



## **WINNERS REVIEW for MAMI session**

- PR Lions
- Promo Lions
- Titanium & Integrated Lions
- Media Lions

В рамках фестиваля было показано 22,6 тысячи работ из 86 стран. Их оценивали 11 специальных жюри. В этом году на фестивале впервые появилась номинация PR Lions.



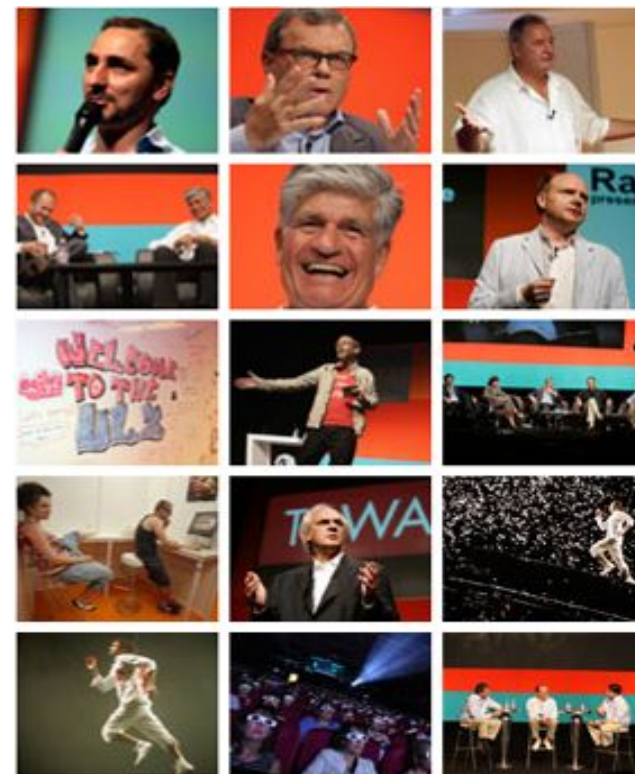
Общее количество заявок снизилось на 19.9% по сравнению с рекордным 2008 годом. Больше всего пострадала номинация с печатной рекламой — ее стало на 32.2% меньше, далее идет телереклама — минус 25.4%.

	2008	2009	% Variation 2009 v 2008
Cyber Lions	2757	2205	-20%
Design Lions	1126	1139	+1.2%
Direct Lions	1697	1364	-19.6%
Film Lions	4626	3453	-25.4%
Media Lions	2000	1840	-8%
Outdoor Lions	5842	4498	-23%
PR Lions	-	431	n/a
Press Lions	7442	5048	-32.2%
Promo Lions	1103	1118	+1.4%
Radio Lions	1259	1153	-8.4%
Titanium and Integrated Lions	432	403	-6.7%
TOTAL	28284	22652	-19.9%





- Положительный и позитивный дух работ - основная тенденция фестиваля в этом году
- Мир возвращаются к семейным ценностям
- В этом году было много зеленых работ, благотворительности, туризма.
- Гламура, секса, удовольствий почти нет среди работ победителей.
- Среди победителей были работы, которые были бы не понятны украинскому потребителю



- Мало работ Украина подала на фестиваль.
- Мало членов жюри, понимающих или знающих заранее наши работы. В каждом составе жюри обычно по 4-5 американцев, столько же западных европейцев, представлена равномерно латинская Америка, Япония, Австралия. Со всей же восточной Европы, включая Россию, в лучшем случае 1 человек.
- Нужно уметь угадывать настроение, господствующее в Каннах, чтобы не выбиться из него излишне жесткой или наоборот доброй работой.



# Promo Lions



# Promo Lions / Grand Prix & PR Lions



**YUBARI** / YUBARI RESORT / TOWN PROMOTION / BEACON COMMUNICATIONS  
Tokyo, JAPAN



Примечание:

