



PRESS RELEASE

Cannes Lions announces latest winners across Communication, Experience, Impact and Innovation Tracks

Thursday 20 June 2019 – Cannes Lions International Festival of Creativity has tonight revealed the latest Lion winners setting the global benchmark for creativity and effectiveness in the branded communications industry.

Reviewed by international juries, the Lions were awarded for the **Experience Track, Impact Track, Innovation Track** and **Communication Track**.

In the **Brand Experience & Activation Lions** (Experience Track) celebrating creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement, of the **2,532** entries, a total of **70** Lions were awarded by the jury, presided by **Jaime Mandelbaum**, Chief Creative Officer, VMLY&R Europe: **1** Grand Prix, **9** Gold, **23** Silver and **37** Bronze Lions.

The Grand Prix was awarded to **McCann New York** for ‘*Changing The Game*’ for Microsoft’s Xbox Adaptive Controller, a project for accessible technology that levels the playing field and creates opportunity for all.

Of the **300** entries submitted to the **Creative eCommerce Lions** (Experience Track), celebrating creative, commercial ecommerce, payment solutions and innovation, the jury selected **9** winners: **1** Grand Prix, **1** Gold, **2** Silver and **5** Bronze Lions.

RBK Communication, Stockholm won the Grand Prix for ‘*Do Black – The Carbon Limit Credit Card*’ for Doconomy, the world’s first credit card which helps users track their climate impact and meet the target of reducing consumption related CO2 to protect the planet.

Jury President, **Daniel Bonner**, Global Chief Creative Officer, Wunderman, commented: *“The Grand Prix we chose is truly innovative and ambitious. A signal and future of responsible consumerism that is doable in the present. A unique idea that no doubt will be copied and leveraged by businesses all over the world - and full of creativity for sustainability, in terms of the platform, the production and design, the enterprise and the potential impact for everyone.”*

In the **Creative Effectiveness Lions** (Impact Track) celebrating the measurable impact of creativity, **227** entries were received. The jury, chaired by **John Seifert**, Chief Executive Officer, Worldwide, Ogilvy, awarded **12** Lions: **1** Grand Prix, **3** Gold, **3** Silver, **5** Bronze Lions.

Marcel Paris was awarded the Grand Prix for hypermarket chain Carrefour, which defied the law, to change the law, with ‘*Black Supermarket*’ a place to sell illegal fruits and vegetables and defend biodiversity.

A total **187** entries were submitted to the **Innovation Lions** category (Innovation Track) honouring ground-breaking innovation, technology and problem solving. The jury awarded **7** Lions: **1** Grand Prix, **1** Gold, **2** Silver and **3** Bronze Lions.

The Grand Prix was awarded to **Area 23, an FCB Health network company in New York**, for ‘*See Sound*’, for Wavio, which built a smart home device powered with machine learning to identify sounds around the home and notify the user through a mobile app. Wavio's **Avela Hendrix** interpreted live sign language from the stage.

Commenting on the Grand Prix, Jury President, **Bill Yom**, Global Creative Director, Cheil Worldwide, said: *“This was one of the most courageous and simplest solutions we’ve seen which solves a problem for the deaf and hard of hearing community that has not been addressed enough before. What’s also important is that it utilizes machine learning technology in a genius creative way - basically ‘hacking’ YouTube to train a sound database with limited resources - to essentially, save lives.”*

Mobile Lions (Communication Track) which celebrate device-driven creativity, received **866** entries. **Ari Weiss**, Chief Creative Officer, DDB Worldwide, North America chaired the jury, which awarded **42** Lions: **1** Grand Prix, **10** Gold, **11** Silver and **20** Bronze Lions.

FCB New York won a second Grand Prix for Burger King’s ‘*The Whopper Detour*’, which also picked up a Grand Prix in the Direct Lions this week. The app enabled people within 600 feet of one of the 14,000 McDonald’s locations in America to unlock a deal for a 1-cent Whopper.

Finally, in **Radio and Audio Lions** (Communications Track) celebrating creativity for the airwaves and audio content, received **996** entries. **34** Lions were awarded: **1** Grand Prix, **4** Gold, **9** Silver and **20** Bronze Lions were awarded.

360i, New York won the Grand Prix for HBO's 'Westworld: The Maze', an immersive Alexa game.

Presiding over the jury, **Jose Miguel Sokoloff**, Global President, Creative Council and Chief Creative Officer UK, MullenLowe London, said: "*We are defining the category of radio and audio, not only moving it forward, but also finding its north star, isolating an idea that is rooted in audio.*"

The Entertainment Person of the Year award was also presented to Lorne Michaels, Emmy Award-winning producer.

The Awards Show concluded the fourth day of the Festival, with delegates enjoying highlights which included presentations from the four steering groups of the **CMO Growth Council**, sharing insights from of the world's top CMOs for better decision-making in the year ahead. And famed Hollywood and theatre actor, director, producer, internet and meme icon **Jeff Goldblum** in a Havas/Vivendi/UMG session on the future of entertainment and how can people navigate all the content to find the right mix for them.

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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

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