



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe Wins Big at Cannes Lions 2007 – Ranked n°2 Saatchi & Saatchi New York is Agency of the Year

Paris, June 25, 2007 – Publicis Groupe collected 93 Lions at the 54th annual Cannes International Advertising Festival, almost one-quarter of all prizes awarded. The Groupe placed second in the absolute number of prizes, just after Omnicom, but it was the most-awarded communications group relative to its size. Groupe agencies scooped 1 Grand Prix, 17 Gold Lions, 31 Silver Lions and 37 Bronze. The Groupe also won 5 Promo Lions, 1 Titanium and 1 Integrated Lion.

In addition to winning 7 Young Creative awards, Publicis Groupe networks and agencies were recognized and awarded in all categories. The Groupe's performance was particularly impressive in Press, Radio, Outdoor, Titanium and Integrated, where it collected more awards than any other communications group.

Saatchi & Saatchi New York was awarded Agency of the Year while Saatchi & Saatchi, with 33 Lions, was the most-awarded Groupe network. The Groupe's other networks and agencies also performed extremely well: Leo Burnett, with an impressive 26 Lions, Publicis with 17 Lions, BBH and Fallon with 7 Lions each, and Freud (DFGW) with 1. Finally, in media, Starcom won 2 Lions.

Maurice Lévy, Chairman and CEO for Publicis Groupe, said: "The Cannes Festival is a great occasion to compare our creative performance with that of competing agencies and networks. Our success this year is across-the-board and is truly impressive, especially considering the relative size of our group. I would like to warmly congratulate our teams and our clients, who have always allowed us to go further and further."

All the winning creative is available at www.publicisgroupe.com

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Publicis Groupe (Euronext Paris: FR0000130577 and NYSE: PUB) is the world's fourth largest communications group, and a global leader in digital and online advertising, media consulting, and healthcare communications. With some 42,000 professionals in 104 countries, the Groupe's activities cover advertising, through three global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media agencies with two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services, including digital and interactive communications through Digitas; relationship and direct marketing, public and media relations, corporate and financial communications, multicultural communications, and event communications. The Groupe is also the world leader in healthcare communications.
Web site: www.publicisgroupe.com