Здесь и далее все работы – победители  
во всех категориях

вы можете найти в разделе Awards  
на сайте Cannes Lions 2009 здесь -

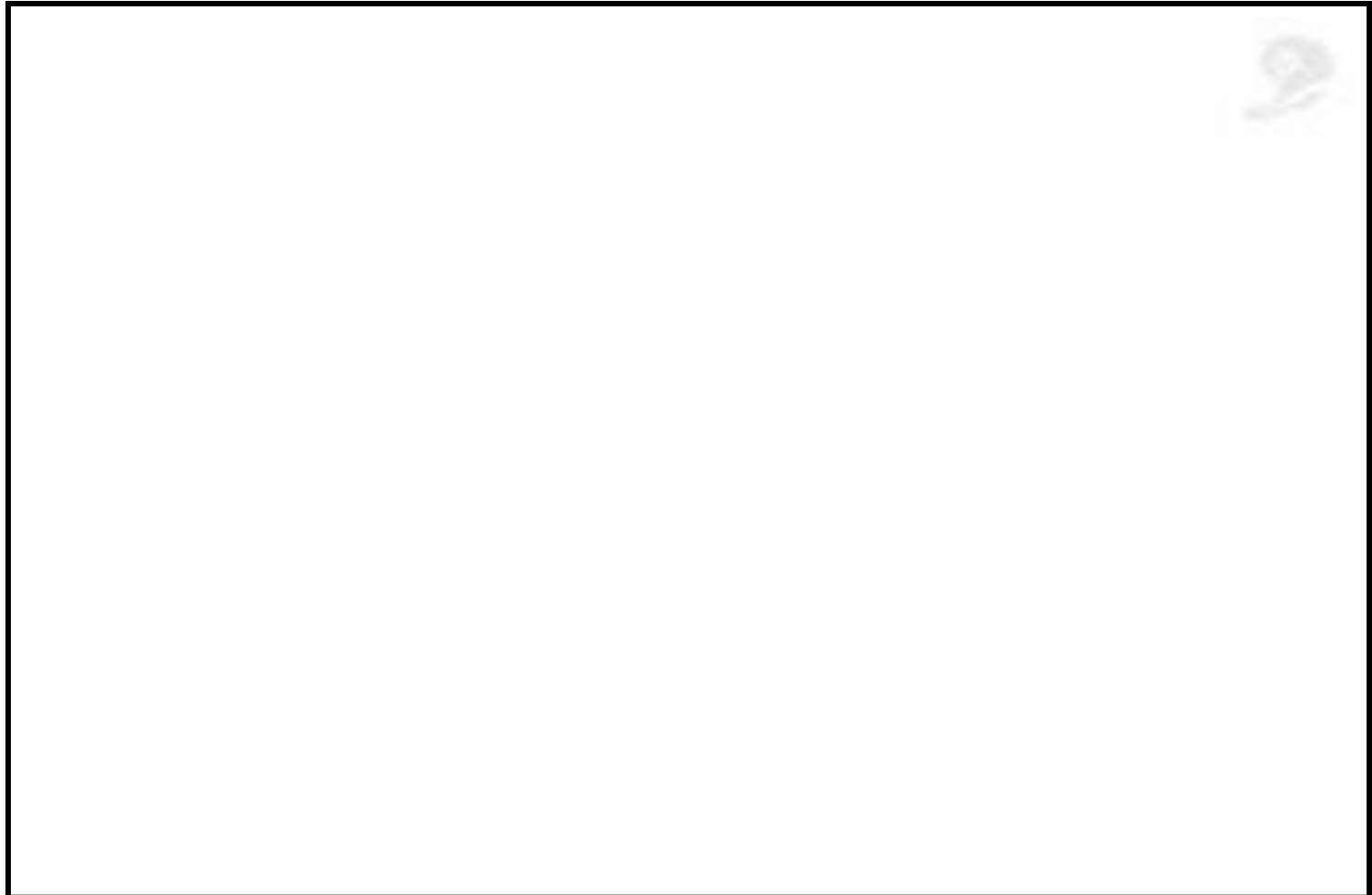
<http://work.canneslions.com/film/>



# Promo Lions / Gold & PR Lions



**STORE +, THE STORE THAT SELLS HOPE / PORTUGUESE RED CROSS / RED CROSS DONATIONS/HOPE / LEO BURNETT LISBOA, PORTUGAL**

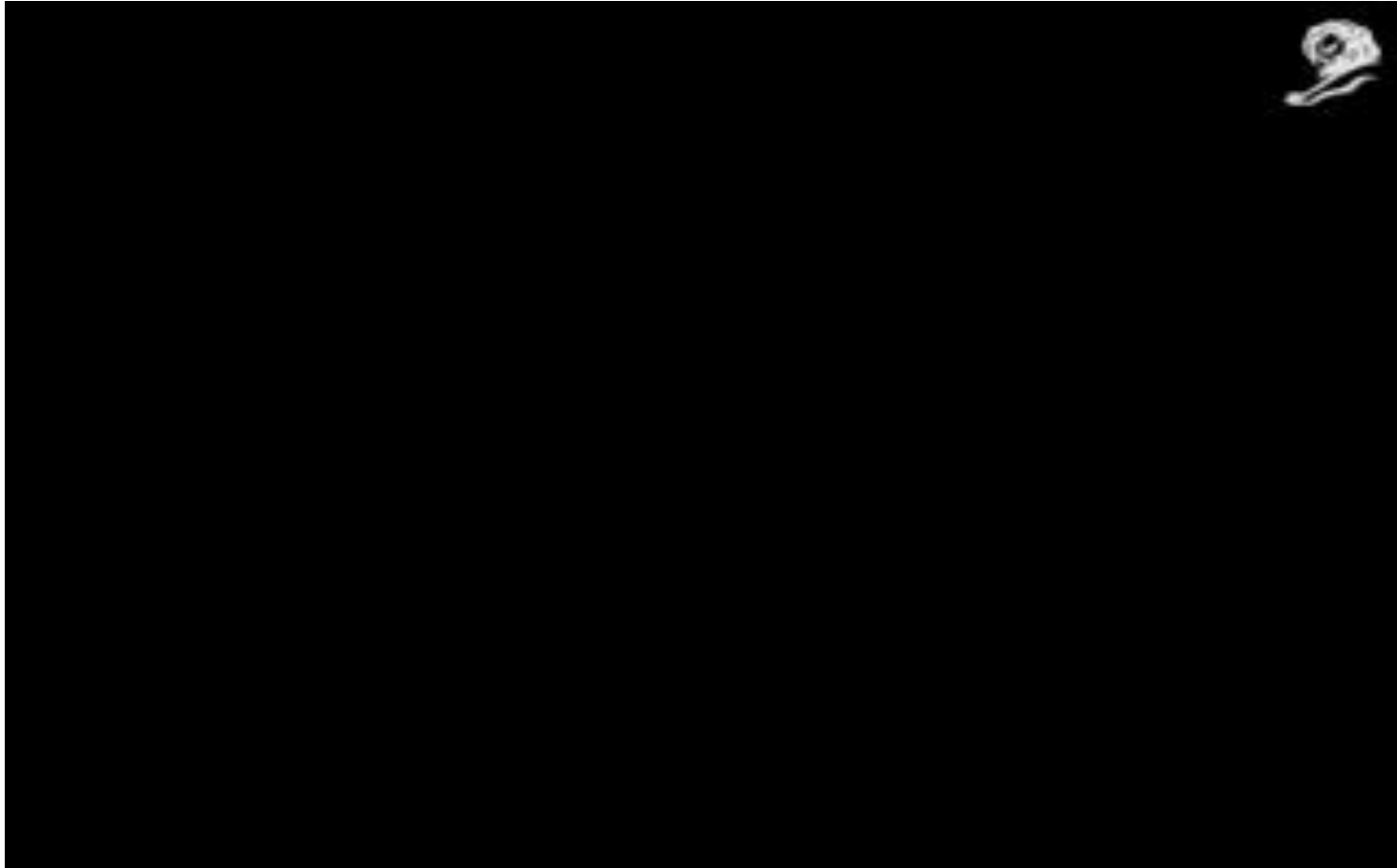




# Promo Lions / Gold /



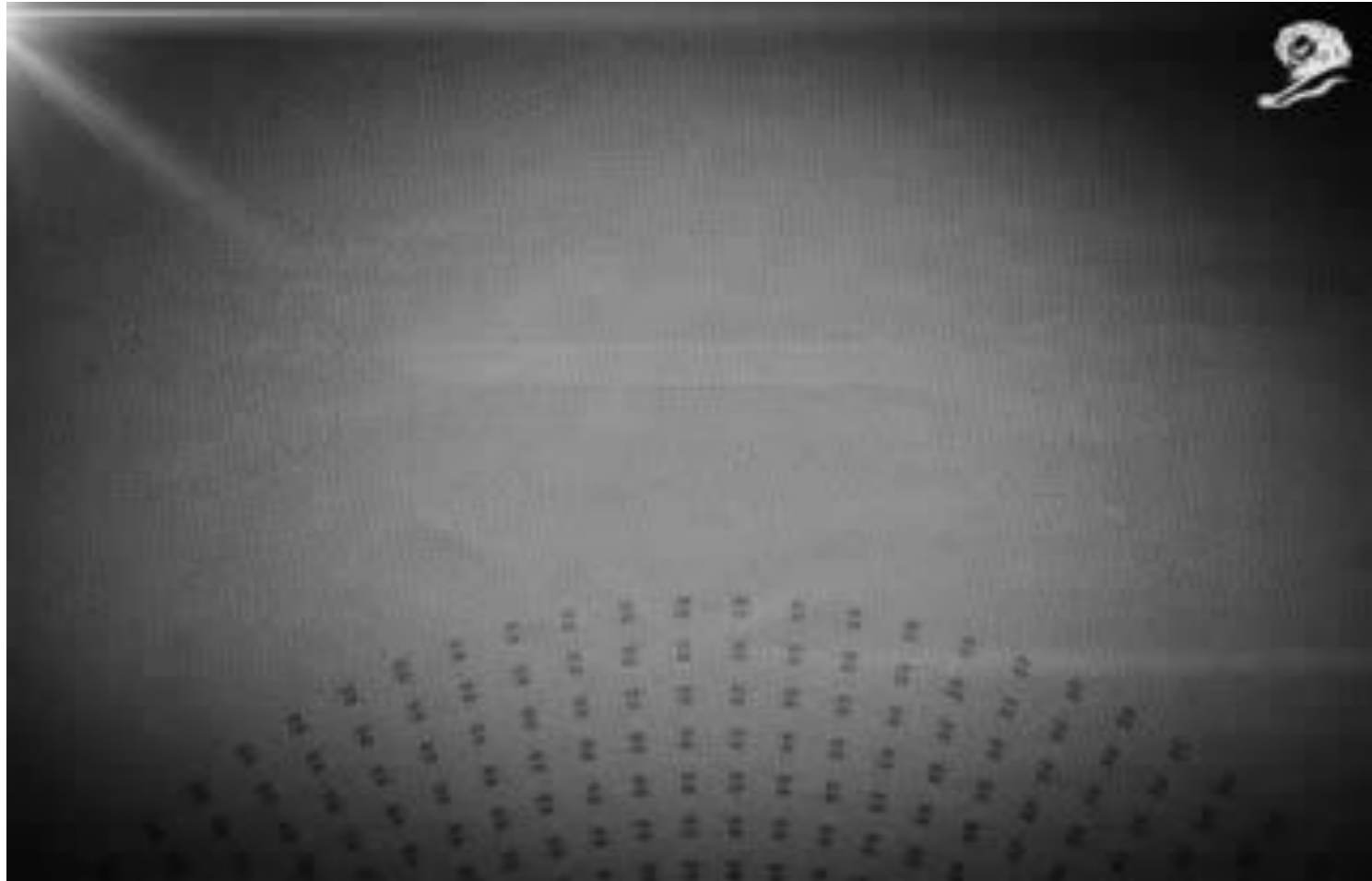
**MAGIC SALAD PLATE / FOUR'N TWENTY / MEAT PIES / CLEMENGER BBDO**  
MELBOURNE, AUSTRALIA



# Promo Lions /Gold /



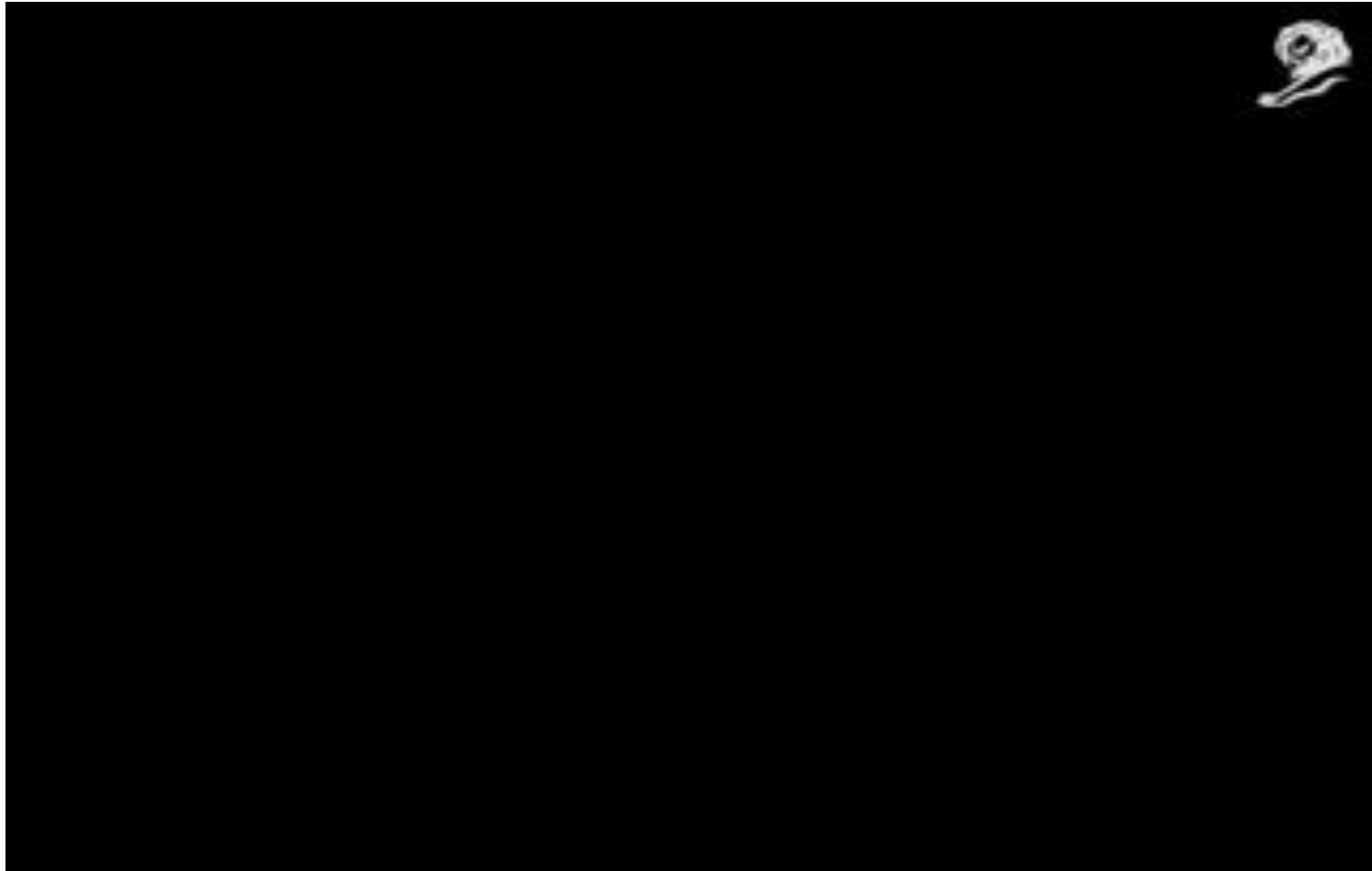
**ADITHREAD / ADIDAS NEW ZEALAND / NEW ZEALAND RUGBY UNION / ALL BLACKS RANGE / TBWA\WHYBIN\TEQUILA Auckland, NEW ZEALAND**



