

Cannes 2001 Press & Poster Winners

Category	Title	Product	Advertiser	Agency	Country	Award
A04 Clothing & footwear	AFRICAN HOSTAGES	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	Grand Prix for the Campaign
A04 Clothing & footwear	DEVELOPMENT ASSISTANCE SCANDAL	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	EUROPE IS BACK	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	BIRTHRATE BOOMS	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	AU AGREES	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	EUROPEAN DEVELOPING COUNTRIES	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	AFRICAN CANCER SOCIETY	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	ITALY AND SPAIN	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	AFRICAN UNION	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	WE ARE TREATED	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	SHADES - WE ARE TREATED	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	GIANT HEALTH PROGRAM	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	FOOTWEAR - AFRICAN HOSTAGES FREE	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A04 Clothing & footwear	AFRICAN EXPEDITION	DIESEL CLOTHING	DIESEL	PARADISET DDB Stockholm	SWEDEN	
A02 Alcoholic drinks	COW	SANGRE DE TORO CHARDONNAY	MIGUEL TORRES	TANDEM CAMP MANY GUASCH DDB Barcelona	SPAIN	Gold Lion for the Campaign
A02 Alcoholic drinks	FISH	GRAN VINA SOL CHARDONNAY	MIGUEL TORRES	TANDEM CAMP MANY GUASCH DDB Barcelona	SPAIN	
A02 Alcoholic drinks	PIG	GRAN CORONAS CABERNET SAUVIGNON	MIGUEL TORRES	TANDEM CAMP MANY GUASCH DDB Barcelona	SPAIN	
A03 Non-alcoholic drinks	PEPSI LIGHT - MAN	PEPSI LIGHT	PEPSI-COLA	ALMAPBBDO Sao Paulo	BRAZIL	Gold Lion for the Campaign
A03 Non-alcoholic drinks	PEPSI LIGHT - WOMAN	PEPSI LIGHT	PEPSI-COLA	ALMAPBBDO Sao Paulo	BRAZIL	
A06 Cars	LOST DOG	GOLF ESTATE	VOLKSWAGEN GROUP	BMP DDB London	UNITED KINGDOM	Gold Lion
A06 Cars	8 1/2 MONTHS	VOLKSWAGEN GOLF ESTATE	VOLKSWAGEN SOUTH AFRICA	OGILVY & MATHER RIGHTFORD SEARLE-TRIPP & MAKIN Cape Town	SOUTH AFRICA	Gold Lion
A06 Cars	BEE GUY	VOLKSWAGEN BEETLE	VOLKSWAGEN OF AMERICA	ARNOLD WORLDWIDE Boston	USA	Gold Lion for the Campaign
A06 Cars	JUMPER	VOLKSWAGEN BEETLE	VOLKSWAGEN OF AMERICA	ARNOLD WORLDWIDE Boston	USA	

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A06 Cars	SHUTTLE	VOLKSWAGEN BEETLE	VOLKSWAGEN OF AMERICA	ARNOLD WORLDWIDE Boston	USA	
A06 Cars	VOLCANO	VOLKSWAGEN BEETLE	VOLKSWAGEN OF AMERICA	ARNOLD WORLDWIDE Boston	USA	
A06 Cars	LETTUCE GIRL	VOLKSWAGEN BEETLE	VOLKSWAGEN OF AMERICA	ARNOLD WORLDWIDE Boston	USA	
A06 Cars	BULLS	VOLKSWAGEN BEETLE	VOLKSWAGEN OF AMERICA	ARNOLD WORLDWIDE Boston	USA	
A08 Household maintenance & pet products	NEWSPAPER I	PAINT	DYRUP SYRUP	YOUNG & RUBICAM PORTUGAL Lisbon	PORTUGAL	Gold Lion for the Campaign
A08 Household maintenance & pet products	NEWSPAPER II	PAINT	DYRUP SYRUP	YOUNG & RUBICAM PORTUGAL Lisbon	PORTUGAL	
A11 Personal effects - including perfumes, tobacco, & luxury items	BRUNETTE - UGLY - HANDSOME	JEWELLERY	NATAN	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL	Gold Lion for the Campaign
A11 Personal effects - including perfumes, tobacco, & luxury items	GRIZZLY - UGLY - HANDSOME	JEWELLERY	NATAN	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL	
