

Mobile Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Cannes Mobile award ceremony on 20 June 2017, where Native VML secured two Bronze Lions for *Huffington Post's* Stop the Cycle 360° mobile video.

Mobile Lions celebrate device-driven creativity. Entries needed to demonstrate performance in portable platforms, where a hand-held or wearable environment is integral to the idea and enables key aspects of the execution.



#CannesLions2017: Mobile shortlist

20 Jun 2017



Native VML picked up 2 of the 68 Mobile Lions awarded from a shortlist of 150 – both for *Huffington Post's* Stop the Cycle, with media by The Digital Media Consultancy. These were awarded under the categories of 'Corporate Commercial' and 'Social Purpose'.



Stop the Cycle.

[click to enlarge](#)



#NewCampaign: Stop the Cycle

25 May 2017



The Grand Prix went to Dentsu Y&R, Tokyo for Recruit Lifestyle Co. Ltd's Seem 'The Family Way':

THE SPERM TESTING MOBILE KIT

shining the spotlight on male infertility in private.

Grand Prix-winning 'The Family Way'.

[click to enlarge](#)

View the full table of winning work below:

Mobile Lions Winners

| Entrant | Title | Client | Product | Award |
|---|-----------------------------|---|-----------------------|-------------|
| DENTSU Y&R, Tokyo | THE FAMILYWAY | RECRUIT LIFESTYLE CO., LTD. | SEEM | Grand Prix |
| DAVID THE AGENCY, São Paulo | THE NEVER-ENDING FOREST APP | FABER-CASTELL | FABER-CASTELL | Gold Lion |
| Y&R ITALIA, Milan | CHAT YOURSELF | ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF | CHAT YOURSELF | Gold Lion |
| B-REEL, New York | OFFICIAL GORILLAZ APP | GORILLAZ | NEW GORILLAZ ALBUM | Gold Lion |
| DENTSU Y&R, Tokyo | THE FAMILYWAY | RECRUIT LIFESTYLE CO., LTD. | SEEM | Gold Lion |
| CLEMENGER BBDO MELBOURNE | HUNGERITHM | MARS CHOCOLATE AUSTRALIA | SNICKERS® | Gold Lion |
| BETC, Paris | LIKE MY ADDICTION | ADDICTAIDE | ADDICTAIDE | Gold Lion |
| CLEMENGER BBDO MELBOURNE | HUNGERITHM | MARS CHOCOLATE AUSTRALIA | SNICKERS® | Gold Lion |
| DAVID, Mami | GOOGLE HOME OF THE WHOPPER | BURGER KING | WHOPPER | Gold Lion |
| B-REEL, New York | OFFICIAL GORILLAZ APP | GORILLAZ | NEW GORILLAZ ALBUM | Silver Lion |
| DAVID, Mami | GOOGLE HOME OF THE WHOPPER | BURGER KING | WHOPPER | Silver Lion |
| SNAP, Los Angeles | SPECTACLES | SNAP, INC. | SPECTACLES | Silver Lion |
| PHILIPP UND KEUNTJE, Hamburg / RIMOWA ELECTRONIC TAG, Hamburg / T-SYSTEMS INTERNATIONAL, Frankfurt / AIRBUS GROUP, Leiden | RIMOWA ELECTRONIC TAG | RIMOWA ELECTRONIC TAG GMBH | RIMOWA ELECTRONIC TAG | Silver Lion |
| SAATCHI & SAATCHI, London | FLEETLIGHTS | DIRECT LINE | INSURANCE | Silver Lion |
| DENTSU Y&R, Tokyo | THE FAMILYWAY | RECRUIT LIFESTYLE CO., LTD. | SEEM | Silver Lion |
| R/GA SAN FRANCISCO | BOTBOT | REPLY.AI | BOTBOT | Silver Lion |
| TBWA/PARIS, Paris / DAN PARIS, Boulogne-Billancourt | THE MAGIC WALLPAPER | CASTORAMA | STORE TOOLS | Silver Lion |

