



CANNES LIONS

Zhang Wei

22/07/2024

The Cannes Lions International Festival of Creativity is the world's only truly global meeting place for professionals in the communications industry who want to keep ahead of the curve. It is the most prominent festival for advertising creative content. Thousands of delegates from over 90 countries gather in Cannes every year to listen to speakers, who in the past have included Sir Martin Sorrell, Bob Greenberg, Kofi Annan, Bob Geldof, Bill Clinton, Steve Ballmer, Biz Stone, Maurice Lévy, Dan Wieden, Sir John Hegarty and hundreds of others, whilst around 300 jury members judge over 40,000 pieces of the most creative advertising from across the world.

I am writing on behalf of Ascential Events (Europe) Limited, the organiser of the Cannes Lions International Festival of Creativity.

AWARDS & RECOGNITION

To win a Lion, or have a piece selected as a finalist, a piece of work must be considered one of the best from more than 40,000 entries. It is then exhibited throughout the world as the benchmark for the industry.

THE JURIES AT CANNES LIONS

Each year, much interest is focused on the winners of Lions. The global campaigns, agencies, clients, networks and countries that have been successful are given a worldwide platform.

But before there are winners, there's judging. Enormous consideration is given to who will judge the work and how. The high calibre of our juries is matched by the high standards that we hold them to and the rigorous processes they undertake. This is what sets the Lions apart and ensures it continues to be the most respected creative accolade.

THE JUDGING PROCESS

Judging consists of three rounds involving viewing, voting, discussion and awarding of Lions.

In the first round, judges consider and score each entry on a scale of one to nine based on whether they consider it a shortlist candidate.

The second round is a review where judges will consider whether entries on this provisional shortlist are worthy of being shortlisted only, a possible winner or a definite winner. Typically about 10% of entries will make it to this stage.

In the final round, guided by the Jury President, judges review and debate entries before voting on whether they consider each a Gold, Silver or Bronze Lion winner or shortlist only. It takes a two-thirds majority vote to claim a Lion and only about 3% of entries will do so.

After voting, results are read out and juries confirm the decisions. Candidates for Grand Prix, selected from among Gold Lion winners, are also identified and further discussion follows before a last vote to determine the Grand Prix winner. Entries for public awareness messages, non-profit organisations and charities aren't eligible in their Lion, but will be considered for the Cannes Lions Grand Prix for Good.

CONFIRMATION

I confirm that on the date of this letter, our records show that Zhang Wei had their work recognised as part of previous editions of the Cannes Lions International Festival of Creativity as follows:

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(England)

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CANNES LIONS

LION	YEAR	AWARD	CATEGORY	TITLE	BRAND	AWARDED TO	CREDITED AS
Press Lions	2014	Gold Lion Campaign	Illustration	FRANKENSTEIN	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Gold Lion Campaign	Illustration	ALICE	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Gold Lion Campaign	Illustration	D DAY	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Gold Lion Campaign	Illustration	PROMETHEUS	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Gold Lion Campaign	Illustration	MOBY DICK	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Gold Lion Campaign	Illustration	DRACULA	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Gold Lion Campaign	Illustration	DON QUIXOTE	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Traditional Illustration	PROMETHEUS	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Traditional Illustration	DRACULA	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Publications & Media	DRACULA	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Traditional Illustration	FRANKENSTEIN	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Traditional Illustration	DON QUIXOTE	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Publications & Media	MOBY DICK	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Traditional Illustration	MOBY DICK	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Traditional Illustration	ALICE	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Publications & Media	DON QUIXOTE	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Publications & Media	D DAY	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Traditional Illustration	D DAY	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Publications & Media	PROMETHEUS	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Publications & Media	FRANKENSTEIN	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Outdoor Lions	2014	Silver Lion Campaign	Publications & Media	ALICE	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Entertainment	2024	Silver Lion	Fiction Film: 5-30 minutes	SHOT ON IPHONE / LITTLE GARLIC	APPLE	TBWA/MEDIA ARTS LAB	Wei Zhang Associate Creative Director
Press Lions	2014	Bronze Lion Campaign	Art Direction	HOLMES	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter



