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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)

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#### Silver

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

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

bbb condon, boxing riginier, Norse neimer and ricotball neimer, 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', 02

Lean Mean Fighting Machine, 'Non-stop Fernando', Dubai to Sao Paolo flights, Emirates

- copywritten by UK Young Lions representatives Alex Mayor and Ed Kaye

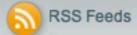
For more information, please visit: www.canneslions.com/winners













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