

# All the SA Cannes winners

South African agencies brought home a handful of Cannes Lions trophies this year... (video)



Winners of the Grand Prix for Good

CANNES LIONS RADIO			
Title	Advertiser	Entrant / Agency	Prize
NIGHT BEFORE THE PROJECT	SUNTORY	OGILVY & MATHER JOHANNESBURG	Gold Lion
LANCE THE BEDBUG	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
THE O'FLANNEGAN COCKROACHES	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
CHERYL THE FISHMOTH	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
LANCE THE BEDBUG	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
THE O'FLANNEGAN COCKROACHES	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
CHERYL THE FISHMOTH	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
COUNTRY	WRIGLEY	DDB SOUTH AFRICA Johannesburg	Silver Lion Campaign
OPERA	WRIGLEY	DDB SOUTH AFRICA Johannesburg	Silver Lion Campaign
DISNEY	WRIGLEY	DDB SOUTH AFRICA Johannesburg	Silver Lion Campaign
MUSIC FEST	FLIGHT CENTRE	TBWAHUNTLASCARIS JOHANNESBURG	Silver Lion Campaign
BEER FEST	FLIGHT CENTRE	TBWAHUNTLASCARIS JOHANNESBURG	Silver Lion Campaign
TEAMBUILDING WEEKEND	SUNTORY	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign
LACING UP YOUR HIGH TOPS	SUNTORY	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign
TEAMBUILDING WEEKEND	SUNTORY	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign
LACING UP YOUR HIGH TOPS	SUNTORY	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign
CANNES LIONS FILM			
MADE OF BLACK	GUINNESS	BBDO Africa/AMV BBDO	Gold Lion
CROCODILE	JAGUAR LAND ROVER SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town	Silver Lion Campaign
EAGLE	JAGUAR LAND ROVER SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town	Silver Lion Campaign
LION	JAGUAR LAND ROVER SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town	Silver Lion Campaign

THE NOTEBOOK	DIALDIRECT	JOE PUBLIC Johannesburg	Bronze Lion
<b>CANNES LIONS FILM CRAFT</b>			
MADE OF BLACK	GUINNESS	BBDO Africa/AMV BBDO	Bronze Lion
<b>CANNES LIONS BRANDED CONTENT &amp; ENTERTAINMENT</b>			
ONE RAND MAN	SANLAM	KING JAMES GROUP Cape Town	Bronze Lion
<b>CANNES LIONS OUTDOOR</b>			
FINE LINE	POPULATION SERVICES INTERNATIONAL	JOE PUBLIC UNITED Johannesburg	Bronze Lion
TERMINAL VELOCITY	VOLKSWAGEN SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	Bronze Lion
SPIDER	JAGUAR LAND ROVER SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town	Bronze Lion Campaign
SCORPION	JAGUAR LAND ROVER SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town	Bronze Lion Campaign
LEECH	JAGUAR LAND ROVER SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town	Bronze Lion Campaign
COOKIES	HASBRO	PUBLICIS MACHINE Cape Town	Bronze Lion
<b>PRESS LIONS WINNERS</b>			
BEAR	NATIONAL GEOGRAPHIC KIDS MAGAZINE	FoxP2 Cape Town	Bronze Lion Campaign
SNAKE	NATIONAL GEOGRAPHIC KIDS MAGAZINE	FoxP2 Cape Town	Bronze Lion Campaign
ICE CAPS	NATIONAL GEOGRAPHIC KIDS MAGAZINE	FoxP2 Cape Town	Bronze Lion Campaign
BEES	NATIONAL GEOGRAPHIC KIDS MAGAZINE	FoxP2 Cape Town	Bronze Lion Campaign
FISH	NATIONAL GEOGRAPHIC KIDS MAGAZINE	FoxP2 Cape Town	Bronze Lion Campaign
GOAT	X-NEWS	Y&R SOUTH AFRICA Cape Town / CREATIVE Y&R Nairobi	Bronze Lion Campaign
STARVE	X-NEWS	Y&R SOUTH AFRICA Cape Town / CREATIVE Y&R Nairobi	Bronze Lion Campaign
HELL	X-NEWS	Y&R SOUTH AFRICA Cape Town / CREATIVE Y&R Nairobi	Bronze Lion Campaign
<b>CANNES LIONS MEDIA</b>			
ATM	FNB	GLOO@OGILVY Cape Town	Bronze Lion
<b>CANNES LIONS DIRECT</b>			
THE CUP OF LIFE	NATIONAL MUSEUM OF MILITARY HISTORY	IRELAND/DAVENPORT Johannesburg	Bronze Lion
<b>CANNES LIONS PROMO &amp; ACTIVATION</b>			
EXPERIENCE APP	CINEMARK	JOE PUBLIC UNITED Johannesburg	Bronze Lion

## Cannes Lions Radio

Ogilvy & Mather featured prominently on the radio list, with a Gold Lion for Suntory's 'Night Before the Project', and Bronze Lion campaign for the Suntory 'Team Building Weekend' and 'Lacing Up Your Hightops' spots.

