

CYBER LIONS WINNERS



CANNES
LIONS 2007
54th INTERNATIONAL ADVERTISING FESTIVAL

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
A06 Clothing, Footwear & Accessories				
HEIDIES 15 MB OF FAME	DIESEL	UNDERWEAR	FARFAR Stockholm	SWEDEN
D03 Innovative Ideas				
NIKE+	NIKE	RUNNING APPLICATION	R/GA New York	USA
E02 Viral Video				
EVOLUTION	UNILEVER CANADA	DOVE SELF ESTEEM FUND	OGILVY & MATHER Toronto	CANADA
GOLD LION				
A01 Foods and Drinks				
GETTHEGLASS.COM	CALIFORNIA FLUID MILK PROCESSORS ADVISORY BOARD	MILK	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
A03 Beauty & Luxury Products				
SEE MORE SIDE EFFECTS	REVERSA (DERMTEK)	SKIN & NAIL CARE PRODUCTS	TAXI CANADA Montreal	CANADA
LIKE A DOLL	SHISEIDO	MAJOLICA MAJORCA COSMETICS	BBMEDIA Tokyo	JAPAN
C02 Automotive Products & Services				
FOLLOW THE WHITE RABBIT	MINI	MINI COOPER	PROFERO London	UNITED KINGDOM
BLANK LIKE A RABBIT	VOLKSWAGEN	VOLKSWAGEN RABBIT	CRISPIN PORTER + BOGUSKY Miami	USA
C03 Beauty & Luxury Products				
SEE MORE SIDE EFFECTS	REVERSA (DERMTEK)	SKIN & NAIL CARE PRODUCTS	TAXI CANADA Montreal	CANADA
C06 Clothing, Footwear & Accessories				
IMPOSSIBLE IS NOTHING	ADIDAS	SPORTSWEAR	NETTHINK Madrid	SPAIN
C14 Charities, Public Health & Safety, Public Awareness				
TYPO-CRASH BANNERS	MALTESER FRANKFURT	ANTI-DRINK-DRIVING APPEAL	OGILVY FRANKFURT	GERMANY

D03 Innovative Ideas				
BIG SHADOW	MICROSOFT CORPORATION	XBOX 360 GAME CONSOLE	GT Tokyo	JAPAN
E02 Viral Video				
TEA PARTAY	SMIRNOFF	RAW TEA	BARTLE BOGLE HEGARTY New York	USA
E04 Viral Marketing				
IWANTTOSEEAGHOST	DEAPLANETA	PULSE MOVIE	CP PROXIMITY Barcelona	SPAIN
SILVER LION				
A02 Automotive Products & Services				
THE SIXTH SENSE	VOLVO CARS SWEDEN	VOLVO S80	FORSMAN & BODENFORS Gothenburg	SWEDEN
A05 Household				
BRAWNY ACADEMY WEBSITE	GEORGIA PACIFIC	BRAWNY PAPER TOWELS	FALLON Minneapolis	USA
A06 Clothing, Footwear & Accessories				
UNIQLO.COM	UNIQLO	FASHION	THA Tokyo	JAPAN
DAYDREAM	WEAVE TOSHI	HATS	QUBIBI Tokyo	JAPAN
A07 Other Consumer Products				
CLEARIFICATION	MICROSOFT	WINDOWS VISTA	McCANN WORLDGROUP San Francisco	USA
A08 Financial Services				
WELCOME TO THE BARCLAYS FAMILY	BARCLAYS BANK	BANKING	MEDIAEDGE:CIA Paris	FRANCE
A10 Retails & E-Commerce, incl. Restaurants				
COME IN TO THE CLOSET	IKEA	IKEA	FORSMAN & BODENFORS Gothenburg	SWEDEN
A13 Commercial Public Services				
ACTION HERO	VERIZON	TELECOMMUNICATIONS	R/GA New York	USA
A15 Corporate Information				
MONOFACE	MONO	NEW YEAR MESSAGE	MONO Minneapolis	USA
UPDATE THE CHRISTMAS TABLE	COOP	CHRISTMAS FOOD	LOWE BRINDFORS Stockholm	SWEDEN
A17 Games				
PACE - PURSUIT ACROSS EUROPE	BMW GROUP	BMW CARS	INTERONE WORLDWIDE Munich	GERMANY
THE HUNT	VOLVO CARS CORPORATION	VOLVO XC90	EURO RSCG 4D Amstelveen	THE NETHERLANDS
B01 Interactive Campaigns				

