

CANNES LIONS 2007
54th INTERNATIONAL ADVERTISING FESTIVAL

* denotes entrant company

TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY	PRODUCTION COMPANY	COUNTRY
GRAND PRIX						
A24 Corporate Image						
EVOLUTION	UNILEVER	DOVE SELF ESTEEM FUND	OGILVY & MATHER, Toronto*	CANADA	REGINALD PIKE Toronto	CANADA
GOLD LION						
A04 Non-Alcoholic Drinks						
VIDEOGAME	COCA- COLA	SOFT DRINK	WIEDEN+KENNEDY, Portland²	USA	NEXUS PRODUCTIONS Londor	UNITED KINGDOM
A10 Pharmacy						
WOMBLEMINKI	PFIZER	VIAGRA	TAXI CANADA, Toronto*	CANADA	RADKE FILM GROUP Toronto	CANADA
A11 Clothing, Footwear & Accessories						
DANGEROUS LIASONS	LEVI STRAUSS	LEVI'S	BBH, London*	UNITED KINGDOM	RATTLING STICK London	UNITED KINGDOM
I FEEL PRETTY	NIKE	WOMEN	WIEDEN+KENNEDY, Portland²	USA	SMUGGLER New York	USA
A13 Cars						
CRITIQUE	VOLKSWAGEN	VW CARS	CRISPIN PORTER + BOGUSKY, Miami*	USA	EPOCH FILMS New York	USA 1 OF 4 CAMPAIGN
LIKE	VOLKSWAGEN	VW JETTA	CRISPIN PORTER + BOGUSKY, Miami*	USA	EPOCH FILMS Beverly Hills	USA 2 OF 4 CAMPAIGN
MOVIE	VOLKSWAGEN	VW JETTA	CRISPIN PORTER + BOGUSKY, Miami*	USA	EPOCH FILMS Beverly Hills	USA 3 OF 4 CAMPAIGN
FOUR HOURS	VOLKSWAGEN	VW PASSAT WAGON	CRISPIN PORTER + BOGUSKY, Miami*	USA	EPOCH FILMS New York	USA 4 OF 4 CAMPAIGN
A15 Home Electronics & Audio-Visual						
PAINT	SONY	BRAVIA LCD TV	FALLON LONDON	UNITED KINGDOM	ACADEMY London*	UNITED KINGDOM
A19 Entertainment & Leisure						

CLARENCE	FILM SUEZ	BAFICI INDEPENDENT FILM FESTIVAL	LA COMUNIDAD, Buenos Aires*	ARGENTINA	ARGENTINACINE Buenos Aires	ARGENTINA
A20 Publications & Media						
PARKING LOT	THE FIGHT NETWORK	TV STATION	COSSETTE COMMUNICATION-MARKETING Toronto*	CANADA	CODE FILM Toronto	CANADA 1 OF 4 CAMPAIGN
CONSTRUCTION SITE	THE FIGHT NETWORK	TV STATION	COSSETTE COMMUNICATION-MARKETING Toronto*	CANADA	CODE FILM Toronto	CANADA 2 OF 4 CAMPAIGN
DOG WALKER	THE FIGHT NETWORK	TV STATION	COSSETTE COMMUNICATION-MARKETING Toronto*	CANADA	CODE FILM Toronto	CANADA 3 OF 4 CAMPAIGN
BUS STOP	THE FIGHT NETWORK	TV CHANNEL	COSSETTE COMMUNICATION-MARKETING Toronto*	CANADA	CODE FILM Toronto	CANADA 4 OF 4 CAMPAIGN
A24 Corporate Image						
POWER OF WIND	WIND ENERGY INITIATIVE (EPURON/BMU)	WIND ENERGY	NORDPOL+ HAMBURG*	GERMANY	PARANOID PROJECTS Paris	FRANCE
A25 Public Health & Safety						
