

Cannes Lions Live 2005

Media Lions Winners



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
B06 Vertical Marketing - for Specialist Interests				
CLOTHING DONATION	PROCTER & GAMBLE	BIOMAT LAUNDRY DETERGENT	MEDIACOM TEL AVIV	ISRAEL
MEDIA LION				
A01 Best use of TV				
WHAT HAPPENED TO THE COLOUR?	CLOROX DE COLOMBIA	CLOROX FOR COLOURS	OMD COLOMBIA	COLOMBIA
A02 Best use of Cinema				
SPEED	NANDO'S	CHICKEN RESTAURANT	THE JUPITER DRAWING ROOM (SOUTH AFRICA)	SOUTH AFRICA
FREEZE	THE SALVATION ARMY	WINTER APPEAL FOR THE HOMELESS	LOBEDU LEO BURNETT	SOUTH AFRICA
A03 Best use of Magazines				
GIRL	UNILEVER	AXE UNLIMITED DEODORANT	LOWE/SSPM	COLOMBIA
A04 Best use of Newspapers				
TIME LAG	TOSHIBA CORPORATION	TRILOBITE CLEANING ROBOT	ADK	JAPAN
A05 Best use of Outdoor				
IMPOSSIBLE SPRINT	ADIDAS	OLYMPICS EVENT	TBWA\JAPAN	JAPAN
FROSTY WINDOW	AJINOMOTO CO.	KNORR SOUP	HAKUHODO	JAPAN
A07 Best Purpose-Built Media, incl. Special Events/Stunts				
THE FRESCO CAMPAIGN	LIECHTENSTEIN MUSEUM	DIE FÜRSTLICHEN SAMMLUNGEN	WIEN NORD PILZ	AUSTRIA
SMART FORFOUR ON TRACKS	DAIMLERCHRYSLER	SMART FORFOUR	SPRINGER & JACOBY MEDIA	GERMANY
A08 Best use of Internet/New Media				
RADIO MESSAGES	CHEVROLET	TAXI 7:24	OMD COLOMBIA	COLOMBIA
A09 Best use of Mixed Media				
HEYAH LAUNCH CAMPAIGN	POLSKA TELEFONIA CYFROWA	HEYAH MOBILE NETWORK	OMD POLAND	POLAND
NIKE SPEED	NIKE CANADA	NIKE SPORTS APPAREL	COSSETTE MEDIA	CANADA
A10 Best use of Sponsorship				
THE DAY AFTER TOMORROW	20TH CENTURY FOX	THE DAY AFTER TOMORROW MOVIE	OPTIMEDIA AUSTRALIA	AUSTRALIA
VIRTUAL HISTORY	HEWLETT-PACKARD	DIGITAL IMAGING	ZENITHOPTIMEDIA	UNITED KINGDOM
B02 Young Adults (18-34 years)				
DISCOVER THE TRUTH	KADOKAWA SHOTEN PUBLISHING CO.	KADOKAWA BOOKS	DENTSU	JAPAN
B03 All Adults				
PONTIAC G6 OPRAH	GENERAL MOTORS	PONTIAC G6	GM PLANWORKS	USA
B04 Men				
DELIVERING TO BEER	SIBIRSKY BEREK	BEERKA BEER SNACKS	KRYN/STARCOM	BELARUS
B05 Women				
IS YOUR LIPSTICK STILL ON?	PROCTER & GAMBLE	COVER GIRL LIPSTICK	THE MEDIA COMPANY	CANADA
B08 Pro Bono and Cause Marketing				
PAINTING THE CITY	TEACHERS OF BESLAN COMMITTEE	CAMPAIGN FOR BESLAN CHILDREN	IQ MARKETING	RUSSIA