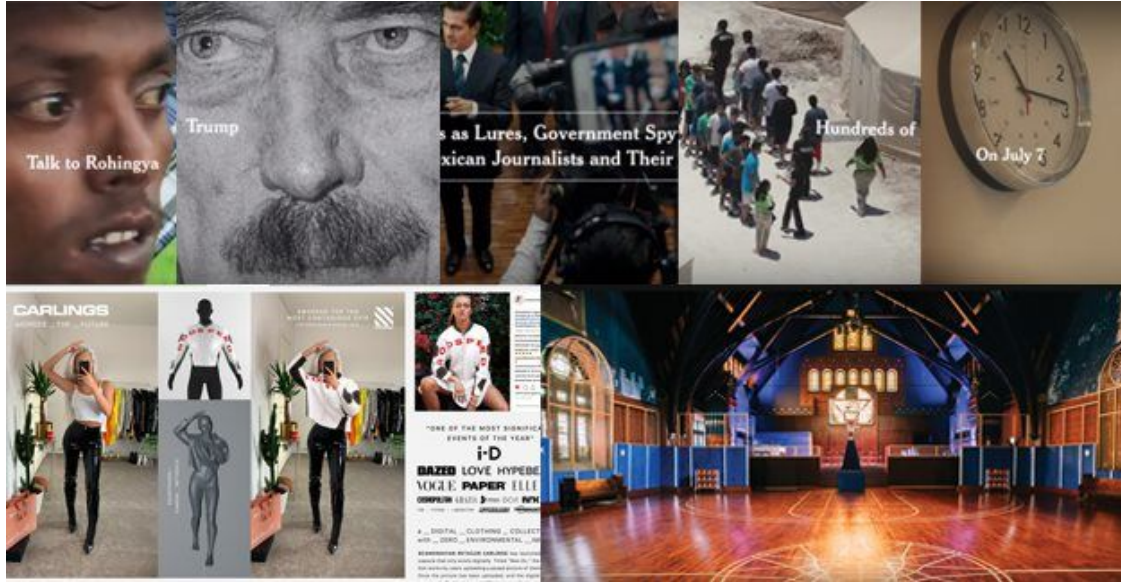


Craft winners!

The 66th annual Cannes Lions Festival of Creativity continued on 18 June, with the 2019 Cannes Film Craft, Digital Craft and Industry Craft Lions announced during the Craft award track ceremony.



#CannesLions2019 Entertainment Grands Prix winners: Top row is Final Cut and Droga5 New York's *New York Times* journalists' Resolve (Myanmar), Rigor (Taxes), Courage (Mexican Spyware), Perseverance (Immigration) and Fearlessness (Isis) campaign. Bottom left is Digital Craft Grand Prix winner Virtue's work for Carlings' Digital Collection, 'Address the Future'. Bottom right is Industry Craft Grand Prix work for Momentum New York and Canada's Nike 'Just Do It: HQ at the Church'.

Winners of the Cannes Lions' Craft track were announced and the Cannes Lions' opening award ceremony held at the Palais on Tuesday, 18 June from 7pm.

Crafty Creativity

The Craft Track focuses on the artistry, skill, talent and flair required to deliver beautifully executed ideas with the power to cut through and bring the creative idea to life.

Digital Craft Lions

The Digital Craft Lions celebrate technological artistry - flawless design, masterful execution and outstanding user experience created for all digital environments.

“ Winning the Grand Prix in Digital Craft... Congratulations to Virtue Copenhagen, for the Address the Future campaign for Carlings! This is the first ever Digital Craft Grand Prix, won by Denmark [#CannesLions pic.twitter.com/NnVEFv79iG](https://twitter.com/NnVEFv79iG)— Cannes Lions (@Cannes_Lions) [June 18, 2019](https://twitter.com/CannesLions/status/1136444444444444444) ”

Rei Inamoto, founding partner of Inamoto & Co, USA is the 2019 Digital Craft Lions jury president.

Inamoto has been named as one of the “Top 25 most Creative People in Advertising” by *Forbes* magazine, having led AKQA to grow tenfold during his tenure, before founding his own firm. In 2013 he served as Mobile Lions President.

This year, the Digital Craft Grand Prix went to **Virtue**, Copenhagen for Carlings' Digital Collection, 'Address the Future', whereby the multi-brand chain created a digital fashion collection to raise awareness of the environmental damage of fast fashion:

There were 797 entries demonstrating technical artistry were submitted with 23 Lions awarded: 1 Grand Prix, 4 Gold, 7 Silver and 11 Bronzes Lions.

Inamoto said: "This is a Grand Prix with the ambition to tackle a huge problem that humanity faces. The unexpectedness of the idea itself, the ingenuity and the scalability makes this a worthy winner."



#CannesLions2019: Digital Craft shortlist

17 Jun 2019



Film Craft Lions

The Film Craft Lions in particular celebrate onscreen artistry. Exceptional filmmaking in which technical skill and prowess in production elevates an idea or dramatically enhances its execution.

Celebrating on-screen artistry, a total of 1,924 entries competed in the Film Craft Lions. The jury awarded 1 Grand Prix, 12 Gold, 24 Silver and 41 Bronze Lions.

The jury pointed out that whilst the craft was very diverse and shone through, there was a high level of brands touching on social issues.

