

Media Lions winners!

The 2016 Cannes Media Lions award ceremony resulted in 97 awards in total, with a Silver Lion for South Africa.

The Grand Prix went to Y&R NZ Auckland/Y&R Media NZ Auckland/David Miami for their 'McWhopper' work for client Burger King in the 'Use of Integrated Media' category.

“This is brilliant work, brilliantly executed from a big brand taking on an even bigger competitor. It uses media to layer and whip up the story to provoke a fierce reaction,” said Jury President, Nick Waters, CEO Asia Pacific, Dentsu Aegis Network.

Native VML was also awarded a Silver Lion for their 'Twitter Refugees' Awareness message for client PASSOP in the 'Use of Social Platforms' category.

View the full table of winning work below.

All the 2016 Media Lions winners

Title	Client	Product	Entrant Company	Country	Prize
A01 (Food & Drinks)					
WHERE IS MY OTORONGO?	BACKUS SABMILLER	SAN JUAN BEER	FCB MAYO Lima	PERU	Bronze Lion
CHAMPIONS' BOSS	HEINEKEN	UEFA CHAMPIONS LEAGUE	LEO BURNETT Madrid	SPAIN	Bronze Lion
FRONT PAGE PACK	CIA CACIQUE DE CAFÉ SOLUVEL	CAFÉ PELÉ	LEWLARA/TBWA São Paulo	BRAZIL	Bronze Lion
BREAKVERTISING BY ROYCO	CONTINENTAL FOODS BELGIUM	ROYCO INSTANT SOUP	THESE DAYS Antwerp	BELGIUM	Silver Lion
A02 (Fast Moving Consumer Goods)					
100% KOSHER HEAD & SHOULDERS	PROCTER & GAMBLE	HEAD & SHOULDERS	MEDIACOM ISRAEL Tel Aviv	ISRAEL	Gold Lion
BREAKING NEWS	HENKEL	LOCTITE SUPER BONDER	OGILVY GUATEMALA	GUATEMALA	Silver Lion
A03 (Durable Consumer Goods)					
UNCRUSHABLE	M.J. BALE	M.J. BALE 100% MERINO WOOL SUIT	TBWA/SYDNEY	AUSTRALIA	Silver Lion
A04 (Cars & Automotive Products & Services)					
BUSINESS BOOSTER	RENAULT ITALIA	AUTOMOTIVE	OMD Milan	ITALY	Bronze Lion
A05 (Retail, e-Commerce, Restaurants & Fast Food Chains)					
LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	Bronze Lion
IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AMV	ISRAEL	Bronze Lion
SHARING THE GIFT OF READING AT CHRISTMAS	SAINSBURY'S	SAINSBURY'S	PHD London	UNITED KINGDOM	Silver Lion
TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	Bronze Lion
A06 (Travel, Transport & Leisure)					
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	Silver Lion
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	Bronze Lion
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	Silver Lion
HOLIDAYS ON DEMAND	TRANSAMIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	Bronze Lion
A07 (Media & Publications)					
STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM	Silver Lion
HUMANS	CHANNEL 4	HUMANS	OMD UK London	UNITED KINGDOM	Silver Lion
A08 (Financial Products & Services)					

GAYNZ	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	Gold Lion
SMART GIRLS — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	Bronze Lion
A10 (Commercial Public Services)					
38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	Bronze Lion
A11 (Corporate Image)					
NO BORDERS	AIRBNB	AIRBNB	STARCOM MEDIAVEST GROUP Chicago	USA	Silver Lion
A12 (Public Health & Safety)					
CANCER UNCENSORED	GOLLO	GOLLO	McCANN SAN JOSE San Jose	COSTA RICA	Bronze Lion
LIFE SAVING STICKERS	AUSTRALIAN ROAD SAFETY FOUNDATION	AUSTRALIAN ROAD SAFETY FOUNDATION	GPY&R Brisbane	AUSTRALIA	Gold Lion
SNAPCHAT FROM THE CLOSET	OOGACHAGA	LGBT COUNSELLING / NON-PROFIT	OGILVY & MATHER SINGAPORE	SINGAPORE	Silver Lion
DIPPER CONDOMS	TATA MOTORS	DIPPER CONDOMS	REDIFFUSION Y&R Mumbai	INDIA	Silver Lion
SMS LAST WORDS	GLOBAL ROAD SAFETY PARTENERSHIP	GLOBAL ROAD SAFETY	HAVAS WORLDWIDE SHANGHAI	CHINA	Gold Lion
A13 (Public Sector & Awareness Messages)					
THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	Gold Lion
END THE SILENCE	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	Gold Lion
SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND	Silver Lion
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	Bronze Lion
A14 (Charities & Appeals)					
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	Silver Lion
I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANISATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES	Bronze Lion
B01 (Use of Screens)					
THE GREAT ESCAPE	GRAUBUENDEN FERIEEN	GRAUBUENDEN FERIEEN	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	Silver Lion
SAVING HANDS	LALCEC	LALCEC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	Bronze Lion
ANIMAL DETECTING BILLBOARDS	BMW AUSTRIA	BMW NIGHT VISION SYSTEM	DEMNER, MERLICEK & BERGMANN Vienna	AUSTRIA	Silver Lion
GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	Bronze Lion
B02 (Use of Audio Platforms)					
SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	Bronze Lion
SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	Gold Lion
B03 (Use of Print)					
SHOWROOM HOME DELIVERY	AUDI JAPAN KK	AUDI A3	DENTSU INC Tokyo	JAPAN	Bronze Lion
CHAMPIONS HIJACK	GO SPORT	GO SPORT	TBWA/RAAD Dubai	UNITED ARAB EMIRATES	Bronze Lion
PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan	PUERTO RICO	Silver Lion
B04 (Use of Outdoor)					

