

# Entertainment Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Cannes Entertainment Lions award ceremony on 21 June 2017, resulting in accolades for SA!

Lions Entertainment celebrates creativity that turns content into culture. Entries need to demonstrate ideas that are unskippable – work that captivates in order to cut-through, communicate a brand message or connect with consumers in a new way.



#CannesLions2017: Entertainment shortlist

21 Jun 2017



**Native VML** did just that, with its work for Absolut One Source, with One Source: The Song resulting in a Silver Lion and One Source campaign garnering a Gold Lion in the beverages category.



The image is a promotional graphic for the Absolut One Source campaign. It features a central collage of the campaign's visual elements, including a large album cover for 'ONE SOURCE: KHULL CHANA' by Absolut, a vinyl record, a smartphone displaying the campaign, and a tablet. To the right of the collage are three award laurels: 'AN ARTISTIC AFRICAN MASTERPIECE' by TIMEZ LINE, 'NUMBER ONE' on iTunes South Africa, and 'AFRICAN EXCELLENCE AT ITS BEST' by MTV BASE. Below the collage, a bold headline reads: 'THE CONCEPT ALBUM THAT MADE ABSOLUT THE BIGGEST SELLING PREMIUM VODKA IN SOUTH AFRICA AND TURNED ABSOLUT'S "ONE SOURCE" INTO A WAR CRY FOR AFRICA'S CREATIVE REVOLUTION.' At the bottom, a horizontal strip shows various campaign assets like a vodka bottle, social media posts, and music videos. Below this strip, three key performance indicators are highlighted: '1.75 BILLION MEDIA IMPRESSIONS', '↑ 84% SALES', and 'MARKET SHARE DOUBLED'.

The Absolut One Source campaign.



