



© 08 September 2021, 09:42 (CEST)

The Long Goodbye wins three Cannes Lions



LONDON - 24 June 2021: WePresent, the digital arts arm of WeTransfer was awarded 1 Gold and 2 Silver Lions at Cannes Lions for 'The Long Goodbye', a short film created in collaboration with Oscar-nominated actor and musician Riz Ahmed and film director Aneil Karia from Somesuch Productions.

Each year the Cannes Lions International Festival of Creativity, the most prestigious creative award in the creative industries, honors the best work in creative communications and advertising.

'The Long Goodbye', was awarded **Gold** in the **Film Craft - Best Direction** category, a **Silver** in the **Film Craft - Best Use of Original Music** category and **Entertainment Lions for Music - Best Music Video** category. A hat trick for WePresent, who were Executive Producers on the film, the accolades are WeTransfer's first ever win at Cannes Lions.

Damian Bradfield, Chief Creative Officer and Founding Partner at WeTransfer says, *"WeTransfer's mission is to be behind every great idea. To win an award at Cannes Lions acknowledges the quality of our digital arts platform WePresent's storytelling across its commissions which range from editorial features to short films, music videos, photography series, exhibitions and social media activations. 'The Long Goodbye' short film tackles the subject of identity in the UK post-Brexit and is a perfect example of how we can work with artists to facilitate creative ideas that make an impact."*

About WePresent

WePresent is WeTransfer's digital arts platform, acting as the company's cultural torchbearer to a monthly audience of 4 million in 190 countries. Collaborating with emerging young talent to renowned artists such as Marina Abramovic, Riz Ahmed, FKA twigs or David Sedaris, WePresent showcases the best in art, photography, film, music, literature and more, championing diversity in everything it does. The platform's commissions range from editorial features to films, illustrations, photography series, events, exhibitions and social media activations, with an aim to offer a fresh take on the magic and mystery of creative ideas.

About WeTransfer

Having made its name in the game of quick and simple file-sharing, WeTransfer has grown into an end-to-end suite of digital solutions with users in 190 countries. WeTransfer's set of tools are specifically designed to enable creative professionals to inspire, conceive, share, and deliver their work, enabling collaboration and co-creation along the whole creative process. Collect is the go-to app people turn to for saving, organising and sharing inspiration. Paste® is the collaborative presentation tool of choice for fast-moving teams. Paper® helps creative minds sketch, paint, and draw. And of course there's the original file-sharing platform providing a simple and seamless way to share ideas. The company showcases its global creative community on WePresent, WeTransfer's digital arts platform to a monthly global audience of 4 million.

As a certified B Corporation™, WeTransfer strives to use business as a force for good. Since the beginning WeTransfer has donated up to 30% of advertising real estate to raise awareness for artists, creative work, and the world's most pressing issues such as climate change and gun reform. This has led to partnerships with artists and organizations like Björk, John Legend, Solange Knowles, the Nelson Mandela Foundation, the UN Development Program.

 pr.co



WeTransfer