“ Grand Prix winner in Film Craft... It's [@Droga5's Truth](#) campaign for the [@nytimes!](#) Congratulations whole to the team on this one! [#CannesLions pic.twitter.com/QmCxVhrqcD](#)— Cannes Lions (@Cannes_Lions) [June 18, 2019](#) ”

Rebecca Skinner, managing director/executive producer at Superprime Films, USA is the Film Craft Lions jury president. With a background in music videos and working with directors including Damien Chazelle and Terrence Malick, Skinner has seen work she produced appear at Tribeca Film Festival this year.

This year, the Film Craft Grand Prix went to **Final Cut** and **Droga5** New York, with production work by Furlined, Santa Monica and Significant Others New York for *The New York Times* journalism's Resolve (Myanmar), Rigor (Taxes), Courage (Mexican Spyware), Perseverance (Immigration) and Fearlessness (Isis) campaign.

The work aims to show that original, independent journalism requires resources, time and commitment, and that subscribing to The NY Times is crucial in that effort.

Skinner commented: “Over seven days of judging there were many perspectives and discussions across all of the work, but when it came to the Grand Prix it was unanimous. A bold and courageous campaign crafted in a unique way.”

Resolve (Myanmar):

Rigor (Taxes):

Courage (Mexican Spyware):

Perseverance (Immigration):

Fearlessness (Isis):



#CannesLions2019: Film Craft shortlist

16 Jun 2019



Industry Craft Lions

The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life - demonstrating expertise and vision in the application of creative techniques.

Trevor Robinson OBE, founder and executive creative director of Quiet Storm, UK is the 2019 Industry Craft Lions jury president.

Robinson set up the UK's first joint-creative agency and production company. He founded Create Not Hate, as a means to reduce gun crime and get disenfranchised youth into advertising and in 2009 was awarded an Order of the British Empire by Queen Elizabeth II for his services to UK advertising.

This year, the Industry Craft Grand Prix went to **Momentum** New York and Canada, additional work by Victory Creative Group, Toronto; Chicago Scenic Studios, Chicago; Absolute Production Services, Chicago; Creative Sports Concepts, New York; Storey Studio, London; and Flowers, Chicago, for Nike's 'Just Do It: HQ at the Church'.

They transformed a church into a basketball facility called 'Just Do It HQ at The Church' for Chicago's youth. Robinson commented: "It's a Grand Prix that celebrates bringing restraint to craft, with a legacy that lives beyond this award."

“



[View this post on Instagram](#)



AWESOME! @Nike transformed this vacant church into a world-class basketball facility on Chicago's West Side.

A post shared by ABC 7 Chicago (@abc7chicago) on Aug 6, 2018 at 5:45pm PDT

”

Celebrating creative artistry, 1,697 entries were submitted with 1 Grand Prix, 6 Gold, 14 Silver and 20 Bronze Lions being awarded. The jury noted that much of the work was emotionally powerful using creative craft to present their messages.



17 Jun 2019



No SA work was awarded in the Craft track. View the full tables of winning work below:

2019 Cannes Digital Craft Lions winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	VIRTUE, Copenhagen	CARLINGS	THE DIGITAL COLLECTION	ADDRESS THE FUTURE	DENMARK
Gold Lion	WIZZ / QUAD GROUP, Paris / WIEDEN+KENNEDY AMSTERDAM	NIKE	NIKE FOOTBALL	NEVER ASK	FRANCE
Gold Lion	DDB PARIS	UBISOFT	ASSASSINS CREED ODYSSEY	MY LIFE AS A NPC	FRANCE
Gold Lion	FCB INFERNO, London	HUAWEI	HUAWEI BRAND	STORYSIGN	UNITED KINGDOM
Gold Lion	360I, New York / HBO, New York	HBO	WESTWORLD	WESTWORLD: THE MAZE	USA
Silver Lion	MOTHER NEW YORK	THE NEW YORK PUBLIC LIBRARY	LITERATURE	INSTA NOVELS	USA
Silver Lion	JOHN X HANNES NEW YORK	EXPENSIFY	MOBILE APP EXPENSIFY	EXPENSIFY THIS	USA
Silver Lion	ISOBAR, Amsterdam / ACHTUNG! mcgarrybowen, Amsterdam	VOLKSWAGEN	VOLKSWAGEN APPLICATION	SNELWEG SPROOKJES	THE NETHERLANDS
Silver Lion	HAPPINESS BRUSSELS, Brussels	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	BLIND METERS	BELGIUM
Silver Lion	GOODBY SILVERSTEIN & PARTNERS, San Francisco	THE DALÍ MUSEUM	THE DALÍ MUSEUM	DALÍ LIVES	USA
Silver Lion	GOOGLE CREATIVE LAB, New York	GOOGLE	EXTENSION FOR SMARTPHONE KEYBOARDS	MORSE CODE FOR GBOARD	USA
Silver Lion	GOOGLE SPOTLIGHT STORIES, Mountain View	Google	N/A	AGE OF SAIL	USA
Bronze Lion	CASHMERE AGENCY, Los Angeles / ROYALTY, Los Angeles	GOOGLE	PIXEL 3	GOOGLE PIXEL 3 X CHILDISH GAMBINO	USA
Bronze Lion	JAWB, Toronto	ADIDAS ORIGINALS	ADIDAS ORIGINALS	COMPLEXCON	CANADA
Bronze Lion	FCB BRASIL, São Paulo	CONGRESSO EM FOCO	INSTITUTIONAL	TRENDING BOTICS	BRAZIL
Bronze Lion	FCB CHICAGO	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	MOST DANGEROUS STREET	USA
Bronze Lion	BBDO NEW YORK	BACARDI	BACARDI	LIVE MOVES	USA

