

Reach Lions winners!

The 66th annual Cannes Lions Festival of Creativity continued on Wednesday, 19 June, with the 2019 Creative Data, Creative Strategy, Direct, Media, PR and Social & Influencer winners announced during the Reach award ceremony



The six #CannesLions2019 Reach Lions Grand Prix winners...

Winners of the Cannes Lions Reach track were announced at the 2019 Cannes Lions award ceremony on Wednesday, 19 June from 7pm. This encompasses the Creative Data, Creative Strategy, Direct, Media, PR and Social & Influencer Cannes Lions. No SA was awarded on the night.

Remarkable Reach

The Reach Track recognises the insight, strategy and planning that enables brands to effectively engage consumers, at scale, and be heard amid the ongoing battle for attention.

The **Creative Data Lions** celebrate the interplay of ideas and information - demonstrating how the execution of a campaign was enhanced or driven by the creative use, interpretation, analysis or application of data.

Here, 429 entries were received, and 13 Lions were presented: 2 Gold, 4 Silver, and 6 Bronze.

“ Winning the Grand Prix in [#CreativeData](#)... [@FCB_SIX](#) for the Go Back To Africa campaign with Black & Abroad! [#CannesLions](#) [pic.twitter.com/lbOsJDceO6](#)— Cannes Lions (@Cannes_Lions) [June 19, 2019](#) ”

Yasuharu Sasaki, head of digital creative and executive creative director at Dentsu Inc., Japan is the 2019 Creative Data Lions jury president.

Sasaki leads the digital creative and innovation teams at Dentsu Inc, receiving 10 Lions in 2018. In 2006 he was a member of the Cyber Jury.

The Creative Data Grand Prix went to **FCB Six**, Toronto, with production by Rooster Post Production, Toronto, as well as Grayson Matthews, Toronto; media by Initiative, Toronto and PR by Glossy Toronto for Black & Abroad's 'Go Back to Africa', which helped reframe the way people think about Africa, by creating a platform that displaces the hate surrounding the racial slur "Go Back To Africa".

Sasaki said:

“ In this digital age, there are a lot of negative data like fake news, privacy violations, or hate messages. The Grand Prix winner tackled this issue with a bold and impactful way. It changes negative messages into meaningful contents. It created a new community with the power of data and contributed to the culture. ”



#CannesLions2019: Creative Data shortlist

18 Jun 2019



The **Creative Strategy Lions** celebrate the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.

In the launch year of the Creative Strategy Lions, 848 entries were received and 22 Lions awarded: 3 Gold, 7 Silver and 11 Bronze.

Tracey Follows, founder at Futuremade, global is the 2019 Creative Strategy Lions jury president.

Follows works with brands and helps them develop strategies to futureproof their organisations. Prior to launching her futures consultancy, she worked as head of strategy at Wired Consulting, chief strategy and innovation officer at the Future Laboratory and chief strategy officer at J. Walter Thompson Worldwide and London.

“ The very first [#CreativeStrategy](#) Grand Prix at [#CannesLions](#) goes to... [@ForsBodenfors](#) for The E.V.A Initiative campaign for [@VolvoCars](#)... Congratulations in writing your name in [#CannesLions](#) history! [pic.twitter.com/itNlhw0LoL](#)— Cannes Lions (@Cannes_Lions) [June 19, 2019](#) ”

The Creative Strategy Grand Prix was awarded to **Forsman & Bodenfors**, Gothenburg for Volvo Cars' 'The E.V.A. Initiative'; with production by New Land, Stockholm; media work by MindShare, Gothenburg; and additional work by Goodbye Kansas Studios, Stockholm; Factory, London; SuperStudio, Stockholm; F&B Inhouse, Gothenburg; and FrameStore, London.

The campaign aims to improve gender safety equality in cars and saw Volvo share research to help other automakers produce safer cars:

Follows said: “Starting from one hereto unobserved data insight about how women in the world were catered for, it transformed how we saw the whole world and gave a fresh take on safety to refresh and reinvigorate Volvo.”



#CannesLions2019: Creative Strategy shortlist

18 Jun 2019



The **Direct Lions** celebrate response-driven and relationship-building creativity. Work demonstrating the pursuit and application of customer relationships, which directly targeted a specific audience with a call-to-action.

Here, 2,005 entries were received and 42 Lions awarded: 5 Gold, 12 Silver, and 24 Bronze.

Claudi Potter, creative director at Joe Public United, served on this year's Cannes Lions Direct category, and judged the Young Lions Digital competition in Cannes.



#CannesLions2019: "Reinvent the medium to make the message a winner" - Claudie Potter

Leigh Andrews 13 Jun 2019



Nicky Bullard, chairwoman and chief creative officer at MRM McCann, UK is the 2019 Direct Lions jury president.

As the first creative woman to chair a UK marketing agency, Bullard leads the London office of the multi award-winning MRM/McCann.

“ Winning TWO Golds AND the Grand Prix... Congratulations to [@FCBglobal](#) in New York... A fantastic campaign for [@burgerking](#). This is [#WhopperDetour!](#) [#CannesLions](#) [pic.twitter.com/RXPqYJ8QVQ](#)— Cannes Lions (@Cannes_Lions) [June 19, 2019](#) ”

The Direct Lions Grand Prix went to **FCB New York** for Burger King's 'The Whopper Detour'; with production by O Positive, New York; MackCut, New York; Human, New York; Chemistry Creative, New York; and Zombie Studio, São Paulo; with media by Horizon Media, New York; PR by Alison Brod Marketing + Communications, New York; and additional work by HoneyMix, New York:

The work created an app enabling people within 600 feet of one of the 14,000 McDonald's locations in America to unlock a deal for a 1-cent Whopper.

Bullard said: “Our Grand Prix was completely brilliant – ‘completely’ being an important word. It had everything. Targeting, amazing execution, a clear call to action and results. On top of that, it's one of the most audacious campaigns any of us had ever seen.”



#CannesLions2019: Direct shortlist

18 Jun 2019



The **Media Lions** celebrate the context of creativity - the inspiring and innovative implementation of ideas. That is, work which is enhanced and amplified by a game-changing channel strategy.

Here, 2,196 entries were received and 65 Lions presented: 7 Gold, 20 Silver, 37 Bronze.