# Promo Lions / Gold /



**WHEN WILL THE FRUIT BURST / PASCALL / FRUIT FLAVOURED SWEETS / DDB**  
NEW ZEALAND Auckland, NEW ZEALAND





**LET IT RING** / OVK/PARENTS OF CHILD ROAD VICTIMS / ROAD SAFETY MESSAGE / HAPPINESS BRUSSELS, BELGIUM



# Promo Lions / Gold /



**TED696 PROJECT / LION NATHAN AUSTRALIA / TOOHEYS BEER 696ML / BMF**  
Sydney, AUSTRALIA



**BABY MADE ON BOARD / DODGE / DODGE JOURNEY / PROXIMITY BBDO**  
Brussels, BELGIUM



# Promo Lions /Gold /



**ZUJI BEANS / ZUJI / TRAVEL BOOKING WEBSITE / THE HALLWAY/HAPPY SOLDIERS** Sydney, AUSTRALIA



PR Lions

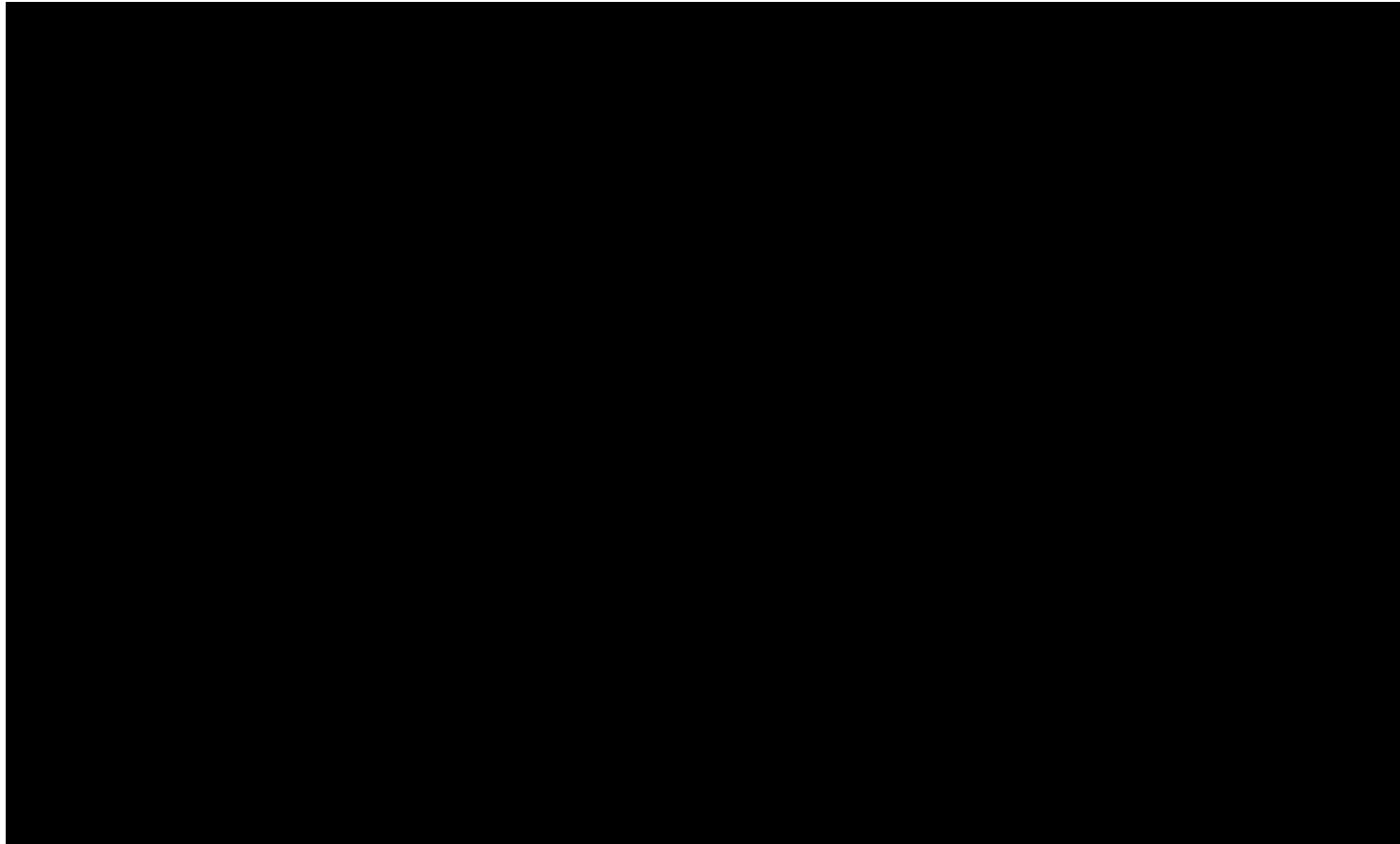




PR Lions / Grand Prix & Media Lions / Gold /



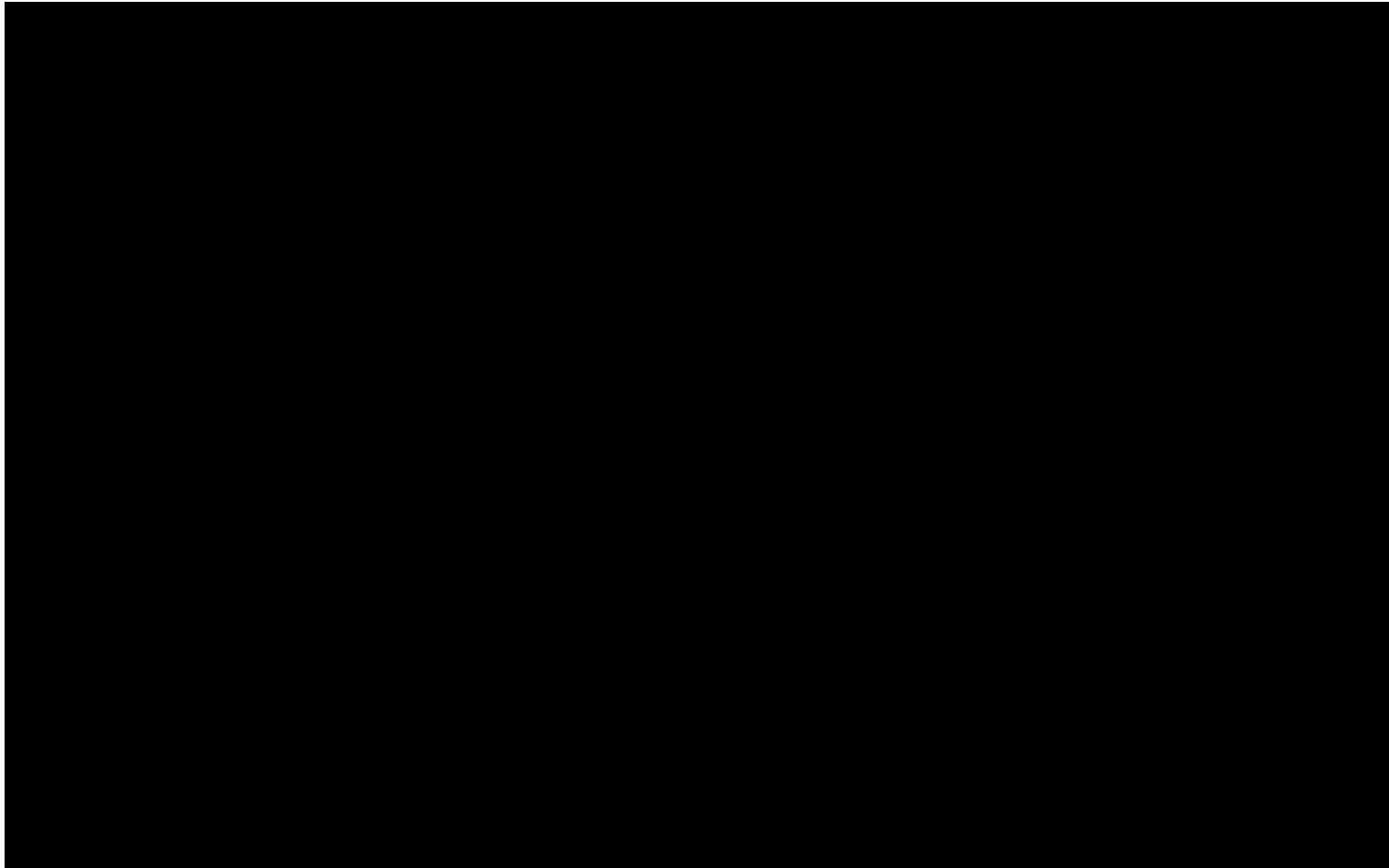
**BEST JOB IN THE WORLD** / TOURISM QUEENSLAND / ISLANDS OF THE GREAT BARRIER REEF / CUMMINSNITRO Brisbane, AUSTRALIA



PR Lions



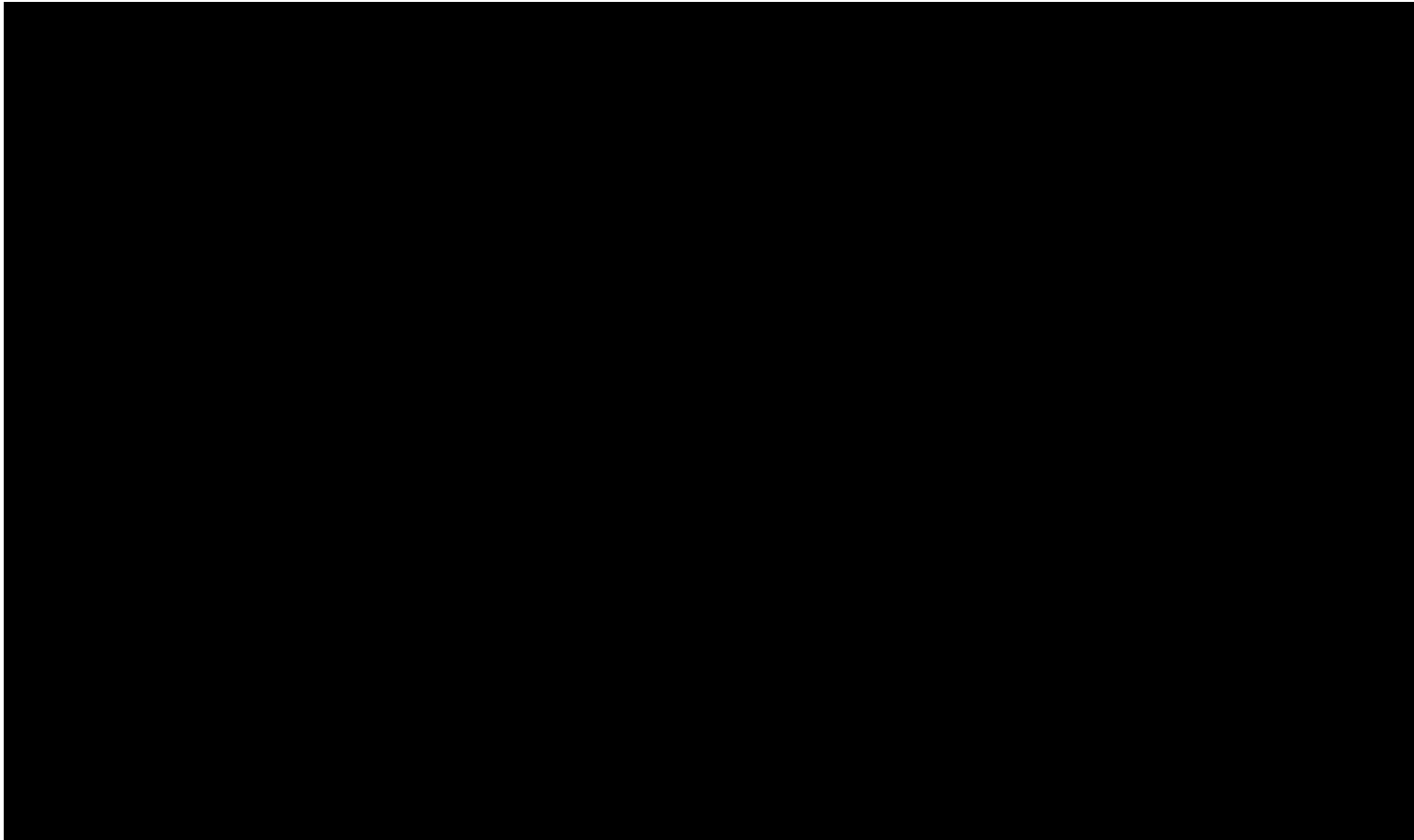
**PROTECTING FUTURES** / PROCTER & GAMBLE / FEMININE HYGIENE / MS&L  
New York, USA