Bronze Lion	SERVICEPLAN GERMANY, Munich / SERVICEPLAN KOREA, Seoul / DOT INCORPORATION, Seoul	DOT INC.	DOT TRANSLATION ENGINE	DOT TRANSLATION ENGINE. THE FIRST AI BRAILLE TRANSLATION SOFTWARE	GERMANY
Bronze Lion	HOK-ELANTO, Helsinki / SOK MEDIA, Helsinki	HOK-ELANTO S GROUP	ALEPA	BLOCK WSH	FINLAND
Bronze Lion	ARGONAUT, San Francisco	CRICKET WIRELESS	Telecommunication / Cell Phone Plans	LIVE SOCIAL PRESS JUNKET	USA
Bronze Lion	GOOGLE CREATIVE LAB, New York	GOOGLE	EXPERIMENTS IN AI + ACCESSIBILITY	CREATABILITY	USA
Bronze Lion	COLENSO BBDO, Auckland	SPARK	SPARK	KUPU	NEW ZEALAND
Bronze Lion	DDB PARIS	UBISOFT	THE DIMSION 2	ECHOS	FRANCE

2019 Cannes Film Craft Lions winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix Campaign	FINAL CUT, New York / DROGA5, New York	THE NEW YORK TIMES	JOURNALISM	RESOLVE (MYANMAR)	USA
Grand Prix Campaign	FINAL CUT, New York / DROGA5, New York	THE NEW YORK TIMES	JOURNALISM	RIGOR (TAXES)	USA
Grand Prix Campaign	FINAL CUT, New York / DROGA5, New York	THE NEW YORK TIMES	JOURNALISM	COURAGE (MEXICAN SPYWARE)	USA
Grand Prix Campaign	FINAL CUT, New York / DROGA5, New York	THE NEW YORK TIMES	JOURNALISM	PERSEVERANCE (IMMIGRATION)	USA
Grand Prix Campaign	FINAL CUT, New York / DROGA5, New York	THE NEW YORK TIMES	JOURNALISM	FEARLESSNESS (ISIS)	USA
Gold Lion	SMUGGLER, Los Angeles / APPLE, Cupertino	APPLE	APPLE	APPLE AT WORK: THE UNDERDOGS	USA
Gold Lion	DROGA5, New York	NORDSTROM	NORDSTROM	AN OPEN MIND IS THE BEST LOOK	USA
Gold Lion	UMSTUDIOS, New York	JOHNSON & JOHNSON	JOHNSON & JOHNSON	5B	USA
Gold Lion Campaign	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	RIGOR	USA
Gold Lion Campaign	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	PERSEVERANCE	USA
Gold Lion Campaign	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	RESOLVE	USA
Gold Lion Campaign	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	COURAGE	USA
Gold Lion Campaign	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	FEARLESSNESS	USA
Gold Lion	WIEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAMCRAZY	USA
Gold Lion	APPLE, Cupertino	APPLE	APPLE'S PRODUCTS AND SERVICES	APPLE AT WORK: THE UNDERDOGS	USA
Gold Lion Campaign	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	RIGOR	USA
Gold Lion Campaign	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	PERSEVERANCE	USA
Gold Lion Campaign	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	RESOLVE	USA
Gold Lion Campaign	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	COURAGE	USA
Gold Lion Campaign	DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	FEARLESSNESS	USA
Gold Lion	ICONOCLAST, Paris	THE BLAZE	MUSIC VIDEO	QUEENS	FRANCE
Gold Lion	JOHNXHANNES NEW YORK	EXPENSIFY	MOBILE APP EXPENSIFY	EXPENSIFY TH!\$	USA
Gold Lion Campaign	WAVE STUDIOS, New York / DROGA5, New York	NEW YORK TIMES	NEW YORK TIMES	FEARLESSNESS	USA
Gold Lion Campaign	WAVE STUDIOS, New York / DROGA5, New York	NEW YORK TIMES	NEW YORK TIMES	PERSEVERANCE	USA
Gold Lion	TBWA MEDIA ARTS LAB, Los Angeles	APPLE	HOLIDAY	SHARE YOUR GIFTS	USA

