

Design Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Design Lions award ceremony on 21 June 2017, with three SA-associated campaigns bringing home Bronze Lions.

The Design Lions celebrate visual craftsmanship. Entries need to demonstrate how design has been used to define a brand or communicate its key messages. It's all about work where a unique visual identity leads to consumer recognition or understanding.



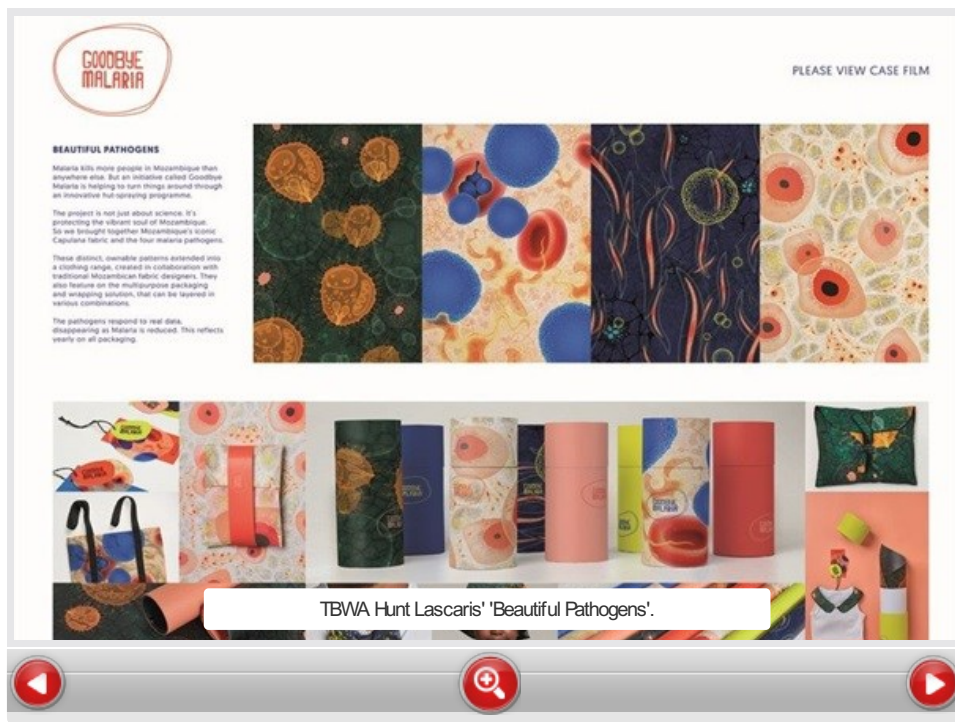
#CannesLions2017: Design shortlist

21 Jun 2017



Bronze Lions were awarded for the following SA work:

- TBWA/Hunt/Lascaris JHB for Goodbye Malaria's Beautiful Pathogens (Illustration: Packaging)
- OpenCo JHB for Soweto Gold 76 Marked by Bravery (Special Editions & Promotional Packaging)
- GRID WORLDWIDE JHB was also mentioned with TBWA/Chiat/Day LA for TBWA Identity Refresh



The Grand Prix then went to AP Thailand and CJ Worx Bangkok for AP Public Company Ltd's Property Development work, 'The Unusual Football Field'. The work was hailed for transforming small spaces into fun public ones.

View the full table of winning work below:

