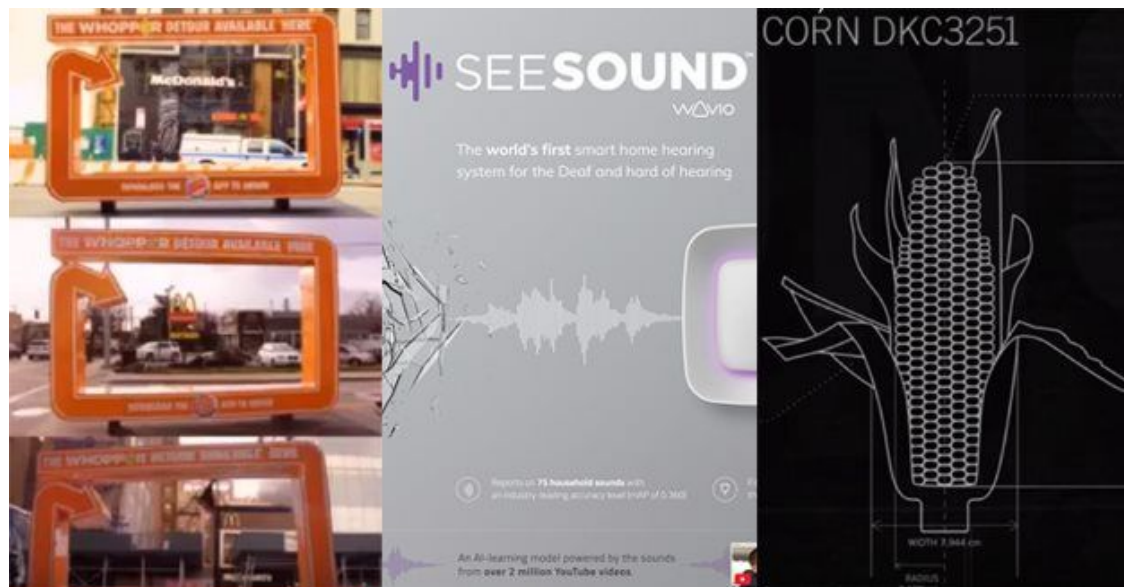


Mobile, Innovation & Impact Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 20 June, with the 2019 Mobile, Innovation and Creative Effectiveness winners announced during the Communication, Innovation and Impact award ceremonies.



The Mobile, Innovation and Impact (Creative Effectiveness) Cannes Lions 2019 Grand Prix winners...

Magnificent Mobile

The Communication Track looks at the big creative idea, where campaigns are brought to life through brilliant partnerships, people and storytelling.

The Mobile Lions celebrate device-driven creativity, designed for portable platforms. Work where a hand-held or wearable environment is integral to the idea and enables key aspects of the execution.

Ari Weiss, chief creative officer at DDB Worldwide, North America is the 2019 Mobile Lions jury president.

Weiss has guided the creative resurgence of DDB and since joining has earned 24 Lions and been named by the 4A's as one of the 100 people who make advertising great.

“ The Mobile Grand Prix goes to [@FCBglobal](#) In New York for the brilliant and innovative Whopper Detour, a campaign for [@BurgerKing!](#) [#CannesLions](#) <https://t.co/oYlVq7ZjrP>— Cannes Lions ([@Cannes_Lions](#)) [June 20, 2019](#) ”

Mobile Lions received 866 entries and the jury awarded 42 Lions: 1 Grand Prix, 10 Gold, 11 Silver and 20 Bronze Lions.

The Cannes Lions 2019 Mobile Grand Prix was awarded to **FCB New York** for Burger King's 'The Whopper Detour'; with production by O Positive, New York; MackCut, New York; Human, New York; Chemistry Creative, New York; and Zombie Studio, São Paulo; with media by Horizon Media, New York; PR by Alison Brod Marketing + Communications, New York; and additional work by HoneyMix, New York:

The app enabled people within 600 feet of one of the 14,000 McDonald's locations in America to unlock a deal for a 1-cent Whopper.

This work was also awarded the Direct Lions Grand Prix in the Reach track earlier in the week.



#CannesLions2019: Reach Lions winners!

