



PUBLICIS GROUPE

PRESS RELEASE

Publicis Groupe, Second Group Most Awarded in Cannes with a Total of 101 Lions

Paris, June 30, 2009 – The 56th annual Cannes Lions International Festival has ended on a very positive note for Publicis Groupe. For the third year in a row, the Groupe is ranked the second most creative groupe with wins of an impressive 101 Lions. Publicis Groupe ranked second after Omnicom in terms of number of prizes, and before WPP.

Publicis Groupe agencies took 1 Grand Prix (Promo), 21 Gold, 25 Silver, and 46 Bronze Lions in total. The Groupe's creative talent was recognized in all categories, particularly in Film (16 Lions), Titanium & Integrated (2 Lions), Press (9 Lions), Outdoor (14 Lions), Cyber (8 Lions), Promo (8 Lions), Radio (4 Lions), Media (18 Lions), Direct (5 Lions), PR (7 Lions) and Design (10 Lions). Leo Burnett was the Groupe's most awarded network with 33 Lions, but there were also strong showings for Saatchi & Saatchi with 25 Lions, and for Publicis with 22 Lions (including 4 Lions for Duval Guillaume and 4 Lions for Marcel). Both Fallon and BBH won an impressive 2 and 9 Lions respectively. VivaKi recorded 9 Lions, 7 Lions for Starcom MediaVest Group and 2 Lions for Zenith Optimedia. The juries also rewarded the creative talent of MS&L with 1 Lion.

Leo Burnett scooped the third place position in the network of the year category. Publicis Groupe is also recognized on the international scene as the most creative group in France thanks to the impressive performance of Publicis France. Marcel was the most awarded French agency. The agency won the only Gold Lion in Film and three Lions in Outdoor. Publicis Net was the most awarded French digital agency and won the only Gold Lion in Cyber. In addition, Publicis Groupe Young Talents were recognized with 9 Young Lions.

Maurice Lévy, Chairman & CEO of Publicis Groupe, welcomed the news: « *Publicis Groupe is extremely proud for its employees and its clients. These results attest to the creative quality of the Groupe. Ranked the number one group in creative performance since 2004 by The Gunn Report and the second most awarded group at the Cannes Festival since 2007, Publicis Groupe is recognized by its peers for its creative talent and by its clients for its brand image and performances' contribution.* »

All the winning creative is available at: www.publicisgroupe.com



About Publicis Groupe

(Publicis Groupe [Euronext Paris: FR0000130577] is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

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Publicis Groupe Cannes 2009 Winners