THE DAY YOU WENT TO WORK	TRANSPORT FOR LONDON	MOTORCYCLE SAFETY	M&C SAATCHI, London*	UNITED KINGDOM	GORGEOUS ENTERPRISES London	UNITED KINGDOM
A26 Public Awareness Messages						
SIGNATURE	AMNESTY INTERNATIONAL	HUMAN RIGHTS AWARENESS	TBWA\PARIS*	FRANCE	MAGIC LAB Montreuil	FRANCE
A29 Best Use of Music						
PRETTY	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	SMUGGLER New York*	USA
SILVER LION						
A02 Sweet Foods & Snacks						
HAPPY DENT PALACE	PERFETTI VAN MELLE	HAPPY DENT TEETH WHITENING GUM	McCANN ERICKSON INDIA, Mumbai*	INDIA	EQUINOX FILMS Mumbai	INDIA
A03 Alcoholic Drinks						
TASTE IT IN THIS LIFE	DB BREWERIES	TIGER BEER	SAATCHI & SAATCHI NZ, Auckland*	NEW ZEALAND	FILM CONSTRUCTION Auckland	NEW ZEALAND
A04 Non-Alcoholic Drinks						
HAPPINESS FACTORY	THE COCA-COLA COMPANY	COCA-COLA	WIEDEN+KENNEDY AMSTERDAM*	THE NETHERLANDS	PSYOP New York	USA

A05 Household: Cleaning Products						
INTERVIEW	PROCTER & GAMBLE	TIDE-TO-GO DETERGENT	SAATCHI & SAATCHI, New York*	USA	DAB HAND MEDIA London	UNITED KINGDOM
A07 Home Appliances & Furnishings						
SHAKESPEAREAN GECKO	THE THAI OLMPIC FIBRE CEMENT	SHERA CEILING BOARDS	PUBLICIS THAILAND, Bangkok*	THAILAND	MATCHING STUDIO Bangkok	THAILAND
A08 Cosmetics & Beauty						
TRAIN	UNILEVER	IMPULSE	VEGAOLMOSPONCE, Buenos Aires*	ARGENTINA	REBOLUCION Buenos Aires	ARGENTINA 1 OF 3 CAMPAIGN
PLANE	UNILEVER	IMPULSE	VEGAOLMOSPONCE, Buenos Aires*	ARGENTINA	REBOLUCION Buenos Aires	ARGENTINA 2 OF 3 CAMPAIGN
RING	UNILEVER	IMPULSE	VEGAOLMOSPONCE, Buenos Aires*	ARGENTINA	REBOLUCION Buenos Aires	ARGENTINA 3 OF 3 CAMPAIGN
A10 Pharmacy						
CHUCKWUBBLE	PFIZER	VIAGRA	TAXI CANADA, Toronto*	CANADA	RADKE FILM GROUP Toronto	CANADA 1 OF 3 CAMPAIGN
FLANGERATI	PFIZER	VIAGRA	TAXI CANADA, Toronto*	CANADA	RADKE FILM GROUP Toronto	CANADA 2 OF 3 CAMPAIGN
WUBBLEFLAPPS	PFIZER	VIAGRA	TAXI CANADA, Toronto*	CANADA	RADKE FILM GROUP Toronto	CANADA 3 OF 3 CAMPAIGN
A13 Cars						
BACK SEAT	DAIMLERCHRYSLER VERTRIEBSORGANISATION DEUTSCHLAND	DAIMLERCHRYSLER SMART FORTWO	BBDO GERMANY/TEAM SMART, Dusseldorf	GERMANY	COBBLESTONE FILM PRODUCTION Hamburg	GERMANY
TEA	VOLKSWAGEN	VW GOLF	DDB LONDON*	UNITED KINGDOM	PARTIZAN London	UNITED KINGDOM
A15 Home Electronics & Audio-Visual						
OUT OF THE BOX	APPLE	MAC	TBWA\MEDIA ARTS LAB, Los Angeles*	USA	EPOCH FILMS Beverly Hills	USA 1 OF 6 CAMPAIGN
