

DIRECT LIONS WINNERS



CANNES
LIONS 2007
54TH INTERNATIONAL ADVERTISING FESTIVAL

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
A05 Financial Products & Services				
LOPETEGUI DEPOSIT	BANCO GALLEGO	FINANCIAL INVESTMENT	SHACKLETON Madrid	SPAIN
GOLD LION				
A04 Other Consumer Products				
SHARK	OLYMPUS IMAGING EUROPA	OLYMPUS MJU 725 SW DIGITAL CAMERA	SPRINGER & JACOBY Hamburg	GERMANY
A13 Corporate Communication				
RECRUITING RARE WEB2.0 BIRDS VIA SECOND LIFE	AGENCY.COM	AGENCY RECRUITMENT	TEQUILA\AGENCY.COM Brussels	BELGIUM
A14 Charities, Public Health & Safety & Public Awareness Messages				
PHONE LEGENDS	LAND TRANSPORT NZ	ANTI-DRINK DRIVING MESSAGE	CLEMENGER BBDO Wellington	NEW ZEALAND
B01 Flat Mailing				
EVICTON NOTICES	S C JOHNSON	RAID INSECT KILLER	FCB JOHANNESBURG	SOUTH AFRICA
B02 Dimensional Mailing				
STICK & SAVE	TREAT EVERY ENVIRONMENT SPECIAL (TREES)	PAPER RECYCLING CAMPAIGN	ARC WORLDWIDE Kuala Lumpur	MALAYSIA
B05 Alternative Media				
SMOKE IS POISON - TANKER	DEPARTMENT OF HEALTH/CANCER RESEARCH UK	ANTI-SMOKING MESSAGE	OGILVY GROUP UK London	UNITED KINGDOM
B07 Direct Response Digital Media				
CLIO SPEED	RENAULT GERMANY	RENAULT CLIO RS	NORDPOL+ HAMBURG	GERMANY
B08 Best Integrated Direct Campaign				
VERB YELLOWBALL	CENTERS FOR DISEASE CONTROL & PREVENTION	YOUTH FITNESS CAMPAIGN	ARC WORLDWIDE Chicago	USA

LOPETEGUI DEPOSIT	BANCO GALLEGO	FINANCIAL SERVICES	SHACKLETON Madrid	SPAIN
SILVER LION				
A02 Cars & Automotive Services				
SCHLÄMMER'S QUEST	VOLKSWAGEN	VW GOLF TOUR EDITION	TRIBAL DDB Hamburg	GERMANY
A03 Clothing, Footwear & Accessories				
ANY SHAPE	ARTESANOS CAMISEROS	TAILORED SHIRTS	DRAFTFCB/LOWE GROUP Zurich	SWITZERLAND
A07 Travel, Entertainment & Leisure				
THE SINGING BUS STOPS	FKP SKORPIO KONZERTPRODUKTION	ARENA OPERA/ NABUCCO	TBWA\GERMANY Berlin	GERMANY
ORIENTATION GUIDE	FUTURE SPORT HOLDING	FUTURE SPORTS GYM	DDB GERMANY Duesseldorf	GERMANY
A14 Charities, Public Health & Safety & Public Awareness Messages				
VERB YELLOWBALL	CENTERS FOR DISEASE CONTROL AND PREVENTION	YOUTH FITNESS CAMPAIGN	ARC WORLDWIDE Chicago	USA
TAP PROJECT	UNICEF	WORLD WATER DAY	DROGA5 New York	USA
SMOKE IS POISON	DEPARTMENT OF HEALTH/CANCER RESEARCH UK	ANTI-SMOKING MESSAGE	OGILVY GROUP UK London	UNITED KINGDOM
B02 Dimensional Mailing				
BREAK-IN	ISEO ASIA	SECURITY LOCKS	NAGA DDB MALAYSIA Selangor	MALAYSIA
B04 Direct Response TV & Infomercials				
GET YOUR MOTHERF... RINGTONE FOR VOLKSWAGEN FREE.		VW PARTS SERVICE	DDB GERMANY Berlin	GERMANY
B05 Alternative Media				
HERE'S PROOF	OLYMPUS	MJU SW CAMERA	SAATCHI & SAATCHI Sydney	AUSTRALIA
B06 Field Marketing				
GHOST PHOTOS	SONY COMPUTER ENTERTAINMENT DEUTSCHLAND	PLAYSTATION 2 GAME: FORBIDDEN SIREN 2	TBWA\GERMANY Berlin	GERMANY
B08 Best Integrated Direct Campaign				
SMOKE IS POISON	DEPARTMENT OF HEALTH/CANCER RESEARCH UK	ANTI-SMOKING MESSAGE	OGILVY GROUP UK London	UNITED KINGDOM
C01 Product Launches				
PLATINUM HUMAN TESTING PROGRAM	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY PLATINUM BEER	BMF Sydney	AUSTRALIA
BRONZE LION				

