

# Entertainment Lions for Music winners!

The 2016 Cannes Entertainment Lions for Music award ceremony resulted in 32 awards in total.

Two Grands Prix were awarded at this ceremony. The first Grand Prix award went to Prettybird Culver City for their 'Formation' work for client Beyoncé in the Excellence in Music Video category:

Jury President, Josh Rabinowitz, EVP/Director of Music, Grey Group, said, "The video is so compelling that it not only succeeds in demanding your attention, but also helped to establish Beyoncé as an artist who pushes the boundaries of creativity and challenges the archetypal pop star image." It challenges social issues through popular culture.

The second Grand Prix award went to Jung von Matt Hamburg and production agency Tempomedia Hamburg for their Home for Christmas work, a branded short film with original composition for client Edeka Zentrale & Co KG in the Use of Original Composition for a Brand or Campaign category:

The musical work embraces impactful storytelling to create a powerful brand message.

View the full table of winning work below.

## All the 2016 Entertainment Lions for Music winners

Title	Client	Product	Entrant Company	Country	Prize
<b>A01 (Use of an Artist as a Spokesperson/Ambassador in Partnership with a Brand )</b>					
SR TORONJO THE CELEBRITY PROJECT	POSTOBON	SR TORONJO	SANCHO BBDO Bogotá	COLOMBIA	Bronze Lion
<b>A03 (Artist Associated Stunt or Activation in Partnership with a Brand)</b>					
TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	Bronze Lion
<b>A05 (Use of an Artist as a Spokesperson/Ambassador in Partnership with a Cause)</b>					
A VOICE FOR SONGBIRDS #SAVEOURSONGBIRDS	ROMANIAN ORNITHOLOGICAL SOCIETY AND NATURA 2000	ROMANIAN ORNITHOLOGICAL SOCIETY AWARENESS CAMPAIGN	JAZZ COMMUNICATION Bucharest	ROMANIA	Gold Lion
<b>A10 (Music Video - Brand and/or Product Integration)</b>					
YOUR FUTURE IS NOT MINE	ADIDAS	ADIDAS ORIGINALS	SQUEAK E CLEAN PRODUCTIONS Los Angeles	USA	Bronze Lion
<b>A12 (Best Music/Brand Partnership)</b>					
YOUR FUTURE IS NOT MY FUTURE	ADIDAS	MUSIC TRACK	JOHANNES LEONARDO New York	USA	Gold Lion
SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA	Gold Lion
EPICGRAM	B CLASSIC	APP	DDB BRUSSELS	BELGIUM	Bronze Lion
THE MUTE PERFORMANCE	BBVA	RADIO BBVA	FAHRENHEIT DDB Lima	PERU	Bronze Lion
<b>B01 (Use of Social/Digital Platform)</b>					
"WHAT DO YOU MEAN?" BY JUSTIN BIEBER SINGLE RELEASE CAMPAIGN	SB PROJECTS	"WHAT DO YOU MEAN?" BY JUSTIN BIEBER	SB PROJECTS Los Angeles	USA	Bronze Lion
<b>B02 (Fan Engagement/Community Building)</b>					
BEATS1RUN	BEATS BY DRE.	POWERBEATS 2 WIRELESS EARPHONES	R/GA HUSTLE London	UNITED KINGDOM	Silver Lion
#MCCARTNEYHIT	KISS FM	KISS FM	ALMAPBBDO São Paulo	BRAZIL	Bronze Lion
<b>B03 (Use of User Generated Content)</b>					
STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	Silver Lion
EPICGRAM	B CLASSIC	APP	DDB BRUSSELS	BELGIUM	Bronze Lion
<b>C01 (Use of Licenced Music for a Brand or Campaign)</b>					
JUST ANOTHER DAY	SICK KIDS	HEALTH	J. WALTER THOMPSON CANADA Toronto	CANADA	Silver Lion
UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	Silver Lion

C02 (Use of Original Composition for a Brand or Campaign)					
HOME FOR CHRISTMAS	EDEKA ZENTRALE & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	Grand Prix
C03 (Use of Remastered Music for a Brand or Campaign)					
FILM "NEVER WALK ALONE"	DANISHCHURCHAD	DCA MINE ACTION	GREY GROUP Singapore	SINGAPORE	Silver Lion
D02 (Use of Music Technology and/or Innovation )					
MCTRAX	McDONALD'S	PLACEMET	TBWANE BOKO Amsterdam	THE NETHERLANDS	Bronze Lion
D04 (Use of Music App/Device)					
SAFE & SOUND MUSIC PLAYER	LMG INSURANCE PUBLIC COMPANY	ROAD SAFETY AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND	Gold Lion
THE CANON GIG APP	CANON	CANON CAMERAS	UNCLE GREY Copenhagen	DENMARK	Bronze Lion
E01 (Excellence in Music Video)					
VOODOO IN MY BLOOD	VIRGIN RECORDS	MASSIVE ATTACK FT. YOUNG FATHERS	RATTLING STICK London	UNITED KINGDOM	Silver Lion
FORMATION	BEYONCÉ	FORMATION	PRETTYBIRD Culver City	USA	Grand Prix
LUMINOUS FREEDOM - NEW BUILD	SUNDAY BEST RECORDINGS	NEW BUILD	NEXUS PRODUCTIONS London	UNITED KINGDOM	Silver Lion
OK GO — UPSIDE DOWN & INSIDE OUT	S7 AIRLINES	S7 AIRLINES	TUTKOV BUDKOV Volgograd	RUSSIA	Silver Lion
DAVID BOWIE "BLACKSTAR"	COLUMBIA RECORDS	BLACKSTAR	GISLA & RENCK London	UNITED KINGDOM	Silver Lion
HELLO	XL RECORDINGS	MUSIC	BELIEVE MEDIA Los Angeles	USA	Bronze Lion
RUNNIN'	VIRGIN MUSIC	NAUGHTY BOY FEATURING BEYONCÉ	FOREVER PICTURES London	UNITED KINGDOM	Bronze Lion
CHEMICAL BROTHERS "WIDE OPEN"	VIRGIN RECORDS	CHEMICAL BROTHERS	THE MILL London	UNITED KINGDOM	Bronze Lion
E02 (Excellence in Interactive Music Video)					
DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	Gold Lion
E05 (Excellence in Music Content Production and Distribution Strategy)					
ALAN WALKER - "FADED"	ALAN WALKER	"FADED"	SONY MUSIC SWEDEN Stockholm	SWEDEN	Silver Lion
F01 (Music Live Experience )					
PLAY THE BRIDGE	2DEGREES	2DEGREES MOBILE	SPECIAL GROUP Auckland	NEW ZEALAND	Bronze Lion
F02 (Music Festival/Live Event Activation)					
THE BARMER GEK "MOSHPIAL"	BARMER GEK	HEALTH INSURANCE	PUBLICIS PIXEL PARK Hamburg	GERMANY	Bronze Lion

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

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