

Diageo win Cannes Lions for creativity

Diageo and its agency partners picked up four awards, including two golds, at the prestigious 63rd Cannes Lions Festival, the world's biggest annual festival for the creative communications industry

London, 27 June 2016: Diageo, a global leader in beverage alcohol, along with its partner agencies is celebrating four high profile wins for creativity, including two golds, one silver and 1 bronze, at the 2016 Cannes Lions International Festival of Creativity last week.

The Guinness Never Alone campaign triumphed at this festival, winning three prizes, a Gold in the new Glass Lions category; this Lion for Change celebrates culture-shifting creativity. Entries in this category need to demonstrate ideas intended to change the world; that is work which sets out to positively impact ingrained gender inequality, imbalance or injustice.

The Never Alone film also won a Gold Film Lions in the alcoholic drinks category, and a bronze in the Entertainment Lions for visual storytelling.

The Pimms 'Grab A Seat, It's Pimm's O'clock' campaign with Carat also won a silver Media Lions for the use of new technology.

Syl Saller, Chief Marketing Officer commented:

“We believe our brands have to make a positive contribution to the world, and the Never Alone campaign is a terrific example of this. The new Glass Lion category is especially important to us as there is no doubt our brands can shift culture – whether it's Smirnoff championing inclusivity, Johnnie Walker inspiring progress or Guinness shining a light on people who “Made of More”. We are so proud of our agency partners who share our vision and do ground-breaking work that makes a difference.

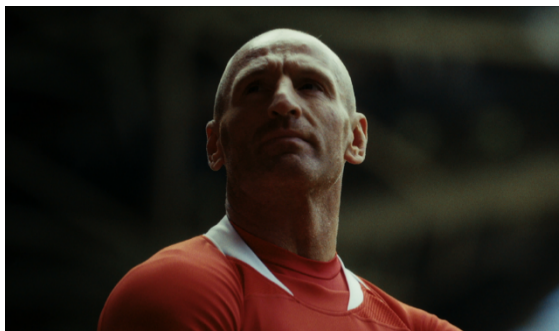
The winning campaigns are highlighted below:

Guinness Never Alone, AMVBBDO London

Film Lions (Alcoholic Drinks) - Prize: Gold

Entertainment Lions (Talent: Visual Storytelling) - Prize: Bronze

Prize: Glass Lions



The Never Alone TV ad and documentary told the story of how Welsh rugby player Gareth Thomas' teammates supported him unquestioningly when he made the brave decision to come out. A 5-minute documentary on YouTube told his wider life story, narrated in Gareth's own words. The spot was played around RWC games, and launched alongside the YouTube documentary one week before the tournament started.

Grab A Seat, It's Pimm's O'clock, CARAT London

Media Lions (Use of New Technology) - Prize: Silver



Imagine walking out of a busy station looking for the ideal place to go for a drink. To help guide consumers and prime them for drinking Pimm's, a new data stream was created from sensors installed in bars and pubs which understood - in real time - how many seats were available in a nearby pub garden or inside. This sensor fed data into a digital outdoor campaign which served dynamic, localised creative that helped thirsty consumers find a seat in the sun, or inside if it was cloudy to enjoy a Pimm's and Lemonade.