

Cannes Lions: Monday night winners, Tuesday shortlists

CANNES, FRANCE: There were no Gold Lions for South Africa last night, Monday, 21 June 2010, only one Silver for JWT Cape Town and two Bronzes, for Joe Public Johannesburg and Ireland/Davenport respectively - all three in Direct. SA has, however, made the Design shortlist but, no surprise, not the Cyber one. Both shortlists were released this morning, Tuesday 22 June. [\[twitterfall\]](#) [\[blog\]](#)



Last night's awards ceremony was the first of four taking place during the festival week. This 57th Annual Cannes Lions International Advertising Festival, one of the largest and most coveted awards in the industry's calendar, is currently taking place in France, attended by 8000 industry peers.

Direct SA winners

Winners Lion		Category	Title	Advertiser /client	Product	Entrant company
Direct	Silver	C11 Charities, Public Health & Safety, Public Awareness Messages	MY FIRST BOOK PROJECT	GLOBAL LITERACY PROJECT	LITERACY PROJECT	JWT CAPE TOWN
Direct	Bronze	A02 Dimensional Mailing	ARV PLECTRUMS	ROCK4AIDS	AIDS AWARENESS NGO	JOE PUBLIC Johannesburg
Direct	Bronze	C11 Charities, Public Health & Safety, Public Awareness Messages	GET A NEW PERSPECTIVE ON HISTORY	DITSONG: MUSEUM OF MILITARY HISTORY	WORLD WAR ONE EXHIBIT	IRELAND/DAVENPORT Johannesburg

