning work below:

### Mobile Lions Winners

Entrant	Title	Client	Product	Award
DENTSU Y&R, Tokyo	THE FAMILYWAY	RECRUIT LIFESTYLE CO., LTD.	SEEM	Grand Prix
DAVID THE AGENCY, São Paulo	THE NEVER-ENDING FOREST APP	FABER-CASTELL	FABER-CASTELL	Gold Lion
Y&R ITALIA, Milan	CHAT YOURSELF	ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF	CHAT YOURSELF	Gold Lion
B-REEL, New York	OFFICIAL GORILLAZ APP	GORILLAZ	NEW GORILLAZ ALBUM	Gold Lion
DENTSU Y&R, Tokyo	THE FAMILYWAY	RECRUIT LIFESTYLE CO., LTD.	SEEM	Gold Lion
CLEMINGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Gold Lion
BETC, Paris	LIKE MY ADDICTION	ADDICTAIDE	ADDICTAIDE	Gold Lion
CLEMINGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Gold Lion
DAVID, Miami	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	Gold Lion
B-REEL, New York	OFFICIAL GORILLAZ APP	GORILLAZ	NEW GORILLAZ ALBUM	Silver Lion
DAVID, Miami	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	Silver Lion
SNAP, Los Angeles	SPECTACLES	SNAP, INC.	SPECTACLES	Silver Lion
PHILIPP UND KEUNTJE, Hamburg / RIMOWA ELECTRONIC TAG, Hamburg / T-SYSTEMS INTERNATIONAL, Frankfurt / AIRBUS GROUP, Leiden	RIMOWA ELECTRONIC TAG	RIMOWA ELECTRONIC TAG GMBH	RIMOWA ELECTRONIC TAG	Silver Lion
SAATCHI & SAATCHI, London	FLEETLIGHTS	DIRECT LINE	INSURANCE	Silver Lion
DENTSU Y&R, Tokyo	THE FAMILYWAY	RECRUIT LIFESTYLE CO., LTD.	SEEM	Silver Lion
R/GA SAN FRANCISCO	BOTBOT	REPLY.AI	BOTBOT	Silver Lion
TBWA/PARIS, Paris / DAN PARIS, Boulogne-Billancourt	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	Silver Lion

