

South Africa scores at Cannes Press, Radio

The 2012 winners of the Press, Radio, Design and Cyber Lions categories were announced on 20 June at Cannes. This year the Design Lions attracted 2182 entries, the Cyber Lions received 2458 submissions, Radio saw 1784 and the Press Lions received 6056.



Press awards

The Press Lions Jury, chaired by Tham Khai Meng, Worldwide Chief Creative Officer of Ogilvy & Mather, shortlisted 501 entries before awarding 14 Gold, 35 Silver and 44 Bronze Lions. Fabrice Treviso Italy took home the Grand Prix for the United Colours of Benetton campaign 'Unhate (Palestine and Israel)', 'Unhate (USA and Venezuela)' and 'Unhate (Germany and France)'.

South African press awards

- Three Golds for DDB South Africa Johannesburg for McDonald's South Africa/Kids Birthday Parties - Tiffany & Billy & Theodore (Product & Service)
- Two Golds for DDB South Africa Johannesburg for McDonald's South Africa/Kids Birthday Parties - Billy & Theodore (Craft/Illustration)
- One Silver for Tiger Brands/Enterprise TBWA\Hunt\Lascaris Johannesburg - Mommy's Boy & Mother-in-Law (Product & Service)
- Three Bronze for TBWA\Hunt\Lascaris Johannesburg for City Lodge Hotels/Road Lodge - Alarm & Nature's Call & Late Night Television (Product & Service)
- One Bronze for Drafftcb Cape Town for Media 24/Die Burger Newspaper - Blanket (Product & Service)
- Two Bronze for DDB South Africa Johannesburg for McDonald's South Africa/Kids Birthday Parties - Cuckoo Clock & Trophy (Craft/Copywriting)

Design Awards

After shortlisting 169 entries, the Design Grand Prix was awarded to Serviceplan Munich for its entry for Austria Solar - Verein Zur Foerderung Der Thermischen Solarenergie titled 'The Solar Annual Report 2011'. 19 Gold, 13 Silver and 38 Bronze Lions were also awarded. Presiding over the Jury was Bruce Duckworth, creative director of Turner Duckworth.

Cyber Lions

With Jury president Ian Tait, executive creative director at Google Creative Lab heading up the Cyber Lions judging, the jury shortlisted 172 entries and awarded a total of 9 Gold, 31 Silver and 45 Bronze Lions. Two Cyber Lion Grands Prix were presented; the first to R/GA New York for its Nike+ entry 'Nike+ Fuelband' in the Other Interactive Digital Solutions category; the second to Volontaire Stockholm for 'Curators of Sweden', awarded for its entry for Swedish Institute/Visit Sweden in the Viral Advertising category.

Radio calls

Talent São Paulo took home the Radio Grand Prix for its ad 'Repellent Radio', for *Go Outside Magazine*. With Rob McLennan, executive creative director of Net#workBBDO as president, the jury shortlisted 185 entries and went onto award 9 Gold, 19 Silver and 26 Bronze Lions.

South African radio awards

- Three Golds for Net#work BBDO Johannesburg for Mercedes-Benz/Alert Assist - Cabo & Reunion & Boss (Cars & Automotive Services)
- Three Golds for Net#work BBDO Johannesburg for Mercedes-Benz/Alert Assist - Cabo & Reunion & Boss (Best Scriptwriting)
- Two Bronze for TBWA\Hunt\Lascaris Johannesburg for Tiger Brands/Doom Super Multi Insecticide - Colony & Secret (Household)
- Two Bronze for TBWA\Hunt\Lascaris Johannesburg for Tiger Brands/Doom Super Multi Insecticide - Colony & Secret (Best Scriptwriting)
- One Bronze for Net#work BBDO Johannesburg for Galderma/Benzac Anti Acne Cleansing Cream - Farts
- Two Bronze for Net#work BBDO Johannesburg for Chicken Licken/Hotwings - Halitosis & Bacteria
- Four Bronze for Ogilvy Johannesburg for Greenpeace/Greenpeace - Miriam & Michael & Daughter & Reunited
- One Bronze for Ogilvy Cape Town for Kraft Foods South Africa/Stimorol Taste Twist - Choir

During the ceremony, the prestigious Media Person of the Year award was presented to Jack Dorsey, the creator, co-founder and executive chairman of Twitter, Inc.

Also honoured were the winners of the Young Lions Print, Cyber and Design Competitions. The team from Singapore took the gold print medal, with Poland taking gold for their cyber entry and Colombia accepting the gold design medal.

The winning work from these categories is now available to view online together with their credits at www.canneslions.com/work.

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