

CANNESLIONS

51ST INTERNATIONAL ADVERTISING FESTIVAL 20 - 26 JUNE 2004



FILM WINNERS 2004

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
Grand Prix				
MOUNTAIN	SONY COMPUTER ENTERTAINMENT	PLAYSTATION 2	TBWA\ LONDON	UNITED KINGDOM
Gold Lion				
WORMS	UNI PRESIDENT (THAILAND)	UNIF GREEN TEA	BBDO BANGKOK	THAILAND
PRISON VISITOR	UNILEVER	VIM BLEACH	ZIG	CANADA
GETTING DRESSED	LEVER FABERGÉ	LYNX 24-7	BARTLE BOGLE HEGARTY	UNITED KINGDOM
MUSICAL CHAIRS	NIKE	NIKE SHOES	WIEDEN+ KENNEDY	THE NETHERLANDS
EVERYDAY	HONDA UK	CIVIC	WIEDEN+ KENNEDY	UNITED KINGDOM
TOYS	PEUGEOT	PEUGEOT 407	BETC EURO RSCG	FRANCE
GIRLFRIEND	TOYOTA MOTOR SALES	TACOMA	SAATCHI & SAATCHI LOS ANGELES	USA
SHADOW	AEROLINEAS ARGENTINAS	AIRLINE	J WALTER THOMPSON	ARGENTINA
WAKE UP CALL	ADIDAS	WOMEN'S WORLD CUP 2003	180 AMSTERDAM	THE NETHERLANDS
PRESIDENTS	MALBA (BUENOS AIRES LATINAMERICAN ART MUSSEUM)	DADA & SURREALISM EXHIBITION	CRAVEROLANIS EURO RSCG	ARGENTINA
WATERBOY	SAEME	MINERAL WATER	BETC EURO RSCG	FRANCE
MR REALLY, REALLY, REALLY BAD DANCER	ANHEUSER-BUSCH	BUD LIGHT	DDB CHICAGO	USA 1 OF 3 CAMPAIGN
MR WAY TOO MUCH COLOGNE WEARER	ANHEUSER-BUSCH	BUD LIGHT	DDB CHICAGO	USA 2 OF 3 CAMPAIGN
MR GIANT TACO SALAD INVENTOR	ANHEUSER-BUSCH	BUD LIGHT	DDB CHICAGO	USA 3 OF 3 CAMPAIGN
KILL BILL KILL BILL	SOKEN	SOKEN DVD	EURO RSCG FLAGSHIP	THAILAND 1 OF 3 CAMPAIGN
TITITITANIC	SOKEN	SOKEN DVD	EURO RSCG FLAGSHIP	THAILAND 2 OF 3 CAMPAIGN
X...X...X	SOKEN	SOKEN DVD	EURO RSCG FLAGSHIP	THAILAND 3 OF 3 CAMPAIGN
ESTABLISHING A CHARACTER	CANADIAN FILM CENTRE	SHORT FILM FESTIVAL	TAXI	CANADA 1 OF 3 CAMPAIGN
SPECIAL F/X	CANADIAN FILM CENTRE	SHORT FILM FESTIVAL	TAXI	CANADA 2 OF 3 CAMPAIGN
GOOD COP/BAD COP	CANADIAN FILM CENTRE	SHORT FILM FESTIVAL	TAXI	CANADA 3 OF 3 CAMPAIGN
CAREER MAKER	FED EX	SHIPPING	BBDO NEW YORK	USA 1 OF 5 CAMPAIGN

