

Integrated Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Integrated Lions award ceremony on its final night, 24 June 2017.



Screenshots from the Grand Prix-winning 'Boost Your Voice', as well as Gold-winning 'We're the Superheroes' and 'Child Replacement Programme'.

The Integrated Lions, formerly part of the 'Titanium and Integrated' Lions, celebrate creative campaigns. Entries needed to demonstrate holistic excellence through work that has been executed across multiple media, incorporating an idea into diverse environments that further enrich it.



#CannesLions2017: Integrated shortlist

24 Jun 2017



A total of 11 Integrated Lions were awarded from the shortlist of 26.

“ Grand Prix for Good to [@ogilvyny](#) for Refugee Nation [#canneslion](#)— Ann Nurock ([@annnurock](#)) [June 24, 2017](#) ”

The Integrated Lions Grand Prix went to '**Boost Your Voice**', 180LA Santa Monica's product promoting Boost Mobile's stores as polling stations, with The Corner Shop Santa Monica, Therapy Studios LA and Atomica Music Texas assisting on production. The campaign stood out for the clever way it solved the problem of low-income and minority votes in the US having longer lines and fewer places to vote than those in more affluent areas by striving for equal voting access by turning Boost Mobile stores into polling places:

The campaign also look top honours with the Grand Prix in the the Promo & Activations category.



#CannesLions2017: Promo & Activation Lions winners!


19 Jun 2017




Two of the Integrated Lions awarded on the night were Gold Lions. The first of these was awarded to OMD UK, 4Creative and Channel 4 London for Channel 4 Paralympics' **We're the Superheroes**'. Created to broadcast the broadcaster's then-upcoming coverage of the Paralympic Games in Rio, it's a three-minute musical that's a joy to watch, featuring more than 140 disabled people doing more than just play sport. Crash helmets, carbon fibre legs and prosthetic arms all play a part:


Colenso BBDO Auckland also took home an Integrated Gold Lion for the Mars NZ Pedigree '**Child Replacement Programme**', with production by Exit Films, Creature and Franklin RD Auckland as well as media by Starcom NZ and PR

by Impact PR New Zealand. It worked on the simple premise of finding dogs that need homes, homes that need dogs as they're empty-nesters, and creating a suitable match. [Click here](#) to go through their fun process of 'replacing the little pumpkin pie who has moved out of the home, and view the full table of winning work below:






Ann Nurock
 about 7 years ago






Grand Prix for Integrated and Titanium to 180LA for 'Boost your voice "
[Bizcommunity.com](#) CinemarkSK #cinemark

 Like
  Comment
  Share


Integrated Lions Winners

Entrant	Title	Client	Product	Award
180LA, Santa Monica	BOOST YOUR VOICE	BOOST MOBILE	PROMOTE BOOST STORES AS POLLING STATIONS	Grand Prix
OMD UK, London / 4CREATIVE, London / CHANNEL 4, London	CHANNEL 4 PARALYMPICS	CHANNEL 4	PARALYMPICS	Gold Lion
COLENSO BBDO, Auckland	THE CHILD REPLACEMENT PROGRAMME	MARS NZ	PEDIGREE	Gold Lion
WIEDEN+KENNEDY, Portland	TIME IS PRECIOUS	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	Silver Lion
GOODBY SILVERSTEIN & PARTNERS, San Francisco	CHEETOS MUSEUM	CHEETOS	CHEETOS	Silver Lion
SAATCHI & SAATCHI, New York	BRADSHAW STAIN	P&G	TIDE	Silver Lion
OGILVY & MATHER SINGAPORE	PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINÉ CLUB	Silver Lion
DROGA5, New York	DID YOU MEAN MAILCHIMP?	MAILCHIMP	EMAIL MARKETING	Silver Lion
CLEMENGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Bronze Lion
CP+B, Boulder	NEW AND NOT IMPROVED	KRAFT HEINZ	KRAFT HEINZ COMPANY	Bronze Lion
DM9DDB, São Paulo	PRICE ON THE JERSEY	WALMART	WALMART	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.

For more, visit: <https://www.bizcommunity.com>