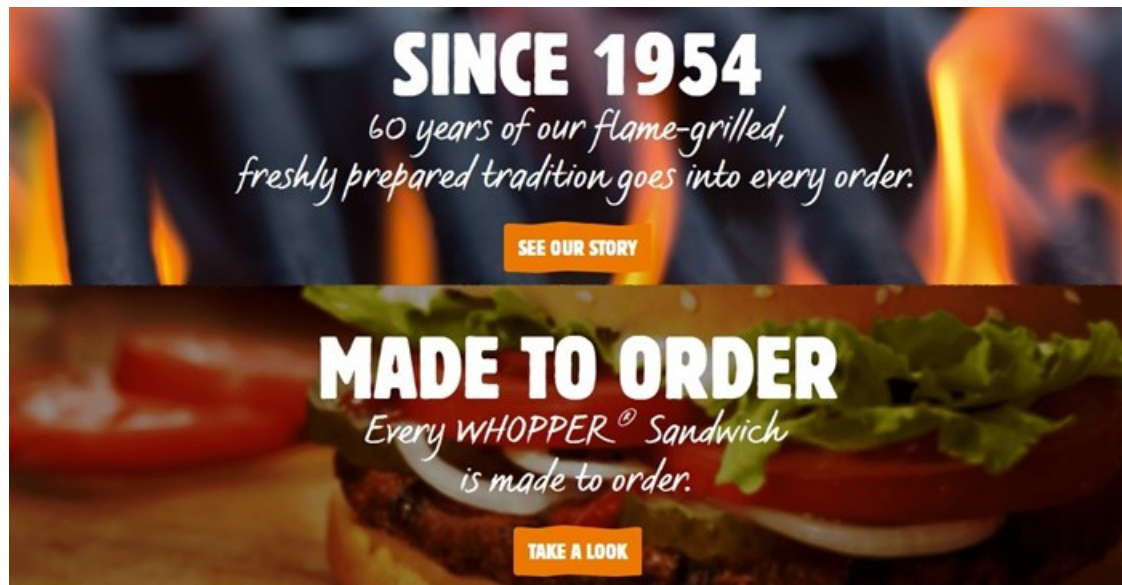


Cannes Lions Creative Marketer of the Year 2017 is... Burger King!

Honouring the global restaurant brand's creative communications, the Cannes Lions International Festival of Creativity has announced Burger King as the Creative Marketer of the Year 2017.

The award will honour it for embracing and encouraging creativity across its brand communications and for the inspiring global marketing of its products.



Burger King has a successful record of accomplishment at Cannes Lions: The company has totalled 76 awards, including two Grands Prix in 2016 for the 'McWhopper' campaign, in Print & Publishing and Media. It also took home a Titanium Grand Prix in 2007 and achieved its first win in 1969, a Silver Lion for 'Skinny Burger'. Since its launch in 1954, the company has expanded to become one of the largest quick-service restaurants in the world, welcoming more than 11 million people in over 100 countries daily.

Cannes Lions celebrates the 'Best of Burger King' on Stories, the new editorial arm of the Festival. From classic campaigns that kick-started digital marketing to modern masterpieces of integration, find out more about some of Burger King's famous ads [here](#).

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