THE GLOBAL CREATIVITY REPORT

RANKINGS
ANALYSIS
INSIGHTS

2018

CANNES LIONS

A MESSAGE FROM CANNES LIONS

2018 marked a year of significant change for Cannes Lions and ignited an exciting new phase in the evolution of the festival. Pressing the reset button involved restructuring our awards into nine core tracks to better reflect how the industry currently works. These tracks are the fundamental pillars of the Awards and the festival, focusing on the key disciplines at the heart of the global branded communications and marketing industry: Reach, Communication, Craft, Experience, Innovation, Impact, Good, Health and Entertainment.

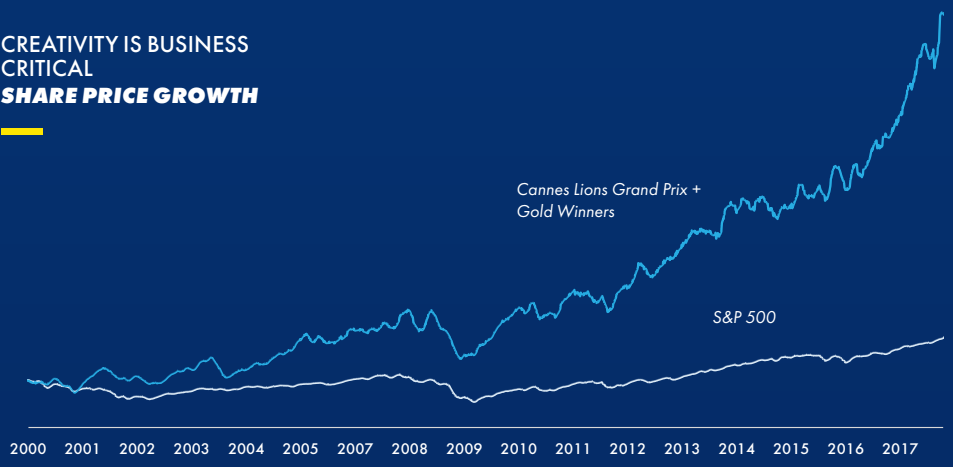
Under this new structure we witnessed the further broadening of the definition of creativity, in line with rapid industry evolution. New Lions were introduced to reflect this and a new breed of work emerged and was celebrated across Creative eCommerce, Industry Craft, Social & Influencer, Brand Experience & Activation and the Sustainable Development Goals Lions.

Our juries judged and awarded a distinct body of work that celebrated specialism. A truly diverse convergence of approaches, people, disciplines and unique perspectives that meant the blend of work was much richer in their eyes. They awarded creative work that not only represents the best of our industry but also work that goes beyond what we might consider to be traditional 'advertising'. As we know, the creative palette is changing and a wider and more diverse set of creative companies are using an increasingly broad set of creative tools to tell stories and solve real business problems.

We firmly believe that creativity is a force for business, for change and for good in the world - and at the festival this year, creativity was also celebrated as a powerful, commercial business tool – and we're told that this is the reason brands come to Cannes. They show up because they recognise that as a brand you will gain greater commercial success if you also happen to be producing Lion winning work.

For many, Cannes Lions marks the culmination of a year's work and a global celebration of what has been accomplished across the creative ecosystem. That celebratory moment is important and significant because winning a Lion is no easy ride.

CREATIVITY IS BUSINESS CRITICAL
SHARE PRICE GROWTH



2017 CREATIVE MARKETER OF THE YEAR:
BURGER KING

Just 1.7% of the many thousands of pieces of work judged win a Bronze lion. 1.13% win a Silver, only 0.78% of the work win a Gold and a mere 0.78% of the work submitted win the most coveted Lion of all - A Cannes Lions Grand Prix. I don't say this to put anyone off. On the contrary, it's a testament to the level of creativity being celebrated at the festival.

Did you know that, on average, it takes three years to win a Lion? Creative companies that fit this profile have been able to identify three distinct stages. Step one is about belief and it's about making the case for creativity. Step two is all about benchmarking your efforts and step three is about reaching a breakthrough moment. The breakthroughs are wide ranging. For some, it could be winning a Grand Prix, for others it's about making the shortlist. For many, the breakthrough is simply getting through the blood, sweat and tears to get the work submitted – because that process in and of itself produces great reward and rich learnings. It's the start of a personal benchmarking exercise that allows you to figure out where your own creative bar sits.

For those who wish to raise their own bar – Cannes Lions also represents the start of the creative year because it's a glimpse into the future. The winning work serves as a source of inspiration rich in new perspectives, learnings and insights that propel you forward into the year ahead. It's the reboot that helps you navigate your own creative journey.
Much like the festival, this report represents both things. It's a moment in time – but it's also the future. It's a moment to take stock and celebrate, but it's also a tool that will help you raise that bar.

All the results published in the Global Creativity Report are solely based on performance at the festival, which is entirely determined by the experts – the world class, dedicated jurors who give up their time to take on this tremendous responsibility. I'd like to take this opportunity to thank them all.

Congratulations to everyone who was shortlisted or won a Lion in 2018 – and indeed to anyone who entered for that matter.

Making the case for creativity is step one.

Simon Cook
VP Creative Excellence

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THE WORK

CANNES LIONS

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NETWORK OF THE YEAR

BBDO WORLDWIDE RETAIN THEIR TITLE AS NETWORK OF THE YEAR 2018

For the second year running **BBDO Worldwide** have come top of the rankings for Network of the Year 2018.

Network of the Year is awarded to the network whose member companies obtain the most points for winning and shortlisted entries.

In the battle for the top, **Ogilvy** came in at 2nd place this year, unable to reclaim the title which they had held from 2012 to 2016.

David Lubars, Chief Creative Officer, **BBDO Worldwide** noted, "Being named Network of the Year, this year, is especially gratifying given the changes that were made in Cannes to refocus the festival on creativity."

BBDO Worldwide took home **95** Lions in total this year. Big wins for the network included the Glass: The Lion for Change Grand Prix: **Bloodnormal** for **Essity**, the Design and PR Lions Grand Prix: **Trash isles** for **Plastic Oceans/ LADbible** and **The Talk** for **P&G**, the Film Lions Grand Prix.

In second place this year was **Ogilvy** who amassed **106** Lions altogether.

DDB Worldwide move up from number 5 to take the 3rd spot. **McCann** retain their place in the top five.

NETWORK OF THE YEAR

Rank	Agency	
1.	BBDO WORLDWIDE	2018
2.	OGILVY	
3.	DDB WORLDWIDE	
4.	McCANN WORLDGROUP	
5.	TBWA WORLDWIDE	
1	BBDO WORLDWIDE	2017
2	OGILVY & MATHER	
3	McCANN WORLDGROUP	
1	OGILVY & MATHER	2016
2	BBDO WORLDWIDE	
3	YOUNG & RUBICAM GROUP	
1	OGILVY & MATHER	2015
2	BBDO WORLDWIDE	
3	GREY	

AGENCY OF THE YEAR

ADAM&EVEDDB TAKE THE TOP SPOT FOR 2018

The Agency of the Year award goes to the agency that obtains the most points for winning and shortlisted entries across all of the Lions.

James Murphy, the co-founder of adam&eveDDB, said: "To win this a second time so soon is a huge honour. The spread of work, channels and clients at the heart of this award show the value of consistent creative performance, not just one-off fireworks.". Big-winning campaigns including '**FIFA 18 More than a Game**' for **EA Sports**, '**Project 84**' for **Calm** and '**Gene Project**' for **Marmite** made sure adam&eveDDB rose through the rankings to the top spot this year, returning to their former 2014 glory.

Taking second place this year was **AMVBBDO**. After a non-ranking 2017, and taking the number 15 spot in 2016, this was a strong year for the agency.

BBDO New York secured the number 3 position, rising significantly from their number 12 spot last year.

After taking the top spot last year, **Clemenger BBDO Melbourne** didn't appear in the top 20 for 2018.

AGENCY OF THE YEAR

Rank	Agency	City	Country	
1.	adam&eveDDB	London	United Kingdom	**2018**
2.	AMVBBDO	London	United Kingdom	
3.	BBDO NEW YORK	New York	USA	
4.	McCANN NEW YORK	New York	USA	
5.	TBWA\MEDIA ARTS LAB	Los Angeles	USA	
1.	CLEMENGER BBDO MELBOURNE		Australia	**2017**
2.	ALMAPBBDO	São Paulo	Brazil	
3.	McCANN NEW YORK		USA	
1.	ALMAPBBDO	São Paulo	Brazil	**2016**
2.	GREY NEW YORK		USA	
3.	INGO	Stockholm	Sweden	
1.	R/GA	New York	USA	**2015**
2.	GREY NEW YORK		USA	
3.	OGILVY BRASIL	São Paulo	Brazil	

HOLDING COMPANY OF THE YEAR

IN THE BATTLE FOR THE TOP, OMNICOM TAKE THE TITLE FROM WPP

The Holding Company of the Year winner is the holding companies whose member companies obtain the most points for shortlisted and awarded entries. After seven years as number 2, **Omnicom** finally take first place from **WPP**.

"We are thrilled with the result at this year's Cannes Lions Festival which is a testament to having the best creative talent in our industry", commented John Wren, Chairman and CEO of Omnicom Group.

"Cannes Lions are among the most prestigious awards in our industry, and the fact that Omnicom agencies took home the top honours across a range of categories, spanning traditional advertising, digital, mobile, media and PR, speaks to the breadth and depth of Omnicom's offering. We are so proud of the quality of work our agencies are doing across disciplines and geographies for their clients.". **Omnicom**, which owns the **BBDO**, **DDB** and **TBWA Worldwide** networks won **284** Lions in total this year. BBDO Worldwide also took home the prestigious Network of the Year Award for 2018.

Staying firmly in the top 2, **WPP** take the runner up position for 2018. Owner of networks including **JWT**, **Grey**, **Ogilvy** and **Y&R**, the holding company amassed **278** Lions this year. **Interpublic Group** retain number 3 spot. With rankings remaining the same in the top 10 with the exception of **Hakuhodo DY Holdings** taking the number 7 spot from MDC Partners.

HOLDING COMPANY OF THE YEAR

Rank	Network	
1.	OMNICOM	2018
2.	WPP	
3.	INTERPUBLIC GROUP	
4.	PUBLICIS GROUPE	
5.	HAVAS GROUP	
1	WPP	2017
2	OMNICOM	
1	WPP	2016
2	OMNICOM	
3	INTERPUBLIC GROUP	
1	WPP	2015
2	OMNICOM	
3	PUBLICIS GROUPE	

INDEPENDENT AGENCY OF THE YEAR

A RECORD YEAR FOR JUNG VON MATT

The winner of the Independent Agency of the Year Award is the independent agency that obtains the most points for winning and shortlisted entries.

2018 saw **Jung von Matt** return to the leader board with the accolade of 1st place going to **Jung von Matt Hamburg** and 6th place to **Jung von Matt Berlin**. After not making the top 20 in 2017, they are firmly back in the race.

'The Most German Supermarket' for Edeka Zentrale AG & CO. KG was a big winner for Jung von Matt Hamburg, along with **Christmas 2117** for the same brand, and **The Faith of a Few** for BMW Group Mini Brand Management also picking up Gold Lions.

Droga 5 were knocked from the top spot this year but didn't fall far, achieving the number 2 position.

Wieden+Kennedy also stayed close to the top, taking number 3 and 4 for their London and Portland offices.

Mother London returned to the rankings after a 2 year hiatus, taking 5th place.

INDEPENDENT AGENCY OF THE YEAR

	Rank	Agency	City	Country
2018	1.	JUNG VON MATT	Hamburg	Germany
	2.	DROGA5	New York	USA
	3.	WIEDEN+KENNEDY	London	United Kingdom
	4.	WIEDEN+KENNEDY	Portland	USA
	5.	MOTHER	London	United Kingdom
2017	1	DROGA5	New York	USA
	2	WIEDEN+KENNEDY	Portland	USA
	3	4CREATIVE	London	United Kingdom
2016	1	DROGA5	New York	USA
	2	JUNG VON MATT	Hamburg	Germany
	3	WIEDEN+KENNEDY	Portland	USA
2015	1	DROGA5	New York	USA
	2	WIEDEN+KENNEDY	Portland	USA
	3	WIEDEN+KENNEDY	London	United Kingdom

HEALTHCARE NETWORK OF THE YEAR

FCB HEALTH MOVE UP TO NUMBER 1

The Healthcare Network of the Year award goes to the healthcare network that obtains the most points for winning and shortlisted entries in the Health & Wellness and Pharma Lions.

Knocking **McCann Health** off the top spot, **FCB Health** move up to the top in 2018.

Rich Levy commented: "Winning 'Healthcare Network of the Year' is a dream for us. It's surreal. Our aim as a network at FCB Health has always been to create the most impactful, inventive and boundary-breaking work for our clients, and to try to transform healthcare advertising in some way – to leave it better than we found it.".

More rising up the ranks here with **Havas Health & You** moving up to number 2 from 5 and **Publicis Health** up one spot from 4 to 3 this year.

HEALTHCARE NETWORK OF THE YEAR

	Rank	Network
2018	1.	FCB HEALTH
	2.	HAVAS HEALTH & YOU
	3.	PUBLICIS HEALTH
	4.	MCCANN HEALTH
	5.	CDM GROUP
2017	1	MCCANN HEALTH
	2	FCB HEALTH
	3	CDM GROUP
2016	1	MCCANN HEALTH
	2	PUBLICIS HEALTHCARE COMMUNICATIONS GROUP
	3	OGILVY COMMONHEALTH
2015	1	CDM
	2	MCCANN HEALTH
	3	PUBLICIS HEALTHCARE COMMUNICATIONS GROUP

HEALTHCARE AGENCY OF THE YEAR

HAVAS LYNX TAKES THE TITLE

The Health Agency of the Year goes to the healthcare agency that obtains the most points for winning and shortlisted entries in the Health & Wellness and Pharma Lions.

Havas Lynx takes the top spot, moving up from their number 7 ranking last year. Wins include their Silver Campaign Lion for the **MundiPharma** campaign and another Silver Lion in Product Innovation for **'Ouchie'**, **Chugai/Roche** in the Pharma Lions.

Area 23 moved down to number 2 this year with two Silver Lions in the Pharma Lions Industry Craft: Illustration and Ambient Outdoor mediums.

Langland, Windsor moved up to take the number 3 spot this year, replacing **McCann Health, New Delhi** who were ranked 9th this year.

HEALTHCARE AGENCY OF THE YEAR

	Rank	Agency	City	Country
2018	1.	HAVAS LYNX	Manchester	United Kingdom
	2.	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
	3.	LANGLAND	Windsor	United Kingdom
	4.	FCB HEALTH	New York	USA
	5.	CDM NEW YORK	New York	USA
2017	1.	AREA 23	New York	USA
	2.	MEDULLA COMMUNICATIONS	Mumbai	India
	3.	McCANN HEALTH	New Delhi	India
2016	1.	MEDULLA COMMUNICATIONS	Mumbai	India
	2.	LANGLAND	Windsor	United Kingdom
	3.	McCANN HEALTH	Hong Kong	Hong Kong
2015	1.	LANGLAND	Windsor	United Kingdom
	2.	CDM	London	United Kingdom
	3.	MEDULLA COMMUNICATIONS	Mumbai	India

MEDIA NETWORK OF THE YEAR

MEDIACOM TAKE POLE POSITION

Mediacom takes the title from **OMD Worldwide** for Media Network of the Year 2018.

The Media Network of the Year winner is the media network whose member companies obtain the most points for winning and shortlisted entries in the Media Lions.

Stephen Allan, Worldwide Chairman and CEO of Mediacom commented, "This is fantastic news, and I'm hugely proud of the UK team for winning the ultimate prize in our industry".

Mediacom took home the Media Lions top accolade this year, the Grand Prix for **Tesco's Food Love Stories**.

Taking the second spot for Media Network of the Year 2018 was **OMD Worldwide**.

Mindshare moved up the rankings from number 11 in 2017 to take 3rd place.

MEDIA NETWORK OF THE YEAR

2018

Rank	Network
1.	MEDIACOM
2.	OMD WORLDWIDE
3.	MINDSHARE
4.	UM
5.	PHD WORLDWIDE

2017

1	OMD WORLDWIDE
2	MEDIACOM
3	STARCOM

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CANNES LIONS

INNOVATION AGENCY OF THE YEAR

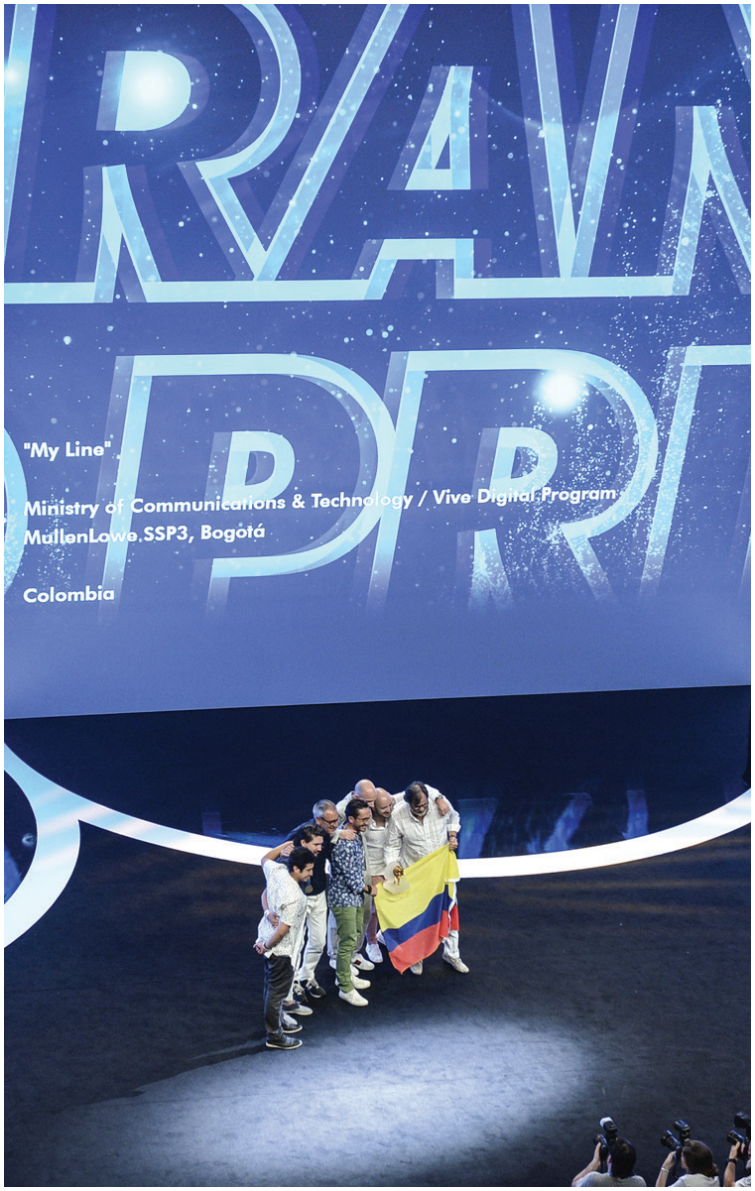
MULLENLOWE SSP3 SHOOT TO THE TOP

The winner of the Innovation Agency of the Year Award is the agency that obtains the most points for winning and shortlisted entries in the Product Design and Innovation Lions.

With no previous rankings from the past three years, Mullenlowe SSP3 go straight to the top of the leader board in 2018.

Mullenlowe SSP3 took home the Innovation Grand Prix this year with '**My Line**' for the Ministry of Communications & Technology.

Ogilvy Colombia and **Guatemala** take the 2nd and 3rd spot followed by **Serviceplan Germany** and **Korea** in 4th and 5th. Making it a completely new top 5 for Innovation Agency of the Year.



INNOVATION AGENCY OF THE YEAR

	Rank	Agency	City	Country
2018	1.	MULLENLOWE SSP3	Bogotá	Colombia
	2.	OGILVY COLOMBIA	Bogotá	Colombia
	3.	OGILVY GUATEMALA	Guatemala	Guatemala
	4.	SERVICEPLAN GERMANY	Munich	Germany
	5.	SERVICEPLAN KOREA	Seoul	South Korea
2017	1	DIGITASLBI	Chicago	USA
	2	BETC	Paris	France
	3	OGILVY AUSTRALIA	Melbourne	Australia
2016	1	J. WALTER THOMPSON AMSTERDAM		The Netherlands
	=2	McCANN NEW YORK		USA
	=2	MARURI GREY	Guayaquil	Ecuador

ENTERTAINMENT AGENCY OF THE YEAR

VML TAKES PRIME POSITION FOR SECOND YEAR

The Entertainment Agency of the Year goes to the agency that obtains the most points for winning and shortlisted entries in the Entertainment Lions and Entertainment Lions for Music.

Amongst VML's wins, **'Webeefin?'** for **Wendy's** took home a Gold, Silver and Bronze Lion in Entertainment Lions and **'It all begins with a song'** for **Nashville Convention and Visitors Corporation** took home 3 Silver Lions in Entertainment and Entertainment Lions for Music. Securing their position at the top for the second year running.

TBWA\MEDIA ARTS LAB took the second spot after no previous rankings, with wins including the Entertainment Lions for Music Grand Prix **'Welcome Home'** for **Apple, Homepod**.