Y&R ITALIA, Milan	CHAT YOURSELF	ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF	CHAT YOURSELF	Silver Lion
BBDO NEW YORK	MADE IN A MINUTE	LOWE'S	LOWE'S	Silver Lion
VML, New York	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	Silver Lion
TBWA\CHIAT\DAY, Los Angeles	SERENA WILLIAMS   MATCH POINT   GATORADE	GATORADE	GATORADE	Silver Lion
BETC, Paris	LIKE MY ADDICTION	ADDICTAIDE	ADDICTAIDE	Silver Lion
DAVID, Miami	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	Silver Lion
DM9DDB, São Paulo	KISS THE KREMLIN	SSEX BBOX	SSEX BBOX	Silver Lion
VML, Sydney	SNAPLICATIONS	MCDONALD'S AUSTRALIA	MCDONALD'S RECRUITMENT	Silver Lion
DEUTSCH, New York	VENMO MICRO HACK	WATERISLIFE	CHARITY	Silver Lion
VML, Sydney	SNAPLICATIONS	MCDONALD'S AUSTRALIA	MCDONALD'S RECRUITMENT	Silver Lion
CLEMENGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Silver Lion
TBWA\CHIAT\DAY, Los Angeles	SERENA WILLIAMS   MATCH POINT   GATORADE	GATORADE	GATORADE	Silver Lion
R/GA SAN FRANCISCO	BOTBOT	REPLY.AI	BOTBOT	Silver Lion
PHD, Shanghai	YASMIN'S SEX-ED REVOLUTION	BAYER	YASMIN	Silver Lion
DM9DDB, São Paulo	KISS THE KREMLIN	SSEX BBOX	SSEX BBOX	Silver Lion
CLEMENGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Silver Lion
VML, New York	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	Bronze Lion
TBWA\PARIS, Paris / DAN PARIS, Boulogne-Billancourt	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	Bronze Lion
CRITICAL MASS, Calgary	BATTLE TEST: A NISSAN ROGUE® 360° VR EXPERIENCE	NISSAN NORTH AMERICA	THE NEW 2017 NISSAN ROGUE®	Bronze Lion
NATIVE VML, Johannesburg	<a href="#">STOP THE CYCLE</a>	HUFFINGTON POST SOUTH AFRICA	NON-PROFIT	Bronze Lion
OGILVY MADRID / GTB, Madrid	MAX MOTOR DREAMS	FORD SPAIN	FORD SPAIN	Bronze Lion
SNAP, Los Angeles	SPECTACLES	SNAP, INC.	SPECTACLES	Bronze Lion
TENCENT, Shenzhen	QQ ALERT: HOPE NEVER DIES	QQ	QQ ALERT	Bronze Lion
OGILVY BRASIL, São Paulo	THE VOICE OF ART	IBM	IBM CLOUD	Bronze Lion
Y&R SINGAPORE	TINYMOS - THE WORLD'S SMARTEST ASTROPHOTOGRAPHY CAMERA	TINYMOS PRIVATE LIMITED	ASTROPHOTOGRAPHY CAMERA	Bronze Lion
PHILIPP UND KEUNTJE, Hamburg / RIMOWA ELECTRONIC TAG, Hamburg / T-SYSTEMS INTERNATIONAL, Frankfurt / AIRBUS GROUP, Leiden	RIMOWA ELECTRONIC TAG	RIMOWA ELECTRONIC TAG GMBH	RIMOWA ELECTRONIC TAG	Bronze Lion
R/GA SYDNEY	THROUGH THE DARK	GOOGLE	GOOGLE PLAY	Bronze Lion
SAATCHI & SAATCHI, London	FLEETLIGHTS	DIRECT LINE	INSURANCE	Bronze Lion
180LA, Santa Monica	VISIT BRITAIN	EXPEDIA	VISIT BRITAIN PARTNERSHIP	Bronze Lion
MARCEL, Paris	SAFEST ROUTE	GROUPAMA	GROUPAMA	Bronze Lion
JUNG VON MATT/LIMMAT, Zürich	THE SOUND BOOK APP	NORDSÜD VERLAG	CHILDREN BOOK	Bronze Lion
OGILVY AUSTRALIA, Melbourne	AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	Bronze Lion
HUGE, New York	NOTIFICA: THE APP YOU'LL BE GLAD YOU DON'T NEED	UNITED WE DREAM	NOTIFICA ALERT SERVICE APP	Bronze Lion
NATIVE VML, Johannesburg	<a href="#">STOP THE CYCLE</a>	HUFFINGTON POST SOUTH AFRICA	NON-PROFIT	Bronze Lion
PUBLICIS ROMANIA, Bucharest	MR. BEAR DRIVER	THE AUTOMOBILE CLUB OF ROMANIA	THE AUTOMOBILE CLUB OF ROMANIA & THE FIA (FÉDÉRATION INTERNATIONALE DE L'AUTOMOBILE )	Bronze Lion

DENTSU INC., Tokyo / GOOGLE, Tokyo	GLICODE	EZAKI GLICO COMPANY, LIMITED	CORPORATE	Bronze Lion
FCB NEW ZEALAND, Auckland	GO BALLS OUT	TESTICULAR CANCER NEW ZEALAND	TESTICULAR CANCER AWARENESS	Bronze Lion
TBWA\CHIAT\DAY, Los Angeles	SERENA WILLIAMS   MATCH POINT   GATORADE	GATORADE	GATORADE	Bronze Lion
IRIS WORLDWIDE, London	ADIDAS NEO SNAPCHAT - #MYNEOLABEL	ADIDAS	ADIDAS NEO	Bronze Lion
DROGA5, New York / UNDER ARMOUR, Baltimore	#BREAKTHEGAME	UNDER ARMOUR	SPORTS APPAREL	Bronze Lion
J. WALTER THOMPSON NEW YORK	UNSAFETY CHECK	BLACK LIVES MATTER	NONPROFIT	Bronze Lion
DM9DDB, São Paulo	KISS THE KREMLIN	SSEX BBOX	SSEX BBOX	Bronze Lion
BETC, Paris	LIKE MY ADDICTION	ADDICTAIDE	ADDICTAIDE	Bronze Lion
Y&R ITALIA, Milan	CHAT YOURSELF	ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF	CHAT YOURSELF	Bronze Lion
VML, Sydney	SNAPLICATIONS	MCDONALD'S AUSTRALIA	MCDONALD'S RECRUITMENT	Bronze Lion
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J. WALTER THOMPSON NEW YORK	UNSAFETY CHECK	BLACK LIVES MATTER	NONPROFIT	Bronze Lion
DEUTSCH, New York	VENMO MICRO HACK	WATERISLIFE	CHARITY	Bronze Lion
EDELMAN DEPORTIVO, Stockholm	GIVE A BEEP	HÖVDING	HÖVDING – AIRBAG FOR CYCLISTS	Bronze Lion
Y&R ITALIA, Milan	CHAT YOURSELF	ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF	CHAT YOURSELF	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



Visit the official Cannes Lions [website](#) and our [Cannes Lions special section](#) for more information.