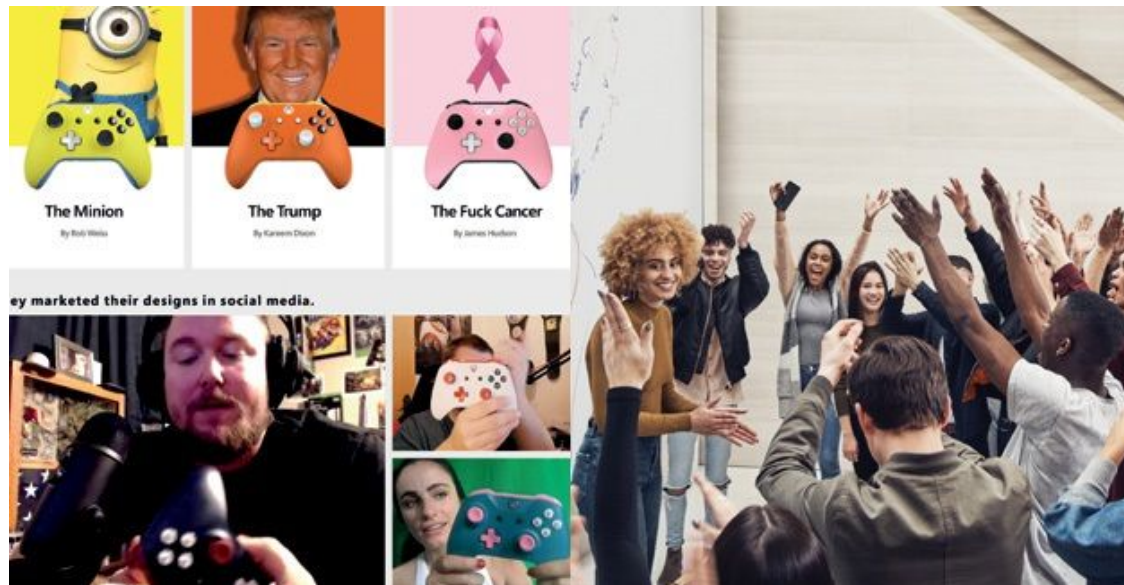


Experience Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 20 June with the 2018 Cannes Brand Experience & Activation and Creative eCommerce winners announced during the Experience award ceremony.



The 2018 Cannes Lions Experience track Grand Prix winners.

Winners of the Cannes Lions Experience track were announced and the 2018 Cannes Lions award ceremony, held at the Palais on Wednesday, 20 June from 7pm. This encompasses the Brand Experience & Activation and Creative eCommerce Cannes Lions.

Exceptional experiential

The **Brand Experience and Activation Lions** celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement.

Rob Reilly, global creative chairman of McCann Worldgroup is the 2018 Cannes Lions Brand Experience and Activation Jury President.

This year, the 2018 Cannes Lions Brand Experience and Activation Grand Prix was awarded to Apple Inc's 'Today at Apple':

The **Creative e-Commerce Lions** celebrate creative, commercial ecommerce, payment solutions and innovation - demonstrating how the innovation and optimisation of the customer journey led to increased consumer engagement and commercial success.

Nick Law, CCO of Publicis Groupe and president of Publicis Communications is the 2018 Cannes Lions Creative e-Commerce Jury President.

This year, the 2018 Cannes Lions Creative e-Commerce Grand Prix was awarded to McCann London for Microsoft's Xbox Design Lab Originals' 'The Fanchise Model':

View the full tables of winning work below:

2018 Cannes Lions Brand Experience & Activation winners

Entrant	Country	Client	Product	Title	Award
APPLE, Cupertino / APPLE, Cupertino	USA	APPLE INC.	APPLE RETAIL STORES	TODAY AT APPLE	Grand Prix
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	EXCLUSIVE THE RAINBOW	Gold Lion

