

The Lions Creativity Report of the decade

Cannes Lions has released its global rankings report, The Lions Creativity Report, which reviews ten years of data on winning and shortlisted work to recognise the most creative companies of the decade.

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VMLY&R South Africa has taken 10th place in the Cannes Agency of the Decade awards for the Middle East and Africa region.

Ryan McManus, chief creative officer at VMLY&R South Africa acknowledges that this accolade is a gratifying achievement for such a young agency and a testament to the type of work it produces.

"This award reinforces our belief in purpose-driven work that lives in people's lives," he said. "This is an ethos with real meaning, a practice we live and breathe every day. We actively create real connections between brands and their consumers. And it shows in the work."

These are all the winners announced this week:

- Regional Agency of the Decade – Middle East & Africa: VMLY&R Dubai née Y&R Dubai
- Regional Agency of the Decade – Europe: adam&eveDDB London
- Regional Agency of the Decade – Latin America: AlmapBBDO São Paulo
- Regional Agency of the Decade – Pacific: Colenso BBDO Auckland

- Regional Agency of the Decade – Asia: Dentsu Inc. Tokyo
- Regional Agency of the Decade – North America: Wieden+Kennedy Portland
- Independent Agency of the Decade: Wieden+Kennedy Portland
- Brand Marketer of the Decade: Procter & Gamble
- Holding Company of the Decade: WPP
- Network of the Decade: BBDO Worldwide
- Agency of the Decade: AlmapBBDO São Paulo
- Palme d'Or of the Decade: MJZ USA



#LionsLive goes live with Cannes Lions MD Simon Cook

Jessica Tennant 23 Jun 2020



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