19 Jun 2019



#CannesLions2019: Mobile shortlist

19 Jun 2019



Innovative Innovation work

A total 187 entries were submitted to the Innovation Lions category (Innovation Track) honouring ground-breaking innovation, technology and problem solving.

The Innovation Lions shortlist comprised 25 entries from 16 countries, including: Thailand, China, Canada, Denmark, Sweden, Argentina, The Philippines, Belgium, Australia, Mexico, Russia, UK, Brazil, Israel, Germany and USA.

The Innovation Lions shortlist presentations took place on the Awards Hub Stage from Monday to Wednesday, with the winners announced onstage on Thursday, 20 June.

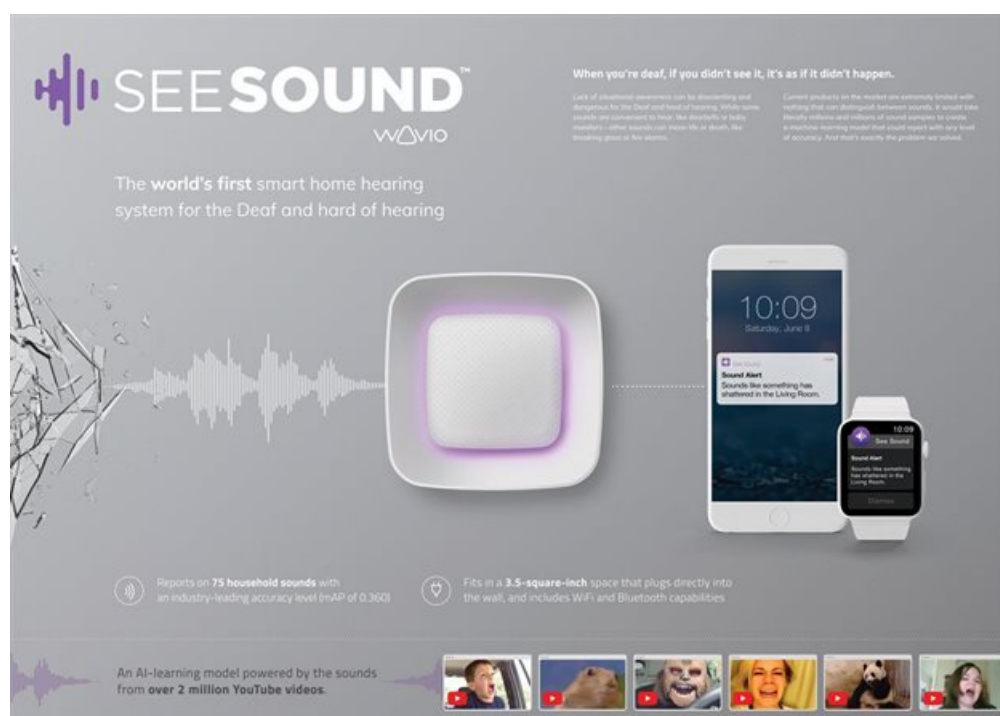
The jury eventually awarded just 7 Innovation Lions: 1 Grand Prix, 1 Gold, 2 Silver and 3 Bronze Lions.

“ An incredibly powerful and inspiring Grand Prix announcement for the Innovation Grand Prix from [@wavio_ai](#)! Congratulations to Area 23 (FCBHealth) and Wavio for winning for the [#SeeSound](#) product! [#CannesLions](#) <https://t.co/N6XnQbU2sD>— Cannes Lions (@Cannes_Lions) [June 20, 2019](#) ”

Innovation jury president and innovation track ambassador Bill Yom, global creative director of Cheil Worldwide, said:

“ This year's Innovation Lions shortlist is an exciting essence of creative excellence and I'm happy to see the work coming from countries across the world. Every shortlist candidate team should be proud to reach this stage. The Innovation Jury is looking forward to watching each presentation during live-judging on the Cannes Lions stage. The Stage is yours, not ours. ”

The Grand Prix going to **Area 23, an FCB Health Network Company**, New York for Wavio's 'SeeSound'.



Cannes Lions 2019 Innovation Grand Prix-winner, See Sound for Wavio.

[click to enlarge](#)

This is a smart home device powered with machine learning, to identify sounds around the home and notify the user through a mobile app. Wavio's Avela Hendrix interpreted live sign language from the stage.



