Apple’s ‘Shot on iPhone’ Scores Cannes Grand Prix for Creative Effectiveness

Apple’s “Shot on iPhone” campaign—the long-running pitch that consumers need a simple tool and imagination to make something great—scored the Grand Prix for Creative Effectiveness at Cannes Lions on Thursday. Other winners include insurer AXA, which nabbed another Grand Prix for Creative Business Transformation, and Dove, which won the Grand Prix for Creative Strategy.

Creative Effectiveness Lions

Apple took home the Grand Prix in Creative Effectiveness for “Shot on iPhone,” which is marking its 10th anniversary this year. The campaign by TBWA\Media Arts Lab uses the “ridiculously simple” idea, as Apple’s marketing leader Tor Myhren previously called it, to position the iPhone as the only tool needed to shoot something great.

The tagline has even become part of the vernacular for photographers and videographers. Look up “Shot on iPhone” on YouTube and you’ll come across dozens of short films shot on iPhones, while the new Danny Boyle film, “28 Days Later,” is making headlines for being shot on an iPhone 15.

Creative Business Transformation Lions

Insurer AXA won the Grand Prix in the Creative Business Transformation for “Three Words” by Publicis Conseil. This is the campaign’s second Grand Prix of the week after previously winning the top prize in the Direct Lions category. The company made a small change to its home insurance policy,

adding the three words, “and domestic violence,” to help victims of domestic abuse.

Creative Strategy Lions

Dove collected the Grand Prix for Creative Strategy for “Real Beauty: Self-Esteem Project.” The campaign, by Ogilvy UK, builds on the enduring “Real Beauty” platform from the Unilever brand. Dove noted in its case study film that the Self-Esteem Project is the “world’s largest self-esteem education provider,” working with 94 million children.

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