

# Design Lions winners!

The 66th annual Cannes Lions Festival of Creativity kicked off on 17 June with the 2019 Cannes Design Lions announced during the first Communication award track ceremony.



#CannesLions2019 Design Lions' Grand Prix winner: Creatability by Google Creative Lab New York.

Winners of the Cannes Lions' first Communication track were announced and the Cannes Lions' opening award ceremony held at the Palais on Monday, 17 June from 7pm.

Celebrating visual craftsmanship - work in which a unique visual identity leads to consumer recognition or understanding, 1,469 entries from 65 countries were entered into the Design Lions, with 47 Lions awarded: 1 Grand Prix, 6 Gold, 16 Silver and 24 Bronze Lions.

“ OK [@Google](#)... You've just won the Design Grand Prix for Creatability! [#CannesLions](#)

[pic.twitter.com/uZYnW85Hbh](https://pic.twitter.com/uZYnW85Hbh)— Cannes Lions (@Cannes\_Lions) June 17, 2019 ”

Richard Ting, global chief experience officer and US chief creative officer at R/GA global is the 2019 Design Lions jury president.

## Dazzling Design

This year, the Design Lions Grand Prix went to **Google Creative Lab New York** for 'Google Creatability: Experiments in AI + Accessibility'. It explores how creative tools – drawing, music, and more – can be made more accessible using web and AI technology.

No SA work was awarded. View the full table of winning work below:

2019 Cannes Design Lions winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	GOOGLE CREATIVE LAB, New York	GOOGLE	EXPERIMENTS IN AI + ACCESSIBILITY	CREATABILITY	USA
Gold Lion	DDB DÜSSELDORF	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	HIGHLIGHT THE REMARKABLE	GERMANY
Gold Lion	FCB CHICAGO	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	THE GUN VIOLENCE HISTORY BOOK	USA
Gold Lion	FCB CHICAGO	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	MOST DANGEROUS STREET	USA
Gold Lion	TBWA\HAKUHODO INC., Tokyo	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	THE MOST CHALLENGING PINGPONG TABLE	JAPAN
Gold Lion	MOTHER NEW YORK	THE NEW YORK PUBLIC LIBRARY	LITERATURE	INSTA NOVELS	USA
Gold Lion	McCANN NEW YORK	MICROSOFT	XBOX	CHANGING THE GAME	USA
Silver Lion	TBWA\HAKUHODO INC., Tokyo / DAIKI ANGEL HELP , Tokyo	THE RESTAURANT OF MISTAKEN ORDERS GENERAL INCORPORATED ASSOCIATION	NURSING CARE	THE RESTAURANT OF MISTAKEN ORDERS	JAPAN
Silver Lion	DROGA5, London	ARGENT	COAL DROPS YARD	COAL DROPS YARD	UNITED KINGDOM
Silver Lion	SUPERUNION, London / BBC CREATIVE, London	BBC	BBC TWO	BBC TWO REBRAND	UNITED KINGDOM
Silver Lion	THE BRAND AGENCY, Perth	FOODBANK WA	HUNGRY PUFFS	HUNGRY PUFFS	AUSTRALIA
Silver Lion	whiteGREY SYDNEY	VOLVO CAR AUSTRALIA	VOLVO	LIVING SEAWALL	AUSTRALIA
Silver Lion	HEIMAT, Berlin	BLOOMY DAYS	BLOOMY DAYS	BLOOMY DAYS "FLOWERS TALKING"	GERMANY

