

# SA's Promise, Kenya's ScanAd and Dubai's FP7 McCann bring home Silver Lions

By [Danette Breitenbach](#)

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Following the awarding of the Engagement Lions ((Creative B2B, Creative Data, Direct, Media, PR and Social & influence) SA , Kenya and Dubai have each been awarded a Silver Lion.



FP7 McCann won a Silver and a Bronze for its *Wall Street Balls* for client Testicular Cancer Society, Testicular Cancer Awareness as well as a Bronze Lion for the campaign *Frequencies of Peace* for client Baby Shop.

ScanAd, Nairobi Kenya and Hill+Knowlton Strategies, Nairobi, Kenya won Silver for *Stain not shame* for Zeva Fashion, Promise with The Media Shop won Silver for *Plan (A)* for AfriSam Cement.

Engagement: Creative Data	Social media & insight	Silver Lion	Wall Street Balls, Testicular Cancer Society, Testicular Cancer Awareness, FP7 McCann, Dubai / McCann Health, Dubai UAE
Engagement: Lions Direct	Healthcare	Bronze Lion	Wall Street Balls, Testicular Cancer Society, Testicular Cancer Awareness, FP7 McCann, Dubai / McCann Health, Dubai UAE
Engagement: Lions: Media	Use of audio platforms	Bronze Lion	Frequencies of Peace, Baby Shop, FP7 McCann, Dubai UAE Initiate MENA, Dubai UAE
Engagement: Media	Use of print	Silver Lion	Plan (A) AfriSam, Blackstudio, AfriSam, Cement, Promise, Johannesburg SA & The Media Shop, Johannesburg
Engagement: Media	Use of events & stunts	Bronze Lion	The Currency of Corruption, Transparency International Lebanon - No Corruption (TI-LB) Anti-corruption NGO Leo Burnett, Beirut, Lebanon / Leo Burnett, Jeddah, Saudi Arabia
Engagement PR	Social Behaviour)	Silver Lion	Stain not shame, Zeva Fashion, ScanAd, Nairobi Kenya and Hill+Knowlton Strategies, Nairobi, Kenya
Engagement: PR	Cultural insight	Bronze Lion	Superstar Ravi, Adidas, Adidas Originals, Havas Middle East, Dubai / Red Havas Middle East, Dubai UAE

## Summary of Lions for Africa and Middle East region

As we enter the fourth day of Cannes, so far the continent and Africa have amassed one Grand Prix, two Gold, seven Silver and 14 Bronze Lions.

The Grand Prix was won by Dubai's Impact BBDO for *Newspapers, Inside the Newspaper Edition* for *Annahar Newspaper*. Leo Burnett Lebanon boasts a Gold Lion for *Dirty Laundry*, for the Abaad Resource Center for Gender Equality as well as a Bronze for *The Currency of Corruption* for Transparency International Lebanon, - No Corruption (TI-LB) together with Leo Burnett, Jeddah, Saudi Arabia.

SA's Ogilvy won a Gold Lion for *Bread of the Nation* for client AB InBev SA, Castle Lager. The agency has also won a Silver and a Bronze Lion for *The Blind Spot*, for client Volkswagen SA.

On the continent, South Africa's Promise won a Silver and a Bronze Lion, with FCB Africa winning a Silver and Grid Worldwide a Bronze Lion. Nigeria's agency X3M Ideas, won the county's first Lion, a Bronze.

The Middle East's FP7 McCann has accumulated two Silver and six Bronze, followed by And Us with a Silver and two Bronze.



## #Cannes2023: Slow and steady as SA and the Middle East agencies bring home more Lions

Danette Breitenbach 21 Jun 2023



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As Cannes enters its fourth day, only the Experience category, Strategy category, Classic: Film category winners as well as Titiatium winners and Lions for Good are still to be revealed.

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## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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