Award	Title	Client	Product	Agency	Country
Direct Lions					
Gold	Dance	T-Mobile	T-Mobile	Saatchi & Saatchi London	UK
Silver	Store+ The Store That Sells Hope	Portuguese Red Cross	Red Cross Donations	Leo Burnett Lisboa	Portugal
Silver	Store+ The Store That Sells Hope	Portuguese Red Cross	Red Cross Donations	Leo Burnett Lisboa	Portugal
Bronze	Xtreme Precision	Komatsu	Construction Machines	Duval Guillaume Antwerp	Belgium
Bronze	Business Cards	De Lijn	Public Transport Company	Duval Guillaume Brussel	Belgium
Promo Lions					
Grand Prix	Yubari	Yubari Resort	Resort Facilities	Beacon Communications	Japan
Silver	Store+ The Store That Sells Hope	Portuguese Red Cross	Red Cross Donations	Leo Burnett Lisboa	Portugal
Bronze	World's 1st Ephemeral Museum	Diageo Portugal	Pampero Rum	Leo Burnett Lisboa	Portugal
Bronze	Stainbrodery (Oil)	Procter & Gamble	Tide Detergent	Leo Burnett Mumbai	India
Bronze	Carb Relief	Lion Nathan	Toohy's New White Stag Beer	Saatchi & Saatchi Sydney	Australia
Bronze	Supersonics	Supersonic CPH	Sound/Music/Radio Producer	Saatchi & Saatchi Copenhagen	Denmark
Bronze	Store+ The Store That Sells Hope	Portuguese Red Cross	Red Cross Donations	Leo Burnett Lisboa	Portugal
PR Lions					
PR Lions	Protecting Futures	Procter & Gamble	Feminine Hygiene	MS&L New York	USA
PR Lions	World's 1st Ephemeral Museum	Diageo Portugal	Pampero Rum	Leo Burnett Lisboa	Portugal
PR Lions	Zurich's Being Solc	Cabaret Voltaire	Cabaret	Spillman/Felser/Leo Burnett Zurich	Switzerland
PR Lions	Yubari	Yubari Resort	Resort Facilities	Beacon Communications	Japan
PR Lions	Khede Kasra	Hariri Founder	Women Empowerment Program	Leo Burnett Beirut	Lebanon
PR Lions	Store+ The Store That Sells Hope	Portuguese Red Cross	Red Cross Donations	Leo Burnett Lisboa	Portugal
PR Lions	Vote Earth 2009 Case Study	World Wildlife Fund for Nature	Earth Hour : Global Warming	Leo Burnett Sydney	Australia
Outdoor Lions					
Gold	Vote Earth 2009 Monuments	World Wildlife Fund for Nature	Awareness	Leo Burnett Sydney	Australia
Gold	Share Our Billboards	James Ready	James Ready Beer	Leo Burnett Toronto	Canada
Gold	Panda	Fiat	Fiat	Marcel Paris	France
Gold	Walrus	Fiat	Fiat	Marcel Paris	France
Gold	Penguins	Fiat	Fiat	Marcel Paris	France
Silver	Savings	Cupid Condoms	Cupid Condoms	Publicis Communications Mumba	India
Silver	Attraction	Wonderbra	Fashion & Appare	Publicis Conseil	France
Bronze	Shade	L'Oreal India	Garnier Sun Control Daily Moisturize	Publicis Communications Mumba	India
Bronze	Newspaper	Lancia	Lancia Delta Autoparking System	Marcel Paris	France
Bronze	Grenade	Rodney District Council	Anti Speeding	Saatchi & Saatchi Auckland	New Zealand
Bronze	Roller Blader	DB Breweries	Sol Beer	Saatchi & Saatchi Auckland	New Zealand
Bronze	Gangster	DB Breweries	Sol Beer	Saatchi & Saatchi Auckland	New Zealand
Bronze	Hockey Player	DB Breweries	Sol Beer	Saatchi & Saatchi Auckland	New Zealand
