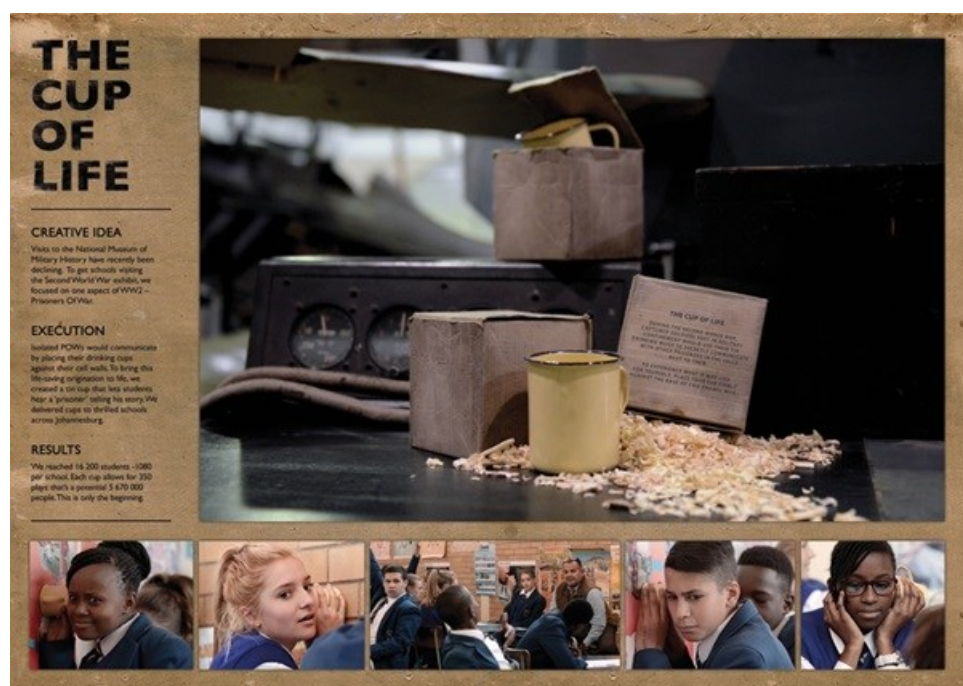


South Africa walks away with a 2015 Cannes Lions Direct win!

Ireland/Davenport Johannesburg did the country proud with its Cannes Lions Bronze Direct win tonight...

A total of 83 awards were handed out in a section with 2,813 entries, as depicted below.

The Direct Lions saw Volvo pick up a second Grand Prix via Grey New York for "Interception". "Smart, strategic, creative and real-time, Volvo zagged and created a new conversation which hijacked The Superbowl. It pushed and rethought what you can do in direct," said Jury President, Judy John, CEO and Chief Creative Officer, Leo Burnett Canada. "Interception is a deep example of what's going on. It's an exciting time in the category and the business."



Ireland/Davenport's Cup of Life.

Direct Lions Winners

Title	Advertiser	Product	Entrant / Agency	Prize
INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	Grand Prix
THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	Gold Lion
THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris / BETC DIGITAL Paris	Gold Lion
#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	Gold Lion
JOE BOXER INACTIVITY TRACKER	KMART / JOE BOXER	JOE BOXER INACTIVITY TRACKER	FCB CHICAGO	Gold Lion
MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	Gold Lion
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	Gold Lion
THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	Gold Lion

INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	Gold Lion
THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris / BETC DIGITAL Paris	Gold Lion
#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	Gold Lion
BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	Gold Lion
#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	Gold Lion
BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	Gold Lion
THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	Gold Lion
NAZIS AGAINST NAZIS - GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT DEUTSCHLAND	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	Gold Lion
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	Gold Lion
LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	Gold Lion
NAZIS AGAINST NAZIS - GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg	Gold Lion
SOUNDLAB BOX	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	Gold Lion
THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris / BETC DIGITAL Paris	Gold Lion
THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	Silver Lion
ASHES	CAMPOFRIO	INSTITUTIONAL. FIRE LA BUREBA FACTORY	McCANN MADRID	Silver Lion
PROUD WHOPPER	BURGER KING	WHOPPER	DAMD Mami	Silver Lion
NAZIS AGAINST NAZIS - GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg	Silver Lion
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	Silver Lion
LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	Silver Lion
RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	Silver Lion
LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	Silver Lion
MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	Silver Lion
SPECIAL OLYMPICS - KEVIN DE BRUYNE	SPECIAL OLYMPICS BELGIUM	SPECIAL OLYMPICS SUMMER GAMES ANTWERP 2014	LDV UNITED Antwerp	Silver Lion
GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	Silver Lion
#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO / LEO BURNETT CHICAGO / LEO BURNETT LONDON / HOLLER London	Silver Lion
#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	Silver Lion
THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	Silver Lion
MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	Silver Lion
THE MONSTER-SMART LAUNCH	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	Silver Lion

RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	Silver Lion
BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	Silver Lion
PROUD WHOPPER	BURGER KING	WHOPPER	DAMD Mami	Silver Lion
THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	Silver Lion
JCDECAUX PERSONAL BILLBOARDS	JC DECAUX BELGIUM	OUTDOOR MEDIA	BBDO BELGIUM Brussels	Silver Lion
AID TO CART	EXITO GROUP / FOOD BANK	EXITO FOUNDATION	SANCHO BBDO Bogotá	Silver Lion
#NOMOREEVICTIONS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	PROXIMITY MADRID	Silver Lion
THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	Silver Lion
\$HRED	BNZ	HOME LOAN	COLENZO BBDO Auckland	Bronze Lion
THE CUP OF LIFE	NATIONAL MUSEUM OF MILITARY HISTORY	WORLD WAR 2 EXHIBIT	IRELAND/DAVENPORT Johannesburg	Bronze Lion
SNACKHOLIDAYS	TRANSAM	AIRLINE COMPANY	LES GAULOIS Puteaux	Bronze Lion
ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	Bronze Lion
HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	GEOMETRY GLOBAL Dubai	Bronze Lion
NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS	FCB BRASIL São Paulo	Bronze Lion
A DISCOUNT TO YOUR MISFORTUNE	ISLAZUL	ISLAZUL	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	Bronze Lion
BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	Bronze Lion
INVERSE GOAL CELEBRATION	CHAMPIONS FOR LIFE	CHARITY MATCH	VCCP SPAIN Madrid	Bronze Lion
K9FM	MARS	PEDIGREE	COLENZO BBDO Auckland / CLEMENGER BBDO MELBOURNE	Bronze Lion
JCDECAUX PERSONAL BILLBOARDS	JC DECAUX BELGIUM	OUTDOOR MEDIA	BBDO BELGIUM Brussels	Bronze Lion
DONATION POSTERS	PUBLIC TRANSPORT VICTORIA	CHARITY	GPY&R Melbourne	Bronze Lion
UNSKIPPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	Bronze Lion
THE BACKUP MEMORY	SAMSUNG TUNISIA	SERVICE	3SG-BBDO Ariana	Bronze Lion
HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	Bronze Lion
SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	Bronze Lion
MUSICAL CITY	TOYOTA MOTOR EUROPE	YARIS HYBRID	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	Bronze Lion
GET ME A SPONSOR	CHELSEA FOOTBALL CLUB	SHIRT/BRAND SPONSORSHIP	SAATCHI & SAATCHI London	Bronze Lion
4G4GOOD	STARHUB	4G	DDB GROUP SINGAPORE	Bronze Lion
ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	Bronze Lion
NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS	FCB BRASIL São Paulo	Bronze Lion
LIVER SONGS	NATURES GARDEN	HEPALIVE	MARURI GREY Guayaquil	Bronze Lion
LIFEPAIN	VOLVO UK	VOLVO BRAND	GREY LONDON	Bronze Lion
A MESSAGE TO SPACE	HYUNDAI MOTOR COMPANY	BRAND CAMPAIGN	INNOCEAN WORLDWIDE Seoul	Bronze Lion

ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	Bronze Lion
UNSKIPPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	Bronze Lion
\$HRED	BNZ	HOME LOAN	COLENZO BBDO Auckland	Bronze Lion
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	Bronze Lion
BEING THE BEAR	CANAL+	CANAL+	BETC Paris	Bronze Lion
STALKER VIEWED YOUR PROFILE	SBS BELGIUM	VIER	BBDO BELGIUM Brussels	Bronze Lion
GET ME A SPONSOR	CHELSEA FOOTBALL CLUB	SHIRT/BRAND SPONSHORSHIP	SAATCHI & SAATCHI London	Bronze Lion
SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	Bronze Lion
#NOMOREEVICTIONS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	PROXIMITY MADRID	Bronze Lion
ANTI-ROBBERY COURSE	NATIONAL POLICE	NATIONAL POLICE	McCANN WORLDGROUP COLOMBIA Bogotá	Bronze Lion
THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	Bronze Lion
BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	Bronze Lion
PROUD WHOPPER	BURGER KING	WHOPPER	DAMD Mami	Bronze Lion
BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil Bronze Lion	

[Click here](#) for a reminder of this category's full shortlist.

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