In the first ever ranking for The Netherlands, **N=5 Amsterdam** took the third position.

ENTERTAINMENT AGENCY OF THE YEAR

	Rank	Agency	City	Country
2018	1.	VML	Kansas City	USA
	2.	TBWA\MEDIA ARTS LAB	Los Angeles	USA
	3.	N=5	Amsterdam	The Netherlands
	4.	McCANN NEW YORK	New York	USA
	5.	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
2017	1.	VML	Cape Town	South Africa
	2.	JOHANNES LEONARDO	New York	USA
	3.	CIRCUS GREY PERU	Lima	Peru
2016	1.	BBDO	New York	USA
	2.	GREY NEW YORK		USA
	3.	INGO	Stockholm	Sweden

PALME D'OR

MJZ RETAIN THE TOP SPOT

The Palme d'Or Award goes to the Production Company that obtains the most points for winning and shortlisted entries in the Film, Film Craft, Entertainment (Section A), Social & Influencer, Mobile and Digital Craft Lions. As well as the following Lions Health mediums: Film, Film Craft, Branded Content & Entertainment, Digital, Digital Craft and Mobile.

MJZ retain their title as the Palme d'Or winners for 2018. This year, beating Australia's **Revolver/Will O'Rourke** and **The Corner Shop**, USA who took 2nd and 3rd place.

Winning campaigns for MJZ include the Entertainment Lions for Music Grand Prix **'Welcome Home'** for **Apple's Homepod** and **Exclusive the Rainbow** for **Skittles**.

Blur Films, **Spain** came in at 4th place this year after a non-ranking 2017.

The Mill, **USA** fell from number 3 in 2017 to the number 5 position this year.

PALME D'OR

Rank	Agency	Country	
1.	MJZ	USA	2018
2.	REVOLVER/WILL O'ROURKE	Australia	
3.	THE CORNER SHOP	USA	
4.	BLUR FILMS	Spain	
5.	THE MILL	USA	
1	MJZ	USA	2017
2	SMUGGLER	USA	
3	THE MILL	USA	
1	TOOL	USA	2016
2	EPOCH FILMS	USA	
3	STINK	United Kingdom	
1	SMUGGLER	USA	2015
2	BLINK PRODUCTIONS	United Kingdom	
3	SOMESUCH	United Kingdom	

TOP 20 BRANDS

MARS RANKS NUMBER ONE

For the second year running **MARS** tops the leader board, taking home 27 Lions and four Shortlists. Their total haul included four Golds, seven Silvers and 16 Bronze Lions.

Their disruptive **Exclusive the Rainbow** campaign for **Skittles,** which saw the Super Bowl spectacle subverted by focusing attention on one single person, impressed both the Brand Experience & Activation and Social & Influencer Lion Juries, taking home two Gold Lions in each.

Equally popular was their **SelfieStix** and **Child Replacement Programme** campaigns for **Pedigree**.

Taking the runner up spot was **P&G** who just missed out on the top spot this year, rising up the leader boards from their number 5 position in 2017. Third place went to **Apple Inc.** in their first ever placement in the top 20.

TOP RANKING BY SECTOR: TOP 20 BRANDS

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist	TOP 20 BRANDS
1.	MARS	0	0	0	0	0	4	7	16	27	4	2018
2.	PROCTER & GAMBLE	2	1	0	0	0	2	11	10	26	2	
3.	APPLE INC.	2	1	0	0	0	5	9	8	25	5	
4.	NIKE	1	1	0	0	0	7	6	10	25	7	
5.	BURGER KING	0	0	0	0	0	4	9	11	24	4	
1.	MARS	0	0	0	0	0	13	15	16	44	13	2017
2.	NIKE	0	0	0	0	0	10	11	12	33	10	
3.	TRANSPORT ACCIDENT COMMISSION VICTORIA	2	0	0	0	0	8	15	7	32	8	

HIGHEST RANKED BRANDS ALCOHOLIC DRINKS

AB IN-BEV DOMINATES THE LEAGUE TABLE IN 2018

The multi-national brewer outperformed all others at Cannes Lions this year, having come a close second for the previous two years. AB In-Bev won an impressive 20 Lions in total including two Grand Prix Awards.

The brand's winning work took the festival by surprise with its fresh approach to tackling widespread issues and innovative use of existing platforms.

Their **TagWords** campaign for **Budweiser** secured the highest accolade in Print & Publishing with Kate Stanners, the Print jury President 2018, calling it 'a perfectly conceived ad that used print in an iconic way by combining the physical with the virtual'.

The Radio & Audio Grand Prix went to **Soccer Song for Change** – the campaign for **Carling Black Label** beer that used a popular song to address the high levels of domestic abuse in South Africa.

Lion came second place in the league table taking home eight Silver and Bronze Lions in total – 12 Lions away from the top spot.

TOP RANKING BY SECTOR: ALCOHOLIC DRINKS

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist	
1.	AB IN-BEV	2	0	0	0	0	3	8	7	20	3	ALCOHOLIC DRINKS 2018
2.	LION	0	0	0	0	0	0	4	4	8	0	
3.	BACARDI	0	0	0	0	0	0	0	4	4	0	
4.	PERNOD RICARD	0	0	0	0	0	0	1	0	1	0	
5.	MOET HENNESSY	0	0	0	0	0	0	1	0	1	0	
1.	HEINEKEN	0	0	0	0	0	4	2	10	16	4	2017
2.	AB IN-BEV	0	0	0	0	0	1	3	5	9	1	
3.	PERNOD RICARD	0	0	0	0	0	1	1	2	4	1	
1.	HEINEKEN	0	0	0	0	1	4	10	15	1	2	2016
2.	DIAGEO	0	0	0	0	2	2	4	8	2	10	
3.	CCU	0	1	0	0	0	0	1	2	0	4	
1.	HEINEKEN	0	0	0	0	1	4	10	15	1	2	2015
2.	DIAGEO	0	0	0	0	2	2	4	8	2	10	
3.	CCU	0	1	0	0	0	0	1	2	0	4	

HIGHEST RANKED BRANDS AUTOMOTIVE

A HAT-TRICK OF WINS FOR VOLKSWAGEN GROUP

Volkswagen Group have done it again, taking the top spot for the third consecutive year. They were awarded **16 Lions** in total including three Golds and an array of silver and bronzes.

League table rival Volvo came a close second winning a strong 13 Lions but, once again, Volkswagen came out on top.

The brand's stylishly crafted film **The Faith of a Few** for **John Cooper Works** was awarded a Gold in the Film Craft Lion for Sound Design and shortlisted in the Film Lion.

Volvo's Gold win was received in the Creative eCommerce Lion for **Care** by **Volvo Mobile App** which took on the challenge of creating a car-buying process that appealed to millennials.

BMW Group jumped up to third place from sixth place last year and Peugeot entered the top 10 for the first time, going in at number 6.

HIGHEST RANKED BRANDS AUTOMOTIVE

AUTOMOTIVE

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist
2018											
1.	VOLKSWAGEN GROUP	0	0	0	0	0	3	4	9	16	3
2.	VOLVO CARS	0	0	0	0	0	1	3	9	13	1
3.	BMW GROUP	0	0	0	0	0	2	3	1	6	2
4.	TOYOTA INDUSTRIES	0	0	0	0	0	1	1	4	6	1
5.	NISSAN	0	0	0	0	0	1	2	2	5	1
2017											
1	VOLKSWAGEN	0	0	0	0	0	2	5	14	21	2
2	GM	0	0	0	0	0	1	1	1	3	1
3	RENAULT	0	0	0	0	0	1	0	2	3	1
2016											
1	VOLKSWAGEN	0	0	0	0	0	1	3	8	12	1
2	VOLVO CARS	0	0	0	0	0	1	3	7	11	1
3	MERCEDES-BENZ/ DAIMLER	0	0	0	0	0	0	1	9	10	0
2015											
1	VOLVO	4	0	0	0	2	6	3	15	2	2
2	VOLKSWAGEN	0	0	0	0	1	3	9	13	1	1
3	HONDA	0	0	0	0	6	3	3	12	6	1

HIGHEST RANKED BRANDS CONSUMER ELECTRONICS

APPLE RISES TO THE TOP WITH TWO GRANDS PRIX

It has been a great year for Apple Inc. who have trounced the league table with a huge total of **25 Lions** won, including two Grands Prix and a Titanium Lion to top it off.

It was Apple Inc.'s strongest year to date, rising from third place in 2017 to first place in 2018 and stealing the limelight with Samsung and Microsoft in second and third place respectively.

Their best performing work includes **Today at Apple** which received the Brand Experience & Activation Lions Grand Prix and **Welcome Home**, winner of 12 awards across the board and the Entertainment Lions for Music Grand Prix.

The brand continues to push boundaries and wow audiences and consumers alike. Brand Experience & Activation Lion Jury president and Global Creative Chairman for McCann Worldgroup, **Rob Reilly**, commented "Apple for decades was known as somebody who makes magical products. Now I feel they're making magical experiences, and important experiences".

HIGHEST RANKED BRANDS
CONSUMER ELECTRONICS

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist	CONSUMER ELECTRONICS
1.	APPLE INC.	2	1	0	0	0	5	9	8	25	5	2018
2.	MICROSOFT	1	0	0	0	0	3	3	3	10	3	
3.	SAMSUNG	0	0	0	0	0	1	4	4	9	1	
4.	ELECTRONIC ARTS	0	0	0	0	0	2	2	3	7	2	
5.	INTEL	0	0	0	0	0	4	0	0	4	4	
1.	SAMSUNG	0	0	0	0	0	3	5	8	16	3	2017
2.	SONY CORPORATION	0	0	0	0	0	1	2	6	9	1	
3.	APPLE	0	0	0	0	0	0	3	6	9	0	
1.	SAMSUNG	0	0	0	1	0	2	8	18	29	2	2016
2.	MICROSOFT	0	0	0	0	0	6	12	5	23	6	
3.	PHILIPS	1	0	0	0	0	2	4	3	10	2	
1.	SAMSUNG	0	1	0	0	6	9	11	27	6	2	2015
2.	LEICA	1	0	0	0	3	5	2	11	3	1	
3.	HAMMERHEAD	0	0	0	0	3	2	3	8	3	1	

HIGHEST RANKED BRANDS
ENTERTAINMENT MEDIA

NEWS CORP KNOCKS NETFLIX OFF THE TOP SPOT

Newcomer to the top 10 ranking, News Corp, has gone straight in at first place, breaking Netflix's hat-trick chain of victories since 2015.
The mass media corporation stole the show amassing 10 Lions including a Grand Prix in the Creative Data Lion and a string of Gold, Silver and Bronze Lions.

Their **JFKunsilenced** campaign for The Times involving an AI-led creation of J.F. Kennedy's never-given speech was applauded for its complexity and in-depth analysis which has greatly impacted the wider media.

LADBible came a close second with its lauded campaign **Trash Isles** securing them 8 wins in total including an impressive 2 Grand Prix awards in the Design and PR Lions. As another new arrival to the league board, it is an impressive entrance for LADBible, beating Downtown Records at third place and Netflix down four places from last year.

HIGHEST RANKED BRANDS
ENTERTAINMENT MEDIA

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist	ENTERTAINMENT MEDIA
1.	NEWS CORP	1	0	0	0	0	1	4	4	10	1	2018
2.	LADBIBLE	2	0	0	0	0	2	1	3	8	2	
3.	DOWNTOWN RECORDS	0	0	0	0	0	2	2	4	8	2	
4.	NETFLIX	0	0	0	0	0	0	5	3	8	0	
5.	NATIONAL GEOGRAPHIC	0	0	0	0	0	0	2	4	6	0	
1.	NETFLIX	0	0	0	0	0	2	8	6	16	2	2017
2.	CHANNEL 4	1	0	0	0	0	4	5	0	10	4	
3.	UBISOFT	0	0	0	0	0	1	3	4	8	1	
1.	NETFLIX	1	0	0	0	0	2	3	4	10	2	2016
2.	SKY	0	0	0	0	0	0	4	5	9	0	
3.	VIRGIN RECORDS	0	0	0	0	0	1	1	3	5	1	
1.	NETFLIX	0	0	0	0	0	3	5	8	0	3	2015
2.	CANAL+	0	0	0	0	3	2	2	7	3	1	
3.	ESSEL GROUP	0	0	0	0	0	3	0	3	0	0	

HIGHEST RANKED BRANDS FINANCIAL PRODUCTS & SERVICES

KASIKORNBANK TAKES FIRST PLACE IN A PHOTO FINISH

A close-run race led to a shake-up at the top, with Kasikornbank coming up trumps.

The top 5 financial brands all received three Lions each, but thanks to their **Friendshit** campaign winning Gold Lions in both the Entertainment and Film Lions, the Thai banking group shone the brightest.

The award-winning short film won in the Online Fiction section and Consumer Services, presenting the K-Plus app as a platform to break the ice with people from all walks of life.

Sanlam came second in the leader board, taking home two Silver Lions for their WhatsApp drama series **Uk'shona Kwelanga** which showed the clash between traditional values and the financial burden of younger generations in South Africa.

This is the first time Kasikornbank has featured in the top rankings at Cannes Lions, beating last year's winner State Street Corporation who fell to fourth place and other regular league-toppers such as Geico and ANZ who did not appear in the top 10 this year.

HIGHEST RANKED BRANDS
FINANCIAL PRODUCTS & SERVICES

FINANCIAL PRODUCTS & SERVICES

2018

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist
1.	KASIKORNBANK PUBLIC COMPANY LIMITED	0	0	0	0	0	2	1	0	3	2
2.	SANLAM	0	0	0	0	0	0	2	1	3	0
3.	BRADESCO BANCO	0	0	0	0	0	0	1	2	3	0
4.	STATE STREET CORPORATION	0	0	0	0	0	0	1	2	3	0
5.	TORONTO - DOMINION BANK	0	0	0	0	0	0	0	3	3	0

2017

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist
1.	STATE STREET GLOBAL ADVISORS	4	0	0	0	0	10	3	1	18	10
2.	SUNCORP	0	0	0	0	0	1	1	5	7	1
3.	SANTANDER BANK	1	0	0	0	0	1	2	0	4	1

2016

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist
1.	ING	2	0	0	0	1	3	6	4	16	3
2.	ANZ	0	0	0	0	0	2	0	4	6	2
3.	GEICO	0	0	0	0	0	1	3	2	6	1

2015

Rank	Company	Grand Prix	Glass	Creative Effectiveness	Innovation	Gold	Silver	Bronze	Totals	Shortlist
1.	GEICO	1	0	0	0	2	3	5	11	2
2.	ALLSTATE	0	0	0	0	0	1	4	5	0
3.	BBVA	0	0	0	0	0	1	1	2	0

HIGHEST RANKED BRANDS FMCG

MARS PIPS P&G TO THE POST ONCE AGAIN

In another head-to-head battle at the top, MARS has come out triumphant, leaving P&G runner up for the second year in a row.

both brands experienced a strong performance but MARS excelled, beating P&G's 23 wins with 27 Lions in total, including four Gold's across multiple Lions.
The long-standing league-topper was applauded across the board for adding brand value by emphasising playfulness and tapping into human experience through their work. Gold winners included the fun filter-based **SelfieStix** campaign, the Super Bowl advert with a twist, **Exclusive the Rainbow** and **The Child Replacement Programme** targeting parents with grown children.

Not to be overshadowed, P&G won a swathe of Lions including two Grand Prix and a Titanium Lion for their clever pastiche campaign **It's A Tide Ad** which hijacked the Super Bowl advertising this year.
Unilever crept back up the league table from sixth place in 2017 to a strong third place this year after topping the ranking in 2016.

HIGHEST RANKED BRANDS FMCG

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist	FMCG
1.	MARS	0	0	0	0	0	4	7	16	27	4	2018
2.	PROCTER & GAMBLE	2	1	0	0	0	2	10	8	23	2	
3.	UNILEVER	0	0	0	0	0	2	4	7	13	2	
4.	SC JOHNSON	1	0	0	0	0	0	3	2	6	0	
5.	NESTLE	0	0	0	0	0	1	2	2	5	1	
1.	MARS	0	0	0	0	0	13	15	16	44	13	2017
2.	PROCTER & GAMBLE	0	0	0	0	0	10	9	8	27	10	
3.	KENZO	0	1	0	0	0	2	3	4	10	2	
1.	UNILEVER	1	0	0	0	0	2	3	10	16	2	2016
2.	MARS	0	0	0	0	0	0	4	8	12	0	
3.	PROCTER & GAMBLE	0	0	1	0	0	1	2	7	11	1	
1.	PROCTER & GAMBLE	3	1	0	2	8	8	13	35	8	13	2015
2.	UNILEVER	0	0	0	0	2	5	12	19	2	10	
3.	MARS	0	0	0	0	0	7	9	16	0	2	

HIGHEST RANKED BRANDS NON-ALCOHOLIC DRINKS

COCA-COLA REMAINS REIGNING CHAMPION

It's a clean-sweep win for Coca-Cola after beating Pepsico to the top by 10 Lions. The recurring winner took home 15 Lions in total, keeping their rival firmly in second place with just five wins. Coca-Cola and Pepsico have gone head-to-head at the top many times before, but Pepsico are yet to return to first place since their 2016 victory.

Among Coca-Cola's wins were three Gold Lions for their prejudice-fighting campaign '**This Coke is a Fanta**', which was awarded in the PR and Media Lions. Their Radio-based '**Share a Coke 1,000 Name Celebration**' campaign also won numerous Lions for its creative, customised approach to connecting consumers with the brand.

Leading dairy company **Kwality Ltd.** made its league-table debut coming third place with its win for **Noon Assembly**. Its mission to improve the Vitamin D status of children in India impressed the judges and was awarded a Bronze Lion.

HIGHEST RANKED BRANDS
NON-ALCOHOLIC DRINKS

FMCG

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist	
1.	COCA-COLA	0	0	0	0	0	3	5	7	15	3	2018
2.	PEPSICO	0	0	0	0	0	0	1	4	5	0	
3.	KWALITY LTD.	0	0	0	0	0	0	0	1	1	0	
1.	COCA-COLA	0	0	0	0	0	1	1	7	9	1	2017
2.	PEPSICO	0	0	0	0	0	1	4	3	8	1	
3.	SUNTORY HOLDING	0	0	0	0	0	0	1	1	2	0	
1.	PEPSI	0	0	0	0	0	1	2	9	12	1	2016
2.	ORANGINA	0	0	0	0	0	0	1	1	2	0	
3.	COCA-COLA	0	0	0	0	0	0	0	2	2	0	
1.	COCA-COLA	0	0	0	0	2	3	3	8	2	1	2015
2.	PEPSICO	0	0	0	0	1	4	3	8	1	1	
3.	SUNTORY	0	0	0	0	1	2	1	4	1	1	

HIGHEST RANKED BRANDS
RETAIL & RESTAURANTS

NIKE CONTINUES TO WIN BIG AT CANNES LIONS

Nike has kept its place at the top for the second year in a row, winning 25 Lions in total including a highly coveted Titanium Lion and a Grand Prix. Nike knocked Burger King off the top spot in 2017 and history repeated itself again this year, pipping them to the post by just one Lion. Despite the close finish, Nike's epic **Nothing Beats a Londoner** film took the festival by a storm, winning across the board including the Grand Prix for the inaugural Social & Influencer Lion.

The Jury President, Mark D'Arcy, VP and Chief Creative Officer at Facebook, said of the piece: "This is how culture gets shaped and it is pretty incredible".

McDonald's advanced from fifth position last year to a third-place finish, winning a Grand Prix in the Outdoor Lion for their wayfinding billboard campaign.

With no previous top 10 ranking, Carrefour went straight in at 5th place with 14 Lions in total, including 4 Golds.

HIGHEST RANKED BRANDS
RETAIL & RESTAURANTS

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist	RETAIL & RESTAURANTS
1.	NIKE	1	1	0	0	0	7	6	10	25	7	2018
2.	BURGER KING	0	0	0	0	0	4	9	11	24	4	
3.	MCDONALD'S	1	0	0	0	0	1	4	15	21	1	
4.	YUM! BRANDS	0	0	0	0	0	8	7	1	16	8	
5.	CARREFOUR	0	0	0	0	0	4	7	3	14	4	
1.	NIKE	0	0	0	0	0	10	11	12	33	10	2017
2.	BURGER KING	2	0	0	0	0	3	7	16	28	3	
3.	ADIDAS	1	0	0	0	0	0	5	16	22	0	
1.	BURGER KING	2	1	0	0	0	6	6	11	26	6	2016
2.	REI	2	0	0	0	0	5	3	2	12	5	
3.	MCDONALD'S	0	0	0	0	0	1	4	5	10	1	
1.	BURGER KING	0	0	0	0	3	8	5	16	3	10	2015
2.	MCDONALD'S	0	0	0	0	0	2	7	9	0	3	
3.	INTERMARCHÉ	0	0	0	0	1	3	4	8	1	0	

HIGHEST RANKED BRANDS
TRAVEL, TRANSPORT & TOURISM

TOURISM AUSTRALIA'S DUNDEE CAMPAIGN CLEANS UP

It has been a knockout year at Cannes Lions for Tourism Australia as they surged to the top ranking with their star-studded Super Bowl advert **Dundee: The Son of a Legend Returns Home**.