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Press Lions	2014	Bronze Lion Campaign	Art Direction	PROMETHEUS	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Bronze Lion Campaign	Art Direction	DRACULA	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Bronze Lion Campaign	Art Direction	D-DAY	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Bronze Lion Campaign	Art Direction	MOBY DICK	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Bronze Lion Campaign	Art Direction	FRANKENSTEIN	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Bronze Lion Campaign	Art Direction	DON QUIXOTE	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Press Lions	2014	Bronze Lion Campaign	Art Direction	ALICE	PENGUIN GROUP (CHINA)	Y&R BEIJING	Zhang Wei Copywriter
Film	2024	Bronze Lion	Viral Film	SHOT ON IPHONE / LITTLE GARLIC	APPLE	TBWA\MEDIA ARTS LAB	Wei Zhang Associate Creative Director
Media	2024	Bronze Lion	Media Execution	SHOT ON IPHONE / LITTLE GARLIC	APPLE	OMD	Wei Zhang Creative
Design Lions	2014	Bronze Lion	Print and poster	CAPTURED IN AUDIO	PENGUIN CHINA	Y&R BEIJING	Zhang Wei Copywriter
Media	2024	Shortlist	Media Insights & Strategy	SHOT ON IPHONE / LITTLE GARLIC	APPLE	OMD USA	Wei Zhang Associate Creative Director
Entertainment	2024	Shortlist	Social Behaviour & Cultural Insight	SHOT ON IPHONE / LITTLE GARLIC	APPLE	TBWA\MEDIA ARTS LAB	Wei Zhang Associate Creative Director
Media	2024	Shortlist	Use of Screens & Audio Visual Platforms	SHOT ON IPHONE / LITTLE GARLIC	APPLE	TBWA\MEDIA ARTS LAB	Wei Zhang Associate Creative Director
Film	2024	Shortlist	Social Behaviour & Cultural Insight	SHOT ON IPHONE / LITTLE GARLIC	APPLE	TBWA\MEDIA ARTS LAB	Wei Zhang Associate Creative Director
Film Craft	2024	Shortlist	Cinematography	SHOT ON IPHONE / LITTLE GARLIC	APPLE	TBWA\MEDIA ARTS LAB	Wei Zhang Associate Creative Director

Yours sincerely,

Simon Cook
CEO, LIONS

https://www.lovethework.com/work-awards/results/cannes-lions/entertainment?years=2024&award_levels=silver&categories=57445

CANNES LIONS

ENTERTAINMENT

THE ENTERTAINMENT LIONS CELEBRATE CREATIVITY THAT TURNS BRANDED CONTENT INTO CULTURE.

Results Table



Geoff Edwards, Jury President
Managing Director, Creative, GALE PARTNERS

Year Trophy All filters

Selected filters: 2024 Silver A03: Fiction Film: 5-30 minutes [Clear all](#)

[1] Entries

Awarded: 1 silver



Fiction Film: 5-30 minutes

SHOT ON IPHONE / LITTLE GARLIC

APPLE, TBWA\MEDIA ARTS LAB

https://www.lovethework.com/work-awards/results/cannes-lions/film?years=2024&award_levels=bronze&categories=56409

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FILM

THE FILM LIONS CELEBRATE THE CREATIVITY OF THE MOVING IMAGE.

Results Table



Tor Myhren, Jury President
Vice President Marketing Communications, APPLE

Year

Trophy

All filters

Selected filters: 2024 Bronze C01: Viral Film Clear all

[1] Entries

Awarded: 1 bronze



Viral Film

SHOT ON IPHONE / LITTLE GARLIC

APPLE, TBWA\MEDIA ARTS LAB

https://www.lovethework.com/work-awards/results/cannes-lions/media?years=2024&award_levels=bronze&categories=57356

CANNES LIONS

MEDIA

THE MEDIA LIONS CELEBRATE THE CONTEXT OF CREATIVITY.

