

Promo & Activation Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Cannes Promo & Activation award ceremony on 19 June 2017.

Lions Promo & Activation celebrates creativity that brings brands to life. Entries needed to demonstrate ideas that generate interaction; where consumer participation in an activity serves to promote a product or service.



#CannesLions2017: Promo & Activation Lions shortlist

19 Jun 2017



The Grand Prix went to the Boost Mobile's 'Boost your voice', by 180LA Santa Monica.



WE TURNED BOOST MOBILE STORES INTO VOTING STATIONS TO MAKE VOTING EASIER IN UNDERSERVED COMMUNITIES.

PROBLEM
Low-income and minority voters face longer lines and have fewer places to vote. In 2016, nearly 900 polling places were eliminated, mainly in these neighborhoods.

INSIGHT
Boost Mobile stores are located primarily in low-income neighborhoods, the same areas where voting access is most problematic.

SOLUTION
We turned Boost Mobile stores into voting stations, creating an unprecedented partnership between government and a corporation in a national election. Working with voting rights groups, election officials, and hip-hop artists, we helped more Americans be heard on Election Day. Because every voice matters.

764 MILLION TOTAL CAMPAIGN IMPRESSIONS

IN BOOST PRECINCTS, VOTER TURNOUT INCREASED 23% OVER 2012

BOOST STORES WILL CONTINUE TO SERVE AS OFFICIAL VOTING STATIONS IN THE ONGOING FIGHT FOR EQUAL ACCESS.

Boost Mobile's Promo & Activation Lions Grand Prix-winning work.

[click to enlarge](#)

The campaign promoted Boost stores as polling stations in under-served areas populated by low-income and minority voters in a move towards equal voting access.

View the full table of winning work below:

Promo & Activation Lions winners

Entrant	Title	Client	Product	Award
180LA, Santa Monica	BOOST YOUR VOICE	BOOST MOBILE	PROMOTE BOOST STORES AS POLLING STATIONS	Grand Prix
SAATCHI & SAATCHI, New York	BRADSHAW STAIN	P&G	TIDE	Gold Lion
GREY NEW YORK / PROCTER & GAMBLE, Boston	HANDLE WITH CARE	PROCTER & GAMBLE	GILLETTE	Gold Lion
BETC, Paris	LIKE MY ADDICTION	ADDICTAIDE	ADDICTAIDE	Gold Lion
McCANN NEW YORK	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	Gold Lion
SAATCHI & SAATCHI, New York	BRADSHAW STAIN	P&G	TIDE	Gold Lion
FRED & FARID PARIS	LIBÉ DES RÉFUGIÉS	LIBÉRATION	NEWSPAPERS	Gold Lion
GREY COLOMBIA, Bogotá	PAYPHONE BANK	TIGO-UNE	PAYPHONE MICRO SAVINGS ACCOUNT	Gold Lion
adam&eveDDB, London	GIVE THE RAINBOW	MARS	SKITTLES	Gold Lion
SAATCHI & SAATCHI, New York	BRADSHAW STAIN	P&G	TIDE	Gold Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Gold Lion
McCANN NEW YORK	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	Gold Lion
BETC, Paris	LIKE MY ADDICTION	ADDICTAIDE	ADDICTAIDE	Gold Lion
GOODBY SILVERSTEIN & PARTNERS, San Francisco	CHEETOS MUSEUM	CHEETOS	CHEETOS	Gold Lion
GREY NEW YORK / PROCTER & GAMBLE, Boston	HANDLE WITH CARE	PROCTER & GAMBLE	GILLETTE	Gold Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARNNESS AROUND THE REFUGEE CAUSE	Gold Lion
adam&eveDDB, London	GIVE THE RAINBOW	MARS	SKITTLES	Silver Lion