The faux film trailer impressed juries with its fresh approach and was awarded a grand total of 10 Lions across the board, including a prestigious Titanium Lion. Tourism Australia's Managing Director **John O'Sullivan** said, "The US represents a huge tourism opportunity for Australia. The challenge we've always had with this market is that whilst awareness of Australia is high, this falls away significantly when it comes to translating this into bookings. That meant being bold and being prepared to take a few calculated risks, which I think we did by turning to Crocodile Dundee and the Super Bowl".

In second place, **Palau Legacy Project** received an array of awards for its bold campaign **Palau Pledge**. Their unprecedented initiative to encourage sustainable actions was rewarded with the Titanium Grand Prix, plus 2 other Grand Prix in the Direct and Sustainable Development Goals Lion.

HIGHEST RANKED BRANDS
TRAVEL, TRANSPORT & TOURISM

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist
TRAVEL, TRANSPORT & TOURISM 2018											
1.	TOURISM AUSTRALIA	0	1	0	0	0	4	4	1	10	4
2.	PALAU LEGACY PROJECT	3	0	0	0	0	1	2	1	7	1
3.	MGM RESORTS INTERNATIONAL	0	0	0	0	0	1	3	1	5	1
4.	GOL LINHAS AEREAS	0	0	0	0	0	0	2	2	4	0
5.	BERLINER VERKEHRSBETRIEBE (BVG)	0	0	0	0	0	1	0	2	3	1
2017											
1.	MOMONDO	0	0	0	0	0	1	4	2	7	1
2.	LEGOLAND FLORIDA RESORT	0	0	0	0	0	0	3	2	5	0
3.	CHEAPFLIGHTS	0	0	0	0	0	0	3	1	4	0
2016											
1.	SWEDISH TOURIST ASSOCIATION	1	1	0	0	0	3	6	2	13	3
2.	AIRBNB	0	0	0	0	0	1	5	4	10	1
3.	EXPEDIA	0	0	0	0	0	0	0	4	4	0
2015											
1	CITY OF BUENOS AIRES	1	0	0	0	3	1	1	6	3	1
2	ECUADORIAN MINISTRY OF TRANSPORT & TOURISM	0	0	0	0	1	2	2	5	1	1
3	AIRBNB	0	0	0	0	0	3	2	5	0	0

HIGHEST RANKED BRANDS TELECOMMUNICATIONS

NEWCOMER KPN IS REWARDED FOR MAKING HISTORY RELEVANT TO THE DIGITAL AGE

Dutch telecommunications company KPN made a memorable entrance onto the league table going straight in at the top with a total of seven Lions.

Their moving vlog series **Evert_45** won the Entertainment Grand Prix and also took home a Gold in the Innovation in Branded Content category. The integrated campaign was applauded for their educational concept, which reimagined stories from the Second World War for the digital age.

Entertainment Jury President Debbi Vandeven, Global Chief Creative Officer of VML, said: "Why we decided on this piece of content has to do with the fact that it is about the brand playing a part of lives in a different way. You don't have to have your brand running through every piece of content to matter to people".

Verizon jumped back up to second place this year, winning six Lions, after not appearing in the top 10 last year.

HIGHEST RANKED BRANDS TELECOMMUNICATIONS

Rank	Company	Grand Prix	Titanium	Glass	Product Design	Innovation	Gold	Silver	Bronze	Totals	Shortlist	TELECOM-MUNICATIONS
1.	KPN	1	0	0	0	0	1	0	5	7	1	2018
2.	VERIZON	0	0	0	0	0	0	2	4	6	0	
3.	TELEFÓNICA	0	0	0	0	0	0	2	3	5	0	
4.	COMCAST	0	0	0	0	0	0	2	1	3	0	
5.	NTT DOCOMO	0	0	0	0	0	0	1	1	2	0	
1.	VODAFONE	0	0	0	0	0	0	0	8	8	0	2017
2.	TIGO-UNE	1	0	0	0	0	3	1	3	8	3	
3.	BOOST MOBILE	2	1	0	0	0	2	2	0	7	2	
1.	DEUTSCHE TELEKOM	0	0	0	0	0	1	5	3	9	1	2016
2.	AT&T	0	0	0	0	0	1	1	1	3	1	
3.	VODAFONE	0	0	0	0	0	0	3	1	4	0	
1.	VODAFONE	1	0	0	0	1	2	7	11	1	0	2015
2.	OPTUS	0	1	0	1	3	2	2	9	3	3	
3.	NTT DOCOMO	0	0	0	0	2	1	0	3	2	2	

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CANNES LIONS

TOP RANKING PEOPLE
CREATIVE DIRECTOR

Rank	Name	Agency	City	Country	CREATIVE DIRECTOR
1	Adrian Rossi / Alex Grieve	AMV BBDO	London	United Kingdom	2018
2	Gustavo Vampre / Josh Bryer / Paul Bootlis /Seamus Higgins	HOST/HAVAS	Sydney	Australia	
3	Tomás Ostiglia	LOLA MULLENLOWE	Madrid	Spain	
4	Mark Bruker	OGILVY	Chicago	USA	
5	Hital Pandya / Luissandro Del Gobbo	OGILVY	Chicago	USA	
1.	Evan Roberts, Stephen de Wolf	CLEMENGER BBDO MELBOURNE		Australia	2017
2.	Bruno Prosperi, Benjamin Yung Jr./ Pernil/Marcelo Nogueira/Andre Gola	ALMAPBBDO	São Paulo	Brazil	
3.	Antony Kalathara	DAVID	Miami	USA	
1.	Bruno Prosperi	ALMAPBBDO	São Paulo	Brazil	2016
2.	Benjamin Yung Jr./Pernil/Marcelo Nogueira/Andre Gola	ALMAPBBDO	São Paulo	Brazil	
3.	Bjorn Stohl	INGO	Stockholm	Sweden	
1.	Roberto Fernandez	DAVID	Miami	USA	2015
2.	Judy John	LEO BURNETT TORONTO	Toronto	Canada	
3.	Bruno Prosperi	ALMAPBBDO	São Paulo	Brazil	

TOP RANKING PEOPLE
ART DIRECTOR

Rank	Name	Agency	City	Country	ART DIRECTOR
1	Gustavo Vampre / Stu Alexander	HOST /HAVAS	Sydney	Australia	2018
2	Hital Pandya	OGILVY	Chicago	USA	
3	Chad Baker / Erin Evon / Jacopo Biorcio / Maddy Kramer / Rafael Segri	SAATCHI & SAATCHI	New York	USA	
4	Dalatando Almeida	AMV BBDO	London	United Kingdom	
5	Jean Zamprogno	DAVID	Miami	USA	
1.	George McQueen	CLEMENGER BBDO MELBOURNE		Australia	2017
2.	Ricardo Casal	DAVID	Miami	USA	
3.	Lizzie Wilson	MCCANN NEW YORK		USA	
1.	Andre Sallowicz	ALMAPBBDO	São Paulo	Brazil	2016
2.	Ricardo Casal	DAVID	Miami	USA	
3=	Avery Oldfield	VENABLES BELL & PARTNERS	San Francisco	USA	
1=	Nick Bygraves	HOLLER	London	United Kingdom	2015
1=	Hmi Hmi Gibbs	LEO BURNETT	Chicago	USA	
2=	Yasemin Boyraz	GRABARZ & PARTNER	Hamburg	Germany	
2=	Fiete Luehn	GGH LOWE	Hamburg	Germany	

TOP RANKING PEOPLE COPYWRITER

Rank	Name	Agency	City	Country	COPY–WRITER
1.	Daniel Fryer	HOST/HAVAS	Sydney	Australia	2018
2.	Paul Bootlis	HOST/HAVAS	Sydney	Australia	
3.	Mark Bruker	OGILVY	Chicago	USA	
4.	Luissandro Del Gobbo	OGILVY	Chicago	USA	
5.	Blake Morris	SAATCHI & SAATCHI	New York	USA	
1.	Tom McQueen	CLEMENGER BBDO MELBOURNE		Australia	2017
2.	Juan Javier Peña Plaza	DAVID	Miami	USA	
3=	Tali Gumbiner	MCCANN NEW YORK		USA	
3=	Daniel Oksenberg	ALMAPBBDO	São Paulo	Brazil	
1	Juan Javier Peña Plaza	DAVID	Miami	USA	2016
2	Adam Wolinsky	VENABLES BELL & PARTNERS	San Francisco	USA	
=3	Kasia Haupt Canning	J. WALTER THOMPSON	Amsterdam	The Netherlands	
=3	Magnus Ivansson	INGO STOCKHOLM	Stockholm	Sweden	
1=	Angel Capobianco	HOLLER	London	United Kingdom	2015
1=	AJ Hassan	LEO BURNETT	Chicago	USA	
3	Daniel Rodriguez	DDB SPAIN	Madrid	Spain	

TOP RANKING PEOPLE
DIRECTOR

Rank	Name	Agency	City	Country	DIRECTOR
1=	Evan Viera / Tommy Wooh	ROYGBIV	Los Angeles	USA	2018
1=	Jed Kurzel	INDEPENDENT			
2.	Aline Lata	LANDIA	São Paulo	Brazil	
3.	Daniel Wolfe	INDEPENDENT			
4.	James Rouse	OUTSIDER	London	United Kingdom	
5.	Edouard Le Scouarnec	ICONOCLAST	Paris	France	
1=	Guilherme Pau y Biglia	ASTEROIDE FILMES	Asteroide Filmes	Brazil	2017
2.	Kris Belman	CAVIAR	Caviar	USA	
3.	Henry-Alex Rubin	SMUGGLER	Smuggler	USA	
1.	Nicolas Hardy	LANDIA	Buenos Aires	Argentina	2016
2.	Juliette Stevens	NEW AMSTERDAM FILM COMPANY		The Netherlands	
3.	Benji Weinstein	TOOL OF NORTH AMERICA	Los Angeles	USA	
1.	Lauren Greenfield	CHELSEA PICTURES	Los Angeles	USA	2015
2.	Henry-Alex Rubin	SMUGGLER	New York	USA	
3.	Esteban Crespo	GARLIC TV	Madrid	Spain	

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AGENCY BY REGION: ASIA PACIFIC

Rank	Company
2018	
1.	OGILVY
2.	BBDO WORLDWIDE
3.	DENTSU
4.	havas
5.	TBWA WORLDWIDE
2017	
1	BBDO WORLDWIDE
2	McCANN WORLDGROUP
3	OGILVY & MATHER
2016	
1	YOUNG & RUBICAM GROUP
2	BBDO WORLDWIDE
3	OGILVY & MATHER
2015	
1	BBDO WORLDWIDE
2	OGILVY & MATHER
3	YOUNG & RUBICAM GROUP

AGENCY BY REGION: EMEA

Rank	Company
2018	
1.	DDB WORLDWIDE
2.	MCCANN WORLDGROUP
3.	PUBLICIS WORLDWIDE
4.	BBDO WORLDWIDE
5.	TBWA WORLDWIDE
2017	
1	YOUNG & RUBICAM GROUP
2	DDB WORLDWIDE
3	TBWA WORLDWIDE
2016	
1	OGILVY & MATHER
2	DDB WORLDWIDE
3	YOUNG & RUBICAM GROUP
2015	
1	DDB WORLDWIDE
2	OGILVY & MATHER
3	BBDO WORLDWIDE

AGENCY BY REGION: LATIN AMERICA

Rank	Company
2018	
1.	GREY
2.	OGILVY
3.	DDB WORLDWIDE
4.	YOUNG & RUBICAM GROUP
5.	MULLENLOWE GROUP
2017	
1	GREY
2	BBDO WORLDWIDE
3	OGILVY & MATHER
2016	
1	J. WALTER THOMPSON
2	OGILVY & MATHER
3	BBDO WORLDWIDE
2015	
1	OGILVY & MATHER
2	GREY
3	BBDO WORLDWIDE

AGENCY BY REGION: NORTH AMERICA

Rank	Company
2018	
1.	BBDO WORLDWIDE
2.	MCCANN WORLDGROUP
3.	OGILVY
4.	TBWA WORLDWIDE
5.	FCB
2017	
1	OGILVY & MATHER
2	McCANN WORLDGROUP
3	FCB
2016	
1	MCCANN WORLDGROUP
2	GREY
3	BBDO WORLDWIDE
2015	
1	GREY
2	BBDO WORLDWIDE
3	MCCANN WORLDGROUP

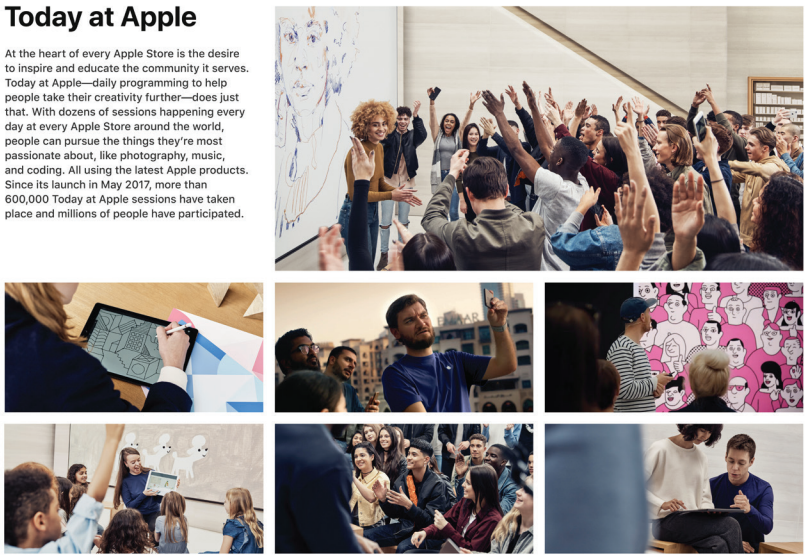
BRAND EXPERIENCE & ACTIVATION

McCANN LONDON TOP THE RANKINGS FOR BRAND EXPERIENCE & ACTIVATION LIONS

McCann London topped the leader board for the inaugural Brand Experience & Activation Lions in 2018. Their success this year was down to their **XBOX Design Lab Originals: The Fanchise Model** for **Microsoft** campaign which swept the board winning a Gold, Silver and Bronze Lion. This campaign saw gamers turning into entrepreneurs, customising controllers and selling them on, increasing sales by 350%. McCann's **'Football Decoded'** campaign also picked up a Silver and Bronze Lion.

McCann missed out on the Grand Prix this year however. Instead it went to **Apple, Cupertino** for their **'Today at Apple'** campaign.

Rob Reilly, Global Creative Chairman for McCann Worldgroup commented:
"After 4 decades of providing the most incredible brand experience through their products, Apple decided to turn their 500 retail stores into community centers. In a time where governments simply cannot afford or, sadly, do not have the will to fund creative-focused programs, brands need to step up and play that meaningful role in people's lives. Apple is one of the companies leading the way and doing it at scale, all over the world. In our minds, it clearly deserved the Brand Experience and Activation Grand Prix."



Grand Prix: Today at Apple
Entrant company: Apple, Cupertino
Client: Apple, Inc.
Country: USA

The Grand Prix winning campaign required the most significant redesign of the Apple Store since it was opened. This ambitious global retail programme aimed to encourage human connection, inspire learning and strengthen the bond between the stores and the community. With sessions happening every day in every Apple Store around the world, people came together to pursue the things they're most passionate about. Since Today at Apple launched in May 2017, more than 600,000 sessions have taken place and millions of people have participated.
BBDO New York took the runners up spot in the Brand Experience & Activation Lions rankings this year thanks to their winning campaigns **'Live Looper'** for **Downtown Records** and **'Unseen Stars'** for **GE**.

BRAND EXPERIENCE & ACTIVATION 2018

Rank	Agency	City	Country
1.	McCANN LONDON	London	United Kingdom
2.	BBDO NEW YORK	New York	USA
3.	LOLA MULLENLOWE	Madrid	Spain
4.	McCANN NEW YORK	New York	USA
5.	BETC	Paris	France
6=	MARCEL	Paris	France
6=	DDB CHICAGO	Chicago	USA
8=	HOST/HAVAS	Sydney	Australia
8=	R/GA PORTLAND	Portland	USA
10.	GREY BRAZIL	São Paulo	Brazil
11.	OGILVY BRASIL	São Paulo	Brazil
12.	ADAM&EVEDDB	London	United Kingdom
13.	DAVID	Miami	USA
14=	PUBLICIS	New York	USA
14=	PUBLICIS ITALY	Milan	Italy
16.	PUBLICIS CONSEIL	Paris	France
17.	DDB GROUP NEW ZEALAND	Auckland	New Zealand
18.	FITZCO//McCANN	Atlanta	USA
19.	McCANN PARIS	Clichy	France
20=	GTB BRASIL	São Paulo	Brazil
20=	MULLENLOWE SSP3	Bogotá	Colombia

CREATIVE DATA

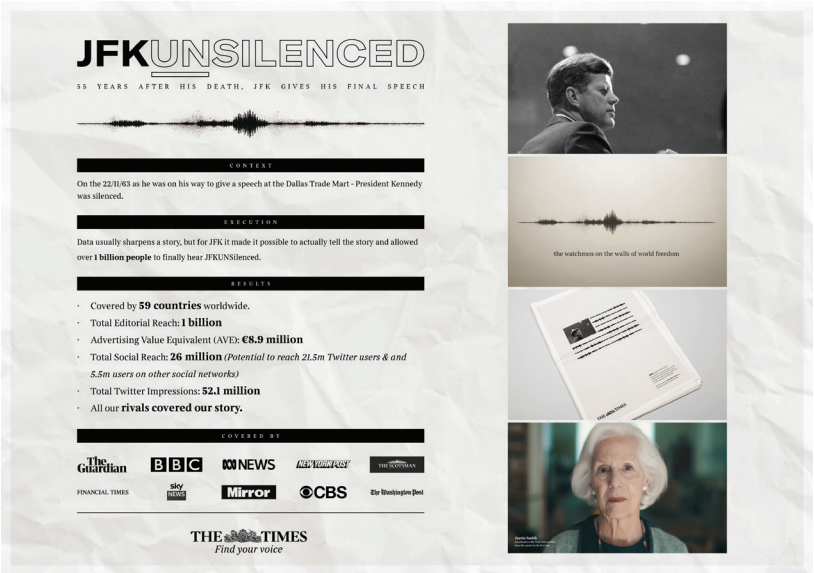
ROTHCO | ACCENTURE INTERACTIVE ARE TOP OF THE TABLE FOR CREATIVE DATA LIONS

Rothco | Accenture, Dublin are number one in the rankings for the Creative Data Lions in 2018. In Ireland's first ever Grand Prix, they won the top accolade in Creative Data for their powerful 'JFK Unsilenced' campaign for **The Times / News UK & Ireland**.

Marc Maleh, Global Director for **Havas** commented on the winning work:

"Just because technology can do something, should it? That was a debate during judging. With this body of work and JFK being so loved by the world, we felt that creatively and strategically for the brand, it made sense. JFK Unsilenced was able to connect the dots from a data perspective and a technology perspective, and our hope is this will move on and start to help people."

Through the power of artificial intelligence, The Times and creative agency Rothco brought JFK's voice to the speech the US President was about to make the day he was assassinated in 1963. The 'lost' speech was created by feeding an AI system with 831 voice recordings of JFK's speeches and interviews, resulting in 116,000 sound units. The system then used this data to synthesise the speech. JFK Unsilenced generated 4,500 registrations to The Times and The Sunday Times.



Grand Prix: JFK Unsilenced
Entrant company: Rothco | Accenture Interactive
Client: The Times / News UK & Ireland
Country: Ireland

Taking the runner up spot in the Creative Data Lions ranking this year was BWM Dentsu, Sydney. Their Gold and Bronze Lion winning campaign 'Project Revoice' secured them their first ever spot in the rankings.

FCB/SIX, Toronto also had their rankings debut in this Lion, coming in at third place.

CREATIVE DATA

2018

Rank	Agency	City	Country
1.	ROTHCO | ACCENTURE INTERACTIVE	Dublin	Ireland
2.	BWM DENTSU	Sydney	Australia
3.	FCB/SIX	Toronto	Canada
4=	ADAM&EVEDDB	London	United kingdom
4=	ELEVEN	San Francisco	USA
6.	CHE PROXIMITY	Melbourne	Australia
7.	GOODBY SILVERSTEIN & PARTNERS	San Francisco	USA
8=	ENERGY BBDO	Chicago	USA
8=	mcgarrybowen	New York	USA
8=	M&C SAATCHI	Sydney	Australia
11.	TBWA\HUNT\LASCARIS	Johannesburg	South africa
12=	FCB CANADA	Toronto	Canada
12=	HAVAS NEW YORK		USA
12=	MARKETFORCE	Perth	Australia
12=	McCANN MILAN		Italy
12=	McCANN PARIS	Clichy	France
12=	MRM//McCANN	New York	USA
12=	OGILVY JAPAN	Tokyo	Japan
12=	R/GA SÃO PAULO		Brazil
12=	SAATCHI & SAATCHI TOYOTA AGENCY	Torrance	USA

CREATIVE ECOMMERCE

MCCANN LONDON TAKE HOME THE FIRST CREATIVE ECOMMERCE GRAND PRIX AND TOP THE LEADERBOARD

The inaugural Creative eCommerce Lions Grand Prix went to **McCann London** for their innovative **'Xbox Design Lab Originals: The Fanchise Model'** campaign. This accolade secured McCann London's place at the top of the rankings.

