

# McDonald's wins Cannes Lions Creative Marketer of the Year

McDonald's has been awarded the Cannes Lions Creative Marketer of the Year Award 2014.

The award is presented to brands that have distinguished themselves by inspiring innovative marketing of their products worldwide across multiple platforms and who embrace and encourage creativity in their brand communications produced by their agencies.



## Taking creative risks

"The company consistently places creativity at the heart of its advertising and communications and that has resulted in the brand receiving many Lions at the Cannes Festival," comments Philip Thomas, CEO of Lions Festivals. "It and its agencies have taken creative risks to produce meaningful work and they see award-winning content earning higher returns - a success story that will, we hope, inspire other brands. We look forward to congratulating the team by presenting this

Creative Marketer of the Year Award in Cannes."

McDonald's won its first Cannes Lion, a Gold in Television, in 1979 and have gone on to win 77 Lions. The majority have been awarded in recent years in a variety of categories - Creative Effectiveness, Cyber, Film, Media, Mobile, Outdoor, Press, Promo & Activation and Radio - and from different countries around the world- Austria, Australia, Canada, Chile, Denmark, Finland, Hong Kong, Poland, South Africa, South Korea, Spain, Sweden, UK and US.

## Focus of creativity

McDonald's focus on creativity has led to unique and iconic developments in communication and design, including the Golden Arches, Ronald McDonald and memorable advertising slogans, such as 'Look for the Golden Arches', 'You Deserve a Break Today', 'Did Somebody Say McDonald's' and 'i'm lovin' it.' All of the recent awards are under the "i'm lovin' it" umbrella. The campaign, now entering its 11th year, continues to spark creative ideas while giving the brand a consistent voice the world over.



The Creative Marketer of the Year Award will be presented on Saturday 21 June in the Palais des Festivals, Cannes, France. Steve Easterbrook, senior executive VP and global chief brand officer of McDonald's, is scheduled to accept the award.

For more information, go to [www.canneslions.com](http://www.canneslions.com).