

Promo Lions Winners 2006



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
A04 Cars & Automotive Services				
FAST	VOLKSWAGEN	VW CARS	CRISPIN PORTER + BOGUSKY	USA
PROMO LION				
A01 Fast Moving Consumer Goods				
LYNXJET	UNILEVER AUSTRALASIA	MALE BODY SPRAY	LOWE HUNT	AUSTRALIA
THE TYRANT HABANERO'S	TOHATO	SPICY SNACKS	HAKUHODO	JAPAN
FIRESTARTER	PEPSICO INDIA HOLDINGS (FRITO-LAY DIVISION)	KURKURE SPICY SNACK	JWT INDIA	INDIA
A02 Alcoholic Drinks				
VB BOONIE	FOSTER'S GROUP	VICTORIA BITTER	GEORGE PATTERSON Y&R	AUSTRALIA
RED PASSION DISTRICT	CEPAS ARGENTINA	CAMPARI	CRAVEROLANIS	ARGENTINA
A10 Other Consumer Services				
POWDER-SNOW	GILLER REISEN	TRAVEL OFFERS	SERVICEPLAN GRUPPE FUR INNOVATIVE KOMMUNIKATION	GERMANY
A11 Publications and Media				
KNOWLEDGE OF THE WORLD	BIBLIOGRAPHISCHES INSTITUT & F.A. BROCKHAUS	ENCYCLOPEDIA	MILLA UND PARTNER AGENTUR & ATELIERS	GERMANY
KILLER VIRUS	VERLAGSGRUPPE LÜBBE	FOLLETT'S NEW NOVEL	SERVICEPLAN GRUPPE FUR INNOVATIVE KOMMUNIKATION	GERMANY
LOS REYES	RCN TELEVISION	SOAP OPERA	SANCHO/BBDO	COLOMBIA
A13 Retail Services				
DOOR VIEWER	PAPA JOHN'S	PIZZA DELIVERY	QUORUM/NAZCA SAATCHI & SAATCHI	PERU
CRUISIN TO WIN 3	IRVING OIL	CONVENIENCE STORE	TARGET MARKETING & COMMUNICATIONS	CANADA
B01 Loyalty Campaigns				
TASTY STAMPS	GENERAL MILLS	HAAGEN-DAZS ICE CREAM	TBWA\GERMANY	GERMANY
B02 Event Marketing				
BEWARE OF D@G!	OZON RU-NET HOLDINGS	ONLINE SHOP	IQ MARKETING	RUSSIA
THEATRE EN ROUTE	BRITISH AMERICAN TOBACCO (GERMANY)	GAULOISES CIGARETTES	KOLLE REBBE WERBEAGENTUR	GERMANY
B03 Sponsorship or Partnership Campaigns				
STAND IN BLACK	ADIDAS	2005 BRITISH & IRISH LIONS RUGBY UNION TOUR	WHYBIN\TBWA	NEW ZEALAND
BE THE BALL	ADIDAS	FIFA 2006 WORLD CUP MATCH BALL LAUNCH	WHYBIN\TBWA	NEW ZEALAND
B04 Promotional Packaging				
WHITE PUZZLE	RED BULL	ENERGY DRINK	10AM COMMUNICATIONS	SINGAPORE
B05 Best use of Merchandising/In-Store				
GHOST TROLLEY	SIMBA	GHOST POPS SNACK FOOD	NET#WORK BBDO	SOUTH AFRICA
B06 Best New Product Launch/Re-Launch				
APPRENTICE	PONTIAC	PONTIAC SOLSTICE	LEO BURNETT DETROIT	USA
B08 Best Customer Marketing				
KEYWORD MANIA	CORBIS	IMAGE LICENSING	remerinc	USA
B09 Best Use of TV				
WEDDING	VODAFONE	MOBILE PHONE SERVICE	JWT	UNITED KINGDOM
GAY	VODAFONE	MOBILE PHONE SERVICE	JWT	UNITED KINGDOM
SON	VODAFONE	MOBILE PHONE SERVICE	JWT	UNITED KINGDOM

1 OF 3 CAMPAIGN
2 OF 3 CAMPAIGN
3 OF 3 CAMPAIGN

AIRBAG	RENAULT GERMANY	RENAULT GERMANY	NORDPOL+ HAMBURG	GERMANY
B10 Best Use of Print				
\$1.25	INBEV USA	STELLA ARTOIS	LOWE	USA
B12 Best Use of Digital Media				
RUBBISH FILM FESTIVAL	TELECOM NEW ZEALAND	VIDEO CAPABLE MOBILE PHONES	SAATCHI & SAATCHI	NEW ZEALAND
B13 Best Integrated Promotional Campaign				
LYNXJET	UNILEVER AUSTRALASIA	MALE BODY SPRAY	LOWE HUNT	AUSTRALIA
ASK MILK!	JAPAN DAIRY COUNCIL	INCREASING MILK CONSUMPTION	DENTSU	JAPAN
CRASH TEST	RENAULT GERMANY	CAR SAFETY	NORDPOL+ HAMBURG	GERMANY