

Cannes 2001 Film Winners

Category	Title	Product	Advertiser	Agency	Production Company	Country	Award
20 Publications & media	INDIA	SPORTS TV CHANNEL	FOX SPORTS	CLIFF FREEMAN AND PARTNERS New York	PARTIZAN NEW YORK / CAPE DIRECT Cape Town	USA	Grand Prix for the Campaign
20 Publications & media	RUSSIA	SPORTS TV CHANNEL	FOX SPORTS	CLIFF FREEMAN AND PARTNERS New York	PARTIZAN NEW YORK / CAPE DIRECT Cape Town	USA	
20 Publications & media	TURKEY	SPORTS TV CHANNEL	FOX SPORTS	CLIFF FREEMAN AND PARTNERS New York	PARTIZAN NEW YORK / CAPE DIRECT Cape Town	USA	
20 Publications & media	CHINA	SPORTS TV CHANNEL	FOX SPORTS	CLIFF FREEMAN AND PARTNERS New York	PARTIZAN NEW YORK / CAPE DIRECT Cape Town	USA	
1 Alcoholic drinks	HERO'S RETURN	STELLA ARTOIS BEER	INTERBREW	LOWE LINTAS London	GORGEOUS ENTERPRISES London	UNITED KINGDOM	Gold Lion
2 Non-alcoholic drinks	EMERGENCY	DR PEPPER DRINK	COCA-COLA CO.	MOTHER London	HUNGRY MAN New York	UNITED KINGDOM	Gold Lion
5 Baking & sweet foods	SEAL	MACUCAS BISCUITS	ARCOR	AGULLA & BACCETTI Buenos Aires	DIESEL Buenos Aires	ARGENTINA	Gold Lion
6 Savoury foods	BEAR	RED SALMON	JOHN WEST	LEO BURNETT London	SPECTRE London	UNITED KINGDOM	Gold Lion
6 Savoury foods	QUICK	SOUP RANGE	HEINZ MICROWAVEABLE SOUP	LEO BURNETT London	BLINK PRODUCTIONS London	UNITED KINGDOM	Gold Lion
8 Home appliances & furnishings	FRIDGE	FRIDGES	BRANDT	CLM/BBDO Issy les Moulineaux	QUAD PRODUCTIONS Paris	FRANCE	Gold Lion for the Campaign
8 Home appliances & furnishings	OVEN	OVENS	BRANDT	CLM/BBDO Issy les Moulineaux	QUAD PRODUCTIONS Paris	FRANCE	
8 Home appliances & furnishings	WASHING MACHINE	WASHING MACHINES	BRANDT	CLM/BBDO Issy les Moulineaux	QUAD PRODUCTIONS Paris	FRANCE	
8 Home appliances & furnishings	DISHWASHER	DISHWASHERS	BRANDT	CLM/BBDO Issy les Moulineaux	QUAD PRODUCTIONS Paris	FRANCE	
11 Cars	AMNESIA	VW GOLF GTI	VAESA	TANDEM CAMPANY GUASCH DDB Barcelona	LEE FILMS Madrid	SPAIN	Gold Lion
11 Cars	RANSOM	VW PASSAT	VOLKSWAGEN OF AMERICA	ARNOLD WORLDWIDE Boston	CROSSROADS FILMS Los Angeles	USA	Gold Lion
11 Cars	DRIVING TEST	PASSAT	VOLKSWAGEN GROUP	BMP DDB London	PARTIZAN London	UNITED KINGDOM	Gold Lion
12 Other vehicles, auto products & services	BRAKING	TYRES	PIRELLI	YOUNG & RUBICAM Buenos Aires	ORUGA FILMS Buenos Aires	ARGENTINA	Gold Lion
12 Other vehicles, auto products & services	MAGIC CAR	BMW MOTORBIKES	BMW	JUNG von MATT WERBEAGENTUR Munich	ARDEN SUTHERLAND-DODD London	GERMANY	Gold Lion
13 Clothing & footwear	TWIST	LEVI'S ENGINEERED JEANS	LEVI STRAUSS & CO.	BARTLE BOGLE HEGARTY London	GORGEOUS ENTERPRISES London	UNITED KINGDOM	Gold Lion
17 Entertainment & leisure	UNI-WAVE	BASEBALL TEAM	LOS ANGELES DODGERS	WONGDOODY Los Angeles	THE A+R GROUP Los Angeles	USA	Gold Lion for the Campaign

