



Celebrating brilliance in marketing and communications, the Cannes Lions are the most prestigious awards in the advertising industry. Watching the winning commercials made us proud to be part of an industry that can evoke such strong feelings through creativity and imagination.

Every year we share **our favourites**, as we hope to inspire others with what strong marketing can do.



*Apocalypse – Apple*



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6P's top picks from the 2018 Cannes Lions!

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