

## Print & Publishing Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 19 June with the 2018 Cannes Print & Publishing Lions announced during the Communication award ceremony, with SA bringing home two silver wins!



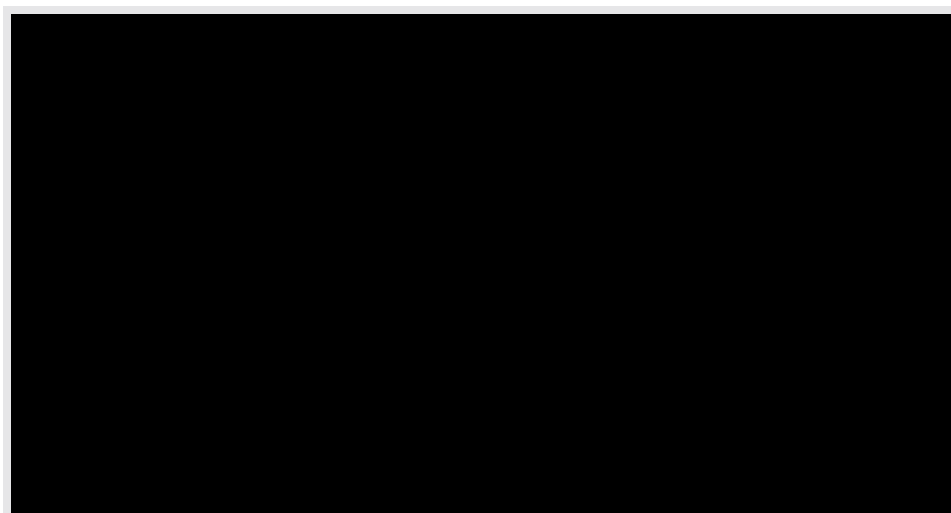
The 2018 Cannes Lions Print & Publishing Lions Grand Prix went to Brazil's Africa Sao Paulo for AB InBev Budweiser's 'Tagwords.'

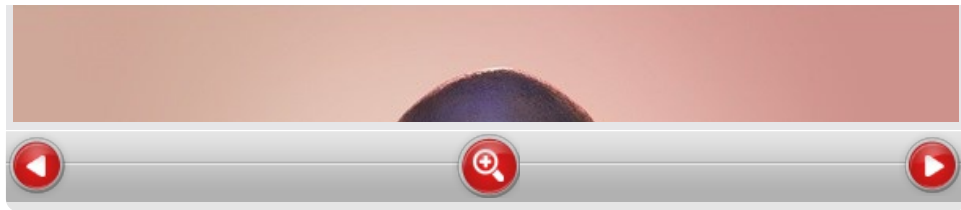
Winners of the Cannes Lions Communication track were announced and the Cannes Lions' opening award ceremony held at the Palais on Tuesday, 19 June from 7pm.

The Print & Publishing Lions celebrate creativity in circulation. Work in this category exhibits ingenuity and outstanding craftsmanship in published media, showcasing ideas that leap off the page.

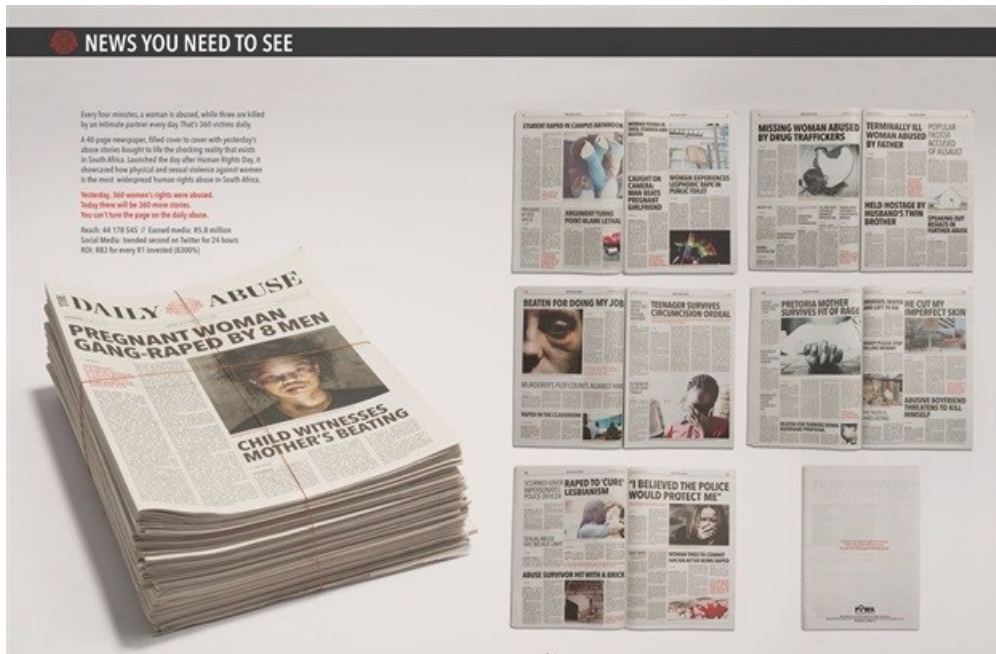
Kate Stanners, chairwoman and global CCO at Saatchi & Saatchi, is the 2018 Print & Publishing Lions jury president.