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17 Entertainment & leisure	GIANT LOSER	BASEBALL TEAM	LOS ANGELES DODGERS	WONGDOODY Los Angeles	THE A+R GROUP Los Angeles	USA	
17 Entertainment & leisure	HEY BATTA	BASEBALL TEAM	LOS ANGELES DODGERS	WONGDOODY Los Angeles	THE A+R GROUP Los Angeles	USA	
17 Entertainment & leisure	LOW RIDERS	JAZZ FESTIVAL	SAN FRANCISCO JAZZ FESTIVAL	BUTLER SHINE & STERN Sausalito	KABOOM PRODUCTIONS San Francisco	USA	Gold Lion
18 Fast food outlets & restaurants	DOCTOR	FAST-FOOD RESTAURANT	JACK IN THE BOX	SECRET WEAPON MARKETING Santa Monica	@radical.media Santa Monica	USA	Gold Lion
18 Fast food outlets & restaurants	ESTATE AGENT	FAST-FOOD CHAIN	McDONALD'S	LEO BURNETT London	STARK FILMS London	UNITED KINGDOM	Gold Lion for the Campaign
18 Fast food outlets & restaurants	PLUMBER	FAST FOOD CHAIN	McDONALD'S	LEO BURNETT London	STARK FILMS London	UNITED KINGDOM	
18 Fast food outlets & restaurants	HANSEN	FAST-FOOD CHAIN	McDONALD'S	LEO BURNETT London	STARK FILMS London	UNITED KINGDOM	
19 Retail stores & rental companies	TOOL SHOP	FLOWER DELIVERY CHAIN	INTERFLORA DENMARK	ROBERT/BOISEN & LIKEMINDED Copenhagen	BULLET PRODUCTIONS Copenhagen	DENMARK	Gold Lion for the Campaign
19 Retail stores & rental companies	FORMULA 1	FLOWER DELIVERY CHAIN	INTERFLORA DENMARK	ROBERT/BOISEN & LIKEMINDED Copenhagen	BULLET PRODUCTIONS Copenhagen	DENMARK	
20 Publications & media	UTAH	SPORTS TV CHANNEL	FOX SPORTS	CLIFF FREEMAN AND PARTNERS New York	PROPAGANDA/SATELLITE FILMS New York	USA	Gold Lion for the Campaign
20 Publications & media	SAN ANTONIO	SPORTS TV CHANNEL	FOX SPORTS	CLIFF FREEMAN AND PARTNERS New York	PROPAGANDA/SATELLITE FILMS New York	USA	
20 Publications & media	LA	SPORTS TV CHANNEL	FOX SPORTS	CLIFF FREEMAN AND PARTNERS New York	PROPAGANDA/SATELLITE FILMS New York	USA	
20 Publications & media	NEW YORK	SPORTS TV CHANNEL	FOX SPORTS	CLIFF FREEMAN AND PARTNERS New York	PROPAGANDA/SATELLITE FILMS New York	USA	
23 Commercial public services	YAWN	TELECOMS	TELECOM ARGENTINA	AGULLA & BACCETTI Buenos Aires	ARGENTINA CINE Buenos Aires	ARGENTINA	Gold Lion
24 Internet service providers	NEIGHBOURHOOD	HIGH-SPEED INTERNET ACCESS	SBC COMMUNICATIONS PACIFIC BELL	GOODBY SILVERSTEIN & PARTNERS San Francisco	INDEPENDENT Santa Monica	USA	Gold Lion for the Campaign
24 Internet service providers	COPS	HIGH-SPEED INTERNET ACCESS	SBC COMMUNICATIONS PACIFIC BELL	GOODBY SILVERSTEIN & PARTNERS San Francisco	INDEPENDENT Santa Monica	USA	
25 Public health & safety	PRISON	ANTI-DRINK-DRIVING MESSAGE	PEDESTRIAN COUNCIL OF AUSTRALIA	SAATCHI & SAATCHI Sydney	SILVERSCREEN PRODUCTIONS Sydney	AUSTRALIA	Gold Lion
