

PR Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Cannes PR award ceremony on 19 June 2017.

Lions PR celebrates creative excellence in PR and corporate communications, which successfully builds trust and cultivates relationships with credible third-parties, using mainly earned-media tactics or channels to influence public dialogue and ultimately change perceptions and behaviours in ways that protect and enhance the reputation and business of an organisation or brand with its target audiences.



#CannesLions2017: PR Lions shortlist

19 Jun 2017



The Grand Prix went to McCann New York's 'Fearless Girl', in partnership with State Street Global Advisors' #SheMakesADifference. A symbol of women in leadership, Fearless Girl was dropped in a place no one could ignore in the middle of the night and became a global phenomenon within 24 hours. Standing strong on Wall Street in honour of International Women's Day 2017, the statue of a daring young girl serves as a reminder that companies with women in leadership perform better.

View the full table of winning work below:

PR Lions Winners

Entrant	Title	Client	Product	Award
McCANN NEW YORK	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	Grand Prix
GOODBY SILVERSTEIN & PARTNERS, San Francisco	CHEETOS MUSEUM	CHEETOS	CHEETOS	Gold Lion
OGILVY & MATHER MUMBAI	SAVLON HEALTHY HANDS CHALK STICKS	ITC SAVLON	SAVLON HEALTHY HANDS CHALK STICKS	Gold Lion
&Co./NoA, Copenhagen	THE DNA JOURNEY	MOMONDO	MOMONDO TRAVEL SEARCH ENGINE	Gold Lion

LIQUIDMINDS, Copenhagen / SANSIR, Torshavn	GOOGLE SHEEP VIEW	VISIT FAROE ISLANDS & ATLANTIC AIRWAYS	THE FAROE ISLANDS	Gold Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Gold Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARNESS AROUND THE REFUGEE CAUSE	Gold Lion
FCB CHICAGO	TEDDY GUN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ANTI-GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING IN ILLINOIS	Gold Lion
DDB BRUSSELS	THE IMPOSSIBLE SIGNING SESSION	BOL.COM	BOOKS	Gold Lion
OGILVY & MATHER SINGAPORE	PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINÉ CLUB	Gold Lion
McCANN NEW YORK	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	Gold Lion
ALMA DDB, Miami	SPANISH LESSONS	NETFLIX	NARCOS	Gold Lion
BETC, Paris	LIKE MY ADDICTION	ADDICT'AIDE	ADDICT'AIDE	Gold Lion
J. WALTER THOMPSON NEW YORK	UNSAFETY CHECK	BLACK LIVES MATTER	NONPROFIT	Gold Lion
GOODBY SILVERSTEIN & PARTNERS, San Francisco	CHEETOS MUSEUM	CHEETOS	CHEETOS	Gold Lion
J. WALTER THOMPSON NEW YORK	UNSAFETY CHECK	BLACK LIVES MATTER	NONPROFIT	Gold Lion
DIGITALSLBI, Chicago	CARE COUNTS	WHIRLPOOL	HOUSEHOLD APPLIANCE	Gold Lion
THESE DAYS - WUNDERMAN, Antwerp	COINS OF HOPE	CHILD FOCUS	PUBLIC SERVICE - BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	Gold Lion
BBDO INDIA, Gurgaon	#RELEASETHEPRESSURE (INTEGRATED)	PEPSICO	MRINDA	Silver Lion
LITTLE GEORGE (KETCHUM), São Paulo	AMAZON WARRIORS SAFE COLLECTION	ANANSE	BOOK COLLECTION	Silver Lion
LEWLARA/BWA, São Paulo	BRaille BRICKS	DORINA NOWILL FOUNDATION FOR THE BLIND	BRaille BRICKS PROJECT	Silver Lion
THESE DAYS - WUNDERMAN, Antwerp	COINS OF HOPE	CHILD FOCUS	PUBLIC SERVICE - BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	Silver Lion
DENTSU INC., Tokyo	SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	Silver Lion
LEO BURNETT BEIRUT	#UNDRESS522	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	Silver Lion
THE CYRANOS/McCANN, Barcelona	TWO GUYS GO TO THE CINEMA	CINEMES TEXAS	DOS TIPOS VAN AL CINE	Silver Lion
&Co./NoA, Copenhagen	THE DNA JOURNEY	MOMONDO	MOMONDO TRAVEL SEARCH ENGINE	Silver Lion
McCANN NEW YORK	FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	Silver Lion
BETC, São Paulo	WOMAN INTERRUPTED	WOMAN INTERRUPTED	INSTITUCIONL	Silver Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Silver Lion
LEO BURNETT BEIRUT	#UNDRESS522	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	Silver Lion
BUZZMAN, Paris	#JENESUPPORTEPASLESBLEUS	ELLE'S IMAGINE'NT	ELLE'S IMAGINE'NT (ORGANIZATION AGAINST WOMEN ABUSE)	Silver Lion
DDB GROUP NEW ZEALAND, Auckland	THE BREAST CANCER SCREENINGS	RIALTO CHANNEL	THE BREAST CANCER SCREENINGS	Silver Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Silver Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Silver Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARNESS AROUND THE REFUGEE CAUSE	Silver Lion