Susan Fowler Credle
 about 5 years ago



One of the most incredible moments I've experienced at the Palais. The whole house clapping in sign language. Quiet and powerful!

Fred Levron is with **Elliot Langerman** and **4 others**.
 Global Chief Creative Officer at dentsu · 21 June 2019

This is bigger than advertising. GRAND PRIX INNOVATION FCB AREA23 "seesound" ❤️❤️❤️

 88
  5
  Share

Commenting on the Grand Prix, Yom said:

“ This was one of the most courageous and simplest solutions we've seen which solves a problem for the deaf and hard of hearing community that has not been addressed enough before. What's also important is that it utilizes machine learning technology in a genius creative way - basically 'hacking' YouTube to train a sound database with limited resources - to essentially, save lives. ”



#CannesLions2019: Glass, Innovation and Titanium Lions shortlists!

6 Jun 2019



Work with true impact

The Impact Track celebrates commercial creative effectiveness and the techniques used to measure and impact branded communications.

In the Creative Effectiveness Lions (Impact Track), 227 entries were received. The jury, chaired by John Seifert, Chief Executive Officer, Worldwide, Ogilvy, awarded 12 Lions: 1 Grand Prix, 3 Gold, 3 Silver, 5 Bronze Lions.

Creative Effectiveness

The Creative Effectiveness Lions celebrate the measurable impact of creativity and hard results over the long term. Work that has shown tangible business effects, was instrumental to cultural change or integral in the achievement of brand purpose.

John Seifert, worldwide chief executive of Ogilvy, global is the 2019 Creative Effectiveness Lions jury president.

A 39-year veteran at Ogilvy & Mather, Seifert has worked across the Ogilvy network in a range of client leadership and management positions.

“Winning the Creative Effectiveness Grand Prix at [#CannesLions](#) this year... It's [@MarcelAgency](#) for [@carrefourgroup](#)'s [#BlackSupermarket!](#) [#CannesLions](#) <https://t.co/RILnJpEM3n>— Cannes Lions (@Cannes_Lions) [June 20, 2019](#)”

The Creative Effectiveness Grand Prix was awarded to **Marcel, Paris** with production by Prodigious, Paris; DMBM, Paris; Iconoclast, Paris; Nightshift, Paris; and GUM, Paris for Carrefour's 'Black Supermarket':

Hypermarket chain Carrefour defied the law, to change the law, with 'Black Supermarket' a place to sell illegal fruits and vegetables and defend biodiversity.

No SA work was awarded in the Mobile, Innovation or Impact ceremonies. View the full tables of winning work below:



