

CANNES LIONS

INTERNATIONAL FESTIVAL OF CREATIVITY



CONGRATULATIONS

SINGAPORE

FOR WINNING 18 LIONS!

	Gold	Silver	Bronze	Lions Innovation	TOTAL
Grey Group Singapore	1	1	4	1	7
DDB Group Singapore	1		2		3
Ogilvy & Mather Singapore		2			2
Lowe Singapore		1	2		3
Saatchi & Saatchi Singapore		1			1
Kinetic Singapore			1		1
TBWA / Singapore			1		1
Total	2	5	10	1	18

MediaCorp is proud to be the official Singapore representative of Cannes Lions International Festival of Creativity



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CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY 2015

Running strong on creativity

Singapore creative agencies bag 18 Lions at the Oscars of advertising

SINGAPORE – Local creative agencies did the nation proud at this year’s Cannes Lions International Festival of Creativity, bringing home 18 Lions — two gold, five silver, 10 bronze and one Lions Innovation.

Held from June 21 to 27 this year, Cannes Lions is the largest celebration of creativity in the media industry and is also known as the Oscars of the advertising and communications field. A total of 37,426 entries were received from around the world, of which 524 were from Singapore.

The festival, which is held in Cannes, France and is now in its 62nd year, aims to honour the most creative film, press, outdoor and online advertising, as well as the best media, PR, design, radio and direct marketing solutions. MediaCorp is the Singapore representative of the Cannes Lions International Festival of Creativity.

MORE LOCAL JUDGES

One more record Singapore can add to its bag is having one of the largest number of juries representing the island-state at this year’s festival. There are 10 representatives this year versus last year’s seven.

Of special mention is Ms Priscilla Shunmugam, founder and designer of Ong Shunmugam, who is the first jury from Singapore to be part of the Product Design panel.

Other juries include Ms Lee Hanyi, chief creative officer of The Secret Little Agency; Mr Tay Guan Hin, global executive creative director of J. Walter Thompson; Mr Joji Jacob, group executive creative director of DDB Group; Mr Ali Shabaz, chief creative officer of the Grey Group; and creative director of the TBWA Group, Mr Mel du Toit.

From Leo Burnett, there was the chairman and CEO for Asia Pacific Jarek Ziebinski and chief creative officer in Singapore, Mr Chris Chiu. Lowe & Partners also had two Singapore representatives — regional president Rupen Desai and executive creative director Erick Rosa.

SINGAPORE ROARS

Grey Group did extremely well among the Singapore agencies, winning a total of seven Lions — one gold, one silver, four bronze and one Lions Innovation.

It won gold in the Product Design category for the Talwar Bindi’s campaign “Life Saving Dot”, where traditional bindis are creatively transformed into iodine patches to save women in rural India battling iodine deficiency.

GOLD LIONS



Grey Group is the only team to win a Lions Innovation award.



We brought home two firsts for Singapore – the first Product Design Lion and first Lions Innovation. For a country known mostly for its print work, this is an honour.

Mr Ali Shabaz
CHIEF CREATIVE OFFICER OF GREY GROUP



Grey Group’s team clinched gold in product design for Talwar Bindi’s campaign Life Saving Dot.



Starhub’s 4G4Good campaign by DDB won gold in Promo & Activation.



DDB’s Group executive creative director Joji Jacob and MediaCorp’s vice-president of Trade Marketing & Communications Frances Koh.

Mr Shabaz of Grey Group said: “It’s been an unbelievable Cannes for us this year. The most satisfying thing for me is that we brought home two firsts for Singapore — the first Product Design Lion and first Lions Innovation. For a country known mostly for its print work, this is an honour.”

Heineken won the Creative Marketer of the Year for breaking the boundaries of creativity and using it to drive business.

YOUNG LIONS

Three Young Lions teams comprising six individuals in the cyber, print and film categories also won themselves a sponsored trip to compete internationally at the Cannes Young Lions Competition.

These three teams had earlier come up tops in the MediaCorp Young Lions Competition 2015, which aims to inspire and nurture local youth in the industry.

Mr Chiu of Leo Burnett affirms the need to support young creative talent in Singapore. “As we celebrate Leo Burnett’s 80th anniversary this year, the collaboration with MediaCorp — as the official creative partner for this year’s Young Lions Competition — underscores our ongoing commitment in supporting the many young talents who are our industry’s future.”