SURVIVAL BILLBOARD	MICROSOFT	XBOX/ TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	Bronze Lion
CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	Bronze Lion
B05 (Use of Ambient Media: Small Scale)					
LEGOLAND DOLLARS	LEGOLAND FLORIDA RESORT	ENTERTAINMENT/TRAVEL & LEISURE	VML New York	USA	Silver Lion
LIFE SAVING STICKERS	AUSTRALIAN ROAD SAFETY FOUNDATION	AUSTRALIAN ROAD SAFETY FOUNDATION	GPY&R Brisbane	AUSTRALIA	Bronze Lion
X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENSO BBDO Auckland	NEW ZEALAND	Silver Lion
PAY WITH BLOOD	UNTOLD FESTIVAL AND NATIONAL INSTITUTE FOR BLOOD DONATIONS	EVENTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	Bronze Lion
BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	Bronze Lion
HUNTED	CHANNEL 4	ENTERTAINMENT	OMD UK London	UNITED KINGDOM	Bronze Lion
B06 (Use of Ambient Media: Large Scale)					
WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVD Mami	USA	Bronze Lion
TRIBECA FILM FESTIVAL REACTOR	TRIBECA FILM FESTIVAL	FILM FESTIVAL	J. WALTER THOMPSON New York	USA	Silver Lion
UNKNOWNNS	CANON U.S.A	CANON EOS REBEL T6i	GREY NEW YORK	USA	Bronze Lion
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	Bronze Lion
THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	Silver Lion
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	Gold Lion
B07 (Use of Events)					
LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	Gold Lion
END THE SILENCE	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	Silver Lion
THE DILEMMA	HEINEKEN	BEER	STARCOM MEDIAVEST GROUP Milan	ITALY	Gold Lion
B08 (Use of Stunts)					
WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM	Bronze Lion
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	Silver Lion
LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	Bronze Lion
TESTIMONIES	FUNDACIÓN HUÉSPED	INSTITUTIONAL FUNDRAISING	WUNDERMAN BUENOS AIRES	ARGENTINA	Bronze Lion
SKITTLES HOLIDAY PAWN SHOP	WRIGLEY CANADA	SKITTLES	MEDIACOM Toronto	CANADA	Bronze Lion
THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	Silver Lion
GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	Silver Lion
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	Silver Lion
BREWTROLEUM	DB BREWERIES	DB EXPORT	PHD Auckland	NEW ZEALAND	Gold Lion
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	Bronze Lion
C01 (Use of Digital Platforms)					
WESTPAC CHOPPER APPEAL	WESTPAC	CHOPPER APPEAL MONTH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	Bronze Lion

AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENSO BBDO Auckland	NEW ZEALAND	Silver Lion
DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	Bronze Lion
C02 (Use of Mobile)					
HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND	Silver Lion
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	Bronze Lion
CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA	Silver Lion
LO KAR LO BAAT	HINDUSTAN UNILEVER	ACTIVE WHEEL DETERGENT	PHD INDIA Mumbai	INDIA	Bronze Lion
C03 (Use of Social Platforms)					
STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	Bronze Lion
YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne	AUSTRALIA	Bronze Lion
TWITTER REFUGEES	PASSOP	AWARENESS MESSAGE	NATIVE VML Cape Town	SOUTH AFRICA	Silver Lion
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	Bronze Lion
MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVD Buenos Aires	ARGENTINA	Bronze Lion
C04 (Use of New Technology)					
INTEL WINTER X GAMES 2016	INTEL	INTEL CURIE TECHNOLOGY	OMD New York	USA	Bronze Lion
GRAB A SEAT, IT'S PIMMS O'CLOCK	DIAGEO	PIMMS	CARAT London	UNITED KINGDOM	Silver Lion
D01 (Use of Data)					
FASHION INTELLIGENCE INDEX	HANG LUNG PROPERTIES	FASHION WALK	McCANN & SPENCER Hong Kong	HONG KONG	Bronze Lion
SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	Bronze Lion
THE HOUSE OF CLICKS	HEMNET	COMMERCIAL RESIDENCE	PRIME Stockholm	SWEDEN	Silver Lion
E01 (Use of Brand or Product Integration into a Programme or Platform)					
THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	Gold Lion
IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AVIV	ISRAEL	Bronze Lion
#DONATEFORPRISCILA	CLUBE SANGUE BOM	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	Bronze Lion
E02 (Use of Co-Creation & User Generated Content)					
STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	Silver Lion
E03 (Use of Branded Content created for Digital or Social Media)					
THE MINDCHANGER WORKOUT	RIO 2016	PARALYMPIC GAMES	OGILVY BRASIL São Paulo	BRAZIL	Bronze Lion
DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GMBH	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	Bronze Lion
F01 (Use of Integrated Media)					
HOUSE OF LITTLE MOMENTS	UNI PRESIDENTS	UNI NOODLE	ADK TAIWAN	CHINESE TAIPEI	Silver Lion
CAPTAIN OBVIOUS RUNS FOR PRESIDENT	HOTELS.COM	TRAVEL	CP+B Boulder	USA	Bronze Lion
HUMANS	CHANNEL 4	HUMANS	OMD UK London	UNITED KINGDOM	Silver Lion

MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Grand Prix
A GROUND-BREAKING CAMPAIGN TO COMBAT LONELINESS.	JOHN LEWIS	JOHN LEWIS	MANNING GOTTLIEB OMD London	UNITED KINGDOM	Bronze Lion

[Click here](#) for a reminder of the Cannes Lions 2016 Media Lions shortlist in full.

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