

Radio Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 19 June with the 2018 Cannes Print & Publishing Lions announced during the Communication award ceremony, with SA once again bringing home the Grand Prix and roaring with metal!



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Winners of the Cannes Lions Communication track were announced and the Cannes Lions' opening award ceremony held at the Palais on Tuesday, 19 June from 7pm.

The Radio & Audio Lions celebrate creative audio content that showcases ideas wired for sound. Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling.

Jo McCrostie, creative director - Global is the 2018 Radio & Audio Lions jury president.



#CannesLions2018: "Creatives can solve business problems and life issues" - Molefi Thulo

Leigh Andrews 15 Jun 2018



Really good radio!

SA really brought home the radio bacon tonight, with the overall Grand Prix and a Bronze Lion awarded to **Ogilvy Cape Town**, ABInBev Johannesburg, Audio Militia Johannesburg, 0307 Films Cape Town, Black Ginger Cape Town, Deliverance Post-Production Cape Town, The Workroom Cape Town and Video Cartel Cape Town for the Carling Black Label - Anti Women Abuse Initiative 'Soccer Song For Change'.

We were also responsible for a further gold campaign, three silver campaigns, a silver lion, bronze campaign and bronze lion, as follows:

- **TBWA\Hunt\Lascaris Johannesburg** | Gold campaign | Flight Centre Youth & Adventure's 'Date', 'Swim' and 'Festival' campaign.
- **TBWA\Hunt\Lascaris Johannesburg** | Silver campaign | Flight Centre Youth & Adventure's 'Date', 'Swim' and 'Festival' campaign.
- **Ogilvy Cape Town and We Love Jam Cape Town** | Silver campaign| Volkswagen South Africa's VW Brake Assist 'Stalker' and 'Funeral'.
- **1886 Johannesburg** | Silver campaign | Cell C C-surance's 'iGugu Lebo', 'iGugu Nomsa', and 'iGugu Siya' campaign.
- **Havas Johannesburg** | Silver Lion | Universal Music South Africa's 'Hugh Masekela Tribute'.
- **Ogilvy Johannesburg** | Bronze campaign | ABInBev Castle Lager's 'Make a Different Friend' campaign - 'The Really Smart Watch Guy', 'The No Sense of Personal Space Guy' and 'The Pinkie Ring Guy'.
- **Ogilvy Cape Town and We Love Jam Cape Town** | Bronze Lion | Volkswagen South Africa's VW Brake Assist 'Stalker'.



Asambe Nono makes women abuse a no-no

Ogilvy South Africa 13 Mar 2018



View the full table of winning work below:

2018 Cannes Radio & Audio Lions winners

Entrant	Country	Client	Product	Title	Award
OGILVY CAPE TOWN	SOUTH AFRICA	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	SOCCER SONG FOR CHANGE	Grand Prix

