

# Cannes Lions Live 2005 Film Winners



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
<b>GRAND PRIX</b>				
<b>11 Cars</b>				
GRRR	HONDA	HONDA DIESEL	WIEDEN+KENNEDY	UNITED KINGDOM
<b>GOLD LION</b>				
<b>02 Sweet Foods</b>				
PEOPLE OF PAIN	ALTOIDS	ALTONIDS SOURS	LEO BURNETT	USA 1 OF 3 CAMPAIGN
MASTERING THE MOTHER TONGUE	ALTOIDS	ALTONIDS SOURS	LEO BURNETT	USA 2 OF 3 CAMPAIGN
FABLE OF THE FRUIT BAT	ALTOIDS	ALTONIDS SOURS	LEO BURNETT	USA 3 OF 3 CAMPAIGN
<b>07 Cosmetics &amp; Beauty</b>				
STUNT CITY	UNILEVER	REXONA	LOWE LONDON	UNITED KINGDOM
<b>08 Toiletries &amp; OTC Pharmacy</b>				
JINXED	KLABIN KIMBERLEY	KLEENEX TISSUES	JWT	BRAZIL
GOLF	PFIZER CANADA	VIAGRA ERECTILE DYSFUNCTION DRUG	TAXI CANADA	CANADA 1 OF 3 CAMPAIGN
OFFICE	PFIZER CANADA	VIAGRA ERECTILE DYSFUNCTION DRUG	TAXI CANADA	CANADA 2 OF 3 CAMPAIGN
COACH	PFIZER CANADA	VIAGRA ERECTILE DYSFUNCTION DRUG	TAXI CANADA	CANADA 3 OF 3 CAMPAIGN
<b>11 Cars</b>				
SOUNDS OF SUMMER	MERCEDES-BENZ	MERCEDES CONVERTIBLES	SPRINGER & JACOBY WERBUNG	GERMANY
COUNTERFEIT	MINI	MINI COOPER	CRISPIN PORTER + BOGUSKY	USA
<b>12 Other Vehicles, Auto Products &amp; Services</b>				
KING KONG	FORD SALES & SERVICE THAILAND	FORD RANGER OPENCAB	JWT BANGKOK	THAILAND
<b>13 Home Electronics &amp; Audio-Visual</b>				
RED-EYED BABY	OLYMPUS EUROPE	OLYMPUS DIGITAL CAMERA	SPRINGER & JACOBY INTERNATIONAL	THE NETHERLANDS 1 OF 4 CAMPAIGN
CROPPED TOURISTS	OLYMPUS EUROPE	OLYMPUS DIGITAL CAMERA	SPRINGER & JACOBY INTERNATIONAL	THE NETHERLANDS 2 OF 4 CAMPAIGN
DISTORTED DOGS	OLYMPUS EUROPE	OLYMPUS DIGITAL CAMERA	SPRINGER & JACOBY INTERNATIONAL	THE NETHERLANDS 3 OF 4 CAMPAIGN
BLURRY BOY	OLYMPUS EUROPE	OLYMPUS DIGITAL CAMERA	SPRINGER & JACOBY INTERNATIONAL	THE NETHERLANDS 4 OF 4 CAMPAIGN
<b>17 Entertainment &amp; Leisure</b>				
GOLFERS	SONY PLAYSTATION	PLAYSTATION 2	TBWA\LONDON	UNITED KINGDOM 1 OF 3 CAMPAIGN
ATHLETES	SONY PLAYSTATION	PLAYSTATION 2	TBWA\LONDON	UNITED KINGDOM 2 OF 3 CAMPAIGN
TRADERS	SONY PLAYSTATION	PLAYSTATION 2	TBWA\LONDON	UNITED KINGDOM 3 OF 3 CAMPAIGN
<b>18 Publications &amp; Media</b>				
MOTHER	L'EQUIPE	L'EQUIPE NEWSPAPER	DDB PARIS	FRANCE 1 OF 2 CAMPAIGN
CHILD	L'EQUIPE	L'EQUIPE NEWSPAPER	DDB PARIS	FRANCE 2 OF 2 CAMPAIGN
