

# Film Craft Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Film Craft Lions award ceremony on 23 June 2017, with three SA entries casting a Bronze glow.



Screenshots from SA's three Bronze winners and the Grand Prix for Film Craft.

The Film Craft Lions celebrate onscreen artistry. Entries needed to demonstrate exceptional film-making through work in which technical skill and prowess in production elevates an idea or dramatically enhances its execution.



#CannesLions2017: Film Craft shortlist

22 Jun 2017



A total of 103 Film Craft Lions were awarded from the shortlist of 258, with the following SA work all winning Bronze Lions:

- **Y&R SA and 7Films: Surfshack Chasing the Dragon – Bronze for Script**
- **Mami Wata CT worked on the Mami Wata's 'Woza' by Pantera & Co Buenos Aires – Bronze for direction**
- **Egg Films CT produced Johannes Leonardo NY's Adidas 'Original is never finished' – Bronze in the categories of direction as well as production design/art direction and cinematography.**

**Woza:**

**Chasing the Dragon:**

**Original is never finished:**

The Grand Prix went to **Iconoclast Culver City** for the Blaze – Territory for musician Blaze in the category ‘musician/artist promotion’

View the full table of winning work below:

Film Craft Lions Winners

Entrant	Title	Client	Product	Award
ICONOCLAST, Culver City	THE BLAZE - TERRITORY	THE BLAZE (MUSICIAN)	MUSICIAN / ARTIST PROMOTION	Grand Prix
BLINK PRODUCTIONS, London / 4CREATIVE, London	WE'RE THE SUPERHUMANS	CHANNEL 4	PARALYMPICS	Gold Lion
MJZ, Los Angeles / BLACK FRAME, New York	MY MUTANT BRAIN	KENZO	KENZO PARFUMS	Gold Lion
RNDBT CONTENT, Amsterdam / MARCEL FRENSCH & ROGIER MAHIEU, Huizen	BATMAN	WARCHILD	WARCHILD NGO	Gold Lion
LEO BURNETT CHICAGO	OSTRICH	SAMSUNG	SAMSUNG GALAXY S8/GEAR VR	Gold Lion
THE MARTIN AGENCY, Richmond	THE WORLD'S BIGGEST ASSHOLE	DONATE LIFE	ORGAN DONATION	Gold Lion
BLINK PRODUCTIONS, London / 4CREATIVE, London	WE'RE THE SUPERHUMANS	CHANNEL 4	PARALYMPICS	Gold Lion
ICONOCLAST, Culver City	TERRITORY	THE BLAZE (MUSICIAN)	MUSICIAN / ARTIST PROMOTION	Gold Lion
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	GRAVITY CAT	SONY INTERACTIVE ENTERTAINMENT	GRAVITY DAZE2	Gold Lion
ICONOCLAST, Culver City / YOUNG TURKS, Los Angeles	GOSH	JAMIE XX	MUSIC VIDEO FOR SONG "GOSH"	Gold Lion
PULSE FILMS, London	SAMPHA 'PROCESS'	SAMPHA	'PROCESS' ALBUM	Gold Lion
WHITEHOUSE POST, London / DON'T PANIC, London	STILL THE MOST SHOCKING SECOND A DAY	SAVE THE CHILDREN	SAVE THE CHILDREN	Gold Lion
DROGA5, New York / THE NEW YORK TIMES, New York	THE TRUTH IS HARD TO FIND – BRYAN DENTON	THE NEW YORK TIMES	NEWS SUBSCRIPTION	Gold Lion Campaign

