

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!



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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 Prix-winning campaign for KFC Double down 'Sad Man Meal'.



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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	PARIS	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"	FULLY BOOKED	RETAIL - BOOKSTORE	Gold Lion Campaign
McCANN WORLDGROUP PHILIPPINES, Taguig City	LIVES 3 OF 4 "NICKY"	FULLY BOOKED	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

OGILVY & MATHER JOHANNESBURG	REPEAT THE PUNCHLINE	KFC	DOUBLE DOWN BURGER	Gold Lion Campaign
OGILVY & MATHER JOHANNESBURG	LONG RED THIN SHAPE	KFC	DOUBLE DOWN BURGER	Gold Lion Campaign
Y&R MADRID	GPS	MARISKAL ROCK RADIO	MARISKAL ROCK RADIO	Gold Lion Campaign
Y&R MADRID	MAGIC NOODLES	MARISKAL ROCK RADIO	MARISKAL ROCK RADIO	Gold Lion Campaign
Y&R MADRID	BBQ	MARISKAL ROCK RADIO	MARISKAL ROCK RADIO	Gold Lion Campaign
Y&R BRAZIL, São Paulo	HITLER	CEPIA - CIDADANIA ESTUDO PESQUISA INFORMAÇÃO AÇÃO	INSTITUTIONAL	Gold Lion
CIRCUS GREY PERU, Lima	A LOVE SONG WRITTEN BY A MURDERER	VIDA MUJER ORGANIZATION	VIDA MUJER	Gold Lion
CIRCUS GREY PERU, Lima	A LOVE SONG WRITTEN BY A MURDERER	VIDA MUJER ORGANIZATION	VIDA MUJER	Gold Lion
McCANN WORLDGROUP PHILIPPINES, Taguig City	DIMDADS "RUFUS"	NESTLE PHILIPPINES	MAGGI MAGIC SARAP	Silver Lion Campaign
McCANN WORLDGROUP PHILIPPINES, Taguig City	DIMDADS "PEDRO"	NESTLE PHILIPPINES	MAGGI MAGIC SARAP	Silver Lion Campaign
FCB CAPE TOWN	FLIGHT	BLOOMS PHARMACY	HEALTH AND WELLNESS	Silver Lion
COLENZO BBDO, Auckland	VACANT STARE	MARS NZ	PEDIGREE	Silver Lion Campaign
COLENZO BBDO, Auckland	DRIBBLE CRY	MARS NZ	PEDIGREE	Silver Lion Campaign
GGH MULLENLOWE, Hamburg	DOCUMENTS	IKEA AUSTRIA	IKEA STORAGE SOLUTIONS	Silver Lion
IMPACT BBDO, Dubai	FIRECRACKER	KFC	KFC FIRECRACKER CHICKEN	Silver Lion
DDB SPAIN, Madrid	HISTORY WORTH PLAYING	COMPUTER SPIELE MUSEUM	COMPUTER SPIELE MUSEUM	Silver Lion
DDB GROUP NEW ZEALAND, Auckland	FREE SOHO CHANNEL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	Silver Lion
Y&R THAILAND, Bangkok	MOM OR GIRLFRIEND	ADVANCED INFO SERVICE PLC.	AIS CLOUD+	Silver Lion Campaign
Y&R THAILAND, Bangkok	SON OR FATHER	ADVANCED INFO SERVICE PLC.	AIS CLOUD+	Silver Lion Campaign
Y&R PRAGUE	OLYMPIC DRUNK	NEWSWEEK	NEWSWEEK	Silver Lion Campaign
Y&R PRAGUE	GALAXY EXPLOSION	NEWSWEEK	NEWSWEEK	Silver Lion Campaign
Y&R PRAGUE	HUMANITARIAN INVASION	NEWSWEEK	NEWSWEEK	Silver Lion Campaign
CLEMENGER BBDO MELBOURNE	TOWEL	MYER	NA	Silver Lion
JOHN ST., Toronto	MALL	ONTARIO MINISTRY OF TRANSPORTATION	PUBLIC SERVICE: DISTRACTED DRIVING	Silver Lion
GREY SLOVENIA, Ljubljana	THE BEDTIME STORYTELLERS	A1 SLOVENIA	TELECOMMUNICATIONS	Silver Lion
CCZ*WOW, Curitiba	EYES	JOVEM PAN RADIO	ORGAN DONATION	Silver Lion Campaign
CCZ*WOW, Curitiba	HEART	JOVEM PAN RADIO	ORGAN DONATION	Silver Lion Campaign
OGILVY BRASIL, São Paulo	THE VOICE OF ART	IBM	IBM CLOUD	Silver Lion
MARURI GREY, Guayaquil	TALK TO ME	PANASONIC	PANASONIC COMMA SPEAKERS	Silver Lion
CAMPFIRE AT SAPIENTRAZORFISH, New York	RESISTANCE RADIO	AMAZON	MAN IN THE HIGH CASTLE	Silver Lion
CIRCUS GREY PERU, Lima	A LOVE SONG WRITTEN BY A MURDERER	VIDA MUJER ORGANIZATION	VIDA MUJER	Silver Lion
CAMPFIRE AT SAPIENTRAZORFISH, New York	RESISTANCE RADIO	AMAZON	MAN IN THE HIGH CASTLE	Silver Lion
GLOBAL MEDIA AND ENTERTAINMENT, London	MILLS AND BOON 3D AUDIO - IMMERSIVE EROTICA FOR THE EARS	HARPER COLLINS	MILLS AND BOON	Silver Lion
COLENZO BBDO, Auckland	REAL	FONTERRA	ANCHOR	Silver Lion