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|---|--|---|---|-------------|
| Y&R ITALIA, Milan | CHAT YOURSELF | ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF | CHAT YOURSELF | Silver Lion |
| BBDO NEW YORK | MADE IN A MINUTE | LOWE'S | LOWE'S | Silver Lion |
| VML, New York | QUEST TO LEGOLAND | LEGOLAND FLORIDA RESORT | LEGOLAND | Silver Lion |
| TBWA\CHIAT\DAY, Los Angeles | SERENA WILLIAMS MATCH POINT GATORADE | GATORADE | GATORADE | Silver Lion |
| BETC, Paris | LIKE MY ADDICTION | ADDICTAIDE | ADDICTAIDE | Silver Lion |
| DAVID, Miami | GOOGLE HOME OF THE WHOPPER | BURGER KING | WHOPPER | Silver Lion |
| DM9DDB, São Paulo | KISS THE KREMLIN | SSEX BBOX | SSEX BBOX | Silver Lion |
| VML, Sydney | SNAPLICATIONS | MCDONALD'S AUSTRALIA | MCDONALD'S RECRUITMENT | Silver Lion |
| DEUTSCH, New York | VENMO MICRO HACK | WATERISLIFE | CHARITY | Silver Lion |
| VML, Sydney | SNAPLICATIONS | MCDONALD'S AUSTRALIA | MCDONALD'S RECRUITMENT | Silver Lion |
| CLEMENGER BBDO MELBOURNE | HUNGERITHM | MARS CHOCOLATE AUSTRALIA | SNICKERS® | Silver Lion |
| TBWA\CHIAT\DAY, Los Angeles | SERENA WILLIAMS MATCH POINT GATORADE | GATORADE | GATORADE | Silver Lion |
| R/GA SAN FRANCISCO | BOTBOT | REPLY.AI | BOTBOT | Silver Lion |
| PHD, Shanghai | YASMIN'S SEX-ED REVOLUTION | BAYER | YASMIN | Silver Lion |
| DM9DDB, São Paulo | KISS THE KREMLIN | SSEX BBOX | SSEX BBOX | Silver Lion |
| CLEMENGER BBDO MELBOURNE | HUNGERITHM | MARS CHOCOLATE AUSTRALIA | SNICKERS® | Silver Lion |
| VML, New York | QUEST TO LEGOLAND | LEGOLAND FLORIDA RESORT | LEGOLAND | Bronze Lion |
| TBWA\PARIS, Paris / DAN PARIS, Boulogne-Billancourt | THE MAGIC WALLPAPER | CASTORAMA | STORE TOOLS | Bronze Lion |
| CRITICAL MASS, Calgary | BATTLE TEST: A NISSAN ROGUE® 360° VR EXPERIENCE | NISSAN NORTH AMERICA | THE NEW 2017 NISSAN ROGUE® | Bronze Lion |
| NATIVE VML, Johannesburg | STOP THE CYCLE | HUFFINGTON POST SOUTH AFRICA | NON-PROFIT | Bronze Lion |
| OGILVY MADRID / GTB, Madrid | MAX MOTOR DREAMS | FORD SPAIN | FORD SPAIN | Bronze Lion |
| SNAP, Los Angeles | SPECTACLES | SNAP, INC. | SPECTACLES | Bronze Lion |
| TENCENT, Shenzhen | QQ ALERT: HOPE NEVER DIES | QQ | QQ ALERT | Bronze Lion |
| OGILVY BRASIL, São Paulo | THE VOICE OF ART | IBM | IBM CLOUD | Bronze Lion |
| Y&R SINGAPORE | TINYMOS - THE WORLD'S SMARTEST ASTROPHOTOGRAPHY CAMERA | TINYMOS PRIVATE LIMITED | ASTROPHOTOGRAPHY CAMERA | Bronze Lion |
| PHILIPP UND KEUNTJE, Hamburg / RIMOWA ELECTRONIC TAG, Hamburg / T-SYSTEMS INTERNATIONAL, Frankfurt / AIRBUS GROUP, Leiden | RIMOWA ELECTRONIC TAG | RIMOWA ELECTRONIC TAG GMBH | RIMOWA ELECTRONIC TAG | Bronze Lion |
| R/GA SYDNEY | THROUGH THE DARK | GOOGLE | GOOGLE PLAY | Bronze Lion |
| SAATCHI & SAATCHI, London | FLEETLIGHTS | DIRECT LINE | INSURANCE | Bronze Lion |
| 180LA, Santa Monica | VISIT BRITAIN | EXPEDIA | VISIT BRITAIN PARTNERSHIP | Bronze Lion |
| MARCEL, Paris | SAFEST ROUTE | GROUPAMA | GROUPAMA | Bronze Lion |
| JUNG VON MATT/LIMMAT, Zürich | THE SOUND BOOK APP | NORDSÜD VERLAG | CHILDREN BOOK | Bronze Lion |
| OGILVY AUSTRALIA, Melbourne | AAMI SMARTPLATES | SUNCORP | AAMI INSURANCE | Bronze Lion |
| HUGE, New York | NOTIFICA: THE APP YOU'LL BE GLAD YOU DON'T NEED | UNITED WE DREAM | NOTIFICA ALERT SERVICE APP | Bronze Lion |
| NATIVE VML, Johannesburg | STOP THE CYCLE | HUFFINGTON POST SOUTH AFRICA | NON-PROFIT | Bronze Lion |
| PUBLICIS ROMANIA, Bucharest | MR. BEAR DRIVER | THE AUTOMOBILE CLUB OF ROMANIA | THE AUTOMOBILE CLUB OF ROMANIA & THE FIA (FÉDÉRATION INTERNATIONALE DE L'AUTOMOBILE) | Bronze Lion |

