

Cannes Lions Live 2005 Outdoor Winners



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
B20 Corporate Image				
STREET BUILDING	SILFA	LEGO	OGILVY & MATHER SANTIAGO	CHILE
GOLD LION				
B05 Household				
POLICE OFFICER	RECKITT BENCKISER	NUGGET SHOE POLISH	THE JUPITER DRAWING ROOM	SOUTH AFRICA
B10 Miscellaneous				
FOREST	PEDIGREE	DOG BISCUITS	TBWA\PARIS	FRANCE 1 OF 2 CAMPAIGN
LADY	PEDIGREE	DOG BISCUITS	TBWA\PARIS	FRANCE 2 OF 2 CAMPAIGN
B11 Cars & Automotive Services				
PLUMBER	VOLKSWAGEN COMMERCIAL VEHICLES	COMMERCIAL VEHICLES	DDB PARIS	FRANCE 1 OF 4 CAMPAIGN
ELECTRICIAN	VOLKSWAGEN COMMERCIAL VEHICLES	COMMERCIAL VEHICLES	DDB PARIS	FRANCE 2 OF 4 CAMPAIGN
SCRUBBER	VOLKSWAGEN COMMERCIAL VEHICLES	COMMERCIAL VEHICLES	DDB PARIS	FRANCE 3 OF 4 CAMPAIGN
DIVER	VOLKSWAGEN COMMERCIAL VEHICLES	COMMERCIAL VEHICLES	DDB PARIS	FRANCE 4 OF 4 CAMPAIGN
B12 Retail Stores				
BEANS	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM 1 OF 4 CAMPAIGN
CAT	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM 2 OF 4 CAMPAIGN
JIGSAW	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM 3 OF 4 CAMPAIGN
TOILET PAPER	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM 4 OF 4 CAMPAIGN
B15 Entertainment & Leisure				
ADULTERY	SONY PLAYSTATION	PLAYSTATION 2	TBWA\PARIS	FRANCE
B16 Publications & Media				
PENDULUM	TIME MAGAZINE	TIME MAGAZINE	FALLON NEW YORK	USA
B22 Public Awareness Messages				
CHURCHILL	ANGLICAN WELFARE COUNCIL	MENTAL HEALTH AWARENESS	OGILVY & MATHER	SINGAPORE 1 OF 3 CAMPAIGN
NEWTON	ANGLICAN WELFARE COUNCIL	MENTAL HEALTH AWARENESS	OGILVY & MATHER	SINGAPORE 2 OF 3 CAMPAIGN
CHAPLIN	ANGLICAN WELFARE COUNCIL	MENTAL HEALTH AWARENESS	OGILVY & MATHER	SINGAPORE 3 OF 3 CAMPAIGN
FINGERS	EMI	MUSIC PIRACY AWARENESS	TBWA\PARIS	FRANCE 1 OF 5 CAMPAIGN
SUPPORTERS	EMI	MUSIC PIRACY AWARENESS	TBWA\PARIS	FRANCE 2 OF 5 CAMPAIGN
SWEAT	EMI	MUSIC PIRACY AWARENESS	TBWA\PARIS	FRANCE 3 OF 5 CAMPAIGN
VOCAL CORDS	EMI	MUSIC PIRACY AWARENESS	TBWA\PARIS	FRANCE 4 OF 5 CAMPAIGN
HEART	EMI	MUSIC PIRACY AWARENESS	TBWA\PARIS	FRANCE 5 OF 5 CAMPAIGN
B26 Transit				
FRESCO AIRPORT	LIECHTENSTEIN MUSEUM	MUSEUM RE-OPENING	WIEN NORD PILZ	AUSTRIA 1 OF 2 CAMPAIGN
FRESCO TAXI	LIECHTENSTEIN MUSEUM	MUSEUM RE-OPENING	WIEN NORD PILZ	AUSTRIA 2 OF 2 CAMPAIGN
B27 Ambient				
LIGHTBULB	THE ECONOMIST	MAGAZINE	ABBOTT MEAD VICKERS.BBDO	UNITED KINGDOM
SILVER LION				
B05 Household				
EXAM CHEAT NOTE	RECKITT BENCKISER	NUGGET SHOE POLISH	THE JUPITER DRAWING ROOM	SOUTH AFRICA
B06 Home Appliances/Furnishings/Electronics & Audio-Visual				