## WORLD'S FIRST EPHEMERAL MUSEUM / DIAGEO PORTUGAL / PAMPERO RUM / LEO BURNETT LISBOA, PORTUGAL



**LOVE DISTANCE** / SAGAMI RUBBER INDUSTRIES / CONTRACEPTIVE / GT  
Tokyo, JAPAN



## ZURICH'S BEING SOLD / CABARET VOLTAIRE / CABARET / SPILLMANN/FELSER / LEO BURNETT Zurich, SWITZERLAND

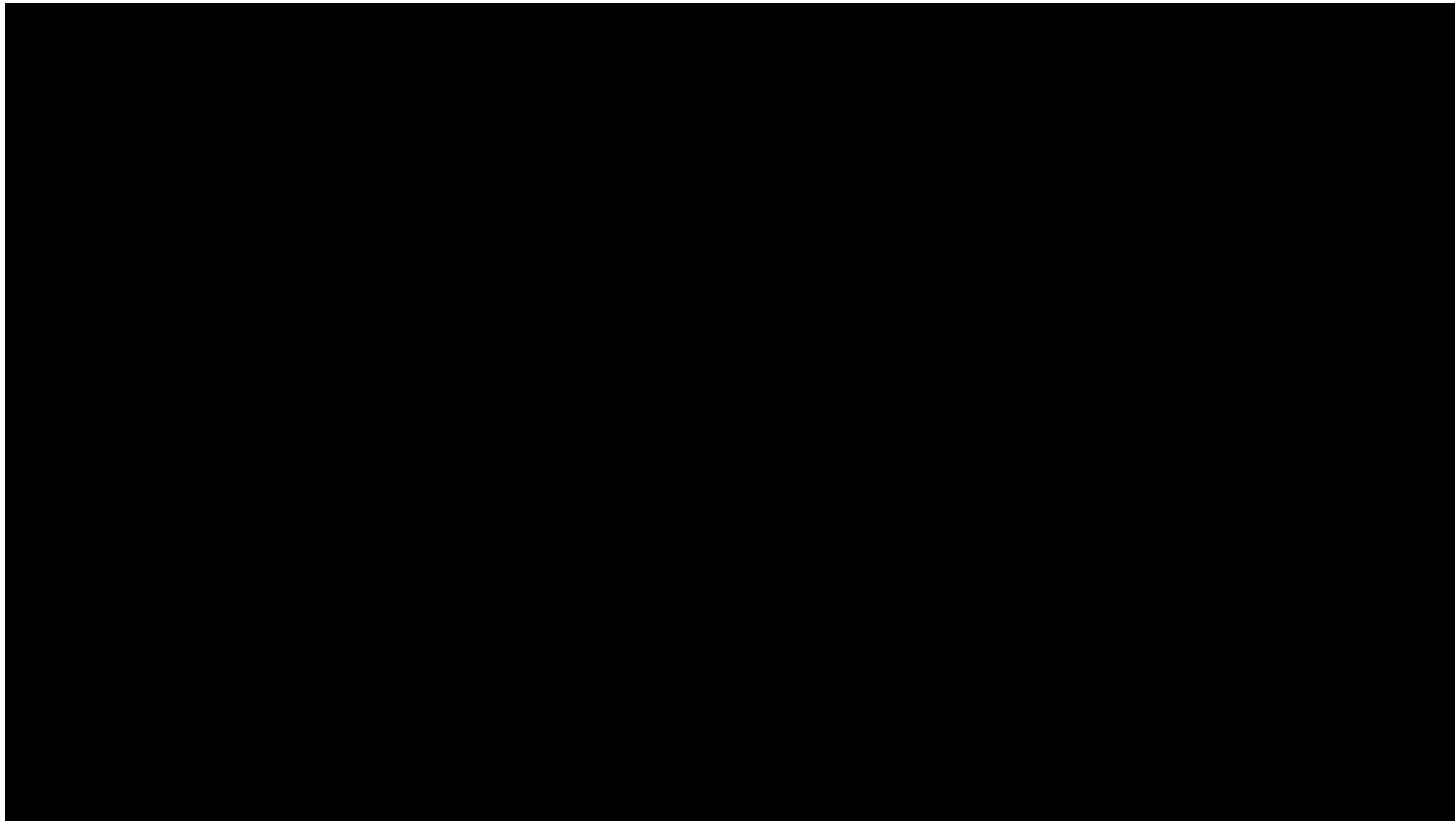


**KHEDE KASRA / HARIRI FOUNDATION / WOMEN EMPOWERMENT PROGRAM /**  
**LEO BURNETT BEIRUT, LEBANON**





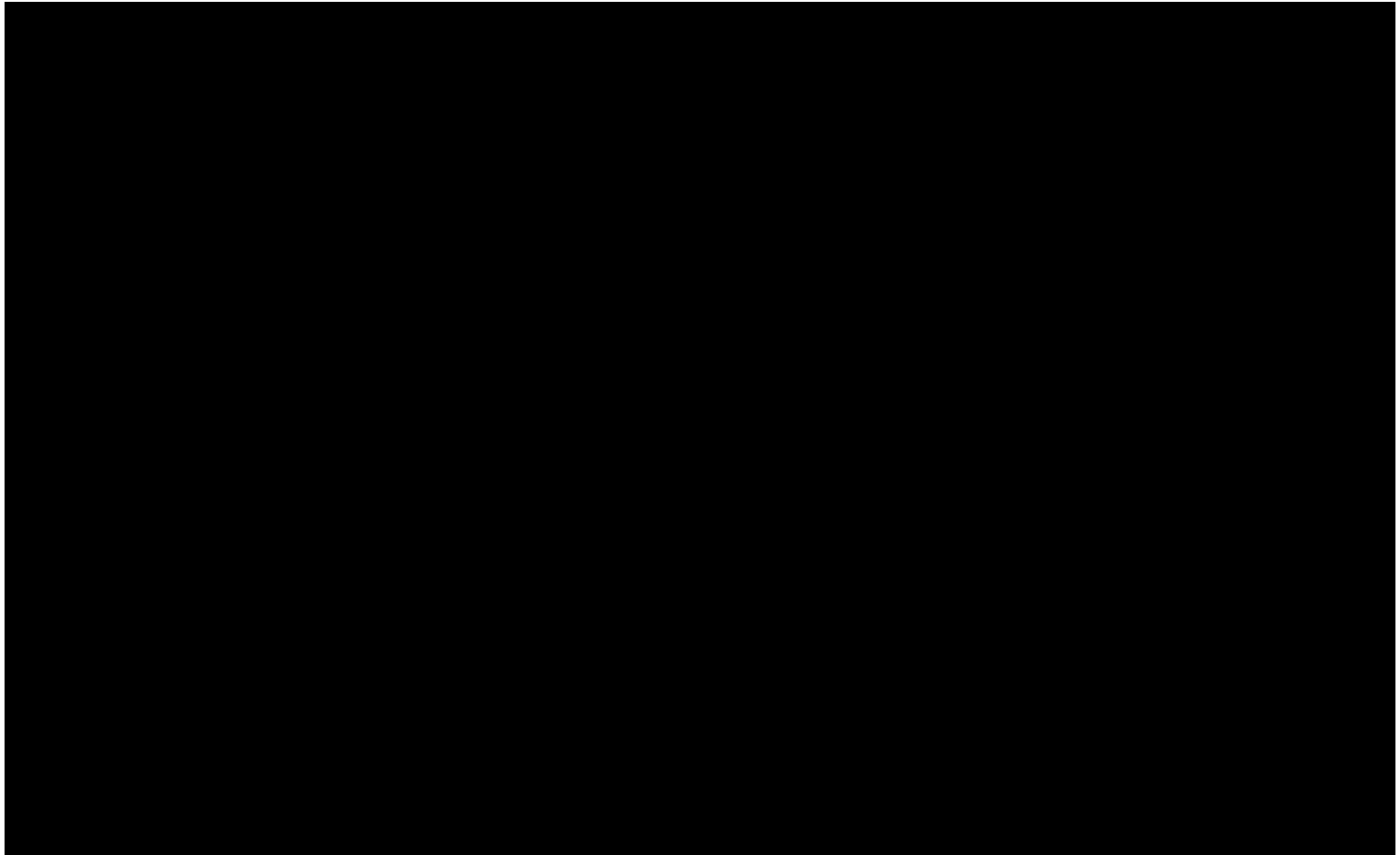
**BRING BACK PEACE** / CAMARA DE COMERCIO DE COSTA RICA / ASOCIACION DE FAMILIARES VICTIMAS DE HOMICIDIO / ANTI-CRIME CAMPAIGN / DDB COSTA RICA San José, COSTA RICA



# PR Lions & Titanium Lion



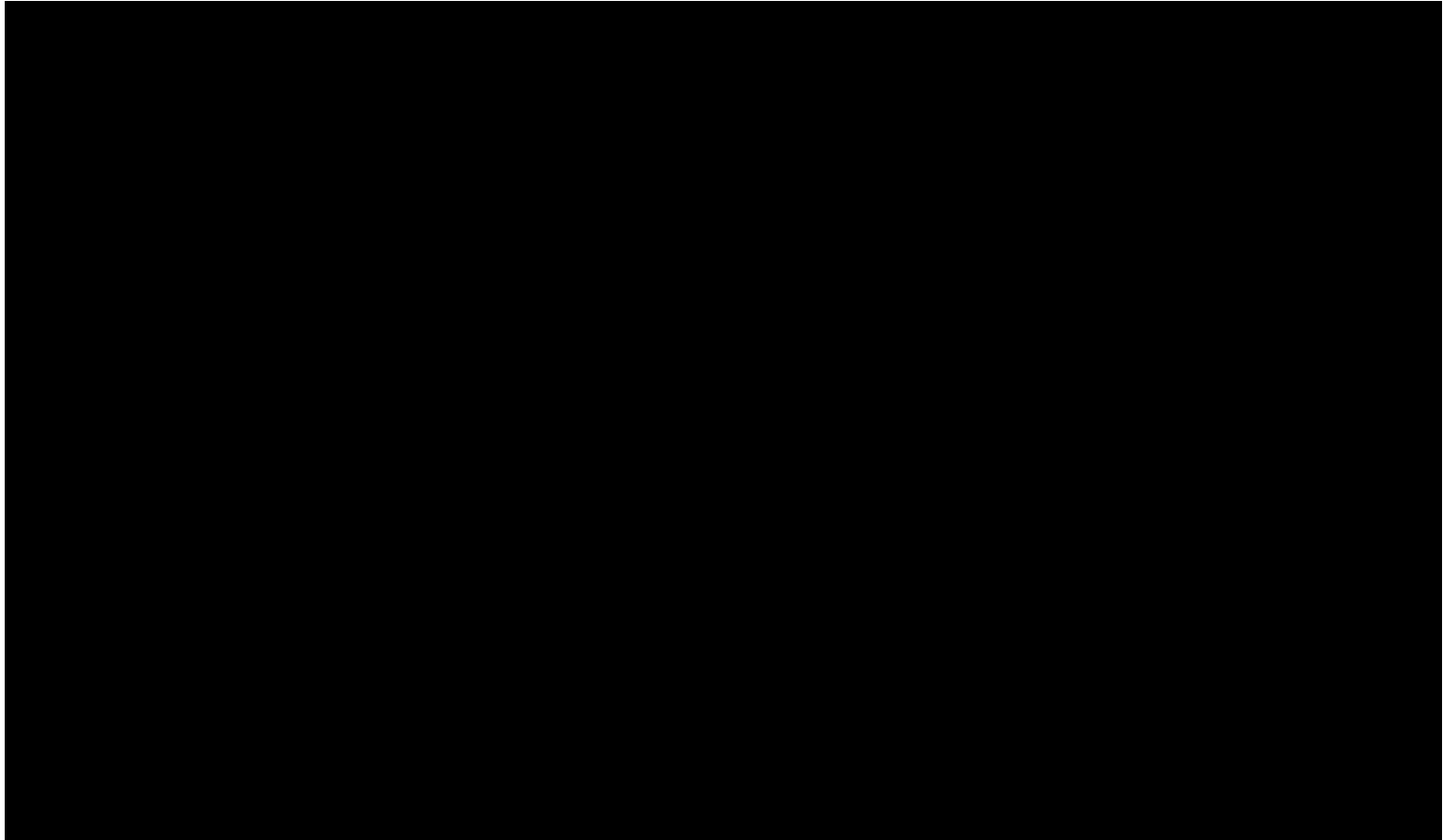
**THE GREAT SCHLEP** / JEWISH COUNCIL FOR EDUCATION AND RESEARCH /  
PRESIDENTIAL CAMPAIGN / DROGA5 New York, USA







**HONEY, LET'S LICK THE PROBLEM** / THE HAAGEN-DAZS BRAND / FROZEN  
DESSERT / KETCHUM San Francisco, USA



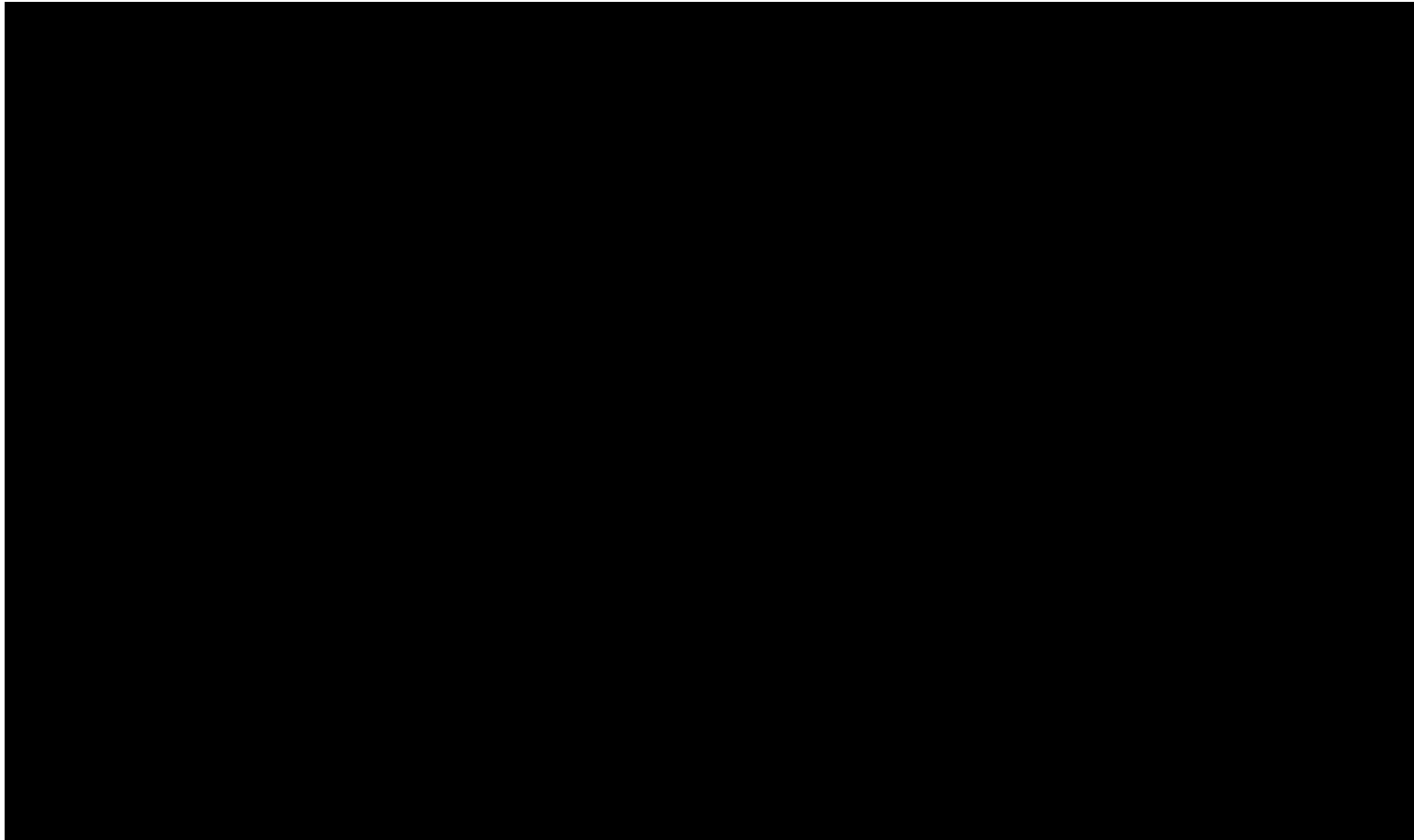
**ONE THOUSAND CASMURROS / TV GLOBO / TV MINI-SERIES / LIVEAD São Paulo, BRAZIL**



**BEAUTIFUL GAME / SPORTECH / THE NEW FOOTBALL POOLS / RESONATE**  
London, UNITED KINGDOM

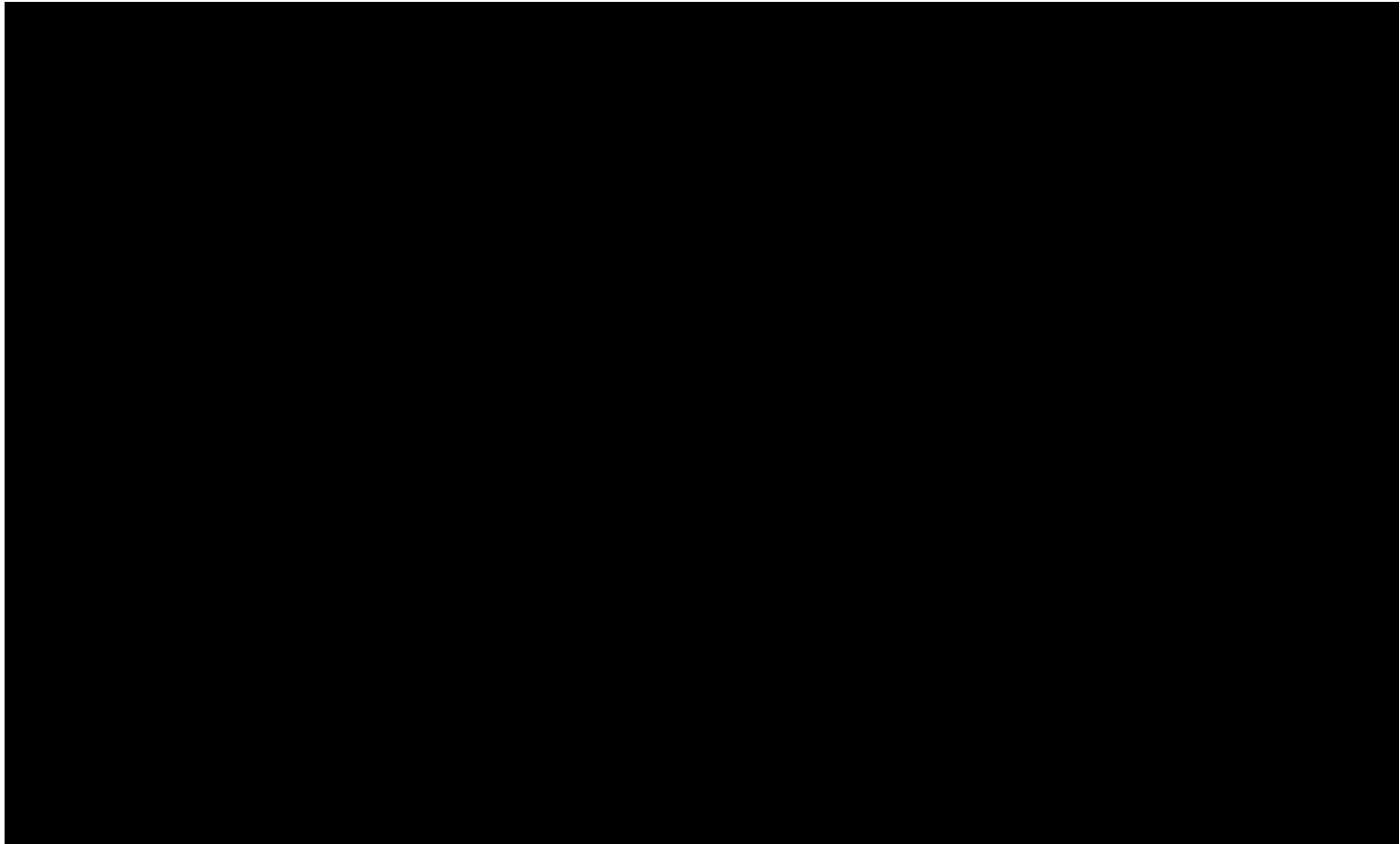


**PIGS ARE WORTH IT! / BPEX / PIG INDUSTRY PRICES / WEBER SHANDWICK**  
London, UNITED KINGDOM





**GUINNESS RALLY / DIAGEO-GUINNESS USA / BEER / TAYLOR New York, USA**



**EARTH HOUR / WORLD WIDE FUND FOR NATURE / GLOBAL WARMING  
AWARENESS / LEO BURNETT SYDNEY, AUSTRALIA**

PR INTEGRATED (INTERNATIONAL)