LIQUIDMINDS, Copenhagen / SANSIR, Torshavn	GOOGLE SHEEP VIEW	VISIT FAROE ISLANDS & ATLANTIC AIRWAYS	THE FAROE ISLANDS	Silver Lion
BETC, Paris	LIKE MY ADDICTION	ADDICT'AIDE	ADDICT'AIDE	Silver Lion
BWM DENTSU, Sydney	PREMMIE PROUD	BABYLOVE	NAPPIES	Silver Lion
VML, Kansas City	#NUGGSFORCARTER	WENDY'S	QSR	Silver Lion
DM9DDB, São Paulo	KISS THE KREMLIN	SSEX BBOX	SSEX BBOX	Silver Lion
GREY BRAZIL, São Paulo	ON HOLD MUSIC FESTIVAL	RECLAME AQUI	WORLD CONSUMER RIGHTS DAY	Silver Lion
KETCHUM, Atlanta / VML, Kansas City	#NUGGSFORCARTER	THE WENDY'S	FAST FOOD	Silver Lion
VML, Kansas City	TWITTER BEEF	WENDY'S	WENDY'S	Silver Lion
SPOTIFY, New York	PRESIDENT OF PLAYLISTS	SPOTIFY	SPOTIFY	Silver Lion
ACNE, Stockholm / IKEA, Malmö	IKEA RESPONDS TO BALENCIAGA	IKEA	FRAKTA BAG	Silver Lion
WEBER SHANDWICK, London	BRUTAL CUT	ACTIONAID UK	FGMAWARENESS	Silver Lion
BETC, Paris	LIKE MY ADDICTION	ADDICT'AIDE	ADDICT'AIDE	Silver Lion
MEMAC OGILVY & MATHER, Dubai	POTATOES ON MARS	CIP - THE INTERNATIONAL POTATO CENTER	POTATOES ON MARS	Silver Lion
&Co./NoA, Copenhagen	THE DNA JOURNEY	MOMONDO	MOMONDO TRAVEL SEARCH ENGINE	Silver Lion
WINDFOR'S, Tbilisi	DINNER WITH GEORGIA	GEORGIAN NATIONAL TOURISM ADMINISTRATION	GEORGIA	Silver Lion
ACHE, Mexico City	HANGAR 1 FOG POINT	HANGAR 1	HANGAR 1 FOG POINT VODKA	Bronze Lion
McCANN MADRID	DELICIOUS CALM	CAMPOFRÍO	PAVOFRÍO	Bronze Lion
DIGITASLBI, Chicago	CARE COUNTS	WHIRLPOOL	HOUSEHOLD APPLIANCE	Bronze Lion
GRABARZ & PARTNER, Hamburg	MANNSCHAFTS-WHOPPER	BURGER KING DEUTSCHLAND GMBH	WHOPPER	Bronze Lion
FITZGERALD & CO, Atlanta	BUY BACK THE BLOCK	CHECKERS & RALLYS	CHECKERS	Bronze Lion
SPOTIFY, New York	PRESIDENT OF PLAYLISTS	SPOTIFY	SPOTIFY	Bronze Lion
TBWAMELBOURNE	ANZ #HOLDTIGHT	ANZ	ANZ BANK	Bronze Lion
2012 AGENCY, Warsaw	THE WHEELCHAIR HOUR	AKADEMIA AUTO SWIAT	DRIVING SCHOOL	Bronze Lion
WINDFOR'S, Tbilisi	DINNER WITH GEORGIA	GEORGIAN NATIONAL TOURISM ADMINISTRATION	GEORGIA	Bronze Lion
BETC, Paris	LIKE MY ADDICTION	ADDICT'AIDE	ADDICT'AIDE	Bronze Lion
POL, Oslo	25M2 SYRIA	TV-AKSJONEN NRK, IKEA, RED CROSS	TV-AKSJONEN 2017	Bronze Lion
LEO BURNETT BEIRUT	#UNDRESS522	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	Bronze Lion
DENTSU INC., Tokyo / GOOGLE, Tokyo	GLICODE	EZAKI GLICO COMPANY, LIMITED	CORPORATE	Bronze Lion
OGILVY & MATHER MUMBAI	SAVLON HEALTHY HANDS CHALK STICKS	ITC SAVLON	SAVLON HEALTHY HANDS CHALK STICKS	Bronze Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARENESS AROUND THE REFUGEE CAUSE	Bronze Lion
Y&R DUBAI	ONE BOOK FOR PEACE	INTERRELIGIOUS COUNCIL OF BOSNIA AND HERZEGOVINA	INTERRELIGIOUS COUNCIL OF BOSNIA AND HERZEGOVINA	Bronze Lion