FCB CAPE TOWN	MALL	BLOOMS PHARMACY	BLOOMS PHARMACY	Silver Lion Campaign
FCB CAPE TOWN	FLIGHT	BLOOMS PHARMACY	HEALTH AND WELLNESS	Silver Lion Campaign
IMPACT BBDO, Dubai	FIRECRACKER	KFC	KFC FIRECRACKER CHICKEN	Silver Lion
McCANN MADRID	ELENA	CAMPOFRÍO	NAVDUL	Bronze Lion
COLENSO BBDO, Auckland	REAL	FONTERRA	ANCHOR	Bronze Lion
GREY ARGENTINA, Buenos Aires	CHEESE BURGUER	RANDOM CORP S.A	GET RANDOM DENTAL FLOSS	Bronze Lion Campaign
GREY ARGENTINA, Buenos Aires	BARBACUE RIBS	RANDOM CORP S.A	GET RANDOM DENTAL FLOSS	Bronze Lion Campaign
GREY ARGENTINA, Buenos Aires	PEPPERONI PIZZA	RANDOM CORP S.A	GET RANDOM DENTAL FLOSS	Bronze Lion Campaign
McCANN WORLDGROUP INDIA, Mumbai	DERMACLINIX - THE SCIENTIST	DERMACLINIX HAIR TRANSPLANT CLINIC	DERMACLINIX HAIR TRANSPLANT CLINIC	Bronze Lion
Y&R, Budapest	SNEAKERS	TOMCSANYI FASHION	GREENPEACE	Bronze Lion
SRA RUSHMORE, Madrid	PARKING GARAGE RADIO	FLEX	FLEX MATTRESSES	Bronze Lion
GRABARZ & PARTNER, Hamburg	COLOGNE	VOLKSWAGEN AG	VOLKSWAGEN AG	Bronze Lion Campaign
GRABARZ & PARTNER, Hamburg	BERLIN	VOLKSWAGEN AG	VOLKSWAGEN AG	Bronze Lion Campaign
GRABARZ & PARTNER, Hamburg	HAMBURG	VOLKSWAGEN AG	VOLKSWAGEN AG	Bronze Lion Campaign
TBWA IN AFRICA, Johannesburg	THE US PRESIDENT	FLIGHT CENTRE	STUDENT FLIGHTS US PROMO	Bronze Lion
LUCKY GENERALS, London	CRAIG INGLIS	RADIOCENTRE	RADIO ADVERTISING	Bronze Lion
DDB GROUP NEW ZEALAND, Auckland	DARWIN	AUTISM NEW ZEALAND	WORLD AUTISM AWARENESS MONTH	Bronze Lion Campaign
DDB GROUP NEW ZEALAND, Auckland	EINSTEIN	AUTISM NEW ZEALAND	WORLD AUTISM AWARENESS MONTH	Bronze Lion Campaign
DDB GROUP NEW ZEALAND, Auckland	MOZART	AUTISM NEW ZEALAND	WORLD AUTISM AWARENESS MONTH	Bronze Lion Campaign
OGILVY & MATHER MUMBAI	#NOTMUSICTOMYEARS	RNW MEDIA	LOVE MATTERS	Bronze Lion
DDB GROUP NEW ZEALAND, Auckland	FREE COFFEE MUG	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	Bronze Lion Campaign
