

Publicis One Celebrates Cannes Lions wins from Asia, CEE, Europe & LATAM

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At the recently-concluded Cannes Lions International Festival of Creativity, 8 Publicis One markets - Argentina, Belgium, Portugal, Slovakia, Hungary, Thailand and Indonesia- were awarded with a total of 21 prestigious Cannes Lions. The wins, which included 3 Gold, 8 Silver and 10 Bronze, were represented across multiple categories: Pharma, Radio, PR, Creative Data, Direct, Promotion & Activation, Outdoor, Media, Mobile and Film.

Del Campo Saatchi & Saatchi (Argentina)'s work "The Fairest Night of All" and "Party" created for Andes Inbev were awarded Gold in the outdoor and film categories respectively. Duval Guillaume (Belgium) was awarded a Gold for their work "Waiting Lines" for RE-BORN TO BE ALIVE in the PR category. Please refer to table below for full list of Publicis One winners at Cannes Lions 2016.

From a content perspective, Publicis One's representation at Cannes Lions this year included: Feyi Olubodun, Chief Operating Officer, Insight Publicis Nigeria, who delivered an insightful session "Let My Enemy Live Long - How Africans Consume" on the seminar stage; while Razvan Capanescu, Chief Creative Officer, Leo Burnett Group Romania, delivered an inspiring masterclass "A practitioner's guide - scratch that. A story about how to tame time, shared by one who's been there".

PUBLICIS ONE's FULL LIST OF WINNERS @ CANNES LIONS 2016						
Award	Client/Brand	Title	Category	Office	Country	Agency Brand
PHARMA						



BRONZE	Uhmpang Hospital Foundation	Forward the Cure	Pharma: Use of Technology-Communications to Non-Healthcare Professionals: Corporate Image & Communication	Bangkok	Thailand	Leo Burnett
RADIO						
BRONZE	GoJek	Chicken Risotto	Craft: Casting & Performance	Jakarta	Indonesia	Leo Burnett
PR						
GOLD	RE-BORN TO BE ALIVE	WAITING LINES	Charity & not for Profit	Brussels	Belgium	DUVAL GUILLAUME
SILVER	Brisa Highway Company	Striking Lessons	Practices & Specialisms: Business Citizenship/Corporate Responsibility	Lisbon	Portugal	Leo Burnett
SILVER	ARCUB FOR BUCHAREST2 021	BERNIE SPEED TEST	Response / Real-time Activity		Romania	Publicis
CREATIVE DATA *						
BRONZE	J&T Bank	PlayDowJones	Data Visualization	Bratislava	Slovak Republic	Leo Burnett
DIRECT						
SILVER	Andes Inbev	The Fairest Night of All	Retention	Buenos Aires	Argentina	Saatchi & Saatchi
SILVER	Andes Inbev	The Fairest Night of All	Food & Drink	Buenos Aires	Argentina	Saatchi & Saatchi
BRONZE	Andes Inbev	Hagglers	Retention	Buenos Aires	Argentina	Saatchi & Saatchi
PROMO & ACTIVATION						



SILVER	ACR (THE AUTOMOBILE CLUB OF ROMANIA)	ACR STREET VIEW TEST	Use of Digital Platforms		Romania	Publicis
SILVER	Andes Inbev	The Fairest Night of All	Guerrilla Marketing & Stunts	Buenos Aires	Argentina	Saatchi & Saatchi
SILVER	Andes Inbev	The Fairest Night of All	Food & Drinks	Buenos Aires	Argentina	Saatchi & Saatchi
BRONZE	RENAULT	Real Views	Use of new technology	Brussels	Belgium	Publicis
OUTDOOR						
GOLD	Andes Inbev	The Fairest Night Of All	Live Advertising and Events	Buenos Aires	Argentina	Saatchi & Saatchi
BRONZE	Andes Inbev	The Fairest Night Of All	Integrated Campaign led by Outdoor	Buenos Aires	Argentina	Saatchi & Saatchi
MEDIA						
BRONZE	RE-BORN TO BE ALIVE	WAITING LINES	Use of stunts	Brussels	Belgium	DUVAL GUILLAUME
MOBILE						
BRONZE	Samsung	#SeeColors	Technology: Networked/Connected Mobile Technology	Budapest	Hungary	
FILM						
SILVER	AB Inbev	Trip	Alcoholic Drinks	Buenos Aires	Argentina	Saatchi & Saatchi
GOLD	AB Inbev	Party	Alcoholic Drinks	Buenos Aires	Argentina	Saatchi & Saatchi
BRONZE	AB Inbev	The Fairest Night of All	Food & Drinks	Buenos Aires	Argentina	Saatchi & Saatchi
BRONZE	RE-BORN TO BE ALIVE	WAITING LINES	Charities & Appeals	Brussels	Belgium	DUVAL GUILLAUME



About the Cannes Lions International Festival of Creativity

Founded in 1954, Cannes Lions is an eight-day programme of creative inspiration, celebration, education and networking. Over 15,000 delegates from around 100 countries attend the Festival, making it the only truly global meeting-place for branded communications professionals to connect, share and discover. The most coveted creative accolades, The Lions, are also judged and presented at the Festival. Over 40,000 submissions from 23 categories are put through rigorous, impartial assessment by respected industry representatives, showcased in onsite exhibitions and screenings before being awarded during a number of ceremonies.

Recognising and catering to specialisations within the industry, part of the Festival content and associated categories are also channelled into streams.

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About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBI, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#).