

All the South African winners!

The 2016 version of Cannes Lions' Festival of Creativity has come to a close, with South African agencies roaring with pride at their 61 awards received.

The summary tables below detail which agencies came out tops as well as all the local work that was awarded at the various Cannes Lions ceremonies last week, with links in case you missed them the first time around.

South African Cannes Lions 2016 summary table

Entrant	Grand Prix Campaign	Gold Lion Campaign	Bronze Lion Campaign	Bronze Lion	Silver Lion Campaign	Silver Lion	Total
1886 Johannesburg			3				3
DDB SOUTH AFRICA Johannesburg			2	1			3
FCB CAPE TOWN				1	2		3
GEOMETRY GLOBAL JOHANNESBURG				1			1
OGILVY & MATHER CAPE TOWN			3	1			4
OGILVY & MATHER JOHANNESBURG	3	6	5		6	1	21
OPENCO – THE OPEN COLLABORATION Johannesburg			4				4
TBWA\HUNT LASCARIS JOHANNESBURG					11		11
VELOCITY FILMS Johannesburg / NOT NORM Cape Town				1			1
NATIVE VML		5		1		1	7
Total	3	11	17	6	19	2	58

Awards

Health and Wellness Lions						
Category	Title	Client	Product	Entrant Company	Prize	
B01 (Education & Awareness)	LEARN IT YOUNG	SCOUTS SOUTH AFRICA	SCOUTS SA	VELOCITY FILMS Johannesburg / NOT NORM Cape Town	Bronze Lion	VIEW THE WORK
B01 (Education & Awareness)	DARRYL	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	FCB CAPE TOWN / HELLOCOMPUTER Cape Town	Silver Lion Campaign	VIEW THE WORK
B01 (Education & Awareness)	JABU	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	FCB CAPE TOWN / HELLOCOMPUTER Cape Town	Silver Lion Campaign	VIEW THE WORK
Radio Lions winners						
A01 (Food)	PSYCHIC	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	Bronze Lion Campaign	VIEW THE WORK
A01 (Food)	GENIE	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	Bronze Lion Campaign	As above
A03 (Cosmetics & Toiletries)	CLOSE SHAVE WITH A TRAIN	PHILIPS	SERIES 5000 SHAVER	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign	VIEW THE WORK
A03 (Cosmetics & Toiletries)	CLOSE SHAVE WITH A CHAINSAW	PHILIPS	SERIES 5000 SHAVER	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign	As above
A05 (Household Goods)	ROAD TRIP EQUATION	TIGER BRANDS	PEACEFUL SLEEP ROOM SPRAY	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	VIEW THE WORK
A05 (Household Goods)	SLEEP OVER EQUATION	TIGER BRANDS	PEACEFUL SLEEP ROOM SPRAY	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	As above