TBWA/Hunt/Lascaris Johannesburg was awarded the Gold Lions campaign for Tiger Brands Doom Insecticide's 'Lance the

Bedbug', 'The O'Flannegan Cockroaches', and 'Cheryl the Fishmoth' spots, as well as a Silver Lion campaign for Flight Centre's 'Music Fest' and 'Beer Fest'.

DDB Johannesburg won the Silver Lions campaign for its Wrigley 'Country', 'Opera' and 'Disney' spots.

[Click here](#) to listen to Ogilvy's 'Night Before the Project'.

[Click here](#) to listen to TBWA/Hunt/Lascaris' 'Lance the Bedbug'.

[Click here](#) to listen to DDB's 'Country'

[Click here](#) to view the full list of radio winners.

#### **Cannes Lions Film**

Three South African agencies are bringing home three wins:

BBDO Africa/AMV BBDO won Gold for Guinness - Made of Black.

Y&R South Africa walked away with a Silver Lion for its three Jaguar LandRover South Africa spots, [Crocodile](#), [Eagle](#) and [Lion](#) as produced by Black Ginger Cape Town.

View Bronze Lion-winning 'The Notebook' by Joe Public and Velocity Films, for client Dialdirect, embedded below...

[Click here](#) to view the full list of film winners.

#### **Cannes Lions Branded Content & Entertainment**

No Grand Prix Lions were awarded in this category, but 63 Lions were given out. 'One Rand Man', entered by King James Group Cape Town and produced by Arcade Cape Town, won a Bronze Lion for client Sanlam.

[Click here](#) to view the full list of branded content & entertainment winners.

#### **Cannes Lions Outdoor**

Joe Public was awarded a Bronze Lion for 'Fine Line' for Popular Services International; Ogilvy & Mather Cape Town received a Bronze Lion for 'Terminal Velocity' for Volkswagen South Africa, Y&R South Africa Cape Town received the Bronze Lion campaign for Jaguar Landrover South Africa's 'Spider', 'Scorpion' and 'Leech', and Publicis Machine Cape Town was given a Bronze Lion for 'Cookies' for Hasbro.

[Click here](#) to view the full list of outdoor winners.

#### **Cannes Lions Press**

FoxP2 Cape Town and Y&R South Africa Cape Town/Creative Y&R Nairobi, garnered Cannes Lions Bronze press wins Bronze Lion campaigns...

The FoxP2 'National Geographic Kids' campaign walked off with the Bronze campaign Lion, for the Bear, Snake, Ice Caps, Bees and Fish magazine entries.

Y&R South Africa Cape Town/Creative Y&R Nairobi walked off with another Bronze campaign Lion, for the X-News Goat, Starve and Hell Newspaper entries.

[Click here](#) to view the full list of press winners.

#### **Cannes Lions Media**

Gloo@Ogilvy Cape Town was awarded a Bronze Lion for 'FNB ATM'. This was SA's only agency on the winners' list, with a total of 80 awards handed out in this category.

[Click here](#) to view the full list of media winners.

#### **Cannes Lions Direct**

Ireland/Davenport Johannesburg walked off with a Bronze Lion for its 'The cup of Life' campaign, for the National Museum of Military History's World War II exhibit.

[Click here](#) to view the full list of direct winners.

#### **Cannes Lions Promo & Activation**

Joe Public took home a Bronze Promo & Activation Lion for its 'Vote SA' Cinemark experience app.

This was the only South African agency to feature in the category, with 117 awards handed out for the 'Promo & Activation' category in total.

[Click here to view the full list of promo & activation winners.](#)

The following categories had no South African winners:

[Cannes Lions Mobile](#)

[Cannes Lions Film Craft](#)

[Cannes Lions Titanium & Integrated](#)

[Cannes Lions Innovation](#)

[Cannes Lions Creative Data](#)

[Cannes Lions Product Design](#)

[Cannes Lions Design](#)

[Cannes Lions Cyber](#)

[Cannes Lions Glass](#)

[Cannes Lions Creative Effectiveness](#)

[Cannes Lions PR](#)

[Click here](#) to view this year's special awards, such as Creative Marketer of the Year, Agency of the Year and Network of the Year...

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