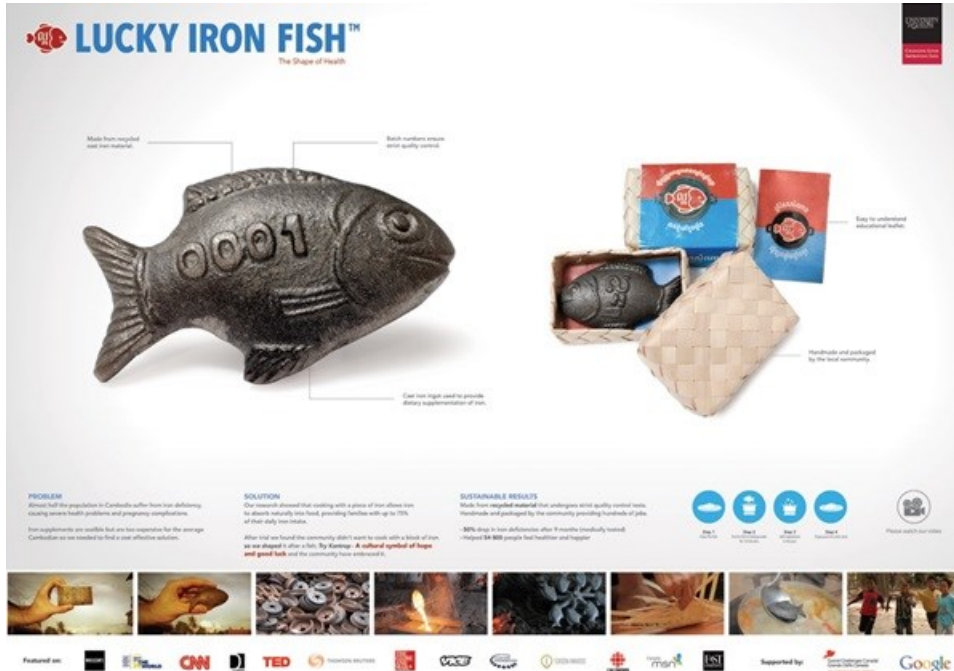


Nothing fishy about Cannes Lions' Product Design Grand Prix winner, 'Lucky Iron Fish'

Cannes Lions organisers have issued an official statement on the validity of this year's Product Design Grand Prix Winner, "Lucky Iron Fish" from Geometry Global Dubai and Memac Ogilvy MENA...



Following a misunderstanding that Product Design could not have been entered directly by Lucky Iron Fish without Geometry Global and Memac Ogilvy as an 'entrant company', prompt written confirmation from both Gavin Armstrong, President and CEO of the Lucky Iron Fish company and Dr Christopher Charles, who developed the original prototype, shows they worked in close partnership with the agencies concerned. This follows below.

Armstrong stated: "We gave Geometry Global approval to be the entrant for all Lucky Iron Fish entries, with full credit to Lucky Iron Fish and other participating entities. There has been no intention to misrepresent the role of Geometry Global or the campaign in the entry or any communications. I was present during the event and received each of the Lions award on stage. I also presented to the Judges for the Innovation award."

Geometry Global also commented that Geometry Global Dubai and Memac Ogilvy MENA are proud to have partnered with the creators of the Lucky Iron Fish product to bring wider exposure and commercial success to this important public health innovation, and have been transparent in our award entries about the contributions of all the players. "The product design and prototype were created by Lucky Iron Fish; Geometry Global helped to introduce the product to a wider audience," they added.

The organisers of Cannes Lions feel this satisfies the requirements of the competition and closes the matter.

[Click here](#) for a reminder of the 2015 Cannes Lions Product Design winners.

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