

RADIO LIONS WINNERS



* denotes entrant company

TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY	PRODUCTION COMPANY	COUNTRY
GRAND PRIX						
A01 Foods						
HOEDOWN	MASTERFOODS	SNICKERS	CLEMENGER BBDO MELBOURNE*	AUSTRALIA	NYLON STUDIOS Sydney	AUSTRALIA
GOLD LION						
A01 Foods						
GROWTH SPURT	MASTERFOODS	COMBOS PRETZELS	TBWA\CHIAT\DAY, New York [†] USA		KAMEN ENTERTAINMENT GROUP New York	USA 1 OF 4 CAMPAIGN
FRANCE	MASTERFOODS	COMBOS PRETZELS	TBWA\CHIAT\DAY, New York [†] USA		KAMEN ENTERTAINMENT GROUP New York	USA 2 OF 4 CAMPAIGN
WRESTLING	MASTERFOODS	COMBOS PRETZELS	TBWA\CHIAT\DAY, New York [†] USA		KAMEN ENTERTAINMENT GROUP New York	USA 3 OF 4 CAMPAIGN
DOUG	MASTERFOODS	COMBOS PRETZELS	TBWA\CHIAT\DAY, New York [†] USA		KAMEN ENTERTAINMENT GROUP New York	USA 4 OF 4 CAMPAIGN
A02 Alcoholic Drinks						
MR. REALLY LOUD CELL PHONE GUY	ANHEUSER- BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA 1 OF 10 CAMPAIGN
MR. REALLY BIG GOLF CLUB MAKER	ANHEUSER- BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA 2 OF 10 CAMPAIGN
MR. HOT DOG EATING CONTEST CONTESTANT	ANHEUSER- BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA 3 OF 10 CAMPAIGN
MR. DOGGY DAY SPA OPERATOR	ANHEUSER- BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA 4 OF 10 CAMPAIGN
MR. HAIR GEL OVER-GELLER	ANHEUSER- BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA 5 OF 10 CAMPAIGN

MR. ENORMOUS SUV DRIVER	ANHEUSER- BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA 6 OF 10 CAMPAIGN
MR. BONELESS BUFFALO WING INVENTOR	ANHEUSER- BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA 7 OF 10 CAMPAIGN
MR. ARTIFICIAL TREE MAKER	ANHEUSER- BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA 8 OF 10 CAMPAIGN
MR. HOLIDAY GIFT RE-GIFTER	ANHEUSER- BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA 9 OF 10 CAMPAIGN
MR. PROFESSIONAL SPORTS LEG CRAMP RUBBER OUTER	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA 10 OF 10 CAMPAIGN
A06 Cosmetics & Beauty, Toiletries						
ANSWERING MACHINE	UNILEVER SA HOME & PERSONAL CARE	AXE DEODORANT	LOWE BULL JOHANNESBURG*	SOUTH AFRICA	STERLING SOUND Johannesburg	SOUTH AFRICA
A07 Pharmacy						
CAPTAIN'S LOG	RECKITT BENCKISER	SENOKOT LAXATIVE	THE JUPITER DRAWING ROOM SOUTH AFRICA, Johannesburg*	SOUTH AFRICA	SONOVISION STUDIOS Johannesburg	SOUTH AFRICA 1 OF 3 CAMPAIGN
ENEMY AT THE GATE	RECKITT BENCKISER	SENOKOT LAXATIVE	THE JUPITER DRAWING ROOM SOUTH AFRICA, Johannesburg*	SOUTH AFRICA	SONOVISION STUDIOS Johannesburg	SOUTH AFRICA 2 OF 3 CAMPAIGN
STOWAWAY	RECKITT BENCKISER	SENOKOT LAXATIVE	THE JUPITER DRAWING ROOM SOUTH AFRICA, Johannesburg*	SOUTH AFRICA	SONOVISION STUDIOS Johannesburg	SOUTH AFRICA 3 OF 3 CAMPAIGN
BEDROOM	COZMETEK	GERONIMO CONDOMS	GREY WORLDWIDE SOUTH AFRICA, Johannesburg*	SOUTH AFRICA	SONOVISION STUDIOS Johannesburg	SOUTH AFRICA 1 OF 3 CAMPAIGN
SHOWER	COZMETEK	GERONIMO CONDOMS	GREY WORLDWIDE SOUTH AFRICA, Johannesburg*	SOUTH AFRICA	SONOVISION STUDIOS Johannesburg	SOUTH AFRICA 2 OF 3 CAMPAIGN
DINING ROOM	COZMETEK	GERONIMO CONDOMS	GREY WORLDWIDE SOUTH AFRICA, Johannesburg*	SOUTH AFRICA	SONOVISION STUDIOS Johannesburg	SOUTH AFRICA 3 OF 3 CAMPAIGN
A12 Travel, Entertainment & Leisure						
CORPORITUAL	LOTUS SPA	SPA	JWT MANILA, Makati City*	THE PHILIPPINES	HIT PRODUCTIONS Makati City	THE PHILIPPINES 1 OF 2 CAMPAIGN
TRAFFIC THERAPY	LOTUS SPA	SPA	JWT MANILA, Makati City*	THE PHILIPPINES	HIT PRODUCTIONS Makati City	THE PHILIPPINES 2 OF 2 CAMPAIGN
SILVER LION						
A04 Household						

