

# Outdoor Lions winners!

The 66th annual Cannes Lions Festival of Creativity kicked off on 17 June, with the 2019 Cannes Outdoor Lions announced during the first Communication award track ceremony



#CannesLions2019 Outdoor Lions' Grand Prix winner: 'Dream Crazy: Colin Kaepernick' by Wieden + Kennedy for Nike.

Winners of the Cannes Lions' first Communication track were announced and the Cannes Lions' opening award ceremony held at the Palais on Monday, 17 June from 7pm.

Celebrate creativity experienced out of home - work which leverages public spaces to telegraph a message or immerse consumers in a brand experience., a total of 2,389 entries from 66 countries were entered with 65 campaigns winning Lions. The jury awarded 1 Grand Prix, 10 Gold, 20 Silver and 34 Bronze Lions.

“ Outdoor Grand Prix for 2019 goes to [@wiedenkenndy](#) Portland for their [@Nike #DreamCrazy](#) campaign featuring [@Kaepernick7](#)! Congratulations on your win! [#CannesLions pic.twitter.com/fsGB1xYM3O](#)— Cannes Lions (@Cannes\_Lions) [June 17, 2019](#) ”

John Patroulis, worldwide chief creative officer at Grey global is this year's Cannes Lions Outdoor jury president. Under his creative leadership Patroulis has delivered celebrated work winning Lions across multiple categories for brands such as Axe, Google and Sony Playstation. Patroulis said:

“ This particular category comes to life in so many different ways. A lot of the entries are using lots of new innovation and are creating new things. But we kept coming back to this campaign when we thought about the absolute single best piece of work in the show. Nothing lived up to the power of this image at this moment in time, culturally and in society.” ”

## Outstanding Outdoor

This year, the Outdoor Lions Grand Prix went to **Wieden + Kennedy** Portland, with Park Pictures Santa Monica on production, as well as Publicis Sapient Seattle, Joint Editorial Portland, A52 Santa Monica, Company 3 Los Angeles, Walker Los Angeles and Lime Studios Santa Monica for Nike 'Dream Crazy: Colin Kaepernick', an extension to the 'Just Do It' campaign featuring high-profile athlete Kaepernick.

No SA work was awarded. View the full table of winning work below:

2019 Cannes Outdoor Lions winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	WIEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZY   COLIN KAEPERNICK	USA
Gold Lion Campaign	TBWA\CHIAT\DAY, New York	ADIDAS	ADIDAS	BIRD'S EYE VIEW	USA
Gold Lion Campaign	TBWA\CHIAT\DAY, New York	ADIDAS	ADIDAS	FLAMING SERVE	USA
Gold Lion Campaign	TBWA\CHIAT\DAY, New York	ADIDAS	ADIDAS	MOUNTAIN OF SUCCESS	USA
Gold Lion Campaign	TBWA\CHIAT\DAY, New York	ADIDAS	ADIDAS	TRIPLE CROWN	USA
Gold Lion	TBW\AMELBOURNE	ANZ BANK	ANZ BRAND	SIGNS OF LOVE	AUSTRALIA
Gold Lion	LEO BURNETT MOSCOW	KLOOP	MEDIA & PUBLICATIONS	KOSHOGO	RUSSIA
Gold Lion	MARCEL, Paris	CENTRE POMPIDOU	CENTRE POMPIDOU	SOUVENIRS DE PARIS	FRANCE
Gold Lion	TBWA\CHIAT\DAY, New York	ADIDAS	ADIDAS	BILLIE JEAN KING YOUR SHOES	USA
Gold Lion	LOLA MULLENLOWE, Madrid	FELGTB/ELDIARIO.ES	FELGTB	HIDDEN FLAG	SPAIN
Gold Lion	TBWA\CHIAT\DAY, New York	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	THE FAKE NEWS STAND	USA
Gold Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Gold Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA

