

# Creative Data winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Cannes Creative Data award ceremony on 20 June 2017.

Creative Data Lions falls under the banner of Lions Innovation, which is dubbed as 'a field-trip to the future'.



#CannesLions2017: Innovation winners!

20 Jun 2017



The Creative Data Lions in particular celebrate the interplay of ideas and information. This means entries in the Creative Data categories must have clearly demonstrated how the execution/campaign was enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results/impact must be clear and robust.



#CannesLions2017: Creative Data shortlist

20 Jun 2017



A total of 38 Creative Data Lions were awarded from a shortlist of 77, with the Grand Prix going to DigitasLBI Chicago for Whirlpool Household Appliance's 'Care counts':

“ A [#CannesLions](#) Grand Prix for [#CareCounts!](#) A BIG round of applause for [@WhirlpoolCorp](#) (\*cl), [@Digitas](#) & team on the honor! [#InspiredbyCannes](#) [pic.twitter.com/H6oYf8ZHXH](#) — Ketchum (@KetchumPR) [June 20, 2017](#) ”

View the full table of winning work below:

## Creative Data Lions Winners

Entrant	Title	Client	Product	Award
DIGITASLBI, Chicago	CARE COUNTS	WHIRLPOOL	HOUSEHOLD APPLIANCE	Grand Prix
LEO BURNETT MELBOURNE	REWORD	HEADSPACE	REWORD	Gold Lion
BETC, Paris	AIMEN	CANAL +	CANAL +	Gold Lion
SBERBANK OF RUSSIA, Moscow / GOOD, Moscow	SBERBANK. NEIGHBORHOODS	SBERBANK	LOANS FOR SMALL BUSINESSES	Gold Lion
MEC GLOBAL, New York / MLIVE: MARRIOTT INTERNATIONAL'S REAL-TIME COMMAND CENTER, Bethesda	MLIVE: MARRIOTT INTERNATIONAL'S REAL-TIME COMMAND CENTER	MLIVE	MARRIOTT INTERNATIONAL	Gold Lion
OGILVY AUSTRALIA, Melbourne	AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	Gold Lion
TBWA\HAKUHODO, Tokyo	GREEN LIGHT RUN	ADIDAS	PUREBOOST	Silver Lion
F5, Shanghai	KNOW YOU AGAIN	BAIDU	AI GLASSES	Silver Lion
SPOTIFY, New York	THANKS 2016, IT'S BEEN WEIRD.	SPOTIFY	SPOTIFY	Silver Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Silver Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Silver Lion
INSTITUTO RODRIGO MENDES, São Paulo / GLOBO TV, Rio De Janeiro / GLOBO COMUNICAÇÃO E PARTICIPAÇÕES, Rio De Janeiro	POWERED BY RESPECT	GLOBO TV AND INSTITUTO RODRIGO MENDES	AWARENESS MESSAGES	Silver Lion
BETC, Paris	AIMEN	CANAL +	CANAL +	Silver Lion
LEO BURNETT SYDNEY	POCKET PATROL	SAMSUNG AUSTRALIA	SAMSUNG POCKET PATROL	Silver Lion
MEC GLOBAL, New York / MARRIOTT INTERNATIONAL, Bethesda	MLIVE: MARRIOTT INTERNATIONAL'S REAL-TIME COMMAND CENTER	MLIVE	MARRIOTT INTERNATIONAL	Silver Lion
OGILVY AUSTRALIA, Melbourne	AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	Silver Lion
ZENITH, Shanghai / SAIC MOTOR PASSENGER VEHICLE COMPANY, Shanghai	MYCARPULSE SUPER ID - CAR WELLNESS GETS HYPER-PERSONALIZED WITH AI AND MEGA-DATA	SAIC GENERAL MOTORS	AUTOMOTIVE (VEHICLE MAINTENANCE)	Silver Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Bronze Lion
LEO BURNETT SYDNEY	POCKET PATROL	SAMSUNG AUSTRALIA	SAMSUNG POCKET PATROL	Bronze Lion
FCB, Toronto	DOWN SYNDROME ANSWERS	CANADIAN DOWN SYNDROME SOCIETY	HEALTH AWARENESS	Bronze Lion
WUNDERMAN BUENOS AIRES	TALKING NUMBERS	FUNDACIÓN HUESPED	FUNDACIÓN HUESPED IS AN ORGANIZATION DEDICATED TO THE CLINICAL INVESTIGATION OF HIV AND OTHER DISEASES.	Bronze Lion
THE CYRANOS/McCANN, Barcelona	JOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	JOURNALIST - NEWS APP	Bronze Lion
Y&R ITALIA, Milan	CHAT YOURSELF	ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF	CHAT YOURSELF	Bronze Lion
OGILVY AUSTRALIA, Melbourne	AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	Bronze Lion
DAVID, Miami	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	Bronze Lion
WE BELIEVERS, New York	AI BUDDY	VIDAX CENTER	AI BUDDY	Bronze Lion
JUNG VON MATT/LIMMAT, Zürich	THE SOUND BOOK APP	NORDSÜD VERLAG	CHILDREN BOOK	Bronze Lion
TBWA\HAKUHODO, Tokyo	GREEN LIGHT RUN	ADIDAS	PUREBOOST	Bronze Lion
THE CYRANOS/McCANN, Barcelona	JOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	JOURNALIST - NEWS APP	Bronze Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Bronze Lion
BETC, Paris	AIMEN	CANAL +	CANAL +	Bronze Lion
LEO BURNETT MELBOURNE	REWORD	HEADSPACE	REWORD	Bronze Lion
PUBLICIS LONDON / PUBLICIS ITALY, Milan / POKE, London	NO MORE EXCUSES	HEINEKEN	BEER	Bronze Lion
MRM/McCANN, New York / McCANN NEW YORK	MICROSOFT COURSE IQ	MICROSOFT	MICROSOFT CLOUD	Bronze Lion
OGILVY AUSTRALIA, Melbourne	AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	Bronze Lion
TBWA\HAKUHODO, Tokyo	GREEN LIGHT RUN	ADIDAS	PUREBOOST	Bronze Lion

MRM/McCANN, New York / McCANN NEW YORK	MICROSOFT COURSE IQ	MICROSOFT	MICROSOFT CLOUD	Bronze Lion
GREY BRAZIL, São Paulo	THE COLOUR OF CORRUPTION	RECLAME AQUI	VIGIE AQUI	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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