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PUBLICIS GROUPE

Cannes Lions 2007

| Title | Advertiser | Product | Award | Advertising Agency | Country |
|--|--|-------------------------------|---------------------------|-------------------------------------|-------------|
| Direct Lions Winners | | | | | |
| Stick & Save | Treat Every Environment Special (Trees) | Paper Recycling Campaign | Gold Lion | Arc Worldwide Kuala Lumpur | Malaysia |
| Verb Yellowball | Centers for Disease Control & Prevention | Youth Fitness Campaign | Gold Lion | Arc Worldwide Chicago | USA |
| Verb Yellowball | Centers for Disease Control & Prevention | Youth Fitness Campaign | Silver Lion | Arc Worldwide Chicago | USA |
| Here's Proof | Olympus | Mju Sw Camera | Silver Lion | Saatchi & Saatchi Sydney | Australia |
| 20°C Mailing | Procter & Gamble | Ariel Coldactive Detergent | Bronze Lion | Saatchi & Saatchi Frankfurt | Germany |
| The Ariss Bros | The Ariss Bros | Ariss Brothers Propane | Bronze Lion | Leo Burnett Toronto | Canada |
| Dementia | StadtMission Nuernberg | Home for the Aged | Bronze Lion | Publicis Kommunikationsagentur | Germany |
| Alternative World Cup 2006 | Switzerland Tourism | Switzerland Tourism | Bronze Lion | Spillmann/Felser/Leo Burnett Zurich | Switzerland |
| Promo Lions Winners | | | | | |
| Anywhere But Germany | Nestlé | El Chana Coffee | Promo Lion | Publicis Impetu Montevideo | Uruguay |
| Earth Hour | WWF Australia | Wildlife Charity | Promo Lion | Leo Burnett Sydney | Australia |
| Earth Hour | WWF Australia | Wildlife Charity | Promo Lion | Leo Burnett Sydney | Australia |
| Stadium | Nike | Nike Football Boots | Promo Lion | Publicis Singapore | Singapore |
| Static | France Telecom | Orange Call Package | Promo Lion | Vitruvio Leo Burnett Madrid | Spain |
| Outdoor Lions Winners | | | | | |
| Soy Sauce | Procter & Gamble | Ultra Tide Clothing Detergent | Gold Lion/1 of 3 campaign | Saatchi & Saatchi New York | USA |
| Mayo | Procter & Gamble | Ultra Tide Clothing Detergent | Gold Lion/2 of 3 campaign | Saatchi & Saatchi New York | USA |
| Ketchup | Procter & Gamble | Ultra Tide Clothing Detergent | Gold Lion/3 of 3 campaign | Saatchi & Saatchi New York | USA |
| Bush | Arno | Blender | Gold Lion/1 of 2 campaign | Publicis Brasil Sao Paulo | Brazil |
| Clinton | Arno | Blender | Gold Lion/2 of 2 campaign | Publicis Brasil Sao Paulo | Brazil |
| Rail | Clima | Bicycle Lock | Gold Lion/1 of 2 campaign | Leo Burnett Bangkok | Thailand |
| Barrier | Clima | Bicycle Lock | Gold Lion/2 of 2 campaign | Leo Burnett Bangkok | Thailand |
| Red Sofa | ADEF | Smoking Awareness | Gold Lion/1 of 4 campaign | Neogama/BBH Sao Paulo | Brazil |
| Bedroom | ADEF | Smoking Awareness | Gold Lion/2 of 4 campaign | Neogama/BBH Sao Paulo | Brazil |
| Kitchen | ADEF | Smoking Awareness | Gold Lion/3 of 4 campaign | Neogama/BBH Sao Paulo | Brazil |
| Bookcase | ADEF | Smoking Awareness | Gold Lion/4 of 4 campaign | Neogama/BBH Sao Paulo | Brazil |
| Bracelets | Médecins sans Frontières | 3RD World Appeal | Gold Lion | Duval Guillaume Brussels | Belgium |
| Little Flower | Plastik | Toys | Gold Lion/1 of 5 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| War | Plastik | Toys | Gold Lion/2 of 5 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |



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| Rotten Egg | Plastik | Toys | Gold Lion/3 of 5 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| Chernobyl | Plastik | Toys | Gold Lion/4 of 5 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| Acid | Plastik | Toys | Gold Lion/5 of 5 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| Mother & Child | Heinz | Hot Ketchup | Silver Lion | Leo Burnett Brussels | Belgium |
| Denim | Procter & Gamble | Ariel Detergent | Silver Lion/1 of 5 campaign | Del Campo Nazca Saatchi & Saatchi | Argentina |
| Cotton | Procter & Gamble | Ariel Detergent | Silver Lion/2 of 5 campaign | Del Campo Nazca Saatchi & Saatchi | Argentina |
| Polyester | Procter & Gamble | Ariel Detergent | Silver Lion/3 of 5 campaign | Del Campo Nazca Saatchi & Saatchi | Argentina |
| Jersey | Procter & Gamble | Ariel Detergent | Silver Lion/4 of 5 campaign | Del Campo Nazca Saatchi & Saatchi | Argentina |
| Corduroy | Procter & Gamble | Ariel Detergent | Silver Lion/5 of 5 campaign | Del Campo Nazca Saatchi & Saatchi | Argentina |
| Sleeping | Procter & Gamble | Glide Dental Floss | Silver Lion/1 of 5 campaign | Saatchi & Saatchi New York | USA |
| Big Night Out | Procter & Gamble | Glide Dental Floss | Silver Lion/2 of 5 campaign | Saatchi & Saatchi New York | USA |
| My Girlfriend | Procter & Gamble | Glide Dental Floss | Silver Lion/3 of 5 campaign | Saatchi & Saatchi New York | USA |
| Music | Procter & Gamble | Glide Dental Floss | Silver Lion/4 of 5 campaign | Saatchi & Saatchi New York | USA |
| New Sports Car | Procter & Gamble | Glide Dental Floss | Silver Lion/5 of 5 campaign | Saatchi & Saatchi New York | USA |
| Lounge | E.U.T Marketing | Wonderbra | Silver Lion/1 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Boardroom | E.U.T Marketing | Wonderbra | Silver Lion/2 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Street | E.U.T Marketing | Wonderbra | Silver Lion/3 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Train | Penguin | Book Publisher | Silver Lion/1 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Airport | Penguin | Book Publisher | Silver Lion/2 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Bus Stop | Penguin | Book Publisher | Silver Lion/3 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Couch | Thai SCPA | Pet Adoption | Silver Lion/1 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Walkies | Thai SCPA | Pet Adoption | Silver Lion/2 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Sticks | Thai SCPA | Pet Adoption | Silver Lion/3 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Aftershave | Cordaid | People In Need Charity | Silver Lion/1 of 4 campaign | Saatchi & Saatchi Amstelvee | The Netherlands |
| Beer | Cordaid | People In Need Charity | Silver Lion/2 of 4 campaign | Saatchi & Saatchi Amstelvee | The Netherlands |
| Sunglasses | Cordaid | People In Need Charity | Silver Lion/3 of 4 campaign | Saatchi & Saatchi Amstelvee | The Netherlands |
| Handbag | Cordaid | People In Need Charity | Silver Lion/4 of 4 campaign | Saatchi & Saatchi Amstelvee | The Netherlands |
| Sundial | McDonald's | McDonald's Breakfast Menu | Silver Lion | Leo Burnett Chicago | USA |



