

Four Film Lions for South Africa

CANNES, FRANCE: South Africa converted four of its five shortlisted entries into Film Lions on Saturday night, 25 June 2011, at the final Cannes Lions International Festival of Creativity awards ceremony for Film, Film Craft, Creative Effectiveness and Titanium and Integrated Lions. SA also took Silver in the [Young Lions Film Competition](#). [video]



South African Film Lions winners 2011

Lion	Category	Title	Advertiser/client	Product/service	Ad agency	Production company
Silver Lion	A26 Public Health & Safety	Love to meet you	Brandhouse	Brandhouse Drive Dry Initiative	FoxP2*	Giant Films CT
Silver Lion	A28 Fundraising & Appeals	Waking up the Neighbourhood	POWA	Female Abuse Prevention	Ogilvy Jhb	Frieze Films Jhb
Bronze Lions	A28 Fundraising & Appeals	Jumbled	The Avril Elizabeth Home	The Avril Elizabeth Home	JWT Jhb*	Bouffant Jhb
Bronze Lion	A16 Retail Stores	Chain Mail	Exclusive Books	Email for Dummies	Ogilvy Jhb*	Jump CT

* denotes Entrant Company

Young Lions Film Competition

In the [Young Lions Film Competition](#), the US Hispanic team won the Gold medal, South Africa's David Emerson and Tamar Retter, both of M-Net took Silver and USA Bronze. As part of the award, winners receive a limited edition, framed Getty Images print and a complimentary registration to the 2012 Cannes Lions International Festival of Creativity.

The competition asked the 38 international teams to create a film, no longer than 60 seconds, using a Nokia N8 mobile phone. The [brief](#) was given by Global Angels, a charitable foundation which aims to inspire millions of people to become 'Angels'; putting their compassion into action by raising funds to support established projects that make a significant impact in the lives of disadvantaged children, young people and communities around the world.

The Young Lions Film Competition is supported by OmnicomMediaGroup, Getty Images, HP, Adobe, Wacom, USA Today, shots and Nokia.

Grands Prix

Of the 3310 entries in the Film category, the jury, chaired by Y&R global chief creative officer Tony Granger, shortlisted 299 entries, of which 14 were awarded Gold, 30 Silver and 57 Bronze Lions. The [Film Grand Prix](#) was awarded to Wieden+Kennedy Amsterdam, The Netherlands for Nike's 'Write the Future'.

In its second year, the Film Craft Lions category received 1322 entries. South African jury president [Keith Rose](#), director of Velocity Films, along with his jury, shortlisted 116 entries and awarded 12 Gold, 17 Silver and 24 Bronze Lions. Droga5 New York, US was presented with the [Film Craft Grand Prix](#) for its entry for Puma 'After Hours Athlete'.

DDB Worldwide chairman Bob Scarpelli presided over the Titanium and Integrated jury, which voted on 480 entries to reach a shortlist of 32, of which three Gold, six Silver and three Bronze Integrated Lions were awarded and three Titanium Lions given. The [Integrated Grand Prix](#) went to Droga5 New York, US, for its entry 'Decode Jay-Z with Bing' for Bing/Jay-Z. The jury decided not to award a Titanium Grand Prix.

Grand Prix for Good

The Titanium and Integrated jury was also responsible for awarding the [Grand Prix for Good](#). From a list of [31 contenders](#), the award was presented to Leo Burnett Melbourne, Australia, for its Film entry 'See the Person' for Scope.

The inaugural Creative Effectiveness Lions were presented by jury president Jean-Marie Dru, TBWA\Worldwide chairman. One hundred and forty two entries were received into this category, of which 10 were shortlisted and six Creative Effectiveness Lions awarded. The [inaugural Grand Prix](#) went to Abbott Mead Vickers BBDO London, UK for its PepsiCo ad 'Sandwich'.

