

Cannes 2001 Media Lions Winners

Category	Title	Product	Advertiser	Agency	Country	Prize
A02 Best use of Cinema	SECRETS OF A TOBACCO EXECUTIVE	ANTI-SMOKING	FLORIDA ANTI-TOBACCO PILOT PROGRAM	CRISPIN PORTER + BOGUSKY Miami	USA	Grand Prix
A01 Best use of Television	MINTIES MOMENTS	MINTIES / PASCALL MINT CANDIES	CADBURY CONFECTIONERY	DDB Auckland	NEW ZEALAND	Media Lion
A03 Best use of Magazines	NESCAFE STICK	NESCAFE CLASICO	NESTLE MEXICO	UNIVERSAL McCANN Mexico City	MEXICO	Media Lion
A04 Best use of Newspapers	REVERSED EDITORIAL	GULF BANK	GULF BANK	IMPACT & ECHO/BBDO Kuwait City	KUWAIT	Media Lion
A05 Best use of Outdoor	TRASH POINT	BASKETBALL	NIKE DO BRAZIL	GIOVANNI FCB Sao Paulo	BRAZIL	Media Lion
A05 Best use of Outdoor	RAISE YOUR ARM	SANADOR DEODORANT	MEMPHIS	UPPER Porto Alegre	BRAZIL	Media Lion
A07 Special Events / Stunts	DUNCAN PALMER STUNT	WHITE PAGES	TELECOM DIRECTORIES	SAATCHI & SAATCHI NEW ZEALAND Auckland	NEW ZEALAND	Media Lion
A07 Special Events / Stunts	FELIZ BRANCO NOVO	ACE DETERGENT	PROCTER & GAMBLE	LEO BURNETT MEDIA Sao Paulo	BRAZIL	Media Lion
A08 Best use of Internet / New Media	SUFFICIENTLY RADICAL	LEXUS IS 300	LEXUS	TEAM ONE ADVERTISING Los Angeles	USA	Media Lion
A09 Best use of Mixed Media	CONKER'S BAD FUR DAY	VIDEO GAMES	NINTENDO	STARCOM WORLDWIDE Chicago	USA	Media Lion
A10 Best use of Sponsorship	SURVIVOR	REEBOK FOOTWEAR & CLOTHING	REEBOK	MEDIACOM New York	USA	Media Lion
B03 Young Adults (18-34)	TAXI	TAXI SERVICES	RADIOTAXI	MEDIAMIX Maribor	SLOVENIA	Media Lion
B05 Men	CONKER'S BAD FUR DAY	VIDEO GAMES	NINTENDO	STARCOM WORLDWIDE Chicago	USA	Media Lion
B07 High net worth individuals	GET INSIDE THE MUSIC	SUPER AUDIO CD	SONY	OMD DENMARK Copenhagen	DENMARK	Media Lion
B08 Business to business	BUSINESS TO BUSINESSMEN	GIOVANNI FCB	GIOVANNI FCB	GIOVANNI FCB Sao Paulo	BRAZIL	Media Lion
B08 Business to business	TALKING AD	TALK RADIO	RADIO FORMULA NETWORK	RADIO FORMULA Mexico City	MEXICO	Media Lion