

CYBER

Cyber Lions Winners 2006



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
C03 Viral Marketing: Viral Video				
STILL FREE	ECKO/MARC ECKO ENTERPRISES	FASHION & LIFESTYLE COMPANY	droga5	USA
D01 Interactive Campaigns				
GTI CAMPAIGN	VOLKSWAGEN	CARS	CRISPIN PORTER + BOGUSKY	USA
GOLD LION				
A01 Automotive products & services				
VW FEATURES	VOLKSWAGEN	CARS	CRISPIN PORTER + BOGUSKY	USA
MINI DOMINATRIX	MINI CANADA	MINI COOPER	TAXI CANADA	CANADA
A03 Travel, entertainment & leisure				
DEPARTMENT OF HUMOUR STUDY	TBS	HUMOUR SURVEY	BIG SPACESHIP	USA
VISIT SWEDEN	THE SWEDISH TOURIST COUNCIL	TRAVEL & TOURISM	FARFAR	SWEDEN
A04 Computing & telecommunications				
COMCASTIC	COMCAST	HIGH-SPEED INTERNET AND DIGITAL CABLE	GOODBY SILVERSTEIN & PARTNERS	USA
A05 Fast moving consumer goods				
WHOPPERETTES	BURGER KING	FAST FOOD RESTAURANT	CRISPIN PORTER + BOGUSKY	USA
SITH SENSE	BURGER KING	FAST FOOD RESTAURANT	CRISPIN PORTER + BOGUSKY	USA
BRITTLE LACTICA	CALIFORNIA FLUID MILK PROCESSORS ADVISORY BOARD	MILK	GOODBY SILVERSTEIN & PARTNERS	USA
A06 Beauty & luxury products				
PHILIPS BODYGROOM	PHILIPS NORELCO	BODYGROOM ELECTRIC SHAVER	TRIBAL DDB NEW YORK	USA
A08 Sportswear, fashion & clothing				
ADIDAS SPORT STYLE Y-3 CUBES	ADIDAS	SPORTS FASHION	NEUE DIGITALE	GERMANY
A09 Consumer products and services				
DREAM KITCHENS FOR EVERYONE	IKEA SWEDEN	FURNITURE	FORSMAN & BODENFORS	SWEDEN
A14 Corporate information				
COMMUNICATION EVOLVED	AMANA	PHOTO AGENCY COMPANY	THA	JAPAN
B01 Automotive products & services				
REASSURINGLY SAFE	VOLKSWAGEN SVERIGE	VOLKSWAGEN POLO	DADDY	SWEDEN
B02 Financial services				
CRASH	ITAU INSURANCE	INSURANCE CLAIMS	DDB BRASIL	BRAZIL
B05 Fast moving consumer goods				
OOPS	RECKITT BENCKISER	POLIFLOR FURNITURE POLISH	EURO RSCG 4D	BRAZIL
B09 Consumer Products & Services				
SCROLL	ARNO	T-FAL COOKING PAN	F/NAZCA SAATCHI & SAATCHI	BRAZIL
WATER PURIFIER	MULTIBRAS - BRASTEMP	WATER PURIFIER	AGENCIACLICK	BRAZIL
B12 Fundraising, charities, appeals & non-profit organisations				
GORILLA	WWF/ADENA	WILDLIFE CHARITY	CONTRAPUNTO	SPAIN
B13 Awareness messages & public health & safety				
HER PAST	JAPAN ADVERTISING COUNCIL	HIV AWARENESS	DENTSU	JAPAN
C03 Viral Marketing: Viral Video				
R10 CROSSBAR	NIKE	NIKE RONALDINHO TIEMPO LEGEND BOOT	FRAMFAB DENMARK	DENMARK
GAMES BREAKOUT	AMBX PHILLIPS	AMBX PC GAME	LAWTON EMARKETING	UNITED KINGDOM