<b>19 Banking, Investment &amp; Insurance</b>				
BRAILLE	DEXIA	AXION YOUTH BANKING	DUVAL GUILLAUME BRUSSELS	BELGIUM
<b>23 Corporate Image</b>				
UNSTOPPABLE	ADIDAS	APPAREL	TBWA\CHIAT\DAY	USA
HELLO TOMORROW	ADIDAS	FOOTWEAR	TBWA\CHIAT\DAY	USA
<b>24 Public Health &amp; Safety</b>				
VIBRATORS	AIDES	AIDS AWARENESS	TBWA\PARIS	FRANCE
<b>25 Public Awareness Messages</b>				
LOST MONEY	ENERGY POLICY AND PLANNING OFFICE	ENERGY CONSERVATION	SAATCHI & SAATCHI THAILAND	THAILAND 1 OF 3 CAMPAIGN
MOUSE TRAP	ENERGY POLICY AND PLANNING OFFICE	ENERGY CONSERVATION	SAATCHI & SAATCHI THAILAND	THAILAND 2 OF 3 CAMPAIGN
MADAM	ENERGY POLICY AND PLANNING OFFICE	ENERGY CONSERVATION	SAATCHI & SAATCHI THAILAND	THAILAND 3 OF 3 CAMPAIGN
<b>26 Fundraising &amp; Appeals</b>				
MAGIC	PONLE CORAZÓN	MOTHERS OF THE HEART CAMPAIGN	LEO BURNETT DEL PERU	PERU
VENTRILOQUIST	NSPCC	CHILD PROTECTION CHARITY	SAATCHI & SAATCHI	UNITED KINGDOM
<b>27 Best Use of Music</b>				
HELLO TOMORROW	ADIDAS	FOOTWEAR & APPAREL	TBWA\CHIAT\DAY	USA
<b>SILVER LION</b>				
<b>01 Savoury Foods</b>				
THE RACE	CHARAL	BEEF	LEO BURNETT PARIS	FRANCE
DOGGY	H.J HEINZ	KETCHUP	LEO BURNETT	UNITED KINGDOM 1 OF 2 CAMPAIGN
MOUSE TRAP	H.J HEINZ	KETCHUP	LEO BURNETT	UNITED KINGDOM 2 OF 2 CAMPAIGN
<b>02 Sweet Foods</b>				
FIBRE CYCLE	KELLOGG'S	FROSTED MINI WHEATS	LAPIZ	USA
<b>03 Alcoholic Drinks</b>				
CARNIVAL	MAHOU	SAN MIGUEL BEER	ARNOLD WORLDWIDE SPAIN	SPAIN
DIAMOND	DIAGEO	SMIRNOFF RED VODKA	JWT	UNITED KINGDOM
<b>04 Non-Alcoholic Drinks</b>				
CAR	K-FEE	CAFFEINE DRINK	JUNG von MATT GERMANY	GERMANY 1 OF 3 CAMPAIGN

GOLF	K-FEE	CAFFEINE DRINK	JUNG von MATT GERMANY	GERMANY 2 OF 3 CAMPAIGN
BEACH	K-FEE	CAFFEINE DRINK	JUNG von MATT GERMANY	GERMANY 3 OF 3 CAMPAIGN
MOTHER'S DAY PIPES	UNI PRESIDENT (THAILAND) TANGO	UNIF GREEN TEA SOFT DRINKS	BBDO BANGKOK CLEMMOW HORNBY INGE	THAILAND UNITED KINGDOM 1 OF 2 CAMPAIGN
VELCRO	TANGO	SOFT DRINKS	CLEMMOW HORNBY INGE	UNITED KINGDOM 2 OF 2 CAMPAIGN
<b>05 Household</b>				
MANO JAPONESA	ENERGIZER	BATTERIES	GRUPO GALLEGOS	USA
WIND	RECKITT BENCKISER	FURNITURE POLISH	JWT	BRAZIL
<b>07 Cosmetics &amp; Beauty</b>				
RESIDUE	AXE	DEODORANT/BODY SPRAY	BARTLE BOGLE HEGARTY	USA