McCANN BIRMINGHAM	UNITED KINGDOM	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	RYAN & SUZIE	Gold Lion Campaign
McCANN BIRMINGHAM	UNITED KINGDOM	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	FISTBUMP	Gold Lion Campaign
McCANN BIRMINGHAM	UNITED KINGDOM	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	MINDHOLE	Gold Lion Campaign
VML, Kansas City	USA	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	REST IN GREASE	Gold Lion Campaign
VML, Kansas City	USA	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	TWITTER FINGERS	Gold Lion Campaign
VML, Kansas City	USA	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	HOLDING IT DOWN	Gold Lion Campaign
GREY COLOMBIA, Bogotá	COLOMBIA	BLU RADIO	SPORTS RADIO STATION	THE GAME THAT NEVER WAS	Gold Lion
AKESTAM HOLST NOA, Stockholm	SWEDEN	EUROPRIDE 2018	EUROPRIDE 2018	THE VOICE OF CHANGE	Gold Lion
TBWA HUNTLASCARIS, Johannesburg	SOUTH AFRICA	FLIGHT CENTRE YOUTH & ADEVENTURE	YOUTH & ADVENTURE	DATE	Gold Lion Campaign
TBWA HUNTLASCARIS, Johannesburg	SOUTH AFRICA	FLIGHT CENTRE YOUTH & ADEVENTURE	YOUTH & ADVENTURE	SWIM	Gold Lion Campaign
TBWA HUNTLASCARIS, Johannesburg	SOUTH AFRICA	FLIGHT CENTRE YOUTH & ADEVENTURE	YOUTH & ADVENTURE	FESTIVAL	Gold Lion Campaign
DDB GROUP GERMANY, Berlin	GERMANY	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	THE UNCENSORED PLAYLIST	Gold Lion
ROTHCO ACCENTURE INTERACTIVE, Dublin	IRELAND	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	JFKUNSILENCED	Gold Lion
OGILVY, Chicago	USA	SC JOHNSON	LYSOFORM	DAY 8: BIRTHDAY PARTY	Silver Lion
SOCIEDAD ARGENTINA DE UROLOGÍA, Buenos Aires / GREY ARGENTINA, Buenos Aires	ARGENTINA	SOCIEDAD ARGENTINA DE UROLOGÍA (SAU)	INSTITUTIONAL	BREAK THE TABOO	Silver Lion
OGILVY CAPE TOWN	SOUTH AFRICA	VOLKSWAGEN SOUTH AFRICA	VW BRAKE ASSIST	STALKER	Silver Lion Campaign
OGILVY CAPE TOWN	SOUTH AFRICA	VOLKSWAGEN SOUTH AFRICA	VW BRAKE ASSIST	FUNERAL	Silver Lion Campaign
BBDO BELGIUM, Brussels	BELGIUM	LIDL	LIDL ONLINE RECIPE PLATFORM	CHICKEN CURRY	Silver Lion Campaign
BBDO BELGIUM, Brussels	BELGIUM	LIDL	LIDL ONLINE RECIPE PLATFORM	SPAGHETTI	Silver Lion Campaign
BBDO BELGIUM, Brussels	BELGIUM	LIDL	LIDL ONLINE RECIPE PLATFORM	HAMBURGER	Silver Lion Campaign
TBWA HUNTLASCARIS, Johannesburg	SOUTH AFRICA	FLIGHT CENTRE YOUTH & ADEVENTURE	YOUTH & ADVENTURE	DATE	Silver Lion Campaign
TBWA HUNTLASCARIS, Johannesburg	SOUTH AFRICA	FLIGHT CENTRE YOUTH & ADEVENTURE	YOUTH & ADVENTURE	SWIM	Silver Lion Campaign
TBWA HUNTLASCARIS, Johannesburg	SOUTH AFRICA	FLIGHT CENTRE YOUTH & ADEVENTURE	YOUTH & ADVENTURE	FESTIVAL	Silver Lion Campaign
OGILVY, Chicago	USA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	DEATHS	Silver Lion
HAVAS JOHANNESBURG	SOUTH AFRICA	UNIVERSAL MUSIC AFRICA	UNIVERSAL MUSIC AFRICA	HUGH MASEKELA TRIBUTE	Silver Lion
ROTHCO ACCENTURE INTERACTIVE, Dublin	IRELAND	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	JFKUNSILENCED	Silver Lion
1886, Johannesburg	SOUTH AFRICA	CELL C	C SURANCE	IGUGU LEBO	Silver Lion Campaign
1886, Johannesburg	SOUTH AFRICA	CELL C	C SURANCE	IGUGU NOMSA	Silver Lion Campaign
1886, Johannesburg	SOUTH AFRICA	CELL C	C SURANCE	IGUGU SIYA	Silver Lion Campaign
WHITE RABBIT, Budapest	HUNGARY	FEDEX EXPRESS	FEDEX EXPRESS	THE FASTEST SPOT / DHL	Silver Lion Campaign
WHITE RABBIT, Budapest	HUNGARY	FEDEX EXPRESS	FEDEX EXPRESS	THE FASTEST SPOT / UPS	Silver Lion Campaign
WHITE RABBIT, Budapest	HUNGARY	FEDEX EXPRESS	FEDEX EXPRESS	THE FASTEST SPOT / USPS	Silver Lion Campaign
ARNOLD WORLDWIDE, Boston	USA	PROGRESSIVE	PROGRESSIVE	ELK COUNTRY	Silver Lion

