

# Mobile Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 19 June with the 2018 Cannes Mobile Lions announced during the Communication award ceremony.



The 2018 Cannes Mobile Lions Grand Prix winner: Grey Brazil for Reclame Aqui's 'Corruption Detector'.

Winners of the Cannes Lions Communication track were announced and the Cannes Lions' opening award ceremony held at the Palais on Tuesday, 19 June from 7pm.

The Mobile Lions celebrate device-driven creativity, designed for portable platforms. Work where a hand-held or wearable environment is integral to the idea and enables key aspects of the execution.

Jay Morgan, innovations director for The Monkeys, is the 2018 Mobile Lions jury president.

## Magnificent Mobile

This year, the Mobile Lions Grand Prix went to Grey Brazil for Reclame Aqui's 'Corruption Detector'.

View the full table of winning work below:

## 2018 Cannes Mobile Lions winners

Entrant	Country	Client	Product	Title	Award
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	VIGIE AQUI	CORRUPTION DETECTOR	Grand Prix
R/GA LONDON / SNAPTIVITY, London	UNITED KINGDOM	SNAPTIVITY	SNAPTIVITY	SNAPTIVITY	Gold Lion
SAMSUNG ELECTRONICS BENELUX, Amsterdam / CHEIL WORLDWIDE, Amsterdam	THE NETHERLANDS	SAMSUNG BENELUX B.V.	SMARTPHONE	SAMSUNG SMARTSUIT	Gold Lion
MULLENLOWE SSP3, Bogotá	COLOMBIA	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MY LINE	Gold Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Gold Lion
R/GA LONDON / SNAPTIVITY, London	UNITED KINGDOM	SNAPTIVITY	SNAPTIVITY	SNAPTIVITY	Gold Lion
adam&eve DDB, London	UNITED KINGDOM	CYBERSMILE	CYBERSMILE	#TrollingisUgly	Gold Lion
MULLENLOWE SSP3, Bogotá	COLOMBIA	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MY LINE	Gold Lion
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	VIGIE AQUI	CORRUPTION DETECTOR	Gold Lion
COLENSO BBDO, Auckland	NEW ZEALAND	MARS	PEDIGREE	SELFESTIX	Gold Lion
ENEL ROMANIA, Bucharest / PUBLICIS ROMANIA, Bucharest	ROMANIA	ENEL ROMANIA	-	THE NEST ADDRESS	Silver Lion
McCANN NEW YORK	USA	NATIONAL GEOGRAPHIC	NATGEO	ASTRONAUT REALITY HELMET	Silver Lion
MULLENLOWE SSP3, Bogotá	COLOMBIA	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MY LINE	Silver Lion
BBDO TORONTO	CANADA	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	THE PARALYMPIC NETWORK	Silver Lion
TBWA MEDIA ARTS LAB, Los Angeles	USA	APPLE	INSTAGRAM	WELCOME TO @APPLE	Silver Lion
COLENSO BBDO, Auckland	NEW ZEALAND	MARS	PEDIGREE	SELFESTIX	Silver Lion
HAKUHODO INC., Tokyo	JAPAN	NTT DOCOMO, INC.	D MAGAZINE	24/7 NEWSCASTER	Silver Lion

BBDO PARIS	FRANCE	PEDIGREE	CHARITY	DOGS FOR DOGS	Silver Lion
WIEDEN+KENNEDY, London	UNITED KINGDOM	NIKE	NIKE	NOTHING BEATS A LONDONER	Silver Lion
adam&eveDDB, London	UNITED KINGDOM	CYBERSMILE	CYBERSMILE	#TrollingisUgly	Silver Lion
FCB/SIX, Toronto	CANADA	PFLAG CANADA	PFLAG CANADA	DESTINATION PRIDE	Silver Lion
VML, Kansas City	USA	PEPSICO	GATORADE	BEAT THE BLITZ	Silver Lion
BBDO NEW YORK	USA	BACARDI	BACARDI	SNAPCHAT MUSIC VIDEO	Bronze Lion
VML, Kansas City	USA	PEPSICO	GATORADE	BEAT THE BLITZ	Bronze Lion
SPINIFEX GROUP, Los Angeles / ROCKET ENTERTAINMENT, London	USA	ROCKET ENTERTAINMENT	FAREWELL YELLOW BRICK ROAD TOUR	ELTON JOHN LEGACY	Bronze Lion
McCANN NEW YORK	USA	NATIONAL GEOGRAPHIC	NATGEO	ASTRONAUT REALITY HELMET	Bronze Lion
HAVAS DÜSSELDORF	GERMANY	RADIO.DE GMBH	RADIO PLATFORM RADIO.NET	FOOTBALLPEN	Bronze Lion
N=5, Amsterdam	THE NETHERLANDS	KPN	TELECOM	KPN SAFE LOCK	Bronze Lion
whiteGREY MELBOURNE	AUSTRALIA	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	INVISIBLE FRIENDS	Bronze Lion
SAMSUNG ELECTRONICS BENELUX, Amsterdam / CHEIL WORLDWIDE, Amsterdam	THE NETHERLANDS	SAMSUNG BENELUX B.V.	SMARTPHONE	SAMSUNG SMARTSUIT	Bronze Lion
GEOMETRY GLOBAL, Moscow	RUSSIA	TELE2	RAIN-POWERED 4G-ROUTER	RAIN WI-FI	Bronze Lion
N=5, Amsterdam	THE NETHERLANDS	KPN	TELECOM	KPN SAFE LOCK	Bronze Lion
COLENZO BBDO, Auckland	NEW ZEALAND	MARS	PEDIGREE	SELFESTIX	Bronze Lion
R/GA NEW YORK	USA	VERIZON	VERIZON WIRELESS	VERIZON - WHAT YOU MISSED	Bronze Lion
GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	XFINITY	XFINITY MOBILE	DATA INTO DOLLARS	Bronze Lion
adam&eveDDB, London	UNITED KINGDOM	CYBERSMILE	CYBERSMILE	#TrollingisUgly	Bronze Lion
DAVID, Miami	USA	BURGER KING	WHOPPER	EMOJI WHOPPER	Bronze Lion
R/GA PORTLAND	USA	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	A/R JORDAN	Bronze Lion
BBDO NEW YORK	USA	SANDY HOOK PROMISE	SANDY HOOK PROMISE	LIVE MOMENT OF SILENCE	Bronze Lion
AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	NY-PRESBYTERIAN HOSPITAL	CRISIS TEXT LINE	TXT 2 HELP	Bronze Lion
TOYOTA USA, Plano / SAATCHI & SAATCHI TOYOTA AGENCY, Torrance / DENTSU INC., Tokyo	USA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	@SEELIKEMENNA	Bronze Lion
WEBER SHANDWICK, New York	USA	STUDYTRACKS	EDUCATIONAL APP	STUDYTRACKS	Bronze Lion
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	VIGIE AQUI	CORRUPTION DETECTOR	Bronze Lion

Here's a reminder of the 2018 [Mobile Lions](#) shortlists in full.



#CannesLions2018: Mobile Lions shortlist

18 Jun 2018



The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for

SA. Visit [www.canneslions.com/](http://www.canneslions.com/) and our [Cannes Lions special section](#) for more information.

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