LOLA MULLENLOWE, Madrid	SPAIN	BURGER KING	BURGER	SCARY CLOWN NIGHT	Gold Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Gold Lion
McCANN NEW YORK	USA	MGM RESORTS INTERNATIONAL	MGM RESORTS	UNIVERSAL LOVE	Gold Lion
R/GA PORTLAND	USA	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	AIR JORDAN	Gold Lion
BBDO NEW YORK	USA	DOWNTOWN RECORDS	THE ACADEMIC	LIVE LOOPER	Gold Lion
INTEL CORPORATION, Santa Clara	USA	INTEL	INTEL DRONE LIGHT SHOW	INTEL DRONE LIGHT SHOW AT THE OLYMPICS	Gold Lion
McCANN LONDON	UNITED KINGDOM	MICROSOFT	XBOX DESIGN LAB	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	Gold Lion
DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY	DIESEL	DIESEL	DEISEL - GO WITH THE FAKE	Gold Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	SAVE OUR SPECIES	Gold Lion
HOST/HAVAS, Sydney	AUSTRALIA	PALAU LEGACY PROJECT	PALAU	PALAU PLEDGE	Gold Lion
GTB BRASIL, São Paulo	BRAZIL	FORD MOTOR COMPANY	FORD TRUCKS	SAFECAP	Silver Lion
GREY BRAZIL, São Paulo	BRAZIL	VOLVO	VOLVO XC60	VOLVO LIVE REVIEWS	Silver Lion
McCANN LONDON	UNITED KINGDOM	MICROSOFT	XBOX / FIFA 18	FOOTBALL DECODED	Silver Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	SAVE OUR SPECIES	Silver Lion
OGILVY POLAND, Warsaw / SHOOTME VISUAL ARTISTS, Warsaw / AMP POLAND, Warsaw / SOUNDS GOOD, Warsaw	POLAND	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	TO THE LAST TREE STANDING	Silver Lion
adam&eveDDB, London	UNITED KINGDOM	EASPORTS	FIFA 18	FIFA 18 MORE THAN A GAME	Silver Lion
FITZCO/McCANN, Atlanta	USA	COCA-COLA	COKE	SHARE A COKE 1,000 NAME CELEBRATION	Silver Lion
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	EXCLUSIVE THE RAINBOW	Silver Lion
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	MGIE AQUI	CORRUPTION DETECTOR	Silver Lion
OGILVY BRASIL, São Paulo	BRAZIL	HERMES PARDINI	DIAGNOSIS LAB	VR VACCINE	Silver Lion
MULLENLOWE SSP3, Bogotá	COLOMBIA	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MY LINE	Silver Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Silver Lion
DAVID, Miami	USA	BURGER KING	WHOPPER	WHOPPER NEUTRALITY	Silver Lion
DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY	DIESEL	DIESEL	DEISEL - GO WITH THE FAKE	Silver Lion
McCANN PARIS, Clichy	FRANCE	AJE	ALCOHOLIC BEVERAGES	BORDEAUX 2050	Silver Lion
DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LION	STEINLAGER	FIGHT FOR TERRITORY	Silver Lion
ALMAPBBDO, São Paulo	BRAZIL	GOL LINHAS AEREAS	GOL LINHAS AEREAS	THE NEYMARLESS SPONSORSHIP	Silver Lion
FRANCE TÉLÉVISIONS, Paris / PUBLICIS CONSEIL, Paris	FRANCE	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	LA FORÊT - BET ON A MURDERER	Silver Lion
McCANN LONDON	UNITED KINGDOM	MICROSOFT	XBOX DESIGN LAB	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	Silver Lion
McCANN NEW YORK	USA	MGM RESORTS INTERNATIONAL	MGM RESORTS	UNIVERSAL LOVE	Silver Lion