Gold Lion Campaign	WIEDEN+KENNEDY, São Paulo	MONDELEZ	LACTA5STAR	ASTRONAUT	BRAZIL
Gold Lion Campaign	WIEDEN+KENNEDY, São Paulo	MONDELEZ	LACTA5STAR	GARAGE	BRAZIL
Gold Lion Campaign	WIEDEN+KENNEDY, São Paulo	MONDELEZ	LACTA5STAR	SKIER	BRAZIL
Gold Lion Campaign	WIEDEN+KENNEDY, São Paulo	MONDELEZ	LACTA5STAR	BOY SCOUTS	BRAZIL
Gold Lion Campaign	WIEDEN+KENNEDY, São Paulo	MONDELEZ	LACTA5STAR	CITY	BRAZIL
Silver Lion	WHITELIST, Los Angeles	MERCK FOR MOTHERS	MERCK FOR MOTHERS	REVERSE	USA
Silver Lion	ACADEMY FILMS, London / adam&eveDDB, London	JOHN LEWIS & PARTNERS	JOHN LEWIS	THE BOY & THE PIANO	UNITED KINGDOM
Silver Lion	ICONOCLAST, Paris	THE BLAZE	MUSIC VIDEO	QUEENS	FRANCE
Silver Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	ECOMMERCE	JACK RYAN	UNITED KINGDOM
Silver Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	ECOMMERCE	OUTLANDER	UNITED KINGDOM
Silver Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	ECOMMERCE	VIKINGS	UNITED KINGDOM
Silver Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	ECOMMERCE	LUCIFER	UNITED KINGDOM
Silver Lion	PRETTYBIRD, Culver City / VENABLES BELL & PARTNERS, San Francisco	REEBOK	REEBOK AZTREK SHOES	STORMTHE COURT	USA
Silver Lion Campaign	FURLINED, Santa Monica / DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	RIGOR	USA
Silver Lion Campaign	FURLINED, Santa Monica / DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	COURAGE	USA
Silver Lion Campaign	FURLINED, Santa Monica / DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	FEARLESSNESS	USA
Silver Lion Campaign	FURLINED, Santa Monica / DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	RESOLVE	USA
Silver Lion Campaign	FURLINED, Santa Monica / DROGA5, New York	THE NEW YORK TIMES	THE NEW YORK TIMES	PERSEVERANCE	USA
Silver Lion	DROGA5, New York	NORDSTROM	NORDSTROM	AN OPEN MIND IS THE BEST LOOK	USA
Silver Lion	BBDO TORONTO	RIGHT TO PLAY	CHILD EMPOWERMENT THROUGH PLAY-BASED EDUCATION	WE RISE	CANADA
Silver Lion	SMUGGLER, Los Angeles / APPLE, Cupertino	APPLE	APPLE	APPLE AT WORK: THE UNDERDOGS	USA
Silver Lion	BACON, Copenhagen	CARLSBERG FOUNDATION	CARLSBERG FOUNDATION	ALMOST HUMAN	DENMARK
Silver Lion	DROGA5, New York	NORDSTROM	NORDSTROM	AN OPEN MIND IS THE BEST LOOK	USA
Silver Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	DELIVERY SERVICE	JACK RYAN	UNITED KINGDOM
Silver Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	ECOMMERCE	OUTLANDER	UNITED KINGDOM
Silver Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	ECOMMERCE	VIKINGS	UNITED KINGDOM
Silver Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	ECOMMERCE	LUCIFER	UNITED KINGDOM
Silver Lion	SOMESUCH, London / AM&BBDO, London	LIBRESSE	WOMEN'S HYGIENE PRODUCTS	VIVA LA VULVA	UNITED KINGDOM
Silver Lion	TBWA MEDIA ARTS LAB, Los Angeles	APPLE	HOLIDAY	SHARE YOUR GIFTS	USA
Silver Lion	adam&eveDDB, London	JOHN LEWIS & PARTNERS + WAITROSE & PARTNERS	RETAIL	BOHEMIAN RHAPSODY	UNITED KINGDOM
Silver Lion	ANORAK, Berlin / ANTONI, Berlin	DAIMLER AG	MERCEDES-BENZ	MERCEDES-BENZ - BERTHA BENZ	GERMANY