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| Rusty | Diageo | Guinness | Bronze Lion | Saatchi & Saatchi Petaling Jaya | Malaysia |
| Mogul | Café Suplicy | Coffee | Bronze Lion/1 of 3 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| Chemistry Genius | Café Suplicy | Coffee | Bronze Lion/2of 3 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| Employee of the Month | Café Suplicy | Coffee | Bronze Lion/3 of 3 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| Iron | Procter & Gamble | Olay Face Cream | Bronze Lion | Saatchi & Saatchi Ho Chi Minh City | Vietnam |
| Chicken Feet | Connex Trains | SMS Updates | Bronze Lion/1 of 3 campaign | Leo Burnett Melbourne | Australia |
| Beaver | Connex Trains | SMS Updates | Bronze Lion/2of 3 campaign | Leo Burnett Melbourne | Australia |
| Hamster | Connex Trains | SMS Updates | Bronze Lion/3 of 3 campaign | Leo Burnett Melbourne | Australia |
| Life | Smith Micro Software | Stuffit Deluxe Compression Software | Bronze Lion | Saatchi & Saatchi New York | USA |
| Pulp Fiction | Groep T | Language Courses | Bronze Lion | Duval Guillaume Brussels | Belgium |
| How to Remove | ACP Magazine | Breast Cancer Welfare Association | Bronze Lion | Saatchi & Saatchi Petaling Jaya | Malaysia |
| Media Lions Winners | | | | | |
| 1 In 8 Women | Avon Cosmetics Romania | Breast Cancer Awareness | Silver Lion | Starcom Media Bucharest | Romania |
| Bracelets | Médecins sans Frontières/Artsen Zonder Grenzen | Malnutrition Campaign | Silver Lion | Duval Guillaume Brussels | Belgium |
| The Difference is K | Kellogg's | Special K Food Products | Bronze Lion | Starcom USA Chicago | USA |
| Sundial | McDonald's | McDonald's Restaurants | Bronze Lion | Leo Burnett USA Chicago | USA |
| Verb Yellowball | Centres for Disease Control and Prevention | Youth Obesity Campaign | Bronze Lion | Arc Worldwide Chicago | USA |
| Shopping | Boehringer Ingelheim Do Brazil | Mucosolvan Cough Syrup | Bronze Lion | Leo Burnett Brazil Sao Paulo | Brazil |
| Radio Lions Winners | | | | | |
| Summer Hit | CTI Mobile | MP3 Mobile Phone | Silver Lions | Del Campo Nazca Saatchi & Saatchi | Argentina |
| Monotone Billy | Procter & Gamble | Anti-Dandruff Shampoo | Silver Lions | Saatchi & Saatchi, New York | USA |
| Stabbing | Foxtel | Crime Programme | Silver Lions/1 of 2 campaign | Saatchi & Saatchi Sydney | Australia |
| Girl | Foxtel | Crime Programme | Silver Lions/2 of 2 campaign | Saatchi & Saatchi Sydney | Australia |
| Your Marriage | Smith Micro Software | Stuffit Compression Software | Silver Lions/1 of 2 campaign | Saatchi & Saatchi, New York | USA |
| Travelling with Children | Smith Micro Software | Stuffit Compression Software | Silver Lions/2 of 2 campaign | Saatchi & Saatchi, New York | USA |
| Shorten Your Life | Bullzi | Recruitment Consultancy | Silver Lions | Ambience Publicis Advertising | India |
| Girl Child | Cehat | Anti-Female Foeticide Campaign | Silver Lions | Leo Burnett India | India |
| Girls Fart Too | Coca-Cola Nordic Services | Sprite Zero | Bronze Lions/1 of 5 campaign | Saatchi & Saatchi Copenhagen | Denmark |
| Make-Up | Coca-Cola Nordic Services | Sprite Zero | Bronze Lions/2 of 5 campaign | Saatchi & Saatchi Copenhagen | Denmark |
| My Fake Number | Coca-Cola Nordic Services | Sprite Zero | Bronze Lions/3 of 5 campaign | Saatchi & Saatchi Copenhagen | Denmark |