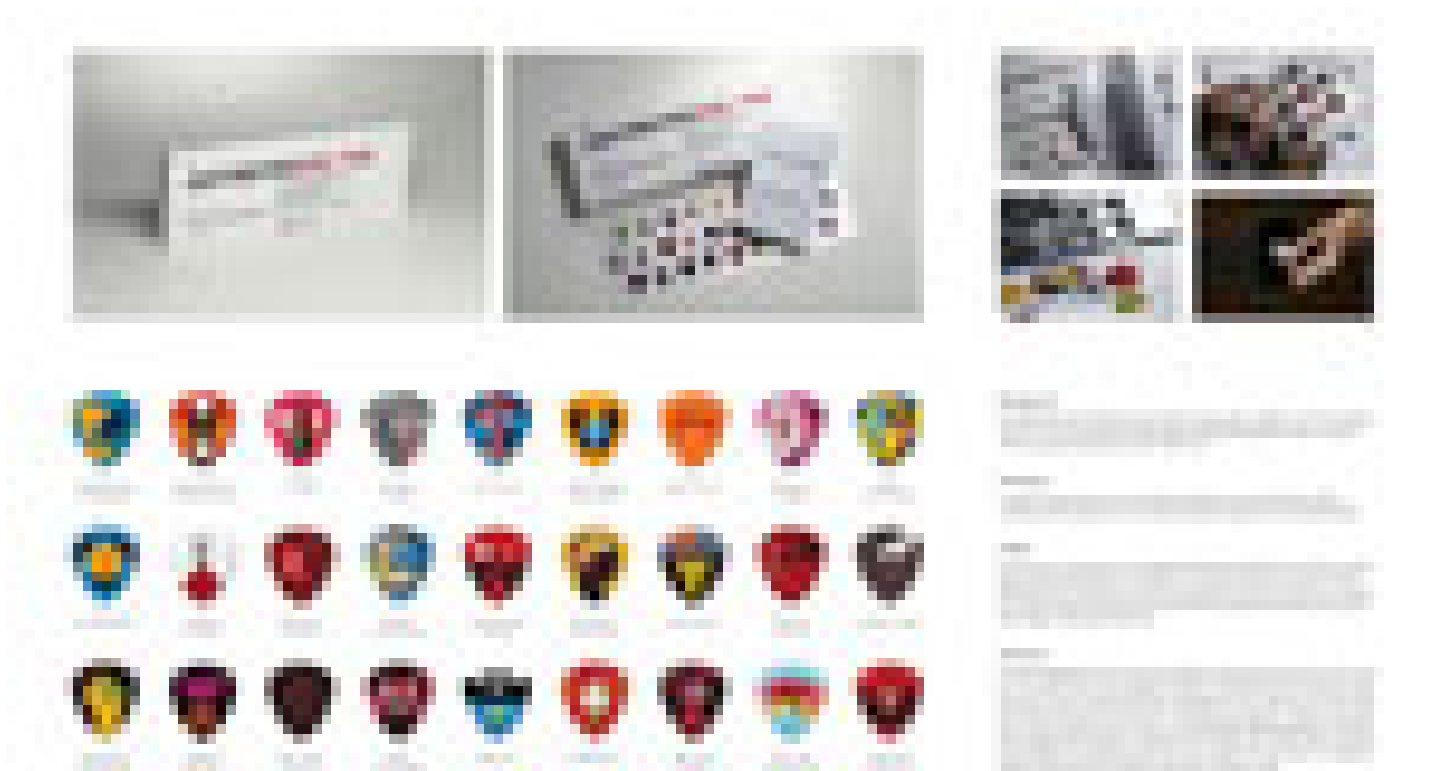
Percentage breakdown

Category	No. of SA finalists	No. of SA winners	Percentage SA winners of total winners	Percentage of SA winners of SA finalists	No. of SA winners in 2009
Direct	6	3	4%	50%	1
Promo & Activation	2	0	0%	0%	0
PR	1	0	0%	0%	0



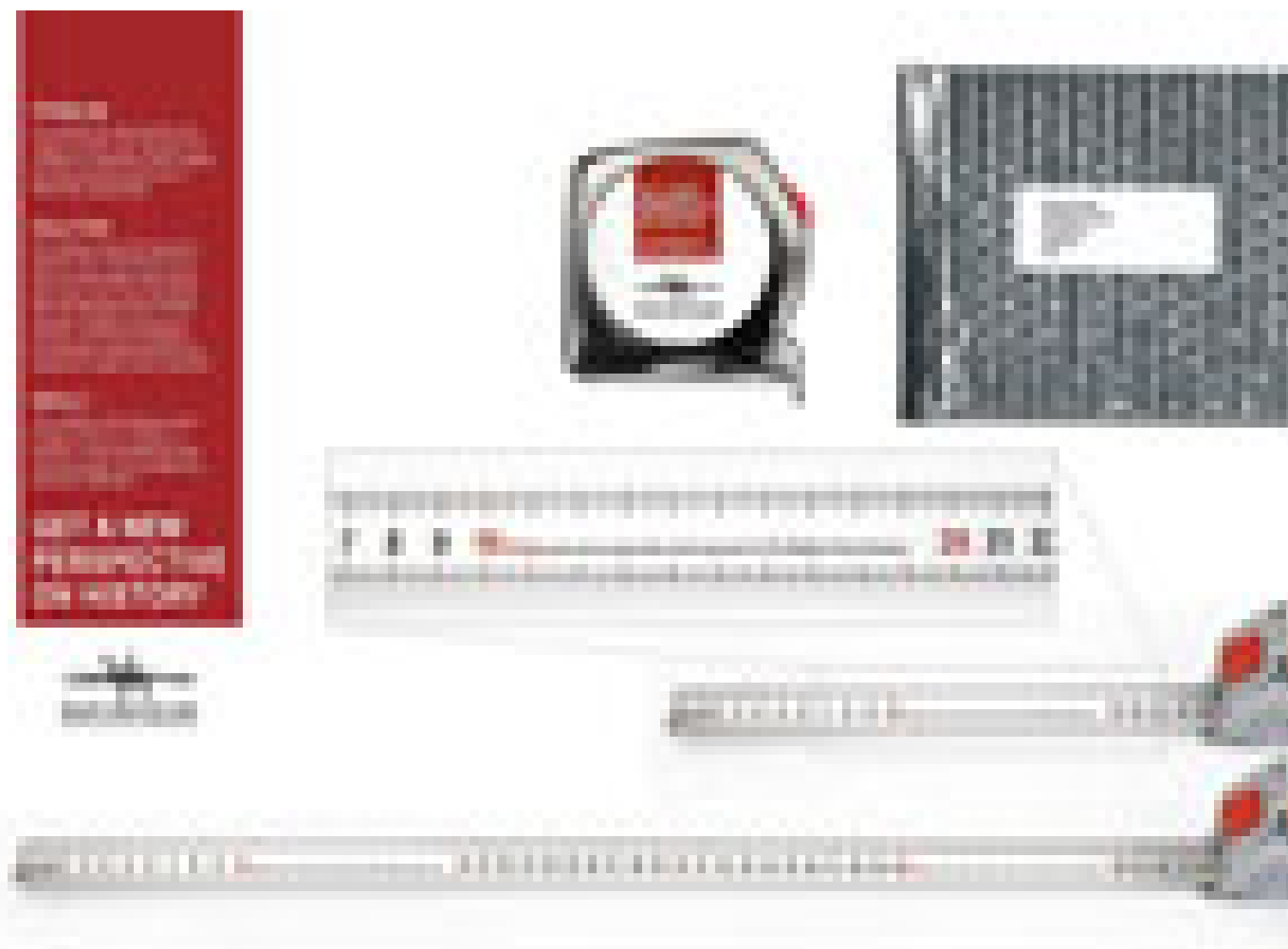
Silver Direct Lion: JMT Cape Town's "My First Book Project" for Global Literacy Project.