Silver Lion	DROGA5, New York	NORDSTROM	NORDSTROM	AN OPEN MIND IS THE BEST LOOK	USA
Silver Lion	WORK EDITORIAL, New York / DROGA5, New York	NORDSTROM	CLOTHING	AN OPEN MIND IS THE BEST LOOK	USA
Silver Lion	WORK EDITORIAL, Los Angeles / APPLE, Cupertino	APPLE	APPLE PRODUCTS (IPHONE, IPAD, MACBOOK PRO, IMAC, APPLE WATCH)	THE UNDERDOGS	USA
Silver Lion	UM STUDIOS, New York	JOHNSON & JOHNSON	JOHNSON & JOHNSON	5B	USA
Silver Lion	GREGORY CARON MUSIC & SOUND DESIGN, Gent / AKQA, Paris	OAKLEY	OAKLEY SUNGLASSES	OAKLEY "IT'S OK"	BELGIUM
Silver Lion	SOUNDTREE MUSIC, London	ESSITY	LIBRESSE / BODYFORM	VIVA LA VULVA	UNITED KINGDOM
Silver Lion	adam&eveDDB, London	JOHN LEWIS & PARTNERS + WAITROSE & PARTNERS	RETAIL	BOHEMIAN RHAPSODY	UNITED KINGDOM
Silver Lion	MPC LONDON / adam&eveDDB, London	JOHN LEWIS & PARTNERS	CHRISTMAS RETAIL	THE BOY AND THE PIANO	UNITED KINGDOM
Bronze Lion	MORTIERBRIGADE, Brussels	ZIJ-KANT	EQUA PAY DAY	SHITTY JOBS	BELGIUM
Bronze Lion	SOMESUCH, London / AMBBDO, London	LIBRESSE	WOMEN'S HYGIENE PRODUCTS	VIVA LA VULVA	UNITED KINGDOM
Bronze Lion	adam&eveDDB, London	JOHN LEWIS & PARTNERS + WAITROSE & PARTNERS	RETAIL	BOHEMIAN RHAPSODY	UNITED KINGDOM
Bronze Lion	OGILVY, London	SIPSMITH	GIN	MR SWAN	UNITED KINGDOM
Bronze Lion	AMBBDO, London	THE VALUABLE 500	THE VALUABLE 500	DIVERSISH	UNITED KINGDOM
Bronze Lion	NEW LAND, Copenhagen / &CO, Copenhagen	BIANCO	BIANCO FOOTWEAR	THE LIFT	DENMARK
Bronze Lion	BENSIMON BYRNE, Toronto	WHITE RIBBON	WHITE RIBBON CAMPAIGN	BOYS DON'T CRY	CANADA
Bronze Lion Campaign	DROGA5, London	AMAZON PRIME VIDEO	PRIME VIDEO	JACK RYAN	UNITED KINGDOM
Bronze Lion Campaign	DROGA5, London	AMAZON PRIME VIDEO	PRIME VIDEO	VIKINGS	UNITED KINGDOM
Bronze Lion Campaign	DROGA5, London	AMAZON PRIME VIDEO	PRIME VIDEO	OUTLANDER	UNITED KINGDOM
Bronze Lion Campaign	DROGA5, London	AMAZON PRIME VIDEO	PRIME VIDEO	LUCIFER	UNITED KINGDOM
Bronze Lion	72ANDSUNNY, Los Angeles	EDEN CREAMERY	HALO TOP	MORTGAGE	USA
Bronze Lion	MOTHER, London	GREENPEACE	PALMOIL AWARENESS	GREENPEACE 'RANG-TAN'	UNITED KINGDOM
Bronze Lion	THJNK, Zürich	PRO INFIRMIS	PRO INFIRMIS	WE ARE ALL EQUAL. AND NO ONE IS MORE EQUAL THAN ANYONE ELSE.	SWITZERLAND
Bronze Lion	MJZ, Los Angeles / DOLLAR SHAVE CLUB, Los Angeles	DOLLAR SHAVE CLUB	MONTHLY GROOMING SUBSCRIPTION	GET READY	USA
Bronze Lion	MJZ, Los Angeles / SQUARESPACE, New York	SQUARESPACE	WEBSITE BUILDING AND HOSTING SOFTWARE	MAKE IT	USA
Bronze Lion	OFFROAD FILMS, Mumbai / PUBLICIS SINGAPORE	P&G	VICKS VAPORUB	VICKS - ONE IN A MILLION #TOUCHOFCARE	INDIA
Bronze Lion	ANORAK, Berlin / ANTONI, Berlin	DAIMLER AG	MERCEDES-BENZ	MERCEDES-BENZ - BERTHA BENZ	GERMANY
Bronze Lion	SPARK NEW ZEALAND, Auckland / COLENZO BBDO, Auckland	SPARK	SPARK	SPARK - WEDDING	NEW ZEALAND
Bronze Lion	McCANN LONDON	PETER TATCHELL FOUNDATION	PETER TATCHELL FOUNDATION	GAYDR	UNITED KINGDOM