“The fast-changing face of the communication landscape needs a constant injection of fresh perspectives and ideas, and we strongly believe in supporting young talent in their growth to help drive the creativity imperative in our business.” **PRODUCED BY THE TODAY SPECIAL PROJECTS TEAM**

SILVER LIONS



3M’s Minestrone Soup/Olive Oil & Balsamic Vinegar/Sangria by Lowe Singapore won silver in the Outdoor category.



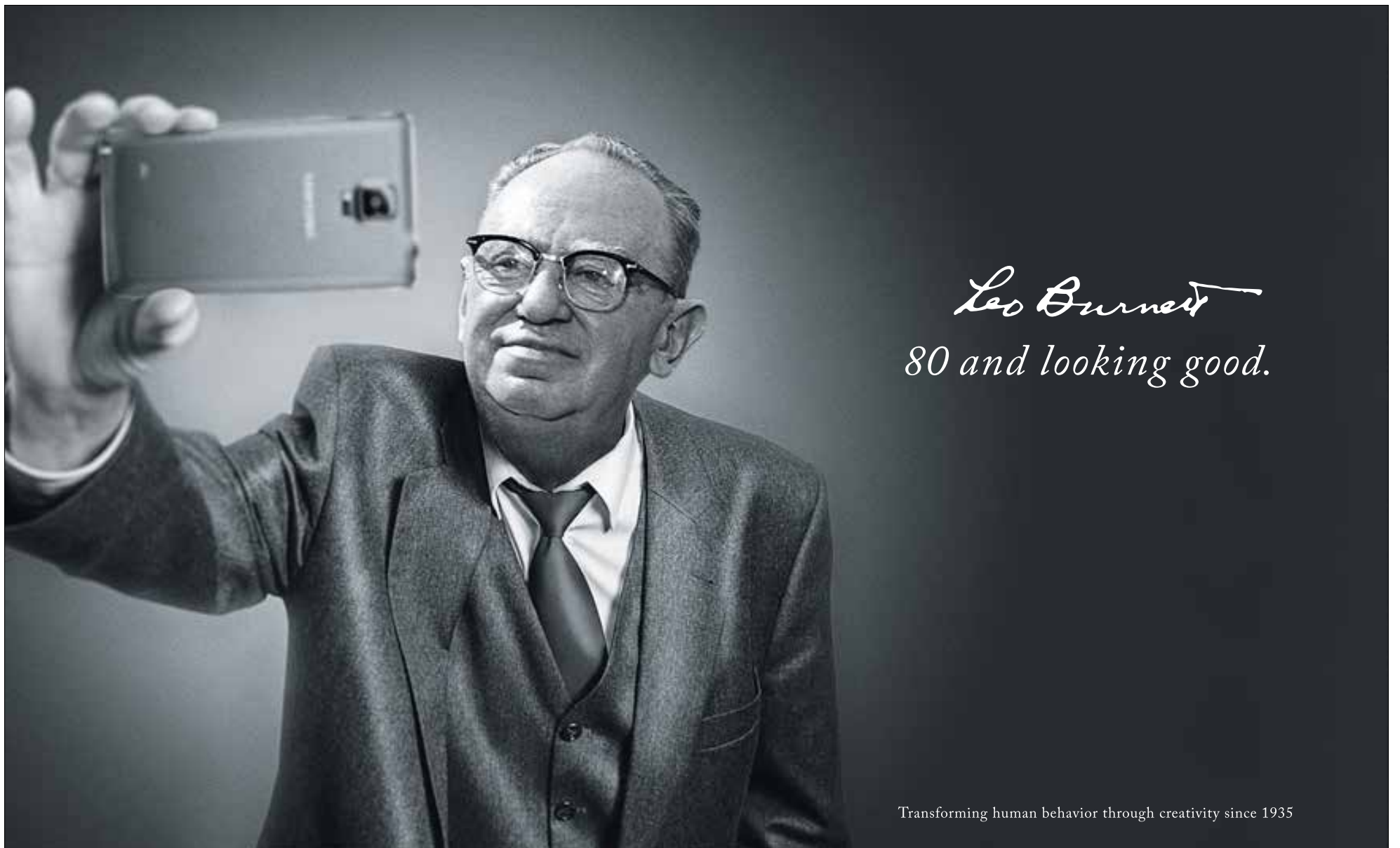
Unilever’s Softest campaign clinched silver in the Cyber category for Ogilvy & Mather.



Saatchi & Saatchi bagged silver in PR for the Scoot Airlines campaign.



Ogilvy & Mather won silver in Promo & Activation for the Transient Workers Count Too campaign.



*Leo Burnett
80 and looking good.*