

# Global Creativity Report

By Cannes Lions  
with Key Trends &  
Commentary by WARC

2019

The leading global resource  
for benchmarking creativity  
and effectiveness



# A MESSAGE FROM CANNES LIONS

## Creativity is Community

Creativity is a unifying force that brings communities together. We see this clearly at Cannes Lions. In 2019 a diverse collective of dedicated experts converged in Cannes to immerse themselves in a rich spread of increasingly diverse creative ideas, and business solutions, from around the globe. Our jurors awarded the very best work and set the creative and effective benchmark for the global industry, from Craft to eCommerce, Sport to Strategy. I'd like to take this opportunity to thank our juries on behalf of every single person who entered.

The published results in this year's rankings are based entirely on the performance at the Festival. In 2019 we've collaborated with our partners at WARC to bring you more in-depth commentary, richer insights and an overview of the key trends and themes that dominated the discussion inside the jury rooms and will go on to help us all navigate the year ahead.

Our analysis, tracked over a significant time period, shows us that the winning work has 26% more people credited than non-winning work. This intelligence tells us that diversity, increased collaboration and a collision of specialisms is driving many of the best performing ideas. Additionally, we found that work that is powered by a long-term collaboration has an award win rate that's twice the average. Further proof that when we come together, collaborate and forge strong relationships - extraordinary things happen.

## Creativity is Potential

Over 2000 brands participate in our wider initiatives throughout the year and over 100 brands brought speakers to the Festival stages. That's a 15% increase from 2018 and nearly a 50% increase from 2017 - so the case for creativity is alive and well. Brands come to Cannes Lions because they recognise that greater commercial success is gained when you're able to unlock creative potential and produce Lion-winning work.

Burger King picked up the inaugural Creative Brand of the Year Award, based on their performance and Lion wins in 2019. A huge achievement considering that when Fernando Machado became Global CMO in 2014, Burger King had won just 1 Lion. Fast forward to 2019 and Burger King has tallied a total of 40 Lions. It's no coincidence then, that the company is also experiencing a commercial all-time high.

When you dig into the detail it becomes clear that commercial success and Lion winning work are simultaneously celebrated when the right tools, structure and culture are introduced - and the results found in this report demonstrate that unlocking creative potential has never been more business critical.

## Creativity is Curiosity

I recently came across the agency strapline 'Never Finished'. For this particular agency 'Never Finished' is about curiosity, limitless possibility and always asking 'what can we do better?'. It's the same for those who say that winning a Lion isn't the end...it's just the beginning. They view the Lion as a symbol of recognition, but also as a green light - permission to push something further and raise the bar.

It's a common characteristic found in Lion winners. For example, McDonalds won the Creative Marketer of the Year Award a few years ago. After collecting the award, the former CMO didn't immediately lead his team off to celebrate. Instead, he sat them down and asked, 'So what are we going to do next?', keen to set the next rung of the ladder...

Congratulations to everyone who was shortlisted or won a Lion in 2019. As you may know, only 3% of all the entered work wins a Lion - so it's no easy ride.

This report is for the creative collaborators, for those who believe in the creative potential of their team and for those who are brave and curious enough to ask the question... 'what next?'



A handwritten signature in black ink that reads "Simon Cook".

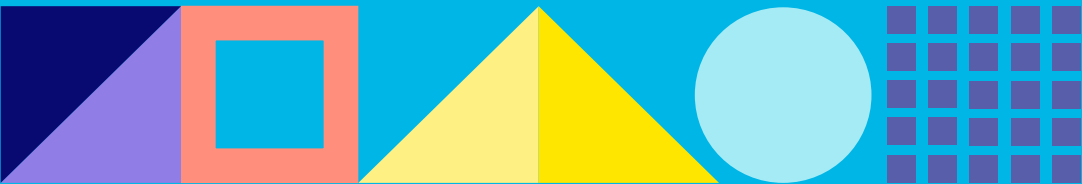
**Simon Cook**  
Managing Director

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## A SPOTLIGHT ON TITANIUM LIONS: IDEAS THAT PUSH THE BOUNDARIES

The Titanium Lions celebrate provocative, game-changing and envy-inspiring work that marks a new direction for the industry. "Titanium Lions winners change our world as communicators," says Pelle Sjoenell, Jury member and Worldwide Chief Creative Officer at BBH. "It's about where the future is going and the things that no one thought of before that are going to lead the way in terms of what we do for brands."

*Titanium Lions  
winners change  
our world*



### 1. Creativity for good

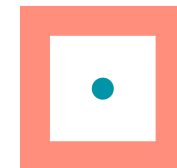
Of the winners, all but the Grand Prix were campaigns designed to bring about good, indicating that the trend for brand purpose isn't going away anytime soon. Collectively, this year's winners tackled issues around gender equality, body image, disability, racism and freedom of the press.

### 2. Brands breaking the rules

GSjoenell notes how at the heart of this year's winners was some kind of hack. FCB New York hacked branches of McDonald's to turn them into Burger King stores, McCann New York hacked gaming controllers, DDB Berlin hacked the systems censoring journalism and VMLY&R Poland hacked a porn mag to transform it into a message for gender equality. "Breaking the rules and going around the system is clearly something that is happening," says Sjoenell. "I believe that is why we should be so grateful for creativity – whenever there is oppression in the world, creativity finds a way round it."

### 3. Innovation through collaboration

"I was surprised and delighted to see so much collaboration," says Sjoenell. For example, the Last Ever Issue couldn't have happened if Gazeta.pl, Mastercard and BNP Paribas hadn't joined forces to buy the magazine. Similarly, DDB Berlin worked alongside musicians from five repressed countries to create songs that contained censored articles in the lyrics. "Let's not allow isolated agencies, clients or ideas," says Sjoenell. "Brands collaborating, that's what we need. Let's gang up for greatness."





## BEHIND THE GRAND PRIX: THE WHOPPER DETOUR

*Enabling customers  
to prank your  
biggest rival*

### At a Glance

A one-cent burger you can only order while at McDonald's

### The Idea

To drive mobile downloads with a fun and audacious offer

### Lessons

- Combining a promotional offer with a fun experience can maximise engagement
- Invite customers to participate in your idea. Let them be part of your message
- There are untapped creative opportunities in geolocation

### In-depth

By 2020, mobile food ordering will have become a \$38 billion dollar industry. With this in mind, Burger King wanted to boost downloads of its mobile app, especially considering it was lagging behind its competitors.

"We know how busy everyone is," Gabriel Schmitt, ECD at FCB New York explained in Behind the Winning Ideas, WARC's daily show on Cannes Lions TV. "The more we can facilitate people's lives and make sure they can get whatever they want as fast as they want, the better."

The goal was not about driving sales. "Success for us was never selling more burgers," said Schmitt. "The point was how many people we can bring to the app."

Burger King had already launched promotional offers within the app, but it needed to do more. "We needed something with fire power," says Laszlo Szloboda, Associate Creative Director at FCB New York. Their idea was to invite customers to order a Whopper burger for just 1-cent – but only while they were at a McDonald's. When users were within 600 ft. of a McDonald's, the Burger King app unlocked the promotion. Once the order was placed, the app then navigated them to the nearest Burger King where they could pick up their burger.

After years of rivalry, customers could now participate in the fast food giants' long running game of one-upmanship and Burger King was able to leverage McDonald's popularity and size against it.

The brand used geo-fencing technology to create the functionality. Considering that there are 14,000 branches of McDonald's across the US (double the number of Burger King stores), this was no mean feat. "This was the biggest challenge," explains Alex Sprouse, Associate Creative Director at FCB New York. "We had a whole team of people working behind the scenes to make it work."

Their efforts paid off, as the promotion caused the app to rocket from #626 to #1 in the download chart. The app was downloaded 1.5 million times, growing Burger King's mobile customer base by 33%. And while sales was never the main objective, mobile sales tripled during the promotion and Burger King registered the highest number of store visits in four years.

"This is a lesson in never underestimating the power of fun in an idea," says Sprouse. "Inviting people to pull a prank on McDonald's and be part of a brand rivalry that's been building up for years made it so engaging".



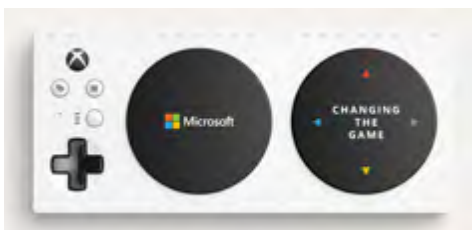


# THE TITANIUM LIONS WINNERS

What the judges were looking for:

- Work that indicates where the world is going. What has moved business, brands and innovation?
- To feel inspired, even envious
- “Holy fuck what is that shit” was one description of the judges’ criteria

## Titanium Winners



### Changing the Game, McCann New York, USA

A Microsoft gaming controller designed for people with limited mobility

[See winner at the Work ›](#)



### Nike Dream Crazy, Wieden+Kennedy Portland, USA

A campaign celebrating Colin Kaepernick and other athletes who have overcome barriers to achieve their dreams

[See winner at the Work ›](#)



### Viva La Vulva, Essity

A film for Libresse celebrating the diversity and beauty of vaginas

[See winner at the Work ›](#)



### The Uncensored Playlist, DDB Berlin, Germany

A campaign that turned censored articles from repressed countries into song lyrics, for Reporters Without Borders

[See winner at the Work ›](#)



### The Last Ever Issue, VMLY&R Poland, Warsaw, Poland

The final edition of a porn mag redesigned to empower women, before Polish newspaper Gazeta.pl shut it down

[See winner at the Work ›](#)

## A SPOTLIGHT ON PRINT & PUBLISHING LIONS: THE ENDURING IMPACT OF PRINT

Within the Communication Track, the Print & Publishing Lions commend work that demonstrates ingenuity and outstanding craftsmanship in published media. “We were looking for quality work that was true to the mission of the company it represented and took a fresh approach to the material,” says Jury member Suzanne Donaldson, Senior Director Creative Production at Nike, USA.

*If your brand is not  
doing anything to help  
the world today, it  
won't exist in the next  
five to ten years*

### 1. Brands at your service

A number of this year's winners performed some kind of public service. “There were multiple themes within this, including global warming, gun control, animal extinction and plastic danger,” says Donaldson. For example, FCB USA's The Gun Violence History Book began with a symbolic printed item but ultimately transcended this to become a movement. Copies of the book, which while detailing gun violence history were thick enough to stop a bullet, were posted to lawmakers and used as an educational tool in schools.

Jury members note a shift from brands just talking about causes to actually doing something about them. “This year brands didn't just wave a flag about a subject,” says Print & Publishing Jury member Monique Lopes Lima, Director of Special Projects at Africa, Brazil. “We're seeing a lot of actions and effective solutions. If your brand is not connected with purpose or is not doing anything to help the world today, it won't exist in the next five to 10 years.” While this is evident among Print

& Publishing winners such as The Gun Violence History Book, it's a trend that members of the Glass: Lions for Change Jury highlight within their category too.

### 2. Combining print and platforms

More print advertising worked hand in hand with other, more modern mediums and platforms to maximise engagement this year. “We saw print inviting you to be part of the story on another platform,” says Lopes Lima. “In these examples, you see the creative in print and then go to another place. It has to be like that, because nowadays we are multi-platform.”

For example, the Grand Prix winning campaign from BBDO Dubai used a newspaper to galvanise the public to hit back at politicians on social media. As BBDO Dubai's Creative Director behind the campaign, Tres Colacion, tells us, “There is still so much power in print. It doesn't have to be one-way, people can make it theirs.”

### 3. Keeping tradition alive

Among the winners that used print in new ways, there were other more traditional campaigns. “We saw a lot of the good old days,” says Lopes Lima. “Where you get the message as soon as you look at the work.” Brands like Marmite, Coca-Cola and McDonald's all created catchy, yet traditional print work, proving that print isn't dead in any shape or form.







## BEHIND THE GRAND PRIX: THE BLANK EDITION

*Placing a newspaper  
back in the hands of  
the people*

### At a Glance

Printing a blank newspaper as a political protest

### The Idea

To pressurise politicians into being accountable

### Lessons

- Timing is everything. Review media plans for opportunities to use context as well as content
- A blank canvas can be a powerful tool for participation: people want to make things theirs
- Combining print and digital media can make both more relevant

### In-depth

When Lebanese politicians continued to fail to create a government, they used the press (most of which is owned by political parties) to make excuses and shift the blame away from themselves.

Leading Lebanese independent newspaper An-Nahar wanted to do something about the situation. Not only did the newspaper have a history of standing up to inept politicians, but the editor-in-chief Nayla Tueni's father – who'd previously been editor – had been assassinated in 2005 because of the paper's determination to publish the truth.

"Nayla Tueni didn't want to continue publishing the same excuses anymore," says Tres Colacion, Creative Director at BBDO Dubai. She also saw a business opportunity. People were so fed up with the political situation that they didn't want to buy newspapers anymore. By making a stand, An-Nahar had an opportunity to make itself relevant again.

"Our idea was one of the first things we talked about: what if we just stop printing the news?" says Colacion. "The politicians aren't doing anything and they're still getting paid. What if we did the same thing? That thought evolved to what if we could turn the whole country into an editor for the day? What headlines do you want these politicians to read?"

At the time before the campaign launched, two print newspapers had gone out of business and a Saudi journalist had been assassinated, creating more interest in the press than usual. "We'd actually presented our idea to the client a while before, but hadn't found a way to do it," explains Colacion. With the press trending, the team decided it was the right time to make their idea a reality and so a blank edition of An-Nahar was sent to the printers without any content or advertising.

"The newspaper staff had prepared a normal newspaper that day – they had no idea," says Colacion. "It was important to cause panic and pandemonium. People thought the newspaper was going out of business. I read actual conspiracy theories."

After letting the interest brew for a day, editor Nayla Tueni held a press conference inviting the public to use the blank newspapers to send their message to Lebanese politicians. "That's when it just exploded," says Colacion.

While the campaign started in print, the role digital media played in enabling people to share their headlines was crucial. "Instagram Stories has all the tools you need to create a newspaper," says Colacion. "We embraced the way people make content and mixed that with something that has always been a one-way exchange."

The campaign sounds simple, but printing a newspaper without the ads that had been pre-paid for was a bold move – was it hard to get the client to sign off on the idea? "They'd loved the idea from the beginning – Tueni is one of the bravest people I've ever met," says Colacion. "But it was technically difficult." The team had considered running the paper just with ads, but in the end decided it had to be all or nothing. "We wanted people to know that the paper was taking a risk as well," says Colacion. "It was very important to us to show total blankness."

The paper went on to become its best-selling edition ever and attracted \$5 million in earned media. Better yet, soon after the campaign ran a government in Lebanon was finally formed.

"I had come to believe that no one participates in [user generated content campaigns], and that's often true – advertisers often pay money to get people to take part," says Colacion. "So what I've learned from this, is to throw the rules out the door. This campaign broke all of them. It didn't rely on media spend, it relied on people to do something."

For Colacion, creating a participatory campaign that resonates requires being honest with yourself at its conception. "We have to start asking, is this worth believing in? Is it worth creating? Is this fun? What am I going to get out of this as a user? Because if it is worth it, then I'll take part."

## THE PRINT & PUBLISHING LIONS WINNERS

What the judges were looking for:

- Companies that practice what they preach
- Brands brave enough to discuss controversial issues
- Multi-platform work, but not with so many steps its confusing
- Work that helps people through performing a service

### Gold



#### The Coke Hear Campaign, David Miami, USA

The sounds of Coca-Cola are so iconic you can hear them by just looking at the product

[See winner at the Work ›](#)



#### The Lovers, Don't Spread the Hate Campaign, adam&eveDDB London, UK

A warning to not accidentally infect other spreads with your Marmite

[See winner at the Work ›](#)



#### Birthday 1, Birthday 4, Birthday 5, Lola MullenLowe Madrid, Spain

As birthdays should always be happy occasions, avoid the clowns and go to Burger King

[See winner at the Work ›](#)



#### The Natural Disasters Campaign, VMLY&R Santiago, Chile

Syria looks like it's been hit by a natural disaster, but the destruction is because of mankind. For Amnesty International

[See winner at the Work ›](#)



#### The Non-Issue, McCann Paris, France

An issue of Vogue magazine made by and for women over 50, by L'Oréal

[See winner at the Work ›](#)



#### The Gun Violence History Book, FCB Chicago, USA

A book detailing gun violence history in the USA that's thick enough to stop a bullet, by the Illinois Council Against Handgun Violence

[See winner at the Work ›](#)

# THE PRINT & PUBLISHING LIONS WINNERS

— continued

## Silver



**The Total Mess Campaign, DDB Argentina, Buenos Aires**

Volkswagen Driver Assist Features will help you navigate the cities where road rules don't seem to exist

[See winner at the Work ›](#)



**KFC 'AFC - ZFC', Mother London, UK**

KFC is only flattered by the scores of imitator chicken shops in the UK

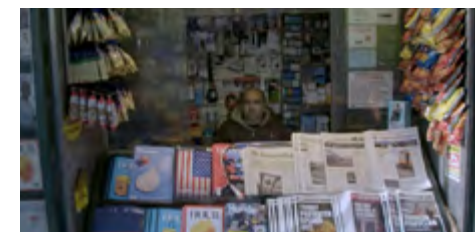
[See winner at the Work ›](#)



**Rearranged - 1, Rearranged - 3, Rearranged - 4, Scholz & Friends Berlin, Germany**

Without a chief conductor, the new season at the Berlin Philharmonic will be more creative than ever

[See winner at the Work ›](#)



**The Fake News Stand, TBWA\Chiat\Day New York, USA**

Newspapers and magazines explaining how to spot fake news, by the Columbia Journalism Review

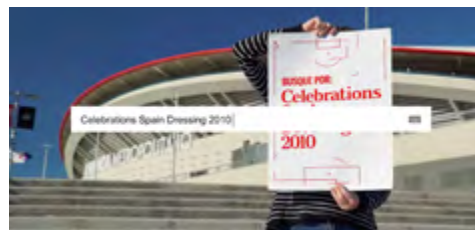
[See winner at the Work ›](#)



**Judgeable Covers Collection, Africa São Paulo, Brazil**

New covers for literary Classics in the style of best-sellers, i.e. emblazoned with naked male torsos, by E-Galaxia Publishing House

[See winner at the Work ›](#)



**The Beer Behind Sports, Africa São Paulo, Brazil**

Ads inviting people to Google certain search terms that reveal sports stars drinking Budweiser

[See winner at the Work ›](#)



**The GPS Quality Label, Serviceplan France, Paris**

A food label that shows the coordinates of where it was produced, by Auchan

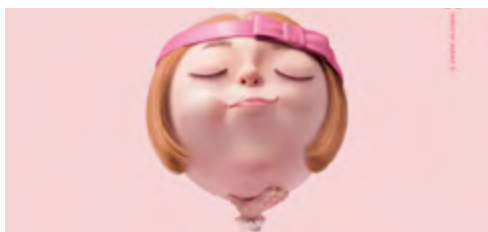
[See winner at the Work ›](#)



## THE PRINT & PUBLISHING LIONS WINNERS

— continued

### Bronze



#### The Chupa Chups Campaign, Cheil Worldwide Hong Kong

Even kids deserve a sweet escape from everyday tasks, by Chupa Chups

[See winner at the Work ›](#)



#### The Leica Campaign, Arnold Worldwide Boston, USA

Leica's instant camera is as iconic as any other model and it can be used for fun in mundane situations

[See winner at the Work ›](#)



#### The For Every Imagination Campaign, Ogilvy Bangkok, Thailand

Lego is for everyone, no matter the size of their imagination

[See winner at the Work ›](#)



#### Army Headquarter, Martial Arts Champions, Police, Grey Brazil São Paulo, Brazil

If martial arts champions, the army and the police need Sekron Digital security systems, so do you

[See winner at the Work ›](#)



#### The Ups and Downs Campaign, Geometry Global Buenos Aires, Argentina

Volkswagen's trucks have been transporting Argentina's goods through all the country's ups and downs for 20 years

[See winner at the Work ›](#)



#### Laughter Emoji, Party Emoji, Toy Gun Emoji, MullenLowe SSP3 Bogotá, Colombia

How emojis look when speeding to remind people not to text while driving, for Hyundai

[See winner at the Work ›](#)



#### McDelivery-1, McDelivery-2, McDelivery-3, McDelivery-4, McDelivery-6, TBWA\Paris, France

When it rains, there's nothing like staying at home and getting a McDonald's delivery

[See winner at the Work ›](#)



#### Arizona - Rhineland, Guilin - Kromlau, Oregon - Bavaria, Santos - Berlin, Vancouver - Hunsrueck, Ogilvy Germany, Frankfurt

Comparing expensive foreign travel destinations to those you can reach by train with Deutsche Bahn

[See winner at the Work ›](#)

## THE PRINT & PUBLISHING LIONS WINNERS

— continued

### Bronze



#### The Never Miss a Move Campaign, Africa São Paulo, Brazil

When you watch sports on the ESPN App, you'll see every single move

[See winner at the Work >](#)



#### The New Stereotypes Available Campaign, Mercado McCann Buenos Aires, Argentina

New Shutterstock image categories that better represent the world we live in

[See winner at the Work >](#)



#### The Guns Campaign, Alma Miami, USA

Using data to show how Florida is living up to its gun shape, by Change the Ref

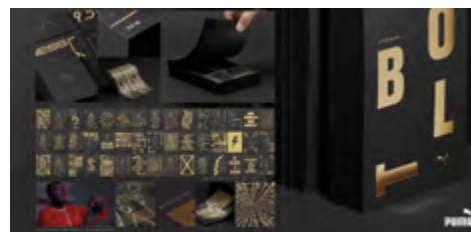
[See winner at the Work >](#)



#### The Blood Alcohol Content Campaign, DDB Argentina, Buenos Aires

Drinking just a bit of alcohol can be enough to do something stupid, so don't drink and drive, by Volkswagen

[See winner at the Work >](#)



#### The 9'58 Biography, BETC/Havas São Paulo, Brazil

A biography of Usain Bolt in flipbook form, showing an animation of his 100m world record, by Puma

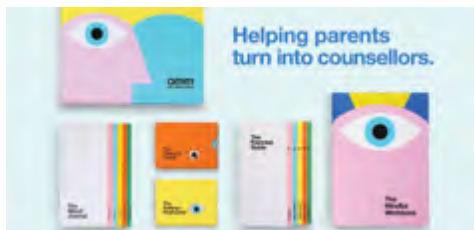
[See winner at the Work >](#)



#### The Last Ever Issue, VMLY&R Poland, Warsaw

The final edition of a porn mag redesigned to empower women, before Polish newspaper Gazeta.pl shut it down

[See winner at the Work >](#)



#### One Mindful Mind, TBWA\India, Mumbai

A mindfulness kit that empowers parents to become counsellors for their kids, by NeuroGen

[See winner at the Work >](#)



#### Roots, Rothco | Part of Accenture Interactive Dublin, Ireland

A book about sustainable farming that's entirely made of grass, for AlB

[See winner at the Work >](#)



#### An Unrepeatable Photograph, FCB&Fire Madrid, Spain

A photograph of an area of rainforest about to be destroyed for palm oil, by Trapa Chocolates

[See winner at the Work >](#)



#### Read More, Listen More, Droga5 New York, USA

For UNESCO's World Press Freedom Day, 30 news organisations told their audiences to read their rival publications

[See winner at the Work >](#)

## A SPOTLIGHT ON FILM CRAFT LIONS: FILMS EXECUTED WITH TECHNICAL EXCELLENCE

The Film Craft Lions, one of three Lions in the Craft Track, celebrate the art of filmmaking. The awards spotlight how technical skill and prowess in production can elevate an idea or brand message and focus on the execution of a piece of work. "The craft and the idea need to become one," says Jury President Rebecca Skinner, Managing Director and Executive Producer at Supreme Films, USA.

*The craft and the idea  
need to become one*



### 1. Inclusivity meets craft

Brands are making more effort to be inclusive and make sure that their casting reflects a diverse range of different people. Jury member John McKelvey, Founder and Executive Creative Director JohnXHannes New York, was pleased to see that there wasn't just more racial diversity in the work but that people with various disabilities were represented in ads this year too.

He stresses that craft plays an important role when it comes to ads that are making a stand for diversity. "If you go into that space as a brand it's gross if you don't do it well," he says. If the execution is clunky and the strategy becomes too obvious, films risk appearing to be an insincere attempt to score brownie points rather than coming from a genuine desire to do good.

For McKelvey, Gold Lion-winning film The Best Look Is An Open Mind by Work Editorial New York is a great example of how purposeful work is maturing. "The execution is what made it so good," he says. "The casting included a cross-section of people without ever feeling like they were ticking boxes to reflect everyone in society. It was handled with a lot of respect and class."

### 2. The long and short of it

The judges note a trend towards the length of films being at one at extreme or the other. "The pace and the progression of our culture is starting to be reflected in the work," says McKelvey. "We're

getting either really short films, or longer pieces, which I think binge TV culture has paved the way for. Today it's either, 'hurry up and tell me what the point of this is', or 'tell it really well and let me get into it'. It's getting harder to just do good 30 second commercials."

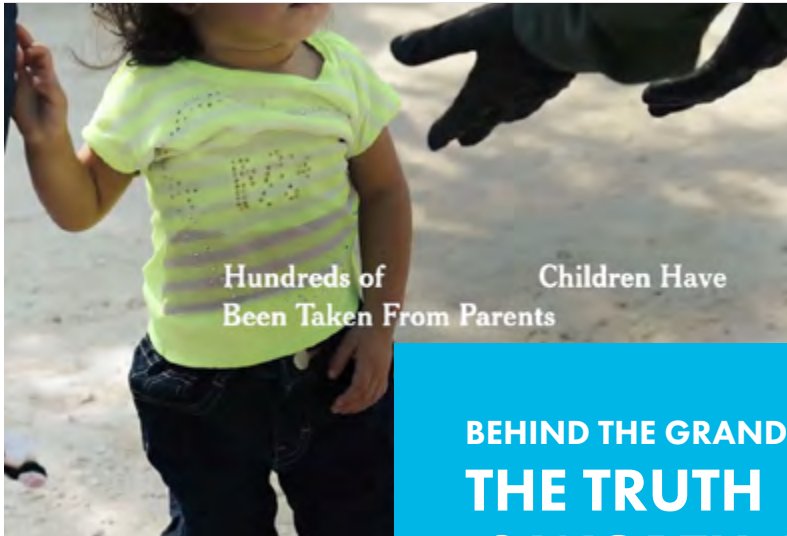
For example, Gold Lion-winning film 5B by Um Studios New York is feature-length, highlighting the heroism of the nurses on the frontline of the AIDS crisis. "It was inspiring to see work like 5B for Johnson & Johnson," says Skinner. "There was a real appetite in the jury room to see brands doing longer-form content like this. Ultimately you want to see work that provokes you and encourages us to go further in the industry."

### 3. Work you can watch again and again

The films that did well during the Film Craft Lions judging could stand the test of repetition. This year, the jury debated over the winners for a whole eight days, which meant that many films were watched over and over.

"Some films do well early on in the week but they don't have the staying power and can't sustain multiple views," says McKelvey. "That's why the audio choices you make are very important. When the music and voiceover are masterful, people can watch the film over and over again. If you shortcut audio you're not going to win in craft." Take the Grand Prix-winning The Truth Is Worth It for example, which expertly used sound to make the stories more visceral and immersive.





## BEHIND THE GRAND PRIX: THE TRUTH IS WORTH IT CAMPAIGN

*Putting viewers in a  
journalist's shoes*

### At a Glance

Films that evoke the emotional experience of an investigative journalist

### The Idea

To show readers the lengths journalists go to when uncovering a story

### Lessons

- Think about how every detail of craft reinforces your message, including sound, visuals and typography
- Sound can be a powerful tool for creating empathy
- You don't need millions of dollars to produce highly-crafted work

### In-depth

The New York Times needed to increase subscriptions at a time when people are used to getting their news for free. The newspaper briefed Droga5, New York, to find a creative way of making people realise why a subscription is a thing worth paying for.

"People don't realise what goes into an article that they read and take journalism for granted," says Droga5 Group Creative Director Laurie Howell. He and his creative partner, Droga5 Group Creative Director Toby Treyer-Evans, admit they didn't realise how much rigour was involved in writing one article. "We assumed everything was being written from the safety of a high rise tower in New York but actually the journalists are on the ground, risking their lives to bring back the stories for us," says Treyer-Evans. "Our mission was to show all of that in TV adverts."

They devised a campaign that would put viewers into journalists' shoes to show them how much they endure to get to the bottom of a story. Five films centre around the constant re-writing of headlines as if in a stream of consciousness, making the viewer feel like they have stepped into the journalist's mind. The headlines are re-written over and over, only a few words changing each time, until they get to the heart of the story and the truth is revealed.

Each film is based on a different news story, from Fearless, which portrays journalist Rukmini Callimachi's journey to uncover truths about ISIS; to Resolve, which brings to life reporter Hannah Beech's investigation into the Myanmar government. Each film is written in the tone of voice of the journalist in question. The writing also

reflects the nature of each journalist's mission, for example whether they were busy and on-the-go or more contemplative and paranoid.

"The words were telling you what was happening and about the journalists' thought processes, and then the visuals told you where they were and what they were doing, to give you a sense of being out there in the field," explains Laurie.

The final layer was the sound design. "We spent a lot of time on the sound design," says Howell. "It tells you how you should be feeling, like whether you're scared, for example, or if you're being quiet because you weren't meant to be seen. We tried to make it feel like you were there with them."

Each film is structured in a similar manner and uses the combination of writing, visuals and sound to bring viewers into the journalist's experience, but the individual films also have a unique tone and style. "Each film lives its own world," says Treyer-Evans. "In Fearless, the sound was more metallic, raw and hardcore, whereas Resolve sounds more wet and is slower."

The campaign out-performed its KPIs, delivering significant lifts against the statements that the New York Times "pursues the truth relentlessly", "has a positive impact on the world" and "is worth paying for."

The success of the project shows that exceptional craft doesn't necessarily require a huge budget. "The majority of it was found footage. There were no million dollar shoots," says Howell. "You don't have to spend millions of dollars on production to make an effective film."

## THE FILM CRAFT LIONS WINNERS

What the judges were looking for:

- The craft being intrinsic to the idea
- A focus on craft rather than the concept
- Every aspect of craft being pushed to a high level in a cohesive way
- To be surprised and discover work that is unique
- Work that doesn't tire after repeat watching

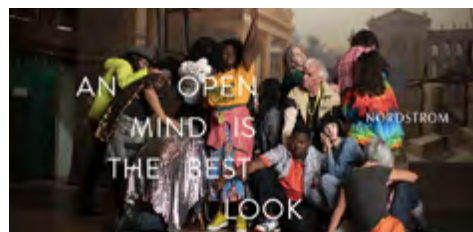
### Gold



**Apple at Work: The Underdogs, Smuggler**  
**Los Angeles, USA**

The story of a team working day and night to get their idea for a round pizza box off the ground

[See winner at the Work ›](#)



**An Open Mind is the Best Look, Droga5**  
**New York, USA**

A film about finding expression and connection through diverse human experiences, for Nordstrom

[See winner at the Work ›](#)



**Nike Dream Crazy, Wieden+Kennedy**  
**Portland, USA**

A campaign celebrating Colin Kaepernick and other athletes who have overcome barriers to achieve their dreams

[See winner at the Work ›](#)



**What Happened?, Cherry Tokyo, Japan**

A surreal film about avoiding decadence set in a game show, for Hecate

[See winner at the Work ›](#)



**Share Your Gifts, TBWA\Media Arts Lab**  
**Los Angeles, USA**

An animation for Apple about sharing your creativity with the world, to a song by 16-year old Billie Eilish

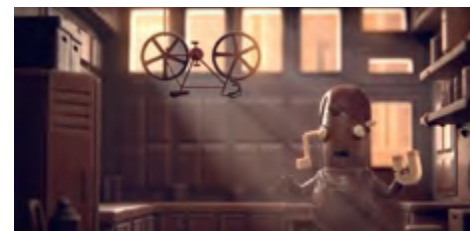
[See winner at the Work ›](#)



**Expensify Th!\$, JohnXHannes**  
**New York, USA**

A music video for rapper 2 Chainz that doubles as an Expensify product demo

[See winner at the Work ›](#)



**Dark Chocolate Humor, Wieden+Kennedy**  
**São Paulo, Brazil**

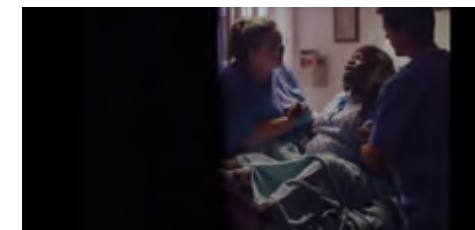
A series of animations set in a world where everything is made of chocolate, for Mondelez

[See winner at the Work ›](#)

## THE FILM CRAFT LIONS WINNERS

— continued

### Silver



#### **Reverse, Matter Unlimited New York, USA**

A film by Merck for Mothers raising awareness about the fact that women of colour are 3-4 times more likely to die during childbirth

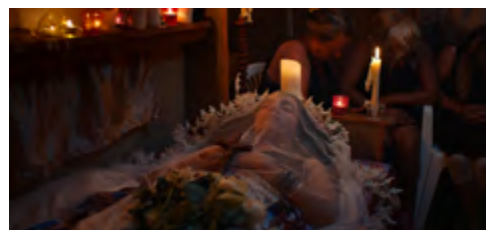
[See winner at the Work ›](#)



#### **The Boy and the Piano, Academy Films London, UK**

John Lewis' Christmas ad shows that some gifts are more than just a gift, starring Elton John

[See winner at the Work ›](#)



#### **Queens, Iconoclast Paris, France**

The fourth music video for The Blaze's debut album "Dancehall" tells a story of friendship

[See winner at the Work ›](#)



#### **Great Shows Stay With You, Somesuch London, UK**

A series of films where the characters try to become like the protagonists from their favourite Amazon shows

[See winner at the Work ›](#)



#### **5B, UM Studios New York, USA**

A feature film by Johnson & Johnson depicting the heroism of nurses in the AIDS crisis

[See winner at the Work ›](#)



#### **Right To Rise, BBDO Toronto, Canada**

A series of poetic films about children refusing to take abuse and oppression, for Right to Play

[See winner at the Work ›](#)



#### **Almost Human, Bacon Copenhagen, Denmark**

A film for the Carlsberg Foundation exploring our relationship with technology

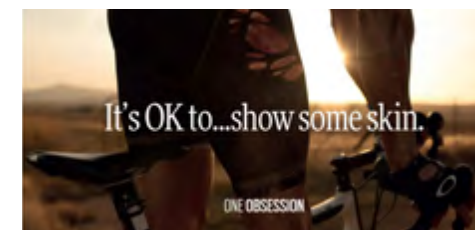
[See winner at the Work ›](#)



#### **In the Long Run, Iconoclast Berlin, Germany**

The story of a young woman competing in a triathlon despite her physical limitations, for Mercedes Benz

[See winner at the Work ›](#)



#### **Oakley "It's OK", Gregory Caron Music & Sound Design Gent, Belgium**

A film about accepting the difficult moments that come with pursuing your passions

[See winner at the Work ›](#)



## THE FILM CRAFT LIONS WINNERS

— continued

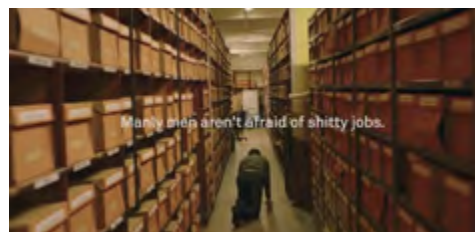
### Bronze



#### **Viva La Vulva, Somesuch London, UK**

A Libresse film celebrating the diversity and beauty of vaginas

[See winner at the Work ›](#)



#### **Shitty Jobs, Mortierbrigade Brussels, Belgium**

If manly men aren't afraid of shitty jobs, they can help out at home too, by Zij-Kant for Equal Pay Day

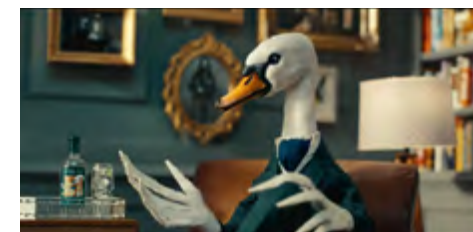
[See winner at the Work ›](#)



#### **Bohemian Rhapsody, adam&eveDDB London, UK**

A film about a school's elaborate performance of Queen's Bohemian Rhapsody, for John Lewis and Waitrose

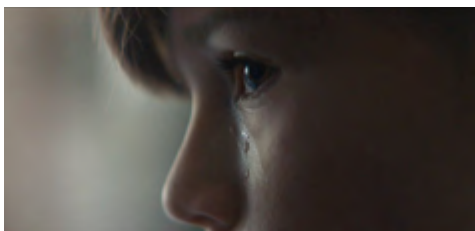
[See winner at the Work ›](#)



#### **Mr Swan, Ogilvy London, UK**

A meticulously crafted animation to match Sipsmith's 'We Make Gin, Not Compromises' positioning

[See winner at the Work ›](#)



#### **Boys Don't Cry, Bensimon Byrne Toronto, Canada**

A film about toxic masculinity and the many ways boys are told to bottle their emotions, for White Ribbon

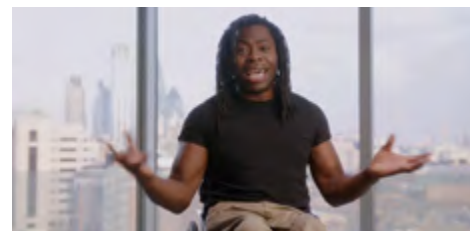
[See winner at the Work ›](#)



#### **Storm the Court, Barking Owl Los Angeles, USA**

A girl in Reebok's interrupts a basketball game with a strange and infectious dance

[See winner at the Work ›](#)



#### **Diversish, AMVBBDO London, UK**

A film telling businesses that if disability is not on your agenda, neither is diversity. By the Valuable 500

[See winner at the Work ›](#)



#### **The Lift, New Land Copenhagen, Denmark**

Two people fall in love in the lift at work, but neither can bring themselves to break the ice, by Bianco

[See winner at the Work ›](#)

## THE FILM CRAFT LIONS WINNERS

— continued

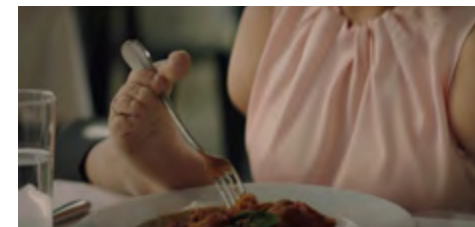
### Bronze



#### Greenpeace 'Rang-Tan', Mother London, UK

The story of a baby orangutan whose home in the rainforest was destroyed for palm oil, by Greenpeace

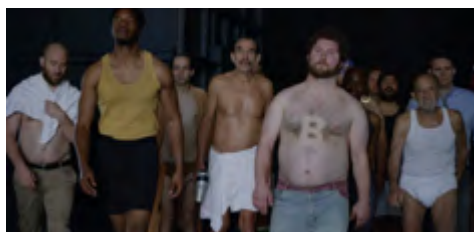
[See winner at the Work ›](#)



#### We Are All Equal. And No One Is More Equal Than Anyone Else, Thjnk Zürich, Switzerland

A film for Pro Infirmis about the similarities between people with and without disabilities

[See winner at the Work ›](#)



#### Get Ready, MJZ Los Angeles, USA

A Dollar Shave Club film showing different men getting ready and their shared vulnerability

[See winner at the Work ›](#)



#### Make It, MJZ Los Angeles, USA

Idris Elba works with his assistant to create a new website using Squarespace

[See winner at the Work ›](#)



#### Vicks - One in a Million #touchOfCare, Offroad Films Mumbai, India

A P&G film about a girl who was adopted by loving parents despite her disability

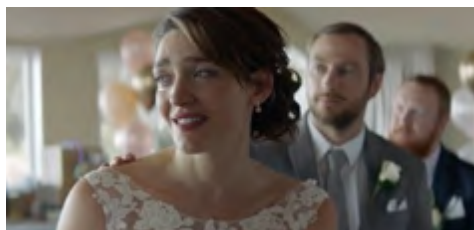
[See winner at the Work ›](#)



#### Mercedes Benz - Bertha Benz, Anorak Berlin, Germany

A short film for International Women's Day celebrating Bertha Benz's bravery

[See winner at the Work ›](#)



#### Spark - Wedding, Spark New Zealand Auckland

When a bride's father is hospitalised just before the wedding, technology enables him to deliver his speech

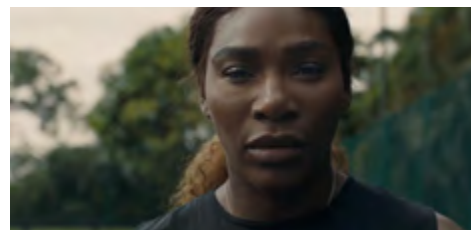
[See winner at the Work ›](#)



#### Gaydr, McCann London, UK

A film about a device as ridiculous as the fact gay men can't give blood, for the Peter Tatchell Foundation

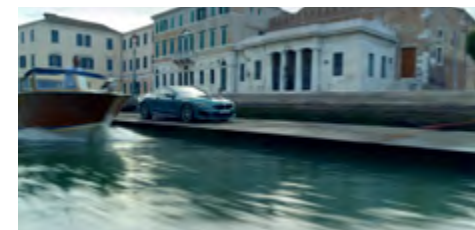
[See winner at the Work ›](#)



#### Mama said knock you out, Droga5 New York, USA

Celebrating Serena Williams' dual strength as an athlete and a mother, for JPMorgan Chase & Co

[See winner at the Work ›](#)



#### The 8 - City of No Cars, Serviceplan Germany Munich

Launching BMW's latest car, The 8, with scenes of a boy growing up in Venice

[See winner at the Work ›](#)

## THE FILM CRAFT LIONS WINNERS

— continued

### Bronze



#### The Others, DDB Paris, France

Other people are always to blame, especially on the road. But actually we are all others. By Volkswagen

[See winner at the Work >](#)



#### Hornbach "Morning", Heimat Berlin, Germany

A film about the beauty and potential of a morning

[See winner at the Work >](#)



#### Right on Tracks, 72andSunny New York, USA

Sending positive messages to kids through puppets, for Cheerios

[See winner at the Work >](#)



#### The Beatbox Catalogue, Artplan São Paulo, Brazil

A video of Etna's catalogue where product words are turned into beatbox rhythms

[See winner at the Work >](#)



#### Earth Video, RYOT Los Angeles, USA

Lil Dicky enlists other famous artists to help him raise awareness about climate change

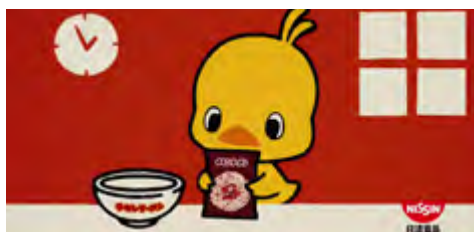
[See winner at the Work >](#)



#### I'm Drinking It For You, Colenso BBDO Auckland, New Zealand

A music video explaining why drinking DB Breweries' new beer is a selfless act for those you love

[See winner at the Work >](#)



#### Akuma No Kimura (Demonically Spicy Ramen), Dentsu Inc. Tokyo, Japan

Chicken Ramen's cute chick mascot is transformed into a devil chicken

[See winner at the Work >](#)



#### First Christmas, Jung Von Matt/ Donau Vienna, Austria

A story about a hedgehog explains why you should #believeinyourself, for Erste Banking Group

[See winner at the Work >](#)



#### Space Station, BBDO New York, USA

A story about an astronaut and her daughter and the wonder of giving at Christmas, for Macy's

[See winner at the Work >](#)



#### The Seven Worlds, MPC London, UK

A film about seven fantastical worlds for Hennessy

[See winner at the Work >](#)



## A SPOTLIGHT ON ENTERTAINMENT LIONS FOR MUSIC: WHERE MUSIC AND IDEAS MEET

The Entertainment Lions for Music celebrate original production, promotion or distribution of music for brands and work where a recording artist or platform is innovatively leveraged to communicate with consumers. "We were looking for something that would make a difference," says Jury President Paulette Long OBE, Music Consultant/Board Director/Publisher. "Cannes Lions is such a high profile platform. What change can we make beyond the awards, how can we make a lasting impact?"



it was about  
creating a platform

### 1. Music for social change

The strongest work was designed to drive positive social change. "This year, it wasn't just about advertising and a product, it was about creating a platform," says Long. "Whether it was speaking about bullying, domestic violence or racism, it was about spreading a message that would help society in general."

