

SA's latest winning work

The award ceremonies continued on Saturday, 22 June 2013, and winners of the Film; Branded Content & Entertainment; Film & Craft; and Titanium & Integrated categories were announced. The South African winners included TBWA\Hunt\Lascares Johannesburg and Ogilvy & Mather Cape Town.

Film Lions Winners

Category	Title	Advertiser/client	Product/service	Entrant company	Campaign Name	Award
A12/002. Miscellaneous	Swopped At Birth	Tiger Brands	UNIBALL	TBWA\Hunt\Lascares Johannesburg	Write In Your Own Voice	Bronze Lion Campaign
A12/003. Miscellaneous	Bust You Out	Tiger Brands	UNIBALL	TBWA\Hunt\Lascares Johannesburg	Write In Your Own Voice	Bronze Lion Campaign

Branded Content & Entertainment Winners

Category	Title	Advertiser	Product	Entrant Company	Production Company	Prize
A09/090. Best use or integration of digital or social media	Send your Facebook Profile to Cape Town	Cape Town Tourism	Cape Town	Ogilvy & Mather Cape Town	Flow Communications Cape Town	Gold Lion
A08/024. Best use or integration of gaming	Street Quest	Volkswagen	VW Corporate	Ogilvy & Mather Cape Town	REC Cape Town	Bronze Lion

See all the winners:

- Creative Effectiveness Lions: [website](#) and [pdf](#)
- Direct: [website](#) and [pdf](#)
- Innovation: [website](#) and [pdf](#)
- Media: [website](#) and [pdf](#)
- Mobile: [website](#) and [pdf](#)
- Outdoor: [website](#) and [pdf](#)
- PR: [website](#) and [pdf](#)
- Promo & Activation: [website](#) and [pdf](#)
- Cyber: [website](#) and [pdf](#)
- Design: [website](#) and [pdf](#)
- Press: [website](#) and [pdf](#)
- Radio: [website](#) and [pdf](#)
- Film & Craft: [website](#) and [pdf](#)
- Branded Content & Entertainment: [website](#) and [pdf](#)
- Film: [website](#) and [pdf](#)
- Titanium & Integrated: [website](#) and [pdf](#)
- Grand Prix for Good: [website](#)

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Information on Cannes Lions facilitated by Cinemark, South Africa's official representative of the Cannes Lions Festival.

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