

Entertainment Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 20 June with the 2018 Cannes Film Craft, Digital Craft and Industry Craft Lions announced during the Craft award ceremony, with SA bringing home a Bronze Lion from this track.



Cannes Lions 2018 Entertainment Lions winners.

Winners of the Cannes Lions Craft track were announced and the 2018 Cannes Lions award ceremony held at the Palais on Wednesday, 20 June from 7pm. This encompasses the Entertainment Lions and Entertainment for Music.

Enjoyable entertainment

The **Entertainment Lions** celebrate creativity that turns content into culture - work which captivated in order to cut-through, communicate a brand message or connected with consumers in a new way.

Debbi Vandeven, global CCO at VML is the 2018 Cannes Lions Entertainment Jury President.

This year, the Entertainment Lions Grand Prix went to N=5, Amsterdam for KPN Telecom's Evert45:

SA agencies also roared with pride at bringing home the following Entertainment Lions wins:

- **TBWA\Hunt\Lascaris Johannesburg and TBWA Africa**, along with Blue Noise Johannesburg, Darling Films Johannesburg, Left Post Production Johannesburg, and The Upstairs Ludus Post Production Johannesburg | GOLD LION | Joburg Ballet Company's 'Breaking Ballet'.
- **King James Group Cape Town** | SILVER LION | Sanlam MyChoice Funeral Plan's Uk'Shona KweLanga - A WhatsApp Drama Series.
- **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** | BRONZE LION | Carling Black Label - Anti Women Abuse Initiative 'Soccer Song For Change'.

The **Entertainment for Music Lions** celebrate creative collaborations and original content, demonstrating original production, promotion or distribution of music for brands.

Lori Feldman, EVP strategic marketing at Warner Bros. Records is the 2018 Cannes Lions Entertainment for Music Jury President.

This year, two Entertainment for Music Lions Grands Prix were awarded. The first went to Smuggler and Roc Nation New York for the Jay-Z "Smile" music video:

The second Entertainment for Music Lion Grand Prix went to TBWA\Media Arts Lab Los Angeles for Apple Homepod 'Welcome Home':

View the full tables of winning work below:

2018 Cannes Entertainment Lions winners

Entrant	Country	Client	Product	Title	Award
N=5, Amsterdam	THE NETHERLANDS	KPN	TELECOM	EVERT_45	Grand Prix
JOHN X HANNES, New York	USA	MONTEFIORE	FILM	CORAZÓN - GIVE YOUR HEART -	Gold Lion
CUMMINS & PARTNERS, Sydney / HISTORY WILL BE KIND, Sydney	AUSTRALIA	GO GENTLE AUSTRALIA	VOLUNTARY EUTHANASIA VICTORIA, AUSTRALIA	STOP THE HORROR	Gold Lion
GREYNJ UNITED, Bangkok	THAILAND	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	FRIENDSHIT	Gold Lion
VML, Kansas City	USA	WENDYS	WENDY'S COMMUNITY MANAGEMENT	WEBEEFIN?	Gold Lion
TBWAAFRICA, Johannesburg / TBWAHUNTLASCARIS, Johannesburg	SOUTH AFRICA	JOBURG BALLET	JOBURG BALLET COMPANY	BREAKING BALLET	Gold Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	TO THE LAST TREE STANDING	Gold Lion
NATIONAL GEOGRAPHIC, Washington D.C. / NIKE, Portland	USA	NIKE	NIKE	BREAKING2	Gold Lion
adam&eveDDB, London	UNITED KINGDOM	EA SPORTS	FIFA 18	FIFA 18 MORE THAN A GAME	Gold Lion
N=5, Amsterdam	THE NETHERLANDS	KPN	TELECOM	EVERT_45	Gold Lion
VML, Kansas City	USA	NASHVILLE CONVENTION AND VISITORS CORPORATION	NASHVILLE, TN AND THEIR SONGWRITERS	IT ALL BEGINS WITH A SONG	Silver Lion
PONCE, Buenos Aires	ARGENTINA	FOX NETWORKS GROUP LATIN AMERICA	FOX PREMIUM	WHO?	Silver Lion
CBS CORPORATION, New York	USA	CBS SPORTS	NFL PLAYOFFS	TEASING JOHN MALKOVICH	Silver Lion
TBWAMEDIAARTS LAB, Los Angeles	USA	APPLE	HOMEPOD	WELCOME HOME	Silver Lion
CANDIDE THOVEX, Hamburg / THJNK, Hamburg	GERMANY	AUDI	AUDI QUATTRO - CANDIDE THOVEX	SKI THE WORLD	Silver Lion
ALMAPBBDO, São Paulo	BRAZIL	GETTY IMAGES	GETTY IMAGES	ENDLESS STORIES	Silver Lion