DUMB	PROCTER & GAMBLE	DURACELL BATTERIES	MOMENTUM OGILVY & MATHER, Lima*	PERU	QUADRASONIC Lima	PERU
A05 Home Appliances, Furnishings, Electronics & Audio Visual						
SUMMER HIT	CTI MOBILE	MP3 MOBILE PHONE	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires*	ARGENTINA	DIEGO RODRIGUEZ MUSICA Buenos Aires	ARGENTINA
A06 Cosmetics & Beauty, Toiletries						
MONOTONE BILLY	PROCTER & GAMBLE	ANTI-DANDRUFF SHAMPOO	SAATCHI & SAATCHI, New York*	USA	SAATCHI & SAATCHI RECORDING STUDIO New York	USA
A10 Cars & Automotive Services						
FITS IN THE RADIO	DAIMLERCHRYSLER VERTRIEBSORGANISATION DEUTSCHLAND	SMART CAR	BBDO DUESSELDORF*	GERMANY	STUDIO FUNK Duesseldorf	GERMANY
A11 Retail Stores, Restaurants & Fast Food Outlets						
AUCTIONEER	EXCLUSIVE BOOKS	BOOKSTORE	OGILVY SOUTH AFRICA, Johannesburg*	SOUTH AFRICA	SONOVISION STUDIOS Johannesburg	SOUTH AFRICA
A13 Publications & Media						
AT THE RIVER	PRIME TV	THE L WORD TELEVISION SHOW	DRAFTFCB NEW ZEALAND, Auckland*	NEW ZEALAND	DIGITAL POST Auckland	NEW ZEALAND 1 OF 3 CAMPAIGN
FRESH BAKING	PRIME TV	THE L WORD TELEVISION SHOW	DRAFTFCB NEW ZEALAND, Auckland*	NEW ZEALAND	DIGITAL POST Auckland	NEW ZEALAND 2 OF 3 CAMPAIGN
MORNING VISITOR	PRIME TV	THE L WORD TELEVISION SHOW	DRAFTFCB NEW ZEALAND, Auckland*	NEW ZEALAND	DIGITAL POST Auckland	NEW ZEALAND 3 OF 3 CAMPAIGN
STABBING	FOXTEL	CRIME PROGRAMME	SAATCHI & SAATCHI, Sydney*	AUSTRALIA	EARDRUM Sydney	AUSTRALIA 1 OF 2 CAMPAIGN
GIRL	FOXTEL	CRIME PROGRAMME	SAATCHI & SAATCHI, Sydney*	AUSTRALIA	EARDRUM Sydney	AUSTRALIA 2 OF 2 CAMPAIGN
A15 Business Equipment & Services						
YOUR MARRIAGE	SMITH MICRO SOFTWARE	'STUFFIT' COMPRESSION SOFTWARE	SAATCHI & SAATCHI, New York*	USA	SAATCHI & SAATCHI RECORDING STUDIO New York	USA 1 OF 2 CAMPAIGN
TRAVELLING WITH CHILDREN	SMITH MICRO SOFTWARE	'STUFFIT' COMPRESSION SOFTWARE	SAATCHI & SAATCHI, New York*	USA	SAATCHI & SAATCHI RECORDING STUDIO New York	USA 2 OF 2 CAMPAIGN
SHORTEN YOUR LIFE	BULLZI	RECRUITMENT CONSULTANCY	AMBIENCE PUBLICIS ADVERTISING, Mumbai*	INDIA	EARDRUM Mumbai	INDIA

