

## FP7 McCann and Ogilvy top agencies

The top agency for the Africa and Middle East region at Cannes 2023 is FP7 McCann Dubai, UAE which brought back nine Lions, while South Africa's Ogilvy also won four Lions.



Source: © Cannes Lions [Cannes Lions](#) The final Cannes Lions were announced on Friday evening

UAE's And Us and Impact BBDO each garnered three Lions. For Impact BBDO one of its three Lions is a Grand Prix. Wunderman Saudi Arabia won the region's other Grand Prix.

Impact BBDO and Leo Burnett, Lebanon also won a Gold as did SA's Ogilvy and Joe Public (Young Lions).

The most successful campaigns are Baby Shop's *Frequencies of Peace* and Heinz's *The Heinzjack* won the most Lions (three a piece).

In total the UAE won 21 Lions, South Africa eight and Kenya and Saudi Arabia two each.

## Top agencies

Agency	Bronze Lion	Silver Lion	Gold Lion	Grand Prix	Total
And Us, Dubai UAE	2	1			3
FCB Africa, Johannesburg SA		1			1
FP7 McCann, Dubai UAE	6	2			8
FP7 McCann, Dubai UAE Initivate MENA, DubaiUAE	1				1
Grid Worldwide, Johannesburg SA	1				1
Havas Middle East, Dubai / Red Havas Middle East, Dubai UAE	1				1
Impact BBDO, Dubai UAE	1		1	1	3
Joe Public			1		1
Leo Burnett, Beirut, Lebanon / Leo Burnett, Jeddah, Saudi Arabia, / Remie AKL Production Beirut / MTV - Studiovision, Beirut	1		1		2
Leo Burnett, Dubai UAE		2			2
Ogilvy Johannesburg SA and Romance Films, Cape Town SA	1				1
Ogilvy, Cape Town SA	1	1	1		3
Promise, Johannesburg SA	1				1
Promise, Johannesburg SA & The Media Shop, Johannesburg		1			1
Saatchi & Saatchi ME, Dubai UAE	2				2
ScanAd, Nairobi Kenya and Hill+Knowlton Strategies, Nairobi, Kenya	1	1			2
Wunderman Thompson, Riyadh, Saudi Arabia				1	1
X3M Ideas, Lagos Nigeria	1				1
Total	20	9	4	2	35



#Cannes2023: SA Young Lions win Gold, Dubai wins Gold, SA and Kenya bring home Bronze

24 Jun 2023



## Top countries

Country	Bronze Lion	Silver Lion	Gold Lion	Grand Prix	Total
Kenya	1	1			2
Lebanon			1		1
Nigeria	1				1
SA	3	3	2		8
Saudi Arabia	1			1	2
UAE	14	5	1	1	21
Total	20	9	4	2	35

#Cannes2023: Grand Prix for Saudi Arabia and Ogilvy SA shortlisted in Titanium Lions