<b>08 Toiletries &amp; OTC Pharmacy</b>				
STAIRS	PROCTER & GAMBLE	PAMPERS	DEL CAMPO NAZCA SAATCHI & SAATCHI	ARGENTINA
<b>09 Clothing, Footwear &amp; Accessories</b>				
KARL LAGERFELD FOR H&M MIDSUMMER	H&M LEVI'S EUROPE	KARL LAGERFELD'S COLLECTION FOR H&M 501 JEANS WITH ANTI-FIT	RAF BARTLE BOGLE HEGARTY	SWEDEN UNITED KINGDOM
<b>10 Miscellaneous</b>				
PRANK CALL	BIC	PERMANENT MARKER	McCANN ERICKSON SINGAPORE	SINGAPORE
PING PONG	SHOWBOUND NATURALS	PET FOOD	GREY WORLDWIDE	USA
<b>13 Home Electronics &amp; Audio-Visual</b>				
SHOWER	VIRGIN MOBILE USA	MOBILE PHONE	FALLON NEW YORK	USA 1 OF 3 CAMPAIGN
THING	VIRGIN MOBILE USA	MOBILE PHONE	FALLON NEW YORK	USA 2 OF 3 CAMPAIGN
CALL WAITING	VIRGIN MOBILE USA	MOBILE PHONE	FALLON NEW YORK	USA 3 OF 3 CAMPAIGN
<b>16 Travel, Transport &amp; Tourism</b>				
LOVE STORY	VIRGIN ATLANTIC	UPPER CLASS SUITES	NET#WORK BBDO	SOUTH AFRICA
<b>17 Entertainment &amp; Leisure</b>				
HUSKY GIRLS	AJINOMOTO	AJINOMOTO STADIUM	DENTSU	JAPAN
<b>18 Publications &amp; Media</b>				
PARENTS' DAY	VH1	SATELLITE TV CHANNEL	LA COMUNIDAD	USA
<b>19 Banking, Investment &amp; Insurance</b>				
HEADMAN VILLAGER LEE	KRUNGTHAI BANK	BANKING	EURO RSCG FLAGSHIP	THAILAND
<b>21 Commercial Public Services</b>				
VAN	PROXIMUS	MOBILE NETWORK	LG&F	BELGIUM 1 OF 2 CAMPAIGN
BEAR	PROXIMUS	MOBILE NETWORK	LG&F	BELGIUM 2 OF 2 CAMPAIGN
<b>23 Corporate Image</b>				
GIMME THE BALL IMPROVISATION	ADIDAS INTERNATIONAL ADIDAS	SPORTSWEAR SPORTSWEAR	180 AMSTERDAM RSA USA	THE NETHERLANDS USA
TENNIS INSTRUCTOR	NIKE	NIKE	GORGEOUS ENTERPRISES	UNITED KINGDOM
MADE TO PERFECTION	ADIDAS	FOOTWEAR	TBWA\CHIAT\DAY	USA
<b>24 Public Health &amp; Safety</b>				
VOICE	AMERICAN LEGACY FOUNDATION	ANTI-SMOKING	ARNOLD WORLDWIDE	USA
MARIE LUCKY	INPES DFT	PASSIVE SMOKING AWARENESS ROAD SAFETY	FCB PARIS ABBOTT MEAD VICKERS.BBDO	FRANCE UNITED KINGDOM
<b>25 Public Awareness Messages</b>				
BUNSO	UNITED NATIONS CHILDREN'S FUND (UNICEF) / CONSUELO FOUNDATION	JUVENILE JUSTICE LAW REFORM	BBDO GUERRERO ORTEGA	THE PHILIPPINES
<b>26 Fundraising &amp; Appeals</b>				
BARCODE CAGE	INTERNATIONAL FUND FOR ANIMAL WELFARE	ANIMAL WELFARE	SPRINGER & JACOBY WERBUNG	GERMANY
