

# HumanKind

## Cannes Spectacular

We just concluded another great year at the Cannes Lions International Festival of Creativity. Leo Burnett Worldwide left the south of France with 44 Lions: One Grand Prix, nine Gold, 16 Silver and 18 Bronze. Here's what bagged the top honors:

Grand Prix For Good: Scope ["See the Person"](#) – Melbourne  
Creative Effectiveness: McDonald's ["There's a McDonald's For Everyone"](#) – London

Design: Sony Playstation ["Mr. Lee"](#) – Madrid

Press: Greenpeace ["Melt"](#) / ["Drought"](#) / ["Flood"](#) – Hong Kong

Outdoor: Lego ["Spaceship"](#) / ["Beetle"](#) /

["Deep Space Explorer"](#) – Moscow

PR: Diageo Bundaberg Rum ["Water Mark"](#) – Sydney

Have a look at all our winners:

- [Film and Film Craft, Creative Effectiveness, Titanium & Integrated](#)
- [Design, Press and Cyber](#)
- [Outdoor and Radio](#)
- [Promo & Activation, Direct and PR](#)



## Facebook Launches Comment

Facebook was in Cannes to unveil Comment, its new ad unit that was created by Leo Burnett – the first collaboration of its kind with an agency. [We talked with Jake Setiak](#), one of the minds behind the project. And over at the blog, [Carey Isom](#) explains how Comment will work.

## Wildfire: The Language of the 21st Century

The Debussy was packed for our Wildfire seminar, which this year featured Mark Tutssel, Michael Canning, Jay Benjamin and Kieran Antill talking about brands that are setting a new benchmark for effectiveness. Check out [a quick recap](#) as well as [our conversation with Kieran](#) about "The Alphabet of Today" installation.



## Cannes Predictions

[The annual preview](#) of the festival included work that went on to win 104 Lions, including an impressive seven Grand Prix. (Not bad, considering there were more than 28 thousand entries.) Our guest prognosticators were also spot-on. [See who correctly named winners](#) long before the ceremonies.

## We Traveled So You Didn't Have To

The Cote d'Azur is always a great place to catch up with colleagues from around the network. This year we had a chance to speak with Melbourne's [Andrew Woodhead](#), Chicago's [Nina Abnee](#), Jakarta's [Brian Capel](#) and the [team from Leo Burnett Moscow](#).



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