

# Creative Effectiveness, Media, Mobile & Outdoor Lions winners

CANNES, FRANCE: The Cannes Lions International Festival of Creativity has held the second of four awards ceremonies to honour a further four of its 15 entry categories; Creative Effectiveness, Media, Mobile and Outdoor Lions winners. South Africa was represented among the winners in the Outdoor, Mobile and Media Lions.



Grand Prix Creative Effectiveness winners.

The Creative Effectiveness Lions category, which saw 92 entries, was led by David Jones, global chief executive officer of Havas & Euro RSCG. 13 entries were shortlisted with 5 winning Creative Effectiveness Lions and BBH London taking home the Creative Effectiveness Grand Prix for their Unilever entry 'Axe 'Excite' - Returning to Universal Truths to Create Global Hits'.

The Media Lions jury, led by Mainardo de Nardis, chief executive officer of OMD Worldwide, voted and deliberated on a total 3247 entries and selected 11 Gold, 28 Silver and 67 Bronze winners from a shortlist of 281. The Jury decided to award the Media Grand Prix to Manning Gottlieb OMD London for their Google entry, 'Google Voice Search'.



Grand Prix Media Winners.



Grand Prix Mobile winners.

Duval Guillaume Modem Antwerp were presented with the Media Agency of the Year award during the ceremony. Second place went to Jung von Matt Hamburg and third to Manning Gottlieb OMD London.

A new category for 2012, Mobile received 965 entries from 47 countries. Leading the jury for the inaugural category was Tom Eslinger, digital creative director, Saatchi & Saatchi. 99 entries were shortlisted with 11 going on to win Gold, 14 Silver and 28 Bronze. Grow Interactive Norfolk / Johannes Leonardo New York took home the first Mobile Grand Prix for their Google entry 'Hilltop Re-imagined for Coca-Cola'.



Grand Prix Outdoor winners.



Grand Prix Outdoor winners.

Of the 4843 entries in the Outdoor category, 588 made it to the shortlist with a total of 112 selected as winners of which 25 were Gold, 35 Silver and 50 Bronze. Two Grands Prix were awarded in the Outdoor category. In the Billboards & Street Furniture and Posters category the Grand Prix was awarded to Ogilvy Shanghai for '#cokehands' for The Coca-Cola Company. The second Grand Prix, for Ambient, went to Jung von Matt Hamburg for 'The Invisible Drive' entry for Daimler. Sheung Lan Yo, executive creative director, North East Asia; chairman JWT presided over the Outdoor jury.

Also honoured at the Awards ceremony were the Gold winners of the Young Lions Media Competition. It went to the team from the Czech Republic. Silver place went to the UK and Bronze to Portugal.

The winning work from these categories is now available to view online together with their credits [here](#).



Media Agency of The Year.

## Shortlists

[Outdoor shortlist](#)

[Outdoor shortlist - SA](#)

[Media shortlist](#)

[Media shortlist - SA](#)

## Winners

[Creative Effectiveness winners](#)

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