



PUBLICIS GROUPE

COMMUNIQUÉ DE PRESSE

Publicis Groupe en deuxième position à Cannes avec 101 Lions

Paris, le 24 juin 2008 – Le 55ème Festival international de la publicité « Cannes Lions » s'est conclu sur une note très positive pour Publicis Groupe qui a remporté un total impressionnant de 101 Lions, comparé aux 93 récompenses de 2007.

Publicis Groupe se situe ainsi au deuxième rang des agences les plus primées, derrière Omnicom. C'est un résultat remarquable étant donné sa taille par rapport aux autres grands groupes, et qui prouve, une fois de plus, que Publicis Groupe est le groupe qui concentre en son sein le plus de talents créatifs du secteur publicitaire.

Les agences de Publicis Groupe ont obtenu 1 Grand Prix, 16 Lions d'or, 34 d'argent et 50 de bronze au total. Les talents du groupe ont été récompensés dans toutes les catégories, notamment film (22 Lions), presse (22 Lions), affichage (13 Lions), cyber (9 Lions), radio (8 Lions), médias (8 Lions), direct (6 Lions), et design (5 Lions). Saatchi & Saatchi est le réseau qui a fait la plus belle moisson en récoltant 43 Lions, avec de belles performances également pour Leo Burnett (30 Lions) et Publicis (17 Lions). Fallon et BBH ont reçu 5 Lions, des belles performances à souligner. Les jurés ont également reconnu le talent créatif d'Optimedia en lui attribuant 1 Lion.

Maurice Lévy, Président du directoire de Publicis Groupe, s'est réjoui de la nouvelle : « *Le Festival Cannes Lions reste l'une des grandes références de notre secteur, qui nous permet de comparer notre performance créative à celle de nos concurrents. Ces résultats me rendent particulièrement fiers du talent et de la performance créative de notre Groupe, et reflète la passion de nos équipes et leur engagement dans le service aux clients.* »

Toutes les créations primées sont présentées sur le site : www.publicisgroupe.com

Publicis Groupe (Euronext Paris : FR0000130577) est le 4^{ème} groupe mondial de communication, le deuxième groupe mondial en conseil et achat media, ainsi que le leader mondial en communication digitale et dans la santé. Le Groupe est présent dans 104 pays sur les 5 continents et compte environ 44 000 collaborateurs.

L'offre de services en communication du Groupe, auprès de clients locaux aussi bien qu'internationaux, comprend la publicité, à travers trois réseaux publicitaires mondiaux fonctionnant de manière autonome, Leo Burnett, Publicis et Saatchi & Saatchi, ainsi que deux réseaux multi-hubs : Fallon et Bartle Bogle Hegarty (filiale à 49 %) ; le conseil et l'achat d'espace media, à travers deux réseaux mondiaux : Starcom MediaVest Group et ZenithOptimedia; une expertise dans la communication numérique et interactive grâce notamment au réseau Digitas ; les marketing services et la communication spécialisée, comme la communication santé, la communication corporate et financière, les relations publiques, le marketing relationnel et direct, la communication événementielle et sportive, ainsi que la communication ethnique.

Site internet : www.publicisgroupe.com

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CONTACTS:

Publicis Groupe :

Peggy Nahmany, Communication Externe :

+ 33 (0)1 44 43 72 83

Martine Hue, Relations Investisseurs :

