

# SA agencies walk off with 16 Cannes Lions radio wins!

The full list of winners for the Cannes Lions Radio category has been announced, with three South African agencies walking off with wins, including our first Gold Lions... (audio)



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Fifty-eight Radio Lions were announced in Radio and Grey Germany Dusseldorf/Grey Germany Berlin collected the Grand Prix for SoundCloud, "The Berlin Wall of Sound - The Most Unbearable Radio Ad". Jury President Paul Reardon, Executive Creative Director, WHYBIN /TBWA Group Australia said the harrowing memorial work did not make for an easy listening experience. "In some ways it was more like walking through an audio museum than listening to a spot. It's macabre. It's somber. It's uncomfortable. It's 7 minutes and 32 seconds long. But conversations surrounding traditional radio, the rise of new radio and audio platforms are making headlines every second week. So strategically, the timing is perfect. As is the historical timing of the subject matter."

Ogilvy & Mather featured prominently on the list, with a Gold Lion for Suntory's 'Night Before the Project', as well as a Bronze Lion campaign for the Suntory 'Team Building Weekend' and 'Lacing Up Your Hightops' spots.

TBWA/Hunt/Lascaris Johannesburg was awarded the Gold Lions campaign for Tiger Brands Doom Insecticide's 'Lance the Bedbug', 'The O'Flanagan Cockroaches', and 'Cheryl the Fishmoth' spots, as well as a Silver Lion campaign for Flight Centre's 'Music Fest' and 'Beer Fest'.

DDB Johannesburg won the Silver Lions campaign for its Wrigley 'Country', 'Opera' and 'Disney' spots.

[Click here](#) to listen to Ogilvy's 'Night Before the Project'.

[Click here](#) to listen to TBWA/Hunt/Lascaris' 'Lance the Bedbug'.

[Click here](#) to listen to DDB's 'Country'.

## .Cyber Radio Winners

Title	Advertiser	Entrant / Agency	Prize
THE BERLIN WALL OF SOUND - THE MOST UNBEARABLE RADIO AD	SOUNDCLOUD	GREY GERMANY Düsseldorf / GREY GERMANY Berlin	Grand Prix
NIGHT BEFORE THE PROJECT	SUNTORY	OGILVY & MATHER JOHANNESBURG	Gold Lion
LANCE THE BEDBUG	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
THE O'FLANEGAN COCKROACHES	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
CHERYL THE FISHMOTH	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
GEORGE WASHINGTON	FARMATODO	WUNDERMAN COLOMBIA Bogotá / Y&R COLOMBIA Bogotá	Gold Lion Campaign
ABRAHAM LINCOLN	FARMATODO	WUNDERMAN COLOMBIA Bogotá / Y&R COLOMBIA Bogotá	Gold Lion Campaign
QUEEN ELIZABETH	FARMATODO	WUNDERMAN COLOMBIA Bogotá / Y&R COLOMBIA Bogotá	Gold Lion Campaign
A MOTHER'S BODY	UNILEVER	OGILVY & MATHER LONDON	Gold Lion
POODLE	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	GREY CANADA Toronto	Gold Lion Campaign