POL, Oslo	25M2 SYRIA	TV-AKSJONEN NRK, IKEA, RED CROSS	TV-AKSJONEN 2017	Bronze Lion
SAATCHI & SAATCHI, Sydney	RESCUE RASHIE	WESTPAC BANKING CORPORATION	CHILDRENS' RASH VEST / CPR INSTRUCTIONS	Bronze Lion
EDELMAN, London / PUBLICIS LONDON	WORLDS APART	HEINEKEN	HEINEKEN BEER	Bronze Lion
OGILVY DOMINICAN REPUBLIC, Santo Domingo	THE INVISIBLE FISH	CENTRO CUESTA NACIONAL	JUMBO	Bronze Lion
KETCHUM, Atlanta / VML, Kansas City	#NUGGSFORCARTER	THE WENDY'S	FAST FOOD	Bronze Lion
AKQA, São Paulo	WHOPPER EXCHANGE	BURGER KING	BURGER KING	Bronze Lion
FREUNDLICHE GRÜSSE, Zürich	RETURN TO SENDER	PUBLIC EYE	HUMAN RIGHTS / INDUSTRY WATCH	Bronze Lion
MULLENLOWE GROUP, New York	FLYBABIES	JETBLUE	AIRLINE	Bronze Lion
GREY BRAZIL, São Paulo	ON HOLD MUSIC FESTIVAL	RECLAME AQUI	WORLD CONSUMER RIGHTS DAY	Bronze Lion
TBWAMELBOURNE	ANZ #HOLDTIGHT	ANZ	ANZ BANK	Bronze Lion
PUBLICIS BRASIL, São Paulo	THE CLICHÉ	HEINEKEN	INSTITUTIONAL	Bronze Lion
AFRICA, São Paulo	THE DEBUT	AB INBEV (BUDWEISER) / ESPN	INSTITUTIONAL	Bronze Lion
HAMBURG MARKETING, Hamburg / JUNG VON MATT, Hamburg	THE ELBPHILHARMONIE GRAND OPENING	HAMBURG MARKETING	ELBPHILHARMONIE	Bronze Lion
EDELMAN, London / PUBLICIS LONDON	WORLDS APART	HEINEKEN	HEINEKEN BEER	Bronze Lion
BEATTIE + DANE, Kuwait City / CINEMAGIC, Salimiya	WHO IS BU SALEM?	AL MUNAYES GENERAL TRADING EST.	AL MUNAYES TEA	Bronze Lion
STVDDDB, Milan	GRANDMA-TESTED GOODNESS	FERRERO	KINDER A COLAZIONE	Bronze Lion
TBWA BELGIUM, Brussels	NOTFAIRBNB	SOLIDARITÉ GRANDS FROIDS' ('BIG COLD SOLIDARITY')	TO IMPROVE THE DAILY LIFE OF BRUSSELS' HOMELESS	Bronze Lion
DDB & TRIBAL WORLDWIDE AMSTERDAM	GET THE FLOW	VODAFONE	VODAFONE	Bronze Lion
OGILVY AUSTRALIA, Melbourne	AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	Bronze Lion
