

Cannes Lions 2009 56th International Advertising Festival (June 21-27, 2009)

The International Advertising Festival - Cannes Lions - is the largest gathering of worldwide advertising professionals and advertisers as well as the most prestigious annual advertising awards. Each year, over 10,000 visitors from the advertising and allied industries attend this event to celebrate the best of creativity across all media mix, discuss industry issues and network with one another. Over 25,000 ads from all over the world are showcased and judged at the Festival.

Media Agency of the Year	DENTSU INC.	
Design Lions Environmental Design: Semi-Permanent Gold	Client	Yoshida Hideo Memorial Foundation (Ad Museum Tokyo)
	Product	One Show Exhibition 2008
	Title	"One Show Exhibition 2008"
	Media	Exhibition
Design Lions Corporate or Brand Identity : Publications Gold Design Lions Corporate or Brand Identity : Posters Silver	Client	MITSUBISHI ESTATE CO., LTD. & IDÉE CO., LTD.
	Product	Haiku Event
	Title	"Coming Moon"
	Media	Pamphlet/Poster
Outdoor Lions Ambient: Special Build Gold	Client	DUNLOP FALKEN TYRES, LTD.
	Product	Safety Awareness Campaign
	Title	"Melody Road"
	Media	OOH
Media Lions Use of Media Best Use of Other Digital Media including mobile devices Gold Cyber Lions Other Interactive Digital Media Mobile Advertising Bronze	Client	Sony Music Associated Records Inc.
	Product	CD Single "'SUNAO NI NARETARA' (JUJU feat. Spontania)"
	Title	"Pair Movie 'SUNAO NI NARETARA'"
	Media	Website

<p>Cyber Lions Websites & Microsites : Clothing, Footwear & Accessories Gold</p> <p>Media Lions Product & Service : Clothing, Footwear & Accessories Bronze</p>	Client	UNIQLO CO., LTD.
	Product	UNIQLO Parka Series
	Title	"TOKYO FASHION MAP"
	Media	Website
<p>Design Lions Packaging Design: Non-Alcoholic Drinks Silver</p>	Client	Nichirei Foods Inc.
	Product	Nichirei Acerola Drink
	Title	"From the Country of Passion"
	Media	Package
<p>Design Lions Packaging Design: Foods Bronze</p>	Client	Ichida Garden
	Product	Vegetable Wrapping Paper
	Title	"Newspaper to New Paper Project"
	Media	Package
<p>Media Lions Product & Service : Fast Moving Consumer Goods Bronze</p>	Client	Japan Tobacco Inc. (JT)
	Product	Canned Coffee
	Title	"'Roots' Canned Coffee Book Ad"
	Media	Campaign