COMEDY CENTRAL, New York / 23 STORIES X CONDE NAST, New York	USA	COMEDY CENTRAL	THE DAILY SHOW WITH TREVOR NOAH	THE DAILY SHOW PRESENTS: THE DONALD J. TRUMP PRESIDENTIAL TWITTER LIBRARY	Silver Lion
FITZCO/McCANN, Atlanta	USA	COCA-COLA	COKE	SHARE A COKE 1,000 NAME CELEBRATION	Bronze Lion
FCB CHICAGO	USA	GLAD	GLAD FORCEFLEX PLUS ADVANCED PROTECTION KITCHEN TRASH BAG	THE TOUGHEST BAG	Bronze Lion
DIESEL, Breganze / PUBLICIS ITALY, Milan / PUBLICIS, New York	ITALY	DIESEL	DIESEL	DEISEL - GO WITH THE FAKE	Bronze Lion
TBWAI RAAD, Dubai	UNITED ARAB EMIRATES	NISSAN MIDDLE EAST	DESERT LINEUP	CAMELPOWER	Bronze Lion
JUNG VON MATT, Hamburg	GERMANY	EDEKA ZENTRALE AG & CO. KG	RETAIL	THE MOST GERMAN SUPERMARKET	Bronze Lion
McCANN LONDON	UNITED KINGDOM	MICROSOFT	XBOX DESIGN LAB	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	Bronze Lion
COMEDY CENTRAL, New York / 23 STORIES X CONDE NAST, New York	USA	COMEDY CENTRAL	THE DAILY SHOW WITH TREVOR NOAH	THE DAILY SHOW PRESENTS: THE DONALD J. TRUMP PRESIDENTIAL TWITTER LIBRARY	Bronze Lion
SENDAATHLETICS, Berkeley / GREY ARGENTINA, Buenos Aires	USA	SENDAATHLETICS	SENDA LIMITLESS	LIMITLESS	Bronze Lion
McCANN BUCHAREST	ROMANIA	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	BIHOR COUTURE	Bronze Lion
YSLANDIA, Madrid	SPAIN	SEIDOR	MANAGEMENT SOFTWARE AND IT SERVICES CONSULTING	EMOTIONAL PULSE	Bronze Lion
BBDO NEW YORK	USA	GE	GE	UNSEEN STARS	Bronze Lion
OGILVY BRASIL, São Paulo	BRAZIL	FORBES BRASIL	CORPORATE IMAGE	RICKY BRASIL	Bronze Lion
SERVICEPLAN FRANCE, Paris	FRANCE	ANDROS	AUTISM RECRUITMENT WEBSITE	AUTISM CAN WORK	Bronze Lion
BBDO BANGKOK	THAILAND	SAMSUNG	DEPRESSION AWARENESS CAMPAIGN	PREDICT TO PREVENT	Bronze Lion
WUNDERMAN CATO JOHNSON, Buenos Aires	ARGENTINA	FUNDACIÓN MUJERES EN IGUALDAD	THE FIRST FEMALE LABOR MARKETPLACE THAT FIGHTS GENDER VIOLENCE	FEMPLEA	Bronze Lion
McCANN NEW YORK	USA	NATIONAL GEOGRAPHIC	NATGEO	ASTRONAUT REALITY HELMET	Bronze Lion
DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	LION	STEINLAGER	FIGHT FOR TERRITORY	Bronze Lion
BUZZMAN, Paris	FRANCE	HUAWEI	HUAWEI	SHOT REVERSE SHOT	Bronze Lion
EDELMAN, San Francisco / UNITED ENTERTAINMENT GROUP, New York	USA	ADOBE	ADOBE	ADOBE MAKE THE CUT	Bronze Lion
COLENSO BBDO, Auckland	NEW ZEALAND	MARS	PEDIGREE	SELFESTIX	Bronze Lion
FLORA TRISTAN, Lima / CIRCUS GREY PERU, Lima	PERU	FLORA TRISTAN	NGO AGAINST GENDER VIOLENCE	THE HONEST PROPOSAL	Bronze Lion
WE ARE UNLIMITED, Chicago	USA	MCDONALD'S	MCDONALD'S	THE FLIP	Bronze Lion
FAMOUSGREY BRUSSELS	BELGIUM	VOLVO	VOLVO S90	RECRUITING CAR	Bronze Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Bronze Lion
DDB CHICAGO	USA	MARS WRIGLEY CONFECTIONERY	SKITTLES	EXCLUSIVE THE RAINBOW	Bronze Lion
P4 OGILVY, Panama City	PANAMA	DAIRY QUEEN	BLIZZARD	BLIZZARD STORE	Bronze Lion
FRANCE TÉLÉVISIONS, Paris / PUBLICIS CONSEIL, Paris	FRANCE	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	LA FORÊT - BET ON A MURDERER	Bronze Lion