28 Public awareness messages	DIFFERENT	SPECIAL OLYMPICS MESSAGE	SPECIAL OLYMPICS	J WALTER THOMPSON London	H30 FILMS London	UNITED KINGDOM	Gold Lion

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28 Public awareness messages	100 PEOPLE	UNITED NATIONS	UNITED NATIONS	TBWA/CAMPAIGN COMPANY Amsterdam	BONKERS Amsterdam	THE NETHERLANDS	Gold Lion
29 Fund-raising & appeals	BORDERS	MEDECINS SANS FRONTIERES	MEDECINS SANS FRONTIERES	ADVICO YOUNG & RUBICAM Zurich	PROPAGANDA/SATELLITE FILMS Hollywood	SWITZERLAND	Gold Lion
1 Alcoholic drinks	LIGHTER	HEINEKEN BEER	HEINEKEN USA	LOWE LINTAS & PARTNERS New York	@radical.media New York	USA	Silver Lion for the Campaign
1 Alcoholic drinks	CLUB/SCRATCH	HEINEKEN	HEINEKEN USA	LOWE LINTAS & PARTNERS New York	TATE & PARTNERS Santa Monica	USA	
2 Non-alcoholic drinks	BECKHAM	PEPSI COLA	PEPSI COLA CO.	ALMAPBBDO Sao Paulo	@radical.media New York	BRAZIL	Silver Lion
2 Non-alcoholic drinks	OVER-FRIENDLY FATHER	DR PEPPER DRINK	COCA-COLA CO.	MOTHER London	HUNGRY MAN New York	UNITED KINGDOM	Silver Lion
7 Household maintenance & pet products	SNOW-BLIND	VIZIR WASHING POWDER	PROCTER & GAMBLE	LEO BURNETT WARSAW	FLYING COLOURS Prague	POLAND	Silver Lion
8 Home appliances & furnishings	BOY	SEALY MATTRESS	SEALY MATTRESS	LEO BURNETT MEXICO Mexico City	GARCIA BROSS Y ASOCIADOS Mexico City	MEXICO	Silver Lion
9 Cosmetics & beauty products	PALM READER	VASELINE INTENSIVE CARE LOTION	UNILEVER	AMMIRATI PURIS Toronto	JOLLY ROGER Toronto	CANADA	Silver Lion
11 Cars	BABYSITTER	AUDI S3 210 HP	VAESA	TANDEM CAMPANY GUASCH DDB Barcelona	MICROSCOPE Barcelona	SPAIN	Silver Lion
11 Cars	4 MOTION	GOLF	GROUPE VOLKSWAGEN FRANCE	DDB ADVERTISING Paris	HLA Paris	FRANCE	Silver Lion
11 Cars	THE FAN	AUDI MULTITRONIC/AUTOMATIC TRANSMISSION	AUDI AG	SAATCHI & SAATCHI Frankfurt	JO!SCHMID FILMPRODUKTION Berlin	GERMANY	Silver Lion
13 Clothing & footwear	BE LIGHT	SPORTSWEAR	ADIDAS INTERNATIONAL	180 Amsterdam	RSA FILMS London	THE NETHERLANDS	Silver Lion
13 Clothing & footwear	BLOB	REEBOK RUNNING SHOES	REEBOK	LOWE LINTAS London	PARTIZAN NEW YORK	UNITED KINGDOM	Silver Lion
15 Investment, insurance & property development	PARADE	INSURANCE	DELTA LLOYD	TBWA/CAMPAIGN COMPANY Amsterdam	BONKERS Amsterdam	THE NETHERLANDS	Silver Lion
20 Publications & media	AUTOGRAPH	SATELLITE MUSIC CHANNEL	EMAP/Q TELEVISION	MOTHER London	TALKBACK London	UNITED KINGDOM	Silver Lion for the Campaign
20 Publications & media	DELAY	SATELLITE MUSIC CHANNEL	EMAP/Q TELEVISION	MOTHER London	TALKBACK London	UNITED KINGDOM	
20 Publications & media	I DON'T KNOW WHAT IT IS	SATELLITE MUSIC CHANNEL	EMAP/Q TELEVISION	MOTHER London	TALKBACK London	UNITED KINGDOM	