**DDB South Africa** was awarded campaign silver in the 'not-for-profit/charity' category for the Commission for Gender Equality's 'Frasier', 'Eric', 'Ethan' and 'Steve'.





**Joe Public United Johannesburg** is also bringing home a Silver Lion in the 'Publications for Good' category, for People Opposing Women Abuse or Powa Johannesburg's 'The News You Need to See'.



Joe Public Shift Johannesburg's 'News You Need to See', for People Opposing Women Abuse (Powa Johannesburg).

## Purr-fect Print

This year, the Print & Publishing Lions Grand Prix went to Brazil's Africa Sao Paulo for AB InBev Budweiser's 'Tagwords.'

View the full table of winning work below:

## 2018 Cannes Print & Publishing Lions winners

Entrant	Country	Client	Product	Title	Award
AFRICA, São Paulo	BRAZIL	AB INBEV	BUDWEISER	TAGWORDS	Grand Prix
AFRICA, São Paulo	BRAZIL	AB INBEV	BUDWEISER	MONTEREY	Gold Lion Campaign
AFRICA, São Paulo	BRAZIL	AB INBEV	BUDWEISER	SLIDE	Gold Lion Campaign
MOTHER, London	UNITED KINGDOM	KFC	KFC	KFC 'FCK'	Gold Lion
AKESTAM HOLST NOA, Stockholm	SWEDEN	IKEA SWEDEN	IKEA CRIB	IKEA PEE AD	Gold Lion
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	DRAGSTER	Gold Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	HEROES	Gold Lion Campaign
OGILVY HONG KONG	HONG KONG	KFC BIRDLAND (HONG KONG) LTD	KFC	SHUTTLE	Gold Lion Campaign
OGILVY, Chicago	USA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	SEX AND DRUGS	Gold Lion Campaign
OGILVY, Chicago	USA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	BOLD MAN	Gold Lion Campaign
OGILVY, Chicago	USA	LYRIC OPERA OF CHICAGO	LYRIC OPERA	DEATHS	Gold Lion Campaign
AMNESTY TURKEY, Istanbul / 4129GREY, Istanbul	TURKEY	AMNESTY	AMNESTY THE INSIDER	THE INSIDERS	Gold Lion
AKESTAM HOLST NOA, Stockholm	SWEDEN	IKEA SWEDEN	IKEA CRIB	IKEA PEE AD	Gold Lion
PROLAMY&R, Santiago	CHILE	ARCOR	DOS EN UNO	ECCE HOMO	Silver Lion Campaign
PROLAMY&R, Santiago	CHILE	ARCOR	DOS EN UNO	BRAZIL	Silver Lion Campaign
PROLAMY&R, Santiago	CHILE	ARCOR	DOS EN UNO	BOAT	Silver Lion Campaign
DDB GROUP DÜSSELDORF	GERMANY	STABILO	STABILO BOSS HIGHLIGHTER PEN	THE REMARKABLE EDITH	Silver Lion Campaign
DDB GROUP DÜSSELDORF	GERMANY	STABILO	STABILO BOSS HIGHLIGHTER PEN	THE REMARKABLE LISE	Silver Lion Campaign
DDB GROUP DÜSSELDORF	GERMANY	STABILO	STABILO BOSS HIGHLIGHTER PEN	THE REMARKABLE KATHERINE	Silver Lion Campaign
OGILVY, Chicago	USA	SC JOHNSON	KIWI SHOE CARE	HEMINGWAY	Silver Lion Campaign
OGILVY, Chicago	USA	SC JOHNSON	KIWI SHOE CARE	LINCOLN	Silver Lion Campaign
OGILVY, Chicago	USA	SC JOHNSON	KIWI SHOE CARE	ALI	Silver Lion Campaign
OGILVY, Chicago	USA	SC JOHNSON	KIWI SHOE CARE	EARHART	Silver Lion Campaign
GREY MENA, Dubai	UNITED ARAB EMIRATES	THE LEGO GROUP	CORPORATE IMAGE	CAR	Silver Lion Campaign

