12 Golden Lions and one Grand Prix for Sweetie campaign at Cannes Lions Festival

The Sweetie campaign of Terre des Hommes has been awarded twelve Golden Lions and the Grand Prix for Good at the Cannes Lions International Festival for Creativity, the communication industry’s equivalent of the Oscars. “It’s not about the lions!”

The Sweetie campaign draws attention to the problem of webcam child sex tourism by creating a virtual child called ‘Sweetie’ in order to identify perpetrators online. The Grand Prix for Good category is the overall award for charity and public services campaigns. Sweetie was selected by the jury among 32 Golden Lion winning entries.

The twelve Golden Lions and the overall Grand Prix are an important recognition of the innovative approach of Terre des Hommes and Lemz to call the attention to a very serious and growing threat to children in many countries.

Says Albert Jaap van Santbrink, executive director of Terre des Hommes Netherlands: “Terre des Hommes Netherlands is very proud that the Sweetie campaign has won the Grand Prix for Good at the Cannes Lions Festival. But it’s not about the lions: more important than the awards themselves is the continued interest for the message of Sweetie: Webcam Child Sex Tourism can and must be stopped.”

Some of the results of the Sweetie campaign:

- The message has reached an estimated one billion people worldwide;
- Webcam Child Sex Tourism is on the political agenda. Several governments have implemented or are preparing more effective ways to prohibit and punish this type of online child abuse;
- Terre des Hommes has identified 1000 predators of Webcam Child Sex Tourism;
- Several offenders have been arrested, such as recently in Australia, Poland and the US;
• Terre des Hommes notices a more proactive approach to trace predators by police forces and law enforcement agencies worldwide;

The campaign has been developed and produced with many other partners, allowing for this massive success. We are grateful for their contributions, both in energy and in money, to making this happen: advertising agency Lemz, Google, Avaaz.org, Brouhaha, Eyehear, JDBgraphics, Motek Entertainment, Brekel 3D, Michiel van Iperen, Khitan Digital, Code d’Azur, MediaMonks, Soundcircus, Studio De Keuken, STORM post production, Tetteroo Media, Integis, Helena Verhagen, Mark van der Werff en Brian van Rosmalen.

Terre des Hommes together with its international partners will continue to protect children around the world from being exploited.

More information & interview requests:
Paul Wolters, interim Press Officer & Spokesperson
T: +31 (0)70 310 50 33   M: +31 (0)6 23311817
E: p.wolters@tdh.nl