A01 Fast Moving Consumer Goods				
20°C MAILING	PROCTER & GAMBLE	ARIEL COLDACTIVE DETERGENT	SAATCHI & SAATCHI Frankfurt	GERMANY
A02 Cars & Automotive Services				
WORK OF ART	ROLLS-ROYCE	ROLLS-ROYCE PHANTOM	HARRISON TROUGHTON WUNDERMAN London	UNITED KINGDOM
SHORT CAR SONGS	VOLKSWAGEN	VW GOLF R32	DDB SYDNEY	AUSTRALIA
A04 Other Consumer Products				
DEMO CD	THE SOUNDSMITHS	CAMBRIDGE AUDIO SYSTEM	EVEREST BRAND SOLUTIONS Mumbai	INDIA
GHOST PHOTOS	SONY COMPUTER ENTERTAINMENT DEUTSCHLAND	PLAYSTATION2 GAME: FORBIDDEN SIREN 2	TBWA\GERMANY Berlin	GERMANY
A05 Financial Products & Services				
NOTES	HSBC	HSBC INSURANCE	JWT MEXICO	MEXICO
A06 Commercial Public Services				
EXCITING OFFERS NEED EXCITING AD	VIRGIN MOBILE	TELECOMMUNICATIONS	HOST Sydney	AUSTRALIA
THE ARISS BROS	ARISS BROS	ARISS BROTHERS PROPANE	LEO BURNETT CANADA Toronto	CANADA
A07 Travel, Entertainment & Leisure				
DESTINATION JAPAN	LANGLEY TRAVEL	TRAVEL AGENCY	GOSS Gothenburg	SWEDEN
TRANSPORT NETWORK	DAS TAXI FUNK & SERVICE	TAXI CAB OPERATOR	NORDPOL+ HAMBURG	GERMANY
A08 Retail & E-Commerce, incl. Restaurants				
NIKECOSPLAY	NIKE JAPAN	NIKEID ONLINE	ADK Tokyo	JAPAN
A09 Healthcare & Medical				
LISTERINE EMBOSSSED LETTER	PFIZER CONSUMER HEALTHCARE	LISTERINE ADVANCE TARTAR CONTROL MOUTHWASH	RMG CONNECT London	UNITED KINGDOM
A11 Business Products & Services				
WORLD'S SMALLEST AD	OLYMPUS	MICROSCOPES	HOOPERNAGEL Sydney	AUSTRALIA
NOSTALGIA	KLART SVAR BUSINESS PARTNER	WIRELESS BUSINESS SOLUTIONS	MRM PARTNERS NORWAY McCANN DIREKTE Oslo	NORWAY
A12 Business to Business: Advertising & Media				
VOODOO KIT	ARNOLD WORLDWIDE ITALY	ADVERTISING AGENCY	ARNOLD WORLDWIDE ITALY Milan	ITALY
THE DOOM & DICKSON BOOK COLLECTION	DOOM & DICKSON	ADVERTISING AGENCY	DOOM & DICKSON Amsterdam	THE NETHERLANDS