|   |   |                              |  |             |
|---|---|------------------------------|--|-------------|
| 4CREATIVE, London   | WE'RE THE SUPERHUMANS                         | CHANNEL 4                    | THE PARALYMPICS                                | Gold Lion   |
| BBH, Singapore  | UNLIMITED STADIUM                             | NIKE                         | NIKE LUNAR EPIC                                | Gold Lion   |
| MRM/McCANN SPAIN, Madrid  | BEYOND MONEY                                  | SANTANDER BANK               | 1 2 3 SMART ACCOUNT                            | Silver Lion |
| OGILVYONE WORLDWIDE ATHENS  | FROM THE START                                | MONDELEZ INTERNATIONAL       | LACTA  | Silver Lion |
| PEREIRA & O'DELL, New York  | LO & BEHOLD                                   | NETSCOUT                     | APPLICATION AND NETWORK PERFORMANCE MANAGEMENT | Silver Lion |
| THE MARTIN AGENCY, Richmond   | THE WORLD'S BIGGEST ASSHOLE                   | DONATE LIFE                  | ORGAN DONATION                                 | Silver Lion |
| CREATIVE ARTISTS AGENCY, Los Angeles / CHIPOTLE, New York                   | A LOVE STORY                                  | CHIPOTLE MEXICAN GRILL, INC. | CHIPOTLE MEXICAN GRILL                         | Silver Lion |
| HAVAS TAIWAN  | VOLVO ALICE'S WEDDING                         | VOLVO CARS                   | S90  | Silver Lion |
| MRM/McCANN SPAIN, Madrid  | BEYOND MONEY                                  | SANTANDER BANK               | 1 2 3 SMART ACCOUNT                            | Silver Lion |
| &CO, Copenhagen   | ALL THAT WE SHARE                             | TV2                          | TV2  | Silver Lion |
| NATIVE VML, Johannesburg  | <a href="#">ONE SOURCE: THE SONG</a>          | ONE SOURCE: THE SONG         | BEVERAGES                                      | Silver Lion |
| FRED & FARID PARIS  | LIBÉ DES RÉFUGIÉS                             | LIBÉRATION                   | NEWSPAPERS                                     | Silver Lion |
| DAVID, Mami   | GOOGLE HOME OF THE WHOPPER                    | BURGER KING                  | WHOPPER  | Silver Lion |
| CIRCUS GREY PERU, Lima  | A LOVE SONG WRITTEN BY A MURDERER             | VIDA MUJER ORGANIZATION      | VIDA MUJER                                     | Silver Lion |
| AFRICA, São Paulo   | THE DEBUT                                     | AB INBEV (BUDWEISER) / ESPN  | INSTITUTIONAL                                  | Silver Lion |
| GREY NEW YORK   | REAL COLOR STORIES: TRACEY NORMAN             | CLAIROL                      | CPG, NICE 'N EASY HAIR COLOR                   | Silver Lion |
| VML, New York   | QUEST TO LEGOLAND                             | LEGOLAND FLORIDA RESORT      | LEGOLAND                                       | Silver Lion |
| PMK*BNC, Los Angeles / SAMSUNG, New York / PUNCHDRUNK, London               | SAMSUNG X PUNCHDRUNK THEATRICAL VR EXPERIENCE | SAMSUNG ELECTRONICS AMERICA  | SAMSUNG GEAR VR + SAMSUNG GS7                  | Silver Lion |
| TURNER INTERNATIONAL, Atlanta / COURAGEOUS, New York                        | HUMAN BY DESIGN                               | SQUARE ENIX                  | DEUS EX: MANKIND DIVIDED VIDEO GAME            | Silver Lion |
| ZENITH, Los Angeles / TWENTIETH CENTURY FOX HOME ENTERTAINMENT, Los Angeles | A UNICORN-UCOPIA OF MARKETING WINS            | FOX HOME ENTERTAINMENT       | DEADPOOL                                       | Silver Lion |
| WE ARE SOCIAL, Milan  | SPEAK LIKE THE PATRÓN                         | NETFLIX / BABBEL             | NARCOS - SEASON 2                              | Silver Lion |
| VML, New York   | QUEST TO LEGOLAND                             | LEGOLAND FLORIDA RESORT      | LEGOLAND                                       | Silver Lion |
| BBH, Singapore  | UNLIMITED STADIUM                             | NIKE                         | NIKE LUNAR EPIC                                | Silver Lion |
| 4CREATIVE, London   | WE'RE THE SUPERHUMANS                         | CHANNEL 4                    | THE PARALYMPICS                                | Silver Lion |
| LEXUS INTERNATIONAL, Tokyo / THE WEINSTEIN COMPANY, Los Angeles             | GAME (LEXUS SHORT FILMS)                      | THE WEINSTEIN COMPANY, LEXUS | N/A  | Bronze Lion |