Results Table



Prerna Mehrotra, Jury President
Chief Client Officer & CEO Media, dentsu APAC, DENTSU CREATIVE

Year Trophy All filters

Selected filters: 2024 Bronze E03: Media Execution [Clear all](#)

[1] Entries

Awarded: 1 bronze



Media Execution

SHOT ON IPHONE / LITTLE GARLIC

APPLE, OMD

https://www.lovethework.com/work-awards/results/cannes-lions/print-publishing?years=2014&award_levels=gold&categories=433

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PRINT & PUBLISHING

THE PRINT & PUBLISHING LIONS CELEBRATE CREATIVITY IN CIRCULATION.

Results Table



John Raúl Forero, Jury President
President & CCO, DDB COLOMBIA

Year

Trophy

All filters

Selected filters:

2014

Gold

B03: Illustration

Clear all

[7] Entries

Awarded: 7 gold



Illustration

D DAY

PENGUIN GROUP (CHINA), Y&R
BEIJING



Illustration

ALICE

PENGUIN GROUP (CHINA), Y&R
BEIJING



Illustration

DON QUIXOTE

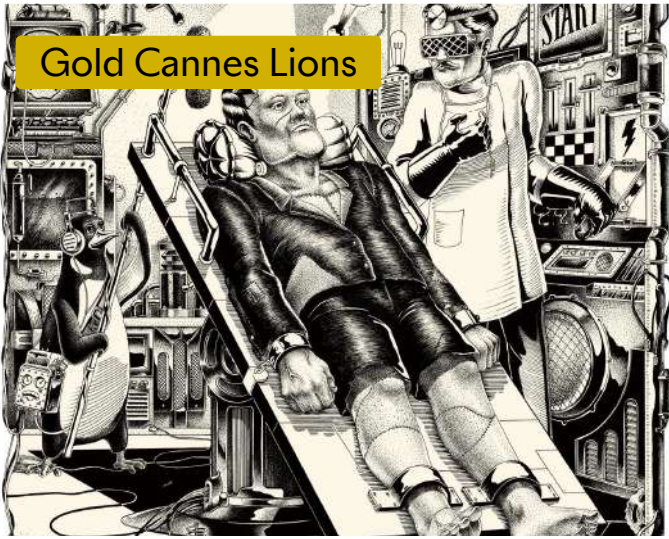
PENGUIN GROUP (CHINA), Y&R
BEIJING



Illustration

DRACULA

PENGUIN GROUP (CHINA), Y&R
BEIJING



Illustration

FRANKENSTEIN

PENGUIN GROUP (CHINA), Y&R
BEIJING



Illustration

MOBY DICK

PENGUIN GROUP (CHINA), Y&R
BEIJING



Illustration

PROMETHEUS

PENGUIN GROUP (CHINA), Y&R
BEIJING

https://www.lovethework.com/work-awards/results/cannes-lions/outdoor?years=2014&award_levels=silver&categories=4351

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OUTDOOR

THE OUTDOOR LIONS CELEBRATE CREATIVITY EXPERIENCED OUT OF HOME.