TRIM LINE-TRANSIT	TRIM LINE	SECURITY GLASS	RETHINK	CANADA
B08 Toiletries & OTC Pharmacy				
COFFEE	PFIZER	VIAGRA	DDB	BELGIUM 1 OF 3 CAMPAIGN
OFFICE	PFIZER	VIAGRA	DDB	BELGIUM 2 OF 3 CAMPAIGN
VACUUM CLEANER	PFIZER	VIAGRA	DDB	BELGIUM 3 OF 3 CAMPAIGN
B09 Clothing, Footwear & Accessories				
WHITEBOARD	EUT FASHION	WONDERBRA	NAGA DDB MALAYSIA	MALAYSIA
B12 Retail Stores				
FROG	SIAM TAMIYA	MODEL KITS SHOP	CREATIVE JUICE\G1 (TBWA)	THAILAND 1 OF 3 CAMPAIGN
LIGHT BULB	SIAM TAMIYA	MODEL KITS SHOP	CREATIVE JUICE\G1 (TBWA)	THAILAND 2 OF 3 CAMPAIGN
WATER MELON	SIAM TAMIYA	MODEL KITS SHOP	CREATIVE JUICE\G1 (TBWA)	THAILAND 3 OF 3 CAMPAIGN
B13 Restaurants & Fast Food Outlets				
PSYCHO	PIZZA HUT SINGAPORE	PIZZA DELIVERY	BBDO SINGAPORE	SINGAPORE 1 OF 3 CAMPAIGN
SINGING IN THE RAIN	PIZZA HUT SINGAPORE	PIZZA DELIVERY	BBDO SINGAPORE	SINGAPORE 2 OF 3 CAMPAIGN

THE GRADUATE	PIZZA HUT SINGAPORE	PIZZA HUT	BBDO SINGAPORE	SINGAPORE 3 OF 3 CAMPAIGN
B14 Travel, Transport & Tourism				
CROWD	AIR TAHITI NUI	AIRLINE	SAATCHI & SAATCHI	USA 1 OF 3 CAMPAIGN
LIBERTY	AIR TAHITI NUI	AIRLINE	SAATCHI & SAATCHI	USA 2 OF 3 CAMPAIGN
SKYLINE	AIR TAHITI NUI	AIRLINE	SAATCHI & SAATCHI	USA 3 OF 3 CAMPAIGN
B15 Entertainment & Leisure				
BIRDS PLUGS	A:DOOR SONY PLAYSTATION	ART CENTRE PLAYSTATION 2	OGILVY & MATHER TBWA\PARIS	INDIA FRANCE
B16 Publications & Media				
BRAINS REMIND PEOPLE	THE ECONOMIST THE ECONOMIST	MAGAZINE MAGAZINE	ABBOTT MEAD VICKERS.BBDO ABBOTT MEAD VICKERS.BBDO	UNITED KINGDOM UNITED KINGDOM
B18 Business Equipment & Services				
FART	STUDIO FUNK	RECORDING STUDIO	GRABARZ & PARTNER WERBEAGENTUR	GERMANY 1 OF 3 CAMPAIGN
RUSTLE	STUDIO FUNK	RECORDING STUDIO	GRABARZ & PARTNER WERBEAGENTUR	GERMANY 2 OF 3 CAMPAIGN
SLOBBER	STUDIO FUNK	RECORDING STUDIO	GRABARZ & PARTNER WERBEAGENTUR	GERMANY 3 OF 3 CAMPAIGN
CORRIDOR	AQUENT	BUSINESS SERVICES	LEO BURNETT	SINGAPORE 1 OF 2 CAMPAIGN
VIDEO	AQUENT	BUSINESS SERVICES	LEO BURNETT	SINGAPORE 2 OF 2 CAMPAIGN
B19 Commercial Public Services				
THE PRINCESS	LET'S TALK	SCHOOL FOR ENGLISH	ALMAPBBDO	BRAZIL 1 OF 3 CAMPAIGN
A STAR	LET'S TALK	SCHOOL FOR ENGLISH	ALMAPBBDO	BRAZIL 2 OF 3 CAMPAIGN
THE GUITAR	LET'S TALK	SCHOOL FOR ENGLISH	ALMAPBBDO	BRAZIL 3 OF 3 CAMPAIGN
449	DHL	COURIER SERVICE	OGILVY & MATHER MEXICO	MEXICO 1 OF 3 CAMPAIGN
NO	DHL	COURIER SERVICE	OGILVY & MATHER MEXICO	MEXICO 2 OF 3 CAMPAIGN
STORE	DHL	COURIER SERVICE	OGILVY & MATHER MEXICO	MEXICO 3 OF 3 CAMPAIGN
B21 Public Health & Safety				
PERU	FOUNDATION RAMON RUBIAL	ANTI-DRUGS	JWT	SPAIN 1 OF 3 CAMPAIGN
