



CREATIVE JUICES FLOW DIGITALLY THIS CANNES LIONS 2021: THE TOP 5 INDIAN ADS THAT MADE US PROUD IN THE PAST DECADE!





Introduction

Formerly known as ‘The International Advertising Festival’, it brings the creative communications industry together every year to learn, network, and connect through a unique celebration in Cannes, France.



CREATIVE HISTORY

The iconic Lion trophy of the festival was inspired by ‘The Lion of Piazza San Marcos’ in Venice. Its following festivals were held in Monte Carlo and Cannes. Cannes became its permanent destination in the year 1984. Today, this global festival of creativity continues to honor all of the marketing communications

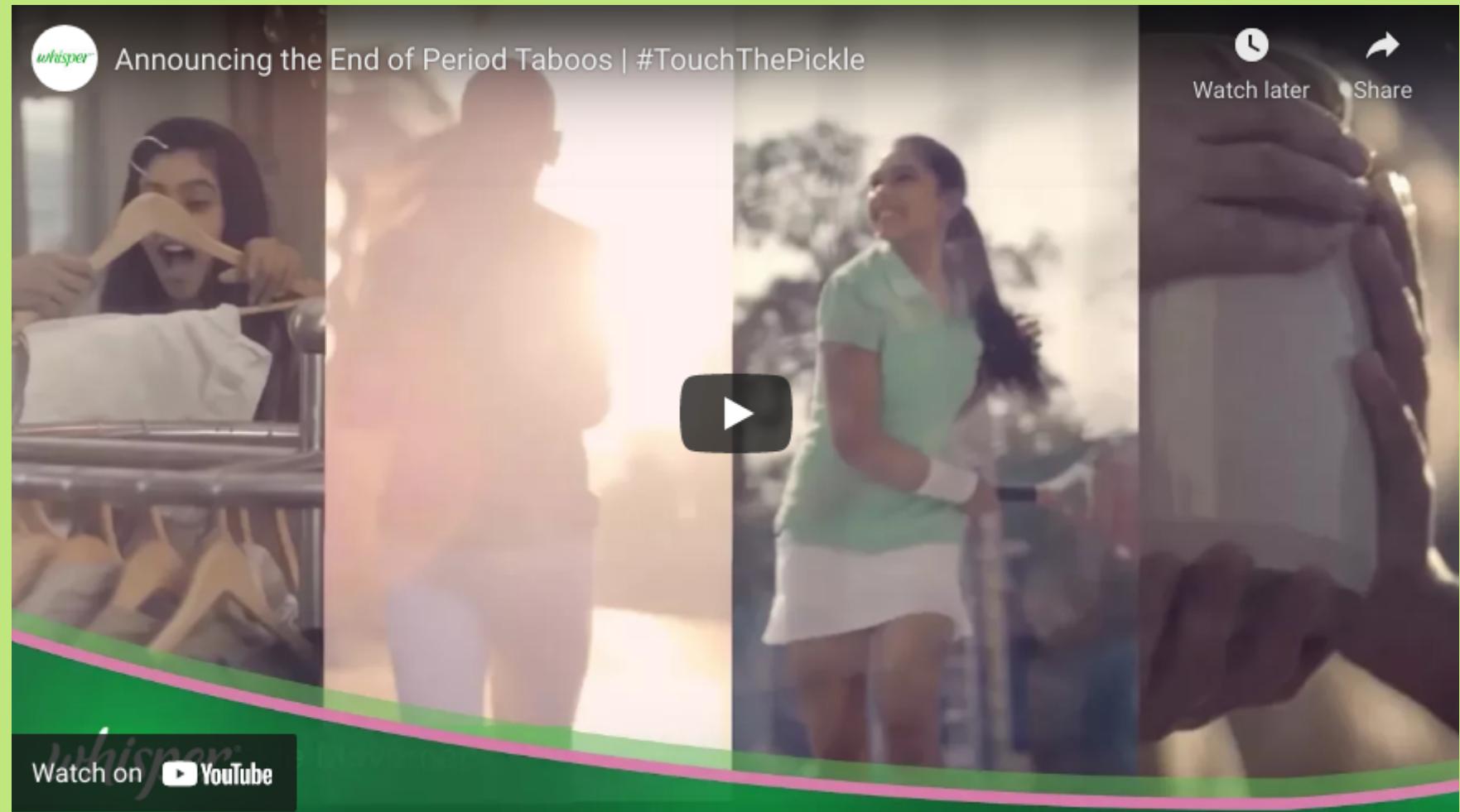


**Walk down the creative memory lane and take a
glimpse of the top five Indian Ad campaigns that
have made the country proud at the Cannes
Lions International Festival of creativity**



SHARE THE LOAD

Appreciated for its impactful social message, this Ad nudges its male viewers to get inspired by a new expectation and ‘Share the load’



TOUCH THE PICKLE

this innovative Whisper Ad campaign has won the Glass Lion Grand Prix at the Cannes Lions 2015



WOMEN AGAINST LAZY STUBBLE

Gillette Mach 3's WALS (Women against Lazy Stubble) initiative triggered a debate about shaving among Indian men and had won the prestigious Silver Cannes Lion at its 57th festival



SILENT NATIONAL ANTHEM

It is a heartfelt silent rendition of India's National Anthem, interpreted through sign language by children with hearing and speech impairments. It bagged the Bronze award in Cannes Lions 2011



INDIAN RAILWAYS

This Ad won the Gold Lion in 2011. It features a human train with the background score of the 1968 Ashok Kumar-starrer song ‘Rail Gaadi, Rail Gaadi’



Conclusion

Cannes Lions International Festival of creativity 2021 is slated to go live virtually between 21st and 25th June this year. Flaming the fire of creativity without losing its inventive spirit, this festival has adapted to the digital demands of the current scenario

To know more about award winning ads, [Click here](#)



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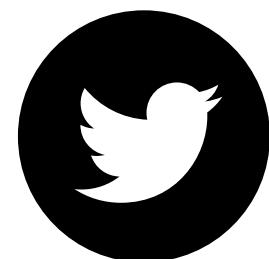
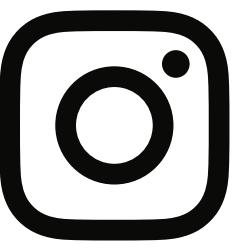
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Thank You