

Cannes Lions: Final round of winners announced

CANNES, FRANCE: Bringing the 60th Cannes Lions Festival to a close, the Branded Content & Entertainment, Film, Film Craft, Titanium and Integrated Lions winners have been announced.



Of the 3,125 entries in the Film category, the jury, led by Sir John Hegarty, Founder, Creative of Bartle Bogle Hegarty, shortlisted 285 entries of which 11 were awarded Gold, 30 Silver and 51 Bronze Lions. The jury awarded two **Film Grands Prix**. In the Product & Services category, McCann Melbourne took the Grand Prix for 'Dumb Ways to Die', their campaign for Metro Trains while in the Other Film Content category Pereira O'Dell San Francisco were awarded the Grand Prix for their campaign 'The Beauty Inside' created for Intel + Toshiba.

2,029 entries were received into the Film Craft Lions category. Joe Pytko, Director of Joseph Pytko Productions led the Film Craft jury who shortlisted 158 entries and awarded 12 Gold, 8 Silver and 19 Bronze Lions. 4creative London was presented with the **Film Craft Grand Prix** for their Channel 4 'Meet the Superhumans' entry.

Pereira O'Dell San Francisco took a second Grand Prix at the evening's awards with the **Branded Content & Entertainment Grand Prix** going to 'The Beauty Inside', created for Toshiba + Intel. During the ceremony, winners were presented with their trophies by jury president Scott Donaton, President, CEO of Ensemble. 968 entries from 57 countries were received into this category of which 105 were shortlisted and 17 gold, 17 silver and 24 bronze Lions were awarded.

The Titanium Lion was the brainchild of Dan Wieden, Co-Founder, Chairman of Wieden + Kennedy back in 2003, and in Cannes Lions' 60th year he has presided over the Titanium & Integrated jury. The jury voted on 437 entries to reach a shortlist of 30, of which 2 gold, 2 silver and 5 bronze Integrated Lions were awarded and 4 Titanium Lions given. The highly sought after **Titanium Grand Prix**, awarded for truly ground-breaking work, was presented to Ogilvy Brasil for Unilever's 'Real Beauty Sketches'. McCann Melbourne took the **Integrated Grand Prix** for 'Dumb Ways to Die', created for Metro Trains, taking McCann Melbourne's Grand Prix win for the campaign to five, the greatest number to be awarded to an entry in the Festival's history.

The Titanium and Integrated Jury was also responsible for awarding the **Grand Prix for Good**. From a list of 40 contenders - made up of gold Lion winners from across all charities & public services categories ineligible to win a Grand Prix in their own awards section - the accolade was presented to BBDO Dusseldorf, Germany, for their campaign 'The Ant

Rally' for WWF.

During the awards, Lee Clow was honoured and presented with the **Lion of St. Mark**, presented in celebration and honour of his long and outstanding contribution to creativity in brand communications.

Other awards

Advertising Agency of the Year was given to Ogilvy Brasil, São Paulo. McCann Melbourne came second and AlmapBBDO, São Paulo third.

Independent Agency of the Year went to Wieden+Kennedy Portland. Second place went to Serviceplan and third to Wieden+Kennedy New York.

The **Palme d'Or**, given to the most awarded production company, was presented to MJZ, USA. Biscuit Filmworks, USA came second and O Positive Films, USA third.

The **Network of the Year** award was presented to Ogilvy & Mather with BBDO taking second place and DDB in third.

Also awarded was the **Holding Company of the Year** which went to WPP. Omnicom took second place and Publicis Groupe third.

The coveted **Creative Marketer of the Year** trophy was presented to The Coca-Cola Company in honour of their long and distinguished history of promoting creative excellence for the brand and its marketing endeavours. Joe Tripodi, Chief Marketing & Commercial Officer of The Coca-Cola Company, collected the accolade.

The winners of the **Young Lions Film Competition** were also announced, with the Spanish team winning the Gold medal, Canada Silver and Japan Bronze.

The **Young Marketers Competition** saw the dedicated jury award Sri Lanka with the Gold medal, the Dominican Republic with Silver and Canada with Bronze.

In a record breaking 60th year, the Cannes Lions International Festival of Creativity, the week-long event held annually in the South of France, celebrating creative communications, saw around 12,000 attendees from more than 90 countries, of which almost 25% were from client companies. Throughout the week, over 35,500 pieces of work from across the globe were judged by 16 juries composed of top international industry leaders. Delegates enjoyed an outstanding content programme which included seminars, workshops and forums given by keynote speakers that ranged from artists, musicians, social media pioneers, senior marketers and industry greats amongst others, as well as 60th celebrations that included the Game Changers Exhibition showcasing six decades of campaigns that have changed the landscape of the advertising industry forever.

All the winning work from Cannes Lions 2013, will be available to view online along with their credits at www.canneslions.com.

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