

Final Cannes Chimera Challenge announces winners

The fifth and final Cannes Chimera Challenge has awarded funding of \$160 000 to teams from Singapore, UK and Vietnam to realise their ideas to support the Global Citizen Project...



This year, the brief for the Cannes Chimera Competition called for the development of a one-time brand activation that would attract massive public attention to the growing Global Citizen platform, and result in a surge of sign ups to the campaign, through email capture and Facebook. Supported by major NGOs in the development space and a diverse group of corporate partners, the platform provides new ways for people to learn about and follow

global issues they care about, and take action.

Winners

- 'Sign Up Is Power' by DDB Singapore plans to build booths around towns in the UK, US, France, Germany, Canada and Australia that will allow people to sign up to support Global Citizen whilst absorbing their body heat. This heat will then be converted into electricity for communities in need to show that even small acts can make a real difference.
- Sapient Nitro UK's 'We Are Close' is a Facebook quiz that shows users the probable migration path of their ancestors, demonstrating that we are all more connected than we think to people living in extreme poverty today.
- 'Global Impact Predictor' by OgilvyOne Worldwide Vietnam is an idea for an app that visualises the influence a user can have through their social media networks and brings understanding of their potential global impact.

Commenting on the winners, Lions Festivals CEO Philip Thomas said, "It's been a privilege to help harness the creative power of our community for a project with the ambition of turning 30 million people into Global Citizens, willing to take micro actions to help people in the world's poorest countries. Our loyal panel of Cannes Chimera have dutifully gone through all submissions to pick out the ideas that aren't only the most innovative, but also most scalable.

"Over the last five years, we have, with the Bill & Melinda Gates Foundation, created a series of sustainable campaigns and built meaningful relationships across the industry. Most importantly we've hopefully inspired the community to apply their creativity to the highest of causes: humankind."

"Our partnership with Cannes Lions has supported the inception and development of a unique set of communications projects that would not have otherwise been possible," said Tom Scott, Director of Brand & Campaigns at the Bill & Melinda Gates Foundation. "We're grateful for this collaboration with the Cannes Lions creative community, which has provided the development sector with new inspiration."

For more information, go to www.CannesChimera.com.