

Titanium & Integrated Gold Lion for TBWA

CANNES: TBWA\Hunt\Lascaris Johannesburg completed its haul with a final Gold Lion, this time in Titanium & Integrated, for its Trillion Dollar Campaign for *The Zimbabwean* at the final awards ceremony at the 56th Cannes Lions International Advertising Festival on Saturday night, 27 June 2009, in Cannes, France. [\[blog\]](#)



The final night of the Cannes Lions International Advertising Festival culminated in the Film, Titanium and Integrated awards ceremony.

Of the 3453 entries in the Film category, the jury, chaired by David Lubars, chairman and chief creative officer, BBDO North America, shortlisted 261 entries, of which 16 were awarded Gold, 36 Silver and 35 Bronze Lions. The Film Grand Prix was awarded to Tribal DDB Amsterdam for the Philips Interactive Film Carousel.

The Titanium & Integrated jury, chaired by David Droga, founder and creative chairman of Droga5, voted on 403 entries to reach a shortlist of 23, of which 11 Integrated Lions and three Titanium Lions were awarded. The Titanium Grand Prix and the Integrated Grand Prix were both won by Obama For America in Washington for the Obama/Biden Presidential campaign.

View the winning work from these categories, along with their credits:

- [Titanium & Integrated Lions](#)
- [Film Lions](#)

Other awards presented at this evening's awards ceremony were:

- [Advertising Agency of the Year](#) was given to DDB BRASIL, São Paulo.
- The [Network of the Year](#) award was presented to BBDO.
- The [Palme d'Or](#), given to the best production company, was awarded to PHENOMENA, Thailand.
- A special jury commendation was given to Believe Media in Los Angeles for its Wassup '08 *True Vote* ad.

Also announced were the winners of the [Young Lions Film Competition](#), with the Mexican team winning the Gold medal, Canada taking Silver and Denmark Bronze.

The Advertiser of the Year trophy was presented to Volkswagen for its continued inspiring and innovative marketing. Hartmut Seeger, international advertising director accepted the award.

For more:

- Cannes Lions website: www.canneslions.com
- Cannes Lions website: [full schedule](#)
- Cannes Lions on Twitter: [@Cannes_Lions](#)
- Twitter Search: "[Cannes Lions OR canneslions OR Cannes](#)"
- Gisele Wertheim-Aymes on Twitter: [@giselewaymes](#) [Wertheim-Aymes, head of media at FNB, is at Cannes and is [blogging](#) and [tweeting](#) from the festival on behalf of Bizcommunity]
- Riaan Wolmarans on Twitter: [@riaanw's Cannes Lions tweets](#) [Wolmarans is the former editor of the *Mail & Guardian Online* and is now senior production editor of all print/online output of Cannes Lions ads awards and related ads festivals]
- Adrian Hewlett on Twitter: [@AdrianHewlett](#) [MD of the Habari Group]

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