Design Lions Winners

Entrant	Title	Client	Product	Award
AP THAILAND, Bangkok / CJ WORX, Bangkok	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED.	PROPERTY DEVELOPMENT	Grand Prix
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARENESS AROUND THE REFUGEE CAUSE	Gold Lion
DDB GROUP GERMANY, Berlin	WORDS OF WELCOME	VEREIN FÜR BERLINER STADTMISSION	TAPE ROLL	Gold Lion
VML, Kansas City	WELCOME TO MY NEIGHBORHOOD	YOUTH AMBASSADORS	NON-PROFIT ORGANIZATION	Gold Lion
LEO BURNETT TORONTO	IKEA: COOK THIS PAGE	IKEA CANADA	IKEA CANADA	Gold Lion
PEREIRA & O'DELL, San Francisco	WRITING OUR RIGHTS: THE EMPOWERMENT WORKBOOK	IGNITE	IGNITE	Gold Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Gold Lion
Y&R DUBAI	ONE BOOK FOR PEACE	INTERRELIGIOUS COUNCIL OF BOSNIA AND HERZEGOVINA	INTERRELIGIOUS COUNCIL OF BOSNIA AND HERZEGOVINA	Gold Lion
LEO BURNETT MELBOURNE	REWORD	HEADSPACE	REWORD	Gold Lion
HEIMAT, Berlin	ART BEATS HATE	LEGACY BERLIN	NONE	Gold Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Gold Lion
SNAP, Los Angeles	SPECTACLES	SNAP, INC.	SPECTACLES	Gold Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Gold Lion
McCANN NEW YORK	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	Gold Lion
IART, Basel / CHRIST & GANTENBEIN, Basel	LIGHT FRIEZE	CONSTRUCTION AND TRANSPORT DEPARTMENT OF THE CANTON OF BASEL-STADT	NEW BUILDING FOR THE KUNSTMUSEUM BASEL	Gold Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARENESS AROUND THE REFUGEE CAUSE	Gold Lion
MANVSMACHINE, London / NIKE, Hilversum	NIKE AIR MAX '17 — THE ART OF NEGATIVE SPACE	NIKE EUROPE	NIKE AIR MAX 2017	Gold Lion
OGILVY & MATHER, Chicago	THE ONE MOMENT	MORTON SALT	MORTON SALT	Gold Lion
TUTKOMBUDKOV, Volgograd	OK GO — UPSIDE DOWN & INSIDE OUT	S7 AIRLINES	S7 AIRLINES	Gold Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARENESS AROUND THE REFUGEE CAUSE	Gold Lion
McCANN NEW YORK	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	Gold Lion
SID LEE, Toronto	FUEL TRANSPORT	FUEL TRANSPORT	LOGISTICS	Silver Lion