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| Tribal Tattoo | Coca-Cola Nordic Services | Sprite Zero | Bronze Lions/4 of 5 campaign | Saatchi & Saatchi Copenhagen | Denmark |
| Like a Woman | Coca-Cola Nordic Services | Sprite Zero | Bronze Lions/5 of 5 campaign | Saatchi & Saatchi Copenhagen | Denmark |
| Script | Procter & Gamble | Fairy Laundry Detergent | Bronze Lions | Leo Burnett London | United Kingdom |
| Cyber Lions Winners | | | | | |
| Tea Party | Smirnoff | Raw Tea | Gold Lion | Bartle Bogle Hegarty New York | USA |
| Brawny Academy Website | Georgia Pacific | Brawny Paper Towels | Silver Lion | Fallon Minneapolis | USA |
| Dynamite Surfing | Quiksilver Denmark | Sports Clothing and Equipment | Silver Lion | Saatchi & Saatchi Copenhagen | Denmark |
| Try Drugs | Uteseksjonen | Anti-Drugs Campaign | Bronze Lion | Kitchen (Leo Burnett) Oslo | Norway |
| Before You Enter (Wear Condoms) | Krajowe Centrum DS. AIDS | AIDS Protection | Bronze Lion | Arc Warsaw - Leo Burnett Group | Poland |
| Press Lions Winners | | | | | |
| Soy Sauce | Procter & Gamble | Ultra Tide Clothing Detergent | Grand Prix/1 of 3 campaign | Saatchi & Saatchi New York | USA |
| Mayo | Procter & Gamble | Ultra Tide Clothing Detergent | Grand Prix/1 of 3 campaign | Saatchi & Saatchi New York | USA |
| Ketchup | Procter & Gamble | Ultra Tide Clothing Detergent | Grand Prix/1 of 3 campaign | Saatchi & Saatchi New York | USA |
| Denim | Procter & Gamble | Ariel Detergent | Gold Lion/1 of 4 campaign | Del Campo Nazca Saatchi & Saatchi | Argentina |
| Cotton | Procter & Gamble | Ariel Detergent | Gold Lion/2 of 4 campaign | Del Campo Nazca Saatchi & Saatchi | Argentina |
| Polyester | Procter & Gamble | Ariel Detergent | Gold Lion/3 of 4 campaign | Del Campo Nazca Saatchi & Saatchi | Argentina |
| Corduroy | Procter & Gamble | Ariel Detergent | Gold Lion/4 of 4 campaign | Del Campo Nazca Saatchi & Saatchi | Argentina |
| Sleeping | Procter & Gamble | Glide Dental Floss | Gold Lion/1 of 6 campaign | Saatchi & Saatchi New York | USA |
| Big Night Out | Procter & Gamble | Glide Dental Floss | Gold Lion/2 of 6 campaign | Saatchi & Saatchi New York | USA |
| Manhattan | Procter & Gamble | Glide Dental Floss | Gold Lion/3 of 6 campaign | Saatchi & Saatchi New York | USA |
| My Girlfriend | Procter & Gamble | Glide Dental Floss | Gold Lion/4 of 6 campaign | Saatchi & Saatchi New York | USA |
| Music | Procter & Gamble | Glide Dental Floss | Gold Lion/5 of 6 campaign | Saatchi & Saatchi New York | USA |
| New Sports Car | Procter & Gamble | Glide Dental Floss | Gold Lion/6 of 6 campaign | Saatchi & Saatchi New York | USA |
| Railcycle | Clima | Bicycle Lock | Gold Lion/1 of 2 campaign | Leo Burnett Bangkok | Thailand |
| Barriercycle | Clima | Bicycle Lock | Gold Lion/2 of 2 campaign | Leo Burnett Bangkok | Thailand |
| Benjamin Franklin | Mackenzie University | University | Gold Lion/1 of 3 campaign | Publicis Brasil Sao Paulo | Brazil |
| Leonardo Da Vinci | Mackenzie University | University | Gold Lion/2 of 3 campaign | Publicis Brasil Sao Paulo | Brazil |
| Winston Churchill | Mackenzie University | University | Gold Lion/3 of 3 campaign | Publicis Brasil Sao Paulo | Brazil |
| Living Room | ADESF | Smoking Awareness | Gold Lion/1 of 6 campaign | Neogama/BBH Sao Paulo | Brazil |