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| TRIBECA DIGITAL STUDIOS,<br>New York / THE DICK'S<br>SPORTING GOODS<br>FOUNDATION, Coraopolis | KEEPERS OF THE<br>GAME                                  | DICK'S<br>SPORTING<br>GOODS                      | SPORTS MATTER   | Bronze Lion |
| DENTSU TAIWAN, Taipei City  | SINGLE BELIEF   | PERNOD<br>RICARD TAIWAN                          | THE GLENLIVET   | Bronze Lion |
| ROMANCE, Paris  | L'AMOUR,<br>L'AMOUR.                                    | INTERMARCHÉ                                      | INTERMARCHÉ   | Bronze Lion |
| CREATIVE ARTISTS AGENCY,<br>Los Angeles / CHIPOTLE,<br>New York                               | RAD LANDS   | CHIPOTLE<br>MEXICAN GRILL                        | RAD LANDS / PAID STREAMING LIMITED SERIES FOR KIDS                        | Bronze Lion |
| HUNGRY MAN, Los Angeles   | RYAN REYNOLDS<br>GETS ROASTED<br>BY HIS TWIN<br>BROTHER | GQ   | GQ'S MAN OF THE YEAR  | Bronze Lion |
| TOHOKUSHINSHA FILM<br>CORPORATION, Tokyo /<br>HAKUHODO INC., Tokyo                            | GRAVITY CAT   | SONY<br>INTERACTIVE<br>ENTERTAINMENT             | GRAVITY DAZE2   | Bronze Lion |
| BARDZO., Warsaw   | ENGLISH FOR<br>BEGINNERS                                | ALLEGRO  | ALLEGRO.PL  | Bronze Lion |
| MUZ, Los Angeles / LEO<br>BURNETT CHICAGO   | OSTRICH   | SAMSUNG  | SAMSUNG   | Bronze Lion |
| OGILVY NEW YORK   | LIFELINE  | QUALCOMM   | QUALCOMM SNAPDRAGON   | Bronze Lion |
| ANTONI, Berlin  | GROW UP   | DAIMLER AG                                       | MERCEDES-BENZ COMPACT CARS  | Bronze Lion |
| ANOMALY, Amsterdam  | ODE TO LESVOS   | JOHNNIE<br>WALKER                                | JOHNNIE WALKER  | Bronze Lion |
| GREY NEW YORK /<br>PROCTER & GAMBLE, Boston   | HANDLE WITH<br>CARE                                     | PROCTER &<br>GAMBLE                              | GILLETTE  | Bronze Lion |
| PUBLICIS SINGAPORE  | VICKS "TOUCH OF<br>CARE"                                | VICKS  | VICKS VAPORUB   | Bronze Lion |
| HASAN & PARTNERS,<br>Helsinki   | THE LICK-<br>HIKER'S GUIDE<br>TO INNER<br>STRENGTH      | VALIO OY   | VALIO GEFILUS   | Bronze Lion |
| GOOGLE, Mountain View /<br>GOOGLE BRAND STUDIO,<br>San Francisco                              | PRIDE FOR<br>EVERYONE                                   | GOOGLE   | GOOGLE  | Bronze Lion |
| McCANN WORLDGROUP<br>ROMANIA, Bucharest   | LIVE. FROM A<br>DIFFERENT<br>WORLD                      | VODAFONE   | TELECOM   | Bronze Lion |
| CAMPFIRE AT<br>SAPIENTRAZORFISH, New<br>York  | RESISTANCE<br>RADIO                                     | AMAZON   | MAN IN THE HIGH CASTLE  | Bronze Lion |
| HEIMAT, Berlin  | ART BEATS HATE  | LEGACY BERLIN                                    | NONE  | Bronze Lion |
| THE CYRANOS/McCANN,<br>Barcelona  | TWO GUYS GO TO<br>THE CINEMA                            | CINEMES TEXAS                                    | DOS TIPOS VAN AL CINE   | Bronze Lion |
| DAVID, Miami / STERLING<br>COOPER DRAPER PRYCE,<br>New York                                   | PASS THE HEINZ  | THE KRAFT<br>HEINZ COMPANY                       | HEINZ   | Bronze Lion |
| PHD, London / DRUM, London<br>/ CHANNEL 4, London   | CONTINUITY BAT  | WARNER BROS.                                     | THE LEGO BATMAN MOVIE   | Bronze Lion |
| Y&R, Moscow   | READ TO ME  | "CHANGE ONE<br>LIFE"<br>CHARITABLE<br>FOUNDATION | ONLINE CHANNELS WITH AUDIO BOOKS COLLECTION FOR<br>ORPHANS AND OTHER KIDS | Bronze Lion |
| JOHANNES LEONARDO, New<br>York  | ORIGINAL IS<br>NEVER FINISHED                           | ADIDAS<br>ORIGINALS                              | ORIGINALS   | Bronze Lion |
| SOKO, São Paulo   | XUXA AND THE<br>MISSING CHILD                           | NETFLIX  | STRANGER THINGS   | Bronze Lion |
| McCANN LONDON   | ZOMBIE<br>CHRISTMAS: THE<br>REAL-WORLD<br>TRAILER       | MICROSOFT /<br>XBOX                              | DEAD RISING 4   | Bronze Lion |
| FCB CHICAGO   | TRAVEL AGENCY<br>FOR THE<br>IMAGINATION                 | RADIO FLYER,<br>INC.                             | RADIO FLYER WAGONS  | Bronze Lion |

