



PUBLICIS GROUPE

COMMUNIQUÉ DE PRESSE

Paris, 25 juin 2007

Grand succès pour Publicis Groupe à Cannes, classé n° 2 Saatchi & Saatchi New York nommée « Agency of the year »

Publicis Groupe a remporté 93 Lions au 54^{ème} Festival International de publicité de Cannes, pratiquement un quart de tous les prix attribués. Second au classement général, juste après Omnicom, Publicis Groupe est le plus primé par rapport à sa taille. Les agences du Groupe ont obtenu 1 Grand Prix, 17 Lions d'Or, 31 Lions d'Argent et 37 de Bronze. Le Groupe a aussi gagné 5 Promo Lions, 1 Titanium et 1 « Integrated Lion ».

Ayant non seulement remporté 7 prix Jeunes Créateurs, les réseaux et les agences de Publicis Groupe ont été primés dans toutes les catégories. Les performances du Groupe ont été remarquées particulièrement dans la Presse, la Radio, l'affichage, Titanium et Integrated, où le Groupe a recueilli le plus grand nombre de prix.

Saatchi & Saatchi, avec 33 Lions, est le réseau du Groupe le plus primé – et Saatchi & Saatchi New York a été élue « Agency of the Year ». Les autres réseaux et agences du Groupe se sont également distingués : Leo Burnett avec un total impressionnant de 26 Lions, Publicis avec 17 Lions, BBH et Fallon avec respectivement 7 Lions, ainsi que Freud (DFGW) avec 1 Lion. Enfin, en media, Starcom remporte 2 Lions.

Maurice Lévy, Président du Directoire de Publicis Groupe, indique : « *Le Festival de Cannes est une belle occasion de mesurer les performances créatives des différents réseaux. Nos succès sont impressionnants dans tous les domaines, surtout lorsque l'on rapporte ces résultats à la taille de notre Groupe. Je tiens à féliciter très chaleureusement toutes nos équipes et à remercier nos clients de nous permettre d'aller toujours plus loin* ».

Tous les gagnants sont sur le site : www.publicisgroupe.com

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Publicis Groupe (Euronext Paris : FR0000130577 et NYSE : PUB) est le 4^{ème} groupe mondial de communication, ainsi qu'un leader incontestable dans la communication digitale & online, le conseil média, et la communication santé.

Avec près de 42 000 collaborateurs répartis dans 104 pays, les activités de communication du Groupe comprennent à la fois la publicité à travers trois réseaux publicitaires mondiaux : Leo Burnett, Publicis, Saatchi & Saatchi ; deux réseaux multi-hubs : Fallon Worldwide et Bartle Bogle Hegarty (filiale à 49 %) ; les agences médias avec deux réseaux mondiaux : ZenithOptimedia et Starcom MediaVest Group; et les marketing services, incluant la communication digitale et interactive à travers Digitas, le marketing relationnel et marketing direct, les relations publiques et médias, la communication corporate et financière, la communication ethnique et la communication événementielle. Le groupe est par ailleurs le leader mondial dans la communication santé.

