



## Cannes Lions

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At the 55th International Advertising Festival at Cannes in 2008, DDB was once again named the second most awarded network with a total of 49 Lions from 20 offices in 16 countries.

DDB London was the third most awarded individual agency at the Festival winning 8 Lions and DDB South Africa took home this year's Grand Prix in the Press category for their Energizer "Never Let Their Toys Die" campaign.

### PRESS

#### Grand Prix Campaign

**DDB SOUTH AFRICA** ENERGIZER Paint, Pants, Park, Spit

#### Gold

**DDB AMSTERDAM** PON'S AUTOMOBIELHANDEL VOLKSWAGEN Product Recall

#### Silver Campaign

**DDB GERMANY BERLIN** VOLKSWAGEN Golf Variant, Touran, Golf

#### Bronze

**DDB SYDNEY** HASBRO Open Cut Sandpit

#### Bronze Campaign

**DDB GERMANY BERLIN** VOLKSWAGEN Freddie, Michael, Travolta

**DDB PARIS** VOLKSWAGEN Huts, Conception, Polizei, Ideals, Psychedelic, Van

### OUTDOOR

#### Gold

**DDB AMSTERDAM** CENTRAAL BEHEER ACHMEA Back of the Bus

#### Silver

**HEYE GROUP GERMANY** McDONALD'S Freshness Box Salad

**DDB STOCKHOLM** McDONALD'S Serviettes



### Silver Campaign

**DDB GERMANY BERLIN VOLKSWAGEN** Golf, Golf Variant

**DDB ARGENTINA LOS INROCKUPTIBLES** Motorbike, Dog, Musician

**DDB LONDON HARVEY NICHOLS** Bathroom, Café, Fountain

**DDB LONDON HARVEY NICHOLS** Boxing Helmet, Norse Helmet, Football Helmet

### Bronze

**DDB SYDNEY McDONALD'S** Night Reflection

### Bronze Campaign

**DDB BARCELONA CHUPA CHUPS** Tobacco, Onion

**DDB GERMANY BERLIN FUNK INTERNATIONAL** Man's Night, Woman's Night

**DDB GERMANY BERLIN VOLKSWAGEN** Police, Adrenalin

**DDB SYDNEY NSW POLICE FORCE** Death by Cab, The Killers, Death Before Disco

**DDB LONDON HARVEY NICHOLS** Silver Sleeping Bag, Red Sleeping Bag, Yellow Sleeping Bag

### FILM

#### Gold

**DDB LONDON VOLKSWAGEN** Night Drive

#### Silver

**DDB PARIS BRANDT** Coent

**DDB LONDON VOLKSWAGEN** Dog

**DDB OSLO HYDRO OIL & ENERGY COMPANY** Train

**DDB CHICAGO ANHEUSER-BUSCH** Swear Jar

#### Bronze

**DDB LONDON PHILIPS** Karis

**AGENCE.V. PARIS VOLKSWAGEN** Expert

**DDB LONDON VOLKSWAGEN** Enjoy the Everyday

**DDB NEW ZEALAND VOLKSWAGEN** Financial Director

**DDB PARIS GQ MAGAZINE** Ideal Man

**DDB AMSTERDAM CENTRAAL BEHEER ACHMEA** Ambulance



**DDB PARIS** BOUYGUES TELECOM Creation of the List

**DDB LONDON** VOLKSWAGEN Toy Story

**Bronze Campaign**

**DDB CANADA VANCOUVER** PACIFIC BLUE CROSS Elevator, Metal Shop

**RADIO**

**Gold Campaign**

**DDB CHICAGO** ANHEUSER-BUSCH Mr. SUV Super Stretch Limo Maker, Mr. Oxygen Bar  
Inventor, Mr. Scoreboard Marriage Proposal Guy

**Silver**

**DDB CHILE** LABORATORIOS MAVER Making Love

**Silver Campaign**

**DDB NEW ZEALAND** SKY TELEVISION Who's This?, Wrong Number

**Bronze Campaign**

**MUDRA COMMUNICATIONS MUMBAI** CYCLE AGARBATTI Om Jai Jagdish, Jai Dev

**DDB GERMANY BERLIN** IKEA Surprise, Text Message, Late

**CYBER**

**Silver**

**DDB STOCKHOLM** SWEDISH ARMED FORCES Do You Have What It Takes?  
Websites & Microsites Charities, Public Health & Safety, Public Awareness Messages

**DDB STOCKHOLM** SWEDISH ARMED FORCES Do You Have What It Takes?  
Online Advertising Charities, Public Health & Safety, Public Awareness Messages

**MEDIA**

**Silver**

**DDB NEW ZEALAND/OMD NEW ZEALAND** SKY TELEVISION Inside the Criminal Mind



**Bronze**

**DDB DM9JAYMESYFU PHILIPPINES GABRIELA PHILIPPINES** Duct Tape

**DDB GERMANY DUSSELDORF HENKEL** Perspiration Emergency

PROMO

**Gold**

**TRACYLOCKE DALLAS 7-ELEVEN D'Oh Thank Heaven**

Retail and E-Commerce, Including Restaurants

**TRACYLOCKE DALLAS 7-ELEVEN D'Oh Thank Heaven**

Best Use of Merchandising/In Store Marketing

**Silver**

**DDB ARGENTINA PUMA Palermo 180**

Clothing, Footwear & Accessories

**DDB ARGENTINA PUMA Palermo 180**

Best Integrated Promotional Campaign

**Bronze**

**DDB NEW ZEALAND DUREX PERFORMA CONDOMS** Pillowcases

**DDB AMSTERDAM FBTO** Bokito Viewer