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Bronze Direct Lion: Joe Public

[click to enlarge](#)



Bronze Direct Lion:
Ireland/Davenport
Johannesburg's "Get a New
Perspective on History" for
Ditsong: Museum of Military
History.

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Both the Promo & Activation Grand Prix and the PR Grand Prix went to TBWA\CHIAT\DAY LA in the US, with assistance from Paragon Marketing Group and Fleishman-Hillard, for their entry 'Replay' to promote the energy drink Gatorade.

Of the 1595 entries submitted in the Promo & Activation category, a 43% increase versus last year, 150 were shortlisted, from which 55 were selected as winners by the international jury led by Tina Manikas, global retail and promotions officer of Drafftcb. Along with the Grand Prix, a further eight Gold Lions, 20 Silver and 26 Bronze were also awarded.

In its second year, the PR category received 571 entries, up 32% from last year. Due to the high increase in entries, the jury decided that it was necessary to award Gold and Silver Lions, rather than only PR Lions, which is normal for a new category. The PR jury, chaired by Paul Taaffe, global chairman and CEO of Hill & Knowlton, awarded 11 Gold Lions and 32 Silver from an initial shortlist of 87.

Of the 1441 entries submitted in the Direct Lions category, 164 went on to make the shortlist, of which 19 Gold, 24 Silver and 31 Bronze Lions were awarded. Special Group Auckland in New Zealand won the Grand Prix for its entry 'Orcon + Iggy Pop' for Orcon Broadband. The Direct Lions jury of 30 members was chaired by Pablo Alzugaray, CEO of Shackleton.

The Direct Agency of the Year award was won by Abbott Mead Vickers, BBDO, London, UK.

For the full list of winners, winning work and credits, go to:

- [Direct Lions](#)
- [Promo & Activation Lions](#)
- [PR Lions](#)

SA entries on Design shortlist

Shortlist	Category	Title	Advertiser / Client	Product	Entrant Company
Design	Publications	THEM-AND-US	AMNESTY INTERNATIONAL	ART FOR AMNESTY	DISTURBANCE DURBAN
Design	Publications	TREE	MNET	TV CHANNEL O	OGILVY JOHANNESBURG
Design	Publications	A CAMPAIGN DESIGNED TO DROP SALES	INTERNATIONAL ORGANISATION FOR MIGRATION	COUNTER HUMAN TRAFFICKING	TBWAHUNT/LASCARIS JOHANNESBURG

Percentage breakdown

Category	No. of SA entries	No. of SA shortlisted	Percentage SA shortlisted of total shortlist	Percentage of SA shortlisted of total SA entries per category	No. of shortlisted finalists in 2009	Percentage shortlisted finalists of total in 2009
Design	33	3	2.73%	9.09%	4	2.55
Cyber	24	0	0.00%	0.00%	0	0

For the full shortlists, go to:

- [Cyber Lions](#)
- [Design Lions](#)

Film, Titanium and Integrated, and Film Craft Lions shortlists will be released on Friday 25 June; and Grand Prix for Good contenders on Saturday 26 June.

Further winners will be announced:

- Tuesday 22 June: Outdoor, Media, Radio
- Wednesday 23 June: Press, Cyber, Design
- Saturday 26 June: Film, Titanium and Integrated, Film Craft, Grand Prix for Good

Special Awards and Young Lions will be released from Tuesday 22 June.

Since the festival opened on Sunday 20 June, delegates have enjoyed presentations by key industry leaders including JWT's Bob Jeffrey, Fernando Vega Olmos and Guy Murphy, who offered an inside peek at how three pioneering initiatives have impacted the industry; Ogilvy's VC Rory Sutherland introduced three of the most persuasive salespeople from its World's Greatest Salesperson competition, with the audience deciding the winner via real-time voting; and Electronic Arts examined how interactive entertainment is evolving as a game-changing medium.

For more:

- Bizcommunity Search: [Cannes Lions](#)
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