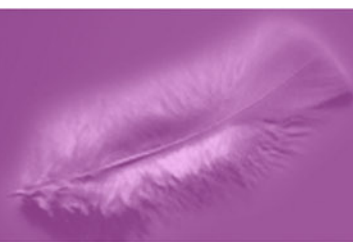




# Archive Winners & Finalists

London International Awards



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## Television/Cinema

### Categories:

Campaign  
Low-Budget Campaign  
Public Service/Social  
Welfare Campaign  
Animation-Cel  
Animation-Computer  
Apparel  
Automotive  
Automotive Products  
Beverages: Alcoholic  
Beverages: Non-Alcoholic  
Cinematography  
Corporate  
Cosmetics/Toiletries  
Dairy Products  
Direction-Dialogue  
Direction-Visual  
Editing  
Entertainment  
Foods  
Home Entertainment Equipment  
Home Maintenance  
Humour  
Low Budget  
Media Promotion  
New Director Broadcast  
Original Music Scoring  
Pharmaceuticals  
Public Service/Social Welfare  
Recreation Equipment  
Retail Services  
Retail Stores  
Sound Design  
Special Adaptation of Music  
Special Effects  
Travel  
Utilities

## 2004 Television/Cinema Winners: Automotive



Entrant: **BETC Euro RSCG, Paris**  
**Peugeot 407 - The Toys**

Client: Peugeot Automobiles  
Agency: BETC Euro RSCG, Paris  
Creative Director: Rémi Babinet  
Copywriter: Rémi Noel  
Art Director: Eric Holden  
Agency Producers: Simon Chater-Robinson/David Green  
Production Company: Wanda, Paris  
Director: Philippe André