

# Experience Lions winners!

The 66th annual Cannes Lions Festival of Creativity continued on 20 June with the 2019 Cannes Brand Experience & Activation and Creative e-Commerce winners announced during the Experience track award ceremony.



Cannes Lions 2019 Experience Grand Prix winners - 'Microsoft Xbox: Changing the Game' under Brand Experience & Activations; Doconomy's 'Do Black - The Carbon Limit Credit Card' under Creative eCommerce...

The Experience Track focuses on the powerful brand currency of intelligent customer journeys and immersive experiences.

## Exceptional experiential

The **Brand Experience & Activations** Lions celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement.

Of the 2,532 entries, a total of 70 Lions were awarded by the jury: 1 Grand Prix, 9 Gold, 23 Silver and 37 Bronze Lions.



#CannesLions2019: "Cause-related work tackling internet-breaking subjects" - Nikki Taylor-Garrett

Leigh Andrews 12 Jun 2019



Nikki Taylor-Garrett, creative director at TBWA\Hunt\Lascaris, served on this year's Cannes Lions Brand Experience & Activations jury with Jaime Mandelbaum, chief creative officer at VMLY&R, Europe the 2019 Brand Experience & Activation Lions jury president.

Under Mandelbaum's leadership Y&R won the first Gold Lions for Czech Republic, along with the first Grand Prix for Turkey and was named EMEA regional network of the year at Cannes Lions in 2017.

“ And now... winning the 2019 Grand Prix in Brand Experience & Activation... Congratulations to [@mccann\\_mwin](#) New York for [#ChangingTheGame](#), a campaign for [@Microsoft](#) and [@Xbox](#)! [#CannesLions](#) <https://t.co/ExGESEsE9D>— Cannes Lions (@Cannes\_Lions) [June 20, 2019](#) ”


The Brand Experience & Activations Grand Prix went to **McCann, New York**, with production by Hungry Man, New York;

Rock Paper Scissors, New York; Company 3, New York; JSM Music, New York; and Sonic Union, New York; with media by Carat, New York; PR by WE Communications, Seattle; and additional work by Microsoft, Redmond on 'Microsoft Xbox: Changing the Game'.




Brand Experience & Activations Grand Prix winner, Microsoft Xbox 'Changing the Game'.

This project for accessible technology for Microsoft’s Xbox Adaptive Controller levels the playing field and creates opportunity for all.



#CannesLions2019: Brand Experience & Activations shortlist

19 Jun 2019



The **Creative e-Commerce** Lions celebrate creative, commercial e-commerce, payment solutions and innovation - demonstrating how the innovation and optimisation of the customer journey led to increased consumer engagement and commercial success.

Of the 300 entries submitted to the Creative e-Commerce Lions, the jury selected 9 winners: 1 Grand Prix, 1 Gold, 2 Silver and 5 Bronze Lions.

Daniel Bonner, global chief creative officer at Wunderman, global is the 2019 Creative e-commerce Lions jury president.

Bonner oversees all creative activity across 200 offices in more than 70 markets around the world. He served on the inaugural Creative e-commerce Lion jury in 2018 and has been listed as one of the UK's top pioneers by BIMA.

“ Creative eCommerce Grand Prix now... That goes to RKB Communications in Stockholm for [@doconomy's Do Black credit card! #CannesLions](#)  
<https://t.co/yh8eZNf4OX>— Cannes Lions (@Cannes\_Lions) [June 20, 2019](#) ”

The Creative eCommerce Grand Prix was awarded to **RBK Communication**, Stockholm with production by Making Waves, Stockholm and PR by Hill+Knowlton Strategies, Stockholm for Doconomy's 'Do Black - The Carbon Limit Credit Card':

It's the world's first credit card that helps users track their climate impact and meet the target of reducing consumption related CO<sub>2</sub> to protect the planet.

