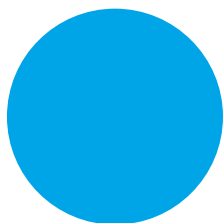


2012 CANNES LIONS 59TH INTERNATIONAL FESTIVAL OF CREATIVITY

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MEDIA LIONS

Gold Lion Winners



Project Imagin8ion

Advertiser: Canon USA

Product: Digital SLR Cameras

Entrant Company: MediaCom New York

Media Company: MediaCom New York

Silver Lion Winners

Coca-Cola Polar Bowl

Advertiser: The Coca-Cola Company

Product: Coca-Cola Classic

Entrant Company: Wieden+Kennedy Portland

Media Company: Starcom MediaVest Group
New York

Kre-O Transform Your World

Advertiser: Hasbro

Product: Kre-O Transformers

Entrant Company: Initiative New York

Media Company: Initiative New York

Bronze Lion Winners

Aquafresh Presents The Nurdles

Advertiser: GlaxoSmithKline

Product: Toothpaste

Entrant Company: PHD New York

Media Company: PHD New York

Book Burning Party

Advertiser: Troy Public Library

Product: Troy Public Library

Entrant Company: Leo Burnett Detroit

Fair Tweets

Advertiser: Ben & Jerry's

Product: World Fair Trade Day

Entrant Company: Amalgamated New York

Forgot Your Password?

Advertiser: Alzheimer's Association US

Product: Alzheimer's Association

Entrant Company: Grupo Gallegos

Huntington Beach

GT Academy USA

Advertiser: Nissan & PlayStation

Product: Nissan 370z, GT-R Vehicles &
Gran Turismo 5

Entrant Company: TBWA\CHIAT\DAY

Los Angeles

Media Company: OMD Los Angeles

Live Young

Advertiser: Dannon

Product: Bottled Water

Entrant Company: MPG New York

Media Company: MPG New York

Bronze Lion Winners

One Copy Song

Advertiser: Adam Tensta

Product: Adam Tensta

Entrant Company: R/GA New York

Pepsi's Game Changing X Factor Partnership

Advertiser: Pepsico Beverage Company

Product: Carbonated Soft Drink

Entrant Company: OMD USA New York

Media Company: OMD USA New York

Media Lions continued