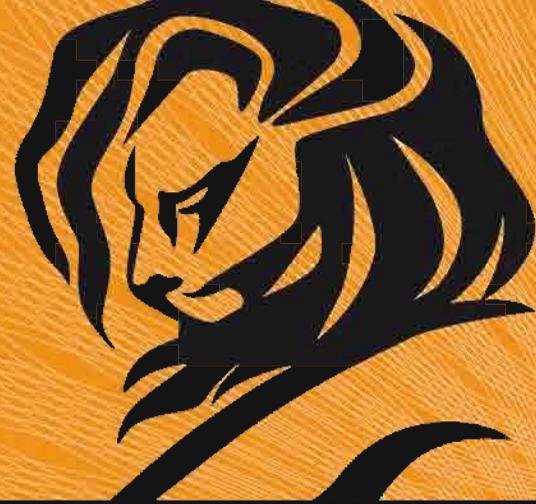


LIONS 2011 DAILY NEWS



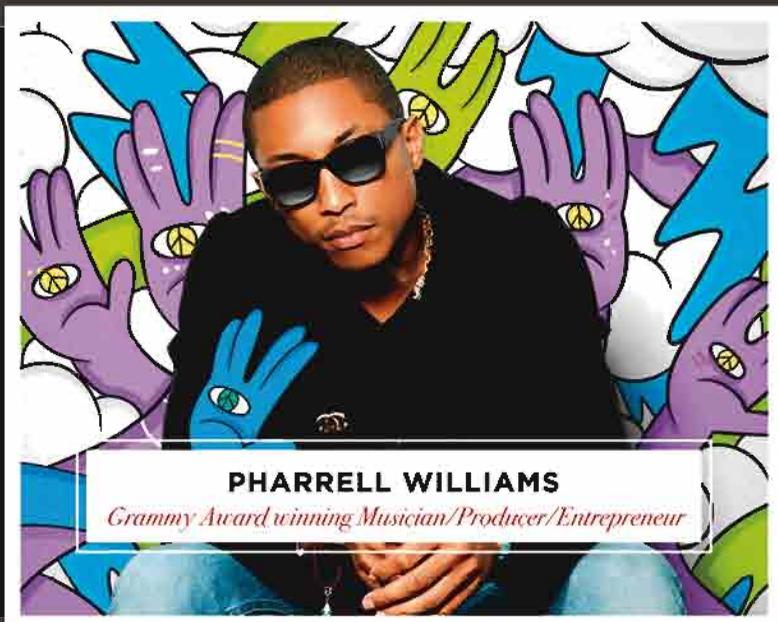
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TUESDAY, JUNE 21, 2011

*Artists, Brands
and the Marriage of*

MUSIC + MARKETING

PANELISTS INCLUDE:



PHARRELL WILLIAMS

Grammy Award winning Musician/Producer/Entrepreneur

M & M

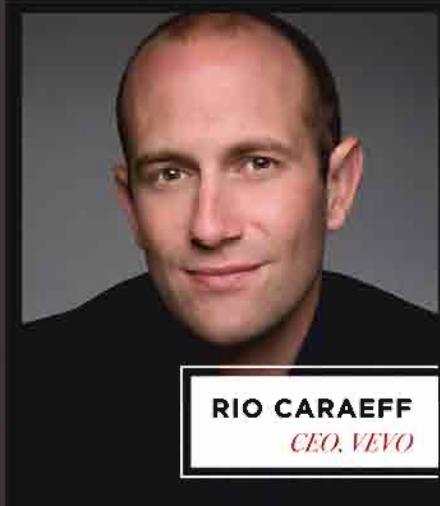
The Music and Marketing Industries have undergone significant change in the last decade brought on by digitization, personalization, customization and mobility.

The marriage between music and marketing—between artist and brand—redefined the rules of bed partners, blurred some borders and brought forth a new business paradigm for both industries.



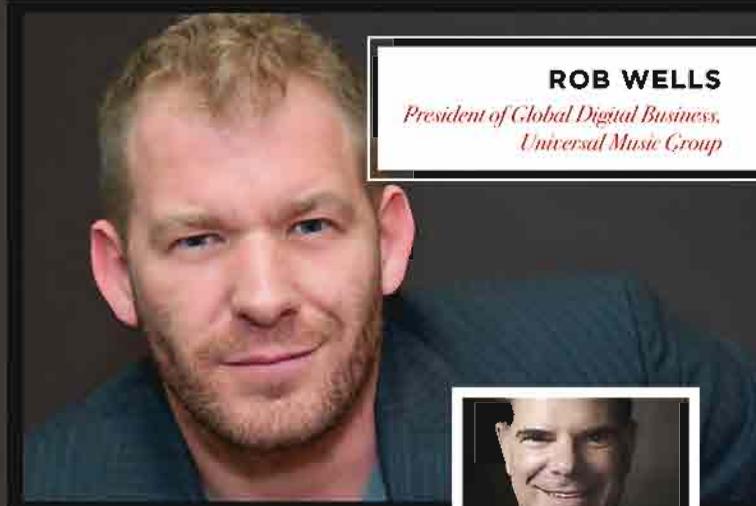
LAURA LANG

Global CEO, Digitas



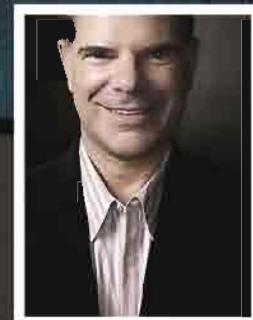
RIO CARAEFF

CEO, VEVO



ROB WELLS

*President of Global Digital Business,
Universal Music Group*



WITH MODERATOR:

JACK MYERS

*Media Economics
Chairman of Media Advisory Group*

DATE: June 21st, 2011 (Tuesday)

LOCATION: Debussy Theater, Grand Palais

TIME: 14:30-15:15 (2:30-3:15pm)

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by **Poesia & Samuel Rodriguez**
via Collabo Arts
May, 2011

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THURSDAY 23RD JUNE
1430 – 1515**

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LIONS 2011 DAILY NEWS



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TUESDAY, JUNE 21, 2011



9.30 AGÉNCIA CLICK ISOBAR & FIAT PRESENTS: EMBRACING OPENNESS TO MAKE THE CAR OF THE FUTURE A look at the creation of the first-ever crowd-sourced car — the Fiat Mio

10.30 IPG & WOMEN'S LEADERSHIP NETWORK PRESENT: BEYOND MAD MEN: TOWARD GENDER BALANCE IN CREATIVE ROLES Women are the world's largest emerging market. So why aren't there more of them at the top? Martha Stewart joins the panel debate

11.30 YAHOO! PRESENTS: CONTENT AS CONVERSION CATALYST Robert Redford, Ben Silverman and Ross Levinsohn discuss storytelling and the technology that fuels it

12.30 STARCOM MEDIAVEST GROUP & TED SMG PRESENT: TED@CANNES: THE MEANING OF THE CONNECTED EXPERIENCE A 45-minute session about online, offline, social networks, storytelling and looking differently at the world

13.30 YOUTUBE PRESENTS: GOOD WORK How can creative minds most positively impact upon humanity's most critical issues?

14.30 DIGITAS & VEVO PRESENT: ARTISTS, BRANDS AND THE MARRIAGE OF MUSIC AND MARKETING Musician Pharrell Williams joins the panel debate on artists, brands and the evolving connection between them

15.30 TEXTAPPEAL PRESENTS: THE 99 — THE FIRST GLOBAL ISLAM-INSPIRED FUSION BRAND An insight into the global success of The 99 Islamic comic superheroes

16.30 COCA-COLA PRESENTS: LIQUID AND LINKED MYSTIQUE Coca-Cola execs explain the company's new 'Liquid And Linked' strategy

17.30 HILL & KNOWLTON PRESENTS: ADDICTION: WHAT BRANDS CAN LEARN FROM ANGRY BIRDS Hear the story behind the phenomenally successful mobile game

ALL SEMINARS ARE IN THE DEBUSSY UNLESS INDICATED



Direct action ... Schill and his jurors turned the tables on photographers by rising as one to take pictures of them

Double triumph for 'brave' McCann Erickson Romania

MCCANN Erickson Bucharest won twice within hours at the Festival yesterday, carrying off Grands Prix in Promo & Activation and Direct with a daring campaign for a Romanian chocolate bar. Promo & Activation jury president Warren Brown said his group's decision was unanimous: "We discussed it at some length and, in so doing, the campaign only got better. The effect was a bit like meeting your best mate for a drink and finding he has had a sex change. It's an absolutely fantastic and very brave campaign that had built-in creative accountability, because it had to work and it had to work quickly." Alexander Schill, Direct jury president, found only one dissenter from awarding the top prize

to the Rom chocolate bar campaign when three entries were in contention. He approved of the double win: "If you take away the Direct — the participation of the consumer — it wouldn't work. They forced the consumer to act and interact." Rom bars, sold since 1964 and bearing the Romanian flag on the wrapper, had lost touch with the country's youth, who were disillusioned with all things Romanian. McCann Erickson's solution was to replace the normal wrapper with the American flag and, for a week, adverts were run in English with an American proclaiming the bars as "the taste of coolness". "After one week, in which Facebook pages were started and flash mobs

demonstrated in Bucharest, the campaign was revealed as being a joke," Brown said. "There was a 79% increase in sales and the product outperformed the market by over 20%." The Promo & Activation jury awarded five Gold Lions, including one for the StarHub campaign by DDB Singapore — also a contender for a Grand Prix — as well as 17 Silver and 30 Bronze Lions. The Direct jury presented 10 Gold, 15 Silver and 30 Bronze Lions. Festival chairman Terry Savage agreed that Romania rarely appeared among Lions winners. "The first time they won a Bronze Lion, when they returned home the president of the country re-presented the Lion to them." ●

Aussies scoop PR Grand Prix

CLEMENGER BBDO Melbourne has won the PR Grand Prix with a campaign for National Australia Bank (NAB), described by jury president David Senay as "brilliant". "The campaign was based on the idea of breaking up, because the bank wanted to distinguish

itself from the other large banks of Australia," Senay said. "And what it achieved was remarkable because it not only re-positioned NAB and transformed its image, but it also de-positioned the bank's competitors. It's a highly creative and very opportunistic campaign that,

in using the idea of the break up of a relationship — something that everyone has experienced — achieved a kind of conceptual ju-jitsu by using the power of the opposition against itself." When asked why an advertising agency was again the winner of the *turn to page 3*

LIONS: A LEGACY OF LEARNING

"**CANNES** Lions is about learning and education. It is about understanding the industry as it evolves with an ever-increasing velocity. It is about networking and meeting with our peers to discover what is happening in different markets across the globe.

Underlying that is the one thing we all aspire to and get inspired by, and that is great creative work — work that lingers in our minds long after we have seen the executions; work that makes us want to go home and do better.

In a sense what happens in Cannes is not as important as what you take home from Cannes; take home for your use and for the use of others with whom you work. To do that, however, you must immerse yourself in all aspects of the Festival — the screening rooms, the seminars and workshops, the master classes and the award ceremonies, as well as the many social events scheduled each day. Fact is, anyone that is sent to Cannes by their company is privileged and they should use that privilege to advance themselves, their associates and their companies on their return.

That is the sort of payback that will see you here next year and for many years after." ●



Terry Savage, Festival chairman



Self-Titled
Experiment in
Graffuturism
by Poesia via
Collabo Arts
May, 2011

SCIENCE+ART+SCALE

INSIDE BOX

FESTIVAL NEWS P1-13 PR WINNERS P16 DIRECT WINNERS P25 PROMO WINNERS P35 CYBER SHORTLIST P45 DESIGN SHORTLIST P55 FOCUS ON US HISPANIC MARKET P59 SCREENINGS P64



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SORKIN**

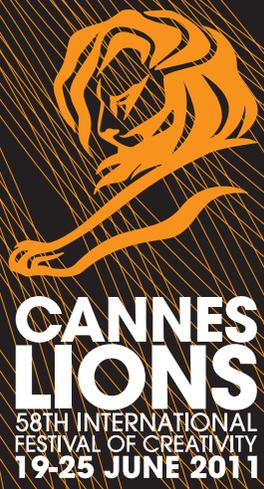
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WEDNESDAY • JUNE 22 • 11:30AM • DEBUSSY THEATRE IN THE PALAIS



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58TH INTERNATIONAL
FESTIVAL OF CREATIVITY
19-25 JUNE 2011

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Marco Tironi (left) and Daniela De Seta



Matt Swinburne (left) and Mike Felix

Molecular research wins Print contest for Young Lions of Australia

FROM one parched continent to the other — the winners of the Young Lions Print competition are Matt Swinburne and Mike Felix from Leo Burnett Sydney, Australia.

The Silver award in the contest to design a double-page spread for Pump Aid, the charity that supplies clean water to Africa, went to the Italian team of Daniela De Seta from DDB and Marco Tironi of Wunderman. Bronze went to the DDB United Arab Emirates duo of Josephine Younes and Nayaab Rais.

In announcing the results, Press jury president Tony Granger congratulated all 40 teams. "We were so impressed with the work you have been able to do in 24 hours," he said. "It's quite extraordinary." His fellow jurors then applauded the contestants.

"We wanted to show how much water can do for the commu-

nity," Swinburne explained. He and Felix drew a diagram of the molecular structure of water and labelled it with all the benefits that water brings to African communities. The tag line: "In Africa our pumps make water more than water." Swinburne said the fact that he and Felix had worked for other charity clients helped their effort — but he doubted that Australia's history of drought did so. "We live in Sydney and we have got plenty of rain there," he said. The Italian team came up with a challenging tag line: "If humans are 65% water, Africans are 35% human."

Ben Nealon, Pump Aid's development director, said: "I am overwhelmed by the extraordinary quality of the work and we will be using a lot of it on our website." The Gold-winning entry, he added, "sums up everything we do".

PR Grand Prix ... from page 1

PR category, Senay made no apology: "Excellence does not have an address. As we see more and more previously separate disciplines being mashed together, I'd like to see PR more integrated into agency work." Senay also praised the ethnic mix of his fellow jurors: "There are 16 people from 14 countries speaking nine different

languages, so I'm very pleased with the internationality of the jury team." He then singled out one of the jurors for her efforts in getting to Cannes: "I'd particularly like to thank Natalia Rodoni, who couldn't fly out of Argentina due to the Chilean ash cloud, and who made a 50-hour trip by road and air in order to be here with us today."

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phd CANNES LIONS 19-25 JUNE 2011

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Luciano Deos



Olivier Altmann



Keith Rose



Tony Granger



Maria Luisa Francoli Plaza

JURY PRESIDENTS REVEAL THE RIGHT WAYS TO WIN



As more jurors deliberate over thousands of entries in a multitude of disciplines and gold fever in Cannes intensifies, the presidents reflect on what they have seen

DESIGN

► **JURORS** in the Design category have the difficult task of identifying their discipline's contribution to entries, said jury president Luciano Deos. The president of Brazilian brand services consultancy Gad explained: "In our jury, we have 24 subcategories, some more traditional than others. We need try to identify the real contribution in both. "I've asked the jurors also to be careful not to confuse the idea of the campaign with the design of the campaign. "When you think of design, you think of the whole solution, the complexity of the whole application of the brand. You need to consider the fact that what is a breakthrough for one industry may not be a breakthrough for another." He is wary of the enthusiasm for interactivity: "Interactive is not always the best solution." He stressed that the key issue is relevance. "It can be funny, it can be different, but it also has to be relevant."

OUTDOOR

► **JURORS** in the Outdoor category have been asked to judge mostly with their hearts and their souls. Jury president Olivier Altmann, chief creative officer, Publicis Worldwide, added: "I've also asked them to judge, not as a professional creative judging a technique, but as any other human might in seeing an advertisement for the first time. "I told them, for sure, work needs to be awesome, but also awards should be given not because a work is very clever and very well done, but also because it touches you." As a category, Outdoor should be interactive in the sense that it engages and allows people to react to the work and to each other. He added that the work might trigger emotions such as surprise and shock, but: "It doesn't have to be that dramatic. Very subtle work, such as what we see in ambient, can also touch us very deeply."

FILM

► **ALTHOUGH** Film Craft has gained enormously in sophistication of technique, classic criteria remain crucial, said jury president Keith Rose. The director of Velocity Films added: "The goal posts for what is good remains the same. Whether it is film craft or another category that is being judged, the principles are the same. If the story is weak and the technique doesn't complement or enhance the concept, it all amounts to nothing." Rose said his jury members are a "very esteemed panel of highly regarded filmmakers and creatives. There was no real need to issue jury instructions or even recommendations to them." They will look at aspects such as editing, direction, copyrighting, the skilful use of music or sound design. "Everybody is going to have a different opinion as to what constitutes an award winner, and some categories that we are looking at will be more contentious than others."

PRESS

► **GLOBALISATION** of the industry and the digital age have given new life and relevance to Press, rather than diminishing it, according to jury president Tony Granger. The global chief creative officer of Young & Rubicam hopes his jury and the awards it gives will help inspire the industry to show that print can be a powerful medium. He simply asked the 18 members of the Press panel "to look for print that behaves differently, that doesn't depend on the tried and tested formulas that have been used in the past". The internet has helped underscore the global creativity of the industry, especially in the category of Press, he said. "In Western cultures, the eye moves from left to right, and previous formulas for creativity in print have been built around that. The internet has changed all that. It has taught us to get used to the eye moving all over the place."

MEDIA

► **BREAKTHROUGH** creativity is what Media jurors are looking for, said Maria Luisa Francoli Plaza. "We are talking about something that hasn't been done before, or something that has never been done before in this particular way," added the global CEO of MPG and Havas North America. Jurors are on the lookout for "tangible results that [demonstrate] the objective when the campaign was launched has been achieved". They may be marketing or business objectives, but they must be there in the result in order to win awards, she said. The proliferation of social media has made trust a very important component of communication. "When you are communicating in social media, you are communicating in a different way than in traditional media. Social media is about trust and a way has to be found to activate that trust if the communication is going to work."

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bob greenberg chairman and ceo
barry wacksman chief growth officer
wednesday, 22nd june from 15:30 to 16:15
debussy theater palais des festivals





Young Media Lions tasked to save forests and change lives

IN A “slightly unorthodox” departure, the 23 teams in the Young Lions Media Competition were briefed on Sunday not by the client — which remained on its front line in the Brazilian rainforest — but by Philippa White, founder and managing director of The International Exchange (TIE), who presented the brief on behalf of Iracambi.

TIE, which works with some 30 NGOs and social enterprises, selected Iracambi as ideal for the Cannes contest. The Brazilian non-profit organisation campaigns to save the Atlantic rainforest, which White pointed out is older and more bio-diverse than its Amazonian counterpart. While 20% of the Amazonian rainforest has been destroyed, 93% of the Atlantic rainforest has now been lost. For 11 years Iracambi has sought to persuade farmers and landowners to preserve



Philippa White: Atlantic rainforest at risk

what is left and repair the damage. “But the standard of living is getting more expensive in Brazil, so farmers have to plant more coffee and sugar cane, raise more cattle and sell land to mining companies,” White said. To counter this, she pointed out that trees planted around water sources not only increase the supply of the precious liquid but also purify it. “New York does not have any water-purification plants

because farmers in the Catskill mountains have planted trees around the water sources,” she added.

The task for the Young Creatives is to recruit corporate sponsors to Iracambi’s target of raising \$2m, providing secure funding for its work in continuing the restoration of wooded areas, campaigning to persuade farmers to manage their environmental resources and ensuring farmers receive fair compensation for their conservation work. White said that corporate targets could include companies that have interests in Iracambi’s work, such as the coffee chain Starbucks, Coca-Cola — with its reliance on large quantities of good-quality water — and timber firms.

The only mandatory inclusions in the brief are the Iracambi logo and its motto: Saving Forests, Changing Lives. ●

Wunderman shares plan for world domination

WUNDERMAN unveiled 20 rules for global brands at its workshop yesterday, entitled How To Dominate The World. It also gave delegates a free copy of its book, which expands on the 20 rules. The workshop was given by Simon Silvester, executive planning director of Wunderman EMEA, and Jason Burby, chief strategy and insights officer of Wunderman subsidiary Zaaz. Observing that seven out of eight people live in emerging markets, Burby said: “Think mobile. Instead of needing to shop for perishable goods, many people are now using mobiles — making a difference at the lowest economic levels.” Rule 19 urges delegates to think about origins. “Every country is a silo that doesn’t see outside its own culture,” Silvester said. “But there are similarities between people in different countries and what’s going on in terms of consumerism.”



Jason Burby (left) and Simon Silvester

The book contains some surprising statistics for those who think the West will continue to dominate the industry. Wunderman found that, in many western countries, marketers focus on ‘retention’ (keeping customers) rather than ‘trial’ (recruiting new ones), because the average age of adults is 40-plus. But with the average age of the entire population under 28, global marketers are prioritising trial as the major strategy. ●

The start of a smarter era?

CHEIL Worldwide and its principal client Samsung are joining forces at tomorrow’s seminar Will Smart TV Make Your Your Life Smarter? to discuss the opportunities and challenges that smart TV is expected to bring to marketing, advertising and branding.

The session will look at how smart TV could change advertising in the future, according to Jason Choi, Cheil Worldwide’s director of global cross-over group, digital marketing. Jeremy Kaiman, Samsung Electronics’ director of sales and marketing, visual display department, will also talk about the features that



Cheil Worldwide’s Jason Choi

Samsung is building into its smart TVs that will affect marketing and advertising. Choi said: “As we get more and more apps designed for smart TV, there will be a lot more opportunity for integration.” As an example, overlaying contextual advertising on top of a programme or film, could create, in effect, advertising on demand. ●



YOUNG Finnish Lions Saana Klemola (left) and Jenni Komulainen hard at work in the Young Lions Print competition

A man heads to work through his hometown. Kesennuma, Miyagi Pref.

Pray for Japan



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Creative Academy opens for business with Jim Stengel as dean

CANNES continues to be fertile ground for nurturing the next generation of industry leaders with the launch this year of the Cannes Creative Academy For Young Marketers.

The week-long academy is sponsored by direct and interactive agency Wunderman. The programme of intensive learning is targeting marketers and brand managers aged 30 and under. Jim Stengel, former global marketing officer for Procter & Gamble, and now president and CEO of think-tank and consultancy The Jim Stengel Company, has been appointed dean.

Among areas the academy is focusing on are foundation and elements of great brand work, agency management

and relationships, innovation in customer engagement, and measurement. Stengel said: "I think the leadership of agencies is in a pretty poor state and you don't get magic unless you have two organisations — the client and the agency — that trust each other, have great chemistry and are clear on what they expect." The academy is partnering with UCLA Anderson School of Management. The curriculum has attracted several top speakers, among them Taxi CEO Rob Guenette. Stengel explained: "The people in this seminar already have important jobs and are seen as future leaders of their companies. That's why they have been chosen."

Daniel Morel, CEO of Wun-

derman, said the insight and experience of Stengel, who oversaw P&G's \$8bn advertising budget, was one of the factors that led Wunderman to sponsor the academy. Course tutor Suzanne Tosolini is an independent consultant focused on consumer-driven brand positioning. She has worked in the advertising industry for some 20 years, including 18 with P&G.

Among the tasks she has taken on is to help pull insights from students.

"They'll be sitting through a lot of the seminars and workshops and talks, and we'd like them not only to remember what they've seen and heard, but to actively reflect on how it applies to their specific work." ●



Suzanne Tosolini: seeking students' insights



Jim Stengel: agency leadership "is in a pretty poor state"

WHAT IS AN ELECTRONAUT?

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KT iPhone Film 'Night Fishing' Screening

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THU 23 JUN | 7:00~7:50pm

PARK, Chan-wook, Director
Awarded the Grand Prix at the
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COCKTAIL RECEPTION
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Thursday 23 JUN 6:15~6:50pm

FILM SCREENING
Night Fishing DVD
Limited Edition only for 300



INNOCEAN
WORLDWIDE



TED's Bruno Giussani

TED and SMG stress the benefits of disconnecting

IN AN age when “connectivity” dominates the way brands reach consumers, organisers of the maverick TED conferences are at the Festival to discuss the benefits of “disconnectivity”.

During today's session called The Meaning Of The Connected Experience (12.30), TED's European director Bruno Giussani joins forces with global media agency Starcom MediaVest Group (SMG) to examine the potential value of “disconnectivity” with author Tom Chatfield, performance poet Sarah Kay, and Bill Barhydt, who has developed a mobile-money plat-

form to empower consumers without bank accounts.

“If you talk to anyone here (at the Festival), you'll find they're all connected with an always-on mobile phone,” Giussani said. “We're taking a counter approach. We're talking about the benefits of disconnecting. And although past TED speakers include some of this Festival's high-profile guests, like Malcolm Gladwell and Sir Ken Robinson, our session features brilliant speakers you've never heard of.”

John Sintras, chairman of Starcom MediaVest Group's global product committee, added:

“TED is bringing a different perspective. It is saying that it can be healthy for humans to take a moment to be alone before a nervous breakdown sets in.” Additionally, Giussani wants to use the session to introduce the international advertising sector to the TED philosophy, which is about discovering great ideas and pushing them out to the world.

“Ideas are what propel the world and more progress is made by groups of people coming together to compete and outdo each other to generate even better and more powerful ideas,” he added. ●

For R/GA, technology is the mother of reinvention

R/GA, THE NEW York-based ‘agency for the digital age’, has reincarnated itself every nine years since its foundation in 1984, riding the new-media rollercoaster through no less than four business models. It is now on the cusp of its fifth reinvention, which will come into force in 2013.

“We believe the impact of technology on the communications, advertising and marketing business happens in eight- to 10-year increments,” said chairman, CEO and global CCO Bob Greenberg who, with EVP and chief growth officer Barry Wacksman, will be unveiling R/GA's next life cycle at Wednesday's seminar, appropriately entitled What's Next? Technology's next evolution, as identified by R/GA, is the trend that started around five years ago for companies to integrate products with technology-driven services to create

super-brands active across the physical and digital ecosystem. “Apple set the stage with its mix of products and technology services,” Wacksman said. “Now everybody's doing it — Google, Amazon, Nike...” But managing this evolution will not be easy. Enter R/GA. “We'll be less of an agency and more of a strategic resource to help clients through the transition,” Greenberg said, adding that the core of R/GA's new model is diversity of talent: “To achieve breakthrough ideas for the digital age, you need a lot of different skillsets working together.”

So how will R/GA be describing itself come 2013? “We don't know,” Wacksman admitted. “The world ‘agency’ is too prescriptive for the digital age, so we'll just brand ourselves as R/GA. But we might ask the audience to give us some ideas on Wednesday...” ●



R/GA's Bob Greenberg (left) and Barry Wacksman: prepared for the next nine years

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SAATCHI & SAATCHI



Why coming in third wins you first prize in technology race

THE BIBLICAL parable instructing us that the “first shall be last, and the last shall be first” came to the Festival in the speech of best-selling author Malcolm Gladwell at yesterday’s seminar hosted by Kraft Foods.

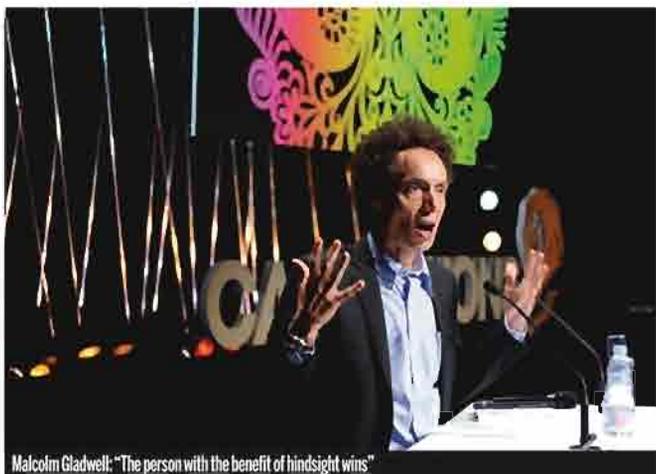
In his presentation on the paradox of innovation, Gladwell said: “We are obsessed with being first. Being the first in creative endeavours wins you prizes. But I think that approach to life might be overstated. We don’t want to be first — we should want to be third.”

Gladwell then proceeded to illustrate his premise with anecdotes of landmark uses of technology in history. The first was about the Bekaa Valley Turkey Shoot in Lebanon in 1982, when the Israeli air force annihilated its Syrian opponents using the latest military technology.

Gladwell noted how the social-

media phenomenon was started by a service called Friendster, which was followed by the more successful music-centric MySpace. Facebook, however, has surpassed both.

He then told the story about the day Steve Jobs, creator of the Apple computer devices, learned to take personal computing to new levels during a visit to the laboratories of Xerox, the photocopy machine-maker. It was there that Jobs was inspired to develop, improve and commercialise pioneering applications, such as the universally used personal computer’s pointing device known as the mouse. Xerox first produced it, but failed to capitalise on it. Gladwell concluded: “Although Jobs was last at the party, he was the most successful. The person who waits and is able to observe with the benefit of hindsight wins.”



Malcolm Gladwell: “The person with the benefit of hindsight wins”



Marc Bresseel: survey represents 15 billion screens

Simon Bond: seamless approach

Jester, Wizard or Sage? Meet the new screens in your life

STOP thinking of the many screens in your life as blank spaces. Each of them has a personality shaped by its owner’s perception, location and age.

That was the message delivered at the BBDO conference Meet The Screens by Simon Bond, chief marketing officer of BBDO Worldwide, and Marc Bresseel, vice-president of global marketing at Microsoft Advertising. The pair presented the results of research conducted with OTX of people’s relationships with their TVs, PCs, mobile phones and tablet PCs. More than 1,500 people were interviewed in the US, UK, Saudi Arabia, China and Russia — territories that Bresseel said represented 15 billion screens. The relationships that

emerged were tied to psychological archetypes. The TV was personified as Everyman and the Jester. “Everyman is a regular guy or gal, a long-time friend of the family,” Bresseel said. TV was seen as comfortable and trusted, but also as a jester, “the chatty guy who brings entertainment into the family”.

Bond pointed to geographical and demographic differences: TV was less trusted in the East, where state censorship is commonplace, and more trusted by the over-45s. TV commercials, he said, should therefore aim for emotions.

The PC was the Sage, “the old guy who stands for wisdom and sound judgment”, Bresseel said. He added that it is trusted as

one would trust an older sibling, with users seeking from it teaching and competitive activity. Bond observed that PCs were more trusted in the eastern bloc and by the under-30s.

Mobile handsets were the Lover, or intimate friends. Bresseel said there was no generation gap in that opinion and, for advertising, handset owners’ view was: “Don’t give me any crap, give me something that adds value to my life.”

The tablet is the Wizard, “the guy that makes things happen”, according to Bresseel. Bond’s advice for advertising on that platform: “Let’s start bringing together the content that is on all the other screens in a seamless way.”

Think again.