# Titanium & Integrated Lions





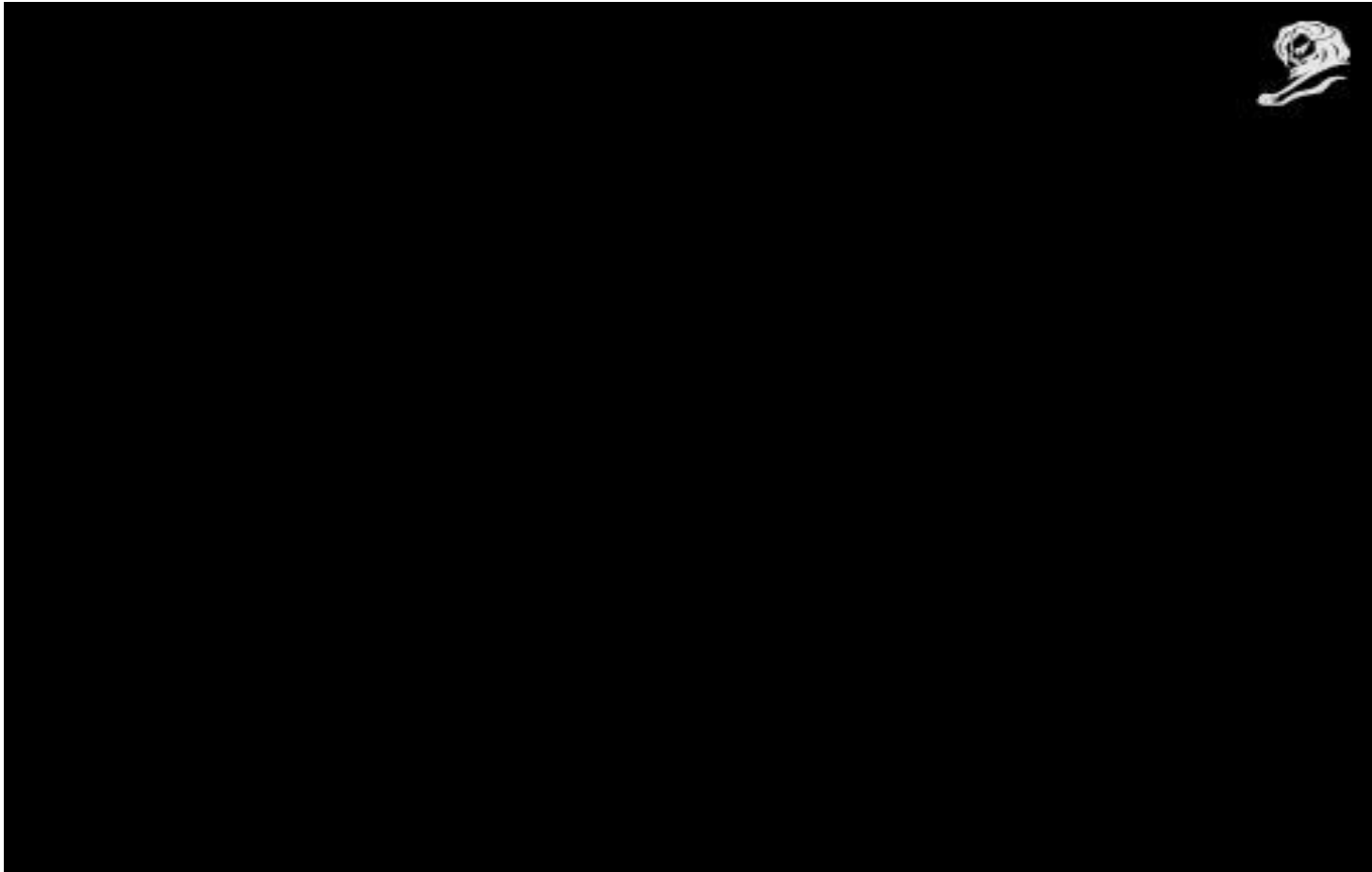
**OBAMA FOR AMERICA** / OBAMA/BIDEN 2008 / PRESIDENTIAL CANDIDATE /  
OBAMA FOR AMERICA Chicago, Illinois, USA







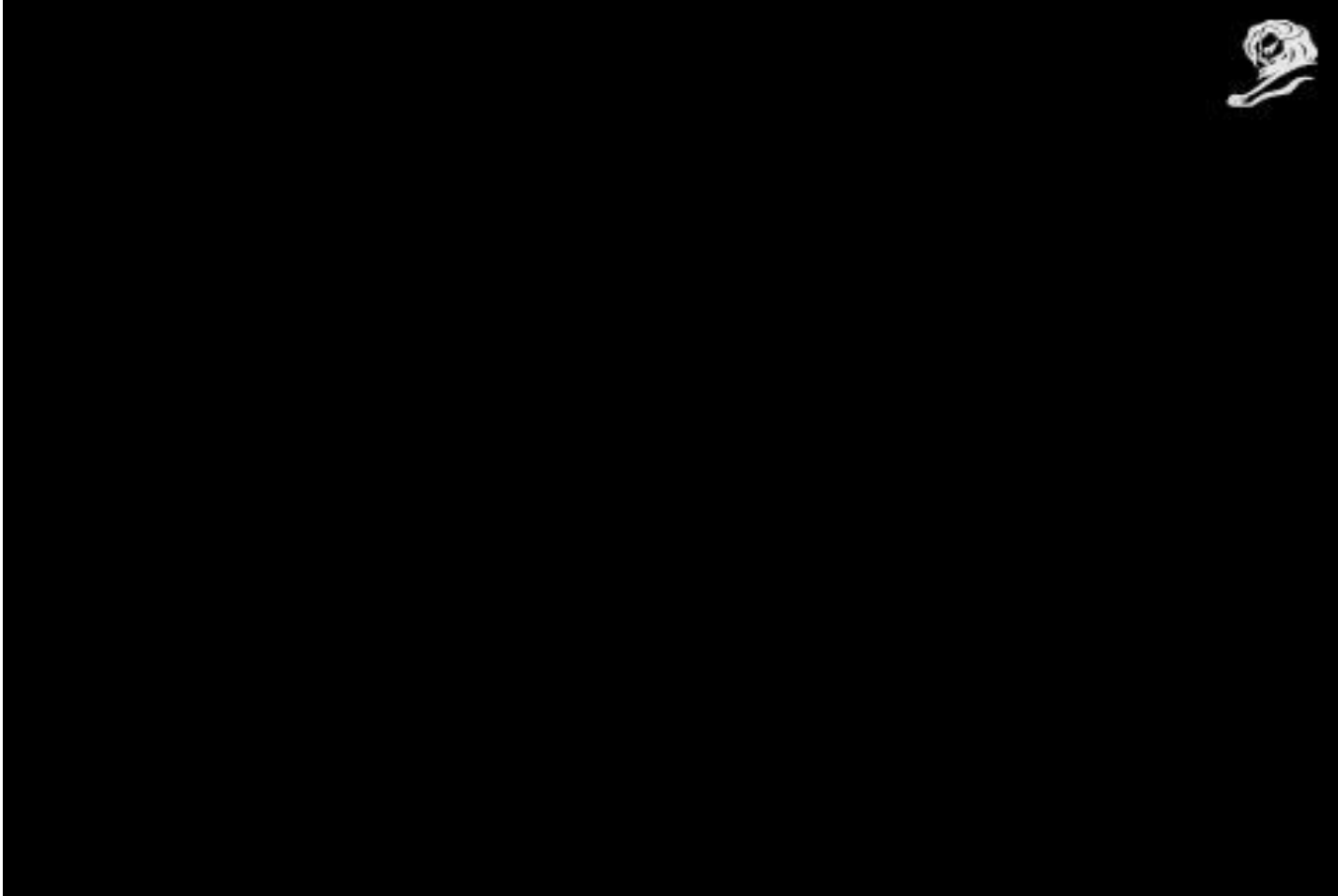
**WHOPPER SACRIFICE / BURGER KING / BURGER KING / CRISPIN PORTER +  
BOGUSKY Boulder, USA**