Site internet : www.publicisgroupe.com

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Cannes Lions 2007

Title	Advertiser	Product	Award	Advertising Agency	Country
Direct Lions Winners					
Stick & Save	Treat Every Environment Special (Trees)	Paper Recycling Campaign	Gold Lion	Arc Worldwide Kuala Lumpur	Malaysia
Verb Yellowball	Centers for Disease Control & Prevention	Youth Fitness Campaign	Gold Lion	Arc Worldwide Chicago	USA
Verb Yellowball	Centers for Disease Control & Prevention	Youth Fitness Campaign	Silver Lion	Arc Worldwide Chicago	USA
Here's Proof	Olympus	Mju Sw Camera	Silver Lion	Saatchi & Saatchi Sydney	Australia
20°C Mailing	Procter & Gamble	Ariel Coldactive Detergent	Bronze Lion	Saatchi & Saatchi Frankfurt	Germany
The Ariss Bros	The Ariss Bros	Ariss Brothers Propane	Bronze Lion	Leo Burnett Toronto	Canada
Dementia	StadtMission Nuernberg	Home for the Aged	Bronze Lion	Publicis Kommunikationsagentur	Germany
Alternative World Cup 2006	Switzerland Tourism	Switzerland Tourism	Bronze Lion	Spillmann/Felser/Leo Burnett Zurich	Switzerland
Promo Lions Winners					
Anywhere But Germany	Nestlé	El Chana Coffee	Promo Lion	Publicis Impetu Montevideo	Uruguay
Earth Hour	WWF Australia	Wildlife Charity	Promo Lion	Leo Burnett Sydney	Australia
Earth Hour	WWF Australia	Wildlife Charity	Promo Lion	Leo Burnett Sydney	Australia
Stadium	Nike	Nike Football Boots	Promo Lion	Publicis Singapore	Singapore
Static	France Telecom	Orange Call Package	Promo Lion	Vitruvio Leo Burnett Madrid	Spain
Outdoor Lions Winners					
Soy Sauce	Procter & Gamble	Ultra Tide Clothing Detergent	Gold Lion/1 of 3 campaign	Saatchi & Saatchi New York	USA
Mayo	Procter & Gamble	Ultra Tide Clothing Detergent	Gold Lion/2 of 3 campaign	Saatchi & Saatchi New York	USA
Ketchup	Procter & Gamble	Ultra Tide Clothing Detergent	Gold Lion/3 of 3 campaign	Saatchi & Saatchi New York	USA
Bush	Arno	Blender	Gold Lion/1 of 2 campaign	Publicis Brasil Sao Paulo	Brazil
Clinton	Arno	Blender	Gold Lion/2 of 2 campaign	Publicis Brasil Sao Paulo	Brazil
Rail	Clima	Bicycle Lock	Gold Lion/1 of 2 campaign	Leo Burnett Bangkok	Thailand
Barrier	Clima	Bicycle Lock	Gold Lion/2 of 2 campaign	Leo Burnett Bangkok	Thailand
Red Sofa	ADESF	Smoking Awareness	Gold Lion/1 of 4 campaign	Neogama/BBH Sao Paulo	Brazil
Bedroom	ADESF	Smoking Awareness	Gold Lion/2 of 4 campaign	Neogama/BBH Sao Paulo	Brazil
Kitchen	ADESF	Smoking Awareness	Gold Lion/3 of 4 campaign	Neogama/BBH Sao Paulo	Brazil
Bookcase	ADESF	Smoking Awareness	Gold Lion/4 of 4 campaign	Neogama/BBH Sao Paulo	Brazil
Bracelets	Médecins sans Frontières	3RD World Appeal	Gold Lion	Duval Guillaume Brussels	Belgium
Little Flower	Plastik	Toys	Gold Lion/1 of 5 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
War	Plastik	Toys	Gold Lion/2 of 5 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil



Rotten Egg	Plastik	Toys	Gold Lion/3 of 5 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
Chernobyl	Plastik	Toys	Gold Lion/4 of 5 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
Acid	Plastik	Toys	Gold Lion/5 of 5 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
Mother & Child	Heinz	Hot Ketchup	Silver Lion	Leo Burnett Brussels	Belgium
Denim	Procter & Gamble	Ariel Detergent	Silver Lion/1 of 5 campaign	Del Campo Nazca Saatchi & Saatchi	Argentina
Cotton	Procter & Gamble	Ariel Detergent	Silver Lion/2 of 5 campaign	Del Campo Nazca Saatchi & Saatchi	Argentina
Polyester	Procter & Gamble	Ariel Detergent	Silver Lion/3 of 5 campaign	Del Campo Nazca Saatchi & Saatchi	Argentina
Jersey	Procter & Gamble	Ariel Detergent	Silver Lion/4 of 5 campaign	Del Campo Nazca Saatchi & Saatchi	Argentina
Corduroy	Procter & Gamble	Ariel Detergent	Silver Lion/5 of 5 campaign	Del Campo Nazca Saatchi & Saatchi	Argentina
Sleeping	Procter & Gamble	Glide Dental Floss	Silver Lion/1 of 5 campaign	Saatchi & Saatchi New York	USA
Big Night Out	Procter & Gamble	Glide Dental Floss	Silver Lion/2 of 5 campaign	Saatchi & Saatchi New York	USA
My Girlfriend	Procter & Gamble	Glide Dental Floss	Silver Lion/3 of 5 campaign	Saatchi & Saatchi New York	USA
Music	Procter & Gamble	Glide Dental Floss	Silver Lion/4 of 5 campaign	Saatchi & Saatchi New York	USA
New Sports Car	Procter & Gamble	Glide Dental Floss	Silver Lion/5 of 5 campaign	Saatchi & Saatchi New York	USA
Lounge	E.U.T Marketing	Wonderbra	Silver Lion/1 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Boardroom	E.U.T Marketing	Wonderbra	Silver Lion/2 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Street	E.U.T Marketing	Wonderbra	Silver Lion/3 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Train	Penguin	Book Publisher	Silver Lion/1 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Airport	Penguin	Book Publisher	Silver Lion/2 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Bus Stop	Penguin	Book Publisher	Silver Lion/3 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Couch	Thai SCPA	Pet Adoption	Silver Lion/1 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Walkies	Thai SCPA	Pet Adoption	Silver Lion/2 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Sticks	Thai SCPA	Pet Adoption	Silver Lion/3 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Aftershave	Cordaid	People In Need Charity	Silver Lion/1 of 4 campaign	Saatchi & Saatchi Amstelvee	The Netherlands
Beer	Cordaid	People In Need Charity	Silver Lion/2 of 4 campaign	Saatchi & Saatchi Amstelvee	The Netherlands
Sunglasses	Cordaid	People In Need Charity	Silver Lion/3 of 4 campaign	Saatchi & Saatchi Amstelvee	The Netherlands
Handbag	Cordaid	People In Need Charity	Silver Lion/4 of 4 campaign	Saatchi & Saatchi Amstelvee	The Netherlands
Sundial	McDonald's	McDonald's Breakfast Menu	Silver Lion	Leo Burnett Chicago	USA



Rusty	Diageo	Guinness	Bronze Lion	Saatchi & Saatchi Petaling Jaya	Malaysia
Mogul	Café Suplicy	Coffee	Bronze Lion/1 of 3 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
Chemistry Genius	Café Suplicy	Coffee	Bronze Lion/2 of 3 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
Employee of the Month	Café Suplicy	Coffee	Bronze Lion/3 of 3 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
Iron	Procter & Gamble	Olay Face Cream	Bronze Lion	Saatchi & Saatchi Ho Chi Minh City	Vietnam
Chicken Feet	Connex Trains	SMS Updates	Bronze Lion/1 of 3 campaign	Leo Burnett Melbourne	Australia
Beaver	Connex Trains	SMS Updates	Bronze Lion/2 of 3 campaign	Leo Burnett Melbourne	Australia
Hamster	Connex Trains	SMS Updates	Bronze Lion/3 of 3 campaign	Leo Burnett Melbourne	Australia
Life	Smith Micro Software	Stuffit Deluxe Compression Software	Bronze Lion	Saatchi & Saatchi New York	USA
Pulp Fiction	Groep T	Language Courses	Bronze Lion	Duval Guillaume Brussels	Belgium
How to Remove	ACP Magazine	Breast Cancer Welfare Association	Bronze Lion	Saatchi & Saatchi Petaling Jaya	Malaysia
Media Lions Winners					
1 In 8 Women	Avon Cosmetics Romania	Breast Cancer Awareness	Silver Lion	Starcom Media Bucharest	Romania
Bracelets	Médecins sans Frontières/Artsen Zonder Grenzen	Malnutrition Campaign	Silver Lion	Duval Guillaume Brussels	Belgium
The Difference is K	Kellogg's	Special K Food Products	Bronze Lion	Starcom USA Chicago	USA
Sundial	McDonald's	McDonald's Restaurants	Bronze Lion	Leo Burnett USA Chicago	USA
Verb Yellowball	Centres for Disease Control and Prevention	Youth Obesity Campaign	Bronze Lion	Arc Worldwide Chicago	USA
Shopping	Boehringer Ingelheim Do Brazil	Mucosolvan Cough Syrup	Bronze Lion	Leo Burnett Brazil Sao Paulo	Brazil
Radio Lions Winners					
Summer Hit	CTI Mobile	MP3 Mobile Phone	Silver Lions	Del Campo Nazca Saatchi & Saatchi	Argentina
Monotone Billy	Procter & Gamble	Anti-Dandruff Shampoo	Silver Lions	Saatchi & Saatchi, New York	USA
Stabbing	Foxtel	Crime Programme	Silver Lions/1 of 2 campaign	Saatchi & Saatchi Sydney	Australia
Girl	Foxtel	Crime Programme	Silver Lions/2 of 2 campaign	Saatchi & Saatchi Sydney	Australia
Your Marriage	Smith Micro Software	Stuffit Compression Software	Silver Lions/1 of 2 campaign	Saatchi & Saatchi, New York	USA
Travelling with Children	Smith Micro Software	Stuffit Compression Software	Silver Lions/2 of 2 campaign	Saatchi & Saatchi, New York	USA
Shorten Your Life	Bullzi	Recruitment Consultancy	Silver Lions	Ambience Publicis Advertising	India
Girl Child	Cehat	Anti-Female Foeticide Campaign	Silver Lions	Leo Burnett India	India
Girls Fart Too	Coca-Cola Nordic Services	Sprite Zero	Bronze Lions/1 of 5 campaign	Saatchi & Saatchi Copenhagen	Denmark
Make-Up	Coca-Cola Nordic Services	Sprite Zero	Bronze Lions/2 of 5 campaign	Saatchi & Saatchi Copenhagen	Denmark
My Fake Number	Coca-Cola Nordic Services	Sprite Zero	Bronze Lions/3 of 5 campaign	Saatchi & Saatchi Copenhagen	Denmark