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| Bedroom | ADESF | Smoking Awareness | Gold Lion/2 of 6 campaign | Neogama/BBH Sao Paulo | Brazil |
| Kitchen | ADESF | Smoking Awareness | Gold Lion/3 of 6 campaign | Neogama/BBH Sao Paulo | Brazil |
| Shelf | ADESF | Smoking Awareness | Gold Lion/4 of 6 campaign | Neogama/BBH Sao Paulo | Brazil |
| TV | ADESF | Smoking Awareness | Gold Lion/5 of 6 campaign | Neogama/BBH Sao Paulo | Brazil |
| Books | ADESF | Smoking Awareness | Gold Lion/6 of 6 campaign | Neogama/BBH Sao Paulo | Brazil |
| Couch | Thai SCPA | Pet Adoption | Gold Lion/1 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Walkies | Thai SCPA | Pet Adoption | Gold Lion/2 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Sticks | Thai SCPA | Pet Adoption | Gold Lion/3 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Sea Fish | Carlsberg | Carlsberg Lager | Silver Lion/1 of 3 campaign | Saatchi & Saatchi London | United Kingdom |
| Country Animals | Carlsberg | Carlsberg Lager | Silver Lion/2 of 3 campaign | Saatchi & Saatchi London | United Kingdom |
| Birds of Britain | Carlsberg | Carlsberg Lager | Silver Lion/3 of 3 campaign | Saatchi & Saatchi London | United Kingdom |
| Empire State Building | Procter & Gamble | Tide Coldwater Washing Detergent | Silver Lion/1 of 3 campaign | Saatchi & Saatchi New York | USA |
| Wrigley Field | Procter & Gamble | Tide Coldwater Washing Detergent | Silver Lion/2 of 3 campaign | Saatchi & Saatchi New York | USA |
| Cruise Ship | Procter & Gamble | Tide Coldwater Washing Detergent | Silver Lion/3 of 3 campaign | Saatchi & Saatchi New York | USA |
| Mount Rushmore | Diesel | Diesel Clothing | Silver Lion/1 of 5 campaign | Marcel Paris | France |
| New York | Diesel | Diesel Clothing | Silver Lion/2 of 5 campaign | Marcel Paris | France |
| London | Diesel | Diesel Clothing | Silver Lion/3 of 5 campaign | Marcel Paris | France |
| Great Wall | Diesel | Diesel Clothing | Silver Lion/4 of 5 campaign | Marcel Paris | France |
| Venizia | Diesel | Diesel Clothing | Silver Lion/5 of 5 campaign | Marcel Paris | France |
| Fat | Texto Editores | Media Books Bookstore | Silver Lion/1 of 4 campaign | Leo Burnett Lisbon | Portugal |
| Coach | Texto Editores | Media Books Bookstore | Silver Lion/2 of 4 campaign | Leo Burnett Lisbon | Portugal |
| In Love | Texto Editores | Media Books Bookstore | Silver Lion/3 of 4 campaign | Leo Burnett Lisbon | Portugal |
| Little Brother | Texto Editores | Media Books Bookstore | Silver Lion/4 of 4 campaign | Leo Burnett Lisbon | Portugal |
| Ecology | France 24 | TV News Channel | Silver Lion/1 of 3 campaign | Marcel Paris | France |
| Finance | France 25 | TV News Channel | Silver Lion/2 of 3 campaign | Marcel Paris | France |
| Pharmaceutical Industry | France 26 | TV News Channel | Silver Lion/3 of 3 campaign | Marcel Paris | France |
| Abuse | El Segundo Police Department | Police Department | Silver Lion/1 of 3 campaign | Team One El Segundo | USA |