“ The [#CannesLions](#) Media Network of the year...

3) [@Mediacomglobal](#)

2) [@StarcomWW](#)

1) [@Mindshare](#)

CONGRATULATIONS [@MINDSHARE!](#) [#CannesLions](#) [pic.twitter.com/5lhEPoDg6V](#)— Cannes Lions (@Cannes_Lions) [June 19, 2019](#) ”

Michael Zylstra, chief strategy officer at Dentsu Aegis Network Sub-Saharan Africa (DAN SSA), is serving on this year's Cannes Lions Media jury.



#CannesLions2019: "The idea-amplifying town square of creativity, marketing, and media" - Michael Zylstra

Leigh Andrews 11 Jun 2019



Karen Blackett OBE, WPP UK country manager and MediaCom chairwoman UK & Ireland, WPP, UK is the 2019 Media Lions jury president.

As country manager for WPP and chairperson of MediaCom UK, Blackett is guardian for 17,000 people and 124 operating brands in the UK. She was awarded an OBE in 2014 and acts as a Business Ambassador to the Department of International Trade.

“ Winning the Grand Prix in [#CreativeData](#)... [@FCB_SIX](#) for the Go Back To Africa campaign with Black & Abroad! [#CannesLions](#) [pic.twitter.com/lbOsJDceO6](#)— Cannes Lions (@Cannes_Lions) [June 19, 2019](#) ”

The Media Lions Grand Prix went to **AKQA**, São Paulo; with production by Zohar Cinema, Rio de Janeiro and Hefty, São Paulo; as well as media by Wieden + Kennedy, São Paulo for Nike Air Max Graffiti Stores.

Blackett explained that the work demonstrated brand bravery, benefiting the brand and the community. Blackett described it as:

“ A brilliant piece of work that tapped into local culture with e-commerce intertwined with geo-fencing to create a new store opportunity - the media is the message. Great creativity, partnerships to make the media idea come to life and a brave client with phenomenal results. ”

#CannesLions2019: Media shortlist

18 Jun 2019





The **PR Lions** celebrate creative work which successfully builds trust and cultivates relationships, utilising mainly earned-media tactics or channels to influence public dialogue and ultimately change perceptions.

Here, 1,857 entries were received and 55 Lions awarded: 6 Gold, 22 Silver and 26 Bronze.

Michelle Hutton, managing director of global clients at Edelman global is the 2019 PR Lions jury president.

With an extensive career spanning various roles across communications, Hutton has led award-winning teams around the world.

“ The Grand Prix in PR at [#CannesLions](#) 2019 goes to... [@scholzfriends](#) for *The Tampon Book: A Book Against Tax Discrimination*, with [@female_company](#)!

Congratulations to everyone back in Germany who worked on this campaign! pic.twitter.com/PobjKFPBxA— Cannes Lions (@Cannes_Lions) [June 19, 2019](#) ”

The PR Lions Grand Prix was awarded to **Scholz & Friends**, Berlin with additional work by MetaGate, Berlin on The Female Company's 'The Tampon Tax Book: A Book Against Discrimination'.

The work was created in protest against the unfair taxation of feminine hygiene products, still considered luxury goods and taxed at a higher rate in Germany:

Hutton commented:

“ We are proud to have chosen “*The Tampon Book*” a book designed to highlight tax discrimination. At its core we believe it is a perfectly formed public relations campaign - from conception of the idea, to the impact it delivers. It represents a modern take on communications combining creativity and the art of PR. It is a call out to the creatives of the world to show public relations has some of the most interesting challenges. It demonstrates that a campaign that sets out to

change law can be 'super-powered' through creativity. ”



#CannesLions2019: PR shortlist

18 Jun 2019



The **Social & Influencer Lions** celebrate creative social thinking and strategic influencer marketing solutions. Work that shows how levels of engagement, social reach or brand ambassadors led to commercial success.

Here, 1,519 entries were received and 47 Lions awarded: 7 Gold, 14, Silver and 25 Bronze.

“ The Social & Influencer Grand Prix goes to... [@VMLYR](#) for the brilliant Keeping Fortnite Fresh campaign, with [@Wendys!](#)

You did it, team... CONGRATULATIONS! Enjoy this moment! [#CannesLions pic.twitter.com/0SCgSULanf](#)— Cannes Lions (@Cannes_Lions) [June 19, 2019](#) ”

PJ Pereira, co-founder and creative chairman at Pereira O'Dell, global is the 2019 Social & Influencer Lions jury president.

An Emmy winner, bestselling writer and multiple Cannes Lions Grand Prix winner, Pereira is one of the most influential creatives. In 2018, Pereira edited a book published by the Cannes Lions Entertainment Jury, *The Art of Branded Entertainment*.



#CannesLions2018: *The Art of Branded Entertainment* according to VML's Xenopoulos

Jessica Tennant 22 Jun 2018



The Social & Influencer Lions Grand Prix was awarded to **VMLY&R, Kansas City**, with media by Spark Foundry, New York and PR by Ketchum, New York for Wendy's Community Management's 'Keeping Fortnite Fresh'.

The work saw the fast-food chain going after fictional rivals on Fortnite, which highlighted the fact they use fresh beef:

Pereira said:

“ Wendy's doesn't try to sneak into anyone's life, doesn't try to attract the audience or even invite them to do anything. It just joins the audience and minds its own business. Simple, resourceful, funny, and incredible. This idea made us smile and stood out, not only because of its unpretentious sense of humor (something very refreshing in this world of brands taking themselves so seriously), but also because it made us all realize we still have so much to learn. ”



#CannesLions2019: Social & Influencer shortlist

18 Jun 2019



No SA work was awarded in the Reach track. View the full tables of winning work below:

