

# PROMO LIONS WINNERS



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

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
<b>GRAND PRIX</b>				
<b>A04 Clothing, Footwear &amp; Accessories</b>				
BONDED BY BLOOD	NZRU/ADIDAS	RUGBY SHIRT	TBWA\WHYBIN Auckland	NEW ZEALAND
<b>PROMO LION</b>				
<b>A02 Alcoholic and Non-Alcoholic Drinks</b>				
ANYWHERE BUT GERMANY	NESTLÉ	EL CHANÁ COFFEE	PUBLICIS IMPETU Montevideo	URUGUAY
<b>A03 Cars &amp; Automotive Services</b>				
FIRST IMPRESSION	MERCEDES-BENZ NIEDERLASSUNG STUTTGART	MERCEDES-BENZ DEALERSHIP	BBDO STUTTGART	GERMANY
<b>A04 Clothing, Footwear &amp; Accessories</b>				
NO PAIN, NO GAIN	THE NORTH FACE	SPORTSWEAR	DENTSU Y&R Tokyo	JAPAN
<b>A08 Travel, Entertainment &amp; Leisure</b>				
WORLD PRESS PHOTO EXHIBITION	NEW ZEALAND NETHERLANDS FOUNDATION	WORLD PRESS PHOTO EXHIBITION 2006	CLEMENGER BBDO Wellington	NEW ZEALAND
BIG WARNIE	CRICKET AUSTRALIA	ASHES SERIES	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA
<b>A14 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
EARTH HOUR	WWF AUSTRALIA	WILDLIFE CHARITY	LEO BURNETT Sydney	AUSTRALIA
<b>B02 Event Marketing</b>				
EARTH HOUR	WWF AUSTRALIA	WILDLIFE CHARITY	LEO BURNETT Sydney	AUSTRALIA
MANNED AIRPLANE PROJECT	MATSUSHITA ELECTRIC INDUSTRIAL	MATSUSHITA OXYRIDE BATTERIES	HAKUHODO Tokyo	JAPAN
GLAMOUR STILETTO RUN	G&J PUBLISHERS	GLAMOUR MAGAZINE	BSUR Amsterdam	THE NETHERLANDS
NODDING BULL	THE VEGETARIAN SOCIETY	VEGETARIAN CONFERENCE	JWT Mumbai	INDIA
<b>B03 Sponsorship or Partnership Campaigns</b>				
BONDED BY BLOOD	NZRU/ADIDAS	THE ALL BLACKS	TBWA\WHYBIN Auckland	NEW ZEALAND

<b>B04 Promotional Packaging</b>				
STADIUM	NIKE	NIKE FOOTBALL BOOTS	PUBLICIS Singapore	SINGAPORE
<b>B05 Best Use of Merchandising/In-Store Marketing</b>				
VENDING MACHINE	SIMBA	GHOST POPS SNACKS	NET#WORK BBDO Johannesburg	SOUTH AFRICA
<b>B06 Best new Product Launch/Re-Launch at Retail</b>				
THE ONE	CERVECERIA NACIONAL DOMINICANA	BEER	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC
<b>B09 Best Use of TV in a Promotional Campaign</b>				
ANYONE CAN SELL	HOME PRODUCT CENTER PUBLIC	HOMEPRO RETAIL STORE	BBDO BANGKOK	THAILAND
<b>B11 Best Use of Radio in a Promotional Campaign</b>				
STATIC	FRANCE TELECOM	ORANGE CALL PACKAGE	VITRUVIO LEO BURNETT Madrid	SPAIN
<b>B12 Best Use of Digital Media in a Promotional Campaign</b>				
THE BET	SOUL BAR	BAR	OGILVY NEW ZEALAND Auckland	NEW ZEALAND
SMS FOR LUNCH	MEIR PANIM SOUP KITCHEN	CHILDREN'S CHARITY	SHIMONI FINKELSTEIN DRAFT FCB Tel Aviv	ISRAEL
<b>C01 Best Integrated Promotional Campaign</b>				
PAGO INTEGRATED CAMPAIGN	PAGO FOR ASB	MOBILE TOP UP	TBWA\WHYBIN Auckland	NEW ZEALAND
THAT GIRL EMILY	COURT TV	TV SERIES	DEEP FOCUS New York	USA