+ 33 (0)1 44 43 65 00

Title	Award	Client	Product	Agency	Country
CYBER LION WINNERS					
AAATOWN	Gold	CSAA	AAA INSURANCE	PUBLICIS & HAL RINEY San Francisco	USA
A BLIND CALL	Gold	BRILLELIGA	FOUNDATION FOR THE BLIND	DUVAL GUILLAUME Brussels	BELGIUM
F**K OFF	Silver	BARNARDO'S	CHARITY FOR TROUBLED CHILDREN	BBH LONDON	UNITED KINGDOM
CEZANNE	Silver	ART POSTER GALLERY	ART POSTERS	SWISS PUBLICIS Zurich	SWITZERLAND
SEE MY DRESS	Bronze	FRETEX	SECONDHAND SHOP	KITCHEN LEO BURNETT Oslo	NORWAY
SMS BANDI	Bronze	DJUICE - PANNON ZRT	TELECOMMUNICATIONS	LEO BURNETT Budapest	HUNGARY
NAKEID--IF YOU WERE A BOY	Bronze	NIKE JAPAN	NIKEID JASARI	BEACON COMMUNICATIONS Tokyo	JAPAN
TRUCK SUMMONER	Bronze	TOYOTA MOTOR SALES U.S.A.	TOYOTA TACOMA	SAATCHI & SAATCHI LA	USA
POP UP	Bronze	LUXOR WRITING INSTRUMENTS	HIGHLIGHTERS	LEO BURNETT INDIA Mumbai	INDIA
HIGHLIGHT WHAT'S IMPORTANT	Bronze	LUXOR WRITING INSTRUMENTS	HIGHLIGHTERS	LEO BURNETT INDIA Mumbai	INDIA
DIRECT LION WINNERS					
STRENGTH OF SCOTTEX	Silver	KIMBERLY CLARK	KITCHEN TOWEL PAPER	DUVAL GUILLAUME Antwerp	BELGIUM
TEXT A COFFIN AWAY	Silver	MEDECINS SANS FRONTIERES	CHILD MALNUTRITION AWARENESS	SAATCHI & SAATCHI Stockholm	SWEDEN
TOYOTA HILUX MOTION	Bronze	TOYOTA	TOYOTA HILUX	SAATCHI & SAATCHI New Zealand	NEW ZEALAND
AROUND THE WORLD IN 80 DAYS	Bronze	TVNZ	TVNZ TV2 MOVIE PROMOTION	SAATCHI & SAATCHI New Zealand Auckland	NEW ZEALAND
EYEBALLS	Bronze	ESPN	ESPN	SAATCHI & SAATCHI Singapore	SINGAPORE
VOICES PROJECT	Bronze	UNITED NATIONS AUSTRALIA	UNITED NATIONS	SAATCHI & SAATCHI Sydney	AUSTRALIA
PROMO LIONS WINNERS					
SPEIGHT'S GREAT BEER DELIVERY	Gold	LION NATHAN	SPEIGHT'S BEER	PUBLICIS MOJO Auckland	NEW ZEALAND
VOICE OF ENDANGERED BIRDS	Gold	WILD BIRD SOCIETY OF JAPAN	BIRD PROTECTION	BEACON COMMUNICATIONS Tokyo	JAPAN
PRODIS MAILING	Gold	PRODIS DOWN'S SYNDROME FOUNDATION	DOWN'S SYNDROME FOUNDATION	VITRUVIO LEO BURNETT Madrid	SPAIN
BEER DELIVERY	Gold	LION NATHAN	SPEIGHT'S BEER	PUBLICIS MOJO Auckland	NEW ZEALAND
LUMIX BATTLE	Silver	PANASONIC	PANASONIC DIGITAL CAMERA	PUBLICIS THAILAND Bangkok	THAILAND
SINGLES	Silver	MIGROS	UNDERWEAR	LEO BURNETT Zurich	SWITZERLAND
SILICON BODY PARTS	Bronze	NOVARTIS CONSUMER HEALTH	VOLTALEX	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
SPEIGHT'S GREAT BEER DELIVERY	Bronze	LION NATHAN	SPEIGHT'S	PUBLICIS MOJO Auckland	NEW ZEALAND
MEDIA LION WINNERS					
FRESH SALADS	Gold	McDONALD'S	FRESH SALADS	LEO BURNETT USA Chicago	USA
FRESH SALADS	Gold	McDONALD'S	FRESH SALADS	LEO BURNETT USA Chicago	USA
SPEIGHT'S GREAT BEER DELIVERY	Silver	LION NATHAN	SPEIGHT'S BEER	PUBLICIS MOJO Auckland	NEW ZEALAND
IS THAT THE LINEMAN	Silver	TOYOTA	COROLLA	SAATCHI & SAATCHI LA Torrance	USA
KIT KAT	Silver	NESTLE	CHOCOLATE BAR	OPTIMEDIA Madrid	SPAIN
GET IN THERE	Silver	UNILEVER	LYNX FX	BBH LONDON	UK