POSSIBLE MOSCOW	COFFEE IS NOT A DRUG	CHERNYI (BLACK) COOPERATIVE	COFFEE SUBSCRIPTIONS	Silver Lion
NEOGAMA BBH, São Paulo	FOOT TYPE TEST AD	ASICS	ASICS FOOT TYPE TEST AD	Silver Lion
WE BELIEVERS, New York	VOLVO SURVIVOR SALES AGENTS	VOLVO NORTH MIAMI	VOLVO	Silver Lion
BETC, Paris	CINEMA TO GO	AIR FRANCE	AIR FRANCE	Silver Lion
ALMADDB, Miami	SPANISH LESSONS	NETFLIX	NARCOS	Silver Lion
McCANN NEW YORK	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	Silver Lion
ALMAPBDO, São Paulo	NOSFERATU	GETTY IMAGES	GETTY IMAGES	Silver Lion
GREY COLOMBIA, Bogotá	PAYPHONE BANK	TIGO-UNE	PAYPHONE MICRO SAVINGS ACCOUNT	Silver Lion
COLENSO BBDO, Auckland	THE CHILD REPLACEMENT PROGRAMME	MARS NZ	PEDIGREE	Silver Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Silver Lion
Y&R DUBAI	ONE BOOK FOR PEACE	INTERRELIGIOUS COUNCIL OF BOSNIA AND HERZEGOVINA	INTERRELIGIOUS COUNCIL OF BOSNIA AND HERZEGOVINA	Silver Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARNESS AROUND THE REFUGEE CAUSE	Silver Lion
POL, Oslo	25M2 SYRIA	TV-AKSJONEN NRK, IKEA, RED CROSS	TV-AKSJONEN 2017	Silver Lion
LEO BURNETT CHICAGO	YOUR NAME SAVES	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	Silver Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARNESS AROUND THE REFUGEE CAUSE	Silver Lion
THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	Silver Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Silver Lion
Y&R LONDON	CHRISTMAS WITH LOVE	MARKS AND SPENCER	MARKS AND SPENCER	Silver Lion
McCANN MELBOURNE	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	The University of Melbourne	Silver Lion
VALENSTEIN & FATT, London	SWEAR JAR	COMIC RELIEF	CHARITY APP	Silver Lion
FCB CHICAGO	TEDDY GUN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ANTI-GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING IN ILLINOIS	Silver Lion
McCANN WORLDGROUP, Milan / MRMMcCANN, Milan / McCANN MILAN	RESPONSIBLY THE BEER	UBREW	RESPONSIBLY	Silver Lion
NURUN, Paris	APARTMENT STORES	DELAISON	HOME DECORATION AND FURNISHINGS	Silver Lion
POL, Oslo	25M2 SYRIA	TV-AKSJONEN NRK, IKEA, RED CROSS	TV-AKSJONEN 2017	Silver Lion
UNCLE GREY, Copenhagen	DRAG, DROP & GO	CHEAPFLIGHTS	CHEAPFLIGHTS	Silver Lion
AKTUELLMIX, São Paulo	EATERNET	HERSHEY'S	HERSHEY'S CHOCOLATES	Silver Lion
CLEMENGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Silver Lion
LEO BURNETT CHICAGO	YOUR NAME SAVES	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	Silver Lion
ALMADDB, Miami	EPISODE LEAK	NETFLIX	NARCOS	Silver Lion
LIFE OF DAD, Burbank	CHEERIO CHALLENGE	GENERAL MILLS	CHEERIOS	Silver Lion
CLEMENGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Silver Lion

ALMADDB, Miami	SPANISH LESSONS	NETFLIX	NARCOS	Silver Lion
SHACKLETON, Madrid	NO METRO	SONY PICTURES SPAIN	GHOSTBUSTERS MOVIE PREMIERE	Silver Lion
180LA, Santa Monica	BOOST YOUR VOICE	BOOST MOBILE	PROMOTE BOOST STORES AS POLLING STATIONS	Silver Lion
BETC, Paris	LIKE MY ADDICTION	ADDICTAIDE	ADDICTAIDE	Silver Lion
FRED & FARID PARIS	LIBÉ DES RÉFUGIÉS	LIBÉRATION	NEWSPAPERS	Silver Lion
CLEMENGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Bronze Lion
LEO BURNETT TORONTO	IKEA: COOK THIS PAGE	IKEA CANADA	IKEA CANADA	Bronze Lion
COLENSO BBDO, Auckland	DB EXPORT BEER BOTTLE SAND	DB BREWERIES/HEINEKEN NZ	DB EXPORT	Bronze Lion
AMPLIFY SNACK BRANDS, Austin	PAQUI ONE CHIP CHALLENGE	AMPLIFY SNACK BRANDS	PAQUI CAROLINA REAPER CHIP	Bronze Lion
CP+B, Boulder	NEW AND NOT IMPROVED	KRAFT HEINZ	KRAFT HEINZ COMPANY	Bronze Lion
McCANN WORLDGROUP, Milan / MRMMcCANN, Milan / McCANN MILAN	RESPONSIBLY THE BEER	UBREW	RESPONSIBLY	Bronze Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Bronze Lion
VML, New York	DROP SALES	MOTOROLA MOBILITY	DROID TURBO 2	Bronze Lion
VENABLES BELL & PARTNERS, San Francisco	AUDI AND AIRBNB LIVE TO DRIVE	AUDI OF AMERICA	AUTOMOBILES	Bronze Lion
DAVID, Miami	SCARIEST BK	BURGER KING	BURGER KING	Bronze Lion
DAVID, Miami	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	Bronze Lion
DM9DDB, São Paulo	PRICE ON THE JERSEY	WALMART	WALMART	Bronze Lion
GOOGLE CREATIVE LAB, London	BACK TO LIFE IN VIRTUAL REALITY: RHOMALEOSAURUS & GIRAFFATITAN	GOOGLE ARTS & CULTURE	GOOGLE ARTS & CULTURE NATURAL HISTORY	Bronze Lion
&Co./NoA, Copenhagen	ALL THAT WE SHARE	TV2	TV2	Bronze Lion
THE CYRANOS/McCANN, Barcelona	JOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	JOURNALIST - NEWS APP	Bronze Lion
DROGA5, New York / MAILCHIMP, Atlanta	DID YOU MEAN MAILCHIMP?	MAILCHIMP	EMAIL MARKETING	Bronze Lion
DDB & TRIBAL WORLDWIDE AMSTERDAM	GET THE FLOW	VODAFONE	VODAFONE	Bronze Lion
AC mcgarrybowen, Mexico City	WEIGHT TAG	SAMSONITE	SAMSONITE	Bronze Lion
CLEMENGER BBDO TOUCHCAST, Wellington	THE CONSCIOUS CROSSING	KIWRAIL	KIWRAIL	Bronze Lion
THE MARTIN AGENCY, Richmond	THE WORLD'S BIGGEST ASSHOLE	DONATE LIFE	ORGAN DONATION	Bronze Lion
OGILVY & MATHER MUMBAI	SAYLON HEALTHY HANDS CHALK STICKS	ITC SAYLON	SAYLON HEALTHY HANDS CHALK STICKS	Bronze Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Bronze Lion
TBWA/STOCKHOLM	THE SCANIA CLOCK	SCANIA	TRUCKS	Bronze Lion
CLEMENGER BBDO TOUCHCAST, Wellington	THE CONSCIOUS CROSSING	KIWRAIL	KIWRAIL	Bronze Lion
WE BELIEVERS, New York	VOLVO SURVIVOR SALES AGENTS	VOLVO NORTH MIAMI	VOLVO	Bronze Lion
AP THAILAND, Bangkok / CJ WORX, Bangkok	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED.	PROPERTY DEVELOPMENT	Bronze Lion

