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## IPA agencies produce pride of Lions at Cannes

25/06/2008



The IPA would like to congratulate the 16 IPA member agencies who picked up a total of 41 awards, including one Grand Prix, nine gold awards, 14 silver awards and 17 bronze awards, as well as Interactive Agency of the Year, at the 2008 Cannes Lions Festival.

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This year marked the 55th Cannes International Advertising Festival, which once again witnessed over 10,000 visitors from the advertising and allied industries celebrate the best of creativity across all sectors, discuss industry issues and network with one another.

The winning IPA member agencies who received the highly coveted Lion trophies are:

### Grand Prix

Fallon London was awarded the Grand Prix in the film category for its Cadbury's 'Gorilla' ad.

### Interactive Agency of the Year

Lean Mean Fighting Machine

### Film Lions Winners

#### Gold

Fallon London - 'Cake', Skoda

Fallon London - 'Play-doh', Sony

DDB London — 'Night Drive', Volkswagen

WCRS — 'Awareness Test', Transport for London

#### Silver

Fallon — 'Music Pieces', Sony (Home Electronics & Audio Visual category)

Fallon — 'Music Pieces', Sony (Best Use of Music category)

**Silver**

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Fallon - 'Music Pieces', Sony (Best Use of Music category)  
DDB London - 'Dog', VW Polo, Volkswagen  
Abbott Mead Vickers BDDO — 'Kill the Gun', Choice FM  
Abbott Mead Vickers BDDO — 'Hanging Man', Samaritans  
Beattie McGuinness Bungay — 'Out' and 'Space', Carling, Coors Brewers  
Wieden+Kennedy Amsterdam — 'Can't Drink', 'Liar' and 'Brain', Coca-Cola Zero, The Coca-Cola Company

**Bronze**

Abbott Mead Vickers BDDO — 'Tipping Point', Draught Guinness, Diageo  
JWT London — 'Sea', Smirnoff Vodka, Diageo  
BBH London — 'Roboboy', OMO Laundry Detergent, Unilever  
DDB London — 'Karis', Satinelle Razor, Philips  
DDB London — 'Enjoy the everyday', VW Gold, Volkswagen  
BBH London — 'Construction', Audi R8, Audi UK  
Mother — 'Moment of truth', Boots  
Mother — 'Rob Lowe', Orange  
DDB London — 'Toy story', VW, Volkswagen

**Direct Lions Winners****Gold**

JWT London, 'Anti-slavery', MTV Foundation (Charities, Public Health & Safety, Public awareness category)

**Bronze**

Ogilvy London, 'Ashtray to vase', Charity Auction, Cancer Research  
CHI & Partners, 'Enjoy the game', Online gambling, 888.com  
JWT London, 'Anti-slavery', MTV Foundation (Integrated Campaign category)

**Promo Lions Winners****Gold**

McCann Erickson, 'Xbox Halo 3', Xbox

**Radio Lions Winners****Silver**

CHI & Partners, 'Heat 1', Tango

**Bronze**

CHI & Partners, 'Spa', 'Salsa' and 'Take That', Toyota Yaris

**Outdoor Lions Winners****Silver**

DDB London, 'Bathroom', 'Kitchen' and 'Fountain' Harvey Nichols  
DDB London, 'Boxing Helmet', 'Norse helmet' and 'Football helmet', Harvey Nichols  
Summer Sale

**Bronze**

DDB London, 'Silver Sleeping Bag', 'Red Sleeping Bag' and 'Yellow Sleeping Bag,' Harvey Nichols Winter Sale

**Media Lions Winners**

DDO London, 'Boxing Helmet', 'Norse Helmet' and 'Football Helmet', Harvey Nichols

Summer Sale

**Bronze**

DDB London, 'Silver Sleeping Bag', 'Red Sleeping Bag' and 'Yellow Sleeping Bag,' Harvey Nichols Winter Sale

**Media Lions Winners**

**Silver**

BBH London, 'Get in there', Lynx FX Fragrance, Unilever

**Bronze**

Nitro London, 'Interactive cinema gaming', Volvo XC70, Volvo

**Cyber Lions Winners**

**Gold**

Lean Mean Fighting Machine, 'Non-stop Fernando', Dubai to Sao Paolo flights, Emirates - copywritten by UK Young Lions representatives Alex Mavor and Ed Kaye

Glue London, 'Loop', 'Plinth' and 'Smile', Mini

Lean Mean Fighting Machine, 'Balloons', 'Chicken' and 'Spoons', Virgin Games

**Silver**

BBH London, 'F\*ck off', Barnardo's

Beattie McGuinness Bungay, 'iPint', Carling Beer, Coors Brewers

Lean Mean Fighting Machine, 'Mumbai' and 'UK', Emirates

**Bronze**

Archibald Ingall Stretton, 'Stare Out', O2

Lean Mean Fighting Machine, 'Non-stop Fernando', Dubai to Sao Paolo flights, Emirates - copywritten by UK Young Lions representatives Alex Mavor and Ed Kaye

For more information, please visit: [www.canneslions.com/winners](http://www.canneslions.com/winners)



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