IMPACT BBDO, Dubai	MAKING SENSE OF DYSLLEXIA	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	Silver Lion
SAATCHI & SAATCHI, Singapore	BURNT	BIRDLIFE INTERNATIONAL	BIRD HABITAT PROTECTION	Silver Lion
OGILVY & MATHER MUMBAI	SAVLON HEALTHY HANDS CHALK STICKS	ITC SAVLON	SAVLON HEALTHY HANDS CHALK STICKS	Silver Lion
FCB CHICAGO	TEDDY GUN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ANTI-GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING IN ILLINOIS	Silver Lion
FCB BRASIL, São Paulo	THE CORRUPTION CONVERTER	ESTADÃO NEWSPAPER	INSTITUTIONAL	Silver Lion
R/GA SAN FRANCISCO	BOTBOT	REPLY.AI	BOTBOT	Silver Lion
FCB BRASIL, São Paulo	THE CORRUPTION CONVERTER	ESTADÃO NEWSPAPER	INSTITUTIONAL	Silver Lion
TBWA\PARIS, Paris / DAN PARIS, Boulogne-Billancourt	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	Silver Lion
HUGE, New York	NOTIFICA: THE APP YOU'LL BE GLAD YOU DON'T NEED	UNITED WE DREAM	NOTIFICA ALERT SERVICE APP	Silver Lion
TBWA\PARIS, Paris / DAN PARIS, Boulogne-Billancourt	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	Silver Lion
LEO BURNETT MELBOURNE	REWORD	HEADSPACE	REWORD	Silver Lion
GREY BRAZIL, São Paulo	THE COLOUR OF CORRUPTION	RECLAME AQUI	VIGIE AQUI	Silver Lion
BBH, Singapore	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Silver Lion
ELASTIQUE, Cologne	THREEBOTS - THE WORLD OF MITSUBISHI ELECTRIC	mitsubishi electric europe b.v.	mitsubishi electric industrial automation & semiconductor solutions: 3 industrial robots, servo motion drive + amplifier, low voltage switchgear, IQ-R-MODULAR PLC, IQ-F COMPACT PLC, 7TH GENERATION NX-TYPE IGBT, FREQUENCY INVERTER, TFT SCREEN	Silver Lion
FCB CHICAGO	TEDDY GUN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ANTI-GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING IN ILLINOIS	Silver Lion
McCANN TOKYO	AMAZON FASHION WEEK TOKYO 2017 S/S OPENING ACT	AMAZON JAPAN G.K.	AMAZON FASHION	Silver Lion
CLEMENGER BBDO TOUCHCAST, Wellington	THE CONSCIOUS CROSSING	KIWRAIL	KIWRAIL	Silver Lion
LG2 TORONTO	GIVE-A-CARE	RETHINK BREAST CANCER	RETHINK BREAST CANCER	Silver Lion
V, Minsk / CRAZYSERVICE, Minsk	CS LIGHT BULBS	CRAZYSERVICE	LIGHT BULBS	Silver Lion
TAPROOT DENTSU, Mumbai	ADIDAS ODDS	ADIDAS	ADIDAS SHOE	Silver Lion
DEMNER, MERLICEK & BERGMANN, Vienna	SIGNED BY BEES	A. DARBO AG	DARBO AUSTRIAN BEEKEEPER'S HONEY	Silver Lion
KBS, Toronto	INNOCENCE CANADA LOGO	INNOCENCE CANADA	TBD	Silver Lion
OGILVY NEW YORK	TYPE WITH PRIDE	NEWFEST & NYC PRIDE	'GILBERT' FONT	Silver Lion
VML, Kansas City	WELCOME TO MY NEIGHBORHOOD	YOUTH AMBASSADORS	NON-PROFIT ORGANIZATION	Silver Lion
JEKYLL AND HYDE, St. Petersburg	SO FRESH, THAT IS STILL WILD	OCEAN TRADING COMPANY-P	SEAFOOD	Silver Lion
HEREZIE, Paris	SOUNDS OF TRAUMA	DAVID LYNCH FOUNDATION	DAVID LYNCH FOUNDATION	Silver Lion
TBWA\CHIAT\DAY, Los Angeles	G ACTIVE GATORADE	GATORADE	G ACTIVE	Silver Lion
ELASTIC, Santa Monica	WESTWORLD	HBO	WESTWORLD	Silver Lion
DENTSU INC., Tokyo	THE STUDY OF HUMAN BEING	DENTSU ADVERTISING AWARDS SELECTION COUNCIL	DENTSU ADVERTISING AWARDS 2016	Silver Lion
DDB NEW YORK	100 THINGS	GUN BY GUN	CROWDFUNDED GUN BUYBACK NON PROFIT	Silver Lion