FLEISHMAN
INTERNATIONAL COMMUNICATIONS
HILLARD



Bags of style: Nazia Andaleeb Preema (left) and Shariful Islam

Authentic Bangladeshi jute bags bring a touch of style to Cannes

THE BAGS being given to delegates at this year's Festival come from Bangladesh, the world's largest exporter of jute. The initiative, which was organised by Shariful Islam, managing director of the Dhaka-based Bangladesh Brand Forum, aims to publicise the country's status as a rising star of the Asian economy, as well as to help encourage delegates to switch to bio-degradable products. Islam said: "Bangladeshis believe in authenticity, and we wanted to produce something that

reflects a sense of what it is to be from Bangladesh. We also wanted something that reflects the fact that the country's GDP is growing very fast, at around 6% per year." The bag was designed by Nazia Andaleeb Preema of Preema's Atelier. "They are made of high quality jute that is much stronger than Indian jute due to the challenging climactic conditions in which it grows," she said. "These bags are tough and will remind people about Bangladesh for years to come." ●

Translation app is 'a gift to the Festival' from China

CHINA'S Modern Advertising is in Cannes with a new app that allows delegates to discover their Chinese name and have it printed on T-shirts. "This app is something I've invented as a gift to the Festival," said Chen Yong, president of Modern Advertising, China's largest design and advertising publication. "I wanted to bring something to Cannes that was fun and interesting. Since we

opened our pavilion, there have been lines of people waiting to participate, so I guess we've been successful in that goal." He added: "Recently many people around the globe have been interested in the Chinese market. But to get to know the market, I think it's good to help people understand a bit more about Chinese culture." He pointed out that there are many online sites that will translate English

names into Chinese but added: "Our application is different because it is based on the 100 best-known family names in China. If we use this route to create a Chinese name, it's tied more into the culture than a straight-across translation." Chen plans to launch a website and will further develop the app that he has created as a way of helping people to learn more about China. ●



Modern Advertising's Chen Yong: "fun and interesting" gift to the Festival

SERBIA

CROATIA

MONTENEGRO

Attention

to details *

*probably every decent producer knows financial advantages of shooting in our region, but it's not all about money

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RED PRODUCTION



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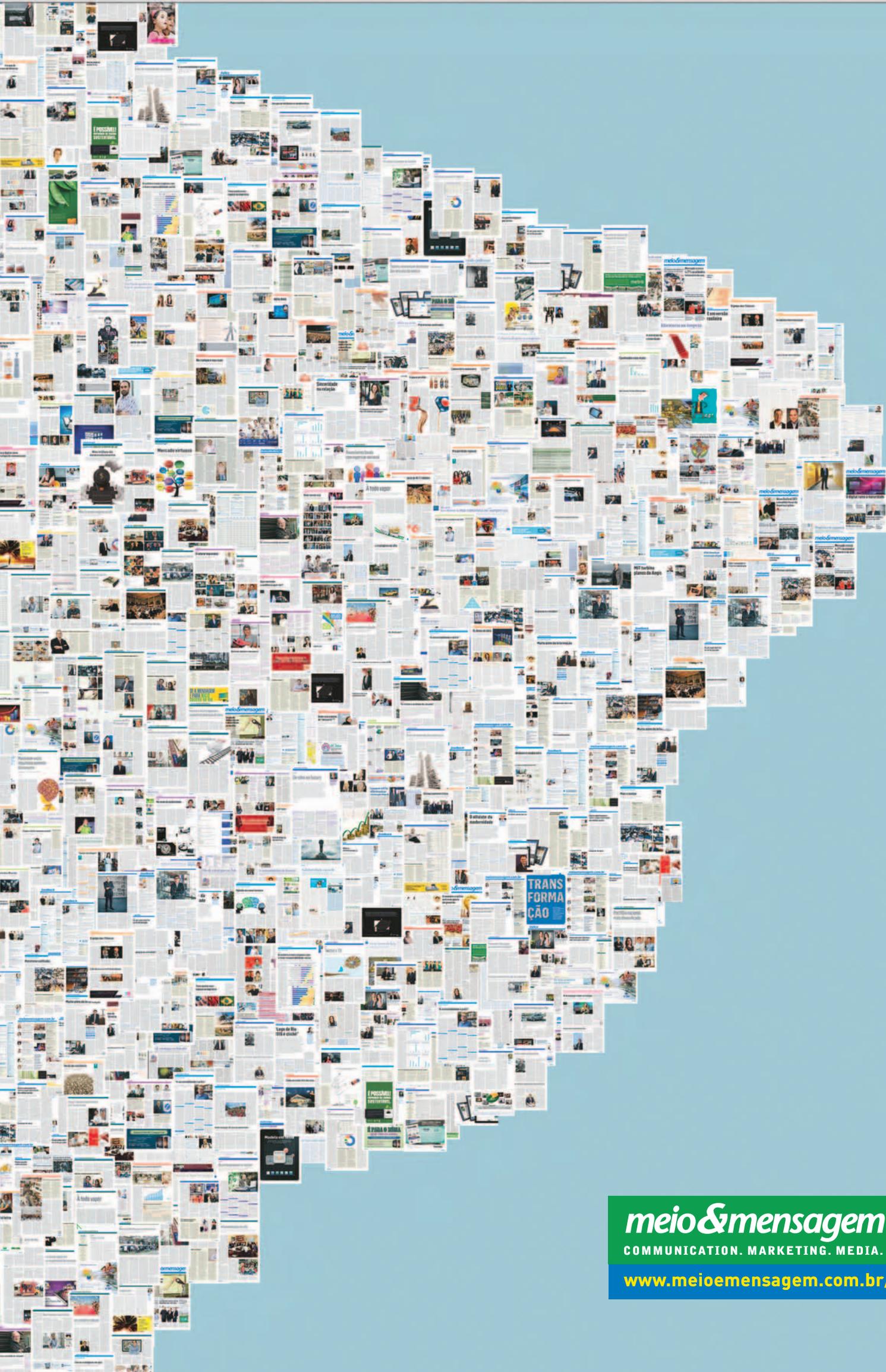


meio & mensagem
BRAZIL BRIEFING



All eyes on Brazil
insights and opportunities from the world's most dynamic economy

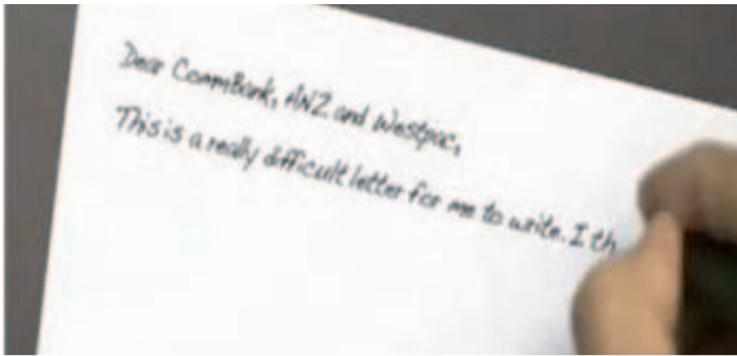
For over 30 years Meio & Mensagem has been the leading publication in the communication, marketing and media industry in Brazil. With a multiplatform operation, Meio & Mensagem is responsible for the most important events in the sector, as well as the leading weekly magazine and the most visited website in the industry. It also has a significant presence in mobile, radio and TV. This year, in Cannes, Meio & Mensagem is launching its Brazil Briefing special edition, describing the current Brazilian economic scenario and its impact in the communications industry. Sign up for free weekly newsletter at www.meioemensagem.com.br/brazilbriefing



FISHER & PENLAND



PUBLIC RELATIONS



GRAND PRIX WINNER
BREAK UP
NATIONAL AUSTRALIA BANK
CLEMINGER BBDO
MELBOURNE

Grand Prix

A07/006	AUSTRALIA
FINANCIAL SERVICES, INCL. INVESTOR RELATIONS AND CORPORATE FINANCE	
Title	BREAK UP
Advertiser	NATIONAL AUSTRALIA BANK
Product/Service	BANKING
PR/Advertising Agency, City	CLEMENGER BBDO MELBOURNE
Chairman	James McGrath, Clemenger BBDO Melbourne
Executive Creative Director	Ant Keogh, Clemenger BBDO Melbourne
Creatives	Juliam Schreiber, Tom Martin, Clemenger BBDO Melbourne
Executive Agency Producer	Rohan Lancaster, Darren Pitt, Clemenger BBDO Melbourne
Print Agency Producer	Sonia Von Bibra, Clemenger BBDO Melbourne
Account Management Team	Sharon Adams, Clemenger BBDO Melbourne
Planning & insights Director	Simon Lamplough, Tim McColl Jones, Kelly Richardson, Kate McCarthy, Tanya Garna, Clemenger BBDO Melbourne
Director	Paul Rees Jones, Clemenger BBDO Melbourne
DOP/Cinematographer	The Glue Society, Danny Ruhlmann plus 63 x field DP's,
Executive Producer	Michael Ritchie, Revolver
Head of Projects, Line Producer	Josh Mullens, Ian Iveson, Will O'Rourke
Production Company	Will O'Rourke,
Sound Engineer/Design	Paul Le Couteur (Flagstaff) Paul Taylor/Lukas Farry - (Sound Reservoir), Flagstaff, Sound Reservoir
Post Production Company	The Editors/ Frame Set & Match,
Music Production Company	Karl Richter, Level Two Music
Flame Artist	Heather Galvin & Phil Stuart-Jones,
Casting	Peta Einberg casting,
Digital Production	Eaon Pritchard - Director Digital Innovation Sasha Cunningham - Executive Intera, Clemenger BBDO Melbourne
Promotion	Paul Campbell, Traffik
Entered By	CLEMENGER BBDO MELBOURNE

Gold Awards

A03/019	GERMANY
AUTOMOTIVE AND TRANSPORT	
Title	TRAMP A BENZ
Advertiser	DAIMLER
Product/Service	MERCEDES-BENZ
PR/Advertising Agency, City	JUNG von MATT Hamburg
Chief Creative Officer	Armin Jochum, Jung von Matt
Public Relations/Executive	Goetz Ulmer, Jung von Matt
Art Director	Thimoteus Wagner, Jung von Matt
Copywriter	Joachim Kortlepel, Jung von Matt
Account Supervisor	Tilman Gossner, Jung von Matt
Account Manager	Torben Otten, Jung von Matt
Agency Producer	Georg Baur, Jung von Matt
Designer/Illustrator/Typographer	Sven Doerrenbaecher, Jung von Matt
Photographer	Sonja Stockmann, Jung von Matt
Animation Company	Ann-Kathrin Geertz, Jung von Matt
Film Production/Cinematographer	Jannik Endemann, Jung von Matt
Post Production	Daniel Gumbert, Jung von Matt
Editorial Office	Stefan Gburek, M.A.R.K 13,
Technical Supervision	Viviane Blumenschein,
Entered By	Florian Panier, Jung von Matt
	Boris Woehlecke, Anna Lena Schlieper, JUNG von MATT Hamburg

A08/020	USA
TECHNOLOGY AND MANUFACTURING	
Title	WATSON
Advertiser	IBM
Product/Service	IBM
Chief Creative Officer	Steve Simpson, Ogilvy
Worldwide Executive Creative Director	IBM Susan Westre, Ogilvy
Executive Creative Director	Tom Godici/Greg Ketchum, Ogilvy
Group Creative Director	David Korchin/Jason Marks, Ogilvy
Creative Director	Mark Girand/Michael Paterson, Ogilvy
Copywriter	Mark Girand/Niels West/Steven Schroth, Ogilvy
Art Director	Michael Paterson/Miles Gilbert, Ogilvy
Executive Digital Producer	Pierre Wendling, Ogilvy
Executive Producer	Lee Weiss, Ogilvy

Producer	Jenn Pennington/Erika Tribbie, Ogilvy
Music Producer	Karl Westman, Ogilvy
Director	Paul Bozymowski, @radical.Media
Production Company	@radical.media
Editorial	Go Robot
Music	Pulse Music
Digital Artist	Joshua Davis,
Entered By	OGILVY & MATHER New York

A09/027	USA
CHARITY AND NOT FOR PROFIT	
Title	DIGITAL DEATH
Advertiser	KEEP A CHILD ALIVE
Product/Service	AIDS AWARENESS
PR/Advertising Agency, City	TBWA\CHIAT\DAY New York
Chairman and Chief Creative Officer	Mark Figliulo, TBWA\Chiati\Day New York
Creative Director	Lisa Topol, TBWA\Chiati\Day New York
Associate Creative Director/Copywriter	Josh DiMarcantonio/Jonathan Marshall, TBWA\Chiati\Day New York
Associate Creative Director/Art Director	Eric Stevens, TBWA\Chiati\Day New York
Copywriter	Ani Munoz, TBWA\Chiati\Day New York
Art Director	Isabella Castano, TBWA\Chiati\Day New York
Head of Production/Digital Producer	Rober Valdes/Josh Morse, TBWA\Chiati\Day New York
Print Production	Katherine D'Addario/Joni Adams, TBWA\Chiati\Day New York
PR Director	Jeremy Miller, TBWA\Chiati\Day New York
Brand Experience	Chris Reardon, TBWA\Chiati\Day New York
Designer	Eric Kopiciki, TBWA\Chiati\Day New York
User Experience Designer	Will Weems, TBWA\Chiati\Day New York
Developers	Dima Farer/Scott Jones/Michael Bester/Peter Kuang, TBWA\Chiati\Day New York
Front End Developers	Richard Levi Brooks/Jordan Farrell/Matt Farmer, Use All Five
Account Director	Nikki Maizel, TBWA\Chiati\Day New York
Account Supervisor	Keiko Kurokawa, TBWA\Chiati\Day New York
Photographers	Markus Klinko & Indrani, Markus Klinko & Indrani
Director	Earle Sebastian, Keep a Child Alive
Producer/Editor	Viet-An Nguyen/Sonejubi Sintra, Final Cut NY
Executive Producer	Jonny Fego, My Active Driveway
Entered By	TBWA\CHIAT\DAY New York

ALL/017	UNITED KINGDOM
PUBLIC AFFAIRS	
Title	SHINE A LIGHT ON OPPORTUNITY
Advertiser	DURAND ACADEMY
Product/Service	STATE EDUCATION
PR/Advertising Agency, City	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR) London
Managing Director	Kevin Craig, PLMR
Senior Account Manager	Elin Twigg, PLMR
Senior Account Executive	Rebecca Newsom, PLMR
Senior Account Manager	Christopher Calland, PLMR
Account Executive	Teddy Ryan, PLMR
Account Director	David Madden, PLMR
Research Executive	Julian Winkworth, PLMR
Account Manager	Ros Trinick, PLMR
Entered By	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR) London

A14/026	COLOMBIA
CORPORATE RESPONSIBILITY	
Title	TAXI DRIVERS' UNIVERSITY
Advertiser	GM COLMOTORES
Product/Service	CHEVROLET
PR/Advertising Agency, City	SANCHO BBDO Bogotá
Chief Creative Officer	Giovanni Martinez, Sancho BBDO
Senior Copywriter	Hugo Corredor, Sancho BBDO
Art director	Andrés Norato, Sancho BBDO
Copywriter	Claudia Murillo, Sancho BBDO
Designer	Daniel Mosquera, Sancho BBDO
Account Manager	Oscar Romero, Sancho BBDO
	Leonardo Salgado, Sancho BBDO
	Mónica Mejía, Sancho BBDO
	Maria Alejandra Peñalosa, Sancho BBDO
	Carlos Felipe Arango, Sancho BBDO
Designer	Juan Camilo Hernández, Sancho BBDO
Film Production	Tonka, La Muvi Films
Designer	Iván Gutierrez, Sancho BBDO
Entered By	SANCHO BBDO Bogotá

B02/047	USA
BEST USE OF SOCIAL MEDIA	
Title	DIGITAL DEATH
Advertiser	KEEP A CHILD ALIVE
Product/Service	AIDS AWARENESS
PR/Advertising Agency, City	TBWA\CHIAT\DAY New York
Chairman and Chief Creative Officer	Mark Figliulo, TBWA\Chiati\Day New York
Creative Director	Lisa Topol, TBWA\Chiati\Day New York
Associate Creative Director/Copywriter	Josh DiMarcantonio/Jonathan Marshall, TBWA\Chiati\Day New York
Associate Creative Director/Art Director	Eric Stevens, TBWA\Chiati\Day New York
Copywriter	Ani Munoz, TBWA\Chiati\Day New York
Art Director	Isabella Castano, TBWA\Chiati\Day New York
Head of Production/Digital Producer	Rober Valdes/Josh Morse, TBWA\Chiati\Day New York
Print Production	Katherine D'Addario/Joni Adams, TBWA\Chiati\Day New York
PR Director	Jeremy Miller, TBWA\Chiati\Day New York
Brand Experience	Chris Reardon, TBWA\Chiati\Day New York
Designer	Eric Kopiciki, TBWA\Chiati\Day New York
User Experience Designer	Will Weems, TBWA\Chiati\Day New York
Developers	Dima Farer/Scott Jones/Michael Bester/Peter Kuang, TBWA\Chiati\Day New York
Front End Developers	Richard Levi Brooks/Jordan Farrell/Matt Farmer, Use All Five
Account Director	Nikki Maizel, TBWA\Chiati\Day New York
Account Supervisor	Keiko Kurokawa, TBWA\Chiati\Day New York
Photographers	Markus Klinko & Indrani, Markus Klinko & Indrani
Director	Earle Sebastian, Keep a Child Alive
Producer/Editor	Viet-An Nguyen/Sonejubi Sintra, Final Cut NY
Executive Producer	Jonny Fego, My Active Driveway
Entered By	TBWA\CHIAT\DAY New York

B02/049	BRAZIL
BEST USE OF SOCIAL MEDIA	
Title	SKANKPLAY
Advertiser	SKANK
Product/Service	SKANK'S NEWEST SONG
PR/Advertising Agency, City	DONTRYTHIS São Paulo
Creative	Caio Mattoso, DonTryThis
	Rodrigo Mendes, DonTryThis
	Pedro Gravena, DonTryThis
	Eduardo Marote, Dr. DD
	Pedro Ferrarini, Vila Filmes
	Caio Tozzi, Vila Filmes
	Guga Nogueira, Kardman Audiovisual
	Caúê Passero, Mina
	DONTRYTHIS São Paulo
Music Director	
Scene Director/Motion Director	
Producer	
Scene Director	
Web Developer	
Entered By	

B06/033	AUSTRALIA
BEST LAUNCH OR RE-LAUNCH	
Title	WATER MARK
Advertiser	DIAGEO
Product/Service	BUNDABERG RUM
PR/Advertising Agency, City	LEO BURNETT SYDNEY
Executive Creative Director	Andy DiLallo, Leo Burnett
Art Director	Tim Green, Leo Burnett
Copywriter	Rupert Taylor, Leo Burnett
Creative Director	Tim Green, Leo Burnett
Designer	John-Henry Pajak, Leo Burnett
Planner	Warwick Heathwood, Leo Burnett
Head of Client Service	Peter Bosilkovski, Leo Burnett
Account Director	Jodi McLeod, Leo Burnett
Snr Business Manager	Sam McGown, Leo Burnett
Account Executive	Caroline Heslop, Leo Burnett
Entered By	LEO BURNETT SYDNEY

B07/024	UNITED KINGDOM
BEST USE OF MEDIA RELATIONS	
Title	SHINE A LIGHT ON OPPORTUNITY
Advertiser	DURAND ACADEMY
Product/Service	STATE EDUCATION
PR/Advertising Agency, City	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR) London
Managing Director	Kevin Craig, PLMR
Senior Account Manager	Elin Twigg, PLMR
Senior Account Executive	Rebecca Newsom, PLMR
Senior Account Manager	Christopher Calland, PLMR
Account Executive	Teddy Ryan, PLMR
Account Director	David Madden, PLMR

Research Executive Julian Winkworth, PLMR
 Account Manager Ros Trinick, PLMR
 Entered By POLITICAL LOBBYING & MEDIA RELATIONS (PLMR) London

C02/014 SWEDEN

BEST INTERNATIONAL PR CAMPAIGN
 Title VAC FROM THE SEA
 Advertiser ELECTROLUX
 Product/Service GREEN RANGE VACUUM CLEANERS
 PR/Advertising Agency, City PRIME PR Stockholm/
 ELECTROLUX PR STUDIO Stockholm
 Jonas Bodin, Prime PR
 Creative Director Mattias Ström, Prime PR
 Account Manager/Project Manager Carl Fredrik Holtermann, Prime PR
 Copywriter/Art Director Marcus Wenner, Prime PR
 Head of Planning Tom Beckman, Prime PR
 Executive Creative Director Kerem Yazgan, Prime PR
 Planner Devi Brunson, Prime PR
 Copywriter Karin Schöllin, Prime PR
 Project Manager Fredrik Olsson, Prime PR
 Art Director Claes Nyströmer, Prime PR
 Media Relations Sakari Pitkanen, Prime PR
 Media Strategist
 Issues and Crisis Management Expert Charlie Stjernberg, Prime PR
 Production Manager Vanja Bajc, Prime PR
 PR Manager Europe, Electrolux PR Studio Julia Emmerich, Electrolux
 Vice President – Floor Care Environmental and Sustainability Affairs, Electrolux Cecilia Nord, Electrolux
 Product Marketing Manager Bagless, Electrolux Floor Care & Small Appliances Niklas Melin, Electrolux
 Business Segment Manager Europe, Electrolux Floor Care & Small Appliances Jonas Magnusson, Electrolux
 Project Manager, Electrolux Internet Center Robert Perrakoski, Electrolux
 Digital Communications Manager Europe, Electrolux Floor Care & Small Appliances Antti Laukkanen, Electrolux
 PR Assistant Communications & Branding Linda De Giuseppe, Electrolux
 Entered By PRIME PR Stockholm

Silver Awards

A01/022 INDIA

CONSUMER GOODS, INCLUDING FMCG AND HOUSEHOLD PRODUCTS
 Title SHAVE SUTRA
 Advertiser PROCTER & GAMBLE
 Product/Service GILLETTE
 PR/Advertising Agency, City BBDO INDIA Mumbai
 Chairman & Chief Creative Officer Josy Paul, BBDO India
 Executive Creative Director Rajdeepak Das, BBDO India
 Creative Director Josy Paul/Rajesh Saathi/
 Rajdeepak Das, BBDO India
 Copywriter Josy Paul/Rajesh Saathi/
 Rajdeepak Das/Pashyn Sethna,
 BBDO India
 Art Director Nawin Nandakumar/Manasi Sankhe/
 Rajdeepak Das/Sagar Jadhav/
 Sandeep Sawant, BBDO India
 Client Servicing Keegan D'Mello/Nagesh Pannaswami,
 BBDO India
 Photographer Sandeep Barge, Rhea D'Souza,
 Weber Shandwick/Kiran Dodiya/
 Shyam Gursahani, Encompass
 Pawan Shorie, Grips ProEvents
 Rajesh Saathi,
 Sanjeev Wadhvani,
 Simran Bedi/Harish Nambiar/Raj Hatte,
 Manoj Lobo,
 Rajeev Mohite/Pashyn Sethna,
 BBDO India/Jiten/ Anil,
 Nawin Nandakumar, BBDO India
 Brand Manager Sharat Varma, P&G
 Assistant Brand Manager Prateek Ranjan/Anil Gupta, P&G
 Editor Manish Sinha/ Anil K. Yadav,
 BBDO INDIA Mumbai
 Entered By

A02/008 UNITED KINGDOM

HEALTHCARE AND SERVICES
 Title UNDERSTANDING MULTIPLE SCLEROSIS
 Advertiser GEDEON RICHTER MARKETING
 Product/Service PHARMACEUTICAL COMPANY
 Product/Service PHARMACEUTICAL COMPANY

PR/Advertising Agency, City FEEDBACK/HILL & KNOWLTON Warsaw
 Senior Account Manager, Healthcare Izabela Salamacha,
 Hill & Knowlton Poland
 Account Executive, Healthcare Monika Zalewska, Hill & Knowlton
 Poland/Kinga Łobzowska-Blachnio,
 Hill & Knowlton Poland
 Associate Director, Events Rafal Tarwacki, Hill & Knowlton Poland
 Account Executive, Events Kacper Bojarski, Hill & Knowlton Poland
 Entered By HILL & KNOWLTON London

A08/017 UNITED KINGDOM

TECHNOLOGY AND MANUFACTURING
 Title PARALLEL LINES
 Advertiser PHILIPS
 Product/Service TELEVISIONS
 PR/Advertising Agency, City ONEVOICE London
 Vice President, Head of Integrated Marketing Communications Gary Raucher, Philips
 Sr. Director Integrated Marketing Communications Eva Barrett, Philips
 Director, Global Product Public Relations, Integrated Marketing Communications Wander Bruijtel, Philips
 Global Web Marketing Manager Nourdin Rejeb, Philips
 Senior Marketing Manager Frank Pynenburg, Philips
 Global Marketing Manager Kelly McConville, Philips
 Chief Creative Officer Neil Dawson, DDB
 Copywriter Sam Oliver, DDB
 Art Director Shishir Patel, DDB
 TV Producer Lucinda Ker, DDB
 Business Director Neill Robb, DDB
 Client Service Director Integrated Services Sandra Krstic, DDB
 Account Manager Zoe Hinckley, DDB
 Digital Creative Director Chris Baylis, Tribal DDB Amsterdam
 Digital Strategist Paul Richardson-Owen,
 Carat Global Management
 Practice Director Jason O'Donnell, OneVoice
 Senior Account Director Dan Whitehead, OneVoice
 Account Manager Lucy Porter, OneVoice
 Account Executive Kai-Lu Hsing, RSA Films
 Executive Producers Caspar Delaney, RSA Films
 Entered By ONEVOICE London

A09/004 UNITED KINGDOM

CHARITY AND NOT FOR PROFIT
 Title 2 MINUTE SILENCE
 Advertiser THE ROYAL BRITISH LEGION
 Product/Service THE 2010 POPPY APPEAL
 PR/Advertising Agency, City BURSON-MARSTELLER London
 Creative Director Joe Sinclair, Burson-Marsteller
 Campaign Manager David Godfrey, Burson-Marsteller
 Media Relations Lead Oliver Druttman, Burson-Marsteller
 Celebrity Engagement Neha Lakhani, Burson-Marsteller
 Social Media Manager Heleana Quartey, Burson-Marsteller
 Designer Sam Sivarajah, Burson-Marsteller
 Distribution Desirée Banugo, Burson-Marsteller
 Producer Matthew Kitchin, 2AM Films
 Director Matthew Donaldson, 2AM Films
 Entered By BURSON-MARSTELLER London

A12/013 JAPAN

PUBLIC SECTOR
 Title SALUTE TRAINER
 Advertiser JAPAN MARITIME SELF DEFENSE FORCES
 Product/Service ARMED FORCES RECRUITMENT
 PR/Advertising Agency, City HAKUHODO Tokyo
 Creative Director/Copywriter Kenta Ikoma, Hakuhodo
 Creative Director/Account Supervisor Shota Hatanaka, Hakuhodo
 Art Director Junichi Kurata, Hakuhodo
 PR Planner Takeshi Muro, Hakuhodo
 Agency Producer/Producer Hiroyuki Nobuta, Hakuhodo Products
 Photographic Producer Hisako Sudo, Hakuhodo Products
 Producer Toru Suzuki,
 Director Waki Rokutan, Hakuhodo Products
 Production Manager Hayato Arakawa, Hakuhodo Products
 Director of Photography Tomohiro Oguchi, Hakuhodo Products
 Photographer/2nd Camera Operator Takahiro Kojima, Hakuhodo Products
 Gaffer Hiroki Oguri, Hakuhodo Products
 Editor Hiroyasu Sakaguchi, LUCE
 Planner/Assistant Director Ryusuke Fukushima, Hakuhodo Products
 Programmer Yukako Nomura, Hakuhodo Products
 Photo Retoucher Hideyuki Aida, IDATEN, Satoru Higa,
 Casting Yosuke Mochizuki,
 PR Planner Natsumi Sakuma,
 Entered By Tatsuya Yoshio, OZMA
 HAKUHODO Tokyo

B02/001 BRAZIL

BEST USE OF SOCIAL MEDIA
 Title SOCIALPEACE
 Advertiser RIO DE JANEIRO STATE GOVERNMENT
 Product/Service PUBLIC POLICY INITIATIVES
 PR/Advertising Agency, City FSB COMUNICAÇÕES Rio de Janeiro
 Managing Partner Maria Claudia Bacci, FSB PR Digital
 Executive Director Risoletta Miranda, FSB PR Digital
 Social Media Coordinator Janine Louven, FSB PR Digital
 Account Manager Naila Oliveira, FSB PR Digital
 Account Executive Dirceu Viana, FSB Comunicações
 Social Media Analyst Fábio Keidel, FSB PR Digital
 Priscila Simão, FSB PR Digital
 Leila Medeiros, FSB PR Digital
 Daniel Pinho, FSB PR Digital
 FSB COMUNICAÇÕES Rio de Janeiro
 Trainee
 Entered By

B03/045 USA

BEST USE OF LIVE EVENTS, STUNTS AND OR CELEBRITY ENDORSEMENT
 Title WATSON
 Advertiser IBM
 Product/Service IBM
 Chief Creative Officer Steve Simpson, Ogilvy
 Worldwide Executive Creative Director, IBM Susan Westre, Ogilvy
 Executive Creative Director Tom Godici/Greg Keitchum, Ogilvy
 Group Creative Director David Korchin/Jason Marks, Ogilvy
 Creative Director Mark Girand/Michael Paterson, Ogilvy
 Copywriter Mark Girand/Niels West/Steven Schrollh,
 Ogilvy
 Art Director Michael Paterson/Miles Gilbert, Ogilvy
 Executive Digital Producer Pierre Wendling, Ogilvy
 Executive Producer Lee Weiss, Ogilvy
 Producer Jens Pennington/Erika Tribble, Ogilvy
 Music Producer Karl Westman, Ogilvy
 Director Paul Bozymowski, @radical.Media
 Production Company @radical.media
 Editorial Go Robot
 Music Pulse Music
 Digital Artist Joshua Davis,
 Entered By OGILVY & MATHER New York

B04/004 INDIA

BEST USE OF BROADCAST
 Title SILENT NATIONAL ANTHEM
 Advertiser RELIANCE MEDIA WORKS
 Product/Service CINEMAS
 PR/Advertising Agency, City MUDRA COMMUNICATIONS Mumbai
 Chief Creative Officer Bobby Pawar, Mudra Communications
 Copy Writer Bobby Pawar, Mudra Communications
 Art Director Deepak Singh, Mudra Communications
 Director Amit Sharma, Chrome Pictures
 Producer Hemant Bhandari,
 Chrome Pictures
 Aaliyah Sen Sharma, Chrome Pictures
 Entered By MUDRA COMMUNICATIONS Mumbai

B04/017 ISRAEL

BEST USE OF BROADCAST
 Title GET TESTED PROJECT
 Advertiser AIDS TASK FORCE
 Product/Service AIDS AWARENESS
 PR/Advertising Agency, City SHALMOR AVNON AMICHAY/
 Y&R INTERACTIVE TEL AVIV
 Chief Creative Officer Gideon Amichay, Shalmor Avnon
 Amichay/Y&R Interactive
 Executive Creative Director Ezur Golan, Shalmor Avnon Amichay/
 Y&R Interactive
 Creative Director Amit Gal, Shalmor Avnon Amichay/
 Y&R Interactive
 Art Director Shirley Eva Bahar, Shalmor Avnon
 Amichay/Y&R Interactive
 Copywriter Orit Bar Niv, Shalmor Avnon Amichay/
 Y&R Interactive
 Client Director Executive Adam Polachek, Shalmor
 Avnon Amichay/Y&R Interactive
 Account Supervisor Shiran Chen Gross, Shalmor Avnon
 Amichay/Y&R Interactive
 Account Manager Inbal Stern, Shalmor Avnon Amichay/
 Y&R Interactive
 Head of Strategic Planning Yoni Lahav, Shalmor Avnon Amichay/
 Y&R Interactive
 Planning Director Hila Tamir, Shalmor Avnon Amichay/
 Y&R Interactive
 Planner Niva Ziv, Shalmor Avnon Amichay/
 Y&R Interactive
 Recording Studio SHAPA
 Entered By SHALMOR AVNON AMICHAY/
 Y&R INTERACTIVE TEL AVIV

SHOOT SOUTH AFRICA LIKE THE LOCALS DO.



www.weopenon.co.za
www.joburgtourism.com

We open on... anything you can imagine. From Manhattan style apartments and art deco Parisian type buildings to modern sport stadiums and beautiful parks, Joburg has it all. After all, it's one of the 40 largest metropolitan areas in the world. No wonder the vast majority of our local commercials are shot in this vibrant city.

And when you decide to check it out, make sure you speak to the professionals who know Joburg inside out. The guys at WeOpenOn have accumulated more than 50 years experience, and have filmed 100's of local and international commercials in Johannesburg. But it's their love for and inside knowledge of the city that really sets them apart from the rest. So make sure you speak to the people who speak Joburg.

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Joburg



HERE,
KITTY
KITTY

CANNES LIONS
OPENING NIGHT GALA
21 JUNE
21:30 CARLTON BEACH
Sponsored by SapientNitro

B06/012	INDIA
BEST LAUNCH OR RE-LAUNCH	
Title	SHAVE SUTRA
Advertiser	PROCTER & GAMBLE
Product/Service	GILLETTE
PR/Advertising Agency, City	BBDO INDIA Mumbai
Chairman & Chief Creative Officer	Josy Paul, BBDO India
Executive Creative Director	Rajdeepak Das, BBDO India
Creative Director	Josy Paul/Rajesh Saathi/Rajdeepak Das, BBDO India
Copywriter	Josy Paul/Rajesh Saathi/Rajdeepak Das/Pashyn Sethna, BBDO India
Art Director	Nawin Nandakumar/Manasi Sankhe/Rajdeepak Das/Sagar Jadhav/Sandeep Sawant, BBDO India
Client Servicing	Keegan D' Mello/Nagesh Pannaswami, BBDO India
Photographer	Sandeep Barge, Rhea D'Souza, Weber Shandwick/Kiran Dodiya/Shyam Gursahani, Encompass Pawan Shorie, Grips ProEvents Rajesh Saathi,
Director	Sanjeev Wadhvani,
Music	Simran Bedi/Harish Nambiar/Raj Hatte,
Producer	Manoj Lobo,
Director of Photography	Rajeev Mohite/Pashyn Sethna, BBDO India/Jiten/ Anil,
Editor	Nawin Nandakumar, BBDO India
Illustrator	Sharat Varma, P&G
Brand Manager	Prateek Ranjan/Anjul Gupta, P&G
Assistant Brand Manager	Manish Sinha/ Anil K. Yadav,
Editor	BBDO INDIA Mumbai
Entered By	

B07/015	AUSTRALIA
BEST USE OF MEDIA RELATIONS	
Title	BREAK UP
Advertiser	NATIONAL AUSTRALIA BANK
Product/Service	BANKING
PR/Advertising Agency, City	CLEMENGER BBDO MELBOURNE
Chairman	James McGrath, Clemenger BBDO Melbourne
Executive Creative Director	Ant Keogh, Clemenger BBDO Melbourne
Creatives	Julian Schreiber, Tom Martin, Clemenger BBDO Melbourne
Executive Agency Producer	Rohan Lancaster, Darren Pitt, Clemenger BBDO Melbourne
Print Agency Producer	Sonia Von Bibra, Clemenger BBDO Melbourne
Account Management Team	Sharon Adams, Clemenger BBDO Melbourne
Planning & insights Director	Simon Lamplough, Tim McColl Jones, Kelly Richardson, Kate McCarthy, Tanya Garma, Clemenger BBDO Melbourne
Director	Paul Rees Jones, Clemenger BBDO Melbourne
DOP/Cinematographer	The Glue Society,
Executive Producer	Danny Ruhlmann plus 63 x field DP's,
Head of Projects, Line Producer	Michael Ritchie, Revolver
Production Company	Josh Mullens, Ian Iveson, Will O'Rourke
Sound Engineer/Design	Will O'Rourke, Paul Le Couteur (Flagstaff) Paul Taylor/Lukas Farry - (Sound Reservoir), Flagstaff, Sound Reservoir
Post Production Company	The Editors/ Frame Set & Match,
Music Production Company	Karl Richter, Level Two Music,
Flame Artist	Heather Galvin & Phil Stuart-Jones,
Castling	Peta Linberg casting,
Digital Production	Eaon Pritchard - Director Digital Innovation Sasha Cunningham - Executive Interns, Clemenger BBDO Melbourne
Promotion	Paul Campbell, Trafik
Entered By	CLEMENGER BBDO MELBOURNE

C01/004	UNITED KINGDOM
BEST INTEGRATED CAMPAIGN LED BY PR	
Title	2 MINUTE SILENCE
Advertiser	THE ROYAL BRITISH LEGION
Product/Service	THE 2010 POPPY APPEAL
PR/Advertising Agency, City	BURSON-MARSTELLER London
Creative Director	Joe Sinclair, Burson-Marsteller
Campaign Manager	David Godfrey, Burson-Marsteller
Media Relations Lead	Oliver Druttman, Burson-Marsteller
Celebrity Engagement	Neha Lakhani, Burson-Marsteller
Social Media Manager	Heleana Quartey, Burson-Marsteller
Designer	Sam Sivarajah, Burson-Marsteller
Distribution	Desirée Banugo, Burson-Marsteller
Producer	Matthew Kitchin, 2AM Films
Director	Matthew Donaldson, 2AM Films
Entered By	BURSON-MARSTELLER London

C01/036	LEBANON
BEST INTEGRATED CAMPAIGN LED BY PR	
Title	FAKE IT ALL
Advertiser	BRAND PROTECTION GROUP
Product/Service	ANTI-COUNTERFEIT AWARENESS
PR/Advertising Agency, City	LEO BURNETT BEIRUT
Chief Creative Officer	Bechara Mouzannar, Leo Burnett Beirut
Deputy Managing Director	Nada Abi Saleh, Leo Burnett Beirut
Creative Director	Areej Mahmoud, Leo Burnett Beirut
Associate Creative Director	Tania Saleh, Leo Burnett Beirut
Digital Creative Director	Patrick Honein, Leo Burnett Beirut
Communication Manager	Sarah Sakr, Leo Burnett Beirut
Senior Art Director	Nayla Baaklmi, Leo Burnett Beirut
Strategic Planner	Dima Kfour, Leo Burnett Beirut
Digital Planner	Michael Chaffari, Leo Burnett Beirut
Arabic Copywriter	Grace Kassab, Leo Burnett Beirut
Junior Communication Executive	Misbah Natour, Leo Burnett Beirut
Entered By	LEO BURNETT BEIRUT

Bronze Awards

A01/024	UNITED KINGDOM
CONSUMER GOODS, INCLUDING FMCG AND HOUSEHOLD PRODUCTS	
Title	DMSO
Advertiser	DR MARTENS
Product/Service	BOOTS
PR/Advertising Agency, City	EXPOSURE PROMOTIONS London
CEO	Raoul Shah, exposure
Executive Creative Director	Mark Blenkinsop, exposure
Executive Communications Director	Heather Ogie, exposure
Creative Director	Tom Phillips, exposure
Fashion Director	Carla Gordon, exposure
Group Account Director	Thomas Renaud, exposure
Art Director	Brian Thomas, exposure
Senior Account Manager	Lucie Kershaw, exposure
Account Manager	Carrie Schupper, exposure
Senior Account Executive	Leslie Bishop, exposure
Account Executive	Sophie Hadded, exposure
Entered By	Gin Trehwella, exposure
	Zarah Leaman, exposure
	EXPOSURE PROMOTIONS London

A01/025	ROMANIA
CONSUMER GOODS, INCLUDING FMCG AND HOUSEHOLD PRODUCTS	
Title	AMERICAN ROM
Advertiser	KANDIA DULCE
Product/Service	SNACK
PR/Advertising Agency, City	BV MCCANN ERICKSON Bucharest
Creative Director	Adrian Botan, McCann Erickson Romania
Group Creative Director	Dinu Panescu, McCann Erickson Romania
Account Director	Catalin Dobre, McCann Erickson Romania
Strategic Planner	Ruxandra Savulescu, McCann Erickson Romania
Account Manager	Ileana Serban Parau, McCann Erickson Romania
Media Planning Director	Ruxandra Vasilescu, McCann PR a Weber Shandwick affiliate company
Media Manager	Victor Croitoru, Universal McCann Romania
Account Executive	Alina Carasol, Universal McCann Romania
Account Director Online	Sorina Iordan, McCann PR a Weber Shandwick affiliate company
Art Director Online	Cristina Birleanu, MRM Parteneri Romania
Entered By	Laurentiu Stier, MRM Parteneri Romania
	BV MCCANN ERICKSON Bucharest

A09/014	USA
CHARITY AND NOT FOR PROFIT	
Title	UNDERHEARD IN NEW YORK
Advertiser	NEW YORK CITY RESCUE MISSION
Product/Service	HOMELESSNESS AWARENESS
PR/Advertising Agency, City	BBH New York
Art Director	Jessica Shriftman, BBH New York
Copywriter	Zac Sax, BBH New York
Creative/Account Manager	Rosemary Melchior, BBH New York
Creative/Strategic Planner	Robert Weeks, BBH New York
Art Director	Willy Wong, BBH New York
Strategic Director	Heidi Hackemer, BBH New York
Account Director	Dane Larson, BBH New York
Media Designer	Brian Moore, BBH New York
Director of Innovation	Saneel Radia, BBH New York
Entered By	BBH New York