23 Jun 2023





## Lions

Award	Agency	Category	Sub-category	Campaign
Grand Prix	Impact BBDO, Dubai UAE	Print & publishing	Local Brand	Newspapers, Inside the Newspaper Edition, Annahar Newspaper
Grand Prix	Wunderman Thompson, Riyadh, Saudi Arabia	Experience: Creative Commerce	Targeting, Insights and Personalisation	The Subconscious order, Hunger Station, Hunger Station Delivery App
Gold Lion	Impact BBDO, Dubai UAE	Glass: The Lion for Change		Schoolgirl Newscasters, EBM Girls Education
Gold Lion	Joe Public	Young Lions		Bernice Puleng Mbsala and Raphael Janan Kuppasamy
Gold Lion	Leo Burnett, Beirut Lebanon, / Remie AKL Production Beirut / MTV - Studiovision, Beirut	Entertainment	Fiction Film: Up to 5 minutes	Dirty Laundry, Abaad Resource Center for Gender Equality, Abaad Gender Equality NGO
Gold Lion	Ogilvy, Cape Town SA	Outdoor	Corporate purpose & social responsibility	Bread of the Nation, AB InBev SA, Castle Lager
Silver Lion	Leo Burnett, Dubai UAE	Experience: Creative Commerce	Social behaviour & cultural insight	Self-Check out, K-Lynn
Silver Lion	Leo Burnett, Dubai UAE	Strategy: Creative Strategy	Experience and Relationship Models	Self-Check out, K-Lynn
Silver Lion	And Us, Dubai UAE	Health: Health & wellness	OTC products / devices	Sole Music, Sole Music
Silver Lion	FCB Africa, Johannesburg SA	Craft: Design	Rebrand / Refresh of an Existing Brand	Dyicta Digital Youth ICT Academy rebrand / Refresh of an existing brand
Silver Lion	FP7 McCann, Dubai / McCann Health, Dubai UAE	Engagement; Creative Data	Social media & insight	Wall Street Balls, Testicular Cancer Society, Testicular Cancer Awareness
Silver Lion	FP7 McCann, Dubai UAE	Outdoor	Live advertising and events	The Heinzjack, Heinz, Heinz ketchup
Silver Lion	Ogilvy Cape Town, SA	Craft: Industry	Outdoor	The Blind Spot, Volkswagen SA, Volkswagen Service
Silver Lion	Promise, Johannesburg SA & The Media Shop, Johannesburg	Engagement: Media	Use of print	Plan (A) AfriSam, Blackstudio, AfriSam, Cemen
Silver Lion	ScanAd, Nairobi Kenya and Hill+Knowlton Strategies, Nairobi, Kenya	Engagement PR	Social Behaviour	Stain not shame, Zeva Fashion, ScanAd
Bronze Lion	Impact BBDO, Dubai, UAE	Strategy: Creative Strategy	Corporate Purpose & Social Responsibility	The Elections Edition, Annahar Newspaper
Bronze Lion	Saatchi & Saatchi ME, Dubai UAE	Experience: Creative Commerce	Social behaviour & cultural insight	Time to read, Kinokuniya Bookstore
Bronze Lion	And Us, Dubai UAE	Craft: Design	UX, UI & Journey Design	The Undeniable Street View, United 24, Nova Ukraine, Voice of Children
Bronze Lion	And Us, Dubai UAE	Craft: Design	Special Editions & Bespoke Items	One Star Cookbook, delivered quality guaranteed
Bronze Lion	FP7 McCann, Dubai / McCann Health, Dubai UAE	Engagement: Lions Direct	Healthcare	Wall Street Balls, Testicular Cancer Society, Testicular Cancer Awareness
Bronze Lion	FP7 McCann, Dubai UAE	Craft: Industry	Packaging design	Ketch-up & Down, Heinz, Heinz Ketchup
Bronze Lion	FP7 McCann, Dubai UAE	Entertainment: Music	se of Original Composition)	Frequencies of Peace, Baby shop
Bronze Lion	FP7 McCann, Dubai UAE	Outdoor	Ambient outdoor	The Heinzjack, Heinz, Heinz ketchup, FP7 McCann, Dubai UAE
Bronze Lion	FP7 McCann, Dubai UAE	Radio & audio	Retail	Frequencies of Peace, Baby Shop
Bronze Lion	FP7 McCann, Dubai UAE	Experience: Brand experience and activation	Guerrilla Marketing & Stunts	The Heinzjack, Heinz, Heinz ketchup
Bronze Lion	FP7 McCann, Dubai UAE Initivate MENA, Dubai UAE	Engagement: Lions: Media	Use of audio platforms	Frequencies of Peace, Baby Shop, FP7 McCann, Dubai UAE Initivate MENA