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| Arrest | El Segundo Police Department | Police Department | Silver Lion/2 of 3 campaign | Team One El Segundo | USA |
| Bullet | El Segundo Police Department | Police Department | Silver Lion/3 of 3 campaign | Team One El Segundo | USA |
| How to Remove | ACP Magazine | Breast Cancer Welfare Association | Silver Lion | Saatchi & Saatchi Petaling Jaya | Malaysia |
| Spaghetti | HJ Heinz Benelux | Mayonnaise | Bronze Lion | Leo Burnett Brussels | Belgium |
| Woman | Stihl | Trimmer Range | Bronze Lion/1 of 3 campaign | Publicis Conseil Paris | France |
| Man | Stihl | Trimmer Range | Bronze Lion/2 of 3 campaign | Publicis Conseil Paris | France |
| Boy | Stihl | Trimmer Range | Bronze Lion/3 of 3 campaign | Publicis Conseil Paris | France |
| Bank | Club Med | Travel Company | Bronze Lion/1 of 4 campaign | Publicis Graffiti Buenos Aires | Argentina |
| Waitress | Club Med | Travel Company | Bronze Lion/2 of 4 campaign | Publicis Graffiti Buenos Aires | Argentina |
| Boss | Club Med | Travel Company | Bronze Lion/3 of 4 campaign | Publicis Graffiti Buenos Aires | Argentina |
| Mechanic | Club Med | Travel Company | Bronze Lion/4 of 4 campaign | Publicis Graffiti Buenos Aires | Argentina |
| Train | Penguin | Book Publisher | Bronze Lion/1 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Bus-Stop | Penguin | Book Publisher | Bronze Lion/2 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Airport | Penguin | Book Publisher | Bronze Lion/3 of 3 campaign | Saatchi & Saatchi Singapore | Singapore |
| Bolivia | Amnesty International | Human Rights Campaign | Bronze Lion/1 of 3 campaign | Publicis Mojo Auckland | New Zealand |
| Fallujah | Amnesty International | Human Rights Campaign | Bronze Lion/2 of 3 campaign | Publicis Mojo Auckland | New Zealand |
| Sudan | Amnesty International | Human Rights Campaign | Bronze Lion/3 of 3 campaign | Publicis Mojo Auckland | New Zealand |
| Jaguar | SOS Mata Atlantica Foundation | Nature Preservation | Bronze Lion/1 of 4 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| Monkeys | SOS Mata Atlantica Foundation | Nature Preservation | Bronze Lion/2 of 4 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| Sloth | SOS Mata Atlantica Foundation | Nature Preservation | Bronze Lion/3 of 4 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| Alligator | SOS Mata Atlantica Foundation | Nature Preservation | Bronze Lion/4 of 4 campaign | F/Nazca Saatchi & Saatchi Sao Paulo | Brazil |
| Film Lions Winners | | | | | |
| Dangerous Liaisons | Levis Strauss | Levi's | Gold Lion | BBH London | United Kingdom |
| Paint | Sony | Bravia LCD TV | Gold Lion | Fallon London | United Kingdom |
| Taste It In This Life | DB Breweries | Tiger Beer | Silver Lion | Saatchi & Saatchi New Zealand Auckland | New Zealand |
| Interview | Procter & Gamble | Tide-to-Go Detergent | Silver Lion | Saatchi & Saatchi New York | USA |
| Shakespearean Gecko | The Thai Olympic Fibre Cement | Shera Ceiling Boards | Silver Lion | Publicis Thailand Bangkok | Thailand |
| Monte | Bahamas | Tourism | Silver Lion/1 of 3 campaign | Fallon Minneapolis | USA |
| Maureen | Bahamas | Tourism | Silver Lion/2 of 3 campaign | Fallon Minneapolis | USA |