Results Table



Marco Venturelli, Jury President
CCO, PUBLICIS CONSEIL

Year

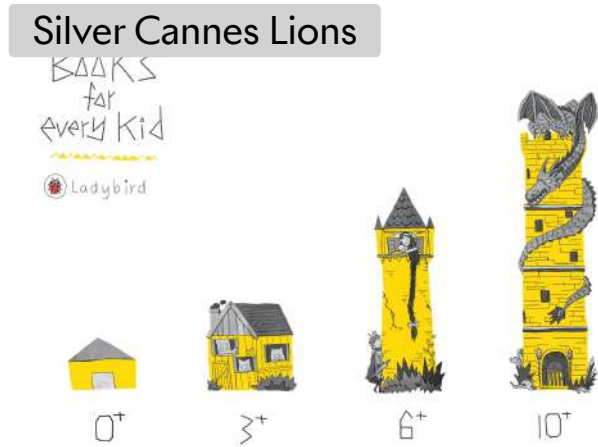
Trophy

All filters

Selected filters: 2014 Silver B12: Publications & Media Clear all

[10] Entries

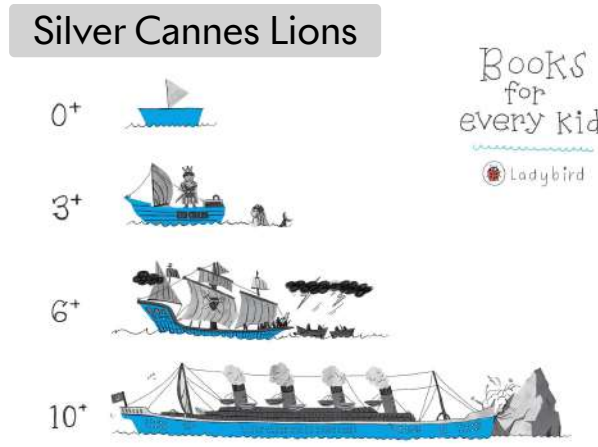
Awarded: 10 silver



Publications & Media

HOUSE

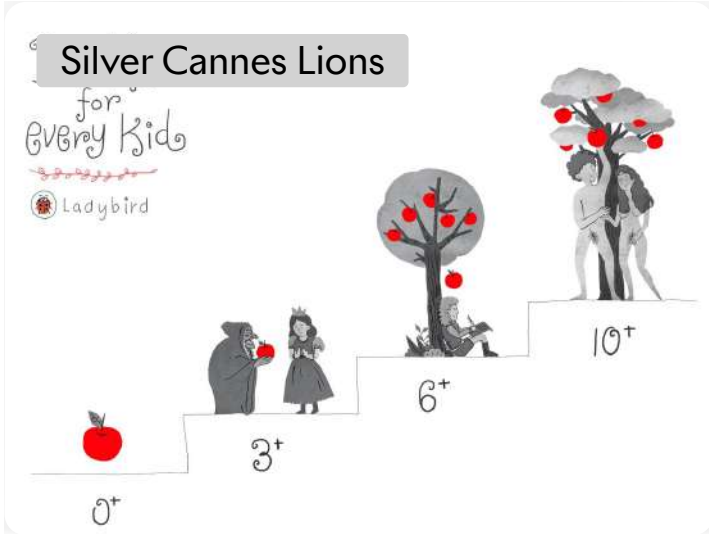
PENGUIN CHINA, Y&R BEIJING



Publications & Media

SHIP

PENGUIN CHINA, Y&R BEIJING



Publications & Media

APPLE

PENGUIN CHINA, Y&R BEIJING



Publications & Media

D DAY

PENGUIN CHINA, Y&R BEIJING



Publications & Media

ALICE

PENGUIN CHINA, Y&R BEIJING



Publications & Media

DON QUIXOTE

PENGUIN CHINA, Y&R BEIJING



Publications & Media

DRACULA

PENGUIN CHINA, Y&R BEIJING



Publications & Media

FRANKENSTEIN

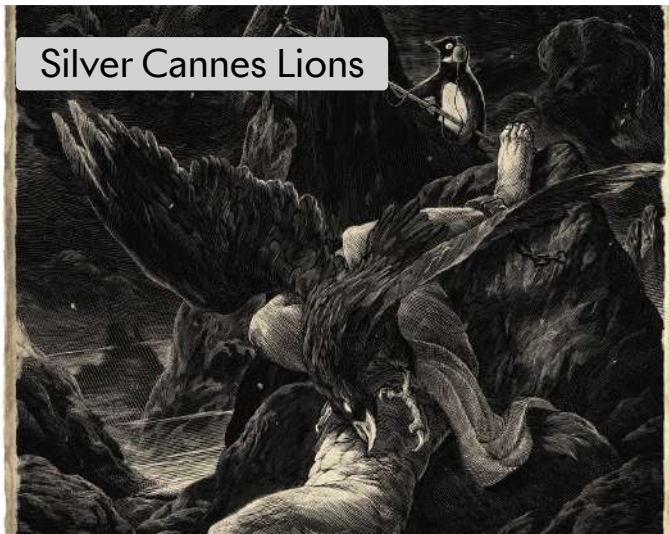