SERVICEPLAN, München / DOT INCORPORATION, Seoul / SERVICEPLAN KOREA, Seoul	DOT. THE FIRST BRAILLE SMARTWATCH	DOT	DOT	Silver Lion
FCB CHICAGO	TEDDY GUN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ANTI-GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING IN ILLINOIS	Silver Lion
THE PARTNERS, London	THE BUTCHER THE BAKER	THE BUTCHER THE BAKER	A BUTCHERY-BAKERY BUSINESS	Bronze Lion
UNIFORM DESIGN, Oslo	IDENTITY - UNIVERSITY OF BERGEN, FACULTY OF FINE ART, MUSIC AND DESIGN	UNIVERSITY OF BERGEN, FACULTY OF FINE ART, MUSIC AND DESIGN	UNIVERSITY	Bronze Lion
ONE TWENTY THREE WEST, Vancouver	VANCOUVER MURAL FESTIVAL IDENTITY	VANCOUVER MURAL FESTIVAL	VANCOUVER MURAL FESTIVAL	Bronze Lion
SAATCHI & SAATCHI, London	MAGENTA UNLEASHED	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	Bronze Lion
JUNIPER PARK\TBWA, Toronto	MILLER LITE	MILLER COORS	MILLER BEER	Bronze Lion
TBWA\CHIAT\DAY, Los Angeles / GRID WORLDWIDE, Johannesburg	TBWA IDENTITY REFRESH	TBWA\	TBWA\ WORLDWIDE	Bronze Lion
HAKUHODO INC., Tokyo	THE WASHI LINGERIE POSTER	RC CORP. FRANCE- JAPON	RICCA	Bronze Lion
DENTSU INC., Tokyo	THE STUDY OF HUMAN BEING	DENTSU ADVERTISING AWARDS SELECTION COUNCIL	DENTSU ADVERTISING AWARDS 2016	Bronze Lion
DDB DUBAI	FINDING HER	UN WOMEN - EGYPT	UN WOMEN	Bronze Lion
NBS, Rio De Janeiro	FAVELAGRAFIA	APPLE	IPHONE	Bronze Lion
GREY GERMANY, Düsseldorf	OPEN YOUR EYES	TERRE DES FEMMES	FGM	Bronze Lion
OGILVY, Bangkok	BUILD THE FUTURE_1	DKSH (THAILAND) LTD.	LEGO	Bronze Lion Campaign
OGILVY, Bangkok	BUILD THE FUTURE_2	DKSH (THAILAND) LTD.	LEGO	Bronze Lion Campaign
LOVED, Hamburg	ALI COLA THE COLA IN SKIN COLORS.	ALI GETRÄNKE UG / HMB GMBH & CO. KG	ALI COLA	Bronze Lion
THESE DAYS - WUNDERMAN, Antwerp	COINS OF HOPE	CHILD FOCUS	PUBLIC SERVICE - BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	Bronze Lion
LEO BURNETT INDIA, Mumbai	ROADS THAT HONK	HPCL	HP LUBRICANTS	Bronze Lion
OGILVY & MATHER HONG KONG / BRAND UNION, Hong Kong	THE REDACTIVISTS	AMNESTY INTERNATIONAL HONG KONG	AMNESTY INTERNATIONAL HONG KONG	Bronze Lion
SID LEE, Toronto	FUEL TRANSPORT	FUEL TRANSPORT	LOGISTICS	Bronze Lion
GEOMETRY GLOBAL, London / GEOMETRY GLOBAL COLOMBIA, Bogotá	POSTERS FOR CATCHING FISHERMEN	MINISTERIO DE AMBIENTE Y DESARROLLO SOSTENIBLE	DIRECCIÓN DE ASUNTOS MARINOS, COSTEROS Y RECURSOS ACUÁTICOS	Bronze Lion
PEREIRA & O'DELL, San Francisco	WRITING OUR RIGHTS: THE EMPOWERMENT WORKBOOK	IGNITE	IGNITE	Bronze Lion
McCANN LONDON	REALITY XMAS	DOCTORS OF THE WORLD	INTERNATIONAL MEDICAL CHARITY	Bronze Lion
GOOGLE, New York / GOOGLE CREATIVE LAB, New York	CREATIVE LAB FIVE APPLICATION SITE	GOOGLE INC	WEBSITE	Bronze Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Bronze Lion