Both Doomsday Entertainment Los Angeles' This is America and AKQA São Paulo's Bluesman challenged institutional racism. The judges were so torn between the two, they used the option in the rules to award the Grand Prix to both. "When we sat in that dark room and came up with that resolution there was much rejoicing – we all stood up and cheered," says Jury member Chris Clarke, Director of Music at Leo Burnett Chicago. "We knew that if we awarded them together, people would watch the less famous Bluesman. What's better than getting the whole global creative community to watch both?"

Clarke notes how music has always been used as a tool to bring about positive social change, but that in today's fraught political climate it is more relevant than ever. "Music is the renegade art form that will always have the right to be provocative," he says. "You'll be dancing or singing to a hook and two weeks later you'll actually understand what it means. It creates a kind of empathy that speech can't."

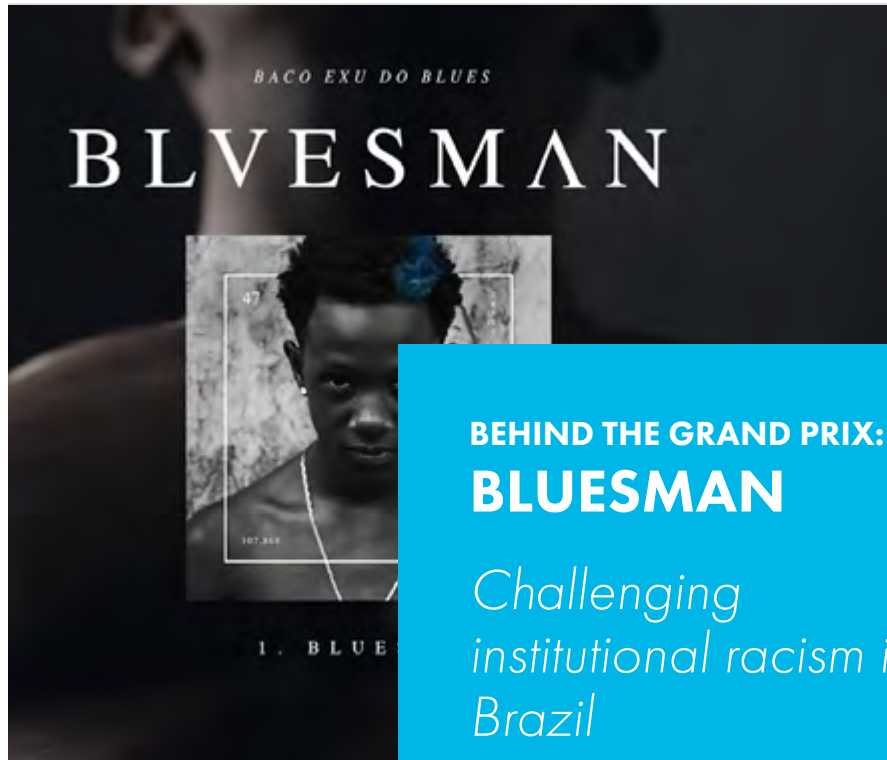
### 2. Songs that strike a cultural chord

This year, winners used carefully chosen styles and genres of music to resonate with a particular audience. For example, Gold Lion-winning Artplan Brasília's Mistaken Love Song used a typical pop ballad to draw its target audience in, before the music video revealed that the song is about domestic violence. Similarly, in the Barbershop Girls: Shaving Stereotypes, by Grey India Mumbai, a traditional Indian song about the birth of a baby boy was reworked to celebrate a newborn girl.

The Grand Prix winners were both heavy rap songs and, according to Nielsen Music's 2017 year-end report, R&B/hip-hop has become the most popular genre of music in the US in terms of consumption. "Rap is clearly what audiences will listen and pay attention to," says Clarke. "Otherwise, you need to make sure the geography and cultural relevance of your music choice is extremely precise or you're probably not going to connect."

### 3. Listening to your gut

While the relevance of the music to the audience was important, the most vital criteria for the judges was the emotional impact of a piece of work. "You can be listening to an out of tune, broken acoustic guitar that's about to fall apart, but if someone is singing and performing like their life is on the line, that's what all of us as human beings respond to," says Clarke. "It wasn't difficult to find our favourites among the 400 entries, we could all agree on what hit us in the heart and in the gut. It's easy to know if something is effective if you care about it after a few seconds."



## BEHIND THE GRAND PRIX: BLUESMAN

### Challenging institutional racism in Brazil

#### At a Glance

Uniting black Brazilians, a marginalised majority, under a new identity

#### The Idea

A music video that reveals the viewer's unconscious

#### Lessons

- Don't let the medium define the message – give your story the time it needs to be told
- When confronting people with difficult truths, do so in a way that encourages them to engage rather than switch off
- Think about how your music video could impact culture: how big can you take it?

#### In-depth

In Brazil, people of colour earn 42% less than white and make up less than 5% of business executives. They also represent 64% of the prison population and are more than twice as likely to get killed. Breakthrough Brazilian artist Baco Exu do Blues wrote his second album *Bluesman* about this inequality, claiming the music is “for anyone who has ever felt oppressed, subjugated or devalued, and does not want to be in that place”.

AKQA São Paulo came onboard to create a music video that would amplify his important message. “We decided to build not just a music video but a longer, 8-minute film that is almost like a short story,” says Hugo Veiga, ECD at AKQA São Paulo.

The film combines three songs from the album and follows a young person of colour running through various scenes. The team knew that, due to their inherent racial bias, most viewers would assume that he was running away from trouble. “There’s a popular saying in Brazil that a white man running is an athlete, a person of colour running is a thief,” says Veiga. “We put this visual in the film, but in the end you realise he is running because he is late for a music class.”

To stay true to the music’s mission to empower Brazilian people of colour, the team worked with photographer and activist **Helen Salomão**, who

has developed new photography techniques that bring out the luminosity of black skin. Traditional methods, created by white people, only serve to flatter or enhance white skin. “[Photography has] never paid attention to how to make black skin look good on camera or on film,” explains Diego Machado, ECD at AKQA São Paulo.

The team hoped that by making an artistically beautiful film, they would attract people who are blind to institutional racism and be able to engage them with their message. “Sometimes a message can be like a punch in the face,” says Machado. “We didn’t want to take this approach. We wanted people to be open and to bring people in.”

The *Bluesman* film generated 20 million YouTube views and a 495% increase in the artist’s monthly Spotify listeners. It not only shook viewers into confronting their unconscious racism, but inspired a national movement where people began identifying as a *Bluesman* in support of Baco’s message.

“*Bluesman* reclaims the identities of people of colour in Brazil by giving the name to a community and rejoicing in their identity,” says Entertainment Lions for Music Jury member Chris Clarke. “We awarded *Bluesman* a Grand Prix in the community engagement category, because what makes better community engagement than inviting two thirds of a country to unite under the name of an album?”

# THE ENTERTAINMENT LIONS FOR MUSIC WINNERS

What the judges were looking for:

- Whether they had an instant emotional response to the work
- Work that was created to have a positive social impact
- Authenticity, especially if the work was trying to do social good
- Technical skill in terms of the music and the production
- The most relevant choice of music for the audience
- Thorough explanations (don't assume the judges will know everything. If in doubt, include the detail)
- Work that is bold, barefaced and unashamed

## Grand Prix

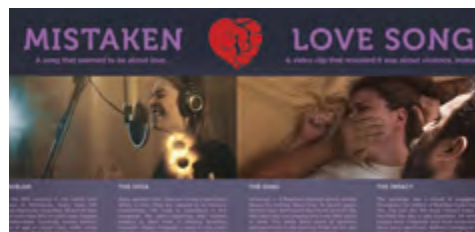


### **This is America, Doomsday Entertainment Los Angeles, USA**

A music video for Childish Gambino about racism and violence in American society

[See winner at the Work ›](#)

## Gold



**Mistaken Love Song, Artplan Brasilia, Brazil** A love song by a famous singer with a hidden message about domestic violence from the Brazilian government

[See winner at the Work ›](#)



### **Expensify Th!\$, JohnXHannes New York, USA**

A music video for rapper 2 Chainz that doubles as an Expensify product demo

[See winner at the Work ›](#)

## Silver



### **The Legendary Tour, Mortierbrigade Brussels, Belgium**

A tour for up-and-coming artist Chance across small places in Belgium with the same name as famous venues

[See winner at the Work ›](#)



### **Giving Songs, De La Cruz & Associates Guaynabo, Puerto Rico**

Artists change the titles of their videos on YouTube to help drive #givingtuesday donations

[See winner at the Work ›](#)



### **The Barbershop Girls: Shaving Stereotypes, Grey India Mumbai, India**

A traditional Indian song about the birth of a baby boy reworked to celebrate a newborn girl, for Gillette

[See winner at the Work ›](#)

## THE ENTERTAINMENT LIONS FOR MUSIC WINNERS

— continued

### Bronze



**Oh Baby, Caviar TV Los Angeles, USA**  
A film for LCD Soundsystem's single "Oh Baby" about the love between an older couple who invent teleportation

[See winner at the Work ›](#)



**The Most Vicious Cycle, McCann New York, USA**

A music video by March for Our Lives about the never ending cycle of gun violence in America

[See winner at the Work ›](#)



**Share Your Gifts, TBWA\Media Arts Lab Los Angeles, USA**

An animation for Apple about sharing your creativity with the world, to a song by 16-year old Billie Eilish

[See winner at the Work ›](#)



**Sound-Free Concert, Hakuhodo Inc. Tokyo, Japan**

A Japan Philharmonic concert that the hearing-impaired could experience via light and vibrations

[See winner at the Work ›](#)



**See the Music, Talent Marcel São Paulo, Brazil**

Data visualisations that represent OSESP's principal conductor's movements while conducting 12 classical pieces

[See winner at the Work ›](#)



**Bohemian Rhapsody, adam&eveDDB London, UK**

A film about a school's elaborate performance of Queen's Bohemian Rhapsody, for John Lewis and Waitrose

[See winner at the Work ›](#)



**No More, The&Partnership Toronto, Canada**

An anthem to #EndBullying online, by rapper SonReal for telco Telus

[See winner at the Work ›](#)

## A SPOLIGHT ON CREATIVE eCOMMERCE LIONS: GAME-CHANGING SHOPPING SOLUTIONS

The Experience Track highlights brands that are engaging customers through immersive experiences and impactful customer journeys. Within this, the Creative eCommerce category celebrates innovative payment solutions and creativity that optimises the path to purchase.



*Asia is leading the  
rest of the world  
when it comes  
to eCommerce  
innovations*

### 1. Retail everywhere

Commerce opportunities are no longer limited to stores or our home computers. This year's winners demonstrated that anywhere can be transformed into a shopping experience, thanks to a smartphone's geolocation technology. One judge called this the "atomisation of retail". For example, Nike turned created graffiti art in Brazil into sneaker shopping destinations and Burger King turned its biggest competitor's stores into places to buy the Whopper.

### 2. Creative use of voice commerce

Voice commerce is still in its infancy, but judges noted that the two winning voice-based campaigns are signs of things to come. Flipkart and Dentsu Bangalore used Google Assistant to create a fun, virtual haggling experience for shoppers in India. Meanwhile, Nike and R/GA New York used the voice assistant to help basketball fans buy its latest pair of shoes during a live game. This interplay between a live broadcast and voice queries or "see it and say it" could be an effective communications tool in the future, according to the judges. Rather than just walk users through making a purchase, these campaigns used voice in more playful and imaginative ways, creating a memorable experience.

### 3. Shopping continues to go social

Hot on the heels of last year's Grand Prix winning social commerce campaign for Microsoft Xbox, this year saw more brands reaching new audiences through peer-to-peer sales platforms. Gold Lion-winning Isobar Shanghai worked with KFC to enable customers to create their own KFC Pocket Stores on WeChat where they could sell products to their friends. Similarly, in a lower-tech example of social commerce, The Big Issue made it possible for people to sell their magazines on to someone else using a QR code, with the proceeds going to the original vendor.

The jury noted that we'll continue to see work in this area as Western social networks evolve to add WeChat-like functionality. But even besides WeChat in China, Asia is leading the rest of the world when it comes to eCommerce innovations, as demonstrated by Dentsu Bangalore's trailblazing use of voice technology for the Haggglebot.





## BEHIND THE GRAND PRIX: DO BLACK - THE CARBON LIMIT CREDIT CARD

*Linking everyday  
behaviour with its  
environmental impact*

### At a Glance

A credit card that limits your CO2 spend

### The Idea

To make CO2 emissions more tangible by treating them as a currency

### Lessons

- Make behaviour change as easy as possible for people by offering a high-quality user experience
- When getting people to regularly engage with a cause, beware of language that breeds negative emotions like guilt
- People and brands are looking for ways to be more sustainable

### In-depth

While 78% of millennials are willing to change their lifestyle to protect the environment (according to the World Economic Forum's 2017 Global Shaper Survey), the majority of people have no idea how much impact their daily behaviour has on the future of the planet.

Swedish fintech startup Doconomy wanted to create a tool that could help consumers keep track of their carbon footprint and in turn, empower them to reduce their CO2 emissions. The company was born out of the Ålands Index, a 2017 Cyber Grand Prix-winning project by the Bank of Ålands and RBK Communication Stockholm that shows customers the environmental cost of their purchases.

Taking the Ålands Index to the next level, Doconomy launched Do Black: a global credit card with a CO2 spending limit. "If you have a credit limit in Euros, why shouldn't you have one in CO2 emissions?" says Mathias Wikström, Doconomy founder and RBK Communication Stockholm's ECD. "A credit limit affects you on a personal level: if you overspend you have to live with the consequences. Whereas if you overspend on your CO2 limit, the planet has to suffer the consequences."

When customers spend on the biodegradable credit card, the environmental cost of their purchases is credited against their account. As they approach their CO2 limit, the corresponding app informs them via notifications.

The team took cues from fintech products in order to create the best possible user experience. "We aim to drive a change in behaviour," explains Johan Pihl, ECD at RBK Communication Stockholm.

"And what is more relevant to most people than their environmental impact? Their personal finances. So by taking the user experience of personal finances and connecting it to your impact on the planet, we think we have a formula for success when it comes to educating people about their choices."

The biggest challenge was getting the tone right. Do Black straddles two key areas, in being both a financial service and a tool for sustainability. "We needed to balance the two," explains Wikström. "If we pushed too much on the responsibility point people would not use this service. Right now there's a lot of strong emotions surrounding the climate crisis. We had to find a way to offer a super relevant, user friendly service, without getting too mixed up with that emotional background and leaving customers feeling guilty".

To achieve this balance, the team stayed away from the typical design language and design found in sustainability messaging. The platform avoids emotional, accusatory language such as phrases like "saving the planet", for example. "This is not a guilt trip," says Pihl. "It's more about financial activism, enabling everyone to make small decisions count."

Do Black has already reached more than 20 million people via earned media and more than 4,000 people have registered for the card in Sweden alone. Since winning the Grand Prix, brands from all over the world - including more than 40 banks - have contacted Doconomy about how they might work together. The hope is that soon partnering brands will be able to offer "climate compensation" for making sustainable choices. Wikström says, "We want to create the opportunity for shared responsibility between consumer and producer when it comes to the impact of consumption."



# THE CREATIVE eCOMMERCE LIONS WINNERS

What the judges were looking for:

- Ideas with traction beyond an initial promo period
- Work that tapped into local insights and showed awareness of context
- Applying creativity to the customer journey, blending commerce and brand experiences
- The impressive use of data, technology or online content to enrich the shopping experience
- The creative use of payment technology to generate engagement

## Gold

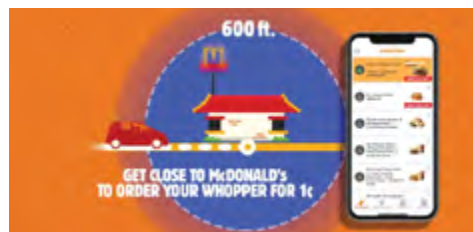


### Christmas Pocket Store, KFC, Isobar Shanghai

Inviting customers to open their own virtual KFC stores on WeChat and sell products to their friends

[See winner at the Work ›](#)

## Silver



### The Whopper Detour, Burger King, FCB USA

A 1-cent Whopper that could only be ordered on the Burger King app when the user was at McDonalds

[See winner at the Work ›](#)

## Bronze



### Pay it Forward, The Big Issue, FCB London

Magazines equipped with unique QR codes so vendors can sell each copy multiple times

[See winner at the Work ›](#)



### Hey Google, Ask Nike, Nike, R/GA New York

A live, in-game shopping experience where basketball fans could buy Adapt BB shoes via Google Assistant

[See winner at the Work ›](#)



### Car-2-Bike, Vellore Amsterdam

Nudging Parisians to start cycling with personalised bike discounts based on their car license plates

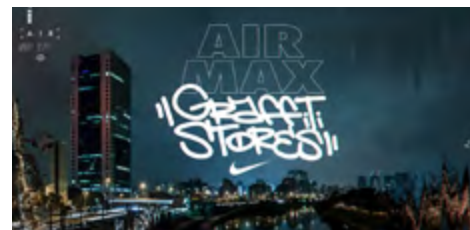
[See winner at the Work ›](#)



### Hagglebot, Flipkart, Dentsu Bangalore

Enabling customers to haggle for discounts online using Google Assistant voice technology

[See winner at the Work ›](#)



### Air Max Graffiti Stores, Nike, AKQA São Paulo

Turning graffiti spots into sneaker stores with geolocation technology

[See winner at the Work ›](#)

## A SPOTLIGHT ON GLASS: THE LION FOR CHANGE: TRENDS IN CULTURE-SHIFTING WORK

The Good Track is where we shine a spotlight on work which uses branded communications to make the world a better place. Within this, our Glass: The Lion for Change category recognises work that implicitly or explicitly addresses issues of gender inequality or prejudice, through the conscious representation of gender in advertising. "Culture shifting creativity was our mantra," says Jury President Jaime Robinson, CCO of Joan Creative, New York.

*The future of  
creativity is about  
taking more  
responsibility*

### 1. Be the change

This year, the Glass Lion winners went beyond creating awareness around gender issues and sparked action, either via the brand manifesting change itself or by empowering customers to act. The Grand Prix winner The Last Ever Issue, by VMLY&R Poland, Warsaw, didn't just talk about the lack of sex education in Poland, but actually bought a porn magazine, changed its content and then shut it down. Similarly, rather than simply campaigning for women to take part in the Tour de France, Fallon UK and Škoda helped them do it anyway in its Tour Des Femmes campaign. "Action was the best message," says member of the Glass Jury Ali Rez, Impact BBDO's Regional ECD, Middle East and Pakistan. "As Gandhi famously said, 'You have to be the change you want to see'".

The winning work created actions that had lasting impact. "We were looking for brands to put their money where their mouth is and follow through on the conversations they started," says Glass Jury President Jaime Robinson, CCO of Joan Creative, New York.



### 2. Strike a new tone

To move society's views about gender forward, the way a message is crafted needs to be as progressive as its subject matter. "The minute we get comfortable with a certain subject matter or tone, that's when we stop being able to change the conversation," says Robinson. "Traditionally this category has been known for its raw emotional power, and while we definitely saw beautiful work that made us cry, we loved seeing different tonal approaches to gender issues".

Libresse and Somesuch London's Gold Lion-winning Viva La Vulva, for example, celebrated female genitalia in absurd and hilarious ways. This drew a parallel with the absurdity of society's prejudices. "They took something that was perceived to be ugly or impure and made it glorious, starting a culture-shifting conversation through amazing craft," says Rez.

### 3. Own your power

Brands are increasingly taking responsibility for their actions and the influence they have on society. Gillette has swapped its two-dimensional, macho hunks for stories about trans men and their first shave. Meanwhile, releasing its proprietary data around female safety and the "gender crash gap" could have hurt Volvo by helping its competitors, but the brand decided to act for the greater good.

"The future of creativity is about taking more responsibility, not only in the sense of being more aware of the messages you're creating but also whether you are doing enough for humanity with your superpower," says Rez. "If you've got the power to convince someone to buy a brand of toothpaste over another, you have the power to convince someone to change the way they think about gender equality."



## BEHIND THE GRAND PRIX: THE LAST EVER ISSUE

*Transforming a sexist  
publication into a  
tool for change*

### At a Glance

Buying a porn mag to shut it down

### The Idea

To reach people who don't know they are the problem

### Lessons

- Aim to educate rather than preach
- Look beyond a stunt: commit to an issue for the long term
- When working on sensitive topics, consider building an alliance of like-minded organisations

### In-depth

Poland is the fifth lowest scoring country in the EU's Gender Equality Index and many people in the country view women's rights as a damaging import and threat to traditional values. "There is an atmosphere of disrespect towards women," says VMLY&R Poland's ECD Dawid Szczepaniak. "This manifests in many different ways, but perhaps the best illustration of the issue is the way politicians and celebrities patronise and marginalise women". For example, one member of Poland's EU parliament publicly said that women are weaker, smaller and should be earning less than men.

The disrespect for women in Poland is partly caused by the fact that there is no sex or gender education in schools. Because of this, many young men only learn about women and sex through pornography. So, when one of Poland's oldest porn magazines the Weekend was up for sale, progressive online news platform **Gazeta.pl** teamed up with **Mastercard** and **BNP Paribas** and decided to buy it.

Working with **VMLY&R Poland**, the brand created **the Last Ever Issue** of the magazine, releasing it on International Women's Day before shutting it down for good. Instead of the usual shots of very young, almost naked women, the cover featured a female writer, world champion in mixed martial arts and an actress. Inside, essays, interviews and photography explored gender equality.

"We wanted people to remember the old magazine so we kept the structure the same," says Ewelina Wojtyczka, the Art Director responsible for the campaign. "But we turned the content

upside down, giving the old sections a new narrative". For example, a popular photo story from the Weekend showing hospital-based sexual fantasies was replaced with beautiful, natural images of a baby being delivered.

Many people mistakenly assume the campaign was designed for younger guys who read porn, explains Szczepaniak. In fact, the brand wanted to reach wealthy men in big cities who had grown up reading magazines like the Weekend but don't think there is anything wrong with their attitudes towards women. "We wanted to make them realise that they have subconsciously been raised with sexist values and that they need to watch their language and behaviour," says Szczepaniak.

Getting the tone right was important if the brand was going to resonate with this audience. "We needed to make sure it didn't feel preachy or radical and that the educational message was disguised within inclusive and approachable content," says Maciek Kozina, Associate Creative Director at VMLY&R Poland. "We wanted to be encouraging," adds Szczepaniak. "So the content includes male role models and guys who admit the mistakes they have made in the past."

The campaign organically reached 4.5 million people and generated 25 million media impressions, while Gazeta.pl saw a 50% increase in its daily traffic. To continue its work in changing the narrative around gender issues in Poland, every month Gazeta.pl is publishing more content about gender equality. Though they can't go into specifics yet, the coalition of brands has decided to work together again to continue tackling the issue in the coming year.

# THE GLASS LIONS WINNERS

## What the judges were looking for:

The Glass Jury assessed work from charities and brands with the same standards and all ideas were viewed equally. Some of the things they were looking out for were:

- Creativity that inspired action, rather than just awareness
- Brand bravery
- Work that had a real world impact
- A high level of craft
- The combination of strategic depth and creative excellence
- Authentic, long term commitment to improving gender equality

## Gold

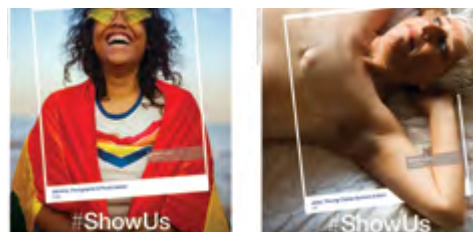


### Viva La Vulva, Essity

A film celebrating the diversity and beauty of vaginas

[See winner at the Work ›](#)

## Silver



### Project #ShowUs, Dove, Getty Images and Girlgaze, Publicis Sapient, New York

A global library of diverse stock images of women

[See winner at the Work ›](#)



### Tour des Femmes, Škoda, Fallon UK

A team of women cycling the race they are banned from

[See winner at the Work ›](#)

## Bronze



### The Genderless Voice, Copenhagen Pride, Virtue Copenhagen

A gender-neutral voice for virtual assistants

[See winner at the Work ›](#)



### Next Minute Scene, Ministerio Publico and ABAP, VMLY&R Brazil São Paulo

Reaching sexual assault victims via soap opera scenes

[See winner at the Work ›](#)



### Just Do It: Caster Semenya, Nike South Africa, Wieden+Kennedy the Netherlands

Hitting back at an athlete's gender discriminatory critics

[See winner at the Work ›](#)



### First Shave, Gillette, Grey Toronto

A film about a transgender man's first shave

[See winner at the Work ›](#)



## A SPOTLIGHT ON PHARMA LIONS: EXCEPTIONAL CREATIVITY FROM A HIGHLY REGULATED INDUSTRY

Within the health track, the Pharma Lions celebrate creative communications from pharmaceutical clients and services. The awards champion the need for medicine and therapeutic care and recognise how creativity is making a difference in this highly-regulated industry.

*The critical  
factor is  
empathy*



### 1. Work that generates empathy

Like many Lions at this year's festival, purpose was a major theme among the Pharma Lions winners. The Grand Prix winner by McCann Health Shanghai created a potentially lifesaving smartphone tool, while Havas Lynx Manchester's campaign educates people living with HIV about how treatment could impact their everyday lives.

"There is a lot of talk about brands giving back, but what's interesting about this Lion is that there is a legitimacy to that sort of activity. You are dealing with people's health and so it has a rightful place here," says Jury member Andrew Spurgeon, Chief Creative Officer Europe, Publicis Health. "The critical factor is empathy. In this sector you've got to put yourself in the shoes of people who are suffering."

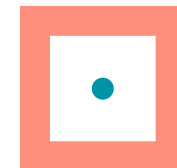
### 2. Staying true to pharma

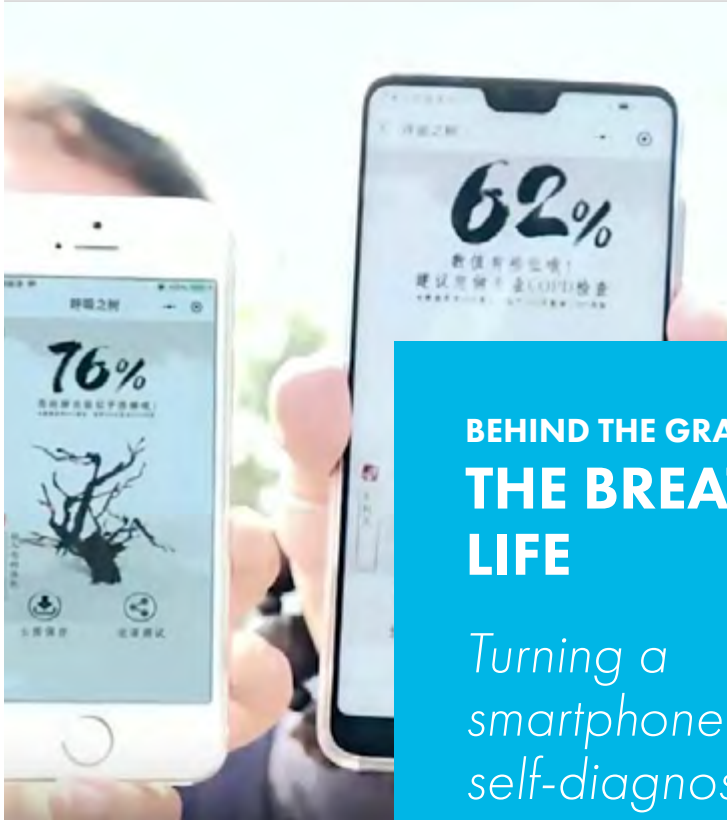
Given that health and wellness is a cause many brands are engaging with currently, Jury President Robin Shaprio, Global President of TBWA\WorldHealth, made sure that the winning work was for truly pharma clients. "If we're not rigorous about this very specific category, it could lose its credibility," she says. "In years past we've seen work that was either extraordinary but not pharma, or truly pharma but not to Cannes Lions' high standard."

### 3. A sector that is maturing creatively

Shaprio admits that she was afraid she'd be disappointed by the level of creativity demonstrated in this heavily regulated Lion. However, she was pleasantly surprised to find the standard of work was higher than ever before. "We're no longer scraping to find great work from these clients," says Shaprio. "I think we're going to see a Grand Prix every year from now on. We're moving in the right direction very quickly."

This was evident in the way winners leaned more heavily into craft, used data or employed technology in more sophisticated ways. "We did not see gratuitous uses of technology; everything served a purpose," says Shaprio. For example, the technology within Area 23's Get Up Alarm Clock was invisible – employed only to deliver messages of support to cancer patients from their loved ones.





## BEHIND THE GRAND PRIX: THE BREATH OF LIFE

*Turning a  
smartphone into a  
self-diagnostic tool*

### At a Glance

Using a phone's microphone to determine breath volume and lung capacity

### The Idea

To raise awareness of lung diseases by helping people self-diagnose

### Lessons

- Invite your audience to play an active role in delivering your message
- Combine new information and behavioural change with familiarity and tradition
- Create tools that can be part of people's existing lives and habits

### In-depth

Chronic obstructive pulmonary disease (COPD) is a lung condition that causes breathing difficulties and symptoms such as breathlessness, coughing/wheezing and frequent chest infections. Research suggests 100 million adults have COPD in China but less than 7% are properly diagnosed. Because of this, COPD is now the third biggest killer in China.

Pharma brand GSK has a history of treating lung disease and one of the best treatment regimens for COPD. However, due to low awareness about the disease many people are not seeking treatment. COPD is particularly common among older adults aged 50 to 70, but many of these people assume their symptoms are just a natural sign of aging. Working with McCann Health Shanghai, the brand wanted to shine a spotlight on COPD and encourage this target group to get a professional diagnosis.

"With such low levels of awareness of COPD, it would not be possible to engage the target audience of older adults unless the solution was simple, easy to perform and with a clear message," says Wendy Chan, ECD, McCann Health China. The brand designed a solution that would live on WeChat, China's most popular messaging platform.

The brand created a WeChat program that transforms a smartphone into a self-testing diagnostic tool. It works like this: when a user blows into the phone's microphone, the volume of their breath produces a soundwave. This data can be analysed to determine their lung capacity, and if this figure is less than 70% the tool recommends the user gets a hospital check-up.

To make the experience more engaging, the user's lung volume was represented by an image of a tree. The brand partnered with a popular Chinese blowing-ink artist to make the trees look as if they had been created according to this tradition. Visualising the data in this way also encouraged people to share their results on social media, helping to drive more people to use the tool.

"I will quote a Chinese proverb that says – tell me and I'll forget; show me and I may remember; involve me and I'll understand," says Chan. "When you develop an idea that allows people to participate and get involved in the core mechanism, you generate a much higher level of interest and willingness to take action." The tool received more than 10,000 clicks and the agency and GSK are now exploring ways they can scale up the idea.



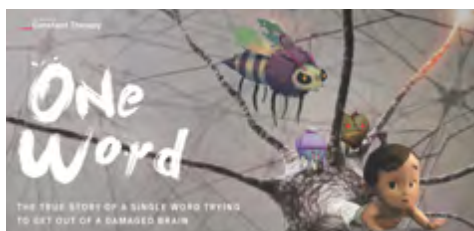


# THE PHARMA LIONS WINNERS

What the judges were looking for:

- Whether they had an emotional response to the work
- Work created for truly pharma clients, rather than more general wellness brands
- Work presented elegantly and seamlessly – a perfectly formed package
- Cultural insights over glamorous, overly-produced case studies
- To be surprised, either by seeing something new or being made to think about something differently
- Refreshing formats, as opposed to traditional ads based around a core visual and big headline

## Gold



### One Word, Area 23, an FCB Health Network Company New York, USA

An interactive film explaining a brain injury patient's struggle to regain speech, by the Learning Corp

[See winner at the Work ›](#)

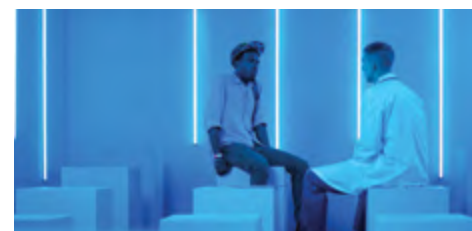
## Silver



### U=U=, Havas Lynx Manchester, UK

A Viiv Healthcare film for people with HIV explaining that the disease becomes untransmittable after successful treatment

[See winner at the Work ›](#)



### As Much As I Can, Harley & Company New York, USA

An immersive theatre experience about the high rates of HIV among gay men of colour in America, by Viiv Healthcare

[See winner at the Work ›](#)



### Get Up Alarm Clock, Area 23, an FCB Health Network Company New York, USA

An alarm clock for cancer sufferers that projects motivational tweets from friends and family onto their ceilings, for Eli Lilly and Company

[See winner at the Work ›](#)

## Bronze



### The Ufologist, Ogilvy São Paulo, Brazil

Radio ads for Hermes Pardini that describe how even conspiracy theorists aren't crazy enough to miss their kids' vaccines

[See winner at the Work ›](#)



### Smartread, Langland Windsor, UK

Large format magazines by Bayer designed for people with macular degeneration to be able to read in clinic waiting rooms

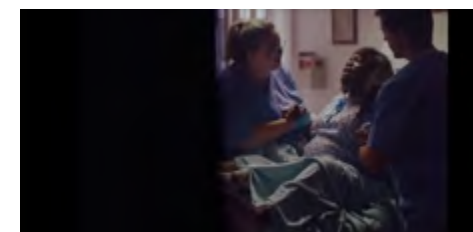
[See winner at the Work ›](#)



### Bübl Fashion, Edelman Toronto, Canada

A fashion collection made from bubble wrap to raise awareness about osteoporosis, for Osteoporosis Canada and Amgen Canada

[See winner at the Work ›](#)



### Reverse, Matter Unlimited New York, USA

A film by Merck for Mothers raising awareness about the fact that women of colour are 3-4 times more likely to die during childbirth

[See winner at the Work ›](#)

## A SPOTLIGHT ON CREATIVE EFFECTIVENESS LIONS: THE MEASURABLE IMPACT OF CREATIVITY

The single Lion in the Impact Track, the Creative Effectiveness Lions commends work that has successfully delivered on its original objectives. The campaigns have already been recognised for creativity at the Cannes Lions festival in previous years and for this Lion the jury must assess their results. "The Creative Effectiveness Lions underpin everything Cannes Lions stands for at a time when our industry is calling for creativity and effectiveness to be seamlessly integrated into the same conversation," says Simon Cook, Managing Director, Cannes Lions.

*Brands have to live  
in the digital reality  
but they can't be  
defined by it*

### 1. Creative 'catalysts' pay off

This year's winners highlight how highly creative short-term initiatives can catalyse a brand's more long term, everyday marketing activity. The short bursts of activity can help reinforce a long-running campaign's objectives. For example, during its Super Bowl activity, Tide continued to run its regular marketing campaign concurrently, including a TV spot specifically for Tide Ultra Oxi, the brand's newest and most effective product.

This approach is what Karen Crum, Head of Strategy at McCann London and the brains behind the Gold-winning Xbox Fanchise Model case study, describes as "functional" and "catalytic" work, with the latter "using social and PR like rocket fuel, igniting brand work across all channels to get it noticed."

### 2. PR and social underpin participation

After a long period where brands were relying on storytelling and emotion as creative strategies, this year, participation was the creative strategy in 50% of shortlisted cases. "Stories alone are insufficient," says Seifert. "You now have to see the actions and experiences that brands create to generate these outcomes." Carrefour generated more than 83,000 signatures for its petition to change EU law, while Xbox turned to its gamer community and invited them to design consoles for each other.

Participation strategies were underpinned by PR and social engagement. For example, It's a Tide Ad encouraged consumers to create their own content based on the Super Bowl campaign with a meticulous social media strategy, bringing influencers and celebrities into the conversation online at various key points during the big game.

### 3. Enduring power of the real

This year's winners showed the importance of planning a holistic customer experience that involves digital channels as well as real life touchpoints and activations. Several awarded campaigns demonstrated how a physical presence for brands can help them connect more effectively with audiences. Carrefour's Black Supermarket centred around an in-store pop-up activation, CALM's Project 84 included a striking outdoor installation and National Safety Council's Prescribed to Death included a memorial wall. "Brands have to live in the digital reality but they can't be defined by it; they need to have some kind of connection to a physical space," says Seifert.