DDB GROUP NEW ZEALAND, Auckland	FREE HOODIE	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	Bronze Lion Campaign
DDB GROUP NEW ZEALAND, Auckland	FREE SOHO CHANNEL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	Bronze Lion Campaign
OGILVY & MATHER COSTA RICA, San José	THERE'S NOTHING TO CELEBRATE YET	INSTITUTO NACIONAL DE SEGUROS	INTERNATIONAL WOMEN DAY	Bronze Lion
J. WALTER THOMPSON BRAZIL, São Paulo	MORE THAN 70%	INSTITUTO AZMINA	INSTITUTO AZMINA	Bronze Lion
DDB SPAIN, Madrid	HISTORY WORTH PLAYING	COMPUTER SPIELE MUSEUM	COMPUTER SPIELE MUSEUM	Bronze Lion
Y&R MADRID	THE SPOT I'LL NEVER HEAR	FUNDACIÓN TELEFÓNICA	THINK BIG PROGRAM	Bronze Lion
DENTSU LATIN AMERICA PROPAGANDA, São Paulo	SPEED - O - TRACK	ARTERIS	INSTITUCIONAL	Bronze Lion
FCB WARSAW	SMART BELL	AXA INSURANCE	SMARTBIKE INSURANCE	Bronze Lion
BBDO NEW YORK	FOOT LOCKER AUDIO TOURS	FOOT LOCKER	FOOT LOCKER	Bronze Lion
DDB GERMANY HAMBURG / adam&eveDDB, London	THE MAGIC ADVENT CALENDER	TELEKOM DEUTSCHLAND GMBH	BRAND	Bronze Lion
J. WALTER THOMPSON BRAZIL, São Paulo	MORE THAN 70%	INSTITUTO AZMINA	INSTITUTO AZMINA	Bronze Lion
Y&R DUBAI	ONE BOOK FOR PEACE	INTERRELIGIOUS COUNCIL OF BOSNIA AND HERZEGOVINA	INTERRELIGIOUS COUNCIL OF BOSNIA AND HERZEGOVINA	Bronze Lion
J. WALTER THOMPSON BRAZIL, São Paulo	MORE THAN 70%	INSTITUTO AZMINA	INSTITUTO AZMINA	Bronze Lion
GRABARZ & PARTNER, Hamburg	COLOGNE	VOLKSWAGEN AG	VOLKSWAGEN AG	Bronze Lion
OGILVY & MATHER JOHANNESBURG	COSTUME FOR THE CAR POOL	KFC	VIRGIN MOJITO	Bronze Lion Campaign
OGILVY & MATHER JOHANNESBURG	PRESCHOOL CONCERT IN A DARK JACKET	KFC	VIRGIN MOJITO	Bronze Lion Campaign

OGILVY & MATHER JOHANNESBURG	WELDING MASK ON A PLANE	KFC	VIRGIN MOJITO	Bronze Lion Campaign
Y&R SOUTH AFRICA, Cape Town	COLLECTION OF POOPHEMISMS	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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