DRAMA	FED EX	SHIPPING	BBDO NEW YORK	USA 2 OF 5 CAMPAIGN
MBA	FED EX	SHIPPING	BBDO NEW YORK	USA 3 OF 5 CAMPAIGN
REMIND ME	FED EX	SHIPPING	BBDO NEW YORK	USA 4 OF 5 CAMPAIGN
JENKINS	FED EX	SHIPPING	BBDO NEW YORK	USA 5 OF 5 CAMPAIGN
CARRIE FISHER	ORANGE	ORANGE TELE-COMMUNICATIONS	MOTHER	UNITED KINGDOM 1 OF 3 CAMPAIGN
ROY SCHEIDER	ORANGE	ORANGE TELE-COMMUNICATIONS	MOTHER	UNITED KINGDOM 2 OF 3 CAMPAIGN
SPIKE LEE	ORANGE	ORANGE TELE-COMMUNICATIONS	MOTHER	UNITED KINGDOM 3 OF 3 CAMPAIGN
LAILA	ADIDAS	ADIDAS BRAND	180 AMSTERDAM	THE NETHERLANDS 1 OF 2 CAMPAIGN
LONG RUN	ADIDAS	BRAND-LOGO	180 AMSTERDAM	THE NETHERLANDS 2 OF 2 CAMPAIGN
FRIENDS	BC SPCA	PET ADOPTION	DDB CANADA	CANADA 1 OF 4 CAMPAIGN
HUSBAND	BC SPCA	PET ADOPTION	DDB CANADA	CANADA 2 OF 4 CAMPAIGN
DAD	BC SPCA	PET ADOPTION	DDB CANADA	CANADA 3 OF 4 CAMPAIGN
ROOMMATES	BC SPCA	PET ADOPTION	DDB CANADA	CANADA 4 OF 4 CAMPAIGN
Silver Lion				
SPINACH	MEIJER BRAND	MEIJER FOODS	DEVITO/VERDI	USA
MALE MODEL	NESTLE CANADA	KIT KAT CHOCOLATE BAR	J WALTER THOMPSON	CANADA
WASHED ASHORE	ANHEUSER-BUSCH	BUD LIGHT	DDB CHICAGO	USA
BUG	CLOROX	SELTON INSECTICIDE	ZEGERS DDB	CHILE
FLEAS	RALSTON PURINA	TRATTO PULGAS	PUBLICIS SALLES NORTON	BRAZIL
WELCOME	PON'S AUTOMOBIELHANDEL	VOLKSWAGEN GOLF	DDB AMSTERDAM	THE NETHERLANDS
BOLLOCKS	VOLKSWAGEN	DIESEL	DDB LONDON	UNITED KINGDOM
JUST LIKE YOU MOTHER	AUDI	AUDI A6	SAATCHI & SAATCHI	GERMANY
ZOO	VAESA	AUDI ALL ROAD	DDB ESPANA	SPAIN
PARTY DRESS	TOYOTA	TOYOTA COROLLA	SAATCHI & SAATCHI	UNITED KINGDOM
ROLE REVERSAL	VALUE CITY	VALUE CITY STORE	GO FILM	USA
THE SPY NINJA	UFJ TSUBASA SECURITIES	INVESTMENT COMPANY	DENTSU	JAPAN
JUST WORKS	118 118 THE NUMBER	TELEPHONE DIRECTORY SERVICE	WCRS	UNITED KINGDOM

HAIRCUT	YELLOW PAGES	PHONE DIRECTORY	ABBOTT MEAD VICKERS.BBDO	UNITED KINGDOM
HEART ATTACKS	BONJOUR PARIS FRENCH SCHOOL	FRENCH CLASSES	DDB BRASIL	BRAZIL
CRYING	COMPANHIA ATHLETICA - GYM	CORPORATE IMAGE	DDB BRASIL	BRAZIL
ARTERY	BRITISH HEART FOUNDATION	ANTI-SMOKING MESSAGE	EURO RSCG LONDON	UNITED KINGDOM
VILLAGE	AIDES	AIDS AWARENESS	TBWA\PARIS	FRANCE
CLIMBING I	BARRAN CHICKEN	LE BARRAN	DDB PARIS	FRANCE 1 OF 4 CAMPAIGN
AIRPLANE I	BARRAN CHICKEN	LE BARRAN	DDB PARIS	FRANCE 2 OF 4 CAMPAIGN
SWIMMING POOL III	BARRAN CHICKEN	LE BARRAN	DDB PARIS	FRANCE 3 OF 4 CAMPAIGN
MOTORCYCLE IV	BARRAN CHICKEN	LE BARRAN	DDB PARIS	FRANCE 4 OF 4 CAMPAIGN
HIGH SCHOOL	DAIRY FARMERS	SKI YOGHURT	LEO BURNETT	AUSTRALIA 1 OF 2 CAMPAIGN
PARK	DAIRY FARMERS	SKI YOGHURT	LEO BURNETT	AUSTRALIA 2 OF 2 CAMPAIGN
IMMUNITY	LABATT BREWERIES	BUD LIGHT BEER	DOWNTOWN PARTNERS DDB	CANADA 1 OF 3 CAMPAIGN
SEXY ACCENT VOICE MODULATOR	ANHEUSER-BUSCH	BUD LIGHT BEER	DOWNTOWN PARTNERS DDB	CANADA 2 OF 3 CAMPAIGN
CUPPA	LABATT BREWERIES	BUD LIGHT BEER	DOWNTOWN PARTNERS DDB	CANADA 3 OF 3 CAMPAIGN
WATER	PREMIER INTERNATIONAL FOODS	TYPHOO TEA	CLEMMOW HORNBY INGE	UNITED KINGDOM 1 OF 3 CAMPAIGN
COCKEREL	PREMIER INTERNATIONAL FOODS	TYPHOO TEA	CLEMMOW HORNBY INGE	UNITED KINGDOM 2 OF 3 CAMPAIGN
DRILL SERGEANT	PREMIER INTERNATIONAL FOODS	TYPHOO TEA	CLEMMOW HORNBY INGE	UNITED KINGDOM 3 OF 3 CAMPAIGN
COPY	BURGER KING	FAST FOOD	CRISPIN PORTER + BOGUSKY	USA 1 OF 3 CAMPAIGN
BUNS	BURGER KING	FAST FOOD	CRISPIN PORTER + BOGUSKY	USA 2 OF 3 CAMPAIGN
SNIFFER	BURGER KING	FAST FOOD	CRISPIN PORTER + BOGUSKY	USA 3 OF 3 CAMPAIGN
1200	AMERICAN LEGACY FOUNDATION	ANTI-SMOKING MESSAGE	ARNOLD WORLDWIDE	USA 1 OF 2 CAMPAIGN
REPLACEMENT SMOKER	AMERICAN LEGACY FOUNDATION	ANTI-SMOKING MESSAGE	ARNOLD WORLDWIDE	USA 2 OF 2 CAMPAIGN
OFFICE	ELECTIONS ONTARIO	2003 ONTARIO PROVINCIAL ELECTION	DDB CANADA	CANADA 1 OF 3 CAMPAIGN
SALON	ELECTIONS ONTARIO	2003 ONTARIO PROVINCIAL ELECTION	DDB CANADA	CANADA 2 OF 3 CAMPAIGN