## BEHIND THE GRAND PRIX: BLACK SUPERMARKET

*Defying the law in a  
bid to change it*

### At a Glance

Selling illegal produce that's better for people and the planet

### The Idea

Aligning Carrefour with food quality by showing that it'll risk everything for it

### Lessons

- Communications can change society as well as individual behaviour
- Elevate stories with actions that attract audience participation
- Being brave as a brand means facing up to complexity as well as taking risks

### In-depth

Carrefour wanted to change consumers' perceptions of the brand as a big and ruthless retailer by revealing its long-standing commitment to French agriculture. The retailer's reputation has suffered due to various public scandals about food quality, which while not directly involving Carrefour had hit the industry as a whole and, as one of the biggest supermarkets in France, had hurt the brand's image. "Every time there was such a scandal, we could see the impact on Carrefour's brand love metric," says Sarah Lemarié, Senior Strategic Planner at Marcel Worldwide.

Whereas actually, behind the scenes, Carrefour had developed the biggest high-quality supply chain for food producers in France. The supermarket paid these farmers higher than average fees to ensure that they did not use harmful chemicals and respected the environment. The problem was that French consumers did not know about this.

"We wanted to position Carrefour as the biggest retailer of organic agricultural produce in France," says Lemarié. "And when it briefed us about its intention, we realised there was a bigger story in that agriculture is in the hands of a few corporations that patent all our fruits, vegetables and cereals".

In Europe, 97% of seed varieties are illegal. These 'farmers' varieties' would be the source of healthier products than those on the market, but they are banned in favour of hybrid, pesticide-resistant seeds patented by the agro-chemical industry. This greatly endangered agricultural biodiversity and deprived consumers of a range of products that were richer in nutrients, taste, and better for the environment too.

So, working with Marcel Worldwide, Carrefour started selling illegal varieties of cereals, vegetables and fruit in 400 of its stores nationwide. The Black Supermarkets campaign also saw the retailer sign contracts with producers to protect them, guaranteeing it would pay any fines incurred. It launched a change.org petition demanding that the law be reconsidered, rallying influential ambassadors such as journalists and chefs. Print, outdoor, films and social media turned the illegal producers into national heroes and drove traffic to the petition.

The campaign increased footfall in store by 15% and it successfully overturned an outdated EU law. Carrefour also became a preferred brand to its long-term rival, Leclerc. These results went on to spark an internal shift for the brand. "Carrefour stopped seeing itself as the big bad boss of retail and, for once, it was the hero," says Lemarié. "This triggered a transformation internally which was perfectly timed because it coincided with us working on a new worldwide strategy for Carrefour where the brief concerned shifting from price to quality".

This transformation of Carrefour indicates how the client/ agency relationship is evolving. "We did a very French thing because it's a bit revolutionary in terms of not respecting things and going against the law," says Lemarié. "What makes a lot of our clients afraid is not taking a risk, it's the complexity of these kinds of subjects. It's the hours spent with lawyers, it's the long-term commitment to changing a European law. That's why, increasingly, agencies' role will evolve beyond the traditional one of creating campaigns and extend to guiding clients through profound transformations that require bravery and support."



# THE CREATIVE EFFECTIVENESS WINNERS

What the judges were looking for:

- A correlation between objectives and results
- Idea (25%), Strategy (25%), Results and effectiveness (50%)
- Proof that the activity caused the results
- Ideas that made a brand impact, business impact and cultural impact
- Brands prepared to take a risk
- Storytelling alone isn't enough - stories need to be accompanied with actions
- Work designed to have an impact beyond the medium term
- A focus on hard rather than soft metrics, i.e. growth, sales and marketshare rather than reach, views, impressions
- Case studies that are written simply but with some personality or flavour

## Gold



### It's a Tide Ad, Tide, Saatchi & Saatchi New York

A series of Super Bowl spots claiming that any ad including clean clothes is actually a Tide ad

[See winner at the Work >](#)



### XBox Design Lab Originals: The Franchise Model, Microsoft, McCann London

Enabling gamers to design their own controllers and earn money by selling their creations

[See winner at the Work >](#)

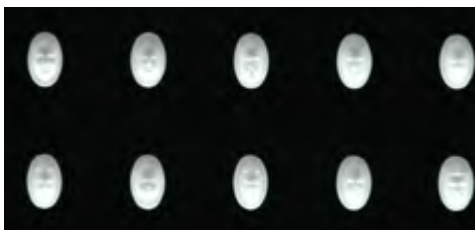


### The All-In Promo, Noblex, David Buenos Aires

Offering a refund on purchases of new TVs if Argentina's football team lost its qualifying World Cup games

[See winner at the Work >](#)

## Silver



### Prescribed to Death, National Safety Council, Energy BBDO Chicago

A memorial showing the faces of 22,000 overdose victims carved onto pills

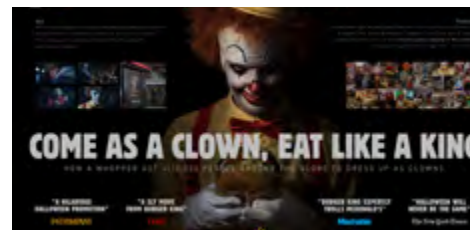
[See winner at the Work >](#)



### Project 84, CALM, Adam&EveDDB London

84 statues of men on top of the ITV tower in London, representing the number of men who commit suicide each week

[See winner at the Work >](#)



### Scary Clown Night, Burger King, Lola MullanLowe Madrid

On Halloween night, Burger King gave a free Whopper to anyone that came in store dressed as its rival's mascot

[See winner at the Work >](#)



# THE CREATIVE EFFECTIVENESS WINNERS

— continued

## Bronze



**Dundee: the Son of a Legend Returns Home, Tourism Australia, Droga5 New York**

A star-studded trailer for a new Crocodile Dundee movie was actually a tourism ad for Australia

[See winner at the Work ›](#)



**Audi / Vorsprung Durch Technik: Beautiful Cars with Amazing Brains, Audi, BBH London**

Taking three words discovered on the wall of an Audi factory in 1982 as the springboard for a new brand platform expressing Audi's 'progressive premium' positioning

[See winner at the Work ›](#)



**Hair Talk, Sunsilk, Wunderman Thompson Bangkok**

The story of a trans girl growing up in Thailand establishing her true identity through growing her hair

[See winner at the Work ›](#)



**#SuperSickMonday, Mucinex, McCann New York**

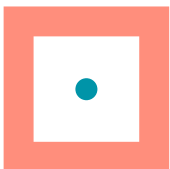
A campaign coining #SuperSickMonday, when Americans call in sick the day after the Super Bowl

[See winner at the Work ›](#)

## A SPOTLIGHT ON INNOVATION LION: LEARNINGS FROM THE LATEST TECH

The Innovation category celebrates ground-breaking innovation, technology and problem solving. The award recognises standalone technological solutions, including tools, products, models and platforms as well as creative campaigns that harness technology. "We were looking for the best idea which had a strong insight and the potential to create long term relevance," says Jury President Bill Yom, Global Creative Director at Cheil Worldwide.

*The critical  
factor is  
empathy*



### 1. Tech to solve real world problems

From pollution clearing paint to furniture add-ons for the disabled, this year all the Innovation Lion winning work was designed to make the world a better place. Sustainability and accessibility were the key causes being addressed, but a range of CSR work made it through to the shortlist stage. "90% of the entries that passed pre-judging were creativity for good," says Jury member Zélia Sakhi, Chief Experience Officer at Virtusize, Tokyo. "When you're judging work side by side - and this is true for all categories - the ones that do good stand out significantly. That's always been true, but this year in this category it was even more so. It is a bit unfair as other ideas deserve recognition, but the fact they are in the same bag makes it difficult."

### 2. Reimagining the client/ agency relationship

This year saw agencies acting as founders, incubators and even VCs, going beyond advertising and their comfort-zones. Behind

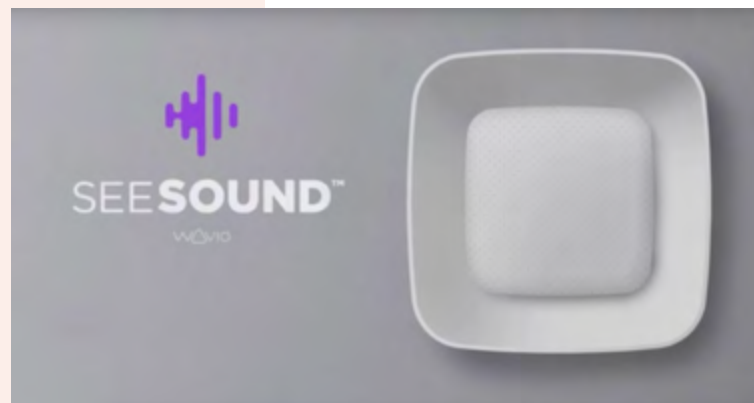
winning work like Area23's See Sound and RBK Communication's Stockholm's Do Black was a watertight agency/ startup partnership, proving that new working models are key for creating innovation. "The future of creativity is about collaboration and changing the business for the brand and the agency," says Yom. "We all looked deep into the relationship between the agency/ startup and the client. We wanted to make sure that the work was driven by the power of collaboration and the synergy of different creative assets."

While the judges were impressed with new working models, the partnerships had to be genuine. "You see the teams that are credible, have bonded and are real," says Sakhi. "But also those that have clearly never met each other before coming on stage and weren't convincing when presenting the work."

### 3. Keeping old ideas alive

Some of the winning projects such as See Sound and TBWA São Paulo's Braille Bricks were up to five years old (the Innovation category accepts work that has been produced over a longer time frame than other categories). As advertising campaigns are often short-lived, the industry has a tendency to move on from ideas quite quickly. These innovation winners illustrate the power of perseverance and evolving an idea over time.

"It was refreshing to see people not let good ideas die because a client said 'no' or because they had already won an award," says Sakhi. "I want to see more of that across the whole festival. I want to see the work evolve. It shows that resilience is a necessary skill in this industry."





## BEHIND THE GRAND PRIX: SEE SOUND

*Empowering the  
deaf with a device  
that hears for you*

### At a Glance

Using machine learning to translate sounds into texts

### The Idea

To alert the deaf as to what's going on around them

### Lessons

- The data you need to train a machine learning model could be right under your nose
- Form deep partnerships with your collaborators
- Innovation to help the disabled should be seen as far more than an inclusivity project; it can lead to whole new business opportunities

### In-depth

Whether it's a tap left running or a child crying out for help, most of us receive important signals about our environment through sound. For a deaf person, not being able to hear sounds and act accordingly can put themselves, their environment and others at risk.

When a member of FCB-owned Area23, New York, presented her idea to help the deaf community, the whole agency got onboard. A diverse team including product designers, technologists and project managers created a prototype for a smart home hearing system — a device that could translate sounds into text alerts for the deaf.

They soon discovered a startup with the same idea. "Wavio had created the software but had no plans to develop a hardware product," Hawkey explains. "We decided to form a partnership, where Area23 would be the hardware lead and Wavio would lead on the software".

While there were already devices on the market that could identify one type of sound, such as a doorbell ringing, there was no product that could distinguish between different noises. This was due to a lack of data. "In order to train an AI model how to differentiate sounds, you need millions of sound samples," says Hawkey. "That would be a very laborious task."

The answer, which delighted Cannes Lions Jury members and attendees, turned out to be YouTube. Working with Google, the team were able to train their software with two million audio-tagged YouTube videos. By feeding the algorithm 10,000

samples of somebody shouting, for example, the technology was able to compare this data with new sounds and learn how to recognise the sound of a shout.

"With the considerable resources of the agency, we were able to accelerate the project through to working prototypes and testing in homes," says Hawkey. The device listens out for sounds that would be inconvenient or dangerous to not hear, from the beep of a washing machine to the shriek of a fire alarm. After detecting an important sound, the system sends a text message to the deaf user alerting them of what's happening.

Having never built a product end-to-end, the project has been a huge learning curve for the agency. "It's not what we have been staffed for or are built to do," says Hawkey. "This is a very different working model but one we've learned a lot from and that will help us service our clients better."

Their work is far from over. Area23 is continuing to work with Wavio to commercialise the product, which will mean seeing it through manufacturing, distribution and sales. "The intensity for the project pre-Cannes has been maintained post-Cannes. We're fully committed," says Hawkey. "Since winning the Grand Prix, the response from the deaf community has been overwhelming. Thousands of people are saying they don't just want this product, they need it."

He hopes that See Sound will also inspire more people to create businesses designed for disabled people. "Disability is not just something that can help a brand be inclusive: it is a potential billion dollar business area," says Hawkey. "I hope to see disability represented for years to come and not just have it be the cause du jour for 2019."



# THE INNOVATION LIONS WINNERS

What the judges were looking for:

- Solutions to real world problems
- Great ideas that were elevated with technology
- Work based on a human insight
- A collaborative working process
- Commitment to an idea and its evolution
- True partnerships between startups and agencies
- Authenticity, rather than work designed to win an award

## Gold



### Changing the Game, Microsoft, McCann USA

A gaming controller for people with limited mobility

[See winner at the Work >](#)

## Silver



### ThisAble, Ikea, McCann Tel Aviv

Furniture add ons to make existing pieces more accessible to the disabled

[See winner at the Work >](#)



### Braille Bricks, Dorina Nowill Foundation for the Blind, TBWA São Paulo

Lego-like bricks that teach kids braille as they play

[See winner at the Work >](#)

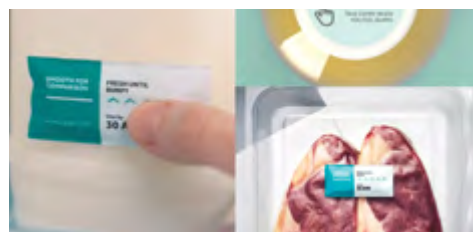
## Bronze



### This is a Tree, Pacific Paints, TBWA Makati City

Paint that cleans polluted air

[See winner at the Work >](#)



### Mimica, R/GA United Kingdom

A sticker that tells you when your food has gone stale

[See winner at the Work >](#)



### Do Black, Doconomy, RBK Communication Stockholm

A credit card that maxes out when you've spent your carbon limit

[See winner at the Work >](#)



## A SPOTLIGHT ON CREATIVE STRATEGY LIONS: THE IDEA BEHIND THE IDEA

2019 marked the first year of the Creative Strategy Lions, Cannes Lions' newest awards that celebrate brilliance in strategic planning. The Lions are dedicated to strategies that redefine a brand, reinvent a business or influence consumers and wider culture. "We were laser focused on the input rather than the execution, which is what makes this category uniquely special," says Jury member Ian Davidson, Executive Director, Strategy & Insights at VMLY&R.

Good strategy  
starts with  
novel research

### 1. Solving problems through new products

A significant proportion of the winners are product development submissions rather than more traditional campaign work. "Product development requires understanding the friction in somebody's life and then having the courage and brand ability to solve it," says Davidson. "The more the idea moves towards experience, the more it's going to intercept with people's lives."

For example, Cheil Worldwide's Bronze Lion-winning Firevase is a flower vase that doubles as a throwable fire extinguisher. Meanwhile, Grey London's Bronze Lion-winning razor for Gillette helps people shave others who can no longer do it for themselves.

### 2. Good strategy starts with novel research

Winners demonstrated how interrogating a problem in an unusual way can lead to deeper and more refreshing insights. "The way you approach research before the brief matters a lot," says Davidson. "Good strategy starts with novel research. If it got a Lions, the chances are the research had something different about it."

For example, Wunderman Thompson New York was able to design a line of clothing that met the needs of disabled people because it worked alongside them. While making Tommy Hilfiger Adaptive, the team worked according to their mantra, "nothing about us without us". By working with disabled people throughout the process, the team were able to discover multiple insights that led to life changing products.

### 3. A plea for more long-term brand building

Jury members were disappointed about the lack of long-term effectiveness case studies entered into the Creative Strategy Lions, especially in light of a recent report by Peter Field criticising the increasingly short-term and disposable nature of marketing.

Jury member Amanda Feve, Partner and Chief Strategy Officer at Anomaly Amsterdam, believes the shift to short-term is partly due to the changing nature of client/ agency relationships. "We're moving from having decades-long relationships, where an agency sometimes knows more about a brand and its business than the client, to a situation where work is more project based and transactional," she says.

Both the Grand Prix winner, The E.V.A. Initiative, and Gold-winning campaign Viva la Vulva demonstrate more long-term approaches to advertising. "Volvo's campaign has the ability to impact the world more in five or 10 years from now than it does today," says Davidson. Meanwhile, Feve believes Essity's success with Viva la Vulva was largely thanks to the strong agency/ client relationship. "It was only by doing a succession of amazing work in feminine care that the brand was able to do this product extension into intimate care," she says. "They'd built trust with client so that everybody was willing to take a brave leap."





## BEHIND THE GRAND PRIX: THE E.V.A. INITIATIVE

*Making all cars  
safer for women*

### At a Glance

A public library of research about the gender crash gap that empowers all automakers to close it

### The Idea

To continue Volvo's legacy of putting people's safety before its competitive advantage

### Lessons

- Data become more powerful when humanised and made relatable
- Deliver purpose through your product, where the cause you stand for is inextricable from the product you sell
- Think long term about what impact you can make. Make your work worth celebrating in years to come

### In-depth

60 years ago, Volvo released its patent for the 3-point seatbelt, making all cars safer for people across the globe. The brand tasked Forsman & Bodenfors, Gothenburg, to celebrate this anniversary and strengthen Volvo's positioning as the number one safety car brand.

The team knew that across regions, women influence up to 85% of all car purchases, and in the US are responsible for 60% of car purchases. Of the features most important to women, safety comes out on top. However, women are not as safe as men in most cars. Globally, women are 47% more likely to be seriously injured, 71% more likely to be moderately injured and 17% more likely to die in a car crash. This gender crash gap is the result of the fact that most cars are tested on male crash test dummies.

"We learned that Volvo is one of the few car brands that has used proper female crash test dummies, which we found very interesting," says Forsman & Bodenfors Art Director Sophia Lindholm. "But during meetings and research with Volvo's safety department we learned that the big deal isn't the dummies, it is the data."

Since the 1970s, Volvo has been collecting real-life collision data on accidents involving both men and women and using this research to make its cars safe for people of all sizes and genders.

To prove how much Volvo cares about safety, the team decided to release this data. In doing so, Volvo would help make all cars safer across the world, just as it had done in 1959. The research, which included data from more than 43,000 collisions and 72,000 people, was presented in a digital library that anyone could download.

While the campaign wanted to provide a tool for the rest of the automotive industry, it also needed to create awareness around the gender crash gap, which few people knew about. The team created a video to launch the idea, working with a dancer to demonstrate the most common crash injuries among women via choreography.

"We turned the massive amount of data into something relatable and more human that would instantly grab your attention," says Lindholm. "We chose a tonality that was both very serious but also had a bit of hope and energy. Which is different to the current creative landscape for a car brand, where live footage and realistic shots take up a great deal of space."

The campaign is still active and the research has been downloaded more than 17,000 times. "Giving away 50 years of advantage towards competing brands for free might sound like a pretty hard idea to pitch, but our client loved it from the start," says Forsman & Bodenfors Art Director Karl Risenfors.

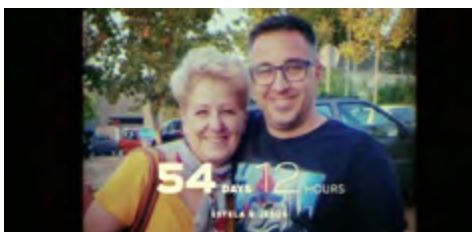


# THE CREATIVE STRATEGY LIONS WINNERS

## What the judges were looking for:

- A beautifully constructed argument – the written element of an entry is crucial for this Lions
- Entries that were tailored rather than repurposed from submissions to other categories
- New or novel approaches to research
- Submissions that made an effort to earn the judges' attention, just as ads do in the real world
- More long-term effectiveness case studies and brand building
- Work that interrogated a problem
- Breakthrough thinking, a creative leap that felt fresh and unexpected
- Departures from award show conventions – how can you make sure your case study video isn't cliché?
- Stronger results than vanity metrics ("Impressions don't impress us!" says Jury member Amanda Feve, Partner and Chief Strategy Officer at Anomaly Amsterdam)

## Gold



### The Time We Have Left, Leo Burnett Madrid, Spain

An online tool that calculates how much time people have left to spend together, for Ruavieja

[See winner at the Work ›](#)



### Viva La Vulva, Essity

A film celebrating the diversity and beauty of vaginas

[See winner at the Work ›](#)



### Endangered Syndrome, FCB Canada Toronto, Canada

A campaign appealing for people with Down syndrome to be considered an endangered species

[See winner at the Work ›](#)

## Silver



### Kingo, Ogilvy Guatemala City, Guatemala

A product making energy more affordable for people living in remote communities

[See winner at the Work ›](#)

## Silver



### Unforgettable Bag, Grey Malaysia Petaling Jaya, Malaysia

A Tesco shopping bag with a bar code enabling customers to get rewarded every time they reuse it

[See winner at the Work ›](#)



### Refurbished Tweets, BETC Paris, France

Using celebrities' old Tweets about their phones to advertise Back Market's refurbished devices

[See winner at the Work ›](#)



### A World Without Borders, Ogilvy Colombia Bogotá, Colombia

Discounts on Aeromexico flights for Americans that depend on how Mexican their DNA is

[See winner at the Work ›](#)



### Lifebuoy #HelpAChildReach5, Lowe Lintas Mumbai, India

A programme to help children in India reach 5 years-old through the simple act of washing their hands

[See winner at the Work ›](#)

# THE CREATIVE STRATEGY LIONS WINNERS

— continued

## Bronze



### Project 84, CALM, adam&eveDDB London

84 statues of men on top of the ITV tower in London, representing the number of men who commit suicide each week

[See winner at the Work >](#)



### Gillette Treo, Grey London, UK

A razor designed for caregivers to use on those who can no longer shave themselves

[See winner at the Work >](#)



### Where You Belong, Friends Moscow, Russia

A campaign by Russian domestic airline Utair about the nostalgia of taking trips home

[See winner at the Work >](#)



### Nike Dream Crazy, Wieden+Kennedy Portland, USA

A campaign celebrating Colin Kaepernick and other athletes who have overcome barriers to achieve their dreams

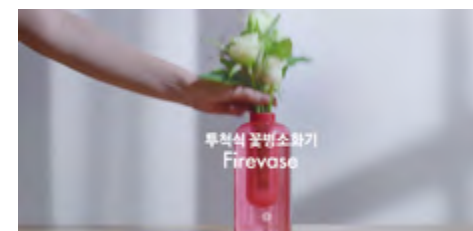
[See winner at the Work >](#)



### Tommy Hilfiger Adaptive, Wunderman Thompson New York, USA

A fashion line designed for disabled people

[See winner at the Work >](#)



### Firevase, Cheil Worldwide Seoul, South Korea

A flower vase that doubles as a throwable fire extinguisher, by Samsung

[See winner at the Work >](#)

## Bronze



### I Am Trash, Les Fleurs Du Déchet, Ogilvy Paris, France

A perfume made of rubbish to challenge the amount of waste created by the luxury industry

[See winner at the Work >](#)



### ThisAble, McCann Tel Aviv, Israel

Free add-ons to make Ikea furniture more accessible to disabled people

[See winner at the Work >](#)



### Safety Hub, Che Proximity Melbourne, Australia

A platform that pays Australians to make their homes safer, from insurer NRMA

[See winner at the Work >](#)



### Touch of Care India, Publicis Singapore, Singapore

Films that redefine what family is in modern India by celebrating the power of care, by Vicks

[See winner at the Work >](#)



# HOLDING COMPANY OF THE YEAR

## Omnicon’s Reign Continues Into 2019

The Holding Company of the Year winner is the holding company whose member companies obtain the most points for shortlisted and awarded entries.

This year, **Omnicon** fended off both **Interpublic Group** and **WPP** to accrue 207 lions and retain their title from 2018.

“It’s truly an honor to win the most creative holding company for the second year in a row.” commented John Wren, Chairman and CEO of Omnicom Group. “However, it’s important to remember that holding companies don’t win awards, people do. I want to congratulate all of our people on their tireless efforts to create exceptional work for our clients.”

**Interpublic Group** moves up from third to second place in 2019 with 158 lions, after vital contributions from the **McCann Worldgroup** and **FCB** networks. This year is **Interpublic’s** fifth amongst the top three Holding Companies.

**WPP** followed closely after, with another well-rounded year that saw dependable winnings from **Grey**, **Ogilvy** and **VMLY&R**.

### 2019

Rank	Holding Company
1	OMNICOM
2	INTERPUBLIC GROUP
3	WPP
4	PUBLICIS GROUP
5	DENTSU GROUP
6	MDC PARTNERS
7	HAVAS GROUP
8	BLUEFOCUS GROUP
9	HAKUHODO DY HOLDINGS
10	ENERO

# NETWORK OF THE YEAR

## McCann Worldgroup Take Their Place as Network of the Year in 2019

Network of the Year is awarded to the network whose member companies obtain the most points for winning and shortlisted entries.

For the first time on record, **McCann Worldgroup** are Network of the Year, rising from fourth-place in 2018.

“We are very proud to win this honour at Cannes this year recognizing our creative work from so many countries, clients and disciplines, across all platforms and Lions categories,” said Harris Diamond, Chairman & CEO of McCann Worldgroup. “Thanks to the inspired leadership of [Global Creative Chairman] Rob Reilly, our incredibly diverse and talented creative staff is driving our business, and that of our clients, forward with real results.”

**DDB Worldwide** came in as runners up. They have continued to climb the rankings since finishing fifth in 2015. Their earnings this year include 69 lions, of which 15 are gold.

**FCB** take a huge leap from eleventh place in 2018 to finish third. Their winnings amount to 44 lions that include 3 Grands Prix in the Direct, Mobile and Creative Data Lions.

### 2019

Rank	Network
1	McCANN WORLDGROUP
2	DDB WORLDWIDE
3	FCB
4	BBDO WORLDWIDE
5	TBWA WORLDWIDE
6	OGILVY
7	GREY
8	WIEDEN + KENNEDY
9	DROGA5
10	VMLY&R
11	PUBLICIS WORLDWIDE
12	LEO BURNETT
13	MDC PARTNERS
14	MULLENLOWE GROUP
15	WUNDERMAN THOMPSON (work created as J. WALTER THOMPSON)
16	SCHOLZ & FRIENDS
17	DENTSU
18	ACCENTURE INTERACTIVE
19	BETC
20	CHEIL WORLDWIDE



## HEALTHCARE NETWORK OF THE YEAR

### McCann Health Make A Comeback In 2019

The Healthcare Network of the Year award goes to the healthcare network that obtains the most points for winning and shortlisted entries in the Health & Wellness and Pharma Lions.

**McCann Health** have reclaimed first-place after a year out of the top three in 2018. Their Shanghai branch were crucial to their success and took home a Grand Prix in the Pharma Lions for a smartphone-enabled diagnostic application. 'Breath of Life', for GSK, sought to raise awareness and diagnoses of COPD in China.

Commenting on their achievement, Matt Eastwood, McCann Health Global Chief Creative Officer said, "It has been incredibly gratifying to be named Healthcare Network of the Year for a third year at Lions Health, we feel humbled by the recognition. This is a confirmation of the effort we, as a global network, put behind our creative product on behalf of our clients, who have been true partners and without whom this would not have been possible."

**FCB Health** follow as runners up this year and maintain a top-2 position for the third year running.

Finally, it was **Havas Health & You** at third. They drop one place after coming in at second in 2018.

#### 2019

Rank	Network
1	McCANN HEALTH
2	FCB HEALTH
3	HAVAS HEALTH & YOU
4	PUBLICIS HEALTH



## MEDIA NETWORK OF THE YEAR

### Mindshare Take Pole Position In 2019

The Media Network of the Year winner is the media network whose member companies obtain the most points for winning and shortlisted entries in the Media Lions.

**Mindshare** lead as Media Network of the Year for the first time on record, climbing from a third-place finish in 2018 and an eleventh-place finish in 2017. Their winnings include Lions for 'The Infection Alert System' for **Lifebuoy** and 'Hacking Prime Day' for **General Mills**.

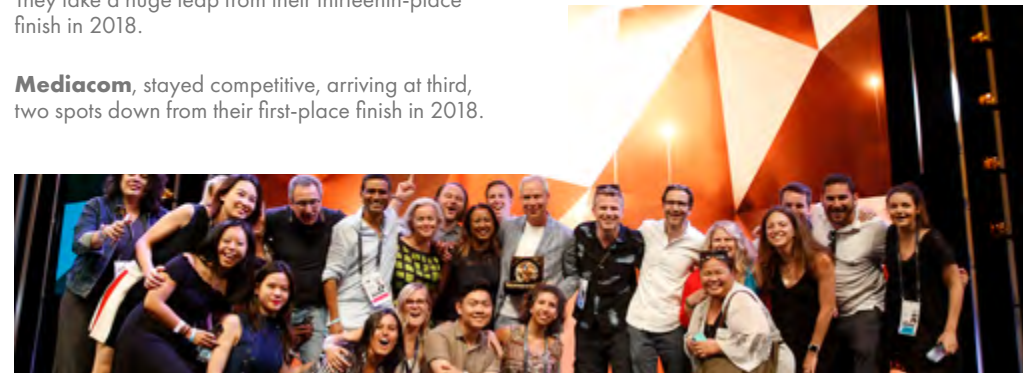
Speaking on the achievement, Nick Emery, Global Chief Executive of Mindshare, said: "Mindshare has had a great 2019 and winning the Cannes Media Network of the Year topped it all off. Cannes remains the creative pinnacle and for a company founded on and rooted in creativity and invention in all its forms, we were over the moon to win and to celebrate excessively together. Thank you."

In at second, **Starcom** worked on key media placements for multiple award-winning campaigns including 'You Seeing This?' for **ESPN x NBA**. They take a huge leap from their thirteenth-place finish in 2018.

**Mediacom**, stayed competitive, arriving at third, two spots down from their first-place finish in 2018.

#### 2019

Rank	Network
1	MINDSHARE
2	STARCOM
3	MEDIACOM
4	PHD WORLDWIDE
5	INITIATIVE
6	WAVEMAKER
7	OMD WORLDWIDE
8	ZENITH
9	BLUE 449
10	UM



## NETWORK BY REGION – ASIA PACIFIC

### BBDO Worldwide Prevail in the East

**BBDO Worldwide** have emerged as the dominant network of the Asia Pacific region after tremendous results from **BBDO Pakistan, Lahore** (who, alone, won four trophies) and their Bangkok branch. Winning campaigns included 'Truck Art Childfinder' produced for **Berger Paints** and 'The Bridal Uniform' for **UN Women**, which sought to mobilise the Pakistani community against child marriages.

David Lubars, Chief Creative Officer, BBDO Worldwide, stated: "With nine BBDO agencies contributing to our Regional Network of the Year performance, it speaks to the depth and breadth and quality of our work coming out of the Asia-Pacific region."

**Dentsu** took the runner-up position, demonstrating an established position within the region. They found success across a wide breadth of lions, with trophies earned in Brand Experience & Activation, Direct, eCommerce, Entertainment Lions for Sport, Film, Film Craft, Industry Craft, Mobile and Social & Influencer Lions.

Meanwhile, the **Ogilvy** network arrived in at third with standout performances from the Bangkok and Hong Kong offices.

#### 2019

Rank	Network
1	BBDO WORLDWIDE
2	DENTSU
3	OGILVY
4	GREY
5	TBWA WORLDWIDE
6	CHEIL WORLDWIDE
7	McCANN WORLDGROUP
8	DDB WORLDWIDE
9	ACCENTURE INTERACTIVE
10	FCB

## NETWORK BY REGION – EMEA

### McCann Worldgroup Tops the Podium in Europe, the Middle East and Africa

After standout results from **McCann, Tel Aviv**, including a Grand Prix in the Health and Wellness Lions, and a bounty of gold Lions from Paris and London, **McCann Worldgroup** has emerged as the most successful network within the region. Their achievement is owed, in part, to the range of metal in their trophy cabinet; 10 Silver and over 15 Bronze Lions, as well as a large back-catalogue of shortlisted entries.

Adrian Botan, President Creative Council Europe, McCann Worldgroup commented:

"To have achieved this in a time when our industry is in the midst of exciting changes – with purpose driven work around important social issues for major brands central to so much of the work recognised this year – is inspirational and highly motivating. Thank you to Cannes Lions and our innovative industry peers with whom we share these accolades."

**DDB Worldwide** follow closely-behind in second place. Major wins, for them, include a Gold Lion for their 2018 **John Lewis** Christmas advert, 'The Boy and the Piano' and multiple Golds for 'My Life as an NPC' produced for videogame company, **Ubisoft**.

In at third, **BBDO Worldwide** saw a number of impressive wins and a Grand Prix for **Impact BBDO, Dubai**'s campaign 'The Blank Edition', for **An-Nahar** aimed at breaking the government deadlock in Lebanon.

#### 2019

Rank	Network
1	McCANN WORLDGROUP
2	DDB WORLDWIDE
3	BBDO WORLDWIDE
4	TBWA WORLDWIDE
5	PUBLICIS WORLDWIDE
6	FCB
7	SCHOLZ & FRIENDS
8	VMLY&R
9	MULLENLOWE GROUP
10	GREY

## NETWORK BY REGION – LATIN AMERICA

### The Ogilvy Network Leads in Latin America

Combined successes from **David, São Paulo; David, Buenos Aires** and **Ogilvy, São Paulo** see the **Ogilvy** network as a first-place incumbent within the Latin America region. Their winning campaigns included 'Burn That Ad' for **Burger King**, 'The All-In Promo' for **Noblex** and 'Pet Commerce' for **Petz**, all of which took home Gold Lions.

Speaking on their success, CCO of Latin America, Ogilvy, John Forero, said: "Being the Latin American Network of the Year according to the most important advertising festival in the world, is not the recognition only of a great creative team. It is a recognition of creativity as a culture of all the people who go to work every day in a building that says Ogilvy at the entrance."

In at second, DDB Worldwide saw impressive results from **Fahrenheit DDB, Lima** and **Africa, São Paulo** amongst their other South American-based agencies. One campaign, 'Perussian Prices', produced by **Fahrenheit DDB, Lima** for **Plaza Vea** during the World Cup, won gold in both the PR and Brand Experience & Activation Lions.

**Grey** followed in at third, taking home 18 Lions from their agencies in the region and a large bulk of shortlisted entries. 2019 saw especially high trophy winnings from their São Paulo and Buenos Aires branches.

#### 2019

Rank	Network
1	OGILVY
2	DDB WORLDWIDE
3	GREY
4	VMLY&R
5	WUNDERMAN THOMPSON (work created as J. WALTER THOMPSON)
6	BBDO WORLDWIDE
7	WIEDEN & KENNEDY
8	PUBLICIS WORLDWIDE
9	MULLENLOWE GROUP
10	BETC

## NETWORK BY REGION – NORTH AMERICA

### FCB Thrive in Canada and the USA

**FCB** enjoyed a blockbuster year in the North America region with over 20 award-winning entries and three Grands Prix. Their 'Whopper Detour' campaign captured the highest accolade in both the Direct and Mobile Lions and their social consciousness campaign 'Go Back to Africa', produced by **FCB/SIX Toronto**, took the crown in the Creative Data Lions.

*"At FCB, we don't set out to win awards; we set out to prove that creativity is an economic multiplier in both the short term and the long term. This recognition from Cannes Lions is particularly gratifying because it comes from an organization that believes passionately in creativity that drives business results." Commented Susan Credle, FCB.*  
*"When we celebrate work that our clients say contributes directly to the value of their business, our industry's future becomes much brighter."*

As runners-up, **McCann Worldgroup** had plenty to celebrate with two Grands Prix campaigns in the Brand Experience & Activation and Industry Craft Lions.

**Wieden & Kennedy** brought home 27 of their own trophies, including a Grand Prix and Titanium Lion for their widely acclaimed 'Nike Dream Crazy' campaign.

#### 2019

Rank	Network
1	FCB
2	McCANN WORLDGROUP
3	WIEDEN & KENNEDY
4	DROGA5
5	TBWA WORLDWIDE
6	OGILVY
7	DDB WORLDWIDE
8	BBDO WORLDWIDE
9	VMLY&R
10	MDC PARTNERS

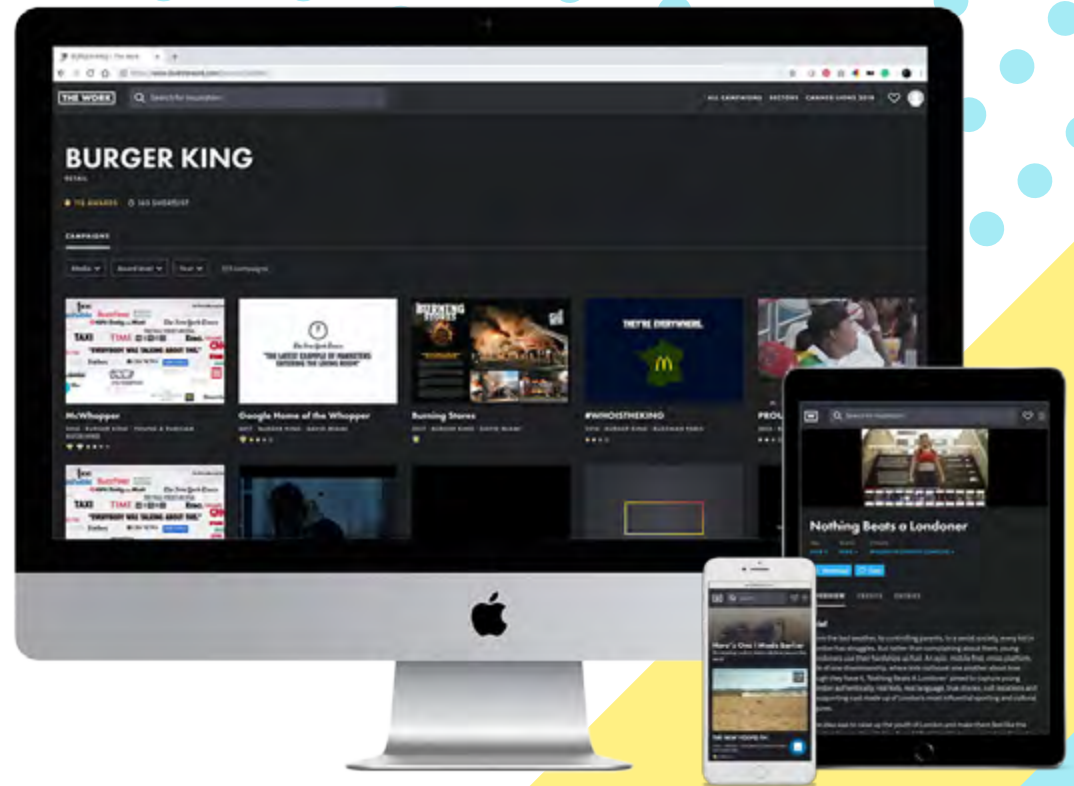


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**THE WORK**



# AGENCY OF THE YEAR

## Wieden + Kennedy Leap to First Place in 2019



The Agency of the Year award goes to the agency that obtains the most points for winning and shortlisted entries across all of the Lions. This year it was **Wieden + Kennedy's** Portland branch that stole the show with an outstanding **20** Lions to their name.

They saw off fierce competition from **McCann New York**, who climbed from a fourth-place finish in 2018 to second in 2019, marking the agency's fourth year in a row within the top five ranks.

Finally, it was **Droga5 New York** who secured the third position, rising significantly from their 13-spot last year and earning a highly-coveted Campaign Grand Prix in the Film Craft Lions.