McCANN NEW YORK	USA	MGM RESORTS INTERNATIONAL	MGM RESORTS	UNIVERSAL LOVE	Silver Lion
AKQA, São Paulo	BRAZIL	NETFLIX	STRANGER THINGS	STRANGER BROADCAST	Silver Lion
HEARTS & SCIENCE, New York / BBDO NEW YORK	USA	P&G	MY BLACK IS BEAUTIFUL	THE TALK	Silver Lion
DROGA5, New York	USA	TOURISMAUSTRALIA	TOURISMAUSTRALIA	DUNDEE: THE SON OF A LEGEND RETURNS HOME	Silver Lion
IKEA SOUTHEAST ASIA, Singapore / BBH, Singapore	SINGAPORE	IKEA	IKEA	THE IKEA HUMAN CATALOGUE	Silver Lion
TBWAINEBOKO, Amsterdam / ALBERT HEIJN, Zaandam	THE NETHERLANDS	ALBERT HEIJN	FMCG	BLIJ MET SJOERD	Silver Lion
WIEDEN+KENNEDY, Portland	USA	TRAVEL OREGON	OREGON	TRAVEL OREGON TRAVEL OREGON: THE GAME	Silver Lion
AKESTAM HOLST NOA, Stockholm	SWEDEN	IKEA	IKEA FURNITURE	IRRESISTIBLY POINTLESS TRUEVIEW ADS	Silver Lion
KING JAMES GROUP, Cape Town	SOUTH AFRICA	SANLAM	MYCHOICE FUNERAL PLAN	UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	Silver Lion
CHIEF PRODUCTIONS, Manchester / STRIPE COMMUNICATIONS, London	UNITED KINGDOM	CHIEF PRODUCTIONS, STRIPE COMMUNICATIONS FOR UBISOFT	GHOST RECON WILDLANDS	TO THE WILDLANDS AND BACK	Bronze Lion
ALL CITY, FOX NETWORKS, Los Angeles / STARCOM, Chicago / FOX, New York	USA	MARS	MARS CANDY	BITE SIZED HORROR	Bronze Lion
WIEDEN+KENNEDY, São Paulo	BRAZIL	OLD SPICE (P&G)	OLD SPICE DEODORANT	PIMP THE EXTREME NINJA MASTER RUNWAY CHEF INK TANK FACTOR HAS TALENT BRASIL	Bronze Lion
NATIONAL GEOGRAPHIC, Washington D.C. / NIKE, Portland	USA	NIKE	NIKE	BREAKING2	Bronze Lion
VERY AGENCY (VERY PATCHWORK), Copenhagen / SHOOT HAPPENS, Copenhagen	DENMARK	VOLKSWAGEN	BEETLE	GENERATIONS (SHORT FILM)	Bronze Lion
TBWAIMEDIA ARTS LAB, Shanghai	CHINA	APPLE	IPHONE X	THREE MINUTES	Bronze Lion
BBDO PARIS	FRANCE	CARE FRANCE	ASSOCIATION	STORIES FROM THE OTHER SIDE OF THE WORLD	Bronze Lion
J. WALTER THOMPSON PUERTO RICO, San Juan	PUERTO RICO	TRIPLE-S	TRIPLE-S ADVANTAGE	VOCES EXPERTAS	Bronze Lion
OGILVY CAPE TOWN	SOUTH AFRICA	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	SOCCER SONG FOR CHANGE	Bronze Lion
FRANCE TÉLÉVISIONS, Paris / PUBLICIS CONSEIL, Paris	FRANCE	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	LA FORÊT - BET ON A MURDERER	Bronze Lion
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	EXCLUSIVE THE RAINBOW	Bronze Lion
ENGAGE & RESONATE, Chicago / LEO BURNETT CHICAGO	USA	THE FIELD MUSEUM	"SPECIMENS: UNLOCKING THE SECRETS OF LIFE" EXHIBITION	SPECIMENS MONOLOGUES	Bronze Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	TO THE LAST TREE STANDING	Bronze Lion
ALMAPBBDO, São Paulo	BRAZIL	GOL LINHAS AEREAS	GOL LINHAS AEREAS	THE NEYMARLESS SPONSORSHIP	Bronze Lion
adam&eveDDB, London	UNITED KINGDOM	EA SPORTS	FIFA 18	FIFA 18 MORE THAN A GAME	Bronze Lion
GREY COLOMBIA, Bogotá	COLOMBIA	BLU RADIO	SPORTS RADIO STATION	THE GAME THAT NEVER WAS	Bronze Lion
CRISTAL, Lima / HOUDINI, Lima	PERU	CRISTAL	ALCOHOLIC DRINK	THE HACKING JERSEY	Bronze Lion
HOST/HAVAS, Sydney	AUSTRALIA	AIR NEW ZEALAND	AIR NEW ZEALAND	LOSERS' PARADISE	Bronze Lion
OGILVY ARGENTINA, Buenos Aires	ARGENTINA	DIRECTV	DIRECTV MUNDIAL	MINIVARSKY	Bronze Lion