Bronze	Loo	Bajaj Electricals	Bajaj Exhaust Fans	Leo Burnett Mumbai	India
Bronze	Kitchen	Bajaj Electricals	Bajaj Exhaust Fans	Leo Burnett Mumbai	India
Bronze	Baby Room	Bajaj Electricals	Bajaj Exhaust Fans	Leo Burnett Mumbai	India
Bronze	Cops	France 24	International News Channe	Marcel Paris	France
Bronze	Couple	France 24	International News Channe	Marcel Paris	France
Bronze	Tree	Hospital Aleman	Kinder Plan	Del Campo Nazca Saatchi & Saatchi Buenos Aires	Argentina
Bronze	Cookies	Hospital Aleman	Kinder Plan	Del Campo Nazca Saatchi & Saatchi Buenos Aires	Argentina
Bronze	Stairs	Hospital Aleman	Kinder Plan	Del Campo Nazca Saatchi & Saatchi Buenos Aires	Argentina
Bronze	Alcoholic	Stichting Geheim Geweic	Charity	Saatchi & Saatchi Amsterdam	The Netherlands
Bronze	Addict	Stichting Geheim Geweic	Charity	Saatchi & Saatchi Amsterdam	The Netherlands
Bronze	Suicide	Stichting Geheim Geweic	Charity	Saatchi & Saatchi Amsterdam	The Netherlands
Bronze	Obesity	Stichting Geheim Geweic	Charity	Saatchi & Saatchi Amsterdam	The Netherlands
Radio Lions					
Bronze	Crisis	Brussels Airlines	Low-Price Air Travel	Duval Guillaume Brussel	Belgium
Bronze	Pool	Procter & Gamble	Gain Laundry Detergen	Leo Burnett Toronto	Canada
Bronze	Spanish	Procter & Gamble	Gain Laundry Detergen	Leo Burnett Toronto	Canada
Bronze	Crumple	Procter & Gamble	Gain Laundry Detergen	Leo Burnett Toronto	Canada
Bronze	Morning	Procter & Gamble	Gain Laundry Detergen	Leo Burnett Toronto	Canada
Bronze	Billboard	Toyota New Zealand	Toyota Prius	Saatchi & Saatchi Auckland	New Zealand
Bronze	Newspaper Ad	Toyota New Zealand	Toyota Prius	Saatchi & Saatchi Auckland	New Zealand
Bronze	Direct Mail	Toyota New Zealand	Toyota Prius	Saatchi & Saatchi Auckland	New Zealand
Bronze	Cell	UK Department for Transport	Anti Drink-Driving Message	Leo Burnett London	UK
Bronze	Custody	UK Department for Transport	Anti Drink-Driving Message	Leo Burnett London	UK
Bronze	Search	UK Department for Transport	Anti Drink-Driving Message	Leo Burnett London	UK
Media Lions					
Gold	Reinventing the Magazin	Lexus USA	2010 Lexus RX	Team One El Segundo	USA
Gold	The World is Noisy Enough	AEG Electrolux	Washing Machines	ZenithOptimedia International London	UK
Gold	Strauchaine Sponsorship	Mars	Mars Chocolate Bar	Starcom Melbourne	Australia
Gold	Sustainability	Wal-Mart	Retail Store	MediaVest USA New York	USA
Silver	Live Ad	Honda	Honda Accord	Starcom MediaVest Group London	UK
Silver	Dance	T-Mobile	T-Mobile	Saatchi & Saatchi London	UK
Silver	World's 1st Ephemeral Museum	Diageo Portugal	Pampero Rum	Leo Burnett Lisboa	Portugal
Silver	Reinventing the Magazin	Lexus USA	2010 Lexus RX	Team One El Segundo	USA
Bronze	Give Me a Third Chance	Bangkok School for the Blind	School for the Blind	Publicis Bangkok	Thailand
Bronze	Warm Up	Kraft	Stove Top Stuffing	MediaVest USA New York	USA