KITCHEN	ORGAN TRANSPLANTS ASSOCIATION	ORGAN DONATION APPEAL	DDB BRASIL	BRAZIL
<b>BRONZE LION</b>				
<b>01 Savoury Foods</b>				
THE BLOB UNAUSTRALIAN	UNILEVER BEST FOODS MEAT AND LIVESTOCK AUSTRALIA	MARMITE LAMB	THE SWEET SHOP BMF ADVERTISING	NEW ZEALAND AUSTRALIA
DIAMOND	LE BARRAN	CHICKEN	DDB PARIS	FRANCE 1 OF 2 CAMPAIGN
SHIRT	LE BARRAN	CHICKEN	DDB PARIS	FRANCE 2 OF 2 CAMPAIGN
<b>02 Sweet Foods</b>				
SHELTER	MASTERFOODS	SKITTLES GUM	TBWA\LONDON	UNITED KINGDOM 1 OF 2 CAMPAIGN
CHERUBS	MASTERFOODS	SKITTLES GUM	TBWA\LONDON	UNITED KINGDOM 2 OF 2 CAMPAIGN
ERIC	MASTERFOODS	SKITTLES CANDY	TBWA\CHIAT\DAY	USA 1 OF 3 CAMPAIGN
RAINBOW SITTING	MASTERFOODS	SKITTLES CANDY	TBWA\CHIAT\DAY	USA 2 OF 3 CAMPAIGN
SHEEPBOYS	MASTERFOODS	SMOOTHIE MIX SKITTLES CANDY	TBWA\CHIAT\DAY	USA 3 OF 3 CAMPAIGN
<b>03 Alcoholic Drinks</b>				
BREEZE SURFER PILOT	DIAGEO GUINNESS INTERBREW	GORDON'S GIN GUINNESS EXTRA COLD BEER STELLA ARTOIS BEER	BARTLE BOGLE HEGARTY ABBOTT MEAD VICKERS.BBDO LOWE LONDON	UNITED KINGDOM UNITED KINGDOM UNITED KINGDOM
<b>04 Non-Alcoholic Drinks</b>				
RIVALRIES CANOPY	COCA-COLA PEPSICO	COCA-COLA MOUNTAIN DEW SOFT DRINK	SANTO BUENOS AIRES BBDO NEW YORK	ARGENTINA USA 1 OF 3 CAMPAIGN
HALLWAY	PEPSICO	MOUNTAIN DEW SOFT DRINK	BBDO NEW YORK	USA 2 OF 3 CAMPAIGN
HELICOPTER	PEPSICO	MOUNTAIN DEW SOFT DRINK	BBDO NEW YORK	USA 3 OF 3 CAMPAIGN

PARADE	COCA-COLA	COCA-COLA	SRA RUSHMORE	SPAIN
<b>05 Household</b>				
POOL	THE CLOROX COMPANY	GLAD PRESS N' SEAL	DDB SAN FRANCISCO	USA
<b>07 Cosmetics &amp; Beauty</b>				
EVIDENCE	AXE	SHOWER GEL	BARTLE BOGLE HEGARTY	USA
SHIRTS	LEVER	AXE BODY SPRAY	VEGAOLMOSPONCE	ARGENTINA
NO	LEVER	AXE BODY SPRAY	VEGAOLMOSPONCE	ARGENTINA
JEREMIAH	LEVER	AXE BODY SPRAY	VEGAOLMOSPONCE	ARGENTINA
<b>08 Toiletries &amp; OTC Pharmacy</b>				
DATE	S&SONS TRADING	SCOTCH ESSENCE OF CHICKEN	Y&R THAILAND	THAILAND
<b>09 Clothing, Footwear &amp; Accessories</b>				
SPIDER	GROSBY	COMFORT SHOES	WHYBIN TBWA	AUSTRALIA
UNDERWEAR	ALPARGATAS	RAINHA TRAINERS	F/NAZCA SAATCHI & SAATCHI	BRAZIL
<b>10 Miscellaneous</b>				
SCRATCHES	MASTERFOODS BRASIL ALIMENTOS	WHISKAS CAT FOOD	ALMAPBBDO	BRAZIL
<b>11 Cars</b>				
WATERING CAN	MERCEDES-BENZ	CLK-CLASS	SPRINGER & JACOBY WERBUNG	GERMANY