2019 Cannes Lions Creative Data winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	FCB/SIX, Toronto	BLACK & ABROAD	BLACK & ABROAD	GO BACK TO AFRICA	CANADA
Gold Lion	OGILVY, São Paulo	PETZ	ECOMMERCE	PET-COMMERCE	BRAZIL
Gold Lion	FORSMAN & BODENFORS, Gothenburg	VOLVO CARS	VOLVO CARS	THE E.V.A. INITIATIVE	SWEDEN
Silver Lion	CHE PROXIMITY, Melbourne	NRMA	HOME INSURANCE	SAFETY HUB	AUSTRALIA
Silver Lion	PS21, Madrid	DIAGEO	TANQUERAY FLOR DE SEVILLA	SEARCHING FOR THE SPECIAL COLOUR OF SEVILLE	SPAIN
Silver Lion	LEO BURNETT, Madrid	PERNOD RICHARD	RUAMEJA	THE TIME WE HAVE LEFT - CASE	SPAIN
Silver Lion	OGILVY GERMANY, Frankfurt	GERMAN RAIL	GERMAN RAIL	NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMANY
Bronze Lion	TRIBAL WORLDWIDE, Sao Paulo	E-MOVING	E-MOVING	STEEP DISCOUNT	BRAZIL
Bronze Lion	VOSKHOD, Ekaterinburg / ISD GROUP, Kiev	TVRAIN	MEDIA SERVICE	AI VERSUS	RUSSIA
Bronze Lion	HAPPINESS BRUSSELS, Brussels	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	BLINDMETERS	BELGIUM
Bronze Lion	WE BELIEVERS, New York	BURGER KING MEXICO	BURGER KING DELIVERY	THE TRAFFIC JAM WHOPPER	USA
Bronze Lion	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	WAMO	SEE SOUND	SEE SOUND	USA
Bronze Lion	MINDSHARE, Mumbai	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	THE INFECTION ALERT SYSTEM	INDIA

Here's a reminder of the 2019 [Creative Data Lions](#) shortlist in full:



#CannesLions2019: Creative Data shortlist

18 Jun 2019



2019 Cannes Lions Creative Strategy winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	FORSMAN & BODENFORS, Gothenburg	VOLVO CARS	VOLVO CARS	THE E.V.A. INITIATIVE	SWEDEN

Gold Lion	LEO BURNETT, Madrid	PERNOD RICARD	RUAMEJA	THE TIME WE HAVE LEFT	SPAIN
Gold Lion	AMMBDO, London	ESSITY	LIBRESSE/BODYFORM	VIVA LA VULVA	UNITED KINGDOM
Gold Lion	FCB CANADA, Toronto	CANADIAN DOWN SYNDROME SOCIETY	SUPPORT FOR CANADIAN DOWN SYNDROME SOCIETY	ENDANGERED SYNDROME	CANADA
Silver Lion	OGILVY GUATEMALA, Guatemala City / OGILVY COLOMBIA, Bogotá / KINGO ENERGY, Guatemala City	KINGO ENERGY	KINGO PREPAID SOLAR ENERGY	KINGO	GUATEMALA
Silver Lion	GREY MALAYSIA, Petaling Jaya	TESCO	UNFORGETTABLE BAG	UNFORGETTABLE BAG	MALAYSIA
Silver Lion	FORSMAN & BODENFORS, Gothenburg	VOLVO CARS	VOLVO CARS	THE E.V.A. INITIATIVE	SWEDEN
Silver Lion	BETC, Paris	BACK MARKET	BACK MARKET	REFURBISHED TWEETS	FRANCE
Silver Lion	OGILVY COLOMBIA, Bogotá / OGILVY, Mexico City	AEROMEXICO	AEROMEXICO	A WORLD WITHOUT BORDERS	COLOMBIA
Silver Lion	LOWE LINTAS, Mumbai / MULLENLOWE SINGAPORE / MULLENLOWE SSP3, Bogotá	UNILEVER	LIFEBUOY	LIFEBUOY #HELPACHILDREACH5	INDIA
Silver Lion	AMMBDO, London	ESSITY	LIBRESSE/BODYFORM	VIVA LA VULVA	UNITED KINGDOM
Bronze Lion	adam&eveDDB, London	CAMPAIGN AGAINST LIVING	CHARITY	PROJECT 84	UNITED KINGDOM
Bronze Lion	GREY, London / GREY NEW YORK	GILLETTE	TREO RAZORS	GILLETTE TREO	UNITED KINGDOM
Bronze Lion	FRIENDS, Moscow	UTAIR	UTAIR PASSENGER AIRLINES	WHERE YOU BELONG	RUSSIA
Bronze Lion	WIEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZY	USA
Bronze Lion	WUNDERMAN THOMPSON, New York / POSSIBLE NEW YORK / WUNDERMAN, New York	TOMMY HILFIGER	TOMMY HILFIGER ADAPTIVE: ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES	TOMMY HILFIGER ADAPTIVE	USA
Bronze Lion	CHEIL WORLDWIDE, Seoul	SAMSUNG FIRE & MARINE INSURANCE	FIREVASE	FIREVASE	SOUTH KOREA
Bronze Lion	OGILVY, Paris	ETAT LIBRE D'ORANGE	PERFUME - I AM TRASH, LES FLEURS DU DÉCHET	I AM TRASH, LES FLEURS DU DÉCHET	FRANCE
Bronze Lion	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL
Bronze Lion	GREY, London / GREY NEW YORK	GILLETTE	TREO RAZORS	GILLETTE TREO	UNITED KINGDOM
Bronze Lion	CHE PROXIMITY, Melbourne	NRMA	HOME INSURANCE	SAFETY HUB	AUSTRALIA
Bronze Lion	PUBLICIS SINGAPORE	P&G Vicks	VICKS	TOUCH OF CARE INDIA	SINGAPORE

Here's a reminder of the 2019 [Creative Strategy Lions](#) shortlist in full:



#CannesLions2019: Creative Strategy shortlist

18 Jun 2019



2019 Cannes Lions Direct winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA
Gold Lion	McCANN PARIS	PURINA	PURINA VETERINARY DIETS	STREET-VET	FRANCE