Bronze Lion	CHERRY, Tokyo	HECATE INC.	HECATE	WHAT HAPPENED ?	JAPAN
Bronze Lion	MJZ, Los Angeles / DOLLAR SHAVE CLUB, Los Angeles	DOLLAR SHAVE CLUB	MONTHLY GROOMING SUBSCRIPTION	GET READY	USA
Bronze Lion	adam&eveDDB, London	JOHN LEWIS & PARTNERS	CHRISTMAS	THE BOY AND THE PIANO	UNITED KINGDOM
Bronze Lion	DROGA5, New York	JPMORGAN CHASE & CO	CHASE / RETAIL	MAMA SAID KNOCK YOU OUT	USA
Bronze Lion	ICONOCLAST, Berlin / ANTONI, Berlin	MERCEDES BENZ	GLE	IN THE LONG RUN	GERMANY
Bronze Lion	SERVICEPLAN GERMANY, Munich	BMW	BMW 8 SERIES COUPÉ	THE 8 - CITY OF NO CARS	GERMANY
Bronze Lion	DDB PARIS	VOLKSWAGEN	IQ.DRIVE	THE OTHERS	FRANCE
Bronze Lion	ANORAK, Berlin / ANTONI, Berlin	DAIMLER AG	MERCEDES-BENZ	MERCEDES-BENZ - BERTHA BENZ	GERMANY
Bronze Lion	HEIMAT, Berlin	HORNBACH BAUMARKT AG	HORNBACH	HORNBACH "MORNING"	GERMANY
Bronze Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	DELIVERY SERVICE	JACK RYAN	UNITED KINGDOM
Bronze Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	ECOMMERCE	OUTLANDER	UNITED KINGDOM
Bronze Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	ECOMMERCE	VIKINGS	UNITED KINGDOM
Bronze Lion Campaign	SOMESUCH, London / DROGA5, London	AMAZON	ECOMMERCE	LUCIFER	UNITED KINGDOM
Bronze Lion	BENSIMON BYRNE, Toronto	WHITE RIBBON	WHITE RIBBON CAMPAIGN	BOYS DON'T CRY	CANADA
Bronze Lion	SMUGGLER, Los Angeles / APPLE, Cupertino	APPLE	APPLE	APPLE AT WORK: THE UNDERDOGS	USA
Bronze Lion Campaign	72ANDSUNNY, New York	GENERAL MILLS, INC.	CHEERIOS	JUST BE YOU	USA
Bronze Lion Campaign	72ANDSUNNY, New York	GENERAL MILLS, INC.	CHEERIOS	SIT WITH SOMEONE NEW	USA
Bronze Lion Campaign	72ANDSUNNY, New York	GENERAL MILLS, INC.	CHEERIOS	IT'S ALL FAMILY	USA
Bronze Lion	ARTPLAN, São Paulo	ETNA	ETNA	THE BEATBOX CATALOGUE	BRAZIL
Bronze Lion	RYOT, Los Angeles	RYOT	EARTH SONG	EARTH VIDEO	USA
Bronze Lion	COLENZO BBDO, Auckland	DB BREWERIES	DB BREWERIES	I'M DRINKING IT FOR YOU	NEW ZEALAND
Bronze Lion	DOLLAR SHAVE CLUB, Los Angeles	DOLLAR SHAVE CLUB	DOLLAR SHAVE CLUB	GET READY	USA
Bronze Lion	adam&eveDDB, London	JOHN LEWIS & PARTNERS	CHRISTMAS	THE BOY AND THE PIANO	UNITED KINGDOM
Bronze Lion	BARKING OWL, Los Angeles / VENABLES BELL & PARTNERS, San Francisco	REEBOK	AT&T	REEBOK "STORM THE COURT"	USA
Bronze Lion	DENTSU INC., Tokyo	NISSIN FOODS HOLDINGS CO., LTD.	CHICKEN RAMEN	AKUMA NO KIMURA (DEMONICALLY SPICY RAMEN)	JAPAN
Bronze Lion	JUNG von MATT/DONAU, Vienna	ERSTE GROUP BANK AG	BANK	FIRST CHRISTMAS	AUSTRIA
Bronze Lion	OGILVY, London	SIPSMITH	GIN	MR SWAN	UNITED KINGDOM
Bronze Lion	BBDO NEW YORK	MACY'S	MACY'S	SPACE STATION	USA

Bronze Lion	MPC LONDON / DDB PARIS	HENNESSY	HENNESSY XO	THE SEVEN WORLDS	UNITED KINGDOM
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2019 Cannes Industry Craft Lions winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	MOMENTUM WORLDWIDE, New York / MOMENTUM CANADA, Toronto	NIKE	NIKE	JUST DO IT HQ AT THE CHURCH	USA
Gold Lion	DDB NEW YORK	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	GREAT STORIES ARE TIMELESS	USA
Gold Lion	FCB CHICAGO	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	THE GUN VIOLENCE HISTORY BOOK	USA
Gold Lion	REVOLVER/WILL O'ROURKE, Sydney / DDB SYDNEY	FOXTEL	GAME OF THRONES	GRAVE OF THRONES	AUSTRALIA
Gold Lion	WUNDERMAN THOMPSON, Sao Paulo / J. WALTER THOMPSON BRAZIL, São Paulo	FACULDADE ZUMBI DOS PALMARES	FACULDADE ZUMBI DOS PALMARES	BLACK BOX	BRAZIL
Gold Lion	DDB NEW YORK	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	GREAT STORIES ARE TIMELESS	USA
Gold Lion Campaign	SCHOLZ & FRIENDS, Berlin	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	REARRANGED - 1	GERMANY
Gold Lion Campaign	SCHOLZ & FRIENDS, Berlin	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	REARRANGED - 2	GERMANY
Gold Lion Campaign	SCHOLZ & FRIENDS, Berlin	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	REARRANGED - 3	GERMANY
Silver Lion	BETC/HAVAS, São Paulo	PUMA	BIOGRAPHY BOOK	THE 9'58 BIOGRAPHY	BRAZIL
Silver Lion	SCHOLZ & FRIENDS, Berlin	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	REARRANGED	GERMANY
Silver Lion	FCB CHICAGO	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	THE GUN VIOLENCE HISTORY BOOK	USA
Silver Lion	LAUNDRY SERVICE, New York / FOOT LOCKER, New York / NIKE, Portland	FOOT LOCKER	AIR MAX DAY	DISCOVER YOUR AIR	USA
Silver Lion	BETC/HAVAS, São Paulo	PUMA	BIOGRAPHY BOOK	THE 9'58 BIOGRAPHY	BRAZIL
Silver Lion Campaign	PUBLICIS SPAIN, Madrid	IKEA	FURNITURE/LIVING ROOM	IKEA REAL LIFE SERIES 1	SPAIN
Silver Lion Campaign	PUBLICIS SPAIN, Madrid	IKEA	FURNITURE/LIVING ROOM	Ikea Real Life Series Simps...	SPAIN
Silver Lion Campaign	PUBLICIS SPAIN, Madrid	IKEA	FURNITURE/LIVING ROOM	IKEA REAL LIFE SERIES 3	SPAIN
Silver Lion	TBWA\CHIAT\DAY, New York	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	THE FAKE NEWS STAND	USA
Silver Lion Campaign	OGILVY HONG KONG	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	MOTLEY CRUE THE DIRT (NETFLIX)	HONG KONG
Silver Lion Campaign	OGILVY HONG KONG	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	STAR TREK DISCOVERY (AMAZON PRIME)	HONG KONG
Silver Lion Campaign	OGILVY HONG KONG	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	GAMES OF THRONES (HBO)	HONG KONG
Silver Lion Campaign	OGILVY HONG KONG	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	EXPEDITION VOLCANO (BBC)	HONG KONG
Silver Lion	BBDO PAKISTAN, Lahore	BERGER PAINTS	BERGER PAINTS	TRUCK ART CHILDFINDER	PAKISTAN
Silver Lion	ALMAPBBDO, São Paulo	ALPARGATAS	HAVAIANAS	LET'S SUMMER	BRAZIL