McCANN NEW YORK	USA	VERIZON	Verizon	CEDRIKA	Silver Lion Campaign
McCANN NEW YORK	USA	VERIZON	Verizon	JOSE	Silver Lion Campaign
McCANN NEW YORK	USA	VERIZON	Verizon	LAURA	Silver Lion Campaign
McCANN NEW YORK	USA	VERIZON	Verizon	RAGLANDS	Silver Lion Campaign
McCANN CANADA, Toronto / MCCANN HEALTH, Toronto	CANADA	PROSTATE CANCER CANADA	PROSTATE CANCER AWARENESS	YOUR FRIEND	Silver Lion Campaign
McCANN CANADA, Toronto / MCCANN HEALTH, Toronto	CANADA	PROSTATE CANCER CANADA	PROSTATE CANCER AWARENESS	YOURSELF	Silver Lion Campaign
ELA- EQUIPO LATINOAMERICANO DE JUSTICIA Y GENERO, Buenos Aires / GREY ARGENTINA, Buenos Aires	ARGENTINA	ELA EQUIPO LATINOAMERICANO DE JUSTICIA Y GÉNERO	INSTITUTIONAL	BATHTUB	Silver Lion Campaign
ELA- EQUIPO LATINOAMERICANO DE JUSTICIA Y GENERO, Buenos Aires / GREY ARGENTINA, Buenos Aires	ARGENTINA	ELA EQUIPO LATINOAMERICANO DE JUSTICIA Y GÉNERO	INSTITUTIONAL	DOOR	Silver Lion Campaign
ELA- EQUIPO LATINOAMERICANO DE JUSTICIA Y GENERO, Buenos Aires / GREY ARGENTINA, Buenos Aires	ARGENTINA	ELA EQUIPO LATINOAMERICANO DE JUSTICIA Y GÉNERO	INSTITUTIONAL	STAIRS	Silver Lion Campaign
FITZCO/McCANN, Atlanta	USA	COCA-COLA	COKE	SHARE A COKE 1,000 NAME CELEBRATION	Silver Lion
GREY COLOMBIA, Bogotá	COLOMBIA	BLU RADIO	SPORTS RADIO STATION	THE GAME THAT NEVER WAS	Silver Lion
McCANN BIRMINGHAM	UNITED KINGDOM	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	RYAN & SUZIE	Silver Lion Campaign
McCANN BIRMINGHAM	UNITED KINGDOM	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	FISTBUMP	Silver Lion Campaign
McCANN BIRMINGHAM	UNITED KINGDOM	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	MINDHOLE	Silver Lion Campaign
ELA- EQUIPO LATINOAMERICANO DE JUSTICIA Y GENERO, Buenos Aires / GREY ARGENTINA, Buenos Aires	ARGENTINA	ELA EQUIPO LATINOAMERICANO DE JUSTICIA Y GÉNERO	INSTITUTIONAL	STAIRS	Silver Lion Campaign
ELA- EQUIPO LATINOAMERICANO DE JUSTICIA Y GENERO, Buenos Aires / GREY ARGENTINA, Buenos Aires	ARGENTINA	ELA EQUIPO LATINOAMERICANO DE JUSTICIA Y GÉNERO	INSTITUTIONAL	DOOR	Silver Lion Campaign
FITZCO/McCANN, Atlanta	USA	COCA-COLA	COKE	SHARE A COKE 1,000 NAME CELEBRATION	Silver Lion
RETHINK, Toronto	CANADA	BRANCH OUT NEUROLOGICAL FOUNDATION	BRANCH OUT NEUROLOGICAL FOUNDATION	STRANGER'S VOICE	Silver Lion
GREY COLOMBIA, Bogotá	COLOMBIA	BLU RADIO	SPORTS RADIO STATION	THE GAME THAT NEVER WAS	Silver Lion
DDB GROUP GERMANY, Berlin	GERMANY	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	THE UNCENSORED PLAYLIST	Silver Lion
BBDO NEW YORK	USA	MARS CHOCOLATE NORTH AMERICA	SNICKERS	AIRPORT BATHROOMS	Bronze Lion Campaign
BBDO NEW YORK	USA	MARS CHOCOLATE NORTH AMERICA	SNICKERS	MICROWAVE BUTTONS	Bronze Lion Campaign
BBDO NEW YORK	USA	MARS CHOCOLATE NORTH AMERICA	SNICKERS	CREDIT CARD CHIP READER	Bronze Lion Campaign
OGILVY JOHANNESBURG	SOUTH AFRICA	ABINBEV	CASTLE LAGER	1. MAKE A DIFFERENT FRIEND - THE REALLY SMART WATCH GUY	Bronze Lion Campaign
OGILVY JOHANNESBURG	SOUTH AFRICA	ABINBEV	CASTLE LAGER	3. MAKE A DIFFERENT FRIEND - THE PINKIE RING GUY	Bronze Lion Campaign
OGILVY JOHANNESBURG	SOUTH AFRICA	ABINBEV	CASTLE LAGER	2. MAKE A DIFFERENT FRIEND - THE NO SENSE OF PERSONAL SPACE GUY	Bronze Lion Campaign
OGILVY, Chicago	USA	SC JOHNSON	LYSOFORM	DAY 3: RAISE A FAMILY	Bronze Lion