## Agency of the Year 2019

Rank	Agency	City	Location
1	WIEDEN+KENNEDY	Portland	USA
2	McCANN NEW YORK	New York	USA
3	DROGA5	New York	USA
4	AMVBBDO	London	United Kingdom
5	FCB NEW YORK	New York	USA
6	TBWA\CHIAT\DAY	New York	USA
7	DAVID	Miami	USA
8	FCB INFERNO	London	United Kingdom
9	LOLA MULLENLOWE	Madrid	Spain
10	SCHOLZ & FRIENDS	Berlin	Germany
11	adam&eveDDB	London	United Kingdom
12	FCB CHICAGO	Chicago	USA
13	TBWA\PARIS	Paris	France
14	McCANN	Tel Aviv	Israel
15	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
16	VMLY&R	Kansas City	USA
17	DDB PARIS	Paris	France
18	AKQA	São Paulo	Brazil
19	McCANN PARIS	Paris	France
20	VMLY&R POLAND	Warsaw	Poland

## AGENCY OF THE YEAR BY TRACK

### Agency of the Year 2019 - Communication

Rank	Agency	City	Location
1	WIEDEN + KENNEDY	Portland	USA
2	DROGA5	New York	USA
3	McCANN NEW YORK	New York	USA

### Agency of the Year - Craft

1	DROGA5	New York	USA
2	DDB PARIS	Paris	France
3	VIRTUE COPENHAGEN	Copenhagen	Denmark

### Agency of the Year - Entertainment

1	WIEDEN + KENNEDY	Portland	USA
2	AKQA	São Paulo	Brazil
3	VMLY&R	Kansas City	USA

### Agency of the Year 2019 - Experience

Rank	Agency	City	Location
1	McCANN NEW YORK	New York	USA
2	RBK COMMUNICATION	Stockholm	Sweden
3	LEO BURNETT CHICAGO	Chicago	USA

### Agency of the Year - Good

1	VMLY&R POLAND	Warsaw	Poland
2	AMVBBDO	London	United Kingdom
3	CLEMENGER BBDO MELBOURNE	Melbourne	Australia

### Agency of the Year - Reach

1	VMLY&R	Kansas City	USA
2	FORSMAN & BODENFORS	Gothenburg	Sweden
3	FCB NEW YORK	New York	USA

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# HEALTHCARE AGENCY OF THE YEAR

## McCann Health, Shanghai, Emerge From 2019 With a Grand Prix



The Healthcare Agency of the Year goes to the healthcare agency that obtains the most points for winning and shortlisted entries in the Health & Wellness and Pharma Lions.

After a year out from the top three, a **McCann Health** office return to take the top spot. It was their Shanghai branch that stood out, winning the Pharma Lions Grand Prix and a Gold Lion for their ‘Breath of Life’ campaign, which saw the agency help build a diagnostic tool for **GSK** and raise awareness of Chronic Obstructive Pulmonary Disease in China. COPD affects roughly 100m adults in China, but only around 7% are diagnosed.

“McCann Health Shanghai being recognized as Healthcare Agency of the Year shows the level of creativity the team has pushed forth boldly on for brands,” said Matt Eastwood, McCann Health’s Global Chief Creative Officer. “In addition, the team winning the Pharma Grand Prix, the first awarded in three years, for its the Breath of Life

campaign for client GlaxoSmithKline, further demonstrates that our teams have stepped up to meet the challenge to continue to expand the horizon of healthcare communications.”

Remaining consistent, **Area 23 New York** are in at second place. This year marks their third in a row at either first or second. Finally, **Havas Lynx Manchester** came in at third, contesting closely but dropping two places since 2018.

### Healthcare Agency of the Year 2019

Rank	Agency	City	Location
1	McCANN HEALTH	Shanghai	China
2	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
3	HAVAS LYNX	Manchester	United Kingdom
4	McCANN HEALTH	São Paulo	Brazil
5	LANGLAND	Windsor	United Kingdom
6	McCANN HEALTH NEW YORK	New York	USA
7	PUBLICIS LIFE BRANDS	London	United Kingdom
8	FCB HEALTH BRASIL	Sao Paulo	Brazil

# INDEPENDENT AGENCY OF THE YEAR

## Wieden & Kennedy, Portland, Sweep the Agency Rankings



The winner of the Independent Agency of the Year Award is the independent agency that obtains the most points for winning and shortlisted entries.

In a call back to their success from 2013, **Wieden & Kennedy, Portland**, emerge as the top-ranking independent agency of the year. The West-Coast agency have finished within the top five for every year on record.

**Droga 5, New York** appear in second place to sustain an outstanding record in the award, having ranked in first or second place every year since 2015.

**JohnxHannes, New York** break into third place this year after entertaining juries with their Super Bowl ad 'Expensify Th!\$' for receipt app Expensify, picking up Gold in the Entertainment Lions for Music and Film Craft Lions.

### Independent Agency of the Year 2019

Rank	Agency	City	Location
1	WIEDEN + KENNEDY	Portland	USA
2	DROGA5	New York	USA
3	JOHNXHANNES NEW YORK	New York	USA
4	RBK COMMUNICATION	Stockholm	Sweden
5	DROGA5	London	United Kingdom
6	WIEDEN + KENNEDY	São Paulo	Brazil
7	MOTHER NEW YORK	New York	USA
8	TECH AND SOUL	São Paulo	Brazil
9	MOTHER	London	United Kingdom
10	180HEARTBEATS + JUNG VON MATT	Warsaw	Poland
11	MOTHER	London	United Kingdom
12	SPECIAL GROUP	Sydney	Australia
13	WIEDEN+KENNEDY AMSTERDAM	Amsterdam	The Netherlands
14	VAYNERMEDIA	New York	USA
15	BENSIMON BYRNE	Toronto	Canada
16	SERVICEPLAN FRANCE	Paris	France
17	VENABLES BELL & PARTNERS	San Francisco	USA
18	ARTPLAN	Brasilia	Brazil
19	FALKON CONTENT	Los Angeles	USA
20	TRY REKLAME	Oslo	Norway

## INDEPENDENT AGENCIES OF THE YEAR BY TRACK

Rank	Name	City	Location
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### Independent Agency of the Year - Communication

1	WIEDEN + KENNEDY	Portland	USA
2	DROGA5	New York	USA
3	WIEDEN + KENNEDY	São Paulo	Brazil

### Independent Agency of the Year - Craft

1	DROGA5	New York	USA
2	DROGA5	London	United Kingdom
3	JOHNXHANNES NEW YORK	New York	USA

### Independent Agency of the Year - Entertainment

1	WIEDEN + KENNEDY	Portland	USA
2	JOHNXHANNES NEW YORK	New York	USA
3	ARTPLAN	Brasilia	Brazil

Rank	Name	City	Location
------	------	------	----------

### Independent Agency of the Year - Experience

1	RBK COMMUNICATION	Stockholm	Sweden
2=	SERVICEPLAN FRANCE	Paris	France
2=	TECH AND SOUL	São Paulo	Brazil
2=	VAYNERMEDIA	New York	USA

### Independent Agency of the Year - Good

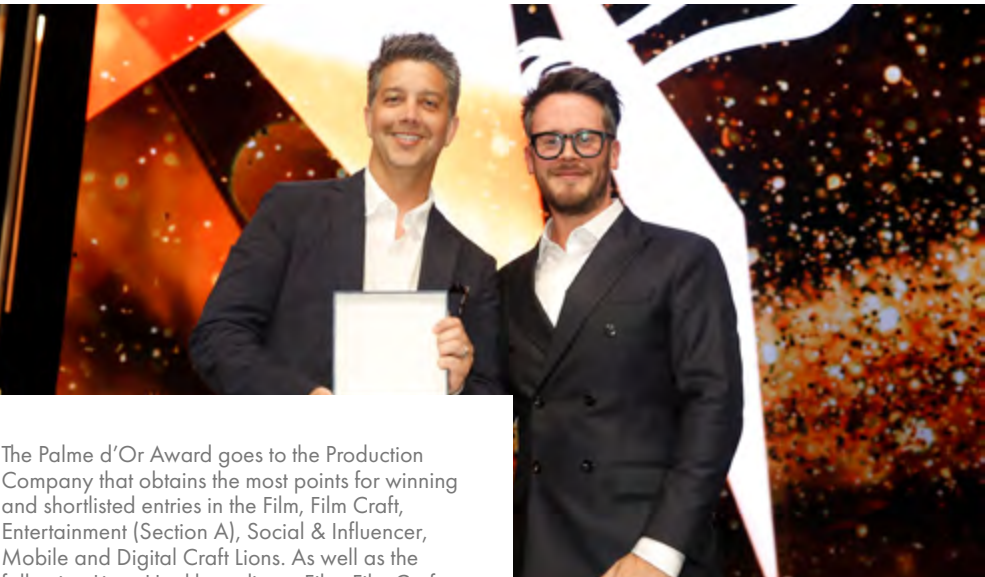
1	RBK COMMUNICATION	Stockholm	Sweden
2	WIEDEN + KENNEDY	Amsterdam	The Netherlands
3	SERVICEPLAN GERMANY	Munich	Germany

### Independent Agency of the Year - Reach

1	WIEDEN + KENNEDY	Portland	USA
2	TECH AND SOUL	São Paulo	Brazil
3	DROGA5	New York	USA

# PALME D'OR

## Park Pictures Capture the 2019 Palme d'Or



The Palme d'Or Award goes to the Production Company that obtains the most points for winning and shortlisted entries in the Film, Film Craft, Entertainment (Section A), Social & Influencer, Mobile and Digital Craft Lions. As well as the following Lions Health mediums: Film, Film Craft, Branded Content & Entertainment, Digital, Digital Craft and Mobile.

This year, bi-coastal production company **Park Pictures, USA** beat out fierce competition from rivals to secure the Palme d'Or. Their tally included 19 awards at the festival, including a Titanium Lion for 'Nike Dream Crazy'.

**Hungry Man, USA** competed closely after their involvement with multiple Grand Prix-winning campaigns, including 'Generation Lockdown' for **March for Our Lives** and 'Changing the Game' for **Xbox**.

Then it was **Somesuch, UK** who arrived third, a return to the rankings after their 2016 finish, when they came in twentieth.

### Palme d'Or 2019

Rank	Agency	Location
1	PARK PICTURES	USA
2	HUNGRY MAN	USA
3	SOMESUCH	United Kingdom
4	BUCK	USA
5	BISCUIT FILMWORKS	USA
6	SMUGGLER	USA
7	SOMESUCH	USA
8=	HWY 61 FILMS	USA
8=	SAVILLE	USA
10	EPOCH FILMS	USA
11	MJZ	USA
12	FURLINED	USA
13	FINAL CUT	USA
14	ICONOCLAST	France
15	SIGNIFICANT OTHERS	USA
16	ANORAK	Germany
17	STORIES	Switzerland
18	MAKEMEPULSE	France
19	HECHO STUDIOS	USA
20	COSMO STREET	USA



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# CREATIVE BRAND OF THE YEAR

## Burger King Find Success with Disruptive Campaigns



The Creative Brand of the Year Special Award is given to the Brand who obtains the most points for winning and shortlisted work across all the Cannes Lions awards.

Of over 20 submitted or winning entries, it was ‘The Whopper Detour’ that stood out. **FCB New York’s** guerrilla stunt sought to geofence rival brands by turning 14,000 of their stores into activation spots for a **Burger King** whopper burger discount. The campaign earned three Grands Prix and five Gold Lions. Further to this, the campaign was viral online and boosted Twitter mentions for the brand by 818%, garnered 3.5 billion impressions and produced \$40 million in earned media.

This disruptive approach is characteristic of **Burger King**. In the Print and Publishing Lions the brand also earned a Gold Lion for ‘Birthday Clowns’;

a campaign which poked fun at their rivals by depicting the scarier side of spending a birthday with a clown.

Their strategy has proven successful. The brand’s final trophy tally is 40, with Bronze, Silver, Gold, Grand Prix and Titanium Lions awarded in a wide range of categories.



### Creative Brand Of The Year 2019

Rank	Company
1	BURGER KING
2	NIKE
3	IKEA
4	APPLE
5	THE NEW YORK TIMES
6	LIBRESSE / BODYFORM
7	XBOX
8	ADIDAS
9	SKITTLES
10	VOLVO
11	WENDY'S
12	KFC
13	VOLKSWAGEN
14	HUAWEI
15	UBER
16	GOOGLE
17	DIESEL
18	McDONALD'S
19	PURINA
20	HBO



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## Volvo Move Ahead of Rivals in 2019

**Volkswagen**, in at second, impressed the Radio & Audio Lions jury with print campaign **Total Mess**; its execution sought to comically juxtapose Volkswagen's 'Driver Assistance Features' against nightmarish traffic images from across the world.

**Ford** enjoy a strong outing at third place and **Citroen** completed a strong festival run, at fourth.

Rank	Company
1	VOLVO
2	VOLKSWAGEN
3	FORD
4	CITROEN
5	MERCEDES-BENZ
6	HYUNDAI
7	SKODA
8	DAIMLER
9	HONDA
10	RENAULT

## Uber Rise in Rank for Consumer Services

**Expensify** enjoyed success this year for their 'Expensify Th!\$' campaign. Winning two Golds and a host of others after their collaboration with rapper '2 Chainz' went viral. The results of the campaign stretch beyond Youtube, with the brand enjoying a 1,400% increase in new customers and an estimated \$60 million in earned media.

Arriving at third, Swedish fintech brand **Doconomy** received widespread acclaim for their carbon-emission spending limit credit card 'Do Black'. The premium card's main function was to measure and block purchases that would surpass an individual's carbon emission quota. The campaign earned the Grand Prix in Creative eCommerce.

Rank	Company
1	UBER
2	EXPENSIFY
3	DOCONOMY
4	ANZ
5	RECLAME AQUI
6	MASTERCARD
7	BNP PARIBAS
8	NRMA
9	SPARK
10	VERIZON





# CONSUMER DURABLES

## Nike take the Top Spot

2019 proves to be amongst **Nike's** most successful years to date at the festival, as the sports brand emerges unmatched in the Consumer Durables rankings. Their score tally includes four Grands Prix in addition to the multitude of Bronze, Silver and Gold Lions. Most will point to the instantly recognisable 'Dream Crazy' and 'Dream Crazier' campaigns, but there was also wide acclaim for the 'Air Max Graffiti Stores' in São Paulo and 'Just Do It HQ At the Church' campaign, produced by **Momentum New York**.

Apple took a well-earned second-place with multiple Gold Lions and enormous praise for their campaign 'Apple at Work: The Underdogs'. The bulk of their awards came from the Film and Film Craft Lions.

Third place contenders, **Xbox**, had an impressive festival and were awarded Grand Prix in the Brand Experience & Activation Lions for their efforts in inclusivity. The 'Xbox Adaptive Controller' campaign catered to gamers with disabilities by offering extensions for the device and packaging tailored for people with limited mobility.



## Highest Ranked Consumer Durables Brands 2019

Rank	Company
1	NIKE
2	APPLE
3	XBOX
4	ADIDAS
5	HUAWEI
6	GOOGLE
7	DIESEL
8	WAVIO
9	DAGOMA
10	PUMA

# OTHER FMCG

## Feminine Hygiene Brands Succeed Amid Other Fast-Moving Consumer Goods

On the back of the 'Viva La Vulva' video campaign, created by **AMVBBDO, London**, feminine hygiene brand **Libresse** have emerged as highest in this year's ranking. The three-minute film features a collage of vulvas lip-syncing to a track by Camille Yarbrough.

Pet brand **Purina** arrive second with thanks to their clever 'Street Vet' campaign. The strategy, conceived by **McCann France**, made use of enhanced digital billboards that detect health problems when peed on by dogs. **Purina** enjoyed impressive results from the campaign, including 50+ million impressions and an 83% increase in intent to purchase the brand's products.

At third, **The Female Company** found breakout success after their campaign 'The Tampon Book' won a Grand Prix in the PR Lions. The book was sent to 200 politicians & influencers and helped garner 150,000 signatures urging German Parliament to discuss the abolition of the tampon tax.



## Highest Ranked Other FMCG Brands 2019

Rank	Company
1	LIBRESSE / BODYFORM
2	PURINA
3	THE FEMALE COMPANY
4	GILLETTE
5	TIDE
6	GLADE
7	L'ORÉAL
8	OLD SPICE
9	LIFEBUOY
10	STABILO



# FOOD & DRINK

## It's Victory for Skittles in 2019

**Skittles** took the jury and Broadway by surprise with a 45-minute-long musical. The show took place in New York and, despite tickets costing \$200 each, the sweets company earned \$300,000 in box office revenue and 2.5 billion media impressions. On the Cannes Lions stage, 'Skittles: Broadway the Rainbow' saw similar success and earned 24 awards, including four Gold and five Silver Lions.

Ranking second, **Budweiser** found success in four separate Lions, including Gold in the PR award. Standout campaigns included 'Dwayne Wade's Last Swap', 'Wind Never Felt Better' and 'The Beer Behind Sports'.

In at third, herbal liquor **Ruavieja** enjoyed one of the most unexpected viral campaigns of the festive season with 'The Time We Have Left'. Their awards included two Silvers and a Gold in the Creative Data Lions.

Drink brands continued to find success in the top five with **Country Time Lemonade** and **Coca Cola** arriving in fourth and fifth.

### Highest Ranked Food & Drink Brands 2019

Rank	Company
1	SKITTLES
2	BUDWEISER
3	RUAVIEJA
4	COUNTRY TIME LEMONADE
5	COCA-COLA
6	BEN & JERRY'S
7	CHUPA CHUPS
8	MARMITE
9	PHILADELPHIA
10	GUINNESS



# HEALTHCARE

## The Learning Corp Rank Highest in Healthcare

To promote their app, digital therapeutics brand **The Learning Corp** launched the promotional video 'One Word'. The film sought to demonstrate the experience of living with aphasia and build trust in 'constant therapy' as a valuable and effective component of the rehabilitation process. The campaign won five awards in the Pharma Lions alone and helps propel the company to first in the rankings for 2019.

At second, OTC Medicine brand **Vicks** won four metals for their viral film 'One in a Million'. The video looked to banish social stigma surrounding visible skin conditions by shining a light on Nisha, a young girl suffering from ichthyosis. Beyond its social implications, the film achieved the highest number of wins for a single campaign from India.

At third, the **Neurogen Brain and Spine Institute** left a lasting impression on the Health & Wellness and Print & Publishing juries, earning silverware in both.

### Highest Ranked Healthcare Brands 2019

Rank	Company
1	THE LEARNING CORP
2	VICKS
3	NEUROGEN BRAIN AND SPINE INSTITUTE
4	HERMES PARDINI
5=	FACULDADE DE ODONTOLOGIA
5=	LARTRUVO
7	HOSPITAL LEFORTE
8	THERAFLU
9	TULIPAN
10	JONTEX



## LEISURE

### Ubisoft's Virtual Methods Take Them Top of Leisure

Gaming company **Ubisoft** take a resounding lead in the leisure sector after receiving six metals for two campaigns 'Echoes' and 'My Life as an NPC'. The latter received two Gold Lions amid mass acclaim and featured a unique execution that saw in-game NPCs (non-playable characters) transformed into real social influencers.

At second, world-famous German orchestra **Berliner Philharmonic** left a strong impression on the Industry Craft and Print & Publishing Lions juries with campaign 'Rearranged'. The image concepts for the ensemble's 2018/2019 season received Gold and Silver Lions.

**Tribeca Film Festival** assume the third spot after scooping double Gold Lions in the Industry Craft Lions for their 'Great Stories are Timeless' campaign.

#### Top Ranked Leisure Brands 2019

Rank	Company
1	UBISOFT
2	BERLINER PHILHARMONIKER
3	TRIBECA FILM FESTIVAL
4	CENTRE POMPIDOU
5	ACTIVISION
6	JAPAN PARA TABLE TENNIS ASSOCIATION
7	THE DALÍ MUSEUM
8	FLAMENGO
9	FORMULA E
10	LOTERIAS Y APUESTAS DEL ESTADO

## MEDIA/ENTERTAINMENT

### News Outlets Show Strength in the Media/Entertainment Sector

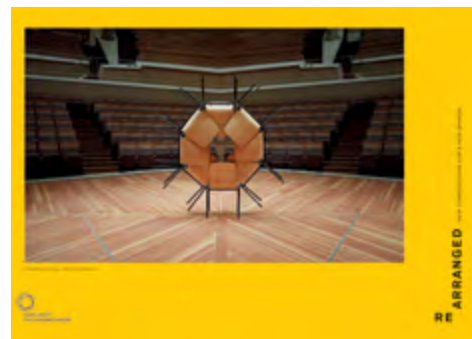
With high-profile successes in the Film and Film Craft Lions, **The New York Times** soar to a lead in the Media/Entertainment ranking. The media brand also enjoyed two Bronze Lions in the Entertainment and Print & Publishing Lions.

The second spot went to premium TV channel **HBO** after their 'Westworld: The Maze' campaign captured a Grand Prix in the Radio & Audio Lions and three more metals, including Gold in the Digital Craft Lions.

The third highest ranked brand in media/entertainment is press-focused media outlet, **Columbia Journalism Review**. Their campaign 'The Fake News Stand' received six metals, including a Gold Lion in the Outdoor Lions.

#### Top Ranked Media/Entertainment Brands 2019

Rank	Company
1	THE NEW YORK TIMES
2	HBO
3	COLUMBIA JOURNALISM REVIEW
4	AN-NAHAR
5	CHILDISH GAMBINO
6	BACO EXU DO BLUES
7	FOXTEL
8	KLOOP
9	GAZETA.PL
10	THE BLAZE



# RETAIL

## Fast Food Outlets Shine in Retail 2019

**Burger King** emerge as the most highly ranked brand this year after ‘The Whopper Detour’ campaign scored the brand 12 metals including Grand Prix awards in the Direct and Titanium Lions.

Coming in at second, furniture retailers **IKEA** enjoyed an outstanding 2019 haul with 15 Lions to their name and a well-earned Grand Prix in the Health & Wellness Lions for their ‘Thisables’ campaign.

Another fast food brand, **Wendy’s**, took the third spot after their ‘Keeping Fortnite Fresh’ campaign pulled in nine metals and a Grand Prix in the Social & Influencer Lions.

### Top Ranked Retail Brands 2019

Rank	Company
1	BURGER KING
2	IKEA
3	WENDY'S
4	KFC
5	MCDONALD'S
6	JOHN LEWIS & PARTNERS
7	CARLINGS
8	NORDSTROM
9	DOMINO'S PIZZA
10	AMAZON



# TRAVEL

## Black & Abroad Rank Highest in 2019

Cultural collective **Black & Abroad** lead the Travel sector with a social media campaign titled ‘Go Back to Africa’. The brand responded with African-positive images every time the phrase was used on social media and impressed the Creative Data Lions jury to win a Grand Prix award.

Mexican flight company **Aeroméxico** aired two successful campaigns this year, ‘People Are the Places’ and ‘A World Without Borders’. The brand proved popular amongst juries and won metals in the Brand Experience & Activation Lions, Creative Strategy, Film and Social & Influencer Lions, boosting their ranking to second.

**City Lodge Hotel Group** left an impression in the Radio & Audio Lions jury this year and took home two Gold Lions for their audio spots. They arrive at third.

### Top Ranked Travel Brands 2019

Rank	Company
1	BLACK & ABROAD
2	AEROMÉXICO
3	CITY LODGE HOTEL GROUP
4	DEUTSCHE BAHN AG
5	EAST JAPAN RAILWAY COMPANY
6	FLYBONDI
7	BVG
8	IBERIA
9	DISCOVER PUERTO RICO
10	SYLT TOURISM





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## TOP RANKING PEOPLE

Rank	Name	Agency	City	Location
<b>CREATIVE DIRECTOR 2019</b>				
1	Alberto Ponte / Ryan O'Rourke	WIEDEN+KENNEDY	Portland	USA
2	Akos Papp / Alex Sprouse / Daniel Salles / Gabriel Schmitt / Laszlo Szloboda	FCB NEW YORK	New York	USA
3	Alex Grieve	AMVBBDO	London	United Kingdom
4	Antony Goldstein / Chris Groom	WIEDEN+KENNEDY	Portland	USA
5	Ricardo Franco	TBWA\CHIAT\DAY	New York	USA
6	Angelo Maia	R/GA	New York	USA
7	Adrian Rossi / Jim Hilson / Toby Allen	AMVBBDO	London	United Kingdom
8	Fernando Pellizzaro / Jean Zamprogno	DAVID	Miami	USA
9	Juan Javier Peña Plaza / Ricardo Casal	DAVID	Miami	USA
10	Martin McAllister	FCB INFERNO	London	United Kingdom

### COPYWRITER 2019

Rank	Name	Agency	City	Location
1	Dylan Lee	WIEDEN+KENNEDY	Portland	USA
2	Caio Giannella	AMVBBDO	London	United Kingdom
3	Ben Brown	DROGA5	New York	USA
4	Alexander Allen	DAVID	Miami	USA
5	David Cappolino	McCANN NEW YORK	New York	USA
6	Eldar Yusupov, Yiftach Sarig	McCANN	Tel Aviv	Israel
7	Nate Steele	VML	Kansas City	USA
8	Chase Kimball	DROGA5	New York	USA
9	Nellie Santee	DAVID	Miami	USA
10	Ben Usher	FCB INFERNO	London	United Kingdom

Rank	Name	Agency	City	Location
<b>ART DIRECTOR 2019</b>				
1	Sara Phillips	WIEDEN+KENNEDY	Portland	USA
2	Scott Kelly	AMVBBDO	London	UK
3	Jackie Moran	DROGA5	New York	USA
4	Andy Tamayo	DAVID	Miami	USA
5	Julie Koong	McCANN NEW YORK	New York	USA
6	Dana Moshkowitz, Kfir Peretz	McCANN	Tel Aviv	Israel
7	Conor Clarke, Elias Julian, Jourdan Hull	VML	Kansas City	USA
8	Christiano Vellutini	AKQA	São Paulo	Brazil
9	Rob Farren	FCB INFERNO	London	United Kingdom
10	Ewelina Wojtyczka, Pawel Szczygiel	VMLY&R POLAND	Warsaw	Poland

Rank	Name	Company	City	Location
<b>DIRECTOR 2019</b>				
1	Bryan Buckley	HUNGRY MAN	New York	USA
2	Jonathan Klein	PARTIZAN FILMS	Los Angeles	USA
3	Kim Gehrig	SOMESUCH	London	United Kingdom
4	Chris Overton	DOG EAT DOG	London	United Kingdom
6	Daniel Lindsay, TJ Martin	FURLINED	Los Angeles	USA
7	Lærke Herthoni	NEW LAND	Stockholm	Sweden
8=	Jefferson Lellouche	MCCANN PARIS	Paris	France
8=	Mario Schiniotakis	KIDS GO FIRST	Paris	France
9	Dougal Wilson	BLINK PRODUCTIONS	London	United Kingdom
10	Andreas Nilsson	BISCUIT FILMWORKS	Los Angeles	USA

## AGENCY OF THE YEAR BY REGION

Rank	Agency	City	Location
<b>Africa &amp; Middle East</b>			
1	IMPACT BBDO	Dubai	United Arab Emirates
2	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
3	OGILVY JOHANNESBURG	Johannesburg	South Africa
4	KING JAMES GROUP	Cape Town	South Africa
5	J. WALTER THOMPSON	Beirut	Lebanon
6	J. WALTER THOMPSON DUBAI	Dubai	United Arab Emirates
7	VMLY&R SOUTH AFRICA	Johannesburg	South Africa
8	TBWA\RAAD	Dubai	United Arab Emirates
9	VMLY&R	Dubai	United Arab Emirates
10=	INTERESTING TIMES	Beirut	Lebanon
10=	NET#WORK BBDO	Johannesburg	South Africa
12	FOXP2	Cape Town	South Africa
13	JOE PUBLIC UNITED	Johannesburg	South Africa
14=	FCB AFRICA	Johannesburg	South Africa
14=	FP7/DXB	Dubai	United Arab Emirates
14=	OGILVY CAPE TOWN	Cape Town	South Africa
14=	THE CLASSIC PARTNERSHIP	Dubai	United Arab Emirates
14=	Y&R DUBAI	Dubai	United Arab Emirates
19=	LEO BURNETT BEIRUT	Beirut	Lebanon
19=	J. WALTER THOMPSON	Riyadh	Saudi Arabia
19=	M&C SAATCHI ABEL	Cape Town	South Africa
19=	DUKE	Cape Town	South Africa
19=	HELLOFCB+	Cape Town	South Africa
19=	DDB SOUTH AFRICA	Johannesburg	South Africa
19=	GREY AFRICA	Johannesburg	South Africa
19=	COMMONWEALTH//McCANN	Dubai	United Arab Emirates
19=	GREY	Dubai	United Arab Emirates

Rank	Agency	City	Location
<b>Asia</b>			
1	McCANN HEALTH	Shanghai	China
2	DENTSU INC.	Tokyo	Japan
3	TBWA\HAKUHODO INC.	Tokyo	Japan
4	BBDO PAKISTAN	Lahore	Pakistan
5	CHEIL WORLDWIDE HONG KONG	Hong Kong SAR	China
6	DENTSU WEBCHUTNEY	Bangalore	India
7	GREY BANGLADESH	Dhaka	Bangladesh
8	FCBULKA	Delhi	India
9	OGILVY HONG KONG	Hong Kong SAR	China
10	HO COMMUNICATION	Shanghai	China
11	ISOBAR CHINA GROUP	Shanghai	China
12	OGILVY	Bangkok	Thailand
13	PUBLICIS SINGAPORE	Singapore	Singapore
14	MINDSHARE	Mumbai	India
15	GREY INDIA	Mumbai	India
16	LEO BURNETT INDIA	Mumbai	India
17	TBWA\INDIA	Mumbai	India
18	GREY MALAYSIA	Petaling Jaya	Malaysia
19	GREYNI UNITED	Bangkok	Thailand
20	INNOCEAN WORLDWIDE	Seoul	South Korea

# AGENCY OF THE YEAR BY REGION

— continued

Rank	Agency	City	Location
<b>Europe</b>			
1	AMVBBDO	London	United Kingdom
2	FCB INFERNO	London	United Kingdom
3	LOLA MULLENLOWE	Madrid	Spain
4	SCHOLZ & FRIENDS	Berlin	Germany
5	adam&eveDDB	London	United Kingdom
6	TBWA\PARIS	Paris	France
7	McCANN	Tel Aviv	Israel
8	DDB PARIS	Paris	France
9	McCANN PARIS	Paris	France
10	VMLY&R POLAND	Warsaw	Poland
11	PUBLICIS ITALY	Milan	Italy
12	VIRTUE	Copenhagen	Denmark
13	FORSMAN & BODENFORS	Gothenburg	Sweden
14	McCANN LONDON	London	United Kingdom
15	MARCEL	Paris	France
16	RBK COMMUNICATION	Stockholm	Sweden
17	ACHTUNG!mcgarrybowen	Amsterdam	The Netherlands
18	LEO BURNETT	Madrid	Spain
19	BETC	Paris	France
20	OGILVY GERMANY	Frankfurt	Germany

Rank	Agency	City	Location
<b>Latin America</b>			
1	AKQA	São Paulo	Brazil
2	GREY BRAZIL	São Paulo	Brazil
3	AFRICA	São Paulo	Brazil
4	DAVID SÃO PAULO	São Paulo	Brazil
5	VMLY&R BRAZIL	São Paulo	Brazil
6	WIEDEN+KENNEDY	São Paulo	Brazil
7	ALMAPBBDO	São Paulo	Brazil
8	FAHRENHEIT DDB	Lima	Peru
9	J. WALTER THOMPSON BRAZIL	São Paulo	Brazil
10	OGILVY	São Paulo	Brazil
11	VMLY&R	Santiago	Chile
12	TECH AND SOUL	São Paulo	Brazil
13	CIRCUS GREY PERU	Lima	Peru
14	BETC/HAVAS	São Paulo	Brazil
15	MULLENLOWE SSP3	Bogotá	Colombia
16	DDB ARGENTINA	Buenos Aires	Argentina
17	GTB BRASIL	São Paulo	Brazil
18	DAVID	Buenos Aires	Argentina
19	SANTO	Buenos Aires	Argentina
20	GREY ARGENTINA	Buenos Aires	Argentina



# AGENCY OF THE YEAR BY REGION

— continued

Rank	Agency	City	Location
<b>North America</b>			
1	WIEDEN+KENNEDY	Portland	USA
2	McCANN NEW YORK	New York	USA
3	DROGAS	New York	USA
4	FCB NEW YORK	New York	USA
5	TBWA\CHIAT\DAY	New York	USA
6	DAVID	Miami	USA
7	FCB CHICAGO	Chicago	USA
8	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
9	VMLY&R	Kansas City	USA
10	TBWA\MEDIA ARTS LAB	Los Angeles	USA
11	GOOGLE CREATIVE LAB	New York	USA
12	LEO BURNETT CHICAGO	Chicago	USA
13	JOHNXHANNES NEW YORK	New York	USA
14	DDB CHICAGO	Chicago	USA
15	FCB/SIX	Toronto	Canada
16	OGILVY	Chicago	USA
17	BBDO NEW YORK	New York	USA
18	R/GA	New York	USA
19	GOODBY SILVERSTEIN & PARTNERS	San Francisco	USA
20	CRISPIN PORTER BOGUSKY+	Boulder	USA

Rank	Agency	City	Location
<b>Pacific</b>			
1	CLEMENGER BBDO MELBOURNE	Melbourne	Australia
2	DDB SYDNEY	Sydney	Australia
3	TBWA\MELBOURNE	Melbourne	Australia
4	COLENSO BBDO	Auckland	New Zealand
5	CHE PROXIMITY	Melbourne	Australia
6	NAKED COMMUNICATIONS	Sydney	Australia
7	SPECIAL GROUP	Sydney	Australia
8	THE BRAND AGENCY	Perth	Australia
9	CLEMENGER BBDO WELLINGTON	Wellington	New Zealand
10	whiteGREY SYDNEY	Sydney	Australia
11	MINDSHARE	Sydney	Australia
12	Y&R ANZ	Auckland	New Zealand
13	HOUSTON GROUP	Sydney	Australia
14	THE MONKEYS   PART OF ACCENTURE INTERACTIVE	Sydney	Australia
15	Y&R ANZ	Melbourne	Australia
16	FCB NEW ZEALAND	Auckland	New Zealand
17	CLEMENGER BBDO SYDNEY	Sydney	Australia
18	LEO BURNETT SYDNEY	Sydney	Australia
19	SPECIAL GROUP	Auckland	New Zealand
20=	OGILVY AUSTRALIA	Melbourne	Australia
20=	VMLY&R	Sydney	Australia

# MOST AWARDED COUNTRIES

## The USA Remains the Most Awarded Country in 2019



With 16 Grand Prix awards and 71 Gold Lions, the USA has re-affirmed its status as a global creative hub. It is the Most Awarded Country in 2019 and has seen results in every Lion.

The UK holds on to its position from 2018. The UK's tally included multiple awards in the Brand Experience and Activation Lions with both **FCB Inferno** and **AMVBBDO** securing Gold Lions.

In third, Brazil also protect their rank, arriving closely behind the UK. This is their second year-in-a-row within the top three rankings.

### 2019

Rank	Country
1	USA
2	UNITED KINGDOM
3	BRAZIL
4	FRANCE
5	AUSTRALIA
6	GERMANY
7	CANADA
8	SPAIN
9	ARGENTINA
10	CHINA
11=	INDIA
11=	JAPAN
12	SWEDEN
13	DENMARK
14	ITALY
15=	ISRAEL
15=	NEW ZEALAND
16=	POLAND
16=	THE NETHERLANDS
17=	COLOMBIA
17=	HONG KONG SAR
17=	MEXICO
17=	PERU
18=	BELGIUM
18=	SOUTH AFRICA
18=	THAILAND

Rank	Country
19=	SWITZERLAND
19=	UNITED ARAB EMIRATES
20	RUSSIA
21=	CHILE
21=	IRELAND
21=	PAKISTAN
21=	SINGAPORE
22	SOUTH KOREA
23=	BANGLADESH
23=	FINLAND
23=	NORWAY
23=	TURKEY
24=	HUNGARY
24=	LEBANON
24=	MALAYSIA
24=	ROMANIA
25=	AUSTRIA
25=	COSTA RICA
25=	CROATIA
25=	ECUADOR
25=	GUATEMALA
25=	PUERTO RICO
25=	THE PHILIPPINES
25=	UKRAINE

# AGENCY OF THE YEAR BY COUNTRY

Rank	Agency	City
<b>Argentina</b>		
1	DDB ARGENTINA	Buenos Aires
2	DAVID	Buenos Aires
3	SANTO	Buenos Aires
4	GREY ARGENTINA	Buenos Aires
5	PUBLICIS BUENOS AIRES	Buenos Aires
6	MERCADO McCANN	Buenos Aires
7	BBDO ARGENTINA	Buenos Aires
8	GEOMETRY GLOBAL	Buenos Aires
9	WUNDERMAN CATO JOHNSON	Buenos Aires
10	DHÉLET Y&R	Buenos Aires

<b>Australia</b>		
1	CLEMENGER BBDO MELBOURNE	Melbourne
2	DDB SYDNEY	Sydney
3	TBWA\MELBOURNE	Melbourne
4	CHE PROXIMITY	Melbourne
5	NAKED COMMUNICATIONS	Sydney
6	SPECIAL GROUP	Sydney
7	THE BRAND AGENCY	Perth
8	whiteGREY SYDNEY	Sydney
9	MINDSHARE	Sydney
10	HOUSTON GROUP	Sydney

Rank	Agency	City
<b>Brazil</b>		
1	AKQA	São Paulo
2	GREY BRAZIL	São Paulo
3	AFRICA	São Paulo
4	DAVID SÃO PAULO	São Paulo
5	VMLY&R BRAZIL	São Paulo
6	WIEDEN+KENNEDY	São Paulo
7	ALMAPBBDO	São Paulo
8	J. WALTER THOMPSON BRAZIL	São Paulo
9	OGILVY	São Paulo
10	TECH AND SOUL	São Paulo

<b>Canada</b>		
1	FCB/SIX	Toronto
2	MOMENTUM CANADA	Toronto
3	FCB CANADA	Toronto
4	GREY CANADA	Toronto
5	McCANN CANADA	Toronto
6	BENSIMON BYRNE	Toronto
7	RETHINK	Montréal
8	BBDO TORONTO	Toronto
9	LG2	Montréal
10	JAM3	Toronto

Rank	Agency	City
<b>France</b>		
1	TBWA\PARIS	Paris
2	DDB PARIS	Paris
3	McCANN PARIS	Paris
4	MARCEL	Paris
5	BETC	Paris
6	SERVICEPLAN FRANCE	Paris
7	CLM BBDO	Paris
8	AKQA	Paris
9	FAMOUS GREY PARIS	Paris
10	WE ARE SOCIAL	Paris

<b>Germany</b>		
1	SCHOLZ & FRIENDS	Berlin
2	OGILVY GERMANY	Frankfurt
3	DDB BERLIN	Berlin
4	ANTONI	Berlin
5	HEIMAT	Berlin
6	DDB DÜSSELDORF	Düsseldorf
7	SERVICEPLAN GERMANY	Munich
8	BBDO	Düsseldorf
9	PUBLICIS PIXELPARK	Hamburg
10	MUTABOR	Hamburg

Rank	Agency	City
<b>India</b>		
1	DENTSU WEBCHUTNEY	Bangalore
2	FCBULKA	Delhi
3	MINDSHARE	Mumbai
4	GREY INDIA	Mumbai
5	LEO BURNETT INDIA	Mumbai
6	TBWA\INDIA	Mumbai
7	DDB MUDRA	Mumbai
8	J. WALTER THOMPSON INDIA	Mumbai
9	DENTSU WEBCHUTNEY	Mumbai
10	McCANN INDIA	Mumbai

<b>Japan</b>		
1	DENTSU INC.	Tokyo
2	TBWA\HAKUHODO INC.	Tokyo
3	HAKUHODO INC.	Tokyo
4	BEACON/LEO BURNETT	Tokyo
5=	PARTY	Tokyo
5=	R/GA TOKYO	Tokyo
7	HAKUHODO KETTLE INC	Tokyo
8=	SHA INC.	Tokyo
8=	GREY TOKYO	Tokyo
8=	AID-DCC INC.	Tokyo

# AGENCY OF THE YEAR BY COUNTRY

— continued

Rank	Agency	City
<b>South Africa</b>		
1	TBWA\HUNT\LASCARIS	Johannesburg
2	OGILVY JOHANNESBURG	Johannesburg
3	KING JAMES GROUP	Cape Town
4	VMLY&R SOUTH AFRICA	Johannesburg
5	NET#WORK BBDO	Johannesburg
6	FOXP2	Cape Town
7	JOE PUBLIC UNITED	Johannesburg
8=	FCB AFRICA	Johannesburg
8=	OGILVY CAPE TOWN	Cape Town
10=	M&C SAATCHI ABEL	Cape Town
10=	DUKE	Cape Town
10=	HELLOFCB+	Cape Town
10=	DDB SOUTH AFRICA	Johannesburg
10=	GREY AFRICA	Johannesburg

Rank	Agency	City
<b>Spain</b>		
1	LOLA MULLENLOWE	Madrid
2	LEO BURNETT	Madrid
3	DDB SPAIN	Madrid
4	PUBLICIS SPAIN	Madrid
5=	McCANN SPAIN	Madrid
5=	PS21	Madrid
6	TBWA\ESPAÑA	Madrid
7	CONTRAPUNTO BBDO	Madrid
8	MRM//McCANN MADRID	Madrid
9	FCB&FIRE	Madrid
10=	SRA. RUSHMORE	Madrid
10=	OFFICER AND GENTLEMAN	Madrid
10=	OGILVY MADRID	Madrid

## United Arab Emirates

Rank	Agency	City
1	IMPACT BBDO	Dubai
2	J. WALTER THOMPSON DUBAI	Dubai
3	TBWA\RAAD	Dubai
4	VMLY&R	Dubai
5=	THE CLASSIC PARTNERSHIP	Dubai
5=	Y&R DUBAI	Dubai
5=	FP7/DXB	Dubai
8=	COMMONWEALTH//McCANN	Dubai
8=	GREY	Dubai

Rank	Agency	City
<b>United Kingdom</b>		
1	AMVBBDO	London
2	FCB INFERNO	London
3	adam&eveDDB	London
4	McCANN LONDON	London
5	MOTHER	London
6	GREY	London
7	DROGA5	London
8	J. WALTER THOMPSON	London
9	FALLON LONDON	London
10	HAVAS LYNX	Manchester

Rank	Agency	City
<b>USA</b>		
1	WIEDEN+KENNEDY	Portland
2	McCANN NEW YORK	New York
3	DROGA5	New York
4	FCB NEW YORK	New York
5	TBWA\CHIAT\DAY	New York
6	DAVID	Miami
7	FCB CHICAGO	Chicago
8	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York
9	VMLY&R	Kansas City
10	TBWA\MEDIA ARTS LAB	Los Angeles



# AGENCY OF THE YEAR BY CITY

— continued

## Top Ranking by City 2019

Rank	City
1	NEW YORK
2	LONDON
3	SÃO PAULO
4	PARIS
5	CHICAGO
6	MADRID
7	TORONTO
8	LOS ANGELES
9=	BUENOS AIRES
9=	PORTLAND
11	SYDNEY
12	BERLIN
13	TOKYO
14	MELBOURNE
15	COPENHAGEN
16	MILAN
17=	MIAMI
17=	SAN FRANCISCO
17=	STOCKHOLM
17=	TEL AVIV

Rank	Agency
<b>Johannesburg</b>	
1	TBWA\HUNT\LASCARIS
2	OGILVY JOHANNESBURG
3	VMLY&R SOUTH AFRICA
4	NET#WORK BBDO
5	JOE PUBLIC UNITED
6	FCB AFRICA
7=	DDB SOUTH AFRICA
7=	GREY AFRICA

<b>London</b>	
1	AMVBBDO
2	FCB INFERNO
3	adam&eveDDB
4	McCANN LONDON
5	MOTHER
6	GREY
7	DROGA5
8	J. WALTER THOMPSON
9	FALLON LONDON
10	IRIS

Rank	Agency
<b>New York</b>	
1	McCANN NEW YORK
2	DROGA5
3	FCB NEW YORK
4	TBWA\CHIAT\DAY
5	AREA 23, AN FCB HEALTH NETWORK COMPANY
6	GOOGLE CREATIVE LAB
7	JOHNXHANNES NEW YORK
8	BBDO NEW YORK
9	R/GA
10	MOTHER NEW YORK

<b>Paris</b>	
1	TBWA\PARIS
2	DDB PARIS
3	McCANN PARIS
4	MARCEL
5	BETC
6	SERVICEPLAN FRANCE
7	CLM BBDO
8	AKQA
9	FAMOUS GREY PARIS
10	WE ARE SOCIAL

Rank	Agency
<b>Sao Paulo</b>	
1	AKQA
2	GREY BRAZIL
3	AFRICA
4	DAVID SÃO PAULO
5	VMLY&R BRAZIL
6	WIEDEN+KENNEDY
7	ALMAPBBDO
8	J. WALTER THOMPSON BRAZIL
9	OGILVY
10	TECH AND SOUL

<b>Sydney</b>	
1	DDB SYDNEY
2	NAKED COMMUNICATIONS
3	SPECIAL GROUP
4	whiteGREY SYDNEY
5	MINDSHARE
6	HOUSTON GROUP
7	THE MONKEYS   PART OF ACCENTURE INTERACTIVE
8	CLEMENGER BBDO SYDNEY
9	LEO BURNETT SYDNEY
10	VMLY&R

Rank	Agency
<b>Tokyo</b>	
1	DENTSU INC.
2	TBWA\HAKUHODO INC.
3	HAKUHODO INC.
4	BEACON/LEO BURNETT
5=	PARTY
5=	R/GA TOKYO
7	HAKUHODO KETTLE INC.
8=	SHA INC.
8=	GREY TOKYO
8=	AID-DCC INC.

