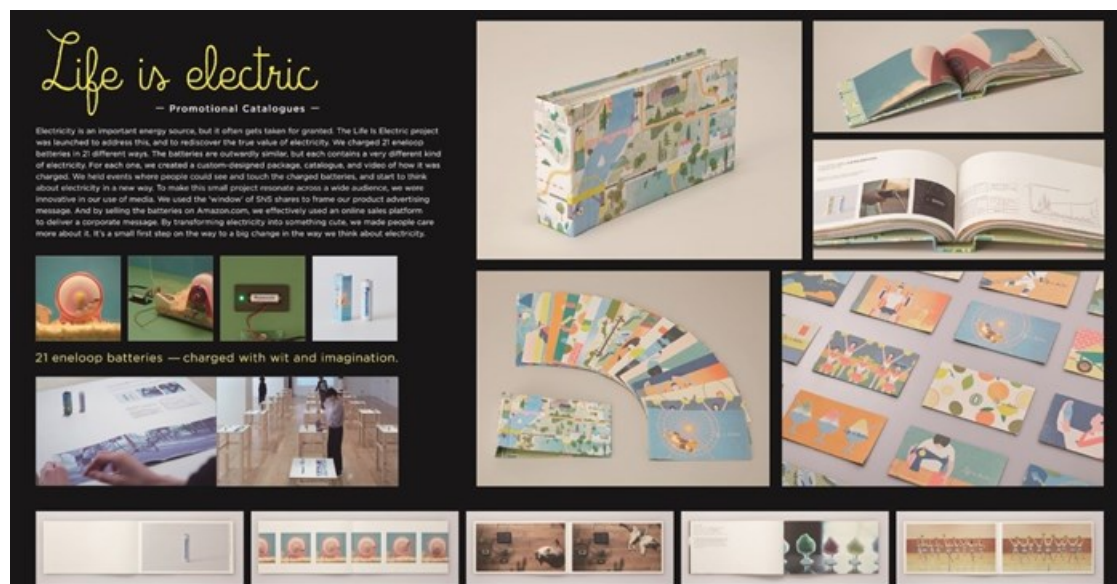


# Design Lions winners!

The 2016 Cannes Design Lions award ceremony resulted in 104 awards in total, with a Bronze Lion coming home to South Africa!



The Grand Prix went to Dentsu Inc Tokyo for their 'Life is Electric' work for client Panasonic, in the Brand Collateral category, chosen for its creative bravery.

“This special work embraces the paradox of integrating traditional values with technology. It shows that when used with agility, technology becomes a creative springboard that brings new meaning to design and pushes its boundaries further,” said Jury President, Tristan Macherel, ECD at Landor.

Native VML's '[I am Muslim](#)' work for PASSOP is bringing home a Bronze Lion in the Poster category. This work [also won](#) a Gold Lion in the Print & Publishing Cannes Lions award ceremony.

View the full table of winning work below:

## All the 2016 Design Lions winners

Title	Client	Product	Entrant Company	Country	Prize
<b>A01 (Creation of a new Brand Identity: Consumer / Corporate)</b>					
ORIGINALS	McDONALD'S	FAST FOOD	TBWAPARIS	FRANCE	Bronze Lion
20/80	20/80	CATERING	LANDOR Paris	FRANCE	Silver Lion
<b>A02 (Creation of a new Brand Identity: Non-profit)</b>					
EDUCATE AGAINST HATE	HM GOVERNMENT	EDUCATE AGAINST HATE	BREAKTHROUGH London	UNITED KINGDOM	Bronze Lion
<b>A03 (Rebrand / Refresh of an existing brand: Consumer / Corporate)</b>					
MULLENLOWE GROUP REBRAND	MULLENLOWE GROUP	MULLENLOWE GROUP	MULLENLOWE Boston	USA	Bronze Lion
ITV2 IDENTIS	ITV	ITV2	ITV CREATIVE London	UNITED KINGDOM	Bronze Lion
SHIFTING PERSPECTIVES	SYDNEY OPERA HOUSE	SCULPTURAL TYPOGRAPHY	INTERBRAND AUSTRALIA Sydney	AUSTRALIA	Bronze Lion
<b>B01 (Posters)</b>					