TOYOTA NEW ZEALAND, Palmerston North / SAATCHI & SAATCHI, Auckland	NEW ZEALAND	TOYOTA NEW ZEALAND	TOYOTA GENUINE PARTS	LEGAL ADVICE	Bronze Lion
CLEMENGER BBDO BRISBANE	AUSTRALIA	SUPER RETAIL GROUP	BCF – BOATING CAMPING FISHING	INSOLVENT RUGS	Bronze Lion Campaign
CLEMENGER BBDO BRISBANE	AUSTRALIA	SUPER RETAIL GROUP	BCF – BOATING CAMPING FISHING	TOWEL TOWN	Bronze Lion Campaign
DAVID, Miami	USA	BURGER KING	BURGER KING	1 - BURGER KING-BROILER SALESMAN - LAS CRUCES, NM	Bronze Lion Campaign
DAVID, Miami	USA	BURGER KING	BURGER KING	2 - BURGER KING-BROILER SALESMAN - FAIRBANKS, AK	Bronze Lion Campaign
DAVID, Miami	USA	BURGER KING	BURGER KING	3 - BURGER KING-BROILER SALESMAN - PORTLAND, OR	Bronze Lion Campaign
SHACKLETON, Madrid	SPAIN	JAMESON NOTODOFILMFEST	JAMESON NOTODOFILMFEST (SHORT FILM FESTIVAL)	SOUND OF HEELS + MAN'S VOICE	Bronze Lion Campaign
SHACKLETON, Madrid	SPAIN	JAMESON NOTODOFILMFEST	JAMESON NOTODOFILMFEST (SHORT FILM FESTIVAL)	SOUND OF A SHAVER + MAN'S VOICE	Bronze Lion Campaign
SHACKLETON, Madrid	SPAIN	JAMESON NOTODOFILMFEST	JAMESON NOTODOFILMFEST (SHORT FILM FESTIVAL)	SOUND OF FLIES + MAN'S VOICE	Bronze Lion Campaign
MASTER, Curitiba	BRAZIL	91 ROCK RADIO	CAMPAIGN AGAINST DOMESTIC VIOLENCE	EVERY BREATH YOU TAKE	Bronze Lion
J. WALTER THOMPSON PUERTO RICO, San Juan	PUERTO RICO	SUSAN G. KOMEN	RACE FOR THE CURE	DADDY YANKEE VS. BREAST CANCER	Bronze Lion
VML, Kansas City	USA	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	REST IN GREASE	Bronze Lion Campaign
VML, Kansas City	USA	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	TWITTER FINGERS	Bronze Lion Campaign
VML, Kansas City	USA	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	HOLDING IT DOWN	Bronze Lion Campaign
OGILVY CAPE TOWN	SOUTH AFRICA	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	SOCCER SONG FOR CHANGE	Bronze Lion
ROTHCO ACCENTURE INTERACTIVE, Dublin	IRELAND	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	JFKUNSILENCED	Bronze Lion
BBDO NEW YORK	USA	MARS CHOCOLATE NORTH AMERICA	SNICKERS	AIRPORT BATHROOMS	Bronze Lion Campaign
BBDO NEW YORK	USA	MARS CHOCOLATE NORTH AMERICA	SNICKERS	CREDIT CARD CHIP READER	Bronze Lion Campaign
BBDO NEW YORK	USA	MARS CHOCOLATE NORTH AMERICA	SNICKERS	MICROWAVE BUTTONS	Bronze Lion Campaign
OGILVY CAPE TOWN	SOUTH AFRICA	VOLKSWAGEN SOUTH AFRICA	VW BRAKE ASSIST	STALKER	Bronze Lion
JUNG VON MATT, Hamburg	GERMANY	SPARKASSE - PUBLIC BANK OF GERMANY	LOAN	BIGTIME LIPOSUCTION	Bronze Lion Campaign
JUNG VON MATT, Hamburg	GERMANY	SPARKASSE - PUBLIC BANK OF GERMANY	LOAN	MODERN FRIDGE	Bronze Lion Campaign