Gold Lion	DOMINO'S PIZZA, Ann Arbor / CRISPIN PORTER BOGUSKY+, Boulder	DOMINO'S PIZZA	DOMINO'S PIZZA	PAVING FOR PIZZA	USA
Silver Lion Campaign	TBWA PARIS	MCDONALD'S FRANCE	DELIVERY SERVICE	MCDelivery-1	FRANCE
Silver Lion Campaign	TBWA PARIS	MCDONALD'S FRANCE	DELIVERY SERVICE	MCDelivery-2	FRANCE
Silver Lion Campaign	TBWA PARIS	MCDONALD'S FRANCE	DELIVERY SERVICE	MCDelivery-3	FRANCE
Silver Lion Campaign	TBWA PARIS	MCDONALD'S FRANCE	DELIVERY SERVICE	MCDelivery-4	FRANCE
Silver Lion Campaign	WEDEN+KENNEDY, Portland	NIKE	NIKE	DREAMCRAZIER OOH   SERENA WILLIAMS	USA
Silver Lion Campaign	WEDEN+KENNEDY, Portland	NIKE	NIKE	DREAMCRAZIER OOH   IBTHAJ MUHAMMAD	USA
Silver Lion Campaign	WEDEN+KENNEDY, Portland	NIKE	NIKE	DREAMCRAZIER OOH   CHLOE KIM	USA
Silver Lion Campaign	WEDEN+KENNEDY, Portland	NIKE	NIKE	DREAMCRAZIER OOH   SIMONE MANUEL	USA
Silver Lion Campaign	WEDEN+KENNEDY, Portland	NIKE	NIKE	DREAMCRAZIER OOH   SIMONE BILES	USA
Silver Lion Campaign	VMLY&R, Santiago	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	TSUNAMI	CHILE
Silver Lion Campaign	VMLY&R, Santiago	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	EARTHQUAKE	CHILE
Silver Lion Campaign	VMLY&R, Santiago	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	HURRICANE	CHILE
Silver Lion Campaign	adam&eveDDB, London	UNILEVER	MARMITE	LOVERS, DON'T SPREAD THE HATE - BUTTER	UNITED KINGDOM
Silver Lion Campaign	adam&eveDDB, London	UNILEVER	MARMITE	LOVERS, DON'T SPREAD THE HATE - MARMALADE	UNITED KINGDOM
Silver Lion Campaign	adam&eveDDB, London	UNILEVER	MARMITE	LOVERS, DON'T SPREAD THE HATE - HONEY	UNITED KINGDOM
Silver Lion Campaign	LOLA MULLENLOWE, Madrid	BURGER KING	BURGER KING	ALABAMA	SPAIN
Silver Lion Campaign	LOLA MULLENLOWE, Madrid	BURGER KING	BURGER KING	ILLINOIS	SPAIN
Silver Lion Campaign	LOLA MULLENLOWE, Madrid	BURGER KING	BURGER KING	TURKEY	SPAIN
Silver Lion Campaign	LOLA MULLENLOWE, Madrid	BURGER KING	BURGER KING	MASSACHUSETTS	SPAIN
Silver Lion Campaign	LOLA MULLENLOWE, Madrid	BURGER KING	BURGER KING	TEXAS	SPAIN
Silver Lion	WUNDERMAN THOMPSON BANGKOK / WUNDERMAN, Bangkok / J. WALTER THOMPSON BANGKOK	NETFLIX	NETFLIX	NARCOS: THE CENSOR'S CUT	THAILAND
Silver Lion	GREY BRAZIL, São Paulo	VOLVO	VOLVO	COMPETITORS' SALE	BRAZIL
Silver Lion	INGO, Stockholm	BURGER KINGS	BURGERS	THE NOT BIG MACS	SWEDEN
Silver Lion	TBWA CHIATDAY, New York	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	THE FAKE NEWS STAND	USA
Silver Lion	BETC, Paris	CITROEN	CITROEN	SEETROEN	FRANCE
Silver Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Silver Lion	MARCEL, Paris	CENTRE POMPIDOU	CENTRE POMPIDOU	SOUVENIRS DE PARIS	FRANCE
Silver Lion	PUBLICIS ITALY, Milan	LEROY MERLIN	DIY STORE	LESSONS FOR GOOD	ITALY
Silver Lion	DAM D SÃO PAULO, São Paulo	BURGER KING	BURGER KING WHOPPER	BURN THAT AD	BRAZIL
Silver Lion	TBWA CHIATDAY, New York	ADIDAS	ADIDAS	BILLIE JEAN KING YOUR SHOES	USA
Silver Lion	DOMINO'S PIZZA, Ann Arbor / CRISPIN PORTER BOGUSKY+, Boulder	DOMINO'S PIZZA	DOMINO'S PIZZA	PAVING FOR PIZZA	USA
Silver Lion	BBDO ATLANTA	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	STOP TRAFFICK	USA