DROGA5, New York / THE NEW YORK TIMES, New York	THE TRUTH IS HARD TO FIND – DANIEL BEREHULAK	THE NEW YORK TIMES	NEWS SUBSCRIPTION	Gold Lion Campaign
DROGA5, New York / THE NEW YORK TIMES, New York	THE TRUTH IS HARD TO FIND – TYLER HICKS	THE NEW YORK TIMES	NEWS SUBSCRIPTION	Gold Lion Campaign
SQUEAK E CLEAN PRODUCTIONS, Los Angeles / KENZO, Paris	KENZO WORLD- THE NEW FRAGRANCE	KENZO	FRAGRANCE	Gold Lion
DUVAL GUILLAUME, Brussels	MERRY CHRISTMAS FROM SYRIA	RED CROSS-FLANDERS	RED CROSS-FLANDERS	Gold Lion
MPC, London / LEO BURNETT CHICAGO	SAMSUNG, OSTRICH	SAMSUNG	SAMSUNG GALAXY S8	Gold Lion
MPC, London / LEO BURNETT CHICAGO	SAMSUNG, OSTRICH	SAMSUNG	SAMSUNG GALAXY S8	Gold Lion
PEREIRA & O'DELL, New York	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	Gold Lion
BBDO NEW YORK	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Silver Lion
SMUGGLER, Los Angeles / JOHN X HANNES NEW YORK / SQUARESPACE, New York	JOHN MALKOVICH'S JOURNEY	SQUARESPACE	SQUARESPACE	Silver Lion Campaign
SMUGGLER, Los Angeles / JOHN X HANNES NEW YORK / SQUARESPACE, New York	WHO IS JOHN MALKOVICH.COM?	SQUARESPACE	SQUARESPACE	Silver Lion Campaign
SMUGGLER, Los Angeles / JOHN X HANNES NEW YORK / SQUARESPACE, New York	CALLING JOHN MALKOVICH.COM	SQUARESPACE	SQUARESPACE	Silver Lion Campaign
STINK, London / DON'T PANIC, London	THE MOST SHOCKING SECOND A DAY	SAVE THE CHILDREN	SAVE THE CHILDREN	Silver Lion
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	GRAVITY CAT	SONY INTERACTIVE ENTERTAINMENT	GRAVITY DAZE2	Silver Lion
ICONOCLAST, Culver City / YOUNG TURKS, Los Angeles	GOSH	JAMIE XX	MUSIC VIDEO FOR SONG "GOSH"	Silver Lion
PEREIRA & O'DELL, New York	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	Silver Lion
BBDO NEW YORK	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Silver Lion
ACADEMY FILMS, London / WCRS, London	FOR OWNING THE DANCEFLOOR	BUPA	BUPA	Silver Lion
MJZ, Los Angeles / BLACK FRAME, New York	MY MUTANT BRAIN	KENZO	KENZO PARFUMS	Silver Lion
CARNIBIRD, Paris / ROMANCE, Paris	L'AMOUR L'AMOUR	INTERMARCHÉ	INTERMARCHÉ	Silver Lion
STINK, London / DON'T PANIC, London	THE MOST SHOCKING SECOND A DAY	SAVE THE CHILDREN	SAVE THE CHILDREN	Silver Lion
ANOMALY, New York	BORN THE HARD WAY	ANHEUSER BUSCH	BUDWEISER	Silver Lion
adam&eveDDB, London	COME TOGETHER	H&M	H&M	Silver Lion
OGILVY & MATHER, Chicago	THE ONE MOMENT	MORTON SALT	MORTON SALT	Silver Lion
ICONOCLAST, Culver City / YOUNG TURKS, Los Angeles	GOSH	JAMIE XX	MUSIC VIDEO FOR SONG "GOSH"	Silver Lion
MJZ, Los Angeles / BLACK FRAME, New York	MY MUTANT BRAIN	KENZO	KENZO PARFUMS	Silver Lion
MATTER UNLIMITED, New York	"PUSH"	MERCK	MERCK FOR MOTHERS	Silver Lion
TBWAMEDIA ARTS LAB, Los Angeles	STROLL	APPLE	APPLE AIRPODS	Silver Lion
SMUGGLER, Los Angeles / JOHN X HANNES NEW YORK / SQUARESPACE, New York	JOHN MALKOVICH'S JOURNEY	SQUARESPACE	SQUARESPACE	Silver Lion
WUNDERMAN, Boulogne-Billancourt	JOURNEY TO YOUR DREAMINGRID	DANONE ACTIMA	ACTIMA	Silver Lion
FINAL CUT, London / 4CREATIVE, London	WE'RE THE SUPERHUMANS	CHANNEL4	PARALYMPICS	Silver Lion
72ANDSUNNY, Los Angeles / GOOGLE, Mountain View	YEAR IN SEARCH 2016	GOOGLE	GOOGLE	Silver Lion
VALENSTEIN & FATT, London	ANTHONY JOSHUA	LUCOZADE SPORT	LUCOZADE SPORT DRINK	Silver Lion
LELAND MUSIC, London / BLINK PRODUCTIONS, London / 4CREATIVE, London	PARALYMPICS 'WE'RE THE SUPERHUMANS'	4CREATIVE	CHANNEL 4 PARALYMPICS	Silver Lion
TBWAMEDIA ARTS LAB, Los Angeles	STROLL	APPLE	APPLE AIRPODS	Silver Lion
LEO BURNETT CHICAGO	OSTRICH	SAMSUNG	SAMSUNG GALAXY S8/GEAR VR	Silver Lion
FACTORY, London / DON'T PANIC, London	STILL THE MOST SHOCKING SECOND A DAY	SAVE THE CHILDREN	SAVE THE CHILDREN	Silver Lion
NEW LAND, Copenhagen / WICHMANN/SCHMIDT, Copenhagen	THE ROYAL DANISH THEATRE - MASH UP	THE ROYAL DANISH THEATRE	THEATRE	Silver Lion