PENGUIN CHINA, Y&R BEIJING



Publications & Media

MOBY DICK

PENGUIN CHINA, Y&R BEIJING



Publications & Media

PROMETHEUS

PENGUIN CHINA, Y&R BEIJING

https://www.lovethework.com/work-awards/results/cannes-lions/design?years=2014&award_levels=bronze&categories=636

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DESIGN

THE DESIGN LIONS CELEBRATE VISUAL CRAFTSMANSHIP. ENTRIES WILL NEED TO DEMONSTRATE HOW DESIGN HAS BEEN USED TO DEFINE A BRAND OR COMMUNICATE ITS KEY MESSAGES; WORK IN WHICH A UNIQUE VISUAL IDENTITY LEADS TO CONSUMER RECOGNITION OR UNDERSTANDING.

Results Table



Fura Johannesdottir, Jury President
Chief Creative Officer, HUGE

Year

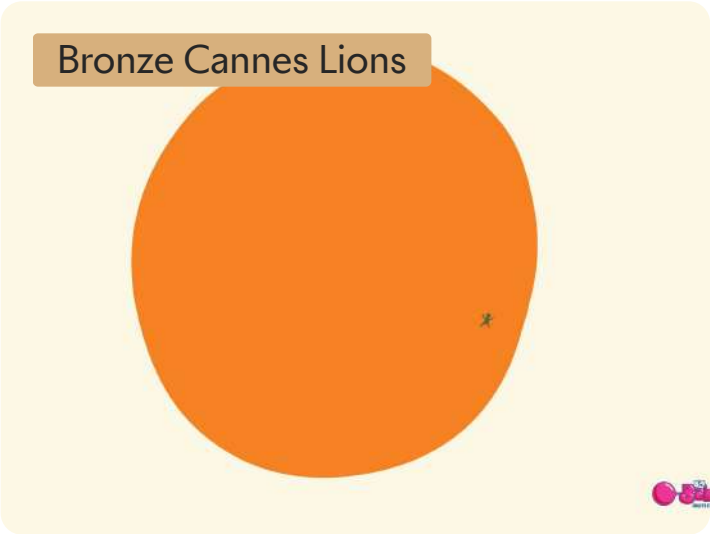
Trophy

All filters

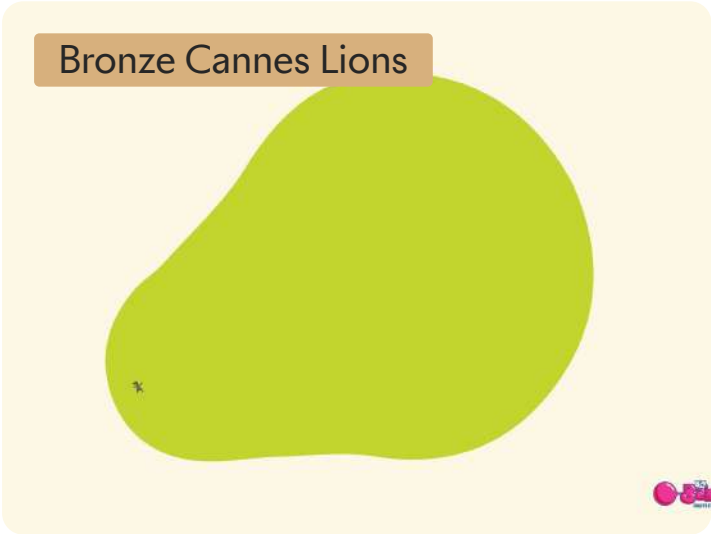
Selected filters: 2014 Bronze B01ii: Print and poster Clear all