Gold Lion	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL
Gold Lion	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA
Gold Lion	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA
Gold Lion	DAVD SÃO PAULO	BURGER KING	BURGER KING WHOPPER	BURN THAT AD	BRAZIL
Silver Lion	LEO BURNETT CHICAGO	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEGAL-ADE	USA
Silver Lion	TBWAIPARIS	DAGOMA	3D PRINTING	HARMLESS GUNS	FRANCE
Silver Lion	TBWAICHATIDAY, New York	ADIDAS	ADIDAS	BILLIE JEAN KING YOUR SHOES	USA
Silver Lion	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL
Silver Lion	OGILVY, Chicago	S.C JOHNSON	GLADE	SCENT BY GLADE	USA
Silver Lion	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA
Silver Lion	DAVD SÃO PAULO	BURGER KING	BURGER KING WHOPPER	BURN THAT AD	BRAZIL
Silver Lion	McCANN PARIS	PURINA	PURINA VETERINARY DIETS	STREET-VET	FRANCE
Silver Lion	DENTSU WEBCHUTNEY, Bangalore	SWIGGY	FOOD DELIVERY	VOICE OF HUNGER	INDIA
Silver Lion	JOHNXHANNES NEW YORK	EXPENSIFY	MOBILE APP EXPENSIFY	EXPENSIFY TH\$	USA
Silver Lion	TBWAICHATIDAY, New York	ADIDAS	ADIDAS	BILLIE JEAN KING YOUR SHOES	USA
Silver Lion	CASANOVA/McCANN, Costa Mesa / McCANN CANADA, Toronto / McCANN NEW YORK	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	SECOND CHANCES	USA
Bronze Lion	SCHOLZ & FRIENDS, Berlin	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	GERMANY
Bronze Lion	MRM/McCANN , London	MISCARRIAGE ASSOCIATION	CHARITY	MISCARRIAGE ASSOCIATION - CARDS OF ACKNOWLEDGEMENT	UNITED KINGDOM
Bronze Lion	TBWAICHATIDAY, New York	ADIDAS	ADIDAS	BILLIE JEAN KING YOUR SHOES	USA
Bronze Lion	OGILVY GERMANY, Frankfurt	GERMAN RAIL	GERMAN RAIL	NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMANY
Bronze Lion	SERVICEPLAN GERMANY, Munich	BERLINER VERKEHRSBETRIEBE	BVG	MIND THE GAP	GERMANY
Bronze Lion	DENTSU INC., Tokyo	FUKUSHIMA-MNPO CO.	FUKUSHIMA-MNPO	POSTABLE FUKUSHIMA LOCAL PAPER	JAPAN
Bronze Lion	NAKED COMMUNICATIONS, Sydney	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	SANS FORGETICA	AUSTRALIA
Bronze Lion	THE BRAND AGENCY, Perth	FOODBANK WA	HUNGRY PUFFS	HUNGRY PUFFS	AUSTRALIA
Bronze Lion	TECH AND SOUL, São Paulo	UBER/ UBER	YELLOW MAY	DISTRACTED GOALKEEPER	BRAZIL
Bronze Lion	CASANOVA/McCANN, Costa Mesa / McCANN CANADA, Toronto / McCANN NEW YORK	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	SECOND CHANCES	USA
Bronze Lion	BBDO ATLANTA	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	STOP TRAFFICK	USA
Bronze Lion	VMLY&R , Auckland / Y&R ANZ, Auckland	TRADE ME NZ	LIFE DIRECT	LIFE DIRECT - R.I.P SIMON	NEW ZEALAND
Bronze Lion	LEO BURNETT, Madrid	PERNOD RICARD	RUAMEJA	THE TIME WE HAVE LEFT	SPAIN
Bronze Lion	JOHNXHANNES NEW YORK	EXPENSIFY	MOBILE APP EXPENSIFY	EXPENSIFY TH\$	USA

Bronze Lion	DAMD SÃO PAULO	BURGER KING	BURGER KING WHOPPER	BURN THAT AD	BRAZIL
Bronze Lion	INGO, Stockholm	BURGER KING	WHOPPER	CRAFT A WESTERN WHOPPER	SWEDEN
Bronze Lion	DAMD, Miami	BURGER KING	BURGER KING	BK BOT	USA
Bronze Lion	DDB PARIS	UBER	UBERTOYS	UBERTOYS	FRANCE
Bronze Lion	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL
Bronze Lion	DAMD SÃO PAULO	BURGER KING	BURGER KING WHOPPER	BURN THAT AD	BRAZIL
Bronze Lion	TBWA/PARIS	DAGOMA	3D PRINTING	HARMLESS GUNS	FRANCE
Bronze Lion	LEO BURNETT CHICAGO	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEGAL-ADE	USA
Bronze Lion	McCANN LONDON / COLLEGE MUSIC, Berkshire	VICE UK	SUICIDE PREVENTION	LOFI BEATS SUICIDE	UNITED KINGDOM
Bronze Lion	GREY BRAZIL, São Paulo	RECLAME AQUI	RECLAME AQUI	MILES FOR THE PEOPLE	BRAZIL

Here's a reminder of the 2019 [Direct Lions](#) shortlist in full:



#CannesLions2019: Direct shortlist

18 Jun 2019



2019 Cannes Lions Media winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	AKQA, São Paulo	NIKE	AIR MAX	AIR MAX GRAFFITI STORES	BRAZIL
Gold Lion	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA
Gold Lion	OGILVY, Chicago	S.C JOHNSON	GLADE	SCENT BY GLADE	USA
Gold Lion	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA
Gold Lion	VMLY&R, Kansas City	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	KEEPING FORTNITE FRESH	USA
Gold Lion	SAATCHI & SAATCHI, New York	PROCTER & GAMBLE	TIDE	IT'S A THURSDAY NIGHT TIDE AD	USA
Gold Lion	MINDSHARE, Chicago	GENERAL MILLS	HONEY NUT CHEERIOS	HACKING PRIME DAY	USA
Gold Lion	R/GA, New York	ESPN X NBA	ESPN X NBA	YOU SEEING THIS?	USA
Silver Lion	CLEMENGER BBDO SYDNEY / CLEMENGER BBDO MELBOURNE	WRIGLEY'S EXTRA	EXTRA CHEWING GUM	EXTRA REMINDER	AUSTRALIA
Silver Lion	PUBLICIS BUENOS AIRES	RENAULT	KANGOO	THE UNAFFORDABLE CAMPAIGN	ARGENTINA
Silver Lion	GREY BRAZIL, São Paulo	VOLVO	VOLVO	COMPETITORS' SALE	BRAZIL
Silver Lion	R/GA, New York	ESPN X NBA	ESPN X NBA	YOU SEEING THIS?	USA
Silver Lion	MINDSHARE, Sydney	FOXTEL	FOXTEL	MONTY'S WICKET WARNINGS	AUSTRALIA
Silver Lion	TBWA/MELBOURNE	ANZ BANK	ANZ BRAND	SIGNS OF LOVE	AUSTRALIA
Silver Lion	SAATCHI & SAATCHI, London	VISA	VISA	ALL THEY WANT FOR CHRISTMAS IS YOU	UNITED KINGDOM