Tribal Tattoo	Coca-Cola Nordic Services	Sprite Zero	Bronze Lions/4 of 5 campaign	Saatchi & Saatchi Copenhagen	Denmark
Like a Woman	Coca-Cola Nordic Services	Sprite Zero	Bronze Lions/5 of 5 campaign	Saatchi & Saatchi Copenhagen	Denmark
Script	Procter & Gamble	Fairy Laundry Detergent	Bronze Lions	Leo Burnett London	United Kingdom
Cyber Lions Winners					
Tea Partay	Smirnoff	Raw Tea	Gold Lion	Bartle Bogle Hegarty New York	USA
Brawny Academy Website	Georgia Pacific	Brawny Paper Towels	Silver Lion	Fallon Minneapolis	USA
Dynamite Surfing	Quiksilver Denmark	Sports Clothing and Equipment	Silver Lion	Saatchi & Saatchi Copenhagen	Denmark
Try Drugs	Uteseksjonen	Anti-Drugs Campaign	Bronze Lion	Kitchen (Leo Burnett) Oslo	Norway
Before You Enter (Wear Condoms)	Krajowe Centrum DS. AIDS	AIDS Protection	Bronze Lion	Arc Warsaw - Leo Burnett Group	Poland
Press Lions Winners					
Soy Sauce	Procter & Gamble	Ultra Tide Clothing Detergent	Grand Prix/1 of 3 campaign	Saatchi & Saatchi New York	USA
Mayo	Procter & Gamble	Ultra Tide Clothing Detergent	Grand Prix/1 of 3 campaign	Saatchi & Saatchi New York	USA
Ketchup	Procter & Gamble	Ultra Tide Clothing Detergent	Grand Prix/1 of 3 campaign	Saatchi & Saatchi New York	USA
Denim	Procter & Gamble	Ariel Detergent	Gold Lion/1 of 4 campaign	Del Campo Nazca Saatchi & Saatchi	Argentina
Cotton	Procter & Gamble	Ariel Detergent	Gold Lion/2 of 4 campaign	Del Campo Nazca Saatchi & Saatchi	Argentina
Polyester	Procter & Gamble	Ariel Detergent	Gold Lion/3 of 4 campaign	Del Campo Nazca Saatchi & Saatchi	Argentina
Corduroy	Procter & Gamble	Ariel Detergent	Gold Lion/4 of 4 campaign	Del Campo Nazca Saatchi & Saatchi	Argentina
Sleeping	Procter & Gamble	Glide Dental Floss	Gold Lion/1 of 6 campaign	Saatchi & Saatchi New York	USA
Big Night Out	Procter & Gamble	Glide Dental Floss	Gold Lion/2 of 6 campaign	Saatchi & Saatchi New York	USA
Manhattan	Procter & Gamble	Glide Dental Floss	Gold Lion/3 of 6 campaign	Saatchi & Saatchi New York	USA
My Girlfriend	Procter & Gamble	Glide Dental Floss	Gold Lion/4 of 6 campaign	Saatchi & Saatchi New York	USA
Music	Procter & Gamble	Glide Dental Floss	Gold Lion/5 of 6 campaign	Saatchi & Saatchi New York	USA
New Sports Car	Procter & Gamble	Glide Dental Floss	Gold Lion/6 of 6 campaign	Saatchi & Saatchi New York	USA
Railcycle	Clima	Bicycle Lock	Gold Lion/1 of 2 campaign	Leo Burnett Bangkok	Thailand
Barriercycle	Clima	Bicycle Lock	Gold Lion/2 of 2 campaign	Leo Burnett Bangkok	Thailand
Benjamin Franklin	Mackenzie University	University	Gold Lion/1 of 3 campaign	Publicis Brasil Sao Paulo	Brazil
Leonardo Da Vinci	Mackenzie University	University	Gold Lion/2 of 3 campaign	Publicis Brasil Sao Paulo	Brazil
Winston Churchill	Mackenzie University	University	Gold Lion/3 of 3 campaign	Publicis Brasil Sao Paulo	Brazil
Living Room	ADESF	Smoking Awareness	Gold Lion/1 of 6 campaign	Neogama/BBH Sao Paulo	Brazil