Bonner commented:

“ The Grand Prix we chose is truly innovative and ambitious. A signal and future of responsible consumerism that is doable in the present. A unique idea that no doubt will be copied and leveraged by businesses all over the world - and full of creativity for sustainability, in terms of the platform, the production and design, the enterprise and the potential impact for everyone. ”



#CannesLions2019: Creative e-commerce shortlist

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No SA work was awarded in the Experience track ceremony. View the full tables of winning work below:

## 2019 Cannes Lions Brand Experience & Activations winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	McCANN NEW YORK	MICROSOFT	XBOX	CHANGING THE GAME	USA
Gold Lion	AMVBBDO, London	DIAGEO	GUINNESS	CLEAR	UNITED KINGDOM
Gold Lion	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL

Gold Lion	FAHRENHEIT DDB, Lima	PLAZA VEA	RUSIA	PERUSSIAN PRICES	PERU
Gold Lion	FCB INFERNO, London	HUAWEI	HUAWEI BRAND	STORYSIGN	UNITED KINGDOM
Gold Lion	FORSMAN & BODENFORS, Gothenburg	VOLVO CARS	VOLVO CARS	THE E.V.A INITIATIVE	SWEDEN
Gold Lion	AEROMÉXICO, Mexico City / GOOGLE, Mexico City	AEROMÉXICO	AEROMÉXICO	PEOPLE ARE THE PLACES	MEXICO
Gold Lion	TBWA\CHIAT\DAY, New York	ADIDAS	ADIDAS	BILLIE JEAN KING YOUR SHOES	USA
Gold Lion	DOMINO'S PIZZA, Ann Arbor / CRISPIN PORTER BOGUSKY+, Boulder	DOMINO'S PIZZA	DOMINO'S PIZZA	PAVING FOR PIZZA	USA
Gold Lion	LEO BURNETT CHICAGO	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEGAL-ADE	USA
Silver Lion	LEO BURNETT CHICAGO	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEGAL-ADE	USA
Silver Lion	PUBLICIS ITALY, Milan	DIESEL	DIESEL	HA(U)TE COUTURE	ITALY
Silver Lion	ISOBAR , Amsterdam / ACHTUNG!mcgarrybowen, Amsterdam	VOLKSWAGEN	VOLKSWAGEN APPLICATION	SNELWEG SPROOKJES	THE NETHERLANDS
Silver Lion	SERVICEPLAN FRANCE, Paris	AUCHAN	GPS	THE GPS QUALITY LABEL	FRANCE
Silver Lion	TBWA\CHIAT\DAY, New York	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	THE FAKE NEWS STAND	USA
Silver Lion	SPECIAL GROUP, Sydney	UBER	UBER EATS	UBER EATS AUSTRALIAN OPEN AMBUSH	AUSTRALIA
Silver Lion	FCB CHICAGO	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	THE GUN VIOLENCE HISTORY BOOK	USA
Silver Lion	TBWA\PARIS	DAGOMA	3D PRINTING	HARMLESS GUNS	FRANCE
Silver Lion	ISOBAR , Amsterdam / ACHTUNG!mcgarrybowen, Amsterdam	VOLKSWAGEN	VOLKSWAGEN APPLICATION	SNELWEG SPROOKJES	THE NETHERLANDS
Silver Lion	VMLY&R, Kansas City	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	KEEPING FORTNITE FRESH	USA
Silver Lion	INGO, Stockholm	BURGER KING	BURGERS	THE NOT BIG MACS	SWEDEN
Silver Lion	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA
Silver Lion	PUBLICIS ITALY, Milan	DIESEL	DIESEL	BE A FOLLOWER - SIDE:BIZ	ITALY
Silver Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Silver Lion	DDB PARIS	UBER	UBERTOYS	UBERTOYS	FRANCE
Silver Lion	TECH AND SOUL, São Paulo	UBER/ UBER	YELLOW MAY	DISTRACTED GOALKEEPER	BRAZIL
Silver Lion	LOLA MULLENLOWE, Madrid	FELGTB/ELDIARIO.ES	FELGTB	HIDDEN FLAG	SPAIN
Silver Lion	KRAFT HEINZ COMPANY, Chicago / VAYNERMEDIA, New York	KRAFT HEINZ	MIRACLE WHIP	MIRACLE WHIP, FLORIDA	USA
Silver Lion	LEO BURNETT CHICAGO	KRAFT HEINZ	KRAFT HEINZ	KRAFT NOW PAY LATER	USA
Silver Lion	TBWA\HAKUHODO INC., Tokyo	AIG JAPAN	CSR	PRIDE JERSEY	JAPAN
Silver Lion	GREY BANGLADESH, Dhaka	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	PROJECT AGROBANKING	BANGLADESH
Silver Lion	TBWA\CHIAT\DAY, New York	ADIDAS	ADIDAS	BILLIE JEAN KING YOUR SHOES	USA
Silver Lion	ROTHCO   ACCENTURE INTERACTIVE, Dublin	O.N.E.	CHARITY DONATION	SLEEPING FLAGS	IRELAND
Bronze Lion	INTERESTING TIMES, Beirut	ABSOLUT	ABSOLUT	CIVIL LOVE	LEBANON