Silver Lion	HEIMAT, Berlin	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS	FUNERALS/COUNSELLING/COFFIN CONSULTATION AND SELECTION	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS "MY PERSONAL COFFIN"	GERMANY
Silver Lion	FCB CHICAGO	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	THE GUN VIOLENCE HISTORY BOOK	USA
Silver Lion	TBWA CHIATDAY, New York	ADIDAS	ADIDAS	BILLIE JEAN KING YOUR SHOES	USA
Silver Lion	PUBLICIS PIXELPARK, Hamburg	PUMA SE	ANNUAL REPORT	9.58 SECONDS – THE WORLD'S FASTEST ANNUAL REPORT	GERMANY
Silver Lion	INNOCEAN WORLDWIDE, Seoul	HYUNDAI MOTOR GROUP	HYUNDAI SONATA LF TAXI	THE QUIET TAXI	SOUTH KOREA
Silver Lion	GOODBY SILVERSTEIN & PARTNERS, San Francisco	THE DALÍ MUSEUM	THE DALÍ MUSEUM	DALÍ LIVES	USA
Silver Lion	180HEARTBEATS+JUNG V MATT, Warsaw	UNILEVER - BEN&JERRY'S	CSR EVENT	THE UNBREAKABLE RAINBOW	POLAND
Silver Lion	SCHOLZ & FRIENDS, Berlin	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	GERMANY
Silver Lion	WUNDERMAN THOMPSON, New York / POSSIBLE NEW YORK / WUNDERMAN, New York	TOMMY HILFIGER	TOMMY HILFIGER ADAPTIVE: ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES	TOMMY HILFIGER ADAPTIVE	USA
Silver Lion	LG2, Montréal	ENFANTS TRANSGENRES CANADA	PROJET AU CŒUR DE TOI – EDUCATIONAL DOLL	PROJET AU CŒUR DE TOI	CANADA
Bronze Lion	MUTABOR, Hamburg	PAL - U-WERK KAROLINE	PAL	PAL - PHASE ALTERNATING LINE	GERMANY
Bronze Lion	JONES KNOWLES RITCHIE, New York	DUNKIN' BRANDS	DUNKIN'	DUNKIN'	USA
Bronze Lion	DENTSU INC., Tokyo	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	GET BACK, TOHOKU.	JAPAN
Bronze Lion	LEO BURNETT, Toronto	TD	TD POSTER BANK	TD POSTER BANK	CANADA
Bronze Lion	DENTSU INC., Tokyo	DENTSU ADVERTISING AWARDS SELECTION COUNCIL	DENTSU ADVERTISING AWARDS 2018	ASPIRATION & PERSPIRATION	JAPAN
Bronze Lion	BBDO PAKISTAN, Lahore	BERGER PAINTS	BERGER PAINTS	TRUCK ART CHILD FINDER	PAKISTAN
Bronze Lion	GREY NEW YORK	PREVENTION COUNCIL OF ROANOKE COUNTY / URGENT LOVE INITIATIVE	OPI'S	ADDICTED ON ARRIVAL	USA
Bronze Lion	SCHOLZ & FRIENDS, Berlin	DER TAGESSPIEGEL	DER TAGESSPIEGEL NEWSPAPER	DER TAGESSPIEGEL - #QUEERFORMAT	GERMANY
Bronze Lion	JOHANNES LEONARDO, New York / ADIDAS, Herzogenaurach	ADIDAS	THE STAN SMITH SHOE	STAN SMITH: "SOME PEOPLE THINK I'M A SHOE!"	USA
Bronze Lion	HAPPINESS BRUSSELS, Brussels	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	BLINDMETERS	BELGIUM
Bronze Lion	WUNDERMAN THOMPSON, Sao Paulo / GTB BRASIL, São Paulo	FORD MOTOR COMPANY	FORD MOTOR COMPANY	ACCESSIBILITY MAT	BRAZIL
Bronze Lion	TBWA PARIS / DAN PARIS	MCDONALD'S FRANCE	EGG McMUFFIN	THE SMOOTHEST BURGER	FRANCE
Bronze Lion	McCANN LONDON	MICROSOFT	XBOX / FIFA 18	FOOTBALL DECODED	UNITED KINGDOM
Bronze Lion	OGILVY, New York	SAMSUNG ELECTRONICS	GALAXY FOLD / MOBILE DEVICES	MADE IN KOREA	USA
Bronze Lion	BBDO PAKISTAN, Lahore	UN WOMEN	ANTI-CHILD MARRIAGES	THE BRIDAL UNIFORM	PAKISTAN
Bronze Lion	SID LEE, Montréal / CITY OF MONTREAL	VISION ZERO PROJECT (CITY OF MONTREAL)	THE IMPACTFUL REMINDER STREET EXHIBIT	THE IMPACTFUL REMINDER	CANADA
Bronze Lion	FAMOUS GREY BRUSSELS	MINISTERIO DE TRANSPORTE Y OBRAS PUBLICAS	ROAD SAFETY	FOCUS LINES	BELGIUM
Bronze Lion	RETHINK, Toronto	LEAF FORWARD	LEAF FORWARD	PASS THE BILL	CANADA

Bronze Lion	LEO BURNETT MÉXICO, Mexico City	CORONA	CORONA EXTRA	FIT PACK	MEXICO
Bronze Lion	BBDO BANGKOK	HOMEPRO	HOMEPRO	7:1 FURNITURE COLLECTION	THAILAND
Bronze Lion	SERVICEPLAN GERMANY, Munich / SERVICEPLAN KOREA, Seoul / DOT INCORPORATION, Seoul	DOT	DOT	DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	GERMANY
Bronze Lion	NAKED COMMUNICATIONS, Sydney	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	SANS FORGETICA	AUSTRALIA
Bronze Lion	FCB INFERNO, London	HUAWEI	HUAWEI BRAND	STORYSIGN	UNITED KINGDOM
Bronze Lion	AFRICA, São Paulo	UNESCO	INSTITUTIONAL	HISTORY BLOCKS	BRAZIL

Here's a reminder of the [#CannesLions2019 Design Lions shortlist](#) in full:



## #CannesLions2019: Design Lions shortlist

16 Jun 2019



*The Cannes Lions Festival of Creativity runs from 17 to 21 June 2019, with Cinemark – now known as Ster-Kinekor Sales – the local representatives of Cannes Lions for SA. Visit our [Cannes Lions special section](#) for the latest updates!*

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