THAILAND	FOUNDATION RAMON RUBIAL	ANTI-DRUGS	JWT	SPAIN 2 OF 3 CAMPAIGN
VIETNAM	FOUNDATION RAMON RUBIAL	ANTI-DRUG AWARENESS	JWT	SPAIN 3 OF 3 CAMPAIGN
B22 Public Awareness Messages				
CRIME AND PUNISHMENT	NATIONAL LIBRARY	LIBRARY PROMOTION	LEO BURNETT ADVERTISING	CZECH REPUBLIC 1 OF 3 CAMPAIGN
JANE EYRE	NATIONAL LIBRARY	LIBRARY PROMOTION	LEO BURNETT ADVERTISING	CZECH REPUBLIC 2 OF 3 CAMPAIGN
THE OLD MAN AND THE SEA	NATIONAL LIBRARY	LIBRARY PROMOTION	LEO BURNETT ADVERTISING	CZECH REPUBLIC 3 OF 3 CAMPAIGN
B24 Billboard - Large Format				
IMPOSSIBLE SPRINT	ADIDAS	OLYMPIC SPONSORSHIP	TBWA\JAPAN	JAPAN
BRONZE LION				
B01 Savoury Foods				
3 HOURS	HEINZ INDIA	KETCHUP	LEO BURNETT INDIA	INDIA
B05 Household				
WELL	SPONTEX	SPONGES	TBWA\PARIS	FRANCE
B06 Home Appliances/Furnishings/Electronics & Audio-Visual				
DOGS	WERU	SOUNDPROOF WINDOWS	SCHOLZ & FRIENDS	GERMANY 1 OF 3 CAMPAIGN
GARBAGE	WERU	SOUNDPROOF WINDOWS	SCHOLZ & FRIENDS	GERMANY 2 OF 3 CAMPAIGN
ROCKER	WERU	SOUNDPROOF WINDOWS	SCHOLZ & FRIENDS	GERMANY 3 OF 3 CAMPAIGN
DRILL BITS	INTERTOOL BIEL	TOOLS	OGILVY & MATHER FRANKFURT	GERMANY 1 OF 3 CAMPAIGN
SAW BLADES	INTERTOOL BIEL	TOOLS	OGILVY & MATHER FRANKFURT	GERMANY 2 OF 3 CAMPAIGN
CUT-OFF-WHEELS	INTERTOOL BIEL	TOOLS	OGILVY & MATHER FRANKFURT	GERMANY 3 OF 3 CAMPAIGN
TEETH	ZEISS	BINOCULARS	TBWA\PARIS	FRANCE
B07 Cosmetics & Beauty				
SHADOW	DOUGLAS PHARMACEUTICALS	SUNSENSE SUNSCREEN	CLEMENGER BBDO	NEW ZEALAND
B11 Cars & Automotive Services				
ELBOW	VOLKSWAGEN	GOLF GTI	DDB GERMANY	GERMANY 1 OF 2 CAMPAIGN
WEE	VOLKSWAGEN	GOLF GTI	DDB GERMANY	GERMANY 2 OF 2 CAMPAIGN
WADING DEPTH	VOLKSWAGEN	TOUAREG	GRABARZ & PARTNER WERBEAGENTUR	GERMANY
B13 Restaurants & Fast Food Outlets				
TRIPLE THICK	McDONALD'S	McDONALD'S MILK SHAKES	LEO BURNETT	USA
B14 Travel, Transport & Tourism				
CLIFFS	CLUB MED	HOLIDAYS	PUBLICIS CONSEIL	FRANCE 1 OF 4 CAMPAIGN
DESERT	CLUB MED	HOLIDAYS	PUBLICIS CONSEIL	FRANCE 2 OF 4 CAMPAIGN
DIVERS	CLUB MED	HOLIDAYS	PUBLICIS CONSEIL	FRANCE 3 OF 4 CAMPAIGN
RAINFOREST	CLUB MED	HOLIDAYS	PUBLICIS CONSEIL	FRANCE 4 OF 4 CAMPAIGN

B15 Entertainment & Leisure				
WELCOME	SONY COMPUTER ENTERTAINMENT	SONY PLAYSTATION	TBWA\ESPANA	SPAIN
SLEEPING BEAUTY	SONY PLAYSTATION	PLAYSTATION 2	TBWA\PARIS	FRANCE
BREAD	ROYAL ONTARIO MUSEUM	MUSEUM EXHIBITION	DDB CANADA	CANADA 1 OF 3 CAMPAIGN
POINT CAR	ROYAL ONTARIO MUSEUM	MUSEUM EXHIBITION	DDB CANADA	CANADA 2 OF 3 CAMPAIGN
WIRE	ROYAL ONTARIO MUSEUM	MUSEUM EXHIBITION	DDB CANADA	CANADA 3 OF 3 CAMPAIGN