Nick Law, Chief Creative Officer, Publicis Groupe commented on the Grand Prix decision:

"When we relooked at each of the 5 gold case studies, Xbox Design Lab Originals separated itself from the rest. It was a quick and unanimous decision. With Originals, you can customize a gaming controller, claim the design, and then sell it. This resulted in a myriad of beautifully designed, wittily named, personal creations that were also used in social posts and print advertising. It's a shrewd way to have your audience express their creativity while helping to sell a premium product to the gaming community."

The challenge for this effort was to get more consumers to buy customised Xbox controllers. The problem was that the customised versions were far more expensive than ones bought straight off the shelf. To incentivise gamers, Microsoft allowed fans to custom-create and then market their own Xbox controller. Gamers promoted their personalised controllers on their social channels, while

Grand Prix: Xbox Design Lab Originals: The Fanchise Model
Entrant company: McCann London
Client Microsoft
Country: UK

Xbox made bespoke ads to promote people's designs in-store, OOH, online, on TV and in print. The initiative empowered the global gaming community to think strategically, with Xbox both amplifying their efforts and sharing some of the proceeds from sales that they drove.

Grey New York took the number two spot in the Creative eCommerce rankings thanks to their Gold, Silver and Bronze Lion winning campaign **'Care by Volvo Mobile App'** for **Volvo**.

McCann India follow in third place with their **'Sweet Change'** campaign for **Paytm**.

CREATIVE ECOMMERCE 2018

Rank	Agency	City	Country
1.	McCANN LONDON	London	United kingdom
2.	GREY NEW YORK	New York	USA
3.	McCANN INDIA	Mumbai	India
4=	DAVID	Buenos Aires	Argentina
4=	R/GA PORTLAND	Portland	USA
6.	CP+B	Los Angeles	USA
7.	GREY SPAIN	Madrid	Spain
8=	CHE PROXIMITY	Melbourne	Australia
8=	TBWA\BELGIUM	Brussels	Belgium
8=	JOHANNES LEONARDO	New York	USA
11.	R/GA NEW YORK	New York	USA
12=	SAATCHI & SAATCHI POLAND	Warsaw	Poland
12=	PROXIMITY	Boulogne-Billancourt	France
12=	DPZ&T	São Paulo	Brazil
12=	AMPFY	São Paulo	Brazil
12=	ABBY PRIEST	Stockholm	Sweden
17=	FCB SHANGHAI	Shanghai	China
17=	VML	Shanghai	China
19.	R/GA LONDON	London	United kingdom
20.	DIGISEQ	Ickenham	United kingdom

CREATIVE EFFECTIVENESS

OGILVY MUMBAI TOP THE RANKINGS WITH SAVLON GRAND PRIX

Fernando Machado, Global Chief Marketing Officer, Burger King and Creative Effectiveness Jury President commented on their decision:

"Our jury decided we would focus on business results, cultural impact and how disruptive the idea was. We ended up awarding the Grand Prix to not just a campaign but a solution. Savlon Healthy Hands Chalk Sticks is the result of an incredible partnership between a client and an agency. They were able to find a real insight and come up with a campaign that solved a real problem by changing existing people's habits and behaviors. And the results were nothing less than spectacular".

The 'Healthy Hands Chalk Sticks' initiative provides a unique solution to promote hygiene among Indian children by infusing cleansers like soap into chalks. Children in different primary schools use these chalk sticks for writing on slates and when they wash their hands before eating, the powdery residue left on their fingers turns into soap helping them avert serious diseases. The work is part of an ongoing school outreach programme, which has reached more than 2.3 million children in over 5,200 schools.

In joint second place, with a Gold Lion each are **Colenso BBDO Auckland** with their **'Child Replacement Programme'** campaign and **Goodby Silverstein & Partners, San Francisco** work **'Cheetos Museum'**.

Grand Prix: Savlon Healthy Hands Chalk Sticks
Entrant company: Ogilvy Mumbai
Client: ITC Foods
Country: India

CREATIVE EFFECTIVENESS 2018

Rank	Agency	Campaign	Agency	Brand	Sector	Country
1.	Creative Effectiveness Grand Prix	SAVLON HEALTHY HANDS CHALK STICKS	Ogilvy Mumbai	ITC	Savlon	India
2=	Gold Lion	THE CHILD REPLACEMENT PROGRAMME	Colenso Bbdo Auckland	Mars	Pedigree	New Zealand
2=	Gold Lion	CHEETOS MUSEUM	Goodby Silverstein & Partners San Francisco	Cheetos - Frito Lay North America	Cheetos	USA
4.	Silver Lion X2	GOOGLE HOME OF THE WHOPPER	David Miami	Burger King	Whopper	USA
6=	Silver Lion	BUSTER THE BOXER, JOHN LEWIS' BEST CHRISTMAS EVER	Adam&Eveddb London	John Lewis	John Lewis Cristmas	United Kingdom
6=	Silver Lion	SICKKIDS VS	Cossette Toronto / Sickkids Foundation Toronto	Sickkids Foundation	Sickkids Foundation	Canada
6=	Silver Lion	THE IMPACT OF FEARLESS GIRL	Mccann New York	State Street Global Advisors	She ETF	USA
6=	Silver Lion	EDIBLE SIX PACK RINGS (E6PR)	We Believers New York	Saltwater Brewery	Saltwater Brewery	USA
10.	Bronze Lion X2	QQ ALERT: REUNION AFTER YEARS	Tencent Shenzhen	Tencent	Qq Alert	China
12=	Bronze Lion	BOOST YOUR VOICE	180LA	Boost Mobile	N/A	USA
12=	Bronze Lion	HUNGERITHM	Clemenger BBDO Melbourne	Mars Chocolate Australia	Snickers	Australia
12=	Bronze Lion	MEET GRAHAM	Clemenger BBDO Melbourne	Transport Accident Commission (Victoria)	Transport Accident Commission (Victoria)	Australia
12=	Bronze Lion	NEW YORK TIMES - THE TRUTH IS HARD TO FIND	Droga5 New York	New York Times	New York Times	USA
12=	Bronze Lion	ORIGINAL IS NEVER FINISHED	Johannes Leonardo New York	Adidas Originals	Adidas Originals	USA
12=	Bronze Lion	THE IMPACT OF FEARLESS GIRL	Mccann New York	State Street Global Advisors	She ETF	USA
12=	Bronze Lion	THE REFUGEE NATION	Ogilvy New York	Amnesty International	The Refugee Nation	Brazil

DESIGN

AMVBBDO ARE TOP OF THE RANKINGS WITH GRAND PRIX WIN FOR 'TRASH ISLES'

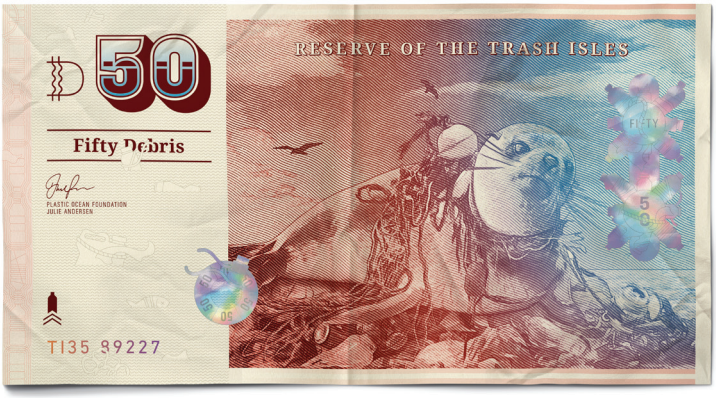
Coming in at number 1 in the Design Lions rankings this year is **AMVBBDO** with their **'Trash Isles'** campaign for **Plastic Oceans Foundation/ LADbible**.

Design Lions Jury President, **Johnny Tan, Executive Creative Director, 72andSunny** described the reasons behind their Grand Prix choice:
"Trash Isles is definitely worthy of massive jealousy. It is audacious and brave. Design was skilfully used as a weapon to intricately ignite conversations and bring attention to an extremely dire condition. And in the process, demonstrate LADbible's prowess in creating cultural impact in social media. At its core, the idea is disruptive and executed with scale that has garnered significant results."

The amount of plastic that has cumulated in the North Pacific is an area of trash the size of France. On World Oceans Day the Plastic Oceans Foundation and LADbible submitted an application to The United Nations to recognise 'The Trash Isles' as an official country. The design materials including a flag, real currency, the Trash Isles' passport and stamps were an integral part of this campaign which reached over half a billion people.

Dentsu Inc., Japan came in at second place in the Design Lions rankings with five awarded campaigns in Design Lions this year.

Serviceplan Germany returned to the rankings after a 4 year hiatus at number 3.



Trash Isles
Entrant company: AMVBBDO London
Client: Plastic Oceans Foundation / LADbible
Country: United Kingdom

DESIGN 2018

Rank	Agency	City	Country
1.	AMVBBDO	London	United Kingdom
2.	DENTSU INC.	Tokyo	Japan
3.	SERVICEPLAN GERMANY	Munich	Germany
4.	FCB/SIX	Toronto	Canada
5=	BETC	Paris	France
5=	TBWA\PARIS	Paris	France
7.	AFRICA	São Paulo	Brazil
8.	OGILVY	Chicago	USA
9.	SUPERUNION	London	United Kingdom
10.	WIEDEN+KENNEDY	Portland	USA
11.	HEIMAT	Berlin	Germany
12=	SIX INC.	Tokyo	Japan
12=	SPA-HAKUHODO CO. LTD.	Bangkok	Thailand
14.	STUDIO OEDING	Hamburg	Germany
15.	DDB PARIS	Paris	France
16.	R/GA SÃO PAULO	São Paulo	Brazil
17.	AUGE DESIGN	Firenze	Italy
18.	adam&eveDDB	London	United Kingdom
19=	DENTSU JAYME SYFU	Makati City	The Philippines
19=	PROJEKTTRIANGLE DESIGN STUDIO	Stuttgart	Germany
19=	ANTONI	Berlin	Germany
19=	WOLFF OLINS	London	United Kingdom
19=	CUMMINS & PARTNERS	Melbourne	Australia
19=	JUNG VON MATT/LIMMAT	Zürich	Switzerland

DIGITAL CRAFT

OGILVY BRASIL TOP THE RANKINGS FOR DIGITAL CRAFT LIONS

Ogilvy Brasil achieve the number one spot in the Digital Craft Lions. Their **Ricky Brasil** campaign for **Forbes Brasil** took home a Gold and Bronze Lion, as well as two Shortlists. This campaign created awareness about corruption in Brazil using innovative A.I and Machine learning techniques. Ogilvy Brasil's **'VR Vaccine'** for **Hermes Pardini** also picked up a Bronze Lion and shortlist in Digital Craft.

The Digital Craft Grand Prix went to the number 2 ranked agency this year, **Isobar, New York**. Their campaign for **William Patrick Corgan**, **'Aeronaut VR'** took the top prize.

Jean Lin, Digital Craft Jury President commented:

"It's very difficult to reward a piece of work that can represent the totality of the diverse world of digital craft. From the start of judging, 'Aeronaut' stirred our emotions. The jury also wanted to honour 'craft with purpose', rather than craft for craft's sake. The whole process made us think of how we wanted to inspire more clients to be brave."

Aeronaut VR is a three-and-a-half-minute room-scale experience designed for Smashing Pumpkins' William Patrick Corgan's single, "Aeronaut." Directors David Liu and Rob Ruffler with Viacom NEXT and Isobar created a hologram of Corgan's performance of the "Aeronaut" tune to artist Danny Bittman's world in volumetric video. The 2D video filmed inside the 3D VR world was imagined by San Francisco filmmaker Danny Bittman using Tilt Brush and Blocks from Google to create a fantastical immersive world around Corgan.

Grand Prix: Aeronaut VR
Entrant Company: Isobar, New York
Client: William Patrick Corgan
Country: USA

BBDO New York feature in the Digital Craft Lions top rankings for the first time in 2018, coming in at number 3.

DIGITAL CRAFT

2018

Rank	Agency	City	Country
1.	OGILVY BRASIL	São Paulo	Brazil
2.	ISOBAR	New York	USA
3.	BBDO NEW YORK	New York	USA
4=	GEOMETRY GLOBAL	Prague	Czech Republic
4=	ROTHCO | ACCENTURE INTERACTIVE	Dublin	Ireland
6=	TBWA\BELGIUM	Brussels	Belgium
6=	AKQA	San Francisco	USA
6=	ELEVEN	San Francisco	USA
6=	FCB/SIX	Toronto	Canada
10.	THE VOID	Lindon	USA
11.	GREY BRAZIL	São Paulo	Brazil
12=	DDB PARIS	Paris	France
12=	DDB GROUP GERMANY	Berlin	Germany
12=	WIEDEN+KENNEDY	Portland	USA
12=	GOODBY SILVERSTEIN & PARTNERS	San Francisco	USA
12=	HAVAS NEW YORK	New York	USA
17=	AMAZON D1	Seattle	USA
17=	LUCKY GENERALS	London	United Kingdom
19.	R/GA LONDON	London	United Kingdom
20.	DDB GROUP NEW ZEALAND	Auckland	New Zealand

DIRECT

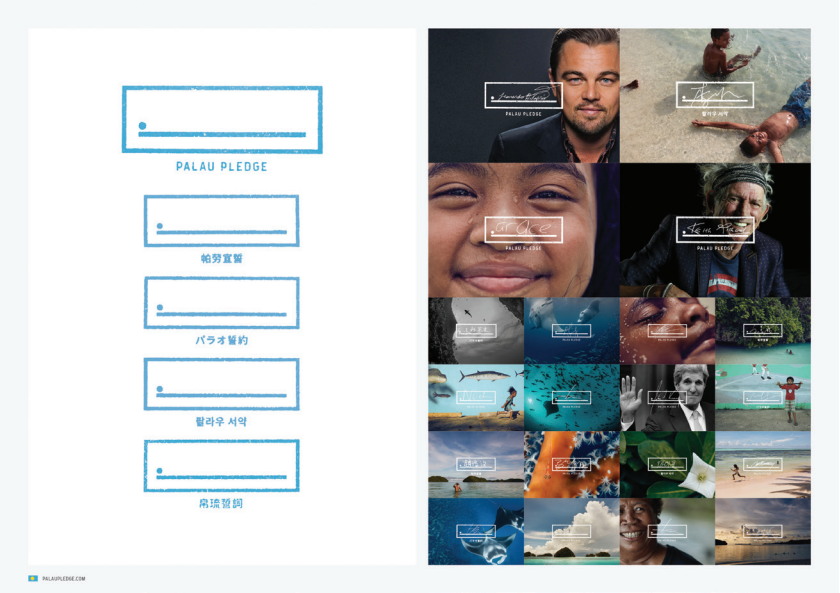
HOST/HAVAS SYDNEY SCOOPS GRAND PRIX FOR 'PALAU PLEDGE' AND TOP THE RANKINGS FOR DIRECT LIONS

In a double victory, **Host/Havas Sydney** take the top accolade for 'Palau Pledge' and come top of the leader board for Direct Lions.

This eco-initiative changed the nation's immigration policy, for the government-backed Palau Legacy Project. The 'Palau Pledge' directly targeted inbound tourists with a powerful call-to-action. All arriving visitors must now sign a pledge, stamped in their passports, to be good environmental stewards. A compulsory eco-educational video installed on all in-bound flights to Palau is also another key part of this initiative, which models and promotes sustainable attitudes and behaviour among both tourists and locals.

Susan Credle, Direct Lions Jury President and Global Chief Creative Officer for FCB commented:

"Every time I walk up to passport control, I get a pit in my stomach. Will I get it out? Will I get out? But I have never imagined that the passport experience could make me feel like I was entering a committed relationship with a country. That's why we chose Palau Pledge for the Grand Prix. This direct piece creates a shared experience for all who visit Palau. A community that grows with every vacationer who pledges to take care of Palau, to walk softly on this special place on earth. This idea is a brilliant way to have a direct conversation with travellers. The outcome is preserving a beautiful place that could be damaged if it's not respected."



Palau Pledge
Entrant Company: Host/Havas, Sydney
Client: Palau Legacy Project
Country: Australia

Jung von Matt, Hamburg took the runners up spot for Direct Lions this year, with their awarded campaigns **'BVG x Adidas – The Ticket-Shoe'** and **'The Most German Supermarket'** for **Edeka Zentrale AG &CO. KG**.

Lola Mullenlowe Madrid, Africa São Paulo and **McCann London** complete the top 5 for Direct Lions.

Rank	Agency	City	Country
1.	HOST/HAVAS	Sydney	Australia
2.	JUNG VON MATT	Hamburg	Germany
3.	LOLA MULLENLOWE	Madrid	Spain
4.	AFRICA	São Paulo	Brazil
5.	McCANN LONDON	London	United Kingdom
6.	MARCEL	Paris	France
7.	MULLENLOWE SSP3	Bogotá	Colombia
8=	SAATCHI & SAATCHI	New York	USA
8=	FCB INDIA	Mumbai	India
9.	McCANN NEW YORK	New York	USA
10.	DM9DDB	São Paulo	Brazil
11.	DDB GROUP NEW ZEALAND	Auckland	New Zealand
12.	CHE PROXIMITY	Melbourne	Australia
13.	ADAM&EVEDDB	London	United Kingdom
14.	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
15.	PUBLICIS ITALY	Milan	Italy
16.	GRABARZ & PARTNER	Hamburg	Germany
17.	PUBLICIS	New York	USA
18.	FCB/SIX	Toronto	Canada
19=	DDB CHICAGO	Chicago	USA
19=	DAVID THE AGENCY	São Paulo	Brazil

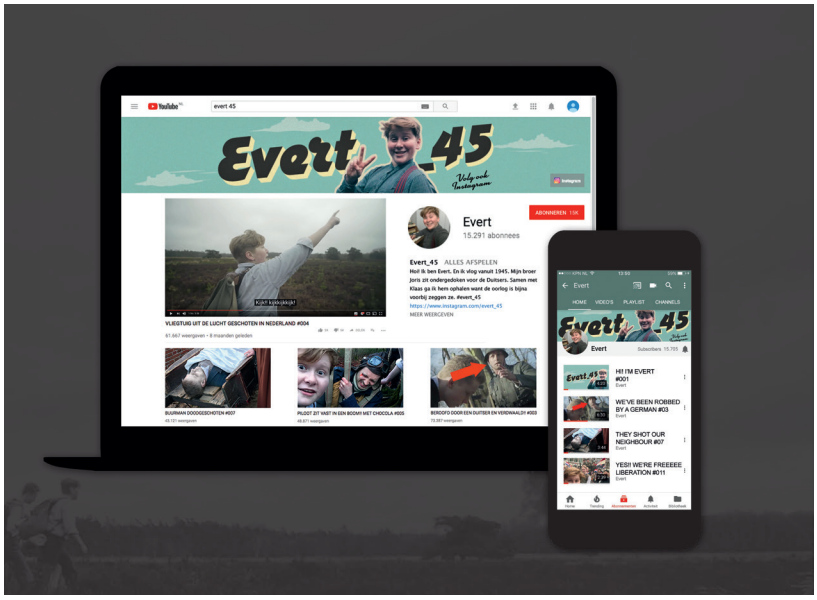
ENTERTAINMENT

N=5 ARE AT THE TOP OF THE RANKINGS FOR ENTERTAINMENT

N=5 take the top spot of the Entertainment Lions leader board with their moving recreation of a boy's World War II story on Social Media. The **'Evert_45'** campaign for **KPN** picked up the Grand Prix and a Gold Lion.

With Evert_45, KPN found a way to connect today's younger generation to their equivalent generation during World War II. It followed a young boy called Evert as he vlogged and posted on social media about his life during the final weeks of the war. The series is based on real-life stories of war veterans and civilians during that time. Evert_45 truly connected with his audience, with 1.3 million minutes of history watched by young people, over a period of three weeks. Evert_45's story will also be part of the Dutch education curriculum for 2018, using the website as a portal.
Debbie Vandeven, Global Chief Creative Officer, VML spoke of their choice to award the Grand Prix:

"Evert_45 brought an old story to a new generation. This content series is really innovative when you look at it and if you think about our younger teens, they actually consume content on demand in the way they want to consume it and this is a very good example of that kind of work."



Evert_45
Entrant Company: N=5, Amsterdam
Client: KPN
Country: The Netherlands

Moving down just one place from their top spot in 2017, **VML, Kansas City** take second place for 2018. Their **Nashville Convention** and **Visitors Corporation**, **Wendy's** and **Pepsico** campaigns were all awarded.

adam&eveDDB took third place this year, jumping up significantly from their number 15 ranking back in 2016.