VIRUS	APPLE	MAC	TBWA\MEDIA ARTS LAB, Los Angeles*	USA	EPOCH FILMS Beverly Hills	USA 2 OF 6 CAMPAIGN
NETWORK	APPLE	MAC	TBWA\MEDIA ARTS LAB, Los Angeles*	USA	EPOCH FILMS Beverly Hills	USA 3 OF 6 CAMPAIGN
ACCIDENT	APPLE	MAC	TBWA\MEDIA ARTS LAB, Los Angeles*	USA	EPOCH FILMS Beverly Hills	USA 4 OF 6 CAMPAIGN

BETTER RESULTS	APPLE	MAC	TBWA\MEDIA ARTS LAB, Los Angeles*	USA	EPOCH FILMS Beverly Hills	USA 5 OF 6 CAMPAIGN
COUNSELOR	APPLE	MAC	TBWA\MEDIA ARTS LAB, Los Angeles*	USA	EPOCH FILMS Beverly Hills	USA 6 OF 6 CAMPAIGN
A18 Travel, Transport & Tourism						
MONTE	BAHAMAS	TOURISM	FALLON, Minneapolis*	USA	MOXIE PICTURES New York	USA 1 OF 3 CAMPAIGN
MAUREEN	BAHAMAS	TOURISM	FALLON, Minneapolis*	USA	MOXIE PICTURES New York	USA 2 OF 3 CAMPAIGN
LYLE	BAHAMAS	TOURISM	FALLON, Minneapolis*	USA	MOXIE PICTURES New York	USA 3 OF 3 CAMPAIGN
A21 Banking, Investment & Insurance						
SALESMAN	BANGKOK LIFE ASSURANCE	LIFE ASSURANCE	CREATIVE JUICE\G1 (TBWA), Bangkok*	THAILAND	PHENOMENA Bangkok	THAILAND
A23 Commercial Public Services						
BALD 1	TELECOM	ARNET BROADBAND	SANTO, Buenos Aires*	ARGENTINA	WASABI FILMS Buenos Aires	ARGENTINA 1 OF 5 CAMPAIGN
BALD 2	TELECOM	ARNET BROADBAND	SANTO, Buenos Aires*	ARGENTINA	WASABI FILMS Buenos Aires	ARGENTINA 2 OF 5 CAMPAIGN
BALD 3	TELECOM	ARNET BROADBAND	SANTO, Buenos Aires*	ARGENTINA	WASABI FILMS Buenos Aires	ARGENTINA 3 OF 5 CAMPAIGN
BALD 4	TELECOM	ARNET BROADBAND	SANTO, Buenos Aires*	ARGENTINA	WASABI FILMS Buenos Aires	ARGENTINA 4 OF 5 CAMPAIGN
BALD 5	TELECOM	ARNET BROADBAND	SANTO, Buenos Aires*	ARGENTINA	WASABI FILMS Buenos Aires	ARGENTINA 5 OF 5 CAMPAIGN
2 DAY RULE	CINGULAR. NOW THE NEW AT&T.	TELECOMMUNICATIONS SERVICE	BBDO NEW YORK*	USA	SMUGGLER New York	USA 1 OF 6 CAMPAIGN
LAS VEGAS	CINGULAR. NOW THE NEW AT&T.	TELECOMMUNICATIONS SERVICE	BBDO NEW YORK*	USA	SMUGGLER New York	USA 2 OF 6 CAMPAIGN
PREGNANCY	CINGULAR. NOW THE NEW AT&T.	TELECOMMUNICATIONS SERVICE	BBDO NEW YORK*	USA	SMUGGLER New York	USA 3 OF 6 CAMPAIGN
BOUQUET	CINGULAR. NOW THE NEW AT&T.	TELECOMMUNICATIONS SERVICE	BBDO NEW YORK*	USA	SMUGGLER New York	USA 4 OF 6 CAMPAIGN
JIMBO	CINGULAR. NOW THE NEW AT&T.	TELECOMMUNICATIONS SERVICE	BBDO NEW YORK*	USA	SMUGGLER New York	USA 5 OF 6 CAMPAIGN