A13/005	HONG KONG
INTERNAL COMMUNICATIONS	
Title	INSIDE OUT
Advertiser	SHANGRI-LA HOTELS AND RESORTS
Product/Service	INTERNAL COMMUNICATIONS
PR/Advertising Agency, City	OGILVY & MATHER Hong Kong
Executive Creative Director	Simon Handford, Ogilvy & Mather Group, HK
Creative Director	Sandy Chan, Ogilvy & Mather Group, HK
Copywriter	Pierre Desfretier, Ogilvy & Mather Group, HK
Art Director	Kwer Chee Lam, Ogilvy & Mather Group, HK
Agency Producer	Edgard Montjean, Ogilvy & Mather Group, HK
Account Supervisor	Troy Sullivan, Ogilvy & Mather Group, HK
Director	Pierre Desfretier, Ogilvy & Mather Group, HK
Producer	Genevieve Hardy, Ogilvy & Mather Group, HK
Director of Photography/Lighting/Cameraman	James Brook-Partridge, Ogilvy & Mather Group, HK
Music	Adam O'Connor, Ogilvy & Mather Group, HK
Sound Design/Arrangement	HK, Laura LeRoy, Ogilvy & Mather Group, HK
Entered By	Megan Caulfield, Ogilvy Impact
	Jessica Ogilvie, Ogilvy Impact
	Tam Sandeman, Ogilvy Impact
	Bruno Aveillan, Quad Productions
	Martin Coulais, Quad Productions
	Patrick Duroux, Bruno Coulais, Chez Jean, OGILVY & MATHER Hong Kong

A16/006	USA
CRISIS AND ISSUE MANAGEMENT	
Title	THE NEW AFLAC DUCK VOICE
Advertiser	AFLAC
Product/Service	INSURANCE
PR/Advertising Agency, City	THE KAPLAN THALER GROUP New York
Chief Executive Officer/Chairman	Dan Amos, Aflac
President	Paul Amos, Aflac
Assistant to the Chairman	Jim Poole, Aflac
Vice President External Communications	Laura Kane, Aflac
Senior Manager Consumer Marketing	Jennifer Walker, Aflac
Senior Manager New Media	James Wisdom, Aflac
External Communications Manager	Jon Sullivan, Aflac
Chief Marketing Officer	Michael Zuma, Aflac
Chief Executive Officer/Chief Creative Officer	Linda Kaplan Thaler, Kaplan Thaler Group
President	Robin Koval, Kaplan Thaler Group
Creative Director	Tom Amico, Kaplan Thaler Group
Managing Director Integrated Production	Eric David, Kaplan Thaler Group
Managing Director Corporate Communications & Public Relations	Lisa Bifulco, Kaplan Thaler Group
Account Director	Tricia Kenney, Kaplan Thaler Group
Senior Vice President	Maggi Vale, Kaplan Thaler Group
Manager	Elliott Seaborn, Digitas
Senior Vice President/Group Client Director	Julie Collins, Digitas
Managing Partner	Jen Karayeanes, MediaVest
Client Service Manager	Chris Chamberlin, Paine PR
Entered By	Maggie Habib, Paine PR
	THE KAPLAN THALER GROUP New York

B01/026	FRANCE
BEST USE OF DIGITAL PR	
Title	A NEW WARRIOR
Advertiser	GREENPEACE
Product/Service	RAINBOW WARRIOR WEBSITE
PR/Advertising Agency, City	DDG PARIS

Executive Creative Director Alexandre Hervé, DDB Paris
Art Director Benjamin Marchal, DDB Paris
Copywriter Olivier Lefebvre, DDB Paris
Digital Producer Julien Leguyader, DDB Paris
Technical Director Ulysse Loreaux, DDB Paris
Account Director Xavier Mendiola, DDB Paris
Account Manager Paul Ducré, DDB Paris
Production Company Les 84
Sound Production Panarama
3D Modélisation Virtek
Entered By DDB PARIS

B02/004 THE NETHERLANDS

BEST USE OF SOCIAL MEDIA
Title KLM SURPRISE
Advertiser KLM
Product/Service AIRLINE
PR/Advertising Agency, City BOONDOGGLE Amsterdam
Creative Director - Partner Gaston Serpenti, Boondoggle
Strategy Director - Partner Tom de Bruyne, Boondoggle
Art Director/Concept Astrid Groenewegen, Boondoggle
Strategy/Concept Simon van Oldenbeek, Boondoggle
Design Polle de Maagt, Boondoggle
Account Demmy Onink, Boondoggle
Copy Margriet Beudeker, Boondoggle
Video Editor Wesley Visseren, Boondoggle
Entered By Vincent Beljersbergen, Boondoggle
Video Editor Tobias Corba, Fono
Entered By BOONDOGGLE Amsterdam

B02/024 USA

BEST USE OF SOCIAL MEDIA
Title UNDERHEARD IN NEW YORK
Advertiser NEW YORK CITY RESCUE MISSION
Product/Service HOMELESSNESS AWARENESS
PR/Advertising Agency, City BBH New York
Creative Director Jessica Shriftman, BBH New York
Director of Innovation Zac Sax, BBH New York
Creative/Strategic Planner Saneel Radia, BBH New York
Art Director Robert Weeks, BBH New York
Strategic Director Heidi Hackemer, BBH New York
Account Director Rosemary Melchior, BBH New York
Creative/Account Manager Dan Larsen, BBH New York
Entered By BBH New York

B03/037 UNITED KINGDOM

BEST USE OF LIVE EVENTS, STUNTS AND OR CELEBRITY ENDORSEMENT
Title THE MESSIAH
Advertiser ADIDAS
Product/Service ADIDAS FOOTBALL
PR/Advertising Agency, City TBWA/LONDON
Executive Creative Director Mark Hunter, TBWA/London
Creative Nick Tidball, TBWA/London
Steve Tidball, TBWA/London
Adam Johnson, TBWA/London
Dan Kenny, TBWA/London

Senior Account Director Simon Alexander, TBWA/London
Account Director Maggie Nukk, TBWA/London
Head of TV Trudy Waldron, TBWA/London
Agency Producer Nicholas Kurs, TBWA/London
Visual Editor Tom Haig, TBWA/London
Head of Project Management Darren Howe, TBWA/London
Chief Strategy Officer Indy Saha, TBWA/London
Executive Media Director Phil Nunn, TBWA/London
Director Luke Taylor, Big Balls
Rohan Blair-Mangat, Big Balls
Chris Kelly, Big Balls

Producer Katie Keith, Big Balls
Event Producer Richard Dale, Icon MEI
Coordinator Kim Harris, Icon MEI
Sound Designer Dave Robinson, Angell Sound
Entered By TBWA/LONDON

B03/074 NORWAY

BEST USE OF LIVE EVENTS, STUNTS AND OR CELEBRITY ENDORSEMENT
Title DOKTOR PROKTOR
Advertiser ASCHEHOUG
Product/Service PUBLISHER
PR/Advertising Agency, City TRY ADVERTISING AGENCY Oslo
Art Director Egil Pay, TRY Advertising Agency
Copywriter Lars Joachim Grimstad, TRY Advertising Agency
Account Director Morten Palmor, TRY Advertising Agency
Account Manager Cathrine Wennersten, TRY Advertising Agency
Designer Marianne Arnesen Eskeland, TRY Advertising Agency

Mac Designer Ole Jacob Boe Skattum, TRY Advertising Agency
Curator Kenneth Svaeren, TRY Advertising Agency
Animator Kristin Gunther, Pjotr Sapegin, Io Nesbo, Eskill Paus, BadeOg
Client/Co-Writer Hans Kristian Pintmaster Heide, BadeOg
Sound Designer TRY ADVERTISING AGENCY Oslo
Entered By

B03/119 ISRAEL

BEST USE OF LIVE EVENTS, STUNTS AND OR CELEBRITY ENDORSEMENT
Title WOMEN FOR SALE
Advertiser ATZUM
Product/Service TASK FORCE ON HUMAN TRAFFICKING
PR/Advertising Agency, City SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV
Chief Creative Officer Gideon Amichay, Shalmor Avnon
Executive Creative Director Amichay/Y&R Interactive
Creative Director Tzur Golan, Shalmor Avnon
Copywriter Amichay/Y&R Interactive
Art Director Yariv Twig, Roy Cohen, Sagi Blumberg, Shalmor Avnon Amichay/Y&R Interactive
Agency Producer Sharon Refael, Oren Meir, Liron Ben Yakov, Shalmor Avnon Amichay/Y&R Interactive
Head of Strategic Planning Gil Aviyam, Dan Kashani, Shalmor Avnon Amichay/Y&R Interactive

B03/119 ISRAEL

Executive Creative Director, Branding Zeev Ravid, Shalmor Avnon Amichay/Y&R Interactive
Designer, Branding Gilad Boby, Shalmor Avnon Amichay/Y&R Interactive
Executive Client Director Tal Fishbain, Shalmor Avnon Amichay/Y&R Interactive
Account Supervisor Yael Yuz, Amichay Kattan, Shalmor Avnon Amichay/Y&R Interactive
Account Manager Lia Gat, Gadi Margulian, Shalmor Avnon Amichay/Y&R Interactive
Head of Strategic Planning Yoni Lahav, Shalmor Avnon Amichay/Y&R Interactive
Planning Director Vered Golan, Shalmor Avnon Amichay/Y&R Interactive
Planner Ayelet Esformes, Shalmor Avnon Amichay/Y&R Interactive
Agency Producer Marina Akilov, Shira Robas, Sigal Nugasy, Shalmor Avnon Amichay/Y&R Interactive

B05/009 JAPAN

BEST USE OF SPONSORSHIP
Title TOKYO MARATHON SPECIAL BANANA DOLE JAPAN
Advertiser LAKATAN BANANAS
Product/Service DENTSU Y&R Tokyo
PR/Advertising Agency, City Yuki Fuse, Dentsu Young & Rubicam
Chief Producer/Planner/Interactive Director Jiro Hayashi, Dentsu Young & Rubicam
PR Planner Naoko Goto, Dentsu Young & Rubicam
Account Planner Shoichi Yamakawa, Dentsu Young & Rubicam
Account Director Toshiaki Takahashi, Dentsu Young & Rubicam
Director Masumi Yamada, Puzzle
Producer Yuji Sato, Puzzle
Assistant Producer Ciji Tanigawa, TAIYO KIKAKU co.
Movie Director/Planner Junichi Kato, Ryuichi Hasegawa, Puzzle
Camera Katsuhiko Niwa, Puzzle
Movie Production Manager Shoichi Nagashima, Pyramid Film Inc.
Movie Production Assistant PTHREE
Editor Akihiro Morita, TAIYO KIKAKU co.
Mixer Yoko Hata, Axim co.
Music Mineko Nakagawa, Puzzle
Web Planner/Copywriter Yoko Morimoto, Puzzle
Web Production Manager Kenji Takamatsu, PuzzleMasara Hatano, Puzzle
Web Designer Kei Yamada, Puzzle
Flash Isao Sato, Dentsu Public Relations
Media Relations DENTSU Y&R Tokyo
Entered By

B06/015 ROMANIA

BEST LAUNCH OR RE-LAUNCH
Title AMERICAN ROM
Advertiser KANDIA DULCE
Product/Service SNACK
PR/Advertising Agency, City BV MCCANN ERICKSON Bucharest
Creative Director Adrian Botan, McCann Erickson Romania
Group Creative Director Dinu Panescu, McCann Erickson Romania
Account Director Catalin Dobre, McCann Erickson Romania
Strategic Planner Ruxandra Savulescu, McCann Erickson Romania
Account Manager Ileana Serban Parau, McCann Erickson Romania
Media Planning Director Ruxandra Vasilescu, McCann PR a Weber
Media Manager Victor Croitoru, Shandwick affiliate company
Account Executive Alina Carasol, Universal McCann Romania
Account Director Online Sorina Iordan, McCann PR a Weber
Art Director Online Shandwick affiliate company
Entered By Cristina Birleanu, MRM Parteneri Romania
Art Director Online Laurentiu Stere, MRM Parteneri Romania
Entered By BV MCCANN ERICKSON Bucharest

B07/029 UNITED KINGDOM

BEST USE OF MEDIA RELATIONS
Title DMSO
Advertiser DR MARTENS
Product/Service BOOTS
PR/Advertising Agency, City EXPOSURE PROMOTIONS London
Chief Executive Officer Raoul Shah, exposure
Executive Creative Director Mark Blenkinsop, exposure
Executive Communications Director Heather Ogie, exposure
Creative Director Tom Phillips, exposure
Fashion Director Carla Gordon, exposure
Group Account Director Thomas Renaud, exposure
Art Director Brian Thomas, exposure
Senior Account Manager Lucie Kershaw, exposure
Account Manager Carrie Schupper, exposure
Senior Account Executive Leslie Bishop, exposure
Account Executive Sophie Hadded, exposure
Entered By Gin Trehwella, exposure
Account Executive Zarah Leaman, exposure
Entered By EXPOSURE PROMOTIONS London

B01/066 ISRAEL

BEST INTEGRATED CAMPAIGN LED BY PR
Title WOMEN FOR SALE
Advertiser ATZUM
Product/Service TASK FORCE ON HUMAN TRAFFICKING-SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV
PR/Advertising Agency, City Gideon Amichay, Shalmor Avnon Amichay/Y&R Interactive
Chief Creative Officer Tzur Golan, Shalmor Avnon Amichay/Y&R Interactive
Executive Creative Director Yariv Twig/Roy Cohen/Sagi Blumberg, Shalmor Avnon Amichay/Y&R Interactive
Creative Director Sharon Refael/Oren Meir/Liron Ben Yakov, Shalmor Avnon Amichay/Y&R Interactive
Art Director Gil Aviyam/Dan Kashani, Shalmor Avnon Amichay/Y&R Interactive
Executive Creative Director, Branding Zeev Ravid, Shalmor Avnon Amichay/Y&R Interactive
Designer, Branding Gilad Boby, Shalmor Avnon Amichay/Y&R Interactive
Executive Client Director Tal Fishbain, Shalmor Avnon Amichay/Y&R Interactive
Account Supervisor Yael Yuz/Amichay Kattan, Shalmor Avnon Amichay/Y&R Interactive
Account Manager Lia Gat/Gadi Margulian, Shalmor Avnon Amichay/Y&R Interactive
Head of Strategic Planning Yoni Lahav, Shalmor Avnon Amichay/Y&R Interactive
Planning Director Vered Golan, Shalmor Avnon Amichay/Y&R Interactive
Planner Ayelet Esformes, Shalmor Avnon Amichay/Y&R Interactive
Agency Producer Marina Akilov/Shira Robas/Sigal Nugasy, Shalmor Avnon Amichay/Y&R Interactive
Production Company Eyal Naor/Roy Shalem, EXP
Photography Eyal Nevo/Uriel Smai, Anna Magin PR, Daniella Ribenbach Communications
PR Shapam/Soundhouse
Recording Studios Shapam/Soundhouse
YouTube Artist & Producer Guy Dayan, zap
Comparison Site SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV
Entered By

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yet less than 1% of the world's websites are Arabic*.

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We empower businesses across all media platforms from production, gaming, digital, animation, broadcast and publishing – with world-class training from **twofour54° tadreeb**, state-of-the-art production facilities with **twofour54° intaj** and venture funding and support for Arab creative entrepreneurs from **twofour54° ibtikar** – to seize every media opportunity the region has to offer.

It's all part of our vision at **twofour54°**, creating a centre of excellence for Arabic content creation in Abu Dhabi.

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Abu Dhabi

content creation community

*Sources: Arab Media Outlook 2010. Media on the Move 2009. A.T. Kearney.

After Hours Reporting



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The most creative coverage
Cannes Lions 2011

CRAND PRIX
DIRECT
WINNERS



GRAND PRIX WINNER
AMERICAN ROM
KANDIA DULCE
BY MCCANN ERICKSON
BUCHAREST



COME & SUPPORT THE EUROSPORT BEACH SOCCER TOURNAMENT AT CANNES LIONS

TUESDAY
21ST JUNE
FROM 9 AM TO 6 PM

WEDNESDAY
22ND JUNE
FROM 11 AM TO 3 PM

AT MACÉ BEACH
CLOSE TO THE PALAIS DES
FESTIVALS IN CANNES

16 teams of Cannes Lions delegates representing Argentina, Belgium, Brazil, Canada, Columbia, England, Estonia, Israel, Japan, Latvia, Mexico, The Netherlands, Sweden, USA, South Africa, Russia/Belarus.

The winning team will be awarded at the Press, Design and Cyber Lions Awards Ceremony on Wednesday 22nd June 2011 at 19:30.

All Sports. All Emotions.

Grand Prix

B04/040	ROMANIA
TRAFFIC & BRAND BUILDING	
Title	AMERICAN ROM
Advertiser	KANDIA DULCE
Product/Service	SNACK
Direct/Advertising Agency, City	BV MCCANN ERICKSON Bucharest
Creative Director	Adrian Botan, McCann Erickson
Group Creative Director	Dinu Panescu, McCann Erickson
Account Director	Catalin Dobre, McCann Erickson
Strategic Planner	Ruxandra Savulescu, McCann Erickson
Art Director	Ileana Serban Parau, McCann Erickson
Copywriter	Ionut Cojocaru, McCann Erickson
Art Director	Florin Florea, McCann Erickson
Account Director Online	Andra Badea, McCann Erickson
Art Director Online	Cristina Birleanu, MRM Parteneri
Entered By	Laurentiu Stere, MRM Parteneri BV MCCANN ERICKSON Bucharest

Gold Awards

A05/170	BRAZIL
DIRECT RESPONSE DIGITAL: E-COMMERCE, ONLINE ADVERTISING, BRAND AWARENESS & SOCIAL MEDIA	
Title	COME BACK FERRORAMA
Advertiser	ESTRELA TOYS
Product/Service	FERRORAMA TOY TRAIN
Direct/Advertising Agency, City	DDB BRASIL São Paulo
Chief Creative Officer	Sergio Valente, DDB Brasil
Creative Directors	Sergio Valente, Moacyr Netto, Daniel Bottas, Joao Mosterio, Andre Pedrosa, DDB Brasil
Art Directors	Cassiano Saldanha, Pedro Gravena, Rodrigo Almeida, DDB Brasil
Copywriter	Daniel Bottas, Leo Ehrlich, Marcelo Bruzzesi, DDB Brasil
Social Networks	Moacyr Netto, DDB Brasil
Project Managers	Bruno Tozzini, Fabio Seixas, Steve Pereira, Ariane Garcia, DDB Brasil
Digital Intelligence Producers	Fabio Seixas, Marianna Sanches, DDB Brasil
Owner of orkut community Advertiser's Supervisor	Patricia Andrade, DDB Brasil
Account Supervisor	Marcus Macarroni, Marianna Sanches, Fabio Seixas, Emni Ali Fakih, DDB Brasil
Entered By	Diego Lauton, Leo Freitas, Abruzzo Revolux, Sergio Filho, DDB Brasil
	Marco Markora, Carlos Tilkian, Aires Fernandes, Estrela Toys
	Anna Paola Teixeira "Polika", Ricardo Zaniella, DDB Brasil
	DDB BRASIL São Paulo

A07/036	USA
AMBIENT MEDIA (LARGE SCALE)	
Title	BURMA
Advertiser	HUMAN RIGHTS WATCH
Product/Service	PETITION
Direct/Advertising Agency, City	JWT NEW YORK
Chief Creative Officer	Harvey Marco/Peter Nicholson, JWT
Executive Creative Director	Andrew Clarke, JWT
Head of Art	Aaron Padin, JWT
Art Director	Roy Wisnu, JWT
Copywriter	Chris Swift, JWT
Director of Photography	Izzy Levine, JWT
Director of Integrated Production	Clair Grupp, JWT
Director of Production	Nick Scotting/Kit Liset, JWT
Producers	Paul Charbonnier/John Minze/Tadd Ryan, JWT
Account Executive	Lindsay Gash, JWT
Art Buyer	Elizabeth Corkley/Sara Levi, JWT
Project Manager	Elaine Barker/Jessie Hoyt, JWT
Photographer	Izzy Levine/Bill Bramswig/Platon, JWT
Production Company	Cigar Box Studios/Graphic Technology/Uni-Graphic/Print International/Circle Graphics/C2 Graphics
Editing House	JWT
Entered By	JWT NEW YORK

A07/051	ARGENTINA
AMBIENT MEDIA (LARGE SCALE)	
Title	THE FRIENDSHIP MACHINE
Advertiser	COCA-COLA
Product/Service	COCA-COLA
Direct/Advertising Agency, City	OGILVY ARGENTINA Buenos Aires

Executive Creative Director	Gaston Bigio, Ogilvy Argentina
Head of Art	Jonathan Gurvit, Ogilvy Argentina
Creative Director	Javier Mentasti, Ogilvy Argentina
Copywriter	Ignacio Ferioli, Ogilvy Argentina
Art Director	Nicolas Vara, Ogilvy Argentina
General Planning Director	Ignacio Flotta, Ogilvy Argentina
Agency Production	Julieta Rey, Ogilvy Argentina
Accounts Directors	Jose Cardelli, Ogilvy Argentina
Production Chief	Karina Aiello/Guadalupe Acuña/Natalia Noya, Ogilvy Argentina
Agency Producer	Marcelo Ramos, Ogilvy Argentina
Entered By	Esteban Garcia Ciraldi, Ogilvy Argentina OGILVY ARGENTINA Buenos Aires

A10/008	KOREA
DIRECT RESPONSE PRINT OR STANDARD OUTDOOR, INCLUDING INSERTS	
Title	HOMEPLUS SUBWAY VIRTUAL STORE
Advertiser	TESCO
Product/Service	TESCO
Direct/Advertising Agency, City	CHEIL WORLDWIDE Seoul
Executive Creative Director	Joungack Lee, Cheil Worldwide
Art Director	Youna Chung, Cheil Worldwide
Copywriter	Youna Chung, Cheil Worldwide
Photographer	Yeonjoo Lee, Cheil Worldwide
Illustrator	Misu Yi, Cheil Worldwide
Account Manager	Skyteam
Creative Director	Sungmin Jee,
Computer Graphic	Joowon Han, Cheil Worldwide
Entered By	Youna Chung, Cheil Worldwide Moon & Sun CHEIL WORLDWIDE Seoul

B04/068	USA
TRAFFIC & BRAND BUILDING	
Title	RESPONSE CAMPAIGN
Advertiser	PROCTER & GAMBLE
Product/Service	OLD SPICE BODY WASH
Direct/Advertising Agency, City	WIENEN+KENNEDY Portland
Executive Creative Director	Mark Fitzloff, Wieden+Kennedy
Global Executive Interactive Creative Director	Susan Hoffman, Wieden+Kennedy
Creative Director/Director/Copywriter/Art Director	Iain Tait, Wieden+Kennedy
Copywriter/Art Director/Director	Jason Bagley, Wieden+Kennedy
Interactive Producer	Eric Baldwin, Wieden+Kennedy
Digital Strategy/Community Manager	Craig Allen, Wieden+Kennedy
Digital Strategy	Eric Kallman, Wieden+Kennedy
Group Planning Director	Ann-Marie Harbour, Wieden+Kennedy
Account Director	Dean McBeth, Wieden+Kennedy
Account Supervisor	Josh Millrod, Wieden+Kennedy
Management Supervisor	Britton Taylor, Wieden+Kennedy
Developer	Jessica Monsey, Wieden+Kennedy
Interactive Studio Artist	Diana Gonzalez, Wieden+Kennedy
Executive Producer	John Cohoon, Wieden+Kennedy
Line Producer	Trent Johnson, Wieden+Kennedy
Entered By	Matthew Carroll, Wieden+Kennedy Emily Fincher, Don't Act Big Bernadette Spear, Don't Act Big WIENEN+KENNEDY Portland

C01/021	ROMANIA
FAST MOVING CONSUMER GOODS	
Title	AMERICAN ROM
Advertiser	KANDIA DULCE
Product/Service	SNACK
Direct/Advertising Agency, City	BV MCCANN ERICKSON Bucharest
Creative Director	Adrian Botan, McCann Erickson
Group Creative Director	Dinu Panescu, McCann Erickson
Account Director	Catalin Dobre, McCann Erickson
Strategic Planner	Ruxandra Savulescu, McCann Erickson
Art Director	Ileana Serban Parau, McCann Erickson
Copywriter	Ionut Cojocaru, McCann Erickson
Art Director	Florin Florea, McCann Erickson
Account Director Online	Andra Badea, McCann Erickson
Art Director Online	Cristina Birleanu, MRM Parteneri
Entered By	Laurentiu Stere, MRM Parteneri BV MCCANN ERICKSON Bucharest

C01/029	ARGENTINA
FAST MOVING CONSUMER GOODS	
Title	THE FRIENDSHIP MACHINE
Advertiser	COCA-COLA
Product/Service	COCA-COLA
Direct/Advertising Agency, City	OGILVY ARGENTINA Buenos Aires
Executive Creative Director	Gaston Bigio, Ogilvy Argentina

Head of Art	Jonathan Gurvit, Ogilvy Argentina
Creative Director	Javier Mentasti, Ogilvy Argentina
Copywriter	Ignacio Ferioli, Ogilvy Argentina
Art Director	Nicolas Vara, Ogilvy Argentina
General Planning Director	Ignacio Flotta, Ogilvy Argentina
Agency Production	Julieta Rey, Ogilvy Argentina
Accounts Directors	Jose Cardelli, Ogilvy Argentina
Production Chief	Karina Aiello/Guadalupe Acuña/Natalia Noya, Ogilvy Argentina
Agency Producer	Marcelo Ramos, Ogilvy Argentina
Entered By	Esteban Garcia Ciraldi, Ogilvy Argentina OGILVY ARGENTINA Buenos Aires

C07/006	KOREA
RETAIL & E-COMMERCE, INCLUDING RESTAURANTS	
Title	HOMEPLUS SUBWAY VIRTUAL STORE
Advertiser	TESCO
Product/Service	TESCO
Direct/Advertising Agency, City	CHEIL WORLDWIDE Seoul
Executive Creative Director	Joungack Lee, Cheil Worldwide
Art Directors	Youna Chung, Cheil Worldwide
Copywriter	Youna Chung, Cheil Worldwide
Photographer	Yeonjoo Lee, Cheil Worldwide
Illustrator	Misu Yi, Cheil Worldwide
Account Manager	Skyteam
Creative Director	Sungmin Jee,
Computer Graphic	Joowon Han, Cheil Worldwide
Entered By	Youna Chung, Cheil Worldwide Moon & Sun CHEIL WORLDWIDE Seoul

C11/061	USA
CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES	
Title	BURMA
Advertiser	HUMAN RIGHTS WATCH
Product/Service	PETITION
Direct/Advertising Agency, City	JWT NEW YORK
Chief Creative Officer	Harvey Marco/Peter Nicholson, JWT
Executive Creative Director	Andrew Clarke, JWT
Head of Art	Aaron Padin, JWT
Art Director	Roy Wisnu, JWT
Copywriter	Chris Swift, JWT
Director of Photography	Izzy Levine, JWT
Director of Integrated Production	Clair Grupp, JWT
Director of Production	Nick Scotting/Kit Liset, JWT
Producer	Paul Charbonnier/John Minze/Tadd Ryan, JWT
Account Executive	Lindsay Gash, JWT
Art Buyer	Elizabeth Corkley/Sara Levi, JWT
Project Manager	Elaine Barker/Jessie Hoyt, JWT
Photographer	Izzy Levine/Bill Bramswig/Platon, JWT
Production Company	Cigar Box Studios/Graphic Technology/Uni-Graphic/Print International/Circle Graphics/C2 Graphics
Editing House	JWTwo
Entered By	JWT NEW YORK

D01/108	USA
BEST INTEGRATED CAMPAIGN LED BY DIRECT MARKETING	
Title	DECODE JAY-Z WITH BING
Advertiser	BING/JAY-Z
Product/Service	INTERNET SEARCH ENGINE
Direct/Advertising Agency, City	DROGA5 New York
Creative Chairman	David Droga, Droga5
Creative Director	Neil Heymann, Droga5
Copywriter	Adam Noel/Spencer Lavellee, Droga5
Art Director	Jon Kubik, Droga5
Designer	Jon Donaghy, Droga5
Digital Designer	Piper Derley/Elias Holtz, Droga5
Senior Digital Producer	Andrew Allen, Droga5
Director of Photography	Paul McGeever, Droga5
Digital Producer	Topht Brown, Droga5
OOH Producer	Cliff Lewis/Mea Cole-Telka, Droga5
Head of Print Services	Rob Lugo, Droga5
Studio Artist	Chris Thomas, Droga5
Director of Digital Strategy	Hashem Bajwa, Droga5
Creative Director	Duncan Marshall/Ted Royer/Nik Studzinski/Kevin Brady, Droga5
Director of Polygons	Colin Lord, Droga5
Videographer/Editor	Sam Kilbreth/Nick Divers, Droga5
Marketing Manager	Eric Hadley/Ryan Cameron, Bing
Public Relations Company	Sunshine, Sachs & Associates
Account	Shawn Mackoff/Megan Collins, Droga5
Chief Executive Officer	Andrew Essex, Droga5
Entered By	DROGA5 New York

Silver Awards

A01/022 GERMANY

FLAT MAILING
Title SPRINTER APPLIES FOR A JOB
Advertiser DAIMLER
Product/Service MERCEDES-BENZ SPRINTER
Direct/Advertising Agency, City LUKAS LINDEMANN ROSINSKI Hamburg
Chief Creative Officer Arno Lindemann, Lukas Lindemann Rosinski, Bernhard Lukas, Lukas Lindemann Rosinski, Thomas Heyen, Lukas Lindemann Rosinski, Markus Kremer, Lukas Lindemann Rosinski, Jakob Krival, Lukas Lindemann Rosinski, Damian Kuczmiarczyk, Lukas Lindemann Rosinski, Konstanze Kievenheim, Lukas Lindemann Rosinski, Jascha Oevermann, Lukas Lindemann Rosinski, Martin Schoen, Markenfilm Crossing, Victor Aloj, Lukas Lindemann Rosinski, Thomas Beecken, Marc Bethke, Timo Schwarz, LUKAS LINDEMANN ROSINSKI Hamburg

Creative Director/Copywriter
Creative Director/Art Director
Creative Director
Art Director
Account Supervisor
Account Manager
Agency Producer
Graphic Designer
Producer
Director
Director of Photography
Entered By

A02/007 SOUTH AFRICA

DIMENSIONAL MAILING
Title SPARK HOPE MATCHBOOK
Advertiser ROCK 4 AIDS
Product/Service 'ART FOR AIDS' INITIATIVE
Direct/Advertising Agency, City JOE PUBLIC Johannesburg
Executive Creative Director Pepe Marais, Joe Public
Creative Director Maciek Michalski, Joe Public
Art Director Maciek Michalski, Joe Public
 Sinome Rossum, Joe Public
 Sophia Strydom, Joe Public
 Freda Raubenheimer, Joe Public
 Clint Bechus, Joe Public
 Jeanine Vermaak, Joe Public
 David Prior, JOE PUBLIC Johannesburg

Copywriter
Photographer
Entered By

A05/153 SWEDEN

DIRECT RESPONSE DIGITAL: E-COMMERCE, ONLINE ADVERTISING, BRAND AWARENESS & SOCIAL MEDIA
Title THE HUMAN JUKEBOX
Advertiser PAUSE HOME ENTERTAINMENT
Product/Service HIFI CHAIN
Direct/Advertising Agency, City ÅKESTAM HOLST Stockholm
Creative Director Andreas Ullenius, Åkestam Holst
Art Director Petra Albrektson, Åkestam Holst
Copywriter Joakim Labraaten, Åkestam Holst
Account Director Henrik Adenskog, Åkestam Holst
Account Manager Anna Nolandorf, Åkestam Holst
Graphic Designer Oscar Gardó, Åkestam Holst
Art Director/Assistant Graphic Designer Torbjörn Krantz, Åkestam Holst
Motion Designer Nisse Axman, Åkestam Holst
Art Director Assistant Kristoffer Larberg, Åkestam Holst
Web Production Magnus Svensson, From Stockholm With Love, David Wahlgren, From Stockholm With Love, Philip Karlberg, Claes Delin, 88 Grader, Fredrik Hjelmquist, Pause, ÅKESTAM HOLST Stockholm

Photographer
Public Relations
Advertiser's Supervisor
Entered By

A06/033 SWEDEN

DIRECT RESPONSE DIGITAL: OTHER DIGITAL PLATFORMS
Title THE SOUND OF GREEN
Advertiser THE SWEDISH POST
Product/Service POSTAL SERVICE
Direct/Advertising Agency, City ÅKESTAM HOLST Stockholm
Creative Director Andreas Ullenius, Åkestam Holst
Copywriter Hanna Björk, Åkestam Holst
Art Director Lars Holthe, Åkestam Holst
Account Director Jacob Stjärne, Åkestam Holst
Account Manager Maria Ljung, Åkestam Holst
Planner Lars Friberg, Åkestam Holst
Parcel Manager Henrik Adenskog, Åkestam Holst
Art Director Assistant Kristoffer Larberg, Åkestam Holst

Web Production Magnus Svensson, From Stockholm With Love, David Wahlgren, From Stockholm With Love, Plan8
Sound Production Goran Åkestam, Åkestam Holst
Account Executive Marta Tiberg, The Swedish Post
Advertiser's Supervisor Evalena Stille, The Swedish Post
Advertiser's PR Supervisor Anette Eriksson, The Swedish Post
Entered By ÅKESTAM HOLST Stockholm

A07/021 ISRAEL

AMBIENT MEDIA (LARGE SCALE)
Title THE BIG TRIP
Advertiser STRAUSS GROUP
Product/Service CHOCOLATE
Direct/Advertising Agency, City BAUMANN BER RIVNAY
V.P Creative Director SAATCHI & SAATCHI Ramat Gan
Creative Director Yoram Levi, Baumann Ber Rivnay
Copywriter Saatchi & Saatchi, Nadav Pressman, Baumann Ber Rivnay
Art Director Saatchi & Saatchi, Eran Shushu Spanier, Baumann Ber Rivnay
VP Client Service Saatchi & Saatchi, Eyal Segal, Baumann Ber Rivnay
Account Manager Saatchi & Saatchi, Idit Zuckerman, Baumann Ber Rivnay
producer Saatchi & Saatchi, Gali Shtarkman, Baumann Ber Rivnay
Account Supervisor Saatchi & Saatchi, Bosmat Marmarely, Baumann Ber Rivnay
Account Executive Saatchi & Saatchi, Amit Alter, Baumann Ber Rivnay
VP Planning Saatchi & Saatchi, Gili Nave, Baumann Ber Rivnay
Planning Supervisor/International Planner Saatchi & Saatchi, Daniel Weissman, Baumann Ber Rivnay
Digital Supervisor Saatchi & Saatchi, Nir Abraham/Guy Gordon, Baumann Ber Rivnay
Digital Creative Director Saatchi & Saatchi, Liza Assulin, Baumann Ber Rivnay
Art Director Digital Saatchi & Saatchi, Eddie Goldenberg, Saatchi Interactive
Saatchi Designer Yaron Sage, Saatchi Interactive
Saatchi Programmer Shir Sheffer, Saatchi Interactive
Digital Account Steve Reiches, Saatchi Interactive
New Media Inna Rozenfeld, Saatchi Interactive
Entered By Inbar Greenberg/Liron Cohen, Saatchi Interactive, BAUMANN BER RIVNAY, SAATCHI & SAATCHI Ramat Gan

A07/090 ARGENTINA

AMBIENT MEDIA (LARGE SCALE)
Title SPREAD THE TED
Advertiser TEDX BUENOS AIRES
Product/Service TEDX
Direct/Advertising Agency, City OGILVY ARGENTINA Buenos Aires
Executive Creative Director Gaston Bigio, Ogilvy Argentina
Creative Director Maximiliano Maddalena, Ogilvy Argentina
Copywriter Javier Mentasti, Ogilvy Argentina
Art Director Nicolas Vara, Ogilvy Argentina
Production Chief Ignacio Flotta, Ogilvy Argentina
Agency Producer Valeria Pinto, Ogilvy Argentina
Director Alejandro Travaglini, Ogilvy Argentina
Editing Nicolás Núbile, Rebolucion
Executive Producer Martin Olemberg, Rebolucion
Post Production Jorge Larrain, Rebolucion
Music Design Luis Staffolani, Rebolucion
Voice Over Camilo Izzi, CCCI
Entered By Tomas Mackey, OGILVY ARGENTINA Buenos Aires