QUEEN	HASBRO	RISK BOARD GAME	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 1 OF 2 CAMPAIGN
WHITE HOUSE	HASBRO	RISK BOARD GAME	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 2 OF 2 CAMPAIGN
B16 Publications & Media				
FIGHTING BATTLE	TIME MAGAZINE	TIME MAGAZINE	FALLON NEW YORK	USA 1 OF 3 CAMPAIGN
NEW YORK	TIME MAGAZINE	TIME MAGAZINE	FALLON NEW YORK	USA 2 OF 3 CAMPAIGN
CHICAGO	TIME MAGAZINE	TIME MAGAZINE	FALLON NEW YORK	USA 3 OF 3 CAMPAIGN
B20 Corporate Image				
COUPLES	VOLKSWAGEN	VOLKSWAGEN	ALMAPBBDO	BRAZIL
B21 Public Health & Safety				
BRICK WALL	DSCR -FRENCH ROAD SAFETY	ROAD SAFETY MESSAGE	LOWE PARIS	FRANCE
NASTY SUICIDE	CANCER SOCIETY OF FINLAND	ANTI-SMOKING	BOB HELSINKI	FINLAND
B22 Public Awareness Messages				
HIDE	WWF	GLOBAL WARMING AWARENESS	OGILVY & MATHER THAILAND	THAILAND
ALVARADO	NATIONAL CORPORATION AGAINST CHILD ABUSE	CHILD ABUSE AWARENESS	OGILVY & MATHER SANTIAGO	CHILE 1 OF 3 CAMPAIGN
HERNANDEZ	NATIONAL CORPORATION AGAINST CHILD ABUSE	ANTI-CHILD ABUSE AWARENESS	OGILVY & MATHER SANTIAGO	CHILE 2 OF 3 CAMPAIGN
MARTINEZ	NATIONAL CORPORATION AGAINST CHILD ABUSE	ANTI-ABUSE AWARENESS	OGILVY & MATHER SANTIAGO	CHILE 3 OF 3 CAMPAIGN
B23 Fundraising & Appeals				
APE CASUALTIES	OROVERDE RAIN FOREST FOUNDATION	RAINFOREST CONSERVATION APPEAL	OGILVY & MATHER FRANKFURT	GERMANY 1 OF 4 CAMPAIGN
SMOKING ORANG UTAN	OROVERDE RAIN FOREST FOUNDATION	RAINFOREST CONSERVATION APPEAL	OGILVY & MATHER FRANKFURT	GERMANY 2 OF 4 CAMPAIGN
LIZARD RETREATING	OROVERDE RAIN FOREST FOUNDATION	RAINFOREST CONSERVATION APPEAL	OGILVY & MATHER FRANKFURT	GERMANY 3 OF 4 CAMPAIGN
LEOPARD OFFICER	OROVERDE RAIN FOREST FOUNDATION	RAINFOREST CONSERVATION APPEAL	OGILVY & MATHER FRANKFURT	GERMANY 4 OF 4 CAMPAIGN
ESTER SHENK	JOHANNESBURG ZOO	ZOO APPEAL	GREY WORLDWIDE SA	SOUTH AFRICA 1 OF 2 CAMPAIGN
JAMES & MILDRED	JOHANNESBURG ZOO	ZOO APPEAL	GREY WORLDWIDE SA	SOUTH AFRICA 2 OF 2 CAMPAIGN
B24 Billboard - Large Format				
REAL BEAUTY	DOVE	DOVE	OGILVYONE WORLDWIDE	USA
B25 Street Furniture				
TRAM SHELTER	AMNESTY INTERNATIONAL	ANTI-VIOLENCE AGAINST WOMEN	TBWA\PHS HELSINKI	FINLAND
ADHESIVE STICK	HENKEL ADHESIVOS Y TECNOLOGIAS	PRITT ADHESIVES	DDB ESPANA	SPAIN
B26 Transit				
WHEEL CLAMP	FORD MALAYSIA	RANGER FORD	JWT MALAYSIA	MALAYSIA
B27 Ambient				
BOOMGATE	PROCTER & GAMBLE	IAMS DOG FOOD	SAATCHI & SAATCHI	AUSTRALIA
BALLERINA	JOFFREY BALLET SCHOOL	BALLET SCHOOL	SAATCHI & SAATCHI	USA
CARGO 2	FIAT AUTOMOTIVE	FIAT DUCATO	LEO BURNETT BRASIL	BRAZIL 1 OF 2 CAMPAIGN
CARGO 3	FIAT AUTOMOTIVE	FIAT DUCATO	LEO BURNETT BRASIL	BRAZIL 2 OF 2 CAMPAIGN