SAATCHI & SAATCHI, New York	THE RECEIPT	WALMART	WALMART	Bronze Lion
SPOTIFY, New York	THANKS 2016, IT'S BEEN WEIRD.	SPOTIFY	SPOTIFY	Bronze Lion
McCANN LONDON	REALITY XMAS	DOCTORS OF THE WORLD	INTERNATIONAL MEDICAL CHARITY	Bronze Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Bronze Lion
VOSKHOD, Ekaterinburg	CAR CURLING	SMARTPOLIS INSURANCE	SMARTPOLIS INSURANCE	Bronze Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARNESS AROUND THE REFUGEE CAUSE	Bronze Lion
TBWAINBOKO, Amsterdam	TRAM/ROULETTE	HOLLAND CASINO	ROULETTE	Bronze Lion
DAVID, Miami	SCARIEST BK	BURGER KING	BURGER KING	Bronze Lion
DROGA5 EUROPE, London	THE SLOW MO MARATHON	PARAMOUNT PICTURES	BAYWATCH	Bronze Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Bronze Lion
SAATCHI & SAATCHI, Buenos Aires	ANDES BAR 45	AB INBEV	ANDES BEER	Bronze Lion
TBWAINBOKO, Amsterdam	TRAM/ROULETTE	HOLLAND CASINO	ROULETTE	Bronze Lion
OGILVY BRASIL, São Paulo	VR VACCINE	HERMES PARDINI	DIAGNOSIS LAB	Bronze Lion
J. WALTER THOMPSON NEW YORK	CONNECTED ROOM	NORTHWELL HEALTH	NORTHWELL HOSPITAL	Bronze Lion
BETC, Paris	LIKE MY ADDICTION	ADDICTAIDE	ADDICTAIDE	Bronze Lion
DDB & TRIBAL WORLDWIDE AMSTERDAM	GET THE FLOW	VODAFONE	VODAFONE	Bronze Lion
SAATCHI & SAATCHI, London	MAGENTA UNLEASHED	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	Bronze Lion
VALENSTEIN & FATT, London	SWEAR JAR	COMIC RELIEF	CHARITY APP	Bronze Lion
TBWA\CHIAT\DAY, Los Angeles	SERENA WILLIAMS MATCH POINT GATORADE	GATORADE	GATORADE	Bronze Lion
OGILVY & MATHER AFRICA, Nairobi	MOST ELIGIBLE BACHELOR	OL PEJETA CONSERVANCY	WILDLIFE CONSERVATION	Bronze Lion
ACNE, Stockholm / IKEA, Malmö	IKEA RESPONDS TO BALENCIAGA	IKEA	FRAKTA BAG	Bronze Lion
CLEMMER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Bronze Lion
NURUN, Paris	APARTMENT STORES	DELAISON	HOME DECORATION AND FURNISHINGS	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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