MPC, London / adam&eveDDB, London	JOHN LEWIS, BUSTER THE BOXER	JOHN LEWIS	CHRISTMAS	Silver Lion
THE MILL, London / adam&eveDDB, New York	WAITROSE 'COMING HOME'	WAITROSE	FOOD RETAIL	Silver Lion
MPC, London / adam&eveDDB, London	JOHN LEWIS, BUSTER THE BOXER	JOHN LEWIS	CHRISTMAS	Silver Lion
GLORIAFX, Los Angeles / PRETTYBIRD, London	MUSIC VIDEO COLDPLAY - "UP&UP"	PRETTYBIRD UK	VISUAL EFFECTS SERVICES	Silver Lion
4CREATIVE, London	WE'RE THE SUPERHUMANS	CHANNEL 4	THE PARALYMPICS	Silver Lion
GRABARZ & PARTNER, Hamburg	LAUGHING HORSES	VOLKSWAGEN AG	VOLKSWAGEN TIGUAN WITH TRAILER ASSIST	Bronze Lion
BLINK PRODUCTIONS, London / adam&eveDDB, London	BUSTER THE BOXER	JOHN LEWIS	JOHN LEWIS CHRISTMAS	Bronze Lion
SKIN & BONES, Toronto / COSSETTE, Toronto	SICKKIDS VS UNDENIABLE	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	Bronze Lion
BRUNNER, Pittsburgh	THE JOURNEY	84 LUMBER	84 LUMBER	Bronze Lion
adam&eveDDB, London	COME TOGETHER	H&M	H&M	Bronze Lion
TBWAMEDIAARTS LAB, Los Angeles	STROLL	APPLE	APPLE AIRPODS	Bronze Lion
PANTERA & CO, Buenos Aires / MAMI WATA, Cape Town	<a href="#">WOZA</a>	MAMI WATA	MAMI WATA BRAND	Bronze Lion
WIEDEN+KENNEDY, Portland / ELEVEN SOUND, Santa Monica / WALKER, Brooklyn / BARKING OWL, Los Angeles	EQUALITY	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	Bronze Lion
McCANN WORLDGROUP, Bangkok	CAPTURE	VERENA INTERNATIONAL CO., LTD.	SURE	Bronze Lion
ROMANCE, Paris	L'AMOUR, L'AMOUR.	INTERMARCHÉ	INTERMARCHÉ	Bronze Lion
GREAT GUNS, London / FANCY SHOT, Moscow / VERSUS PICTURES, Moscow	KOLSHIK	LENINGRAD	LENINGRAD	Bronze Lion
FURLINED, Los Angeles / THE MARTIN AGENCY, Richmond	THE WORLD'S BIGGEST ASSHOLE	DONATE LIFE	NON-PROFIT ORGAN DONATION PSA	Bronze Lion
PARK PICTURES, New York / OGILVY & MATHER, Chicago	THE ONE MOMENT	MORTON SALT	MORTON SALT	Bronze Lion
VENABLES BELL & PARTNERS, San Francisco	MUSICIAN	CHIPOTLE MEXICAN GRILL	RESTAURANT AND INGREDIENTS	Bronze Lion