GREY MENA, Dubai	UNITED ARAB EMIRATES	THE LEGO GROUP	CORPORATE IMAGE	PLANE	Silver Lion Campaign
GREY MENA, Dubai	UNITED ARAB EMIRATES	THE LEGO GROUP	CORPORATE IMAGE	TRAIN	Silver Lion Campaign
OGILVY GROUP THAILAND, Bangkok	THAILAND	THERMOS (SINGAPORE) PTC LTD.	THERMOS	POLYESTER	Silver Lion Campaign
OGILVY GROUP THAILAND, Bangkok	THAILAND	THERMOS (SINGAPORE) PTC LTD.	THERMOS	WOOL	Silver Lion Campaign
OGILVY GROUP THAILAND, Bangkok	THAILAND	THERMOS (SINGAPORE) PTC LTD.	THERMOS	CASHMERE	Silver Lion Campaign
LOLA MULLENLOWE, Madrid	SPAIN	BURGER KING	BURGER KING	BK CLOWN	Silver Lion Campaign
LOLA MULLENLOWE, Madrid	SPAIN	BURGER KING	BURGER KING	BK CLOWN 2	Silver Lion Campaign
LOLA MULLENLOWE, Madrid	SPAIN	BURGER KING	BURGER KING	BK CLOWN 3	Silver Lion Campaign
LOLA MULLENLOWE, Madrid	SPAIN	BURGER KING	BURGER KING	BK CLOWN 4	Silver Lion Campaign
McCANN SPAIN , MADRID	SPAIN	ALDI	ALDI	TOMATOES	Silver Lion Campaign
McCANN SPAIN , MADRID	SPAIN	ALDI	ALDI	BERRIES	Silver Lion Campaign
DAVID, Miami	USA	BURGER KING	BURGER KING	MCMANSIONS	Silver Lion Campaign
DAVID, Miami	USA	BURGER KING	INSTITUTIONAL	PRESIDENT	Silver Lion Campaign
DAVID, Miami	USA	BURGER KING	INSTITUTIONAL	COO	Silver Lion Campaign
DENTSU INC., Tokyo	JAPAN	HOKKOKU SHIMBUN INC.	THE 101ST HIGH SCHOOL SUMO TOURNAMENT	SUMO GIRLS	Silver Lion
CARNE PERU, Lima	PERU	CAMP MARKETING CONGRESS	CAMP MARKETING CONGRESS	KFC'S FOLLOWERS	Silver Lion Campaign
CARNE PERU, Lima	PERU	CAMP MARKETING CONGRESS	CAMP MARKETING CONGRESS	STARBUCKS' FOLLOWERS	Silver Lion Campaign
CARNE PERU, Lima	PERU	CAMP MARKETING CONGRESS	CAMP MARKETING CONGRESS	ADIDAS'S FOLLOWERS	Silver Lion Campaign
MULLENLOWE SSP3, Bogotá	COLOMBIA	EL TIEMPO NEWSPAPER	EL TIEMPO NEWSPAPER	RUSSIA	Silver Lion Campaign
MULLENLOWE SSP3, Bogotá	COLOMBIA	EL TIEMPO NEWSPAPER	EL TIEMPO NEWSPAPER	VENEZUELA	Silver Lion Campaign
MULLENLOWE SSP3, Bogotá	COLOMBIA	EL TIEMPO NEWSPAPER	EL TIEMPO NEWSPAPER	U.S.A	Silver Lion Campaign
MULLENLOWE SSP3, Bogotá	COLOMBIA	EL TIEMPO NEWSPAPER	EL TIEMPO NEWSPAPER	TURKEY	Silver Lion Campaign
Y&R PRAGUE	CZECH REPUBLIC	REPORTER MAGAZINE	REPORTER MAGAZINE	QUESTIONING RADICALISM	Silver Lion Campaign
Y&R PRAGUE	CZECH REPUBLIC	REPORTER MAGAZINE	REPORTER MAGAZINE	QUESTIONING NEO-NAZISM	Silver Lion Campaign
Y&R PRAGUE	CZECH REPUBLIC	REPORTER MAGAZINE	REPORTER MAGAZINE	QUESTIONING WAR	Silver Lion Campaign
DDB SOUTH AFRICA, Johannesburg	SOUTH AFRICA	COMMISSION FOR GENDER EQUALITY	COMMISSION FOR GENDER EQUALITY	FRASIER	Silver Lion Campaign
DDB SOUTH AFRICA, Johannesburg	SOUTH AFRICA	COMMISSION FOR GENDER EQUALITY	COMMISSION FOR GENDER EQUALITY	ETHAN	Silver Lion Campaign
DDB SOUTH AFRICA, Johannesburg	SOUTH AFRICA	COMMISSION FOR GENDER EQUALITY	COMMISSION FOR GENDER EQUALITY	ERIC	Silver Lion Campaign
DDB SOUTH AFRICA, Johannesburg	SOUTH AFRICA	COMMISSION FOR GENDER EQUALITY	COMMISSION FOR GENDER EQUALITY	STEVE	Silver Lion Campaign
WIEDEN+KENNEDY, Portland	USA	KFC	KFC	KFC   ROMANCE NOVEL   MOTHER'S DAY	Silver Lion
HEIMAT, Berlin	GERMANY	HORNBACH AG	HORNBACH	HORNBACH "WERKSTÜCK EDITION 001"	Silver Lion

