

Two Film Bronzes for SA at Cannes

Saatchi & Saatchi received one Cannes Lions Film Bronze for its "The Homestead" campaign for Children's Charity, and Lowe Bull the other Film Bronze for its "Coinage" Axe deodorant ad for Unilever SA at the Film and Titanium awards ceremony on Saturday night, 24 June 2006.

A small agency from Japan took the Titanium Lion for Design Barcode while Abbot Mead Vickers.BBDO London received the Grand Prix for Guinness.

Only three results (one Grand Prix and two shortlisted entries) for the prestigious Titanium Lions competition were exclusively released during the awards ceremony - the Grand Prix went to Design Barcode, an idea created by a two-man agency in Japan.

Tribal DDB London and droga5 (USA) were shortlisted for work for Hasbro and Ecko/Marc Ecko Enterprises respectively.

102 other prizes were awarded in Film: 12 Gold Lions; 30 Silver Lions and 60 Bronze Lions. The UK won the highest number of Lions in Film at 22, closely followed by USA with 21.

Agency of the Year was awarded to TBWA\Paris and the Palme d'Or to MJZ USA.

The Netherlands won the Young Creatives' Film Competition, held towards the end of the week for its 30-second film commercial to motivate business travellers to bring their partner to Cannes for a weekend break.

See all the results, including the winning work, at www.canneslions.com/winners_site. For more information, go to www.lionsdailynews.com.