

Radio Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Radio Lions award ceremony on 23 June 2017, with SA walking away with the Grand Prix and lots of metal!



 \bigcirc Alinoubigh $-\underline{123RF.com}$

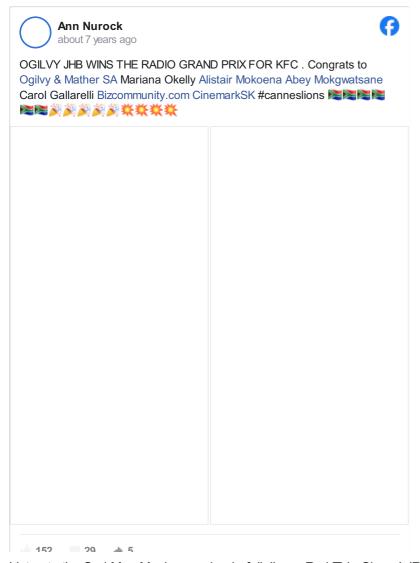
The Radio Lions celebrate creativity for the airwaves. Entries need to demonstrate ideas that are wired for sound through work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling.



#CannesLions2017: Film Craft shortlist

22 Jun 2017

A total of 63 Radio Lions were awarded from the shortlist of 177, with Ogilvy Johannesburg responsible for the Grand Prixwinning campaign for KFC Double down 'Sad Man Meal'.



Listen to the Sad Man Meal campaign in full: 'Long Red Thin Shape', 'Repeat the Punchline' and 'No one cheerses':

SA also won the following Radio Lions:

- Y&R SA (with Y&R Hong Kong): Gui Ling Yuang Fang Herbal Tea 'Collection of Poophemisms': Bronze Lion
- Publicis Machine: Anti-Anxiety Medicines Biral 'Gymboy': Silver Lion
- FCB CT and We Love Jam CT: Bloom Pharmacy 'Flight': Silver Lion
- FCB CT and We Love Jam CT: Bloom Pharmacy 'Mall' and 'Flight': Silver campaign
- FCB CT: Exclusive Books 'Penguin Classics Radio' Orange Cover: Bronze Lion
- TBWA in Africa and Produce Sound: Student Flights US Promo 'The US President': Bronze Lion
- Grey Africa and Fine Tune Studios: Duracell Duralock 'Paris', 'Britney' and 'Harry': Gold campaign
- Ogilvy JHB: KFC Virgin Mojito 'Preschool Concert in a Dark Jacket', 'Welding Mask on a Plane', 'Costume for the Carpool': Bronze campaign
- The WorkRoom CT was also involved in production for GGH MullenLowe Hamburg's IKEA Storage Solutions: Silver Lion

View the full table of winning work below:

Radio Lions Winners

Entrant	Title	Client	Product	Award
OGILVY & MATHER JOHANNESBURG	REPEAT THE PUNCHLINE	KFC	DOUBLE DOWN BURGER	Grand Prix Campaign
OGILVY & MATHER JOHANNESBURG	LONG RED THIN SHAPE	KFC	DOUBLE DOWN BURGER	Grand Prix Campaign
OGILVY & MATHER JOHANNESBURG	NO ONE CHEERSES	KFC	DOUBLE DOWN BURGER	Grand Prix Campaign
GREY AFRICA, Johannesburg	<u>PARIS</u>	DURACELL	DURACELL DURALOCK	Gold Lion Campaign
GREY AFRICA, Johannesburg	BRITNEY	DURACELL	DURACELL DURALOCK	Gold Lion Campaign
GREY AFRICA, Johannesburg	HARRY	DURACELL	DURACELL DURALOCK	Gold Lion Campaign
McCANN WORLDGROUP PHILIPPINES, Taguig City	LIVES 1 OF 4 "FRANK"	FULLYBOOKED	RETAIL - BOOKSTORE	Gold Lion Campaign
McCANN WORLDGROUP PHILIPPINES, Taguig City	LIVES 3 OF 4 "NICKY"	FULLYBOOKED	RETAIL - BOOKSTORE	Gold Lion Campaign
McCANN WORLDGROUP PHILIPPINES, Taguig City	LIVES 2 OF 4 "HANNA"	FULLY BOOKED	RETAIL - BOOKSTORE	Gold Lion Campaign
OGILVY & MATHER JOHANNESBURG	NO ONE CHEERSES	KFC	DOUBLE DOWN BURGER	Gold Lion Campaign

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OGILVY & MATHER JOHANNESBURG	WELDING MASK ON A PLANE	KFC	MRGIN MOJITO	Bronze Lion Campaign
Y&R SOUTH AFRICA, Cape Town	COLLECTION OF POOPHEMISIMS	GUI LING YUAN FANG	HERBAL TEA	Bronze Lion
PUBLICIS MACHINE, Cape Town	GYMBOY	BIRAL	ANTI ANXIETY MEDICATION	Bronze Lion
FCB CHICAGO	COTTON CANDY SWAMP	RADIO FLYER, INC.	RADIO FLYER WAGON	Bronze Lion Campaign
FCB CHICAGO	STINKY BROCCOLI FOREST	RADIO FLYER, INC.	RADIO FLYER WAGON	Bronze Lion Campaign
FCB CHICAGO	VALLEY OF OGRES	RADIO FLYER, INC.	RADIO FLYER WAGON	Bronze Lion Campaign
GREY URUGUAY, Montevideo	MESSI, LEAVE.	180 NEWS	SPORTS SECTION	Bronze Lion
GREY SLOVENIA, Ljubljana	THE BEDTIME STORYTELLERS	A1 SLOVENIA	TELECOMMUNICATIONS	Bronze Lion
FCB CAPE TOWN	PENGUIN CLASSICS RADIO- 'ORANGE COVER'	EXCLUSIVE BOOKS	BOOKS	Bronze Lion
FCB CHICAGO	COTTON CANDY SWAMP	RADIO FLYER, INC.	RADIO FLYER WAGON	Bronze Lion Campaign
FCB CHICAGO	STINKY BROCCOLI FOREST	RADIO FLYER, INC.	RADIO FLYER WAGON	Bronze Lion Campaign
FCB CHICAGO	VALLEY OF OGRES	RADIO FLYER, INC.	RADIO FLYER WAGON	Bronze Lion Campaign
FCB CHICAGO	PLANET OF EVIL UNICORNS	RADIO FLYER, INC.	RADIO FLYER WAGON	Bronze Lion Campaign
VALENSTEIN & FATT, London	GIN LANE	TATE BRITAIN	PROMOTION OF NATIONAL MUSEUM	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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