SCOOTER	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	GREY CANADA Toronto	Gold Lion Campaign
SUPER SOAKER	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	GREY CANADA Toronto	Gold Lion Campaign
MARTIN	UNICEF	PROLAM Y&R Santiago	Gold Lion
CONFERENCE ROOM	POPCLIK	BRAVOY&R MAM	Gold Lion
LANCE THE BEDBUG	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
THE O'FLANNEGAN COCKROACHES	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
CHERYL THE FISHMOTH	TIGER BRANDS, DOOM INSECTICIDE	TBWAHUNTLASCARIS JOHANNESBURG	Gold Lion Campaign
COUNTRY	WRIGLEY	DDB SOUTH AFRICA Johannesburg	Silver Lion Campaign
OPERA	WRIGLEY	DDB SOUTH AFRICA Johannesburg	Silver Lion Campaign
DISNEY	WRIGLEY	DDB SOUTH AFRICA Johannesburg	Silver Lion Campaign
SKYPE	POPCLIK	BRAVOY&R MAM	Silver Lion Campaign
CONFERENCE ROOM	POPCLIK	BRAVOY&R MAM	Silver Lion Campaign
LOTTERY	MARS	COLENZO BBDO Auckland	Silver Lion Campaign
WHACK JOB	MARS	COLENZO BBDO Auckland	Silver Lion Campaign
PERSONAL TRAINER	MARS PETCARE	AMV BBDO London	Silver Lion Campaign
PUBLIC RELATIONS	MARS PETCARE	AMV BBDO London	Silver Lion Campaign
THERAPY	MARS PETCARE	AMV BBDO London	Silver Lion Campaign
MUSIC FEST	FLIGHT CENTRE	TBWAHUNTLASCARIS JOHANNESBURG	Silver Lion Campaign
BEER FEST	FLIGHT CENTRE	TBWAHUNTLASCARIS JOHANNESBURG	Silver Lion Campaign
FACEBOOK	FANTASTIC FILM FESTIVAL OF UNIVERSITY OF MALAGA	TAPSA   Y&R Madrid	Silver Lion Campaign
HISTORY	FANTASTIC FILM FESTIVAL OF UNIVERSITY OF MALAGA	TAPSA   Y&R Madrid	Silver Lion Campaign
CHRISTMAS CAROLS - THE BIG BANG THEORY	NETFLIX	OGILVY PARIS	Silver Lion Campaign
CHRISTMAS CAROLS - KILL BILL	NETFLIX	OGILVY PARIS	Silver Lion Campaign
CHRISTMAS CAROLS - SUITS	NETFLIX	OGILVY PARIS	Silver Lion Campaign
YOGHURT	SBS BELGIUM	BBDO BELGIUM Brussels	Silver Lion Campaign
SOFTENER	SBS BELGIUM	BBDO BELGIUM Brussels	Silver Lion Campaign
SANITARY PADS	SBS BELGIUM	BBDO BELGIUM Brussels	Silver Lion Campaign
BOYGROUP	POPAKADEME BADEN-WÜRTTEMBERG	DDB GROUP DÜSSELDORF	Silver Lion Campaign
RAP	POPAKADEME BADEN-WÜRTTEMBERG	DDB GROUP DÜSSELDORF	Silver Lion Campaign
PUNK	POPAKADEME BADEN-WÜRTTEMBERG	DDB GROUP DÜSSELDORF	Silver Lion Campaign
GANDHI	SOCIÉTÉ DE L'ASSURANCE AUTOMOBILE DU QUÉBEC	Ig2 Québec	Silver Lion
DONATED VOICES	THE NATIONAL UNIVERSITY CENTRE FOR ORGAN TRANSPLANTATION	LOWE SINGAPORE	Silver Lion
THE GRAND EXPERIENCE	HEMGLASS	VOLT Stockholm	Silver Lion

LETTERS OF GALLIPOLI 1	LEGACY	GPY&R Melbourne	Silver Lion Campaign
LETTERS OF GALLIPOLI 2	LEGACY	GPY&R Melbourne	Silver Lion Campaign
LETTERS OF GALLIPOLI 3	LEGACY	GPY&R Melbourne	Silver Lion Campaign
XMAS DLIGHTS	KISS FM	LOLA LOWE & PARTNERS Madrid	Silver Lion
PARKING RADIO	FMA BRASIL INSURANCE	AFRICA São Paulo	Silver Lion
X-MEN FM	20TH CENTURY FOX	GLOBAL London	Silver Lion
LETTERS OF GALLIPOLI 1	LEGACY	GPY&R Melbourne	Silver Lion Campaign
LETTERS OF GALLIPOLI 2	LEGACY	GPY&R Melbourne	Silver Lion Campaign
LETTERS OF GALLIPOLI 3	LEGACY	GPY&R Melbourne	Silver Lion Campaign
THE BERLIN WALL OF SOUND - THE MOST UNBEARABLE RADIO AD	SOUNDCLOUD	GREY GERMANY Düsseldorf / GREY GERMANY Berlin	Silver Lion
LIFE & DEATH IN BROAD DAYLIGHT	UNILEVER	LOLA LOWE & PARTNERS Madrid	Bronze Lion
CLONES	MARS	DDB CHICAGO	Bronze Lion Campaign
TWO HEAD ED	MARS	DDB CHICAGO	Bronze Lion Campaign
BIKERS	DOS EQUIS	HAVAS WORLDWIDE NEW YORK	Bronze Lion Campaign
GHOSTS	DOS EQUIS	HAVAS WORLDWIDE NEW YORK	Bronze Lion Campaign
JIU JITSU	DOS EQUIS	HAVAS WORLDWIDE NEW YORK	Bronze Lion Campaign
TEAMBUILDING WEEKEND	SUNTORY	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign
LACING UP YOUR HIGH TOPS	SUNTORY	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign
OPEN HERE	UNILEVER	LOLA LOWE & PARTNERS Madrid	Bronze Lion Campaign
SPOON	UNILEVER	LOLA LOWE & PARTNERS Madrid	Bronze Lion Campaign
BABIES	PHILIPS	OGILVY & MATHER LONDON	Bronze Lion Campaign
BANGKOK	PHILIPS	OGILVY & MATHER LONDON	Bronze Lion Campaign
WASP SPIDER	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	Bronze Lion Campaign
SNAIL	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	Bronze Lion Campaign
PANDA	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	Bronze Lion Campaign
PLANE	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	Bronze Lion Campaign
ELECTION	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	Bronze Lion Campaign
OSCAR	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	Bronze Lion Campaign
SOUP	AMPM	TALENT São Paulo	Bronze Lion
THE GRAND EXPERIENCE	HEMGLASS	VOLT Stockholm	Bronze Lion
FIDEL CASTRO'S INAUGURATION	PT. HERO INTIPUTRA	OGILVY INDONESIA Jakarta	Bronze Lion Campaign
HITLER'S BATTLE OF GERMANY SPEECH	PT. HERO INTIPUTRA	OGILVY INDONESIA Jakarta	Bronze Lion Campaign
SADDAMS CAPTURE OF GEORGE BUSH	PT. HERO INTIPUTRA	OGILVY INDONESIA Jakarta	Bronze Lion Campaign
WALKOUT	SPORTSBET	BMF ADVERTISING Sydney	Bronze Lion Campaign
SECURITY DOORS	SPORTSBET	BMF ADVERTISING Sydney	Bronze Lion Campaign