RESTAURANT	ELECTIONS ONTARIO	2003 ONTARIO PROVINCIAL ELECTION	DDB CANADA	CANADA 3 OF 3 CAMPAIGN
Bronze Lion				
GOOD DOG	ANHEUSER-BUSCH	BUD LIGHT BEER	DOWNTOWN PARTNERS DDB	CANADA
REF TUNE OUT	ANHEUSER-BUSCH	BUDWEISER	DDB CHICAGO	USA
MOHAWKS	PEPSICO BEVERAGES INTERNATIONAL	PEPSI	CLM BBDO	FRANCE
BOYS & GIRLS	PROCTER & GAMBLE	HEAD & SHOULDERS	SAATCHI & SAATCHI	AUSTRALIA
TIME FOR A WEE	SCA HYGIENE PRODUCTS	LIBERO DIAPERS	FORSMAN & BODENFORS	SWEDEN
FACTORY	VELVET	TOILET TISSUE	FALLON LONDON	UNITED KINGDOM
CAR	LEVI STRAUSS & CO.	LEVI'S CLOTHING	BARTLE BOGLE HEGARTY	USA
THE OTHER GAME	NIKE EUROPE	NIKE	WIEDEN+KENNEDY	THE NETHERLANDS
WHAT IF?	NIKE	NIKE	WIEDEN+KENNEDY	USA
BERLIN	BRITISH AMERICAN TOBACCO / GAULOISES	GAULOISES CIGARETTES	KOLLE REBBE WERBEAGENTUR	GERMANY
SENSE	HONDA UK	HONDA	WIEDEN+KENNEDY	UNITED KINGDOM
ENVY	PEUGEOT	PEUGEOT 307	EURO RSCG LONDON	UNITED KINGDOM
BUS	VOLKSWAGEN	POLO WEMBLEY	AGENCE .V.	FRANCE
PRISONER	FIAT	PALIO	LEO BURNETT	BRAZIL
JOGGER	VOLKSWAGEN	VW POLO	PARTIZAN	UNITED KINGDOM
DELIVERY GUY	PON'S AUTOMOBIELHANDEL	VOLKSWAGEN TRANSPORTER	DDB AMSTERDAM	THE NETHERLANDS
LION	OLYMPUS	CAMERA	SAATCHI & SAATCHI	AUSTRALIA
NIGHT WATCHMAN	SONY INDIA	SONY HANDYCAM	SAATCHI & SAATCHI	INDIA
DANCE	APPLE	iPOD	TBWA\CHIAT\DAY	USA
BOYFRIEND	MEIJER	SUPERSTORE	DEVITO/VERDI	USA
OUTTAKES	McDONALD'S GERMANY	McDONALD'S	HEYE & PARTNER	GERMANY
TIPS	FALLON	UNITED AIRLINES	FALLON LONDON	UNITED KINGDOM
MR MULDER	DUTCH STATE LOTTERY	LOTTERY TICKETS	SAATCHI & SAATCHI	THE NETHERLANDS
THE CAPTAIN	SILVA	NAVIGATIONAL EQUIPMENT	FORSBERG & CO.	SWEDEN
HAND	GNT	SEXTV	EUGENIO DDB	BRAZIL
KISS	MTV NETWORKS LATIN AMERICA	MTV LATIN AMERICA	MTV NETWORKS LATIN AMERICA	USA
LULLABY	SWR TELEVISION STATION	SWR TELEVISION CAMPAIGN AGAINST VIOLENCE ON TV	OGILVY & MATHER FRANKFURT	GERMANY
WATERCOOLER	HBO	HBO	GOODBY SILVERSTEIN & PARTNERS	USA