UTERO.PE, Lima / CIRCUS GREY PERU, Lima	PERU	UTERO.PE	NEWS SITE	THE LAVA JATO ALBUM	Silver Lion
POWA, Johannesburg / JOE PUBLIC UNITED, Johannesburg	SOUTH AFRICA	PEOPLE OPPOSING WOMEN ABUSE	PEOPLE OPPOSING WOMEN ABUSE	THE NEWS YOU NEED TO SEE	Silver Lion
AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	CHANGE THE REF	POSTS INTO LETTERS	POSTS INTO LETTERS	Silver Lion
TBWA MEDIA ARTS LAB, Los Angeles	USA	APPLE	IPHONE	PORTRAIT MODE COVERS	Silver Lion
McCANN BARCELONA / McCANN SPAIN, MADRID	SPAIN	ALDI	ALDI	FRESH PRINTS	Silver Lion
Y&R PARIS, Paris / RED FUSE, Paris	FRANCE	COLGATE	COLGATE MAX WHITE ONE	BRING BACK JOHN	Bronze Lion Campaign
Y&R PARIS, Paris / RED FUSE, Paris	FRANCE	COLGATE	COLGATE MAX WHITE ONE	BRING BACK CLAIRE	Bronze Lion Campaign
Y&R PARIS, Paris / RED FUSE, Paris	FRANCE	COLGATE	COLGATE MAX WHITE ONE	BRING BACK MARY	Bronze Lion Campaign
Y&R DUBAI	UNITED ARAB EMIRATES	COLGATE	TOOTHPASTE	CHRISTMAS TURKEY	Bronze Lion Campaign
Y&R DUBAI	UNITED ARAB EMIRATES	COLGATE	TOOTHPASTE	MOROCCAN LAMB CHOPS	Bronze Lion Campaign
Y&R DUBAI	UNITED ARAB EMIRATES	COLGATE	TOOTHPASTE	FILET MIGNON	Bronze Lion Campaign
CHEIL WORLDWIDE, Hong Kong	HONG KONG	JBL (ITECT LTD)	HEADPHONES	BLOCK OUT THE CHAOS: WORLD LEADERS	Bronze Lion Campaign
CHEIL WORLDWIDE, Hong Kong	HONG KONG	JBL (ITECT LTD)	HEADPHONES	BLOCK OUT THE CHAOS: FOOTBALL MANAGERS	Bronze Lion Campaign
ALMAPBBDO, São Paulo	BRAZIL	ALPARGATAS	HAVAIANAS	O	Bronze Lion Campaign
ALMAPBBDO, São Paulo	BRAZIL	ALPARGATAS	HAVAIANAS	Y	Bronze Lion Campaign
ALMAPBBDO, São Paulo	BRAZIL	ALPARGATAS	HAVAIANAS	J	Bronze Lion Campaign
MOMA PROPAGANDA, São Paulo	BRAZIL	MIZUNO	WAVEKNIT	MIZUNO WAVEKNIT STRING ADS	Bronze Lion
ARTPLAN, São Paulo	BRAZIL	ETNA	INSTITUTIONAL	DO IT YOURSELF MONET	Bronze Lion Campaign
ARTPLAN, São Paulo	BRAZIL	ETNA	INSTITUTIONAL	DO IT YOURSELF RENOIR	Bronze Lion Campaign
GREY BRAZIL, São Paulo	BRAZIL	SEKRON SECURITY SYSTEMS	HOME SECURITY	RELIGION	Bronze Lion Campaign
GREY BRAZIL, São Paulo	BRAZIL	SEKRON SECURITY SYSTEMS	HOME SECURITY	WHITE SUPREMACISTS	Bronze Lion Campaign
GREY BRAZIL, São Paulo	BRAZIL	SEKRON SECURITY SYSTEMS	HOME SECURITY	POLLUTION	Bronze Lion Campaign
DDB, Guaynabo	PUERTO RICO	VOLVO PUERTO RICO	VOLVO CX90	BLUE	Bronze Lion Campaign
DDB, Guaynabo	PUERTO RICO	VOLVO PUERTO RICO	VOLVO CX90	BROWN	Bronze Lion Campaign
DDB, Guaynabo	PUERTO RICO	VOLVO PUERTO RICO	VOLVO CX90	GRAY	Bronze Lion Campaign
COMMONWEALTH/McCANN, Detroit	USA	GENERAL MOTORS	CHEVROLET	SILVERADO: THEN AND NOW 1	Bronze Lion Campaign
COMMONWEALTH/McCANN, Detroit	USA	GENERAL MOTORS	CHEVROLET	SILVERADO: THEN AND NOW 2	Bronze Lion Campaign
COMMONWEALTH/McCANN, Detroit	USA	GENERAL MOTORS	CHEVROLET	SILVERADO: THEN AND NOW 3	Bronze Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	THE MEETING	Bronze Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	ROOFTOP SOCCER	Bronze Lion Campaign
TBWA THAILAND, Bangkok	THAILAND	MCDONALD'S	MCDONALD'S 24 HOURS	DESIGNER	Bronze Lion Campaign