Silver Lion	TBWA MELBOURNE	ANZ BANK	ANZ BRAND	SIGNS OF LOVE	AUSTRALIA
Silver Lion	AKQA, São Paulo	NIKE	AIR MAX	AIR MAX GRAFFITI STORES	BRAZIL
Silver Lion	McCANN PARIS	PURINA	PURINA VETERINARY DIETS	STREET-VET	FRANCE
Bronze Lion Campaign	DAMD, Mami	COCA-COLA	COCA-COLA	COKE PTSSHHHH	USA
Bronze Lion Campaign	DAMD, Mami	COCA-COLA	COCA-COLA	COKE FZZZZZZZ	USA
Bronze Lion Campaign	DAMD, Mami	COCA-COLA	COCA-COLA	COKE KTCHKK	USA
Bronze Lion Campaign	VMLY&R BRAZIL, São Paulo	BIC	STATIONARY STORE	PARIS	BRAZIL
Bronze Lion Campaign	VMLY&R BRAZIL, São Paulo	BIC	STATIONARY STORE	BERLIN	BRAZIL
Bronze Lion Campaign	VMLY&R BRAZIL, São Paulo	BIC	STATIONARY STORE	LONDON	BRAZIL
Bronze Lion Campaign	TBWA ISTANBUL	LAND ROVER	CLOTHES	SHIRT	TURKEY
Bronze Lion Campaign	TBWA ISTANBUL	LAND ROVER	CLOTHES	POLO SHIRT	TURKEY
Bronze Lion Campaign	SPOTIFY IN-HOUSE, New York	SPOTIFY	SPOTIFY	WELCOME TO AMERICA	USA
Bronze Lion Campaign	SPOTIFY IN-HOUSE, New York	SPOTIFY	SPOTIFY	GOD IS A WOMAN	USA
Bronze Lion Campaign	CHEIL WORLDWIDE HONG KONG	CHUPACHUPS (SNACK TO HOME LIMITED)	CHUPACHUPS	HOMEWORK	HONG KONG
Bronze Lion Campaign	CHEIL WORLDWIDE HONG KONG	CHUPACHUPS (SNACK TO HOME LIMITED)	CHUPACHUPS	MUSIC	HONG KONG
Bronze Lion Campaign	CHEIL WORLDWIDE HONG KONG	CHUPACHUPS (SNACK TO HOME LIMITED)	CHUPACHUPS	TIDY-UP	HONG KONG
Bronze Lion Campaign	ALMAPBBDO, São Paulo	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	PYRAMID	BRAZIL
Bronze Lion Campaign	ALMAPBBDO, São Paulo	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	PISA	BRAZIL
Bronze Lion Campaign	WEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZY   COLIN KAEPERNICK	USA
Bronze Lion Campaign	WEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZY   LEBRON JAMES	USA
Bronze Lion Campaign	WEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZY   SERENA WILLIAMS	USA
Bronze Lion Campaign	WEDEN+KENNEDY, Portland	NIKE	NIKE	NIKE DREAM CRAZY   SHAQUEM GRIFFIN	USA
Bronze Lion Campaign	LOLA MULLENLOWE, Madrid	BURGER KING	RESTAURANTS	BIRTHDAY 4	SPAIN
Bronze Lion Campaign	LOLA MULLENLOWE, Madrid	BURGER KING	RESTAURANTS	BIRTHDAY 3	SPAIN

