

Cannes Lions: Design, Press, Radio Lions winners

CANNES, FRANCE: In the third of four awards ceremonies taking place at Cannes Lions this week, delegates have tonight gathered in their thousands to learn, view and honour the winners of the Cyber, Design, Press and Radio Lions.



This year the Design Lions attracted 2,373 entries, the Cyber Lions received 2,627 submissions, Radio saw 1,552 and entries totalled 5,711 in the Press Lions.

The **Cyber** jury, led by Bob Greenberg, Founder, Chairman, CEO, R/GA, shortlisted 196 entries from which they have awarded 17 Gold, 25 Silver and 49 Bronze Lions. In the Websites, Integrated Campaigns, Banners and Other Rich Media and Craft category, Pereira & O'Dell San Francisco took one of the two Grands Prix for their entry 'The Beauty Inside', created for Intel + Toshiba. Draftfcb New York picked up the Grand Prix in the Viral category for Oreo's 'Oreo Daily Twist'.

After short listing 234 entries, the **Design Grand Prix** was awarded by the jury to Serviceplan Munich for their entry for Auchan 'The Selfscan Report'. 23 gold, 50 silver and 64 bronze Lions were also awarded. Presiding over the Jury was Mary Lewis, Creative Director, Founding Partner, Lewis Moberley.

With Jury President Marcello Serpa, Partner, CCO, AlmapBBDO, heading up the **Press Lions** judging, the jury shortlisted 497 entries and awarded a total of 24 Gold, 37 Silver and 47 Bronze Lions. They chose to award the Grand Prix to TBWA\Media Arts Lab, Los Angeles, for their Apple iPad mini campaign, 'Time', 'Surfer', 'Wired Magazine', 'New Yorker' and 'Wallpaper'.

In the **Radio Lions** category McCann Melbourne took home their third Grand Prix for 'Dumb Ways to Die 3 Minute Version' created for Metro Trains. With Ralph van Dijk, Founding Creative Director, Eardrum, as their President, the jury shortlisted 163 entries and went onto award 12 Gold, 14 Silver and 20 Bronze Lions.

During the ceremony, the prestigious Media Person of the Year award was presented to Salar Kamangar, CEO of YouTube, in recognition of his leadership of the global video community.

Also honoured were the winners of the Young Lions Print, Cyber and Design Competitions. The team from Mexico took the gold print medal, with Russia taking gold for their cyber entry and Romania accepting the gold design medal.

China Day

Also taking place this week was Cannes Lions' dedicated China Day, which in association with the China Advertising Association, brought some of China's leading thinkers and experts who presented a series of insightful forums throughout the day, on the media landscape and opportunities of this vast country while offering insight into how to be a part of this exciting opportunity.

This year, Cannes Lions has placed huge emphasis on nurturing talent and providing exclusive learning opportunities through dedicated programmes that are tutored and led by recognised industry names. For students, the Roger Hatchuel Academy has been taking place throughout the week, and for young industry professionals, the Young Creative Academy, Young Media Academy, Young Account Executives Academy and the Jim Stengel Young Marketers Academy, have also been taking place, offering the unrivalled chance to learn from industry greats whilst immersing themselves in the creative hub of the Festival. Meanwhile, the Cannes Creative Leaders Programme, lasting two weeks and run with the Berlin School of Creative Leadership, is training creative executives on how to better lead their teams, while the new CMO Accelerator Programme is helping a select group of CMO's to focus on and understand the key issues that their brands are facing. Made @Sweden will give 30 delegates from agencies and client marketers alike a chance to totally engross themselves in all things Sweden with unprecedented access to the people behind some of the world's strongest brands.

Some of the speakers from today's content programme have included Jimmy Wales, Founder of Wikipedia; Conan O'Brien, Comedian, Writer, Producer and Late Night Television Host, Sean Combs, Producer, Artist, Performer and CEO, Founder, Bad Boy Worldwide Entertainment Group; and Jeff Weiner, CEO of LinkedIn. Outside the Palais, delegates have been able to view a 'collection of collections' in the CannesAlso tent, helping to celebrate the curiosity that drives the creative industry.

Winners, interviews with speakers such as Vivienne Westwood and photos from the Festival can all be found at www.canneslions.com.

Key dates:

Delegate registration: Open

60th Cannes Lions International Festival of Creativity: 16-22 June 2013

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