

Lions daily

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JODAF mixer INTERNATIONAL

Alex Mehedfi
Executive Producer
alex@jodafmixer.com.br

Levy claims success for Publicis unification plan



Maurice Levy: keeping an eye on new TV platforms.

PUBLICIS Group chairman Maurice Levy is in Cannes to check out the competition and rally round his troops.

His attendance at the IAF comes as Publicis, the world's fourth-largest advertising group, is on particularly good form following a regime of acquisition and integration overseen by Levy.

"Publicis' first results as a unified network or group are positive, which proves we've chosen the right strategy," Levy

told the Daily News. "Publicis Worldwide especially has done a remarkable job." In 2003, it conquered budgets as diverse as Sara Lee/Dim and EDF in France, Nestle in Mexico and Procter & Gamble in the US. Publicis Group has also recently been named by Lehman Brothers the world's number one new-business company.

Levy said: "Publicis is an attractive company because of its clients and in-house talent. Our offer is quite remarkable and well in line with clients'

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WIEDEN BOXES CLEVER

DAN WIEDEN,

ident of Wieden Kennedy, and last year's president of the Film and Outdoor juries is in Cannes this time to address the Pro Gamble conference but tight-lipped about what he said in the sessions. He is also expected to note Festival trends and agree that the action is to be in below-the-line.

"Everyone is trying to find a way out of the box," he said. "Not that there is anything wrong with the box but it is getting expensive in there."

Dire predictions that advertising and TV in crisis are dying and zapping did not impress him.

"At the end of the day, one from the client agency to the consumer looking for something positive and relevant. You need it online, in a print ad, on the side of a urinal, on the toilet or on a ketchup bottle."



Dan Wieden

Bernardin explores Europe in Cannes

TOM BERNARDIN, appointed worldwide president and US CEO of Leo Burnett in February, has been getting acquainted with the European end of his empire in Cannes.

"I have been focusing on the US and this is the first time I've got to see a large number of peo-

ple from other areas such as the global operations committee, with which I spent the first two days of the week," Bernardin said.

What he did see has left him cautiously optimistic that the US recovery is feeding through to Europe.

"If you go back to the 4A's meeting in Miami earlier this year,

people were talking about things being up and this is continuing."

"There is an element of caution. I don't think we are suddenly back to the '90s but there is a feeling of really solid confidence."

Bernardin told a press lunch at the Majestic beach that "it is a real honour to be invited into a brand like this". He paid tribute to worldwide chairman and CEO Linda Wolf, who he will succeed on her retirement.

"The relationship I have in working with Linda is unique in any agency. We all know of instances where you get a CEO leaving who does not want to go but Linda has been terrific."

Wolf responded by saying: "I am delighted with Tom coming in. He is absolutely the right person to take over." ■



Linda Wolf and Tom Bernardin: in harmony.

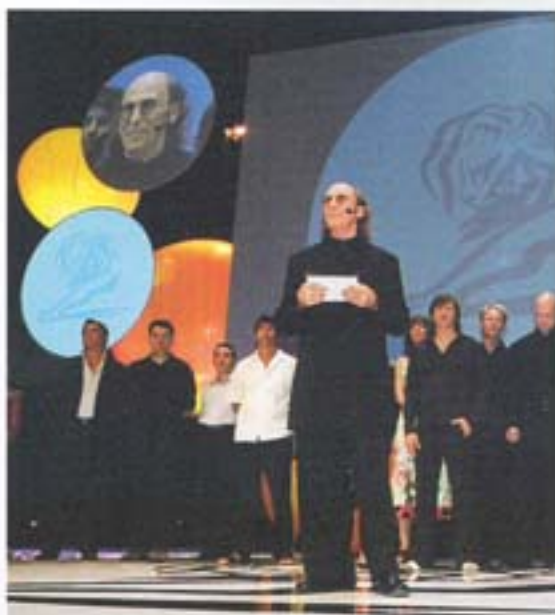
DON'T MISS TODAY

● 14.45 Y&R presents Dreams 2004 - Mar

● 16.00 Getty Images presents The Big I

Eyes on the prize

Global creativity was under the spotlight at Wednesday night's Cyber and Press & Outdoor awards ceremony, as confirmed by Arnaud Lagardere, CEO of the Lagardere Group and Media Person of the Year. "This is your prize," Lagardere told the audience in the Grand Auditorium. "Fifty per cent of the Lagardere Group's revenue comes from advertising, in other words from your creativity. Keep on being creative and give us more juice."