OPEN UP YOUR IMAGINATION	MJSASHINO ART UNIVERSITY	OPEN CAMPUS	HAKUHODO Tokyo	JAPAN	Bronze Lion
THE REFUGEE COLLECTION	REFUGEES INTERNATIONAL JAPAN	NPO	OGILVY & MATHER JAPAN Tokyo	JAPAN	Bronze Lion
SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA\HAKUHODO Tokyo	JAPAN	Gold Lion
I AM MUSLIM	PASSOP	TBA	NATIVE VML	SOUTH AFRICA	Bronze Lion
MAPS	VOLKSWAGEN DO BRASIL	TOAUREG WITH 4-ZONE TEMPERATURE CONTROL	ALMAPBBDO São Paulo	BRAZIL	Bronze Lion
PLEATS PLEASE ISSEY MIYAKE ANIMALS POSTER SERIES	ISSEY MIYAKE	PLEATS PLEASE ISSEY MIYAKE	TAKU SATOH DESIGN OFFICE Tokyo	JAPAN	Silver Lion
500 YEARS OF STORIES	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	Silver Lion
ART WITH WATSON	IBM	IBM WATSON	OGILVY & MATHER New York	USA	Gold Lion
BOEING FLYPAPER	BOEING	AEROSPACE	FCB CHICAGO	USA	Bronze Lion
<b>B02 (Promotional Item Design)</b>					
SLIDE AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London	UNITED KINGDOM	Silver Lion
ARTQUARIUM	PAPAWIN CO.	HI-JET INKJET PAPER	OGILVY & MATHER Bangkok	THAILAND	Bronze Lion
AGEING WINE BOTTLES	Weingut Knipser	WINE	KOLLE REBBE Hamburg	GERMANY	Bronze Lion
KOBE'S RULES BOOK	ESPN	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	Bronze Lion
<b>B04 (Publications &amp; Editorial Design)</b>					
THE DANCING LETTERS	MAHARASHTRA DYSLEXIA ASSOCIATION	MAHARASHTRA DYSLEXIA ASSOCIATION	McCANN WORLDGROUP INDIA Mumbai	INDIA	Silver Lion
<b>B07 (Brand Collateral)</b>					
20/80	20/80	CATERING	LANDOR Paris	FRANCE	Bronze Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Grand Prix
<b>B08 (Books)</b>					
MAGIC WORDS - THE BOOK	HP	HP	ALMAPBBDO São Paulo	BRAZIL	Bronze Lion
THE DANCING LETTERS	MAHARASHTRA DYSLEXIA ASSOCIATION	MAHARASHTRA DYSLEXIA ASSOCIATION	McCANN WORLDGROUP INDIA Mumbai	INDIA	Bronze Lion
<b>B10 (Invitations and Greeting Cards)</b>					
500 YEARS OF STORIES	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	Bronze Lion
<b>C01 (Website Design)</b>					
WHO WE ARE IS WHAT WE LEAVE BEHIND: THE SUBARU ENVIRONMENTAL WEBSITE	SUBARU OF AMERICA	SUBARU	CARMICHAEL LYNCH Minneapolis	USA	Bronze Lion
ALIVE MEMORY	GOOGLE RUSSIA	GOOGLE	FRIENDS Moscow	RUSSIA	Bronze Lion
BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	Silver Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Bronze Lion
PRINTED BY SOMERSET	PRINTED BY SOMERSET	PRINTED BY SOMERSET	LEO BURNETT TORONTO	CANADA	Silver Lion
<b>C04 (Data Visualisation)</b>					
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	Silver Lion
<b>C05 (Apps)</b>					
BLOOD BANKING	INDIAN RED CROSS SOCIETY	RED CROSS BLOOD BANK	J. WALTER THOMPSON Mumbai	INDIA	Silver Lion
<b>C06 (Digital Installations &amp; Events)</b>					