Silver Lion Campaign	ARNOLD WORLDWIDE, Boston	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	PARADE	USA
Silver Lion Campaign	ARNOLD WORLDWIDE, Boston	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	MOUNT RUSHMORE	USA
Silver Lion Campaign	ARNOLD WORLDWIDE, Boston	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	FIRST FLIGHT	USA
Silver Lion Campaign	DENTSU INC., Tokyo	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	GET BACK, TOHOKU. 1	JAPAN
Silver Lion Campaign	DENTSU INC., Tokyo	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	GET BACK, TOHOKU. 3	JAPAN
Silver Lion Campaign	DENTSU INC., Tokyo	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	GET BACK, TOHOKU. 4	JAPAN
Silver Lion Campaign	DENTSU INC., Tokyo	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	GET BACK, TOHOKU. 5	JAPAN
Silver Lion Campaign	OGILVY HONG KONG	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	GAME OF THRONES (HBO)	HONG KONG
Silver Lion Campaign	OGILVY HONG KONG	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	STAR TREK DISCOVERY (AMAZON PRIME)	HONG KONG
Silver Lion Campaign	OGILVY HONG KONG	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	MOTLEY CRUE THE DIRT (NETFLIX)	HONG KONG
Silver Lion Campaign	OGILVY HONG KONG	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	EXPEDITION VOLCANO (BBC)	HONG KONG
Silver Lion Campaign	DDB PARIS	HONDA MOTO	MONKEY	SPOIL YOUR INNER CHILD	FRANCE
Silver Lion Campaign	DDB PARIS	HONDA MOTO	MONKEY	BECAUSE MATURITY	FRANCE
Silver Lion Campaign	DDB PARIS	HONDA MOTO	MONKEY	CHILDREN HATE	FRANCE
Bronze Lion	NAKED COMMUNICATIONS, Sydney	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	SANS FORGETICA	AUSTRALIA
Bronze Lion	BEACON/LEO BURNETT, Tokyo	MCDONALD'S JAPAN	HAPPY MEAL	THE VERY HAPPY MEAL FONT.	JAPAN
Bronze Lion	LG2 CANADA	13TH STREET WINERY	SUBJECTIF	SUBJECTIF	CANADA
Bronze Lion Campaign	IMPACT BBDO, Dubai	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	PAIN-DREAM	UNITED ARAB EMIRATES
Bronze Lion Campaign	IMPACT BBDO, Dubai	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	SHAME-DEFIANCE	UNITED ARAB EMIRATES
Bronze Lion Campaign	IMPACT BBDO, Dubai	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	INHUMAN-HUMAN	UNITED ARAB EMIRATES
Bronze Lion Campaign	IMPACT BBDO, Dubai	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	DESPAIR-JOY	UNITED ARAB EMIRATES
Bronze Lion	TBWA\HAKUHODO INC., Tokyo	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	THE MOST CHALLENGING PINGPONG TABLE	JAPAN
Bronze Lion	STUDIO SONDA, Vizinada	VINSKI PODRUM BUZET	PIQUENTUM WINE	ART DIRECTED BY NATURE - 6 YEAR WINE COLLECTION	CROATIA
Bronze Lion Campaign	DENTSU INC., Tokyo	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	72 POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -1	JAPAN

