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Creative Works Cannes Special: Mr President, VCCP, MediaMonks, Iris and more pick their winners

In the latest issue of The Drum we asked creative directors from a number of renowned international agencies to pick their Cannes Lions winners.

Take a look at the predictions ahead of the festival which kicks off this weekend.

Dentsu, Tokyo: Honda 'The Sound of Honda'



**Nicola Gilbert, deputy managing director, Grand Central Sound Studios:**

It is 20 years this year since the most talented and charismatic F1 driver ever died in a shocking crash at Imola. Ayrton Senna is beloved by F1 fans the world over. Dentsu has honoured Senna in its incredible piece of work: The Sound of Honda. Using the original driving data, Dentsu has brought to life Senna's fastest lap from the 1989 F1 Japanese Grand Prix. The agency found a way to move the sound and light along the track in the same way Senna did some 24 years ago. Seeing this live must have been amazing. However, the fact that it has caught the imagination of millions of people around the globe watching and listening on laptops and handheld devices is extraordinary. Sound design is usually dictated by the pictures that have been shot. What makes this unique is that it is the sound that has dictated the images. The amazing roar of Senna's Honda engine. The Sound of Honda is a tour de force both technically and creatively. Wow.