

Australia, Canada and Belarus top of the Young Lions Media competition

The Cannes Print Media Jury has announced the winners of the Young Lions Media Competition...



The competition asked the 28 international teams to create an online campaign to fit the brief given by Malaria No More, a non-profit organisation that aims to end death caused by malaria. Malaria No More works to inspire others in the fight, to help protect millions of lives at risk, and unlock the vital funds needed to do it.

The winning team will be honoured and awarded during the Media, PR, Outdoor, Glass and Creative Effectiveness Lions Awards Ceremony taking place tonight, Tuesday 23 June. They will also receive a medal and a complimentary registration to the 2016 Cannes Lions International Festival of Creativity.

Gold Medal: AUSTRALIA

Jack Smyth, Media Strategist, Initiative Media
Chris Colter, Strategy Director, UM

Silver Medal: CANADA

Celia Gibb, Senior Communications Strategist, M2 Universal
Megan Metzack, National Account Manager, Olive Media

Bronze Medal: BELARUS

Hanna Tsishkevich, Copywriter, TDI Global
Aliaksei Ventskevich, Strategy Planner, TDI Global

The jury consisted of Lynn Lewis, Global Chief Marketing Officer, UM Worldwide; Chris McCarthy, Creative Program Manager Lead, The Zoo; and Guy Abrahams, Worldwide Strategic Marketing Director at ZenithOptimedia.

The Young Lions Competitions are supported by ICCO, Adobe, Eyeka, Getty Images, GoPro, Ketchum, Ogilvy & Mather, Virool, Wacom and We Transfer.

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