CLEARIFICATION	MICROSOFT	WINDOWS VISTA	MEKANISM San Francisco	USA
C01 Foods and Drinks				
SLIM JIM TRAP BANNER	SLIM JIM	SLIM JIM MEAT SNACKS	CRISPIN PORTER + BOGUSKY Miami	USA
C02 Automotive Products & Services				
TUG	MINI	MINI	GLUE LONDON	UNITED KINGDOM
FLAG	MITSUBISHI	MITSUBISHI ECLIPSE	AFRICA PROPAGANDA Sao Paulo	BRAZIL
C04 Healthcare & Medical				
FUN	JOHNSON & JOHNSON	JONTEX CONDOMS	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
C09 Travel, Entertainment & Leisure				
EVOLUTION	COMPANHIA ATHLETICA	GYM	DDB BRASIL Sao Paulo	BRAZIL
C11 Publications & Media				
KAMASUTRA 1.000 POSITIONS	KABEL DEUTSCHLAND	REDX CLUB EROTIC CHANNEL	JUNG von MATT Stuttgart	GERMANY
D01 Mobile Advertising				
COMIC SHOGAKUKAN BOOKS	SHOGAKUKAN	COMIC SHOGAKUKAN BOOKS	DENTSU Tokyo	JAPAN
E02 Viral Video				
DYNAMITE SURFING	QUIKSILVER DENMARK	SPORTS CLOTHING AND EQUIPMENT	SAATCHI & SAATCHI Copenhagen	DENMARK
BRONZE LION				
A01 Foods and Drinks				
SMIRNOFF.COM GLOBAL SITE	DIAGEO	SMIRNOFF VODKA	AKQA New York	USA
ABSOLUT LOMO	V&S ABSOLUT SPIRITS	VODKA	GREAT WORKS Stockholm	SWEDEN
A02 Automotive Products & Services				
AUDI R8 WEBSPECIAL	AUDI	AUDI R8	ARGONAUTEN G2 Duesseldorf	GERMANY
PACE - PURSUIT ACROSS EUROPE	BMW GROUP	BMW CARS	INTERONE WORLDWIDE Munich	GERMANY
PILOTS WANTED	SAAB AUTOMOBILE	SAAB CARS	LOWE BRINDFORS Stockholm	SWEDEN
GYPSYCAPROJECT	VOLKSWAGEN	VOLKSWAGEN RABBIT	CRISPIN PORTER + BOGUSKY Miami	USA
A07 Other Consumer Products				
BURNOUT DOMINATOR	ELECTRONIC ARTS	BURNOUT DOMINATOR GAME	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
GREAT POCKETS	NOKIA	N95 MOBILE PHONE	FARFAR Stockholm	SWEDEN
THE INTERNET WALK	NOKIA	N800 INTERNET TABLET	FARFAR Stockholm	SWEDEN

A09 Travel, Entertainment & Leisure				
TENACIOUS D IN THE PICK OF DESTINY	NEWLINE CINEMA	THE PICK OF DESTINY MOVIE	TEQUILA\ AUSTRALIA Sydney	AUSTRALIA
MGM GRAND WEBSITE	MGM GRAND	CASINO HOTEL	SID LEE Montreal	CANADA
A12 Business Products & Services				
JONATHAN YUEN	JONATHAN YUEN	GRAPHIC DESIGNER	JONATHAN YUEN Singapore	SINGAPORE
STELLA AWARDS	KREATIVT FORUM	STELLA AWARDS	McCANN NORWAY Oslo	NORWAY
A14 Charities, Public Health & Safety, Public Awareness				
TRY DRUGS	UTESEKSJONEN	ANTI-DRUGS CAMPAIGN	KITCHEN (LEO BURNETT) Oslo	NORWAY
STILL ALIVE	CVRD - CIA VALE DO RIO DOCE	VALE FLORESTAR AMAZON FOREST CONSERVATION	AFRICA PROPAGANDA Sao Paulo	BRAZIL
A15 Corporate Information				
AFRICA AUDITORIUM	AFRICA	CANNES FILM PRESENTATION	AFRICA PROPAGANDA Sao Paulo	BRAZIL
A16 Miscellaneous				
4D2U NAVIGATOR	NATIONAL ASTRONOMICAL OBSERVATORY OF JAPAN	ASTRONOMICAL CONTENT VIEWER	JUN KOSAKA OFFICE Tokyo	JAPAN
A17 Games				
CDX	BBC HISTORY	HISTORY SERIES	PRELOADED London	UNITED KINGDOM
B01 Interactive Campaigns				
SAFE HAPPENS CAMPAIGN	VOLKSWAGEN	VOLKSWAGEN JETTA	CRISPIN PORTER + BOGUSKY Miami	USA
C01 Foods and Drinks				
BOYBAND	COCA-COLA	COCA-COLA	GLUE LONDON	UNITED KINGDOM
SQUEEZE	COCA-COLA JAPAN	MINUTE MAID SOFT DRINK	HAKUHODO Tokyo	JAPAN
C04 Healthcare & Medical				
TISSUE	MANTECORP	CORISTINA D FLU MEDICINE	AFRICA PROPAGANDA Sao Paulo	BRAZIL
C11 Publications & Media				
PIG	RURAL CHANNEL	TV CHANNEL	AFRICA PROPAGANDA Sao Paulo	BRAZIL
KID'S WORLD	TERRA PORTAL	PORTAL WITH PARENTAL CONTROL	DDB BRASIL Sao Paulo	BRAZIL
C14 Charities, Public Health & Safety, Public Awareness				
BEER	FIAT AUTOMOVEIS	ANTI-DRINK-DRIVING MESSAGE	AGENCIACLICK Sao Paulo	BRAZIL
D01 Mobile Advertising				

GET THE MESSAGE	ROYAL NAVY	NAVY RECRUITMENT	GLUE LONDON	UNITED KINGDOM
D03 Innovative Ideas				
BEFORE YOU ENTER (WEAR CONDOMS)	KRAJOWE CENTRUM DS. AIDS	AIDS PROTECTION	ARC WARSAW - LEO BURNETT GROUP	POLAND
HANDSHAKE	MICROSOFT	MSN (INTERNET PORTAL SERVICE)	HAKUHODO Tokyo	JAPAN
E01 Email Advertising				
TIGER EMAIL	WWF	WWF WILDLIFE MONITORING NETWORK	OGILVY BEIJING Beijing	CHINA
E02 Viral Video				
IDIOTS	MTV/AUTOTRADER	ANTI-DRINK-DRIVING MESSAGE	JWT London	UNITED KINGDOM
SUNGLASS CATCH	RAY-BAN	SUNGLASSES	CUTWATER San Francisco	USA
E03 Other Digital Video				
NIKECOSPLAY	NIKE JAPAN	NIKE ID	ADK Tokyo	JAPAN