



*A resource newsletter built for busy business leaders by an agency that works with pretty awesome ones.*

Every year, Cannes Lions celebrates brilliance in marketing around the world as the most prestigious awards in advertising. On November 22, 6P gathered with fellow Winnipeg marketers at the WAG for a sneak peek.

The imagination and creativity we saw on display made us as proud as ever to be marketers. The winners are shining examples of what good marketing can do — evoke just the right feelings in just the right people.

**Each year we share favourites in hopes of inspiring those around us. Here are this year's top picks:**



***AXA Insurance – Birders***



***Danish Road Safety Council – A helmet has always been a good idea***

[See more of our favourites](#)

Check out our top **2018** and **2019** winners

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