VML, Kansas City	USA	PEPSICO	GATORADE	GIFORADE	Bronze Lion
LOLA MULLENLOWE, Madrid	SPAIN	LIBERO	FOOTBALL MAGAZINE	VALDERRAMA'S BALLS	Bronze Lion
UNINTERRUPTED, Los Angeles / UBER HQ, San Francisco	USA	UBER	RIDE SHARE APP	ROLLING WITH THE CHAMPION	Bronze Lion
OGILVY BEIJING / DALIAN WANDA GROUP, Beijing	CHINA	WANDA	TBC	52 MAYORS OF DANZHA	Bronze Lion

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



#CannesLions2018: Entertainment Lions shortlist

19 Jun 2018



2018 Cannes Entertainment for Music Lions winners

Entrant	Country	Client	Product	Title	Award
SMUGGLER, New York / ROC NATION, New York	USA	ROC NATION	MUSIC VIDEO	JAY-Z "SMILE"	Grand Prix
TBWA MEDIA ARTS LAB, Los Angeles	USA	APPLE	HOMEPOD	WELCOME HOME	Grand Prix
DDB GROUP GERMANY, Berlin	GERMANY	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	THE UNCENSORED PLAYLIST	Gold Lion
LONDON ALLEY, Los Angeles / DEF JAM RECORDINGS, New York / VISIONARY MUSIC GROUP, New York	USA	LOGIC	NATIONAL SUICIDE PREVENTION LIFELINE	1-800-273-8255	Gold Lion
SPOTIFY, New York	USA	SPOTIFY	SPOTIFY	DAVID BOWIE IS HERE	Gold Lion
FREENJOY, Los Angeles	USA	TDE/INTERSCOPE RECORDS	KENDRICK LAMAR	HUMBLE.	Silver Lion
VML, Kansas City	USA	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	WEBEEFIN?	Silver Lion
VML, Kansas City	USA	NASHVILLE CONVENTION AND VISITORS CORPORATION	NASHVILLE, TN AND THEIR SONGWRITERS	IT ALL BEGINS WITH A SONG	Silver Lion
SPOTIFY, New York	USA	SPOTIFY	SPOTIFY	I'M WITH THE BANNED	Silver Lion
TBWA MEDIA ARTS LAB, Los Angeles	USA	APPLE	HOMEPOD	WELCOME HOME	Silver Lion
VML, Kansas City	USA	NASHVILLE CONVENTION AND VISITORS CORPORATION	NASHVILLE, TN AND THEIR SONGWRITERS	IT ALL BEGINS WITH A SONG	Silver Lion
McCANN NEW YORK	USA	MGM RESORTS INTERNATIONAL	MGM RESORTS	UNIVERSAL LOVE	Silver Lion
LONDON ALLEY, Los Angeles / DEF JAM RECORDINGS, New York / VISIONARY MUSIC GROUP, New York	USA	LOGIC	NATIONAL SUICIDE PREVENTION LIFELINE	1-800-273-8255	Bronze Lion
DEUTSCH LA / INTERSCOPE RECORDS, Los Angeles / STEELHEAD, Los Angeles	USA	INTERSCOPE RECORDS	EMINEM "REVIVAL"	ASK ABOUT REVIVAL	Bronze Lion
DDB GROUP GERMANY, Berlin	GERMANY	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	THE UNCENSORED PLAYLIST	Bronze Lion
VML, Kansas City	USA	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	WEBEEFIN?	Bronze Lion
NFL, New York / GREY NEW YORK	USA	NFL	NFL	TOUCHDOWN CELEBRATIONS TO COME	Bronze Lion

HAVAS NEW YORK	USA	TD AMERITRADE	TD AMERITRADE	ALL NIGHT LONG TRADING	Bronze Lion
McCANN NEW YORK	USA	MGM RESORTS INTERNATIONAL	MGM RESORTS	UNIVERSAL LOVE	Bronze Lion

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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>