Silver Lion	TECH AND SOUL, São Paulo	UBER/ UBER	YELLOW MAY	DISTRACTED GOALKEEPER	BRAZIL
Silver Lion	TRY REKLAME, Oslo	DNB	ANIMAL INSURANCE	THE ANIMALS' OWN EMERGENCY NUMBER	NORWAY
Silver Lion	AFRICA, São Paulo	AB INBEV	BRAHMA BEER	PAY PER BEER	BRAZIL
Silver Lion	McCANN PARIS / McCANN LONDON	L'ORÉAL PARIS	AGE PERFECT	THE NON-ISSUE	FRANCE
Silver Lion	180HEARTBEATS+JUNG V MATT , Warsaw	UNILEVER - BEN&JERRY'S	CSR EVENT	THE UNBREAKABLE RAINBOW	POLAND
Silver Lion	AKQA, São Paulo	NIKE	AIR MAX	AIR MAX GRAFFITI STORES	BRAZIL
Silver Lion	DCX GROWTH ACCELERATOR, New York	PAYLESS	PAYLESS SHOE SOURCE	PALESSI	USA
Silver Lion	FAMOUS GREY PARIS, Paris	CANCER@WORK	CANCER@WORK	THE UNSTOPPABLE RÉSUMÉ	FRANCE
Silver Lion	MINDSHARE, Mumbai	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	THE INFECTION ALERT SYSTEM	INDIA
Silver Lion	SAATCHI & SAATCHI, New York	PROCTER & GAMBLE	TIDE	IT'S A THURSDAY NIGHT TIDE AD	USA
Silver Lion	SPECIAL GROUP, Sydney	UBER	UBER EATS	UBER EATS AUSTRALIAN OPEN AMBUSH	AUSTRALIA
Silver Lion	MOJO SUPERMARKET, New York	ADIDAS	ULTRABOOST19	AR DROPS	USA
Silver Lion	FCB/SIX, Toronto	BLACK & ABROAD	BLACK & ABROAD	GO BACK TO AFRICA	CANADA
Bronze Lion	SPECIAL GROUP, Sydney	UBER	UBER EATS	UBER EATS AUSTRALIAN OPEN AMBUSH	AUSTRALIA
Bronze Lion	SCHOLZ & FRIENDS, Berlin	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	GERMANY
Bronze Lion	OGILVY, Chicago	S.C JOHNSON	GLADE	SCENT BY GLADE	USA
Bronze Lion	WUNDERMAN THOMPSON, Bogotá / WUNDERMAN COLOMBIA, Bogotá / WUNDERMAN MEXICO, Mexico City	GSK - THERAFLU	THERAFLU	THERAFLU TRACKER	COLOMBIA
Bronze Lion	VMLY&R, Kansas City	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	KEEPING FORTNITE FRESH	USA
Bronze Lion	OGILVY GERMANY, Frankfurt	GERMAN RAIL	GERMAN RAIL	NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMANY
Bronze Lion	THE BRAND AGENCY, Perth	FOODBANK WA	HUNGRY PUFFS	HUNGRY PUFFS	AUSTRALIA
Bronze Lion	CIRCUS GREY PERU, Lima	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	THE LIFE SAVING SOAP OPERAS	PERU
Bronze Lion	VMLY&R , Auckland / Y&R ANZ, Auckland	TRADE ME NZ	LIFE DIRECT	LIFE DIRECT - R.I.P SIMON	NEW ZEALAND
Bronze Lion	CLMBBDO, Paris	FONDATION POUR LA RECHERCHE MÉDICALE (FRM)	NGO	A DAY TO REMEMBER	FRANCE
Bronze Lion	JUNG VON MATT/LIMMAT, Zürich	AMNESTY INTERNATIONAL SWITZERLAND	DONATIONS AND AWARENESS FOR THE FORGOTTEN WAR IN YEMEN	THE WAR SIREN TEST	SWITZERLAND
Bronze Lion	OGILVY AUSTRALIA, Melbourne	AAMI/SUNCORP	MOTOR INSURANCE	WARNING SPOTS	AUSTRALIA
Bronze Lion	FCB NEW ZEALAND, Auckland	MINISTRY OF SOCIAL DEVELOPMENT/OFFICE FOR SENIORS	ELDER ABUSE AWARENESS	UNDERCOVER CROSSWORDS	NEW ZEALAND
Bronze Lion	IMPACT BBDO, Dubai	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	THE BLANK EDITION	UNITED ARAB EMIRATES
Bronze Lion	VMLY&R POLAND, Warsaw	GAZETA PL / MASTERCARD / BNP PARIBAS	GAZETA PL (A NEWS PORTAL)	THE LAST EVER ISSUE	POLAND
Bronze Lion	DAVID SÃO PAULO	BURGER KING	BURGER KING WHOPPER	BURN THAT AD	BRAZIL