VETERAN FOOTBALL PLAYERS	Silver	HELVEPHARM	HELVEPHARM PHARMACEUTICALS	SPILLMAN/FELSER/LEO BURNETT Zurich	SWITZERLAND
THIN COVER	Bronze	HEWLETT-PACKARD	HP NOTEBOOK PC	PUBLICIS INDIA Gurgaon	INDIA
RADIO LION WINNERS					
LAST GIRL ON THE DANCEFLOOR	Gold	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI Copenhagen	DENMARK
FLOWERS HAVE NO POWERS	Silver	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI Copenhagen	DENMARK
YOUR PARENTS HAVE SEX	Silver	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI Copenhagen	DENMARK
RADIO SPOT	Bronze	LA VACHE QUI RIT	CHEESE SLICES	SAATCHI & SAATCHI Brussels	BELGIUM
INCOMPREHENSIBLE IRISH	Bronze	DB BREWERIES	MURPHYS IRISH STOUT	SAATCHI & SAATCHI New Zealand Auckland	NEW ZEALAND
TAKEOVER	Bronze	TVNZ	BRUCE ALMIGHTY MOVIE SCREENING	SAATCHI & SAATCHI New Zealand Auckland	NEW ZEALAND
NEW YEAR'S EVE	Bronze	SMITH MICRO SOFTWARE	STUFFIT DELUXE COMPRESSION SOFTWARE	SAATCHI & SAATCHI New York	USA
CHURCHILL	Bronze	UNIBANCO	APPEAL FOR NGO VOLUNTEERS	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL
CHAINSAW	Bronze	SOS MATA ATLANTICA	RAINFOREST CONSERVATION	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL
PRESS LION WINNERS					
CHE	Gold	LUXOR WRITING INSTRUMENTS	HIGHLIGHTER PENS	LEO BURNETT INDIA Mumbai	INDIA
CHARLIE	Gold	LUXOR WRITING INSTRUMENTS	HIGHLIGHTER PENS	LEO BURNETT INDIA Mumbai	INDIA
HITLER	Gold	LUXOR WRITING INSTRUMENTS	HIGHLIGHTER PENS	LEO BURNETT INDIA Mumbai	INDIA
AIRBAG	Silver	BAZOOKA	BAZOOKA BUBBLEGUM	DUVAL GUILLAUME Brussels	BELGIUM
KINDERGARTEN	Silver	POWERHORSE	ENERGY DRINK	SAATCHI & SAATCHI New Zealand Auckland	NEW ZEALAND
PRISON	Silver	POWERHORSE	ENERGY DRINK	SAATCHI & SAATCHI New Zealand Auckland	NEW ZEALAND
OLD FOLKS	Silver	POWERHORSE	ENERGY DRINK	SAATCHI & SAATCHI New Zealand Auckland	NEW ZEALAND
LIPSTICK	Silver	PROCTER & GAMBLE	TIDE DETERGENTS	LEO BURNETT INDIA Mumbai	INDIA
KETCHUP	Silver	PROCTER & GAMBLE	TIDE DETERGENTS	LEO BURNETT INDIA Mumbai	INDIA
ICE CREAM	Silver	PROCTER & GAMBLE	TIDE DETERGENTS	LEO BURNETT INDIA Mumbai	INDIA
CHICKEN	Silver	ITAL ASIA GROUP	WMF KNIFE	LEO BURNETT Bangkok	THAILAND
FISH	Silver	ITAL ASIA GROUP	WMF KNIFE	LEO BURNETT Bangkok	THAILAND
LOBSTER	Silver	ITAL ASIA GROUP	WMF KNIFE	LEO BURNETT Bangkok	THAILAND
HAIR LIPS	Silver	PROCTER & GAMBLE	KOLESTON	LEO BURNETT ITALY Milan	ITALY
TROUSERS	Silver	NOVARTIS CONSUMER HEALTH	VOLTAREN PAIN RELIEF	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
BABY	Silver	NOVARTIS CONSUMER HEALTH	VOLTAREN PAIN RELIEF	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
CHEESE	Silver	NOVARTIS CONSUMER HEALTH	VOLTAREN PAIN RELIEF	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
REMOTE CONTROL	Silver	NOVARTIS CONSUMER HEALTH	VOLTAREN PAIN RELIEF	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
F-WORD	Silver	FRIENDS OF CANCER PATIENTS	ANTI-SMOKING	SAATCHI & SAATCHI Amsterdam	THE NETHERLANDS

