

**FIRST ACCOLADE FOR UNHATE  
AT THE CANNES LIONS INTERNATIONAL  
FESTIVAL OF CREATIVITY.**

**In the running for the prestigious Titanium Lion,  
the United Colors of Benetton campaign  
tonight receives the Press Grand Prix**

Ponzano, 20 June 2012. **UNHATE**, the **United Colors of Benetton** communications campaign (created by **Fabrica**, Benetton Group's communication research centre, and produced in partnership with **72andSunny**), has received the **Press Grand Prix** at the **Cannes International Festival of Creativity**, an accolade that rewards the best international print campaign. At the competition, which is universally recognised as the world's most authoritative showcase in the field of creativity and communication, **UNHATE** is also a finalist in the **Film** and **Film Craft** categories, and a contender for the prestigious **Titanium Lion**.

UNITED COLORS  
OF BENETTON.

The Chairman of Benetton Group **Alessandro Benetton**, who strongly championed this campaign, greeted the news by declaring: "This first award at the Cannes Festival fills us with pride and satisfaction. With the **UNHATE** campaign we wanted to send a message about the need to overcome the culture of hate, through dialogue and the understanding of differences. To convey this we opted to use the most democratic and modern media, those most coherent with our message, which would allow us not only to reach the largest number of people, but also to engage with people, and especially the young, through online interaction".

Launched in November 2011, **UNHATE** was United Colors of Benetton's first integrated communication project. The campaign made a significant impact on the international community, reaching a total of 500 million users worldwide. In addition to the huge interest shown by traditional media – more than 3000 articles and 600 TV reports in 60 nations – in the first few weeks the campaign became one of the top five Google and Twitter topic trends and generated a 60% increase in the number of fans on the brand's Facebook page.

The success of the project was also due to two innovative online applications: **UNHATE KISS WALL**, which randomly chooses the pictures uploaded to the site by individuals, and unites them in a passionate kiss (<http://kisswall.benetton.com/>); and **UNHATE LIST**, a Twitter-based list of the things and people that are **not** hated, which is constantly updated by visitors (<http://unhate.benetton.com/unhate-list/>).

This first prize received at the Cannes International Festival of

Creativity is the latest in a long list of international honours that UNHATE has received. In particular, two *Gold Pencils* at the **One Show Awards**, in the *Integrated Branding* and *Public Service-Outdoor & Posters* categories, and a *Gold Clio Award* in the *Print* category at the **International Clio Awards**, whose importance is often compared to that of the Academy Awards. These competitions are two of the most prestigious, respected international marketing and advertising showcases. Other accolades include a *Royal Jelly* at the **Bees Awards** for "having changed the game in social media marketing", selection for the *Earned Media Campaign category (In Book)* at the **D&AD Awards** and a prize from the **AICP Awards** for the best original music in the short film UNHATE, an integral part of the campaign.

The campaign was launched to support the **UNHATE Foundation** ([unhatefoundation.org](http://unhatefoundation.org)), which was strongly championed by the group and is one of the cornerstones of a new Corporate Social Responsibility strategy. The Foundation's intent is to organise concrete initiatives that contrast the culture of hatred, promote the arts as a means of dialogue and succeed in involving society and the younger generations. The UNHATE Foundation's first event took place in December 2011, when COLORS magazine donated the **UNHATE DOVE** to Tripoli as a sign of peace and hope: a large, dove-shaped sculpture completely covered in spent bullet cartridges, created by Fabrica. The fight against hatred in all its forms and acceptance of diversity are central themes in all the projects the Foundation will finance in 2012 through the **"Art Against Hate"** initiative. This initiative will support specific programmes created by local organizations in different geographic areas to promote leadership and the social inclusion of young people.

**For further information:**

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[unhatefoundation.org](http://unhatefoundation.org)  
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