# LEARN FROM THE LEADERS

Get feedback from one of our expert jurors on your 2019 Cannes Lions entry and improve the impact of your creative.

For more information email  
**AWARDS@CANNESLIONS.COM**



Communication Track

## DESIGN LIONS GRAND PRIX

### Google Creative Impress in 2019

By combining machine-learning algorithms with user-friendly design, New York-based **Google Creative Labs** were able to build a Grand Prix worthy project that showcases the accessibility-functions of **Google AI**. Their work resulted in 8 applications that made clever use of Posenet and Tensorflow.js. and granted disabled users with access to virtual instruments so they could create art and music.

Design Lions Jury President **Richard Ting**, Global Chief Experience Officer & US Chief Creative Officer of **R/GA**, Global, described the reasons behind his jury's Grand Prix choice:

"One of the main reasons why we felt that this project deserved the Grand Prix was because it was creating a platform that was scalable to everyone within the accessibility community. It was creating new creative tools that we as creatives are not accustomed to right now. So now suddenly, you have Google stepping forward, and rethinking how the tools that exist, are being designed for people that are shut out of this process. We found that to be extremely special. So that's what that's why I got awarded the Grand Prix."



TITLE: Creatability  
ENTRANT COMPANY: Google Creative Lab,  
New York  
BRAND: Google  
COUNTRY: USA

Communication Track

## FILM LIONS GRAND PRIX

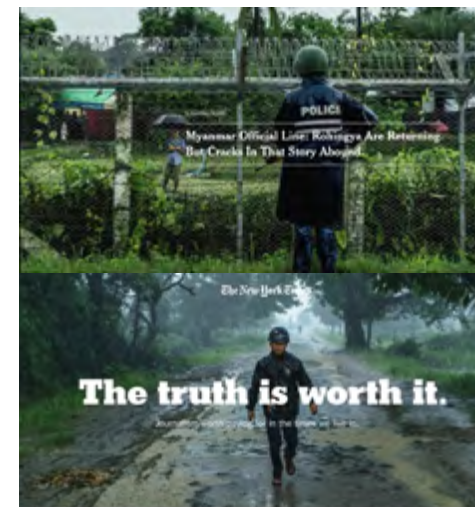
### Droga5, New York, Make the Headline in 2019

Droga5's campaign for The New York Times secured a second Grand Prix Campaign accolade, this time in Film Lions. The campaign contained five executions titled Rigor, Perseverance, Resolve, Courage and Fearlessness, each an individual story tied to an existing news headline.

**Margaret Johnson**, Chief Creative Officer & Partner, **Goodby Silverstein & Partners**, USA, commented on their choice:

"The Truth Is Worth It" is a campaign built on the profound importance to society of what the New York Times does, highlighting the journalists behind the stories - some of them risking their lives to get to the truth and deliver it to readers.

The campaign's narrative framework is flexible enough to handle any number of stories. The dynamic typography plays a leading role in the storytelling, with the typing choreographed in the music, resulting in a dance of provocative headlines and gripping photos. There's an honesty in its simplicity."



TITLE: The Truth Is Worth It  
ENTRANT COMPANY: Droga5, New York  
BRAND: The New York Times  
COUNTRY: USA

Communication Track

## MOBILE LIONS GRAND PRIX

### FCB NEW YORK Break Boundaries to Earn a Grand Prix

To help draw phone users to the newly overhauled **Burger King** app, **FCB NEW YORK** pursued the audacious strategy of encouraging users to activate a promotion from inside their rivals' stores. To accomplish their goal, *Burger King* geofenced 14,000 rival stores nationwide.

**Ari Weiss**, Worldwide Chief Creative Officer, **DDB** and Jury President remarked on the jury's choice:

"Mobile. Mobile. Mobile. It was a geofencing campaign that drove app downloads and mobile sales conversion. It proved that mobile can drive movement vs being sedentary and the sheer audacity of hosting it exclusively at 14,000 of its competitors stores couldn't have been more on brand for Burger King."



TITLE: The Whopper Detour  
ENTRANT COMPANY: FCB New York  
BRAND: Burger King  
COUNTRY: USA

Communication Track

## OUTDOOR LIONS GRAND PRIX

### The Outdoor Jury Stand for Colin Kaepernick

Produced for **Nike**, **Wieden + Kennedy Portland's** Outdoor 'Dream Crazy/Colin Kaepernick' campaign has earned a Grand Prix. The winning entry was within 'Billboards' and featured an execution with the tagline 'Believe in something, even if it means sacrificing everything.'

**John Patroulis** - Worldwide Chief Creative Officer, **Grey**, Global, Jury President commented: "This particular category comes to life in so many different ways. A lot of the entries are using lots of new innovation and are creating new things. But we kept coming back to this campaign when we thought about the absolute single best piece of work in the show. Nothing lived up to the power of this image at this moment in time, culturally and in society."



TITLE: Nike Dream Crazy  
ENTRANT COMPANY: Wieden + Kennedy, Portland  
BRAND: Nike  
COUNTRY: USA



Communication Track

## PRINT & PUBLISHING LIONS GRAND PRIX

### Impact BBDO Impress the Print & Publishing Jury in 2019

2018 saw Lebanon engulfed by political infighting that resulted in a government shutdown of over 5 months. **Impact BBDO** were commissioned by Lebanese newspaper **An-Nahar** to find a solution. They created 'The Blank Edition'; a "white out" version of the daily newspaper, that provided a visual representation of the country's standstill politics. The campaign grew traction as the #1 trending topic on *Twitter* and was featured in over 100 major newspapers globally.

**Olivier Altmann**, CEO & Chief Creative Officer, **Altmann + Pacreau**, France, Jury President and Print & Publishing Jury President for 2019 commented:

"We are very happy to award the Grand Prix to a piece of work that celebrates creativity and journalism. We have seen some great campaigns over the past few days where the new magazines need our creativity to promote freedom of press and the Grand Prix is a white page of paper, multiple white pages of paper that are the proof that a great idea can help democracy to work better."



TITLE: The Blank Edition  
ENTRANT COMPANY: Impact BBDO, Dubai  
BRAND: An-Nahar  
COUNTRY: United Arab Emirates

Communication Track

## RADIO & AUDIO LIONS GRAND PRIX

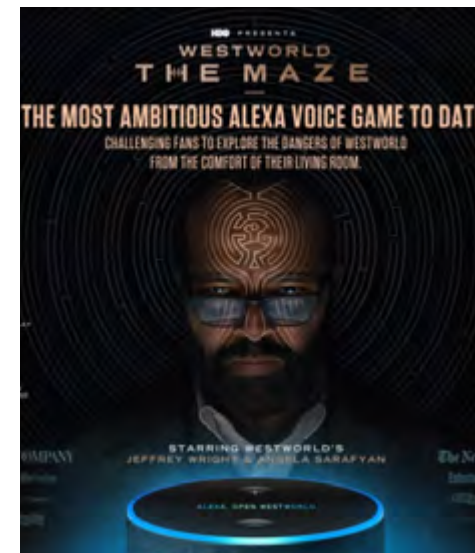
### 360i New York Make Some Noise in 2019

To get fans talking about *Westworld*, **360i New York** produced 'Westworld: The Maze' for clients **HBO**, a voice-activated quest that enabled users to navigate through the show's unique universe. The final product featured 11,000 lines of script, 60 storylines, 400 possible choices and the voice talents of 36 different actors.

**Jose Miguel Sokoloff**, Global President, Creative Council and Chief Creative Officer UK, **Mullenlowe London** – Jury President:

"The power of traditional radio to surprise and delight remains intact. On the other hand, the possibilities of innovation with voice activation, streaming platforms, geolocation and audio-delivery technology, to name a few, are immense."

Our Grand Prix was a reflection of the latter, but with all the values of traditional radio. The idea of creating a voice-activated game was genius for the brand. Additionally, the voices, casting, acting and sound design, which needed to convey completely different scenarios as you progressed through the maze, were all perfect. And all of this was delivered in a new platform, within a gaming experience, and the audio component was not only central, but the only one used. It was an easy choice where we all agreed. Audio is not just expanding; it is exploding."



TITLE: Westworld: The Maze  
ENTRANT COMPANY: 360i, New York  
BRAND: HBO  
COUNTRY: USA

Communication Track

## TITANUM LIONS GRAND PRIX

### FCB New York Emerge Victorious in the Titanium Lions

Looking to increase downloads for **Burger King's** smartphone app, **FCB New York** rolled out 'The Whopper Detour', a mischievous campaign that sought to geofence their rivals. For 9 days, **Burger King** enabled the purchase of \$0.01 whoppers, but only when ordering from inside a rival's store. Their outrageous strategy paid off, with an 818% increase in Twitter mentions for the brand and 1.5 million new downloads.

Titanium Lions Jury President, **David Lubars**, Chief Creative Officer Worldwide, Chairman North America, **BBDO** commented:

"This is an amazing use of technology to get consumers out of a rival store and into their own store. It's a future-facing tech hack, with great sales results, we hadn't seen before. The work checks all the boxes. It's flawlessly executed, and I can assure you, is so incredibly difficult to do, but it looks effortless. It's fun and human and delightful."



TITLE: The Whopper Detour  
ENTRANT COMPANY: FCB New York  
BRAND: Burger King  
COUNTRY: USA

Craft Track

## DIGITAL CRAFT LIONS GRAND PRIX

### Smart Phones Reign Supreme in 2019's Digital Craft Lions

Copenhagen-based creative agency **Virtue** won over the 2019 Digital Craft jury after their mobile-based initiative 'Address the Future' won the Grand Prix. Their campaign sought to equip clothing brand **Carlings** fans with a 3D virtual dressing room, where they could try on millions of clothes digitally and with 0% impact on the environment. As well as showcasing masterful technical artistry, the entry sought to raise awareness of the environmental damage of fast fashion.

**Rei Inamoto**, Digital Craft Jury President and Founding Partner of **Inamoto & Co** commented: "Before the event, I told the jury I would love to find something unexpected that has the potential to alter the course of the category or the industry. This winner might cause controversy, but I believe it was the most intellectually stimulating piece of work in the design craft category — addressing two critical issues: the environment and social media."



TITLE: Address the Future  
ENTRANT COMPANY: Virtue, Copenhagen  
BRAND: Carlings  
COUNTRY: Denmark

Craft Track

## FILM CRAFT LIONS GRAND PRIX

### The Truth Is Worth It for Final Cut New York

**Final Cut**, New York's brand campaign, produced for, **The New York Times** was a rallying cry for journalism and attained the hotly contested Grand Prix. Their win came despite fierce competition with 1,924 entries in the Film Craft Lions this year and only one Grand Prix awarded.

**Rebecca Skinner**, Managing Director/Executive Producer, **Supreme Films**, USA commented on her jury's choice:

"At its core, the craft and the idea became one, seamlessly. The overall details to the craft in every aspect were considered. Immersed in the work through craft and message. Editing won out but it could have easily been awarded in all craft areas as they each complimented the other. Over seven days of judging there were many perspectives and discussions across all of the work, but when it came to the GP it was unanimous. A bold and courageous campaign crafted in a unique way."



TITLE: The Truth Is Worth It Campaign  
ENTRANT COMPANY: Final Cut, New York  
BRAND: The New York Times  
COUNTRY: USA

Craft Track

## INDUSTRY CRAFT LIONS GRAND PRIX

### Nike See a Grand Prix in 2019

Awarded for outstanding art direction, **Momentum New York's** 'Just Do It HQ At The Church' installation produced for Nike, has earned the Industry Craft Grand Prix in 2019. Nike worked with youth from the city to provide training for young athletes, interactive workshops, access to Chicago sports legends from the **NBA, WNBA, and NCAA**, in a transformed vacant Church of Epiphany, located in Chicago's West Loop neighbourhood.

**Trevor Robinson OBE**, Founder & Executive Creative Director, **Quiet Storm**, Jury President 2019 commented on the second year of the Industry Craft Lions:

"A Grand Prix that celebrates bringing restraint to craft, with a legacy that lives beyond this award. Nike's 'Just do it HQ at the church' has the ability to transform communities and save lives. Nike gave a safe haven to kids living in neighbourhoods where you can't even go outside to play basketball for fear of getting attacked. What also impressed me was how respectfully the redevelopment of these abandoned churches was done. For the black community, the church is something you don't mess with; big, brash logos wouldn't have worked. The Nike logo is in evidence, but you need to look carefully to see it."



TITLE: Just Do It HQ At the Church  
ENTRANT COMPANY: Momentum, New York  
BRAND: Nike  
COUNTRY: USA

Entertainment Track

## ENTERTAINMENT LIONS GRAND PRIX

### UM Studios Wow the Entertainment Lions Jury

**UM Studios** have risen to the top of the Entertainment Lions in 2019 after their 30-minute spot for **Johnson & Johnson**, '5B' won the Grand Prix. Looking to reshape public perception of the brand, **J&J** invested in a full-scale equity campaign to help bring awareness to the transformational advances in HIV care and those who administer it. With this funding, **UM Studios** produced a feature-length documentary film that combined top-tier Hollywood talent and a world-class soundtrack, capturing the highest award in Entertainment Lions and exploring the perception of nursing professionals. The success of the film's festival run led to its acquisition for distribution by Verizon. It was released in 400 cinemas across the U.S. and later received a global cinematic release. Entertainment Lions Jury President and Global Chief Creative & Content Officer of **Digitas, Global**, **Scott Donaron**, discussed his jury's choice to award the Grand Prix:

"5B is a brave idea and a beautiful story that's brilliantly crafted. It can--and will--stand as a piece of great entertainment as well as an example of bold marketing. We need more stories like this, stories that make people care, that reflect a brand's values and that point the way forward for our industry."



TITLE: 5B  
ENTRANT COMPANY: UM Studios, New York  
BRAND: Johnson & Johnson  
COUNTRY: USA

Entertainment Track

## ENTERTAINMENT LIONS FOR SPORT GRAND PRIX

### Wieden + Kennedy Prove Worthy in the Entertainment Lions for Sport

**Wieden + Kennedy** outshone the competition in the Entertainment Lions for Sport with their Grand Prix-winning campaign for **Nike**, 'Dream Crazy'. 2018 marked the 30th anniversary of **Nike's** famous slogan "Just Do It"; the 'Dream Crazy' campaign was designed to provide fresh brand and business momentum. It has resulted in significant impact, with a 31% increase in sales and \$163m worth of exposure just three days after Colin Kaepernick's sponsored tweet.

**Steve Stoute** Founder & CEO, **Translation Enterprises** and Entertainment Lions for Sport Jury President commented:

"After deliberation, we really applauded the fact that not only was Nike bold to tell this story, but the use of Colin Kaepernick, we felt was what made it special that Nike had taken a risk itself, using Colin Kaepernick and sticking with Colin Kaepernick. And the same craziness that they were asking of us was the same crazy, and the application of that theory that they were playing to themselves."



TITLE: Nike Dream Crazy  
ENTRANT COMPANY: Wieden + Kennedy, Portland  
BRAND: Nike  
COUNTRY: USA



Entertainment Track

## ENTERTAINMENT LIONS FOR MUSIC GRAND PRIX

### AKQA and Doomsday Entertainment Take Joint Honours in the Entertainment Lions for Music

The Entertainment Lions for Music jury awarded two Grands Prix this year, one for LA-based Film Production company **Doomsday Entertainment** and the other for Brazilian Digital Agency, **AKQA**.

The first Grand Prix, awarded within the 'Excellence in Music Video' category, was for **Doomsday Entertainment's** work in collaboration with Hip-Hop star, **Childish Gambino**. 'This Is America' is a startling commentary on the livelihoods of African Americans in contemporary America and is considered an iconic work of art, symbolic of its decade.

Music Consultant / Board Director / Publisher for Paulette Long and Entertainment Lions for Music president Paulette Long OBE remarked:

"Every so often a video comes out and it points a finger, and we have to look, and we have to admit where we are, we have to admit what's going on, we have to admit that we need to make a change, we have to admit that we need to do something different. And music is such a brilliant tool to do that."



TITLE: This Is America  
ENTRANT COMPANY: Doomsday Entertainment,  
Los Angeles  
BRAND: Childish Gambino  
COUNTRY: USA

A second Grand Prix was awarded to 'Bluesman', a music video produced by **AKQA** for their client, **Baco Exu Do Blues**. The video, seeking to champion black pride, places powerful, abstract imagery beside unflinching realism and has ignited debate online, driving exposure for the lesser-known rap artist. The album itself, titled 'Bluesman', was recognised as Album of the Year by Rolling Stone.

Talking about 'Bluesman', Paulette commented:

"It's brilliant. It's arty, it's classy. It's a new artist. It's the first time that there's a Grand Prix for Brazil, which is absolutely brilliant. This artist has been able to use his experience in his country to pull all the bluesmen people together. He's saying this is who we are. We need to stand up for who we are. We need to be proud of who we are. And we needed to show this message. I'm a bluesman you could be a bluesman too."



TITLE: Bluesman  
ENTRANT COMPANY: AKQA, São Paulo  
CLIENT: Baco Exu Do Blues  
COUNTRY: Brazil

Experience Track

## BRAND EXPERIENCE & ACTIVATION LIONS GRAND PRIX

### McCann New York Improve Accessibility for a Grand Prix

**McCann New York** take the lead in the Brand Experience & Activation Lions with Grand Prix-winning campaign 'Changing the Game', produced for **Microsoft**. The team spent four months learning from children with limited mobility, in order to develop an 'Adaptive Controller' that would make gaming accessible to everyone.

**Jaime Mandelbaum**, Chief Creative Officer for **VMLY&R Europe** spoke about his jury's Grand Prix choice:

"This idea goes much further than any brand impact it completely changed the experience that its customers have with the product but also has the power to instill confidence and change their relationship with others."

The campaign has seen profound results across the gaming industry, with major competitors enabling their platforms to accommodate the Adaptive Controller.



TITLE: 'Changing the Game'  
ENTRANT COMPANY: McCann New York  
BRAND: Microsoft  
COUNTRY: USA

Experience Track

## CREATIVE eCOMMERCE LIONS GRAND PRIX

### RBK Communication Stockholm Swipe the Grand Prix in the Creative eCommerce Lions for 2019

**RBK Communication Stockholm** impressed the jury with their unique fintech solution "DO Black – the carbon emission limit credit card" for **Doconomy**. This service allows the user to track, measure and offset their carbon emissions through United Nations-certified Green Projects, whilst also providing data-driven insights to support behaviour changes and take climate action through conscious consumption.

Commenting on the Grand-Prix decision, **Daniel Bonner**, Global Chief Creative Officer of **Wunderman** said:

"The Grand Prix we chose is truly innovative and ambitious. A signal and future of responsible consumerism that is doable in the present. A unique idea that no doubt will be copied and leveraged by businesses all over the world - and full of creativity for sustainability, in terms of the platform, the production and design, the enterprise and the potential impact for everyone."



TITLE: Do Black – The Carbon Limit Credit Card  
ENTRANT COMPANY: RBK Communication, Stockholm  
BRAND: Doconomy  
COUNTRY: Sweden

Good Track

## GLASS: THE LION FOR CHANGE GRAND PRIX

### VMLY&R Poland Warsaw Take Pole Position in 2019

**VMLY&R**'s Polish branch saw off steep competition to claim a Grand Prix in Glass: The Lion for Change. Their award-winning campaign saw Poland's most-read adult magazine 'Your Weekend' transformed into a symbol of female empowerment, sparking debate and turning sexist conventions on their head. **VMLY&R** worked in collaboration with their client **Gazeta.pl**, to generate excitement for the magazine before revealing, on National Women's Day (the day of its publication), that the magazine would instead feature progressive narratives of femininity. It was the adult magazine's final issue.

**Jaime Robinson**, Chief Creative Officer, **Joan creative**, USA, spoke about the choice for the Grand Prix:

"Our jury held all of the work to a single, single term that we found within the definition of the Glass Lions - we demanded "culture-shifting creativity." No small feat, right? This year, our Grand Prix is the very definition of that standard. "The Last Ever Issue" is one of those ideas that makes a bold statement by taking a rebellious action – and using the system to change the system."



TITLE: The Last Ever Issue  
ENTRANT COMPANY: VMLY&R Poland, Warsaw  
BRAND: Gazeta.PL/Mastercard/BNP Paribas  
COUNTRY: Poland

Good Track

## SUSTAINABLE DEVELOPMENT GOALS LIONS GRAND PRIX

### BBDO Australia Have the Lion's Share in 2019

'The Lion's Share' is an initiative that encourages brands and organisations using images of animals in their marketing to donate 0.5% of their media spend to save species from extinction, preserve wildlife habitats and protect animal welfare. The strategy, produced for **MARS**, involved close collaboration with Sir David Attenborough and their key video asset has been distributed globally in over 100 countries.

Sustainable Development Goal Lions Jury President **David Droga**, Founder and Creative Chairman, **Droga5**, commented:

"Animals are a fundamental part of our world, our culture, our society, and our language, even our filmmaking and marketing. In fact, images of animals appear in approximately 20% of all advertisement, CBC. Yet, despite this, animals do not always receive the support that they deserve. Until now introducing the lion's share an initiative that encourages brands and organizations using images of animals in their marketing to donate 0.5% of their media spend to the Lion's Share Trust, backed by the United Nations, the money will then be dispersed across the world to save species from extinction, preserve wildlife habitats, and look after animal welfare. It was a programme that was instigated and backed by a big brand, supported and put together by an incredible creative collective. They didn't just make a good film about what they wanted to do, they actually set up a sustainable programme that has already started reaping rewards. And that for us is what's important."



TITLE: The Lion's Share  
ENTRANT COMPANY: Clemenger BBDO Melbourne  
BRAND: MARS  
COUNTRY: Australia

## GRAND PRIX FOR GOOD

### McCann New York Lock Down a Grand Prix in 2019

Produced for student-led movement, **March for Our Lives**, 'Generation Lockdown' is a chilling two-minute film centred on an active shooter drill; it was conducted at a real workplace in California and led by an 11-year-old girl. It beat out tough competition this year to win the Grand Prix for Good Lions.



TITLE: Generation Lockdown  
ENTRANT COMPANY: McCann New York  
BRAND: March for Our Lives  
COUNTRY: USA

### Health Track

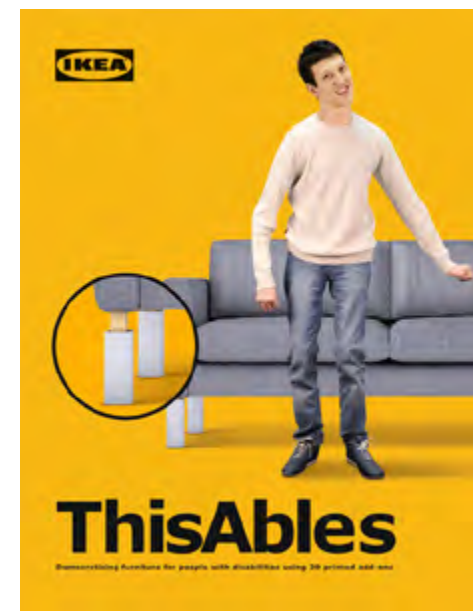
## HEALTH & WELLNESS LIONS GRAND PRIX

### 'Thisables' Earns Hotly-Contested Grand Prix

Seeking to bridge the gap between people with disabilities and client **IKEA's** products, **McCann Tel Aviv** produced 'Thisables', a series of add-ons that make existing furniture disabled-friendly. As well as providing accessibility to Tel Aviv's disabled community, the campaign saw sales of 13 iconic items increase by 33% and huge traffic increases online.

**Shaheed Peera**, Executive Creative Director, UK, and Health & Wellness Jury President for 2019 commented:

"The world can be a cruel and heartless place at times. The Grand Prix demonstrated how brands can help normalise the everyday for the most marginalised in society."



TITLE: Thisables  
ENTRANT COMPANY: McCann, Tel Aviv  
BRAND: IKEA  
COUNTRY: Israel



Impact Track

## CREATIVE EFFECTIVENESS LIONS GRAND PRIX

### Marcel Paris Takes Pole Position in CREFF with Daring Grand Prix

By transforming multinational French retailer **Carrefour** into an illegal black supermarket, **Marcel Paris** were able to shine a light on an unsustainable law that forbids farmers' varieties of cereals, vegetables, and fruits. Their rebellious campaign sparked a national debate and saw a change in the law, reauthorizing the sale and cultivation of farmers' seeds, after 40 years of prohibition.

**John Seifert**, Worldwide CEO, **Ogilvy Global** and Creative Effectiveness Jury President commented on their decision:

"The impact that this piece of work created was just dare I say, a no brainer Grand Prix. This case stood up with every single juror among all the entries. And at every phase it just continued to stand out over and over. It's one of the most compelling cases we read, word for word and these are very hard cases to write. Even if you get the facts, you still must tell a story that's compelling. As a jury, we could not be more unanimous or more respectful and inspired by this winning Grand Prix."



TITLE: Black Supermarket  
ENTRANT COMPANY: Marcel Paris  
CLIENT: Carrefour  
COUNTRY: France

Impact Track

## INNOVATION LIONS GRAND PRIX

### AREA 23, an FCB Health Network Company Scoop a Grand Prix

Based out of New York, specialist healthcare agency **Area 23** have nudged out competition to emerge as leaders in the Innovation Lions. 'See Sound' produced for **WAVIO**, seeks to revolutionise home accessibility for deaf users by identifying sound and then displaying its readings in clear text via the user's smartphone. The technology was built with over 2 million human-labelled, 10-second sound clips. It operates similarly to Google Home or Amazon Echo.

**Bill Yom**, Global Creative Director, **Cheil Worldwide**, Global, and Jury President 2019 remarked:

"This was one of the most courageous and simplest solutions we've seen which solves a problem for the deaf and hard of hearing community that has not been addressed enough before. What's also important is that it utilizes machine learning technology in a genius creative way - basically 'hacking' Youtube to train a sound database with limited resources - to essentially, save lives."



TITLE: See Sound  
ENTRANT COMPANY: Area 23, An FCB Health  
Network Company, New York  
BRAND: WAVIO  
COUNTRY: USA

Reach Track

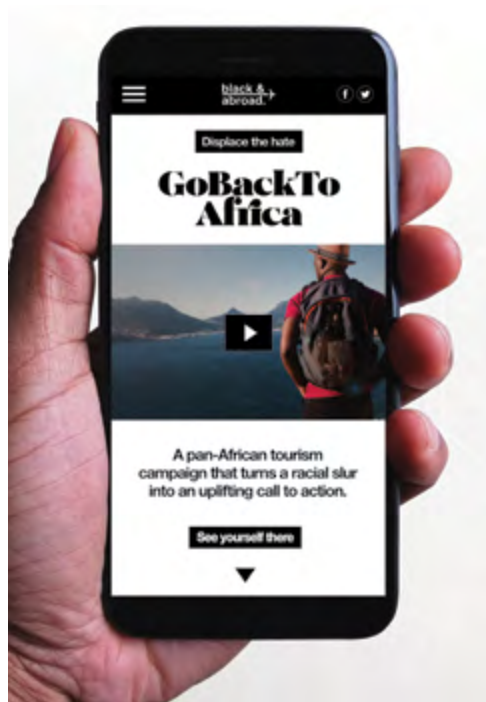
## CREATIVE DATA LIONS GRAND PRIX

### FCB/SIX Scoop a Grand Prix

**FCB/SIX**'s data-led 'Go Back to Africa' campaign for travel brand, **Black & Abroad** has earned the Toronto-based agency the top prize in 2019's Creative Data Lions, up from third in 2018. Seeking to reclaim the common racist slur, the campaign used a custom algorithm to filter through 2.8 million social media images for representational photos; from a filtered list of 14,000, the task was then passed to humans with knowledge of ethical principles such as "shadeism", who selected 6,840 variants and inserted these into digital ads.

**Yasuharu Sasaki**, Head of Digital Creative and Executive Creative Director for **Dentsu** commented on the winning work:

"In this digital age, there are a lot of negative data like fake news, privacy violations, or hate messages. The Grand Prix winner tackled this issue with a bold and impactful way. It changes negative messages into meaningful contents. It created a new community with the power of data and contributed to the culture."



TITLE: Go Back to Africa  
ENTRANT COMPANY: FCB/SIX, Toronto  
BRAND: Black & Abroad  
COUNTRY: Canada

Reach Track

## CREATIVE STRATEGY LIONS GRAND PRIX

### Forsman & Bodenfors Gothenburg Launch Iconic Campaign in Creative Strategy's First Year

**Forsman & Bodenfors**, based in Gothenburg, Sweden, identified a key statistic, that 80% of all car purchases are influenced by women and that 63% of female buyers claim to do all research and purchasing on their own; their top priority being safety. Conducting over 100 hours of desk research and SEO analysis, they also discovered that most crash tests are based on men. Drawing upon their client **Volvo's** 40 years' worth of crash and safety data, they built a digital library and a global campaign that would elucidate the injustices affecting women globally.

Commenting on her jury's decision to award the campaign Grand Prix, Creative Strategy Lions president and founder of **Futuremade, Tracey Follows**, commented:

"Starting from one hereto unobserved data insight about how women in the world were catered, for it transformed how we saw the whole world and gave a fresh take on safety to refresh and reinvigorate Volvo."



TITLE: 'The E.V.A. Initiative'  
ENTRANT COMPANY: Forsman & Bodenfors, Gothenburg  
BRAND: Volvo  
COUNTRY: Sweden

Reach Track

## DIRECT LIONS GRAND PRIX

### FCB New York Earn a Grand Prix for 'The Whopper Detour'

**FCB New York** 'Whopper Detour' campaign brought in a Grand Prix for 2019 and saw a huge increase in app downloads for their client **Burger King**. Their strategy encouraged customers to travel to a rival outlet in order to activate an exclusive promotion.

**Nicky Bullard**, Direct Lions Jury President and Chairwoman & Chief Creative Officer for **MRM McCann, GLOBAL**, discussed his jury's choice: "Our Grand Prix was completely brilliant – 'completely' being an important word. It had everything. Targeting, amazing execution, a clear call to action and results. On top of that it's one of the most audacious campaigns any of us had ever seen."



TITLE: The Whopper Detour  
ENTRANT COMPANY: FCB New York  
BRAND: Burger King  
COUNTRY: USA

Reach Track

## MEDIA LIONS GRAND PRIX

### AKQA Capture the Eye of the Jury and a Grand Prix in 2019

**AKQA**'s bold 'Air Max Graffiti Stores' campaign for **Nike** invited artists to equip graffiti characters around São Paulo with Air Max sneakers, customers were then invited to visit the graffiti locations and unlock them for purchase via geolocation. More than just a smart marketing decision, the agency claim their campaign solidified **Nike** as a brand synonymous with Brazilian streetwear and contemporary art.

Jury President **Karen Blackett OBE**, **Country Manager WPP UK & Mediacom Chairwoman, UK & Ireland:**

"A brilliant piece of work that tapped into local culture with eCommerce intertwined with geo fencing to create a new store opportunity - the media is the message. Great creativity, partnerships to make the media idea come to life and a brave client with phenomenal results."



TITLE: Air Max Graffiti Stores  
ENTRANT COMPANY: AKQA, São Paulo  
BRAND: Nike  
COUNTRY: Brazil

Reach Track

## PR LIONS GRAND PRIX

### Scholz & Friends Scoop the Grand Prix

With an aim to reverse the luxury goods tax placed on German-sold tampons, **Scholz & Friends** built 'The Tampon Book: a book against tax discrimination' for their client, tampon producers, **The Female Company**. To get around the law, tampons were packaged within a book and sold at a lower tax rate of seven percent, whereas the book itself contained 45 pages of bold illustrations and empowering stories about menstruation. Within a day, The Tampon Book sold out in stores. It also went on to generate 10.5 million views online, spark serious debate within German parliament and, eventually, win the PR Lions Grand Prix.

**Michelle Hutton**, Managing Director, Global Clients, **Edelman**, and Jury President commented on this year's winner:

"We are proud to have chosen 'The Tampon Book' a book designed to highlight and fight against tax discrimination. At its core we believe it is a perfectly formed public relations campaign - from conception of the idea, to the impact it delivers. As a campaign that is focused on tax discrimination it has public affairs at its core. It represents a modern take on communications combining creativity, and the art of PR. It is a call out to the creatives of the world to show public relations has some of the most interesting challenges. It demonstrates that a campaign that sets out to change law can be 'super-powered' through creativity."



TITLE: The Tampon Book: a book against tax discrimination  
ENTRANT COMPANY: Scholz & Friends, Berlin  
BRAND: The Female Company  
COUNTRY: Germany

Reach Track

## SOCIAL & INFLUENCER LIONS GRAND PRIX

### VMLY&R Swipe a Social & Influencer Grand Prix

In its second year, Social & Influencer Lions has seen tough competition across categories, with **VMLY&R Kansas City**'s campaign 'Keeping Fortnite Fresh' for **Wendy's** fending off all others to snatch both the Grand Prix and first-place on the rankings. Their strategy involved entering the popular videogame Fortnite as a player and streaming it live on the equally popular streaming service, Twitch. Instead of playing conventionally, the brand sought to destroy any fridges they could find in-game to spread the message that 'fresh beef beats frozen beef'.

**Pj Pereira**, Founder & Creative Chairman, **Pereira & O'dell**, Social & Influencer Lions Jury President 2019 commented:

"This idea made us smile and stood out not only because of its unpretentious sense of humor (something very refreshing in this world of brands taking themselves so seriously) but also because it made us all realize we still have so much to learn. Wendy's doesn't try to sneak into anyone's life, doesn't try to attract the audience or even invite them to do anything. It just joins the audience and minds its own business. Alone and committed to its silly version of "purpose," it goes smash freezers at the Burger Joint inside the hottest game in the world: Fortnite. After all, freezers and burgers, even if virtual ones, have no business being next to each other. Not only that, but the brand also dressed itself with an improvised Little Red Riding Hood which makes its avatar look just like the brand's mascot. Simple, resourceful, funny, and incredible."