Stats

Category	Total entries shortlisted	Total SA shortlisted	Percentage of SA finalists	2010 comparison	Total winners	Total SA winners	SA percentage of winners	2010 winners comparison
Direct	204	6	2.94%	Same - 6 SA finalists in 2010	57	1	1.75%	Decline - 3 SA winners in 2010
Promo & Activations	175	1	0.57%	Decline - 2 SA finalists in 2010	55	1	1.18%	Increase - 0 SA winners in 2010
PR	105	1	0.95%	Same - 1 SA finalist in 2010	39	0	0	0 SA winners in 2010
Outdoor	426	7	1.64%	Decline - 22 SA finalists in 2010	119	1	0.84%	Decrease - 5 winners in 2010

Media	222	6	2.70%	Increase - 3 SA finalists in 2010	84	2	2.38%	Increase - 0 winners in 2010
Radio	138	38	27.53%	Increase - 17 SA finalists in 2010	50	10	20%	Increase - 6 winners in 2010, 1 being a Grand Prix
Press	518	9	1.74%	Increase - 4 SA finalists in 2010	99	3	3.03%	Increase - 2 winners in 2010
Cyber	220	1	0.45%	Increase - 0 SA shortlisted in 2010	81	0	0	No change from 2010
Design	146	1	0.68%	Decline - 3 SA finalists in 2010	86	0	0	Decline - 3 SA winners in 2010
Film	299	5	1.67%	Decline - 14 shortlisted in 2010	102	4	3.92%	Increase - 3 winners in 2010 (1 Gold, 2 Bronze)
Titanium & Integrated	32	1	3.12%	Increase - 0 shortlisted in 2010	16	0	0	No change from 2010
Film Craft	116	2	1.72%	Decline - 4 shortlisted in 2010	54	0	0	No change from 2010
Creative Effectiveness	10	0	0.00%	New category in 2011	6	0	0	New category in 2011
Total so far	2611	78	2.99%		848	22	2.59%	

During the ceremony, Sir John Hegarty was honoured and presented with the inaugural [Lion of St Mark](#) trophy, awarded in celebration and honour of an individual's long and outstanding contribution to creativity in communications.

Other awards presented at this evening's awards ceremony were:

- [Advertising Agency of the Year](#) was given to AlmapBBDO Sao Paulo, Brazil, with Wieden+Kennedy Portland, US, in second and BBDO New York, US, in third.
- [Independent Agency of the Year](#) went to Wieden+Kennedy Portland, US. Runners-up were Droga5 New York in second place and Jung von Matt Hamburg in third.
- The [Palme d'Or](#), given to the most-awarded production company, was presented to Smuggler US.
- [Network of the Year](#) was presented to BBDO. Second place went to Ogilvy & Mather and third to DDB.
- Awarded for the first time was the [Holding Company of the Year](#), which went to WPP with 1219 points. Omnicom was second, with 1152 points, and Publicis Groupe third with 744 points.
- The [Young Marketers Competition](#) saw the dedicated jury award The Philippines with the Gold medal, Belarus with Silver and Brazil with Bronze.
- The [Advertiser of the Year](#) trophy was presented to IKEA in honour of its continued commitment to encouraging creative, unconventional and humorous advertising. Noel Wijsmans, global retail manager and VP of IKEA Group, accepted the award.

Full sets of winners:

- Film: [website](#) and [pdf](#)
- Titanium and Integrated: [website](#) and [pdf](#)
- Film Craft: [website](#) and [pdf](#)
- Creative Effectiveness: [website](#) and [pdf](#)
- Grand Prix for Good: [website](#) and [pdf](#)
- Press: [website](#) and [pdf](#)
- Cyber: [website](#) and [pdf](#)
- Design: [website](#) and [pdf](#)
- Radio: [website](#) and [pdf](#)
- Media: [website](#) and [pdf](#)
- Outdoor: [website](#) and [pdf](#)

- Direct: [website](#) and [pdf](#)
- Promo & Activation: [website](#) and [pdf](#)
- PR: [website](#) and [pdf](#)
- Special Awards: [website](#)
- Young Lions: [website](#)

For more:

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- Bizcommunity Search: [Showcase of SA's winning Cannes Lions work](#)
- Bizcommunity Search: [Cannes Lions](#)
- Bizcommunity Twitter list: [South Africans at Cannes Lions 2011](#)
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- Official site: www.canneslions.com
- Google News Search: [Cannes Lions](#)
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