LePub Milan Wins Cannes Lions Agency of the Year 2026

Publicis' LePub Milan is bringing back some new hardware from Cannes Lions after receiving this year's Agency of the Year award on Friday.

It's been a successful Cannes for the agency. For the first time, it also won two Grand Prix, including the top Creative Strategy award for the Heineken campaign "The Pub That Refused To Die."

Less an ad and more a rousing documentary, the 10-minute film follows 26 locals in Kilteely, Ireland, banding together to keep the "beating heart" of their community alive: a pub that was put on the market for €300,000. Despite having no experience in the hospitality industry, they purchased the pub and reopened it as Street Pub.

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