TITLE: Keeping Fortnite Fresh  
ENTRANT COMPANY: VMLY&R, Kansas City  
BRAND: Wendy's  
COUNTRY: USA



# HOLDING COMPANY OF THE YEAR

Rank	Holding Company
<b>2019</b>	
1	OMNICOM
2	INTERPUBLIC GROUP
3	WPP
4	PUBLICIS GROUP
5	DENTSU GROUP
6	MDC PARTNERS
7	HAVAS GROUP
8	BLUEFOCUS GROUP
9	HAKUHODO BY HOLDINGS
10	ENERO

<b>2018</b>	
1	OMNICOM
2	WPP
3	INTERPUBLIC GROUP
4	PUBLICIS GROUPE
5	HAVAS GROUP
6	DENTSU GROUP
7	HAKUHODO BY HOLDINGS
8	MDC PARTNERS
9	BLUEFOCUS COMMUNICATION GROUP
10	ENERO

Rank	Holding Company
<b>2017</b>	
1	WPP
2	OMNICOM
3	INTERPUBLIC GROUP
4	PUBLICIS GROUPE
5	HAVAS GROUP
6	DENTSU GROUP
7	MDC PARTNERS
8	HAKUHODO BY HOLDINGS
9	BLUEFOCUS COMMUNICATION GROUP
10	ENERO

<b>2016</b>	
1	WPP
2	OMNICOM
3	INTERPUBLIC GROUP
4	PUBLICIS GROUPE
5	DENTSU GROUP
6	HAVAS WORLDWIDE
7	MDC PARTNERS
8	CHEIL WORLDWIDE
9	HAKUHODO BY HOLDINGS
10	M&C SAATCHI

Rank	Holding Company
<b>2015</b>	
1	WPP
2	OMNICOM
3	PUBLICIS GROUPE
4	INTERPUBLIC GROUP
5	HAVAS WORLDWIDE
6	DENTSU GROUP
7	GRUPO ABC
8	MDC PARTNERS
9	CHEIL WORLDWIDE
10	HAKUHODO BY HOLDINGS

<b>2014</b>	
1	WPP
2	OMNICOM
3	PUBLICIS GROUPE
4	INTERPUBLIC GROUP
5	DENTSU
6	HAVAS
7	GRUPOABC
8	HAKUHODO BY HOLDINGS
9	CHEIL WORLDWIDE
10	MDC PARTNERS

# NETWORK OF THE YEAR

Rank	Network
<b>2019</b>	
1	McCANN WORLDGROUP
2	DDB WORLDWIDE
3	FCB
4	BBDO WORLDWIDE
5	TBWA WORLDWIDE
6	OGILVY
7	GREY
8	WIEDEN + KENNEDY
9	DROGA5
10	VMLY&R

<b>2018</b>	
1	BBDO WORLDWIDE
2	OGILVY
3	DDB WORLDWIDE
4	McCANN WORLDGROUP
5	TBWA WORLDGROUP
6	YOUNG & RUBICAM GROUP
7	GREY
8	HAVAS
9	PUBLICIS WORLDWIDE
10	MULLENLOWER GROUP

Rank	Network
<b>2017</b>	
1	BBDO WORLDWIDE
2	OGILVY & MATHER
3	McCANN WORLDGROUP
4	YOUNG & RUBICAM GROUP
5	DDB WORLDWIDE
6	TBWA WORLDWIDE
7	GREY
8	LEO BURNETT
9	PUBLICIS WORLDWIDE
10	FCB

<b>2016</b>	
1	OGILVY & MATHER
2	BBDO WORLDWIDE
3	YOUNG & RUBICAM GROUP
4	DDB WORLDWIDE
5	GREY
6	McCANN WORLDGROUP
7	J. WALTER THOMPSON
8	TBWA WORLDWIDE
9	LEO BURNETT
10	FCB

Rank	Network
<b>2015</b>	
1	OGILVY & MATHER
2	BBDO WORLDWIDE
3	GREY
4	YOUNG & RUBICAM GROUP
5	DDB WORLDWIDE
6	LEO BURNETT
7	McCANN WORLDGROUP
8	TBWA WORLDWIDE
9	PUBLICIS WORLDWIDE
10	FCB

<b>2014</b>	
1	OGILVY
2	BBDO
3	DDB
4	Y&R
5	LEO BURNETT
6	TBWA
7	McCANN
8	PUBLICIS
9	GREY
10	LOWE

# HEALTHCARE NETWORK OF THE YEAR

Rank Network

## 2019

1	McCANN HEALTH
2	FCB HEALTH
3	HAVAS HEALTH & YOU
4	PUBLICIS HEALTH

Rank Network

## 2017

1	McCANN HEALTH
2	FCB HEALTH
3	CDM GROUP
4	PUBLICIS HEALTH
5	HAVAS HEALTH
6	THE BLOC PARTNERS

Rank Network

## 2015

1	CDM
2	McCANN HEALTH
3	PUBLICIS HEALTHCARE COMMUNICATIONS GROUP
4	TBWA/WORLDHEALTH
5	FCB HEALTH
6	INDIGENUS
7	HAVAS HEALTH
7	INVENTIV

## 2018

1	FCB HEALTH
2	HAVAS HEALTH & YOU
3	PUBLICIS HEALTH
4	McCANN HEALTH
5	CDM GROUP

## 2016

1	McCANN HEALTH
2	PUBLICIS HEALTHCARE COMMUNICATIONS GROUP
3	OGILVY COMMONHEALTH
4	DDB HEALTH GROUP
5	HAVAS HEALTH
6	FCB HEALTH
7	CDM GROUP
8	SUDLER & HENNESSEY
9	TBWA/WORLDHEALTH
10	INVENTIV

## 2014

1	LEO BURNETT
2	McCANN HEALTH
3	Y&R

# MEDIA NETWORK OF THE YEAR

Rank	Network
<b>2019</b>	
1	MINDSHARE
2	STARCOM
3	MEDIACOM
4	PHD WORLDWIDE
5	INITIATIVE
6	WAVEMAKER
7	OMD WORLDWIDE
8	ZENITH
9	Blue 449
10	UM

Rank	Network
<b>2018</b>	
1	MEDIACOM
2	OMD WORLDWIDE
3	MINDSHARE
4	UM
5	PHD WORLDWIDE
6	HAVAS MEDIA GROUP
7	WAVEMAKER
8	VIZEUM
9	CARAT
10	HEARTS & SCIENCE

Rank	Network
<b>2017</b>	
1	OMD WORLDWIDE
2	MEDIACOM
3	STARCOM
4	HEARTS & SCIENCE
5	HAVAS MEDIA GROUP
6	MEC
7	PHD WORLDWIDE
8	CARAT
9	UM
10	MEDIAVEST/SPARK



# AGENCY OF THE YEAR

Rank	Agency	City	Location
<b>2019</b>			
1	WIEDEN+KENNEDY	Portland	USA
2	McCANN NEW YORK	New York	USA
3	DROGA5	New York	USA
4	AMVBBDO	London	United Kingdom
5	FCB NEW YORK	New York	USA
6	TBWA\CHIAT\DAY	New York	USA
7	DAVID	Miami	USA
8	FCB INFERNO	London	United Kingdom
9	LOLA MULLENLOWE	Madrid	Spain
10	SCHOLZ & FRIENDS	Berlin	Germany

<b>2018</b>			
1	adam&eveDDB	London	United Kingdom
2	AMVBBDO	London	United Kingdom
3	BBDO NEW YORK	New York	USA
4	McCANN NEW YORK	New York	USA
5	TBWA/MEDIA ARTS LAB	Los Angeles	USA
6	OGILVY	Chicago	USA
7	HOST/HAVAS	Sydney	Australia
8	AFRICA	São Paulo	Brazil
9	SAATCHI & SAATCHI	New York	USA
10	VML	Kansas City	USA

Rank	Agency	City	Location
<b>2017</b>			
1	CLEMENGER BBDO MELBOURNE	Melbourne	Australia
2	ALMAPBBDO	São Paulo	Brazil
3	McCANN NEW YORK	New York	USA
4	DAVID	Miami	USA
5	BETC	Paris	France
6	adam&eveDDB	London	United Kingdom
7	COLENZO BBDO	Auckland	New Zealand
8	OGILVY NEW YORK	New York	USA
9	DROGA5	New York	USA
10	180LA	Los Angeles	USA

<b>2016</b>			
1	ALMAPBBDO	São Paulo	Brazil
2	GREY NEW YORK	New York	USA
3	INGO	Stockholm	Sweden
4	McCANN NEW YORK	New York	USA
5	DAVID	Buenos Aires	Argentina
6	adam&eveDDB	London	United Kingdom
7	COLENZO BBDO	Auckland	New Zealand
8	BBDO	New York	USA
9	FORSMAN & BODENFORS	Gothenburg	Sweden
10	LEO BURNETT CHICAGO	Chicago	USA

Rank	Agency	City	Location
<b>2015</b>			
1	R/GA NEW YORK	New York	USA
2	GREY NEW YORK	New York	USA
3	OGILVY BRASIL	São Paulo	Brazil
4	BBDO NEW YORK	New York	USA
5	DROGA5	New York	USA
6	ALMAPBBDO	São Paulo	Brazil
7	WIEDEN+KENNEDY	Portland	USA
8	adam&eveDDB	London	United Kingdom
9	GREY LONDON	London	United Kingdom
10	COLENZO BBDO	Auckland	New Zealand

<b>2014</b>			
1	adam&eveDDB	London	United Kingdom
2	DENTSU	Tokyo	Japan
3	ALMAPBBDO	São Paulo	Brazil
4	LEO BURNETT TAILOR MADE	São Paulo	Brazil
5	OGILVY BRASIL	São Paulo	Brazil
6	FORSMAN & BODENFORS	Gothenburg	Sweden
7	WIEDEN+KENNEDY	Portland	USA
8	GREY NEW YORK	New York	USA
9	DROGA5	New York	USA
10	Y&R SÃO PAULO	São Paulo	Brazil

# HEALTHCARE AGENCY OF THE YEAR

Rank	Agency	City	Location
<b>2019</b>			
1	McCANN HEALTH	Shanghai	CHINA
2	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
3	HAVAS LYNX	Manchester	United Kingdom
4	McCANN HEALTH	São Paulo	BRAZIL
5	LANGLAND	Windsor	United Kingdom
6	McCANN HEALTH NEW YORK	New York	USA
7	PUBLICIS LIFE BRANDS	London	United Kingdom

<b>2018</b>			
1	HAVAS LYNX	Manchester	United Kingdom
2	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
3	LANGLAND	Windsor	United Kingdom
4	FCB HEALTH	New York	USA
5	CDM NEW YORK	New York	USA
6	McCANN HEALTH	New York	USA
7	McCANN HEALTH	Shanghai	China
8	KLICK HEALTH	New York	USA
9	McCANN HEALTH	New Delhi	India
10	PATIENTS & PURPOSE	New York	USA
10	McCANN HEALTH	Sydney	Australia

Rank	Agency	City	Location
<b>2017</b>			
1	AREA 23	New York	USA
2	MEDULLA COMMUNICATIONS	Mumbai	India
3	McCANN HEALTH	New Delhi	India
4	CDM LONDON	London	United Kingdom
5	LANGLAND	Windsor	United Kingdom
6	McCANN HEALTH	New York	USA
7	CDM PRINCETON	Princeton	USA
7	FCB HEALTH	New York	USA
7	HAVAS LYNX	Manchester	United Kingdom
10	HAVAS LIFE	São Paulo	Brazil
10	McCANN HEALTH	São Paulo	Brazil
10	McCANN HEALTH	London	United Kingdom
10	PINK CARROTS COMMUNICATIONS	Frankfurt	Germany
10	PUBLICIS LIFE BRANDS RESOLUTE	London	United Kingdom
10	SAATCHI & SAATCHI WELLNESS	New York	USA
10	DIGITAS HEALTH LIFE BRANDS	Philadelphia	USA
10	PUBLICIS LIFE BRANDS MEDICUS	New York	USA
10	McCANN HEALTH	Shanghai	China

Rank	Agency	City	Location
<b>2016</b>			
1	MEDULLA COMMUNICATIONS	Mumbai	India
2	LANGLAND	Windsor	United Kingdom
3	McCANN HEALTH	Hong Kong SAR	China
4	DDb REMEDY	London	United Kingdom
5	AREA 23 AN FCB HEALTH COMPANY	New York	USA
6	HAVAS LIFE	São Paulo	Brazil
7	OGILVY COMMONHEALTH AUSTRALIA	Sydney	Australia
8	McCANN HEALTH	London	United Kingdom
9	PUBLICIS LIFE BRANDS RESOLUTE	London	United Kingdom
10	CDM NEW YORK	New York	USA

<b>2015</b>			
1	LANGLAND	Windsor	United Kingdom
2	CDM	London	United Kingdom
3	MEDULLA COMMUNICATIONS	Mumbai	India
4	McCANN HEALTH	London	United Kingdom
5	McCANN ECHO	Mountain Lakes	USA
6	PUBLICIS LIFE BRANDS RESOLUTE	London	United Kingdom

<b>2014</b>			
1	LANGLAND	Windsor	United Kingdom
2	LEO BURNETT TAILOR MADE	São Paulo	Brazil
3	DENTSU	Nagoya	Japan

# INDEPENDENT AGENCY OF THE YEAR

Rank	Agency	City	Location
<b>2019</b>			
1	WIEDEN + KENNEDY	Portland	USA
2	DROGA5	New York	USA
3	JOHN X HANNES NEW YORK	New York	USA
4	RBK COMMUNICATION	Stockholm	Sweden
5	DROGA5	London	United Kingdom
6	WIEDEN + KENNEDY	São Paulo	Brazil
7	MOTHER NEW YORK	New York	USA
8	TECH AND SOUL	São Paulo	Brazil
9	MOTHER	London	United Kingdom
10	180HEARTBEATS + JUNG VON MATT	Warsaw	Poland

## 2018

1	Jung von Matt	Hamburg	Germany
2	DROGA5	New York	USA
3	WIEDEN + KENNEDY	London	United Kingdom
4	WIEDEN + KENNEDY	Portland	USA
5	MOTHER	London	United Kingdom
6	JOHN X HANNES	New York	USA
7	N=5	Amsterdam	Netherlands
8	GRABARZ & PARTNER	Hamburg	Germany
9	SERVICEPLAN GERMANY	Munich	Germany
10	RPA	Santa Monica	USA

Rank	Agency	City	Location
<b>2017</b>			
1	DROGA5	New York	USA
2	WIEDEN + KENNEDY	Portland	USA
3	4CREATIVE	London	United Kingdom
4	POL	Oslo	Norway
5	BLACK FRAME	New York	USA
6	GRABARZ & PARTNER	Hamburg	Germany
7	CJ WORX	Bangkok	Thailand
8	FF PARIS	Paris	France
9	DON'T PANIC	London	United Kingdom
10	SERVICEPLAN FRANCE	Paris	France

## 2016

1	DROGA5	New York	USA
2	Jung von Matt	Hamburg	Germany
3	WIEDEN + KENNEDY	Portland	USA
4	VENABLES BELL & PARTNERS	San Francisco	USA
5	FORSMAN & BODENFORS	Gothenburg	Sweden
6	SERVICEPLAN	Munich	Germany
7	FF PARIS	Paris	France
8	MEDULLA COMMUNICATIONS	Mumbai	India
9	84. PARIS	Paris	France
10	WE BELIEVERS	New York	USA

Rank	Agency	City	Location
<b>2015</b>			
1	DROGA5	New York	USA
2	WIEDEN + KENNEDY	Portland	USA
3	WIEDEN + KENNEDY	London	United Kingdom
4	FORSMAN & BODENFORS	Gothenburg	Sweden
5	GRABARZ & PARTNER	Hamburg	Germany
6	WIEDEN + KENNEDY	New York	USA
7	SERVICEPLAN	Munich	Germany
8	WIEDEN + KENNEDY	Amsterdam	Netherlands
9	LANGLAND	Windsor	United Kingdom
10	SID LEE	Paris	France

## 2014

1	FORSMAN & BODENFORS	Gothenburg	Sweden
2	LEMZ	Amsterdam	Netherlands
3	WIEDEN + KENNEDY	Portland	USA
4	CREATIVE ARTISTS AGENCY	Los Angeles	USA
5	DROGA5	New York	USA
6	SID LEE	Paris	France
7	PEREIRA & O'DELL	San Francisco	USA
8	WIEDEN + KENNEDY	London	United Kingdom
9	KOLLE REBBE	Hamburg	Germany
10	SS+K	New York	USA

## PALME D'OR

Rank	Agency	Location
<b>2019</b>		
1	PARK PICTURES	USA
2	HUNGRY MAN	USA
3	SOMESUCH	United Kingdom
4	BUCK	USA
5	BISCUIT FILMWORKS	USA
6	SMUGGLER	USA
7	SOMESUCH	USA
8	HWY 61 FILMS	USA
9	SAVILLE	USA
10	EPOCH FILMS	USA

<b>2018</b>		
1	MJZ	USA
2	REVOLVER/WILL O'ROURKE	Australia
3	THE CORNER SHOP	USA
4	BLUR FILMS	Spain
5	THE MILL	USA
6	HUB HO HIN BANGKOK	Thailand
7	THE PLANE	France
8	BBDO STUDIOS	USA
9	OUTSIDER	United Kingdom
10	BLINK PRODUCTIONS	United Kingdom

Rank	Agency	Location
<b>2017</b>		
1	MJZ	USA
2	SMUGGLER	USA
3	THE MILL	USA
4	TOHOKUSHINSHA FILM CORPORATION	Japan
5	ICONOCLAST	USA
6	BLINK PRODUCTIONS	UK
7	STINK	UK
8	CAVIAR	USA
9	LIME STUDIOS	USA
10	O POSITIVE	USA

<b>2016</b>		
1	TOOL	USA
2	EPOCH FILMS	USA
3	STINK	UK
4	VRSE WORKS	USA
5	O POSITIVE	USA
6	LANDIA	Argentina
7	UNIVERSAL PRODUCTION PARTNERS	Czech Republic
8	GUILTY CONTENT	Australia
9	ANONYMOUS CONTENT	USA
10	OUTSIDER	UK

Rank	Agency	Location
<b>2015</b>		
1	SMUGGLER	USA
2	BLINK PRODUCTIONS	UK
3	SOMESUCH	UK
4	PARK PICTURES	USA
5	BISCUIT FILMWORKS	USA
6	CAVIAR	USA
7	AOI PRO.	Japan
8	ROGUE	UK
9	MJZ	UK
10	MJZ	USA

<b>2014</b>		
1	MJZ	USA
2	O POSITIVE FILMS	USA
3	OUTSIDER LONDON	UK
4	MJZ	UnK
5	BLINK PRODUCTIONS	UK
6	FOLKE STOCKHOLM	Sweden
7	BISCUIT FILMWORKS	USA
8	MOONBOT STUDIOS	USA
9	PARK PICTURES	USA
10	FURLINED	USA

## Top Ranking People **CREATIVE DIRECTOR**

Rank	People	Agency	City	Location
<b>2019</b>				
1	Alberto Ponte/Ryan O'Rourke	WIEDEN+KENNEDY	Portland	USA
2	Akos Papp / Alex Sprouse/Daniel Salles/ Gabriel Schmitt/Laszlo Szloboda	FCB NEW YORK	New York	USA
3	Alex Grieve	AMVBBDO	London	United Kingdom
4	Antony Goldstein/Chris Groom	WIEDEN+KENNEDY	Portland	USA
5	Ricardo Franco	TBWA\CHIAT\DAY	New York	USA
6	Angelo Maia	R/GA	New York	USA
7	Adrian Rossi/Jim Hilson/Toby Allen	AMVBBDO	London	United Kingdom
8	Fernando Pellizzaro/Jean Zamprognio	DAVID	Miami	USA
9	Juan Javier Peña Plaza/Ricardo Casal	DAVID	Miami	USA
10	Martin McAllister	FCB Inferno	London	United Kingdom

<b>2018</b>				
1	Adrian Rossi/Alex Grieve	AMV BBDO	London	United Kingdom
2	Gustavo Vampre/Josh Bryer/Paul Bootlis/ Seamus Higgins	Host/Havas	Sydney	Australia
3	Tomás Ostiglia	LOLA Mullenlowe	Madrid	Spain
4	Mark BrUnited Kingdomer	Ogilvy	Chicago	USA
5	Hital Pandya/Luissandro Del Gobbo	Ogilvy	Chicago	USA
6	Jamie Mietz/Sanjiv Mistry	McCANN	London	United Kingdom
7	Chad Baker/Daniel Lobaton/Kiko Mattoso/ Paul Bichler/Rafael Segri/Max McKeon	Saatchi & Saatchi	New York	USA
8	Fabio Brígido	LOLA Mullenlowe	Madrid	Spain
9	Ian Tait/Tony Davidson	WIEDEN + KENNEDY	London	United Kingdom
10	Matias Menendez	Africa	São Paulo	Brazil

Rank	People	Agency	City	Location
<b>2017</b>				
1	Evan Roberts, Stephen de Wolf	Clemenger BBDO	Melbourne	Brazil
2	Bruno Prosperi, Benjamin Yung Jr./Pernil/ Marcelo Nogueira/Anne Gola	AlmapBBDO	São Paulo	USA
3	Antony Kalathara	David	Miami	USA
4	Dov Zmood, Vince Lim	McCANN New York	New York	USA
5	Rafael Rizuto/William Gelner/Eduardo Marques	180LA	Los Angeles	USA
6	Karan Dang	180LA	Los Angeles	USA
7	Ben Tollett	adam&eveDDB	London	USA
8	Bastien Baumann	Ogilvy New York	New York	USA
9	Rodrigo Moran	Ogilvy New York	New York	USA
10	Andre Sallowicz, Simon Vicars	Colenso BBDO	Auckland	New Zealand



## Top Ranking People **CREATIVE DIRECTOR** — continued

Rank	People	Agency	City	Location
<b>2016</b>				
1	Bruno Prosperi	AlmapBBDO	São Paulo	Brazil
2	Benjamin Yung Jr./Pernil/Marcelo Nogueira/ Andres Gola	AlmapBBDO	São Paulo	Brazil
3	Bjorn Stohl	INGO	Stockholm	Sweden
4	Tom Paine	Y&R NZ	Auckland	New Zealand
5	Will McGinness	Venables Bell & Partners	San Francisco	USA
6	Lee Einhorn	Venables Bell & Partners	San Francisco	USA
7	Bas Korsten	J. Walter Thompson	Amsterdam	The Netherlands
8	Adrian Rossi/Alex Grieve	AMV BBDO	London	UK
9	Sanjiv Mistry/Jamie Mietz	McCANN London	London	UK
10	Britt Nolan/Mikal Pittman	Leo Burnett Chicago	Chicago	USA

### 2015

1	Roberto Fernandez	David	Miami	USA
2	Judy John	Leo Burnett Toronto	Toronto	Canada
3	Bruno Prosperi	AlmapBBDO	São Paulo	Brazil
4	Ben Priest	adam&eveDDB	London	UK
5	Paco Conde	OGILVY BRASIL	São Paulo	Brazil
6	Joe Staples/Mark Fitzloff	WIEDEN + KENNEDY	Portland	USA
7	Andre Gola/Pernil	AlmapBBDO	São Paulo	UK
8	Baptiste Clinet	Ogilvy Paris	Paris	France
9	Marcelo Nogueira/Benjamin Yung Jr	AlmapBBDO	São Paulo	Brazil
10	Ben Tollett	adam&eveDDB	London	UK

Rank	People	Agency	City	Location
<b>2014</b>				
1	Ben Priest/Ben Tollett/Emer Stamp	adam&eveDDB	London	UK
2	Roberto Fernandez	OGILVY BRASIL	São Paulo	Brazil
3	Joe Staples/Susan Hoffman	WIEDEN + KENNEDY	Portland	USA
4	Paco Conde	OGILVY BRASIL	São Paulo	Brazil
5	Bruno Prosperi	AlmapBBDO	São Paulo	Brazil
6	Erik Vervroegen	Publicis	Paris	France
7	Chacho Puebla	Lola Lowe	Madrid	Spain
8	Rui Branquinho	Y&R SÃO PAULO	São Paulo	Brazil
9	Mariano Serkin/Maxi Itzkoff	Del Campo Saatchi & Saatchi	Madrid	Spain
10	Joanna Monteiro/Max Geraldo	FCB Brasil	São Paulo	Brazil

## Top Ranking People **ART DIRECTOR**

Rank	People	Agency	City	Location
<b>2019</b>				
1	Sara Phillips	WIEDEN+KENNEDY	Portland	USA
2	Scott Kelly	AMVBBDO	London	UK
3	Jackie Moran	DROGA5	New York	USA
4	Andy Tamayo	DAVID	Miami	USA
5	Julie Koong	McCANN NEW YORK	New York	USA
6	Dana Moshkowitz, Kfir Peretz	McCANN	Tel Aviv	Israel
7	Conor Clarke, Elias Julian, Jourdan Hull	VML	Kansas City	USA
8	Christiano Vellutini	AKQA	São Paulo	Brazil
9	Rob Farren	FCB INFERNO	London	United Kingdom
10	Ewelina Woźniczka, Paweł Szczygiel	VMLY&R POLAND	Warsaw	Poland

<b>2018</b>				
1	Gustavo Vampre/Stu Alexander	HOST/HAVAS	Sydney	Australia
2	Hital Pandya	OGILVY	Chicago	USA
3	Chad Baker/Erin Evon/Jacopo Biorcio/Maddy Kramer/Rafael Segri	SAATCHI & SAATCHI	New York	USA
4	Dalatando Almeida	AMV BBDO	London	United Kingdom
5	Jean Zamprogno	DAVID	Miami	USA
6	Clément Sechet/Eulalia Bartolomeu	MARCEL	Paris	France
7	Mario Mendoza/Victor Rodriguez	MULLENLOWE SSP3	Bogota	Columbia
8	Devon Williamson	FCB/SIX	Toronto	Canada
9	Daniel Marciniak/Mateus Cerqueira	OGILVY & MATHER	Warsaw	Poland
10	Nadja Lossgoff	AMV BBDO	London	United Kingdom

Rank	People	Agency	City	Location
<b>2017</b>				
1	George McQueen	CLEMENGER BBDO	Melbourne	Australia
2	Ricardo Casal	DAVID	Miami	USA
3	Lizzie Wilson	MCCANN NEW YORK	New York	USA
4	Andre Sallowicz	ALMAP BBDO/ COLENZO BBDO	São Paulo/ Auckland	Brazil/ New Zealand
5	Belén Márquez	OGILVY NEW YORK	New York	USA
6	Arthur Amiune/Eduardo Lunardi/Renato Tagliari	OGILVY NEW YORK	New York	USA
7	Lisandro Anczewicz	SAATCHI & SAATCHI	New York	USA
8	Jackson Harper	CLEMENGER BBDO	Melbourne	Australia
9	Richard Cruz	DAVID	Miami	USA
10	Rayhaan Khodabux	BETC	Paris	France

## Top Ranking People **ART DIRECTOR** — continued

Rank	People	Agency	City	Location
<b>2016</b>				
1	Andre Sallowicz	ALMAPBBDO	Sao Paula	Brazil
2	Ricardo Casal	DAVID	Miami	USA
3=	Guney Soykan	J. WALTER THOMPSON AMSTERDAM	Amsterdam	Netherlands
3=	Avery Oldfield	VENABLES BELL & PARTNERS	San Francisco	USA
4	Gustav Westman	INGO	Stockholm	Sweden
5	Brett Colliver	COLENZO BBDO	Auckland	New Zealand
6	Kavon Johnson	MCCANN NEW YORK	New York	USA
7=	Hernán García Dietrich / Fernando Lanuza	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina
7=	Jacob Björdal	MCCANN LONDON	London	United Kingdom
8	Wisit Lumsiricharoenchoke / Nopadol Srikaetikaohn	OGILVY GROUP THAILAND	Bangkok	Thailand
9=	Wentao Zhang / Nicolas Berthier	FRED & FARID	Paris	France
9=	Ami Lewis	R/GA HUSTLE	New York	USA
10	Julia Menassa	DROGA5	New York	USA

### 2015

1=	Nick Bygraves	HOLLER	London	United Kingdom
1=	Hmi Hmi Gibbs	LEO BURNETT	Chicago	USA
2=	Fiete Luehn	GGH LOWE	Hamburg	Germany
2=	Yasemin Boyraz	GRABARZ & PARTNER	Hamburg	Germany
5	Logan Allanson	GEOMETRY GLOBAL DUBAI	Dubai	United Arab Emirates
6	Rodrigo Bistene / Bruno Luglio	DAVID	Miami	USA
7	Bruno Oppido	F/NAZCA SAATCHI & SAATCHI	Sao Paulo	Brazil
8	Raymond Chan	FCB INFERNO	London	United Kingdom
9	Ale Koston	OGILVY BRASIL	Sao Paulo	Brazil
10	Diana Duque	MARURI GREY	Guayaquil	Ecuador

Rank	People	Agency	City	Location
<b>2014</b>				
1	Anders Eklind / Sophia Lindholm	FORSMAN & BODENFORS	Gothenburg	Sweden
2	Andy Davis	OGILVYONE	London	United Kingdom
3	Nils Andersson	Y&R CHINA	Shanghai	China
4	Fabio Natan / Fernando Passos	OGILVY BRASIL	Sao Paulo	Brazil
5	Eduard Cubel	THE CYRANOS MCCANN WORLDGROUP	Barcelona	Spain
6	Christopher Hunt / Sabia Fatayri	MEMAC OGILVY	Dubai	United Arab Emirates
7	Marcelo Rizerio	LEO BURNETT TAILOR MADE	Sao Paulo	Brazil
8	Brett Beaty	PEREIRA & O'DELL	San Francisco	USA
9	Jianjun Geng / Bruce Xie	Y&R BEIJING	Beijing	China
10	Oscar Amodia	THE CYRANOS MCCANN WORLDGROUP	Barcelona	Spain

## Top Ranking People COPYWRITER

Rank	People	Agency	City	Location
<b>2019</b>				
1	Dylan Lee	WIEDEN+KENNEDY	Portland	USA
2	Caio Giannella	AMVBBDO	London	United Kingdom
3	Ben Brown	DROGA5	New York	USA
4	Alexander Allen	DAVID	Miami	USA
5	David Cappolino	McCANN NEW YORK	New York	USA
6	Eldar Yusupov/Yiftach Sarig	McCANN	Tel Aviv	Israel
7	Nate Steele	VML	Kansas City	USA
8	Chase Kimball	DROGA5	New York	USA
9	Nellie Santee	DAVID	Miami	USA
10	Ben Usher	FCB Inferno	London	United Kingdom

### 2018

1	Daniel Fryer	HOST/HAVAS	Sydney	Australia
2	Paul Bootlis	HOST/HAVAS	Sydney	Australia
3	Mark BrUnited Kingdomer	OGILVY	Chicago	USA
4	Luissandro Del Gobbo	OGILVY	Chicago	USA
5	Blake Morris	SAATCHI & SAATCHI	New York	USA
6	Michael Hughes	AMV BBDO	London	United Kingdom
7	Antonin Jacquot	MARCEL	Paris	France
8	Juan Pablo Maldonado	MULLENLOWE SSP3	Bogata	Columbia
9	James Ly	FCB/SIX	Toronto	Canada
10	Wojciech Kowalik	OGILVY	Warsaw	Poland
10	Rémi Campet	BETC	Paris	France

Rank	People	Agency	City	Location
<b>2017</b>				
1	Tom McQueen	CLEMENGER BBDO	Melbourne	Australia
2	Juan Javier Pena Plaza	DAVID	Miami	USA
3	Tali Gumbiner	MCCANN	New York	USA
4	Daniel Oksenberg	ALMAPBBDO	São Paulo	Brazil
5	Simon Vicars	COLENZO BBDO	Auckland	New Zealand
6	Imen Soltani	OGILVY	New York	USA
7	Blake Morris/Will Danilow	SAATCHI & SAATCHI	New York	USA
8	Wade Alger/David Voغةleer	THE MARTIN AGENCY	Richmond	USA
9	Shannon Crowe/Jim Robbins	CLEMENGER BBDO	Melbourne	Australia
10	Dan Flora	DAVID	Miami	USA
10	Rémi Campet	BETC	Paris	France

## Top Ranking People **COPYWRITER** — continued

Rank	People	Agency	City	Location
<b>2016</b>				
1	Andre Sallowicz	Almap BBDO	São Paulo	Brazil
2	Ricardo Casal	David	Miami	USA
3	Avery Oldfield	Venables Bell & Partners	San Francisco	USA
4	Guney Soykan	J. WALTER THOMPSON	Amsterdam	Netherlands
5	Gustav Westman	INGO STOCKHOLM	Stockholm	Sweden
6	Brett Colliver	COLENZO BBDO	Auckland	New Zealand
7	Kavon Johnson	MCCANN NEW YORK	New York	USA
8	Hernán García Dietrich/Fernando Lanuza	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina
9	Jacob Bjordal	MCCANN LONDON	London	United Kingdom
10	Wisit Lumsiricharaoenchoke/Napadol Srikiatetikajohn	OGILVY GROUP THAILAND	Bangkok	Thailand

### 2015

1	Nick Bygraves	HOLLER	London	United Kingdom
2	Hmi Hmi Gibbs	LEO BURNETT	Chicago	USA
3	Yasemin Boyraz	GRABARZ & PARTNER	Hamburg	Germany
4	Fiete Luehn	GGH LOWER	Hamburg	Germany
5	Logan Allanson	GEOMETRY GLOBAL	Dubai	UAE
6	Rodrigo Bistene/Bruno Luglio	DAVID	Miami	USA
7	Bruno Oppido	F/NAZCA SAATCHI & SAATCHI	São Paulo	Brazil
8	Raymond Chan	FCB INFERNO	London	United Kingdom
9	Alex Koston	OGILVY BRASIL	São Paulo	Brazil
10	Diana Duque	MARURI GREY	Guayaquil	Ecuador

Rank	People	Agency	City	Location
<b>2014</b>				
1	Anders Eklind/Sophia Lindholm	FORSMAN & BODENFORS	Gothenberg	Sweden
2	Andy Davis	OGILVYONE	London	United Kingdom
3	Nils Andersson	Y&R CHINA	Shanghai	China
4	Fabio Natan/Fernando Passos	OGILVY BRASIL	São Paulo	Brazil
5	Eduard Cubel	THE CYNAROS MCCANN WORLDGROUP	Barcelona	Spain
6	Christopher Hunt/Sabia Fatayri	MEMAC OGILVY	Dubai	UAE
7	Marcelo Rizerio	LEO BURNETT TAILOR MADE	São Paulo	Brazil
8	Brett Beaty	PEREIRA & O'DELL	San Francisco	USA
9	Jianjun Geng/Bruce Xie	Y&R BEIJING	Beijing	China
10	Oscar Amodia	THE CYNAROS MCCANN WORLDGROUP	Barcelona	Spain



## Top Ranking People DIRECTOR

Rank	People	Agency	City	Location
<b>2019</b>				
1	Bryan Buckley	Hungry Man	New York	USA
2	Jonathan Klein	Partizan Films	Los Angeles	USA
3	Kim Gehrig	Somesuch	London	United Kingdom
4	Chris Overton	Dog Eat Dog	London	United Kingdom
6	Daniel Lindsay/TJ Martin	Furlined	Los Angeles	USA
7	Laerke Herthoni	New Land	Stockholm	Sweden
8	Jefferson Lellouche	McCann Paris	Paris	France
8	Mario Schiniotakis	Kids Go First	Paris	France
9	Dougal Wilson	Blink Productions	London	United Kingdom
10	Andreas Nilsson	Biscuit Filmworks	Los Angeles	USA

<b>2018</b>				
1	Evan Viera/Tommy Wooh	ROYGBIV	Los Angeles	USA
1	Jed Kurzel	Independent		
2	Aline Lata	Landia	São Paulo	Brazil
3	Daniel Wolfe	Somesuch & Co.	London	United Kingdom
4	James Rouse	Outsider	London	United Kingdom
5	Edouard Le Scouarnec	iconoclast	Paris	France
6	Miguel Herrera	Macarena	Bogata	Columbia
7	Spike Jonze	MJZ	Los Angeles	USA
8	Megaforce	Riff Raff	London	United Kingdom
9	Steve Rogers	Revolver	Sydney	Australia
10	Rodrigo Cortés	Only 925	Madrid	Spain

Rank	People	Agency	City	Location
<b>2017</b>				
1	Raphael Dias/Nayana Gouvea/Marcelo Vidal	Square Pixel	New York	Brazil
1	Guilherme Pau y Biglia	Asteroides Filmes	Curtiba	Brazil
2	Kris Belman	Caviar	Los Angeles	USA
3	Henry-Alex Rubin	Smuggler	New York	USA
4	Adam Gunser	DarlingFilms	London	United Kingdom
5	Pierre Edouard Joubert	Pierre Edouard Joubert	Paris	France
6	Peter Medlock	Ogilvy & Mather	Chicago	USA
7	Elias Campbell	Elias Campbell		Canada
8	Mark Zibert	Freelance	Toronto	Canada
9	Dougal Wilson	Blink Productions	London	United Kingdom
10	Mike Daly	Scoundrel/Exit Films	Sydney	Australia

## Top Ranking People **DIRECTOR** — continued

Rank	People	Agency	City	Location
<b>2016</b>				
1	Nicolas Hardy	Landia	Buenos Aires	Argentina
2	Juliette Stevens	New Amsterdam Film Company	Amsterdam	The Netherlands
3	Benji Weinstein	Tool of North America	Los Angeles	USA
4	Bryce Fortner/Wally Pfister	Reset Content	Santa Monica	USA
5	Nick Bell	Furlines	Los Angeles	USA
5	Lance Accord	Park Pictures/Grey/New York	New York	USA
6	Tony Rogers	Guilty Productions	Melbourne	Australia
7	Edouard Le Scouarnec	Marcel/Kuest Prod/Cinq Etoiles Productions	Paris	France
8	Blandine Mercier	Marcel	Paris	France
9	Tarik Saleh/Fredrik Wenzel	Bacon	Copenhagen	Denmark
10	Atul KattUnited Kingdomaran	1st December	Mumbai	India

### 2015

1	Nick Bygraves	Lauren Greenfield	Los Angeles	USA
2	Hmi Hmi Gibbs	Henry-Alex Rubin	New York	USA
3	Yasemin Boyraz	Esteban Crespo	Madrid	Spain
4	Fiete Luehn	Andrew Lane	New York	USA
5	Logan Allanson	Dougal Wilson	London	United Kingdom
6	Rodrigo Bisten/Bruno Luglio	Kim Gehrig	London	United Kingdom
7	Bruno Oppido	Jaron Albertin	New York	USA
8	Raymond Chan	Lawrence Chen	New York	USA
9	Alex Koston	Giovanni Fantoni Modena		Italy
10	Diana Duque	Jonathan Finnigan	Singapore	Singapore

Rank	People	Agency	City	Location
<b>2014</b>				
1	Anders Eklind/Sophia Lindholm	Andreas Nilsson	Malmö	Sweden
2	Andy Davis	Kosai Sekine/Naoto Nakanishi		Japan
3	Nils Andersson	James Rouse		United Kingdom
4	Fabio Natan/Fernando Passos	Errol Morris		USA
5	Eduard Cubel	Coban Beutelstetter		France
6	Christopher Hunt/Sabia Fatayri	Brandon Oldenburg/Limbert Fabian		USA
7	Marcelo Rizerio	David Shane		USA
8	Brett Beaty	Ted Pauly		USA
9	Jianjun Geng/Bruce Xie	Randy Krallman		USA
10	Oscar Amodia	Marc Oller		Canada

## AFRICA & MIDDLE EAST

Rank	Agency	City	Location
<b>2019</b>			
1	IMPACT BBDO	Dubai	UAE
2	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
3	OGILVY JOHANNESBURG	Johannesburg	South Africa
4	KING JAMES GROUP	Cape Town	South Africa
5	J. WALTER THOMPSON	Beirut	Lebanon
6	J. WALTER THOMPSON DUBAI	Dubai	UAE
7	VMLY&R SOUTH AFRICA	Johannesburg	South Africa
8	TBWA\RAAD	Dubai	UAE
9	VMLY&R	Dubai	UAE
10	INTERESTING TIMES	Beirut	Lebanon
10	NET#WORK BBDO	Johannesburg	South Africa

### 2018

1	TBWA/RAAD	Dubai	UAE
2	OGILVY CAPE TOWN	Cape Town	South Africa
3	TBWA/HUNT/LASCARIS	Johannesburg	South Africa
4	Y&R DUBAI	Dubai	UAE
5	J. WALTER THOMPSON	Casablanca	Morocco
6	KING JAMES GROUP	Cape Town	South Africa
7	DDB SOUTH AFRICA	Johannesburg	South Africa
8	OGILVY JOHANNESBURG	Johannesburg	South Africa
9	JOE PUBLIC UNITED	Johannesburg	South Africa
10	1886	Johannesburg	South Africa

Rank	Agency	City	Location
<b>2017</b>			
1	Y&R SOUTH AFRICA	Cape Town	South Africa
2	IMPACT BBDO	Dubai	UAE
3	MEMAC OGILVY & MATHER	Dubai	UAE
4	Y&R DUBAI	Dubai	UAE
5	VML	Cape Town	South Africa
6	OGILVY & MATHER JOHANNESBURG	Johannesburg	South Africa
7	FP7/CAI	Cairo	Egypt
8	THE CLASSIC PARTNERSHIP ADVERTISING	Dubai	UAE
9	FCB CAPE TOWN	Cape Town	South Africa
10	LEO BURNETT BEIRUT	Beirut	Lebanon

### 2016

1	MEMAC OGILVY	Dubai	UAE
2	TBWA/HUNT LASCARIS JOHANNESBURG	Johannesburg	South Africa
3	OGILVY & MATHER JOHANNESBURG	Johannesburg	South Africa
4	VML	Cape Town	South Africa
5	Y&R DUBAI	Dubai	UAE
6	LEO BURNETT BEIRUT	Beirut	Lebanon
7	J. WALTER THOMPSON	Beirut	Lebanon
8	TBWA/RAAD	Dubai	UAE
9	IMPACT BBDO	Dubai	UAE
10	OGILVY & MATHER CAPE TOWN	Cape Town	South Africa