A12 Travel & leisure	FAST: SEX	BICYCLES	GT BICYCLES	CRISPIN PORTER + BOGUSKY Miami	USA	Gold Lion for the Campaign
A12 Travel & leisure	FAST: SPEEDING TICKET	BICYCLES	GT BICYCLES	CRISPIN PORTER + BOGUSKY Miami	USA	
A12 Travel & leisure	FAST: CRASH	BICYCLES	GT BICYCLES	CRISPIN PORTER + BOGUSKY Miami	USA	
A12 Travel & leisure	FAST: ELEVATOR	BICYCLES	GT BICYCLES	CRISPIN PORTER + BOGUSKY Miami	USA	
A12 Travel & leisure	LEG SHAVING	BICYCLES	GT BICYCLES	CRISPIN PORTER + BOGUSKY Miami	USA	
A12 Travel & leisure	G-FORCE	BICYCLES	GT BICYCLES	CRISPIN PORTER + BOGUSKY Miami	USA	
A12 Travel & leisure	DENTIST	BICYCLES	GT BICYCLES	CRISPIN PORTER + BOGUSKY Miami	USA	
A13 Publications & media	CAREER PATH	SPORTS ILLUSTRATED	SPORTS ILLUSTRATED	FALLON MINNEAPOLIS	USA	Gold Lion
A13 Publications & media	BOMB SQUAD	TV PROGRAMME MAGAZINE	VERONICA MAGAZINE	VAN WALBEEK ETCETERA Amsterdam	THE NETHERLANDS	Gold Lion
A19 Commercial public services	BIG EARS	UNIVERSITY	MACQUARIE UNIVERSITY SYDNEY	GEORGE PATTERSON BATES Sydney	AUSTRALIA	Gold Lion for the Campaign
A19 Commercial public services	DORK	UNIVERSITY	MACQUARIE UNIVERSITY SYDNEY	GEORGE PATTERSON BATES Sydney	AUSTRALIA	
A19 Commercial public services	BRACES	UNIVERSITY	MACQUARIE UNIVERSITY SYDNEY	GEORGE PATTERSON BATES Sydney	AUSTRALIA	
A21 Corporate image	MLK	TRIBUTE TO MARTIN LUTHER KING	BOSTON GLOBE	HOLLAND MARK ADVERTISING Boston	USA	Gold Lion

Category	Title	Product	Advertiser	Agency	Country	Award
A22 Public awareness messages	CUTTING TREES	RAINFOREST PRESERVATION	FUNDACAO SOS MATA ATLANTICA	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL	Gold Lion for the Campaign
A22 Public awareness messages	BURNING FOREST	RAINFOREST PRESERVATION	FUNDACAO SOS MATA ATLANTICA	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL	
A22 Public awareness messages	SWINGING AXE	RAINFOREST PRESERVATION	FUNDACAO SOS MATA ATLANTICA	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL	
A22 Public awareness messages	CHAINSAW	RAINFOREST PRESERVATION	FUNDACAO SOS MATA ATLANTICA	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL	
A22 Public awareness messages	CIGARRETTE BUTT	RAINFOREST PRESERVATION	FUNDACAO SOS MATA ATLANTICA	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL	
A22 Public awareness messages	MY TRUNK	RAINFOREST PRESERVATION	FUNDACAO SOS MATA ATLANTICA	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL	
A22 Public awareness messages	GOD - FOOTPRINTS	GOD	CHURCHES OF THE LOVE SINGAPORE MOVEMENT	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	Gold Lion for the Campaign
A22 Public awareness messages	GOD - NIETZSCHE	GOD	CHURCHES OF THE LOVE SINGAPORE MOVEMENT	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	
A22 Public awareness messages	GOD - END OF THE WORLD	GOD	CHURCHES OF THE LOVE SINGAPORE MOVEMENT	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	
A22 Public awareness messages	GOD - SELF MADE	GOD	CHURCHES OF THE LOVE SINGAPORE MOVEMENT	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	
A22 Public awareness messages	GOD - SIMON & GARFUNKEL	GOD	CHURCHES OF THE LOVE SINGAPORE MOVEMENT	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	
A22 Public awareness messages	GOD - RULES	GOD	CHURCHES OF THE LOVE SINGAPORE MOVEMENT	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	