#CannesLions2019: Creative Effectiveness shortlist

19 Jun 2019



2019 Cannes Lions Mobile winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA

Gold Lion	GOODBY SILVERSTEIN & PARTNERS, San Francisco	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	LESSONS IN HERSTORY	USA
Gold Lion	AREA23, AN FCB HEALTH NETWORK COMPANY, New York	WAVO	SEE SOUND	SEE SOUND	USA
Gold Lion	HO COMMUNICATION, Shanghai	KFC	KFC POCKET FRANCHISE	POCKET FRANCHISE	CHINA
Gold Lion	DROGA5, New York	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	BAGELGATE	USA
Gold Lion	VIRTUE, Copenhagen	CARLINGS	THE DIGITAL COLLECTION	ADDRESS THE FUTURE	DENMARK
Gold Lion	HO COMMUNICATION, Shanghai	KFC	KFC POCKET FRANCHISE	POCKET FRANCHISE	CHINA
Gold Lion	FCB INFERNO, London	THE BIG ISSUE	THE BIG ISSUE	PAY IT FORWARD	UNITED KINGDOM
Gold Lion	FCB INFERNO, London	HUAWEI	HUAWEI BRAND	STORYSIGN	UNITED KINGDOM
Gold Lion	GOODBY SILVERSTEIN & PARTNERS, San Francisco	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	LESSONS IN HERSTORY	USA
Gold Lion	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA
Silver Lion	ISOBAR , Amsterdam / ACHTUNG!mgarrybowen, Amsterdam	VOLKSWAGEN	VOLKSWAGEN APPLICATION	SNEL WEG SPROOKJES	THE NETHERLANDS
Silver Lion	DAVD SÃO PAULO	BURGER KING	BURGER KING WHOPPER	BURN THAT AD	BRAZIL
Silver Lion	FCB INFERNO, London	THE BIG ISSUE	THE BIG ISSUE	PAY IT FORWARD	UNITED KINGDOM
Silver Lion	AREA23, AN FCB HEALTH NETWORK COMPANY, New York	WAVO	SEE SOUND	SEE SOUND	USA
Silver Lion	DROGA5, New York	IHOP	IHOP	IHOB	USA
Silver Lion	OGILVY GERMANY, Frankfurt	GERMAN RAIL	GERMAN RAIL	NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMANY
Silver Lion	BBDO NEW YORK	MARS CHOCOLATE NORTH AMERICA	SNICKERS	ONE FOR TWO	USA
Silver Lion	OGILVY, Chicago	S.C JOHNSON	GLADE	VEILED SNAPCHAT LENS	USA
Silver Lion	R/GA, New York	SAMSUNG GLOBAL	THE GALAXY SKIN	SAMSUNG X FORTNITE: THE GALAXY SKIN	USA
Silver Lion	GTB BRASIL, São Paulo	FORD MOTOR COMPANY	FORD MOTOR COMPANY	ACCESSIBILITY MAT	BRAZIL
Silver Lion	CHE PROXIMITY, Melbourne	NRMA	HOME INSURANCE	SAFETY HUB	AUSTRALIA
Bronze Lion	WE BELIEVERS, New York	BURGER KING MEXICO	BURGER KING DELIVERY	THE TRAFFIC JAM WHOPPER	USA
Bronze Lion	LEO BURNETT SYDNEY	SAMSUNG	SAMSUNG – GALAXY S10	POWERSHARE	AUSTRALIA
Bronze Lion	AKQA, São Paulo	NIKE	AIR MAX	AIR MAX GRAFFITI STORES	BRAZIL
Bronze Lion	MAKEME PULSE, Paris / DDB PARIS	UBISOFT	DIVISION 2	ECHOES	FRANCE
Bronze Lion	RPA, Santa Monica	AMERICAN HONDA MOTOR CO.	CORPORATE IMAGE	MAGIC SNOW GLOBE	USA
Bronze Lion	CLEMENGER BBDO MELBOURNE	MYER	MYER	NAUGHTY OR NICE BAUBLE	AUSTRALIA
Bronze Lion	CHE PROXIMITY, Melbourne	NRMA	HOME INSURANCE	SAFETY HUB	AUSTRALIA
Bronze Lion	GREY BANGLADESH, Dhaka	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	UCB AGROBANKING PROJECT	BANGLADESH
Bronze Lion	VMLY&R, Sydney	MCDONALDS	MCDONALDS	MCDONALDS MCPICKLE	AUSTRALIA
Bronze Lion	TBWA ISTANBUL	IKEA	CARPENTS	HAILSTORM IN ISTANBUL	TURKEY

Bronze Lion	VIRTUE, Copenhagen	CARLINGS	THE DIGITAL COLLECTION	ADDRESS THE FUTURE	DENMARK
Bronze Lion	DENTSU WEBCHUTNEY, Bangalore	SWIGGY	FOOD DELIVERY	VOICE OF HUNGER	INDIA
Bronze Lion	72ANDSUNNY, Los Angeles	ACTIMSION	CALL OF DUTY	#CODNATION	USA
Bronze Lion	WUNDERMAN THOMPSON, Sao Paulo / J. WALTER THOMPSON BRAZIL, São Paulo	GUD	GUD	RESCUE DOGZ	BRAZIL
Bronze Lion	FCB/SIX, Toronto	BLACK & ABROAD	BLACK & ABROAD	GO BACK TO AFRICA	CANADA
Bronze Lion	DDB SYDNEY	VOLKSWAGEN	VOLKSWAGEN POLO	POLO UNFAIL	AUSTRALIA
Bronze Lion	DROGA5, New York	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	BAGELGATE	USA
Bronze Lion	FAMOUSGREY BRUSSELS	BITE BACK	ANIMAL RIGHTS ORGANISATION	NOT A BOOMERANG	BELGIUM
Bronze Lion	MOTHER NEW YORK	THE NEW YORK PUBLIC LIBRARY	LITERATURE	INSTA NOVELS	USA
Bronze Lion	FCB INFERNO, London	HUAWEI	HUAWEI BRAND	STORYSIGN	UNITED KINGDOM