Title	Award	Client	Product	Agency	Country
STAIRWAY	Silver	FRIENDS OF CANCER PATIENTS	ANTI-SMOKING	SAATCHI & SAATCHI Amsterdam	THE NETHERLANDS
12.4 SECONDS	Silver	FRIENDS OF CANCER PATIENTS	ANTI-SMOKING	SAATCHI & SAATCHI Amsterdam	THE NETHERLANDS
STOP	Silver	GUINNESS ANCHOR BERHAD	ANTI DRINK-DRIVING MESSAGE	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
FRIES	Bronze	HEINZ HJ BRANCH BELGIUM	HOT KETCHUP	LEO BURNETT Brussels	BELGIUM
FISH	Bronze	HEINZ HJ BRANCH BELGIUM	HOT KETCHUP	LEO BURNETT Brussels	BELGIUM
STEAK	Bronze	HEINZ HJ BRANCH BELGIUM	HOT KETCHUP	LEO BURNETT Brussels	BELGIUM
3D BALL	Bronze	ARCOR	BIG BIG SWEETS	LEO BURNETT BRASIL Sao Paulo	BRAZIL
ICE CREAM	Bronze	PROCTER & GAMBLE SINGAPORE	FAB WASHING POWDER	LEO BURNETT/ARC WORLDWIDE Singapore	SINGAPORE
KETCHUP	Bronze	PROCTER & GAMBLE SINGAPORE	FAB WASHING POWDER	LEO BURNETT/ARC WORLDWIDE Singapore	SINGAPORE
SOUP	Bronze	PROCTER & GAMBLE SINGAPORE	FAB WASHING POWDER	LEO BURNETT/ARC WORLDWIDE Singapore	SINGAPORE
TOILET	Bronze	PROCTER & GAMBLE MALAYSIA	SAFEGUARD ANTIBACTERIAL SOAP	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
PARK	Bronze	PROCTER & GAMBLE MALAYSIA	SAFEGUARD ANTIBACTERIAL SOAP	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
OFFICE	Bronze	PROCTER & GAMBLE	HEAD & SHOULDERS ANTI-DANDRUFF SHAMPOO	SAATCHI & SAATCHI Johannesburg	SOUTH AFRICA
NIGHTCLUB	Bronze	PROCTER & GAMBLE	HEAD & SHOULDERS ANTI-DANDRUFF SHAMPOO	SAATCHI & SAATCHI Johannesburg	SOUTH AFRICA
POOL	Bronze	PROCTER & GAMBLE	HEAD & SHOULDERS ANTI-DANDRUFF SHAMPOO	SAATCHI & SAATCHI Johannesburg	SOUTH AFRICA
BABY	Bronze	DIESEL	FASHION JEANS&CLOTHING	MARCEL Paris	FRANCE
LIPSTICK	Bronze	DIESEL	FASHION JEANS&CLOTHING	MARCEL Paris	FRANCE
PRAYER	Bronze	DIESEL	FASHION JEANS&CLOTHING	MARCEL Paris	FRANCE
STITCHES	Bronze	DIESEL	FASHION JEANS&CLOTHING	MARCEL Paris	FRANCE
BLIND MAN	Bronze	DIESEL	FASHION JEANS&CLOTHING	MARCEL Paris	FRANCE
BLUE	Bronze	LUXOR WRITING INSTRUMENTS	HIGHLIGHTER PENS	LEO BURNETT INDIA Mumbai	INDIA
PINK	Bronze	LUXOR WRITING INSTRUMENTS	HIGHLIGHTER PENS	LEO BURNETT INDIA Mumbai	INDIA
EIFFEL TOWER	Bronze	COX & KINGS	TRAVEL AND TOUR COMPANY	SAATCHI & SAATCHI Mumbai	INDIA
LONDON BRIDGE	Bronze	COX & KINGS	TRAVEL AND TOUR COMPANY	SAATCHI & SAATCHI Mumbai	INDIA
STATUE OF LIBERTY	Bronze	COX & KINGS	TRAVEL AND TOUR COMPANY	SAATCHI & SAATCHI Mumbai	INDIA
ORANGE	Bronze	CLIMA CO.	CLIMA BICYCLE LOCK	LEO BURNETT Bangkok	THAILAND
BLUE	Bronze	CLIMA CO.	BICYCLE LOCK	LEO BURNETT Bangkok	THAILAND
RED	Bronze	CLIMA CO.	BICYCLE LOCK	LEO BURNETT Bangkok	THAILAND
YELLOW	Bronze	CLIMA CO.	BICYCLE LOCK	LEO BURNETT Bangkok	THAILAND
GENEROUS DONATIONS	Bronze	LUA VIET TOURS	CU CHI TUNNELS MUSEUM	SAATCHI & SAATCHI VIETNAM Ho Chi Minh City	VIETNAM
NOT BELOW	Bronze	LUA VIET TOURS	CU CHI TUNNELS MUSEUM	SAATCHI & SAATCHI VIETNAM Ho Chi Minh City	VIETNAM
SHANGHAI - CHICAGO	Bronze	WESTERN UNION	MONEY TRANSFER	SAATCHI & SAATCHI VIETNAM Ho Chi Minh City	VIETNAM