A22 Public awareness messages	MY DAD	RED CROSS CHILD RELIEF	RED CROSS CHILD RELIEF	JBR McCANN Oslo	NORWAY	Gold Lion
B01 Foods	BBQ	MINI BABYBEL	QUESERIAS BEL ESPANA	SAATCHI & SAATCHI Madrid	SPAIN	Gold Lion for the Campaign
B01 Foods	KITCHEN	MINI BABYBEL	QUESERIAS BEL ESPANA	SAATCHI & SAATCHI Madrid	SPAIN	
B01 Foods	TERRACE	MINI BABYBEL	QUESERIAS BEL ESPANA	SAATCHI & SAATCHI Madrid	SPAIN	
B02 Alcoholic drinks	GUINNESS SKIRT	GUINNESS STOUT	ASIA PACIFIC BREWERIES	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	Gold Lion for the Campaign

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B02 Alcoholic drinks	GUINNESS CLEAVAGE	GUINNESS STOUT	ASIA PACIFIC BREWERIES	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	
B02 Alcoholic drinks	GUINNESS NAVEL	GUINNESS STOUT	ASIA PACIFIC BREWERIES	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	
B02 Alcoholic drinks	GUINNESS BOTTOM	GUINNESS STOUT	ASIA PACIFIC BREWERIES	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	
B03 Non-alcoholic drinks	HAIR	SPARLETTA BUBBLE BLU	COCA-COLA	LOWE LINTAS BULL CALVERT PACE Johannesburg	SOUTH AFRICA	Gold Lion for the Campaign
B03 Non-alcoholic drinks	SHOE	SPARLETTA BUBBLE BLU	COCA-COLA	LOWE LINTAS BULL CALVERT PACE Johannesburg	SOUTH AFRICA	
B03 Non-alcoholic drinks	DESK	SPARLETTA BUBBLE BLU	COCA-COLA	LOWE LINTAS BULL CALVERT PACE Johannesburg	SOUTH AFRICA	
B04 Clothing & footwear	LINE UP	NIKE SHOX	NIKE	THE JUPITER DRAWING ROOM Johannesburg	SOUTH AFRICA	Gold Lion
B04 Clothing & footwear	BLACK DRESS	FIONA BENNETT'S HATS	FIONA BENNETT	SCHOLZ & FRIENDS BERLIN	GERMANY	Gold Lion for the Campaign
B04 Clothing & footwear	FEATHERS	FIONA BENNETT'S HATS	FIONA BENNETT	SCHOLZ & FRIENDS BERLIN	GERMANY	
B04 Clothing & footwear	RED HAIR	FIONA BENNETT'S HATS	FIONA BENNETT	SCHOLZ & FRIENDS BERLIN	GERMANY	
B04 Clothing & footwear	DARK HAIR	FIONA BENNETT'S HATS	FIONA BENNETT	SCHOLZ & FRIENDS BERLIN	GERMANY	
B05 Cars & automotive services	DYLAN	IN CAR AMPS & SPEAKERS	SONY	SAATCHI & SAATCHI London	UNITED KINGDOM	Gold Lion for the Campaign
B05 Cars & automotive services	MARVIN GAYE	IN CAR AMPS & SPEAKERS	SONY	SAATCHI & SAATCHI London	UNITED KINGDOM	
B06 Household maintenance & pet products/toiletries/pharmacy	VENUS FLY TRAP	SBP INSECTICIDE	CLOROX	DM9DDB PUBLICIDADE Sao Paulo	BRAZIL	Gold Lion
B09 Travel & leisure	LONDON	SAS PLEASURE	SAS	LEO BURNETT Oslo	NORWAY	Gold Lion for the Campaign
B09 Travel & leisure	PARIS	SAS PLEASURE	SAS	LEO BURNETT Oslo	NORWAY	
B09 Travel & leisure	NEW YORK	SAS PLEASURE	SAS	LEO BURNETT Oslo	NORWAY	
B12 Banking/financial & insurance	BBV RETIREMENT	RETIREMENT PLAN	BBV BILBAO VISCAYA	CARILLO PASTORE EURO RSCG Sao Paulo	BRAZIL	Gold Lion
B13 Business equipment & services	BOX	FEDEX	FEDERAL EXPRESS CORPORATION	BBDO BANGKOK	THAILAND	Gold Lion

Category	Title	Product	Advertiser	Agency	Country	Award
B15 Corporate image	HANDS	PARALYMPICS 2000	NIKE	THE JUPITER DRAWING ROOM Johannesburg	SOUTH AFRICA	Gold Lion
B17 Public awareness messages/fund-raising & charities	I AM HERE	GOD	CHURCHES OF THE LOVE SINGAPORE MOVEMENT	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	Gold Lion
B18 Transit posters	OF COURSE	MERCEDES-BENZ ACTROS	DAIMLERCHRYSLER VERTRIEBSORGANISATION DEUTSCHLAND	SCHOLZ & FRIENDS BERLIN	GERMANY	Gold Lion for the Campaign