Here's a reminder of the 2019 [Mobile Lions](#) shortlist in full:



#CannesLions2019: Mobile shortlist

19 Jun 2019



2019 Cannes Lions Innovation winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	WAVIO	SEE SOUND	SEE SOUND	USA
Gold Lion	McCANN NEW YORK	MICROSOFT	XBOX	CHANGING THE GAME	USA
Silver Lion	LEWLARA/TBWA, São Paulo	DORINA NOWILL FOUNDATION FOR THE BLIND	#BRAILLEBRICKSFORALL	#BRAILLEBRICKSFORALL	BRAZIL
Silver Lion	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL
Bronze Lion	TBWA/SANTIAGO MANGADA PUNO, Makati City	PACIFIC PAINTS (BOYSEN) PHILIPPINES INC.	BOYSEN KNOX-OUT PAINTS	THIS IS A TREE	THE PHILIPPINES
Bronze Lion	R/GA LONDON / MIMICA, London	MIMICA	MIMICA TOUCH	MIMICA	UNITED KINGDOM
Bronze Lion	RBK COMMUNICATION, Stockholm	DOCONOMY	DO BLACK	DO BLACK - THE CARBON LIMIT CREDIT CARD	SWEDEN

Here's a reminder of the 2019 [Innovation Lions](#) shortlist in full:



#CannesLions2019: Creative e-commerce shortlist

19 Jun 2019



2019 Cannes Lions Impact: Creative Effectiveness winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	MARCEL, Paris	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	FRANCE

Gold Lion	SAATCHI & SAATCHI, New York	PROCTER & GAMBLE	TIDE	IT'S A TIDE AD	USA
Gold Lion	McCANN LONDON	MICROSOFT	XBOX DESIGN LAB	'XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL' – TURNING FANS INTO FANCHISEES	UNITED KINGDOM
Gold Lion	DAMD, Buenos Aires	NEWSAN	NOBLEX	THE ALL-IN PROMO	ARGENTINA
Silver Lion	ENERGY BBDO, Chicago	NATIONAL SAFETY COUNCIL	NON-PROFIT	PRESCRIBED TO DEATH	USA
Silver Lion	adam&eveDDB, London	CAMPAIGN AGAINST LIVING	CHARITY	PROJECT 84	UNITED KINGDOM
Silver Lion	LOLA MULLENLOWE, Madrid	BURGER KING	BURGER KING	SCARY CLOWN NIGHT	SPAIN
Bronze Lion	DROGA5, New York	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DUNDEE: THE SON OF A LEGEND RETURNS HOME	USA
Bronze Lion	BBH, London / WE ARE SOCIAL, London	AUDI	AUTOMOTIVE	AUDI / VORSPRUNG DURCH TECHNIK: BEAUTIFUL CARS WITH AMAZING BRAINS (2015 – Q1 20)	UNITED KINGDOM
Bronze Lion	WUNDERMAN THOMPSON BANGKOK / WUNDERMAN, Bangkok / J. WALTER THOMPSON BANGKOK	UNILEVER	SUNSILK	HAIR TALK	THAILAND
Bronze Lion	McCANN NEW YORK	RECKITT BENCKISER	MUCINEX	#SUPERSICKMONDAY	USA
Bronze Lion	McCANN LONDON	MICROSOFT	XBOX DESIGN LAB	'XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL' – TURNING FANS INTO FANCHISEES	UNITED KINGDOM

Here's a reminder of the 2019 [Creative Effectiveness Lions](#) shortlist in full:



#CannesLions2019: Creative Effectiveness shortlist

19 Jun 2019



The Cannes Lions Festival of Creativity runs from 17 to 21 June 2019, with Cinemark – now known as Ster-Kinekor Sales – the local representatives of Cannes Lions for SA. Visit our [Cannes Lions special section](#) for the latest updates!

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