ENTERTAINMENT

2018

Rank	Agency	City	Country
1.	N=5	Amsterdam	The Netherlands
2.	VML	Kansas City	USA
3.	adam&eveDDB	London	United Kingdom
4=	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
4=	JOHN X HANNES	New York	USA
6.	GREYNJ UNITED	Bangkok	Thailand
7.	ALMAPBBDO	São Paulo	Brazil
8.	BBDO NEW YORK	New York	USA
9=	McCANN NEW YORK	New York	USA
9=	AKESTAM HOLST NOA	Stockholm	Sweden
10.	DROGA5	New York	USA
11=	CUMMINS & PARTNERS	Sydney	Australia
11=	HISTORY WILL BE KIND	Sydney	Australia
13.	WIEDEN+KENNEDY	Portland	USA
15=	TBWA\MEDIA ARTS LAB	Los Angeles	USA
15=	PONCE	Buenos Aires	Argentina
15=	AKQA	São Paulo	Brazil
18=	BBH	Singapore	Singapore
18=	KING JAMES GROUP	Cape Town	South Africa
20.	TBWA\NEBOKO	Amsterdam	The Netherlands

ENTERTAINMENT LIONS FOR MUSIC

TBWA/MEDIA ARTS LAB ARE NUMBER 1 IN ENTERTAINMENT LIONS FOR MUSIC

TBWA\Media Arts Lab take the top spot in the Entertainment Lions for Music rankings for 2018. Their lauded **'Welcome Home'** campaign for **Apple** was awarded one of the Entertainment Lions for Music Grand Prix as well as a Silver Lion and Shortlist award. Directed by Spike Jonze, the campaign features FKA Twigs summoning Siri on her HomePod to play something that will make her escape her lacklustre 9-to-5. The result is a four minute musical fantasy that connects with music lovers.

Lori Feldman, Entertainment Lions for Music Jury President and EVP Strategic Marketing for Warner Bros. Records, USA remarked: "The jury is convinced that this piece of content is a crowning achievement for both advertising and entertainment." Feldman explained about the Apple Grand Prix 'Welcome Home': "The craft required to film such a visually stunning and complex opus is extraordinary and the use of the Apple HomePod as the singular device that transports the subject from her drab life into an expansive and incredible 'otherworld' speaks to Apple's consistent quest to create simple solutions that make life better."
A second Grand Prix was awarded to Jay-Z's emotionally-charged 'Smile' music video directed by Miles Jay, which tells the very personal story of Jay's mother Gloria Carter as she struggled to hide her homosexuality while raising her son.

Grand Prix: Welcome Home
Entrant Company: TBWA\MEDIA ARTS LAB, Los Angeles
Client: Apple
Country: USA

Jay-Z 'Smile'
Entrant Company: Smuggler, New York
Client: Roc Nation
Country: USA

Talking about 'Smile', Lori Feldman noted: "We were struck by the honesty and integrity in which one of the singular most important people in hip-hop culture told the story of his mother who, for most of her life, chose to live in the shadows and hide her homosexuality. The jury felt that Jay-Z wrapped his arms around this issue, his mother and her story, and proudly, gently presented it with tenderness, honesty and heart."

DDB Group Germany, and **VML, Kansas City** took second and third place this year in Entertainment Lions for Music top agency rankings.

ENTERTAINMENT LIONS FOR MUSIC 2018

Rank	Agency	City	Country
1.	TBWA\MEDIA ARTS LAB	Los Angeles	USA
2.	DDB GROUP GERMANY	Berlin	Germany
3.	VML	Kansas City	USA
4.	McCANN NEW YORK	New York	USA
5=	HAVAS NEW YORK	New York	USA
5=	GREY NEW YORK	New York	USA
7.	BBDO NEW YORK	New York	USA
8.	DEUTSCH LA	Los Angeles	USA
9=	J. WALTER THOMPSON PUERTO RICO	San Juan	Puerto Rico
9=	DDB MUDRA GROUP	Mumbai	India
11=	LIVEAD	São Paulo	Brazil
11=	FCB WEST	San Francisco	USA
11=	ENGINE	London	United Kingdom
11=	FIRST DAY OF SPRING	Amsterdam	The Netherlands
11=	PUBLICIS ITALY	Milan	Italy
11=	Y&R MEXICO	Mexico City	Mexico
17=	SIX INC.	Tokyo	Japan
17=	SPA-HAKUHODO CO. LTD.	Bangkok	Thailand
19=	AKQA	London	United Kingdom
19=	BBH	Los Angeles	USA
19=	FP7/CAI	Cairo	Egypt
19=	GOOD PEOPLE CONTENT	Cairo	Egypt

FILM CRAFT

BLUR FILMS ARE TOP PRODUCTION COMPANY IN FILM CRAFT

Blur Films, Madrid take the title for 2018's highest ranked production company in the Film Craft Lions. Their extremely powerful film **'Hope'** for the **Red Cross** scooped both the Grand Prix and a Gold Lion in Film Craft. "Hope" is a global campaign created by the ICRC with the aim to raise awareness about attacks that occur every day in hundreds of places, where the victims are not only healthcare personnel, but also entire civilian populations. The spot tells the story of Raya, a girl who indirectly becomes a victim of this type of attack. The film, which takes place in a war-torn country, states "No hospitals. No hope" with a plea to save healthcare workers using the tag of "Healthcare is #NotATarget."

Grand Prix: Hope
Entrant Company: Blur Films, Madrid
Client: Red Cross
Country: Spain

Diane McArter, Founder & President of Furlined commented on their choice:
"Hope is a powerful story that plunges us into another world and leaves a lasting impression on our hearts and minds. Genuinely truthful work is as rare as it is beautiful. It requires an extraordinary alchemy to take place – where script, direction, performance, design, art direction, music – all the crafts that we evaluated - unite and elevate each-other to create something we can only describe as magic. The Film Craft jury honoured 'Hope' with the Grand Prix because it exemplified this – it created an empathetic connection and unveiled truth. Upon each new viewing it revealed more to us, and in so doing, it revealed to us more about ourselves. That is the power of truly extraordinary craft."

MJZ, Los Angeles retain their second-place position bringing home awards for their **'Christmas 2117'**, **'Welcome Home'**, **'MoneySupermarket.com'**, **'Epic Action Man'** and **'Saved by Monster'** campaigns.

Blink Productions, London also stay steady in third place, with **Furlined, LA** and **Revolver/Will O'Rourke** making up the top 5.

FILM CRAFT

2018

Rank	Agency	City	Country
1	BLUR FILMS	Madrid	Spain
2	MJZ	Los Angeles	USA
3	BLINK PRODUCTIONS	London	United Kingdom
4	FURLINED	Los Angeles	USA
5	REVOLVER/WILL O'ROURKE	Sydney	Australia
6	ANORAK	Berlin	Germany
7	STERNTAG FILM	Hamburg	Germany
8	MPC	London	United Kingdom
9	MJZ LONDON		United Kingdom
10	FINAL CUT	Los Angeles	USA
=11	CHELSEA PICTURES	New York	USA
=11	FREELANCEFOR	Madrid	Spain
=11	SOUNDESIGN MANILA	Makati City	The Philippines
=11	HOW'S EVERYTHING	Makati City	The Philippines
=11	SECOND CHILD	New York	USA
=11	BEATWORMS	Los Angeles	USA
17	THE CORNER SHOP	Santa Monica	USA
18	OUTSIDER	London	United Kingdom
19	HUB HO HIN BANGKOK		Thailand
20	SHERPAS CINEMA	Whistler	Canada

FILM

BBDO NEW YORK TAKE THE TITLE FOR FILM

Two Grand Prix were awarded to **P&G** in the Film Lions in this year. The first went to 'The Talk' directed by Malik Vitthal through The Corner Shop, which shows parents tackling difficult conversations with their children about racial bias.

BBDO New York are the highest ranked agency in Film Lions this year taking home the Grand Prix, and a Gold Lion for **'The Talk'** and two Silver and bronzes each for their for their **Mars and Sandy Hook Promise** organisation campaigns.

The second Grand Prix went to the **'It's a Tide ad'** campaign with David Harbour hilariously hijacking a series of spots to remind everyone that whenever they see clean clothes, it's a Tide ad. This 4-part campaign took **Saatchi & Saatchi New York** straight into second place in the Film Lions rankings; their first appearance in the top 3 since 2008.

Luiz Sanches, Partner & Chief Creative Officer of AlmapBBDO in Brazil commented on their choice:
"It's amazing to see how a single client, P&G, could rely on creativity and win two Film Grand Prix with an ad that is profoundly emotional and another which makes great use of humour. Both achieving equally brilliant results. 'It's a Tide Ad' aired during the Super Bowl in the US, and instantly caught the attention of a massive audience. It's popular, funny and it brings humour back to our industry. 'The Talk', on the other hand, proposes a conversation about diversity by addressing a serious issue: racism. And it does so in a beautiful and delicate way, with touching copy and script."

It's a Tide Ad Film Campaign
Entrant Company: Procter & Gamble Cincinnati
Client: Procter & Gamble
Country: USA

The Talk
Entrant company: BBDO New York
Client: Procter & Gamble
Country: USA

TBWA\Media Arts Lab took the third spot with thanks to their three awarded **Apple** campaigns.

FILM

2018

Rank	Agency	City	Country
1.	BBDO NEW YORK	New York	USA
2.	SAATCHI & SAATCHI	New York	USA
3.	TBWA\MEDIA ARTS LAB	Los Angeles	USA
4.	ADAM&EVEDDB	London	United Kingdom
5.	BBH LONDON	London	United Kingdom
6.	SRA. RUSHMORE	Madrid	Spain
7.	LOLA MULLENLOWE	Madrid	Spain
8.	HAKUHODO INC.	Tokyo	Japan
9.	WIEDEN+KENNEDY	London	United Kingdom
10=	ALMAPBBDO	São Paulo	Brazil
10=	OGILVY GROUP THAILAND	Bangkok	Thailand
10=	GREYNJ UNITED	Bangkok	Thailand
13.	WIEDEN+KENNEDY	Portland	USA
14.	DDB CHICAGO	Chicago	USA
15.	DROGA5	New York	USA
16.	J. WALTER THOMPSON ARGENTINA	Buenos Aires	Argentina
17.	DHÉLET Y&R	Buenos Aires	Argentina
18=	HISTORY WILL BE KIND	Sydney	Australia
18=	CUMMINS & PARTNERS	Sydney	Australia
20.	FORSMAN & BODENFORS	Gothenburg	Sweden

GLASS: THE LION FOR CHANGE

AMVBBDO ARE NUMBER 1 WITH ESSITY CAMPAIGN

Taboo breaking ad **'BloodNormal'** by **AMVBBDO** wins the Glass: The Lion for Change Grand Prix and takes agency to the top of the rankings.

The ambitious, creative and authentic winning campaign put real period blood in the spotlight. The campaign shows women dealing with periods in everyday situations, such as a couple having sex, a man buying sanitary products at a supermarket, a woman interrupting a dinner party to ask for a pad. "Periods are normal. Showing them should be too," the spot reads at the end.
Madonna Badger, Jury President for 2018 and **Founder/Chief Creative Officer of Badger & Winters** commented on their choice for the Grand Prix:

Grand Prix: BloodNormal
Entrant Company: AMV BBDO
Client: Essity
Country: United Kingdom

"Girls and women get periods. We all know this. Every jury member knew this. We're grown-ups. And yet, we were all squeamish about this entry. It made all of us uncomfortable. But when the women who created BloodNormal presented their work to us live we were all reminded of why this work is so important. So, when we want to really talk about what's holding girls back, keeping girls out of sports, out of school and feeling less than, let's keep in mind their periods. This is the impact of this work, it addresses one of the systematic root causes of gender inequality. BloodNormal addressed these issues head on. Without holding back. They showed period blood on a pad, not blue water, for the first time ever. Its 2018! Because women do not bleed blue water."

Coming in at joint second place this year was **FCB India** and **Pages BBDO** for their **'Sindoor Khela – No Conditions Apply'** and **'The Worst Soap opera'** campaigns, both taking home a Gold Lion each.

GLASS 2018

Rank	Agency	City	Country
1.	AMVBBDO	London	United Kingdom
2=	FCB INDIA	Mumbai	India
2=	PAGÉS BBDO	Santo Domingo	Dominican Republic
4=	AFRICA	São Paulo	Brazil
4=	CHEIL WORLDWIDE	Gurgaon	India
5.	WIEDEN+KENNEDY AMSTERDAM	Amsterdam	The Netherlands
6=	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
6=	BBDO INDIA	Gurgaon	India
6=	OGILVY BRASIL	São Paulo	Brazil
10.	GSD&M	Austin	USA
11=	180LA	Los Angeles	USA
11=	72ANDSUNNY AMSTERDAM	Amsterdam	The Netherlands
11=	BBDO NEW YORK	New York	USA
11=	BBH LONDON	London	United Kingdom
11=	DDB MUDRA GROUP	Mumbai	India
11=	EDELMAN	New York	USA
11=	FP7/BEY	Beirut	Lebanon
11=	HASAN & PARTNERS	Helsinki	Finland
11=	J. WALTER THOMPSON BRAZIL	São Paulo	Brazil
11=	JOE PUBLIC UNITED	Johannesburg	South Africa
11=	MOTHER USA	New York	USA
11=	OGILVY TORONTO	Toronto	Canada
11=	TBWA\CHIAT\DAY LOS ANGELES	Los Angeles	USA
11=	WIEDEN+KENNEDY	Portland	USA

GRAND PRIX FOR GOOD

ALS ASSOCIATION'S PROJECT REVOICE WINS GRAND PRIX FOR GOOD LION

The Grand Prix for Good, which goes to work created for not for profits and is selected from all the Gold-winning charity work, went to '**Project Revoice**' this year. Created for the **ALS Association** from **BWM Dentsu Sydney**, the initiative helps those afflicted with ALS, including the founder of the Ice Bucket challenge Pat Quinn, to keep their voices.

Project Revoice drew its inspiration from the fact that, over time, the disease robbed Quinn of his ability to walk and, eventually, to speak. The campaign shows viewers how a new technology driven by Canadian company Lyrebird worked to recreate his individual tone via 'voice banking'.

Grand Prix: Project Revoice
Entrant Company: BWM Dentsu Sydney
Client: The ALS Association
Country: Australia

Title	Agency	Country	GRAND PRIX FOR GOOD
PROJECT REVOICE	BWM Dentsu Sydney	Australia	2018
THE REFUGEE NATION	Ogilvy New York	USA	2017
MALAK AND THE BOAT	180LA Santa Monica	USA	2016
IVINE AND PILLOW	180LA Santa Monica	USA	
MUSTAFA GOES FOR A WALK	180LA Santa Monica	USA	
THE ICE BUCKET CHALLENGE	The ALS Association Washington	USA	2015
THIS GIRL CAN	FCB Inferno London	United Kingdom	

SAVE THE DATE

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CANNES LIONS

HEALTH & WELLNESS

AREA 23, AN FCB HEALTH NETWORK COMPANY RETAIN THEIR TITLE

For the second year running **Area 23, an FCB Health Network Company** take the number 1 spot in the Heath & Wellness rankings. Their shortlisted campaigns **'The Rape Tax'**, **'Txt to Help'** and **'Around the Corner the Fireworks'** took them to the top.

McCann Health, New Delhi and **Sydney** completed the top 3, taking the number 2 and 3 positions.

It was Montefiore's 'Corazon' campaign that took home the Health & Wellness Grand Prix this year however, an integrated campaign created by Emmy award-winning creative collective John X Hannes for Montefiore Health System. The campaign brings awareness to the pressing need for organ donors and uses interactive technology to make the prospect of organ donation easier. Tackling a tough subject, the feature film that premiered at the Tribeca Film Festival, tells the real story of Elena Ramirez, a Dominican sex worker, as she leaves Santo Domingo and follows Dr. Garcia of Montefiore on a near-impossible journey to New York to receive a new heart.

R. John Fidelino, Global Executive Creative Director for **InterBrand Health** and the Health & Wellness Jury President for 2018 commented:
"Corazon is a wonderful example of how creativity can advance a brand's reputation, in this case Montefiore hospital in New York, while raising awareness and driving advocacy for an important health issue of organ donation. As an integrated campaign it touched on virtually every medium. At its core was a beautifully produced film that leveraged the cinema experience as a live event; there was digital to drive engagement; then outdoor, social and PR to propagate and the message. And while not every brief or budget may allow for this expansiveness, we believe that creatives in our field will be able to look at this case, draw inspiration and scale it to their own capabilities and resources."

Grand Prix: Corazón - Give Your Heart
Entrant Company:
John X Hannes
Client: Montefiore
Country: USA

Around the Corner the Fireworks
Entrant Company:Area 23, An FCB Health Network Agency
Client: UMD Urgent Care
Country: USA

HEALTH & WELLNESS 2018

Rank	Agency	City	Country
1	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
2	McCANN HEALTH	New Delhi	India
3	McCANN HEALTH	Sydney	Australia

INDUSTRY CRAFT

OGILVY CHICAGO TOP THE RANKINGS IN INDUSTRY CRAFT'S INAUGURAL YEAR

Ogilvy Chicago took the title for Industry Craft's inaugural rankings. Their Grand Prix winning ad came from the campaign for **SC Johnson** that photographed the shoes of six charismatic figures from history. These photographs were from a different angle, they put their steps in the spotlight and showed the revolutionary impact they had. The execution that won the Grand Prix featured Ali's size 13 shoes worn in 1959, entitled "If these shoes could talk, they'd never stop walking".

Yang Yeo, Creative Kaiju for **Hakuhodo Inc.** and Industry Craft Jury President 2018 commented on the first year of the Industry Craft Lions:

"It is encouraging to see big brands continue to lead the creative charge. Because they are so established they aren't encumbered with having to explain who they are, and were able to do very simple and provocative work. Overall, I hope that the new Industry Craft Lions awards will be a wonderful way to encourage better craft across every kind of execution. Every idea needs artistry to connect with people on an emotional level. Without craft, it's just noise."

J. Walter Thompson, Morocco and **Y&R Dubai** took second and third place, completing the top 3 rankings for Industry Craft.

First Steps - Ali
Entrant Company: Ogilvy Chicago
Client: SC Johnson
Country: USA

INDUSTRY CRAFT 2018

Rank	Agency	City	Country
1.	OGILVY	Chicago	USA
2.	J. WALTER THOMPSON	Casablanca	Morocco
3.	Y&R DUBAI	Dubai	United Arab Emirates
4.	OGILVY HONG KONG	Hong Kong	Hong Kong
5.	TBWA\THAILAND	Bangkok	Thailand
6.	DENTSU INC.	Tokyo	Japan
7.	VML	New York	USA
8.	LOLA MULLENLOWE	Madrid	Spain
9.	BBDO GROUP GERMANY	Düsseldorf	Germany
10.	LLOYD (+CO.)	New York	USA
11=	TBWA\CHIAT\DAY NEW YORK	New York	USA
11=	TBWA\ZURICH	Zurich	Switzerland
13.	AFRICA	São Paulo	Brazil
14.	HJALTELIN STAHL	Copenhagen	Denmark
15=	GREY	London	United Kingdom
15=	AKESTAM HOLST NOA	Stockholm	Sweden
15=	SHA INC.	Tokyo	Japan
15=	HAVAS COLOMBIA	Medellin	Colombia
19.	Y&R PRAGUE	Prague	Czech Republic
20.	OGILVY TORONTO	Toronto	Canada

INNOVATION

MULLENLOWE SSP3, COLOMBIA SCOOP THE GRAND PRIX AND TOP SPOT FOR INNOVATION

Mullenlowe SSP3 take home the Innovation Grand Prix for **'My Line'**, a campaign for the **Ministry of Communications & Technology** which brought voice search to rural areas in Colombia.

The Ministry of Communications & Technology set up a traditional telephone landline that people can call for online services. It is powered by Google's voice assistant, allowing people to access information on the internet, without having the internet. This inclusive and innovative technology means that 99.3% of Colombians now have access to the information in Google. Since the launch of the My Line beta, 35,000 calls have been made to Google Assistant via My Line.

Tor Myhren, Global VP Marketing Communications for **Apple** and Innovation Lions Jury President 2018 remarked: "The best innovations are the ones so simple, you can't believe they've never been done before. My Line was one of those. It has immediate scale, and will impact people's lives in a profound way. Exactly the kind of innovation the jury was looking for".

Joint second place went to **Serviceplan Germany and Korea** for their **'Making the World Accessible, Dot by Dot'** campaign for **Dot**.

Grand Prix: My Line
Entrant Company: MullenLowe SSP3
Client: Ministry of Communications & Technology
Country: Colombia

INNOVATION

2018

Rank	Agency	City	Country
1.	MULLENLOWE SSP3	Bogotá	Colombia
2=	SERVICEPLAN GERMANY	Munich	Germany
2=	SERVICEPLAN KOREA	Seoul	South Korea
4=	GREY BRAZIL	São Paulo	Brazil
4=	CHEIL WORLDWIDE	Gurgaon	India
4=	GEOMETRY GLOBAL	Prague	Czech Republic
7.	OGILVY COLOMBIA	Bogotá	Colombia
8=	RÉPUBLIQUE	Beirut	Lebanon
8=	OGILVY	Mexico City	Mexico
8=	ABBY PRIEST	Stockholm	Sweden
8=	BETC/HAVAS	São Paulo	Brazil
8=	WUNDERMAN CATO JOHNSON	Buenos Aires	Argentina
8=	BWM DENTSU	Sydney	Australia
8=	GREY GERMANY	Düsseldorf	Germany
8=	J. WALTER THOMPSON	London	United Kingdom
8=	GLOBANT	London	United Kingdom
17.	J. WALTER THOMPSON	New York	USA
18.	OGILVY GUATEMALA	Guatemala	Guatemala

MEDIA

MEDIACOM WIN BIG AS TESCO'S FOOD LOVE STORIES TAKE THE MEDIA LIONS GRAND PRIX

Mediacom, London are top of the league table with their Grand Prix win for **'Tesco's Food Love Stories'**. A multimedia strategy which saw the retailer attempt to shift the emphasis in its sector from price to people's love of food.

