

CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY 2016

A meeting of the brightest minds

Winning works at festival display creativity and effective results **BY NICOLETTE ONG**

SINGAPORE – Leo Burnett Worldwide's chief creative officer Mark Tutssel said: "Creativity is the most valuable asset in business."

And when it comes to the best creative minds in the advertising industry, most people look to the Cannes Lions International Festival of Creativity.

The festival is the world's largest and most prestigious international creative awards. It champions creativity as it is the driving force behind businesses — creative campaigns lead to effective results, and thus business success.

As a national broadcaster, Mediacorp's aim is "to engage, entertain and enrich audiences by harnessing the power of creativity". That is why Mediacorp has been the official Singapore representative for the festival for over a decade.

A TIME TO SHINE

Now in its 63rd year, the annual Cannes Lions International Festival of Creativity is an eight-day event that gives more than 15,000 delegates from 100 countries the chance to connect, share and discover, making the festival a global meeting place to honour the best in the industry.

Creative talents and agencies from all over the world present their works for judging. The Cannes Lions International Festival of Creativity receives more than 40,000 entries across 23 categories, but only a handful walk away with the coveted Lions award. Winning a Lion sets a business apart for being innovative and having bold talents.

SINGAPORE ROARS

At this year's Cannes Lions International Festival of Creativity, held from June 18 to 25 in France, Singapore bagged 13 Lions.

Against stiff competition, Singapore agencies won two Golds, six Silvers and five Bronzes, ranking Singapore the fourth country in Asia.

Saatchi & Saatchi Singapore took home the most wins among Singapore firms with two Golds, one Silver and one Bronze. Other winners included Ogilvy & Mather Singapore, TBWA Singapore, Grey Group Singapore, MullenLowe Singapore, BBH Singapore and J. Walter Thompson Singapore.

Among the Singapore wins, BBH Singapore's film advertisement for NTUC Income's OrangeAid — Last Day of School was cited for demonstrating onscreen artistry with compelling storytelling that moved audiences.

The heart-rending film tells a true story of a student who wanted to give up her studies to help her family make ends meet. NTUC Income's OrangeAid community development scheme saw a 29-fold increase in donations after the film was aired last year on social channels and television.

It was also the first time a local insurance company won a Cannes Lions, widely known as the Oscars of the advertising industry.

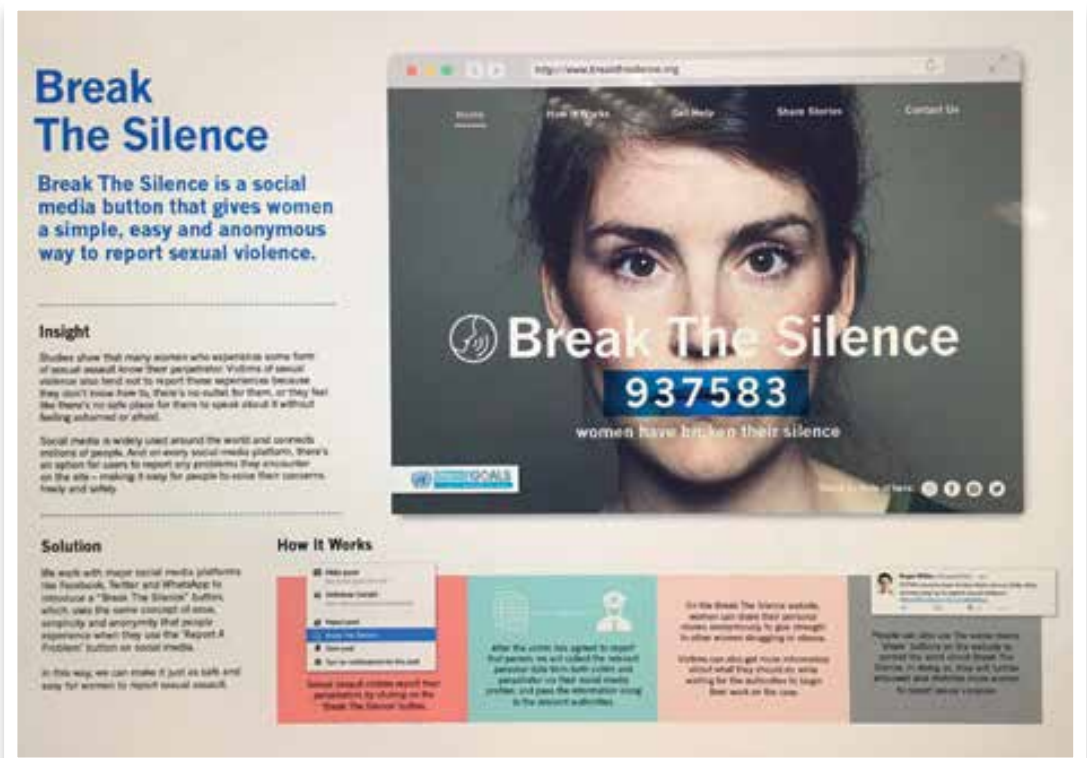
YOUNG TALENTS TRIUMPH ON GLOBAL STAGE

Another thing to cheer about is DDB Group Singapore's Ms Christine Lim and Ms Joanna Ortega clinching the country's first Gold Medal in the Young Lions Cyber Competitions at the festival.