# ASIA

Rank	Agency	City	Location
<b>2019</b>			
1	McCANN HEALTH	Shanghai	China
2	DENTSU INC.	Tokyo	Japan
3	TBWA\HAKUHODO INC.	Tokyo	Japan
4	BBDO PAKISTAN	Lahore	Pakistan
5	CHEIL WORLDWIDE HONG KONG	Hong Kong SAR	China
6	DENTSU WEBCHUTNEY	Bangalore	India
7	GREY BANGLADESH	Dhaka	Bangladesh
8	FCBULKA	Delhi	India
9	OGILVY HONG KONG	Hong Kong SAR	China
10	HO COMMUNICATION	Shanghai	China

## 2018

1	DENTSU INC.	Tokyo	Japan
2	OGILVY HONG KONG	Hong Kong SAR	China
3	OGILVY MUMBAI	Mumbai	India
4	OGILVY GROUP THAILAND	Bangkok	Thailand
5	TBWA/INDIA	Mumbai	India
6	GREYJN UNITED	Bangkok	Thailand
7	FCB INDIA	Mumbai	India
8	J. WALTER THOMPSON BANGKOK	Bangkok	Thailand
9	HAKUHODO INC.	Tokyo	Japan
10	DENTSU JAYMES SYFU	Makati City	The Philippines

Rank	Agency	City	Location
<b>2017</b>			
1	DENTSU INC.	Tokyo	Japan
2	BBH	Singapore	Singapore
3	OGILVY & MATHER MUMBAI	Mumbai	India
4	McCANN WORLDGROUP INDIA	Mumbai	India
5	OGILVY & MATHER SINGAPORE	Singapore	Singapore
6	GREYJN UNITED	Tokyo	Japan
7	FCB INDIA	Bangkok	Thailand
8	J. WALTER THOMPSON BANGKOK	Bangkok	Thailand
9	HAKUHODO INC.	Mumbai	India
10	DENTSU JAYMES SYFU	Tokyo	Japan

## 2016

1	DENTSU INC.	Tokyo	Japan
2	OGILVY & MATHER	Bangkok	Thailand
3	TBWA/HAKUHODO	Tokyo	Japan
4	MEDULLA COMMUNICATIONS	Mumbai	India
5	Y&R SHANGHAI	Shanghai	China
6	J. WALTER THOMPSON BANGKOK	Bangkok	Thailand
7	BBDO INDIA	Mumbai	India
8	OGILVY & MATHER MUMBAI	Mumbai	India
9	HAKUHODO	Tokyo	Japan
10	MONDAY	Tokyo	Thailand

Rank	Agency	City	Location
<b>2015</b>			
1	COLENSO BBDO	Auckland	New Zealand
2	M&C SAATCHI	Sydney	Australia
3	Y&R SHANGHAI	Shanghai	China
4	DENTSU	Tokyo	Japan
5	GREY GROUP	Singapore	Singapore
6	McCANN WORLDGROUP INDIA	Mumbai	India
7	GPY&R	Melbourne	Australia
8	BBDO PROXIMITY THAILAND	Bangkok	Thailand
9	CHEIL WORLDWIDE	Seoul	South Korea
10	HAKUHODO	Tokyo	Japan

## 2014

1	DENTSU	Tokyo	Japan
2	HAKUHODO	Tokyo	Japan
3	Y&R BEIJING	Beijing	China
4	LEO BURNETT SYDNEY	Sydney	Australia
5	COLENSO BBDO	Auckland	New Zealand
6	SAATCHI & SAATCHI	Sydney	Australia
7	OGILVY & MATHER INDIA	Mumbai	India
8	CLEMENGER BBDO MELBOURNE	Melbourne	Australia
9	DDB GROUP NEW ZEALAND	Auckland	New Zealand
10	FCB NEW ZEALAND	Auckland	New Zealand

# EUROPE

Rank	Agency	City	Location
<b>2019</b>			
1	AMVBBDO	London	UK
2	FCB INFERNO	London	UK
3	LOLA MULLENLOWE	Madrid	Spain
4	SCHOLZ & FRIENDS	Berlin	Germany
5	adam&eveDDB	London	UK
6	TBWA\PARIS	Paris	France
7	McCANN	Tel Aviv	Israel
8	DDB PARIS	Paris	France
9	McCANN PARIS	Paris	France
10	VMLY&R POLAND	Warsaw	Poland

## 2018

1	adam&eveDDB	London	UK
2	AMVBBDO	London	UK
3	Jung von Matt	Hamburg	Germany
4	LOLA MULLENLOWE	Madrid	Spain
5	McCANN LONDON	London	UK
6	WIEDEN + KENNEDY	London	UK
7	MARCEL	Paris	France
8	BETC	Paris	France
9	ROTHCO / ACCENTURE INTERACTIVE	Dublin	Ireland
10	ÅKESTAM HOLST NOA	Stockholm	Sweden

Rank	Agency	City	Location
<b>2017</b>			
1	BETC	Paris	France
2	adam&eveDDB	London	UK
3	Y&R MADRID	Madrid	Spain
4	DDB PARIS	Paris	France
5	&CO	Copenhagen	Denmark
6	SAATCHI & SAATCHI	London	UK
7	PUBLICIS ITALY	Milan	Italy
8	TBWA/PARIS	Paris	France
9	J. WALTER THOMPSON	London	UK
10	4CREATIVE	London	UK

## 2016

1	INGO	Stockholm	Sweden
2	adam&eveDDB	London	UK
3	FORSMAN & BODENFORS	Gothenburg	Sweden
4	J. WALTER THOMPSON AMSTERDAM	Amsterdam	The Netherlands
5	AMVBBDO	London	UK
6	GREY LONDON	London	UK
7	OGILVY & MATHER LONDON	London	UK
8	Jung von Matt	Hamburg	Germany
9	TAPSA/Y&R	Madrid	Spain
10	McCANN LONDON	London	UK

Rank	Agency	City	Location
<b>2014</b>			
1	adam&eveDDB	London	UK
2	FORSMAN & BODENFORS	Gothenburg	Sweden
3	LEMZ	Amsterdam	The Netherlands
4	LOLA LOWE MADRID	Madrid	Spain
5	OGILVYONE LONDON	London	UK
6	LEO BURNETT FRANCE	Paris	France
7	LES GAULOIS	Puteaux	France
8	ABBOT MEAD VICKERS BBDO	London	UK
9	TBWA/LONDON	London	UK
10	SID LEE	Paris	France



# LATIN AMERICA

Rank	Agency	City	Location
<b>2019</b>			
1	AKQA	São Paulo	Brazil
2	GREY BRAZIL	São Paulo	Brazil
3	AFRICA	São Paulo	Brazil
4	DAVID SÃO PAULO	São Paulo	Brazil
5	VMLY&R BRAZIL	São Paulo	Brazil
6	WIEDEN+KENNEDY	São Paulo	Brazil
7	ALMAPBBDO	São Paulo	Brazil
8	FAHRENHEIT DDB	Lima	Peru
9	J. WALTER THOMPSON BRAZIL	São Paulo	Brazil
10	OGILVY	São Paulo	Brazil

<b>2018</b>			
1	AFRICA	São Paulo	Brazil
2	MULLENLOWE SSP3	Bogotá	Colombia
3	GREY BRAZIL	São Paulo	Brazil
4	ALMAPBBDO	São Paulo	Brazil
5	Y&R BRAZIL	São Paulo	Brazil
6	OGILVY BRASIL	São Paulo	Brazil
7	PROLAM Y&R	Santiago	Chile
8	DAVID THE AGENCY	São Paulo	Brazil
9	MARURI GREY	Guayaquil	Ecuador
10	DAVID THE AGENCY	Buenos Aires	Argentina

Rank	Agency	City	Location
<b>2017</b>			
1	ALMAPBBDO	São Paulo	Brazil
2	OGILVY BRASIL	São Paulo	Brazil
3	GREY COLOMBIA	Bogotá	Colombia
4	CIRCUS GREY PERU	Lima	Peru
5	Y&R BRAZIL	São Paulo	Brazil
6	GREY BRAZIL	São Paulo	Brazil
7	AFRICA	São Paulo	Brazil
8	J. WALTER THOMPSON BRAZIL	São Paulo	Brazil
9	DM9DDB	São Paulo	Brazil
10	J. WALTER THOMPSON COLOMBIA	Bogotá	Colombia

<b>2016</b>			
1	ALMAPBBDO	São Paulo	Brazil
2	DAVID	Buenos Aires	Argentina
3	Y&R SÃO PAULO	São Paulo	Brazil
4	J. WALTER THOMPSON BRAZIL	São Paulo	Brazil
5	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina
6	AFRICA	São Paulo	Brazil
7	GREY MÉXICO	Mexico City	Mexico
8	DDDB BRASIL	São Paulo	Brazil
9	J. WALTER THOMPSON ARGENTINA	Buenos Aires	Argentina
10	GREY BRAZIL	São Paulo	Brazil

Rank	Agency	City	Location
<b>2015</b>			
1	OGILVY BRASIL	São Paulo	Brazil
2	ALMAPBBDO	São Paulo	Brazil
3	AFRICA	São Paulo	Brazil
4	MARURI GREY	Guayaquil	Ecuador
5	PROLAM Y&R	Santiago	Chile
6	F/NAZCA SAATCHI & SAATCHI	São Paulo	Brazil
7	FCB BRASIL	São Paulo	Brazil
8	LEO BURNETT ARGENTINA	Buenos Aires	Argentina
9	GREY MEXICO	Mexico City	Mexico
10	Y&R SÃO PAULO	São Paulo	Brazil

<b>2014</b>			
1	ALMAPBBDO	São Paulo	Brazil
2	LEO BURNETT TAILOR MADE	São Paulo	Brazil
3	OGILVY BRASIL	São Paulo	Brazil
4	Y&R SÃO PAULO	São Paulo	Brazil
5	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina
6	FCB BRASIL	São Paulo	Brazil
7	OGILVY & MATHER ARGENTINA	Buenos Aires	Argentina
8	LODUCCA	São Paulo	Brazil
9	DM9DDB	São Paulo	Brazil
10	DDDB MEXICO	Mexico City	Mexico

# NORTH AMERICA

Rank	Agency	City	Location
<b>2019</b>			
1	WIEDEN+KENNEDY	Portland	USA
2	McCANN NEW YORK	New York	USA
3	DROGA5	New York	USA
4	FCB NEW YORK	New York	USA
5	TBWA\CHIAT\DAY	New York	USA
6	DAVID	Miami	USA
7	FCB CHICAGO	Chicago	USA
8	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
9	VMLY&R	Kansas City	USA
10	TBWA\MEDIA ARTS LAB	Los Angeles	USA

Rank	Agency	City	Location
<b>2018</b>			
1	BBDO NEW YORK	New York	USA
2	McCANN NEW YORK	New York	USA
3	TBWA/MEDIA ARTS LAB	Los Angeles	USA
4	OGILVY	Chicago	USA
5	SAATCHI & SAATCHI	New York	USA
6	VML	Kansas City	USA
7	DROGA5	New York	USA
8	WIEDEN + KENNEDY	Portland	USA
9	DAVID	Miami	USA
10	FCB/SIX	Toronto	Canada

Rank	Agency	City	Location
<b>2017</b>			
1	McCANN NEW YORK	New York	USA
2	DAVID	Miami	USA
3	OGILVY NEW YORK	New York	USA
4	DROGA5	New York	USA
5	180LA	Los Angeles	USA
6	WIEDEN + KENNEDY	Portland	USA
7	BBDO NEW YORK	New York	USA
8	THE MARTIN AGENCY	Richmond	USA
9	OGILVY & MATHER	Chicago	USA
10	FCB CHICAGO	Chicago	USA

# PACIFIC

Rank	Agency	City	Location
<b>2019</b>			
1	CLEMENGER BBDO MELBOURNE	Melbourne	Australia
2	DDB SYDNEY	Sydney	Australia
3	TBWA\MELBOURNE	Melbourne	Australia
4	COLENZO BBDO	Auckland	New Zealand
5	CHE PROXIMITY	Melbourne	Australia
6	NAKED COMMUNICATIONS	Sydney	Australia
7	SPECIAL GROUP	Sydney	Australia
8	THE BRAND AGENCY	Perth	Australia
9	CLEMENGER BBDO WELLINGTON	Wellington	New Zealand
10	whiteGREY SYDNEY	Sydney	Australia

## 2018

1	HOST/HAVAS	Sydney	Australia
2	CHE PROXIMITY	Melbourne	Australia
3	DDB GROUP NEW ZEALAND	Auckland	New Zealand
4	BWM DENTSU	Sydney	Australia
5	COLENZO BBDO	Auckland	New Zealand
6	CUMMINS & PARTNERS	Sydney	Australia
7	Y&R MELBOURNE	Melbourne	Australia
8	CLEMENGER BBDO SYDNEY	Sydney	Australia
9	HISTORY WILL BE KIND	Sydney	Australia
10	CLEMENGER BBDO MELBOURNE	Melbourne	Australia

Rank	Agency	City	Location
<b>2017</b>			
1	CLEMENGER BBDO MELBOURNE	Melbourne	Australia
2	COLENZO BBDO	Auckland	New Zealand
3	McCANN MELBOURNE	Melbourne	Australia
4	DDB GROUP NEW ZEALAND	Auckland	New Zealand
5	R/GA SYDNEY	Sydney	Australia
6	LEO BURNETT MELBOURNE	Melbourne	Australia
7	MARCEL SYDNEY	Sydney	Australia
8	CHE PROXIMITY	Sydney	Australia
9	OGILVY AUSTRALIA	Melbourne	Australia
10	LEO BURNETT SYDNEY	Sydney	Australia

## 2016

1	COLENZO BBDO	Auckland	New Zealand
2	LEO BURNETT SYDNEY	Sydney	Australia
3	CLEMENGER BBDO MELBOURNE	Melbourne	Australia
4	Y&R NZ	Auckland	New Zealand
5	DDB GROUP NEW ZEALAND	Auckland	New Zealand
6	DDB GROUP NEW ZEALAND	Sydney	Australia
7	TBWA MELBOURNE	Melbourne	Australia
8	GREY MELBOURNE	Melbourne	Australia
9	FCB NEW ZEALAND	Auckland	New Zealand
10	LEO BURNETT MELBOURNE	Melbourne	Australia

## HIGHEST RANKED AGENCIES BY COUNTRY

# ARGENTINA

Rank	Agency	City
<b>2019</b>		
1	DDB ARGENTINA	Buenos Aires
2	DAVID	Buenos Aires
3	SANTO	Buenos Aires
4	GREY ARGENTINA	Buenos Aires
5	PUBLICIS BUENOS AIRES	Buenos Aires
6	MERCADO McCANN	Buenos Aires
7	BBDO ARGENTINA	Buenos Aires
8	GEOMETRY GLOBAL	Buenos Aires
9	WUNDERMAN CATO JOHNSON	Buenos Aires
10	DHÉLET Y&R	Buenos Aires

Rank	Agency	City
<b>2018</b>		
1	DAVID	Buenos Aires
2	GREY ARGENTINA	Buenos Aires
3	J. WALTER THOMPSON ARGENTINA	Buenos Aires
4	DHÉLET Y&R	Buenos Aires
5	PONCE	Buenos Aires
6	WUNDERMAN CATO JOHNSON	Buenos Aires
7	HAVAS BUENOS AIRES	Buenos Aires
8	MERCADO McCANN	Buenos Aires
9	TBWA/ARGENTINA	Buenos Aires
10	OGILVY ARGENTINA	Buenos Aires

Rank	Agency	City
<b>2017</b>		
1	MERCADO McCANN	Buenos Aires
2	DDB ARGENTINA	Buenos Aires
3	LA COMUNIDAD	Buenos Aires
4	DAVID	Buenos Aires
5	DHÉLET Y&R	Buenos Aires
6	WUNDERMAN BUENOS AIRES	Buenos Aires
7	SAATCHI & SAATCHI	Buenos Aires
8	R/GA BUENOS AIRES	Buenos Aires
9	GREY ARGENTINA	Buenos Aires
10	BBDO ARGENTINA	Buenos Aires

## HIGHEST RANKED AGENCIES BY COUNTRY

# AUSTRALIA

Rank	Agency	City
<b>2019</b>		
1	CLEMENGER BBDO MELBOURNE	Melbourne
2	DDB SYDNEY	Sydney
3	TBWA\MELBOURNE	Melbourne
4	CHE PROXIMITY	Melbourne
5	NAKED COMMUNICATIONS	Sydney
6	SPECIAL GROUP	Sydney
7	THE BRAND AGENCY	Perth
8	whiteGREY SYDNEY	Sydney
9	MINDSHARE	Sydney
10	HOUSTON GROUP	Sydney

### 2018

1	HOST/HAVAS	Sydney
2	CHE PROXIMITY	Melbourne
3	BWM DENTSU	Sydney
4	CUMMINS & PARTNERS	Sydney
5	Y&R MELBOURNE	Melbourne
6	CLEMENGER BBDO SYDNEY	Sydney
7	HISTORY WILL BE KIND	Sydney
8	CLEMENGER BBDO MELBOURNE	Sydney
9	M&C SAATCHI	Sydney
10	WHITEGREY SYDNEY	Sydney

Rank	Agency	City
<b>2017</b>		
1	CLEMENGER BBDO MELBOURNE	Melbourne
2	McCANN MELBOURNE	Melbourne
3	R/GA SYDNEY	Sydney
4	LEO BURNETT MELBOURNE	Melbourne
5	MARCEL SYDNEY	Sydney
6	CHE PROXIMITY	Sydney
7	OGILVY AUSTRALIA	Melbourne
8	LEO BURNETT SYDNEY	Sydney
9	SAATCHI & SAATCHI	Sydney
10	VML	Sydney

### 2016

1	LEO BURNETT SYDNEY	Sydney
2	CLEMENGER BBDO MELBOURNE	Melbourne
3	DDB	Sydney
4	TBWA MELBOURNE	Melbourne
5	GREY MELBOURNE	Melbourne
6	LEO BURNETT MELBOURNE	Melbourne
7	SAATCHI & SAATCHI	Sydney
8	GPY&R	Melbourne
9	TBWA/SYDNEY	Sydney
10	McCANN MELBOURNE	Melbourne

Rank	Agency	City
<b>2015</b>		
1	M&C SAATCHI	Sydney
2	GPY&R	Melbourne
3	LEO BURNETT SYDNEY	Sydney
4	J. WALTER THOMPSON	Sydney
5	GPY&R	Brisbane
6	McCANN MELBOURNE	Melbourne
7	DDB GROUP	Melbourne
8	SAATCHI & SAATCHI	Sydney
9	LEO BURNETT	Melbourne
10	TRAFFIK	Sydney

### 2014

1	LEO BURNETT SYDNEY	Sydney
2	SAATCHI & SAATCHI	Sydney
3	CLEMENGER BBDO MELBOURNE	Melbourne
4	McCANN MELBOURNE	Melbourne
5	DDB SYDNEY	Sydney
6	WHYBIN	Melbourne
7	DDB GROUP	Melbourne
8	GREY MELBOURNE	Melbourne
9	JWT	Sydney
10	PROXIMITY BRISBANE	Brisbane



## HIGHEST RANKED AGENCIES BY COUNTRY

# BRAZIL

Rank	Agency	City
<b>2019</b>		
1	AKQA	São Paulo
2	GREY BRAZIL	São Paulo
3	AFRICA	São Paulo
4	DAVID SÃO PAULO	São Paulo
5	VMLY&R BRAZIL	São Paulo
6	WIEDEN+KENNEDY	São Paulo
7	ALMAPBBDO	São Paulo
8	J. WALTER THOMPSON BRAZIL	São Paulo
9	OGILVY	São Paulo
10	TECH AND SOUL	São Paulo

<b>2018</b>		
1	AFRICA	São Paulo
2	GREY BRAZIL	São Paulo
3	ALMAPBBDO	São Paulo
4	Y&R BRAZIL	São Paulo
5	OGILVY BRASIL	São Paulo
6	DAVID THE AGENCY	São Paulo
7	DM9DDB	São Paulo
8	LEW'LARA/TBWA	São Paulo
9	R/GA SÃO PAULO	São Paulo
10	J. WALTER THOMPSON BRAZIL	São Paulo

Rank	Agency	City
<b>2017</b>		
1	ALMAPBBDO	São Paulo
2	OGILVY BRASIL	São Paulo
3	Y&R BRAZIL	São Paulo
4	GREY BRAZIL	São Paulo
5	AFRICA	São Paulo
6	J. WALTER THOMPSON BRAZIL	São Paulo
7	DM9DDB	São Paulo
8	PUBLICIS BRASIL	São Paulo
9	TALENT MARCEL	São Paulo
10	NEOGAMA	São Paulo

<b>2016</b>		
1	ALMAPBBDO	São Paulo
2	Y&R SÃO PAULO	São Paulo
3	J. WALTER THOMPSON BRAZIL	São Paulo
4	AFRICA	São Paulo
5	DDB BRASIL	São Paulo
6	GREY BRAZIL	São Paulo
7	OGILVY BRASIL	São Paulo
8	FCB BRASIL	São Paulo
9	AKQA	São Paulo
10	W3HAUS	São Paulo

Rank	Agency	City
<b>2015</b>		
1	OGILVY BRASIL	São Paulo
2	ALMAPBBDO	São Paulo
3	AFRICA	São Paulo
4	F/NAZCA SAATCHI & SAATCHI	São Paulo
5	FCB BRASIL	São Paulo
6	Y&R SÃO PAULO	São Paulo
7	LEW'LARA/TBWA	São Paulo
8	LEO BURNETT TAILOR MADE	São Paulo
9	DDB BRASIL	São Paulo
10	F.BIZ	São Paulo

<b>2014</b>		
1	ALMAPBBDO	São Paulo
2	LEO BURNETT TAILOR MADE	São Paulo
3	OGILVY BRASIL	São Paulo
4	Y&R SÃO PAULO	São Paulo
5	FCB	São Paulo
6	LODUCCA	São Paulo
7	DM9DDB	São Paulo
8	JWT BRAZIL	São Paulo
9	BORGHI/LOWE	São Paulo
10	PUBLICIS BRASIL	São Paulo

## HIGHEST RANKED AGENCIES BY COUNTRY

# CANADA

Rank	Agency	City
<b>2019</b>		
1	FCB/SIX	Toronto
2	MOMENTUM CANADA	Toronto
3	FCB CANADA	Toronto
4	GREY CANADA	Toronto
5	McCANN CANADA	Toronto
6	BENSIMON BYRNE	Toronto
7	RETHINK	Montréal
8	BBDO TORONTO	Toronto
9	LG2	Montréal
10	JAM3	Toronto

Rank	Agency	City
<b>2018</b>		
1	FCB/SIX	Toronto
2	COSSETTE	Toronto
3	RETHINK	Toronto
4	OGILVY TORONTO	Toronto
5	BBDO TORONTO	Toronto
6	COSSETTE	Montréal
7	SID LEE	Toronto
8	TOUCHÉ!	Montréal
9	McCANN CANADA	Toronto
10	McCANN HEALTH	Toronto

Rank	Agency	City
<b>2017</b>		
1	FCB/SIX	Toronto
2	COSSETTE	Toronto
3	LEO BURNETT TORONTO	Toronto
4	SICKKIDS TORONTO	Toronto
5	LG2 TORONTO	Toronto
6	JOHN ST.	Toronto
7	SID LEE	Montréal
8	LG2	Québec
9	J. WALTER THOMPSON CANADA	Toronto
10	SID LEE	Toronto

## HIGHEST RANKED AGENCIES BY COUNTRY

# FRANCE

Rank	Agency	City
<b>2019</b>		
1	TBWA\PARIS	Paris
2	DDB PARIS	Paris
3	McCANN PARIS	Paris
4	MARCEL	Paris
5	BETC	Paris
6	SERVICEPLAN FRANCE	Paris
7	CLM BBDO	Paris
8	AKQA	Paris
9	FAMOUS GREY PARIS	Paris
10	WE ARE SOCIAL	Paris

<b>2018</b>		
1	MARCEL	Paris
2	BETC	Paris
3	TBWA/PARIS	Paris
4	DDB PARIS	Paris
5	HEREZIE	Paris
6	ROSAPARK	Paris
7	BUZZMAN	Paris
8	PUBLICIS CONSEIL	Paris
9	RED FUSE PARIS	Paris
10	BBDO PARIS	Paris

Rank	Agency	City
<b>2017</b>		
1	BETC	Paris
2	DDB PARIS	Paris
3	TBWA/PARIS	Paris
4	PUBLICIS CONSEIL	Paris
5	FF PARIS	Paris
6	HEREZIE	Paris
7	MARCEL	Paris
8	BUZZMAN	Paris
9	NURUN	Paris
10	SERVICEPLAN FRANCE	Paris

<b>2016</b>		
1	MARCEL	Paris
2	BETC	Paris
3	FF PARIS	Paris
4	TBWA/PARIS	Paris
5	8.4 PARIS	Paris
6	YOUNG & RUBICAM PARIS	Paris
7	LES GAULOIS	Puteaux
8	BUZZMAN	Paris
9	DDB PARIS	Paris
10	ROSAPARK	Paris

Rank	Agency	City
<b>2015</b>		
1	OGILVY PARIS	Paris
2	MARCEL	Paris
3	McCANN	Paris
4	DDB PARIS	Paris
5	ROSAPARK	Paris
6	LEO BURNETT FRANCE	Paris
7	BETC	Paris
8	HEREZIE	Paris
9	LES GAULOIS	Puteaux
10	CLM BBDO	Paris

<b>2014</b>		
1	LEO BURNETT FRANCE	Paris
2	LES GAULOIS	Puteaux
3	SID LEE	Paris
4	OGILVY FRANCE	Paris
5	PUBLICIS CONSEIL	Paris
6	MARCEL	Paris
7	CLM BBDO	Paris
8	BUZZMAN	Paris
9	DDB PARIS	Paris
10	BETC	Paris

## HIGHEST RANKED AGENCIES BY COUNTRY

# GERMANY

Rank	Agency	City
<b>2019</b>		
1	SCHOLZ & FRIENDS	Berlin
2	OGILVY GERMANY	Frankfurt
3	DDB BERLIN	Berlin
4	ANTONI	Berlin
5	HEIMAT	Berlin
6	DDB DÜSSELDORF	Düsseldorf
7	SERVICEPLAN GERMANY	Munich
8	BBDO	Düsseldorf
9	PUBLICIS PIXELPARK	Hamburg
10	MUTABOR	Hamburg

<b>2018</b>		
1	Jung von Matt	Hamburg
2	DDB GROUP GERMANY	Berlin
3	SERVICEPLAN GERMANY	Munich
4	GRABARZ & PARTNER	Hamburg
5	DDB GROUP DÜSSELDORF	Düsseldorf
6	HEIMAT	Berlin
7	THJNK	Hamburg
8	Jung von Matt	Berlin
9	BBDO GROUP GERMANY	Düsseldorf
10	PHILIPP UND KEUNTJE	Hamburg

Rank	Agency	City
<b>2017</b>		
1	SCHOLZ & FRIENDS	Berlin
2	DDB GROUP GERMANY	Berlin
3	GRABARZ & PARTNER	Hamburg
4	OGILVY GERMANY	Frankfurt
5	GREY GERMANY	Düsseldorf
6	HEIMAT	Berlin
7	ANTONI	Berlin
8	BBDO GROUP GERMANY	Berlin
9	ELASTIQUE	Cologne
10	GGH MULLENLOWE	Hamburg

<b>2016</b>		
1	Jung von Matt	Hamburg
2	SERVICEPLAN	Munich
3	DDB GROUP GERMANY	Berlin
4	OGILVY GERMANY	Frankfurt
5	BBDO GROUP GERMANY	Düsseldorf
6	GRABARZ & PARTNER	Hamburg
7	BBDO GROUP GERMANY	Berlin
8	DDB GROUP DÜSSELDORF	Düsseldorf
9	LEO BURNETT FRANKFURT	Frankfurt
10	THJNK	Hamburg

Rank	Agency	City
<b>2015</b>		
1	KOLLE REBBE	Hamburg
2	Jung von Matt	Stuttgart
3	DDB TRIBAL GROUP	Düsseldorf
4	BBDO GERMANY	Berlin
5	Jung von Matt	Hamburg
6	HEIMAT	Berlin
7	THJNK	Hamburg
8	SERVICEPLAN	München
9	OGILVY & MATHER BERLIN	Berlin
10	GEOMETRY GLOBAL	Frankfurt

<b>2014</b>		
1	KOLLE REBBE	Hamburg
2	Jung von Matt	Stuttgart
3	DDB TRIBAL GROUP	Düsseldorf
4	BBDO GERMANY	Berlin
5	Jung von Matt	Hamburg
6	HEIMAT	Berlin
7	THJNK	Hamburg
8	SERVICEPLAN	München
9	OGILVY & MATHER BERLIN	Berlin
10	GEOMETRY GLOBAL	Frankfurt

## HIGHEST RANKED AGENCIES BY COUNTRY

# INDIA

Rank	Agency	City
<b>2019</b>		
1	DENTSU WEBCHUTNEY	Bangalore
2	FCBULKA	Delhi
3	MINDSHARE	Mumbai
4	GREY INDIA	Mumbai
5	LEO BURNETT INDIA	Mumbai
6	TBWA\INDIA	Mumbai
7	DDB MUDRA	Mumbai
8	J. WALTER THOMPSON INDIA	Mumbai
9	DENTSU WEBCHUTNEY	Mumbai
10	McCANN INDIA	Mumbai

Rank	Agency	City
<b>2018</b>		
1	OGILVY MUMBAI	Mumbai
2	TBWA/INDIA	Mumbai
3	FCB INDIA	Mumbai
4	McCANN INDIA	Mumbai
5	DDB MUDRA GROUP	Mumbai
6	GREY INDIA	Mumbai
7	CHEIL WORLDWIDE	Gurgaon
8	OGILVY	Bangalore
9	CREATIVELAND ASIA	Mumbai
10	BBDO INDIA	Gurgaon

Rank	Agency	City
<b>2017</b>		
1	OGILVY & MATHER MUMBAI	Mumbai
2	McCANN WORLDGROUP INDIA	Mumbai
3	LEO BURNETT INDIA	Mumbai
4	TAPROOT DENTSU	Mumbai
5	McCANN HEALTH	New Delhi
6	MEDULLA COMMUNICATIONS	Mumbai
7	WIEDEN+KENNEDY	Delhi
8	BBDO INDIA	Mumbai
9	LAW & KENNETH SAATCHI & SAATCHI	Mumbai
10	BBDO INDIA	Gurgaon



## HIGHEST RANKED AGENCIES BY COUNTRY

# JAPAN

Rank	Agency	City
<b>2019</b>		
1	DENTSU INC.	Tokyo
2	TBWA\HAKUHODO INC.	Tokyo
3	HAKUHODO INC.	Tokyo
4	BEACON/LEO BURNETT	Tokyo
5	PARTY	Tokyo
6	R/GA TOKYO	
7	HAKUHODO KETTLE INC	Tokyo
8	SHA INC.	Tokyo
9	GREY TOKYO	
10	AID-DCC INC.	Tokyo

<b>2018</b>		
1	DENTSU INC.	Tokyo
2	HAKUHODO INC.	Tokyo
3	TBWA/HAKUHODO	Tokyo
4	SIX INC.	Tokyo
5	OGILVY JAPAN	Tokyo
6	SHA INC.	Tokyo
7	ASATSU-DK INC.	Tokyo
8	DENTSU ISOBAR	Tokyo
9	HAKUHODO KETTLE INC	Tokyo
10	R/GA TOKYO	Tokyo
10	DRILL	Tokyo
10	WIEDEN+KENNEDY TOKYO	Tokyo
10	TOKYU AGENCY INC.	Tokyo
10	SUN-AD COMPANY	Tokyo

Rank	Agency	City
<b>2017</b>		
1	DENTSU INC.	Tokyo
2	HAKUHODO INC.	Tokyo
3	TBWA/HAKUHODO	Tokyo
4	DENTSU Y&R	Tokyo
5	McCANN TOKYO	Tokyo
6	OGILVY & MATHER JAPAN	Tokyo
7	ASTSU-DK	Tokyo
8	BEACON/LEO BURNETT	Tokyo
9	MORI	Tokyo
9	DRILL	Tokyo
9	HIMAWARI DESIGN	Tokyo
9	INTERBRAND	Tokyo
9	BBDO JAPAN	Tokyo
9	POOL	Tokyo
9	HAKUHODO KETTLE	Tokyo
9	J. WALTER THOMPSON JAPAN	Tokyo
9	TOKYU AGENCY	Tokyo

Rank	Agency	City
<b>2016</b>		
1	DENTSU	Tokyo
2	TBWA/HAKUHODO	Tokyo
3	HAKUHODO	Tokyo
4	OGILVY & MATHER JAPAN	Tokyo
5	DRILL	Tokyo
6	PARTY	Tokyo
7	DENTSU Y&R	Tokyo
7	TOKYU AGENCY	Tokyo
9	PROJECTOR	Tokyo
10	BEACON/LEO BURNETT	Tokyo
10	J. WALTER THOMPSON JAPAN	Tokyo

## HIGHEST RANKED AGENCIES BY COUNTRY

# SOUTH AFRICA

Rank	Agency	City
<b>2019</b>		
1	TBWA\HUNT\LASCARIS	Johannesburg
2	OGILVY JOHANNESBURG	Johannesburg
3	KING JAMES GROUP	Cape Town
4	VMLY&R SOUTH AFRICA	Johannesburg
5	NET#WORK BBDO	Johannesburg
6	FOXP2	Cape Town
7	JOE PUBLIC UNITED	Johannesburg
8	FCB AFRICA	Johannesburg
8	OGILVY CAPE TOWN	Cape Town
10	M&C SAATCHI ABEL	Cape Town
10	DUKE	Cape Town
10	HELLOFCB+	Cape Town
10	DDB SOUTH AFRICA	Johannesburg
10	GREY AFRICA	Johannesburg

Rank	Agency	City
<b>2018</b>		
1	OGILVY CAPE TOWN	Cape Town
2	TBWA/HUNT/LASCARIS	Johannesburg
3	KING JAMES GROUP	Cape Town
4	DDB SOUTH AFRICA	Johannesburg
5	OGILVY JOHANNESBURG	Johannesburg
6	JOE PUBLIC UNITED	Johannesburg
7	1886	Johannesburg
8	HAVAS JOHANNESBURG	Johannesburg
9	Y&R SOUTH AFRICA	Johannesburg
10	VML	Cape Town
10	GREY AFRICA	Johannesburg
10	CULLINAN	Midrand

<b>2017</b>		
1	Y&R SOUTH AFRICA	Cape Town
2	VML	Cape Town
3	OGILVY & MATHER JOHANNESBURG	Johannesburg
4	FCB CAPE TOWN	Cape Town
5	GREY AFRICA	Johannesburg
6	TBWA/HUNT/LASCARIS	Johannesburg
7	PUBLICIS MACHINE	Cape Town
8	OPENCO - THE OPEN COLLABORATION	Johannesburg
9	NET#WORK BBDO	Johannesburg
10	GRID WORLDWIDE	Johannesburg

Rank	Agency	City
<b>2016</b>		
1	TBWA/HUNT/LASCARIS JOHANNESBURG	Johannesburg
2	OGILVY & MATHER JOHANNESBURG	Johannesburg
3	VML	Cape Town
4	OGILVY & MATHER CAPE TOWN	Cape Town
5	FCB CAPE TOWN	Johannesburg
6	OPENCO - THE OPEN COLLABORATION	Johannesburg
7	Y&R SOUTH AFRICA	Cape Town
8	DDB SOUTH AFRICA	Johannesburg
9	1886	Johannesburg
10	GEOMETRY GLOBAL JOHANNESBURG	Johannesburg

## HIGHEST RANKED AGENCIES BY COUNTRY

# SPAIN

Rank	Agency	City
<b>2019</b>		
1	LOLA MULLENLOWE	Madrid
2	LEO BURNETT	Madrid
3	DDB SPAIN	Madrid
4	PUBLICIS SPAIN	Madrid
5=	McCANN SPAIN	Madrid
5=	PS21	Madrid
6	TBWA\ESPAÑA	Madrid
7	CONTRAPUNTO BBDO	Madrid
8	MRM//McCANN MADRID	Madrid
9	FCB&FIRE	Madrid
10=	SRA. RUSHMORE	Madrid
10=	OFFICER AND GENTLEMAN	Madrid
10=	OGILVY MADRID	Madrid

Rank	Agency	City
<b>2018</b>		
1	LOLA MULLENLOWE	Madrid
2	SRA. RUSHMORE	Madrid
3	McCANN SPAIN	Madrid
4	CHEIL WORLDWIDE	Madrid
5	DDB SPAIN	Madrid
6=	VCCP SPAIN	Madrid
6=	GREY SPAIN	Madrid
8	SHACKLETON	Madrid
9	Y&R MADRID	Madrid
10=	McCANN BARCELONA	Barcelona
10=	YSLANDIA	Madrid

Rank	Agency	City
<b>2017</b>		
1	Y&R MADRID	Madrid
2	THE CYRANOS/McCANN	Barcelona
3	MRM/McCANN SPAIN	Madrid
4	SHACKLETON	Madrid
5	LEO BURNETT	Madrid
6	McCANN MADRID	Madrid
7	LOLA MULLENLOWE	Madrid
8	OGILVY MADRID	Madrid
9	DDB SPAIN	Madrid
10	GTB	Madrid

## HIGHEST RANKED AGENCIES BY COUNTRY

# UNITED ARAB EMIRATES

Rank	Agency	City
<b>2019</b>		
1	IMPACT BBDO	Dubai
2	J. WALTER THOMPSON DUBAI	Dubai
3	TBWA\RAAD	Dubai
4	VMLY&R	Dubai
5	THE CLASSIC PARTNERSHIP	Dubai
5	Y&R DUBAI	Dubai
5	FP7/DXB	Dubai
8	COMMONWEALTH//McCANN	Dubai
8	GREY	Dubai

### 2018

1	TBWA/RAAD	Dubai
2	Y&R DUBAI	Dubai
3	GREY MENA	Dubai
4	THE CLASSIC PARTNERSHIP ADVERTISING	Dubai
5	FP7/DXB	Dubai
6	MEMAC OGILVY	Dubai
7	IMPACT BBDO	Dubai
8	HORIZON FCB	Dubai

Rank	Agency	City
<b>2017</b>		
1	IMPACT BBDO	Dubai
2	MEMAC OGILVY & MATHER	Dubai
3	Y&R DUBAI	Dubai
4	THE CLASSIC PARTNERSHIP ADVERTISING	Dubai
5	LEO BURNETT DUBAI	Dubai
6	TBWA/RAAD	Dubai
7	GREY DUBAI	Dubai
8	DDB DUBAI	Dubai
9	MISFITS	Dubai
10	FP7/DXB	Dubai

Rank	Agency	City
<b>2016</b>		
1	MEMAC OGILVY	Dubai
2	Y&R DUBAI	Dubai
3	TBWA/RAAD	Dubai
4	IMPACT BBDO	Dubai
5	J. WALTER THOMPSON DUBAI	Dubai
6	THE CLASSIC PARTNERSHIP ADVERTISING	Dubai
7	DDB DUBAI	Dubai
8	LEO BURNETT DUBAI	Dubai
9	FP7/DXB	Dubai
10	SPARK* PUBLINET	Dubai
10	MULLENLOWE MENA	Dubai
10	TONIC INTERNATIONAL	Dubai

## HIGHEST RANKED AGENCIES BY COUNTRY

# UNITED KINGDOM

Rank	Agency	City
<b>2019</b>		
1	AMVBBDO	London
2	FCB INFERNO	London
3	adam&eveDDB	London
4	McCANN LONDON	London
5	MOTHER	London
6	GREY	London
7	DROGAS	London
8	J. WALTER THOMPSON	London
9	FALLON LONDON	London
10	HAVAS LYNX	Manchester

<b>2018</b>		
1	adam&eveDDB	London
2	AMVBBDO	London
3	McCANN LONDON	London
4	WIEDEN + KENNEDY	London
5	MOTHER	London
6	BBH LONDON	London
7	McCANN BIRMINGHAM	Birmingham
8	HAVAS LYNX	Manchester
9	BBC CREATIVE	London
10	THE&PARTNERSHIP	London