A13 Corporate Communication				
X-MAS CARD PREMATURE	HOSPITAL CAVELL	PREMATURE UNIT INTERNAL MESSAGE	McCANN ERICKSON BELGIUM Hoeilaart	BELGIUM
THE CALENDER SHREDDER	ATCO-QUALQUAST	BOSCH GARDEN SHREDDER	JUNG von MATT Hamburg	GERMANY
A14 Charities, Public Health & Safety & Public Awareness Messages				
LISTEN TO TEDDY	FUND OF ENDANGERED CHILDREN	CHILDREN'S CHARITY	PROXIMITY PRAGUE	CZECH REPUBLIC
POMS WILL WHINGE	BRITISH COUNCIL OF AUSTRALIA	EDUCATION FOUNDATION AWARDS	M&C SAATCHI Sydney	AUSTRALIA
B01 Flat Mailing				
SMALL, MEDIUM OR LARGE	IBM MALAYSIA	BUSINESS SOLUTIONS EVENT INVITE	OGILVYONE WORLDWIDE MALAYSIA Kuala Lumpur	MALAYSIA
PASS IT ON	GREENTOMATOCARS CAR SERVICE	ENVIRONMENTALLY FRIENDLY TAXI SERVICE	HARRISON TROUGHTON WUNDERMAN London	UNITED KINGDOM
B02 Dimensional Mailing				
WORK OF ART	ROLLS-ROYCE	ROLLS-ROYCE PHANTOM	HARRISON TROUGHTON WUNDERMAN London	UNITED KINGDOM
FREEDOM BOX	GRUPO IZZO	HARLEY-DAVIDSON	MATOSGREY/G2 Sao Paulo	BRAZIL
DEMENTIA	STADTMISSION NUERNBERG	HOME FOR THE AGED	PUBLICIS KOMMUNIKATIONSAGENTUR Erlangen	GERMANY
THE HEAVYWEIGHT BROCHURE	SIEGLINDE BETZLER	PERSONAL TRAINER	BBDO STUTTGART	GERMANY
HANGMAN CLOTHES CAMPAIGN	AMNESTY INTERNATIONAL HONG KONG	HUMAN RIGHTS MESSAGE	GREY WORLDWIDE HK Hong Kong	HONG KONG
B04 Direct Response TV & Infomercials				
CINEMA CURTAIN	BEIERSDORF	NIVEA VISAGE Q10	TBWA\WIEN	AUSTRIA
SMOKE IS POISON	DEPARTMENT OF HEALTH/CANCER RESEARCH UK	ANTI-SMOKING MESSAGE	OGILVY GROUP UK London	UNITED KINGDOM
B05 Alternative Media				
TAXI	ANTRAL	TAXI SERVICES	DRAFTFCB PORTUGAL Lisbon	PORTUGAL
ANY SHAPE	ARTESANOS CAMISEROS	TAILORED SHIRTS	DRAFTFCB/LOWE GROUP Zurich	SWITZERLAND
PAGO MONEY STICKER	PAGO FOR ASB BANK	ONLINE PAYMENT SERVICE	TBWA\WHYBIN Auckland	NEW ZEALAND
B06 Field Marketing				
DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	LATE NIGHT TAXI-SERVICE	TEQUILA\JOHANNESBURG	SOUTH AFRICA
THE CROC-EATS-DOG PROMOTION	NEUNKIRCHER ZOOLOGISCHEN GARTEI	ZOO	SCHOLZ & FRIENDS Berlin	GERMANY
INCIDENTS	HUTCH	HUTCH RANGA SHANKARA THEATRE FESTIVAL	OGILVY & MATHER Bangalore	INDIA

B07 Direct Response Digital Media

THE BET	SOUL BAR	BAR	OGILVYONE NEW ZEALAND Auckland	NEW ZEALAND
SMS FOR LUNCH	MEIR PANIM SOUP KITCHEN	MEALS FOR CHILDREN CHARITY	SHIMONI FINKELSTEIN DRAFT FCB Tel Aviv	ISRAEL

B08 Best Integrated Direct Campaign

PLATINUM HUMAN TESTING PROGRAM	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY PLATINUM BEER	BMF Sydney	AUSTRALIA
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C02 Traffic Building

ALTERNATIVE WORLD CUP 2006	SWITZERLAND TOURISM	SWITZERLAND TOURISM	SPILLMANN/FELSER/LEO BURNETT Zurich	SWITZERLAND
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