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| DDB PARIS                               | A WORLD WITH NO HEROES     | UBISOFT                                   | TOM CLANCY'S GHOST RECON WILDLANDS   | Bronze Lion |
| LATINWORKS, Austin                      | PONLE ACENTO               | MAJOR LEAGUE BASEBALL                     | MAJOR LEAGUE BASEBALL  | Bronze Lion |
| BBDO NEW YORK                           | EVAN                       | SANDY HOOK PROMISE                        | SANDY HOOK PROMISE   | Bronze Lion |
| McCANN LIMA                             | HIJACKED HIGHWAY           | SODIMAC                                   | SODIMAC HOMECENTER   | Bronze Lion |
| LEO BURNETT BEIRUT                      | #UNDRESS522                | ABAAD RESOURCE CENTER FOR GENDER EQUALITY | GENDER EQUALITY NGO  | Bronze Lion |
| NBS, Rio De Janeiro                     | FAVELAGRAFIA               | APPLE                                     | IPHONE   | Bronze Lion |
| DENTSU INC., Tokyo                      | SECOND LIFE TOYS           | GREEN RIBBON PROJECT COMMITTEE            | ORGAN TRANSPLANT   | Bronze Lion |
| WE ARE SOCIAL, Milan                    | SPEAK LIKE THE PATRÓN      | NETFLIX / BABBEL                          | NARCOS - SEASON 2  | Bronze Lion |
| AP THAILAND, Bangkok / CJ WORX, Bangkok | THE UNUSUAL FOOTBALL FIELD | AP (THAILAND) PUBLIC COMPANY LIMITED.     | PROPERTY DEVELOPMENT   | Bronze Lion |
| McCANN BUENOS AIRES                     | CHRISTMAS FLIGHT           | LATAM AIRLINES                            | LATAM AIRLINES FLIGHTS   | Bronze Lion |
| ALMA DDB, Mami                          | EPISODE LEAK               | NETFLIX                                   | NARCOS   | Bronze Lion |
| TBWA SHANGHAI                           | PENGUIN FROZEN STORYBOOK   | PENGUIN BOOKS                             | PENGUIN FROZEN STORYBOOK   | Bronze Lion |
| McCANN MELBOURNE                        | YMCA PLAYNASIUM            | YMCA                                      | PLAYNASIUM   | Bronze Lion |
| GARBERGS, Stockholm                     | LOS SANTOS PRIDE           | STOCKHOLM PRIDE                           | NON-PROFIT ORGANIZATION THAT WORKS TO HIGHLIGHT LGBT ISSUES AND CREATE A FREE ZONE FOR GAY, BISEXUAL, TRANSGENDER AND QUEER PEOPLE AND GENDER EXPRESSION CONTAINED WITHIN LGBT SOCIAL MOVEMENTS. | Bronze Lion |
| NOVA/SB, São Paulo                      | SOUNDS OF CONQUEST         | CAIXA ECONÔMICA FEDERAL                   | SPORTS SPONSORSHIP & PARTNERSHIP   | Bronze Lion |
| SAATCHI & SAATCHI, New York             | BRADSHAW STAIN             | P&G                                       | TIDE   | Bronze Lion |

The Festival of Creativity runs from 17-24 June 2017, with Cinemark the official local representative for the Cannes Lions International Festival of Creativity.



#CannesLions2017: Cinemark brings SA all the creative magic

Leigh Andrews 14 Jun 2017



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