

# Innovation Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 21 June, with the 2018 Innovation and Product Design winners announced during the Innovation award ceremony



The 2018 Cannes Lions Innovation Grand Prix winners...

Winners of the Cannes Lions Innovation track were announced at the 2018 Cannes Lions award ceremony on Thursday, 21 June from 7pm. This encompasses the Innovation and Product Design Cannes Lions, with Colombia responsible for the Grand Prix for each.

## Innovative Innovation work

The **Innovation Lions** celebrate ground-breaking innovation, technology and problem solving - standalone solutions including tools, products, models and platforms, as well as creative campaigns utilising new tech.

Tor Myhren, VP Marketing Communications at Apple is the 2018 Innovation Lions jury president.

This year, only six Innovation Lions were presented, with the 2018 Cannes Lions Innovation Grand Prix awarded to MullenLowe SSP3 Bogota for the Ministry of Communications and Technology's Vive Digital Program 'My Line':

The **Product Design Lions** celebrate creativity that fuses form and function. Work that demonstrates aesthetics that are inseparable from application; work that blurs the line between a product's beauty and utility by achieving both.

Asif Khan, architect at Asif Khan Ltd, is the 2018 Cannes Lions Product Design jury president.

This year, 13 Product Design Lions were presented, with the 2018 Cannes Lions Product Design Grand Prix was awarded to Ogilvy Columbia, Kingo Energy, Ogilvy Guatemala and Powell Communications New York for Kingo:

View the full tables of winning work below:

## 2018 Cannes Lions Innovation winners

| Entrant                                                                           | Country         | Client                                  | Product              | Title                                    | Award       |
|-----------------------------------------------------------------------------------|-----------------|-----------------------------------------|----------------------|------------------------------------------|-------------|
| MULLENLOWE SSP3, Bogotá                                                           | COLOMBIA        | MINISTRY OF COMMUNICATIONS & TECHNOLOGY | VIVE DIGITAL PROGRAM | MY LINE                                  | Grand Prix  |
| SERVICEPLAN GERMANY, Munich / SERVICEPLAN KOREA, Seoul / DOT INCORPORATION, Seoul | GERMANY         | DOT                                     | DOT                  | MAKING THE WORLD ACCESSIBLE, DOT BY DOT. | Gold Lion   |
| ADIDAS, Amsterdam                                                                 | THE NETHERLANDS | ADIDAS                                  | FUTURECRAFT 4D       | FUTURECRAFT 4D                           | Silver Lion |
| GEOMETRY GLOBAL, Prague                                                           | CZECH REPUBLIC  | NEURODIGITAL                            | HAPTIC GLOVES        | TOUCHING MASTERPIECES                    | Bronze Lion |

|                          |        |                           |                |                                                  |             |
|--------------------------|--------|---------------------------|----------------|--------------------------------------------------|-------------|
| CHEIL WORLDWIDE, Gurgaon | INDIA  | SENSE INTERNATIONAL INDIA | GOOD VIBES APP | GOOD VIBES: COMMUNICATION TOOL FOR THE DEAFBLIND | Bronze Lion |
| GREY BRAZIL, São Paulo   | BRAZIL | RECLAME AQUI              | RECLAME AQUI   | THE CANCELLER                                    | Bronze Lion |

Here's a reminder of the 2018 [Innovation Lions](#) shortlists in full.



## #CannesLions2018: Innovation Lions shortlist

18 Jun 2018



## 2018 Cannes Product Design winners

| Entrant                                                                                               | Country         | Client                                            | Product                                                                                                           | Title                                                             | Award       |
|-------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------|
| OGILVY COLOMBIA, Bogotá / KINGO ENERGY, Guatemala City / OGILVY GUATEMALA, Guatemala, Central America | COLOMBIA        | KINGO                                             | KINGO                                                                                                             | KINGO                                                             | Grand Prix  |
| ADIDAS, Amsterdam                                                                                     | THE NETHERLANDS | ADIDAS                                            | FUTURECRAFT 4D                                                                                                    | FUTURECRAFT 4D                                                    | Gold Lion   |
| TBWAINDIA, Mumbai                                                                                     | INDIA           | ASHA EK HOPE FOUNDATION                           | SOCIAL SERVICE                                                                                                    | BLINK TO SPEAK                                                    | Silver Lion |
| GOOGLE, Mountain View                                                                                 | USA             | Google LLC                                        | GOOGLE HOME MINI                                                                                                  | GOOGLE HOME MINI                                                  | Silver Lion |
| SERVICEPLAN GERMANY, Munich / SERVICEPLAN KOREA, Seoul / DOT INCORPORATION, Seoul                     | GERMANY         | DOT                                               | DOT MINI                                                                                                          | DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED. | Silver Lion |
| SID LEE, Toronto                                                                                      | CANADA          | BLACK LIVES MATTER CANADA                         | BLACK LIVES MATTER IS AN ACTIVIST GROUP THAT CAMPAIGNS AGAINST SYSTEMIC RACISM AND VIOLENCE AGAINST BLACK PEOPLE. | THE BULLETPROOF FLAG                                              | Silver Lion |
| TBWAHAKUHODO, Tokyo                                                                                   | JAPAN           | AIG                                               | CSR                                                                                                               | PRIDE JERSEY                                                      | Silver Lion |
| SERVICEPLAN GERMANY, Munich / SERVICEPLAN HEALTH & LIFE, München                                      | GERMANY         | LV PRASAD EYE INSTITUTE, WHO COLLABORATION CENTRE | FITTLE - THE FIRST 3D PRINTED BRAILLE PUZZLE                                                                      | FITTLE                                                            | Bronze Lion |
| WIEDEN+KENNEDY, Portland                                                                              | USA             | NIKE                                              | NIKE MAKERS' EXPERIENCE                                                                                           | LIVE DESIGN                                                       | Bronze Lion |
| Y&R MELBOURNE                                                                                         | AUSTRALIA       | MONASH UNIVERSITY                                 | MONASH UNIVERSITY                                                                                                 | SIP SAFE                                                          | Bronze Lion |
| BETC, Paris                                                                                           | FRANCE          | LACOSTE                                           | LACOSTE                                                                                                           | SAVE OUR SPECIES                                                  | Bronze Lion |
| JUNG VON MATT, Hamburg                                                                                | GERMANY         | BERLINER VERKEHRSBETRIEBE (BVG)                   | THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.                     | BVG X ADIDAS - THE TICKET-SHOE                                    | Bronze Lion |
| GOOGLE CREATIVE LAB, New York                                                                         | USA             | GOOGLE                                            | EXPERIMENTS WITH GOOGLE                                                                                           | VOICE EXPERIMENTS: PAPER SIGNALS                                  | Bronze Lion |

Here's a reminder of the 2018 [Product Design Lions](#) shortlists in full.



## #CannesLions2018: Product Design Lions shortlist

20 Jun 2018



*The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit [www.canneslions.com/](http://www.canneslions.com/) and our [Cannes Lions special section](#) for more information.*

For more, visit: <https://www.bizcommunity.com>