

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

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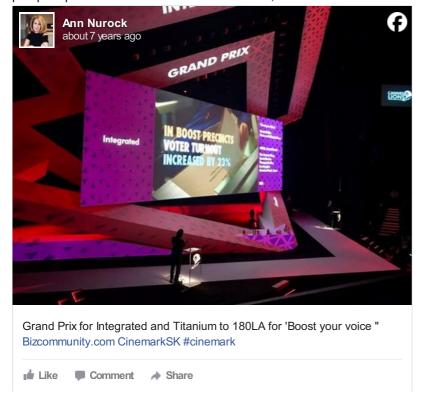
A total of 11 Integrated Lions were awarded from the shortlist of 26.

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 thenupcoming 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:

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. <u>Click here</u> 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:



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 |
| WEDEN+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? | MALCHIMP | 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.





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