

Digital Craft Lions winners!

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

The Digital Craft Lions celebrate technological artistry. Entries needed to demonstrate exceptional form and function in a digital context through work with flawless design, masterful execution and outstanding user experience created for all digital environments.



#CannesLions2017: Digital Craft shortlist

22 Jun 2017



A total of 37 Digital Craft Lions were awarded from the shortlist of 93. The Grand Prix went to Analog and W&N Studio London for the Real-Time Virtual Reality Experience for Björk's NotGet.

View the full table of winning work below:

Digital Craft Lions Winners

Entrant	Title	Client	Product	Award
ANALOG, London / W&N STUDIO, London	REAL-TIME VIRTUAL REALITY EXPERIENCE FOR BJÖRK'S NOTGET	BJÖRK	NOTGET VR	Grand Prix
R/GA SYDNEY	THROUGH THE DARK	GOOGLE	GOOGLE PLAY	Gold Lion
TBWA\CHIAT\DAY, Los Angeles	G ACTIVE GATORADE	GATORADE	G ACTIVE	Gold Lion
OGILVY & MATHER, Chicago	THE ONE MOMENT	MORTON SALT	MORTON SALT	Gold Lion
ALMAPBBDO, São Paulo	NOSFERATU	GETTY IMAGES	GETTY IMAGES	Gold Lion
R/GA SYDNEY	THROUGH THE DARK	GOOGLE	GOOGLE PLAY	Gold Lion
GOOGLE, Mountain View	TILT BRUSH	GOOGLE INC.	TILT BRUSH BY GOOGLE	Gold Lion
TBWA\PARIS / DAN PARIS, Boulogne-Billancourt	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	Silver Lion
180LA, Santa Monica	VISIT BRITAIN	EXPEDIA	VISIT BRITAIN PARTNERSHIP	Silver Lion
R/GA SYDNEY	THROUGH THE DARK	GOOGLE	GOOGLE PLAY	Silver Lion

SCHOLZ & FRIENDS, Berlin	DISCOVER THE MAGIC OF CRAFT	MONTBLANC	MONTBLANC	Silver Lion
AKQA, Shanghai	MY SOLE STORY	NIKE GREATER CHINA	NIKE RUNNING : SHANGHAI MARATHON	Silver Lion
B-REEL, New York	GOOGLE PIXEL WALLPAPERS	GOOGLE	INTERACTIVE WALLPAPERS FOR GOOGLE PIXEL	Silver Lion
REWIND, St. Albans / BBC, London	BBC HOME: A VR SPACEWALK	BBC	N/A	Silver Lion
R/GA BUENOS AIRES	NIKEID VR STUDIO	NIKE	NIKEID	Silver Lion
GOOGLE, Mountain View	TILT BRUSH	GOOGLE INC.	TILT BRUSH BY GOOGLE	Silver Lion
INTEL, Santa Clara	SUPER BOWL DRONES HALF TIME SHOW	INTEL	DRONE TECHNOLOGY	Silver Lion
INTEL, Santa Clara / AGENCY INSIDE, Santa Clara / THE ROYAL SHAKESPEARE COMPANY, Stratford-Upon-Avon	INTEL X THE ROYAL SHAKESPEARE COMPANY X THE IMAGINARIUM: THE TEMPEST	INTEL	INTEL TECHNOLOGY	Silver Lion
ROKKAN, New York	PANTONE STUDIO	PANTONE	PANTONE STUDIO	Bronze Lion
ALMAPBBDO, São Paulo	NOSFERATU	GETTY IMAGES	GETTY IMAGES	Bronze Lion
HAVAS MILAN	THE HISTORY OF THE MAUSOLEUM OF AUGUSTUS	TIM	THE HISTORY OF THE MAUSOLEUM OF AUGUSTUS	Bronze Lion
GOOGLE CREATIVE LAB, London	BACK TO LIFE IN VIRTUAL REALITY: RHOMAEOSAURUS & GIRAFFATITAN	GOOGLE ARTS & CULTURE	GOOGLE ARTS & CULTURE NATURAL HISTORY	Bronze Lion
SCHOLZ & FRIENDS, Berlin	DISCOVER THE MAGIC OF CRAFT	MONTBLANC	MONTBLANC	Bronze Lion
CAMPFIRE AT SAPIENTRAZORFISH, New York	OUTCAST INTERACTIVE TRAILER: "POSSESSION BEGINS"	CINEMAX	OUTCAST	Bronze Lion
POSSIBLE, London / IRIS, London	BREAKING THE PATTERN WITH ADIDAS GLITCH	ADIDAS FOOTBALL	ADIDAS GLITCH	Bronze Lion
AKQA, San Francisco	THE SNOW FOX	AKQA	EDUCATION BOOK	Bronze Lion
VML, New York	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	Bronze Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Bronze Lion
TBWA/PARIS / DAN PARIS, Boulogne-Billancourt	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	Bronze Lion
OGILVY NEW YORK	NOT EASY	IBM	IBM WATSON	Bronze Lion
AKQA, Shanghai	MY SOLE STORY	NIKE GREATER CHINA	NIKE RUNNING : SHANGHAI MARATHON	Bronze Lion
POL, Oslo	THE ENTER SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	Bronze Lion
CP+B, Los Angeles	NBA2K BOOST	2K SPORTS	NBA2K17	Bronze Lion
POL, Oslo	THE ENTER SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	Bronze Lion
INTEL, Santa Clara / AGENCY INSIDE, Santa Clara / THE ROYAL SHAKESPEARE COMPANY, Stratford-Upon-Avon	INTEL X THE ROYAL SHAKESPEARE COMPANY X THE IMAGINARIUM: THE TEMPEST	INTEL	INTEL TECHNOLOGY	Bronze Lion
HEIMAT, Berlin	SNOWDRAWINGS	SWISSCOM	NONE	Bronze Lion
R/GA SYDNEY	THROUGH THE DARK	GOOGLE	GOOGLE PLAY	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



Visit the official Cannes Lions [website](#) and our [Cannes Lions special section](#) for more information.

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