



## PRESS RELEASE

### Cannes Lions 2019 – First winners announced

**Design, Health & Wellness, Outdoor, Pharma, Print & Publishing Lions Grands Prix go to Google Creative Lab (New York), McCann (Tel Aviv), Wieden+Kennedy (Portland), McCann Health (Shanghai) and Impact BBDO (Dubai)**

*Monday 17 June 2019* – After a first full-day of learning and networking, the Cannes Lions International Festival of Creativity has this evening, announced the first Lion winners at an Awards Show packed with inspirational work.

The winners of the Health Track, which celebrates creativity in branded communications with the unique power to truly change lives, were revealed alongside categories from the Communication Track, celebrating the power of human creativity, bringing campaigns to life through brilliant people, partnerships and processes.

#### **Health & Wellness Lions – Health Track**

Applauding creativity for personal wellbeing, a total of **1,186** entries from **52** countries were submitted with **33** Lions being awarded: 1 Grand Prix, 5 Gold, 10 Silver and 17 Bronze Lions.

The Grand Prix was won by McCann, Tel Aviv for Ikea's *'ThisAbles'*, whereby the furniture retailer created add-ons for existing products to make them more accessible for people with disabilities.

Commenting on the Grand Prix winner, Jury President, **Shaheed Peera**, Executive Creative Director of Publicis LifeBrands, Publicis Resolute and Real Science, Global, said: *"The world can be a cruel and heartless place at times. The Grand Prix demonstrated how brands can help normalise the everyday for the most marginalised in society."*

#### **Pharma Lions – Health Track**

Hailing creative communications from pharmaceutical clients and services surrounding this highly-

regulated industry, of the **363** entries from 23 countries, 11 were awarded with Lions – 1 Grand Prix, 2 Gold, 3 Silver and 5 Bronze Lions.

McCann Health, Shanghai picked up the Grand Prix for *'Breath of Life'* a diagnostic tool for COPD for pharmaceutical company GSK Glaxosmithkline.

**Robin Shapiro**, TBWA\WorldHealth, Global, and Jury President of the category, commented: *"COPD is one of the top three causes of death in China and it's terribly underdiagnosed and undertreated. Breath of Life combines Chinese blow art, creative data visualization, and mobile technology into one irresistibly engaging diagnostic tool. This is highly personalized health engagement with scalable human impact and is the essence of life changing creativity which is what Cannes Lions Health is all about."*

No **Lions Health Grand Prix for Good** was awarded. **Rajesh Mirchandani**, Chief Communications Officer, United Nations, explained: *"This tells us that doing good is not the preserve of charities or the public sector anymore, companies are embracing the Sustainable Development Goals, and it's time to think about maybe recalibrating this award so charities and brands embracing social responsibility alike are eligible."*

#### **Design Lions – Communication Track**

Celebrating visual craftsmanship, **1,469** entries from **65** countries were entered into the Design Lions, with 47 Lions awarded: 1 Grand Prix, 6 Gold, 16 Silver and 24 Bronze Lions.

Google Creative Lab, New York, won the Grand Prix for Google's *'Creatability'*, which explores how creative tools – drawing, music, and more – can be made more accessible using web and AI technology.

#### **Outdoor Lions – Communication Track**

Celebrate creativity experienced out of home, a total of **2,389** entries from **66** countries were entered with 65 campaigns winning Lions. The jury awarded 1 Grand Prix, 10 Gold, 20 Silver and 34 Bronze Lions.

Wieden+Kennedy Portland picked up the Grand Prix for *'Nike Dream Crazy | Colin Kaepernick'* for Nike, and extension to the *'Just Do It'* campaign featuring high-profile athlete Kaepernick.

Jury President, John Patroulis - Worldwide Chief Creative Officer, Grey, Global, said: *This particular category comes to life in so many different ways. A lot of the entries are using lots of new innovation and are creating new things. But we kept coming back to this campaign when we thought about the absolute single best piece of work in the show. Nothing lived up to the power of this image at this moment in time, culturally and in society."*

#### **Print & Publishing Lions – Communication Track**

Honouring the best creativity in circulation, of the **1,252** entries from 62 countries competing, 32 Lions were awarded: 1 Grand Prix, 6 Gold, 7 Silver and 18 Bronze Lions.

Winning the top award and taking home the Grand Prix in this category for the UAE is Impact BBDO, Dubai for ‘*The Blank Edition*’ for leading Lebanese daily newspaper, An-Nahar, issued as a form of protest of the political situation in Lebanon.

Jury president, **Olivier Altmann**, CEO & Chief Creative Officer, Altmann + Pacreau, France, commented: “*We are very happy to award the Grand Prix to a piece of work that celebrates creativity and journalism. We have seen some great campaigns over the past few days, where the new magazines the newspapers need our creativity to promote freedom of press and the Grand Prix is a white page of paper, multiple white pages of paper that are the proof that a great idea can help democracy to work better.*”

The following special awards were also announced:

**Cannes Lions Healthcare Network of the Year** went to: **1st Place** McCann Health; **2nd Place** FCB Health; **3rd Place** Havas Health & You

**Cannes Lions Healthcare Agency of the Year** was awarded to: **1st Place** McCann Health, Shanghai; **2nd Place** Area 23, An FCB Health Network Company, New York; and **3rd Place** Havas Lynx, Manchester.

This year, the Festival will reach more people in more places than ever before with the Festival [Digital Pass](#), providing a mix of live and on-demand content from the Festival, including unmissable moments, access to the most ground-breaking work, the award shows and other exclusive content.

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*Photos from tonight's Awards Show can be found [here](#).*

*Application for Cannes Lions 2019 press accreditation is now closed.*

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### Notes to editors

#### About Cannes Lions

Cannes Lions International Festival of Creativity is the world's leading celebration of creativity in communications. Founded in 1954, the Festival takes place every June in Cannes, France. As the most prestigious international annual advertising and communications awards, entries from all over the world are showcased and judged at the Festival.

The five-day Festival is the only truly global meeting place for professionals working in advertising and communications. Attendees from nearly 100 countries come to experience five days of workshops, exhibitions, screenings, master classes and high-profile seminars presented by renowned worldwide industry leaders.

Winning companies receive the highly coveted Lion trophy, a global benchmark of creative excellence, for Brand Experience & Activation, Creative Data, Creative Effectiveness, Creative eCommerce, Creative Strategy, Design, Digital Craft, Direct, Entertainment, Film, Film Craft, Glass: The Lion for Change, Health & Wellness, Industry Craft, Innovation, Media, Mobile, Music, Outdoor, Pharma, PR, Print & Publishing, Radio & Audio, Sport, Social & Influencer, Sustainable Development Goals, Titanium Lions. [www.canneslions.com](http://www.canneslions.com)

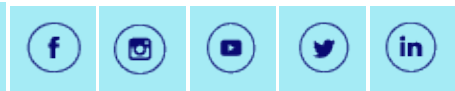
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