20 Publications & media	BOTULISM	GAMESHOW NETWORK	GAMESHOW NETWORK	TBWA\CHIAT\DAY San Francisco	THE DIRECTORS BUREAU Hollywood	USA	Silver Lion

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25 Public health & safety	NICE PEOPLE	ANTI-SMOKING MESSAGE	CANCER FOUNDATION OF WESTERN AUSTRALIA/TARGET 15	MARKETFORCE Perth	CYCLOPS FILMS Perth	AUSTRALIA	Silver Lion
25 Public health & safety	GOLDEN FISHHOOK (LONG)	ANTI-SMOKING CAMPAIGN	FLORIDA DEPARTMENT OF HEALTH	CRISPIN PORTER + BOGUSKY Miami	REDTREE PRODUCTIONS New York	USA	Silver Lion for the Campaign
25 Public health & safety	GOLDEN SHOVEL (LONG)	ANTI-SMOKING CAMPAIGN	FLORIDA DEPARTMENT OF HEALTH	CRISPIN PORTER + BOGUSKY Miami	REDTREE PRODUCTIONS New York	USA	
25 Public health & safety	GOLDEN SLOTH (LONG)	ANTI-SMOKING CAMPAIGN	FLORIDA DEPARTMENT OF HEALTH	CRISPIN PORTER + BOGUSKY Miami	REDTREE PRODUCTIONS New York	USA	
27 Corporate image	WHEELCHAIR	CORPORATE IMAGE	AXEL SPRINGER VERLAG/DIE WELT	SPRINGER & JACOBY WERBUNG Hamburg	COBBLESTONE PICTURES FILMPRODUKTION Hamburg	GERMANY	Silver Lion
27 Corporate image	PILLOW TALK	CORPORATE IMAGE	DISNEY	LEO BURNETT Chicago	PYTKA Venice, Cal.	USA	Silver Lion
28 Public awareness messages	MISTAKE	DEATH PENALTY MESSAGE	MTV	SAATCHI & SAATCHI Milan	BRW & PARTNERS Milan	ITALY	Silver Lion
1 Alcoholic drinks	DREAMER	GUINNESS	GUINNESS	ABBOTT MEAD VICKERS.BBDO London	ACADEMY PRODUCTIONS London	UNITED KINGDOM	Bronze Lion
1 Alcoholic drinks	WHAT ARE YOU DOING?	BUDWEISER	ANHEUSER-BUSCH	GOODBY SILVERSTEIN & PARTNERS San Francisco	HEADQUARTERS Santa Monica	USA	Bronze Lion
2 Non-alcoholic drinks	LAWN	BERRI PLUS DRINK	BERRI	M&C SAATCHI Melbourne	EXIT FILMS Melbourne	AUSTRALIA	Bronze Lion
3 Confectionery & snacks	GOLFING	HALLS LOZENGES	PFIZER CANADA	J WALTER THOMPSON Toronto	THE PLAYERS FILM COMPANY Toronto	CANADA	Bronze Lion
4 Dairy products	STRAW	MILK	PARMALAT	EDSON FCB Lisbon	SHOW-OFF Lisbon	PORTUGAL	Bronze Lion
7 Household maintenance & pet products	LONG LIFE	LIGHTING	SYLVANIA (THAILAND)	RESULTS ADVERTISING Bangkok	PHENOMENA Bangkok	THAILAND	Bronze Lion
9 Cosmetics & beauty products	SUGAR	AXE DEODORANT	UNILEVER ARGENTINA	VEGAOLMOSPONCE Buenos Aires	PELUCA FILMS Buenos Aires	ARGENTINA	Bronze Lion
10 Toiletries & pharmaceuticals	KISS	SINEX DECONGESTANT	PROCTER & GAMBLE	LEO BURNETT Sao Paulo	QUEM EU? Sao Paulo	BRAZIL	Bronze Lion
10 Toiletries & pharmaceuticals	WINE BOTTLE	OB TAMPONS	JOHNSON & JOHNSON	AMMIRATI PURIS Toronto	THE DIRECTORS FILM COMPANY Toronto	CANADA	Bronze Lion
11 Cars	SHAKE	JEEP GRAND CHEROKEE	DAIMLERCHRYSLER	PENTAMARK WORLDWIDE Troy	GERARD DE THAME FILMS / THE MILL London	USA	Bronze Lion