A16 Commercial Public Services						
LIVER TRANSPLANT	MOUNT SINAI MEDICAL CENTER	HOSPITAL	DEVITO/VERDI, New York*	USA	BAR 1 New York	USA
A18 Charities, Public Health & Safety, Public Awareness Messages						
GIRL CHILD	CEHAT	ANTI-FEMALE FOETICIDE CAMPAIGN	LEO BURNETT INDIA, Mumbai*	INDIA	LINGO INDIA Mumbai	INDIA
BRONZE LION						
A02 Alcoholic Drinks						
BIG WAVE	MILLER BREWING COMPANY	MILLER GENUINE DRAFT	Y&R CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA
A03 Non-Alcoholic Drinks						
GIRLS FART TOO	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI, Copenhagen*	DENMARK	SUPERSONIC Copenhagen	DENMARK 1 OF 5 CAMPAIGN
MAKE-UP	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI, Copenhagen*	DENMARK	SUPERSONIC Copenhagen	DENMARK 2 OF 5 CAMPAIGN
MY FAKE NUMBER	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI, Copenhagen*	DENMARK	SUPERSONIC Copenhagen	DENMARK 3 OF 5 CAMPAIGN
TRIBAL TATTOO	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI, Copenhagen*	DENMARK	SUPERSONIC Copenhagen	DENMARK 4 OF 5 CAMPAIGN
LIKE A WOMAN	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI, Copenhagen*	DENMARK	SUPERSONIC Copenhagen	DENMARK 5 OF 5 CAMPAIGN
STRAWBERRY	AMBROSOLI	FRUIT JUICE	180 GRADOS, Santiago*	CHILE	AKUSTIK Santiago	CHILE
A04 Household						
SCRIPT	PROCTOR & GAMBLE	FAIRY LAUNDRY DETERGENT	LEO BURNETT, London*	UNITED KINGDOM	FACTORY STUDIOS London	UNITED KINGDOM
A05 Home Appliances, Furnishings, Electronics & Audio Visual						
BLUES	SEMP TOSHIBA	ULTRA BASS AUDIO SYSTEM	TALENT PROPAGANDA, Sao Paulo*	BRAZIL	A VOZ DO BRASIL Sao Paulo	BRAZIL 1 OF 3 CAMPAIGN
RAP	SEMP TOSHIBA	ULTRA BASS AUDIO SYSTEM	TALENT PROPAGANDA, Sao Paulo*	BRAZIL	A VOZ DO BRASIL Sao Paulo	BRAZIL 2 OF 3 CAMPAIGN
HARD CORE	SEMP TOSHIBA	ULTRA BASS AUDIO SYSTEM	TALENT PROPAGANDA, Sao Paulo*	BRAZIL	A VOZ DO BRASIL Sao Paulo	BRAZIL 3 OF 3 CAMPAIGN
A07 Pharmacy						
SILENT COMMERCIAL	LAPPERRE	HEARING AID	MORTIERBRIGADE, Brussels*	BELGIUM	THE CHAIN GANG Antwerp	BELGIUM

A10 Cars & Automotive Services						
SWITCH	LEXUS	HYBRID SALOON	RADIOVILLE, London*	UNITED KINGDOM	JUNGLE GROUP London	UNITED KINGDOM
A11 Retail Stores, Restaurants & Fast Food Outlets						
CONCERT	SEARS	DEPARTMENT STORE	Y&R CHICAGO*	USA	CHICAGO RECORDING COMPANY	USA
A12 Travel, Entertainment & Leisure						
WHALE	FC VAALERENGA	FOOTBALL	GREY WORLDWIDE OSLO*	NORWAY	STIG OG STEIN Oslo	NORWAY 1 OF 3 CAMPAIGN
MOUNT EVEREST	FC VAALERENGA	FOOTBALL	GREY WORLDWIDE OSLO*	NORWAY	STIG OG STEIN Oslo	NORWAY 2 OF 3 CAMPAIGN
FERRY	FC VAALERENGA	FOOTBALL	GREY WORLDWIDE OSLO*	NORWAY	STIG OG STEIN Oslo	NORWAY 3 OF 3 CAMPAIGN
LEADING ROLE	LAZER HELMETS	SPORTS HELMETS	LG&F, Brussels*	BELGIUM	SONICVILLE Brussels	BELGIUM
A13 Publications & Media						
SINGER	EDITORIAL COYUNTURA	MERCADO MAGAZINE	JWT ARGENTINA, Buenos Aires*	ARGENTINA	AUDIO & VISION Buenos Aires	ARGENTINA
A15 Business Equipment & Services						
TALK LIKE YOU TYPE	TYPINGMASTER	TYPING TUTORIAL	POND RADIO ENTERTAINMENT, San Francisco*	USA	BOGAS STUDIOS San Francisco	USA
A18 Charities, Public Health & Safety, Public Awareness Messages						
SONG	AMERICAN LEGACY FOUNDATION/TRUTH	ANTI-SMOKING MESSAGE	ARNOLD, Boston*	USA	BARTRADIO New York	USA