

Leo Burnett's annual Cannes Predictions Reel is culled from award-winning commercials and campaigns from the top advertising award shows each year. For over two decades, the reel has been prescient in identifying Grand Prix winners, while highlighting some of the best new work produced by the global marketing industry.

Donald Gunn, former Director of Creative Resources at Leo Burnett Worldwide, created the reel in 1987 as the basis for internal prediction contests for Leo Burnett employees. In the reel's first year, Gunn accurately predicted the Cannes Lions Film Grand Prix.

This year, a team of researchers from Leo Burnett Worldwide compiled the reel. Several hundred entries were considered before narrowing down the list to 40 contenders. The 2010 Cannes Predictions reel features work from 13 countries, spread across multiple product categories and media channels.

CANNES 2010 Predictions Reel



presented by leo burnett worldwide



CANNES 2010 Predictions Reel

About You

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ POSTAL CODE _____

COUNTRY _____

E-MAIL _____

TELEPHONE _____

FAX _____

- Scoring
- BRONZE (10 points)
- SILVER (20 points)
- GOLD (30 points)
- GRAND PRIX (50 points)
- MULTIPLE LIONS [THREE OR MORE] (40 points)
- OTHER CATEGORY (20 points)

1. DAFFY'S • "Fitting Dance"
Johannes Leonardo
(NEW YORK, USA)
2. JOHNNIE WALKER
"The Man Who Walked Around the World"
BBH
(LONDON, UK)
3. COCA-COLA • "Happiness Machine"
Definition 6
(ATLANTA, USA)
4. NIKE - LIVESTRONG • "The Chalkbot"
Wieden + Kennedy
(PORTLAND, USA)
5. VIRGIN MEDIA • "Fantastic Journey"
RKCR / Y&R
(LONDON, UK)
6. JOHN F. KENNEDY PRESIDENTIAL LIBRARY
"www.wechoosethemoon.org"
The Martin Agency
(RICHMOND, USA)
7. HBO • "It's More Than You Imagined"
BBDO
(NEW YORK, USA)
8. VANCOUVER INTERNATIONAL FILM FESTIVAL
"Sexuality" / "Subtitles"
TBWA
(VANCOUVER, CANADA)
9. CANON - EOS • "Photochains"
Leo Burnett
(SYDNEY, AUSTRALIA)
10. IKEA • "Facebook Showroom"
Forsman & Bodenfors
(GOTHENBURG, SWEDEN)
11. AUDI A4 2.0 TDIe • "Intelligently Combined"
Kempertrautmann GmbH
(HAMBURG, GERMANY)
12. NOKIA • "The World's Biggest Signpost"
Farfar
(STOCKHOLM, SWEDEN)
13. VOLKSWAGEN • "The Fun Theory"
DDB
(STOCKHOLM, SWEDEN)
14. McDONALD'S • "The People's Restaurant"
Leo Burnett
(LONDON, UK)
15. BBC - LOCAL RADIO • "Show Your Love"
RKCR / Y&R
(LONDON, UK)
16. Evian • "Rollerbabies"
BETC Euro RSCG
(PARIS, FRANCE)
17. SKITTLES • "Plant" / "Hourglass"
TBWA\Chiat\Day
(NEW YORK, USA)
18. BOONE OAKLEY • "www.booneoakley.com"
Boone Oakley
(CHARLOTTE, USA)
19. UNIQLO • "Lucky Switch"
Dentsu Inc.
(TOKYO, JAPAN)
20. VICTORIA & ALBERT MUSEUM
"Recode | Decode"
Saint @ RKCR / Y&R
(LONDON, UK)
21. NEW ZEALAND BOOK COUNCIL
"Going West"
Colenso BBDO
(AUCKLAND, NEW ZEALAND)
22. COI - FIRE SAFETY • "Breathe"
RKCR / Y&R
(LONDON, UK)
23. SHELTER • "House of Cards - Exhibition"
Leo Burnett
(LONDON, UK)
24. DOMINO'S PIZZA • "The Pizza Turnaround"
Crispin Porter + Bogusky
(BOULDER, USA)
25. HARMONIX
"The Beatles: Rockband - Intro Cinematic"
Passion Pictures
(LONDON, UK)
26. METROPOLITAN POLICE
"Choose A Different Ending"
Abbott Mead Vickers BBDO
(LONDON, UK)
27. FIAT - MULTIJET ENGINE
"The Mascherano Case"
Leo Burnett
(BUENOS AIRES, ARGENTINA)
28. TOPSY FOUNDATION • "Selinah"
Ogilvy
(JOHANNESBURG, SOUTH AFRICA)
29. BEST BUY • "Twelp Force"
Crispin Porter + Bogusky
(BOULDER, USA)
30. GATORADE • "Replay"
TBWA\Chiat\Day
(LOS ANGELES, USA)
31. MICROSOFT XBOX 360 - HALO 3: ODST
"The Life"
T.A.G.
(SAN FRANCISCO, USA)
32. VICTORIA BITTER • "The Regulars"
Droga5
(SYDNEY, AUSTRALIA)
33. OLD SPICE
"Different Scents for Different Gents" /
"The Man Your Man Could Smell Like"
Wieden + Kennedy
(PORTLAND, USA)
34. AIDES • "Graffiti"
TBWA
(PARIS, FRANCE)
35. AXE • "Destiny"
Ponce
(BUENOS AIRES, ARGENTINA)
36. CANAL+ • "Closet"
BETC Euro RSCG
(PARIS, FRANCE)
37. ANDES BEER • "Teletransporter"
Del Campo Nazca Saatchi & Saatchi
(BUENOS AIRES, ARGENTINA)
38. DIESEL • "Be Stupid"
Anomaly
(NEW YORK, USA)
39. HEINEKEN • "Auditorium"
J.Walter Thompson
(MILAN, ITALY)
40. NIKE - FOOTBALL • "Write the Future"
Wieden + Kennedy
(AMSTERDAM, THE NETHERLANDS)

RULES

The rules for Cannes Predictions are simple. You will see 40 entries on the reel. You select the 15 that you consider most likely to be awarded a Lion by the Cannes juries. Mark your 15 choices in the circles provided. The scoring system works like this: if one of your 15 choices wins a Grand Prix, it earns 50 points. For every Gold Lion you choose, you receive 30 points; for every Silver Lion, 20 points, and for every Bronze, 10 points. If one of your selections wins multiple Lions, such as a Bronze in TV and a Gold for Craft, you will receive one score (the 30 points for Gold) for the highest award the piece received. We've also included contenders that may have been entered into multiple categories. For each choice that wins a Lion in a category other than Film (for instance: Titanium, Media or Cyber), you will receive 20 points. For any choice you select that wins more than three Lions, you will receive 40 points.

Cannes Lion winners will be announced on the evening of Saturday June 26, 2010. The festival's web address is www.canneslions.com.

The Leo Burnett Cannes Predictions contest is for educational and entertainment purposes only. Votes cast bear no influence whatsoever on the decisions made by the Cannes Lions jury.