B18 Transit posters	AS LONG AS	MERCEDES-BENZ ACTROS	DAIMLERCHRYSLER VERTRIEBSORGANISATION DEUTSCHLAND	SCHOLZ & FRIENDS BERLIN	GERMANY	
B18 Transit posters	WE WILL	MERCEDES-BENZ ACTROS	DAIMLERCHRYSLER VERTRIEBSORGANISATION DEUTSCHLAND	SCHOLZ & FRIENDS BERLIN	GERMANY	
B19 Point of purchase posters	BATHROOMS	NIKE	NIKE	WIEDEN+KENNEDY New York	USA	Gold Lion
A01 Foods	THE T'S	SIZZLE & STIR	UNILEVER-LIPTON	BARTLE BOGLE HEGARTY New York	USA	Silver Lion for the Campaign
A01 Foods	THE WOOLERY'S	SIZZLE & STIR	UNILEVER-LIPTON	BARTLE BOGLE HEGARTY New York	USA	
A02 Alcoholic drinks	GUINNESS - BOTTOM	GUINNESS STOUT	ASIA PACIFIC BREWERIES	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	Silver Lion for the Campaign
A02 Alcoholic drinks	GUINNESS - CLEAVAGE	GUINNESS STOUT	ASIA PACIFIC BREWERIES	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	
A02 Alcoholic drinks	GUINNESS - NAVEL	GUINNESS STOUT	ASIA PACIFIC BREWERIES	OGILVY & MATHER ADVERTISING SINGAPORE	SINGAPORE	
A05 Health & beauty	NO SMOKING	NICORETTE GUM	PHARMACIA + UPJOHN	BMP DDB London	UNITED KINGDOM	Silver Lion
A06 Cars	JUST BE PATIENT	LAND ROVER	LAND ROVER	UBACHS WISBRUN Amsterdam	THE NETHERLANDS	Silver Lion
A07 Other vehicles, auto products & services	GRANDPA	HARLEY DAVIDSON MOTORCYCLES	IZZO MOTORS	GIOVANNI FCB Sao Paulo	BRAZIL	Silver Lion
A09 Home appliances & furnishings	LAND	FLASH LIGHT	MAG-LITE	TUGBOAT / DENTSU Tokyo	JAPAN	Silver Lion for the Campaign
A09 Home appliances & furnishings	VALLEY	FLASH LIGHT	MAG-LITE	TUGBOAT / DENTSU Tokyo	JAPAN	
A09 Home appliances & furnishings	OCEAN	FLASH LIGHT	MAG-LITE	TUGBOAT / DENTSU Tokyo	JAPAN	
A11 Personal effects - including perfumes, tobacco, & luxury items	TURTLE	SWATCH SCUBA COLLECTION	SWATCH	VINIZIUS/YOUNG & RUBICAM Barcelona	SPAIN	Silver Lion for the Campaign

Category	Title	Product	Advertiser	Agency	Country	Award
A11 Personal effects - including perfumes, tobacco, & luxury items	FISH	SWATCH SCUBA COLLECTION	SWATCH	VINIZIUS/YOUNG & RUBICAM Barcelona	SPAIN	
A12 Travel & leisure	OLD MAN	SEYCHELLES	SEYCHELLES TOURIST MARKETING AUTHORITY	TBWA HUNT LASCARIS Johannesburg	SOUTH AFRICA	Silver Lion for the Campaign
A12 Travel & leisure	FOREST	SEYCHELLES	SEYCHELLES TOURIST MARKETING AUTHORITY	TBWA HUNT LASCARIS Johannesburg	SOUTH AFRICA	
A12 Travel & leisure	FISHERMAN	SEYCHELLES	SEYCHELLES TOURIST MARKETING AUTHORITY	TBWA HUNT LASCARIS Johannesburg	SOUTH AFRICA	
A12 Travel & leisure	OX CART	SEYCHELLES	SEYCHELLES TOURIST MARKETING AUTHORITY	TBWA HUNT LASCARIS Johannesburg	SOUTH AFRICA	
A12 Travel & leisure	KIDS	SEYCHELLES	SEYCHELLES TOURIST MARKETING AUTHORITY	TBWA HUNT LASCARIS Johannesburg	SOUTH AFRICA	
A12 Travel & leisure	SECURITY CAMERA	BICYCLES	GT BICYCLES	CRISPIN PORTER + BOGUSKY Miami	USA	Silver Lion
A13 Publications & media	HE KNOWS	SPORTS ILLUSTRATED	SPORTS ILLUSTRATED	FALLON MINNEAPOLIS	USA	Silver Lion
A14 Retail stores, chains & restaurants	LOO	FANATICS BOOKSTORE	EXCLUSIVE BOOKS	HARRISON HUMAN Johannesburg	SOUTH AFRICA	Silver Lion
A15 Banking/financial & insurance	STOLEN	HOLLARD INSURANCE	HOLLARD INSURANCE	NET#WORK BBDO Johannesburg	SOUTH AFRICA	Silver Lion
A20 Public health & safety	3 LITTLE GIRLS	IMPERIAL CANCER	IMPERIAL CANCER	ABBOTT MEAD VICKERS.BBDO London	UNITED KINGDOM	Silver Lion