[5] Entries

Awarded: 5 bronze



Print and poster
TANGERINE
PERFETTI VAN MELLE, McCANN
WORLDGROUP INDIA



Print and poster
PEAR
PERFETTI VAN MELLE, McCANN
WORLDGROUP INDIA



Print and poster
MANGO
PERFETTI VAN MELLE, McCANN
WORLDGROUP INDIA



Print and poster
CAPTURED IN AUDIO
PENGUIN CHINA, Y&R BEIJING



Print and poster
GOAL IS THE GOLD
YOSHIDA HIDEO MEMORIAL
FOUNDATION, DENTSU

https://www.lovethework.com/work-awards/results/cannes-lions/outdoor?years=2014&award_levels=silver&categories=4369

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OUTDOOR

THE OUTDOOR LIONS CELEBRATE CREATIVITY EXPERIENCED OUT OF HOME.

Results Table



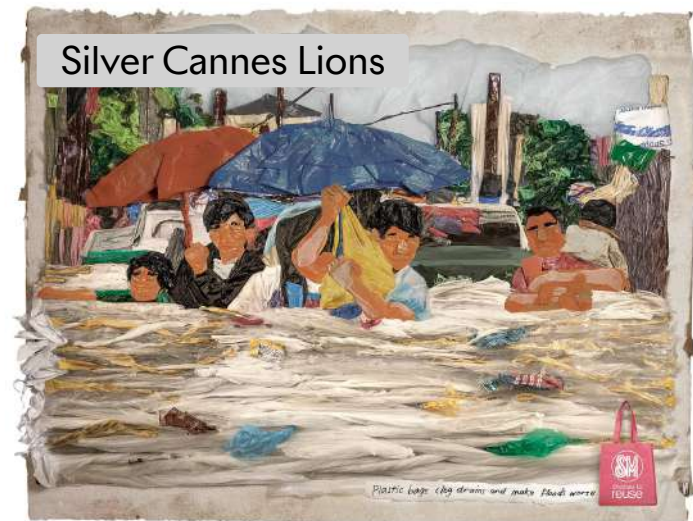
Marco Venturelli, Jury President
CCO, PUBLICIS CONSEIL