A09 (Cars & Automotive Products & Services)	MARK	BMW MOTORRAD	HELMETS RADIO	FCB CAPE TOWN	Bronze Lion	VIEW THE WORK
A11 (Restaurants & Fast Food Chains)	1. THE EVERYMAN MEAL - COLOURED WEIGHTS	KFC	KFC	OGILVY & MATHER JOHANNESBURG	Grand Prix Campaign	VIEW THE WORK
A11 (Restaurants & Fast Food Chains)	2. THE EVERYMAN MEAL - CLAW THING	KFC	KFC	OGILVY & MATHER JOHANNESBURG	Grand Prix Campaign	As above
A11 (Restaurants & Fast Food Chains)	3. THE EVERYMAN MEAL - CHERRY LIP BALM	KFC	KFC	OGILVY & MATHER JOHANNESBURG	Grand Prix Campaign	As above
A17 (Commercial Public Services)	1. YOU SHOULD HAVE CALLED - EMAIL	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	Silver Lion Campaign	VIEW THE WORK
A17 (Commercial Public Services)	2. YOU SHOULD HAVE CALLED - MEME	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	Silver Lion Campaign	As above
A17 (Commercial Public Services)	3. YOU SHOULD HAVE CALLED - DOUBLE BLUE TICK	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	Silver Lion Campaign	As above
C01 (Use of Music)	IGUGU SENZO	CELL C	C-SURANCE	1886 Johannesburg	Bronze Lion Campaign	VIEW THE WORK
C01 (Use of Music)	IGUGU KHANYI	CELL C	C-SURANCE	1886 Johannesburg	Bronze Lion Campaign	As above
C01 (Use of Music)	IGUGU THEMBI	CELL C	C-SURANCE	1886 Johannesburg	Bronze Lion Campaign	As above
C03 (Script)	1. YOU SHOULD HAVE CALLED - EMAIL	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	Silver Lion Campaign	As above
C03 (Script)	2. YOU SHOULD HAVE CALLED - MEME	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	Silver Lion Campaign	As above
C03 (Script)	3. YOU SHOULD HAVE CALLED - DOUBLE BLUE TICK	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	Silver Lion Campaign	As above
C03 (Script)	PSYCHIC	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	Bronze Lion	As above
C03 (Script)	1. THE EVERYMAN MEAL - COLOURED WEIGHTS	KFC	KFC	OGILVY & MATHER JOHANNESBURG	Gold Lion Campaign	As above
C03 (Script)	2. THE EVERYMAN MEAL - CLAW THING	KFC	KFC	OGILVY & MATHER JOHANNESBURG	Gold Lion Campaign	As above
C03 (Script)	3. THE EVERYMAN MEAL - CHERRY LIP BALM	KFC	KFC	OGILVY & MATHER JOHANNESBURG	Gold Lion Campaign	As above
C03 (Script)	SKIING TRIP	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	VIEW THE WORK
C03 (Script)	SPIRITUAL FESTIVAL	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	As above
C03 (Script)	SPRING BREAK	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	As above
C04 (Casting & Performance)	CLOSE SHAVE WITH A TRAIN	PHILIPS	SERIES 5000 SHAVER	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign	As above
C04 (Casting & Performance)	CLOSE SHAVE WITH A CHAINSAW	PHILIPS	SERIES 5000 SHAVER	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign	As above
C04 (Casting & Performance)	CLOSE SHAVE WITH A CHINESE TRIAD	PHILIPS	SERIES 5000 SHAVER	OGILVY & MATHER JOHANNESBURG	Bronze Lion Campaign	As above
C04 (Casting & Performance)	3. YOU SHOULD HAVE CALLED - DOUBLE BLUE TICK	VODACOM	VODACOM	OGILVY & MATHER JOHANNESBURG	Silver Lion	As above
C04 (Casting & Performance)	1. THE EVERYMAN MEAL - COLOURED WEIGHTS	KFC	KFC	OGILVY & MATHER JOHANNESBURG	Gold Lion Campaign	As above
C04 (Casting & Performance)	2. THE EVERYMAN MEAL - CLAW THING	KFC	KFC	OGILVY & MATHER JOHANNESBURG	Gold Lion Campaign	As above