DROGA5, New York / JOHNSONVILLE SAUSAGE, Sheboygan Falls	JEFF AND HIS FOREST FRIENDS BY JEFF	JOHNSONVILLE	JOHNSONVILLE SAUSAGES	Bronze Lion
Y&R SOUTH AFRICA, Cape Town	<a href="#">CHASING THE DRAGON</a>	SURF Shack	SURF Shack SURFING SCHOOL/OUTREACH PROGRAMME	Bronze Lion
SMUGGLER, London / LUCKY GENERALS, London	COACH DRIVER	PADDY POWER	PADDY POWER	Bronze Lion
FP7/CAI, Cairo	THE LINE UP SONG	COCA COLA	COKE RED FMCG	Bronze Lion
BACON, Copenhagen / &CO, Copenhagen / MOMONDO, Copenhagen	MOMONDO / THE DNA JOURNEY	MOMONDO	THE DNA JOURNEY	Bronze Lion
MJZ, Los Angeles / BLACK FRAME, New York	MY MUTANT BRAIN	KENZO	KENZO PARFUMS	Bronze Lion
FINCH, Sydney / CLEMENGER BBDO MELBOURNE	CONSEQUENCES	TRANSPORT ACCIDENT COMMISSION	TRANSPORT ACCIDENT COMMISSION	Bronze Lion
SMUGGLER, Los Angeles / JOHN X HANNES NEW YORK / SQUARESPACE, New York	JOHN MALKOVICH'S JOURNEY	SQUARESPACE	SQUARESPACE	Bronze Lion
RSA FILMS, Los Angeles / JOHANNES LEONARDO, New York	ORIGINAL IS NEVER FINISHED	ADIDAS ORIGINALS	ADIDAS ORIGINALS	Bronze Lion
MJZ, Los Angeles / TBWAMEDIAARTS LAB, Los Angeles	BULBS	APPLE	APPLE	Bronze Lion
PARTIZAN ENTERTAINMENT, Los Angeles / PANDORA MEDIA, Santa Monica	PLAYLIST	PANDORA	INTERNET RADIO STREAMING SERVICE	Bronze Lion
adam&eveDDB, London	COME TOGETHER	H&M	H&M	Bronze Lion
WIEDEN+KENNEDY, Portland	THE CORNER	POWERADE	NON-ALCOHOLIC BEVERAGE	Bronze Lion
VALENSTEIN & FATT, London	ANTHONY JOSHUA	LUCOZADE SPORT	LUCOZADE SPORT DRINK	Bronze Lion
APPLE, Cupertino	GO TIME	APPLE	APPLE WATCH	Bronze Lion
BURBERRY, London	THE TALE OF THOMAS BURBERRY	BURBERRY	BURBERRY RETAIL	Bronze Lion
SKIN & BONES, Toronto / COSSETTE, Toronto	SICKKIDS VS UNDENIABLE	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	Bronze Lion
SID LEE, Montréal	QUESTION MADNESS ANTHEM	THE NORTH FACE	TNF BRAND	Bronze Lion
TRIM EDITING, London / BBH, London	VIRGIN MEDIA 'USAIN BOLT #BETHEFASTEST'	VIRGIN	VIRGIN MEDIA	Bronze Lion

