



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile Wins Gold At Cannes Lions 2018 For Body Positivity Campaign

The Cybersmile body positivity campaign was awarded a total of three awards at the 2018 International Cannes Lions Festival. One Gold, one Silver and one Bronze Lion were awarded for the joint campaign with creative agency adam&eveDDB and Instagram star Chessie King.

LONDON, UK, JUNE 19, 2018 - The Cybersmile Foundation's body positivity campaign with adam&eveDDB and Instagram star Chessie King has won a Gold, Silver and Bronze Lion award at the 2018 Cannes Lions International Festival of Creativity.

Launched in April with a post on Chessie's Instagram mentioning that she felt good about her body, the campaign received over 150,000 views in its first few hours and created a large amount of toxic and abusive comments. Over the course of a day, Chessie's appearance was morphed in response to the negative comments she received in a live Instagram story - showing how the impact of negative comments can have a detrimental effect on the way people see themselves. Every negative comment distorted Chessie's body even further until her natural beauty was transformed into an unrecognizable version of herself.

"It was a great honor to have been invited to attend the Cannes Lions award ceremony on Tuesday night and to see Cybersmile's work being recognized on the global stage. Working with Adam&EveDDB on this campaign was a dream come true and we are proud to be able to help many people understand the consequences of their actions online as well as creating a powerful reminder of how unrealistic 'perfect' can be! Congratulations to all the winners this year. We saw some truly inspiring campaigns." - Iain Alexander, Head of Engagement, The Cybersmile Foundation.

The campaign garnered international acclaim, being recognized in the Top 5 Ads Of The Week alongside Nike and Deadpool by Fast Company and was featured in publications including Ad Week, The Huffington Post and Mashable. [The video of Chessie's transformation](#) was also highlighted by some of the world's most recognized video publishers including NowThis, Pretty 52, 9Gag and MSN - receiving over 6.9 million views.

The body positivity campaign picked up a total of three awards in the Mobile Lions category including:

Gold Lion - Social Influencer/Talent

Silver Lion - Social Purpose

Bronze Lion - Social Trends

Along with leading advertising agencies, brands and organizations, Cybersmile's campaign was showcased at the Théâtre Claude Debussy at the Palais des Festival in Cannes in front of an audience of 2000 attendees.

Other award winners at this year's Cannes Lions included the Elton John Legacy campaign, Trash Isles (LADBible), Donald Trump's Twitter Library (Comedy Central), FCK campaign (KFC), Price on our lives (March For Our Lives), The Bulletproof Flag campaign (Black Lives Matter), Welcome to @Apple (Apple) and This Coke is a Fanta (Coca Cola).

To find out more about Cybersmile's work and their latest campaigns log on to the official website: Cybersmile.org.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi award winning non-profit organization committed to tackling all forms of digital abuse and bullying online. They work to promote diversity and inclusion by building a safer, more positive digital community and encouraging people to realize their full potential.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help along with support services to children and adults.

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The Cybersmile Foundation is an international non profit organization registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. (No.1147576)