11 Cars	DOG	PASSAT	VOLKSWAGEN GROUP	BMP DDB London	PARTIZAN London	UNITED KINGDOM	Bronze Lion
13 Clothing & footwear	HORSES	SPORTSWEAR	ADIDAS INTERNATIONAL	180 Amsterdam	HARRY NASH London	THE NETHERLANDS	Bronze Lion for the Campaign

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13 Clothing & footwear	BOATS	SPORTSWEAR	ADIDAS INTERNATIONAL	180 Amsterdam	HARRY NASH London	THE NETHERLANDS	
14 Banking	GRAMMY GUITAR	CREDIT CARD	MASTERCARD	McCANN-ERICKSON New York	HUNGRY MAN New York	USA	Bronze Lion
15 Investment, insurance & property development	SERIES	CAR INSURANCE	HSBC/LA BUENOS AIRES INSURANCE	AGULLA & BACCETTI Buenos Aires	LA 4 FILMS Buenos Aires	ARGENTINA	Bronze Lion
16 Transport, travel & tourism	SEATS	AIRLINE	AMERICAN AIRLINES	BMP DDB London	ACADEMY FILMS London	UNITED KINGDOM	Bronze Lion
17 Entertainment & leisure	BALLROOM BLITZ	LOTTO LOTTERY	NORSK TIPPING/NORWEGIAN NATIONAL LOTTERY	NEW DEAL DDB Oslo	MOLAND FILM COMPANY Oslo	NORWAY	Bronze Lion
19 Retail stores & rental companies	BATHROOM	HOME FURNISHINGS STORE	IKEA	ST LUKE'S London	OUTSIDER London	UNITED KINGDOM	Bronze Lion for the Campaign
19 Retail stores & rental companies	KITCHEN	HOME FURNISHINGS STORE	IKEA	ST LUKE'S London	OUTSIDER London	UNITED KINGDOM	
20 Publications & media	SWIMMING POOL	ESPN	ESPN	GROUND ZERO Marina del Rey	HEADQUARTERS New York	USA	Bronze Lion
21 Home electronics & audio-visual	CONCERT	iMAC/iTUNES	APPLE	TBWA\CHIAT\DAY Los Angeles	HOUSE OF USHER Santa Monica	USA	Bronze Lion
22 Business equipment & services	FOOTBALL	EMPLOYMENT AGENCY	MONSTER.COM	SAATCHI & SAATCHI London	HARRY NASH London	UNITED KINGDOM	Bronze Lion
23 Commercial public services	LOOK AT ME	TELECOMS	TELECOM ARGENTINA	AGULLA & BACCETTI Buenos Aires	LA DOBLE A Buenos Aires	ARGENTINA	Bronze Lion
23 Commercial public services	TRAFFIC JAM	MOBILE TELECOMS/SMS	KPN MOBILE	PMSvW/Y&R Amsterdam	CCCP.COM Amsterdam	THE NETHERLANDS	Bronze Lion
26 Personal effects - including perfumes, tobacco & luxury items	HEADACHE	JEWELLERY	NATAN	F/NAZCA SAATCHI & SAATCHI Sao Paulo	YES Rio de Janeiro	BRAZIL	Bronze Lion
27 Corporate image	FACTORY	MUSIC FESTIVAL SPONSORSHIP	AMBEV	F/NAZCA SAATCHI & SAATCHI Sao Paulo	ZERO FILMES Sao Paulo	BRAZIL	Bronze Lion
28 Public awareness messages	EYE CANDY	CHILD SAFETY MESSAGE	CONSUMER SAFETY INSTITUTE	TBWA/CAMPAIGN COMPANY Amsterdam	DENZZO COMMERCIALS Amsterdam	THE NETHERLANDS	Bronze Lion
28 Public awareness messages	EYES	RAINFOREST PRESERVATION CAMPAIGN	FUNDACAO SOS MATA ATLANTICA	F/NAZCA SAATCHI & SAATCHI Sao Paulo	ZERO FILMES Sao Paulo	BRAZIL	Bronze Lion
29 Fund-raising & appeals	POSITIVE	RED CROSS	SPANISH RED CROSS	CATHEDRAL THE CREATIVE CENTER Madrid	GUADIANA FILMS Madrid	SPAIN	Bronze Lion