DELQA	MICROSOFT	MICROSOFT KINECT	LISTEN New York	USA	Silver Lion
QUANTUM OF PEACE	WARSAW RISING MUSEUM	WARSAW RISING MUSEUM	PANGENERATOR Warsaw	POLAND	Gold Lion
THE LADY GAGA + INTEL PERFORMANCE	INTEL	INTEL TECHNOLOGY	INTEL Santa Clara	USA	Gold Lion
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	Gold Lion
<b>C07 (UX Interface &amp; User Journey )</b>					
THE IMPOSSIBLE GAME	SNCF	SNCF ENGINEER CHALLENGE	TBWAPARIS	FRANCE	Silver Lion
BOB DYLAN: STUDIO AREMSITED	LEGACY RECORDINGS / SONY MUSIC	BOB DYLAN THE CUTTING EDGE ALBUM	HAVAS WORLDWIDE NEW YORK	USA	Silver Lion
SAMSUNG BLIND CAP	SAMSUNG ESPAÑA	GALAXY S7, GEAR S2, SAMSUNG INSTITUTIONAL	CHEIL SPAIN Madrid	SPAIN	Bronze Lion
<b>C08 (Social Engagement )</b>					
#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	Silver Lion
<b>C09 (Other Digital Design Solutions )</b>					
TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVYONE NEW YORK	USA	Silver Lion
<b>D01 (Retail - Permanent Environment &amp; Experience Design)</b>					
THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON	Silver Lion
<b>D02 (Retail - Temporary and Pop-Up Environment &amp; Experience Design)</b>					
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETAASIA	OGILVY & MATHER Bangkok	THAILAND	Gold Lion
<b>D03 (Point of Sale, Consumer Touchpoints &amp; Instore Collateral )</b>					
MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	Gold Lion
<b>D04 (Spatial Brand Installation &amp; Experience)</b>					
DELQA	MICROSOFT	MICROSOFT KINECT	LISTEN New York	USA	Silver Lion
MT EXPO 2015	KAMOI KAKOSHI CO.	MASKING TAPE	IYAMA DESIGN Tokyo	JAPAN	Gold Lion Campaign
MT EX YOKOHAMA	KAMOI KAKOSHI CO.	MASKING TAPE	IYAMA DESIGN Tokyo	JAPAN	Gold Lion Campaign
MT EX 3331	KAMOI KAKOSHI CO.	MASKING TAPE	IYAMA DESIGN Tokyo	JAPAN	Gold Lion Campaign
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	Gold Lion
MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	Bronze Lion
ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	Bronze Lion
<b>D05 (Sculptural Brand Installation &amp; Experience)</b>					
#SMARTEFFECT	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL	Bronze Lion
REINCARNATION	J. WALTER THOMPSON3	SÃO PAULO CITY HALL	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	Bronze Lion
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	Bronze Lion
<b>D06 (Live Events)</b>					
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	Silver Lion
ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	Silver Lion
<b>D07 (Non-commercial Exhibitions &amp; Experiences)</b>					
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETAASIA	OGILVY & MATHER Bangkok	THAILAND	Gold Lion
SMS LAST WORDS	GLOBAL ROAD SAFETY PARTNERSHIP	GLOBAL ROAD SAFETY	HAVAS WORLDWIDE SHANGHAI	CHINA	Bronze Lion
<b>D08 (Trade Stands)</b>					
MERCEDES-BENZ AT THE IAA 2015	DAIMLER	MERCEDES-BENZ CARS	ATELIER MARKGRAPH Frankfurt	GERMANY	Silver Lion

<b>D09 (Omnichannel Experience )</b>					
MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	Silver Lion
<b>D10 (Wayfinding &amp; Signage)</b>					
NARITA INTERNATIONAL AIRPORT TERMINAL 3	NARITA INTERNATIONAL AIRPORT CORPORATION	NARITA INTERNATIONAL AIRPORT TERMINAL 3	PARTY Tokyo	JAPAN	Gold Lion
<b>E01 (Comprehensive Range )</b>					
ORIGINALS	McDONALD'S	FAST FOOD	TBWA/PARIS	FRANCE	Gold Lion
<b>E04 (Alcoholic Drinks)</b>					
JAPANESE SAKE KOI	IMAYOTSUKASA SAKE BREWERY CO.	JAPANESE SAKE KOI	BULLET Tokyo	JAPAN	Bronze Lion
NOAM	NOAM	NOAM BAVARIAN LAGER	ACNE ADVERTISING Stockholm	SWEDEN	Bronze Lion
JÄGERMEISTER COOLPACK	MAST-JÄGERMEISTER	JÄGERMEISTER	CHEIL GERMANY Schwalbach	GERMANY	Silver Lion
AGEING WINE BOTTLES	WEINGUT KNIPSER	WINE	KOLLE REBBE Hamburg	GERMANY	Bronze Lion
<b>E05 (Healthcare &amp; Pharmacy)</b>					
BRILLE BRICKS	DORINA NOWILL FOUNDATION	INSTITUTIONAL	LEWLARA/TBWA São Paulo	BRAZIL	Silver Lion
<b>E11 (Special Editions &amp; Promotional Packaging)</b>					
NAMELESS PAINTS	KOKUJO	STATIONERY	DENTSU INC Tokyo	JAPAN	Silver Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Silver Lion
TOX Heavy Weight Packaging	TOX	TOX	KOLLE REBBE Hamburg	GERMANY	Bronze Lion
AGEING WINE BOTTLES	WEINGUT KNIPSER	WINE	KOLLE REBBE Hamburg	GERMANY	Bronze Lion
<b>E12 (Other Packaging)</b>					
THE LIVE FISH PACK	MLA	FROZEN FOOD	Y&R WARSAW	POLAND	Bronze Lion
<b>F02 (Logo Design: International Companies &amp; Brands)</b>					
STRIKETHROUGH	ADIDAS	ADIDAS	JOHANNES LEONARDO New York	USA	Bronze Lion
<b>F04 (Typography: Print &amp; Editorial)</b>					
KOBE'S RULES BOOK	ESPN	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	Bronze Lion
<b>F05 (Typography: Brand, Corporate &amp; other Communication Design )</b>					
SHIFTING PERSPECTIVES	SYDNEY OPERA HOUSE	SCULPTURAL TYPOGRAPHY	INTERBRAND AUSTRALIA Sydney	AUSTRALIA	Gold Lion
DOWNTOWN FONTS	AL ISMAELIA FOR REAL ESTATE INVESTMENT	DOWNTOWN FONTS	J. WALTER THOMPSON CAIRO	EGYPT	Silver Lion
<b>F07 (Typography: Digital)</b>					
TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVY ONE NEW YORK	USA	Silver Lion
<b>F08 (Illustration: Poster)</b>					
BREAKING A FATAL PATTERN	QATAR ISLAMIC BANK	PUBLIC SAFETY AWARENESS	MEMAC OGILVY & MATHER Doha	QATAR	Bronze Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Silver Lion
<b>F09 (Illustration: Print &amp; Editorial)</b>					
DARK LONDON	LANDOR	BRAND CONSULTANCY & DESIGN	LANDOR London	UNITED KINGDOM	Bronze Lion
TRANSGENDER	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Bronze Lion
<b>F10 (Illustration: Other Communication Design )</b>					
FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	Silver Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Silver Lion
<b>F11 (Illustration: Packaging)</b>					
CEMENT FOR COLLECTORS	ARGOS CEMENTS	CEMENT PACKAGES	TBWA/COLOMBIA Bogota	COLOMBIA	Bronze Lion
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	Silver Lion
<b>F12 (Illustration: Digital )</b>					

FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	Gold Lion
<b>F13 (Illustration: Brand Environment &amp; Experience Design)</b>					
ARTQUARIUM	PAPAWIN CO.	HI-JET INKJET PAPER	OGILVY & MATHER Bangkok	THAILAND	Gold Lion
<b>F14 (Sound Design)</b>					
PIANO OF UNIFICATION	MINISTRY OF UNIFICATION	MINISTRY OF UNIFICATION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	Bronze Lion
DELQA	MICROSOFT	MICROSOFT KINECT	LISTEN New York	USA	Gold Lion
BOB DYLAN: STUDIO A REVISITED	LEGACY RECORDINGS / SONY MUSIC	BOB DYLAN THE CUTTING EDGE ALBUM	HAVAS WORLDWIDE NEW YORK	USA	Silver Lion
<b>F15 (Motion Graphics Design &amp; Animation )</b>					
THE WORLD OF AUTISM	AUTISM SPEAKS	AUTISM SPEAKS	BBDO New York	USA	Bronze Lion
PAPER	AMERICAN HONDA MOTOR CO.	HONDA	RPA Santa Monica	USA	Gold Lion
FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	Silver Lion
NEW YEAR'S EVE	MASTERCARD	MASTERCARD	McCANN XBC New York	USA	Bronze Lion
A DIFFERENT PARIS	AIRBNB	AIRBNB	TBWA SINGAPORE	SINGAPORE	Silver Lion
<b>F16 (Video / Moving Images)</b>					
A KIND DRONE	ENIGMO	BUYMA	DENTSU INC Tokyo	JAPAN	Silver Lion
OUT THERE	CANADA GOOSE	OUTDOOR APPAREL	CAA MARKETING LOS ANGELES	USA	Gold Lion
THE FAINTEST CLASP	ABC	BRAND	MARCEL SYDNEY Walsh Bay	AUSTRALIA	Bronze Lion
<b>F17 (Photography / Curation of Images)</b>					
WORLD TABLE TENNIS CHAMPIONSHIPS 2015	TV TOKYO CORPORATION	WORLD TABLE TENNIS CHAMPIONSHIPS	DENTSU INC Tokyo	JAPAN	Gold Lion
ICONIC MOMENTS	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY	Silver Lion
URBANITE	LACOSTE	LACOSTE	BETC Paris	FRANCE	Bronze Lion
BE SEEN	THE CARTEL	SPRING SUMMER 2016	Y&R DUBAI	UNITED ARAB EMIRATES	Silver Lion
<b>F18 (Copywriting )</b>					
MAGIC WORDS - THE BOOK	HP	HP	ALMAPBBDO São Paulo	BRAZIL	Bronze Lion
THE SCIMITAR'S ARC, ARTBREAKS	ABC	BRAND	MARCEL SYDNEY Walsh Bay	AUSTRALIA	Bronze Lion Campaign
THE FAINTEST CLASP	ABC	BRAND	MARCEL SYDNEY Walsh Bay	AUSTRALIA	Bronze Lion Campaign
SELFIE (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	Gold Lion Campaign
GRIEF (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	Gold Lion Campaign
BED (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	Gold Lion Campaign
SIMPLE VALUE	ARGOS	SIMPLE VALUE RANGE BY ARGOS	THE PARTNERS London	UNITED KINGDOM	Silver Lion
WAR (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	Gold Lion Campaign
GAY (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	Gold Lion Campaign

[Click here](#) for a reminder of the Cannes Lions 2016 Design Lions shortlist in full.

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