"Tesco's most effective campaign ever", according to Mediacom, "which delivered a 53% improvement in quality scores". At the heart of this campaign was complex, data-driven media planning. The message was spread via paid digital, out of home, radio and data targeting, ensuring the delivery of personalised stories to consumers.

Grnad Prix: Tesco's Food Love Stories
Entrant Company: Mediacom
Client: Tesco
Country: United Kingdom

Tim Castree, Global Chief Executive Officer, Wavemaker and Media Lions Jury President commented:
"In a world where the real tradecraft of media is being commoditized, with our Grand Prix we wanted to acknowledge the work that demonstrated outstanding skill. With great consumer insight, contemporary use of media channels, excellent data-driven targeting and creativity and outstanding business impact, Tesco's Food Love Stories was that work. It won the Grand Prix because it demonstrated a level of excellence against every single aspect of media tradecraft. We all enjoy the dopamine hit of stunts and one-offs but supporting large-scale business transformation takes sustained effort, collaboration, creativity and craft."

UM, Sydney take the runners up spot this year with campaigns **'Aussie News Today'** and **'Dundee'** for **Tourism Australia** and D**avid Bowies is Here'** for **Spotify** awarded.

OMD USA jump up from their number 15 ranking in 2017 to take the third spot in 2018.

MEDIA

2018

Rank	Agency	City	Country
1.	MEDIACOM	London	United Kingdom
2.	UM	Sydney	Australia
3.	OMD USA	New York	USA
4.	MINDSHARE	London	United Kingdom
5=	HAVAS MEDIA	Barcelona	Spain
5=	LEISURE INC	Brooklyn	USA
6.	MEDIACOM CONNECTIONS	Tel Aviv	Israel
7.	WAVEMAKER	Amsterdam	The Netherlands
9.	TOUCHÉ!	Montréal	Canada
10.	MULLENLOWE MEDIAHUB	Boston	USA
11=	HAVAS MEDIA	London	United Kingdom
11=	MEDIAPLUS	München	Germany
11=	INITIATIVE	London	United Kingdom
14.	PHD	New York	USA
15.	OMD USA	Los Angeles	USA
16=	CARAT	Stockholm	Sweden
16=	OMD DOMINICANA	Santo Domingo	Dominican Republic
18.	UM	New York	USA
19.	SPARK FOUNDRY	New York	USA
20.	MINDSHARE	Amsterdam	The Netherlands

MOBILE

GREY BRAZIL RANKED HIGHEST FOR MOBILE

The Mobile Grand Prix went to **'Corruption Detector'** for **Reclame Aqui** this year, taking **Grey Brazil** to the top of the rankings for the Mobile Lions.

Based on facial recognition, Corruption Detector is a free app that draws on a comprehensive database with all the official records of corruption, previously hidden in hundreds of courts across Brazil. By simply pointing a phone at a candidate, voters could spot the corrupt ones in purple, no matter where they were: TV, papers, internet, outdoors and even in person. All data organised by the app was made available for reference at any time. And on Election Day, users received an important notification: a reminder not to vote for a corrupt politician.

Jay Morgan, Innovation Director for **The Monkeys, Australia** remarked on their choice for Grand Prix:

"It's a perfect embodiment of creativity, the power and utility of mobile devices and puts the power back in the hands of the people. The work we've seen is a culmination of an interesting year we've had globally. We've had a couple of missteps on the privacy side of things, particularly when it comes to mobile. But this is an amazing device, and the Mobile category is about what it embodies. It's become an incredible personal expression tool."

Grand Prix: Corruption Detector
Entrant Company: Grey Brazil São Paulo
Client: Reclame Aqui
Country: Brazil

The runner up spot for 2018 went to **Mullenlowe SSP3**, **Colombia** for their highly awarded **'My Line'** campaign.

Completing the top three was **Colenso BBDO**, **Auckland** who returned to the rankings since their number 6 position back in 2015.

MOBILE

2018

Rank	Agency	City	Country
1.	GREY BRAZIL	São Paulo	Brazil
2.	MULLENLOWE SSP3	Bogotá	Colombia
3.	COLENSO BBDO	Auckland	New Zealand
4.	adam&eveDDB	London	United Kingdom
5.	FCB/SIX	Toronto	Canada
6.	CHEIL WORLDWIDE	Amsterdam	The Netherlands
7.	R/GA LONDON	London	United Kingdom
8.	VML	Kansas City	USA
9.	BBDO PARIS	Paris	France
10.	McCANN NEW YORK	New York	USA
11.	WIEDEN+KENNEDY	London	United Kingdom
12=	BBDO TORONTO	Toronto	Canada
12=	PUBLICIS ROMANIA	Bucharest	Romania
12=	TBWA\MEDIA ARTS LAB	Los Angeles	USA
15.	HAKUHODO INC.	Tokyo	Japan
16.	BBDO NEW YORK	New York	USA
17.	N=5	Amsterdam	The Netherlands
18=	GOODBY SILVERSTEIN & PARTNERS	San Francisco	USA
18=	HAVAS DÜSSELDORF	Dusseldorf	Germany
18=	R/GA PORTLAND	Portland	USA
18=	whiteGREY MELBOURNE	Melbourne	Australia

OUTDOOR

Y&R BRAZIL NAMED NUMBER 1 AGENCY IN OUTDOOR LIONS

Y&R Brazil come top of the Outdoor Lions rankings for 2018. Their innovative **'The Route'** campaign for **JCDecaux** saw an app connecting the GPS of ambulances to the cities digital billboards helping rescue teams avoid traffic. It took home a Gold and Bronze Lion in the Dynamic Digital Screens and Standard Sites categories. Their three part campaign for **Greenpeace** also picked up a Bronze Lion. **Prolam Y&R, Santiago** and **Wieden+Kennedy, Portland** took the number 2 and 3 positions, completing the Outdoor Lions top 3.

Two Grands Prix were selected in Outdoor in 2018, one rewarding outdoor posters and billboards and another one for 'ambient' solutions and outdoor installations.

The first Grand Prix went to **McDonald's 'Follow the Arches'** from **Cossette, Toronto** who ranked at number 7 this year. Their minimalistic billboard campaign cleverly cropped the McDonald's golden arches to create direction arrows, with copy such as "on your left," "on your right" and "just missed us."

The second Grand Prix was awarded to **Comedy Central** for **'The Donald J. Trump Presidential Twitter Library'**, a satirical museum experience showcasing Trump's relationship with Twitter. The free pop-up, created via Pop2Life and situated around the corner from Trump Tower, offered interactive installations and decor inspired by Trump's taste.

Parents - Anteater
Entrant Company: Y&R Brazil
Client: Greenpeace
Country: Brazil

Grand Prix: Follow the Arches
Entrant company: Cossette Toronto
Client: McDonald's
Country: Canada

Grand Prix: The Daily Show Presents: The Donald J. Trump Presidential Twitter Library
Entrant company: Comedy Central
Client: Comedy Central
Country: USA

Chris Garbutt, Chief Creative Officer, TBWA commented:
"I think the best outdoor work stops you in your tracks and it telegraphically pulls you in ... and transcends language."

OUTDOOR

2018

Rank	Agency	City	Country
1.	Y&R BRAZIL	São Paulo	Brazil
2.	PROLAM Y&R	Santiago	Chile
3.	WIEDEN+KENNEDY	Portland	USA
4.	OGILVY HONG KONG	Hong Kong	Hong Kong
5.	DDB GROUP DÜSSELDORF	Dusseldorf	Germany
6.	LOLA MULLENLOWE	Madrid	Spain
7.	COSSETTE	Toronto	Canada
8.	DAVID	Miami	USA
9.	23 STORIES X CONDE NAST	New York	USA
10.	ENERGY BBDO	Chicago	USA
11.	GIANT SPOON	New York	USA
12.	TBWA\RAAD	Dubai	United Arab Emirates
13=	DENTSU JAYME SYFU	Makati City	The Philippines
13=	McCANN NEW YORK	New York	USA
13=	SAATCHI & SAATCHI	New York	USA
13=	HEREZIE	Paris	France
17.	OGILVY	Chicago	USA
18.	OGILVY GROUP THAILAND	Bangkok	Thailand
19.	ROSAPARK	Paris	France
20=	RED FUSE PARIS	Paris	France
20=	MULLENLOWE SSP3	Bogotá	Colombia

PR

AMVBBDO SCOOPS GRAND PRIX AND TOP TITLE FOR PR LIONS

AMVBBDO win the highest honour in PR Lions with **'Trash Isles'** for The **Plastic Oceans Foundation/LADbible**. Their campaign was built around the fact there is an area of plastic debris the size of France floating in the Pacific Ocean. This gave Plastic Oceans and LADbible the idea of registering the debris as an independent country called Trash Isles. Once done, this created an obligation for other countries to act to help clean it up. By awarding citizenship to celebrities ranging from Al Gore to Judi Dench, the campaign generated high levels of awareness around an issue of global significance.

Stuart Smith, Global Chief Executive Officer for Ogilvy PR commented on their choice of Grand Prix:

"We set clear criteria. We wanted to award work that was purposefully designed for an 'earned first' world where ideas cut through by earning attention, media and ultimately influence. The work had to show the true craft of public relations being used elegantly and with impact. Trash Isles was a genius idea: create awareness by attempting to get official UN recognition for an island of trash by imaginatively hacking the tools of supra-national democracy. No one expected it to work, but it created a global conversation that is still live today."

McCann New York take a step up the leader board from their third place ranking last year into the number two spot thanks to their **'Price on our Lives'** and **'Astronaut Realty Helmet'** campaigns.

Jung von Matt, Hamburg come in at number three this year, a big jump from their last PR Lions ranking of number 17 back in 2012.

PR 2018

Rank	Agency	City	Country
1.	AMVBBDO	London	United Kingdom
2.	McCANN NEW YORK	New York	USA
3.	JUNG VON MATT	Hamburg	Germany
4=	MOTHER	London	United Kingdom
4=	DAVID THE AGENCY	São Paulo	Brazil
6=	J. WALTER THOMPSON AMSTERDAM	Amsterdam	The Netherlands
6=	McCANN BUCHAREST	Bucharest	Romania
8.	WE ARE UNLIMITED	Chicago	USA
9.	MARURI GREY	Guayaquil	Ecuador
10.	TBWA\RAAD	Dubai	United Arab Emirates
11.	DENTSU INC.	Tokyo	Japan
12.	SAATCHI & SAATCHI TOYOTA AGENCY	Torrance	USA
13.	BBDO NEW YORK	New York	USA
14.	BETC	Paris	France
15.	DDB GROUP NEW ZEALAND	Auckland	New Zealand
16.	FLEISHMANHILLARD	New York	USA
17.	DAVID	Miami	USA
18.	ADAM&EVEDDB	London	United Kingdom
19.	WIEDEN+KENNEDY	Portland	USA
20.	MARCEL	Paris	France

PR BY PR AGENCY 2018

Rank	Agency	City	Country
1.	FLEISHMANHILLARD	New York	USA
2.	W COMMUNICATIONS	London	United Kingdom
3.	EDELMAN	Dallas	USA
4.	HAYSTAC	Sydney	Australia
5.	EMANATE	München	Germany
6=	FINCHFACTOR	Amsterdam	The Netherlands
6=	SHORE FIRE	Brooklyn	USA
8.	MINT PR AND IMAGE CONSULTANCY	Lahore	Pakistan
9.	EDELMAN	Atlanta	USA
10.	KOOLHOVEN & PARTNERS	Amsterdam	The Netherlands
11.	WEBER SHANDWICK	Paris	France
12=	3PM AGENCY	New York	USA
12=	DINI VON MUEFFLING COMMUNICATIONS	New York	USA
12=	FLEISHMANHILLARD	Dublin	Ireland
12=	FAMOUS RELATIONS	Brussels	Belgium
16.	KETCHUM	New York	USA
17.	PRIME WEBER SHANDWICK	Stockholm	Sweden
18=	THE HONEY PARTNERSHIP	London	United Kingdom
18=	TEXT 100	Stockholm	Sweden
18=	MATERIAL	Tokyo	Japan
18=	SANSIR	Torshavn	Denmark

PRINT & PUBLISHING

AFRICA, SÃO PAULO TOP THE RANKINGS

The Print & Publishing Lions rankings saw **Africa, São Paulo** take the top spot and scoop the Grand Prix in a double win for the agency.

The **'TagWords'** campaign uses Print advertising like beer coasters, billboards, and paste-ups to promote a simple call to action that links Budweiser to great moments in music history through the power of Google and the ubiquity of smartphones. The ads prompt the viewer with text that says something like "1965 Poolside Florida Budweiser Search It". The result is a photo of a young Mick Jagger enjoying a can of beer on an outdoor patio. Taking home a Grand Prix and one gold for AB In-Bev's 'Monterey' Print campaign, **Africa, São Paulo** secure the top spot.

Kate Stanners, Chairwoman & Global Chief Creative Officer for **Saatchi & Saatchi** and Print & Publishing Jury President for 2018 commented:

"The Grand Prix was a print ad that was pure – there was nothing wasted on the page. It looked perfect, yet it was intriguing. It shows the way forward for print – demonstrating the blend of mediums that can coexist to present more powerful messages."

Ogilvy, Chicago take the runners up spot for 2018, closely followed by **Prolam Y&R, Santiago** in third place.

Grand Prix: TagWords
Entrant Company: Africa São Paulo
Client: AB In-Bev
Country: Brazil

PRINT & PUBLISHING 2018

Rank	Agency	City	Country
1.	AFRICA	São Paulo	Brazil
2.	OGILVY	Chicago	USA
3.	PROLAM Y&R	Santiago	Chile
4.	OGILVY HONG KONG	Hong Kong	Hong Kong
5.	McCANN SPAIN	Madrid	Spain
6.	AKESTAM HOLST NOA	Stockholm	Sweden
7.	4129GREY	Istanbul	Turkey
8.	MOTHER	London	United Kingdom
9.	LOLA MULLENLOWE	Madrid	Spain
10.	OGILVY GROUP THAILAND	Bangkok	Thailand
11.	DENTSU INC.	Tokyo	Japan
12.	MULLENLOWE SSP3	Bogotá	Colombia
13.	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
14.	DDB SOUTH AFRICA	Johannesburg	South Africa
15.	Y&R BRAZIL	São Paulo	Brazil
16.	ALMAPBBDO	São Paulo	Brazil
17=	DDB GROUP DÜSSELDORF	Dusselfdorf	Germany
17=	DAVID	Miami	USA
17=	Y&R PRAGUE	Prague	Czech Republic
17=	CARNE PERU	Lima	Peru
17=	GREY MENA	Dubai	United Arab Emirates

PRODUCT DESIGN

OGILVY COLOMBIA & GUATEMALA TAKE JOINT 1ST POSITION

Ogilvy Colombia and **Guatemala** come joint top of the rankings for Product Design Lions in 2018. Their **'Kingo'** campaign took home the Grand Prix.

Kingo, a pioneer in decentralized clean energy services for remote communities, created an innovative service model that allows users to purchase electricity without the need to buy or maintain equipment, and at half the cost of candles and kerosene.
The project, via **Ogilvy Colombia** and **Ogilvy Guatemala**, installs solar panels and batteries in rural homes at no cost, allowing people to visit a local store to activate when they need it. This initiative allowed Kingo to forge the fight against energy poverty and to empower the future of many marginalised communities, while creating the largest clean energy user base in history.

Asif Khan, Architect for Asif Khan Ltd, commented on the judging experience: "Judging design is a form of time travel. We must imagine looking back in years to come and seeing what qualities and aspirations we chose to reward. These are strange times and stranger ahead. What message do we want to communicate to the future? I'd like our jury to consider the importance of products which change the nature of humanity today, as much as products which we think will change the nature of tomorrow."

Grand Prix: Kingo
Entrant Company: Ogilvy Colombia, Bogota
Client: Kingo
Country: Colombia

PRODUCT DESIGN 2018

Rank	Agency	City	Country
1=	OGILVY GUATEMALA	Guatemala	Guatemala
1=	OGILVY COLOMBIA	Bogotá	Colombia
3=	TBWA\INDIA	Mumbai	India
3=	TBWA\HAKUHODO	Tokyo	Japan
3=	SID LEE	Toronto	Canada
4.	SERVICEPLAN GERMANY	Munich	Germany
7.	BETC	Paris	France
8=	JUNG VON MATT	Hamburg	Germany
8=	WIEDEN+KENNEDY	Portland	USA
8=	GOOGLE CREATIVE LAB	New York	USA
8=	Y&R MELBOURNE	Melbourne	Australia
12.	SERVICEPLAN KOREA	Seoul	South Korea
13.	SERVICEPLAN HEALTH & LIFE	München	Germany
14.	THE CLASSIC PARTNERSHIP ADVERTISING	Dubai	United Arab Emirates
15=	OGILVY MUMBAI	Mumbai	India
15=	GREY ARGENTINA	Buenos Aires	Argentina
15=	GEOMETRY GLOBAL	Singapore	Singapore
15=	ANR BBDO	Stockholm	Sweden
15=	DRILL	Tokyo	Japan
15=	GREY MALAYSIA	Kuala Lumpur	Malaysia
15=	BBDO BANGKOK	Bangkok	Thailand
15=	PUBLICIS ROMANIA	Bucharest	Romania

RADIO & AUDIO

VICTORY FOR SOUTH AFRICA AS OGILVY CAPE TOWN COME UP TRUMPS

Another year of South Africa at the top for the Radio & Audio Lions Agency rankings. This year the title went to **Ogilvy Cape Town** who also scooped up the prestigious Grand Prix award for their **'Soccer Song for Change'** campaign.

This campaign was in response to South Africa's abuse rates spiking after football games, with the number one excuse being alcohol.

As South Africa's biggest beer brand, Carling Black Label targeted the biggest soccer event of the year and leveraged their sponsorship of the country's two largest football teams to share a message that couldn't go unheard – armed with only a song. A choir of mothers and daughters entered the field just before kick-off and hijacked the national football anthem. Half way through, they changed the lyrics to highlight the issue of gendered abuse.

Jo McCrostie, Radio & Audio Lions Jury President noted:

"In 2018, we were looking for work which demonstrated curiosity and courage. As a medium, Audio has evolved from traditional radio spots and creatives are released from the restrictions of a media plan. Our Grand Prix winner – Ogilvy Cape Town's "Soccer Song for Change" - was an idea that lived beyond the medium. It stood for social change and progressed our category well beyond what is expected."

Grand Prix: Soccer Song for Change
Entrant Company: Ogilvy Cape Town
Client: AB In-Bev
Country: South Africa

Another South African company joined the rankings at number 2, **TBWA\HUNT\LASCARIS, Johannesburg** thanks to their awarded radio spots for **Flight Centre**.

Grey Argentina came in at number 3, shooting up the ranks from their last placement at number 10 back in 2016.

RADIO & AUDIO 2018

Rank	Agency	City	Country
1.	OGILVY CAPE TOWN	Cape Town	South Africa
2.	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
3.	GREY ARGENTINA	Buenos Aires	Argentina
4.	OGILVY	Chicago	USA
5.	McCANN BIRMINGHAM	Birmingham	United Kingdom
6.	VML	Kansas City	USA
7.	ROTHCO | ACCENTURE INTERACTIVE	Dublin	Ireland
8.	GREY COLOMBIA	Bogotá	Colombia
9.	DDB GROUP GERMANY	Berlin	Germany
10.	AKESTAM HOLST NOA	Stockholm	Sweden
11.	McCANN NEW YORK	New York	USA
12.	1886	Johannesburg	South Africa
13.	WHITE RABBIT	Budapest	Hungary
14.	BBDO BELGIUM	Brussels	Belgium
15.	FITZCO//McCANN	Atlanta	USA
16=	RETHINK	Toronto	Canada
16=	HAVAS JOHANNESBURG	Johannesburg	South Africa
16=	ARNOLD WORLDWIDE	Boston	USA
19.	BBDO NEW YORK	New York	USA
20.	OGILVY JOHANNESBURG	Johannesburg	South Africa

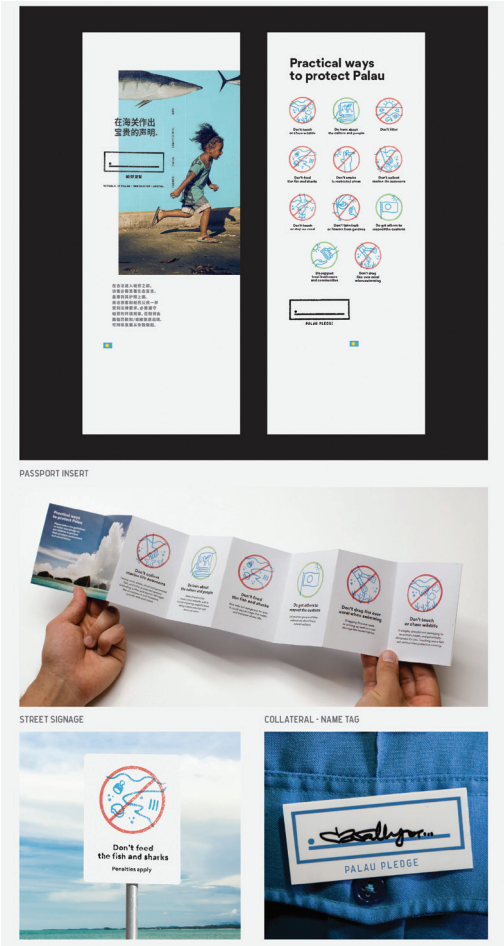
SUSTAINABLE DEVELOPMENT GOALS

HOST/HAVAS TAKES THE TITLE FOR SUSTAINABLE DEVELOPMENT GOALS LIONS FIRST YEAR

Tourism-turned-environmental campaign **'Palau Pledge'** wins the sustainable Development Goals Lions top prize taking Host/Havas to the top of the leader board.