Bronze	Currency	In Gandhi's Shoes	Non-Profit Organizer	Publicis India Gurgaor	India
Bronze	Illumina la Citta di Milan	Coca-Cola Italy	Coca-Cola	Starcom Italia Milan	Italy
Bronze	Piracy	Fompi/C.A. Cinemas	Anti-Piracy Campaign	Leo Burnett Guatemala	Guatemala
Bronze	Vote Earth 2009 Monuments	World Wildlife Fund for Nature	Earth Hour : Global Warming	Leo Burnett Sydney	Australia
Bronze	Ted b96 Project	Lion Nathan Australia	Beer	ZenithOptimedia Sydney	Australia
Bronze	Falling In Love Agair	Mars	Confectionery	Starcom MediaVest Group Dubai	United Arab Emirates
Bronze	Live Ad	Honda	Honda Accord	Starcom MediaVest Group London	UK
Bronze	The Dinosaur Exhibition	The Grigore Antipa Natural History Museum	The Grigore Antipa Natural History Museum	Leo Burnett & Target Bucharest	Romania
Cyber Lions					
Gold	100 Girls	Axe	Hair Products	BBH New York	USA
Gold	Signs	Coca-Cola Eurasia	Schweppes	Publicis Mojo Auckland	New Zealand
Gold	What We Hear	Barnardo's	Barnardo's	BBH London	UK
Gold	Break the Cycle	Barnardo's	Barnardo's	BBH London	UK
Silver	Hypertext	Spanish Red Cross	New Member Recruitment	Publicis Modem Madrid	Spain
Silver	Dance	T-Mobile	T-Mobile	Saatchi & Saatchi London	UK
Bronze	Contemporary Beer	Heroes Factory	New Zoogami Beer	Saatchi & Saatchi Rome	Italy
Bronze	BBC Blast	BBC	BBC Blast	Fallon London	UK
Bronze	Education	Barnardo's	Barnardo's	BBH London	UK
Press Lions					
Gold	Decrossifier	Miller Brewing Company	Miller High Life	Saatchi & Saatchi New York	USA
Gold	Pinky Restrain	Miller Brewing Company	Miller High Life	Saatchi & Saatchi New York	USA
Gold	Collar Clips	Miller Brewing Company	Miller High Life	Saatchi & Saatchi New York	USA
Gold	The Ross Family	Pedestrian Council Australia	Road Safety Campaign	Saatchi & Saatchi Sydney	Australia
Gold	The Smith Family	Pedestrian Council Australia	Road Safety Campaign	Saatchi & Saatchi Sydney	Australia
Gold	The White Family	Pedestrian Council Australia	Road Safety Campaign	Saatchi & Saatchi Sydney	Australia
Silver	Lamp	Siemens	Mini Vacuum Cleaner	Leo Burnett Hong Kong	China
Silver	Hi-Fi	Siemens	Mini Vacuum Cleaner	Leo Burnett Hong Kong	China
Silver	Keyboard	Siemens	Mini Vacuum Cleaner	Leo Burnett Hong Kong	China
Silver	Stress Ball	Audi UK	Quattro	BBH London	UK
Silver	Soap	Audi UK	Quattro	BBH London	UK
Silver	Maps London	Sony Australia	Sony Walkman	Saatchi & Saatchi Sydney	Australia
Silver	Maps Sydney	Sony Australia	Sony Walkman	Saatchi & Saatchi Sydney	Australia
Silver	Maps New York	Sony Australia	Sony Walkman	Saatchi & Saatchi Sydney	Australia
Silver	Tree	Hospital Aleman	Kinder Plan	Del Campo Nazca Saatchi & Saatchi Buenos Aires	Argentina
Silver	Cookies	Hospital Aleman	Kinder Plan	Del Campo Nazca Saatchi & Saatchi Buenos Aires	Argentina
Silver	Stairs	Hospital Aleman	Kinder Plan	Del Campo Nazca Saatchi & Saatchi Buenos Aires	Argentina