# Titanium & Integrated Lions / Titanium Lion /



**OASIS DIG OUT YOUR SOUL / NYC & CO. AND WARNER BROTHERS /  
DOCUMENTRY / BBH New York, USA**

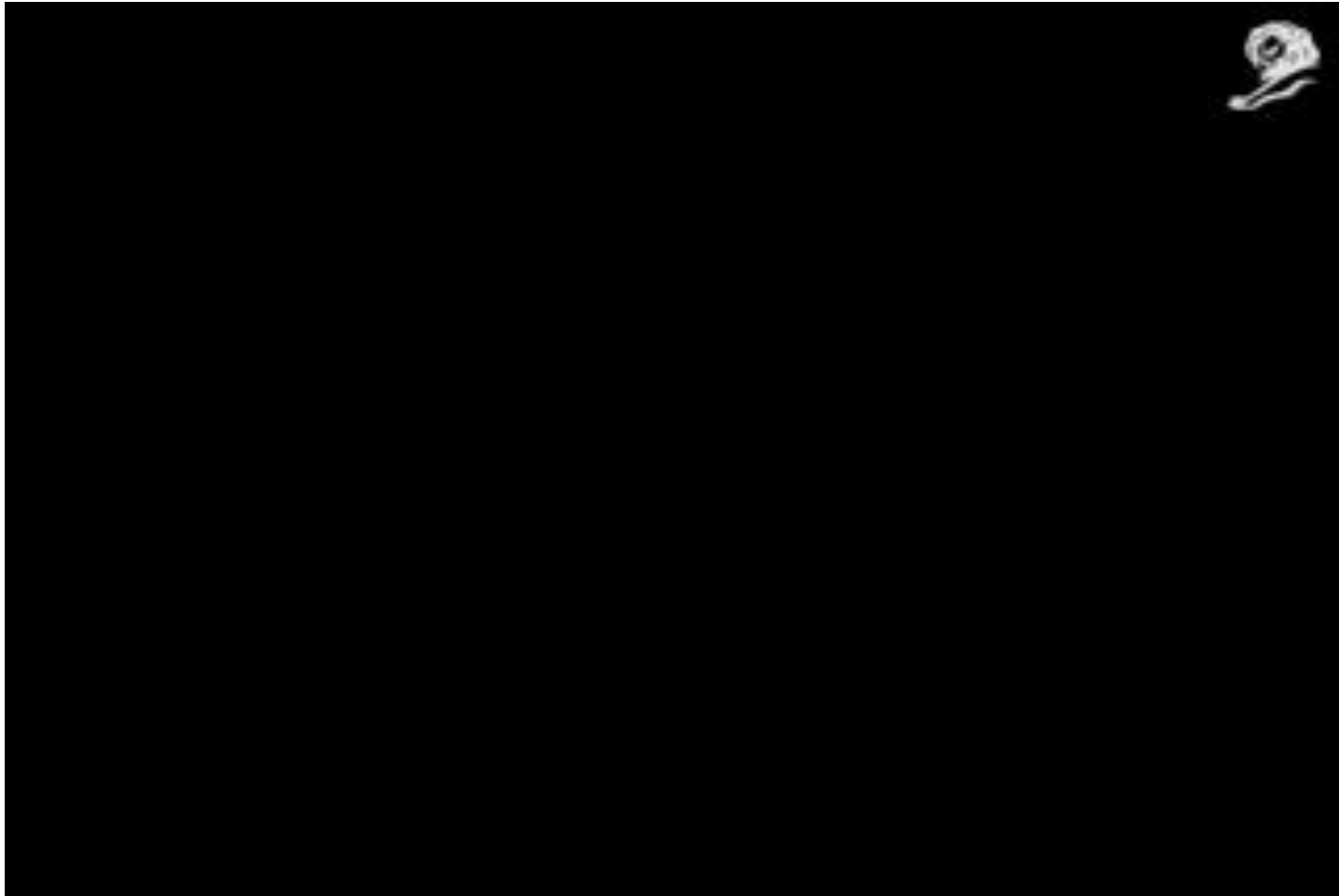


Titanium & Integrated Lions / Gold &

Media Lions / Gold /



**TRILLION DOLLAR CAMPAIGN** / THE ZIMBABWEAN / NEWSPAPER /  
TBWA\HUNT\LASCARIS JOHANNESBURG, SOUTH AFRICA



Titanium & Integrated Lions / Gold /



**THE NOW NETWORK / SPRINT / SPRINT / GOODBY SILVERSTEIN & PARTNERS**  
San Francisco, USA



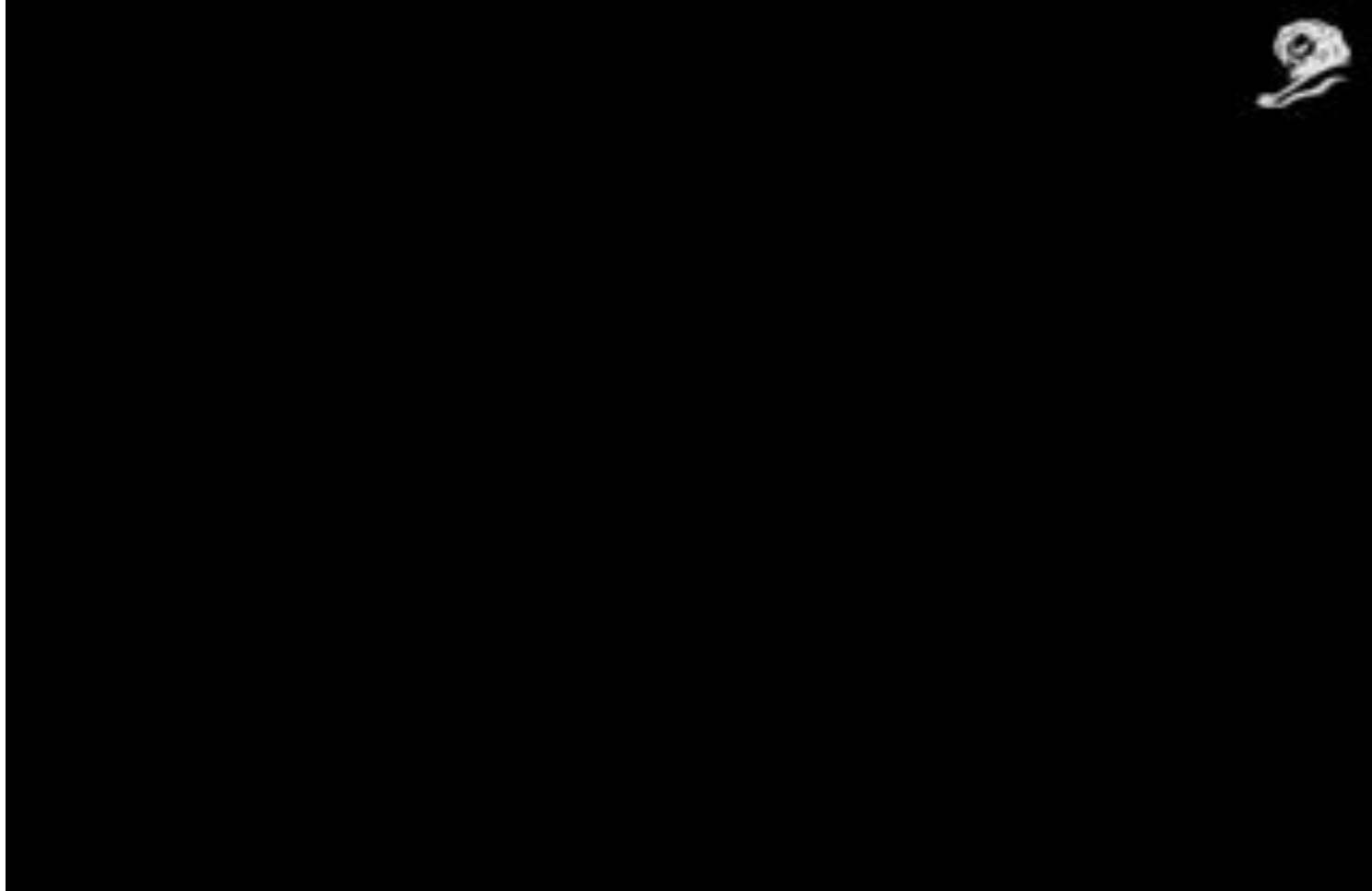
# Media Lions



# Media Lions / Grand Prix /



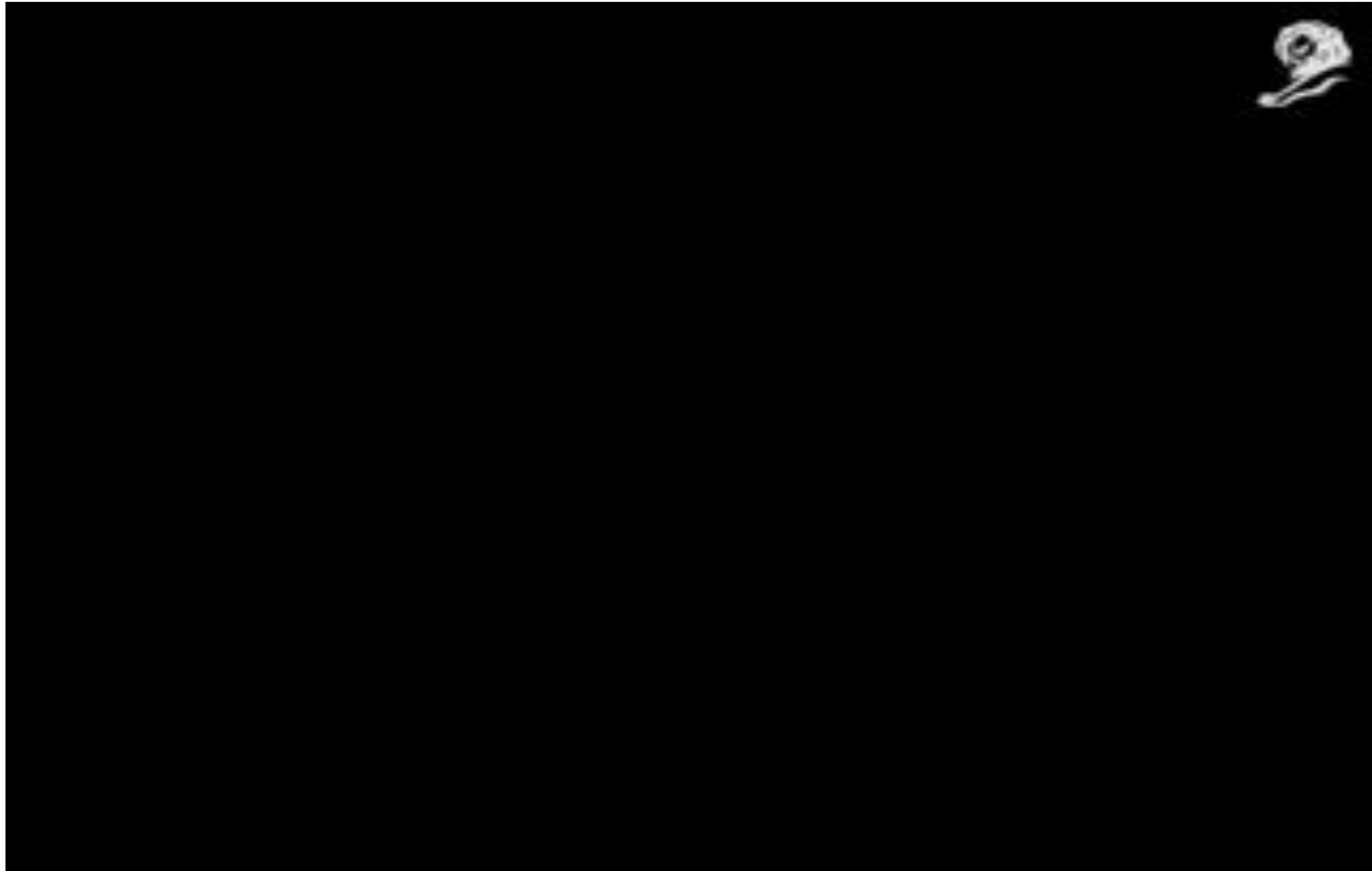
**KIT KAT MAIL 2009 / NESTLÉ CONFECTIONERY / KIT KAT / JWT JAPAN Tokyo, JAPAN**







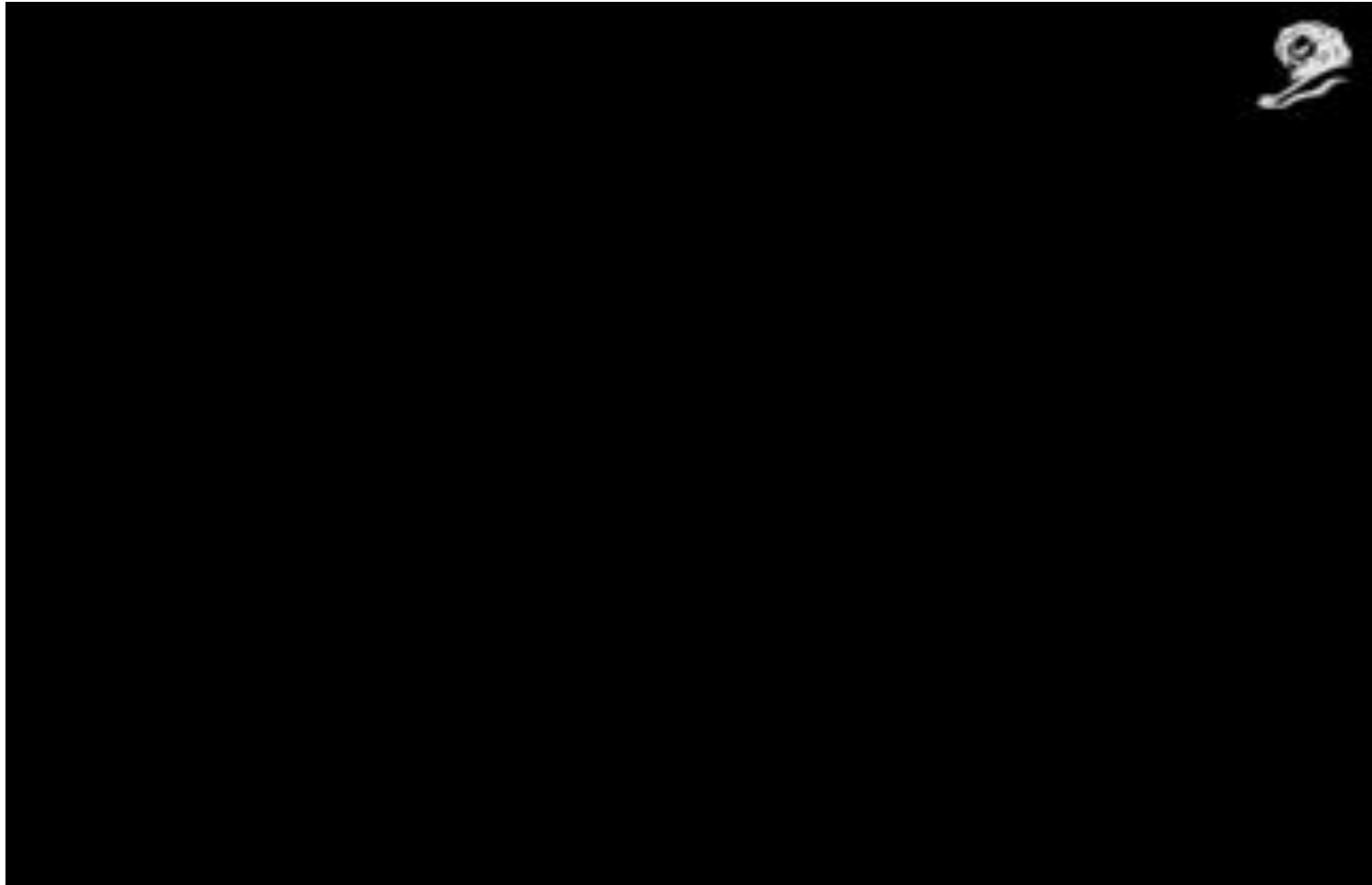
**CEILING CINEMA** / NISSAN CENTER EUROPE GmbH / NISSAN MICRA C+C  
CABRIO / TBWA, GERMANY Berlin, GERMANY







**REINVENTING THE MAGAZINE / LEXUS USA / 2010 LEXUS RX / TEAM ONE EI**  
Segundo, USA



## BE THE NEWS / NISSAN / NISSAN / LEW'LARA\TBWA Sao Paulo, BRAZIL

### step one

### Nissan Be the news.

#### Challenge

Nissan arrived late in Brazil. We had to jump-start the brand's relationship with Brazilian drivers and introduce its global tagline: Shift.