TRIM EDITING, London / TBWA MEDIA ARTS LAB, Los Angeles / OMD USA, New York	APPLE 'STROLL'	APPLE	APPLE AIRPODS	Bronze Lion
MJZ, Los Angeles / BLACK FRAME, New York	MY MUTANT BRAIN	KENZO	KENZO PARFUMS	Bronze Lion
CUT+RUN, New York / ANOMALY, New York	FOREVER CHUCK ANTHEM	CONVERSE	CHUCK TAYLOR	Bronze Lion
MJZ, Los Angeles / TBWA MEDIA ARTS LAB, Los Angeles	BULBS	APPLE	APPLE	Bronze Lion
SKIN & BONES, Toronto / COSSETTE, Toronto	SICKKIDS VS MOM STRONG	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	Bronze Lion
BBDO NEW YORK	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Bronze Lion
GOOGLE, New York / GOOGLE CREATIVE LAB, New York	GOOGLE PHOTOS: FREE UP SPACE	GOOGLE INC	GOOGLE PHOTOS	Bronze Lion
CARNIBIRD, Paris / ROMANCE, Paris	L'AMOUR L'AMOUR	INTERMARCHÉ	INTERMARCHÉ	Bronze Lion
NEW LAND, Copenhagen / WICHMANN/SCHMIDT, Copenhagen	THE ROYAL DANISH THEATRE - MASH UP	THE ROYAL DANISH THEATRE	THEATRE	Bronze Lion
WIEDEN+KENNEDY, Delhi	DADA DING	NIKE DELHI	CLOTHING, FOOTWEAR AND ACCESSORIES	Bronze Lion
DROGA5, New York / MAILCHIMP, Atlanta	MAILCHIMP MOOD FILMS	MAILCHIMP	MOOD FILMS	Bronze Lion
FCB INFERNO, London	BELIEVE IN ME - GYMNAST	BARNARDO'S	BARNARDO'S	Bronze Lion
JOHANNES LEONARDO, New York	ORIGINAL IS NEVER FINISHED	ADIDAS ORIGINALS	ORIGINALS	Bronze Lion
ANONYMOUS CONTENT, Culver City / GEISEL PRODUCTIONS, New York	THE ESCAPE	BMW	BMW 5 SERIES	Bronze Lion
HEREZIE, Paris	SOUNDS OF TRAUMA	DAVID LYNCH FOUNDATION	DAVID LYNCH FOUNDATION	Bronze Lion
MILL+, London / JUNG VON MATT, Hamburg	NETTO 'THE EASTER SURPRISE'	NETTO	FOOD RETAIL	Bronze Lion
FINCH, Sydney / CLEMINGER BBDO MELBOURNE	CONSEQUENCES	TRANSPORT ACCIDENT COMMISSION	TRANSPORT ACCIDENT COMMISSION	Bronze Lion
TOHOKUSHINSHA FILM CORPORATION, Tokyo / HAKUHODO INC., Tokyo	GRAVITY CAT	SONY INTERACTIVE ENTERTAINMENT	GRAVITY DAZE2	Bronze Lion
PARTIZAN, Paris / BETC, Paris	CANAL KITCHEN	CANAL +, CANALSAT	CANAL +, CANALSAT	Bronze Lion

The Festival of Creativity runs from 17-24 June 2017, with Cinemark the official local representative for the Cannes Lions International Festival of Creativity.



#CannesLions2017: Cinemark brings SA all the creative magic

Leigh Andrews 14 Jun 2017



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