Bronze Lion	Grid Worldwide, Johannesburg SA	Craft: Design	Sustainable packaging	Bee & Bee Inverroche, Inverroche Classic
Bronze Lion	Havas Middle East, Dubai / Red Havas Middle East, Dubai UAE	Engagement: PR	Cultural insight	Superstar Ravi, Adidas, Adidas Originals
Bronze Lion	Leo Burnett, Beirut, Lebanon / Leo Burnett, Jeddah, Saudi Arabia	Engagement: Media	Use of events & stunts	The Currency of Corruption, Transparency International Lebanon, - No Corruption (TI-LB) Anti-corruption NGO
Bronze Lion	Ogilvy Johannesburg SA and Romance Films, Cape Town SA	Film	Retail	Anything for the Taste KFC
Bronze Lion	Ogilvy, Cape Town SA	Outdoor	Ambient outdoor	The Blind Spot, Volkswagen SA, Volkswagen Service
Bronze Lion	Promise, Johannesburg SA	Print & publishing	Single market campaign	Plan (A) AfriSam, Blackstudio, AfriSam Cement
Bronze Lion	Saatchi & Saatchi ME, Dubai UAE	Health: Health & wellness	Fundraising & advocacy	Empty Plates, UAE Government Media Office
Bronze Lion	ScanAd, Nairobi Kenya and Hill+Knowlton Strategies, Nairobi, Kenya	Glass: The Lion for Change		Stain not shame, Zeva Fashion, ScanAd
Bronze Lion	X3M Ideas, Lagos Nigeria	Health: Health & wellness	Non-profit / Foundation-led education & awareness	The Soot Life Expectancy, the Extra Step Initiative, Public Health



## #Cannes2023: SA's Promise, Kenya's ScanAd and Dubai's FP7 McCann bring home Silver Lions

Danette Breitenbach 22 Jun 2023



## Top campaigns

Campaign	Bronze Lion	Silver Lion	Gold Lion	Grand Prix	Total
Anything for the Taste KFC	1				1
Bee & Bee Inverroche, Inverroche Classic	1				1
Bernice Puleng Mbsala and Raphael Janan Kuppasamy			1		1
Bread of the Nation, AB InBev SA, Castle Lager			1		1
Dirty Laundry, Abaad Resource Center for Gender Equality, Abaad Gender Equality NGO			1		1
Dyicta Digital Youth ICT Academy rebrand / Refresh of an existing brand		1			1
Empty Plates, UAE Government Media Office	1				1
Frequencies of Peace, Babyshop	3				3
Ketch-up & Down, Heinz, Heinz Ketchup	1				1
Newspapers, Inside the Newspaper Edition, Annahar Newspaper				1	1
One Star Cookbook, delivered quality guaranteed	1				1
Plan (A) AfriSam, Blackstudio, AfriSam Cement	1	1			2
Schoolgirl Newscasters, EBM Girls Education			1		1
Self-Check out, K-Lynn		2			2
Sole Music, Sole Music		1			1
Stain not shame, Zeva Fashion, ScanAd	1	1			2
Superstar Ravi, Adidas, Adidas Originals	1				1
The Blind Spot, Volkswagen SA, Volkswagen Service	1	1			2
The Currency of Corruption, Transparency International Lebanon, - No Corruption (TI-LB) Anti-corruption NGO	1				1
The Elections Edition, Annahar Newspaper	1				1
The Heinzjack, Heinz, Heinz ketchup	2	1			3
The Soot Life Expectancy, the Extra Step Initiative, Public Health	1				1
The Subconscious order, Hunger Station, Hunger Station Delivery App				1	1
The Undeniable Street View, United 24, Nova Ukraine, Voice of Children	1				1
Time to read, Kinokuniya Bookstore	1				1
Wall Street Balls, Testicular Cancer Society, Testicular Cancer Awareness	1	1			2
Total	20	9	4	2	35



## #Cannes2023: UAE Impact BBDO takes Grand Prix, Ogilvy SA wins Gold; Nigeria awarded first Lion

Danette Breitenbach 20 Jun 2023



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