



## Media Release

For Release: 18 June 2014

### **ANZ GAYTMs take out top award at Cannes Lions**

ANZ today announced it took out top honours at the annual Cannes Lions Festival, with its GAYTM campaign winning a Grand Prix award at a ceremony held in France last night.

The Cannes Lions is the world's pre-eminent awards festival recognising excellence in marketing, communications and advertising, which this year attracted more than 37,500 entries from 90 countries across the 17 categories judged. ANZ was awarded the Grand Prix award in the Outdoor category.

Celebrating ANZ's partnership with the Sydney Mardi Gras festival, the campaign involved ANZ decorating ten Sydney-based ATMs in colours, patterns and jewels inspired by LGBTI culture.

Matt Boss, ANZ Managing Director Products & Marketing said: "We're very pleased that this flagship campaign celebrating diversity, inclusion and respect has been recognised at such a prestigious event, particularly considering the global brands that were also shortlisted.

"Being only one of a handful of Australian companies to be awarded a Grand Prix award is testament to both the talented marketers we have here at ANZ and our creative agencies led by Whybin/TBWA."

"This was the first time we've exclusively used social channels to engage with our customers and the response was overwhelming with more than 17 million people globally exposed to GAYTMs via social channels such as Facebook, Twitter and Instagram," Mr Boss said.

In addition to the Grand Prix, ANZ won six awards in the PR, Direct, Promo & Activation and Media categories.

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