B02/052 USA

BEST LOW BUDGET CAMPAIGN
Title 4TH AMENDMENT WEAR
Advertiser 4TH AMENDMENT WEAR
Product/Service METALLIC INK UNDERCLOTHES
Direct/Advertising Agency, City 4TH AMENDMENT WEAR Boulder
Creative Director Matthew Ryan, 4th Amendment Wear
Art Director Tim Geoghegan, 4th Amendment Wear
Copywriter Matthew Ryan, 4th Amendment Wear
 Tim Geoghegan, 4th Amendment Wear

Designer Matthew Ryan, 4th Amendment Wear
Typography Matthew Ryan, 4th Amendment Wear
Illustrator Matthew Ryan, 4th Amendment Wear
Interactive Art Director Matthew Ryan, 4th Amendment Wear
Entered By 4TH AMENDMENT WEAR Boulder

B02/078 GERMANY

BEST LOW BUDGET CAMPAIGN
Title SAVE AS WWF
Advertiser WWF
Product/Service WWF
Direct/Advertising Agency, City JUNG von MATT Hamburg
Creative Director Dörte Spengler-Ahrens, Jung von Matt
Art Director Jan Rexhausen, Jung von Matt
Copywriter Michael Kittel, Jung von Matt
Account Manager Henning Mueller-Dannhausen, Jung von Matt
Copywriter Jose Luis Carretero Lopez, Jung von Matt
Art Director Miriam Paneth, Jung von Matt
Editor Benjamin Wenke, Jung von Matt
Composer Lisa Glock, Jung von Matt
Production Alexander Norvillas, Jung von Matt
Programming Florian Panier, Jung von Matt
Conception Dederichs Reineke & Partner
Creative Director GoSign Media
Entered By Gerrit Winterstein, White Horse Music, Klaas Nocken, White Horse Music, Jesse Rosten, Florian Paul, Jung von Matt, Knud Alex Müller, Jung von Matt, Lana Nugent, Jung von Matt, Simone Bitzer, Jung von Matt, Sven Loskill, Jung von Matt, JUNG von MATT Hamburg

B03/038 BRAZIL

PRODUCT LAUNCHES
Title COME BACK FERRORAMA
Advertiser ESTRELA TOYS
Product/Service FERRORAMA TOY TRAIN
Direct/Advertising Agency, City DDB BRASIL São Paulo
Chief Creative Officer Sergio Valente, DDB Brasil
Creative Directors Sergio Valente, Moacyr Netto, Daniel Bottas, João Mosterio, André Pedroso, DDB Brasil, Cassiano Saldanha, Pedro Gravena, Rodrigo Almeida, DDB Brasil, Daniel Bottas, Leo Ehrlich, Marcelo Bruzzesi, DDB Brasil, Moacyr Netto, DDB Brasil, Bruno Tozzini, Fabio Seixas, Steve Pereira, Ariane Garcia, DDB Brasil, Fabio Seixas, Marianna Sanches, DDB Brasil, Patricia Andrade, DDB Brasil, Marcus Macarroni, Marianna Sanches, Fabio Seixas, Emri Ali Fakih, DDB Brasil, Diego Lauton, Leo Freitas, Abruzzo, Revolut, Sergio Filho, DDB Brasil, Marco Markora, Carlos Tilkian, Aires Fernandes, Estrela Toys, Anna Paola Teixeira "Polika", Ricardo Zanella, DDB Brasil, DDB BRASIL São Paulo

Art Directors
Copywriter
Social Networks
Project Managers
Digital Intelligence
Producers
Owner of orkut community
Advertiser's Supervisor
Account Supervisor
Entered By

B04/097 SPAIN

TRAFFIC & BRAND BUILDING
Title UNEXPECTED LUGGAGE
Advertiser SPANAIR
Product/Service CHRISTMAS CAMPAIGN
Direct/Advertising Agency, City SHACKLETON Madrid
Executive Creative Director Enric Nef-lo, Shackleton
General Manager Sergio Martínez Llunell, Shackleton
Brand Manager Yolanda Agra, Shackleton
Account Supervisor Isabel Cisneros, Shackleton
Account Executive Elena Dominguez, Shackleton
Creative Director Pipo Virgos, Shackleton, Paco Badia, Shackleton, Clara Mercader, Shackleton
Art Director Santi Garcia, Shackleton
Copywriter Maria Lopez, Shackleton
Graphic & Event Producer Manuela Zamora, Shackleton
Audiovisual Production Manager Cristina Cortizas, Shackleton
Audiovisual Producer Rodrigo Miranda, Shackleton
General Manager Coque Pons, Shackleton
Social Media Manager

Brand Manager Elena Ibañez, Shackleton
Social and Public Relations Manager Eva Leoz, Shackleton
Executive Social Account Communications Manager Cristina Fernandez, Shackleton
Entered By Luciana Borges, Shackleton
 SHACKLETON Madrid

C03/024 GERMANY
OTHER CONSUMER PRODUCTS (INCLUDING DURABLE GOODS)
Title BUILDERS OF INFINITY
Advertiser LEGO
Product/Service TOYS
Direct/Advertising Agency, City PLAN.NET Hamburg
Chief Creative Officer Alexander Schill, Serviceplan
Creative Director Christoph Nann, Serviceplan
 Maik Kaehler, Serviceplan
 Daniel Koennecke, plan.net
 Friedrich von Zitzewitz, plan.net
Copywriter Marc Vossball, Serviceplan
Art Director Oliver Schwank, plan.net
 Till Diestel, Serviceplan
Entered By PLAN.NET Hamburg

C06/032 BRAZIL
TRAVEL, ENTERTAINMENT & LEISURE
Title DRUNK VALET
Advertiser BAR AURORA & BOTEÇO FERRAZ
Product/Service CHAIN OF BARS
Direct/Advertising Agency, City OGILVY BRASIL São Paulo
Vice President/ Executive Creative Director Anselmo Ramos, Ogilvy Brasil
Creative Director Rubens Filho, Ogilvy Brasil
Copywriter Beto Cocito, Ogilvy Brasil
 Pedro Fernandes, Ogilvy Brasil
 Flavio Tamashiro, Ogilvy Brasil
 Paula Fernandes, Ogilvy Brasil
 Lucas Osis, Ogilvy Brasil
 Raina Rocha, Ogilvy Brasil
 Valeria Barone, Ogilvy Brasil
Art Director Camila Porto, Ogilvy Brasil
 Daniela Bombonato, Ogilvy Brasil
 Carlão Busato, HungryMan
Account Manager Alex Mehedff, HungryMan
Account Supervisor Renata Dumond, HungryMan
Planner James Pedrozo, Jamute
Director OGILVY BRASIL São Paulo
Executive Producer
Producer
Company Sound
Entered By

C06/033 SPAIN
TRAVEL, ENTERTAINMENT & LEISURE
Title UNEXPECTED LUGGAGE
Advertiser SPANAIR
Product/Service CHRISTMAS CAMPAIGN
Direct/Advertising Agency, City SHACKLETON Madrid
Executive Creative Director Enric Nel-lo, Shackleton
General Manager Sergio Martinez Llionell, Shackleton
Brand Manager Yolanda Agra, Shackleton
Account Supervisor Isabel Cisneros, Shackleton
Account Executive Elena Dominguez, Shackleton
Creative Director Pipo Virgos, Shackleton
 Clara Mercader, Shackleton
Art Director Santi Garcia, Shackleton
Copywriter Marta Lopez, Shackleton
Graphic & Event Producer Manuela Zamora, Shackleton
Audiovisual Production Manager Cristina Cortizas, Shackleton
Audiovisual Producer Rodrigo Miranda, Shackleton
General Manager Coque Pons, Shackleton
Social Media Manager Elena Ibañez, Shackleton
Brand Manager
Social and Public Relations Manager Eva Leoz, Shackleton
Executive Social Account Communications Manager Cristina Fernandez, Shackleton
Entered By Luciana Borges, Shackleton
 SHACKLETON Madrid

C08/005 SPAIN
PUBLICATIONS & MEDIA
Title CARDEÑOSA
Advertiser MOVISTAR
Product/Service SPORTS WEBSITE
Direct/Advertising Agency, City DDB SPAIN Madrid
Creative Director Guillermo Santaisabel, DDB
 Carlos Martin, DDB
 Artemio Buneta, DDB
Art Director Clara Hernandez, DDB
 Chuwi Garcia, DDB
 Cristina Rodriguez, DDB
Copywriter Guillermo Santaisabel, DDB
 Pedro Andragones, DDB
Technical Director Carlos Guerrero, DDB

Senior Programmer Enrique Marin, DDB
Business Director Paloma Tomé, DDB
Account Manager Maria Mayor, DDB
Producer Enrique Feijóo, DDB
Entered By DDB SPAIN Madrid

C10/068 BRAZIL
CORPORATE IMAGE & INFORMATION
Title SANTA'S FORGOTTEN LETTERS
Advertiser COCA-COLA
Product/Service CHRISTMAS MESSAGE
Direct/Advertising Agency, City OGILVY BRASIL São Paulo
Vice President/ Executive Creative Director Anselmo Ramos, Ogilvy Brasil
Creative Director Claudio Lima, Ogilvy Brasil
Art Director Izabella Cabral, Ogilvy Brasil
 Pedro Iizque, Ogilvy Brasil
Copywriter Fred Aramis, Ogilvy Brasil
 Megan Farquhar, Ogilvy Brasil
Agency Producer Nana Bittencourt, Ogilvy Brasil
Account Director Luis Carlos Franco, Ogilvy Brasil
Account Manager Ana Paula Perdigão, Ogilvy Brasil
Executive Producer Claudia Bastos, Ogilvy Brasil
Director/Editor Alex Mehedff, Hungry Man
Music Company Ricardo Mehedff, Hungry Man
Sound Design Company Swing Musica, Swing Musica
Creative Excellence Director Guido Rosales,
 The Coca Cola Company
Motion Graphics Production Company Rubens Angelo, Ogilvy Brasil
Producer Hungry Man, Hungry Man
Entered By Suzanne Shropshire, Hungry Man
 OGILVY BRASIL São Paulo

Creative Director Scott Vitrone, Y&R New York
 Graeme Hall, Y&R New York
 Menno Kluit, Y&R New York
 Steve Whittier, Y&R New York
 Felix Richter, Y&R New York
 Alexander Nowak, Y&R New York
 Jo Kelly, Y&R New York
 Devon Dentler, Y&R New York
Creative Director Lora Schulson, Y&R New York
Copywriter
Art Director
Producer
Executive Director/ Content Production
Executive Director/ Content Producer
Production House
Creative Director
Lead Developer
Technologist
Project Manager
Designer
Entered By

Bronze Awards

A01/081 SWEDEN
FLAT MAILING
Title LIVING CHRISTMAS CARDS
Advertiser THE SWEDISH POST
Product/Service POSTAL SERVICE
Direct/Advertising Agency, City ÅKESTAM HOLST Stockholm
Creative Director Andreas Ullenius, Åkestam Holst
Copywriter Kalle Åkestam, Åkestam Holst
Art Director Johan Wahlberg, Åkestam Holst
Account Director Jacob Stjärne, Åkestam Holst
Account Manager Maria Ljung, Åkestam Holst
Planner Lars Friberg, Åkestam Holst
Web Producer Johan Eklund, Åkestam Holst
Web Production Magnus Svensson,
 From Stockholm With Love
 David Wahlgren,
 From Stockholm With Love
Productions Company It's Showtime
Entered By ÅKESTAM HOLST Stockholm

A03/017 BRAZIL
DIRECT RESPONSE DIGITAL: EMAIL MARKETING
Title WE DELIVER YOUR DOWNLOAD
Advertiser CINE 24 HORAS
Product/Service VIDEO RENTAL
Direct/Advertising Agency, City AGE ISOBAR São Paulo
Creative Director Carlos Domingos, Ageisobar
Copywriter Daguito Rodrigues, Ageisobar
Art Director Henrique Mattos, Ageisobar
Copywriter Charles Faria, Ageisobar
Art Director Fuku, Ageisobar
Entered By AGE ISOBAR São Paulo

A04/043 BELGIUM
DIRECT RESPONSE DIGITAL: MOBILE MARKETING
Title THE VOICE
Advertiser REPORTERS WITHOUT BORDERS
Product/Service REPORTERS WITHOUT BORDERS
Direct/Advertising Agency, City PUBLICIS BRUSSELS
Copywriter Kwint Demeyer, Publicis
Art Director Daniel Vandembroucke, Publicis
Creative Director Paul Servaes, Publicis
Agency Producer Alain Janssens, Publicis
Digital Account Director Dominique Ruys, Publicis
Webdesign Development Nadia Dafir, Publicis
Shooting/Editing Denis Evlard, www.reed.be
Account manager Dimitri Ryelandt,
 Mikael Ogor, Publicis
Strategic Planner Vincent d'Halluin, Publicis
Photographer Tom Theys, Publicis
Translator Getty Images, Getty Images
 Fabrice Storti, Publicis
 Richard Weiss, Publicis

Sound Studio Think n Talk
Production Company Rabbit Brussels
Director/Producer Gunther Campine,
Executive Producer Ruben Goots,
D.O.P Kassim Ahmed,
Editor Jan Hameeuw,
Visual Effects/Post production The Fridge
Sound Design Yves De Mey@Sonicville
Entered By PUBLICIS BRUSSELS

A04/063 USA
DIRECT RESPONSE DIGITAL: MOBILE MARKETING
Title INVISIBLE POP UP STORE
Advertiser AIRWALK
Product/Service FOOTWEAR
Direct/Advertising Agency, City Y&R New York
Global Director/Creative Content Executive Creative Director Kerry Keenan, Y&R New York
Creative Director Ian Reichenthal, Y&R New York
 Scott Vitrone, Y&R New York
 Graeme Hall, Y&R New York
 Menno Kluit, Y&R New York
 Steve Whittier, Y&R New York
 Felix Richter, Y&R New York
 Alexander Nowak, Y&R New York
 Jo Kelly, Y&R New York
 Devon Dentler, Y&R New York

Executive Director/ Content Production Lora Schulson, Y&R New York
Executive Director/ Content Producer
Production House
Creative Director
Lead Developer
Technologist
Project Manager
Designer
Entered By

A05/113 SWEDEN
DIRECT RESPONSE DIGITAL: E-COMMERCE, ONLINE ADVERTISING, BRAND AWARENESS & SOCIAL MEDIA
Title SEND A MESSAGE TO THE FUTURE
Advertiser AMF
Product/Service PENSION FUNDS
Direct/Advertising Agency, City FORSMAN & BODENFORS Gothenburg
Art Director John Bergdahl, Forsman & Bodenfors
Copywriter Jacob Nelson, Forsman & Bodenfors
Designer Åsa Plahn, Forsman & Bodenfors
 Axel Söderlund, Forsman & Bodenfors
 Magnus Kennhed,
 Forsman & Bodenfors
Agency Producer Peter Gaudiano, Forsman & Bodenfors
Web Producer Leif Sorte, Forsman & Bodenfors
Account Supervisor Nicole van Rooij Ekstrom,
Account Manager Forsman & Bodenfors
Production Company Mobiento, Fantasy Interactive
Media Agency Mindshare
Director Christoffer von Reis,
Producer Rickard Edholm,
Music Magnus Frykberg,
Advertiser's Supervisor Åsa Ambuhm, AMF
 Maria Molnár, AMF
 Lisa Pettersson Noord, AMF
 FORSMAN & BODENFORS Gothenburg

A05/114 SWEDEN
DIRECT RESPONSE DIGITAL: E-COMMERCE, ONLINE ADVERTISING, BRAND AWARENESS & SOCIAL MEDIA
Title THE PROMISE KEEPER
Advertiser REEBOK
Product/Service SHOES
Direct/Advertising Agency, City FORSMAN & BODENFORS Gothenburg
Art Director Adam Ulvegårde,
 Forsman & Bodenfors
Copywriter Robert Lund, Forsman & Bodenfors
Designer Christoffer Persson,
 Forsman & Bodenfors
Agency Producer Lina Strandång, Forsman & Bodenfors
Digital Producer Eva Råberg, Forsman & Bodenfors
Digital Producer Stefan Thomson,
 Forsman & Bodenfors
Account Supervisor Hans Andersson,
 Forsman & Bodenfors
Account Manager Karin Apelskog,
 Forsman & Bodenfors
 Anneli Kjellander,
 Forsman & Bodenfors

Production Company Rebenga, Mad in Sweden
Director Marcus Svanberg, ACNE
Producer Kalle Schroder, ACNE
Advertiser's Supervisor Sascha Wellers, Reebok
 Ruxandra Cristina Bocin-Dumitriu, Reebok
 John Zaheer-Flaherty, Reebok
Entered By FORSMAN & BODENFORS Gothenburg

A05/130 RUSSIA
DIRECT RESPONSE DIGITAL: E-COMMERCE, ONLINE ADVERTISING, BRAND AWARENESS & SOCIAL MEDIA
Title PHOTOSHOOTING
Advertiser WWF
Product/Service WWF
Direct/Advertising Agency, City LEO BURNETT MOSCOW Moscow
Executive Creative Director Mikhail Kudashkin, Leo Burnett
Interactive Creative Director Grigory Sorokin, Leo Burnett
Art Director Mikhail Derkach, Leo Burnett
Designer Andrey Sergeev, Leo Burnett
Account Director Anna Evdokimova, Leo Burnett
Strategic Planning Director Katya Basilevskaya, Lookatme
Head of Special Projects Katya Nazarova, Lookatme
Software Development Alexander Babaryko, Lookatme
Programmer Alexander Redinger, Lookatme
Entered By LEO BURNETT MOSCOW Moscow

A05/134 FRANCE
DIRECT RESPONSE DIGITAL: E-COMMERCE, ONLINE ADVERTISING, BRAND AWARENESS & SOCIAL MEDIA
Title A HUNTER SHOOTS A BEAR
Advertiser BIC TIPP-EX
Product/Service POCKET MOUSE TIPP-EX
Direct/Advertising Agency, City BUZZMAN Paris
Chief Executive Officer/Creative Director Georges Mohammed-Cherif, Buzzman
Managing Director Thomas Granger, Buzzman
Copywriter Tristan Daltroff, Buzzman
Art Director Louis Audard, Buzzman
Account Executive Antoine Ferrari, Buzzman
Digital Production Manager Mélanie Rohat Meheust, Buzzman
Film Production/TV Producer Laurent Marcus, Buzzman
Digital Production Assistant Elodie Jonquille, Buzzman
Community Manager Bastien Chanut, Buzzman
Interactive Producer Xavier Le Boulenger, Buzzman
Lead Flash Producer Emmanuel Saccoccini, Groupek
Film Producer Yoann Guery, Groupek
Film Director Willy Morence, Eleganz
Sound Design Olivier Benoun, Eleganz
Post Production Cinqsursync
Entered By Stance
 BUZZMAN Paris

A06/018 SINGAPORE
DIRECT RESPONSE DIGITAL: OTHER DIGITAL PLATFORMS
Title MUSICAL FITTING ROOMS
Advertiser STARHUB
Product/Service ONLINE MUSIC STORE
Direct/Advertising Agency, City DDB SINGAPORE
Chief Creative Officer Neil Johnson, DDB
Executive Creative Director Joji Jacob, DDB
Creative Director Thomas Yang, DDB
Associate Creative Director/Art Director Khaid Osman, DDB
Senior Copywriter Lester Lee, DDB
Copywriter Mark Lim, DDB
Art Director Eimy Thong, DDB
Copywriter Selena Soh, DDB
Head of Tribal DDB Jeff Cheong, Tribal DDB
Head Of Technology Yeo Wee Lee, Tribal DDB
Associate Director of Technology Ciaran Lyons, Tribal DDB
Chief Client Officer Rowena Bhagchandani, DDB
Account Director Brenda Bey, DDB
Account Manager James Tan, DDB
Entered By DDB SINGAPORE

A06/021 GERMANY
DIRECT RESPONSE DIGITAL: OTHER DIGITAL PLATFORMS
Title EDDING DIGITAL HIGHLIGHTER
Advertiser EDDING INTERNATIONAL
Product/Service STATIONARY
Direct/Advertising Agency, City KEMPERTRAUTMANN Hamburg
Creative Director Heiko Freyland, Kempertrautmann
 Stefan Walz
Art Director Bastian Adam, Kempertrautmann
Account Director Dorothea Feurer
Account Manager Elisabeth Einhaus, Kempertrautmann
 Niklas Kruchten, Kempertrautmann
Interactive Producer Larissa Hube, Blue Mars
Production Matthias Muck, Blue Mars

Programming Christian Pappas, Kempertrautmann
 Andreas Seebald, Blue Mars
 Sebastian Maus, Blue Mars
Technical Installation Tobias Kirchhofer, Blue Mars
Head of Technical Installation Heiko Freyland, Kempertrautmann
Copywriter KEMPERTRAUTMANN Hamburg
Entered By

A06/027 NEW ZEALAND
DIRECT RESPONSE DIGITAL: OTHER DIGITAL PLATFORMS
Title DOGGELGANGER
Advertiser MARS
Product/Service DOG ADOPTION
Direct/Advertising Agency, City COLENZO BBDO Auckland
Executive Creative Director Nick Worthington, Colenso BBDO
Creative Director/Copywriter Levi Slavin, Colenso BBDO
Creative Director/Digital Designer/Digital Creative Director Aaron Turk, Colenso BBDO
Art Director/Digital Art Director Jae Morrison, Colenso BBDO
Digital Developer Paul Headington, Colenso BBDO
 Colin Williams, Colenso BBDO
Senior Account Director Karla Fisher, Colenso BBDO
Senior Account Manager Dave Munn, Colenso BBDO
Agency Producer Haydn Thomsen, Colenso BBDO
Sound Design Franklin Road
Post Production Kaleidoscope
Entered By COLENZO BBDO Auckland

A07/082 ARGENTINA
AMBIENT MEDIA (LARGE SCALE)
Title POOLBALL
Advertiser COMPANIA INDUSTRIAL CERVEGERA
Product/Service BUDWEISER
Direct/Advertising Agency, City OGILVY ARGENTINA Buenos Aires
Executive Creative Director Gaston Bigio, Ogilvy Argentina
Head of Art Jonathan Gurvit, Ogilvy Argentina
Creative Director Javier Mentasti, Ogilvy Argentina
 Maximiliano Maddalena, Ogilvy Argentina
Copywriter Federico Fragola, Ogilvy Argentina
Art Director Tomas Lavagno, Ogilvy Argentina
General Manager German Yunes, Ogilvy Argentina
Managing Director Diego Raspo, Ogilvy Argentina
Production Director Valeria Pinto, Ogilvy Argentina
Agency Producer Federico Faralla, Ogilvy Argentina
Production Director Gaston Suevo, Ogilvy Argentina
Producer Jose Cardelli, Ogilvy Argentina
Director Guillermo Astobiza, Ogilvy Argentina
Executive Producer Viviano Romero, Awards Cine
Entered By Guadalupe Gallardo, Awards Cine
 OGILVY ARGENTINA Buenos Aires

A09/025 BELGIUM
DIRECT RESPONSE BROADCAST: TV, RADIO & INFOMERCIALS
Title REVENGE ON CALLCENTERS & HELPDESKS
Advertiser RADIO 1
Product/Service PEETERS & PICHAL
Direct/Advertising Agency, City MORTIERBRIGADE Brussels
Creative Directors Jens Mortier/Joost Berends/
 Philippe Deceuster, Mortierbrigade
Art Director Dieter Vanhooft, Mortierbrigade
Copywriter Niels Schreyers, Mortierbrigade
Producer Charlotte Coddens, Mortierbrigade
Client Service Director Veerle Devos, Mortierbrigade
Strategy Director Stephanie Zimmermann, Mortierbrigade
Marketing Manager Vera Claes, Equal Pay day/Zijkant
Entered By MORTIERBRIGADE Brussels

A09/031 COLOMBIA
DIRECT RESPONSE BROADCAST: TV, RADIO & INFOMERCIALS
Title THE CODE
Advertiser ARMED FORCES OF COLOMBIA
Product/Service ARMED FORCES SUPPORT
Direct/Advertising Agency, City DDB COLOMBIA Bogotá
Copywriter/Creative Director Alfonso Diaz, DDB Colombia
Art Director Mario Leon, DDB Colombia
Creative Director Juan Carlos Palma, DDB Colombia
 Juan Carlos Espiña, DDB Colombia
General Creative Director Rodrigo Davila, DDB Colombia
Account Manager Rodrigo Bolivar, DDB Colombia
Production Manager Luis Eduardo Castilla, DDB Colombia
Sound Engineer Carlos Portela, Radio Bemba
 Amaury Gutierrez, Radio Bemba
Account Director Diego Bautista, Radio Bemba
Singer Bibiana Pinzón, Radio Bemba
 Natalia Gutierrez, Radio Bemba
 Angelo, Radio Bemba
 Juan Pablo Navas,
Entered By DDB COLOMBIA Bogotá

B04/109 PERU
TRAFFIC & BRAND BUILDING
Title SUBTITLES
Advertiser ENGLISH LANGUAGE INSTITUTE: ENGLISH EXCELLENCE LANGUAGE CLASS
Product/Service OGILVY PERU Lima
Direct/Advertising Agency, City Aldo Canchaya, Ogilvy Perú
Chief Creative Officer Úrsula Canchaya, Ogilvy Perú
Account Manager Renzo Viacava, Ogilvy Perú
Copywriter Daniel Morales, Ogilvy Perú
Art Director Enrique Benites, Ogilvy Perú
Copywriter Andrea De la Flor, Ogilvy Perú
Producer Carla Chuiman, Ogilvy Perú
 Eliseo Lock, Ogilvy Perú
Entered By OGILVY PERU Lima

C02/027 BELGIUM
CARS & AUTOMOTIVE SERVICES
Title LIE DETECTOR
Advertiser KIA MOTORS BELGIUM
Product/Service AUTOMOBILE
Direct/Advertising Agency, City LDV UNITED Antwerp
Communications Manager/Public Relations Manager Marc Coopmans, Kia Motors
Creative Director Kristof Snels, LDV United
Copywriter Pieter Staes, LDV United
Art Director Manuel Ostyn, LDV United
Client Service Director Ann Hostens, LDV United
Account Executive Tim Janssens, LDV United
Online Strategic Planner Kristof Janssens, LDV United
Strategic Director Henk Ghesquière, LDV United
Producer Maarten Debulpaep, Kanakna
Photographer Geert de Taeye
Online production Bregt Rogiers, Make Agency
Entered By LDV UNITED Antwerp

C04/020 AUSTRALIA
FINANCIAL PRODUCTS & SERVICES
Title MY CAR IS YOUR CAR
Advertiser NRMA
Product/Service CAR INSURANCE
Direct/Advertising Agency, City WHYBIN\TBWA Sydney
 Whybin \ TBWA \ Tequila
 WHYBIN\TBWA Sydney
Entered By

C05/008 AUSTRALIA
COMMERCIAL PUBLIC SERVICES, INCL. HEALTHCARE & MEDICAL
Title HIDDEN PIZZA RESTAURANT
Advertiser SENSIS YELLOW PAGES
Product/Service BUSINESS DIRECTORY
Direct/Advertising Agency, City CLEMENGER BBDO MELBOURNE
Executive Creative Director Ant Keogh, Clemenger BBDO Proximity
Creative Director Josh Robbins, Clemenger BBDO Proximity
Art Director Russel Fox, Clemenger BBDO Proximity
Copywriter Ant White, Clemenger BBDO Proximity
Agency Executive Producer Sonia von Bibra, Clemenger BBDO Proximity
Agency Producer Karolina Bozajkowska, Clemenger BBDO Proximity
Group Account Director Vera Claes, Equal Pay day/Zijkant
Account Director Chris Howatson, Clemenger BBDO Proximity
Senior Account Manager Nicole Connor, Clemenger BBDO Proximity
Account Manager Stephanie Drucker, Clemenger BBDO Proximity
 Melissa Villegas, Clemenger BBDO Proximity
Interactive Producer Dean Wormald, Clemenger BBDO Proximity
Interactive Director Tommy McCubbin, Clemenger BBDO Proximity
Director Patrick Hughes, Radical Media
Executive Producer Karen Bryson, Radical Media
Producer Victoria Conners Bell, Radical Media
Editor Nigel Karikari, Radical Media
DOP Cameron Barnett, Radical Media
Designer Joost Baker, Miranda Hanger
Project Manager Geraldine Davys, Sensis Yellow Pages
Brand and Communications Group Manager CLEMENGER BBDO MELBOURNE
Entered By

C05/019 COLOMBIA
COMMERCIAL PUBLIC SERVICES, INCL. HEALTHCARE & MEDICAL
 Title HIGH SPEEDS
 Advertiser TELMEX
 Product/Service BROADBAND INTERNET
 Direct/Advertising Agency, City JWT COLOMBIA Bogotá
 Creative Vice President Rodrigo Torres, JWT
 Creative Director Aliro Ardila, JWT
 Copywriter Emanuel Abril, JWT
 Art Director Diego Duran, JWT, Jorge Jimenez, JWT
 Executive Producer Sandra Martinez, JWT
 Martha Silva, JWT
 Entered By JWT COLOMBIA Bogotá

C09/014 BELGIUM
BUSINESS PRODUCTS & SERVICES
 Title THE CRYING INVOICE
 Advertiser USG PEOPLE
 Product/Service OUTSOURCING COMPANY
 Direct/Advertising Agency, City DUVAL GUILLAUME ANTWERP/MODEM
 Creative Director Geoffrey Hantson/Lansen Walraet, Duval Guillaume
 Art Director Koenraad Lefever, Duval Guillaume
 Copywriter Dries De Wilde, Duval Guillaume
 Art Director Jeroen Govaert, Duval Guillaume
 Entered By DUVAL GUILLAUME ANTWERP/MODEM

C09/025 SWEDEN
BUSINESS PRODUCTS & SERVICES
 Title THE SOUND OF GREEN
 Advertiser THE SWEDISH POST
 Product/Service METALLIC INK UNDERCLOTHES
 Direct/Advertising Agency, City ÅKESTAM HOLST Stockholm
 Creative Director Andreas Ullenius, Åkestam Holst
 Copywriter Hanna Björk, Åkestam Holst
 Art Director Lars Holthe, Åkestam Holst
 Account Director Jacob Stjärne, Åkestam Holst
 Account Manager Maria Ljung, Åkestam Holst
 Planner Lars Friberg, Åkestam Holst
 Parcel Manager Henrik Adenskog, Åkestam Holst
 Art Director Assistant Kristoffer Larberg, Åkestam Holst
 Web Production Magnus Svensson, From Stockholm With Love, David Wahlgren, From Stockholm With Love
 Sound Production Plan8
 Account Executive Göran Åkestam, Åkestam Holst
 Advertiser's Supervisor Marta Tiberg, The Swedish Post, Evalena Stille, The Swedish Post
 Advertiser's PR Supervisor Anette Eriksson, The Swedish Post
 Entered By ÅKESTAM HOLST Stockholm

C10/013 USA
CORPORATE IMAGE & INFORMATION
 Title 4TH AMENDMENT WEAR
 Advertiser 4TH AMENDMENT WEAR
 Product/Service METALLIC INK UNDERCLOTHES
 Direct/Advertising Agency, City 4TH AMENDMENT WEAR Boulder
 Creative Director Matthew Ryan, 4th Amendment Wear
 Tim Geoghegan, 4th Amendment Wear
 Art Director Matthew Ryan, 4th Amendment Wear
 Copywriter Tim Geoghegan, 4th Amendment Wear
 Designer Matthew Ryan, 4th Amendment Wear
 Typography Matthew Ryan, 4th Amendment Wear
 Illustrator Matthew Ryan, 4th Amendment Wear
 Entered By 4TH AMENDMENT WEAR Boulder

C11/011 GERMANY
CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES
 Title SAVE AS WWF
 Advertiser WWF
 Product/Service WWF
 Direct/Advertising Agency, City JUNG von MATT Hamburg
 Creative Director Doerte Spengler-Ahrens, Jung von Matt
 Jan Rexhausen, Jung von Matt
 Art Director Michael Kittel, Jung von Matt
 Copywriter Henning Mueller-Dannhausen, Jose Luis Carretero Lopez, Jung von Matt, Miriam Paneth, Benjamin Wenke, Jung von Matt
 Account Manager Lisa Glock, Jung von Matt
 Art Director Alexander Norvillas, Jung von Matt
 Editor Florian Panier, Jung von Matt, Dederichs Reineke & Partner
 Go Sign Media
 Composer Gernit Winterstein, White Horse Music
 Klaas Nocken, White Horse Music
 Photographer Jesse Rosten,

Production Florian Paul, Jung von Matt
 Programming Knud Alex Müller, Jung von Matt
 Lana Nugent, Jung von Matt
 Concept Developer Simone Bitzer, Jung von Matt
 Creative Director Sven Loskill, Jung von Matt
 Entered By JUNG von MATT Hamburg

C11/043 GERMANY
CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES
 Title REPAY FOR GOOD
 Advertiser UNICEF
 Product/Service UNICEF DONATIONS
 Direct/Advertising Agency, City SERVICEPLAN Munich
 Chief Creative Officer Alexander Schill, Serviceplan
 Creative Director Christoph Mann, Serviceplan
 Maik Kaehler, Serviceplan
 Copywriter Marc Vosshall, Serviceplan
 Art Director Till Diestel, Serviceplan
 Entered By SERVICEPLAN Munich

C11/105 COLOMBIA
CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES
 Title OPERATION CHRISTMAS
 Advertiser MINISTERIO DE DEFENSA NACIONAL
 Product/Service HUMANITARIAN ORGANISATION
 Direct/Advertising Agency, City LOWE-SSP3 Bogotá
 Chief Creative Officer Jose Miguel Sokoloff, Lowe-SSP3
 Executive Creative Officer Alejandro Benavides, Lowe-SSP3
 Creative Director Santiago Mesa, Lowe-SSP3
 Copywriter Sergio Leon, Lowe-SSP3
 Art Director Carlos Andres Rodriguez, Lowe-SSP3
 Account Supervisor Juan Pablo Garcia, Lowe-SSP3
 Account Manager Emiliano Arango, Lowe-SSP3
 Producer Jose Vicente Altamar, Lowe-SSP3
 Film Director Jose Maria Angel, Colombo Films
 Jaime Gonzalez, Colombo Films
 Editor David Abril, Lowe-SSP3
 Alejandro Ussa,
 Other Alejandro Aponte, Lowe-SSP3
 Mario Lagos, Lowe-SSP3
 Entered By LOWE-SSP3 Bogotá

C11/123 ARGENTINA
CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES
 Title SPREAD THE TED
 Advertiser TEDX BUENOS AIRES
 Product/Service TEDX
 Direct/Advertising Agency, City OGILVY ARGENTINA Buenos Aires
 Executive Creative Director Gaston Bigio, Ogilvy Argentina
 Creative Director Maximiliano Maddalena, Ogilvy Argentina
 Javier Mentasti, Ogilvy Argentina
 Copywriter Nicolas Vara, Ogilvy Argentina
 Art Director Ignacio Flotta, Ogilvy Argentina
 Production Director Valeria Pinto, Ogilvy Argentina
 Agency Producer Alejandro Travaglini, Ogilvy Argentina
 Director Nicolás Núbile, Rebolucion
 Editing Martin Olemberg, Rebolucion
 Executive Producer Jorge Larrain, Rebolucion
 Post Production Luis Staffolani, Rebolucion
 Music Design Camilo Iezzi, CCCI
 Voice over Tomas Mackey,
 Entered By OGILVY ARGENTINA Buenos Aires

C11/129 BRAZIL
CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES
 Title DRUNK VALET
 Advertiser BAR AURORA & BOTEÇO FERRAZ
 Product/Service CHAIN OF BARS
 Direct/Advertising Agency, City OGILVY BRASIL São Paulo
 Vice President/ Executive Creative Director Anselmo Ramos, Ogilvy Brasil
 Creative Director Rubens Filho, Ogilvy Brasil
 Copywriter Beto Cocito, Ogilvy Brasil
 Pedro Fernandes, Ogilvy Brasil
 Art Director Flavio Tamashiro, Ogilvy Brasil
 Paula Fernandes, Ogilvy Brasil
 Lucas Osis, Ogilvy Brasil
 Raina Rocha, Ogilvy Brasil
 Valeria Barone, Ogilvy Brasil
 Account Supervisor Camila Porto, Ogilvy Brasil
 Planner Daniela Bombonato, Ogilvy Brasil
 Director Carlos Busato, HungryMan
 Executive Producer Alex Mehedoff, HungryMan
 Producer Renata Dumond, HungryMan
 Company Sound James Pedrozo, Jamute
 Entered By OGILVY BRASIL São Paulo

D01/019 SPAIN
BEST INTEGRATED CAMPAIGN LED BY DIRECT MARKETING
 Title CARDEÑOSA
 Advertiser MOVISTAR
 Product/Service SPORTS WEBSITE
 Direct/Advertising Agency, City DDB SPAIN Madrid
 Creative Director Guillermo Santaisabel, DDB
 Carlos Martín, DDB
 Artemio Buneta, DDB
 Clara Hernández, DDB
 Chuwi Garcia, DDB
 Cristina Rodriguez, DDB
 Guillermo Santaisabel, DDB
 Pedro Andragones, DDB
 Carlos Guerrero, DDB
 Enrique Marin, DDB
 Paloma Tomé, DDB
 Maria Mayor, DDB
 Enrique Feijóo, DDB
 Entered By DDB SPAIN Madrid

D01/041 GERMANY
BEST INTEGRATED CAMPAIGN LED BY DIRECT MARKETING
 Title GERMANY'S BIGGEST SEARCH FOR MISSING CHILDREN
 Advertiser INITIATIVE VERMISSTE KINDER
 Product/Service MISSING CHILDREN'S INITIATIVE
 Direct/Advertising Agency, City KEMPERTRAUTMANN Hamburg
 Creative Director/Account Manager Marcell Francke, Kempertrautmann
 Patrick Matthiensen, Kempertrautmann
 Art Director Bruno Luglio, Kempertrautmann
 Leif Johannsen, Kempertrautmann
 Account Manager Carolin Panier, Kempertrautmann
 Moritz Fürste, Kempertrautmann
 Biljana Retzlik, Kempertrautmann
 Graphic Designer Patrick Schröer, Kempertrautmann
 Copywriting Sebastian Merget, Kempertrautmann
 Programming/Technical Conception and Conversion Blue Mars
 Involved Agency Fischererappell
 Case Film Preparation NHB Video
 Entered By KEMPERTRAUTMANN Hamburg

D01/068 BELGIUM
BEST INTEGRATED CAMPAIGN LED BY DIRECT MARKETING
 Title REVENGE ON CALLCENTERS & HELPDESKS
 Advertiser RADIO 1
 Product/Service PEETERS & PICHAL
 Direct/Advertising Agency, City MORTIERBRIGADE Brussels
 Creative Directors Jens Mortier/Joost Berends/
 Philippe Deceuster, Mortierbrigade
 Creative Arnaud Pitz, Mortierbrigade
 Sebastien Devalck, Mortierbrigade
 Charlotte Coddens, Mortierbrigade
 Producer Peter Claes, VRT
 Marketing Manager Stephanie Zimmermann, Mortierbrigade
 Strategy Director Mortierbrigade
 Entered By MORTIERBRIGADE Brussels

D01/070 BELGIUM
BEST INTEGRATED CAMPAIGN LED BY DIRECT MARKETING
 Title SHARE YOUR PARENTS
 Advertiser STUDIO BRUSSELS
 Product/Service STUDIO BRUSSELS Direct/Advertising Agency, City MORTIERBRIGADE Brussels
 Creative Directors Jens Mortier/Joost Berends/
 Philippe Deceuster, Mortierbrigade
 Creative Arnaud Pitz, Mortierbrigade
 Sebastien Devalck, Mortierbrigade
 Producer Patricia Vandekerckhove, Mortierbrigade
 Marketing Manager Peter Claes, VRT
 Digital Mathieu Michaux, Mortierbrigade
 Laurent Diechy, Mortierbrigade
 Strategy Director Stephanie Zimmermann, Mortierbrigade
 Entered By MORTIERBRIGADE Brussels



Good morning, sir.