POLICEMEN	VOLKSWAGEN MEXICO	GOLF GTI	DDB MEXICO	MEXICO
KIDS ON STEPS	VOLKSWAGEN	VW GOLF DSG	DDB GERMANY	GERMANY
DOG	ADAM OPEL	ASTRA CAR	McCANN ERICKSON BCA	GERMANY
CARBOT	CITROEN	CITROEN C4	EURO RSCG LONDON	UNITED KINGDOM
BAIT	TOYOTA	TOYOTA VIOS	SAATCHI & SAATCHI	MALAYSIA
SCHOOL	VOLKSWAGEN	VW TOUTAREG	DDB LONDON	UNITED KINGDOM
SINGIN' IN THE RAIN	VOLKSWAGEN	GOLF GTI	DDB LONDON	UNITED KINGDOM
<b>12 Other Vehicles, Auto Products &amp; Services</b>				
CLONE	VOLKSWAGEN	VW PARTS	ALMAPBBDO	BRAZIL
<b>13 Home Electronics &amp; Audio-Visual</b>				
SQUISHED LOCKER ROOM	THOMSON/RCA	RCA DLP TV	PUBLICIS	USA 1 OF 2 CAMPAIGN
SQUISHED CONCERT	THOMPSON/RCA	RCA DLP TV	PUBLICIS	USA 2 OF 2 CAMPAIGN
TOKYO	SAGEM	MYX5-2	PUBLICIS CONSEIL	FRANCE
<b>14 Retail Stores</b>				
MOSQUITO KILLER	HORNBAACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT	GERMANY 1 OF 4 CAMPAIGN
PAVING STONES	HORNBAACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT	GERMANY 2 OF 4 CAMPAIGN
POWER DRILL	HORNBAACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT	GERMANY 3 OF 4 CAMPAIGN
SILICATE PAINT	HORNBAACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT	GERMANY 4 OF 4 CAMPAIGN
TAXI	TOWER RECORDS JAPAN	RECORD STORE	DENTSU	JAPAN
STAY LONGER	FAKTA	SUPERMARKET	UNCLE GREY	DENMARK 1 OF 2 CAMPAIGN
MOVING GOODS	FAKTA	SUPERMARKET	UNCLE GREY	DENMARK 2 OF 2 CAMPAIGN
STUDENT	COCO DE MER	EROTIC BOUTIQUE	SAATCHI & SAATCHI	UNITED KINGDOM
<b>16 Travel, Transport &amp; Tourism</b>				
TANNING?	COLOR LINE	FERRY COMPANY	TRY ADVERTISING AGENCY	NORWAY 1 OF 2 CAMPAIGN
NO MORE TANNING?	COLOR LINE	FERRY COMPANY	TRY ADVERTISING AGENCY	NORWAY 2 OF 2 CAMPAIGN
THE NOSES	HOLIDAY INN	HOLIDAY INN	FALLON MINNEAPOLIS	USA
<b>17 Entertainment &amp; Leisure</b>				
NADIA	ADIDAS INTERNATIONAL	OLYMPICS 2004	180 AMSTERDAM	THE NETHERLANDS 1 OF 3 CAMPAIGN
JESSE	ADIDAS INTERNATIONAL	OLYMPICS 2004	180 AMSTERDAM	THE NETHERLANDS 2 OF 3 CAMPAIGN
HAILE	ADIDAS INTERNATIONAL	OLYMPICS 2004	180 AMSTERDAM	THE NETHERLANDS 3 OF 3 CAMPAIGN
MEMBER #1	CLUB ATLETICO DE MADRID	FOOTBALL CLUB	SRA RUSHMORE	SPAIN
<b>18 Publications &amp; Media</b>				
UNCLE MATT DIES	ESPN	ESPN SHORTS	HEADQUARTERS	USA 1 OF 4 CAMPAIGN