A22 Public awareness messages	A MESSAGE TO THOSE OF YOU WHO ...	ANTI-CHILD ABUSE	ECPAT SWEDEN	ROMSON Stockholm	SWEDEN	Silver Lion
A23 Fund-raising & appeals	OIL STAIN	PLIGHT OF THE PENGUINS FUND	SANCCOB	OGILVY & MATHER RIGHTFORD SEARLE-TRIPP & MAKIN Cape Town	SOUTH AFRICA	Silver Lion
B01 Foods	METRE	LIGHT ARIAS BUTTER	ARIAS	TANDEM DDB Madrid	SPAIN	Silver Lion
B01 Foods	4 CHIPS	HEINZ KETCHUP	H.J. HEINZ	LEO BURNETT PARIS Levallois-Perret	FRANCE	Silver Lion
B02 Alcoholic drinks	STREET CORNER	HEINEKEN	HEINEKEN BROUWERIJEN	BATES SINGAPORE	SINGAPORE	Silver Lion
B05 Cars & automotive services	SKULLS	SMART TRIDION	SMART	CONTRAPUNTO Madrid	SPAIN	Silver Lion
B06 Household maintenance & pet products/toiletries/pharmacy	SONICARE TOOTHBRUSH	TOOTHBRUSH	MISUI & CO.	DENTSU Tokyo	JAPAN	Silver Lion

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B08 Personal effects - including perfumes, tobacco & luxury items	TURTLE	SWATCH SCUBA COLLECTION	SWATCH	VINIZIUS/YOUNG & RUBICAM Barcelona	SPAIN	Silver Lion for the Campaign
B08 Personal effects - including perfumes, tobacco & luxury items	FISH	SWATCH SCUBA COLLECTION	SWATCH	VINIZIUS/YOUNG & RUBICAM Barcelona	SPAIN	
B09 Travel & leisure	ANT	MINIATURE MATCHBOX CARS	MATTEL	OGILVY BRASIL Sao Paulo	BRAZIL	Silver Lion
B10 Publications & media	LONGHEADLINE	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS.BBDO London	UNITED KINGDOM	Silver Lion
B12 Banking/financial & insurance	CEMETERY	LIFE INSURANCE	WEBER INSURANCE	PUBLICIS CASADEVALL PEDRENO & PRG Madrid	SPAIN	Silver Lion
B13 Business equipment & services	SECOND HAND	APPLE SERVICE	ON-COMPUTING	SCHOLZ & FRIENDS BERLIN	GERMANY	Silver Lion
B15 Corporate image	STARE	PARALYMPICS 2000	NIKE	THE JUPITER DRAWING ROOM Johannesburg	SOUTH AFRICA	Silver Lion for the Campaign
B15 Corporate image	SORRY	PARALYMPICS 2000	NIKE	THE JUPITER DRAWING ROOM Johannesburg	SOUTH AFRICA	
B16 Public health & safety	HIV	AIDS AWARENESS	FINNISH RED CROSS	PALTEMAA HUTTUNEN SANTALA TBWA Helsinki	FINLAND	Silver Lion
B17 Public awareness messages/fund-raising & charities	JEAN CLAUDE	ANTI-VIOLENCE	DEUTSCHE GEGEN RECHTE GEWALT	SCHOLZ & FRIENDS BERLIN	GERMANY	Silver Lion for the Campaign
B17 Public awareness messages/fund-raising & charities	CHRISTIAN	ANTI-VIOLENCE	DEUTSCHE GEGEN RECHTE GEWALT	SCHOLZ & FRIENDS BERLIN	GERMANY	
B17 Public awareness messages/fund-raising & charities	RAMANAN	ANTI-VIOLENCE	DEUTSCHE GEGEN RECHTE GEWALT	SCHOLZ & FRIENDS BERLIN	GERMANY	
B17 Public awareness messages/fund-raising & charities	LATSAMI KHAMPHOU	CAMPAIGN AGAINST TORTURE	AMNISTIA INTERNACIONAL	CONTRAPUNTO Madrid	SPAIN	Silver Lion for the Campaign
B17 Public awareness messages/fund-raising & charities	ADRIEN WAYI	CAMPAIGN AGAINST TORTURE	AMNISTIA INTERNACIONAL	CONTRAPUNTO Madrid	SPAIN	
B17 Public awareness messages/fund-raising & charities	AMAL R FAROUA	CAMPAIGN AGAINST TORTURE	AMNISTIA INTERNACIONAL	CONTRAPUNTO Madrid	SPAIN	
B18 Transit posters	KISS ON THE BUS	SMINT/MINI-MINTS	SMINT INTERNATIONAL	TANDEM CAMPANY GUASCH DDB Barcelona	SPAIN	Silver Lion

Press and Poster Winners

Category	Title	Product	Advertiser	Agency	Country	Award
B20 Special outdoor advertising	INVISIBLE MAN & DOG	TELEVISION PROGRAMME	TV3	COLENZO BBDO Auckland	NEW ZEALAND	Silver Lion