WILL SMART TV MAKE YOUR LIFE SMARTER?

Will Smart TV really make us smarter?

Will it raise our IQ or just change a few of our habits?

Will it take back the TV consumers it
lost from other mobile and digital devices?

Will it change advertising forever?

Jeremy Kaiman and Jason Choi will answer
your Smart TV questions and predict what's next.

WEDNESDAY, JUNE 22ND _ 9:30AM _ DEBUSSY HALL



CHEIL *worldwide*

Artists, Brands and the Marriage of

MUSIC + MARKETING

PANELISTS INCLUDE:



PHARRELL WILLIAMS

Grammy Award winning Musician/Producer/Entrepreneur



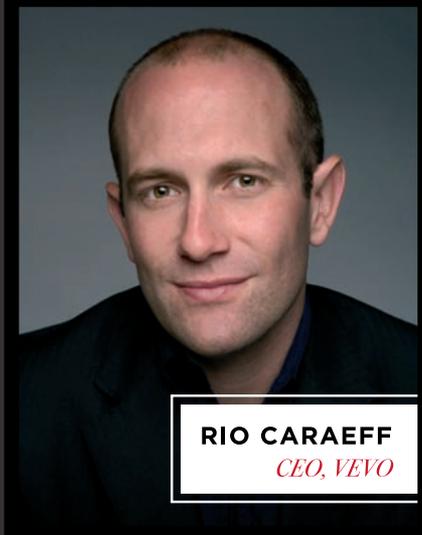
The Music and Marketing Industries have undergone significant change in the last decade brought on by digitization, personalization, customization and mobility.

The marriage between music and marketing—between artist and brand—redefined the rules of bed partners, blurred some borders and brought forth a new business paradigm for both industries.



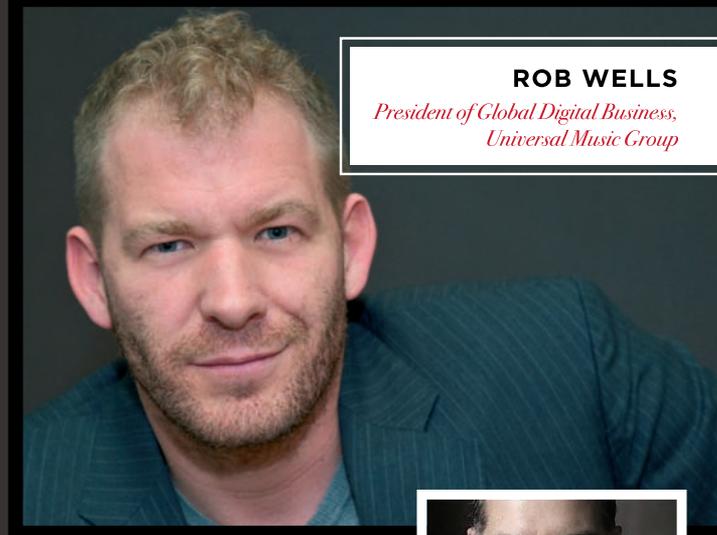
LAURA LANG

Global CEO, Digitas



RIO CARAEFF

CEO, VEVO



ROB WELLS

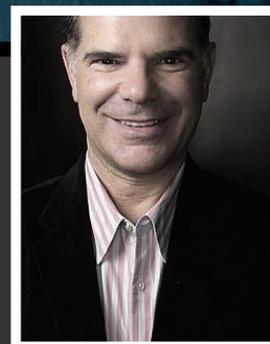
*President of Global Digital Business,
Universal Music Group*

DATE: June 21st, 2011 (Tuesday)
LOCATION: Debussy Theater, Grand Palais
TIME: 14:30-15:15 (2:30-3:15pm)

WITH MODERATOR:

JACK MYERS

*Media Economist,
Chairman of Media Advisory Group*



DIGITAS

VEVO



PROMO & ACTIVATION



GRAND PRIX WINNER
AMERICAN ROM
KANDIA DULCE
BY MCCANN ERICKSON
BUCHAREST

Grand Prix

A05/023	ROMANIA
BEST NEW PRODUCT LAUNCH/RE-LAUNCH OR MULTI-PRODUCT PROMOTION AT RETAIL	
Title	AMERICAN ROM
Advertiser	KANDIA DULCE
Product/Service	CHOCOLATE BAR
Promo/Advertising Agency, City	BV MCCANN ERICKSON Bucharest
Creative Director	Adrian Botan, McCann Erickson Romania
Group Creative Director	Dinu Panescu, McCann Erickson Romania
Account Director	Ruxandra Savulescu, McCann Erickson Romania
Art Director	Ionut Cojocaru, McCann Erickson Romania
Copywriter	Florin Florea, McCann Erickson Romania
Art Director	Andra Badea, McCann Erickson Romania
Account Director Online	Cristina Birleanu, MRM Parteneri Romania
Art Director Online	Laurentiu Stere, MRM Parteneri Romania
Entered By	BV MCCANN ERICKSON Bucharest

Gold Awards

A06/031	SINGAPORE
BEST TEMPORARY IN-STORE DISPLAYS IN A PROMOTIONAL CAMPAIGN	
Title	MUSICAL FITTING ROOMS
Advertiser	STARHUB PTE
Product/Service	ONLINE MUSIC STORE
Promo/Advertising Agency, City	DDB SINGAPORE
Chief Creative Officer	Neil Johnson, DDB
Executive Creative Director	Joji Jacob, DDB
Creative Director	Thomas Yang, DDB
Associate Creative Director/	
Art Director	Khalid Osman, DDB
Senior Copywriter	Lester Lee, DDB
Copywriter	Mark Lim, DDB
Art Director	Elmy Thong, DDB
Copywriter	Selena Soh, DDB
Head of Tribal DDB	Jeff Cheong, Tribal DDB
Head Of Technology	Yeo Wee Lee, Tribal DDB
Associate Director of Technology	Ciaran Lyons, Tribal DDB
Chief Client Officer	Rowena Bhagchandani, DDB
Account Director	Brenda Bey, DDB
Account Manager	James Tan, DDB
Entered By	DDB SINGAPORE

A12/008	GERMANY
BEST USE OF OTHER DIGITAL MEDIA IN A PROMOTIONAL CAMPAIGN	
Title	SAVE AS WWF
Advertiser	WWF
Product/Service	ENVIRONMENTAL AWARENESS
Promo/Advertising Agency, City	JUNG von MATT Hamburg
Creative Director	Doerte Spengler-Ahrens, Jung von Matt Jan Rexhausen, Jung von Matt
Art Director	Michael Kittel, Jung von Matt
Copywriter	Henning Mueller-Dannhausen,
Editor	Florian Panier, Jung von Matt
Composer	Gerrit Winterstein, White Horse Music
	Klaas Nocken, White Horse Music
	Dederichs Reinecke & Partner
	GoSign Media
Cameraman	Jesse Rosten, Schumann Bach
Programming	Knud Alex Mueller,
Production	Florian Paul,
Programming	Lana Nugent, Jung von Matt
Copywriter	Lisa Glock, Jung von Matt
Art Director	Alexander Norvillas, Jung von Matt
Account Manager	Jose Luis Carretero Lopez, Jung von Matt
	Miriam Paneth, Benjamin Wenke,
	Jung von Matt
Conception	Simone Bitzer, Jung von Matt
Entered By	JUNG von MATT Hamburg

A13/078	USA
BEST USE OF SOCIAL MEDIA MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	4TH AMENDMENT WEAR
Advertiser	4TH AMENDMENT WEAR
Product/Service	METALLIC INK UNDERCLOTHES
Promo/Advertising Agency, City	4TH AMENDMENT WEAR Boulder
Creative Director	Matthew Ryan, 4th Amendment Wear
	Tim Geoghegan, 4th Amendment Wear
Art Director	Matthew Ryan, 4th Amendment Wear
Copywriter	Tim Geoghegan, 4th Amendment Wear

Designer	Matthew Ryan, 4th Amendment Wear
Illustrator	Matthew Ryan, 4th Amendment Wear
Typography	Matthew Ryan, 4th Amendment Wear
Interactive Art Director	Matthew Ryan, 4th Amendment Wear
Entered By	4TH AMENDMENT WEAR Boulder

B01/037	ROMANIA
FOOD AND NON-ALCOHOLIC DRINKS	
Title	AMERICAN ROM
Advertiser	KANDIA DULCE
Product/Service	CHOCOLATE BAR
Promo/Advertising Agency, City	BV MCCANN ERICKSON Bucharest
Creative Director	Adrian Botan, McCann Erickson Romania
Group Creative Director	Dinu Panescu, McCann Erickson Romania
Account Director	Ruxandra Savulescu, McCann Erickson Romania
Art Director	Ionut Cojocaru, McCann Erickson Romania
Copywriter	Florin Florea, McCann Erickson Romania
Art Director	Andra Badea, McCann Erickson Romania
Strategic Planner	Ileana Serban Parau, McCann Erickson Romania
Account Director Online	Cristina Birleanu, MRM Parteneri Romania
Art Director Online	Laurentiu Stere, MRM Parteneri Romania
Entered By	BV MCCANN ERICKSON Bucharest

B11/007	USA
CORPORATE IMAGE & INFORMATION	
Title	4TH AMENDMENT WEAR
Advertiser	4TH AMENDMENT WEAR
Product/Service	METALLIC INK UNDERCLOTHES
Promo/Advertising Agency, City	4TH AMENDMENT WEAR Boulder
Creative Director/Art Director/	
Designer/Typography/Illustrator	Matthew Ryan, 4th Amendment Wear
Creative Director/Copywriter	Tim Geoghegan, 4th Amendment Wear
Entered By	4TH AMENDMENT WEAR Boulder

Silver Awards

A01/126	BRAZIL
BEST USE OF EXPERIENTIAL MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	DRUNK VALET
Advertiser	BAR AURORA & BOTECA FERRAZ
Product/Service	CHAIN OF BARS
Promo/Advertising Agency, City	OGILVY BRASIL São Paulo
VP Executive Creative Director	Anselmo Ramos, Ogilvy Brasil
Creative Director	Rubens Filho, Ogilvy Brasil
Copywriter	Beto Cocito, Ogilvy Brasil
	Pedro Fernandes, Ogilvy Brasil
	Flavio Tamashiro, Ogilvy Brasil
	Paula Fernandes, Ogilvy Brasil
	Lucas Osis, Ogilvy Brasil
	Raina Rocha, Ogilvy Brasil
	Valeria Barone, Ogilvy Brasil
Account Manager	Camila Porto, Ogilvy Brasil
Account Supervisor	Daniela Bombonato, Ogilvy Brasil
Planner	Carlão Busato, Hungry Man
Director	Alex Mehedff, Hungry Man
Executive Producer	Renata Dumond, Hungry Man
Producer	James Pedrozo, Jamute
Company Sound	OGILVY BRASIL São Paulo
Entered By	OGILVY BRASIL São Paulo

Art Director	
Account Manager	Valeria Barone, Ogilvy Brasil
Account Supervisor	Camila Porto, Ogilvy Brasil
Planner	Daniela Bombonato, Ogilvy Brasil
Director	Carlão Busato, Hungry Man
Executive Producer	Alex Mehedff, Hungry Man
Producer	Renata Dumond, Hungry Man
Company Sound	James Pedrozo, Jamute
Entered By	OGILVY BRASIL São Paulo

A01/156	USA
BEST USE OF EXPERIENTIAL MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	GREENBACKS FOR GREENBACK
Advertiser	H&R BLOCK
Product/Service	TAX SERVICES
Promo/Advertising Agency, City	FALLON Minneapolis
Chief Creative Officer	Darren Spiller, Fallon
Copywriter	Ryan Peck, Fallon
Art Director	Scott O'Leary, Fallon
Integrated Producer	Ted Knutson & Lauren May, Fallon
Director	Mark Romanek, Anonymous Content
Cinematographer	Salvatore Totino,
Editor	Michael Heldman, Spottwelders
	Erik Carlson, VOLT Studios
Head of Integrated Production	Corey Esse, Fallon
Writer - Digital	David Mackereth, Fallon
Business Affairs	Brendan Lawrence & Brent Larson, Fallon
Integrated Producer	Nicole Earley & Matt Lund, Fallon

Art Director - Digital	Noah Carlstrom & Amanda Whitacre, Fallon
Account Team	Chris Lawrence, Pete Leacock & Evan Brown, Fallon
Developer	Kla Haeck, Fallon
UX	Allison Beattie, Fallon
Producer	Arstides McGarry, Anonymous Content
Executive Producer	Dave Morrison & SueEllen Clair, Anonymous Content
Visual Effects	James Allen, Public
Sound Design	Jeff Payne, Eleven Sound
Entered By	FALLON Minneapolis

A02/063	MEXICO
BEST USE OF GUERRILLA MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	FAST FOOD
Advertiser	GLAXOSMITHKLINE
Product/Service	HEARTBURN TABLET
Promo/Advertising Agency, City	GREY MEXICO
Executive Creative Services/ Vice President	Andrés Martínez Echeverría, Grey Group Mexico
Art Director	Juan Pablo Torres Unna, Grey Group Mexico
Copywriter	Sergio Fernández Villaseca, Grey Group Mexico
Art Director	Diana Pilar Herrera Anduiza, Grey Group Mexico
Producer	Luz Canobbio, Grey Group Mexico
Editor/Post Production	Roberto Rosas, Grey Group Mexico
Audio Designer	Gerardo Miranda, Equiscosa
Chief Executive Officer/ Account Manager	Steve Stroud, Grey Group Mexico
Director	Israel Rincón Ramirez, Rojo Films
Producer	Andrés Jasso, Rojo Films
	Úrsula Bertrand, Giproducers
General Manager/Account Manager	Claudia Martínez, Grey Group Mexico
Entered By	GREY MEXICO

A02/156	ARGENTINA
BEST USE OF GUERRILLA MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	SPREAD THE TED
Advertiser	TEDX BUENOS AIRES
Product/Service	TEDX
Promo/Advertising Agency, City	OGILVY ARGENTINA Buenos Aires
ECD	Gaston Bigio, Ogilvy Argentina
Creative Director	Maximiliano Maddalena, Ogilvy Argentina
	Javier Mentasti, Ogilvy Argentina
	Nicolas Vara, Ogilvy Argentina
	Ignacio Flotta, Ogilvy Argentina
	Valeria Pinto (Parson), Ogilvy Argentina
	Alejandro Travaglini (Parson), Ogilvy Argentina
General Planning Director	Julieta Rey, Ogilvy Argentina
Director	Nicolás Núbile, Rebolucion
Editing	Martin Olemberg, Rebolucion
Executive Producer	Jorge Larrain, Rebolucion
Post Production	Luis Staffolani, Rebolucion
Music Design	Camilo Izzi, CCCI
Voice over	Tomas Mackey,
Entered By	OGILVY ARGENTINA Buenos Aires

A02/199	GERMANY
BEST USE OF GUERRILLA MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	THE MISSING CHILD
Advertiser	INITIATIVE VERMISSTE KINDER
Product/Service	MISSING CHILDREN AWARENESS
Promo/Advertising Agency, City	KEMPERTRAUTMANN Hamburg
Creative Director/Account Manager	Marcell Francke, kempertrautmann
Account Manager/Programming	Patrick Matthiensen, kempertrautmann
Art Director/Graphic Designer	Leif Johannsen, kempertrautmann
Copywriter	Sebastian Merget, kempertrautmann
Graphic Designer	Bruno Luglio, kempertrautmann
Account Manager	Carolin Panier, kempertrautmann
	Biljana Retzlik, kempertrautmann
Production	Alexander Kate, CMP
Involved Agency	Fischerappelt
Entered By	KEMPERTRAUTMANN Hamburg

A03/065	SINGAPORE
BEST USE OF AMBIENT IN A PROMOTIONAL CAMPAIGN	
Title	MUSICAL FITTING ROOMS
Advertiser	STARHUB PTE
Product/Service	ONLINE MUSIC STORE
Promo/Advertising Agency, City	DDB SINGAPORE
Chief Creative Officer	Neil Johnson, DDB
Executive Creative Director	Joji Jacob, DDB

Creative Director Thomas Yang, DDB
Associate Creative Director/Art Director Khalid Osman, DDB
Senior Copywriter Lester Lee, DDB
Copywriter Mark Lim, DDB
Art Director Elmy Thong, DDB
Copywriter Selena Soh, DDB
Head of Tribal DDB Jeff Cheong, Tribal DDB
Head Of Technology Yeo Wee Lee, Tribal DDB
Associate Director of Technology Ciaran Lyons, Tribal DDB
Chief Client Officer Rowena Bhagchandani, DDB
Account Director Brenda Bey, DDB
Account Manager James Tan, DDB
Entered By DDB SINGAPORE

A06/025 SWEDEN

BEST TEMPORARY IN-STORE DISPLAYS IN A PROMOTIONAL CAMPAIGN

Title THE CANVAS EXPERIMENT
Advertiser CONVERSE EMEA
Product/Service SHOES
Promo/Advertising Agency, City PERFECT FOOLS Stockholm
Executive Creative Director Mark Chalmers/Tony Höggqvist, Perfect Fools
Copywriter Patrick Gardner, Perfect Fools
Art Director Niklas Karlsson, Perfect Fools
Film Director Karl Nord, Perfect Fools
Motion Designer Martin Hammarberg, Perfect Fools
Director of Photography Oskar Lundgren,
Photographer Alexander Radsby, Perfect Fools
Technical Director Björn Kummeneje, Perfect Fools
Developer Mikael Lundmark, Perfect Fools
Account Director James Goode/Patrick Gardner, Perfect Fools
Executive Producer Fredrik Heghammar, Perfect Fools
Planner Michael Aneto, Perfect Fools
Producer Markus Björk, Perfect Fools
Installation production Patrik Sundberg, Perfect Fools
Entered By Checkland Kindleysides, Checkland Kindleysides PERFECT FOOLS Stockholm

A11/080 FRANCE

BEST ONLINE ADVERTISING IN A PROMOTIONAL CAMPAIGN

Title A NEW WARRIOR
Advertiser GREENPEACE
Product/Service CHARITY
Promo/Advertising Agency, City DDB PARIS
Executive Creative Director Alexandre Hervé, DDB Paris
Art Director Benjamin Marchal, DDB Paris
Copywriter Olivier Lefebvre, DDB Paris
Digital Producer Julien Leguyader, DDB Paris
Technical Director Ulysse Loreaux, DDB Paris
Account Director Xavier Mendiola, DDB Paris
Account Manager Paul Ducre, DDB Paris
Production Company -, Les 84
Sound Production -, Panarama
3D modelisation -, Virtek
Editor case study Stiv Spasojevic,
Entered By DDB PARIS

A12/031 SWEDEN

BEST USE OF OTHER DIGITAL MEDIA IN A PROMOTIONAL CAMPAIGN

Title GETAWAY STOCKHOLM
Advertiser MINI
Product/Service MINI COUNTRYMAN
Promo/Advertising Agency, City JUNG von MATT Stockholm
Creative Director Johan Jäger, Jung von Matt
Art Director Daniel Wahlgren, Jung von Matt
Copywriter Magnus Andersson, Jung von Matt
Account Director Jan Casserlöv, Jung von Matt
Planner Leon Phang, Jung von Matt
Visual Director Daniel Forero, Jung von Matt
Final Art Jon Palmqvist, Jung von Matt
Project Manager Ida Modin, Jung von Matt
 Media Agency, Carat
 Production Company App, Monterosa
 Production Company Web/
 Backend, Suddenly
 Production Company Film, Duo BlauPR,
 Domingo PR
Entered By JUNG von MATT Stockholm

A13/115 FRANCE

BEST USE OF SOCIAL MEDIA MARKETING IN A PROMOTIONAL CAMPAIGN

Title A HUNTER SHOOTS A BEAR
Advertiser BIC / TIPP-EX
Product/Service POCKET MOUSE TIPP-EX
Promo/Advertising Agency, City BUZZMAN Paris

Chief Executive Officer/Creative Director Georges Mohammed-Cherif, Buzzman
Managing Director Thomas Granger, Buzzman
Copywriter Tristan Daltroff, Buzzman
Art Director Louis Audard, Buzzman
Account Executive Antoine Ferrari, Buzzman
Digital Production Manager Mélanie Rohat Meheust, Buzzman
 Laurent Marcus, Buzzman
Film Production/TV Producer Elodie Jonquille, Buzzman
Digital Production Assistant Bastien Chanot, Buzzman
Community Manager Xavier Le Boullenger, Buzzman
Interactive Producer Emmanuel Saccoccini, Groupek
Lead Flash Producer Yoann Gueny, Groupek
Film Producer Willy Morence, Eleganz
Film Director Olivier Bennoun, Eleganz
Entered By BUZZMAN Paris

B02/024 CANADA

ALCOHOLIC DRINKS

Title CAP RECALL
Advertiser JAMES READY
Product/Service BEER
Promo/Advertising Agency, City LEO BURNETT TORONTO
Chief Creative Officer Judy John, Leo Burnett, Toronto
Creative Director Judy John, Leo Burnett, Toronto
 Lisa Greenberg, Leo Burnett, Toronto
Copywriter Steve Persico, Leo Burnett, Toronto
Art Director Anthony Chelvanathan, Leo Burnett, Toronto
Group Account Director David Buckspan, Leo Burnett, Toronto
Account Director Natasha Dagenais, Leo Burnett, Toronto
Account Exec Jordan Lane, Leo Burnett, Toronto
Print Producer Gladys Bachand, Leo Burnett, Toronto
Entered By LEO BURNETT TORONTO

B03/040 FRANCE

FAST MOVING CONSUMER GOODS (NOT INCLUDING FOOD)

Title A HUNTER SHOOTS A BEAR
Advertiser BIC / TIPP-EX
Product/Service POCKET MOUSE TIPP-EX
Promo/Advertising Agency, City BUZZMAN Paris
Chief Creative Officer/Creative Director Georges Mohammed-Cherif, Buzzman
Managing Director Thomas Granger, Buzzman
Copywriter Tristan Daltroff, Buzzman
Art Director Louis Audard, Buzzman
Account Executive Antoine Ferrari, Buzzman
Digital Production Manager Mélanie Rohat Meheust, Buzzman
 Laurent Marcus, Buzzman
Film Production/TV Producer Elodie Jonquille, Buzzman
Digital Production Assistant Bastien Chanot, Buzzman
Community Manager Xavier Le Boullenger, Buzzman
Interactive Producer Emmanuel Saccoccini, Groupek
Lead Flash Producer Yoann Gueny, Groupek
Film Producer Willy Morence, Eleganz
Film Director Olivier Bennoun, Eleganz
Entered By BUZZMAN Paris

B04/002 AUSTRALIA

DURABLE GOODS

Title DATED PILLOWS
Advertiser PACIFIC BRANDS
Product/Service PILLOWS
Promo/Advertising Agency, City HAPPY SOLDIERS Sydney
Executive Creative Director John Kane, Happy Soldiers
Creative Ben Sampson, Happy Soldiers
 John Kane, Happy Soldiers
Agency Producer Meredith Judd, Happy Soldiers
Director Rey Carlson, Play Big
Producer Bonnie Fay, Play Big
Strategy Director Mark Sareff, Happy Soldiers
Channel Planner Sophie Price, Happy Soldiers
Business Director Lindsey Evans, Happy Soldiers
Account Director Emma DiGiacomo, Happy Soldiers
Designer Tim Haynes, Happy Soldiers
General Manager Adam Heathcote, Tontine
Product Development and Marketing Manager Lucinda Kew, Tontine
PR Zarr Marketing, Zarr Marketing
Media Implementation Mediacom, Mediacom
Entered By HAPPY SOLDIERS Sydney

B04/041 ARGENTINA

DURABLE GOODS

Title BIG NOSES
Advertiser BGH
Product/Service AIR CONDITIONERS
Promo/Advertising Agency, City DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires

Executive Creative Director Maxi Itzkoff, Del Campo Nazca Saatchi & Saatchi
 Mariano Serkin, Del Campo Nazca Saatchi & Saatchi
Creative Director Diego Medvedocky, Del Campo Nazca Saatchi & Saatchi
 Ignacio Ferioli, Del Campo Nazca Saatchi & Saatchi
Copywriter Diego Medvedocky, Del Campo Nazca Saatchi & Saatchi
Art Director Ignacio Ferioli, Del Campo Nazca Saatchi & Saatchi
Agency Producer Adrian Aspani, Del Campo Nazca Saatchi & Saatchi
 María de la Paz Landeyro, Del Campo Nazca Saatchi & Saatchi
Account Manager Juan Manuel Aralda, Del Campo Nazca Saatchi & Saatchi
Account Supervisor Mariano Cafarelli, Del Campo Nazca Saatchi & Saatchi
Designer Guido Fusetti, Del Campo Nazca Saatchi & Saatchi
 Sebastian Beretta, Diego & Vlady, Peluca Films
Directors Alejandro De Michele, Peluca Films
Executive Producer Daniel Ortega,
Director of Photography Nicolas Videla, BGH
Advertiser's Supervisor Carolina Catalano, BGH
 Sebastian Nugnez, BGH
Entered By DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires

B13/043 FRANCE

CHARITIES

Title A NEW WARRIOR
Advertiser GREENPEACE
Product/Service CHARITY
Promo/Advertising Agency, City DDB PARIS
Executive Creative Director Alexandre Hervé, DDB Paris
Art Director Benjamin Marchal, DDB Paris
Copywriter Olivier Lefebvre, DDB Paris
Digital Producer Julien Leguyader, DDB Paris
Technical Director Ulysse Loreaux, DDB Paris
Account Director Xavier Mendiola, DDB Paris
Account Manager Paul Ducre, DDB Paris
Production Company -, Les 84
Sound Production -, Panarama
3D modelisation -, Virtek
Editor case study Stiv Spasojevic,
Entered By DDB PARIS

B14/033 GERMANY

PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES

Title THE MISSING CHILD
Advertiser INITIATIVE VERMISSTE KINDER
Product/Service MISSING CHILDREN INITIATIVE
Promo/Advertising Agency, City KEMPERTRAUTMANN Hamburg
Creative Director/Account Manager Marcell Francke, kempertrautmann
Creative Director/Account Manager/Programming Patrick Matthiensen, kempertrautmann
Art Director/Graphic Designer Leif Johannsen, kempertrautmann
Copywriter Sebastian Merget, kempertrautmann
Graphic Designer Bruno Luglio, kempertrautmann
Account Manager Carolin Panier, kempertrautmann
 Biljana Retzlik, kempertrautmann
Production Alexander Kate, CMP
Involved Agency Fischerappelt
Entered By KEMPERTRAUTMANN Hamburg

B14/080 ARGENTINA

PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES

Title SPREAD THE TED
Advertiser TEDX BUENOS AIRES
Product/Service TEDX
Promo/Advertising Agency, City OGILVY ARGENTINA Buenos Aires
ECD Gaston Bigio, Ogilvy Argentina
Creative Director Maximiliano Maddalena, Ogilvy Argentina
 Javier Mentasti, Ogilvy Argentina
 Nicolas Vara, Ogilvy Argentina
Copywriter Ignacio Flotta, Ogilvy Argentina
Art Director Valeria Pinto (Parson), Ogilvy Argentina
Production Chief Alejandro Travaglini (Parson), Ogilvy Argentina
Agency Producer Julieta Rey, Ogilvy Argentina
General Planning Director Nicolás Núbile, Reolucion
Director Martín Olemberg, Reolucion
Editing Jorge Larrain, Reolucion
Executive Producer Luis Staffolani, Reolucion
Post Production Camilo Iezzi, CCCI
Music Design Tomas Mackey,
Voice over OGILVY ARGENTINA Buenos Aires
Entered By OGILVY ARGENTINA Buenos Aires

Why outdoor is back in.

Nothing has ever communicated as singlemindedly as the poster. But now it's found a host of new ways to do what no other medium can. There are now posters that know what you're looking at, what you're wearing, and what sex you are. Touch screen posters with pages you can turn, posters you can look at and be in at the same time, posters you can even play tennis with. So visit the Clear Channel screens displayed in the Palais. See the very latest innovations in outdoor. Then join the great poster revival with one of your own.

