

Creative Effectiveness Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Creative Effectiveness Lions award ceremony on 23 June 2017.



Grand Prix-winning 'Van Gogh's Bedrooms: Let Yourself In'.

The Creative Effectiveness Lions celebrate the measurable impact of creativity. Entries needed to demonstrate hard results over the long term: How the work drove tangible business effects, was instrumental to cultural change or integral in the achievement of brand purpose.



#CannesLions2017: Creative Effectiveness shortlist

22 Jun 2017



A total of 21 Creative Effectiveness Lions were awarded from the shortlist of 34. The Grand Prix went to **Leo Burnett Chicago** for Art Institute of Chicago's temporary art exhibition 'Van Gogh's Bedrooms: Let Yourself in'. They were assisted in production by Ravenswood Studios and Starcom/MediavestSpark Chicago on media.

This delightful interactive experience let fans get a view of what it would be like to stay in Van Gogh's bedroom by bringing to life his 1888 'The Bedroom/Bedroom in Arles' painting and listing the room on Airbnb while also running a temporary art exhibition. The first block of night's sold out in just five minutes, and the story was covered in over 100 countries within a week. More importantly, ticket sales to the Art Institute of Chicago rose by 250% and it was their highest attended exhibit in 15 years. That's what we call creative effectiveness!

Egg Films’ **Terence Neale** also directed Adidas Originals' 'Your future is not mine' with Johannes Leonardo New York with production company RSA Films, which was awarded a Bronze Lion:

View the full table of winning work below:

Creative Effectiveness Lions Winners

Entrant	Title	Client	Product	Award
LEO BURNETT CHICAGO	VAN GOGH'S BEDROOMS: LET YOURSELF IN	ART INSTITUTE OF CHICAGO	TEMPORARY ART EXHIBITION	Grand Prix
INGO, Stockholm	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	SWEDISH TOURIST ASSOCIATION	Gold Lion
Y&R NZ, Auckland	THE MCWHOPPER PROPOSAL	BURGER KING	FAST FOOD RESTAURANT	Gold Lion

DAVID, Buenos Aires	MANBOOBS4BOOBS	MACMA	AWARENESS	Gold Lion
BBDO INDIA, Mumbai	ARIEL SHARE THE LOAD: A SOCIAL MOVEMENT TO REMOVE THE CULTURAL STAIN OF GENDER I	P&G INDIA	ARIEL MATIC	Gold Lion
LEO BURNETT INDIA, Mumbai	BAJAJ V - THE NATION'S BIKE	BAJAJ AUTO LTD.	BAJAJ V	Gold Lion
BBDO INDIA, Mumbai	DADS #SHARETHELOAD	P&G INDIA	ARIEL MATIC	Silver Lion
J. WALTER THOMPSON COLOMBIA, Bogotá	THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	Silver Lion
OGILVY & MATHER MUMBAI	BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	Silver Lion
Y&R NZ, Auckland	THE MCWHOPPER PROPOSAL	BURGER KING	FAST FOOD RESTAURANT	Silver Lion
LEO BURNETT CHICAGO	VAN GOGH'S BEDROOMS: LET YOURSELF IN	ART INSTITUTE OF CHICAGO	TEMPORARY ART EXHIBITION	Silver Lion
INGO, Stockholm	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	SWEDISH TOURIST ASSOCIATION	Silver Lion
adam&eveDDB, London	THE MAN ON THE MOON	JOHN LEWIS	JOHN LEWIS	Silver Lion
adam&eveDDB, London	TINY DANCER	JOHN LEWIS INSURANCE	JOHN LEWIS INSURANCE	Bronze Lion
ENGINE, London	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	Bronze Lion
LEO BURNETT, Madrid	JUSTINO	LOTERIAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	Bronze Lion
GEOMETRY GLOBAL, Dubai / MEMAC OGILVY & MATHER, Dubai / MEMAC OGILVY & MATHER, Dubai	HANDLE ON HYGIENE	UNILEVER	LIFEBUOY	Bronze Lion
MULLENLOWE SINGAPORE / MULLENLOWE LINTAS GROUP INDIA, Mumbai / MULLENLOWE SSP3, Bogotá	#HELPACHILDREACH5	UNILEVER	LIFEBUOY SOAP	Bronze Lion
FORSMAN & BODENFORS, Gothenburg	MARRIAGE MARKET TAKEOVER	SK-II	SK-II	Bronze Lion
JOHANNES LEONARDO, New York	YOUR FUTURE IS NOT MINE	ADIDAS ORIGINALS	NMD	Bronze Lion
ENERGY BBDO, Chicago	EXTRA GUM "SARAH & JUAN"	WRIGLEY, A SUBSIDIARY OF MARS, INCORPORATED	EXTRA GUM	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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For more, visit: <https://www.bizcommunity.com>