SAPIENTRAZORFISH, Singapore	DESPERADOS ART HACK — PAINTING THE UNPAINTABLE CITY	ASIA PACIFIC BREWERY	DESPERADOS	Bronze Lion
SNAP, Los Angeles	SPECTACLES	SNAP, INC.	SPECTACLES	Bronze Lion
LEO BURNETT MELBOURNE	REWORD	HEADSPACE	REWORD	Bronze Lion
IRIS WORLDWIDE, London	ADIDAS NEO SNAPCHAT - #MYNEOLABEL	ADIDAS	ADIDAS NEO	Bronze Lion
McCANN LIMA	HIJACKED HIGHWAY	SODIMAC	SODIMAC HOMECENTER	Bronze Lion
MARCEL SYDNEY	TIGER TRADING CO	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	Bronze Lion
DAVID, Mami	SCARIEST BK	BURGER KING	BURGER KING	Bronze Lion
CONTRAPUNTO BBDO, Madrid	CHAMALEON	MERCEDES-BENZ ESPAÑA, S.A (SMART)	CAR	Bronze Lion
AC mcgarrybowen, Mexico City	WEIGHT TAG	SAMSONITE	SAMSONITE	Bronze Lion
GREY CHILE, Santiago	FRIENDLY BARS	COCA-COLA	COCA-COLA SHOPPER	Bronze Lion
J. WALTER THOMPSON, London	ASH TO ART	GLASGOW SCHOOL OF ART	GLASGOW SCHOOL OF ART	Bronze Lion
HEIMAT, Berlin	ART BEATS HATE	LEGACY BERLIN	NONE	Bronze Lion
HEIMAT, Berlin	ART BEATS HATE	LEGACY BERLIN	NONE	Bronze Lion
McCANN MELBOURNE	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	X	Bronze Lion
McCANN MELBOURNE	YMCA PLAYNASIUM	YMCA	PLAYNASIUM	Bronze Lion
OGILVY NEW YORK	MINIATURE WORLDS	LENOVO	YOGABOOK	Bronze Lion
FAMOUS INNOVATIONS, Mumbai	THE PROPOSAL BOX THAT'LL GET YOU A YES	CARATLANE - A TATA PRODUCT	CARATLANE'S SPECIAL EDITION ENGAGEMENT RINGS	Bronze Lion
GOODBY SILVERSTEIN & PARTNERS, San Francisco	STACY'S STANDS WITH YOU	STACY'S PITA CHIPS	STACY'S PITA CHIPS	Bronze Lion
OPENCO – THE OPEN COLLABORATION, Johannesburg	MARKED BY BRAVERY	SOWETO GOLD	SOWETO GOLD '76	Bronze Lion
MEDIACOM, London / adam&eveDDB, London	GIVE THE RAINBOW	WRIGLEYS	SKITTLES	Bronze Lion
DDB GROUP GERMANY, Berlin	WORDS OF WELCOME	VEREIN FÜR BERLINER STADTMISSION	TAPE ROLL	Bronze Lion
BEDOW, Stockholm	TERRI TIMELY, LOGOTYPE	TERRI TIMELY	LOGOTYPE	Bronze Lion
SID LEE, Toronto	FUEL TRANSPORT	FUEL TRANSPORT	LOGISTICS	Bronze Lion
OGILVY & MATHER, London	INTERPRETATION	THE UCL CENTRE FOR THE FORENSIC SCIENCES	FORENSIC SCIENCE LAB FUNDING	Bronze Lion
OGILVY NEW YORK	TYPE WITH PRIDE	NEWFEST & NYC PRIDE	'GILBERT' FONT	Bronze Lion
DRAGON ROUGE, Suresnes	FUSING STENCIL TYPOGRAPHY AND PARISIAN BRIDGES TO CROSS BOUNDARIES BETWEEN PLACE	CITY OF PARIS	PARC RIVES DE SEINE	Bronze Lion
TBWAHUNTLASCARIS, Johannesburg	BEAUTIFUL PATHOGENS	GOODBYE MALARIA	GOODBYE MALARIA	Bronze Lion
DENTSU INC., Tokyo	INDUSTRIAL JP	KOMATSU SPRING INDUSTRIAL CO., LTD., ASAISEISAKUSYO.CO.LTD., SHIN EI INDUSTRY CO., LTD., SAKAMOTO FACTORY LTD., GOKO HATSUJO, CO., LTD., IWASAHAGURUMA CO., LTD, YUKI PRECISION CO., LTD	SMES IN JAPAN	Bronze Lion
DENTSU INC., Tokyo	MOTION SONIC PROJECT	SONY CORPORATION	CORPORATE BRANDING	Bronze Lion

CREATIVE ARTISTS AGENCY, Los Angeles / CHIPOTLE, New York	A LOVE STORY	CHIPOTLE MEXICAN GRILL, INC.	CHIPOTLE MEXICAN GRILL	Bronze Lion
WHITE RABBIT, Budapest / MOHOLY- NAGY UNIVERSITY OF ART AND DESIGN, Budapest	WE ARE ALL CONNECTED	WWF HUNGARY	WWF	Bronze Lion
R/GA, New York	SAMSUNG GALAXY S8: TIMES SQUARE TAKEOVER	SAMSUNG	SAMSUNG GALAXY S8	Bronze Lion
SID LEE, Toronto	FUEL TRANSPORT	FUEL TRANSPORT	LOGISTICS	Bronze Lion
GREY GERMANY, Düsseldorf	OPEN YOUR EYES	TERRE DES FEMMES	FGM	Bronze Lion
MAGPIE STUDIO, London	JOHNSTON CENTENARY POSTER	TFL	TFL	Bronze Lion
KBS, Toronto	INNOCENCE CANADA LOGO	INNOCENCE CANADA	TBD	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>