PROLAM Y&R, Santiago	CHILE	EL MOSTRADOR	NEWSPAPER	POPE	Bronze Lion
DENTSU INC., Tokyo	JAPAN	KOBE SHIMBUN	DISASTER PREVENTION	EMERGENCY COLLECTIBLES	Bronze Lion
MERCADO McCANN, Buenos Aires	ARGENTINA	SHUTTERSTOCK	SHUTTERSTOCK	TRIANGLES	Bronze Lion Campaign
MERCADO McCANN, Buenos Aires	ARGENTINA	SHUTTERSTOCK	SHUTTERSTOCK	CIRCLES	Bronze Lion Campaign
MERCADO McCANN, Buenos Aires	ARGENTINA	SHUTTERSTOCK	SHUTTERSTOCK	SQUARES	Bronze Lion Campaign
OGILVY BRASIL, São Paulo	BRAZIL	FORBES BRASIL	FORBES MAGAZINE	JENNY BEZOS	Bronze Lion Campaign
OGILVY BRASIL, São Paulo	BRAZIL	FORBES BRASIL	FORBES MAGAZINE	LARA PAGE	Bronze Lion Campaign
OGILVY BRASIL, São Paulo	BRAZIL	FORBES BRASIL	FORBES MAGAZINE	ELLEN MUSK	Bronze Lion Campaign
ISOBAR BRAZIL, São Paulo	BRAZIL	SAMSUNG	SAMSUNG	TECH GIRLS - DUMB INVENTIONS - DOUBLE BIKE	Bronze Lion Campaign
ISOBAR BRAZIL, São Paulo	BRAZIL	SAMSUNG	SAMSUNG	TECH GIRLS - DUMB INVENTIONS - HAT	Bronze Lion Campaign
ISOBAR BRAZIL, São Paulo	BRAZIL	SAMSUNG	SAMSUNG	TECH GIRLS - DUMB INVENTIONS - CHICKEN	Bronze Lion Campaign
AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	NATIONAL ORGANIZATION FOR VICTIM ASSISTANCE	VICTIM ADVOCACY	THE RAPE TAX	Bronze Lion
ARCO PUBLICIDAD, San Juan	PUERTO RICO	NUYORICAN BÁSQUET (PROYECTO CHIRINGA PRODUCTIONS)	NUYORICAN BÁSQUET DOCUMENTARY	EL MUNDO NEWSPAPER	Bronze Lion
ALMAPBBDO, São Paulo	BRAZIL	MARS PET	WHISKAS	THE CURIOUS CAT BOOK	Bronze Lion
Y&R DUBAI	UNITED ARAB EMIRATES	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	INTERRELIGIOUS DIALOGUE	ONE BOOK OF ART	Bronze Lion
Y&R BRAZIL, São Paulo	BRAZIL	LG	LG HOME SECURITY CAMERAS	UNNOTICED	Bronze Lion
McCANN INDIA, Mumbai	INDIA	HARPIC	BATHROOM CLEANING LIQUID	FIVE STATUS WORDS	Bronze Lion

Here's a reminder of the 2018 [Print & Publishing Lions](#) shortlists in full.



## #CannesLions2018: Print & Publishing Lions shortlist

18 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/](http://www.canneslions.com/) and our [Cannes Lions special section](#) for more information.

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