

More Cannes Lions for SA

CANNES, FRANCE: During the third awards ceremony of the festival week, the 55th Cannes Lions International Advertising Festival honoured the winners of the Press, Design and Cyber Lions categories last night, Wednesday, 18 June 2008. Apart from DDB SA's Press Grand Prix, there was one Silver Press Lion, three Bronze Press Lions and one Bronze Design Lion for South Africa.

Section	Category	Title	Entrant	Advertiser	Product	Agency
Grand Prix	Press Lions	A06 Household: Other	PAINT, PANTS, PARK, SPIT	ENERGIZER	ENERGIZER LITHIUM BATTERIES	DDB SOUTH AFRICA Johannesburg
Silver	Press Lions	A16 Retail Stores	LIONESS, CROCODILE, TREE SNAKE, GREAT WHITE SHARK	CAPE UNION MART	CAPE UNION MART STORE CARD	KING JAMES Johannesburg
Bronze	Press Lions	A20 Publications & Media	AIDS STATS	INDEPENDENT NEWSPAPERS	CAPE ARGUS NEWSPAPER	KING JAMES Cape Town
Bronze	Press Lions	A08 Cosmetics & Beauty	OFFICE, NIGHTCLUB, POOL	PROCTER & GAMBLE	HEAD & SHOULDERS ANTI-DANDRUFF SHAMPOO	SAATCHI & SAATCHI Johannesburg
Bronze	Press Lions	A13 Cars	COW, ELVIS, SPEED CAMERA	AUDI SA	AUDI S5	OGILVY SOUTH AFRICA Johannesburg
Bronze	Design Lions	B01 Foods	LULU - MADE FOR TODAY	LULU COFFEE SHOP	COFFEE SHOP	GRID WORLDWIDE BRANDING & DESIGN Johannesburg

The launch of the Design Lions this year attracted 1126 entries, the Cyber Lions received 2757 submissions and entries totalled 7442 in the Press Lions.

The Press jury awarded 93 winners out of a shortlist of 692, while the Design jury awarded 28 winners out of its 137 shortlisted entries and Cyber saw a total of 327 entries shortlisted with 82 winners awarded.

The Press Grand Prix went to DDB SA for its Energizer batteries campaign Paint, Pants, Park and Spit. Nine Gold, 29

Silver and 54 Bronze Lions were also given by the jury. The first-ever Design Grand Prix was awarded to Turner Duckworth: London and San Francisco for Coca-Cola Identity with 12 Gold, 13 Silver and 13 Bronze also awarded.

The three Cyber Lions Grand Prix went to Projector Tokyo for Uniqlo's Uniqlock, in the Website and Interactive Campaigns category, the Online Advertising Grand Prix was awarded to Mediafront Oslo for the Scandinavian Online entry Sol Comments and 42 Entertainment Pasadena won the Viral Advertising Grand Prix for Trent Reznor/Nin's entry, Year Zero. A total of 14 Gold, 27 Silver and 38 Bronze were also awarded.

Interactive Agency of the Year was given to Lean Mean Fighting Machine, London.

During last night's awards ceremony, Sir Anthony O'Reilly, chief executive of Independent News and Media PLC (INM), was honoured with the prestigious title of Media Person of the Year.

Also honoured were the winners of the Young Lions Print & Cyber Competitions. Thijs Biersteker and Karian Weijers from the Willem de Kooning Academy took the gold Print Medal for the Netherlands, with Fabiano de Queiroz Silva of McCann Erickson and Marcelo Mariano Dias from JWT taking gold for their Cyber submission.

The Press jury was chaired by Craig Davis, chief creative officer, Worldwide, JWT London UK; Design was led by Rodney Fitch CBE, chairman and CEO, Fitch, London UK; Colleen DeCourcy, chief digital officer, TBWA Worldwide, New York USA, was the jury president for Cyber.

The winning work is now available to view online along with their credits at www.canneslions.com/winners:

- Cyber Lions: www.canneslions.com/winners/cyber/
- Press Lions: www.canneslions.com/winners/press/
- Design Lions: www.canneslions.com/winners/design/
- Interactive Agency of the Year: www.canneslions.com/winners/special/?medium=Interactive
- Print Young Lions Competition: www.canneslions.com/winners/younglions/?medium=PRINT
- Cyber Young Lions Competition: www.canneslions.com/winners/younglions/?medium=CYBER

For further information, go to www.canneslions.com.

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