



The international Network of the Year award went to Ogilvy & Mather.

CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

# Creativity drives excellence

Singapore wins 15 Lions at top advertising and communications awards

**SINGAPORE** – Representatives of Singapore at the Cannes Lions International Festival of Creativity 2014 did the country proud when they brought home 15 Lions last month.

The Lions are the Oscars of the advertising and communications field, and the festival is the world's biggest celebration of creativity in communications.

Around 12,000 registered delegates from more than 90 countries from the advertising, digital, marketing, media, PR, technology and design industries were present in Cannes for the festival from June 15 to 21. Some 37,427 entries from almost 100 countries were in contention for Lions.

They were showcased in the Palais des Festivals, and judged by 17 juries comprising top international creatives and industry experts.

The 61st edition of the festival also saw some 67 seminars being held, where more than 500 speakers gave presentations.

The festival relies on a network of national representatives in 80 countries to help support and promote the event. MediaCorp serves as Singapore's representative and helps with the selection of juries.

This year, MediaCorp sent six creative heads to join the international juries as well.

It also holds a national competition (MediaCorp Young Creatives Competition) to give up-and-coming creative talents a chance to compete in the prestigious Young Lions competition in Cannes.

**SINGAPORE SHINES**

BBDO Proximity Singapore was the biggest winner among the Singapore agencies with six wins. It clinched an Outdoor Gold Lion, an Outdoor Silver Lion and three Press Silver Lions, as well as a Radio Bronze Lion.

In addition, the eight BBDO offices in the Asia Pacific network collected 35 Lions across 10 categories, to clinch the inaugural Asia Pacific Regional Network of the Year award at the Cannes Lions. Ogilvy & Mather also won the international Network of the Year award.

Mr Ronald Ng, Chief Creative Officer, BBDO Proximity Singapore said: "We set out to create a campaign that would stand out through



Mr Phil Thomas, Chief Executive Officer of Lions Festivals (left) presented the award to Mr Steve Easterbrook, Senior Executive Vice President and Global Chief Brand Officer of McDonald's.

simplicity, simplicity and simplicity. We owe the success of this campaign to our clients who demand and support breakthrough work from every brief."

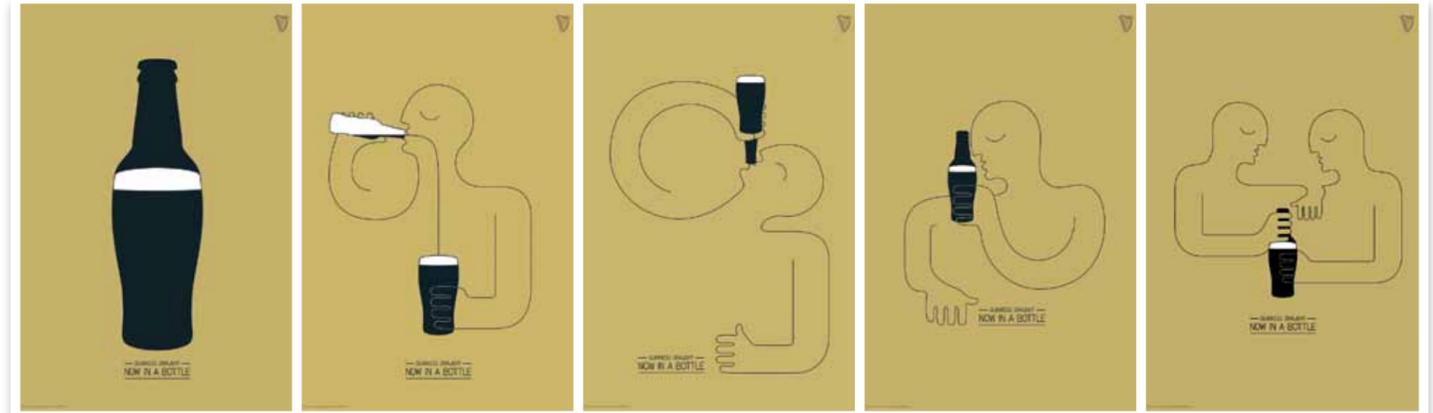
DDB Group Singapore also won a Mobile Gold Lion for the Offline Book campaign. Conceptualised for their client Math Paper Press, it extolled the virtues of books in the digital age by promoting the message that books never go offline.

"A big chunk of the consumers' attention is shifting to mobile, and

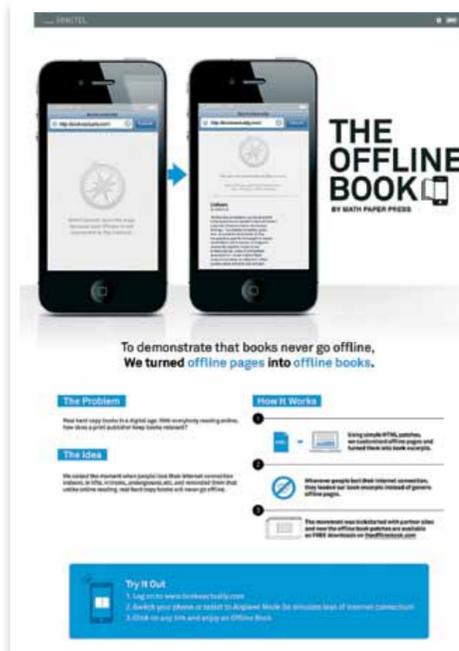
Total LIONS won by Singapore				
Agency	Gold Lion	Silver Lion	Bronze Lion	Total Lions
BBDO Proximity	1	4	1	6
DDB Group	1			1
Ogilvy & Mather		2	2	4
JWT		1		1
Grey Group			2	2
Kinetic			1	1



Ms Frances Koh, Vice President of Trade Marketing and Communications of MediaCorp (left) with the BBDO team who worked on the Guinness 'Draught in a Bottle' campaign which won six Lions.



The Guinness 'Draught in a Bottle' campaign by BBDO Proximity bagged one Outdoor Gold Lion, one Outdoor Silver Lion and three Press Silver Lions.



The Math Paper Press 'Offline Book' campaign by DDB Group took home a Mobile Gold Lion.

our win proves that the agency is at the forefront of mobile technology and well-placed to help our clients make the most of new opportunities," said Mr Joji Jacob, Group Executive Creative Director, DDB Group Singapore.

Other award winners at the festival included Ogilvy & Mather Singapore, Grey Group Singapore, JWT AWARE and Kinetic Singapore, who claimed eight awards between them.

The Creative Marketer of the Year award was also presented to McDonald's for consistently placing creativity at the heart of its advertising and communications. PRODUCED BY THE TODAY SPECIAL PROJECTS TEAM



The Philips 'Air-Oil' campaign by Ogilvy & Mather Singapore clinched one Outdoor Silver Lion.



JWT won a Mobile Silver Lion for AWARE's 'The Guardian Angel' campaign.



Kinetic earned one Design Bronze Lion with their '3D Custom Figurines' campaign.



The Movie Emoji campaign by Ogilvy & Mather.



The DDB team with their Mobile Gold Lion for the Offline Book campaign for Math Paper Press.

Singapore continues to be a powerhouse at the festival. Being ranked No 16 globally is no mean feat, especially if you consider our market size. This is a combined effort of the agencies ... and MediaCorp.  
**Mr Ronald Ng**  
 CHIEF CREATIVE OFFICER, BBDO PROXIMITY SINGAPORE