A01 Foods	ALL TYPE	ALL-BRAN	KELLOGG'S	LEO BURNETT Sao Paulo	BRAZIL	Bronze Lion for the Campaign
A01 Foods	PUZZLE	ALL-BRAN	KELLOGG'S	LEO BURNETT Sao Paulo	BRAZIL	
A01 Foods	CROSSWORD	ALL-BRAN	KELLOGG'S	LEO BURNETT Sao Paulo	BRAZIL	
A02 Alcoholic drinks	CAR	SAN MIGUEL 0.0 BEER	SAN MIGUEL	PUBLICIS CASADEVALL PEDRENO & PRG Barcelona	SPAIN	Bronze Lion for the Campaign
A02 Alcoholic drinks	CONDOMS	SAN MIGUEL 0.0 BEER	SAN MIGUEL	PUBLICIS CASADEVALL PEDRENO & PRG Barcelona	SPAIN	
A02 Alcoholic drinks	MOTORCYCLISTS	SAN MIGUEL 0.0 BEER	SAN MIGUEL	PUBLICIS CASADEVALL PEDRENO & PRG Barcelona	SPAIN	
A03 Non-alcoholic drinks	STAIRS	AQUARIUS SOFT DRINK	COCA-COLA COMPANY	McCANN-ERICKSON Madrid	SPAIN	Bronze Lion for the Campaign
A03 Non-alcoholic drinks	PLATFORM	AQUARIUS SOFT DRINK	COCA-COLA COMPANY	McCANN-ERICKSON Madrid	SPAIN	
A03 Non-alcoholic drinks	BASKETBALL	SOFT DRINK	THE RED BULL BEVERAGE	OGILVY & MATHER THAILAND Bangkok	THAILAND	Bronze Lion for the Campaign
A03 Non-alcoholic drinks	JOGGING	SOFT DRINK	THE RED BULL BEVERAGE	OGILVY & MATHER THAILAND Bangkok	THAILAND	
A03 Non-alcoholic drinks	TENNIS	SOFT DRINK	THE RED BULL BEVERAGE	OGILVY & MATHER THAILAND Bangkok	THAILAND	
A04 Clothing & footwear	THE DOLLAR WENT UP	HAVAIANAS FASHION FLIP FLOPS	SAO PAULO ALPARGATAS	ALMAPBBDO Sao Paulo	BRAZIL	Bronze Lion for the Campaign
A04 Clothing & footwear	EVERY LITTLE BOY'S NIGHTMARE	HAVAIANAS FASHION FLIP FLOPS	SAO PAULO ALPARGATAS	ALMAPBBDO Sao Paulo	BRAZIL	
A04 Clothing & footwear	BATHROOMS	NIKE SPORTSWEAR	NIKE	WIEDEN+KENNEDY New York	USA	Bronze Lion
A04 Clothing & footwear	SOCKS	TIMBERLAND	ALPARGATAS	DPZ PROPAGANDA Sao Paulo	BRAZIL	Bronze Lion
A05 Health & beauty	FLAGS	HEAD & SHOULDERS	PROCTER & GAMBLE	SAATCHI & SAATCHI Guangzhou	CHINA	Bronze Lion for the Campaign
A05 Health & beauty	CROSSES	HEAD & SHOULDERS	PROCTER & GAMBLE	SAATCHI & SAATCHI Guangzhou	CHINA	
A05 Health & beauty	SWIMSUIT	SUNDOWN SUNBLOCK	JOHNSON & JOHNSON	DPZ PROPAGANDA Sao Paulo	BRAZIL	Bronze Lion for the Campaign
A05 Health & beauty	BIKINI TOP	SUNDOWN SUNBLOCK	JOHNSON & JOHNSON	DPZ PROPAGANDA Sao Paulo	BRAZIL	
A05 Health & beauty	BIKINI BOTTOM	SUNDOWN SUNBLOCK	JOHNSON & JOHNSON	DPZ PROPAGANDA Sao Paulo	BRAZIL	
A06 Cars	DESPERATE DAN	BEETLE	VOLKSWAGEN GROUP	BMP DDB London	UNITED KINGDOM	Bronze Lion for the Campaign
A06 Cars	PAINT BY NUMBERS	BEETLE	VOLKSWAGEN GROUP	BMP DDB London	UNITED KINGDOM	
A06 Cars	SNAKES & LADDERS	BEETLE	VOLKSWAGEN GROUP	BMP DDB London	UNITED KINGDOM	
A06 Cars	FUN FUR	BEETLE	VOLKSWAGEN GROUP	BMP DDB London	UNITED KINGDOM	

Category	Title	Product	Advertiser	Agency	Country	Award
A07 Other vehicles, auto products & services	SHOTGUN	MOTORCYCLES	HARLEY-DAVIDSON	CARMICHAEL LYNCH Minneapolis	USA	Bronze Lion
A07 Other vehicles, auto products & services	ABANDONED HOUSE	MERCEDES-BENZ CAMPER VAN	DAIMLERCHRYSLER VERTRIEBSORGANISATION DEUTSCHLAND	SCHOLZ & FRIENDS BERLIN	GERMANY	Bronze Lion
A08 Household maintenance & pet products	VENUS FLY TRAP	SBP INSECTICIDE	CLOROX	DM9DDB PUBLICIDADE Sao Paulo	BRAZIL	Bronze Lion
A10 Home electronics & audio-visual	HAND	PC5 DIGITAL VIDEO CAMERA	SONY ESPANA	SAATCHI & SAATCHI Madrid	SPAIN	Bronze Lion
A10 Home electronics & audio-visual	BUCKET	CD RECORDER	PHILIPS	TANDEM DDB Madrid	SPAIN	Bronze Lion for the Campaign