Bronze Lion	CIRCUS., Mexico City	LALA	LALA WHOLE MILK	THE BEER OF THE WORLD CUP	MEXICO
Bronze Lion	BBDO PAKISTAN, Lahore	BERGER PAINTS	BERGER PAINTS	TRUCK ART CHILDFINDER	PAKISTAN
Bronze Lion	McCANN PARIS	PURINA	PURINA VETERINARY DIETS	STREET-VET	FRANCE
Bronze Lion	TECH AND SOUL, São Paulo	UBER/ UBER	YELLOW MAY	DISTRACTED GOALKEEPER	BRAZIL
Bronze Lion	SPECIAL GROUP, Sydney	UBER	UBER EATS	UBER EATS AUSTRALIAN OPEN AMBUSH	AUSTRALIA
Bronze Lion	FITZCO, Atlanta	COCA-COLA	COKE	MIDDLE SEAT LOUNGE	USA
Bronze Lion	OGILVY CANADA, Toronto	UNILEVER	HELLMANN'S	HELLMANN'S REAL FOOD RESCUE	CANADA
Bronze Lion	STARCOM, Chicago / MRY, New York	VF CORPORATION	VANS	NOT JUST ONE CREATOR	USA
Bronze Lion	WUNDERMAN THOMPSON, Sao Paulo / J. WALTER THOMPSON BRAZIL, São Paulo	GUD	GUD	RESCUE DOGZ	BRAZIL
Bronze Lion	McCANN LONDON / COLLEGE MUSIC, Berkshire	VICE UK	SUICIDE PREVENTION	LOFI BEATS SUICIDE	UNITED KINGDOM
Bronze Lion	TBWA/ESPAÑA, Madrid	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	MASSIRA PROJECT	SPAIN
Bronze Lion	SPECIAL GROUP, Sydney	UBER	UBER EATS	UBER EATS AUSTRALIAN OPEN AMBUSH	AUSTRALIA
Bronze Lion	HAKUHODO KETTLE INC, Tokyo / HAKUHODO INC., Tokyo / TBWA/HAKUHODO INC., Tokyo	TAKASAKI CITY	TAKASAKI CITY	RED RESTAURANTS LIST	JAPAN
Bronze Lion	R/GA, New York	NIKE	NIKE	HEY GOOGLE, ASK NIKE	USA
Bronze Lion	MARCEL, Paris	CENTRE POMPIDOU	CENTRE POMPIDOU	SOUVENIRS DE PARIS	FRANCE
Bronze Lion	GREY BRAZIL, São Paulo	RECLAME AQUI	RECLAME AQUI	CORRUPTION DETECTOR	BRAZIL
Bronze Lion	CIRCUS., Buenos Aires	NETFLIX	HOUSE OF CARDS	PRESIDENTIAL BROADCAST	ARGENTINA
Bronze Lion	LEO BURNETT MOSCOW	KLOOP	MEDIA & PUBLICATIONS	KOSHOGO	RUSSIA
Bronze Lion	PHD, New York / SC JOHNSON, Racine / OGILVY, Chicago	SC JOHNSON	GLADE	SCENTING THE HOPE OF CHANGE	USA
Bronze Lion	WUNDERMAN THOMPSON, Boulogne-Billancourt / J. WALTER THOMPSON PARIS	...LE DRUGSTORE PARISIEN	...LE DRUGSTORE PARISIEN	THE PARISIAN RENDEZ-VOUS	FRANCE
Bronze Lion	WAVEMAKER HUNGARY, Budapest	WRITER'S BOOKSTORE	BOOKS	OPEN SHELVES	HUNGARY

Here's a reminder of the 2019 [Media Lions](#) shortlist in full:



#CannesLions2019: Media shortlist

18 Jun 2019



2019 Cannes Lions PR winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	SCHOLZ & FRIENDS, Berlin	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	GERMANY
Gold Lion	DAMD, Miami	ABINBEV	BUDWEISER	WIND NEVER FELT BETTER	USA

Gold Lion	CASANOVA/McCANN, Costa Mesa / McCANN CANADA, Toronto / McCANN NEW YORK	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	SECOND CHANCES	USA
Gold Lion	GREY, London	UNITED NATIONS	CLIMATE CHANGE	THE PEOPLE'S SEAT	UNITED KINGDOM
Gold Lion	TBWA/PARIS	DAGOMA	3D PRINTING	HARMLESS GUNS	FRANCE
Gold Lion	GOLIN, Chicago / MCDONALDS, Chicago	MCDONALD'S	BIG MAC	BIG MAC 50TH ANNIVERSARY	USA
Gold Lion	FAHRENHEIT DDB, Lima	PLAZA VEA	RUSIA	PERUSSIAN PRICES	PERU
Silver Lion	BBDO, Düsseldorf	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	LIFE LOLLI	GERMANY
Silver Lion	McCANN BUCHAREST	REGINA MARIA HEALTHCARE NETWORK	PRIVATE HEALTHCARE	INTERNET'S RESIDENCY EXAM	ROMANIA
Silver Lion	DEVRIES GLOBAL, New York / DROGA5, New York	IHOP	IHOP STEAKBURGERS	IHOB: THE DAY IHOP FLIPPED THE SCRIPT	USA
Silver Lion	NAKED COMMUNICATIONS, Sydney	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	SANS FORGETICA	AUSTRALIA
Silver Lion	ROTHCO ACCENTURE INTERACTIVE, Dublin	O.N.E.	CHARITY DONATION	SLEEPING FLAGS	IRELAND
Silver Lion	GREY, London	UNITED NATIONS	CLIMATE CHANGE	THE PEOPLE'S SEAT	UNITED KINGDOM
Silver Lion	MULLENLOWE, Boston	BURGER KING	FAST FOOD	HAMBERDERS	USA
Silver Lion	GOLIN, Chicago / MCDONALDS, Chicago	MCDONALD'S	BIG MAC	BIG MAC 50TH ANNIVERSARY	USA
Silver Lion	KETCHUM, New York	DISCOVER PUERTO RICO	TRAVEL & TOURISM	#COVERTHEPROGRESS	USA
Silver Lion	TBWA/HELSINKI	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWSPAPER	THE LAND OF FREE PRESS	FINLAND
Silver Lion	LOLA MULLENLOWE, Madrid	FELGTB/ELDIARIO.ES	FELGTB	HIDDEN FLAG	SPAIN
Silver Lion	LEO BURNETT INDIA, Mumbai	HDFC BANK	HDFC BLOOD DONATION CAMPS	#STOPMTHANI	INDIA
Silver Lion	LEO BURNETT CHICAGO	KRAFT HEINZ	KRAFT HEINZ	KRAFT NOW PAY LATER	USA
Silver Lion	BBDO PAKISTAN, Lahore	BERGER PAINTS	BERGER PAINTS	TRUCK ART CHILDFINDER	PAKISTAN
Silver Lion	AFLAC, Columbus / CAROL CONE ON PURPOSE, New York	AFLAC	MY SPECIAL AFLAC DUCK	MY SPECIAL AFLAC DUCK	USA
Silver Lion	AFLAC, Columbus / CAROL CONE ON PURPOSE, New York	AFLAC	MY SPECIAL AFLAC DUCK	MY SPECIAL AFLAC DUCK	USA
Silver Lion	LOONG, Beijing / TENCENT MARKETING SOLUTION, Shenzhen	TENCENT FOUNDATION, CHINA ORGAN DONATION ADMINISTRATIVE CENTER	ORGAN DONATION	A TEAM OF ONE	CHINA
Silver Lion	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL
Silver Lion	LENDLEASE, Sydney / HOUSTON GROUP, Sydney	LENDLEASE	PROPERTY	LENDLEASE MUMS FOR SAFETY	AUSTRALIA
Silver Lion	SCHOLZ & FRIENDS, Berlin	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	GERMANY
Silver Lion	McCANN NEW YORK	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	GENERATION LOCKDOWN	USA
Silver Lion	WUNDERMAN THOMPSON, Beirut / J. WALTER THOMPSON, Beirut / MIRUM AGENCY, Beirut	RDFL	RDFL	YOUNG BRIDE	LEBANON
Bronze Lion	THE MONKEYS PART OF ACCENTURE INTERACTIVE, Sydney	MEAT AND LIVESTOCK AUSTRALIA	LAMB	NEW AUSTRALIA-LAND	AUSTRALIA
Bronze Lion	TBWA/PARIS	DAGOMA	3D PRINTING	HARMLESS GUNS	FRANCE
Bronze Lion	GREY BRAZIL, São Paulo	VOLVO	VOLVO	COMPETITORS' SALE	BRAZIL