HONG KONG - NY	Bronze	WESTERN UNION	MONEY TRANSFER	SAATCHI & SAATCHI VIETNAM Ho Chi Minh City	VIETNAM
SYDNEY - TORONTO	Bronze	WESTERN UNION	MONEY TRANSFER	SAATCHI & SAATCHI VIETNAM Ho Chi Minh City	VIETNAM
SINGAPORE - LA	Bronze	WESTERN UNION	MONEY TRANSFER	SAATCHI & SAATCHI VIETNAM Ho Chi Minh City	VIETNAM
PLAYGROUND	Bronze	WONDERBRA	WONDERBRA	PUBLICIS CONSEIL Paris	FRANCE
SUPERMARKET	Bronze	WONDERBRA	WONDERBRA	PUBLICIS CONSEIL Paris	FRANCE
PARK	Bronze	WONDERBRA	WONDERBRA	PUBLICIS CONSEIL Paris	FRANCE
OUTDOOR LION WINNERS					
AFFAIR	Gold	SILVERFISH BOOKS	PENGUIN BOOKS	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
CANDLESTICK	Gold	SILVERFISH BOOKS	PENGUIN BOOKS	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
LIBERTY	Gold	SILVERFISH BOOKS	PENGUIN BOOKS	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
PSYCHO	Gold	SILVERFISH BOOKS	PENGUIN BOOKS	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
FRESH SALADS	Silver	MCDONALD'S	MCDONALD'S	LEO BURNETT USA Chicago	USA
INSTANT HOT FRIES	Silver	HEINZ HJ BRANCH BELGIUM	HOT KETCHUP	LEO BURNETT Brussels	BELGIUM
INSTANT HOT FISH	Silver	HEINZ HJ BRANCH BELGIUM	HOT KETCHUP	LEO BURNETT Brussels	BELGIUM
INSTANT HOT STEAK	Silver	HEINZ HJ BRANCH BELGIUM	HOT KETCHUP	LEO BURNETT Brussels	BELGIUM
AIRBAG	Silver	BAZOOKA	BUBBLE GUM	DUVAL GUILLAUME Brussels	BELGIUM
ALLEY	Silver	PROCTER & GAMBLE	SAFEGUARD ANTIBACTERIAL SOAP	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
TOILET	Silver	PROCTER & GAMBLE	SAFEGUARD ANTIBACTERIAL SOAP	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
PARK	Silver	PROCTER & GAMBLE	SAFEGUARD ANTIBACTERIAL SOAP	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
TROUSERS	Bronze	NOVARTIS CONSUMER HEALTH	VOLTAREN PAIN RELIEF GEL	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
BABY	Bronze	NOVARTIS CONSUMER HEALTH	VOLTAREN PAIN RELIEF GEL	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
CHEESE	Bronze	NOVARTIS CONSUMER HEALTH	VOLTAREN PAIN RELIEF GEL	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
KITCHEN	Bronze	NOVARTIS CONSUMER HEALTH	VOLTAREN PAIN RELIEF GEL	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
REMOTE CONTROL	Bronze	NOVARTIS CONSUMER HEALTH	VOLTAREN PAIN RELIEF GEL	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
CHE	Bronze	LUXOR WRITING INSTRUMENTS	HIGHLIGHTER PENS	LEO BURNETT INDIA Mumbai	INDIA
CHARLIE	Bronze	LUXOR WRITING INSTRUMENTS	HIGHLIGHTER PENS	LEO BURNETT INDIA Mumbai	INDIA
ADOLF	Bronze	LUXOR WRITING INSTRUMENTS	HIGHLIGHTER PENS	LEO BURNETT INDIA Mumbai	INDIA
FROG	Bronze	BUENOS AIRES ZOO	GUIDED VISITS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA
INSECT	Bronze	BUENOS AIRES ZOO	GUIDED VISITS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA
CHAMELEON	Bronze	BUENOS AIRES ZOO	GUIDED VISITS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA

Title	Award	Client	Product	Agency	Country
BIRD	Bronze	BUENOS AIRES ZOO	GUIDED VISITS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA
TV2 UGLY BETTY	Bronze	TVNZ	TV2 MOVIE PROMOTION	SAATCHI & SAATCHI New Zealand Auckland	NEW ZEALAND
STOP	Bronze	GUINNESS ANCHOR BERHAD	DRINK-DRIVING MESSAGE	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
TRAFFIC LIGHT	Bronze	GUINNESS ANCHOR BERHAD	DRINK-DRIVING MESSAGE	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
CLIFF	Bronze	GUINNESS ANCHOR BERHAD	DRINK-DRIVING MESSAGE	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
REINCARNATION - METAL	Bronze	GREENPEACE POLSKA	RECYCLING AWARENESS	SAATCHI & SAATCHI POLAND Warsaw	POLAND
REINCARNATION - PAPER	Bronze	GREENPEACE POLSKA	RECYCLING AWARENESS	SAATCHI & SAATCHI POLAND Warsaw	POLAND
REINCARNATION - PLASTIC	Bronze	GREENPEACE POLSKA	RECYCLING AWARENESS	SAATCHI & SAATCHI POLAND Warsaw	POLAND
MR WHITE	Bronze	ESPN	ESPN	SAATCHI & SAATCHI Singapore	SINGAPORE
MR BLUE	Bronze	ESPN	ESPN	SAATCHI & SAATCHI Singapore	SINGAPORE
MR BROWN	Bronze	ESPN	ESPN	SAATCHI & SAATCHI Singapore	SINGAPORE
FLOODED HOME	Bronze	RED CROSS	FUND RAISING	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA
DESIGN LION WINNERS					
LUXOR POSTERS	Gold	LUXOR WRITING INSTRUMENTS	HIGHLIGHTERS	LEO BURNETT INDIA Mumbai	INDIA
SMOKING KILLS MORE	Silver	UNIMED	HEALTHCARE ORGANISATION	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL
TAKING THE WORD TO THE STREETS	Silver	SYDNEY WRITERS' FESTIVAL	SYDNEY WRITERS' FESTIVAL	SAATCHI & SAATCHI Sydney	AUSTRALIA
AN EXPLOSIVE BRAND IDENTITY	Bronze	SYDNEY YOUTH ORCHESTRA	SYDNEY YOUTH ORCHESTRA	SAATCHI & SAATCHI Sydney	AUSTRALIA
PROMOTIONS FLYER	Bronze	THE AKATU INSTITUTE FOR CONSCIOUS CONSUMPTION	CONSCIOUS CONSUMPTION	LEO BURNETT BRASIL Sao Paulo	BRAZIL
FILM LION WINNERS					
GORILLA	Grand Prix	CADBURY	DAIRY MILK	FALLON LONDON	UK
CAKE	Gold	SKODA	SKODA FABIA	FALLON LONDON	UK
PLAY-DOH	Gold	SONY	SONY BRAVIA LCD TV	FALLON LONDON	UK
TAN HONG MING	Gold	PETRONAS	MERDEKA 2007	LEO BURNETT	MALAYSIA