Bronze Lion	McCANN PARIS	PURINA	PURINA VETERINARY DIETS	STREET-VET	FRANCE
Bronze Lion	BBDO ARGENTINA, Buenos Aires	TULIPAN	TULIPAN	CONSENT PACK	ARGENTINA
Bronze Lion	GREY ARGENTINA, Buenos Aires	FLYBONDI	FLYBONDI	FLY WITH US	ARGENTINA
Bronze Lion	TBWA/ESPAÑA, Madrid	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	MASSIRA PROJECT	SPAIN
Bronze Lion	IMPACT BBDO, Dubai	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	THE BLANK EDITION	UNITED ARAB EMIRATES
Bronze Lion	180HEARTBEATS+JUNG V MATT , Warsaw	UNILEVER - BEN&JERRY'S	CSR EVENT	THE UNBREAKABLE RAINBOW	POLAND
Bronze Lion	whiteGREY SYDNEY	VOLVO CAR AUSTRALIA	VOLVO	LIVING SEAWALL	AUSTRALIA
Bronze Lion	VMLY&R POLAND, Warsaw	GAZETA PL / MASTERCARD / BNP PARIBAS	GAZETA PL (A NEWS PORTAL)	THE LAST EVER ISSUE	POLAND
Bronze Lion	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA
Bronze Lion	GREY BRAZIL, São Paulo	RECLAME AQUI	RECLAME AQUI	CONTRACT TRANSLATOR	BRAZIL
Bronze Lion	DENTSU WEBCHUTNEY, Bangalore	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	HAGGLEBOT	INDIA
Bronze Lion	DAVID SÃO PAULO	BURGER KING	BURGER KING WHOPPER	BURN THAT AD	BRAZIL
Bronze Lion	McCANN SPAIN , Madrid	IKEA	IKEA LIVING ROOMS	MUSEUM OF ROMANTICISM	SPAIN
Bronze Lion	GTB BRASIL, São Paulo	FORD MOTOR COMPANY	FORD MOTOR COMPANY	ACCESSIBILITY MAT	BRAZIL
Bronze Lion	McCANN NEW YORK	MICROSOFT	XBOX	CHANGING THE GAME	USA
Bronze Lion	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL
Bronze Lion	TBWA/PARIS / DAN PARIS	SYSTÈME U	SUPERMARKET	WHAT'S IN IT ?	FRANCE
Bronze Lion	FAHRENHEIT DDB, Lima	PLAZA VEA	RUSIA	PERUSSIAN PRICES	PERU
Bronze Lion	MOMENTUM WORLDWIDE, New York	AMERICAN EXPRESS	JERSEY ASSURANCE	JERSEY ASSURANCE	USA
Bronze Lion	ONLY IF, Ciudad De Mexico / ONLY IF, Mexico City / EDITORIAL PLANETA, Buenos Aires / GOOGLE, Buenos Aires	GRUPO PLANETA AND GOOGLE	LIBRO VIVO_	LIBRO VIVO_	MEXICO
Bronze Lion	PUBLICIS BRASIL, São Paulo	HEINEKEN	HEINEKEN	THE GRAND FINALE	BRAZIL
Bronze Lion	BBDO ATLANTA	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	STOP TRAFFICK	USA
Bronze Lion	MOMENTUM WORLDWIDE, New York / MOMENTUM CANADA, Toronto	NIKE	NIKE	JUST DO IT HQ AT THE CHURCH	USA
Bronze Lion	DDB CHICAGO	MARS WRIGLEY CONFECTIONERY	SKITTLES	BROADWAY THE RAINBOW	USA
Bronze Lion	AMBBDO, London	DIAGEO	GUINNESS	CLEAR	UNITED KINGDOM
Bronze Lion	McCANN LONDON	XBOX / MICROSOFT	XBOX ONE X ENHANCED	VISIT XBOX	UNITED KINGDOM
Bronze Lion	BETC, Paris	CITROEN	CITROEN	SEETROEN	FRANCE
Bronze Lion	PUBLICIS ITALY, Milan	DIESEL	DIESEL	HA(U)TE COUTURE	ITALY
Bronze Lion	GREY BRAZIL, São Paulo	UNIVERSITY ZUMBI DOS PALMARES	CORPORATE	THE REAL MACHADO	BRAZIL
Bronze Lion	FCBULKA, Delhi	THE MILLENNIUM SCHOOL	SCHOOL	THE OPEN DOOR PROJECT	INDIA