Bronze Lion	JUNG VON MATT/LIMMAT, Zürich	IBIS/ACCOR HOTELS	DIGITAL DETOX SERVICE	THE SOCIAL MEDIA SITTER	SWITZERLAND
Bronze Lion	DENTSU WEBCHUTNEY, Mumbai	URI: THE SURGICAL STRIKE	MOTION PICTURE/ MOVE	CODE NAME: URI	INDIA
Bronze Lion	TBWA/BELGIUM, Brussels	SOM	SAVEN ONDERWIJS MAKEN	THE COLOR EXPERIMENT	BELGIUM
Bronze Lion	TECH AND SOUL, São Paulo	UBER/ UBER	YELLOW MAY	DISTRACTED GOALKEEPER	BRAZIL
Bronze Lion	GREY BRAZIL, São Paulo	RECLAME AQUI	RECLAME AQUI	MILES FOR THE PEOPLE	BRAZIL
Bronze Lion	DROGA5, New York	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	BAGEL GATE	USA
Bronze Lion	WUNDERMAN THOMPSON, Lima / WUNDERMAN PHANTASIA, Lima	LIGA CONTRA EL CANCER	CLINICAL CHECK-UP	I LOVE MY BALLS	PERU
Bronze Lion	WEBER SHANDWICK, Manchester / MOTHER, London / TAYLOR HERRING, London	ICELAND FOODS LTD	GROCERIES	RANG-TAN	UNITED KINGDOM
Bronze Lion	DOMINO'S PIZZA, Ann Arbor / CRISPIN PORTER BOGUSKY+, Boulder	DOMINO'S PIZZA	DOMINO'S PIZZA	PAVING FOR PIZZA	USA
Bronze Lion	180HEARTBEATS+JUNG V MATT, Warsaw	UNILEVER - BEN&JERRY'S	CSR EVENT	THE UNBREAKABLE RAINBOW	POLAND
Bronze Lion	LOLA MULLENLOWE, Madrid	PESCANOVA	SHRIMPS	CHOOSE THE MOUSTACHE	SPAIN
Bronze Lion	BETC, Paris	BACK MARKET	BACK MARKET	REFURBISHED TWEETS	FRANCE
Bronze Lion	BBDO, Düsseldorf	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	LIFE LOLLI	GERMANY
Bronze Lion	LEO BURNETT CHICAGO	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEGAL-ADE	USA
Bronze Lion	WEBER SHANDWICK, New York	ANCESTRY	HISTORICAL RECORDS/ DATABASE	RAILROAD TIES	USA
Bronze Lion	EDELMAN, London	COOP	COOP	OLD MLK	UNITED KINGDOM
Bronze Lion	MRM/McCANN, New York	UNITED STATES POSTAL SERVICE	OPERATION SANTA	DELIVERING HOPE	USA
Bronze Lion	VMLY&R, New York / Y&R NEW YORK	MISS AMERICA ORGANIZATION	MISS AMERICA 2.0 REBRAND CAMPAIGN	MISS AMERICA 2.0	USA
Bronze Lion	EDELMAN, Los Angeles	SONOS	SONOS	SONOS NASDAQ BELL	USA
Bronze Lion	3PM AGENCY, New York	AB INBEV	BUD LIGHT	VICTORY FRIDGE	USA
Bronze Lion	LEO BURNETT MOSCOW	KLOOP	MEDIA & PUBLICATIONS	KOSHOGO	RUSSIA
Bronze Lion	SIN ANESTESIA, Lima / SR. BURNS, Lima	LAIVE	LAIVE	SUBSTITUTE WORKERS	PERU
Bronze Lion	OGILVY, São Paulo	HERMES PARDINI	DIAGNOSIS LAB	FLOWER OF LIFE	BRAZIL

Here's a reminder of the 2019 [PR Lions](#) shortlist in full:



#CannesLions2019: PR shortlist

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2019 Cannes Lions Social & Influencer winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	VMLY&R, Kansas City	WENDYS	WENDYS COMMUNITY MANAGEMENT	KEEPING FORTNITE FRESH	USA