#### Medium

One of Brazil's largest papers, and the main source for people buying cars.

#### Creative Execution

For the very first time, the newspaper ran a blank front page, asking readers to shift and come up with their own frontpage story. On the internet, they could write their headlines and upload their photos. The next Sunday, every subscriber was frontpage news. On their doorsteps, they got their paper with the cover they had made themselves. Thousands won the lottery, families got together again, children won olympic medals and Nissan made it to the front page two Sundays in a row.



### step two



## THE WORLD IS NOISY ENOUGH / AEG ELECTROLUX / WASHING MACHINES / ZENITHOPTIMEDIA INTERNATIONAL London, UNITED KINGDOM

**Challenge**

To differentiate AEG as what most consider as "a boring category" and to give a noteworthy value to the launch of its Silent Laundry range.

**Results**

Brand tracking showed that noise became a key criteria for buying washing machines and consumers were 35% more likely to buy an AEG product. The campaign prompted vast PR coverage activating passionate online debate with 20m views of blog posts.

Noise levels from posters streamed in real time into noise awareness sites

**Solution**

Engage consumers by credibly highlighting noise pollution as an issue of modern life. Giant "decibel posters" in key European cities displayed noise levels in real time. These posters were all linked and the live results could be compared online.

**DECIBELIOS DE MEDIA ESTA SEMANA**

En un mundo ruidoso, electrodomésticos silenciosos de AEG

City	Noise Level
London	55dB
Madrid	75dB
Milano	60dB
Moscu	55dB

**The World is Noisy Enough**

AEG  
Electrolux

Navigation: [Home] + - < > ↕ reset





## CHECK THEM / VERITAS SPIRITI / TESTICULAR CANCER AWARENESS / McCANN ERICKSON SKOPJE, MACEDONIA

### TESTICULAR CANCER AWARENESS CAMPAIGN "CHECK THEM"

#### CHALLENGE:

Raise the awareness for testicular cancer. Inform men how to detect it.

#### INSIGHT:

The illness can be detected with a simple self-examination.

#### SOLUTION:

##### Give men a HAND!

HAND wobblers and stickers placed everywhere men go: sport objects, betting places, car wash, smoker rooms etc.

All the materials were supported with a web page: [www.grouperig.com.mk](http://www.grouperig.com.mk) (prouerig = check them), containing more info.

#### RESULTS:

- Testicular cancer awareness before campaign - 15%, after campaign - 74%.
- 11% increase in doctor visits.
- Our internet banners were clicked 1100% more than the rest.