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| Lyle | Bahamas | Tourism | Silver Lion/3 of 3 campaign | Fallon Minneapolis | USA |
| Fruit Pants | Altoids | Altoid Sours | Bronze Lion/1 of 3 campaign | Leo Burnett USA Chicago | USA |
| Half & Half | Altoids | Altoid Sours | Bronze Lion/2 of 3 campaign | Leo Burnett USA Chicago | USA |
| Slap | Altoids | Altoid Sours | Bronze Lion/3 of 3 campaign | Leo Burnett USA Chicago | USA |
| Australian Double Back | William Wrigley, Jr. | Altoids | Bronze Lion/1 of 3 campaign | Leo Burnett USA Chicago | USA |
| Blow Hole Bob | William Wrigley, Jr. | Altoids | Bronze Lion/2 of 3 campaign | Leo Burnett USA Chicago | USA |
| Banana Hands Allen | William Wrigley, Jr. | Altoids | Bronze Lion/3 of 3 campaign | Leo Burnett USA Chicago | USA |
| Brawny Academy | Georgia Pacific | Brawny Kitchen Roll | Bronze Lion/1 of 2 campaign | Fallon Minneapolis | USA |
| Rock | Georgia Pacific | Brawny Kitchen Roll | Bronze Lion/2 of 2 campaign | Fallon Minneapolis | USA |
| Sea of Skin | Unilever | Vaseline | Bronze Lion | Bartle Bogle Hegarty New York | USA |
| News Story | Levi's | Original 501 | Bronze Lion | Bartle Bogle Hegarty New York | USA |
| Whale | Renault Espana | Clio Ipod | Bronze Lion/1 of 2 campaign | Publicis Lado C Madrid | Spain |
| Beetle | Renault Espana | Clio Ipod | Bronze Lion/2 of 2 campaign | Publicis Lado C Madrid | Spain |
| Whale Song | Intercontinental Hotels Group | Holiday Inn | Bronze Lion/1 of 3 campaign | Fallon Minneapolis | USA |
| Unicycle | Intercontinental Hotels Group | Holiday Inn | Bronze Lion/2 of 3 campaign | Fallon Minneapolis | USA |
| Quack | Holiday Inn | Hotel | Bronze Lion/3 of 3 campaign | Fallon Minneapolis | USA |
| Joe's Throat | Holiday Inn | Hotel | Bronze Lion/1 of 2 campaign | Fallon Minneapolis | USA |
| Screwball | Holiday Inn | Hotel | Bronze Lion/2 of 3 campaign | Fallon Minneapolis | USA |
| Hairdresser | Sitges Sci-Fi & Fantasy Film Festival | Film Festival | Bronze Lion | Vitruvio Leo Burnett Madrid | Spain |
| Elvis | BBC | Radio 2 | Bronze Lion | DFGW, London (Freud Communications) | United Kingdom |
| Breathe | Greenpeace | Ocean Defenders Campaign | Bronze Lion | Publicis Mojo Auckland | New Zealand |
| Dangerous Liaisons | Levi Strauss EMEA | Levis | Bronze Lion | BBH London | United Kingdom |
| Titanium & Integrated Lions Winners | | | | | |
| Earth Hour | WWF Australia | Wildlife Charity | Titanium Lion | Leo Burnett Sydney | Australia |
| Tate Tracks | Tate Modern | Museum | Integrated Lion | Fallon London | United Kingdom |