

# Cannes Do Awards Ceremony reveals its winners, with a few surprise guests in an empty Palais des Festivals

**Paris - June 26, 2020** - Broadcast from an unusually empty Palais Des Festivals, **Publicis Groupe [Euronext Paris: FR0000130577, CAC 40]** revealed the winners of its Cannes-Do Awards, in a ceremony streamed exclusively on Marcel. The winning work reflects the people's choice – more than 15,000 Groupe employees - who voted on their favourite work from the 40 campaigns shortlisted by the Cannes-Do jury.

The not quite flawless ceremony is presented by Arthur Sadoun with the help of his well-known technician at the control room, Maurice Lévy.

**[View the opening segment of the show here](#), featuring the man who should legitimately be on stage today and lead the awards proceedings.**

The winning work spans the variety of disciplines and regions across Publicis Groupe; celebrating the extraordinary diversity of the Groupe and every layer of the organisation. In addition to 10 Client campaign awards and 5 Non-Profit campaign awards selected by employee voting, the Cannes-Do Awards included 2 special awards selected by the Cannes-Do jury.

The first special award goes to one of the most recognised pieces of work of the year, appropriately named the “**Entente Cordiale Award**”, as it rewards a great collaboration between France and the UK, and unexpectedly, between Publicis and WPP: the **Moldy Whopper for Burger King**, which was created by Ingo Stockholm, David Miami and Publicis Romania and Spain.

**This award was received in the presence of a very special guest. [Watch here](#) to see who.**



The second one, the **Client Bravery Award**, which recognises the bravery of a client to produce pioneering and progressive work, goes to **Diesel** in recognition of their consistently brave work including “**Enjoy before returning**” and more recently “**Francesca**”, all done in partnership with Publicis Italy.

### **Full Cannes-Do Winners List**

1. **Secure Your Account for Emirates NBD** by Leo Burnett Dubai
2. **Project #ShowUs for Unilever** by Razorfish New York
3. **Social Engineering for Nissan** by Epsilon Automotive Chicago
4. **Bittu, The-75-Year-Old-Student for P&G** by Leo Burnett India
5. **Act for Food for Carrefour** by Marcel Paris
6. **Trapped in the Flavorverse for Pringles** by Starcom Chicago
7. **The French Exchange for Renault** by Publicis•Poke London
8. **Daniel Craig vs James Bond for Heineken** by Publicis Italy
9. **Keep Being You for Gilead** by Digitas Health Philadelphia
10. **JIF vs GIF for The J.M. Smucker Co** by PSONe New York

### **Top Not-for-Profit Winners:**

1. **Bee\_nfluencer for Fondation de France** by Publicis Conseil Paris
2. **Fake Views for Operation Black Vote** by Saatchi & Saatchi London
3. **For Jason for Black is Human** by Burrell Communications Chicago
4. **Eva Stories for K's Gallery** by Leo Burnett Israel
5. **#StillSpeakingUP for Propuesta Civica** by Publicis Mexico

**About the Cannes-Do awards:** 1,400 Campaigns submitted; across 400 agencies, 60 countries, 110 cities; 25-strong jury of Publicis' creative leaders shortlisted 40 campaigns. 15,000 votes on Marcel from Publicis agencies across the globe selected the top 10 client campaigns and top 5 non-profit pieces. In addition, two special awards—Client Bravery and Entente Cordiale—were selected by Cannes-Do jury. The top 30 client winners and top 3 Non-Profit winners are invited to Cannes Lions 2021.

**Agency : Marcel**

**Production : Prodigious**



*Producer- Marc-Antoine Riou ; Production Manager - Augustin Grégoire ; Production Director- Sylvain Fusée ; General Production Manager - Romain Guilbert ; DOP- Arthur Cemin ; First Assistant Director - Laure-Anne Nicolet; Chief Editor / Motion-designer - Théophile Guibout; Assistant Stage Manager - Antoine Gay.*

**Press Contacts**

Delphine Stricker	Corporate Communications Director Publicis Groupe	+ 33 (0)6 38 81 40 00	delphine.stricker@publicisgroupe.com
Lizzie Dewhurst	Corporate Communications, EMEA	+ 44 (0)7949 918194	lizzie.dewhurst@publicis.com
Anita McGorty	Corporate Communications, US	+ 1 917 929 4775	anita.mcgorty@publicisgroupe.com