DAVID, Buenos Aires	ARGENTINA	COCA-COLA	TROPHY TOUR	THE CURSE OF TILCARA	Bronze Lion
McCANN LONDON	UNITED KINGDOM	MICROSOFT	XBOX/ FIFA 18	FOOTBALL DECODED	Bronze Lion
adam&eveDDB, London	UNITED KINGDOM	EASPORTS	FIFA 18	FIFA 18 MORE THAN A GAME	Bronze Lion
GREY BRAZIL, São Paulo	BRAZIL	VOLVO	VOLVO XC60	VOLVO LIVE REVIEWS	Bronze Lion
GRABARZ & PARTNER, Hamburg	GERMANY	BURGER KING DEUTSCHLAND GMBH	BURGER KING	LOVING "IT"	Bronze Lion
DDB SPAIN, Madrid	SPAIN	MADRID BOOKSELLERS	DIGITAL BOOK	FINDING FARIÑA	Bronze Lion
GRAUBÜNDEN FERIEN, Chur / JUNG VON MATT/LIMMAT, Zürich	SWITZERLAND	GRAUBÜNDEN FERIEN	HOLIDAY REGION BERGÜN	FRIENDLY PHOTOGRAPHY BAN IN BERGÜN	Bronze Lion
J. WALTER THOMPSON PARIS	FRANCE	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	FORBIDDEN STORIES	Bronze Lion
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	MGIE AQUI	CORRUPTION DETECTOR	Bronze Lion
PHD PUERTO RICO, Guaynabo / DDB, Guaynabo	PUERTO RICO	CLOROX PUERTO RICO	CLOROX	CLOROX DROPPER FROG	Bronze Lion
FCB INDIA, Mumbai	INDIA	TIMES OF INDIA	TIMES OF INDIA	SINDOOR KHELA- NO CONDITIONS APPLY	Bronze Lion

Here's a reminder of the 2018 [Brand Experience & Activation Lions](#) shortlists in full.



#CannesLions2018: Brand Experience & Activation Lions shortlist

19 Jun 2018



2018 Cannes Creative e-Commerce winners

Entrant	Country	Client	Product	Title	Award
McCANN LONDON	UNITED KINGDOM	MICROSOFT	XBOX DESIGN LAB	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	Grand Prix
GREY NEW YORK	USA	VOLVO CAR USA	CARE BY VOLVO SUBSCRIPTION SERVICE / 2019 VOLVO XC40	CARE BY VOLVO MOBILE APP	Gold Lion
R/GA PORTLAND	USA	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	AIR JORDAN	Gold Lion
DAVID, Buenos Aires	ARGENTINA	NEWSAN	NOBLEX	THE ALL-IN PROMO	Gold Lion
McCANN INDIA, Mumbai	INDIA	PAYTM	E WALLET	SWEET CHANGE	Gold Lion
CP+B, Los Angeles	USA	PAYPAL	ONLINE PAYMENT SERVICE	LOCAL SELECTS	Silver Lion
McCANN INDIA, Mumbai	INDIA	PAYTM	E WALLET	SWEET CHANGE	Silver Lion
GREY NEW YORK	USA	VOLVO CAR USA	CARE BY VOLVO SUBSCRIPTION SERVICE / 2019 VOLVO XC40	CARE BY VOLVO MOBILE APP	Silver Lion
McCANN LONDON	UNITED KINGDOM	MICROSOFT	XBOX DESIGN LAB	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	Silver Lion
R/GA PORTLAND	USA	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	AIR JORDAN	Bronze Lion
GREY SPAIN, Madrid	SPAIN	Fotawa	Food Delivery Service	THE LUNCH GAP SEARCHER	Bronze Lion
TBWA/BELGIUM, Brussels	BELGIUM	SOLIDARITÉ GRANDS FROIDS	SOLIDARITÉ GRANDS FROIDS	THE HOMELESS WEBSHOP	Bronze Lion
JOHANNES LEONARDO, New York	USA	ADIDAS ORIGINALS	ADIDAS ORIGINALS	ALEXANDER WANG X ADIDAS ORIGINALS SEASON 2	Bronze Lion

DAVID, Buenos Aires	ARGENTINA	NEWSAN	NOBLEX	THE ALL-IN PROMO	Bronze Lion
CHE PROXIMITY, Melbourne	AUSTRALIA	LEGO AUSTRALIA	LEGO	MAKING THE LIST	Bronze Lion
GREY NEW YORK	USA	VOLVO CAR USA	CARE BY VOLVO SUBSCRIPTION SERVICE / 2019 VOLVO XC40	CARE BY VOLVO MOBILE APP	Bronze Lion

Here's a reminder of the 2018 [Creative e-Commerce Lions](#) shortlists in full.



#CannesLions2018: Creative e-Commerce Lions shortlist

19 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/ and our [Cannes Lions special section](#) for more information.

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