McCANN PARIS	GIRLS OF PARADISE	MOUVEMENT DU NID	ANTI-PROSTITUTION NGO	Bronze Lion
J. WALTER THOMPSON CANADA, Toronto	#20MINUTESOFACTION4CHANGE	WHITE RIBBON	AWARENESS	Bronze Lion
POSSIBLE, Seattle / IRIS WORLDWIDE, London	BREAKING THE PATTERN WITH ADIDAS GLITCH	ADIDAS FOOTBALL	ADIDAS GLITCH	Bronze Lion
OGILVY & MATHER, Chicago	THE ONE MOMENT	MORTON SALT	MORTON SALT	Bronze Lion
CLEMENGER BBDO MELBOURNE	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	Bronze Lion
DM9DDB, São Paulo	KISS THE KREMLIN	SSEX BBOX	SSEX BBOX	Bronze Lion
OGILVY & MATHER, London	REFUGEES REAL-TIME TWEET RESPONSES	AMNESTY INTERNATIONAL	REFUGEE CRISIS AWARENESS CAMPAIGN	Bronze Lion
FCB NEW ZEALAND, Auckland	GO BALLS OUT	TESTICULAR CANCER NEW ZEALAND	TESTICULAR CANCER AWARENESS	Bronze Lion
DIESTE, Dallas	LITBAITS	THE WILD DETECTIVES	BOOKSTORE	Bronze Lion
FCB, Toronto	DOWN SYNDROME ANSWERS	CANADIAN DOWN SYNDROME SOCIETY	HEALTH AWARENESS	Bronze Lion
MARURI GREY, Guayaquil	TALK TO ME	PANASONIC	PANASONIC COMMA SPEAKERS	Bronze Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARENESS AROUND THE REFUGEE CAUSE	Bronze Lion

PUBLICIS ITALY, Milan	LOCAL HEROES	COMUNE DI FUCECCHIO – PRO LOCO DI FUCECCHIO	FUCECCHIO	Bronze Lion
DIGITASLBI, Chicago	CARE COUNTS	WHIRLPOOL	HOUSEHOLD APPLIANCE	Bronze Lion
J. WALTER THOMPSON CANADA, Toronto	#20MINUTESOFACTION4CHANGE	WHITE RIBBON	AWARENESS	Bronze Lion

The Festival of Creativity runs from 17-24 June 2017, with Cinemark the official local representative for the Cannes Lions International Festival of Creativity.



#CannesLions2017: Cinemark brings SA all the creative magic

Leigh Andrews 14 Jun 2017



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