



## Double Grand Prix win for Volvo's 'Life Paint' at Cannes Lions

Grey London recently picked up not one, but two, prestigious Cannes Lions Grand Prix awards for Volvo: '*Life Paint*'. The campaign featuring a reflective Life Paint spray that turns bicycles and clothes into high-visibility objects, come nightfall, won the ultimate industry accolades in the categories of Design and Promo & Activation.

Praised by the Design jury for its innovation and ability to "Transcend touch points and borders", the integrated campaign was also applauded for its online promotional film which encourages the audience to experience what it is like to cycle in London. Grand Central's Munzie Thind created the sound design for the online film.

Munzie Thind comments:

"This is a truly integrated campaign, which undoubtedly reinforces Volvo's position as a safety-conscious and responsible car manufacturer. The product flew off the shelves and the online film has been viewed by millions. It was a really exciting campaign to work on and, personally, I think the reflective spray paint idea is genius.

"I worked with a piece of music by Adam Halogen and remixed it so that it worked with what we see on screen. I also brought in new pieces of audio and even got out one of the spray cans in the studio, to ensure the sound was just right.

"It was brilliant to be involved in such a cool project and a pleasure to work with everyone involved. Big congratulations to everyone involved, the campaign truly deserves the double Grand Prix win."