Bedroom	ADESF	Smoking Awareness	Gold Lion/2 of 6 campaign	Neogama/BBH Sao Paulo	Brazil
Kitchen	ADESF	Smoking Awareness	Gold Lion/3 of 6 campaign	Neogama/BBH Sao Paulo	Brazil
Shelf	ADESF	Smoking Awareness	Gold Lion/4 of 6 campaign	Neogama/BBH Sao Paulo	Brazil
TV	ADESF	Smoking Awareness	Gold Lion/5 of 6 campaign	Neogama/BBH Sao Paulo	Brazil
Books	ADESF	Smoking Awareness	Gold Lion/6 of 6 campaign	Neogama/BBH Sao Paulo	Brazil
Couch	Thai SCPA	Pet Adoption	Gold Lion/1 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Walkies	Thai SCPA	Pet Adoption	Gold Lion/2 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Sticks	Thai SCPA	Pet Adoption	Gold Lion/3 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Sea Fish	Carlsberg	Carlsberg Lager	Silver Lion/1 of 3 campaign	Saatchi & Saatchi London	United Kingdom
Country Animals	Carlsberg	Carlsberg Lager	Silver Lion/2 of 3 campaign	Saatchi & Saatchi London	United Kingdom
Birds of Britain	Carlsberg	Carlsberg Lager	Silver Lion/3 of 3 campaign	Saatchi & Saatchi London	United Kingdom
Empire State Building	Procter & Gamble	Tide Coldwater Washing Detergent	Silver Lion/1 of 3 campaign	Saatchi & Saatchi New York	USA
Wrigley Field	Procter & Gamble	Tide Coldwater Washing Detergent	Silver Lion/2 of 3 campaign	Saatchi & Saatchi New York	USA
Cruise Ship	Procter & Gamble	Tide Coldwater Washing Detergent	Silver Lion/3 of 3 campaign	Saatchi & Saatchi New York	USA
Mount Rushmore	Diesel	Diesel Clothing	Silver Lion/1 of 5 campaign	Marcel Paris	France
New York	Diesel	Diesel Clothing	Silver Lion/2 of 5 campaign	Marcel Paris	France
London	Diesel	Diesel Clothing	Silver Lion/3 of 5 campaign	Marcel Paris	France
Great Wall	Diesel	Diesel Clothing	Silver Lion/4 of 5 campaign	Marcel Paris	France
Venizia	Diesel	Diesel Clothing	Silver Lion/5 of 5 campaign	Marcel Paris	France
Fat	Texto Editores	Media Books Bookstore	Silver Lion/1 of 4 campaign	Leo Burnett Lisbon	Portugal
Coach	Texto Editores	Media Books Bookstore	Silver Lion/2 of 4 campaign	Leo Burnett Lisbon	Portugal
In Love	Texto Editores	Media Books Bookstore	Silver Lion/3 of 4 campaign	Leo Burnett Lisbon	Portugal
Little Brother	Texto Editores	Media Books Bookstore	Silver Lion/4 of 4 campaign	Leo Burnett Lisbon	Portugal
Ecology	France 24	TV News Channel	Silver Lion/1 of 3 campaign	Marcel Paris	France
Finance	France 25	TV News Channel	Silver Lion/2 of 3 campaign	Marcel Paris	France
Pharmaceutical Industry	France 26	TV News Channel	Silver Lion/3 of 3 campaign	Marcel Paris	France
Abuse	El Segundo Police Department	Police Department	Silver Lion/1 of 3 campaign	Team One El Segundo	USA