C04 Viral Marketing: Interactive Tools				
THE CHAIN	NIKE	NIKE SPORTS APPAREL	FRAMFAB DENMARK	DENMARK
C06 Games: Best product integration				
CISCO BOOOM	CISCO SYSTEMS GERMANY	CISCO IP-COMMUNICATION SOLUTIONS	OGILVYINTERACTIVE WORLDWIDE	GERMANY
D01 Interactive Campaigns				
WHOPPERETTES	BURGER KING	FAST FOOD RESTAURANT	CRISPIN PORTER + BOGUSKY	USA
MILK	CALIFORNIA FLUID MILK PROCESSORS ADVISORY BOARD	MILK	GOODBY SILVERSTEIN & PARTNERS	USA
SILVER LION				
A01 Automotive products & services				
A-TO-S	MERCEDES-BENZ UK	MERCEDES-BENZ CARS	AGENCY REPUBLIC	UNITED KINGDOM
FEEL VOLVO C70	VOLVO	VOLVO C70	EURO RSCG 4D	THE NETHERLANDS
A04 Computing & telecommunications				
PJOTRO.COM	NOKIA	MULTIMEDIA DEVICES	FARFAR	SWEDEN
A08 Sportswear, fashion & clothing				
SEXY GIRL	AXEL SPRINGER	UNDERWEAR	JUNG von MATT GERMANY	GERMANY
A09 Consumer products and services				
NOKIA 20LIVES	NOKIA	MOBILE PHONES	EURO RSCG 4D	THE NETHERLANDS
A11 Publications & media				
GLOBAL RESEARCH SHOW	TOKYO FM BROADCASTING	FM BROADCASTING	DENTSU	JAPAN
A13 Awareness messages & public health & safety				
RETOUCH	MINISTRY OF HEALTH AND SOCIAL AFFAIRS	SEX EQUALITY	FORSMAN & BODENFORS	SWEDEN
A14 Corporate information				
BIG IDEAS COME FROM BIG PENCILS	LEO BURNETT CANADA	ADVERTISING AGENCY	LEO BURNETT CANADA	CANADA
B01 Automotive products & services				
RALLY RACE	MINI	MINI	CRISPIN PORTER + BOGUSKY	USA
SMOKE	VOLKSWAGEN	VOLKSWAGEN GTI	CRISPIN PORTER + BOGUSKY	USA
CONEMAN	MINI USA	MINI COOPER	BEAM	USA
PATHS	GENERAL MOTORS	GM MONTANA	PUBLICIS BRASIL	BRAZIL
B02 Financial services				
TRAMPOLINE	DISCOVER CARD	CREDIT CARD	GOODBY SILVERSTEIN & PARTNERS	USA
POSTER	VIRGIN MONEY	CREDIT CARD	GLUE LONDON	UNITED KINGDOM
B03 Travel, entertainment & leisure				
COSMOPOLITAN	BARCELONA CITY COUNCIL	BARCELONA	HERRAIZ SOTO & CO.	SPAIN
B08 Sportswear, fashion & clothing				
INTERACTIVE SHOESTRING NIKE SPRINT SISTER	AMERICAN NIKE	RUNNING SHOE	DOUBLEYOU	SPAIN
B11 Publications & media				
PILLINGS	TOO FAR	PUBLISHERS	LEAN MEAN FIGHTING MACHINE	UNITED KINGDOM
SHAKE	EDITORIA PEIXES	SEXY MAGAZINE	AGENCIACLICK	BRAZIL
B12 Fundraising, charities, appeals & non-profit organisations				
WALLABY	WORLD WILDLIFE FUND AUSTRALIA	DONATIONS APPEAL	LEO BURNETT	AUSTRALIA
B13 Awareness messages & public health & safety				
POST	COI, ROYAL MARINES	ROYAL MARINES RECRUITMENT	GLUE LONDON	UNITED KINGDOM
AT HOME	COI/HOME OFFICE	ONLINE SAFETY AWARENESS	PROFERO	UNITED KINGDOM
COLOURED/WHITES	REMEMBERSEGREGATION.ORG	CIVIL RIGHTS AWARENESS	DDB SEATTLE	USA
C02 Viral Marketing: Email Marketing				
HERE'S HOW FAST IT IS	RENAULT GERMANY	MEGANE RENAULT SPORT	NORDPOL+ HAMBURG	GERMANY
C03 Viral Marketing: Viral Video				
HAVE A WORD	MINI	MINI COOPER S WITH JCW GP KIT	GLUE LONDON	UNITED KINGDOM
C06 Games: Best product integration				
NOKIA 20LIVES	NOKIA	MOBILE PHONES	EURO RSCG 4D	THE NETHERLANDS
D01 Interactive Campaigns				
PJOTRO.COM	NOKIA	MULTIMEDIA DEVICES	FARFAR	SWEDEN
COQ ROQ CAMPAIGN	BURGER KING	FAST FOOD RESTAURANT	CRISPIN PORTER + BOGUSKY	USA
BRONZE LION				
A01 Automotive products & services				
MINI QUARTET	MINI CANADA	MINI COOPER	TAXI CANADA	CANADA
PASSAT	VOLKSWAGEN	VW PASSAT FILMS	ARNOLD WORLDWIDE	USA
A02 Financial services				

