

Cannes Lions 2005 finalists

The Cannes Lions Advertising Festival shortlists for the Media Lions, Lions Direct, Press and Outdoor categories have been announced. The leading South African agencies are: TBWA\Hunt\Lascaris (15), Net#Work BBDO (9), Lowe Bull (9), Ogilvy South Africa (7) and The Jupiter Drawing Room (8).

Shortlisted South African agencies:

Agency	Nominations
TBWA\Hunt\Lascaris	15
Net#Work BBDO	9
Lowe Bull	9
Ogilvy South Africa	7
The Jupiter Drawing Room	8
FCB Johannesburg	3
Grey Worldwide SA	2
King James	2
Lobedu Leo Burnett	1
Mediacompete	1
Cinevation	1

Media Lions Finalists		
Agency	Advertiser	Title
Cinevation	AMASA, Roger Garlick Award	"Front Page"
King James	Independent Newspapers, Cape Argus	"Women's Day"
Lobedu Leo Burnett	The Salvation Army	"Freeze"
Mediacompete	First National Bank	"One Account Guy"
TBWA\Hunt\Lascaris	Deaf Federation Of South Africa	"Deaf Awareness Week 2004"
The Jupiter Drawing Room	Nando's	"Speed"

Lions Direct Finalists		
Agency	Advertiser	Title
Net#Work BBDO	Chabad House, Drug Awareness Hotline	"Rizla"
Net#Work BBDO	Childline	"Stolen Future"

Press Finalists		
Agency	Advertiser	Title
FCB Johannesburg	Restonic, Mattresses	"Captain Courage"
FCB Johannesburg	Restonic, Mattresses	"Ninja Princess"
FCB Johannesburg	Brasant Enterprises, Cricket Lighters	"Matches"
King James	Independent Newspapers, Cape Argus	"Bride"
Lowe Bull	Stimorol	"Lips"

Lowe Bull	Body Conscious Gym	"Ducks"
Lowe Bull	Body Conscious Gym	"Earring"
Lowe Bull	Body Conscious Gym	"Statue"
Lowe Bull Truth	Playtex, Wonder Bra Lingerie	"Mother's Day Baby"
Net#Work BBDO	Designer Group, Hair Gel	"Warthog"
Net#Work BBDO	General Motors South Africa, Suzuki Jeep	"Stamps"
Net#Work BBDO	The Economist	"Answer"
Net#Work BBDO	The Economist	"Encyclopedia"
Net#Work BBDO	The Economist	"Google"
Ogilvy South Africa	Kameraz, Pre-Owned Camera Store	"Bull"
Ogilvy South Africa	DHL, Delivery Services	"Chameleon"
TBWA\Hunt\Lascaris	Adcock Ingram, Doom Insect Spray	"Fear"
TBWA\Hunt\Lascaris	Adcock Ingram, Doom Insect Spray	"Horror Movie"
TBWA\Hunt\Lascaris	Adcock Ingram, Doom Insect Spray	"Phone"
TBWA\Hunt\Lascaris	Specialised Maintenance Products, Silverbrite Polish	"Spinach"
TBWA\Hunt\Lascaris	Specialised Maintenance Products, Silverbrite Polish	"Zit"
TBWA\Hunt\Lascaris	Specialised Maintenance Products, Silverbrite Polisa	"Booga"
TBWA\Hunt\Lascaris	Specialised Maintenance Products, Silverbrite Polisa	"Make-Up"
TBWA\Hunt\Lascaris	Masterfoods, Pedigree Dog Food	"Harry"
TBWA\Hunt\Lascaris	Masterfoods, Pedigree Dog Food	"Sally"
TBWA\Hunt\Lascaris	Masterfoods, Pedigree Dog Food	"Winston"
The Jupiter Drawing Room	Reckitt Benckiser, Nugget Shoe Polish	"Exam Cheat Note"
The Jupiter Drawing Room	Reckitt Benckiser, Nugget Shoe Polish	"Police Officer"
The Jupiter Drawing Room	Reckitt Benckiser, Nugget Shoe Polish	"School Girls"
The Jupiter Drawing Room	Vitaforce, Stress Relief Tablets	"Truck"

Outdoor Finalists		
Agency	Advertiser	Title
Grey Worldwide SA	Zoo Appeal, Johannesburg Zoo	"Ester Shenk"
Grey Worldwide Sa	Zoo Appeal, Johannesburg Zoo	"James & Mildred"
Lowe Bull	Axe Deodorant, Unilever SA Home & Personal Care	"100 Sexiest Men"
Lowe Bull	Promotion For Video, Video Spot	"Buffy"
Lowe Bull	War Museum	"Model Plane"
Lowe Bull	Body Conscious Gym	"Statue"
TBWA\Hunt\Lascaris	Black Cat Peanut Butter, Tiger Brands	"Lift"
TBWA\Hunt\Lascaris	CPC Binoculars, Whysalls	"Streaker"
TBWA\Hunt\Lascaris	Thesaurus, Oxford University Press	"Big Words"
TBWA\Hunt\Lascaris	Thesaurus, Oxford University Press	"Nice"
The Jupiter Drawing Room	Nugget Shoe Polish, Reckitt Benckiser	"Beware The Shine"
The Jupiter Drawing Room	Nugget Shoe Polish, Reckitt Benckiser	"Exam Cheat Note"
The Jupiter Drawing Room	Nugget Shoe Polish, Reckitt Benckiser	"Police Officer"

Net#Work BBDO	Suzuki Cars, General Motors South Africa	"Stamps"
Net#Work BBDO	The Economist	"Google"
Ogilvy South Africa	Duracell Batteries	"Penlight"
Ogilvy South Africa	Help The Homeless Message, City Mission	"Litter Bins"
Ogilvy South Africa	Dog Food, Purino Alpo	"Sniff"
Ogilvy South Africa	Water Resource Preservation, City Of Cape Town	"Water Bottles"
Ogilvy South Africa	BBC Food Channel, Multichoice	"Fridge"

Media and Direct winners will be announced on Wednesday morning this week; Press and Outdoor winners will be announced on Thursday morning.

Film and Radio shortlists will be announced on Friday morning and the winners on Saturday evening.

Source: www.canneslions.com

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