Year Trophy All filters

Selected filters: 2014 Silver F02: Traditional Illustration Clear all

[10] Entries

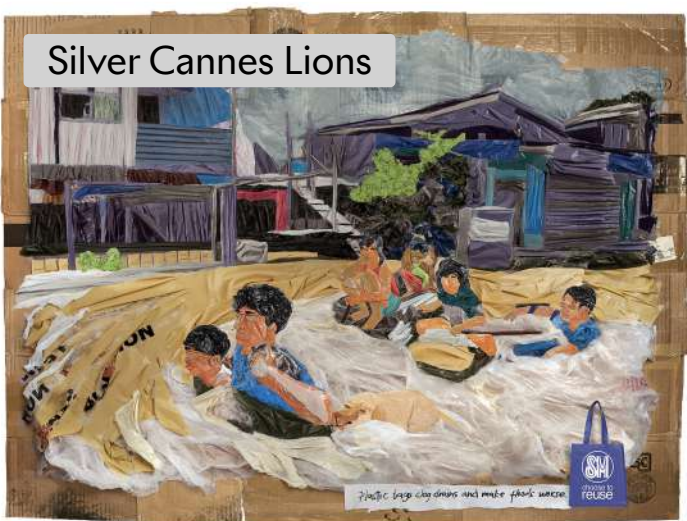
Awarded: 10 silver



Traditional Illustration
PLASTIC DUDES
LOWE PHILIPPINES



Traditional Illustration
PLASTIC GRANDMA
LOWE PHILIPPINES



Traditional Illustration
PLASTIC KIDS
LOWE PHILIPPINES



Traditional Illustration
D DAY
PENGUIN CHINA, Y&R BEIJING



Traditional Illustration
ALICE
PENGUIN CHINA, Y&R BEIJING



Traditional Illustration
DON QUIXOTE
PENGUIN CHINA, Y&R BEIJING



Traditional Illustration
DRACULA
PENGUIN CHINA, Y&R BEIJING



Traditional Illustration
FRANKENSTEIN
PENGUIN CHINA, Y&R BEIJING



Traditional Illustration
MOBY DICK
PENGUIN CHINA, Y&R BEIJING



Traditional Illustration
PROMETHEUS
PENGUIN CHINA, Y&R BEIJING

https://www.lovethework.com/work-awards/results/cannes-lions/print-publishing?years=2014&award_levels=bronze&categories=432

CANNES LIONS

PRINT & PUBLISHING

THE PRINT & PUBLISHING LIONS CELEBRATE CREATIVITY IN CIRCULATION.

Results Table



John Raúl Forero, Jury President
President & CCO, DDB COLOMBIA

Year

Trophy

All filters

Selected filters: 2014 Bronze B02: Art Direction [Clear all](#)

[14] Entries

Awarded: 14 bronze



Art Direction
GIRAFFE & PENGUIN
JEEP, LEO BURNETT FRANCE



Art Direction
ELEPHANT & SWAN
JEEP, LEO BURNETT FRANCE



Art Direction
DOE & SEA-LION
JEEP, LEO BURNETT FRANCE



Art Direction
FIREWORKS
MCDONALD'S, DDB TRIBAL WIEN



Art Direction
BUBBLES
MCDONALD'S, DDB TRIBAL WIEN



Art Direction
CACTUS
MCDONALD'S, DDB TRIBAL WIEN



Art Direction
D-DAY
PENGUIN GROUP (CHINA), Y&R BEIJING



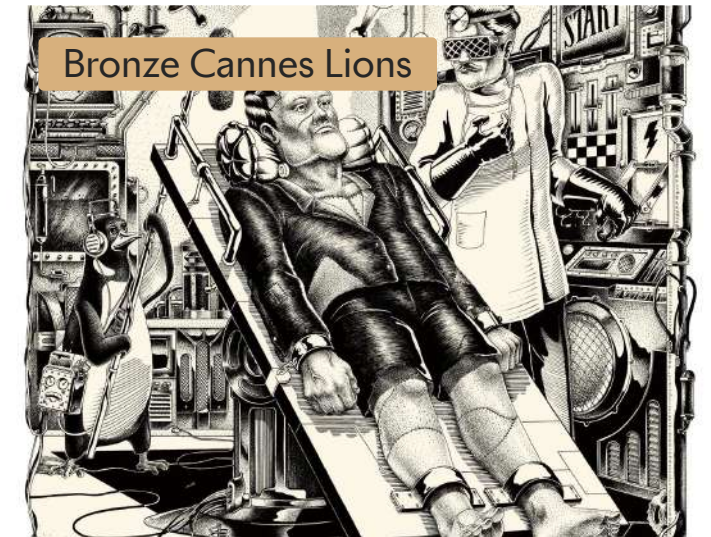
Art Direction
ALICE
PENGUIN GROUP (CHINA), Y&R BEIJING



Art Direction
DON QUIXOTE
PENGUIN GROUP (CHINA), Y&R BEIJING



Art Direction
DRACULA
PENGUIN GROUP (CHINA), Y&R BEIJING



Art Direction
FRANKENSTEIN
PENGUIN GROUP (CHINA), Y&R BEIJING



Art Direction
MOBY DICK
PENGUIN GROUP (CHINA), Y&R BEIJING



Art Direction
PROMETHEUS
PENGUIN GROUP (CHINA), Y&R BEIJING



Art Direction
HOLMES
PENGUIN GROUP (CHINA), Y&R BEIJING

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