

# Lions daily

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## Cyber jury declares online sector has come of age



Bob Greenberg: "new level".

**ONLINE** advertising has come out of the corridor. Cyber jury president Bob Greenberg said yesterday in announcing two contrasting Grand Prix winners.

Underlining his message that online creatives had made the transition from people waiting outside the room to present at the end of a pitch to the front rank, the jury handed out more than 100 Lions - double the previous highest tally.

Grands Prix went to Japan's NEC, for its Ecotonoa Project website, and Spain's

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**11.15** Saatchi & Saatchi presents The New Directors' Showcase. The 14th annual showcase has attracted 100 entries from which judges chose 26. "The general standard was very impressive," Bob Greenberg said. "Baker & Baker, world creative director, Saatchi & Saatchi, said, 'and we are now starting to see a lot of very good short films coming from our campaigns.'"

**14.30** USA Today presents Global Market. The Next Big Thing.

**16.00** Lowe presents Thinking Inside The Box.

**17.30** Dentsu presents Asian Diversity: East And West.

## Press & Outdoor looks east and west for excellence made easy



Gavin Kellett: "one of the freshest ideas I have seen".



Anna Gladkova: variations in technology.



Sheungyan Lo: "the way people interpret visuals".

**SIMPLY the best** - that was the criterion the Press & Outdoor jury applied in announcing yesterday Grand Prix wins for DDB London and J Walter Thompson Kuala Lumpur.

"We tried to look for simplic-

ity and a sense of not being exclusive," jury president Piyush Pandey said of the 117 Lions awarded. "We looked for work that was easy to understand."

In the case of Press, GP winner 'Cops' for Volkswagen, the

result was "refreshing and lived up to what the brand stands for - even for a brand that has done fantastically well in previous competitions".

UK juror Gavin Kellett said the Outdoor GP winner, 'Missile car' for Malaysia's Channel

9 TV, was "one of the freshest ideas I have seen". News coverage could have been a very topical subject in the current climate but JWT's work "gave a few smiles - it was a win at the way news reports

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Jodaf. 40 Cannes Lions Awards.

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# Cyber jury declares online sector has come of age

Press & Outdoor looks east and west for excellence made east

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static Outdoor for quite some time and people are beginning to give it some life.

Russian juror Anna Pavlova added that there were innovations in the technology and sophistication differences that other countries could apply to O&P.

By contrast, jurors said they had been little innovation in Print - "nothing earth-shaking", as Pandey put it.

He admitted that Lions had gone to "the suspects".

China's Sheungyan praised innovation in Press & Outdoor "from the way people interpret visuals" rather than changes to the medium, such as those being seen in other disciplines.

Canada's Ian Grainger praised the essence of the entries but said they were "simple, clear visual ideas" with a broad range of content. He added: "We were searching for more laughs this year but there wasn't much of it."

Germany bagged another national 16 Lions, Singapore a strong showing with four for the UK and France, not a vintage year, with nine Lions respectively.



Sasha Kurtz: "motivate the user to act".



Kevin Flatt: "exemplifies what our industry can do like no other".

The banners for Nike - now winner of five GPs in a row - which depict a runner being chased by and chasing bears, was also executed at a very high level and offered emotional rewards, he said.

Fellow American Sasha Kurtz said the two GP winners "do something more than television, they motivate the user to go out and act".

respect to online work.

US juror Kevin Flatt said the NEC site - which invites visitors to add signatures to a virtual tree, in exchange for which the firm plants real trees to combat global warming - "exemplifies what our industry can do like no other. It is a well-executed, well-thought-out, beautiful piece that made you appreciate what NEC is doing."

new level ... and that is finally being recognised by our respective agencies".

He added: "The work holds up with the best of television commercials." Many cyber creatives were now producing short films and using full-motion video computer graphics for work. While "I often feel the clients know it better than the agencies", fellow professionals were now granting

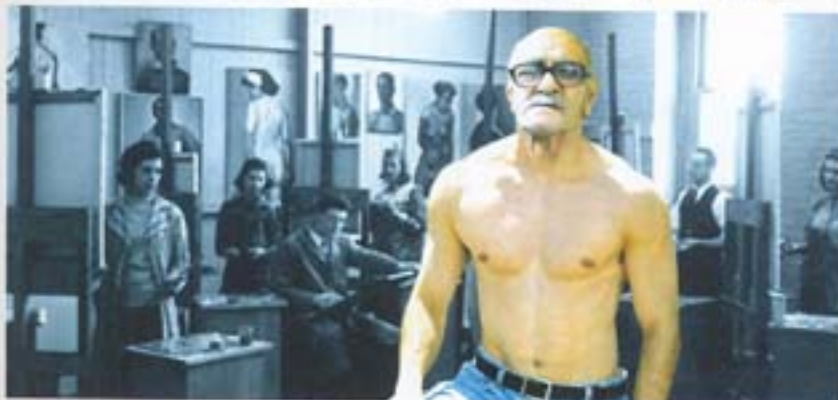


The Cyber jury announces its decisions.

continued from page 1 >>> DoubleYou, which created for Nike a series of banner ads promoting the San Silvestre 10km race.

Greenberg said there was near unanimity in choosing the GP winners from a shortlist of eight. Speaking with the experience of 27 years in the industry, he said last night's awards ceremony showreel proved that Cyber "has really come to a

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