BULLDOZER	Gold	PROCTER & GAMBLE	CREST TOOTHPASTE	SAATCHI & SAATCHI New York	USA
LICE	Gold	PROCTER & GAMBLE	CREST TOOTHPASTE	SAATCHI & SAATCHI New York	USA
PRE-NUP	Gold	PROCTER & GAMBLE	CREST TOOTHPASTE	SAATCHI & SAATCHI New York	USA
LITTLE BOY	Silver	PROCTER & GAMBLE	ARIEL DETERGENT	DEL CAMPO NAZCA	ARGENTINA
ONE DAY	Silver	RENAULT ARGENTINA	RENAULT/DACIA LOGAN	PUBLICIS COMUNICACION ESPA	SPAIN
MUSIC PIECES	Silver	SONY	SONY BRAVIA LCD TV	FALLON LONDON	UK
BEARD	Silver	PLAY TV	PLAY TV	F/NAZCA SAATCHI & SAATCHI	BRAZIL
AVIATOR	Silver	JC PENNEY	JCPENNEY	SAATCHI & SAATCHI New York	USA
MUSIC PIECES	Silver	SONY	SONY BRAVIA LCD TV	FALLON LONDON	UK
RESTROOM	Silver	NOVARTIS	BUCKLEY'S COUGH SYRUP	SAATCHI & SAATCHI New York	USA
CARDIO	Silver	NOVARTIS	BUCKLEY'S COUGH SYRUP	SAATCHI & SAATCHI New York	USA
SPRING BREAK	Silver	NOVARTIS	BUCKLEY'S COUGH SYRUP	SAATCHI & SAATCHI New York	USA
BED LINEN SET	Silver	LANCEFINAL	LANCEFINAL ONLINE	LEO BURNETT BRASIL	BRAZIL
SHIRT	Silver	LANCEFINAL	LANCEFINAL ONLINE	LEO BURNETT BRASIL	BRAZIL
HAIR	Silver	LANCEFINAL	LANCEFINAL ONLINE	LEO BURNETT BRASIL	BRAZIL
FLAG	Silver	LANCEFINAL	LANCEFINAL ONLINE	LEO BURNETT BRASIL	BRAZIL
CONSTRUCTION	Bronze	KELLOGG'S	ALL-BRAN CEREAL	LEO BURNETT USA	USA
ROBOBOY	Bronze	UNILEVER	OMO LAUNDRY DETERGENT	BBH LONDON	UK
NEVERENDING ROAD	Bronze	RENAULT	RENAULT MEGANE GT	PUBLICIS COMUNICACION ESPA	SPAIN
CONSTRUCTION	Bronze	AUDI UK	AUDI R8	BBH LONDON	UK
SPEED DRESSING	Bronze	JCPENNEY	JCPENNEY RETAIL	SAATCHI & SAATCHI	USA
REWIND TV	Bronze	ORANGE	TELECOMMUNICATIONS	PUBLICIS CONSEIL	FRANCE
WAR	Bronze	UNIMED	ANTI-SMOKING	F/NAZCA SAATCHI & SAATCHI	BRAZIL
RACE	Bronze	PETRONAS	MERDEKA 2008	LEO BURNETT	MALAYSIA
THE GAMEKILLERS - EPISODE 1	Bronze	UNILEVER	AXE DEODORANT	BBH NEW YORK	USA
THE GAMEKILLERS - EPISODE 2	Bronze	UNILEVER	AXE DEODORANT	BBH NEW YORK	USA
THE GAMEKILLERS - EPISODE 3	Bronze	UNILEVER	AXE DEODORANT	BBH NEW YORK	USA
THE GAMEKILLERS - EPISODE 4	Bronze	UNILEVER	AXE DEODORANT	BBH NEW YORK	USA
THE GAMEKILLERS - EPISODE 5	Bronze	UNILEVER	AXE DEODORANT	BBH NEW YORK	USA