

Entertainment for Music Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Cannes Entertainment for Music Lions award ceremony on 21 June 2017, and SA can hold its head high!

Lions Entertainment for Music is part of the overall Entertainment Lions festival. It celebrates creative musical collaborations and original music content. Entries needed to demonstrate original production, promotion or distribution of music for brands and work where a recording artist or platform is innovatively leveraged to communicate with consumers.



#CannesLions2017: Entertainment for Music shortlist


21 Jun 2017



Native VML did just that, with its work for Absolut One Source, with One Source campaign garnering a Silver Lion in the beverages category.

Egg Films Cape Town was also responsible for the production work on Grand Prix-winning 'Original is never finished' for Adidas, as Terence Neale directed the work for Johannes Leonardo New York with RSA Films! So, while technically a win

for the US, the work was shot in South Africa, by a South African director and South African production company. That sounds like a win to us...

 **Ann Nurock**
about 7 years ago

And now the Grand Prix for Entertainment Music to Adidas produced by our own Egg Films Bizcommunity.com CinemarkSK #canneslions WHAT A NIGHT FOR SOUTH AFRICA 🇿🇦🇿🇦🇿🇦🇿🇳🇪🇳🇪🇳🇪🇳🇪🇳🇪🇳🇪🇳🇪🇳🇪

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View the full table of winning work below:

Entertainment Lions for Music Winners

Entrant	Title	Client	Product	Award
JOHANNES LEONARDO, New York	ORIGINAL IS NEVER FINISHED	ADIDAS ORIGINALS	ORIGINALS	Grand Prix
OGILVY, Paris	BLACK M	SONY MUSIC	BLACK M	Gold Lion
CIRCUS GREY PERU, Lima	A LOVE SONG WRITTEN BY A MURDERER	VIDA MUJER ORGANIZATION	VIDA MUJER	Gold Lion
WIEDEN+KENNEDY NEW YORK	WE THE PEOPLE	NIKE AND JORDAN BRAND	NIKE AND JORDAN BRAND	Gold Lion
DDB NEW YORK	DREAM	WILDLIFE CONSERVATION FILM FESTIVAL	FILM FESTIVAL	Gold Lion
ALL EXPANDED, Brooklyn	HOPE INSIDE THE FIRE	FOREIGN FIELDS	MUSIC VIDEO	Gold Lion
FITZGERALD & CO, Atlanta	BUY BACK THE BLOCK	CHECKERS & RALLYS	CHECKERS	Silver Lion
NATIVE VML, Johannesburg	ONE SOURCE: CAMPAIGN	ABSOLUT	BEVERAGES	Silver Lion
J. WALTER THOMPSON BRAZIL, São Paulo	MORE THAN 70%	INSTITUTO AZMINA	INSTITUTO AZMINA	Silver Lion
WIEDEN+KENNEDY NEW YORK	WE THE PEOPLE	NIKE AND JORDAN BRAND	NIKE AND JORDAN BRAND	Silver Lion
J. WALTER THOMPSON, London	BREAK THE ROUTINE	NCDV (NATIONAL CENTRE FOR DOMESTIC VIOLENCE) AND VICTIM SUPPORT	DOMESTIC VIOLENCE	Silver Lion
HAVAS LIFE, São Paulo	PARKINSOUNDS	TEVA NEUROSCIENCE	UNBRANDED	Silver Lion
EMOTICAST, London	TUNEMOJI	Emoticast	TUNEMOJI	Silver Lion
PRETTYBIRD, Culver City	UP&UP	COLDPLAY	COLDPLAY	Silver Lion

GREAT GUNS, London / FANCY SHOT, Moscow / VERSUS PICTURES	KOLSHIK	LENINGRAD	LENINGRAD	Silver Lion
YOUTUBE, San Bruno / PASSION PICTURES, London / PARLOPHONE RECORDS, London / ELEVEN MANAGEMENT, London	GORILLAZ - SATURNZ BARZ (SPIRIT HOUSE)	GORILLAZ	VR/360 MUSIC VIDEO	Silver Lion
B-REEL, New York	OFFICIAL GORILLAZ APP	GORILLAZ	NEW GORILLAZ ALBUM	Silver Lion
TBWAINBOKO, Amsterdam	THE MAESTRO	MCDONALD'S	MAESTRO BURGER	Bronze Lion
GREY BRAZIL, São Paulo	ON HOLD MUSIC FESTIVAL	RECLAME AQUI	WORLD CONSUMER RIGHTS DAY	Bronze Lion
UNIVERSAL MUSIC GROUP & BRANDS, London / HOST SYDNEY	SUMMER WONDERLAND	AIR NEW ZEALAND	NEW ZEALAND AS A SUMMER XMAS DESTINATION	Bronze Lion
DDB & TRIBAL WORLDWIDE AMSTERDAM	GET THE FLOW	VODAFONE	VODAFONE	Bronze Lion
NGO UKRAINE CRISIS MEDIA CENTER (UCMC), Kyiv	WITNESS. COMMEMORATIVE PERFORMANCE	PUBLIC INITIATIVE "UKRAINIAN-JEWISH ENCOUNTER"	ART PERFORMANCE FOR COMMEMORATION OF THE 75TH ANNIVERSARY OF THE BABYN YAR MASSACRE	Bronze Lion
THE YOUNG ASTRONAUTS, Toronto	DRAKE'S VIEWS	OCTOBER'S VERY OWN	MUSIC ALBUM	Bronze Lion
SONY MUSIC ENTERTAINMENT SWEDEN, Stockholm / BUD FOX KENT, Stockholm / INDIO, Stockholm	FUNERAL FOR KENT – SWEDEN'S BIGGEST ROCK BAND	SONY MUSIC ENTERTAINMENT SWEDEN	KENT (SWEDEN'S BIGGEST ROCKBAND)	Bronze Lion
SQUEAK & CLEAN PRODUCTIONS, Los Angeles / KENZO, Paris	KENZO WORLD- THE NEW FRAGRANCE	KENZO	FRAGRANCE	Bronze Lion
72ANDSUNNY, Los Angeles / GOOGLE, Mountain View	YEAR IN SEARCH 2016	GOOGLE	GOOGLE	Bronze Lion
POSSIBLE MOSCOW	#HATEPIANO	420 CREATIVE ASSOCIATION	STUDIO	Bronze Lion
DDB CHICAGO	FOLLOWING	STATE FARM	INSURANCE	Bronze Lion
UNIVERSAL MUSIC, London / adam&eveDDB, London	BUSTER THE BOXER	JOHN LEWIS	JOHN LEWIS	Bronze Lion
FP7/CAI, Cairo	THE LINE UP SONG	COCA COLA	COKE RED FMCG	Bronze Lion
WIEDEN+KENNEDY, Portland	FEEL IT STILL	PORTUGAL. THE MAN	AMERICAN ROCK BAND	Bronze Lion
CAMPFIRE AT SAPIENTRAZORFISH, New York	RESISTANCE RADIO	AMAZON	MAN IN THE HIGH CASTLE	Bronze Lion
GREAT ADVERTISING GROUP, St. Petersburg	AUKTYON ON THE SUN	AUKTYON	AUKTYON MUSIC BAND	Bronze Lion

The Festival of Creativity runs from 17-24 June 2017, with Cinemark the official local representative for the Cannes Lions International Festival of Creativity.



#CannesLions2017: Cinemark brings SA all the creative magic

Leigh Andrews 14 Jun 2017



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