Cyber jury president Bob Greenberg said his jury "made me proud to be part of this industry. And they're even good-looking!"



"This award is yours," said Arnaud Lagardere on picking up the Media Person of the Year Award, "because 50 per cent of our profits come from advertising."



Gold Lion winners Tom Eriksen (left) and Nils Lindhe of Lowe Tesch Stockholm.



NEC Corporation's Kasumi Fujii donned traditional dress to receive the website Grand Prix from Roger Hatchuel and Bob Greenberg, for her "text tree".



Lion hunter Lee Sung Bok of Postvisual.com Seoul.



R/GA New York struck gold twice with work for Nike. Karen Spiegel picked up the awards from Bob Greenberg.



Gabriele Dangel picks up the first of two Cyber awards won for a Vodafone online campaign.



Mark Cridge of Glue London won two Golds with work for Unilever's Pot Noodle Brand.



Forsman & Bodenforsser (left), Appelblad and Martin Cedergrén picked up the evening's first Gold for work for Volvo Sweden.



"BANCADA 1" / JWT PORTUGAL
Client - Vodafone
Director - Fabrizio Notari



"BANCADA 2" / JWT PORTUGAL
Client - Vodafone
Director - Fabrizio Notari



"SOPA" / JWT PORTUGAL
Client - Vodafone
Director - Fabrizio Notari



"FORA DE MODA" / JWT PORTUGAL
Client - Vodafone
Director - Alex Orlovski



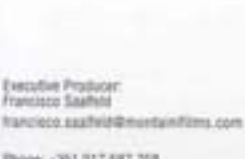
"ROUCOS" / JWT PORTUGAL
Client - Vodafone
Director - Fabrizio Notari



"3ª GERAÇÃO" / JWT PORTUGAL
Client - Vodafone
Director - Fabrizio Notari



"CCP" / BBDO PORTUGAL
Client - CCP
Director - Salomão Figueiredo



Felly Notari

Executive Producer:
Francisco Saalheid
francisco.saalheid@montainifilms.com

Phone: +351 917 587 758
Fax: +351 213 021 840

www.mountainfilms.com

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Siquiera of AgenciaClick earned Brazil's cyber strength 'Lion' and was rewarded by Greenberg.



Erdoes shares a laugh with Bob Greenberg as she picks up gold for Bell and Partners, for the latter relaunch campaign.



Porter (left) and Jeff Jamieson of Crispin Porter & Yankovsky Miami struck gold for Virgin Atlantic campaign.



hit with the audience, The Factory's online 'Trojan Horses' films won Cyber Gold. Just what is the weightlifter holding that man up? Matthew Smith (left), James Rowse and Ed Robinson are in the glory.



Marrinfield (left), Philpa Fox, Martine Tourres and Hiro Fumi of TBWA\Japan scored two P&O awards and one in Media for their work talked-about Adidas Vertical work.



"I will leave here having learnt a lot," said Press & Outdoor president Piyush Pandey, here sharing a joke with festival chairman Roger Hatchuel.



Marcus Rebeschini (left), Robert Klemen and Mark Bamfield of TBWA\Singapore received two awards for their Sphere campaign.



Piyush Pandey congratulates Lowe Bull Johannesburg's Rob McLennan, who collected two Lions for his agency's Outdoor work.



BDDP & Fils' campaign for BMW won three Press and three Outdoor awards for Patrice Lucet (left) and Charles Guillemont.



Winners of the Cyber Grand Prix Anna Coll (left), Jordi Martinez, Edu Pou, Oriol Villar, Daniel Solana, Joakim Borgstromand and Jordi Rosas of DoubleYou Barcelona flank Terry Savage and Bob Greenberg.



Brazil's AlmapBBDO swept the board with textual depictions of 'Bin Laden', 'Bush', 'Saddam' and 'Fidel Castro'. Sophie Schoenburg and Roberto Fernandez were proud winners of Press and Outdoor Gold Lions.



Net#ork BBDO Johannesburg's Philip Ireland (left), Mike Schallit and John Davenport in victorious mood with Piyush Pandey.



:dentifricio

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LEARN ITALIAN
FILMMASTER.COM

MILANO: +39 02 290911 . ROMA: +39 06 545661 . info@filmmaster.com