DECISION TIME	ESPN	ESPN SHORTS	HEADQUARTERS	USA 2 OF 4 CAMPAIGN
MYSTERIOUS BREAKDOWN	ESPN	ESPN SHORTS	HEADQUARTERS	USA 3 OF 4 CAMPAIGN
THE FINAL	ESPN	ESPN SHORTS	HEADQUARTERS	USA 4 OF 4 CAMPAIGN
HINDENBURG	A&E INTERNATIONAL	THE HISTORY CHANNEL	GROUND ZERO	USA 1 OF 3 CAMPAIGN
BERLIN	A&E INTERNATIONAL	THE HISTORY CHANNEL	GROUND ZERO	USA 2 OF 3 CAMPAIGN
NORMANDY	A&E INTERNATIONAL	THE HISTORY CHANNEL	GROUND ZERO	USA 3 OF 3 CAMPAIGN
<b>19 Banking, Investment &amp; Insurance</b>				
SURPRISE DINNER	AMERIQUEST MORTGAGE	MORTGAGES	DDB LOS ANGELES	USA 1 OF 3 CAMPAIGN
PARKING METER	AMERIQUEST MORTGAGE	MORTGAGES	DDB LOS ANGELES	USA 2 OF 3 CAMPAIGN
MOTHER-IN-LAW	AMERIQUEST MORTGAGE	MORTGAGES	DDB LOS ANGELES	USA 3 OF 3 CAMPAIGN
<b>21 Commercial Public Services</b>				
BOARDROOM	SCIENCE WORLD	SCIENCE WORLD	RETHINK	CANADA
GANDHI	TELECOM ITALIA	TELECOMMUNICATION DEVICES	Y&R ITALIA	ITALY
DANCE PARTY	NEXTEL	TELECOMMUNICATIONS	TBWA\CHIAT\DAY	USA
SEAN ASTIN	ORANGE	MOBILE NETWORK	MOTHER	UNITED KINGDOM 1 OF 3 CAMPAIGN
VERNE TROYER	ORANGE	MOBILE NETWORK	MOTHER	UNITED KINGDOM 2 OF 3 CAMPAIGN
PATRICK SWAYZE	ORANGE	MOBILE NETWORK	MOTHER	UNITED KINGDOM 3 OF 3 CAMPAIGN
<b>22 Internet Service Providers</b>				

FOOT	CEGETEL	ADSL INTERNET	SCHER LAFARGE	FRANCE 1 OF 3 CAMPAIGN
CHASE	CEGETEL	ADSL INTERNET	SCHER LAFARGE	FRANCE 2 OF 3 CAMPAIGN
WESTERN	CEGETEL	ADSL INTERNET	SCHER LAFARGE	FRANCE 3 OF 3 CAMPAIGN
<b>23 Corporate Image</b>				
CARRY	ADIDAS	FOOTWEAR	TBWA\CHIAT\DAY	USA
SCARY HOUSE	NIKE	NIKE FOOTWEAR	PARTIZAN	USA
<b>24 Public Health &amp; Safety</b>				
REVERSE	FORUM CRISALIDE	BULIMIA PREVENTION	LEO BURNETT ITALIA	ITALY
<b>25 Public Awareness Messages</b>				
HUGGING	ALS SOCIETY OF CANADA	ALS AWARENESS	BBDO CANADA	CANADA
FAT BOYS	AMERICAN LEGACY FOUNDATION	ANTI-SMOKING	CRISPIN PORTER + BOGUSKY	USA 1 OF 3 CAMPAIGN
GUMBALLS	AMERICAN LEGACY FOUNDATION	ANTI-SMOKING	CRISPIN PORTER + BOGUSKY	USA 2 OF 3 CAMPAIGN
DECAL CONSCIOUS	AMERICAN LEGACY FOUNDATION	ANTI-SMOKING	CRISPIN PORTER + BOGUSKY	USA 3 OF 3 CAMPAIGN
<b>26 Fundraising &amp; Appeals</b>				
WE GAVE BLOOD	AUSTRALIAN RED CROSS BLOOD SERVICE	BLOOD DONATION APPEAL	BMF ADVERTISING	AUSTRALIA