**1 WORLIFER**  
PLACED ON SEATS IN SPORT OBJECTS, SMOKER ROOMS, IN CARS AT CAR WASH.



**2 STICKER**  
PLACED ON THE BARBER CHAIR CLOSET



**3 MIRROR STICKER**  
PLACED ON MIRRORS IN GYM BUILDING CENTERS, AND IN MEN'S CHANGING ROOMS



**4 EGG STAMP**  
TOO GO, MERRY GO!  
PLACED ON EGGS AT CAR WASH, IN GYM BUILDING CENTERS, AND IN MEN'S CHANGING ROOMS

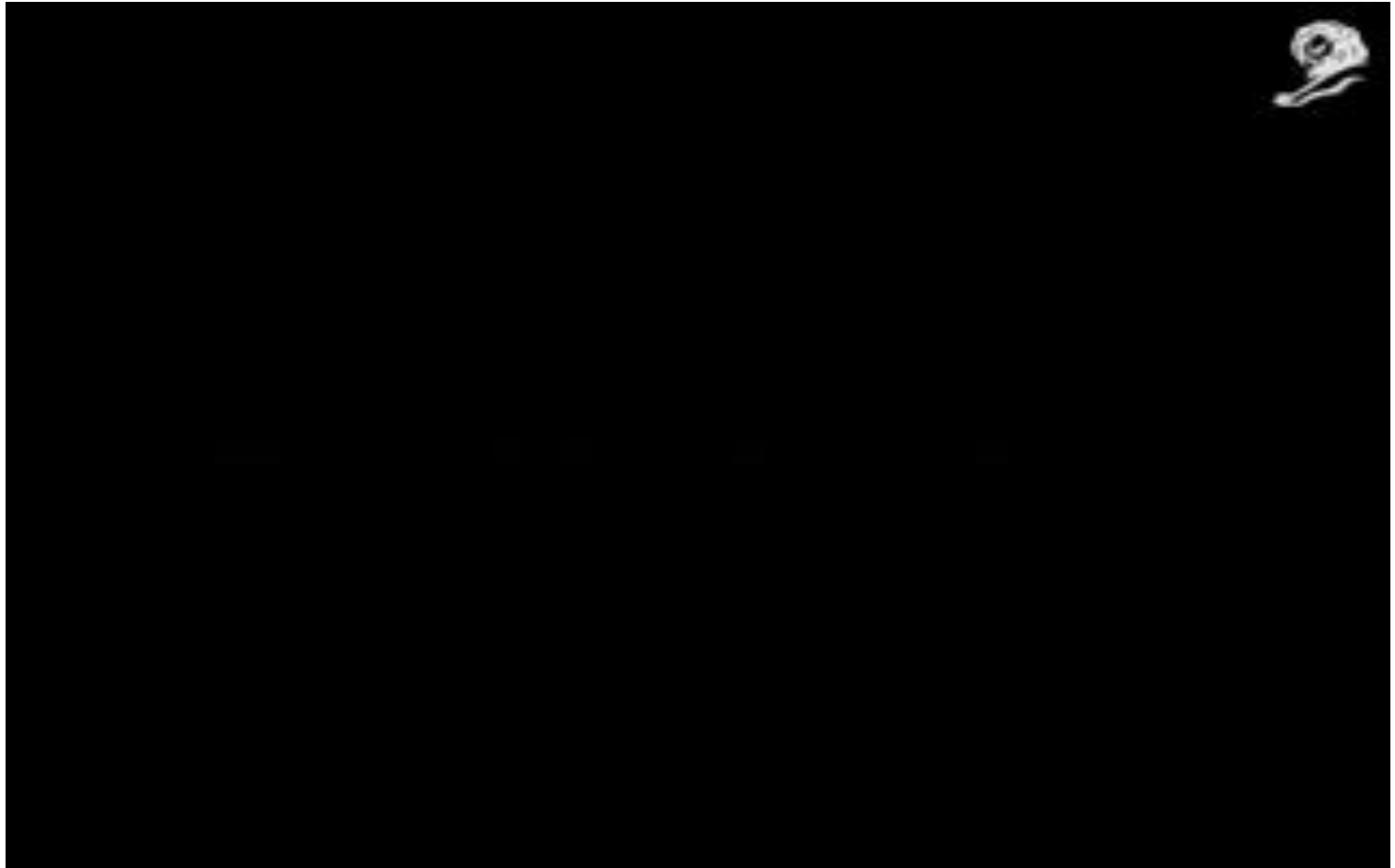


**REVERSE GRAFFITI PROJECT / THE CLOROX COMPANY / GREEN WORKS  
NATURAL CLEANER / DDB WEST San Francisco, USA**

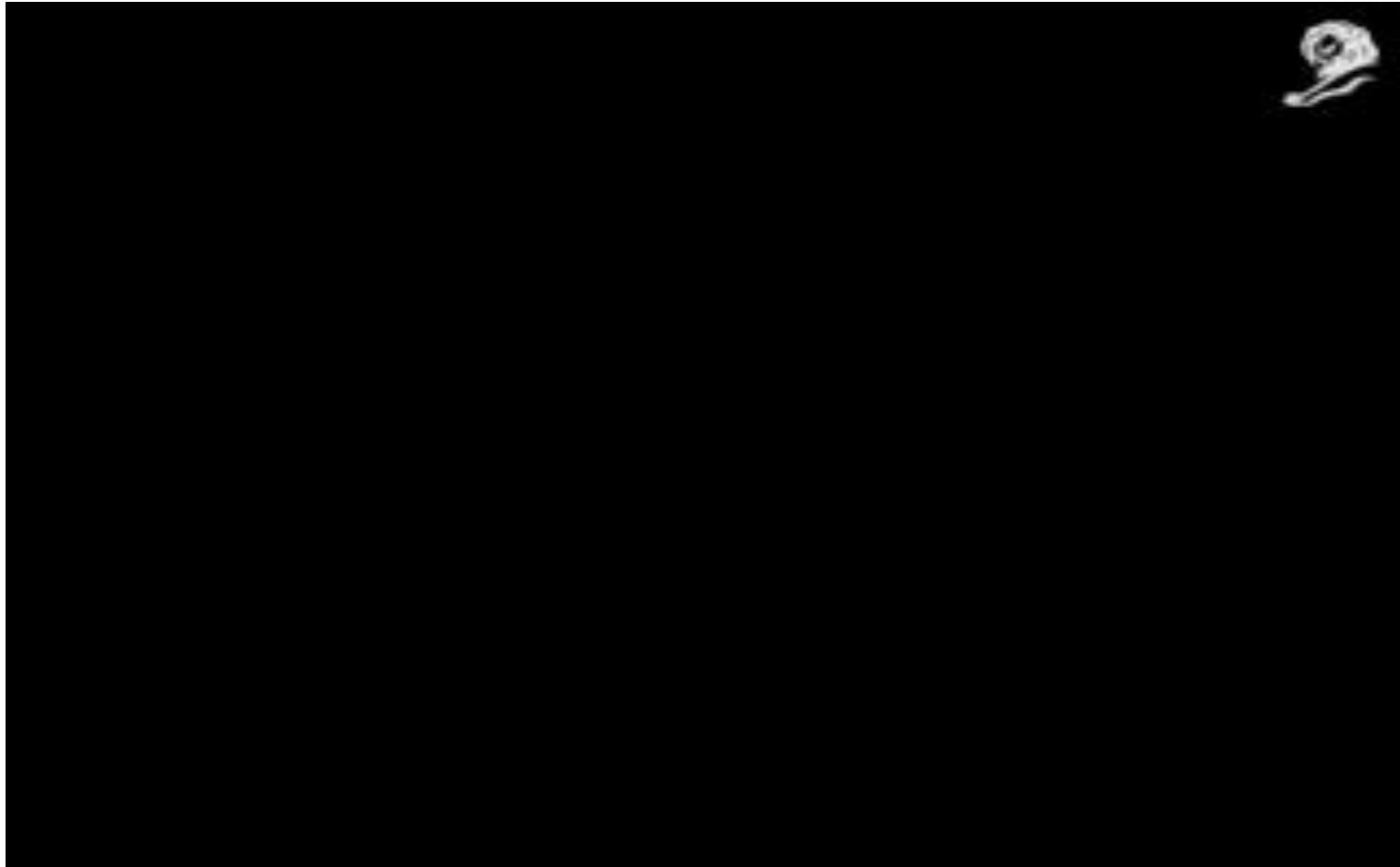




## THE MISSING 'H' / FOOTBALL FEDERATION AUSTRALIA / INTERNATIONAL FOOTBALL / LOWE SYDNEY, AUSTRALIA



**BANNER CONCERTS / AXION / YOUTH BANKING / BOONDOGGLE Leuven,  
BELGIUM**



Media Lions /Gold /



**WISH I COULD BE TRUE TO MYSELF / SONY MUSIC ENTERTAINMENT INC. /  
JUJU FEAT. SPONTANIA / DENTSU Tokyo, JAPAN**

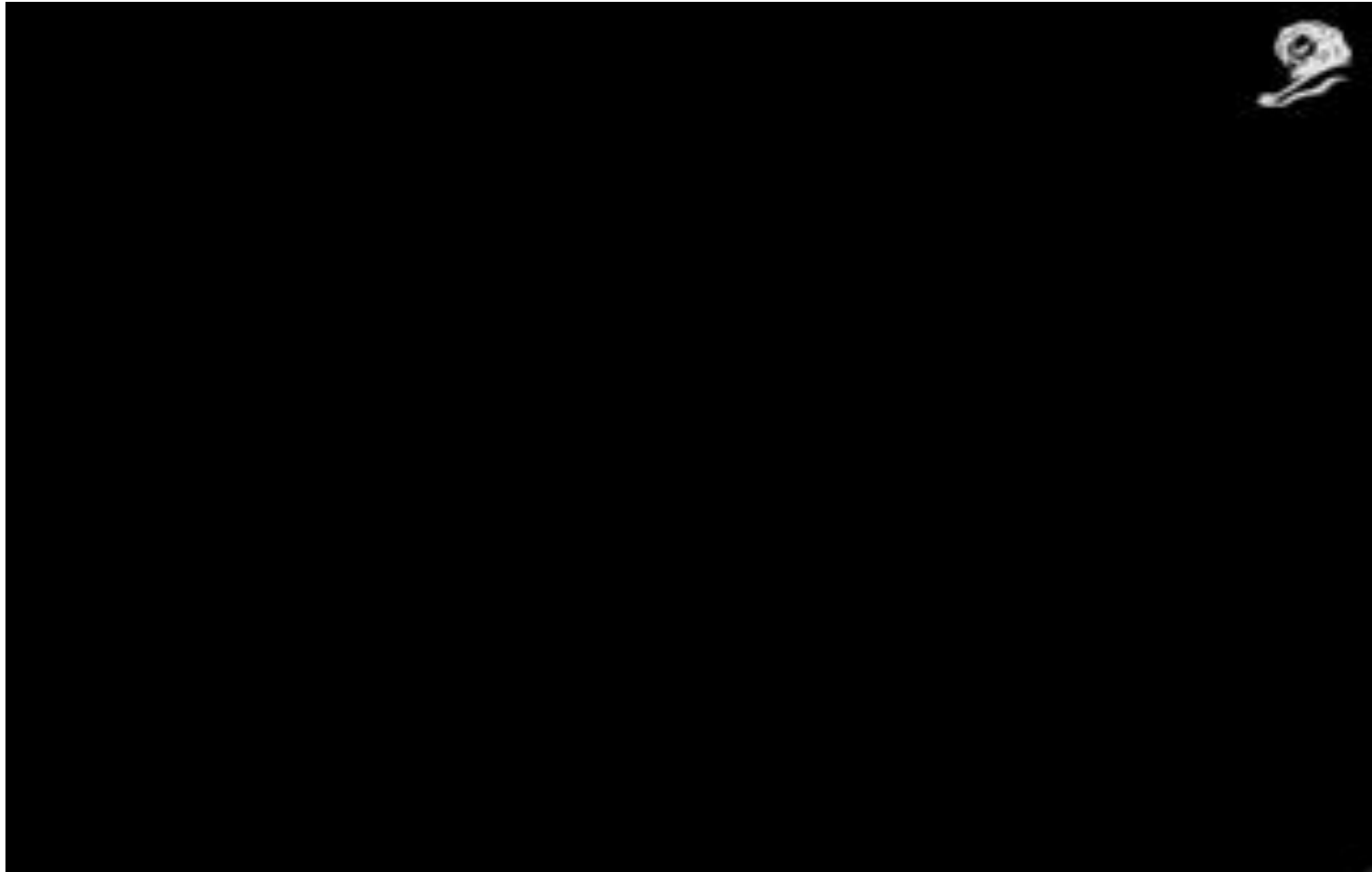




Media Lions / Gold /



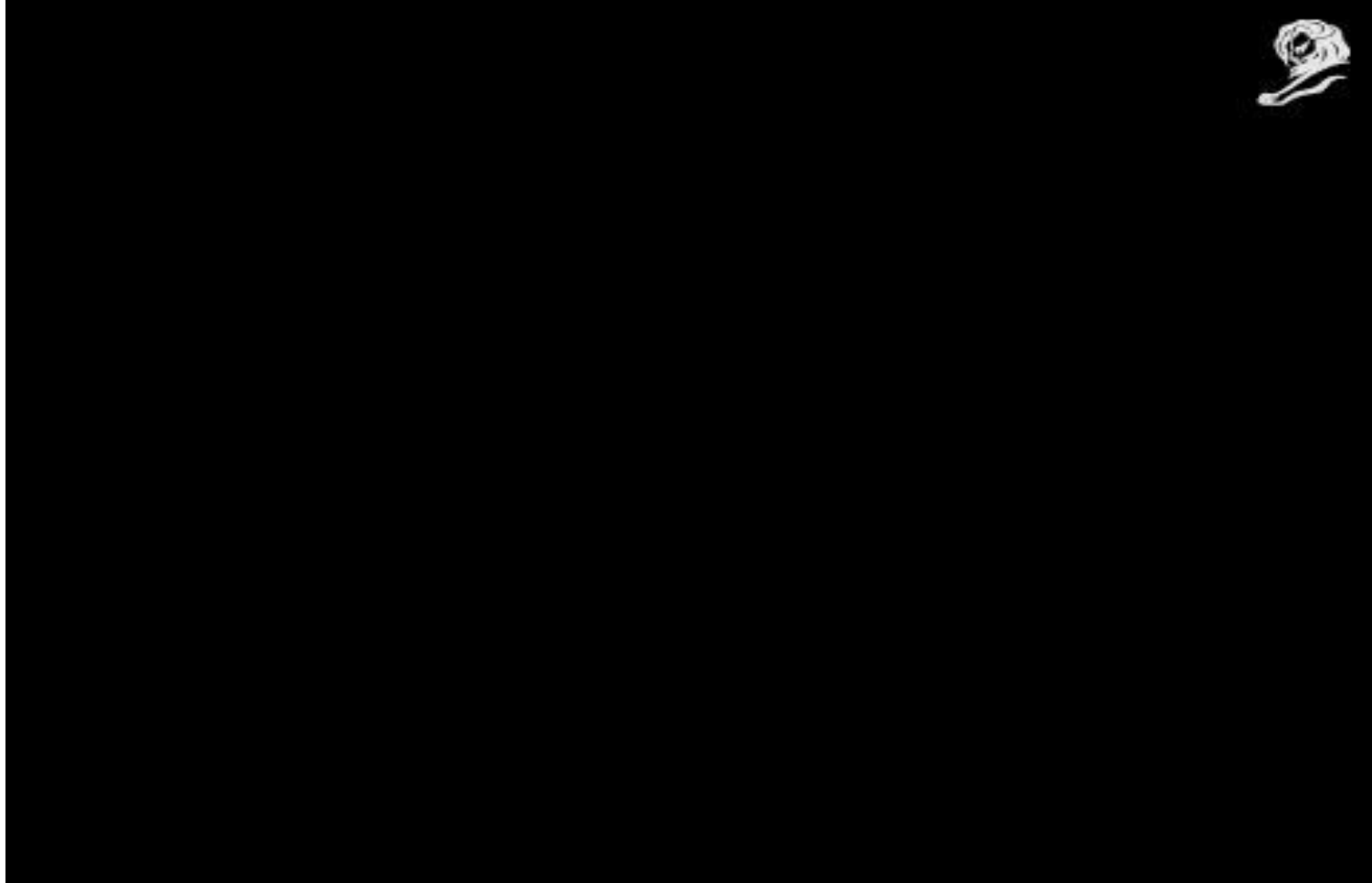
**STRAUCHANIE SPONSORSHIP / MARS / MARS CHOCOLATE BAR / STARCOM**  
MELBOURNE, AUSTRALIA



# Media Lions / Gold /



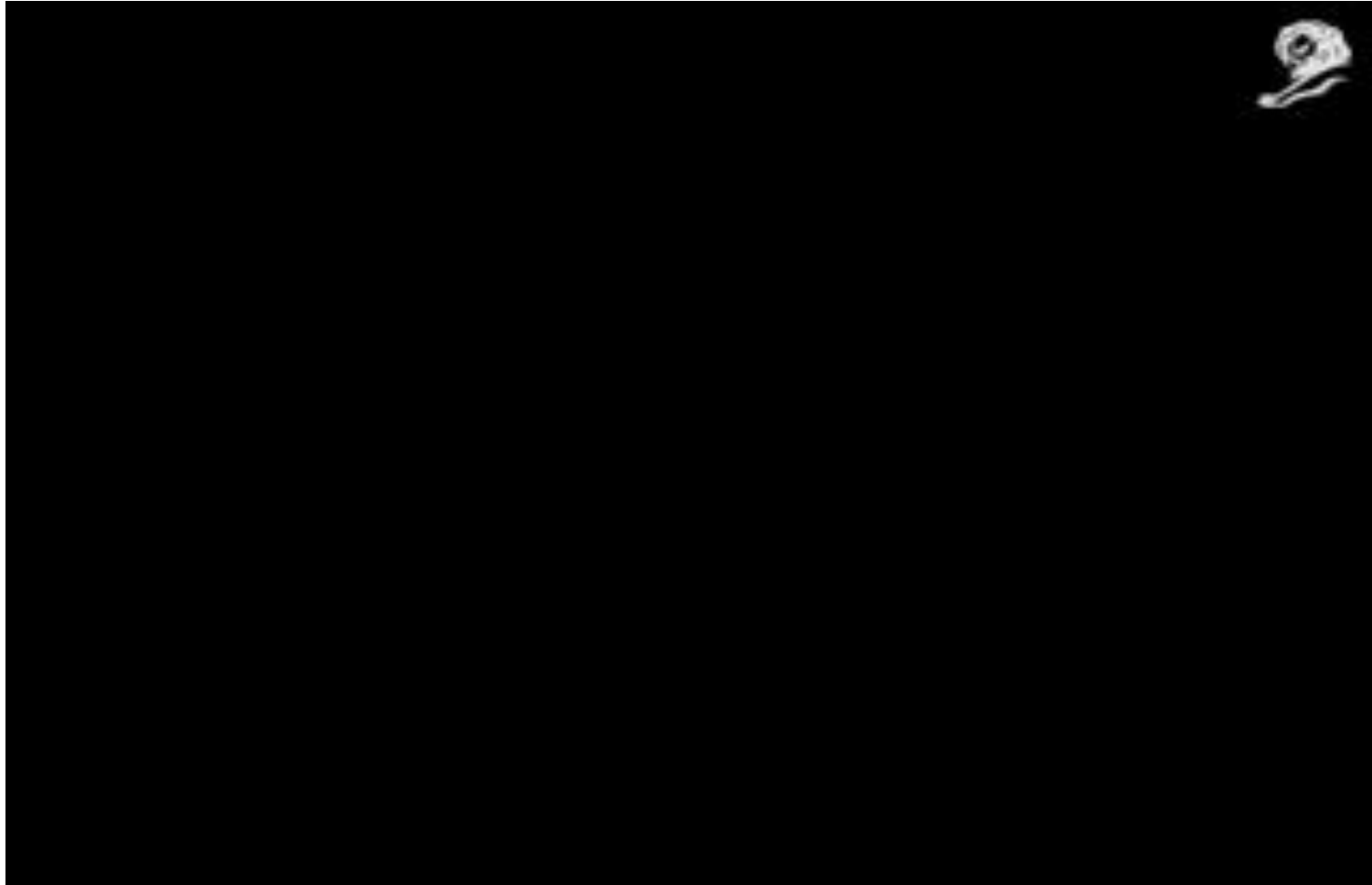
**FROM GIOVANNI TO DONGIOVANNI / NESTLÉ / BACI PERUGINA CHOCOLATE /  
ARMANDO TESTA Turin, ITALY**



# Media Lions / Gold /



**TO SHAVE OR NOT / GILLETTE PROCTER & GAMBLE / GILLETTE MACH 3 /**  
MEDIACOM INDIA Mumbai, INDIA



**AYGO CAR DANCE PARTY / TOYOTA / TOYOTA AYGO / HAPPINESS BRUSSELS, BELGIUM**





## SUSTAINABILITY / WALMART / RETAIL STORE / MEDIAVEST USA New York, USA

### Walmart Leveraging scale to save the Earth

**Problem:**  
Need to drive sales of sustainable products – but Mom believes the Earth is too overwhelming to do alone

**Solution:**  
Show Mom she is not alone by quantifying the impact of 200 million Walmart shoppers making small changes together

**Results:**

- Doubled our sales goal for CFL light bulbs – the equivalent of taking 3 power plants off the electrical grid
- Moms used our widget to plant 470,000 virtual trees – which we honored by planting 40,000 real ones



**I pledge to replace 1 light bulb in my house with a CFL bulb.**

It's time to stop using incandescent bulbs. They are so inefficient and so wasteful. I'm going to replace one of my old bulbs with a CFL bulb. I'll save money and help the environment.



**Save on foods you enjoy every day, while benefiting the world tomorrow.**

**Walmart's Green Living**

Walmart's Green Living offers a variety of sustainable products that are good for you and good for the planet. From reusable shopping bags to energy-efficient light bulbs, we have everything you need to live a greener life.

**Help ease strain on the environment. And your pocketbook.**

**Walmart's Green Living**

Walmart's Green Living offers a variety of sustainable products that are good for you and good for the planet. From reusable shopping bags to energy-efficient light bulbs, we have everything you need to live a greener life.

Our custom 16-page insert was printed on recycled paper and featured editorial tips that showcased co-op Brands



Vignettes on NBC featured notable talent providing advice for green living

The community home page on CafeMom shared daily tips featuring Walmart brands and tallied member pledges and virtual trees planted



**Интересно, какой же тренд будет преобладать в 2010?  
Попытаемся угадать!**





Спасибо за  
внимание!

