

Innovation Lions winners!

The 65th annual Cannes Lions Festival of Creativity continued on 21 June, with the 2018 Innovation and Product Design winners announced during the Innovation award ceremony



The 2018 Cannes Lions Innovation Grand Prix winners...

Winners of the Cannes Lions Innovation track were announced at the 2018 Cannes Lions award ceremony on Thursday, 21 June from 7pm. This encompasses the Innovation and Product Design Cannes Lions, with Colombia responsible for the Grand Prix for each.

Innovative Innovation work

The **Innovation Lions** celebrate ground-breaking innovation, technology and problem solving - standalone solutions including tools, products, models and platforms, as well as creative campaigns utilising new tech.

Tor Myhren, VP Marketing Communications at Apple is the 2018 Innovation Lions jury president.

This year, only six Innovation Lions were presented, with the 2018 Cannes Lions Innovation Grand Prix awarded to MullenLowe SSP3 Bogota for the Ministry of Communications and Technology's Vive Digital Program 'My Line':

The **Product Design Lions** celebrate creativity that fuses form and function. Work that demonstrates aesthetics that are inseparable from application; work that blurs the line between a product's beauty and utility by achieving both.

Asif Khan, architect at Asif Khan Ltd, is the 2018 Cannes Lions Product Design jury president.

This year, 13 Product Design Lions were presented, with the 2018 Cannes Lions Product Design Grand Prix was awarded to Ogilvy Columbia, Kingo Energy, Ogilvy Guatemala and Powell Communications New York for Kingo:

View the full tables of winning work below:

2018 Cannes Lions Innovation winners

Entrant	Country	Client	Product	Title	Award
MULLENLOWE SSP3, Bogotá	COLOMBIA	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MY LINE	Grand Prix
SERVICEPLAN GERMANY, Munich / SERVICEPLAN KOREA, Seoul / DOT INCORPORATION, Seoul	GERMANY	DOT	DOT	MAKING THE WORLD ACCESSIBLE, DOT BY DOT.	Gold Lion
ADIDAS, Amsterdam	THE NETHERLANDS	ADIDAS	FUTURECRAFT 4D	FUTURECRAFT 4D	Silver Lion
GEOMETRY GLOBAL, Prague	CZECH REPUBLIC	NEURODIGITAL	HAPTIC GLOVES	TOUCHING MASTERPIECES	Bronze Lion

CHEIL WORLDWIDE, Gurgaon	INDIA	SENSE INTERNATIONAL INDIA	GOOD VIBES APP	GOOD VIBES: COMMUNICATION TOOL FOR THE DEAFBLIND	Bronze Lion
GREY BRAZIL, São Paulo	BRAZIL	RECLAME AQUI	RECLAME AQUI	THE CANCELLER	Bronze Lion

Here's a reminder of the 2018 [Innovation Lions](#) shortlists in full.



#CannesLions2018: Innovation Lions shortlist

18 Jun 2018



2018 Cannes Product Design winners

Entrant	Country	Client	Product	Title	Award
OGILVY COLOMBIA, Bogotá / KINGO ENERGY, Guatemala City / OGILVY GUATEMALA, Guatemala, Central America	COLOMBIA	KINGO	KINGO	KINGO	Grand Prix
ADIDAS, Amsterdam	THE NETHERLANDS	ADIDAS	FUTURECRAFT 4D	FUTURECRAFT 4D	Gold Lion
TBWAINDIA, Mumbai	INDIA	ASHA EK HOPE FOUNDATION	SOCIAL SERVICE	BLINK TO SPEAK	Silver Lion
GOOGLE, Mountain View	USA	Google LLC	GOOGLE HOME MINI	GOOGLE HOME MINI	Silver Lion
SERVICEPLAN GERMANY, Munich / SERVICEPLAN KOREA, Seoul / DOT INCORPORATION, Seoul	GERMANY	DOT	DOT MINI	DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	Silver Lion
SID LEE, Toronto	CANADA	BLACK LIVES MATTER CANADA	BLACK LIVES MATTER IS AN ACTIVIST GROUP THAT CAMPAIGNS AGAINST SYSTEMIC RACISM AND VIOLENCE AGAINST BLACK PEOPLE.	THE BULLETPROOF FLAG	Silver Lion
TBWAHAKUHODO, Tokyo	JAPAN	AIG	CSR	PRIDE JERSEY	Silver Lion
SERVICEPLAN GERMANY, Munich / SERVICEPLAN HEALTH & LIFE, München	GERMANY	LV PRASAD EYE INSTITUTE, WHO COLLABORATION CENTRE	FITTLE - THE FIRST 3D PRINTED BRAILLE PUZZLE	FITTLE	Bronze Lion
WIEDEN+KENNEDY, Portland	USA	NIKE	NIKE MAKERS' EXPERIENCE	LIVE DESIGN	Bronze Lion
Y&R MELBOURNE	AUSTRALIA	MONASH UNIVERSITY	MONASH UNIVERSITY	SIP SAFE	Bronze Lion
BETC, Paris	FRANCE	LACOSTE	LACOSTE	SAVE OUR SPECIES	Bronze Lion
JUNG VON MATT, Hamburg	GERMANY	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	BVG X ADIDAS - THE TICKET-SHOE	Bronze Lion
GOOGLE CREATIVE LAB, New York	USA	GOOGLE	EXPERIMENTS WITH GOOGLE	VOICE EXPERIMENTS: PAPER SIGNALS	Bronze Lion

Here's a reminder of the 2018 [Product Design Lions](#) shortlists in full.



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20 Jun 2018



The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

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