The Palau Pledge scooped the Grand Prix in the Sustainable Development Goals Lions for its contribution in raising awareness of, and motivating action toward SDG 13 (Climate Action) and SDG 14 (Oceans / Life Below Water), issues facing all Pacific Islanders. The Palau Pledge was launched on December 7, 2017 and is now part of Palau's official immigration stamp and landing procedure. **Mark Tutssel, Executive Chairman, Global Chief Creative Officer Leo Burnett Worldwide** and inaugural Sustainable Development Goals Lion Jury President commented:

"The world's first eco-pledge for the tiny Pacific island nation of Palau is a highly innovative act that creates remarkable awareness around eco-tourism. It's a pioneering solution that can instantly scale, and creates a long-lasting legacy for generations to come. Above all, the 'Palau Pledge' is proof that the true winner in this category is humankind."



Grand Prix: Palau Pledge
Entrant Company: Host/Havas, Sydney
Client: Palau Legacy Project
Country: Australia

In a victory for Ecuador, **Maruri Grey, Guayaquil** come in at number 2 this year. Their **'Nature represented'** campaign picked up a Gold, two Silvers and a Bronze Lion. **Marcel, Paris** completed the top 3 with thanks to their **'Black Supermarket'** campaign for **Carrefour**.

SUSTAINABLE DEVELOPMENT GOALS 2018

Rank	Agency	City	Country
1.	HOST/HAVAS	Sydney	Australia
2.	MARURI GREY	Guayaquil	Ecuador
3.	MARCEL	Paris	France
4.	AMVBBDO	London	United Kingdom
5.	FCB/SIX	Toronto	Canada
6.	PAGÉS BBDO	Santo Domingo	Dominican Republic
7=	JOHN X HANNES	New York	USA
7=	adam&eveDDB	London	United Kingdom
9.	BBDO NEW YORK	New York	USA
10=	LEO BURNETT MÉXICO	Mexico City	Mexico
10=	McCANN NEW YORK	New York	USA
10=	BARTON F. GRAF	New York	USA
10=	NOW	London	United Kingdom
10=	THE CORNER	London	United Kingdom
10=	SEK	Helsinki	Finland
10=	GREY BRAZIL	São Paulo	Brazil
10=	PUBLICIS ROMANIA	Bucharest	Romania
10=	DDB GROUP ITALY	Milan	Italy
19.	CLEMENGER BBDO MELBOURNE	Melbourne	Australia
20=	GREY GERMANY	Düsseldorf	Germany
20=	DENTSU INC.	Tokyo	Japan

SOCIAL & INFLUENCER

WIEDEN+KENNEDY LONDON ARE AT THE TOP FOR SOCIAL & INFLUENCER LIONS

Wieden+Kennedy and **Nike** come up trumps for Social & Influencer Lions first year, winning the Grand Prix for the **'Nothing Beats a Londoner'** campaign.

The three-minute film puts the spotlight on the passionate young athletes of London and how they overcome the challenges they face to continue playing their sport.

In addition to the 258 young Londoners, the ad also features cameo roles from stars from the sport and music industries including Skepta, Mo Farah and Michael Dapaah, posting their individual screens on Instagram and linking to that of the next 'competitor'.

A world first blend between social media and film then saw the youth launch the campaign through their own Instagram channels. **Nothing Beats a Londoner** swept the board at Cannes Lions 2018, picking up a Titanium, Grand Prix, three Golds, three Silvers and eight shortlists, helping Wieden+Kennedy London to place first in the Social & Influencer Lions rankings and third amongst all UK agencies.

A comment from **Mark D'arcy, Global VP, Chief Creative Officer** for **Facebook** and Social & Influencer Lions Jury President 2018: "Nike's 'Nothing Beats a Londoner' is a breath-taking piece of work. Not only for its creativity, but for its construction that recognises our audiences make, shape and curate the content for the communities they identify with. Each element is designed to connect with the right people on the right platforms, in just the right way. The singular brilliance of the central idea and the pin sharp quality of the execution is what holds all these elements together, and as marketing finally leaps from one era to the next we have no doubt this work exemplifies the very best of what's on the other side."

BBDO New York and **VML Kansas City** take second and third place in Social & Influencer Lions rankings for 2018.

Grand Prix: Nothing Beats a Londoner
Entrant Company: Wieden+Kennedy
Client: Nike
Country: UK

SOCIAL & INFLUENCER 2018

Rank	Agency	City	Country
1.	WIEDEN+KENNEDY	London	United Kingdom
2.	BBDO NEW YORK	New York	USA
3.	VML	Kansas City	USA
4.	TBWA\MEDIA ARTS LAB	Los Angeles	USA
5.	DROGA5	New York	USA
6.	DDB CHICAGO	Chicago	USA
7.	ADAM&EVEDDB	London	United Kingdom
8.	DAVID	Miami	USA
9.	ALMAPBBDO	São Paulo	Brazil
10.	McCANN NEW YORK	New York	USA
11.	THJNK	Hamburg	Germany
12.	Y&R PARIS	Paris	France
13.	JUNG VON MATT	Hamburg	Germany
14=	ROSAPARK	Paris	France
14=	WIEDEN+KENNEDY NEW YORK	New York	USA
16.	R/GA NEW YORK	New York	USA
17.	HOST/HAVAS	Sydney	Australia
18.	OGILVY POLAND	Warsaw	Poland
19.	AMVBBDO	London	United Kingdom
20=	OGILVY AFRICA	Nairobi	Kenya
20=	McCANN LONDON	London	United Kingdom

TITANUM

HOST/HAVAS' PALAU PLEDGE IS THE BIG WINNER

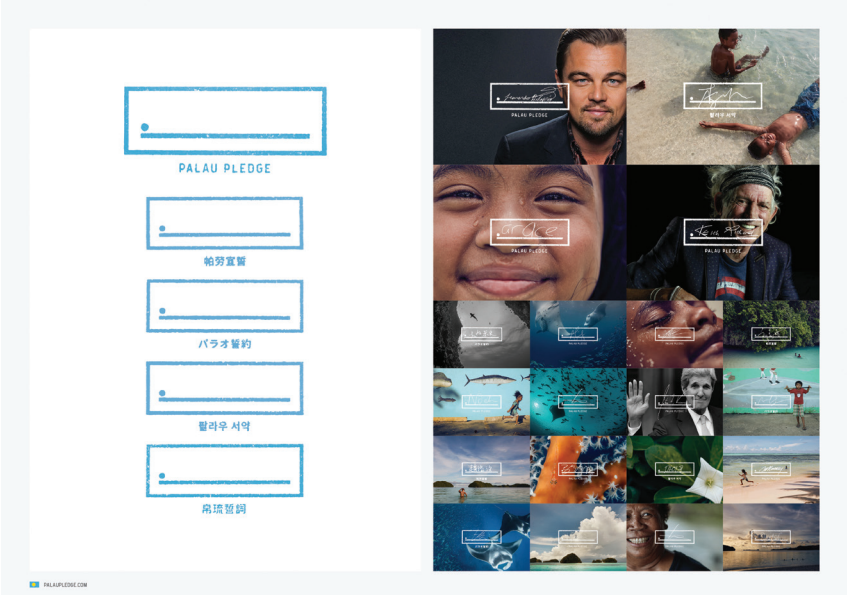
The Palau Pledge, a tourism campaign that developed into an environmental preservation effort, emerged as one of the most celebrated winners with three Grand Prix. It earned the coveted **Titanium Lions Grand Prix** this year as well as the inaugural Sustainable Development Goals Lions and Direct Lions Grand Prix.

The integrated effort named the 'Palau Pledge' is an ongoing eco-initiative written with the help of Palau's children that asks visitors to Palau – the 13th smallest country in the world - to commit to responsible and sustainable tourism, activating social pressure to drive behavioural change.

Coleen DeCourcy, **Chief Creative Officer Wieden+Kennedy** commented:

"It won our hearts, not because of the good it did but because of the good it was. If our job is capturing attention and transferring it from mind to heart, 'Palau Pledge' was constructed as an incredibly effective vehicle. Truly inspiring work that will have a lasting legacy."

AMVBBDO London, **Wieden+Kennedy London**, **Apple Inc. Cupertino, Droga5 New York** and **Saatchi & Saatchi New York** all took home a prestigious Titanium Lion each for their winning campaigns, sharing joint second position in the Titanium Lions rankings.



Palau Pledge
Entrant Company: Host/Havas, Sydney
Client: Palau Legacy Project
Country: Australia

Ti

TITANUM

2018

Rank	Agency	Title	Client	Product	Award	Country
1	HOST/HAVAS Sydney	PALAU PLEDGE	PALAU LEGACY PROJECT	Palau	Titanium Grand Prix	Australia
=2	AMVBBDO London	BLOODNORMAL	ESSITY	Libresse/ bodyform	Titanium Lion	United Kingdom
=2	WIEDEN+KENNEDY London	NOTHING BEATS A LONDONER	NIKE	NIKE	Titanium Lion	United Kingdom
=2	APPLE INC. Cupertino	TODAY AT APPLE	APPLE INC.	Apple Retail Stores	Titanium Lion	USA
=2	DROGA5 New York	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	Tourism Australia	Titanium Lion	USA
=2	SAATCHI & SAATCHI New York	IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	Tide	Titanium Lion	USA

LEARN FROM THE LEADERS

GET FEEDBACK FROM ONE OF OUR EXPERT JURORS ON YOUR 2018 CANNES LIONS ENTRY AND IMPROVE THE IMPACT OF YOUR CREATIVE.

FOR MORE INFORMATION EMAIL AWARDS@CANNESLIONS.COM

CANNES LIONS

METHODOLOGY – MAIN RANKINGS

Independent assurance provided by pwc

HOLDING COMPANY OF THE YEAR AWARD

1. **Overview and Criteria:** The Holding Company of the Year Special Award is given to the Holding Company whose members, being those Companies which satisfy the Holding Company Ownership Test, accrue the most total points (according to the allocation of points set out at Section 2 below).

2. **Points:** Members of a Holding Company will be allocated the following number of points for each of the following Awards:

   - 35 points for a Titanium and Creative Effectiveness Grand Prix
   - 30 points for all other Grand Prix, including Grand Prix for Good
   - 30 points for a Titanium Lion
   - 15 points for a Gold Lion
   - 7 points for a Silver Lion
   - 3 points for a Bronze Lion
   - 1 point for a shortlist position

   2.1 All Companies credited with an Idea Creation Role on the Entry form for all shortlisted or winning Awards are eligible to accrue points towards the Holding Company of the Year Special Award.
   2.2 Companies credited with a PR Role in PR Lions or the PR Medium in Lions Health, and Companies credited with a Media Placement Role in Media Lions are also eligible to accrue points towards the Holding Company of the Year Special Award.
   2.3 Points accrued by Companies are only assigned to a Holding Company if the Company satisfies the Holding Company Ownership Test.

3. **Calculation:** The winner of the Holding Company of the Year Special Award will be the Holding Company whose members obtain the most points in aggregate, in accordance with the above allocation of points.
   3.1 The total number of points accrued by each Holding Company is calculated by adding:
   3.1.1 the total points from Awards awarded to members of a Holding Company; and
   3.1.2 the total points from the shortlisted Entries of members of a Holding Company.
   3.2 If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company with an Idea Creation Role, a Media Placement Role in Media Lions, a PR Role in PR Lions or a PR Role in the PR Medium within Lions Health, the points awarded to the Entry will be divided equally among each of the credited Companies (for example, where multiple Companies are credited as having had (a) a Media Placement Role in Media Lions, (b) a PR Role in PR Lions, (c) an Idea Creation Role in all Lions or (d) the PR Medium in Lions Health).
   4.1 If a shortlisted or winning Entry has been credited to more than one Company:
   4.1.1 from the same Holding Company, the full points awarded to the Entry will go to that Holding Company;
   4.1.2 from different Holding Companies, the points awarded to the Entry will be shared equally between both Holding Companies (for example, if Agency A belonging to Holding Company A wins a Gold Lion co-credited with Agency B, which belongs to Holding Company B, then the points with be shared equally between both Holding Companies); and
   4.1.3 where one of the Companies is an Independent Agency, or is not affiliated with a Holding Company, then only half of the points awarded to the Entry (or the relevant equal proportion of points if there are more than two credited Agencies) belonging to the Company that does belong to a Holding Company will be awarded to that Holding Company (for example, if Agency A belonging to Holding Company A wins a Gold Lion and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Holding Company of the Year Award and will be given to Holding Company A).
   4.2 In the event of a Mixed Ownership Company winning or being shortlisted for an Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

5. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
5.1 In the case of a tie between Holding Companies, Campaign Points from winning Campaign(s) are valued higher than regular shortlist points.
5.2 Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

6. **Total Tied Points:** In the case of a tie between Holding Companies in the number of points accrued, the winner will be determined in accordance with the following formula:
6.1 the Holding Company with the highest overall number of Awards is the winner. If there is still a tie between Holding Companies, then;
6.1.1 the Holding Company with the highest number of highest ranking Awards is the winner. If there is still a tie between Holding Companies, then;
6.1.2 the Holding Company with the most shortlist and Campaign Points is the winner (where Campaign Points are valued higher than shortlist points, per 5.1 above).
6.2 The formula is applied in the following practical examples. In both examples, Holding Company A beats Holding Company B based on the number and rank of Awards awarded:

Example 1:

Holding Company A		**Holding Company B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
1 Silver Lion	7 points	1 Silver Lion	7 points
1 Shortlist	1 point	16 Shortlist	16 points
TOTAL:	38 points	TOTAL:	38 points

Example 2:

Holding Company A		**Holding Company B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
3 Bronze Lions	9 points	4 Silver Lions	28 points
6 Shortlist	6 points	2 Shortlist	2 points
TOTAL:	45 points	TOTAL:	45 points

NETWORK OF THE YEAR AWARD

1. **Overview and Criteria:** The Network of the Year Special Award is given to the Network Parent Company of the Network or Independent Network whose members are the most successful overall for Entries in the Awards (in accordance with the below allocation of points).
   1.1 If a Network or Independent Network is owned by a Health Network or affiliated with a Health Network through its Legal/Trading Name, the Network or Independent Network will include the Health Network points in their total.
   1.1.1 For example, any points accumulated by Ogilvy CommonHealth will be added to the Ogilvy & Mather Network points total.
   1.2 Members of a Network or Independent Network for the Network of the Year Award shall be those Companies which satisfy either:
   1.2.1 the Network Ownership Test; or
   1.2.2 the Network Affiliation Test.

2. **Points:** Members of a Network or Independent Network will be allocated the following number of points for each of the following Awards:

   - 35 points for a Titanium and Creative Effectiveness Grand Prix
   - 30 points for all other Grand Prix, including Grand Prix for Good
   - 30 points for a Titanium Lion
   - 15 points for a Gold Lion
   - 7 points for a Silver Lion
   - 3 points for a Bronze Lion
   - 1 point for a shortlist position

   2.1 Companies credited with an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Network or Independent Network if the company satisfies the Network Ownership Test or the Network Affiliation Test.

3. **Calculation:** The winner of the Network of the Year Special Award will be the Network or Independent Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
   3.1 The total is calculated by adding:
   3.1.1 the total points from Awards won by members of a Network or Independent Network; and
   3.1.2 the total points from the remaining shortlisted Entries of members of a Network or Independent Network, save that a Network or Independent Network member's points will only count towards the Network's overall total if the Company in question was a Network or Independent Network member on the date that its award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
   3.2 If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
   4.1 If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
   4.1.1 from the same Network or Independent Network, the full points awarded to the Entry will go to that Network or Independent Network;
   4.1.2 from different Networks or Independent Networks, the points awarded to the Entry will be shared equally between both Networks or Independent Networks (for example, if Agency A belonging to Network A wins a Gold Lion co-credited with Agency B, which belongs to Network B, then the points with be shared equally between both Networks); and
   4.1.3 if one Company is not affiliated to a Network or Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network or Independent Network) will count for the purposes of the Network of the Year Award and will be awarded to the relevant Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lion and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Network of the Year Award and will be given to Network A).
   4.2 In the event of a Mixed Ownership Company winning or being shortlisted for an Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

5. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
5.1 In the case of a tie between Networks/Independent Networks, the Campaign Points from a winning Campaign are valued higher than regular shortlist points.
5.2 Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

6. **Total Tied Points:** In the case of a tie between Networks/Independent Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
6.1 the Network or Independent Network with the highest overall number of Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
6.2 the Network or Independent Network with the highest number of highest ranking Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
6.3 the Network or Independent Network with the most shortlist and Campaign Points is the winner;
6.4 the formula is applied in the following practical examples. In both examples, Network A beats Network B based on the number and rank of Awards won:

Example 1:

Network A		**Network B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
1 Silver Lion	7 points	1 Silver Lion	7 points
1 Shortlist	1 point	16 Shortlist	16 points
TOTAL:	38 points	TOTAL:	38 points

Example 2:

Network A		**Network B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
3 Bronze Lions	9 points	4 Silver Lions	28 points
6 Shortlist	6 points	2 Shortlist	2 points
TOTAL:	45 points	TOTAL:	45 points

MEDIA NETWORK OF THE YEAR AWARD

1. **Overview and Criteria:** The Media Network of the Year Award is given to the Network Parent Company of the Media Network whose members are the most successful overall for Entries in the Awards for Entries in Media Lions (in accordance with the below allocation of points).
   1.1 Members of a Media Network for the purposes of the Media Network of the Year Award shall be those Companies which satisfy either:
   1.1.1 the Media Network Ownership Test; or
   1.1.2 the Media Network Affiliation Test.
   1.2 All Entries in the Media Lions Section with a credited Media Agency in the Media Placement Role are eligible to accrue points, regardless of the Entrant Company. Media Agencies with shortlisted and winning Entries in Media Lions will contribute points to Media Network of the Year and Holding Company of the Year Award if a Media Agency has been credited in the Media Placement Role.
   1.3 Any Advertising Agency submitting an Entry to Media Lions where the services of an external media Agency were used MUST credit that Media Agency in the Entry submission.
   1.4 Notwithstanding this, Ascential Events shall have absolute discretion in determining a Media Network's eligibility for this Special Award.

2. **Points:** The allocation of points used to calculate the Media Network of the Year Special Award is as follows:

   - 30 points for a Grand Prix
   - 15 points for a Gold Lion
   - 7 points for a Silver Lion
   - 3 points for a Bronze Lion
   - 1 point for a shortlist position

   2.1 Media Agencies credited with a Media Placement Role on all shortlisted or winning Media Lions are eligible to accrue points towards the Media Network of the Year Award. Points accrued by Companies credited are only assigned to a Media Network if the company satisfies the Media Network Ownership Test or the Media Network Affiliation Test.

3. **Calculation:** The winner of the Media Network of the Year Award will be the Media Network whose members accrue the most points for shortlisted and awarded Entries in Media Lions, in accordance with the above allocation of points.
   3.1 The total points accrued by each Media Network is calculated by adding:
   3.1.1 the total points from Media Lions awarded to members of a Media Network; and
   3.1.2 the total points from the remaining shortlisted Entries of members of a Media Network, save that a Media Network member's points will only count towards the Media Network's overall total if the Company in question was a Network member on the date that its award-winning or shortlisted Entry was initially launched, released, published or aired.
   3.2 If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Media Placement Role, the points awarded to the Entry will be divided equally among the Agencies and Companies.
   4.1 If a shortlisted or winning Entry has been credited in the Media Placement Role to more than one Company:
   4.1.1 from the same Media Network, the full points awarded to the Entry will go to that Media Network;
   4.1.2 from different Media Networks, the points awarded to the Entry will be shared equally between both Media Networks (for example, if Media Agency A belonging to Media Network A wins a Gold Lion credited with Media Agency B, which belongs to Media Network B, then the points with be shared equally between both Networks); and
   4.1.3 if one Company is not affiliated to a Media Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Media Network) will count for the purposes of the Media Network of the Year Award and will be awarded to the relevant Network (for example, if Media Agency A belonging to Media Network A wins a Gold Lion and is co-credited with Independent Media Agency B, then only half of the total points will count for the purposes of the Media Network of the Year Award and will be given to Media Network A).
   4.2 In the event of a Mixed Ownership Company winning or being shortlisted for an Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

5. **Total Tied points:** In the case of a tie between Media Networks in the number of points won by their respective members, the winner will be determined in accordance with the following formula:
   5.1 the Media Network with the highest overall number of Awards is the winner. If there is still a tie between Networks, then;
   5.2 the Media Network with the highest number of highest ranking Awards is the winner. If there is still a tie between Networks, then;
   5.3 the Media Network with the most shortlist points is the winner.
   5.4 The formula is applied in the following practical examples. In both examples, Network A beats Network B based on the number and rank of Awards won:

Example 1:

Network A		**Network B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
1 Silver Lion	7 points	1 Silver Lion	7 points
1 Shortlist	1 point	16 Shortlist	16 points
TOTAL:	38 points	TOTAL:	38 points

Example 2:

Network A		**Network B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
3 Bronze Lions	9 points	4 Silver Lions	28 points
6 Shortlist	6 points	2 Shortlist	2 points
TOTAL:	45 points	TOTAL:	45 points

AGENCY OF THE YEAR AWARD

1. **Overview and Criteria:** The Agency of the Year Award is given to the Agency that obtains the most points overall for Entries in the Awards, according to the below allocation of points.