COUPLES SCIENTIST	SPORTSBET	BMF ADVERTISING Sydney	Bronze Lion Campaign
BIG CATS	SPORTSBET	BMF ADVERTISING Sydney	Bronze Lion Campaign
BOB	VHV VERSICHERUNGEN	SCHOLZ & FRIENDS Hamburg	Bronze Lion
DADDYTOONS NEWS	GENERAL MOTORS, OPEL	TAPSA   Y&R Madrid	Bronze Lion
DOCTOR	EPER	M&C SAATCHI Geneva	Bronze Lion
THAT'S NO JOKE	YWCA	JUNIPER PARK Toronto	Bronze Lion Campaign
NOT A GAME	YWCA	JUNIPER PARK Toronto	Bronze Lion Campaign
CHANGE THE TUNE	YWCA	JUNIPER PARK Toronto	Bronze Lion Campaign
GAY FREQUENCY	MIX BRASIL	LEWLARA/TBWA São Paulo	Bronze Lion
LITTLE GIRL	RED CROSS	LOWE SINGAPORE	Bronze Lion Campaign
TINY LITTLE BOY	RED CROSS	LOWE SINGAPORE	Bronze Lion Campaign
EMMA-ALEX	REBORN TO BE ALIVE	DUVAL GUILLAUME Antwerp	Bronze Lion Campaign
JULIE-ISABEL	REBORN TO BE ALIVE	DUVAL GUILLAUME Antwerp	Bronze Lion Campaign
GASOLINE	BOMBEROS VOLUNTARIOS DE GUATEMALA	OGILVY GUATEMALA	Bronze Lion Campaign
EQUIPMENT	BOMBEROS VOLUNTARIOS DE GUATEMALA	OGILVY GUATEMALA	Bronze Lion Campaign
DADSONG	OLD SPICE	WIEDEN+KENNEDY Portland	Bronze Lion
PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	VML Kansas City / KETCHUM New York	Bronze Lion
NEW YORK	FRANKFURTER ALLGEMEINE ZEITUNG	SCHOLZ & FRIENDS Hamburg	Bronze Lion Campaign
TOKYO	FRANKFURTER ALLGEMEINE ZEITUNG	SCHOLZ & FRIENDS Hamburg	Bronze Lion Campaign
BOYGROUP	POPAKADEME BADEN-WÜRTTEMBERG	DDB GROUP DÜSSELDORF	Bronze Lion
TEAMBUILDING WEEKEND	SUNTORY	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign
LACING UP YOUR HIGH TOPS	SUNTORY	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign
HITLER'S BATTLE OF GERMANY SPEECH	PT. HERO INTIPUTRA	OGILVY INDONESIA Jakarta	Bronze Lion Campaign
SADDAMS CAPTURE OF GEORGE BUSH	PT. HERO INTIPUTRA	OGILVY INDONESIA Jakarta	Bronze Lion Campaign
MY LAST DAY	AMNESTY INTERNATIONAL THE NETHERLANDS	OGILVY & MATHER AMSTERDAM	Bronze Lion
X-MEN FM	20TH CENTURY FOX	GLOBAL London	Bronze Lion
PANDORA THUMB MOMENTS: RADIO PROMOTION FOR THE DIGITAL RADIO AGE	PANDORA	TWOFIFTEENMCCANN San Francisco	Bronze Lion
LEARNING ON THE WAY	ADN	SANCHO BBDO Bogotá	Bronze Lion
RADIO FINGER	GRUPO PETRÓPOLIS	Y&R SÃO PAULO	Bronze Lion

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