Bronze Awards

A01/061	SWITZERLAND
BEST USE OF EXPERIENTIAL MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	DONATED SONGS
Advertiser	SALVATION ARMY
Product/Service	CHARITY
Promo/Advertising Agency, City	WIRZ/BBDO Zürich
Executive Creative Director	Philipp Skrabal, Wirz/BBDO
Creative Director	Thomas Kurzmeyer, Wirz/BBDO
Art Director	Chantal Heimo, Wirz/BBDO
Copywriter	Andi Portmann, Wirz/BBDO
Direction	Simon Jaquemet,
Cinematographer	Lorenz Merz,
Producer	Heinrich Reinacher, Markenfilm
Entered By	WIRZ/BBDO Zürich

A01/155	CHINA
BEST USE OF EXPERIENTIAL MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	CHOPSTICKS, NOT CHOP-TREES
Advertiser	CHINA ENVIRONMENTAL PROTECTION FOUNDATION
Product/Service	ENVIRONMENTAL ACTION
Promo/Advertising Agency, City	DDB CHINA GROUP Shanghai
CHIEF CREATIVE OFFICER	Michael Dee, DDB China Group/ DDB Shanghai
CREATIVE DIRECTOR	Shih-yen Lee, DDB China Group/ DDB Shanghai
Associate Creative Director	Lim Boon Seng, DDB China Group/ DDB Shanghai
Art Director	Lim Boon Seng, Michael Ma, Kevin Jiang, DDB China Group/ DDB Shanghai
Copywriter	Hesky Lu, Adam Wang, DDB China Group/DDB Shanghai
Agency Executive Producer	George Ooi, DDB China Group/ DDB Shanghai
Producer	Eugenia Zhen, DDB China Group/ DDB Shanghai
Photographer	Leslie Sim, Untold Image
Executive Producer	Sean Chen, Cheers Films Shanghai
Production Art Director	Lin Tao, Cheers Films Shanghai
Entered By	DDB CHINA GROUP Shanghai

A01/159	SPAIN
BEST USE OF EXPERIENTIAL MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	UNEXPECTED LUGGAGE
Advertiser	SPANAIR
Product/Service	AIRLINE
Promo/Advertising Agency, City	SHACKLETON Madrid
Executive Creative Director	Enric Nel-lo, Shackleton
General Manager	Sergio Martínez Lluell, Shackleton
Brand Manager	Yolanda Agra, Shackleton
Account Supervisor	Isabel Cisneros, Shackleton
Account Executive	Elena Dominguez, Shackleton
Creative Director	Pipo Virgos, Shackleton Paco Badia, Shackleton
Art Director	Clara Mercader, Shackleton
Copywriter	Santi Garcia, Shackleton
Graphic & Event Producer	Marta Lopez, Shackleton
Audiovisual Production Manager	Manuela Zamora, Shackleton
Audiovisual Producer	Cristina Cortizas, Shackleton
General Manager	Rodrigo Miranda, Shackleton
Social Media Manager	Coque Pons, Shackleton
Brand Manager	Elena Ibañez, Shackleton
Social and Public Relations Manager	Eva Leoz, Shackleton
Executive Social Account	Cristina Fernandez, Shackleton
Communications Manager	Luciana Borges, Shackleton
Entered By	SHACKLETON Madrid

A01/171	USA
BEST USE OF EXPERIENTIAL MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	THE BREATHE HAPPY SOCIAL EXPERIMENT
Advertiser	FEBREZE
Product/Service	AIR FRESHENER
Promo/Advertising Agency, City	GREY NEW YORK
President, Chief Creative Officer	TOR MYHREN, GREY NEW YORK
Executive Creative Director	Per Pedersen, Noel Cottrell, GREY NEW YORK
Creative Director	Rob Perillo, GREY NEW YORK Rob Lenois, GREY NEW YORK
Director Of Broadcast Content/ Development	Nick Childs, GREY NEW YORK
Associate Director of Broadcast Production	James McPherson, GREY NEW YORK

Associate Producer	Angela Ong, GREY NEW YORK
Assistant Producer	Jimmy Wade, GREY NEW YORK
MUSIC PRODUCER	Don McNally, GREY NEW YORK
ACCOUNT	Will Platt-Higgins, Elena Grasmann, Liz Gilchrist, GREY NEW YORK
PLANNING	Molly Dunn, Andrea Galambos, GREY NEW YORK
EXECUTIVE PRODUCER	Tom Rossano, Station Films
PRODUCER	Kate Sutherland, Station Films
Director	Sam Cadman, Station Films
DOP	Ruben O'Malley, Station Films
Lighting	Lance Phox, Station Films
Editor	Mike Elliot, Beast, NY
MUSIC	Heavy Sweatn', Extreme Music Library
Entered By	GREY NEW YORK

A02/022	THE NETHERLANDS
BEST USE OF GUERILLA MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	BAVARIA DUTCHDRESS
Advertiser	BAVARIA
Product/Service	BEER
Promo/Advertising Agency, City	SELMORE CREATIVE AGENCY Amsterdam
Creative Director/Copywriter	Poppe van Pelt, Selmore
Creative/Artistic Director	Diederick Hillenius, Selmore
Copywriter	Kim Triesscheijn, Selmore
Art Director	Jarr Geerligns, Selmore
Client Services Director	Olivier Koning, Selmore
Account Director	Vincent Breedveld, Selmore
Artist	Daniel Zytzma, Achtung Emily Kroes, Achtung Ruud van der Bergh, X-ingredient Peter Colee, X-ingredient
Artist	Revi Bloemendaal, X-ingredient
Copywriter	Kees Albers, X-ingredient
Artist	Marloes Nabben, Don't Tell Mumm
Copywriter	Hannah de Groot, Don't Tell Mumm Olcaj Gulsen, Supertrash
Copywriter	Erik Pas, Erikpas.nl
Artist	Marco Sluiter, Erikpas.nl
Marketing Manager	Frenkel Denie, Bavaria
Brand Manager	Jeroen Vonk, Bavaria
Entered By	SELMORE CREATIVE AGENCY Amsterdam

A03/070	THAILAND
BEST USE OF AMBIENT IN A PROMOTIONAL CAMPAIGN	
Title	THE FIRE WORKS DISCOUNT COUPON
Advertiser	BIGC
Product/Service	STORE
Promo/Advertising Agency, City	LOWE Bangkok
CCO	POM CHAIYAPORN, Lowe/Open
Intergrated Creative	Komsan Wattananavitchakorn, Open Phairat Uaphadunglert, Open Chalit Manuyakorn, Lowe/Open Noppakate Tawun-unnop, Open
CREATIVE DIRECTOR	Wutikai Chaika, Open
COPYWRITER	Pornchai Sanchaichana, Open
Art Director	Nittha Preuksacholavit, Open
Creative Director	Natwithu Saengvichien, Lowe/Open
Intergrated Creative	Chudthai Khumpong, Lowe/Open
Print Producer	Boonchai Suksuriyayothin, Lowe/Open
Producer	Chanwoot Luechaisit, Open
Planner	
Account Manager	
Entered By	LOWE Bangkok

A04/022	ARGENTINA
BEST USE OF SHOPPER MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	BIG NOSES
Advertiser	BGH
Product/Service	AIR CONDITIONERS
Promo/Advertising Agency, City	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires
Executive Creative Director	Maxi Itzkoff, Del Campo Nazca Saatchi & Saatchi/Mariano Serkin, Del Campo Nazca Saatchi & Saatchi
Creative Director	Diego Medvedocky, Del Campo Nazca Saatchi & Saatchi/Ignacio Ferioli, Del Campo Nazca Saatchi & Saatchi
Copywriter	Diego Medvedocky, Del Campo Nazca Saatchi & Saatchi
Art Director	Ignacio Ferioli, Del Campo Nazca Saatchi & Saatchi
Agency Producer	Adrian Aspani, Del Campo Nazca Saatchi & Saatchi María de la Paz Landeyro, Del Campo Nazca Saatchi & Saatchi

Account Manager	Juan Manuel Aralda, Del Campo Nazca Saatchi & Saatchi
Account Supervisor	Mariano Cafarelli, Del Campo Nazca Saatchi & Saatchi
Designer	Guido Fusetti, Del Campo Nazca Saatchi & Saatchi/Sebastian Beretta, Diego & Vlady, Peluca Films
Directors	Alejandro De Michele, Peluca Films
Executive Producer	Daniel Ortega,
Director of Photography	Nicolas Videla, BGH
Advertiser's Supervisor	Carina Catalano, BGH Sebastian Nugnez, BGH
Entered By	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires

A07/003	GERMANY
BEST USE OF BROADCAST IN A PROMOTIONAL CAMPAIGN	
Title	THE PIRATE RADIO EXPERIMENT
Advertiser	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS
Product/Service	HUMAN RIGHTS AWARENESS
Promo/Advertising Agency, City	JUNG von MATT Hamburg
Executive Creative Director	Mathias Stiller, Jung von Matt
Account Supervisor	Ilan Schäfer, Jung von Matt
Creative Director	Maximilian Millies/ Marius Lohmann, Jung von Matt
Copywriter	Nicolas Linde, Jung von Matt
Art Director	Duc Nguyen, Jung von Matt
Account Manager	Julia Kottowski, Jung von Matt
Director	Christian Schwochow, Bigfish Filmproduktion
Producer	Jule Everts/Andrea Roman, Bigfish Filmproduktion
Director of Photography	Konstantin Freyer, Bigfish Filmproduktion
Hidden Camera	Steven Enderlein/Hardy Hergt, Bigfish Filmproduktion
Line Producer	Oliver Marquardt, Bigfish Filmproduktion
Presenter/Radio Voice	Matthias Weidenhöfer, Bigfish Filmproduktion
Cast	Susanne Abbassian, Bigfish Filmproduktion
Sound & Monitoring System	Tonfabrik, Tonfabrik
Entered By	JUNG von MATT Hamburg

A07/034	INDIA
BEST USE OF BROADCAST IN A PROMOTIONAL CAMPAIGN	
Title	SILENT NATIONAL ANTHEM
Advertiser	RELIANCE MEDIA WORKS
Product/Service	CINEMAS
Promo/Advertising Agency, City	MUDRA COMMUNICATIONS Mumbai
Chief Creative Officer	Bobby Pawar, Mudra Communications
Copy Writer	Bobby Pawar, Mudra Communications
Art Director	Deepak Singh, Mudra Communications
Director	Amit Sharma, Chrome Pictures
Producer	Hemant Bhandari, Chrome Pictures Aaliyah Sen Sharma, Chrome Pictures
Entered By	MUDRA COMMUNICATIONS Mumbai

A08/009	NORWAY
BEST USE OF PRINT OR STANDARD OUTDOOR IN A PROMOTIONAL CAMPAIGN	
Title	TEST DRIVE
Advertiser	VOLKSWAGEN
Product/Service	VW PASSAT
Promo/Advertising Agency, City	TRY ADVERTISING AGENCY Oslo
Copywriter	Petter Bryde, TRY Advertising Agency
Art Director	Thorbjorn Ruud, TRY Advertising Agency
Account Director	Morten Polmar, TRY Advertising Agency
Account Manager	Cathrine Wennersten, TRY Advertising Agency
Copywriter	Eva Sannum, APT
Art Director	Markus Lind, APT
Account Director	Ole Hustad, APT
Copywriter	Jonas Grønnern, TRY Advertising Agency
Account Director	Lars-Kristian Harveg, TRY Advertising Agency
Mac Designer	Ole Jakob Boe Skattum, TRY Advertising Agency
Production Company	Thomas Braten, TRY Advertising Agency
Entered By	Mobiento, Mobiento TRY ADVERTISING AGENCY Oslo

Ketchum applauds
young marketers for
breaking through



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A09/008	CANADA
BEST USE OF GAMES	
Title	M&M'S FIND RED
Advertiser	M&M'S
Product/Service	M&M'S
Promo/Advertising Agency, City	PROXIMITY CANADA
Executive Creative Director	John Gagné, Proximity Canada
Associate Creative Director/ Copywriter	Rene Rouleau, Proximity Canada Jon Ruby, Proximity Canada
Associate Creative Director/ Art Director	Jeffrey Da Silva, Proximity Canada
Associate Creative Director	Ari Elkouby, Proximity Canada
Copywriter	Ryan Lawrence, Proximity Canada
Associate Technical Director	Darrin Patey, Proximity Canada
Developer	Itikhar Ahmed, Proximity Canada Edwin Locke, Proximity Canada
Information Architect Director	Patrick Jordan, Proximity Canada
Account Director	Chris Hutsel, Soft Citizen Chris Perron, BBDO Canada
Account Coordinator	Priyanka Goswami, Proximity Canada
Agency Public Relations	Jesse Abrams, Proximity Canada
Entered By	Shari Balga, Proximity Canada PROXIMITY CANADA

A11/058	SWEDEN
BEST ONLINE ADVERTISING IN A PROMOTIONAL CAMPAIGN	
Title	SPEEDSALE
Advertiser	PAPERCUT SHOP
Product/Service	BOOKS AND FILMS
Promo/Advertising Agency, City	DDB STOCKHOLM
Copywriter	Magnus Jakobsson, DDB Stockholm
Art Director	Fredrik Simonsson, DDB Stockholm
Web Producer	Merwan Maaruf, DDB Stockholm
Film	Eskil Lundberg, DDB Stockholm
Design	Patrik Págréus, DDB Stockholm
Flash Developer	Joel Blanco Berg, DDB Stockholm
Account Manager	Amanda Lublin, DDB Stockholm
Music	Flickorna Larsson
Entered By	DDB STOCKHOLM

A11/062	USA
BEST ONLINE ADVERTISING IN A PROMOTIONAL CAMPAIGN	
Title	DUTY CALLS
Advertiser	ELECTRONIC ARTS
Product/Service	VIDEO GAME
Promo/Advertising Agency, City	WIEDEN+KENNEDY Portland
Executive Creative Director	Susan Hoffman, Wieden+Kennedy
Creative Director	Mark Fitzloff, Wieden+Kennedy
Art Director/Copywriter	Eric Baldwin, Wieden+Kennedy
Copywriter/Art Director	Jason Bagley, Wieden+Kennedy
Managing Supervisor	Craig Allen, Wieden+Kennedy
Senior Planner	Eric Kallman, Wieden+Kennedy
Account Executive	Becca Milby, Wieden+Kennedy
Senior Interactive Producer	Matt Kebley, Wieden+Kennedy
Interactive Studio Artist	Andrew Walenga, Wieden+Kennedy
Game Art Lead	Carl Whitehouse, Wieden+Kennedy
Game Producer	Ryan Bolls, Wieden+Kennedy
Game Audio Lead	Peter Yue, Wieden+Kennedy
Account Manager	Norm Badillo, Other Ocean Interactive
Technology Director	Sara Guinness, Other Ocean Interactive
Front End Developer	Bob Baffy, Other Ocean Interactive
Systems Engineer	Shannon Clune, Emerge Interactive
Entered By	Roy Martin, Emerge Interactive Alden Brown, Emerge Interactive Justin Barry, Emerge Interactive WIEDEN+KENNEDY Portland

A11/081	BRAZIL
BEST ONLINE ADVERTISING IN A PROMOTIONAL CAMPAIGN	
Title	PARENTAL CONTROL
Advertiser	BANDSPORTS
Product/Service	SPORTS CHANNEL
Promo/Advertising Agency, City	OGILVY BRASIL São Paulo
VP Executive Creative Director	Anselmo Ramos, Ogilvy Brasil
Creative Director	Fred Saldanha, Ogilvy Brasil
Art Director	Fernando Reis, Ogilvy Brasil
Copywriter	Izabela Cabral, Ogilvy Brasil Olivia Cho, Ogilvy Brasil
Account Manager	Marcelo Padoca, Ogilvy Brasil
Account Supervisor	Fred Aramis, Ogilvy Brasil
Project Manager	Evandro Guimarães, Ogilvy Brasil
Motion	Carolina Vieira, Ogilvy Brasil Maira Quagliato, Ogilvy Brasil Emerson Luis Lima da Silva, Ogilvy Brasil Rubens Angelo, Ogilvy Brasil Paulo Caldas, Ogilvy Brasil

Front end engineer	Felipe Rodrigues, Ogilvy Brasil
Sound Design/Arrangement	S de Samba, S de Samba
Agency Producer	Nana Bittencourt, Ogilvy Brasil
Entered By	Mauricio Granado, Ogilvy Brasil OGILVY BRASIL São Paulo

A12/026	CANADA
BEST USE OF OTHER DIGITAL MEDIA IN A PROMOTIONAL CAMPAIGN	
Title	M&M'S FIND RED
Advertiser	M&M'S
Product/Service	CHOCOLATE
Promo/Advertising Agency, City	PROXIMITY CANADA
Executive Creative Director	John Gagné, Proximity Canada
Associate Creative Director/ Copywriter	Rene Rouleau, Proximity Canada Jon Ruby, Proximity Canada
Associate Creative Director/ Art Director	Jeffrey Da Silva, Proximity Canada
Associate Creative Director	Ari Elkouby, Proximity Canada
Copywriter	Ryan Lawrence, Proximity Canada
Associate Technical Director	Darrin Patey, Proximity Canada
Developer	Itikhar Ahmed, Proximity Canada Edwin Locke, Proximity Canada
Information Architect Director	Patrick Jordan, Proximity Canada
Vice President/Account Director	Chris Hutsel, Soft Citizen
Account Director	Chris Perron, BBDO Toronto
Account Coordinator	Priyanka Goswami, Proximity Canada
Agency Public Relations	Jesse Abrams, Proximity Canada
Entered By	Shari Balga, Proximity Canada PROXIMITY CANADA

A13/129	USA
BEST USE OF SOCIAL MEDIA MARKETING IN A PROMOTIONAL CAMPAIGN	
Title	PAY WITH A TWEET
Advertiser	INNOVATIVE THUNDER
Product/Service	CURRENCY SYSTEM
Promo/Advertising Agency, City	R/GA New York
Associate Creative Director	Leif Abraham, R/GA Christian Behrendt, R/GA
Programmer	Alexander Milde, R/GA John Tubert, R/GA
Entered By	R/GA New York

B01/053	USA
FOOD AND NON-ALCOHOLIC DRINKS	
Title	JUNK FOOD PACKAGING
Advertiser	BOLTHOUSE FARMS
Product/Service	BABY CARROTS
Promo/Advertising Agency, City	CRISPIN PORTER + BOGUSKY Boulder
Chief Creative Officers	Rob Reilly, Andrew Keller, CP+B
Group Creative Director	Tiffany Rolfe, CP+B
Creative Director	Omid Farhang, CP+B
Art Director	Liz Levy, CP+B
Copywriters	Omid Farhang, Marc D'Avignon, CP+B
Designers	Greta Ackerman, Aryanti Ingenille, CP+B
Print Producer	Robert Hannau, CP+B
Digital Artists	Brent Erb, Lucas Svareri, Tyler Gonerka, CP+B
DFX	Brett Connor, Casey Kerrick, Mike Flynn, CP+B
Entered By	CRISPIN PORTER + BOGUSKY Boulder

B05/005	JAPAN
RETAIL (INCL. RESTAURANTS)	
Title	DOMINO'S APP
Advertiser	DOMINO'S PIZZA
Product/Service	RESTAURANT
Promo/Advertising Agency, City	HAKUHODO Tokyo
Interactive Producer	Hiroshi Hori, Hakuhoodo
Interactive Planner	Keiichi Motoyama, Hakuhoodo
Copywriter	Masahiko Inada, Hakuhoodo
Director	Nobuhiro Arai, Hakuhoodo
System Director/Programmer	Yuko Hasegawa, KAYAC
Programmer/Sound Designer	Shinichiro Sei, KAYAC
Programmer	Koujiro Seo, KAYAC
Designer	Daisuke Murase, KAYAC
User Interface Director	Junpei Sato, KAYAC
Art Director/Designer	Yoshihiro Sugi, KAYAC
Public Relations Planner	Shuichi Tsutsumi, KAYAC
Agency Account Director	Roy Philippe, KAYAC
Entered By	Yusuke Mitsuo, A.C.O. James Bowskill, A.C.O. Yui Takeuchi, Hakuhoodo DY Intersolutions Kazuhiro Tabata, Hakuhoodo DY Intersolutions Masaru Tahara, Hakuhoodo Tomoo Ishikawa, Hakuhoodo Kiyomi Wada, Hakuhoodo HAKUHODO Tokyo

B05/029	THAILAND
RETAIL (INCL. RESTAURANTS)	
Title	THE FIRE WORKS DISCOUNT COUPON
Advertiser	BIGC
Product/Service	STORE
Promo/Advertising Agency, City	LOWE Bangkok
CCO	POM CHAIYAPORN, Lowe/Open
Integrated Creative	Komsan Wattananitichakorn, Lowe/ OpenPhairat Uaphadunglerl, Lowe/Open Chalit Manuyakorn, Lowe/Open
Creative Director	Pornchai Sanchaichana, Lowe/Open
Copywriter	Nittha Preuksacholavit, Lowe/Open
Art Director	Noppakate Tawun-unnop, Lowe/Open
Creative Director	Wutikai Chaika, Lowe/Open
Integrated Creative	Chudthai Khumpong, Lowe/Open
Print Producer	Natwithu Saengvichien, Lowe/Open
Producer	Boonchai Suksuriyayothin, Lowe/Open
Planner	Chanwoet Luechaisit, Lowe/Open
Account Manager	LOWE Bangkok
Entered By	

B06/025	SWEDEN
CARS & AUTOMOTIVE SERVICES	
Title	GETAWAY STOCKHOLM
Advertiser	MINI
Product/Service	MINI COUNTRYMAN
Promo/Advertising Agency, City	JUNG von MATT Stockholm
Creative Director	Johan Jäger, Jung von Matt
Art Director	Daniel Wahlgren, Jung von Matt
Copywriter	Magnus Andersson, Jung von Matt
Account Director	Jan Casserlöv, Jung von Matt
Planner	Leoni Phang, Jung von Matt
Visual Director	Daniel Forero, Jung von Matt
Final Art	Jon Palmqvist, Jung von Matt
Project Manager	Ida Modin, Jung von Matt Media Agency, Carat Production Company App, Monterosa Production Company Web/ Backend, Suddenly Production Company Film, Duo Blau PR, Domingo PR
Entered By	JUNG von MATT Stockholm

B07/025	AUSTRALIA
ENTERTAINMENT & LEISURE	
Title	STORIES FROM THE STREET
Advertiser	MELBOURNE WRITERS FESTIVAL
Product/Service	ARTS FESTIVAL
Promo/Advertising Agency, City	JWT Melbourne
Executive Creative Director	Richard Muntz, JWT Melbourne
Deputy Creative Director	Keith Nicolas, JWT Melbourne
Creative	Hannah Smit, JWT Melbourne Scott Glennon, JWT Melbourne
Account Supervisor	Prue Tehan, JWT Melbourne
Account Manager	Melissa Benavides, JWT Melbourne
Planner	Anuj Mehra, JWT Melbourne
Agency Producer	Miriyana Velyanovski, JWT Melbourne
Marketing Manager	Juliette Krings, Melbourne Writers Festival
Production Company	Digital House
Entered By	JWT Melbourne

B07/040	FINLAND
ENTERTAINMENT & LEISURE	
Title	MAKE A BETTER ONE YOURSELF, THEN!
Advertiser	KIASMA MUSEUM OF CONTEMPORARY ART
Product/Service	MUSEUM OF CONTEMPORARY ART
Promo/Advertising Agency, City	HASAN & PARTNERS Helsinki
Creative Director	Eka Ruola, Hasan & Partners
Copywriter	Anu Niemonen, Hasan & Partners
Art director	Sanna Veijalainen, Hasan & Partners
Graphic designer	Ossi Honkanen, Hasan & Partners
Account director	Mikko Juhola, Hasan & Partners Jussi Lindholm, Hasan & Partners Pia Fri, Hasan & Partners Johanna Kulmala, Sanna-Mari Jantti, Kiasma
Head of Development	Salla Virman, Kiasma Joonas Kallioinen, Piippunaakka Arttu Manninen, Piippunaakka
Arranger	Kirsi Parnt, Left & Right
Photographer	Kimmo Syväri
Ad assistant	Jutta Joutjärvi, Hasan & Partners
Chief Creative Officer	Ami Hasan, Hasan & Partners
Copywriter	Eka Ruola, Hasan & Partners
Executive Creative Director	Eka Ruola, Hasan & Partners
Entered By	HASAN & PARTNERS Helsinki

TELEVISION
COMMERCIALS
DIGITAL
AND
MOBILE
CONTENT
PRODUCTION
SERVICES

AND OTHER
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B09/027 USA

FINANCIAL PRODUCTS & SERVICES

Title H&R BLOCK: NEVER SETTLE FOR LESS
Advertiser H&R BLOCK
Product/Service FINANCIAL SERVICES
Promo/Advertising Agency, City FALLON Minneapolis
Chief Creative Officer Darren Spiller, Fallon
Copywriter Ryan Peck, Fallon
Art Director Scott O'Leary, Fallon
Integrated Producer Ted Knutson & Lauren May, Fallon
Director Mark Romanek, Anonymous Content
Cinematographer Salvatore Totino,
Editor Michael Heldman, Spotwelders
 Erik Carlson, VOLT Studios
Head of Integrated Production Corey Esse, Fallon
Writer - Digital David Mackereth, Fallon
Business Affairs Brendan Lawrence & Brent Larson, Fallon
Integrated Producer Nicole Earley & Matt Lund, Fallon
Art Director - Digital Noah Carlstrom & Amanda Whitacre, Fallon
Account Team Chris Lawrence, Pete Leacock & Evan Brown, Fallon
Developer Kla Haeck, Fallon
UX Allison Beattie, Fallon
Producer Arstides McGarry, Anonymous Content
Executive Producer Dave Morrison & Sue Ellen Clair, Anonymous Content
Visual Effects James Allen, Public
Sound Design Jeff Payne, Eleven Sound
Entered By FALLON Minneapolis

B09/032 NEW ZEALAND

FINANCIAL PRODUCTS & SERVICES

Title IMPULSE SAVER
Advertiser WESTPAC
Product/Service FINANCIAL SERVICES
Promo/Advertising Agency, City COLENZO BBDO Auckland
Executive Creative Director Nick Worthington, Colenso BBDO
Creative & Planner James Hurman, Colenso BBDO
Head of Digital Innovation Adam Good, Colenso BBDO
Digital Creative Director Terry Williams-Wilcock, Colenso BBDO
Senior Digital Art Director Pablo Dunovits, Colenso BBDO
Art Director Sarah Frizzell, Colenso BBDO
Copywriter Tom Paine, Colenso BBDO
Creative Technologist Matt Tizard, Colenso BBDO
Digital Developer David Wilcox, Colenso BBDO
Group Account Director Lou Kuegler, Colenso BBDO
Account Director Rebecca Richardson, Colenso BBDO
 Marcelle Baker, Colenso BBDO
Account Manager Krystal Houghton, Colenso BBDO
Agency Producer Paul Courtney, Colenso BBDO
 Sheridan Derby, Colenso BBDO
 Rob Linkhorn, Colenso BBDO
Digital Producer Oli Moorman, Colenso BBDO
 James McMullan, Colenso BBDO
Designer Kate Slavin, Colenso BBDO
Idea Inspiration Rory Sutherland,
 Ogilvy UK Vice-Chairman
Entered By COLENZO BBDO Auckland

B11/055 INDIA

CORPORATE IMAGE & INFORMATION

Title SILENT NATIONAL ANTHEM
Advertiser RELIANCE MEDIA WORKS
Product/Service CINEMAS
Promo/Advertising Agency, City MUDRA COMMUNICATIONS Mumbai
Chief Creative Officer Bobby Pawar, Mudra Communications
Copy Writer Bobby Pawar, Mudra Communications
Art Director Deepak Singh, Mudra Communications
Director Amit Sharma, Chrome Pictures
Producer Aaliyah Sen Sharma, Chrome Pictures
Entered By MUDRA COMMUNICATIONS Mumbai

B13/010 SWITZERLAND

CHARITIES

Title DONATED SONGS
Advertiser SALVATION ARMY
Product/Service SALVATION ARMY
Promo/Advertising Agency, City WIRZ/BBDO Zürich
Executive Creative Director Philipp Skrabal, Wirz/BBDO
Creative Director Thomas Kurzmeyer, Wirz/BBDO
Art Director Chantal Heimo, Wirz/BBDO
Copywriter Andi Portmann, Wirz/BBDO
Direction Simon Jaquement,
Cinematographer Lorenz Merz,
Producer Heinrich Reinacher, Markenfilm
Entered By WIRZ/BBDO Zürich

B13/021 SOUTH AFRICA

CHARITIES

Title WAKING UP THE NEIGHBOURHOOD
Advertiser POWA
Product/Service FEMALE ABUSE PREVENTION
Promo/Advertising Agency, City OGILVY JOHANNESBURG
Executive Creative Director Fran Luckin, Ogilvy Johannesburg
Art Director Renier Zandberg, Ogilvy Johannesburg
Group Head Robyn Bergmann, Ogilvy Johannesburg
TV Producer Debbie Dannheisser,
 Ogilvy Johannesburg
Copywriter Taryn Scher, Ogilvy Johannesburg
Group Head Catherine Conradie,
 Ogilvy Johannesburg
Director/Editor Jonty Fine, Frieze Films
Producer Jo Barber, Frieze Films
Account Manager Louise Johnston, Ogilvy Johannesburg
Marketing Manager Nonhlanhla Mokwena, POWA
Sound Director Jo Anne Darling-Risi, Fr'quency
 Zak Binikos, Fr'quency
Public Relations Maja Rode, Ogilvy Johannesburg
Account Manager Shera Esmade, Ogilvy Johannesburg
Strategist Dianne Springer, Ogilvy Johannesburg
Entered By OGILVY JOHANNESBURG

B14/036 POLAND

PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES

Title WHAT A PERSON CAN MISS
 A MACHINE WILL FIND
Advertiser THE POLISH FEDERATION
 OF CANCER SURVIVORS
Product/Service CHARITY
Promo/Advertising Agency, City EURO RSCG WARSAW
Chief Creative Officer Jacek Szulecki, Euro RSCG Warsaw
Copywriter Magda Banasik, Euro RSCG Warsaw
Art Director Rafal Rys, Euro RSCG Warsaw
Group Account Director Agnieszka Wichracka, Euro RSCG Warsaw
Account Executive Magda Majczynna, Euro RSCG Warsaw
Account Director Malgorzata Begier, Euro RSCG 4D
Central & Eastern Europe Marketing & Communications Tomik Tybora, H&M Hennes&Mauritz
Entered By EURO RSCG WARSAW

C01/002 AUSTRALIA

BEST INTEGRATED CAMPAIGN LED BY PROMOTION AND ACTIVATION

Title DATED PILLOW
Advertiser PACIFIC BRANDS
Product/Service PILLOWS
Promo/Advertising Agency, City HAPPY SOLDIERS Sydney
Executive Creative Director John Kane, Happy Soldiers
Creative Ben Sampson, Happy Soldiers
 John Kane, Happy Soldiers
Agency Producer Meredith Judd, Happy Soldiers
Director Rey Carlson, Play Big
Producer Bonnie Fay, Play Big
Strategy Director Mark Sareff, Happy Soldiers
Channel Planner Sophie Price, Happy Soldiers
Business Director Lindsey Evans, Happy Soldiers
Account Director Emma DiGiacomo, Happy Soldiers
Designer Tim Haynes, Happy Soldiers
General Manager Adam Heathcote, Tontine
Product Development and Marketing Manager Lucinda Kew, Tontine
PR Zarr Marketing, Zarr Marketing
Media Implementation Mediacom, Mediacom
Entered By HAPPY SOLDIERS Sydney

C01/120 USA

BEST INTEGRATED CAMPAIGN LED BY PROMOTION AND ACTIVATION

Title NEVER SETTLE FOR LESS
Advertiser H&R BLOCK
Product/Service H&R BLOCK
Promo/Advertising Agency, City FALLON Minneapolis
Chief Creative Officer Darren Spiller, Fallon
Copywriter Ryan Peck, Fallon
Art Director Scott O'Leary, Fallon
Integrated Producer Ted Knutson & Lauren May, Fallon
Director Mark Romanek, Anonymous Content
Cinematographer Salvatore Totino,
Editor Michael Heldman, Spotwelders
 Erik Carlson, VOLT Studios
Head of Integrated Production Corey Esse, Fallon
Writer - Digital David Mackereth, Fallon
Business Affairs Brendan Lawrence & Brent Larson, Fallon
Integrated Producer Nicole Earley & Matt Lund, Fallon

Art Director - Digital Noah Carlstrom & Amanda Whitacre, Fallon
Account Team Chris Lawrence, Pete Leacock & Evan Brown, Fallon
Developer Kla Haeck, Fallon
UX Allison Beattie, Fallon
Producer Arstides McGarry, Anonymous Content
Executive Producer Dave Morrison & Sue Ellen Clair, Anonymous Content
Visual Effects James Allen, Public
Sound Design Jeff Payne, Eleven Sound
Entered By FALLON Minneapolis

C01/152 USA

BEST INTEGRATED CAMPAIGN LED BY PROMOTION AND ACTIVATION

Title DECODE JAY-Z WITH BING
Advertiser BING/JAY-Z
Product/Service SEARCH ENGINE
Promo/Advertising Agency, City DROGA5 New York
CREATIVE CHAIRMAN DAVID DROGA, DROGA5
Creative Director NEIL HEYMANN, DROGA5
Copywriter ADAM NOEL/SPENCER LLEVELLEE, DROGA5
Art Director JON KUBIK, DROGA5
Designer JON DONAGHY, DROGA5
Digital Designer PIPER DERLEY/ELIAS HOLTZ, DROGA5
Senior Digital Producer ANDREW ALLEN, DROGA5
Director Of Photography PAUL MCGEIVER, DROGA5
Digital Producer TOPH BROWN, DROGA5
Ooh Producer CLIFF LEWIS/MEA COLE-TEFKA, DROGA5
Head Of Print Services ROB LUGO, DROGA5
Studio Artist CHRIS THOMAS, DROGA5
Director Of Digital Strategy HASHEM BA JWA, DROGA5
Creative Director DUNCAN MARSHALL/TED ROYER/
 NIK STUDZINSKI/KEVIN BRADY, DROGA5
Director Of Polygons COLIN LORD, DROGA5
Videographer/Editor SAM KILBRETH/NICK DIVERS, DROGA5
Marketing Manager ERIC HADLEY/RYAN CAMERON, BING
PR Company SUNSHINE, SACHS & ASSOCIATES,
 SUNSHINE, SACHS & ASSOCIATES
Account SHAWN MACKOFF/MEGAN COLLINS, DROGA5
CEO ANDREW ESSEX, DROGA5
Entered By DROGA5 New York

C01/164 UNITED KINGDOM

BEST INTEGRATED CAMPAIGN LED BY PROMOTION AND ACTIVATION

Title BUD ICE COLD INDEX
Advertiser BUDWEISER
Product/Service BUD ICE
Promo/Advertising Agency, City DDB UK London
Executive Creative Director Jeremy Craigen, DDB UK
Creative Director Dave Henderson, DDB UK
 Richard Denney, DDB UK
 Simon Richings, DDB UK
Art Director Stephen Webley, DDB UK
 Rob Messeter, DDB UK
Copywriter Robert Bovington, DDB UK
 Mike Crowe, DDB UK
Photographer/ Illustrator Lee Powers, DDB UK
Design Matt Fenn, DDB UK
 Pete Mould, DDB UK
Director James Rouse, DDB UK
Tech Lead John Streit, DDB UK
 Carlton Dickson, DDB UK
Flash Lead Nick Clements, DDB UK
Account Lead Jon Busk, DDB UK
 Sheerien Salindera, DDB UK
 Nick Owen, DDB UK
Project Lead Trudie Quinn, DDB UK
 Philip Rook, DDB UK
Entered By DDB UK London

LOOK AT THE SKY
INSTEAD OF A SCREEN

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CYBER

SHORTLIST

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
FOODS & DRINKS					
A01/007	BREW BY FEEL	CARLTON UNITED BREWERIES	CASCADE BREWERY	DROGA5 SYDNEY	AUSTRALIA
A01/047	BABYCARROTS.COM	BOLTHOUSE FARMS	BABY CARROTS	CRISPIN PORTER + BOGUSKY BOULDER	USA
A01/049	FAN 400	COKE ZERO	COKE ZERO	CRISPIN PORTER + BOGUSKY BOULDER	USA
A01/054	PERRIER BY DITA	NESTLÉ WATERS	PERRIER	OGILVY FRANCE PARIS	FRANCE
AUTOMOTIVE PRODUCTS & SERVICES					
A02/020	TRUE LIFE COSTS	VOLKSWAGEN	VOLKSWAGEN VALUE	DDB UK LONDON	UNITED KINGDOM
A02/033	LIVE DRIVE	MITSUBISHI MOTORS	MITSUBISHI OUTLANDER SPORT	180LA SANTA MONICA	USA
A02/043	XC TRAVELS	VOLVO	CARS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A02/053	THE WINTER ADJUSTED OFFER	VOLKSWAGEN	VW PASSAT 4MOTION	DDB STOCKHOLM	SWEDEN
HEALTHCARE & MEDICAL					
A04/010	DREAM RECOMMENDER	HELP REMEDIES	HELP I CAN'T SLEEP	AGENCYTWOIFTEEN SAN FRANCISCO	USA
CLOTHING, FOOTWEAR & ACCESSORIES					
A05/012	TABIO SLIDE SHOW	TABIO	LEGWEAR	PROJECTOR TOKYO	JAPAN
A05/016	ADIDAS SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWA/HAKUHODO TOKYO	JAPAN
A05/021	LUCKY MACHINE	UNIQLO	CLOTHING	DENTSU TOKYO	JAPAN
A05/024	WORN ACROSS AMERICA	WRANGLER	WRANGLER SS11	STINK DIGITAL LONDON	UNITED KINGDOM
A05/027	RUN FWD:	NIKE	IPHONE APP	WIEDEN+KENNEDY TOKYO	JAPAN
A05/029	SNEAKERPEDIA	FOOT LOCKER	FOOT LOCKER	SAPIENTNITRO LONDON	UNITED KINGDOM
A05/030	LUCKY LINE	UNIQLO	UNIQLO SPECIAL SALE	DENTSU TOKYO	JAPAN
A05/032	FASHION INSIDERS	LOUIS VUITTON	WINTER 11/12 FASHION SHOW	OGILVY FRANCE PARIS	FRANCE
A05/036	WRITE THE FUTURE	NIKE	NIKE FOOTWEAR	WIEDEN+KENNEDY TOKYO	JAPAN
A05/039	THE PROMISE KEEPER	REEBOK	SHOES	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A05/045	FREE	NIKE	APPAREL	R/GA NEW YORK	USA
A05/047	THE BLACK MAMBA	NIKE	APPAREL	R/GA NEW YORK	USA
OTHER CONSUMER PRODUCTS (INCLUDING DURABLE GOODS)					
A06/011	HAPPY INSIDE	IKEA	IKEA CATALOGUE	MOTHER LONDON	UNITED KINGDOM
A06/020	HARMONY	JOHN LEWIS	HARMONY	ADAM & EVE LONDON	UNITED KINGDOM
A06/023	WORLD OF EOS	CANON	EOS	LEO BURNETT SYDNEY	AUSTRALIA
A06/026	BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
A06/039	40-DAY BED-IN	FLEX	MATTRESS	SRA RUSHMORE MADRID	SPAIN
FINANCIAL SERVICES					
A07/019	56 SAGE STREET	BARCLAYS	BARCLAYS MONEYSKILLS	BBH LONDON	UNITED KINGDOM
A07/022	SEND A MESSAGE TO THE FUTURE	AMF	PENSION FUNDS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
TRAVEL, ENTERTAINMENT & LEISURE					
A08/002	ART PROJECT	GOOGLE	GOOGLE GEO	GOOGLE MOUNTAIN VIEW	USA
A08/004	MONET 2010	RMN / GRAND PALAIS / CONSEIL DE LA CRÉATION ARTISTIQUE	MONET EXHIBITION	FABERNOVEL PARIS	FRANCE
A08/024	HALO REACH: REMEMBER REACH	MICROSOFT XBOX	HALO: REACH	AKQA SAN FRANCISCO	USA
A08/059	ADOBE MUSEUM OF DIGITAL MEDIA	ADOBE	ADOBE MUSEUM	GOODY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
RETAIL & E-COMMERCE, INCLUDING RESTAURANTS					
A09/011	THE HUMAN JUKEBOX	PAUSE HOME ENTERTAINMENT	HI-FI STORES	ÅKESTAM HOLST STOCKHOLM	SWEDEN
A09/012	LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A09/014	THE MOST LIKED PROVISION SHOP	ZHA HUO DIAN	RETAIL	JWT XM SINGAPORE	SINGAPORE
PUBLICATIONS & MEDIA					
A10/004	THE WILDERNESS DOWNTOWN	GOOGLE	ARCADE FIRE	GOOGLE CREATIVE LAB NEW YORK	USA
A10/005	SOUR/MIRROR	ZENITH	INDEPENDENT BAND	MASASHI QANTA SAQOOSHA HIROKI TOKYO	JAPAN
A10/030	CARLOS	CANAL +	TV CHANNEL	BETC EURO RSCG PARIS	FRANCE
BUSINESS PRODUCTS & SERVICES					
A11/014	CHANGING WORLD	FEDEX	FEDEX	BBDO GUERRERO MAKATI CITY	THE PHILIPPINES
A11/017	GOOGLE DEMO SLAM	GOOGLE	GOOGLE INNOVATIONS	JOHANNES LEONARDO NEW YORK	USA

Every brand has a story to tell. Through a combination of immersive consumer experiences, collaborative content, and innovative technologies, Microsoft® Advertising is empowering brands to tell their stories at scale.