Bronze Lion Campaign	DENTSU INC., Tokyo	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -2	JAPAN
Bronze Lion Campaign	DENTSU INC., Tokyo	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -3	JAPAN
Bronze Lion Campaign	ALMAPBBDO, São Paulo	ALPARGATAS	HAVAIANAS	LET'S SAMBA	BRAZIL
Bronze Lion Campaign	ALMAPBBDO, São Paulo	ALPARGATAS	HAVAIANAS	LET'S CARNIVAL	BRAZIL
Bronze Lion Campaign	ALMAPBBDO, São Paulo	AMBEV	GUARANÁ ANTARCTICA	DRINK WITH THIS POSTER	BRAZIL
Bronze Lion Campaign	ALMAPBBDO, São Paulo	AMBEV	GUARANÁ ANTARCTICA	PIRARUCU	BRAZIL
Bronze Lion Campaign	ALMAPBBDO, São Paulo	AMBEV	GUARANÁ ANTARCTICA	JIBÓIA	BRAZIL
Bronze Lion	CHEIL WORLDWIDE HONG KONG / CHEIL WORLDWIDE BEIJING	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	LOSE YOURSELF IN A BOOK	HONG KONG
Bronze Lion	CRISPIN PORTER BOGUSKY+, São Paulo	DIAGEO	JOHNNY WALKER	110 YEARS OF THE STRIDING MAN	BRAZIL
Bronze Lion Campaign	CHEIL WORLDWIDE HONG KONG	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HOMEWORK	HONG KONG
Bronze Lion Campaign	CHEIL WORLDWIDE HONG KONG	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	MUSIC	HONG KONG
Bronze Lion Campaign	CHEIL WORLDWIDE HONG KONG	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	TIDY-UP	HONG KONG
Bronze Lion Campaign	TBWA/PARIS	BASKET MAG	SPORT MAGAZINE	JORDAN	FRANCE
Bronze Lion Campaign	TBWA/PARIS	BASKET MAG	SPORT MAGAZINE	CURRY	FRANCE
Bronze Lion Campaign	TBWA/PARIS	BASKET MAG	SPORT MAGAZINE	RODMAN	FRANCE
Bronze Lion Campaign	TBWA/PARIS	BASKET MAG	SPORT MAGAZINE	MUTOMBO	FRANCE
Bronze Lion Campaign	TBWA/PARIS	BASKET MAG	SPORT MAGAZINE	BARKLEY	FRANCE
Bronze Lion	360i, New York / ABSOLUT, New York	ABSOLUT VODKA	ABSOLUT VODKA	ABSOLUT LOVE BOTTLE	USA
Bronze Lion	LOLA MULLENLOWE, Madrid	UNILEVER	MAGNUM	MAGNUM BY MAGNUM	SPAIN
Bronze Lion Campaign	TBWA/PARIS	MCDONALD'S FRANCE	DELIVERY SERVICE	MCDelivery-1	FRANCE
Bronze Lion Campaign	TBWA/PARIS	MCDONALD'S FRANCE	DELIVERY SERVICE	MCDelivery-3	FRANCE
Bronze Lion Campaign	TBWA/PARIS	MCDONALD'S FRANCE	DELIVERY SERVICE	MCDelivery-5	FRANCE

Bronze Lion Campaign	FCB CHICAGO	CHICAGO PUBLIC LIBRARY	LIBRARY	FRANKENSTEIN	USA
Bronze Lion Campaign	FCB CHICAGO	CHICAGO PUBLIC LIBRARY	LIBRARY	WONDERFUL WIZARD OF OZ	USA
Bronze Lion Campaign	FCB CHICAGO	CHICAGO PUBLIC LIBRARY	LIBRARY	THE JUNGLE BOOK	USA
Bronze Lion Campaign	FCB CHICAGO	CHICAGO PUBLIC LIBRARY	LIBRARY	SCARLET LETTER	USA
Bronze Lion Campaign	FCB CHICAGO	CHICAGO PUBLIC LIBRARY	LIBRARY	MAN IN THE IRON MASK	USA
Bronze Lion Campaign	WUNDERMAN THOMPSON, Mumbai / J. WALTER THOMPSON INDIA, Mumbai / J. WALTER THOMPSON AMSTERDAM	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	BLINK TEST	INDIA
Bronze Lion Campaign	WUNDERMAN THOMPSON, Mumbai / J. WALTER THOMPSON INDIA, Mumbai / J. WALTER THOMPSON AMSTERDAM	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	BLINK TEST	INDIA
Bronze Lion Campaign	WUNDERMAN THOMPSON, Mumbai / J. WALTER THOMPSON INDIA, Mumbai / J. WALTER THOMPSON AMSTERDAM	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	BLINK OFF	INDIA
Bronze Lion Campaign	WUNDERMAN THOMPSON, Mumbai / J. WALTER THOMPSON INDIA, Mumbai / J. WALTER THOMPSON AMSTERDAM	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	BLINK TEST	INDIA
Bronze Lion Campaign	WUNDERMAN THOMPSON, Mumbai / J. WALTER THOMPSON INDIA, Mumbai / J. WALTER THOMPSON AMSTERDAM	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	BLINK OFF	INDIA
Bronze Lion	JOHANNES LEONARDO, New York / ADIDAS, Herzogenaurach	ADIDAS	THE STAN SMITH SHOE	STAN SMITH: "SOME PEOPLE THINK I'M A SHOE!"	USA
Bronze Lion Campaign	WUNDERMAN THOMPSON, Sao Paulo / J. WALTER THOMPSON BRAZIL, São Paulo	AVON	AVON	THE PAN	BRAZIL
Bronze Lion Campaign	WUNDERMAN THOMPSON, Sao Paulo / J. WALTER THOMPSON BRAZIL, São Paulo	AVON	AVON	THE BROOM	BRAZIL
Bronze Lion Campaign	WUNDERMAN THOMPSON, Sao Paulo / J. WALTER THOMPSON BRAZIL, São Paulo	AVON	AVON	THE PILLOW	BRAZIL
Bronze Lion Campaign	WUNDERMAN THOMPSON, Sao Paulo / J. WALTER THOMPSON BRAZIL, São Paulo	AVON	AVON	THE HEELS	BRAZIL

Here's a reminder of the **#CannesLions2019 Craft Lions shortlists** in full:



#CannesLions2019: Digital Craft shortlist

17 Jun 2019



#CannesLions2019: Film Craft shortlist

16 Jun 2019



#CannesLions2019: Industry Craft shortlist

17 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!

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