McCANN BIRMINGHAM	UNITED KINGDOM	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	RYAN & SUZIE	Bronze Lion Campaign
McCANN BIRMINGHAM	UNITED KINGDOM	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	FISTBUMP	Bronze Lion Campaign
McCANN BIRMINGHAM	UNITED KINGDOM	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	MINDHOLE	Bronze Lion Campaign
VCCP SPAIN, Madrid	SPAIN	SANTANDER	SANTANDER F1 SPONSORSHIP	SANTANDER FORMULA ROCK	Bronze Lion
DDB BRUSSELS	BELGIUM	ALZHEIMER LIGA VLAANDEREN	ALZHEIMER DISEASE	I'M STILL HERE: JOHAN	Bronze Lion
DDB GROUP ITALY, Milan	ITALY	IKEA ITALY	VIOLENCE AGAINST WOMAN CAMPAIGN	THE ROOM	Bronze Lion
TBWARAAD, Dubai	UNITED ARAB EMIRATES	LOUVRE ABU DHABI	INSTITUTIONAL	HIGHWAY GALLERY	Bronze Lion
ANORAK, Oslo	NORWAY	AMNESTY INTERNATIONAL	HUMAN RIGHTS	THE DISTRESS SIGNAL	Bronze Lion
HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM	OMK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS ORGANISATION	BEHIND THE NUMBERS	Bronze Lion
OGILVY COLOMBIA, Bogotá	COLOMBIA	POLICIA	POLICIA	DRUNKEN SPOTS	Bronze Lion
FLORA TRISTAN, Lima / CIRCUS GREY PERU, Lima	PERU	FLORA TRISTAN	NGO AGAINST GENDER VIOLENCE	THE HONEST PROPOSAL	Bronze Lion
HEARTS & SCIENCE, New York / GIMLET MEDIA, New York	USA	P&G	CREST KIDS	CHOMPERS	Bronze Lion

Here's a reminder of the 2018 [Radio & Audio Lions](#) shortlists in full.



#CannesLions2018: Radio & Audio Lions shortlist

18 Jun 2018



The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

For more, visit: <https://www.bizcommunity.com>