Let creativity do its thing.

Please join us this week at Cannes Lions!

Microsoft Advertising Cyber Lounge

Enter to win one of three wickedly powerful Samsung 9 Series Notebooks with Windows 7! Drawings held on Tuesday, Wednesday & Thursday @ 15:00.

The Cyber Lounge is located at Palais des Festival, Toscan du Plantier and offers wired workstations and wireless internet to all Cannes Lions delegates. Notebook drawing details and rules are posted in the Cyber Lounge.

BBDO Seminar

Your Next Billion - Monday, June 20, 10:30-11:15

How do you earn your next billion? BBDO, Microsoft and IPSOS OTX have joined forces for a proprietary study of multi-platform campaigns leveraging both creativity and technology to identify a ground-breaking framework for marketing success.

Microsoft Seminar

Discover New Innovations Turning Ordinary Entertainment Into Something *Extraordinary*
Kudo Tsunoda, Creative Director, Kinect for Xbox 360 - Wednesday, June 22, 14:30-15:15

Discover what happens when creatives put consumers in the center of the action. Ordinary entertainment becomes *extraordinary* with new innovations like Natural User Interface leading the possibilities for the future of home entertainment.

Workshop

The Things People Say

Microsoft Advertising Global Creative Solutions Team - Wednesday, June 22, 15:30-17:30

The goal of this workshop is to make you smarter, faster, leaner marketers. We will discuss, share and learn the best ways to tackle the largest challenges in digital advertising. Activities will include a college style debate session, live polling on controversial topics and your chance to voice your thoughts and perceptions about digital marketing.

Join in the conversation! @msadvertising | #canneslions
advertising.microsoft.com/cannes



CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
ADVERTISING & MEDIA					
A12/011	PROJEQT	TBWA WORLDWIDE	PROJEQT WEB PUBLISHING TOOL	TBWA WORLDWIDE NEW YORK	USA
COMMERCIAL PUBLIC SERVICES					
A13/003	DON'T TELL ASHTON	BERGHS SCHOOL OF COMMUNICATION	INTERACTIVE COMMUNICATION PROGRAM	BERGHS SCHOOL OF COMMUNICATION STOCKHOLM	SWEDEN
A13/010	LOST IN VAL SINISTRA	SWISSCOM	SWISSCOM TV	CONTEXTA BERN	SWITZERLAND
A13/013	LIVING CHRISTMAS CARDS	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST STOCKHOLM	SWEDEN
A13/015	THE SOUND OF GREEN	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST STOCKHOLM	SWEDEN
A13/020	PETITE LAP GIRAFFE	DIRECTV	TELECOM	GREY NEW YORK	USA
CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES					
A14/014	BETTER WORLD	NIKE	NIKE BETTER WORLD WEBSITE	WIENEN+KENNEDY PORTLAND	USA
A14/025	PEACE SHADOW PROJECT	HIROSHIMA PEACE MEMORIAL MUSEUM	NUCLEAR WEAPONS AWARENESS	HAKUHODO TOKYO	JAPAN
A14/038	HOMELESS BANNERS	STOCKHOLMS STADSMISSION	HOMELESSNESS CHARITY	GARBERGS STOCKHOLM	SWEDEN
A14/045	A NEW WARRIOR	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
A14/057	THE GIRL STORE	NANHI KALI, K.C. MAHINDRA EDUCATION TRUST	EDUCATION TRUST	STRAWBERRYFROG NEW YORK	USA
CORPORATE INFORMATION					
A15/058	FANTASY CHEATERS LEAGUE	HOST	ONLINE GAME	HOST SYDNEY	AUSTRALIA
A15/063	FASHION AWARD	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A15/068	STREET ART VIEW	RED BULL	INSTITUTIONAL	LODUCCA SÃO PAULO	BRAZIL
A15/071	WE ARE TENNIS	BNP PARIBAS	WE ARE TENNIS WEBSITE	R/GA LONDON	UNITED KINGDOM
MISCELLANEOUS					
A16/006	WALL OF FAME	EDDING INTERNATIONAL	STATIONERY	KEMPERTRAUTMANN HAMBURG	GERMANY
BEST DIGITALLY LED INTEGRATED CAMPAIGN					
B01/026	M&M'S FIND RED	MARS	M&M'S	PROXIMITY CANADA	CANADA
B01/049	SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWA LONDON	UNITED KINGDOM
B01/060	NOKIA PUSH SNOWBOARDING	NOKIA	NOKIA N8	HYPERNAKED LONDON	UNITED KINGDOM
B01/081	RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIENEN+KENNEDY PORTLAND	USA
B01/084	TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH NEW YORK	USA
B01/086	WALL OF FAME	EDDING INTERNATIONAL	STATIONERY	KEMPERTRAUTMANN HAMBURG	GERMANY
B01/087	THE CHANCE	NIKE	NIKE FOOTBALL	AKQA LONDON	UNITED KINGDOM
B01/100	MINI WORLD RECORD ATTEMPT	MINI	MINI COUNTRYMAN	PROFERO LONDON	UNITED KINGDOM
B01/141	THE HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO
B01/147	TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE LEUVEN	BELGIUM
B01/162	THE PROMISE KEEPER	REEBOK	SHOES	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
B01/166	NOKIA N8 CAMPAIGN	NOKIA	NOKIA N8	WIENEN+KENNEDY LONDON	UNITED KINGDOM
B01/168	DULUX WALLS	AKZO NOBEL	DULUX	EURO RSCG LONDON	UNITED KINGDOM
B01/179	YOUR MOM HATES DEAD SPACE 2	ELECTRONIC ARTS	DEAD SPACE 2	DRAFTFCB SAN FRANCISCO	USA
B01/195	CHROME FAST	GOOGLE	CHROME BROWSER	BBH NEW YORK	USA
B01/206	DECODE JAY-Z WITH BING	BING / JAY-Z	DECODE JAY-Z WITH BING	DROGA5 NEW YORK	USA
B01/217	SHOW US YOUR PIZZA	DOMINO'S	DOMINO'S	CRISPIN PORTER + BOGUSKY BOULDER	USA
B01/222	LULLABIES	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
FOODS AND DRINKS					
C01/004	BREAKTHROUGH CAMPAIGN	HEINEKEN INTERNATIONAL	DESPERADOS	MEDIAMONKS HILVERSUM	THE NETHERLANDS
AUTOMOTIVE PRODUCTS & SERVICES					
C02/012	TEST DRIVE ON COMMAND	NISSAN MIDDLE EAST	NISSAN PATROL	TBWA/RAAD DUBAI	UNITED ARAB EMIRATES
C02/033	ONLINE GUERRILLA	MERCEDES-BENZ	MERCEDES-BENZ SPRINTER	N=5 AMSTERDAM	THE NETHERLANDS
CLOTHING, FOOTWEAR & ACCESSORIES					
C05/007	LUCKY COUNTER	UNIQLO	CLOTHING	DENTSU TOKYO	JAPAN
OTHER CONSUMER PRODUCTS					
C06/016	LEGO BUILDERS OF INFINITY	LEGO	LEGO	SERVICEPLAN MUNICH	GERMANY
CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS					
C14/014	€1.20 YOUTUBE VIDEO	ING DIRECT	CHRISTMAS CAMPAIGN FOR UNICEF	OGILVYONE WORLDWIDE MADRID	SPAIN
C14/029	HOMELESS BANNERS	STOCKHOLMS STADSMISSION	HOMELESSNESS CHARITY	GARBERGS STOCKHOLM	SWEDEN
BEST COPYWRITING					
D01/001	WORLD'S LONGEST BANNER	BMW	BMW X3 LAUNCH	CUNDARI TORONTO	CANADA
D01/008	HURTS DON'T LET GO - AN INTERACTIVE AUDIO NOVEL ON SPOTIFY	RCA	«HURTS «HAPPINESS»»»	SONY MUSIC ENTERTAINMENT UK CREATIVE LONDON	UNITED KINGDOM
D01/010	MAJESTIC PLASTIC BAG	HEAL THE BAY	PUBLIC SERVICE ANNOUNCEMENT	DDB SAN FRANCISCO	USA
D01/040	SWAGGER WAGON	TOYOTA MOTOR SALES	TOYOTA SIENNA	SAATCHI & SAATCHI LA	USA
D01/041	PRIUS GOES PLURAL INTRO WEB VIDEO	TOYOTA MOTOR SALES	TOYOTA PRIUS	SAATCHI & SAATCHI LA	USA
D01/045	RESPONSE CAMPAIGN JS BEALS	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIENEN+KENNEDY PORTLAND	USA
BEST MUSIC/SOUND DESIGN					
D02/002	WORLD'S SMALLEST CHARACTER ANIMATION	NOKIA	NOKIA N8	WAVE STUDIOS LONDON	UNITED KINGDOM
D02/016	SOUNDS LIKE: DARK RIDE	LEXUS	LEXUS CT 200H	SKINNY NEW YORK	USA
D02/018	XYLOPHONE	NTT DOCOMO	MOBILE PHONE	DRILL TOKYO	JAPAN
D02/019	MADE IN USA	WRANGLER	BLUEBELL SS11	STINK DIGITAL LONDON	UNITED KINGDOM

To see Jesse Eisenberg and meet the Mofilm Team, get over to the Debussy Theatre 10am Wednesday!



THE WORLD'S LARGEST CREATIVE DEPARTMENT,
WORKING WITH THE WORLD'S BIGGEST BRANDS.

Filmmakers from over 100 countries have made more than 7000 films, for 80 brands, in the last 12 months alone.



CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
D02/034	CURIIOUSLY STRONG AWARDS	WRIGLEY	ALTOIDS	EVOLUTION BUREAU SAN FRANCISCO	USA
D02/039	VARIATIONS 2010	NESPRESSO	COFFEE CAPSULES	SOLEIL NOIR PARIS	FRANCE
D02/040	BRICK THIEF	LEGO	LEGO	PEREIRA & O'DELL SAN FRANCISCO	USA
D02/043	WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI LONDON	UNITED KINGDOM
D02/049	LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
D02/061	SWAGGER WAGON	TOYOTA MOTOR SALES	TOYOTA SIENNA	SAATCHI & SAATCHI LA	USA
D02/069	THE EMOTION PLANNER	THE ROYAL OPERA IN STOCKHOLM	OPERA	DDB STOCKHOLM	SWEDEN

ANIMATION

D03/027	TRUE LIFE COSTS	VOLKSWAGEN	VOLKSWAGEN VALUE	DDB UK LONDON	UNITED KINGDOM
D03/032	SECRET RACE BATTLE	MATTEL	HOT WHEELS	MUSE AMSTERDAM	THE NETHERLANDS
D03/035	VARIATIONS 2010	NESPRESSO	COFFEE CAPSULES	SOLEIL NOIR PARIS	FRANCE
D03/037	CLAYNATION INTERVIEW	LAND ROVER	FREELANDER 2	RAINEY KELLY CAMPBELL ROALFE/Y&R LONDON	UNITED KINGDOM
D03/039	MONET2010	RMN / GRAND PALAIS / CONSEIL DE LA CRÉATION ARTISTIQUE	MONET EXHIBITION	FABERNOVEL PARIS	FRANCE
D03/045	WORLDS SMALLEST CHARACTER ANIMATION	NOKIA	NOKIA N8	AARDMAN ANIMATIONS BRISTOL	UNITED KINGDOM
D03/048	ATTRACTION	INPES	TOBACCO AWARENESS	DDB PARIS	FRANCE

INTERFACE & NAVIGATION

D04/016	THE WILDERNESS DOWNTOWN	GOOGLE	ARCADE FIRE	GOOGLE CREATIVE LAB NEW YORK	USA
D04/022	HIDDEN HEROES	HI-CONE	MULTIPACK	GRIMM GALLUN HOLTAPPELS HAMBURG	GERMANY
D04/038	TRUE LIFE COSTS	VOLKSWAGEN	VOLKSWAGEN VALUE	DDB UK LONDON	UNITED KINGDOM
D04/046	WALL OF FAME	EDDING INTERNATIONAL	STATIONERY	KEMPERTRAUTMANN HAMBURG	GERMANY
D04/062	MONET2010	RMN / GRAND PALAIS / CONSEIL DE LA CRÉATION ARTISTIQUE	MONET EXHIBITION	FABERNOVEL PARIS	FRANCE
D04/069	LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
D04/086	360°	RENAULT	ESPACE	PUBLICIS CONSEIL PARIS	FRANCE
D04/097	YAHOO! BUS STOP DERBY	YAHOO!	YAHOO!	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA

ILLUSTRATION AND GRAPHIC DESIGN

D05/028	PIXIE	NESPRESSO	COFFEE MACHINE	SOLEIL NOIR PARIS	FRANCE
D05/038	A NEW WARRIOR	GREENPEACE	THE NEW RAINBOW WARRIOR	LES 84 PARIS	FRANCE
D05/039	MONET2010	RMN / GRAND PALAIS / CONSEIL DE LA CRÉATION ARTISTIQUE	MONET EXHIBITION	FABERNOVEL PARIS	FRANCE
D05/040	BELIEVE IN A NEW GOD	ROLLING STONE MAGAZINE	MAGAZINE	MARCEL PARIS	FRANCE
D05/045	WALL OF FAME	EDDING INTERNATIONAL	STATIONERY	KEMPERTRAUTMANN HAMBURG	GERMANY
D05/049	ATTRACTION	INPES	TOBACCO AWARENESS	DDB PARIS	FRANCE

PHOTOGRAPHY

D06/003	STUNT	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
D06/004	DIESEL ISLAND	DIESEL	DIESEL APPAREL	STINK DIGITAL LONDON	UNITED KINGDOM

BEST USE OF VIDEO

D07/012	THE INFINITE HOUSE	HORNBAACH DIY	HOME IMPROVEMENT SUPERSTORES	HEIMAT BERLIN	GERMANY
D07/020	HERDING CATS EXPERIMENT	IKEA	IKEA CATALOGUE	MOTHER LONDON	UNITED KINGDOM
D07/023	SOUR/MIRROR	ZENITH	INDEPENDENT BAND	MASASHI QANTA SAQOOSHA HIROKI TOKYO	JAPAN
D07/039	MADE IN USA	WRANGLER	BLUEBELL SS11	STINK DIGITAL LONDON	UNITED KINGDOM
D07/054	A GIRL STORY	NANHI KALI, K.C. MAHINDRA EDUCATION TRUST	EDUCATION FOR YOUNG GIRLS	STRAWBERRYFROG NEW YORK	USA
D07/064	A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN PARIS	FRANCE
D07/067	CHROME FASTBALL	GOOGLE	CHROME BROWSER	BBH NEW YORK	USA

MOBILE ADVERTISING

E01/015	HAVE A CAMPER DAY	CAMPER	CAMPER	HERRAIZ SOTO BARCELONA	SPAIN
E01/052	LEAF IAD	NISSAN	NISSAN LEAF	TBWACHIAI DAY LA LOS ANGELES	USA
E01/057	VENDING MACHINE	MINI CANADA	THE 2011 MINI R5X	TAXI 2 TORONTO	CANADA
E01/074	HEAT MWC	GOOGLE	MOBILE APP	JUNG VON MATT STOCKHOLM	SWEDEN
E01/075	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG VON MATT STOCKHOLM	SWEDEN
E01/107	THIS UNPREDICTABLE LIFE	HONDA	HONDA JAZZ	WIEDEN+KENNEDY LONDON	UNITED KINGDOM
E01/116	BOOM	NIKE	MOBILE APP	R/GA NEW YORK	USA
E01/119	NIKE FOOTBALL+ TEAM EDITION	NIKE	NIKE FOOTBALL COACHING APP	AKQA LONDON	UNITED KINGDOM
E01/120	TRAINING CLUB	NIKE	NIKE WOMEN	AKQA LONDON	UNITED KINGDOM
E01/129	AIRWALK IPUS	AIRWALK	FOOTWEAR	Y&R NEW YORK	USA
E01/138	STREAM	LYNX	MOBILE & SOCIAL PLATFORM	RAZORFISH NEW YORK	USA
E01/160	THE HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO
E01/179	OWN VOICE	NOKIA	NOKIA OVI STORE	WIEDEN+KENNEDY LONDON	UNITED KINGDOM
E01/181	HEINEKEN STARPLAYER	HEINEKEN	STARPLAYER	AKQA LONDON	UNITED KINGDOM
E01/185	THE VOICE	REPORTERS WITHOUT BORDERS	NON GOVERNMENTAL ORGANISATION	PUBLICIS BRUSSELS	BELGIUM
E01/189	DALI MUSEUM IPHONE APP	DALI MUSEUM	HIPSTAMATIC IPHONE APP	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
E01/194	THE FIRST IPAD MOTION COVER & INTERACTIVE SPREAD	VIV MAG	VIV MAGAZINE	ALEX HENRY LOS ANGELES	USA
E01/204	NIKE+ GPS	NIKE	MOBILE APP	R/GA NEW YORK	USA

INTERACTIVE TOOLS (FOR PCS, MACS, ETC)

E02/003	E-FOLDER SET	IKEA	IKEA	LABORATORY IDEAS BUDAPEST	HUNGARY
E02/013	PROJEQT	TBWAWORLDWIDE	PROJEQT WEB PUBLISHING TOOL	TBWAWORLDWIDE NEW YORK	USA
E02/019	EDDING DIGITAL HIGHLIGHTER	EDDING INTERNATIONAL	DIGITAL HIGHLIGHTER	KEMPERTRAUTMANN HAMBURG	GERMANY
E02/032	SAVE AS WWF	WWF DEUTSCHLAND	WWF	JUNG VON MATT HAMBURG	GERMANY



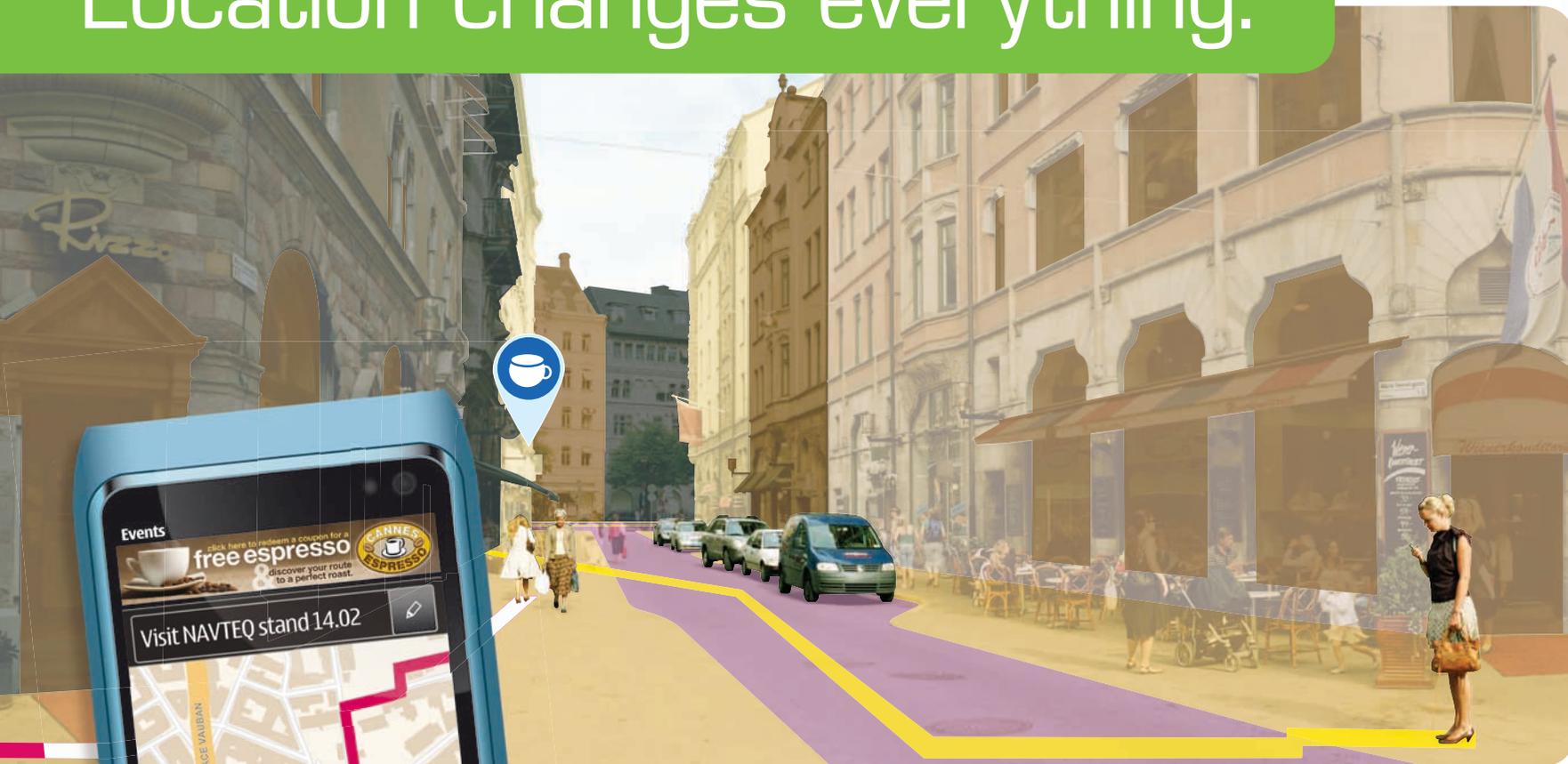
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NEWS WEBSITE

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
COMMUNITY APPLICATIONS					
E03/006	SOCIAL MEDIA SOBRIETY TEST	WEBROOT	WEBROOT INTERNET SECURITY COMPLETE	TDA BOULDER BOULDER	USA
E03/009	DON'T TELL ASHTON	BERGHS SCHOOL OF COMMUNICATION	INTERACTIVE COMMUNICATION PROGRAM	BERGHS SCHOOL OF COMMUNICATION STOCKHOLM	SWEDEN
E03/019	LUCKY LINE	UNIQLO	CLOTHING	DENTSU TOKYO	JAPAN
E03/035	DAVID ON DEMAND	LEO BURNETT CHICAGO	MARKETING SEMINAR	LEO BURNETT CHICAGO	USA
E03/036	LIKE MACHINE	COCA-COLA	COCA-COLA VILLAGE	PUBLICIS E-DOLOGIC RAMAT GAN	ISRAEL
E03/066	SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWA/LONDON	UNITED KINGDOM
E03/068	HALO REACH: REMEMBER REACH	MICROSOFT XBOX	HALO: REACH	AKQA SAN FRANCISCO	USA
E03/078	SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS BOSTON	USA
E03/094	WHEN FACEBOOK BECOMES A BOOK	BOUYGUES TELECOM	TELECOMMUNICATIONS	DDB PARIS	FRANCE
E03/127	MAC & JINX	KRAFT	KRAFT MAC & CHEESE	CRISPIN PORTER + BOGUSKY BOULDER	USA
E03/128	SCHOOL LAND	UNICEF	UNICEF	JWT MADRID	SPAIN
E03/133	TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE LEUVEN	BELGIUM
E03/143	OWN VOICE	NOKIA	OVI MAPS	WIENEN+KENNEDY LONDON	UNITED KINGDOM
E03/147	HEINEKEN STARPLAYER	HEINEKEN	STARPLAYER	AKQA LONDON	UNITED KINGDOM
E03/148	MOB THE RAINBOW	WRIGLEY	SKITTLES	EVOLUTION BUREAU SAN FRANCISCO	USA
E03/168	SXSW	R/GA	GAME	R/GA NEW YORK	USA
GAMES					
E04/022	LUCKY MACHINE	UNIQLO	CLOTHING	DENTSU TOKYO	JAPAN
E04/025	DUTY CALLS	ELECTRONIC ARTS	VIDEO GAME	WIENEN+KENNEDY PORTLAND	USA
E04/026	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG VON MATT STOCKHOLM	SWEDEN
E04/035	CHROME FASTBALL	GOOGLE	CHROME BROWSER	BBH NEW YORK	USA
E04/040	HEINEKEN STARPLAYER	HEINEKEN	SOCIAL MEDIA GAME	AKQA LONDON	UNITED KINGDOM
E04/041	NIKE GRID	NIKE	NIKE RUNNING	AKQA LONDON	UNITED KINGDOM
E04/080	56 SAGE STREET	BARCLAYS	BARCLAYS MONEYSKILLS	BBH LONDON	UNITED KINGDOM
E04/088	RISK HEARING	INPES	INPES	DDB PARIS	FRANCE
OTHER DIGITAL CHANNELS					
E05/004	HURTS DON'T LET GO	RCA	«HURTS «HAPPINESS»»»	SONY MUSIC ENTERTAINMENT UK CREATIVE LONDON	UNITED KINGDOM
E05/017	ANDES FRIEND RECOVERY	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
E05/037	THE CANVAS EXPERIMENT	CONVERSE EMEA	CONVERSE SHOES	PERFECT FOOLS STOCKHOLM	SWEDEN
E05/039	YAHOO! BUS STOP DERBY	YAHOO!	YAHOO!	GOODYBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
EMAIL MARKETING, INCL. E-CARDS					
F01/022	THE OUT OF OFFICE AD	B-REEL	DIGITAL PRODUCTION COMPANY	SAATCHI & SAATCHI STOCKHOLM	SWEDEN
VIRAL VIDEO					
F02/008	IPAD LIGHT PAINTING	DENTSU LONDON	ADVERTISING AGENCY	DENTSU LONDON LONDON	UNITED KINGDOM
F02/021	DARTH VADER	TOMTOM	NAVIGATION VOICES	POOL WORLDWIDE AMSTERDAM	THE NETHERLANDS
F02/022	MASTER YODA	TOMTOM	NAVIGATION VOICES	POOL WORLDWIDE AMSTERDAM	THE NETHERLANDS
F02/032	LEGENDARY BIRU	SLEEMAN BREWERIES	BEER	DENTSU CANADA TORONTO	CANADA
F02/037	WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIENEN+KENNEDY AMSTERDAM	THE NETHERLANDS
F02/043	WAKING UP THE NEIGHBOURHOOD	POWA	FEMALE ABUSE PREVENTION	OGILVY JOHANNESBURG	SOUTH AFRICA
F02/044	DIGITAL STORY OF THE NATIVITY	EXCENTRIC	DIGITAL AGENCY	EXCENTRIC LISBON	PORTUGAL
F02/045	FOOSBALL FEVER	NOKIA	N8 MOBILE SMARTPHONE	JACK MORTON WORLDWIDE LONDON	UNITED KINGDOM
F02/048	CHATROULETTE REACTIONS	LIONSGATE	THE LAST EXORCISM (MOVIE)	THE VISIONAIRE GROUP LOS ANGELES	USA
F02/055	I HOPE THIS GETS TO YOU	WALTER MAY	LOVE	WALTER MAY LOS ANGES	USA
F02/061	CAGE COP	WRIGLEY	SKITTLES	BBDO CANADA TORONTO	CANADA
F02/064	CAT	WRIGLEY	SKITTLES	BBDO CANADA TORONTO	CANADA
F02/087	LIQUID MOUNTAINEERING	HI-TEC	WATERPROOF SHOES	CCCP AMSTERDAM	THE NETHERLANDS
F02/091	THE FORCE	VOLKSWAGEN	VW PASSAT	DEUTSCH INC. LOS ANGELES	USA
F02/104	BREAKTHROUGH CAMPAIGN	HEINEKEN INTERNATIONAL	DESPERADOS	MEDIAMONKS HILVERSUM	THE NETHERLANDS
F02/111	THE CHASE	INTEL CORPORATION	THE 2ND GENERATION INTEL CORE I5 PROCESSOR	VENABLES BELL & PARTNERS SAN FRANCISCO	USA
F02/130	PROM DATE	WRIGLEY	CHEWING GUM	ENERGY BBDO CHICAGO	USA
F02/134	CURIOSLY STRONG AWARDS	WRIGLEY	ALTOIDS	EVOLUTION BUREAU SAN FRANCISCO	USA
F02/145	THE WORLDS SMALLEST STOP-MOTION CHARACTER ANIMATION	NOKIA	NOKIA N8	WIENEN+KENNEDY LONDON	UNITED KINGDOM
F02/148	GONG	EUROPEAN TOUR	EUROPEAN GOLF TOUR	SAATCHI & SAATCHI LONDON	UNITED KINGDOM
F02/154	PANYEE FC	TMB BANK	CORPORATE BRANDING	THE LEO BURNETT GROUP THAILAND BANGKOK	THAILAND
F02/163	RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIENEN+KENNEDY PORTLAND	USA
F02/191	CHROME FASTBALL	GOOGLE	CHROME BROWSER	BBH NEW YORK	USA
F02/192	CHROME SPEED TESTS	GOOGLE	CHROME BROWSER	BBH NEW YORK	USA
F02/202	PINK PONIES CASE STUDY	JOHN ST.	JOHN ST.	JOHN ST TORONTO	CANADA
F02/226	UNBEARABLE	DSCR ROAD SAFETY	ROAD SAFETY	LOWE STRATEUS PARIS	FRANCE
VIRAL MARKETING					
F03/041	LUCKY LINE	UNIQLO	CLOTHING	DENTSU TOKYO	JAPAN
F03/043	LUCKY COUNTER	UNIQLO	CLOTHING	DENTSU TOKYO	JAPAN
F03/065	SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWA/LONDON	UNITED KINGDOM
F03/066	STREET ART VIEW	RED BULL	INSTITUTIONAL	LODUCCA SÃO PAULO	BRAZIL
F03/067	RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIENEN+KENNEDY PORTLAND	USA
F03/069	TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH NEW YORK	USA
F03/077	EOS TALKING TREE	EOS MAGAZINE	CASCADE	HAPPINESS BRUSSELS	BELGIUM
F03/137	LIFE IN A DAY	YOUTUBE	YOUTUBE	TOASTER LONDON	UNITED KINGDOM
F03/167	PAY WITH A TWEET	INNOVATIVE THUNDER	CURRENCY SYSTEM	R/GA NEW YORK	USA
F03/168	THE SOCIAL INTERVIEW	R/GA	THE SOCIAL INTERVIEW	R/GA NEW YORK	USA
F03/173	YOUR MOM HATES DEAD SPACE 2	ELECTRONIC ARTS	DEAD SPACE 2	DRAFTFCB SAN FRANCISCO	USA
F03/188	A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN PARIS	FRANCE
F03/192	4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR BOULDER	USA
F03/200	SNEAKERPEDIA	FOOT LOCKER	FOOT LOCKER	SAPIENTNITRO LONDON	UNITED KINGDOM
F03/204	SAVE AS WWF	WWF DEUTSCHLAND	WWF	JUNG VON MATT HAMBURG	GERMANY

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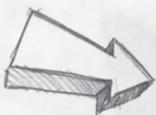
How can brands work for Good?



Advertising is at its most potent when it's a force for good.

Craig Davis, Chief Creative Officer of Publicis Mojo Australia/New Zealand and Founder of Brandkarma, is joined by Adweek Editorial Director Michael Wolff and We First founder Simon Mainwaring to examine how creative minds can most positively impact some of humanity's critical challenges.