Bronze Lion	WEDEN+KENNEDY NEW YORK / AB INBEV, New York	AB INBEV	BUD LIGHT	PHILLY FOREVER	USA
Bronze Lion	IMPACT BBDO, Dubai	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	THE TOXIC FLAG	UNITED ARAB EMIRATES
Bronze Lion	180HEARTBEATS+JUNG V MATT, Warsaw	UNILEVER - BEN&JERRY'S	CSR EVENT	THE UNBREAKABLE RAINBOW	POLAND
Bronze Lion	VMLY&R, Santiago / PROLAM Y&R, Santiago	GOBIERNO DE CHILE	MINISTERIO DE SALUD	THE COMMERCIAL THAT SAVES LIVES	CHILE
Bronze Lion	IMPACT BBDO, Dubai	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	THE ZERO TOLERANCE RIBBON	UNITED ARAB EMIRATES
Bronze Lion	CASANOVA/McCANN, Costa Mesa / McCANN CANADA, Toronto / McCANN NEW YORK	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	SECOND CHANCES	USA

Here's a reminder of the 2019 [Brand Experience & Activations Lions](#) shortlist in full:



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19 Jun 2019



## 2019 Cannes Lions Creative e-Commerce winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	RBK COMMUNICATION, Stockholm	DOCONOMY	DO BLACK	DO BLACK - THE CARBON LIMIT CREDIT CARD	SWEDEN
Gold Lion	ISOBAR CHINA GROUP, Shanghai	YUM CHINA	KFC CHRISTMAS FRIED CHICKEN SHOP	KFC CHRISTMAS POCKET STORE	CHINA
Silver Lion	FCB NEW YORK	BURGER KING	FOOD	THE WHOPPER DETOUR	USA
Silver Lion	RBK COMMUNICATION, Stockholm	DOCONOMY	DO BLACK	DO BLACK - THE CARBON LIMIT CREDIT CARD	SWEDEN
Bronze Lion	R/GA, New York	NIKE	NIKE	HEY GOOGLE, ASK NIKE	USA
Bronze Lion	FCB INFERNO, London	THE BIG ISSUE	THE BIG ISSUE	PAY IT FORWARD	UNITED KINGDOM
Bronze Lion	VELORETTI, Amsterdam / G-UNIT, Amsterdam	VELORETTI	VELORETTI BIKES	CAR-2-BIKE	THE NETHERLANDS
Bronze Lion	AKQA, São Paulo	NIKE	AIR MAX	AIR MAX GRAFFITI STORES	BRAZIL
Bronze Lion	DENTSU WEBCHUTNEY, Bangalore	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	HAGGLEBOT	INDIA

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## #CannesLions2019: Creative e-commerce shortlist

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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!