

# MEDIA LIONS WINNERS



**CANNES**  
**LIONS 2007**  
54<sup>TH</sup> INTERNATIONAL ADVERTISING FESTIVAL

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
<b>GRAND PRIX</b>				
<b>A05 Financial Products &amp; Services</b>				
MONEY GOES DIGITAL	ASB BANK	MONEY TRANSFER SERVICE	OMD NEW ZEALAND Auckland	NEW ZEALAND
<b>GOLD LION</b>				
<b>A01 Fast Moving Consumer Goods</b>				
DORITOS CRASH THE SUPER BOWL	FRITO-LAY	DORITOS TORTILLA CHIPS	OMD USA New York	USA
<b>A04 Other Consumer Products</b>				
A TIME MACHINE? A WASHING MACHINE?	HITACHI	WASHING MACHINES	DENTSU Tokyo	JAPAN
<b>A08 Retail And E-Commerce, Incl. Restaurants</b>				
IKEA LAUNCH COMMUNICATIONS IN JAPAN	IKEA JAPAN	IKEA FURNITURE STORE	ADK Tokyo	JAPAN
<b>A10 Publications &amp; Media</b>				
GET SCARED MORE OFTEN	CORUS ENTERTAINMENT	SCREAM TV TELEVISION CHANNEL	ZIG Toronto	CANADA
<b>A12 Corporate Information</b>				
BARRIO BONITO	NIKE	NIKE	BBDO ARGENTINA Buenos Aires	ARGENTINA
<b>B04 Best Use of Newspapers</b>				
LOVE OF WRITING	PEN & ART	MONT BLANC FOUNTAIN PENS	THE JUPITER DRAWING ROOM SOUTH AFRICA Cape Town	SOUTH AFRICA
<b>B05 Best Use of Outdoor</b>				
NOT HERE BUT NOW	AMNESTY INTERNATIONAL	HUMAN RIGHTS CAMPAIGN	WALKER Zurich	SWITZERLAND
FATHER'S DAY	C&A	CLOTHING RETAIL STORE	DDB Brussels	BELGIUM
<b>B11 Best Use of Sponsorship</b>				

PRELIMINARIES 2006 SOCCER WORLD CUP	PHILIPS ARGENTINA	FLAT SCREEN TELEVISIONS	FiRe ADVERTAINMENT Acassuso	ARGENTINA
<b>SILVER LION</b>				
<b>A01 Fast Moving Consumer Goods</b>				
THE ONE	CERVECERIA NACIONAL DOMINICANA	THE ONE BEER	OMD DOMINICANA Santo Domingo	DOMINICAN REPUBLIC
<b>A06 Commercial Public Services</b>				
RECYCLING	EMP	RECYCLING COMPANY	UNIVERSAL MCCANN Vilnius	LITHUANIA
<b>A10 Publications &amp; Media</b>				
COMIC SHOGAKUKAN BOOKS	SHOGAKUKAN	COMIC BOOKS	DENTSU Tokyo	JAPAN
<b>A13 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
NOT HERE BUT NOW	AMNESTY INTERNATIONAL	HUMAN RIGHTS ABUSE CAMPAIGN	WALKER Zurich	SWITZERLAND
1 IN 8 WOMEN	AVON COSMETICS ROMANIA	BREAST CANCER AWARENESS	STARCOM MEDIA Bucharest	ROMANIA
<b>B02 Best Use of Cinema</b>				
CINEMA CURTAIN	BEIERSDORF	Q10 ANTI-DRUG PRODUCTS	TBWA\WIEN	AUSTRIA
<b>B06 Best Use of Ambient Media: Small Scale</b>				
BRACELETS	MÉDECINS SANS FRONTIÈRES / ARTSEN ZONDER GRENZEN	MALNUTRITION CAMPAIGN	DUVAL GUILLAUME Brussels	BELGIUM
FIRST IMPRESSION	MERCEDES-BENZ STUTTGART	MERCEDES-BENZ	BBDO STUTTGART	GERMANY
<b>B08 Best Use of Special Events and Stunts</b>				
SCREAM	CORUS ENTERTAINMENT	SCREAM TV TELEVISION CHANNEL	ZIG Toronto	CANADA
<b>B10 Best Use of Internet/New Media</b>				
BLOODY LEGENDS	LAND TRANSPORT NEW ZEALAND	ANTI DRINK DRIVING CAMPAIGN	CLEMENGER BBDO Wellington	NEW ZEALAND
<b>C01 Use of Mixed Media</b>				
SEARCH FOR LARA	ATARI	TOMB RAIDER COMPUTER GAME	IKON COMMUNICATIONS Sydney	AUSTRALIA
<b>BRONZE LION</b>				
<b>A01 Fast Moving Consumer Goods</b>				
THE DIFFERENCE IS K	KELLOGG'S	SPECIAL K FOOD PRODUCTS	STARCOM USA Chicago	USA
<b>A02 Cars &amp; Automotive Services</b>				
SCHLAEMMER'S QUEST	VOLKSWAGEN	VW GOLF	DDB GERMANY Berlin	GERMANY
<b>A03 Clothing, Footwear &amp; Accessories</b>				