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| DENTSU INC., Tokyo / GOOGLE, Tokyo | GLICODE | EZAKI GLICO COMPANY, LIMITED | CORPORATE | Bronze Lion |
| FCB NEW ZEALAND, Auckland | GO BALLS OUT | TESTICULAR CANCER NEW ZEALAND | TESTICULAR CANCER AWARENESS | Bronze Lion |
| TBWA\CHIAT\DAY, Los Angeles | SERENA WILLIAMS MATCH POINT GATORADE | GATORADE | GATORADE | Bronze Lion |
| IRIS WORLDWIDE, London | ADIDAS NEO SNAPCHAT - #MYNEOLABEL | ADIDAS | ADIDAS NEO | Bronze Lion |
| DROGA5, New York / UNDER ARMOUR, Baltimore | #BREAKTHEGAME | UNDER ARMOUR | SPORTS APPAREL | Bronze Lion |
| J. WALTER THOMPSON NEW YORK | UNSAFETY CHECK | BLACK LIVES MATTER | NONPROFIT | Bronze Lion |
| DM9DDB, São Paulo | KISS THE KREMLIN | SSEX BBOX | SSEX BBOX | Bronze Lion |
| BETC, Paris | LIKE MY ADDICTION | ADDICTAIDE | ADDICTAIDE | Bronze Lion |
| Y&R ITALIA, Milan | CHAT YOURSELF | ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF | CHAT YOURSELF | Bronze Lion |
| VML, Sydney | SNAPLICATIONS | MCDONALD'S AUSTRALIA | MCDONALD'S RECRUITMENT | Bronze Lion |
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| J. WALTER THOMPSON NEW YORK | UNSAFETY CHECK | BLACK LIVES MATTER | NONPROFIT | Bronze Lion |
| DEUTSCH, New York | VENMO MICRO HACK | WATERISLIFE | CHARITY | Bronze Lion |
| EDELMAN DEPORTIVO, Stockholm | GIVE A BEEP | HÖVDING | HÖVDING – AIRBAG FOR CYCLISTS | Bronze Lion |
| Y&R ITALIA, Milan | CHAT YOURSELF | ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF | CHAT YOURSELF | 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



Visit the official Cannes Lions [website](#) and our [Cannes Lions special section](#) for more information.