2. **Points:** The allocation of points used to calculate the Agency of the Year Award is as follows:

   - 35 points for a Titanium and Creative Effectiveness Grand Prix
   - 30 points for all other Grand Prix, including Grand Prix for Good
   - 30 points for a Titanium Lion
   - 15 points for a Gold Lion
   - 7 points for a Silver Lion
   - 3 points for a Bronze Lion
   - 1 point for a shortlist position

   2.1 Agency points contribute to the Agency of the Year Special Award; and also:
   2.1.1 Independent Agency of the Year Special Award if the Agency is not part of a Holding Company; and
   2.1.2 Healthcare Agency of the Year Special Award if the Agency is a Specialist Healthcare Agency.
   2.2 Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.

3. **Calculation:** The winner of the Agency of the Year Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
   3.1 The total is calculated by adding:
   3.1.1 the total points from Awards that have been awarded to Agencies; and
   3.1.2 the total points from the remaining shortlisted Entries of Agencies.
   3.2 If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
   3.3 The maximum number of points awarded to an Agency for shortlisted Entries is 10. This does not include Campaign Points, as these are linked to Campaigns of Execution that win an Award.

4. **Multiple Entries:** If the same Campaign or Execution is entered more than once within one Lion and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions are counted.
   4.1 For example, if a Campaign wins an Award and the same Campaign also wins another Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if a Campaign wins a Silver Lion and a Gold Lion in Direct Lions, only the Gold points are counted. However, if the same Campaign wins a Silver Lion in Direct Lions and a Gold Lion in PR Lions, both the Silver and Gold points are counted.
   4.2 In Lions Health, If the same Campaign or Execution is entered more than once within one Medium and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions are counted.
   4.3 For the avoidance of doubt the Medium groupings within Lions Health are classed as:

   - Brand Experience & Activation and Direct
   - Branded Content & Entertainment
   - Creative Data
   - Digital Craft
   - Digital
   - Film Craft
   - Film
   - Integrated
   - Mobile
   - Print & Publishing, Outdoor and Industry Craft
   - PR
   - Product Innovation
   - Radio & Audio
   - Use of Technology

5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

6. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
6.1 In the case of a tie between Agencies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
6.2 Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

7. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
7.1 the Agency with the highest overall number of Awards, excluding the shortlist points and Campaign Points, is the winner. If there is still a tie between Agencies, then;
7.2 the Agency with the highest number of highest ranking Awards is the winner. If there is still a tie between Agencies, then;
7.3 the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
7.4 the Agency with the highest overall number of Awards, including the shortlist points and Campaign Points, is the winner. If there is still a tie between Agencies, then;
7.5 the Agency with the most shortlist points and Campaign Points, disregarding the cap of 10, is the winner.
7.6 The formula is applied in the following practical examples. In both examples, Agency A beats Agency B based on the number and rank of Awards won:

Example 1:

Agency A		**Agency B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
1 Silver Lion	7 points	1 Silver Lion	7 points
1 Shortlist	1 point	16 Shortlist	16 points
TOTAL:	38 points	TOTAL:	38 points

Example 2:

Agency A		**Agency B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
3 Bronze Lions	9 points	4 Silver Lions	28 points
6 Shortlist	6 points	2 Shortlist	2 points
TOTAL:	45 points	TOTAL:	45 points

INDEPENDENT AGENCY OF THE YEAR AWARD

1. **Overview and Criteria:** The Independent Agency of the Year award is given to the Independent Agency that obtains the most points overall for Entries in the Awards, according to the below allocation of points.

2. **Points:** The allocation of points used to calculate the Independent Agency of the Year Special Award is as follows:

   - 35 points for a Titanium and Creative Effectiveness Grand Prix
   - 30 points for all other Grand Prix, including Grand Prix for Good
   - 30 points for a Titanium Lion
   - 15 points for a Gold Lion
   - 7 points for a Silver Lion
   - 3 points for a Bronze Lion
   - 1 point for a shortlist position

   2.1 Independent Agency points contribute to the Independent Agency of the Year Special Award and also:
   2.1.1 the Agency of the Year Special Award;
   2.1.2 where the Independent Agency is a Specialist Healthcare Agency, the Healthcare Agency of the Year Special Award; and
   2.1.3 where the Independent Agency is part of an Independent Network, the Network of the Year Special Award.
   2.2 Companies credited with an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Independent Agency of the Year Special Award. Only independent agencies as outlined in the Rules for Special Awards are eligible to accrue points towards the Independent Agency of the Year Special Award.

3. **Calculation:** The winner of the Independent Agency of the Year Special Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
   3.1 The total is calculated by adding:
   3.1.1 the total points from Awards that have been won by Independent Agencies; and
   3.1.2 the total points from the remaining shortlisted Entries of Independent Agencies.
   3.2 If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for Independent Agency of the Year Special Award.
   4.1 If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the Independent Agency of the Year Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Lion and is co-credited with non-independent Company B, then only half of the total points will count for the purposes of the Independent Agency of the Year Special Award and will be given to Independent Agency A).

5. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
   5.1 In the case of a tie between Independent Agencies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
   5.2 Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:
   6.1 the Independent Agency with the highest overall number of Awards, excluding the shortlist points and Campaign Points, is the winner.

If there is still a tie between Independent Agencies, then;
6.2 the Independent Agency with the highest number of highest ranking Awards is the winner. If there is still a tie between Independent Agencies, then;
6.3 the Independent Agency with the most Entry points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Independent Agencies, then;
6.4 the Independent Agency with the most shortlist and Campaign Points is the winner;
6.5 the Independent Agency with the highest overall number of Awards, including the shortlist points and Campaign Points, is the winner. If there is still a tie between Independent Agencies, then;
6.6 the Independent Agency with the most shortlist points and Campaign Points, disregarding the cap of 10, is the winner.

7. The formula is applied in the following practical examples. In both examples, Independent Agency A beats Independent Agency B based on the number and rank of Awards won:

Example 1:

Agency A		**Agency B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
1 Silver Lion	7 points	1 Silver Lion	7 points
1 Shortlist	1 point	16 Shortlist	16 points
TOTAL:	38 points	TOTAL:	38 points

Example 2:

Agency A		**Agency B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
3 Bronze Lions	9 points	4 Silver Lions	28 points
6 Shortlist	6 points	2 Shortlist	2 points
TOTAL:	45 points	TOTAL:	45 points

PALME D'OR

1. **Overview and Criteria:** The Palme d'Or Award honours the Production Company that obtains the most points overall for Entries in the Digital Craft, Entertainment (Section A), Film, Film Craft, Mobile and Social & Influencer Lions as well as Branded Content, Digital, Digital Craft, Film, Film Craft & Mobile Mediums in Lions Health in the Awards according to the below allocation of points.
   1.1 If a Production Company has more than one office in a country, points from those offices will be aggregated. Points will be aggregated where: (a) the offices share a Legal/Trading Name (e.g. 'Production Company A, New York' and 'Production Company A, Chicago'); or (b) the offices share the same owner and are different branches of the same company.

2. **Points:** The allocation of points used to calculate the Palme d'Or Award is as follows:

   - 30 points for a Grand Prix, including Grand Prix for Good
   - 15 points for a Gold Lion
   - 7 points for a Silver Lion
   - 3 points for a Bronze Lion
   - 1 point for a shortlist position

   2.1 Production Companies credited in Digital Craft, Entertainment (Section A), Film, Film Craft, Mobile and Social & Influencer Lions will automatically contribute to the Palme d'Or Award. Productions Companies credited in the Branded Content, Digital, Digital Craft, Film, Film Craft & Mobile Mediums within Lions Health will also automatically contribute to the Palme d'Or Award.

3. **Calculation:** The winner of the Palme d'Or Award will be the Production Company that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
   3.1 The total is calculated by adding:
   3.1.1 the total points from Awards that have been won by Production Companies; and
   3.1.2 the total points from the remaining shortlisted Entries of Production Companies.
   3.2 If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
   3.3 The maximum number of points awarded to a Production Company for shortlisted Entries is 10. This does not include Campaign Points, as these are linked to Campaigns of Execution that win an Award.

4. **Multiple Entries:** If the same Campaign or Execution is entered more than once within one Lion and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions Award are counted.
   4.1 For example, if a Campaign wins an Award and the same Campaign also wins within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if a Campaign wins a Silver Lion and a Gold Lion in Film Lions, only the Gold points are counted. However, if the same Campaign wins a Silver Lion in Film Lions and a Gold Lion in Social & Influencer Lions, both the Silver and Gold points are counted.
   4.2 In Health Lions, if the same Campaign or Execution is entered more than once within one Medium and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions are counted.
   4.3 For the avoidance of doubt the Medium groupings for the purpose of the Palme d'Or Awards Calculations within Lions Health are classed as:

   - Branded Content & Entertainment
   - Digital Craft
   - Digital
   - Film Craft
   - Film
   - Mobile

5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Production Company the points awarded to the Entry will be divided equally among the Companies credited.

6. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
6.1 Shortlist points awarded to Campaign Entries that win an Award will be converted into Campaign Points and will still be counted towards the Palme d'Or Special Award total.
6.2 In the case of a tie between Productions Companies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
6.3 Where different Production Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Production Company A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Production Company A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

7. **Total Tied Points:** In the case of a tie between the total number of points won by Production Companies, the winner will be determined in accordance with the following formula:
7.1 the Production Company with the highest overall number of Awards, excluding the shortlist points and Campaign points, is the winner. If there is still a tie between Production Companies, then;
7.2 the Production Company with the highest number of highest ranking Awards is the winner. If there is still a tie between Production Companies, then;
7.3 the Production Company with the most Entry points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Production Companies, then;
7.4 the Production Company with the highest overall number of Awards, including the shortlist and Campaign Points is the winner. If there is still a tie between Production Companies, then;
7.5 the Production Company with the most shortlist and Campaign Points, disregarding the cap of 10, is the winner.
7.6 The formula is applied in the following practical examples. In both examples, Production Company A beats Production Company B based on the number and rank of Awards won:

Example 1:

Production Company A		**Production Company B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
1 Silver Lion	7 points	1 Silver Lion	7 points
1 Shortlist	1 point	16 Shortlist	16 points
TOTAL:	38 points	TOTAL:	38 points

Example 2:

Production Company A		**Production Company B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
3 Bronze Lions	9 points	4 Silver Lions	28 points
6 Shortlist	6 points	2 Shortlist	2 points
TOTAL:	45 points	TOTAL:	45 points

HEALTHCARE NETWORK OF THE YEAR

1. **Overview and Criteria:** The Healthcare Network of the Year Award is given to the Healthcare Network that obtains the most points overall for Entries in the Lions Health Awards, according to the below allocation of points.
   1.1 Members of a Healthcare Network for the Healthcare Network of the Year Award shall be those Companies which:
   1.1.1 satisfy the Healthcare Network Ownership Test; or
   1.1.2 satisfy the Healthcare Network Affiliation Test; or
   1.2 Are formed of a collection of independent Healthcare Agencies that identify themselves as a global Healthcare Network. Ascential Events reserves the right to seek proof regarding such asserted Healthcare Network ties.

2. **Points:** The allocation of points used to calculate the Healthcare Network of the Year Award is as follows:

   - 30 points for a Grand Prix, including Grand Prix for Good
   - 15 points for a Gold Lion
   - 7 points for a Silver Lion
   - 3 points for a Bronze Lion
   - 1 point for a shortlist position

   2.1 Companies credited with an Idea Creation Role on all shortlisted or winning Pharma and Health & Wellness Lions are eligible to accrue points towards the Healthcare Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Healthcare Network if the Company is a member of the Healthcare Network, as defined at paragraph 1.2 above.
   2.2 If a Healthcare Network has a non-healthcare counterpart network, then any points accrued towards the Healthcare Network of the Year Award will also be counted towards the affiliated Network's total points in calculation of the Cannes Lions Network of the Year Award. Ascential Events will have final discretion in deciding whether a Healthcare Network is affiliated to a Network.

3. **Calculation:** The winner of the Healthcare Network of the Year Award will be the Healthcare Network whose Healthcare Agencies obtain the most points in aggregate for shortlisted or awarded Entries in the Pharma and Health & Wellness categories in accordance with the above allocation of points.
   3.1 The total is calculated by adding:
   3.1.1 the total points from Awards that have been awarded to members of a Healthcare Network; and
   3.1.2 the total points from the remaining shortlisted Entries of members of a Healthcare Network.
   3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies.
   4.1 If a shortlisted or winning Entry has been credited to more than one Healthcare Agency:
   4.1.1 from the same Healthcare Network, the full points awarded to the Entry will go to that Healthcare Network;
   4.1.2 from different Healthcare Networks, the points awarded to the Entry will be shared equally between all the Healthcare Networks (for example, if Healthcare Agency A belonging to Healthcare Network A wins a Gold Lion co-credited with Healthcare Agency B, which belongs to Healthcare Network B, then the points with be shared equally between both Healthcare Networks); and
   4.1.3 where one of the Healthcare Agencies is not affiliated to a Healthcare Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Healthcare Agency that is from a Healthcare Network) will count for the purposes of the Healthcare Network of the Year Special Award and will be awarded to the relevant Healthcare Network (for example, if Healthcare Agency A belonging to Healthcare Network A wins a Gold Lion and is co-credited with Healthcare Agency B, which is independent, then only half the points will count for the purposes of the Healthcare Network of the Year Special Award and will be given to Healthcare Network A).
   4.2 If (a) a shortlisted or winning Entry has been credited to more than one Company and only one is a Healthcare Agency; and (b) that Healthcare Agency is affiliated to a Healthcare Network; then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Healthcare Agency) will count for the purposes of the Healthcare Network of the Year Award and will be awarded to the relevant Healthcare Network (for example, if Healthcare Agency A wins a Gold Lion and is co-credited with Company B, then only half of the total points will count for the purposes of the Healthcare Network of the Year Award and will be given to Healthcare Network Agency A).
   4.3 If a shortlisted or winning Entry has been credited to one Healthcare Agency that is jointly owned by two Healthcare Networks, the points awarded to the Entry will be shared equally between these two Healthcare Networks.

5. **Campaign Points:** If a Campaign of Executions wins an Award, Entries will also be awarded Campaign Points.
   5.1. In the case of a tie between Healthcare Networks, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
   5.2. Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

6. **Total Tied Points:** In the case of a tie between the total number of points won by Healthcare Networks, the winner will be determined in accordance with the following formula:
   6.1 the Healthcare Network with the highest overall number of Awards is the winner. If there is still a tie between Healthcare Network, then;
   6.2 the Healthcare Network with the highest number of highest ranking Awards is the winner. If there is still a tie between Healthcare Networks, then;
   6.3 the Healthcare Network with the most shortlist points and Campaign Points is the winner.
   6.4 If a rank can be established on the highest overall number of Awards alone, the shortlist points and Campaign Points are not taken into consideration.
   6.5 The formula is applied in the following practical examples. In both examples, Healthcare Network A beats Healthcare Network B based on the number and rank of Awards won:

Example 1:

Healthcare Network A		**Healthcare Network B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
1 Silver Lion	7 points	1 Silver Lion	7 points
1 Shortlist	1 point	16 Shortlist	16 points
TOTAL:	38 points	TOTAL:	38 points

Example 2:

Healthcare Network A		**Healthcare Network B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
3 Bronze Lions	9 points	4 Silver Lions	28 points
6 Shortlist	6 points	2 Shortlist	2 points
TOTAL:	45 points	TOTAL:	45 points

HEALTHCARE AGENCY OF THE YEAR AWARD

1. **Overview and Criteria:** The Healthcare Agency of the Year Award is given to the Healthcare Agency that obtains the most points overall for Entries in the Lions Health Awards, according to the below allocation of points.

2. **Points:** The allocation of points used to calculate the Healthcare Agency of the Year Award is as follows:

   - 30 points for a Grand Prix, including Grand Prix for Good
   - 15 points for a Gold Lion
   - 7 points for a Silver Lion
   - 3 points for a Bronze Lion
   - 1 point for a shortlist position

   2.1 Healthcare Agency points contribute to the Healthcare Agency of the Year Award and also:
   2.1.1 the Agency of the Year Award; and
   2.1.2 where the Healthcare Agency is an Independent Agency, the Independent Agency of the Year Award.
   2.2 Companies credited with an Idea Creation Role on all shortlisted or winning Pharma and Health & Wellness Lions are eligible to accrue points towards the Healthcare Agency of the Year Award. Only Healthcare Agencies as defined in these Rules are eligible to accrue points towards the Healthcare Agency of the Year Award.
   2.3 The exact method for accruing points for all Special Awards is outlined in the calculation section below.

3. **Calculation:** The winner of the Healthcare Agency of the Year Award will be the Healthcare Network that obtain the most points in aggregate for shortlisted or awarded Entries in the Pharma and Health & Wellness Lions in accordance with the above allocation of points.
   3.1 The total is calculated by adding:
   3.1.1 the total points from Awards that have been won by a Healthcare Agency; and
   3.1.2 the total points from the remaining shortlisted Entries of a Healthcare Agency.
   3.2 If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
   3.3 The maximum number of points awarded to a Healthcare Agency for shortlisted Entries is 10. This does not include Campaign Points, as these are linked to Campaigns of Execution that win an Award.

4. **Multiple Entries:** In Health Lions, If the same Campaign or Execution is entered more than once within one Medium and is shortlisted and/or wins more than one Lions Award, only the points for the highest Lions Award or the highest points scoring Campaign of Executions are counted towards the Healthcare Agency of the Year Award. For the avoidance of doubt the Medium groupings within Lions Health are classed as:

   - Brand Experience & Activation and Direct
   - Branded Content & Entertainment
   - Creative Data
   - Digital Craft
   - Digital
   - Film Craft
   - Film
   - Integrated
   - Mobile
   - Print & Publishing, Outdoor and Industry Craft
   - PR
   - Product Innovation
   - Radio & Audio
   - Use of Technology

   4.1 For example, if a Campaign wins an Award and the same Campaign also wins within that Medium, only the highest scoring Lion counts. This rule is applied only within each Medium; that is, if a Campaign wins a Silver Lion and a Gold Lion in the PR Medium, only the Gold points are counted. However, if the same Campaign wins a Silver Lion in the PR Medium and a Gold Lion in the Radio Medium, both the Silver and Gold points are counted.

5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Agency or company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
6. **Campaign Points:** Entries will also be awarded Campaign Points.
   6.1 In the case of a tie between Healthcare Agencies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
   6.2 Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign of Executions that wins a Silver Campaign Lion, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

7. **Total Tied Points:** In the case of a tie between the total number of points won by Healthcare Agencies, the winner will be determined in accordance with the following formula:
   7.1 the Healthcare Agency with the highest overall number of Awards is the winner. If there is still a tie between Healthcare Agencies, then;
   7.2 the Healthcare Agency with the highest number of highest ranking Awards is the winner. If there is still a tie between Healthcare Agencies, then;
   7.3 the Healthcare Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Healthcare Agencies, then;
   7.4 the Healthcare Agency with the highest overall number of Awards, including the shortlist points and Campaign Points is the winner. If there is still a tie between Healthcare Agencies, then;
   7.5 the Healthcare Agency with the most shortlist and Campaign Points, disregarding the cap of 10, is the winner.
   7.6 The formula is applied in the following practical examples. In both examples, Healthcare Agency A beats Healthcare Agency B based on the number and rank of Lions awarded:

Example 1:

Healthcare Agency A		**Healthcare Agency B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
1 Silver Lion	7 points	1 Silver Lion	7 points
1 Shortlist	1 point	16 Shortlist	16 points
TOTAL:	38 points	TOTAL:	38 points

Example 2:

Healthcare Agency A		**Healthcare Agency B**	
2 Gold Lions	30 points	1 Gold Lion	15 points
3 Bronze Lions	9 points	4 Silver Lions	28 points
6 Shortlist	6 points	2 Shortlist	2 points
TOTAL:	45 points	TOTAL:	45 points

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We work with world-class consultants and experts who have contributed to the success of some of our creative marketer award winners. If you would like to learn more about our **CREATIVE EXCELLENCE PROGRAMME** contact us for a consultation.

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KEY DATES FOR CANNES LIONS 2019

ENTRIES OPEN
17 January 2019

FESTIVAL
17-21 June 2019

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