RELATIONSHIP	CINGULAR. NOW THE NEW AT&T.	TELECOMMUNICATIONS SERVICE	BBDO NEW YORK*	USA	SMUGGLER New York	USA 6 OF 6 CAMPAIGN
A26 Public Awareness Messages						
KEYS	EQUAL MARRIAGE	GAY MARRIAGE RIGHTS	Y&R CHICAGO*	USA	HSI PRODUCTIONS New York	USA 1 OF 3 CAMPAIGN
COASTER	EQUAL MARRIAGE	GAY MARRIAGE RIGHTS	Y&R CHICAGO*	USA	HSI PRODUCTIONS New York	USA 2 OF 3 CAMPAIGN
MILK	EQUAL MARRIAGE	GAY MARRIAGE RIGHTS	Y&R CHICAGO*	USA	HSI PRODUCTIONS New York	USA 3 OF 3 CAMPAIGN
BULLET	AMNESTY INTERNATIONAL	HUMAN RIGHTS AWARENESS	TBWA\PARIS*	FRANCE	FESTEN FILMS Paris	FRANCE
A29 Best Use of Music						
MAD WORLD	MICROSOFT	XBOX 360	McCANN WORLDGROUP, San Francisco*	USA	ANONYMOUS CONTENT Culver City	USA
BRONZE LION						
A01 Savoury Foods						
LAW OF GRAVITY	CALIFORNIA MILK PROCESSOR BOARD	MILK	GRUPO GALLEGOS, Long Beach*	USA	REBOLUCION Buenos Aires	ARGENTINA
INTRO	UNILEVER	POT NOODLE	MOTHER, London*	UNITED KINGDOM	EPOCH LONDON	UNITED KINGDOM 1 OF 2 CAMPAIGN
ITALY WALES	UNILEVER	POT NOODLE	MOTHER, London*	UNITED KINGDOM	EPOCH LONDON	UNITED KINGDOM 2 OF 2 CAMPAIGN
PARENT-TEACHER DISCUSSION	UNILEVER NEDERLAND FOODS CUP-A-SOUP	CUP-A-SOUP	TBWA\NEBOKO, Amstelveen*	THE NETHERLANDS	CZAR.NL Amsterdam	THE NETHERLANDS
A02 Sweet Foods & Snacks						
FRUIT PANTS	ALTOIDS	ALTOID SOURS	LEO BURNETT USA, Chicago*	USA	MJZ Los Angeles	USA 1 OF 3 CAMPAIGN
HALF & HALF	ALTOIDS	ALTOID SOURS	LEO BURNETT USA, Chicago*	USA	MJZ Los Angeles	USA 2 OF 3 CAMPAIGN
SLAP	ALTOIDS	ALTOID SOURS	LEO BURNETT USA, Chicago*	USA	MJZ Los Angeles	USA 3 OF 3 CAMPAIGN
AUSTRALIAN DOUBLE BACK	WILLIAM WRIGLEY, JR.	ALTOIDS	LEO BURNETT USA, Chicago	USA	BISCUIT FILMWORKS Los Angeles*	USA 1 OF 3 CAMPAIGN
BLOW HOLE BOB	WILLIAM WRIGLEY, JR.	ALTOIDS	LEO BURNETT USA, Chicago	USA	BISCUIT FILMWORKS Los Angeles*	USA 2 OF 3 CAMPAIGN

BANANA HANDS ALLEN	WILLIAM WRIGLEY, JR.	ALTOIDS	LEO BURNETT USA, Chicago	USA	BISCUIT FILMWORKS Los Angeles*	USA 3 OF 3 CAMPAIGN
A03 Alcoholic Drinks						
CLASSROOM	ANHEUSER-BUSCH	BUD LIGHT BEER	LATINWORKS, Austin*	USA	KONK New York	USA
FLASH BEER	FOSTER'S	CARLTON DRAUGHT	GEORGE PATTERSON Y&R, Melbourne*	AUSTRALIA	PLAZA FILMS Sydney	AUSTRALIA
BUT HE HAS BUD LIGHT	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	TOOL OF NORTH AMERICA Santa Monica	USA
RUBBER FLOORS	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	MJZ Los Angeles	USA