C04 (Casting & Performance)	3. THE EVERYMAN MEAL - CHERRY LIP BALM	KFC	KFC	OGILVY & MATHER JOHANNESBURG	Gold Lion Campaign	As above
Print & Publishing Lions winners						
A15 (Other Vehicles, Automotive Products & Services)	TECHNICALLY DANCING	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	Bronze Lion	VIEW THE WORK
A18 (Travel & Transport)	STAFF	CITY LODGE HOTEL GROUP	ROAD LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	VIEW THE WORK
A18 (Travel & Transport)	FAMILY	CITY LODGE HOTEL GROUP	ROAD LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	As above
A18 (Travel & Transport)	TEAM	CITY LODGE HOTEL GROUP	ROAD LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	As above
A18 (Travel & Transport)	BABE VS MOM	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	VIEW THE WORK
A18 (Travel & Transport)	DUDE VS PENSIONER	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	As above
A18 (Travel & Transport)	MAKE-UP VS MEDS	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	Silver Lion Campaign	As above
A25 (Public Health & Safety, Public Sector & Awareness Messages)	I AM AMERICAN	PASSOP	TBA	NATIVE VML Johannesburg	Gold Lion Campaign	VIEW THE WORK
A25 (Public Health & Safety, Public Sector & Awareness Messages)	I AM BRITISH	PASSOP	TBA	NATIVE VML Johannesburg	Gold Lion Campaign	As above
A25 (Public Health & Safety, Public Sector & Awareness Messages)	I AM FRENCH	PASSOP	TBA	NATIVE VML Johannesburg	Gold Lion Campaign	As above
A25 (Public Health & Safety, Public Sector & Awareness Messages)	I AM GERMAN	PASSOP	TBA	NATIVE VML Johannesburg	Gold Lion Campaign	As above
A25 (Public Health & Safety, Public Sector & Awareness Messages)	I AM SOUTH AFRICAN	PASSOP	TBA	NATIVE VML Johannesburg	Gold Lion Campaign	As above
A25 (Public Health & Safety, Public Sector & Awareness Messages)	PROTEST	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	Bronze Lion Campaign	VIEW THE WORK
A25 (Public Health & Safety, Public Sector & Awareness Messages)	POLICE	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	Bronze Lion Campaign	As above
A25 (Public Health & Safety, Public Sector & Awareness Messages)	MASSACRE	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	Bronze Lion Campaign	As above
A25 (Public Health & Safety, Public Sector & Awareness Messages)	MOB	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	Bronze Lion Campaign	As above
Promo & Activations Lions winners						
B04 (Use of Ambient Media: Small Scale)	THE SAB SPIKE DETECTOR COASTER	SOUTH AFRICAN BREWERIES	DRINK RESPONSIBLY INITIATIVE	GEOMETRY GLOBAL JOHANNESBURG	Bronze Lion	VIEW THE WORK
Design Lions winners						
B01 (Posters)	I AM MUSLIM	PASSOP	TBA	NATIVE VML Cape Town	Bronze Lion	As above
Outdoor Lions winners						
B08 (Cars & Automotive Products & Services)	TECHNICALLY HAIRSTYLE	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	Bronze Lion Campaign	As above
B08 (Cars & Automotive Products & Services)	TECHNICALLY DOG	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	Bronze Lion Campaign	As above
B08 (Cars & Automotive Products & Services)	TECHNICALLY SUPERHEROES	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	Bronze Lion Campaign	As above
Media Lions winners						

C03 (Use of Social Platforms)	TWITTER REFUGEES	PASSOP	AWARENESS MESSAGE	NATIVE VML Cape Town	Silver Lion	VIEW THE WORK
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In case you were wondering about the difference over last year...

Cannes Lions winners % 2015 vs 2016

Category	2015 total winners	2015 SA winners	% of 2015 SA winners	2016 total winners	2016 SA winners	% of 2016 SA winners	% compared to 2015
Creative Effectiveness Lions	17	0		13	0		
Creative Data Lions	28	0		40	0		
Cyber Lions	126	0		96	0		
Design Lions	79	0		111	1	0.9%	0.9%
Digital Craft Lions				50	0		
Direct Lions	83	1	1.2%	75	0		-1.2%
Entertainment Lions				61	0		
Entertainment Lions for Music				32	0		
Film Craft Lions	0	0		77	0		
Film Lions	0	0		87	0		
Glass Lions	8	0		6	0		
Health & Wellness	61	0		52	3	5.8%	5.8%
Innovation Lions	8	0		9	0		
Integrated Lions				13	0		
Media Lions	80	1	1.3%	97	1	1%	-0.2%
Mobile Lions	57	0		62	0		
Outdoor Lions	131	6	4.6%	285	3	1.1%	-3.5%
Pharma	25	0		58	0		
PR Lions	79	0		84	0		
Print & Publishing Lions				217	16	7.4%	
Press Lions	79	8	10.1%				
Product Design Lions	8	0		11	0		
Promo & Activation Lions	117	1	0.9%	107	1	0.9%	0.1%
Radio Lions	58	16	27.6	91	33	36.3%	8.7%
Titanium Lions	0			5	0		
Total	1044	33	3.2	1739	58	3.3%	0.2%

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