Arrest	El Segundo Police Department	Police Department	Silver Lion/2 of 3 campaign	Team One El Segundo	USA
Bullet	El Segundo Police Department	Police Department	Silver Lion/3 of 3 campaign	Team One El Segundo	USA
How to Remove	ACP Magazine	Breast Cancer Welfare Association	Silver Lion	Saatchi & Saatchi Petaling Jaya	Malaysia
Spaghetti	HJ Heinz Benelux	Mayonnaise	Bronze Lion	Leo Burnett Brussels	Belgium
Woman	Stihl	Trimmer Range	Bronze Lion/1 of 3 campaign	Publicis Conseil Paris	France
Man	Stihl	Trimmer Range	Bronze Lion/2 of 3 campaign	Publicis Conseil Paris	France
Boy	Stihl	Trimmer Range	Bronze Lion/3 of 3 campaign	Publicis Conseil Paris	France
Bank	Club Med	Travel Company	Bronze Lion/1 of 4 campaign	Publicis Graffiti Buenos Aires	Argentina
Waitress	Club Med	Travel Company	Bronze Lion/2 of 4 campaign	Publicis Graffiti Buenos Aires	Argentina
Boss	Club Med	Travel Company	Bronze Lion/3 of 4 campaign	Publicis Graffiti Buenos Aires	Argentina
Mechanic	Club Med	Travel Company	Bronze Lion/4 of 4 campaign	Publicis Graffiti Buenos Aires	Argentina
Train	Penguin	Book Publisher	Bronze Lion/1 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Bus-Stop	Penguin	Book Publisher	Bronze Lion/2 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Airport	Penguin	Book Publisher	Bronze Lion/3 of 3 campaign	Saatchi & Saatchi Singapore	Singapore
Bolivia	Amnesty International	Human Rights Campaign	Bronze Lion/1 of 3 campaign	Publicis Mojo Auckland	New Zealand
Fallujah	Amnesty International	Human Rights Campaign	Bronze Lion/2 of 3 campaign	Publicis Mojo Auckland	New Zealand
Sudan	Amnesty International	Human Rights Campaign	Bronze Lion/3 of 3 campaign	Publicis Mojo Auckland	New Zealand
Jaguar	SOS Mata Atlantica Foundation	Nature Preservation	Bronze Lion/1 of 4 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
Monkeys	SOS Mata Atlantica Foundation	Nature Preservation	Bronze Lion/2 of 4 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
Sloth	SOS Mata Atlantica Foundation	Nature Preservation	Bronze Lion/3 of 4 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
Alligator	SOS Mata Atlantica Foundation	Nature Preservation	Bronze Lion/4 of 4 campaign	F/Nazca Saatchi & Saatchi Sao Paulo	Brazil
Film Lions Winners					
Dangerous Liaisons	Levi's Strauss	Levi's	Gold Lion	BBH London	United Kingdom
Paint	Sony	Bravia LCD TV	Gold Lion	Fallon London	United Kingdom
Taste It In This Life	DB Breweries	Tiger Beer	Silver Lion	Saatchi & Saatchi New Zealand Auckland	New Zealand
Interview	Procter & Gamble	Tide-to-Go Detergent	Silver Lion	Saatchi & Saatchi New York	USA
Shakespearean Gecko	The Thai Olympic Fibre Cement	Shera Ceiling Boards	Silver Lion	Publicis Thailand Bangkok	Thailand
Monte	Bahamas	Tourism	Silver Lion/1 of 3 campaign	Fallon Minneapolis	USA
Maureen	Bahamas	Tourism	Silver Lion/2 of 3 campaign	Fallon Minneapolis	USA