A10 Home electronics & audio-visual	HOB	CD RECORDER	PHILIPS	TANDEM DDB Madrid	SPAIN	
A10 Home electronics & audio-visual	ONION	CD RECORDER	PHILIPS	TANDEM DDB Madrid	SPAIN	
A12 Travel & leisure	LITTLE BLACK BOX	MUSEUM	NATIONAL D-DAY MUSEUM	GMO HILL HOLLIDAY San Francisco	USA	Bronze Lion for the Campaign
A12 Travel & leisure	KANSAS FARM BOY	MUSEUM	NATIONAL D-DAY MUSEUM	GMO HILL HOLLIDAY San Francisco	USA	
A12 Travel & leisure	THE LONGEST DAY	MUSEUM	NATIONAL D-DAY MUSEUM	GMO HILL HOLLIDAY San Francisco	USA	
A12 Travel & leisure	NUMBER PLATES	GERMAN RAILWAY	DEUTSCHE BAHN MEDIEN	JUNG von MATT WERBEAGENTUR Hamburg	GERMANY	Bronze Lion
A14 Retail stores, chains & restaurants	TOILET SEAT	IKEA HOME FURNISHINGS IN CRACOW	IKEA	LEO BURNETT WARSAW	POLAND	Bronze Lion for the Campaign
A14 Retail stores, chains & restaurants	SOFA	IKEA HOME FURNISHINGS IN CRACOW	IKEA	LEO BURNETT WARSAW	POLAND	
A14 Retail stores, chains & restaurants	WINDOW	IKEA HOME FURNISHINGS IN CRACOW	IKEA	LEO BURNETT WARSAW	POLAND	
A14 Retail stores, chains & restaurants	BITCH	HARVEY NICHOLS	HARVEY NICHOLS	MOTHER London	UNITED KINGDOM	Bronze Lion for the Campaign
A14 Retail stores, chains & restaurants	GROSS	HARVEY NICHOLS	HARVEY NICHOLS	MOTHER London	UNITED KINGDOM	
A14 Retail stores, chains & restaurants	OH SHIT	HARVEY NICHOLS	HARVEY NICHOLS	MOTHER London	UNITED KINGDOM	

Category	Title	Product	Advertiser	Agency	Country	Award
A14 Retail stores, chains & restaurants	NICE HELMUT	HARVEY NICHOLS	HARVEY NICHOLS	MOTHER London	UNITED KINGDOM	
A15 Banking/financial & insurance	HAMMOCK	RETIREMENT PLAN	BBV BILBAO VISCAYA BANK	CARILLO PASTORE EURO RSCG Sao Paulo	BRAZIL	Bronze Lion
A16 Business services & equipment	SECOND HAND CENTRE	APPLE-SERVICE	ON-COMPUTING	SCHOLZ & FRIENDS BERLIN	GERMANY	Bronze Lion
A17 Advertising & media	SCODA WAITING LIST	FALLON ADVERTISING AGENCY	FALLON	FALLON London	UNITED KINGDOM	Bronze Lion
A17 Advertising & media	ACCOUNTANTS	SPRINGER & JACOBY	SPRINGER & JACOBY	SPRINGER & JACOBY WERBUNG Hamburg	GERMANY	Bronze Lion
A19 Commercial public services	ONLINE CLINIC	WEBBABY WEBSITE	WEBBABY	MILES CALCRAFT BRIGINSHAW DUFFY London	UNITED KINGDOM	Bronze Lion
A20 Public health & safety	OPEN HERE	PEDESTRIAN SAFETY	PEDESTRIAN COUNCIL OF AUSTRALIA	SAATCHI & SAATCHI Sydney	AUSTRALIA	Bronze Lion
A21 Corporate image	START/FINISH	NIKE	MVP SPORTS & RECREATION	BLACK SHEEP Singapore	SINGAPORE	Bronze Lion
A21 Corporate image	HANDS	PARALYMPICS	NIKE	THE JUPITER DRAWING ROOM Johannesburg	SOUTH AFRICA	Bronze Lion
A22 Public awareness messages	SMARTER BOMBS	PENTAGON SPENDING VS. EDUCATION SPENDING	BUSINESS LEADERS FOR SENSIBLE PRIORITIES	HILL HOLLIDAY CONNORS COSMOPULOS Boston	USA	Bronze Lion
A23 Fund-raising & appeals	JOHN'S BLANKET	GOTEBORG HOMELESS SHELTER	GOTEBORG HOMELESS SHELTER	ANR.BBDO Stockholm/Gothenburg	SWEDEN	Bronze Lion
A23 Fund-raising & appeals	PENGUIN	CHARITY FOUNDATION	FUNDACION ESPERANZA DE VIDA	CRAVEROLANIS EURO RSCG Buenos Aires	ARGENTINA	Bronze Lion
A23 Fund-raising & appeals	THOUGHT	CAMPAIGN AGAINST TORTURE	AMNISTIA INTERNACIONAL	CONTRAPUNTO Madrid	SPAIN	Bronze Lion for the Campaign
A23 Fund-raising & appeals	SCREAM	CAMPAIGN AGAINST TORTURE	AMNISTIA INTERNACIONAL	CONTRAPUNTO Madrid	SPAIN	
B01 Foods	PATIO	ORGANIC BABY FOOD	H.J. HEINZ	LEO BURNETT London	UNITED KINGDOM	Bronze Lion for the Campaign