Gold Lion	WEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZY	USA
Gold Lion	DDB PARIS	UBIOSFT	ASSASSINS CREED ODYSSEY	MY LIFE AS A NPC	FRANCE
Gold Lion	SLEEPING GIANTS, San Francisco	SLEEPING GIANTS	SLEEPING GIANTS - A CAMPAIGN TO DEFUND BIGOTRY	SLEEPING GIANTS - A CAMPAIGN TO DEFUND BIGOTRY	USA
Gold Lion	WEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZY	USA
Gold Lion	WEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZIER	USA
Gold Lion	McCANN NEW YORK	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	GENERATION LOCKDOWN	USA
Gold Lion	PUBLICIS ITALY, Milan	DIESEL	DIESEL	BE A FOLLOWER	ITALY
Silver Lion	PUBLICIS ITALY, Milan	DIESEL	DIESEL	BE A FOLLOWER - SIDE:BIZ	ITALY
Silver Lion	MOTHER, London	GREENPEACE	PALM OIL AWARENESS	GREENPEACE 'RANG-TAN'	UNITED KINGDOM
Silver Lion	GREY NEW YORK	GILLETTE	GROOMING - BLADES & RAZORS	WE BELIEVE: THE BEST MEN CAN BE	USA
Silver Lion	VMLY&R, Kansas City	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	KEEPING FORTNITE FRESH	USA
Silver Lion	LEO BURNETT, Madrid	PERNOD RICHARD	RUAMEJA	THE TIME WE HAVE LEFT - CASE	SPAIN
Silver Lion	72ANDSUNNY, Los Angeles	ACTMSION	CALL OF DUTY	#CODNATION	USA
Silver Lion	VIRTUE, Copenhagen	CARLINGS	THE DIGITAL COLLECTION	ADDRESS THE FUTURE	DENMARK
Silver Lion	PUBLICIS ITALY, Milan	DIESEL	DIESEL	DIESEL X MUSTAFA	ITALY
Silver Lion	PUBLICIS ITALY, Milan	DIESEL	DIESEL	HA(U)TE COUTURE	ITALY
Silver Lion	DDB PARIS	UBIOSFT	ASSASSINS CREED ODYSSEY	MY LIFE AS A NPC	FRANCE
Silver Lion	PUBLICIS ITALY, Milan	DIESEL	DIESEL	BE A FOLLOWER - SIDE:BIZ	ITALY
Silver Lion	DEUTSCH LA	HULU	HULU NBA LIVE	NBA SELLOUTS	USA
Silver Lion	GREY CANADA, Toronto	PROCTOR & GAMBLE CANADA	GILLETTE	FIRST SHAVE	CANADA
Silver Lion	COOLR, London	BURGER KING	BURGER KING	EXPLAINS A LOT	UNITED KINGDOM
Bronze Lion	HOK-ELANTO, Helsinki / SOK MEDIA, Helsinki	HOK-ELANTO S GROUP	ALEPA	BLOCK WISH	FINLAND
Bronze Lion	DAMD, Miami	BURGER KING	BURGER KING	BK BOT	USA
Bronze Lion	OGILVY COLOMBIA, Bogotá / OGILVY, Mexico City	AEROMEXICO	AEROMEXICO	A WORLD WITHOUT BORDERS	COLOMBIA
Bronze Lion	PUBLICIS BRASIL, São Paulo	BRABESCO	INSTITUTIONAL	THE FIREFLY	BRAZIL
Bronze Lion	WUNDERMAN THOMPSON, Lima / WUNDERMAN PHANTASIA, Lima	LIGA CONTRA EL CANCER	CLINICAL CHECK-UP	I LOVE MY BALLS	PERU
Bronze Lion	MOTHER NEW YORK	THE NEW YORK PUBLIC LIBRARY	LITERATURE	INSTA NOVELS	USA
Bronze Lion	FCB/SIX, Toronto	BLACK & ABROAD	BLACK & ABROAD	GO BACK TO AFRICA	CANADA
Bronze Lion	GREY BRAZIL, São Paulo	RECLAME AQUI	RECLAME AQUI	MLES FOR THE PEOPLE	BRAZIL
Bronze Lion	LEO BURNETT CHICAGO	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEGAL-ADE	USA
Bronze Lion	JOTABEQU GREY, San José	LOS PALETEROS	CHURCHILLETA	THE POPSICLE ELECTIONS	COSTA RICA
Bronze Lion	OGILVY, Chicago	S.C JOHNSON	GLADE	VEILED SNAPCHAT LENS	USA

Bronze Lion	EGG GANG, London / HULU, Santa Monica	WORLD RECORD EGG	HULU	WORLD RECORD EGG	UNITED KINGDOM
Bronze Lion	DENTSU INC., Tokyo	MIKA+RIKA	ACTRESSES	GREEN SCREEN ACTRESSES MIKA+RIKA	JAPAN
Bronze Lion	WAVEMAKER HUNGARY, Budapest	WRITER'S BOOKSTORE	BOOKS	OPEN SHELVES	HUNGARY
Bronze Lion	Pereira O'Dell, San Francisco	ADOBE	MOVE POSTER CONTEST	#MOVEPOSTERMOME	USA
Bronze Lion	PUBLICIS ITALY, Milan	DIESEL	DIESEL	HA(U)TE COUTURE	ITALY
Bronze Lion	DENTSU WEBCHUTNEY, Bangalore	SWIGGY	FOOD DELIVERY	VOICE OF HUNGER	INDIA
Bronze Lion	TBWAISHANGHAI	ADIDAS CHINA	ADIDAS ATHLETICS Z.N.E.	ADIDAS Z.N.E.	CHINA
Bronze Lion	NORD DDB, Stockholm	BJÖRN BORG	MARRIAGE UNBLOCKED	MARRIAGE UNBLOCKED	SWEDEN
Bronze Lion	COSSETTE, Toronto / SICKKIDS FOUNDATION, Toronto	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	SICKKIDS VS: CREWS	CANADA
Bronze Lion	McCANN BUCHAREST	ALBALACT	ALBALACT	TEC?E?TI VLOGS	ROMANIA
Bronze Lion	TBWAIPARIS	DAGOMA	3D PRINTING	HARMLESS GUNS	FRANCE
Bronze Lion	GREY ARGENTINA, Buenos Aires	FLYBONDI	FLYBONDI	FLYWITH US	ARGENTINA
Bronze Lion	VMLY&R, Kansas City	WENDYS	WENDYS	#NATIONALROASTDAY	USA
Bronze Lion	AFRICA, São Paulo	ROLLING STONE	INSTITUTIONAL	THE ALGORITHM OF LIFE	BRAZIL

Here's a reminder of the 2019 [Social & Influencer Lions](#) shortlist in full:



#CannesLions2019: Social & Influencer shortlist

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The Cannes Lions Festival of Creativity runs from 17 to 21 June 2019, with Cinemark – now known as Ster-Kinekor Sales – the local representatives of Cannes Lions for SA. Visit our [Cannes Lions special section](#) for the latest updates!

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