Lyle	Bahamas	Tourism	Silver Lion/3 of 3 campaign	Fallon Minneapolis	USA
Fruit Pants	Altoids	Altoid Sours	Bronze Lion/1 of 3 campaign	Leo Burnett USA Chicago	USA
Half & Half	Altoids	Altoid Sours	Bronze Lion/2 of 3 campaign	Leo Burnett USA Chicago	USA
Slap	Altoids	Altoid Sours	Bronze Lion/3 of 3 campaign	Leo Burnett USA Chicago	USA
Australian Double Back	William Wrigley, Jr.	Altoids	Bronze Lion/1 of 3 campaign	Leo Burnett USA Chicago	USA
Blow Hole Bob	William Wrigley, Jr.	Altoids	Bronze Lion/2 of 3 campaign	Leo Burnett USA Chicago	USA
Banana Hands Allen	William Wrigley, Jr.	Altoids	Bronze Lion/3 of 3 campaign	Leo Burnett USA Chicago	USA
Brawny Academy	Georgia Pacific	Brawny Kitchen Roll	Bronze Lion/1 of 2 campaign	Fallon Minneapolis	USA
Rock	Georgia Pacific	Brawny Kitchen Roll	Bronze Lion/2 of 2 campaign	Fallon Minneapolis	USA
Sea of Skin	Unilever	Vaseline	Bronze Lion	Bartle Bogle Hegarty New York	USA
News Story	Levi's	Original 501	Bronze Lion	Bartle Bogle Hegarty New York	USA
Whale	Renault Espana	Clio Ipod	Bronze Lion/1 of 2 campaign	Publicis Lado C Madrid	Spain
Beetle	Renault Espana	Clio Ipod	Bronze Lion/2 of 2 campaign	Publicis Lado C Madrid	Spain
Whale Song	Intercontinental Hotels Group	Holiday Inn	Bronze Lion/1 of 3 campaign	Fallon Minneapolis	USA
Unicycle	Intercontinental Hotels Group	Holiday Inn	Bronze Lion/2 of 3 campaign	Fallon Minneapolis	USA
Quack	Holiday Inn	Hotel	Bronze Lion/3 of 3 campaign	Fallon Minneapolis	USA
Joe's Throat	Holiday Inn	Hotel	Bronze Lion/1 of 2 campaign	Fallon Minneapolis	USA
Screwball	Holiday Inn	Hotel	Bronze Lion/2 of 3 campaign	Fallon Minneapolis	USA
Hairdresser	Sitges Sci-Fi & Fantasy Film Festival	Film Festival	Bronze Lion	Vitruvio Leo Burnett Madrid	Spain
Elvis	BBC	Radio 2	Bronze Lion	DFGW, London (Freud Communications)	United Kingdom
Breathe	Greenpeace	Ocean Defenders Campaign	Bronze Lion	Publicis Mojo Auckland	New Zealand
Dangerous Liaisons	Levi Strauss EMEA	Levis	Bronze Lion	BBH London	United Kingdom
Titanium & Integrated Lions Winners					
Earth Hour	WWF Australia	Wildlife Charity	Titanium Lion	Leo Burnett Sydney	Australia
Tate Tracks	Tate Modern	Museum	Integrated Lion	Fallon London	United Kingdom