CLEANING LADIES	CENTRAAL BEHEER ACHMEA	INSURANCE	DDB AMSTERDAM	THE NETHERLANDS
THE GREY HAIR	LA MONDIALE	PENSION SCHEMES	PUBLICIS CONSEIL	FRANCE
MR. SMILEY	AFFINITY HOLDINGS	RETIREMENT PLANNING	BACKYARD PRODUCTIONS	USA
NEXT SHIFT	HEWLETT-PACKARD	HP TECHNOLOGY	GOODBY SILVERSTEIN & PARTNERS	USA
POLE DANCING	SAMART INFO MEDIA	RINGTONES	SAATCHI & SAATCHI THAILAND	THAILAND
TRUST	LA POSTE	POSTAL SERVICES	BDDP & FILS	FRANCE
LANDING	HEINEKEN NEDERLAND	EURO 2004	TBWA\NEBOKO CAMPAIGN	THE NETHERLANDS
ALZHEIMER	CAJA MADRID	SOCIAL WORK	FCB/TAPSA	SPAIN
SHARDS O' GLASS	AMERICAN LEGACY FOUNDATION	ANTI-SMOKING MESSAGE	ARNOLD WORLDWIDE	USA
DOG	HEINEKEN ITALIA	ANTI-DRINK DRIVING MESSAGE	FILMMASTER	ITALY
SIDEBOARD	MINISTRY OF TRANSPORTATION	ROAD SAFETY AWARENESS	FORTUNE ADVERTISING	GREECE
ELEVATOR	SSL	DUREX CONDOMS	FILMMASTER	ITALY 1 OF 3 CAMPAIGN
SNOW	SSL	DUREX	McCANN ERICKSON	ITALY 2 OF 3 CAMPAIGN
SWIMMING POOL	SSL	DUREX	McCANN ERICKSON	ITALY 3 OF 3 CAMPAIGN
KEEPY UPPY	ADIDAS	FOOTBALL BOOTS	180 AMSTERDAM	THE NETHERLANDS 1 OF 3 CAMPAIGN
RUGBY MIRROR	ADIDAS	FOOTBALL BOOTS	180 AMSTERDAM	THE NETHERLANDS 2 OF 3 CAMPAIGN
WILKINSON FOOTBALL	ADIDAS	BOOTS	180 AMSTERDAM	THE NETHERLANDS 3 OF 3 CAMPAIGN
SUNLOUNGER	IKEA	FURNITURE STORE	SCPF	SPAIN 1 OF 2 CAMPAIGN
ZEN	IKEA	FURNITURE STORE	SCPF	SPAIN 2 OF 2 CAMPAIGN
NAME	TIME WARNER	TBS NETWORK	PUBLICIS NY	USA 1 OF 3 CAMPAIGN
STRANGE FRUIT	TIME WARNER	TBS NETWORK	PUBLICIS NY	USA 2 OF 3 CAMPAIGN
WINGS	TIME WARNER	TBS NETWORK	PUBLICIS NY	USA 3 OF 3 CAMPAIGN
COURT STENOGRAPHER	AGF FINANCIAL SERVICES	INVESTMENT FUNDS	TBWA\TORONTO	CANADA 1 OF 3 CAMPAIGN
PRIVATE INVESTIGATOR	AGF FINANCIAL SERVICES	INVESTMENT FUNDS	TBWA\TORONTO	CANADA 2 OF 3 CAMPAIGN
FLIGHT ATTENDANT	AGF FINANCIAL SERVICES	INVESTMENT FUNDS	TBWA\TORONTO	CANADA 3 OF 3 CAMPAIGN
HIGH JUMP	SEALY	SEALY SPONSORSHIP	MULLEN	USA 1 OF 2 CAMPAIGN

POMMEL HORSE	SEALY	SEALY SPONSORSHIP	MULLEN	USA 2 OF 2 CAMPAIGN
STEVE	GILL FOUNDATION	GAY DISCRIMINATION AWARENESS	DDB SEATTLE	USA 1 OF 5 CAMPAIGN
DAVE	GILL FOUNDATION	GAY DISCRIMINATION AWARENESS	DDB SEATTLE	USA 2 OF 5 CAMPAIGN
FRANK	GILL FOUNDATION	GAY DISCRIMINATION AWARENESS	DDB SEATTLE	USA 3 OF 5 CAMPAIGN
KIMYA	GILL FOUNDATION	GAY DISCRIMINATION AWARENESS	DDB SEATTLE	USA 4 OF 5 CAMPAIGN
LISA	GILL FOUNDATION	GAY DISCRIMINATION AWARENESS	DDB SEATTLE	USA 5 OF 5 CAMPAIGN