A04 Non-Alcoholic Drinks						
NAIL	FRUCOR BEVERAGES	FRANK BEVERAGE	COLENZO BBDO, Auckland*	NEW ZEALAND	FILM CONSTRUCTION Auckland	NEW ZEALAND
A05 Household: Cleaning Products						
PLASTIC SURGERY	3M	SCOTCH BRIDE SPONGE	GREY ARGENTINA, Buenos Aires*	ARGENTINA	KRAKATOA FILMS Buenos Aires	ARGENTINA
A06 Household: Other						
BRAWNY ACADEMY	GEORGIA PACIFIC	BRAWNY KITCHEN ROLL	FALLON, Minneapolis	USA	BISCUIT FILMWORKS Los Angeles*	USA 1 OF 2 CAMPAIGN
ROCK	GEORGIA PACIFIC - BRAWNY	KITCHEN ROLL	FALLON, Minneapolis*	USA	BISCUIT FILMWORKS Los Angeles	USA 2 OF 2 CAMPAIGN
MANNED FLIGHT	MATSUSHITA ELECTRIC INDUSTRIAL	OXYRIDE BATTERY	HAKUHODO, Tokyo	JAPAN	HAT Tokyo*	JAPAN
A08 Cosmetics & Beauty						
CRASHES	UNILEVER	AXE 3	VEGAOLMOSPONCE, Buenos Aires*	ARGENTINA	BLINK London	UNITED KINGDOM
SEA OF SKIN	UNILEVER	VASELINE	BARTLE BOGLE HEGARTY, New York*	USA	SMUGGLER Hollywood	USA
MATERIALISM	SMOOTH E (THAILAND)	SMOOTH E BABYFACE SCRUB	JEH UNITED, Bangkok*	THAILAND	PHENOMENA Bangkok	THAILAND
PLACARD	UNILEVER	SEDAL HAIR PRODUCTS	JWT ARGENTINA/EL HOTEL, Buenos Aires*	ARGENTINA	LANDIA Buenos Aires	ARGENTINA
A09 Toiletries						
THE FOLDER	SCA HYGIENE AUSTRALIA	ABSORBENT TOILET PAPER	CLEMENGER BBDO MELBOURNE	AUSTRALIA	THE SWEET SHOP Auckland*	NEW ZEALAND
NEON GIRL	UNILEVER	LUX SOAP	SANTO, Buenos Aires*	ARGENTINA	RATTLING STICK London	UNITED KINGDOM

A11 Clothing, Footwear & Accessories						
NEWS STORY	LEVI'S	ORIGINAL 501	BARTLE BOGLE HEGARTY, New York*	USA	GORGEOUS ENTERPRISES London	UNITED KINGDOM
SURGERY	NIKE LATINOAMERICA	NIKE WOMEN	MADRE, Buenos Aires*	ARGENTINA	REBOLUCION Buenos Aires	ARGENTINA
ENDURE	NIKE EHQ	AIR MAX 360 TRAINERS	WIEDEN+KENNEDY AMSTERDAM*	THE NETHERLANDS	PARK PICTURES New York	USA
A13 Cars						
WHALE	RENAULT ESPAÑA	CLIO IPOD	PUBLICIS LADO C, Madrid*	SPAIN	GOT FILM Barcelona	SPAIN 1 OF 2 CAMPAIGN
BEETLE	RENAULT ESPAÑA	CLIO IPOD	PUBLICIS LADO C, Madrid*	SPAIN	GOT FILM Barcelona	SPAIN 2 OF 2 CAMPAIGN
HORROR MOVIE	VOLKSWAGEN	VW CARS	DDB GERMANY, Berlin*	GERMANY		
A16 Retail Stores						
TRAMPOLINE	MARKTPLAATS.NL (E-BAY)	ONLINE MARKETPLACE	Y&R NOT JUST FILM, Amsterdam*	THE NETHERLANDS	DR FILM Amsterdam	THE NETHERLANDS 1 OF 2 CAMPAIGN
ON THE GO	MARKTPLAATS.NL (E-BAY)	ONLINE MARKETPLACE	Y&R NOT JUST FILM, Amsterdam*	THE NETHERLANDS	DR FILM Amsterdam	THE NETHERLANDS 2 OF 2 CAMPAIGN