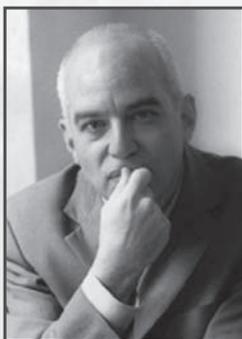
Watch the winning entries of the global Good Work challenge and discuss the opportunities for brands and business to lead innovation, shift entrenched attitudes and motivate behavioural change – for good.



www.youtube.com/goodwork



Craig Davis
Chief Creative Officer
Publicis Mojo



Michael Wolff
Editorial Director
Adweek



Simon Mainwaring
Founder
We First



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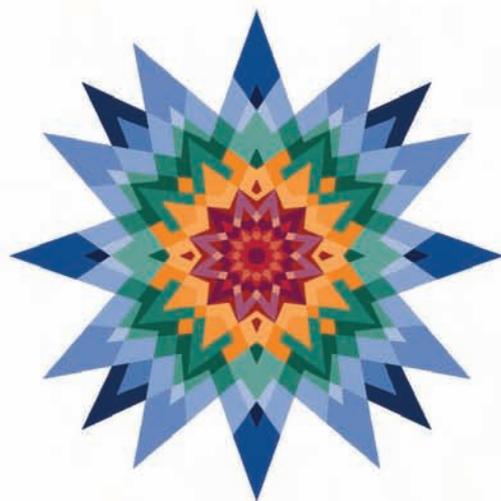
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DESIGN

SHORTLIST

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
POSTERS					
A01/017	A PICTURE SPEAKS A THOUSAND WORDS	PAUL THOMPSON	PHOTOGRAPHY	THE CHASE CREATIVE CONSULTANCY MANCHESTER	UNITED KINGDOM
A01/034	PLAYING THE UNDERGROUND	JEUDI	CLUB MUSIC EVENT	JUNG VON MATT HAMBURG	GERMANY
A01/038	OLD SPICE POSTERS	PROCTER & GAMBLE	OLD SPICE	LANDOR ASSOCIATES CHICINNATI	USA
A01/047	HANDCUT CARDBOARD POSTERS	HINZ & KUNZT	STREET MAGAZINE	JWT GERMANY HAMBURG	GERMANY
A01/097	CREATURES	PACIFIC PAINT	BOYSEN PAINTS	TBWA/SANTIAGO MANGADA PUNO MAKATI CITY	THE PHILIPPINES
A01/099	SNEAKERS	PENTSTAR SPORTS	LACOSTE FOOTWEAR	CAMPAIGNS & GREY MAKATI CITY	THE PHILIPPINES
A01/115	COINCIDENCE	EPA	EPA	ALMAPBDDO SÃO PAULO	BRAZIL
A01/126	STOP THE SLAUGHTER	INTERNATIONAL FUND FOR ANIMAL WELFARE	ANTI-WHALING	JWT MELBOURNE	AUSTRALIA
A01/129	TREE RINGS	ACRES: ANIMAL CONCERNS RESEARCH & EDUCATION SOCIETY	WILDLIFE PRESERVATION	DDP SINGAPORE	SINGAPORE
A01/136	PIRACY POSTER	FIRSTFLOORUNDER	ART EXHIBITION PIRACY	TBWA/ITALIA MILAN	ITALY
A01/138	CENAKOVSKI	THÉÂTRE DU NOUVEAU MONDE	THEATRE	COSSETTE MEDIA MONTRÉAL	CANADA
A01/164	SPLITTING HEADACHE	PARAS PHARMA	STOPACHE	Y&R DUBAI	UNITED ARAB EMIRATES
A01/176	ANTI-SMOKING CAMPAIGN	NATIONAL CANCER SOCIETY MALAYSIA	ANTI-SMOKING	Y&R MALAYSIA KUALA LUMPUR	MALAYSIA
A01/181	NOT YOUR EVERYDAY EVERYDAY	MONOPRIX	MONOPRIX	HAVAS CITY PARIS	FRANCE
A01/190	DWARF DEPRESSION	LOVING HANDS MINISTRY	LOVING HANDS MINISTRY	MUDRA COMMUNICATIONS MUMBAI	INDIA
A01/191	FROZEN FOOD	PE ELECTRONICS	ELECTROLUX FREEZER	MUDRA COMMUNICATIONS MUMBAI	INDIA
A01/215	OIL & WATER DO NOT MIX	COALITION TO RESTORE COASTAL LOUISIANA	ENVIRONMENTAL PROTECTION	HAPPINESS BRUSSELS	BELGIUM
A01/223	MICROPHONE/PHOTOGRAPHER/REPORTER	CANADIAN JOURNALISTS FOR FREE EXPRESSION	CANADIAN JOURNALISTS FOR FREE EXPRESSION	JUNIPER PARK TORONTO	CANADA
FLYERS, TICKETS, INVITATIONS, POSTCARDS, CHRISTMAS AND OTHER GREETINGS CARDS					
A02/033	SPECIAL POSTMARK	REPORTERS WITHOUT BORDERS AUSTRIA	HUMAN RIGHTS	SERVICEPLAN MUNICH	GERMANY
A02/044	STORIES FROM THE STREET	MELBOURNE WRITERS FESTIVAL	2010 MELBOURNE WRITERS FESTIVAL	JWT MELBOURNE	AUSTRALIA
A02/059	DISAPPEARING DISCOUNTS	R I AYURVEDA RESEARCH LABS	LASS NATURAL COSMETICS	MUDRA COMMUNICATIONS MUMBAI	INDIA
CALENDARS					
A03/006	IMMIGRATION STAMPS	YATRA ONLINE	CALENDAR	TBWA/INDIA GURGAON	INDIA
A03/007	ALMOST EXTINCT	BBC	BBC WILDLIFE FUND	THE CHASE CREATIVE CONSULTANCY MANCHESTER	UNITED KINGDOM
A03/008	VANISHING TOMORROW	ACER	CALENDAR	HAKUHODO TOKYO	JAPAN
A03/022	AUGMENTED REALITY CALENDAR	AUDI	AUTOMOBILE	NEUE DIGITALE/RAZORFISH BERLIN	GERMANY
A03/038	WHEN I GROW UP	FAKTUM	CHARITY STREET PAPER	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A03/042	TAMIYA CALENDAR	SIAM TAMIYA	TAMIYA MODEL KITS SHOP	CREATIVE JUICE/BANGKOK (TBWA) BANGKOK	THAILAND
LOGO DESIGN					
A04/030	FRIENDS VISUAL IDENTITY	FRIENDS FILM COMPANY	FILM PRODUCTION COMPANY	& CO. COPENHAGEN	DENMARK
A04/049	"CHEMICAL REACTION" CORPORATE STATIONERY	SHU'S PRODUCTION	CORPORATE TOOL	OGILVY & MATHER JAPAN TOKYO	JAPAN
A04/078	IDENTITY	ESPACE POUR LA VIE (SPACE FOR LIFE)	MONTRÉAL'S BIODIME, INSECTARIUM, BOTANICAL GARDEN AND PLANETARIUM	COSSETTE MEDIA MONTRÉAL	CANADA
A04/083	PAUSE	LINGO INDIA	AUDIO STOCK BANK	TAPROOT INDIA MUMBAI	INDIA
A04/091	PERIODIC TABLE	THE CATALYST AGENCY	ADVERTISING AGENCY	THE CATALYST AGENCY SINGAPORE	SINGAPORE
BOOKS					
A05/005	BOOK OF BIRDS	GÖRTZ	BOOK	GÜRTLERBACHMAN HAMBURG	GERMANY
A05/018	THE RED-THREAT-BOOK	GLAXOSMITHKLINE	DIETARY SUPPLEMENT	OGILVY & MATHER ADVERTISING DÜSSELDORF	GERMANY
A05/020	BASISBIBEL	GERMAN BIBLE SOCIETY	BIBLE COVER DESIGN	GOBASIL HAMBURG	GERMANY
A05/037	HOMEMADE IS BEST	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
SELF PROMOTION					
A06/018	IVITY CARDBOARD CITY	IVITY	DESIGN AGENCY	IVITY BRAND CORP LISBON	PORTUGAL
A06/029	CONCERTMILK	DORTMUND CONCERTHALL	SEASON 2010/2011	JUNG VON MATT HAMBURG	GERMANY
A06/037	BLACK PENCIL CALENDAR	LEO BURNETT	SELF PROMOTION	LEO BURNETT GUATEMALA GUATEMALA CITY	GUATEMALA
A06/065	THE INTERACTIVE COAL-GATE	BBDO	ADVERTISING AGENCY	BBDO GERMANY DÜSSELDORF	GERMANY
A06/085	LADYBUG	HOGAR CLINICA SAN JUAN DE DIOS	TELETON	JWT LIMA	PERU
A06/090	THE VIEW OF THE BRANDS	JWT	JWT	JWT BRAZIL SÃO PAULO	BRAZIL
A06/104	PIRACY ART EXHIBIT	FIRSTFLOORUNDER	ART EXHIBITION PIRACY	TBWA/ITALIA MILAN	ITALY
A06/118	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR BOULDER	USA
A06/120	ALL ABOUT ACUPRESSURE	DR. S M VAIDYA	ACUPRESSURE TREATMENT	OGILVY & MATHER MUMBAI	INDIA
A06/122	MAKE SOMEONE'S DAY	METRO	METRO NEWSPAPER	THE PARTNERS LONDON	UNITED KINGDOM
A06/133	LIVING TYPOGRAPHY	MUDRA COMMUNICATIONS	SELF PROMOTION	MUDRA COMMUNICATIONS MUMBAI	INDIA
A06/141	BRAND ADDICTED AGENCY	W&CIE	DESIGN & COMMUNICATION AGENCY	W&CIE PARIS	FRANCE
A06/144	COME SIT AND PLAY	JAVA DESIGN	ZOO BENCH	IOVANNI+DRAFTFCB RIO DE JANEIRO	BRAZIL
A06/159	APPLE BOX	LEO BURNETT SYDNEY	LEO BURNETT SYDNEY	LEO BURNETT SYDNEY	AUSTRALIA
PUBLICATIONS & BUSINESS COMMUNICATIONS					
A07/008	CANYON BRAND BOOK	CANYON BICYCLES	PREMIUM BICYCLES	KMS TEAM MUNICH	GERMANY
A07/023	LOVE BLOSSOMS HERE	MOTHER'S PRIDE / MARVEL GROUP OF COMPANIES	PRESCHOOL	OUT OF THE BOX NEW DELHI	INDIA
A07/034	BRAZILIAN TWITTERATURE CLASSICS	SUZANO PAPEL E CELULOSE	POLLEN PAPER	SANTA CLARA SÃO PAULO	BRAZIL
A07/038	THE UNBELIEVABLE IS FOUND AT EMILIANO	HOTEL EMILIANO	HOTEL EMILIANO BOOK	JWT BRAZIL SÃO PAULO	BRAZIL
A07/042	BOOKS VIRADA SUSTENTAVEL	VIRADA SUSTENTAVEL	SUSTAINABLE TURN	LEW LARANTBWA SÃO PAULO	BRAZIL
A07/050	HOWTO MAGAZINE / THE BLACK ISSUE	OGILVY	OGILVY	OGILVY FRANKFURT	GERMANY
SMALL BUSINESS - LOCAL OR OPERATING IN A RESTRICTED AREA.					
A08/001	2010'S FAIREST ANNUAL REPORT	LEMONAID BEVERAGES	SOFT DRINK MANUFACTURER	JUNG VON MATT HAMBURG	GERMANY
A08/002	THE REPORT THAT ATTRACTS MONEY	AGENCIA REGIONAL DE RECAUDACIÓN	TAX COLLECTION AGENCY	F33 MURCIA	SPAIN
A08/003	I AM ONE THOUSAND	ENABLIS	NON-FOR-PROFIT ORGANIZATION	COSSETTE MEDIA MONTRÉAL	CANADA
ILLUSTRATION					
A09/033	GECKO	AUDI	AUDI QUATTRO	KEMPERTRAUTMANN HAMBURG	GERMANY
A09/043	ENEMIES	WOCKHARDT LIMITED	OSTEOARTHRITIS THERAPY	SORENTO HEALTHCARE COMMUNICATIONS MUMBAI	INDIA
A09/097	CHICKEN LIPS	IBM	IBM	OGILVY FRANCE PARIS	FRANCE
A09/112	GOING GOING GONE RED!	RICHARD HOUSE	GO RED!	THE PARTNERS LONDON	UNITED KINGDOM
A09/117	SWITCH OFF	PROCTER & GAMBLE	BOUNCE	LEO BURNETT IBERIA MADRID	SPAIN
A09/121	WHALE	LEGO	LEGO	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A09/122	SPIT	PUBLIC HEALTH BUREAU OF FENGXIAN, SHANGHAI	PUBLIC AWARENESS OF SPITTING	OGILVY SHANGHAI	CHINA
A09/130	DWARF DEPRESSION 1	LOVING HANDS MINISTRY	LOVING HANDS MINISTRY	MUDRA COMMUNICATIONS MUMBAI	INDIA
A09/132	DWARF DEPRESSION 3	LOVING HANDS MINISTRY	LOVING HANDS MINISTRY	MUDRA COMMUNICATIONS MUMBAI	INDIA
A09/142	DROUGHT	GREENPEACE	CAR FREE DAY	LEO BURNETT HONG KONG	HONG KONG
A09/177	SEE IT THROUGH THEIR EYES	PENGUIN BOOKS MALAYSIA	DK'S ANIMAL ENCYCLOPEDIAS	Y&R MALAYSIA KUALA LUMPUR	MALAYSIA
A09/185	MUSEUM OF CHILDHOOD POSTER CAMPAIGN	MUSEUM OF CHILDHOOD	MUSEUM OF CHILDHOOD	ABBOTT MEAD VICKERS BBDO LONDON	UNITED KINGDOM
ADVERTISING TYPOGRAPHY					
A10/003	SPRINTER APPLIES FOR A JOB	DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI HAMBURG	GERMANY
A10/009	LIGHT WALL REFLECTION	BMW	BMW M3 COUPE	SERVICEPLAN MUNICH	GERMANY
A10/010	HANDS	NATIONAL CARE FOR DOMESTIC VIOLENCE	DOMESTIC VIOLENCE AWARENESS	JWT LONDON LONDON	UNITED KINGDOM
A10/023	LOVE/HATE	THE ADVERTISING AND DESIGN CLUB OF CANADA	THE ADVERTISING AND DESIGN CLUB OF CANADA	LEO BURNETT TORONTO	CANADA
A10/025	MICHAEL JACKSON	BILLBOARD	MAGAZINE	ALMAPBDDO SÃO PAULO	BRAZIL
A10/029	KIT KAT KLOCKS	NESTLÉ	KIT KAT	JWT LONDON LONDON	UNITED KINGDOM
A10/039	NON AU QUOTIDIEN QUOTIDIEN (NOT YOUR EVERYDAY EVERYDAY)	MONOPRIX	MONOPRIX	HAVAS CITY PARIS	FRANCE
A10/050	WMF APPLE	WMF	WMF PEELERS	KNSK WERBEAGENTUR HAMBURG	GERMANY



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CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
DESIGN TYPOGRAPHY					
A11/002	DEAR BILL	SOCIETY OF DESIGN	SPEAKER SERIES	GO WELSH LANCASTER	USA
A11/004	A PICTURE SPEAKS A THOUSAND WORDS	PAUL THOMPSON	PHOTOGRAPHY	THE CHASE CREATIVE CONSULTANCY MANCHESTER	UNITED KINGDOM
A11/007	LOEWE 3D	LOEWE OPTA	3D POSTER	SCHOLZ & FRIENDS BERLIN	GERMANY
A11/008	GRAPHIC EXPLANATION	PIE INTERNATIONAL	GRAPHIC EXPLANATION IN ADVERTISEMENT(BOOK)	TOKYU AGENCY TOKYO	JAPAN
A11/020	PEARSON TYPOGRAPHY	PEARSON	EDUCATIONAL SERVICES COMPANY	INTERBRAND LONDON	UNITED KINGDOM
BROADCAST DESIGN AND GRAPHICS INCL. ANIMATION					
A12/009	2010 OPEN TITLES	OFFF INTERNATIONAL FESTIVAL	INTERNATIONAL FESTIVAL	THE MILL NEW YORK	USA
A12/017	BALLOONS	MTV	MTV	LODUCCA SAO PAULO	BRAZIL
DESIGN PHOTOGRAPHY					
A13/019	HOMEMADE IS BEST	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A13/025	SR. AMOR: MODEL	SALVATION ARMY	SALVATION ARMY	JWT ARGENTINA BUENOS AIRES	ARGENTINA
ONLINE DIGITAL DESIGN					
B01/003	SOUR/MIRROR	ZENITH	INDEPENDENT BAND	MASASHI QANTA SAQOOSHA HIROKI TOKYO	JAPAN
B01/019	HIDDEN HEROES	HI-CONE	MULTIPACK	GRIMM GALLUN HOLTAPPELS HAMBURG	GERMANY
B01/022	WALL OF FAME	EDDING	WRITING TOOLS COMPANY	KEMPERTRAUTMANN HAMBURG	GERMANY
B01/034	DIRECTING SHADOWS	MOTO WAGANARI	INTERACTIVE LIGHT GALLERY	OGILVY FRANKFURT	GERMANY
B01/044	TABIO SLIDE SHOW	TABIO	LEGWEAR	TAIYO KIKAKU TOKYO	JAPAN
B01/053	BIT.CODE	SAP	BUSINESS SOFTWARE	OGILVY FRANKFURT	GERMANY
OFFLINE DIGITAL DESIGN					
B02/002	MOBILITY	OTTO BOCK HEALTHCARE	MOBILITY INSTALLATION	ART+COM BERLIN	GERMANY
B02/012	THE COSMOPOLITAN DIGITAL EXPERIENCE	THE COSMOPOLITAN OF LAS VEGAS	HOTEL DIGITAL EXPERIENCE	DIGITAL KITCHEN CHICAGO	USA
B02/018	WATSON	IBM	IBM	OGILVY & MATHER NEW YORK	USA
B02/019	AUDI MEDIAWALL - GENEVA INTERNATIONAL MOTORSHOW 2010	AUDI	AUDI A1	MUTABOR DESIGN HAMBURG	GERMANY
B02/025	THE CANVAS EXPERIMENT	CONVERSE EMEA	CONVERSE SHOES	PERFECT FOOLS STOCKHOLM	SWEDEN
TEMPORARY RETAIL					
C02/011	MR. LEE, TAILOR TO SUPERHEROES AND VILLAINS	SONY PLAYSTATION	DC UNIVERSE ONLINE	LEO BURNETT IBERIA MADRID	SPAIN
POINT OF SALE					
C03/002	DICKY BIRD PROMOTION	GÖRTZ	BOOK AND PACKAGE DESIGN	GÜRTLERBACHMAN HAMBURG	GERMANY
C03/007	LOEWE 3D	LOEWE OPTA	3D POSTER	SCHOLZ & FRIENDS BERLIN	GERMANY
C03/008	SAPPRO TAP HANDLE	SLEEMAN BREWERIES	BEER TAP HANDLE	DENTSU CANADA TORONTO	CANADA
C03/015	CLASS IS IN SESSION	FOOT LOCKER	FOOT LOCKER	SAPIENTNITRO MIAMI	USA
C03/038	EXPLOSIVE PAIN	PARAS PHARMA	STOPACHE	Y&R DUBAI	UNITED ARAB EMIRATES
C03/041	ANTA LI XIAOXU'S SHOEBOX INSTALLATION	ANTA SPORTS PRODUCT	SPORTS	JWT SHANGHAI	CHINA
C03/045	COBWEB	FIAT	FIAT ADVENTURE LINE	LEO BURNETT BRASIL SAO PAULO	BRAZIL
C03/048	DUCKED	FOOT LOCKER	CONVERSE FOOTWEAR	SAPIENTNITRO LONDON	UNITED KINGDOM
C03/050	SEE IT THROUGH THEIR EYES	PENGUIN BOOKS MALAYSIA	DK'S ANIMAL ENCYCLOPEDIAS	Y&R MALAYSIA KUALA LUMPUR	MALAYSIA
HOSPITALITY/LEISURE					
C04/001	SLOW - THE LOUNGE FOR EXTREMELY BUSY PEOPLE	BRITISH AIRWAYS COMAIR	BUSINESS CLASS FLIGHTS	GRID WORLDWIDE BRANDING & DESIGN JOHANNESBURG	SOUTH AFRICA
C04/003	THE COSMOPOLITAN DIGITAL EXPERIENCE	THE COSMOPOLITAN OF LAS VEGAS	HOTEL DIGITAL EXPERIENCE	DIGITAL KITCHEN CHICAGO	USA
EXHIBITIONS & LIVE EVENTS					
C05/042	PEACE SHADOW PROJECT	HIROSHIMA PEACE MEMORIAL MUSEUM	NUCLEAR WEAPONS AWARENESS	HAKUHODO TOKYO	JAPAN
C05/050	AUDI MEDIAWALL - GENEVA INTERNATIONAL MOTORSHOW 2010	AUDI	AUDI A1	MUTABOR DESIGN HAMBURG	GERMANY
C05/051	THE INTERACTIVE COAL-GATE	BBDO	ADVERTISING AGENCY	BBDO GERMANY DÜSSELDORF	GERMANY
C05/053	SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWAW HAKUHODO TOKYO	JAPAN
C05/054	BURMA	HUMAN RIGHTS WATCH	HUMAN RIGHTS PETITION	JWT NEW YORK	USA
C05/072	YANG AI (DESPAIR WHIRLPOOL)	GUANGZHOU YANGAI SPECIAL CHILDREN PARENT CLUB	YANG AI	LEO BURNETT SHANGHAI	CHINA
PUBLIC SPACES					
C06/005	YOUR GAME IS YOUR VOICE	NIKE	SPORTS APPAREL	WIEDEN+KENNEDY SHANGHAI	CHINA
C06/013	THE PALLET PROJECT	BRANDBASE	CONCEPTUAL INTERIOR DESIGN	BRANDBASE AMSTERDAM	THE NETHERLANDS
C06/014	BOTA BOTA, SPA-ON-WATER	BOTA BOTA	FLOATING SPA	SID LEE MONTREAL	CANADA
C06/040	SEE POTENTIAL	AL NOOR TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS	TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS	Y&R DUBAI	UNITED ARAB EMIRATES
C06/055	DISPOSABLE FOREST	GREENPEACE	GREENPEACE	OGILVY BEIJING	CHINA
I. OWN LABEL AND PRIVATE LABEL BRANDS					
D01I/002	BLUE SKIES FRESH FRUIT RANGE	BLUE SKIES	FRESH FRUIT RANGE	WILLIAMS MURRAY HAMM LONDON	UNITED KINGDOM
D01I/006	GOOD LIFE	ICA	RETAIL STORE CORPORATE MESSAGE	KING STOCKHOLM	SWEDEN
II. CORE FMCG					
D01II/001	YUMMY TUMMY KOALAS	GEORGE WESTON FOODS	YUMMY TUMMY KOALAS	LANDOR ASSOCIATES SYDNEY	AUSTRALIA
III. PREMIUM BRAND					
D01III/002	BRICKSTONES	T.D.G. VERTRIEBS	CAKE MIX	KOLLE REBBE HAMBURG	GERMANY
D01III/005	MLK	BUSINESS CONCERN PRODMOL	MLK	DEPOT WPF MOSCOW	RUSSIA
D01III/009	CHEESE PENCILS	T.D.G. VERTRIEBS	PARMESAN CHEESE	KOLLE REBBE HAMBURG	GERMANY
D02III/009	ABSOLUT GLIMMER	THE ABSOLUT VODKA COMPANY	VODKA	FAMILY BUSINESS STOCKHOLM	SWEDEN
D02III/015	FARRIER WINES	JACKSON FAMILY WINES	FARRIER WINE	DUNCAN/CHANNON SAN FRANCISCO	USA
I. OWN LABEL AND PRIVATE LABEL BRANDS					
D03I/007	TEA	MONOPRIX	MONOPRIX	HAVAS CITY PARIS	FRANCE
II. CORE FMCG					
D03II/009	COCA-COLA 2010 SUMMER CAN	COCA-COLA	COCA-COLA	TURNER DUCKWORTH LONDON	UNITED KINGDOM
I. OWN LABEL AND PRIVATE LABEL BRANDS					
D04I/003	SIX SCENTS PARFUMS: SERIES THREE	SIX SCENTS PARFUM	FRAGRANCE COLLECTION	METAPROJECT NEW YORK	USA
D04I/006	GÖRTZ 17 SHOELACE BOX	GÖRTZ 17	SHOES	KEMPERTRAUTMANN HAMBURG	GERMANY
II. CORE FMCG					
D04II/009	TARGET HEAVY FOOD	MEDICOM PHARMA	DIGESTION AID	BBDO GERMANY DÜSSELDORF	GERMANY
D04II/011	DIZAO ORGANICS	EXAMONE ENTERPRISES	DIZAO ORGANICS	DEPOT WPF MOSCOW	RUSSIA
D04II/012	THE LONGEST LASTING BATTERY	PANASONIC	ALKALINE BATTERY	SCHOLZ & FRIENDS BERLIN	GERMANY
III. PREMIUM BRAND					
D04III/001	LEE - NEVER WASTED	VF ARVIND MILLS	LEE SHOPPING BAG	HAPPY CREATIVE SERVICES BANGALORE	INDIA
SUSTAINABLE PACKAGING					
D05/006	STOP THE WATER WHILE USING ME!	T.D.G. VERTRIEBS	SKINCARE PRODUCTS	KOLLE REBBE HAMBURG	GERMANY
SPECIAL EDITIONS & PROMOTIONAL PACKAGING					
D07/002	STR BOTTLE	HEINEKEN INTERNATIONAL	BEER	DBOD AMSTERDAM	THE NETHERLANDS
D07/003	BIRD PACKAGING	GÖRTZ	PACKAGING DESIGN	GÜRTLERBACHMAN HAMBURG	GERMANY
CONSUMER PRODUCTS					
E01/003	ALL ABOUT TEA	ALL ABOUT TEA	TEA	MOVING BRANDS LONDON	UNITED KINGDOM
CONSUMER SERVICES					
E02/007	SONAE BRAND IDENTITY SYSTEM	SONAE	MULTINATIONAL RETAIL GROUP	IVITY BRAND CORP LISBON	PORTUGAL
E02/025	TRANSMEDIALE 11	KULTURPROJEKTE BERLIN	FESTIVAL FOR MEDIA AND ARTS	RUDDIGKEIT BERLIN	GERMANY
E02/033	KANTAR BRAND IDENTITY	KANTAR	MARKET RESEARCH COMPANY	THE PARTNERS LONDON	UNITED KINGDOM
E02/034	FIOCCA STUDIO	FIOCCA STUDIO	PHOTOGRAPHY	COSSETTE COMMUNICATION TORONTO	CANADA



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Hispanic wake-up call

The growth of the Hispanic market in the United States is being seen as a game-changing way to boost ROI. Hispanic agencies give their views to Maria Eugenia Gomez of PRODU, Miami



• Sergio Alcocer, president and chief creative officer at LatinWorks: “We want to know what this growth means, and not just its size”



• Gustavo Razzetti, chief strategy and engagement officer, Grupo Gallegos: The 2010 census was a “wake-up call to advertisers”



• Aldo Quevedo, president, Dieste: “Advertisers want more contact with all the Hispanics out there”



• Alejandro Ortiz, creative director, Casanova Pendrill: “Advertisers will have to present new choices to their customers”

RESULTS of the 2010 census showed that 50.5 million Hispanics live in the US, 16.3% of the country’s total population. The corresponding demographic study in 2000 showed there were then only 35.5 million Latinos, which means that in 10 years the population has jumped by 46.3%.

“The figures obtained by the 2000 census were a wake-up call to advertisers about the growing Hispanic population. But results of the 2010 census now have companies asking themselves what they should be doing in this market,” says Gustavo Razzetti, chief strategy and engagement officer of Grupo Gallegos. The trend is sparking companies’ marketing teams to review their investment levels and the possible ROI of the strategies they currently have in the works.

According to Sergio Alcocer, president and chief creative officer at LatinWorks: “The figures provided are undoubtedly

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important, but the number by itself is not what we're after — we want to know what this growth means, and not just its size. For many years the idea of investing in the Hispanic market has been around as a strategy, but now it must become a goal — that's the most important message to clients."

The demographic study also confirms the existence of a young population within the segment, young people comfortable with using both English- and Spanish-language media, but who remain culturally identified with their Hispanic roots. They're bicultural, in other words. Which is why every brand must have a strategy that strikes a balance between the Hispanic and general markets.

Confirmation of the strong Hispanic presence in the US has awakened advertisers' interest in updating their advertising budgets. For those that have not yet penetrated the Hispanic market, confirmation of the swift growth of this minority is making them take another look to understand the benefits of a segment that doesn't just speak Spanish, nor has it only recently immigrated. Latinos as a population segment have shown their ability to drive the nation's economy.

The relevance of this new data for clients and the consequent need to redirect their investments while showing them the importance of the Hispanic market led the Association of Hispanic Advertising Agencies (AHAA) to stage a joint seminar with the United States Census Bureau, focused on what this consumer segment's purchasing power of \$1.3bn means to companies, brands and the growth of the economy.

Regarding a shift of investment to the Hispanic market, Alcocer says: "Budgets for the coming year will be strong, they'll come from two things: from new brands that big, diverse corporations like Procter & Gamble and Kraft will put on the market, and from advertisers who currently invest little but are beginning to understand the growth and importance of this market, facts that will lead them to invest more."

The critical question arising from this milestone in Hispanic demographics is what advertisers who already have a presence in the market, or who are just getting into the market, should do now in order to establish meaningful communications with this consumer, as well as what innovations agencies need to come up with to win their investments.

The answer to that question, says Alejandro Ortiz, creative director at Casanova Pendrill, is: "Advertisers will have to present new choices to their customers, and also be more flexible when it comes to communicating with them, integrating different media into their campaigns, like social networks and digital formats that allow them to send a positive message to Hispanics who are no longer as ready to spend money as they were before."

For his part, Dieste president Aldo Quevedo believes that agencies have to revise their perception of Hispanic consumers — they have to stop thinking it's just a matter of language. "Advertisers want more contact with all the Hispanics out there, and that has become the trend. Agencies that figure out and really

"FOR YEARS THE IDEA OF INVESTING IN THE HISPANIC MARKET HAS BEEN AROUND AS A STRATEGY, BUT NOW IT MUST BECOME A GOAL"

✧ Sergio Alcocer, LatinWorks ✧

understand that the bicultural route is the way this country is going will be the successful ones."

Small shifts toward the Hispanic market can already be observed in advertising investment, specifically by companies that have some but not of all of their brands represented there. Quevedo says with regard to this trend that big companies such as PepsiCo are beginning to think about promoting more of their products to the Latino segment — a possibility arising from the development in 2010 of a Pepsi multiplatform campaign dubbed Yo Sumo, which showed the country what an impact Hispanic consumers can have. Another company mentioned was Hershey's, currently considering including new products in its Hispanic advertising budget. But it's not just consumer brands that are giving importance to the Hispanic segment — Google has developed a research strategy focused on the cultural identity of Latinos more than on the difference of language, seeking to increase significantly the advertising aimed at Spanish-language digital media in the US. The latest study undertaken by Google confirms projections of rapid advertising growth in Latino digital media. The Google study shows that Hispanics are some of the biggest consumers of online videos compared with the general population, and they're much more into using mobile phones to access product reviews and advertising.

"Social networks are no longer a trend but an all-encompassing fact — there's no way to think of advertising today as an effort isolated medium by medium, and I think that integrating messages is the only basis for a complete communications strategy. Social networks and digital media provide us with platforms that complement the brand message, and I don't believe that you dilute it when you express it in different places in different ways," Alcocer says.

The whirlwind stirred up by census confirmation that more than 50 million Hispanics live in the US — a figure that was an open secret before — has sparked awareness of the immediate need to invest in this market, as well as the importance of having campaigns that rely not only on traditional media but also on actions that are bicultural, digital, social and interactive.

This is a huge opportunity for agencies and media to expand their efforts to boost investments by clients who are already true believers in this market, and to win over those who are still a little cautious about seeking the rewards the Latino segment in the United States will bring them. ●

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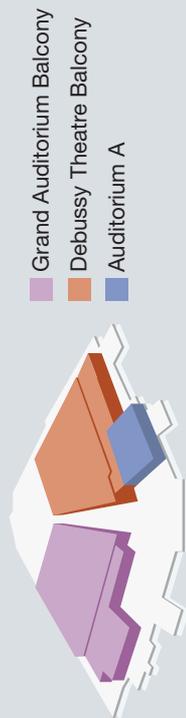
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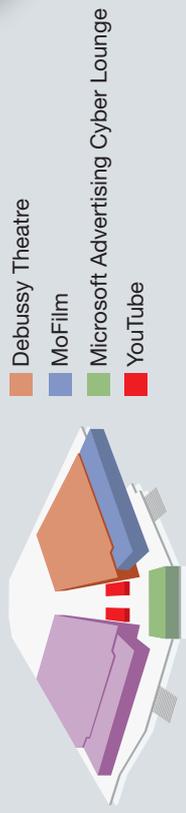
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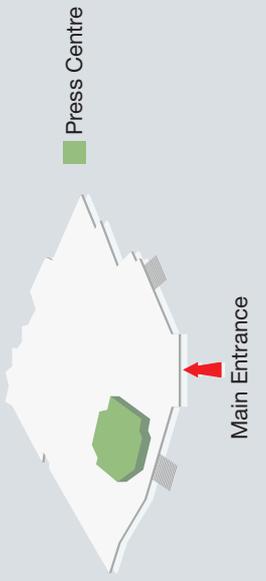
LEVEL 3



LEVEL 1



LEVEL 0



LEVEL -1



- Registration
- Magazine Racks
- Shortlist Exhibitions
- Workshop Room
- Screening Lounge
- Interactive Kiosks
- Young Lions Zone
- Young Lions Competition
- Cannes Creative Leaders Programme
- Roger Hatchuel Academy sponsored by Diartfcb
- Cannes Creative Academy For Young Marketers sponsored by Wunderman
- Rehearsal Room and Briefing Room
- Seminar Screening Area
- Screening Lounges
- Lions Daily News
- Cannes Lions Merchandise Store

FILM LIONS SCREENINGS

This schedule is subject to change. Please consult the Lions Daily for the latest screening schedules.

■ Grand Audi ■ Audi A ■ Estérel

CATEGORIES	SUNDAY 19	MONDAY 20	TUESDAY 21	WEDNESDAY 22	THURSDAY 23
A. PRODUCT & SERVICE					
A01. Savoury foods				11:25 - 12:20	16:05 - 17:00
A02. Sweet foods & snacks				16:20 - 18:05	
A03. Alcoholic drinks					14:00 - 15:45
A04. Non-alcoholic drinks				10:15 - 11:25	11:35 - 12:45
A05. Household: cleaning products					15:45 - 16:15
A06. Household: other	12:40 - 13:00				18:55 - 19:15
A07. Home appliances & furnishings	19:20 - 20:00			18:30 - 19:10	
A08. Cosmetics & beauty					19:05 - 19:50
A09. Toiletries					11:25 - 11:50
A10. Pharmacy					19:25 - 20:00
A11. Clothing, footwear & accessories	18:30 - 19:20			19:10 - 20:00	
A12. Miscellaneous			09:55 - 10:10		14:00 - 14:15
A13. Cars	13:30 - 16:10			14:55 - 17:35	
A14. Other vehicles, auto products & services				17:35 - 18:05	19:15 - 19:45
A15. Home electronics & audio-visual			09:00 - 09:55		18:10 - 19:05
A16. Retail stores				18:05 - 20:00	17:00 - 18:55
A17. Restaurants & fast food outlets					17:55 - 18:40
A18. Travel, transport & tourism				09:00 - 10:15	11:50 - 13:05
A19. Entertainment & leisure	16:10 - 18:30			14:00 - 16:20	
A20. Publications & media				12:30 - 14:55	09:00 - 11:25
A21. Banking, investment & insurance					09:00 - 11:35
A22. Business equipment & services					18:40 - 19:25
A23. Commercial public services	09:00 - 12:40				14:15 - 17:55
A24. Corporate image					14:00 - 16:05
A25. Broadcast idents & sponsorships				18:05 - 18:30	12:45 - 13:10
A26. Public health & safety		10:00 - 11:15		09:00 - 10:15	
A27. Public awareness messages					16:15 - 18:10
A28. Fundraising & appeals		09:00 - 10:00		12:20 - 13:20	

B. OTHER FILM CONTENT

Entries in the 'B. Other Film Content' section will be available throughout the Festival in the Screening Lounge on Level -1.

FILM CRAFT, TITANIUM AND INTEGRATED LIONS SCREENINGS

This schedule is subject to change. Please consult the Lions Daily for the latest screening schedules.

■ Audi K

FILM CRAFT LIONS

CATEGORIES	SUNDAY 19	MONDAY 20	TUESDAY 21	WEDNESDAY 22	THURSDAY 23
A. PRODUCT & SERVICE					
A01. Production design	09:00 - 11:00				
A02. Direction			12:55 - 20:00		
A03. Best Production Value	18:35 - 20:00				18:35 - 20:00
A04. Cinematography					14:05 - 16:50
A05. Editing					09:00 - 11:20
A06. Script	11:00 - 13:35				
A07. Best use of music	14:25 - 18:35				
A08. Sound design			09:00 - 10:45		16:50 - 18:35
A09. Special effects & computer graphics			10:45 - 12:40		
A10. Animation					11:20 - 13:35

TITANIUM AND INTEGRATED LIONS

CATEGORIES	SUNDAY 19	MONDAY 20	TUESDAY 21	WEDNESDAY 22	THURSDAY 23
A. PRODUCT & SERVICE					
A01/001-050		09:00 - 11:05			
A01/051-100		11:05 - 13:10			
A01/101-150		14:00 - 16:00			
A01/151-200		16:00 - 18:15			
A01/201-239		18:15 - 20:00			
A01/240-290				09:00 - 11:05	
A01/291-336				11:05 - 13:05	
A01/337-385				13:50 - 16:05	
A01/386-440				16:05 - 18:15	
A01/441-480				18:15 - 20:00	

FILM SHORTLIST SCREENINGS

Friday 24 June

Grand Audi 09:00 - 20:00

Estérel 09:00 - 20:00

Audi A 09:00 - 20:00

Saturday 25 June

Estérel 09:00 - 16:00

Audi A 09:00 - 20:00

FILM CRAFT, TITANIUM AND INTEGRATED SHORTLIST SCREENING

Friday 24 June

Audi K 09:00 - 20:00

Saturday 25 June

Audi K 09:00 - 16:00

PROMO & ACTIVATION SHORTLIST SCREENINGS

Sunday 19 June

Estérel 09:00 - 20:00

DIRECT SHORTLIST SCREENINGS

Sunday 19 June

Audi A 09:00 - 20:00

Monday 20 June

Estérel 09:00 - 12:00

PR SHORTLIST SCREENINGS

Monday 20 June

Audi A 09:00 - 20:00

MEDIA SHORTLIST SCREENINGS

Tuesday 21 June

Audi A 09:00 - 20:00