VIRTUAL GOALS	ADIDAS	PREDATOR/F50 FOOTBALL BOOTS	ISOBAR GLOBAL London	UNITED KINGDOM
<b>A04 Other Consumer Products</b>				
GANGS OF LONDON	SONY COMPUTER ENTERTAINMENT EUROPE	GANGS OF LONDON PSP COMPUTER GAME	20:20 LONDON	UNITED KINGDOM
<b>A05 Financial Products &amp; Services</b>				
NOW WHAT	STATE FARM	INSURANCE	OMD USA New York	USA
<b>A06 Commercial Public Services</b>				
LIVING VIDEO	GOOGLE GERMANY	GOOGLE VIDEO WEBSITE	KOLLE REBBE WERBEAGENTUR Hamburg	GERMANY
<b>A08 Retail And E-Commerce, Incl. Restaurants</b>				
SUNDIAL	McDONALD'S	McDONALD'S RESTAURANTS	LEO BURNETT USA Chicago	USA
<b>A11 Business Products &amp; Services</b>				
COMMERCIAL BREAK	DPWN	DHL COURIER SERVICE	JUNG von MATT Berlin	GERMANY
<b>A12 Corporate Information</b>				
THE PEOPLE CHAIN	DEUTSCHE TELEKOM	TELEPHONE NETWORK PROVIDER	MEDIACOM GERMANY Duesseldorf	GERMANY
ENTRANCE BANNERS	BANCO DO BRASIL	BANK	ARTPLAN Rio de Janeiro	BRAZIL
<b>A13 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
VERB YELLOWBALL	CENTRES FOR DISEASE CONTROL AND PREVENTION	YOUTH OBESITY CAMPAIGN	ARC WORLDWIDE Chicago	USA
<b>B01 Best Use of TV</b>				
DONBEI	NISSIN FOOD PRODUCTS	INSTANT NOODLES	ADK Tokyo	JAPAN
REAL WOMEN	UNILEVER	DOVE BODYWASH	MINDSHARE USA New York	USA
<b>B02 Best Use of Cinema</b>				
XBOX LIVE	MICROSOFT	XBOX	CINEVATION Johannesburg	SOUTH AFRICA
<b>B03 Best Use of Magazines</b>				
PAGES	MOTOROLA	MOTOROLA C261	OGILVY & MATHER COLOMBIA Bogota	COLOMBIA
PIMPLE	RECKITT BENCKISER DEUTSCHLAND	CLEARASIL FACE WASH	EURO RSCG Duesseldorf	GERMANY
<b>B04 Best Use of Newspapers</b>				
DO U GET IT?	VODAFONE	SMS SERVICE	OMD SPAIN Madrid	SPAIN
<b>B05 Best Use of Outdoor</b>				

FLOODED CITY INFO MAPS	EARTH LOVE MOVEMENT FOUNDATION	GLOBAL WARMING AWARENESS	JUNG von MATT Hamburg	GERMANY
<b>B06 Best Use of Ambient Media: Small Scale</b>				
MONEY IS THE MEDIUM	ASB BANK	MOBILE CASH TRANSFER SERVICE	OMD NEW ZEALAND Auckland	NEW ZEALAND
SHOPPING	BOEHRINGER INGELHEIM DO BRASIL	MUCOSOLVAN COUGH SYRUP	LEO BURNETT BRASIL Sao Paulo	BRAZIL
<b>B07 Best Use of Ambient Media: Large Scale</b>				
FLOATING HANDS	YAYASAN REBANA INDONESIA	NGO TSUNAMI RELIEF	JWT Jakarta	INDONESIA
BIG SHADOW	MICROSOFT CORPORATION	XBOX 360	GT Tokyo	JAPAN
MONTANA METH	MONTANA METH PROJECT	DRUG PREVENTION CAMPAIGN	OMD USA New York	USA
<b>B08 Best Use of Special Events and Stunts</b>				
DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	TAXI SERVICE	TEQUILA\JOHANNESBURG	SOUTH AFRICA
HYPNOMARKETING	ICON CLOTHING	GOLF PUNK APPAREL	NAKED COMMUNICATIONS Sydney	AUSTRALIA
<b>B09 Best Use of Radio</b>				
EXCLUSIVE TRAFFIC FM	SULAMÉRICA	CAR INSURANCE	MPM PROPAGANDA Sao Paulo	BRAZIL
<b>B10 Best Use of Internet/New Media</b>				
AKARIUM CALL PROJECT	HARAJUKU OMOTESANDO KEYAKI-KAI	AKARIUM CALL PROJECT	777INTERACTIVE Tokyo	JAPAN
<b>B11 Best Use of Sponsorship</b>				
BLUE GENERATION	BBVA	BLUE FINANCIAL PRODUCTS	OMD SPAIN Madrid	SPAIN
<b>C01 Use of Mixed Media</b>				
MONEY GOES DIGITAL	ASB BANK	CASH TRANSFER SERVICE	OMD NEW ZEALAND Auckland	NEW ZEALAND
A TIME MACHINE? A WASHING MACHINE?	HITACHI	WASHING MACHINES	DENTSU Tokyo	JAPAN