B01 Foods	FENCE	ORGANIC BABY FOOD	H.J. HEINZ	LEO BURNETT London	UNITED KINGDOM	
B01 Foods	BRICK WALL	ORGANIC BABY FOOD	H.J. HEINZ	LEO BURNETT London	UNITED KINGDOM	
B03 Non-alcoholic drinks	JOGGING	RED BULL	THE RED BULL BEVERAGE	OGILVY & MATHER THAILAND Bangkok	THAILAND	Bronze Lion
B04 Clothing & footwear	PAINT BRUSHES	HAVAIANAS TOP FLIP FLOPS	SAO PAULO ALPARGATAS	ALMAPBBDO Sao Paulo	BRAZIL	Bronze Lion for the Campaign
B04 Clothing & footwear	CHALK	HAVAIANAS TOP FLIP FLOPS	SAO PAULO ALPARGATAS	ALMAPBBDO Sao Paulo	BRAZIL	
B04 Clothing & footwear	HOOP	NIKE SHOX	NIKE	THE JUPITER DRAWING ROOM Johannesburg	SOUTH AFRICA	Bronze Lion
B05 Cars & automotive services	CAMEL	VW TDI	D'IETEREN	DDB Brussels	BELGIUM	Bronze Lion

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B06 Household maintenance & pet products/toiletries/pharmacy	FETCH	MIGHTY DOG	NESTLE/FRISKIES	LOWE LINTAS & PARTNERS Singapore	SINGAPORE	Bronze Lion
B07 Home appliances & furnishings	PHOTOGRAPHERS JACKET	CYBER-SHOT S75	SONY	SAATCHI & SAATCHI London	UNITED KINGDOM	Bronze Lion
B08 Personal effects - including perfumes, tobacco & luxury items	SMELLY-SOCKED ROMANTIC	DIAMONDS	DE BEERS	J WALTER THOMPSON New York	USA	Bronze Lion
B09 Travel & leisure	ACCORDION BUS	THE HAGUE PUBLIC TRANSPORT SERVICE	THE HAGUE PUBLIC TRANSPORT SERVICE	D'ARCY Amsterdam	THE NETHERLANDS	Bronze Lion
B09 Travel & leisure	SCHUBERT	CONCERTS	SAO PAULO UNIVERSITY SYMPHONY ORCHESTRA	grottera.com Sao Paulo	BRAZIL	Bronze Lion for the Campaign
B09 Travel & leisure	MOZART	CONCERTS	SAO PAULO UNIVERSITY SYMPHONY ORCHESTRA	grottera.com Sao Paulo	BRAZIL	
B09 Travel & leisure	DVORAK	CONERTS	SAO PAULO UNIVERSITY SYMPHONY ORCHESTRA	grottera.com Sao Paulo	BRAZIL	
B10 Publications & media	FREUD	BRAZILIAN NEWSPAPER ASSOCIATION	ANJ	YOUNG & RUBICAM BRASIL Sao Paulo	BRAZIL	Bronze Lion for the Campaign
B10 Publications & media	TERESA	BRAZILIAN NEWSPAPER ASSOCIATION	ANJ	YOUNG & RUBICAM BRASIL Sao Paulo	BRAZIL	
B10 Publications & media	SHAKESPEARE	BRAZILIAN NEWSPAPER ASSOCIATION	ANJ	YOUNG & RUBICAM BRASIL Sao Paulo	BRAZIL	
B13 Business equipment & services	THE DRIVER	BILLBOARD NETWORK	GIRAUDY	BDDP ET FILS Boulogne Billancourt	FRANCE	Bronze Lion
B14 Commercial public services	EXTENSION LADDERS?	YELLOW PAGES	PACIFIC ACCESS	CLEMENGER BBDO Melbourne	AUSTRALIA	Bronze Lion
B15 Corporate image	FERRIS WHEEL	DENTSU FORUM 2000	DENTSU	DENTSU Tokyo	JAPAN	Bronze Lion
B15 Corporate image	BEST DECISIONS	REUTERS	REUTERS	BMP DDB London	UNITED KINGDOM	Bronze Lion
B17 Public awareness messages/fund-raising & charities	ASTHMA HELP	ASTHMA-INFO-WEBSITE	ACHT99	ACHT99 KOMMUNIKATION Hamburg	GERMANY	Bronze Lion
B20 Special outdoor advertising	ABSOLUT LA	ABSOLUT VODKA	ABSOLUT VODKA	TBWA\CHIAT\DAY New York	USA	Bronze Lion

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B20 Special outdoor advertising	BERNADETTE	SKIN CANCER AWARENESS	SHIRE SKIN CANCER CLINIC	COLENZO BBDO Auckland	NEW ZEALAND	Bronze Lion for the Campaign
B20 Special outdoor advertising	LIFE SAVER	SKIN CANCER AWARENESS	SHIRE SKIN CANCER CLINIC	COLENZO BBDO Auckland	NEW ZEALAND	
B20 Special outdoor advertising	TOWEL	SKIN CANCER AWARENESS	SHIRE SKIN CANCER CLINIC	COLENZO BBDO Auckland	NEW ZEALAND	Bronze Lion