TIDE	THE BIG YELLOW SELF STORAGE COMPANY	SELF STORAGE COMPANY	CLEMMOW HORNBY INGE, London*	UNITED KINGDOM	BLINK London	UNITED KINGDOM
A17 Restaurants & Fast Food Outlets						
STUFF OF LEGENDS	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Miami*	USA	HSI PRODUCTIONS Culver Cit	USA
A18 Travel, Transport & Tourism						
LONG GOODNIGHT	INTERCONTINENTAL HOTELS GROUP	HOLIDAY INN HOTELS	JOHN ST, Toronto*	CANADA	UNTITLED FILMS Toronto	CANADA
WHALE SONG	INTERCONTINENTAL HOTELS GROUP	HOLIDAY INN	FALLON, Minneapolis	USA	BISCUIT FILMWORKS Los Angeles*	USA 1 OF 3 CAMPAIGN
UNICYCLE	INTERCONTINENTAL HOTELS GROUP	HOLIDAY INN	FALLON, Minneapolis	USA	BISCUIT FILMWORKS Los Angeles*	USA 2 OF 3 CAMPAIGN
QUACK	HOLIDAY INN	HOTEL	FALLON, Minneapolis*	USA	BISCUIT FILMWORKS Los Angeles	USA 3 OF 3 CAMPAIGN
JOE'S THROAT	HOLIDAY INN	HOTEL	FALLON, Minneapolis*	USA	BISCUIT FILMWORKS Los Angeles	USA 1 OF 2 CAMPAIGN

SINGING COWBOY	AMERICAN LEGACY FOUNDATION/TRUTH	ANTI-SMOKING	ARNOLD, Boston*	USA	RSA FILMS New York	USA
JOGGERS ANONYMOUS/TRUTH	AMERICAN LEGACY FOUNDATION	ANTI-SMOKING	ARNOLD, Boston*	USA	VICE FILMS Brooklyn	USA 1 OF 3 CAMPAIGN
MATTRESS	AMERICAN LEGACY FOUNDATION/TRUTH	ANTI-SMOKING	ARNOLD, Boston*	USA	VICE FILMS Brooklyn	USA 2 OF 3 CAMPAIGN
SWEET SMOKES	AMERICAN LEGACY FOUNDATION/TRUTH	ANTI-SMOKING	ARNOLD, Boston*	USA	VICE FILMS Brooklyn	USA 3 OF 3 CAMPAIGN
A26 Public Awareness Messages						
BREATHE	GREENPEACE	OCEAN DEFENDERS CAMPAIGN	PUBLICIS MOJO, Auckland*	NEW ZEALAND	REVOLVER FILM Sydney	AUSTRALIA
CHILDREN SEE, CHILDREN DO	NAPCAN	CHILD FRIENDLY AUSTRALIA	DDB SYDNEY*	AUSTRALIA	SOMA FILMS Sydney	AUSTRALIA
EXECUTIVE COW	ZIJKANT	EQUAL PAYDAY	MORTIERBRIGADE, Brussels*	BELGIUM	CCCP Brussels	BELGIUM
A27 Fundraising & Appeals						
MEMORIALS	ORNGE AIR AMBULANCE	AIR AMBULANCE	TAXI CANADA, Toronto*	CANADA	AVION FILM PRODUCTIONS Toronto	CANADA
HOSTEL	EYE BANK ASSOCIATION OF INDIA	BLIND WELFARE ORGANISATION			CODE RED FILMS Mumbai*	INDIA
A29 Best Use of Music						
DANGEROUS LIASONS	LEVI STRAUSS EMEA	LEVIS	BBH, London*	UNITED KINGDOM	RATTLING STICK London	UNITED KINGDOM
HAPPY DENT PALACE	PERFETTI VAN MELLE	HAPPY DENT TEETH WHITENING GUM	McCANN ERICKSON INDIA, Mumbai*	INDIA	EQUINOX FILMS Mumbai	INDIA