

Unilever is Advertiser of the Year at Cannes

The Anglo-Dutch consumer goods giant Unilever has been awarded the 2010 Cannes Lions International Advertising Festival prestigious Advertiser of the Year award. The award will be presented to Keith Weed, Unilever's chief marketing officer and member of the Unilever Executive, in Cannes during the Film, Film Craft and Titanium & Integrated Lions Awards Ceremony on Saturday 26 June 2010.



"As one of the world's top consumer goods companies, millions of people around the globe are touched daily by the advertising of Unilever's brands. Over the years, its marketing has been renowned for embracing the creativity and innovation that has driven the powerful work that its agencies have produced. Cannes Lions are delighted to bestow the honour of Advertiser of the Year to Unilever," said Terry Savage, festival chairman.

The award is presented to advertisers who have distinguished themselves for inspiring innovative marketing of their products and who embrace and encourage the creative work produced by their agencies.

Known around the world for its advertising campaigns, it won its first Cannes Lion for Omo washing powder back in 1961. Since then, the brands have gone on to win close to 200 Lions over the years, including the Media Grand Prix in 2002 for 'Magnum 7 Deadly Sins - Give In To It', and both the Cyber and Film Grand Prix in 2007 for its Dove 'Evolution' ad.

Keith Weed, said, "The long-standing relationships we have built with our agency partners over many years have enabled us to develop many striking - and more importantly - effective advertising campaigns. More than this, the depth of our relationships has engendered the trust required to foster the genuine strategic thinking, creativity and innovativeness that delivers both long-term brand equity and outstanding work."

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