To inspire creative excellence and give local young creative talents the opportunity to represent Singapore internationally, Mediacorp and partners — Singapore Airlines, Leo Burnett and Pixa — sponsored three teams in the Film, Print and Cyber categories to compete in the Cannes Young Lions Competition, which is held as part of the Cannes Lions International Festival of Creativity.

This competition gives young creatives (aged 30 and below) a platform to showcase their talents globally. The three teams were selected to represent Singapore after they had won the Mediacorp Young Lions Competition held in April.

Ms Christina Chua, Mediacorp's head of marketing and sales planning, said: "It is a huge honour for the creative industry in Singapore and we are immensely proud of these young



The Cannes Young Lions Cyber Competition winning entry, Break The Silence, addressed a United Nations brief to empower women to stand up against sexual violence.



talents. The experience of competing against the best was an invaluable opportunity to grow and as the next generation of industry superstars, they will surely be an inspiration to many."

A CHALLENGING COMPETITION

The Cyber team pitted against 50 countries — the largest number across all the Young Lions categories. Judges praised the "incredibly high standard of work from a record-breaking 50 teams".

The teams had 24 hours to create a cyber campaign for the United Nations to encourage women and girls worldwide to stand up against sexual violence. But it was Ms Lim's and Ms Ortega's Break the Silence campaign that edged out the competition.

Their creative concept aimed to help victims report abuse securely and easily, similar to clicking the Report A Problem online tool.

Ms Ortega said: "We wanted our campaign to be accessible, easy to use and most importantly, safe for women. The Break the Silence button



From left: Ms Frances Koh, vice president for Trade Marketing and Communications at Mediacorp, Ms Joanna Ortega and Ms Christine Lim, both from DDB Group Singapore, and Mr Joji Jacob, group executive creative director of DDB Group Singapore.

accomplishes what we set out to do via social media. It allows women to anonymously report sexual violence and begin the endeavour of bringing perpetrators to justice. In the long run, it'll help empower women and put an end to sexual violence."

The duo also had the chance to meet and present their work to United Nations Secretary-General Ban Ki-moon. The gathering with

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Ms Joanna Ortega
DDB GROUP SINGAPORE

Mr Ban let the five winning teams gain insight into the United Nation's work. Said Ms Lim: "We are also thankful to Mediagroup for supporting us and giving us the opportunity to be here to compete internationally. It is the most rewarding experience."

LEADING LOCAL JURORS

In support of the festival, Mediagroup also recommended veterans and up-and-coming creatives for the jury. For the 2016 festival, 10 creative leaders from Singapore were chosen to join the panel of international juries in Cannes, France.

They include Mr Edmund Choe, chief creative officer of Singapore and Southeast Asia, TBWA\ Group; Mr Charlie Blower, founder and creative director of Blak Labs; Ms Komal Bedi Sohal, chief creative officer of Y&R Singapore; Mr Jon Loke, executive creative director of Publicis Singapore; Mr Aaron Koh, founder and creative director of GOVT Singapore; Ms Cinzia Crociani, creative director of Grey Group Singapore; Mr Andrew Hook, executive creative director of Havas Worldwide Singapore; Mr Ted Lim, chief creative officer of Dentsu Aegis Asia Pacific; and Ms Claire Waring, executive creative director of SapientNitro.

Being nominated as a Cannes Lions jury member recognises the nominee's achievements and integrity in the cre-



BBH Singapore took home a Silver Lion for NTUC Income's OrangeAid – Last Day of School film advertisement.

ative industry. Heading this honour roll was Mr Joji Jacob, group executive creative director of DDB Group Singapore, who was nominated as jury president of the Print & Publishing category.

Representing various agency networks, the panel evaluated works across 10 categories: Creative Data, Cyber, Design, Direct, Mobile, Outdoor, Print & Publishing, Promotion & Activation, Radio, and Titanium & Integrated Lions. **PRODUCED BY THE TODAY SPECIAL PROJECTS TEAM**



Advertising agencies from around the globe come together at Cannes Lions International Festival of Creativity to honour the most creative works in the industry. PHOTO: CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

**Congratulations
13 LIONS IN TOTAL!**

	Gold	Silver	Bronze	Total
Saatchi & Saatchi Singapore	2	1	1	4
Ogilvy & Mather Singapore		2		2
TBWA\Singapore		1	1	2
Grey Group Singapore		1		1
MullenLowe Singapore			2	2
BBH Singapore		1		1
J. Walter Thompson Singapore			1	1
	2	6	5	13