Publicis Groupe Cannes 2009 Winners

Bronze	Police Gap	Vespa	Vespa	Saatchi & Saatchi Auckland	New Zealand
Bronze	Shirt	Procter & Gamble	Tide Detergent	Saatchi & Saatchi Guangzhou	China
Bronze	Bathrobe	Procter & Gamble	Tide Detergent	Saatchi & Saatchi Guangzhou	China
Bronze	Trousers	Procter & Gamble	Tide Detergent	Saatchi & Saatchi Guangzhou	China
Bronze	Chicken	Procter & Gamble	Oral-B Dental Floss	Publicis Brasil Sao Paulo	Brazil
Bronze	Pig	Procter & Gamble	Oral-B Dental Floss	Publicis Brasil Sao Paulo	Brazil
Bronze	Fish	Procter & Gamble	Oral-B Dental Floss	Publicis Brasil Sao Paulo	Brazil
Design Lions					
Gold	Buick Style Guide	General Motors	Buick	Leo Burnett USA Chicago	USA
Gold	Skimmer	Fallon	Advertising Agency	Fallon Worldwide Minneapolis	USA
Gold	Miss Dior Chérie	Dior	Miss Dior Chérie	Publicis Net	France
Silver	Broken Window	Sulakshan Kulkarni Cricket Academ	Cricket Academy	Red Lion Publicis Mumbai	India
Silver	Ball Point	Amnesty International Malaysia	Letter Writing Campaign	Saatchi & Saatchi Petaling Jaya	Malaysia
Silver	Felt Tip	Amnesty International Malaysia	Letter Writing Campaign	Saatchi & Saatchi Petaling Jaya	Malaysia
Silver	Fountain Pen	Amnesty International Malaysia	Letter Writing Campaign	Saatchi & Saatchi Petaling Jaya	Malaysia
Silver	Stainbrodery (Ketchup)	Procter & Gamble	Tide Detergent	Leo Burnett Mumbai	India
Silver	Store+ The Store That Sells Hope	Portuguese Red Cross	Red Cross Donations	Leo Burnett Lisboa	Portugal
Bronze	Vote Earth 2009 Design	World Wildlife Fund for Nature	Earth Hour : Global Warming Awareness	Leo Burnett Sydney	Australia
Bronze	Barbecue	Vision Art	3M Post-It Sticky Notes	Publicis Communications Petaling Jaya	Malaysia
Bronze	All Against Each Other	Amnesty Internationa	Human Rights Organizer	Leo Burnett Lisboa	Portugal
Film Lions					
Gold	Pure Waters	Lion Nathan	James Boag's Draught	Publicis Mojo Sydney	Australia
Gold	Crash Test Panda	Fiat	Fiat Car Range	Marcel Paris	France
Gold	Dance	T-Mobile	T-Mobile	Saatchi & Saatchi London	UK
Silver	Oasis Dig Out Your Soul In The Stree	NYC & CO/Warner Brothers Records	Dig Out Your Sou	BBH New York	USA
Silver	Doctor	Ambev	Norte Beer	Del Campo Nazca Saatchi & Saatchi Buenos Aires	Argentina
Silver	It Guy	Ambev	Norte Beer	Del Campo Nazca Saatchi & Saatchi Buenos Aires	Argentina
Silver	Millionaire	Ambev	Norte Beer	Del Campo Nazca Saatchi & Saatchi Buenos Aires	Argentina
Silver	Warehouse	Miller Brewing Company/Miller High Lift	Miller Beer	Saatchi & Saatchi New York	USA
Silver	High Life	Miller Brewing Company/Miller High Lift	Miller Beer	Saatchi & Saatchi New York	USA
Silver	One Mississipp	Miller Brewing Company/Miller High Lift	Miller Beer	Saatchi & Saatchi New York	USA
Silver	Guitar	Miller Brewing Company/Miller High Lift	Miller Beer	Saatchi & Saatchi New York	USA
Silver	Painting	Miller Brewing Company/Miller High Lift	Miller Beer	Saatchi & Saatchi New York	USA
Silver	Surgery	Visionlab Optician's	Optician	Publicis Comunicacion Espana Madrid	Spain
Silver	Dinner	Visionlab Optician's	Optician	Publicis Comunicacion Espana Madrid	Spain
Silver	Birds	Washington's Lottery	Lottery	Publicis In The West Seattle	USA
Silver	House Of Cards	Shelter	Homelessness Charity	Leo Burnett London	UK
Bronze	Jumpers	Flemish Milk Board (Vlam)	Milk	Duval Guillaume Brussel	Belgium
Bronze	Freestylers	Flemish Milk Board (Vlam)	Milk	Duval Guillaume Brussel	Belgium
Bronze	Mariachis	Mars Mexicc	Skwinkles Sweets	Leo Burnett Mexicc	Mexico
Bronze	Secrets And Lies	Levi Strauss	501 Jeans	BBH London	UK
Bronze	Unboxed	Audi UK	Audi Q5	BBH London	UK
Bronze	Spaceships	Sitges Fantasy Film Festiva	Sitges Fantasy Film Festiva	Vitruvio Leo Burnett Madrid	Spain
Bronze	Dance	T-Mobile	T-Mobile	Saatchi & Saatchi London	UK
Bronze	Zack Johnson	Procter & Gamble	Tampax	Leo Burnett USA Chicago	USA
Titanium & Integrated Lions					
Titanium	Oasis Dig Out Your Soul In The Stree	NYC & CO/Warner Brothers Records	Dig Out Your Sou	BBH New York	USA
Bronze	Dance	T-Mobile	T-Mobile	Saatchi & Saatchi London	UK