BAD LUCK TEST TRAPPEDBANKER.COM	IF WASHINGTON MUTUAL	INSURANCE BANKING	FORSMAN & BODENFORS LEO BURNETT USA	SWEDEN USA
A03 Travel, entertainment & leisure				
MOUNTAIN LOST UNTOLD	ARTIST GROUP MANGAN CHANNEL 4 NEW MEDIA	NANGA PARBAT MOUNTAIN EXPEDITION LOST TV SERIES	JUNG von MATT GERMANY CHANNEL 4 NEW MEDIA	GERMANY UNITED KINGDOM
A04 Computing & telecommunications				
HET HUIS VAN MORGEN	KPN	TELECOMMUNICATION COMPANY	LOWE EN DRAFT	THE NETHERLANDS
A05 Fast moving consumer goods				
METROPOLIS	V&S ABSOLUT SPIRITS	VODKA	GREAT WORKS	SWEDEN
A06 Beauty & luxury products				
SEEDS OF BEAUTY WILKINSON D.A.R.E.	SHISEIDO WILKINSON SWORD	BEAUTY XTREME3 RAZOR	DENTSU JWT PARIS	JAPAN FRANCE
A07 Healthcare & medical				
VICHY HOMME	VICHY LABORATOIRES	SKINCARE PRODUCTS	EURO RSCG 4D FRANCE	FRANCE
A08 Sportswear, fashion & clothing				
BODY GEOMETRY	SPECIALIZED	SPECIALIZED BODY GEOMETRY GEAR	GOODBY SILVERSTEIN & PARTNERS	USA
A09 Consumer products and services				
PLAYSTATION PORTABLE LAUNCH I'M NOT NORMAL	SONY COMPUTER ENTERTAINMENT FRANCE VIRGIN MOBILE	HANDHELD CONSOLE MOBILE PHONE	DUKE LA COMUNIDAD	FRANCE USA
A10 E-commerce & retail				
DESIGN FOR ALL	TARGET	CONSUMER GOODS	R/GA	USA
A11 Publications & media				
HUSBANDS FOR SALE	CANAL +	DESPERATE HOUSEWIVES TV SERIES	EURO RSCG 4D FRANCE	FRANCE
A13 Awareness messages & public health & safety				
FOTOSENTIMIENTOS.COM	AMNESTY INTERNATIONAL OF PUERTO RICO	DOMESTIC VIOLENCE AWARENESS	JWT	PUERTO RICO
A14 Corporate information				
VOODOO XMAS ARKADENA FILM	DINAMO NORGE ARKADENA FILM	CHRISTMAS PARTY PRODUCTION HOUSE	DINAMO LINK MEDIAMIX	NORWAY SLOVENIA
B03 Travel, entertainment & leisure				
LESSON 13	COMPANHIA ATHLETICA GYM	HEALTH & PHYSICAL AWARENESS	DDB BRASIL	BRAZIL
B04 Computing & telecommunications				
TRUE-TO-LIFE PRINTS	HP ASIA PACIFIC	PHOTO PRINTER	SAATCHI & SAATCHI SINGAPORE	SINGAPORE
B11 Publications & media				
LEFT FOOT YELLOW	INTERNATIONAL HERALD TRIBUNE	NEWSPAPER	LEAN MEAN FIGHTING MACHINE	UNITED KINGDOM
C01 Mobile Advertising, mobile phones, PDAs				
CAMERAPHONE	LEO BURNETT	TEENAGE ROAD SAFETY	LEO BURNETT	UNITED KINGDOM
C02 Viral Marketing: Email Marketing				
JUST IN CASE DOG	RENAULT GERMANY MITSUBISHI MOTORS BRASIL	RENAULT SAFETY MITSUBISHI ECLIPSE 2006	NORDPOL+ HAMBURG LOV - A NOVA GERACAO	GERMANY BRAZIL
C03 Viral Marketing: Viral Video				
TRAILER CRASHERS VIRAL BIRD PENGUIN RAVENSTOKE	NEWLINER CINEMA VIRGIN TRAINS MILLER BREWING COMPANY UNILEVER	WEDDING CRASHERS MOVIE TRAIN SERVICE MILLER LITE BEER LYNX/AXE TOILETRIES	TEQUILA\DIGITAL SYDNEY GLUE LONDON Y&R CHICAGO THE VIRAL FACTORY	AUSTRALIA UNITED KINGDOM USA UNITED KINGDOM
C05 Games: Best product game				
UNDERWORLD: EVOLUTION GAME	SONY PICTURES	ONLINE MULTI-PLAYER FIGHTING GAME	BIG SPACESHIP	USA
C06 Games: Best product integration				
PAKMAN ZZZZZZZZ	SUITSUPPLY TELEFONICA	MEN'S SUITS UNLIMITED INTERNET FLAT RATE ACCESS	ACHTUNG! DDB BRASIL	THE NETHERLANDS BRAZIL
D01 Interactive Campaigns				
ART OF H3IST	AUDI OF AMERICA	AUDI A3	McKINNEY	USA