Bronze Lion Campaign	LOLA MULLENLOWE, Madrid	BURGER KING	RESTAURANTS	BIRTHDAY 5	SPAIN
Bronze Lion Campaign	LOLA MULLENLOWE, Madrid	BURGER KING	RESTAURANTS	BIRTHDAY 2	SPAIN
Bronze Lion Campaign	LOLA MULLENLOWE, Madrid	BURGER KING	RESTAURANTS	BIRTHDAY 1	SPAIN
Bronze Lion Campaign	PUBLICIS SPAIN, Madrid	IKEA	FURNITURE/LIVING ROOM	Ikea Real Life Series Strang...	SPAIN
Bronze Lion Campaign	PUBLICIS SPAIN, Madrid	IKEA	FURNITURE/LIVING ROOM	Ikea Real Life Series Simps...	SPAIN
Bronze Lion Campaign	KARMARAMA   ACCENTURE INTERACTIVE, London	CAPITA	THE BRITISH ARMY	SNOWFLAKES	UNITED KINGDOM
Bronze Lion Campaign	KARMARAMA   ACCENTURE INTERACTIVE, London	CAPITA	THE BRITISH ARMY	ME ME ME MILLENNIALS	UNITED KINGDOM
Bronze Lion Campaign	KARMARAMA   ACCENTURE INTERACTIVE, London	CAPITA	THE BRITISH ARMY	BINGE GAMERS	UNITED KINGDOM
Bronze Lion Campaign	KARMARAMA   ACCENTURE INTERACTIVE, London	CAPITA	THE BRITISH ARMY	CLASS CLOWNS	UNITED KINGDOM
Bronze Lion Campaign	KARMARAMA   ACCENTURE INTERACTIVE, London	CAPITA	THE BRITISH ARMY	SELFIE ADDICTS	UNITED KINGDOM
Bronze Lion	PUBLICIS ITALY, Milan	COCA-COLA	COCA-COLA	THE SIGN	ITALY
Bronze Lion	GREY ARGENTINA, Buenos Aires	FLYBONDI	FLYBONDI	FLY WITH US	ARGENTINA
Bronze Lion	RETHINK, Toronto	FONDATION ÉMERGENCE	INTERNATIONAL DAY AGAINST HOMOPHOBIA AND TRANSPHOBIA	PRIDE SHIELD	CANADA
Bronze Lion	AKQA, São Paulo	NIKE	AIR MAX	AIR MAX GRAFFITI STORES	BRAZIL
Bronze Lion	NBS, Rio De Janeiro	MUSEU NACIONAL DE BELAS ARTES	MUSEUM	HASHTAGS OF ARTS	BRAZIL
Bronze Lion	LEO BURNETT TAILOR MADE, São Paulo	METROPOLES	INSTITUTIONAL	REAL TIME MIC	BRAZIL
Bronze Lion	Z+HAVAS, São Paulo	MOVIMENTO SUPERAÇÃO	ACESSIBILITY	WITHOUT A RAMP, A SIDEWALK IS A WALL	BRAZIL
Bronze Lion	BETC, Paris	CITROEN	CITROEN	SEETROEN	FRANCE
Bronze Lion	VMLY&R MELBOURNE / Y&R ANZ, Melbourne	LEGACY / RSA	LEGACY / RSA	THE HALF BISCUIT	AUSTRALIA
Bronze Lion	ONLY IF, Mexico City	AB INBEV	BUD LIGHT CEREAL	BUD LIGHT CEREAL	MEXICO
Bronze Lion	TBWALCHIATDAY, New York	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	THE FAKE NEWS STAND	USA
Bronze Lion	PUBLICIS ITALY, Milan	DIESEL	DIESEL	DIESEL X MUSTAFA	ITALY
Bronze Lion	DOMINO'S PIZZA, Ann Arbor / CRISPIN PORTER BOGUSKY+, Boulder	DOMINO'S PIZZA	DOMINO'S PIZZA	PAMNG FOR PIZZA	USA
Bronze Lion	GSD&M, Austin	POPEYE'S LOUISIANA KITCHEN	QSR	12-HOUR DRIVE-THRU	USA
Bronze Lion	McCANN PARIS	PURINA	PURINA VETERINARY DIETS	STREET-VET	FRANCE

Bronze Lion	TECH AND SOUL, São Paulo	UBER/ UBER	YELLOW MAY	DISTRACTED GOALKEEPER	BRAZIL
Bronze Lion	BBDO ATLANTA	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	STOP TRAFFICK	USA
Bronze Lion	INGO, Stockholm	BURGER KINGS	BURGERS	THE NOT BIG MACS	SWEDEN
Bronze Lion	ROTHCO   ACCENTURE INTERACTIVE, Dublin	O.N.E.	CHARITY DONATION	SLEEPING FLAGS	IRELAND
Bronze Lion	OFFICER AND GENTLEMAN, Madrid	PADDY POWER	GAMBLING SERVICES	COME OUT AND PLAY	SPAIN
Bronze Lion	SPECIAL GROUP, Auckland	UBER EATS	ONLINE FOOD ORDERING AND DELIVERY PLATFORM	SHARK BAIT	NEW ZEALAND
Bronze Lion	DDB PARIS	UBER	UBERTOYS	UBERTOYS	FRANCE
Bronze Lion	MARCEL, Paris	CENTRE POMPIDOU	CENTRE POMPIDOU	SOUVENIRS DE PARIS	FRANCE
Bronze Lion	DAMD SÃO PAULO, São Paulo	BURGER KING	BURGER KING WHOPPER	BURN THAT AD	BRAZIL

Here's a reminder of the [#CannesLions2019 Outdoor Lions shortlist](#) in full:



## #CannesLions2019: Outdoor and Out-of-Home (OOH) shortlist

15 Jun 2019



*The Cannes Lions Festival of Creativity runs from 17 to 21 June 2019, with Cinemark – now known as Ster-Kinekor Sales – the local representatives of Cannes Lions for SA. Visit our [Cannes Lions special section](#) for the latest updates!*

For more, visit: <https://www.bizcommunity.com>