

TBWA does the Cannes Cannes in celebration

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After a week of award-winning success at the Cannes Lions International Advertising Festival, South African advertising agencies have come home with their heads held high. But no team is prouder than the TBWA Hunt Lascaris Group, who walked away with six Cannes accolades.

Amongst the award-winning work, TBWA Hunt Lascaris received two Gold Lions for the Jubilee Debt Movement campaign as well as a Bronze for the BMW Bi-Xenon Cinema Campaign.

"Our creative teams thrive on passion for big ideas and we're all in high spirits about the fact that these ideas have been recognised by the Cannes judges as novel and disruptive in their categories." said Reast.

In addition to the TBWA Group being named 'Network of the Year', the TBWA Network boasts the "Campaign of the Year" title in Europe, Asia, United States, United Kingdom and in South Africa, too. This success is a great feather in our cap and demonstrates first-class global performance!" expressed Richard Reast, managing director of TBWA Hunt Lascaris.

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