Rank	Agency	City
<b>2017</b>		
1	adam&eveDDB	London
2	SAATCHI & SAATCHI	London
3	J. WALTER THOMPSON	London
4	4CREATIVE	London
5	AMVBBDO	London
6	OGILVY & MATHER	London
7	VALENSTEIN & FATT	London
8	PUBLICIS LONDON	London
9	McCANN LONDON	London
10	IRIS	London

<b>2016</b>		
1	adam&eveDDB	London
2	AMVBBDO	London
3	GREY LONDON	London
4	OGILVY & MATHER LONDON	London
5	McCANN LONDON	London
6	SAATCHI & SAATCHI	London
7	CHI & PARTNERS	London
8	FCB INFERNO	London
9	MULLENLOWE GROUP	London
10	LANGLAND	Windsor

Rank	Agency	City
<b>2015</b>		
1	adam&eveDDB	London
2	GREY LONDON	London
3	OGILVY & MATHER LONDON	London
4	FCB INFERNO	London
5	WIEDEN + KENNEDY	London
6	LEO BURNETT LONDON	London
7	R/GA	London
8	AMV BBDO	London
9	MOTHER	London
10	LANGLAND	Windsor

<b>2014</b>		
1	adam&eveDDB	London
2	OGILVYONE LONDON	London
3	TBWA/LONDON	London
4	AMV BBDO	London
5	WIEDEN + KENNEDY	London
6	OGILVY & MATHER LONDON	London
7	PUBLICIS LONDON	London
8	R/GA	London
9	GREY LONDON	London
10	BBH	London



## HIGHEST RANKED AGENCIES BY COUNTRY

### USA

Rank	Agency	City
<b>2019</b>		
1	WIEDEN+KENNEDY	Portland
2	McCANN NEW YORK	New York
3	DROGA5	New York
4	FCB NEW YORK	New York
5	TBWA\CHIAT\DAY	New York
6	DAVID	Miami
7	FCB CHICAGO	Chicago
8	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York
9	VMLY&R	Kansas City
10	TBWA\MEDIA ARTS LAB	Los Angeles

#### 2018

1	BBDO NEW YORK	New York
2	McCANN NEW YORK	New York
3	TBWA/MEDIA ARTS LAB	Los Angeles
4	OGILVY	Chicago
5	SAATCHI & SAATCHI	New York
6	VML	Kansas City
7	DROGA5	New York
8	WIEDEN + KENNEDY	Portland
9	DAVID	Miami
10	JOHN X HANNES	New York

Rank	Agency	City
<b>2017</b>		
1	McCANN NEW YORK	New York
2	DAVID	Miami
3	OGILVY NEW YORK	New York
4	DROGA5	New York
5	180LA	Los Angeles
6	WIEDEN + KENNEDY	Portland
7	BBDO NEW YORK	New York
8	THE MARTIN AGENCY	Richmond
9	OGILVY & MATHER	Chicago
10	FCB CHICAGO	Chicago

#### 2016

1	GREY NEW YORK	New York
2	McCANN NEW YORK	New York
3	BBDO	New York
4	LEO BURNETT CHICAGO	Chicago
5	DROGA5	New York
6	VENABLES BELL & PARTNERS	San Francisco
7	FCB CHICAGO	Chicago
8	WIEDEN + KENNEDY	Portland
9	180LA	Santa Monica
10	GOODBY SILVERSTEIN & PARTNERS	San Francisco

Rank	Agency	City
<b>2015</b>		
1	R/GA	New York
2	GREY NEW YORK	New York
3	BBDO NEW YORK	New York
4	DROGA5	New York
5	WIEDEN + KENNEDY	Portland
6	THE MARTIN AGENCY	Richmond
7	LEO BURNETT CHICAGO	Chicago
8	DAVID	Miami
9	WIEDEN + KENNEDY	New York
10	FCB CHICAGO	Chicago

#### 2014

1	WIEDEN + KENNEDY	Portland
2	GREY NEW YORK	New York
3	DROGA5	New York
4	BBDO NEW YORK	New York
5	PEREIRA & O'DELL	San Francisco
6	CREATIVE ARTISTS AGENCY	Los Angeles
7	DDB NEW YORK	New York
8	BARTON F.GRAF 9000	New York
9	SS+K	New York
10	BBH NEW YORK	New York

## HOLDING COMPANY OF THE YEAR AWARD

1. **Overview and Criteria:** The Holding Company of the Year Special Award is given to the Holding Company whose members, being those Companies which satisfy the Holding Company Ownership Test, accrue the most total points (according to the allocation of points set out at Section 2 below).
  2. **Points:** Members of a Holding Company will be allocated the following number of points for each of the following Awards:
    - 35 points for a Titanium and Creative Effectiveness Grand Prix
    - 30 points for all other Grand Prix, including Grand Prix for Good
    - 30 points for a Titanium Lion
    - 15 points for a Gold Lion
    - 7 points for a Silver Lion
    - 3 points for a Bronze Lion
    - 1 point for a shortlist position
  - 2.1. All Companies credited with an Idea Creation Role on the Entry form for all shortlisted or winning Awards are eligible to **accrue** points towards the Holding Company of the Year Special Award.
  - 2.2. Companies credited with a PR Role in PR Lions or the PR Medium in Lions Health, and Companies credited with a Media Placement Role in Media Lions are also eligible to accrue points towards the Holding Company of the Year Special Award.
  - 2.3. Points accrued by Companies are only assigned to a Holding Company if the Company satisfies the Holding Company Ownership Test.
3. **Calculation:** The winner of the Holding Company of the Year Special Award will be the Holding Company whose members obtain the most points in aggregate, in accordance with the above allocation of points.
  - 3.1. The total number of points accrued by each Holding Company is calculated by adding:
    - 3.1.1. the total points from Awards awarded to members of a Holding Company; and
    - 3.1.2. the total points from the shortlisted Entries of members of a Holding Company.
  - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company with an Idea Creation Role, a Media Placement Role in Media Lions, a PR Role in PR Lions or a PR Role in the PR Medium within Lions Health, the points awarded to the Entry will be divided equally among each of the credited Companies (for example, where multiple Companies are credited as having had (a) a Media Placement Role in Media Lions, (b) a PR Role in PR Lions, (c) an Idea Creation Role in all Lions or (d) the PR Medium in Lions Health).
  - 4.1. If a shortlisted or winning Entry has been credited to more than one Company:
    - 4.1.1. from the same Holding Company, the full points awarded to the Entry will go to that Holding Company;
    - 4.1.2. from different Holding Companies, the points awarded to the Entry will be shared equally between both Holding Companies (for example, if Agency A belonging to Holding Company A wins a Gold Lion co-credited with Agency B, which belongs to Holding Company B, then the points will be shared equally between both Holding Companies); and
    - 4.1.3. where one of the Companies is an Independent Agency, or is not affiliated with a Holding Company, then only half of the points awarded to the Entry (or the relevant equal proportion of points if there are more than two credited Agencies) belonging to the Company that does belong to a Holding Company will be awarded to that Holding Company (for example, if Agency A belonging to Holding Company A wins a Gold Lion and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Holding Company of the Year Award and will be given to Holding Company A).
  - 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for an Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
  - 5.1. In the case of a tie between Holding Companies, Campaign Points from winning Campaign(s) are valued higher than regular shortlist points.
  - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between Holding Companies in the number of points accrued, the winner will be determined in accordance with the following formula:
  - 6.1. the Holding Company with the highest overall number of Awards is the winner. If there is still a tie between Holding Companies, then;
    - 6.1.1. the Holding Company with the highest number of highest ranking Awards is the winner. If there is still a tie between Holding Companies, then
    - 6.1.2. the Holding Company with the most shortlist and Campaign Points is the winner (where Campaign Points are valued higher than shortlist points, per 5.1 above).

## NETWORK OF THE YEAR AWARD

1. **Overview and Criteria:** The Network of the Year Special Award is given to the Network Parent Company of the Network or Independent Network whose members are the most successful overall for Entries in the Awards (in accordance with the below allocation of points).
  - 1.1. If a Network or Independent Network owns by a Health Network or affiliated with a Health Network through its Legal/Trading Name, the Network or Independent Network will include the Health Network points in their total. For example, any points accumulated by Ogilvy CommonHealth will be added to the Ogilvy & Mather Network points total.
  - 1.2. Members of a Network or Independent Network for the Network of the Year Award shall be those Companies which satisfy either:
    - 1.2.1. the Network Ownership Test; or
    - 1.2.2. the Network Affiliation Test.
2. **Points:** Members of a Network or Independent Network will be allocated the following number of points for each of the following Awards:
  - 35 points for a Titanium and Creative Effectiveness Grand Prix
  - 30 points for all other Grand Prix, including Grand Prix for Good
  - 30 points for a Titanium Lion
  - 15 points for a Gold Lion
  - 7 points for a Silver Lion
  - 3 points for a Bronze Lion
  - 1 point for a shortlist position

Companies credited with an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Network or Independent Network if the company satisfies the Network Ownership Test or the Network Affiliation Test.
3. **Calculation:** The winner of the Network of the Year Special Award will be the Network or Independent Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Awards won by members of a Network or Independent Network; and
    - 3.1.2. the total points from the remaining shortlisted Entries of members of a Network or Independent Network, save that a Network or Independent Network member's points will only count towards the Network's overall total if the Company in question was a Network or Independent Network member on the date that its award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
  - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
  - 4.1. If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
    - 4.1.1. from the same Network or Independent Network, the full points awarded to the Entry will go to that Network or Independent Network;
    - 4.1.2. from different Networks or Independent Networks, the points awarded to the Entry will be shared equally between both Networks or Independent Networks (for example, if Agency A belonging to Network A wins a Gold Lion co-credited with Agency B, which belongs to Network B, then the points will be shared equally between both Networks); and
    - 4.1.3. if one Company is not affiliated to a Network or Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network or Independent Network) will count for the purposes of the Network of the Year Award and will be awarded to the relevant Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lion and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Network of the Year Award and will be given to Network A).
  - 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for an Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
  - 5.1. In the case of a tie between Networks/Independent Networks, the Campaign Points from a winning Campaign are valued higher than regular shortlist points.
  - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between Networks/Independent Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
  - 6.1. the Network or Independent Network with the highest overall number of Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 6.2. the Network or Independent Network with the highest number of highest ranking Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 6.3. the Network or Independent Network with the most shortlist and Campaign Points is the winner

## MEDIA NETWORK OF THE YEAR AWARD

1. **Overview and Criteria:** The Media Network of the Year Award is given to the Network Parent Company of the Media Network whose members are the most successful overall for Entries in the Awards for Entries in Media Lions (in accordance with the below allocation of points).

- 1.1. Members of a Media Network for the purposes of the Media Network of the Year Award shall be those Companies which satisfy either:
  - 1.1.1. the Media Network Ownership Test; or
  - 1.1.2. the Media Network Affiliation Test.
- 1.2. All Entries in Media Lions with a credited Media Agency in the Media Placement Role are eligible to accrue points, regardless of the Entrant Company.
- 1.3. Media Agencies with shortlisted and winning Entries in Media Lions will contribute points to Media Network of the Year and Holding Company of the Year Award if a Media Agency has been credited in the Media Placement Role.
- 1.4. Any Advertising Agency submitting an Entry to Media Lions where the services of an external media Agency were used MUST credit that Media Agency in the Entry submission.
- 1.5. Notwithstanding this, Ascential shall have absolute discretion in determining a Media Network's eligibility for this Special Award.

2. **Points:** The allocation of points used to calculate the Media Network of the Year Special Award is as follows:

30 points for a Grand Prix  
 15 points for a Gold Lion  
 7 points for a Silver Lion  
 3 points for a Bronze Lion  
 1 point for a shortlist position

Media Agencies credited with a Media Placement Role on all shortlisted or winning Media Lions are eligible to accrue points towards the Media Network of the Year Award. Points accrued by Companies credited are only assigned to a Media Network if the company satisfies the Media Network Ownership Test or the Media Network Affiliation Test.

3. **Calculation:** The winner of the Media Network of the Year Award will be the Media Network whose members accrue the most points for shortlisted and awarded Entries in Media Lions, in accordance with the above allocation of points.

- 3.1. The total points accrued by each Media Network is calculated by adding:
  - 3.1.1. the total points from Media Lions awarded to members of a Media Network; and

- 3.1.2. the total points from the remaining shortlisted Entries of members of a Media Network, save that a Media Network member's points will only count towards the Media Network's overall total if the Company in question was a Network member on the date that its award-winning or shortlisted Entry was initially launched, released, published or aired.

- 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Media Placement Role, the points awarded to the Entry will be divided equally among the Agencies and Companies.

- 4.1. If a shortlisted or winning Entry has been credited in the Media Placement Role to more than one Company:
  - 4.1.1. from the same Media Network, the full points awarded to the Entry will go to that Media Network;
  - 4.1.2. from different Media Networks, the points awarded to the Entry will be shared equally between both Media Networks (for example, if Media Agency A belonging to Media Network A wins a Gold Lion credited with Media Agency B, which belongs to Media Network B, then the points will be shared equally between both Networks); and
  - 4.1.3. if one Company is not affiliated to a Media Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Media Network) will count for the purposes of the Media Network of the Year Award and will be awarded to the relevant Network (for example, if Media Agency A belonging to Media Network A wins a Gold Lion and is co-credited with Independent Media Agency B, then only half of the total points will count for the purposes of the Media Network of the Year Award and will be given to Media Network A).

- 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for an Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

5. **Total Tied points:** In the case of a tie between Media Networks in the number of points won by their respective members, the winner will be determined in accordance with the following formula:

- 5.1. the Media Network with the highest overall number of Awards is the winner. If there is still a tie between Networks, then;
- 5.2. the Media Network with the highest number of highest ranking Awards is the winner. If there is still a tie between Networks, then;
- 5.3. the Media Network with the most shortlist points is the winner.

## AGENCY OF THE YEAR AWARD

1. **Overview and Criteria:** The Agency of the Year Award is given to the Agency that obtains the most points overall for Entries in the Awards, according to the below allocation of points.
2. **Points:** The allocation of points used to calculate the Agency of the Year Award is as follows:
  - 35 points for a Titanium and Creative Effectiveness Grand Prix
  - 30 points for all other Grand Prix, including Grand Prix for Good
  - 30 points for a Titanium Lion
  - 15 points for a Gold Lion
  - 7 points for a Silver Lion
  - 3 points for a Bronze Lion
  - 1 point for a shortlist position

Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Agency of the Year Award. The exact method for points calculation is outlined in the calculation section below.
3. **Calculation:** The winner of the Agency of the Year Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Awards that have been awarded to Agencies; and
    - 3.1.2. the total points from the remaining shortlisted Entries of Agencies.
  - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
  - 3.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10. This does not include Campaign Points, as these are linked to Campaigns of Execution that win an Award.
4. **Multiple Entries:** If the same Campaign or Execution is entered more than once within one Lion and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions are counted.
  - 4.1. For example, if a Campaign wins an Award and the same Campaign also wins another Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if a Campaign wins a Silver Lion and a Gold Lion in Direct Lions, only the Gold points are counted. However, if the same Campaign wins a Silver Lion in Direct Lions and a Gold Lion in PR Lions, both the Silver and Gold points are counted.
  - 4.2. In Lions Health, If the same Campaign or Execution is entered more than once within one Medium and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions are counted.
  - 4.3. For the avoidance of doubt the Medium groupings within Lions Health are classed as:
    - Brand Experience & Activation and Direct
    - Branded Content & Entertainment
    - Creative Data
    - Digital Craft
    - Digital
    - Film Craft
    - Film
    - Integrated
    - Mobile
    - Print & Publishing, Outdoor and Industry Craft
    - PR
    - Product Innovation
    - Radio & Audio
    - Use of Technology
5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
6. **Campaign Points:** If a **Campaign** of Executions wins an Award, Entries will also be awarded Campaign Points.
  - 6.1. In the case of a tie between Agencies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
  - 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion ÷ 3 Campaign Points = 10 points divided by 4).

7. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
- 7.1. the Agency with the highest overall number of Awards, excluding the shortlist points and Campaign Points, is the winner. If there is still a tie between Agencies, then;
  - 7.2. the Agency with the highest number of highest ranking Awards is the winner. If there is still a tie between Agencies, then;
  - 7.3. the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
  - 7.4. the Agency with the highest overall number of Awards, including the shortlist points and Campaign Points, is the winner. If there is still a tie between Agencies, then;
  - 7.5. the Agency with the most shortlist points and Campaign Points, disregarding the cap of 10, is the winner.

## INDEPENDENT AGENCY OF THE YEAR AWARD

1. **Overview and Criteria:** The Independent Agency of the Year Award is given to the Independent Agency that obtains the most points overall for Entries in the Awards, according to the below allocation of points.
2. **Points:** The allocation of points used to calculate the Independent Agency of the Year Award is as follows:

35 points for a Titanium and Creative Effectiveness Grand Prix  
 30 points for all other Grand Prix, including Grand Prix for Good  
 30 points for a Titanium Lion  
 15 points for a Gold Lion  
 7 points for a Silver Lion  
 3 points for a Bronze Lion  
 1 point for a shortlist position

Companies credited with an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Independent Agency of the Year Award. Only independent agencies as outlined in the Rules for Special Awards are eligible to accrue points towards the Independent Agency of the Year Award.

3. **Calculation:** The winner of the Independent Agency of the Year Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Awards that have been won by Independent Agencies; and
    - 3.1.2. the total points from the remaining shortlisted Entries of Independent Agencies.
  - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for Independent Agency of the Year Award.

If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the Independent Agency of the Year Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Lion and is co-credited with non-independent Company B, then only half of the total points will count for the purposes of the Independent Agency of the Year Award and will be given to Independent Agency A).



5. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
  - 5.1. In the case of a tie between Independent Agencies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
  - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:
  - 6.1. the Independent Agency with the highest overall number of Awards, excluding the shortlist points and Campaign Points, is the winner. If there is still a tie between Independent Agencies, then;
  - 6.2. the Independent Agency with the highest number of highest ranking Awards is the winner. If there is still a tie between Independent Agencies, then;
  - 6.3. the Independent Agency with the most Entry points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Independent Agencies, then;
  - 6.4. the Independent Agency with the most shortlist and Campaign Points is the winner;
  - 6.5. the Independent Agency with the highest overall number of Awards, including the shortlist points and Campaign Points, is the winner. If there is still a tie between Independent Agencies, then;
  - 6.6. the Independent Agency with the most shortlist points and Campaign Points, disregarding the cap of 10, is the winner.

## PALME D'OR

1. **Overview and Criteria:** The Palme d'Or Award honours the Production Company that obtains the most points overall for Entries in the Digital Craft, Entertainment (Section A), Film, Film Craft, Mobile and Social & Influencer Lions as well as Branded Content, Digital, Digital Craft, Film, Film Craft & Mobile Mediums in Lions Health in the Awards according to the below allocation of points.

If a Production Company has more than one office in a country, points from those offices will be aggregated. Points will be aggregated where: (a) the offices share a Legal/Trading Name (e.g. 'Production Company A, New York' and 'Production Company A, Chicago'); or (b) the offices share the same owner and are different branches of the same company.

2. **Points:** The allocation of points used to calculate the Palme d'Or Award is as follows:

30 points for a Grand Prix, including Grand Prix for Good  
 15 points for a Gold Lion  
 7 points for a Silver Lion  
 3 points for a Bronze Lion  
 1 point for a shortlist position

Production Companies credited in Digital Craft, Entertainment (Section A), Film, Film Craft, Mobile and Social & Influencer Lions will automatically contribute to the Palme d'Or Award. Productions Companies credited in the Branded Content, Digital, Digital Craft, Film, Film Craft & Mobile Mediums within Lions Health will also automatically contribute to the Palme d'Or Award.

3. **Calculation:** The winner of the Palme d'Or Award will be the Production Company that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Awards that have been won by Production Companies; and
    - 3.1.2. the total points from the remaining shortlisted Entries of Production Companies.
  - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
  - 3.3. The maximum number of points awarded to a Production Company for shortlisted Entries is 10. This does not include Campaign

Points, as these are linked to Campaigns of Execution that win an Award.

4. **Multiple Entries:** If the same Campaign or Execution is entered more than once within one Lion and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions Award are counted.

- 4.1. For example, if a Campaign wins an Award and the same Campaign also wins within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if a Campaign wins a Silver Lion and a Gold Lion in Film Lions, only the Gold points are counted. However, if the same Campaign wins a Silver Lion in Film Lions and a Gold Lion in Social & Influencer Lions, both the Silver and Gold points are counted.
- 4.2. In Health Lions, if the same Campaign or Execution is entered more than once within one Medium and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions are counted.
- 4.3. For the avoidance of doubt the Medium groupings for the purpose of the Palme d'Or Awards Calculations within Lions Health are classed as:
  - Branded Content & Entertainment
  - Digital Craft
  - Digital
  - Film Craft
  - Film
  - Mobile
5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Production Company the points awarded to the Entry will be divided equally among the Companies credited.
6. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
  - 6.1. Shortlist points awarded to Campaign Entries that win an Award will be converted into Campaign Points and will still be counted towards the Palme d'Or Award total.
  - 6.2. In the case of a tie between Productions Companies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
  - 6.3. Where different Production Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Production Company A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Production Company A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
7. **Total Tied Points:** In the case of a tie between the total number of points won by Production Companies, the winner will be determined in accordance with the following formula:
  - 7.1. the Production Company with the highest overall number of Awards, excluding the shortlist points and Campaign points, is the winner. If there is still a tie between Production Companies, then;
  - 7.2. the Production Company with the highest number of highest ranking Awards is the winner. If there is still a tie between Production Companies, then;
  - 7.3. the Production Company with the most Entry points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Production Companies, then;
  - 7.4. the Production Company with the highest overall number of Awards, including the shortlist and Campaign Points is the winner. If there is still a tie between Production Companies, then;
  - 7.5. the Production Company with the most shortlist and Campaign Points, disregarding the cap of 10, is the winner.

## HEALTHCARE NETWORK OF THE YEAR

1. **Overview and Criteria:** The Healthcare Network of the Year Award is given to the Healthcare Network that obtains the most points overall for Entries in the Lions Health Awards, according to the below allocation of points.
  - 1.1. Members of a Healthcare Network for the Healthcare Network of the Year Award shall be those Companies which:
    - 1.1.1. satisfy the Healthcare Network Ownership Test; or
    - 1.1.2. satisfy the Healthcare Network Affiliation Test; or
    - 1.1.3. re formed of a collection of independent Healthcare Agencies that identify themselves as a global Healthcare Network. Ascential Events reserves the right to seek proof regarding such asserted Healthcare Network ties.
2. **Points:** The allocation of points used to calculate the Healthcare Network of the Year Award is as follows:
 

30 points for a Grand Prix, including Grand Prix for Good  
 15 points for a Gold Lion  
 7 points for a Silver Lion  
 3 points for a Bronze Lion  
 1 point for a shortlist position

  - 2.1. Companies credited with an Idea Creation Role on all shortlisted or winning Pharma and Health & Wellness Lions are eligible to accrue points towards the Healthcare Network of the Year Award. Points accrued by Companies credited are only assigned to a Healthcare Network if the Company is a member of the Healthcare Network, as defined at paragraph 1.1 above.
  - 2.2. If a Healthcare Network has a non-healthcare counterpart network, then any points accrued towards the Healthcare Network of the Year Award will also be counted towards the affiliated Network's total points in calculation of the Cannes Lions Network of the Year Award. Ascential will have final discretion in deciding whether a Healthcare Network is affiliated to a Network.
3. **Calculation:** The winner of the Healthcare Network of the Year Award will be the Healthcare Network whose Healthcare Agencies obtain the most points in aggregate for shortlisted or awarded Entries in the Pharma and Health & Wellness categories in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Awards that have been awarded to members of a Healthcare Network; and
    - 3.1.2. the total points from the remaining shortlisted Entries of members of a Healthcare Network.
  - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies.
  - 4.1. If a shortlisted or winning Entry has been credited to more than one Healthcare Agency:
    - 4.1.1. from the same Healthcare Network, the full points awarded to the Entry will go to that Healthcare Network;
    - 4.1.2. from different Healthcare Networks, the points awarded to the Entry will be shared equally between all the Healthcare Networks (for example, if Healthcare Agency A belonging to Healthcare Network A wins a Gold Lion co-credited with Healthcare Agency B, which belongs to Healthcare Network B, then the points will be shared equally between both Healthcare Networks); and
    - 4.1.3. where one of the Healthcare Agencies is not affiliated to a Healthcare Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Healthcare Agency that is from a Healthcare Network) will count for the purposes of the Healthcare Network of the Year Award and will be awarded to the relevant Healthcare Network (for example, if Healthcare Agency A belonging to Healthcare Network A wins a Gold Lion and is co-credited with Healthcare Agency B, which is independent, then only half the points will count for the purposes of the Healthcare Network of the Year Award and will be given to Healthcare Network A).
  - 4.2. If (a) a shortlisted or winning Entry has been credited to more than one Company and only one is a Healthcare Agency; and (b) that Healthcare Agency is affiliated to a Healthcare Network; then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Healthcare Agency) will count for the purposes of the Healthcare Network of the Year Award and will be awarded to the relevant Healthcare Network (for example, if Healthcare Agency A wins a Gold Lion and is co-credited with Company B, then only half of the total points will count for the purposes of the Healthcare Network of the Year Award and will be given to Healthcare Network Agency A).
  - 4.3. If a shortlisted or winning Entry has been credited to one Healthcare Agency that is jointly owned by two Healthcare Networks, the points awarded to the Entry will be shared equally between these two Healthcare Networks.
5. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
  - 5.1. In the case of a tie between Healthcare Networks, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.

- 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between the total number of points won by Healthcare Networks, the winner will be determined in accordance with the following formula:
  - 6.1. the Healthcare Network with the highest overall number of Awards is the winner. If there is still a tie between Healthcare Network, then; 6.2 the Healthcare Network with the highest number of highest ranking Awards is the winner. If there is still a tie between Healthcare Networks, then;
  - 6.2. the Healthcare Network with the most shortlist points and Campaign Points is the winner.
  - 6.3. If a rank can be established on the highest overall number of Awards alone, the shortlist points and Campaign Points are not taken into consideration

## HEALTHCARE AGENCY OF THE YEAR AWARD

1. **Overview and Criteria:** The Healthcare Agency of the Year Award is given to the Healthcare Agency that obtains the most points overall for Entries in the Lions Health Awards, according to the below allocation of points.
2. **Points:** The allocation of points used to calculate the Healthcare Agency of the Year Award is as follows:
  - 30 points for a Grand Prix, including Grand Prix for Good
  - 15 points for a Gold Lion
  - 7 points for a Silver Lion
  - 3 points for a Bronze Lion
  - 1 point for a shortlist position
  - 2.1. Healthcare Agency points contribute to the Healthcare Agency of the Year Award and also:
    - 2.1.1. the Agency of the Year Award; and
    - 2.1.2. where the Healthcare Agency is an Independent Agency, the Independent Agency of the Year Award.
  - 2.2. Companies credited with an Idea Creation Role on all shortlisted or winning Pharma and Health & Wellness Lions are eligible to accrue points towards the Healthcare Agency of the Year Award. Only Healthcare Agencies as defined in these Rules are eligible to accrue points towards the Healthcare Agency of the Year Award.
  - 2.3. The exact method for accruing points for all Special Awards is outlined in the calculation section below.
3. **Calculation:** The winner of the Healthcare Agency of the Year Award will be the Healthcare Network that obtain the most points in aggregate for shortlisted or awarded Entries in the Pharma and Health & Wellness Lions in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Awards that have been won by a Healthcare Agency; and
    - 3.1.2. the total points from the remaining shortlisted Entries of a Healthcare Agency.
  - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
  - 3.3. The maximum number of points awarded to a Healthcare Agency for shortlisted Entries is 10. This does not include Campaign

Points, as these are linked to Campaigns of Execution that win an Award.

4. **Multiple Entries:** In Health Lions, If the same Campaign or Execution is entered more than once within one Medium and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions are counted towards the Healthcare Agency of the Year Award. For the avoidance of doubt the Medium groupings within Lions Health are classed as:

- Brand Experience & Activation and Direct
- Branded Content & Entertainment
- Creative Data
- Digital Craft
- Digital
- Film Craft
- Film
- Integrated
- Mobile
- Print & Publishing, Outdoor and Industry Craft
- PR
- Product Innovation
- Radio & Audio
- Use of Technology

For example, if a Campaign wins an Award and the same Campaign also wins within that Medium, only the highest scoring Lion counts. This rule is applied only within each Medium; that is, if a Campaign wins a Silver Lion and a Gold Lion in the PR Medium, only the Gold points are counted. However, if the same Campaign wins a Silver Lion in the PR Medium and a Gold Lion in the Radio Medium, both the Silver and Gold points are counted.

5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Agency or company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
6. **Campaign Points:** Entries will also be awarded Campaign Points.
- 6.1. In the case of a tie between Healthcare Agencies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
- 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

7. **Total Tied Points:** In the case of a tie between the total number of points won by Healthcare Agencies, the winner will be determined in accordance with the following formula:

- 7.1. the Healthcare Agency with the highest overall number of Awards is the winner. If there is still a tie between Healthcare Agencies, then;
- 7.2. the Healthcare Agency with the highest number of highest ranking Awards is the winner. If there is still a tie between Healthcare Agencies, then;
- 7.3. the Healthcare Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Healthcare Agencies, then;
- 7.4. the Healthcare Agency with the highest overall number of Awards, including the shortlist points and Campaign Points is the winner. If there is still a tie between Healthcare Agencies, then;
- 7.5. the Healthcare Agency with the most shortlist and Campaign Points, disregarding the cap of 10, is the winner.

## CREATIVE BRAND OF THE YEAR AWARD

1. **Overview and Criteria:** The Creative Brand of the Year Special Award is given to the Brand who is the most successful overall for Entries in the Awards (in accordance with the below allocation of points).
  - 1.1. A “**Brand**” is defined as a product or service – or closely linked set of products or services – represented by a single brand name or logo.
  - 1.2. The following categories of person, company or other legal entity is not eligible for this Special Award:
    - 1.2.1. Agencies;
    - 1.2.2. Healthcare Networks;
    - 1.2.3. Healthcare Agencies;
    - 1.2.4. Holding Companies;
    - 1.2.5. Independent Agencies;
    - 1.2.6. Media Networks;
    - 1.2.7. Networks;
    - 1.2.8. Production Companies;
    - 1.2.9. charity, not-for-profit or NGO Brands; and
    - 1.2.10. multi-brand organisations whose portfolio of products and services are marketed under more than one Brand.
  - 1.3. We have absolute discretion to determine eligibility of any Brand for this Award
2. **Points:** Brands will be allocated the following number of points for each of the following Awards:
  - 35 points for a Titanium and Creative Effectiveness Grand Prix
  - 30 points for all other Grand Prix, including Grand Prix for Good
  - 30 points for a Titanium Lion
  - 15 points for a Gold Lion
  - 7 points for a Silver Lion
  - 3 points for a Bronze Lion
  - 1 point for a shortlist position

Brands credited in the Brand/Client or Product/Service Field on all shortlisted or winning Awards are eligible to accrue points towards the Creative Brand of the Year Special Award.

3. **Calculation:** The winner of the Creative Brand of the Year Special Award will be the Brand who obtains the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Awards won by a Brand; and
    - 3.1.2. the total points from the remaining shortlisted Entries of a Brand.
  - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Brand, the points awarded to the Entry will be divided equally among the Brands credited.
5. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
  - 5.1. In the case of a tie between Brands, the Campaign Points from a winning Campaign are valued higher than regular shortlist points.
6. **Total Tied Points:** In the case of a tie between Brands in the number of points won, the winner will be determined in accordance with the following formula:
  - 6.1. the Brand with the highest overall number of Awards is the winner. If there is still a tie between Brands, then;
  - 6.2. the Brand with the highest number of highest ranking Awards is the winner. If there is still a tie between Brands, then;
  - 6.3. the Brand with the most shortlist and Campaign Points is the winner.



## REGIONAL NETWORK OF THE YEAR AWARD

1. **Overview and Criteria:** The Regional Network of the Year Award is given to the Network Parent Company whose members are the most successful overall for Entries in the Awards within each Region (in accordance with the below allocation of points).

- 1.1. If a Network or Independent Network is owned by a Health Network or affiliated with a Health Network through its Legal/Trading Name, the Network or Independent Network will include the Health Network points in their total. For example, any points accumulated by Ogilvy CommonHealth will be added to the Ogilvy & Mather Network points total.
- 1.2. Members of a Network or Independent Network for the Regional Network of the Year Award shall be those Companies which satisfy either:
  - 1.2.1. the Network Ownership Test; or
  - 1.2.2. the Network Affiliation Test.

- 1.3. For the avoidance of doubt the Regions which are awarded are:

- Asia Pacific
- EMEA
- Latin America
- North America

2. **Points:** Members of a Network or Independent Network will be allocated the following number of points for each of the following Awards:

35 points for a Titanium and Creative Effectiveness Grand Prix  
 30 points for all other Grand Prix, including Grand Prix for Good  
 30 points for a Titanium Lion  
 15 points for a Gold Lion  
 7 points for a Silver Lion  
 3 points for a Bronze Lion  
 1 point for a shortlist position

Companies credited with an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Regional Network of the Year Award. Points accrued by Companies credited are only assigned to a Network or Independent Network if the company satisfies the Network Ownership Test or the Network Affiliation Test.

3. **Calculation:** The winner of the Regional Network of the Year Award will be the Network or Independent Network whose members located in the relevant Region obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.

- 3.1. The total is calculated by adding:
  - 3.1.1. the total points from Awards won by members of a Network or Independent Network located in the relevant Region; and
  - 3.1.2. the total points from the remaining shortlisted Entries of members of a Network or Independent Network located in the relevant Region, save that a Network or Independent Network member's points will only count towards the Network's overall total if the Company in question was a Network or Independent Network member on the date that its award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.

- 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

- 4.1. If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
  - 4.1.1. from the same Network or Independent Network, the full points awarded to the Entry will go to that Network or Independent Network;
  - 4.1.2. from different Networks or Independent Networks, the points awarded to the Entry will be shared equally between both Networks or Independent Networks (for example, if Agency A belonging to Network A wins a Gold Lion co-credited with Agency B, which belongs to Network B, then the points will be shared equally between both Networks); and
  - 4.1.3. if one Company is not affiliated to a Network or Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network or Independent Network) will count for the purposes of the Regional Network of the Year Award and will be awarded to the relevant Network or Independent Network (for example, if Agency A belonging to RI Network A wins a Gold Lion and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Regional Network of the Year Award and will be given to Network A).
- 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for an Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

5. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.

- 5.1. In the case of a tie between Networks or Independent Networks, the Campaign Points from a winning Campaign are valued higher than regular shortlist points.
- 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

6. **Total Tied Points:** In the case of a tie between Networks/Independent Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:

- 6.1. the Network or Independent Network with the highest overall number of Awards is the winner. If there is still a tie between Networks or Independent Networks, then;
- 6.2. the Network or Independent Network with the highest number of highest ranking Awards is the winner. If there is still a tie between Networks or Independent Networks, then;
- 6.3. the Network or Independent Network with the most shortlist and Campaign Points is the winner.

## AGENCY OF THE YEAR PER TRACK:

1. **Overview and Criteria:** The Agency of the Year Per Track Award is given to the Agency that obtains the most points overall for Entries in the Awards within certain Tracks, according to the below allocation of points.

2. For the avoidance of doubt the Tracks that will award an Agency of the Year Per Track Award are:

- Communication
- Craft
- Entertainment
- Experience
- Good
- Reach

3. **Points:** The allocation of points used to calculate the Agency of the Year Award Per Track Award is as follows:

- 35 points for a Titanium
- 30 points for all other Grand Prix, excluding Grand Prix for Good
- 30 points for a Titanium Lion
- 15 points for a Gold Lion
- 7 points for a Silver Lion
- 3 points for a Bronze Lion
- 1 point for a shortlist position

3.1. Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Agency of the Year Per Track Award. The exact method for points calculation is outlined in the calculation section below.

3.2. For the avoidance of doubt, the Grand Prix for Good is excluded from the calculation of this Award. No points allocated in connection with the Grand Prix for Good will be considered for this Award.

4. **Calculation:** The winner of the Agency of the Year Per Track Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.

4.1. The total is calculated by adding:

- 4.1.1. the total points from Awards that have been awarded to Agencies; and
- 4.1.2. the total points from the remaining shortlisted Entries of Agencies.

4.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

4.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10. This does not include Campaign Points, as these are linked to Campaigns of Execution that win an Award.

5. **Multiple Entries:** If the same Campaign or Execution is entered more than once within one Lion and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions are counted.

For example, if a Campaign wins an Award and the same Campaign also wins another Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if a Campaign wins a Silver Lion and a Gold Lion in Direct Lions, only the Gold points are counted. However, if the same Campaign wins a Silver Lion in Direct Lions and a Gold Lion in PR Lions, both the Silver and Gold points are counted.

6. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

7. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.

7.1. In the case of a tie between Agencies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.

7.2. Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion ÷ 3 Campaign Points = 10 points divided by 4).

8. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:

- 8.1. the Agency with the highest overall number of Awards, excluding the shortlist points and Campaign Points, is the winner. If there is still a tie between Agencies, then;
- 8.2. the Agency with the highest number of highest ranking Awards is the winner. If there is still a tie between Agencies, then;
- 8.3. the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
- 8.4. the Agency with the highest overall number of Awards, including the shortlist points and Campaign Points, is the winner. If there is still a tie between Agencies, then;
- 8.5. the Agency with the most shortlist points and Campaign Points, disregarding the cap of 10, is the winner.

## INDEPENDENT AGENCY OF THE YEAR PER TRACK AWARD

1. **Overview and Criteria:** The Independent Agency of the Year Per Track Award is given to the Independent Agency that obtains the most points overall for Entries in the Awards within certain Tracks, according to the below allocation of points.

2. For the avoidance of doubt the Tracks which will award an Independent Agency of the Year Per Track Award are:

- Communication
- Craft
- Entertainment
- Experience
- Good
- Reach

3. **Points:** The allocation of points used to calculate the Independent Agency of the Year Award Per Track Award is as follows:

35 points for a Titanium  
 30 points for all other Grand Prix, excluding the Grand Prix for Good  
 30 points for a Titanium Lion  
 15 points for a Gold Lion  
 7 points for a Silver Lion  
 3 points for a Bronze Lion  
 1 point for a shortlist position

- 3.1. Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Agency of the Year Per Track Award. The exact method for points calculation is outlined in the calculation section below.

- 3.2. For the avoidance of doubt the Grand Prix for Good is excluded from the calculation of this Award. No points allocated in connection with the Grand Prix for Good will be considered for this Award.

4. **Calculation:** The winner of the Independent Agency of the Year Per Track Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.

- 4.1. The total is calculated by adding:

- 4.1.1. the total points from Awards that have been won by Independent Agencies; and
- 4.1.2. the total points from the remaining shortlisted Entries of Independent Agencies.

- 4.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for Independent Agency of the Year Per Track Award.

If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the Independent Agency of the Year Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Lion and is co-credited with non-independent Company B, then only half of the total points will count for the purposes of the Independent Agency of the Year Per Track Award and will be given to Independent Agency A).

6. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
- 6.1. In the case of a tie between Independent Agencies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
- 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
7. **Total Tied Points:** In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:
- 7.1. the Independent Agency with the highest overall number of Awards, excluding the shortlist points and Campaign Points, is the winner. If there is still a tie between Independent Agencies, then;
- 7.2. the Independent Agency with the highest number of highest ranking Awards is the winner. If there is still a tie between Independent Agencies, then;
- 7.3. the Independent Agency with the most Entry points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Independent Agencies, then;
- 7.4. the Independent Agency with the most shortlist and Campaign Points is the winner;
- 7.5. the Independent Agency with the highest overall number of Awards, including the shortlist points and Campaign Points, is the winner. If there is still a tie between Independent Agencies, then;
- 7.6. the Independent Agency with the most shortlist points and Campaign Points, disregarding the cap of 10, is the winner.

# EMBEDDING A CULTURE OF CREATIVITY THAT DRIVES COMMERCIAL SUCCESS

Did you know that every former recipient of our Creative Marketer of the Year Award has experienced an all-time share price high at the time they received this highly coveted accolade?

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We work with world-class consultants and experts who have contributed to the success of some of our creative marketer award winners. If you would like to learn more about our **CREATIVE EXCELLENCE PROGRAMME** contact us for a consultation.

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## KEY DATES FOR CANNES LIONS 2020

### ENTRIES OPEN

16 January 2020

### FESTIVAL

22-26 June 2020

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