

CANNES 2005 LIONS TALLY CHART

The Ad Festival's Biggest Winners

July 04, 2005

THE BIG WINNERS

Global holding companies ranked by Cannes Lions

Holding Company	Total Points	Total Lions
Omnicom Group	575	* 122
Publicis Groupe	264	60
WPP Group	249	* 54
Interpublic Group of Cos.	138	30
Havas	70	15

* Plus two Grand Prix for Omnicom (both DDB) and one Grand Prix for WPP (Ogilvy)

TV, PRINT & RADIO

International agency networks ranked by Lions won at Cannes in press & outdoor, film, and the new radio contests. Ad Age's rating system awards 10 points for a Grand Prix, 7 points for a Gold Lion, 5 for a Silver and 3 for a Bronze.

Network	Holding Co.	Pts	GP	Gold	Silver	Bronze	Total
TBWA Worldwide	Omnicom	187	1	11	11	15	*37
DDB Worldwide	Omnicom	137	1	6	8	15	*29
BBDO Worldwide	Omnicom	93	0	1	10	12	23
Ogilvy	WPP	70	1	3	3	8	*14
Saatchi & Saatchi	Publicis	67	0	2	4	11	17
Leo Burnett	Publicis	61	0	3	5	5	13
JWT	WPP	56	0	3	4	5	12
Lowe	Interpublic	39	0	2	2	5	9
Publicis	Publicis	27	0	1	1	5	7
Bartle Bogle Hegarty	Publicis (49%)	24	0	0	3	3	6
Euro RSCG Worldwide	Havas	20	0	1	2	1	4
Foot Cone & Belding	Interpublic	20	0	1	2	1	4
Wieden & Kennedy	Independent	18	1	0	1	1	*2
Fallon	Publicis	18	0	1	1	2	4
Grey Worldwide	WPP	14	0	0	1	3	4
Young & Rubicam	WPP	14	0	0	1	3	4
Dentsu	Dentsu	8	0	0	1	1	2
McCann Erickson	Interpublic	8	0	0	1	1	2

* Plus a Grand Prix

International agency networks ranked by Lions won in press & outdoor, film, radio, cyber, direct and media. A Grand Prix counts as 10 points, a Gold Lion as 7, a Silver as 5 and a Bronze as 3. Media Lions are weighted as Silver Lions (5 points).								
Network	Pts.	Press & Outdoor	Film	Radio	Media	Direct	Cyber	Total
DDB Worldwide	202	17	10	*2	0	4	*9	42
TBWA Worldwide	201	*20	14	2	1	1	2	40
BBDO Worldwide	140	12	9	1	0	7	3	32
Ogilvy	111	*12	0	2	0	5	3	22
Saatchi & Saatchi	78	9	3	2	0	0	3	17
Leo Burnett	71	7	6	0	1	1	0	15
JWT	67	7	4	1	0	3	0	15
Lowe	54	5	3	1	1	1	1	12
Euro RSCG Worldwide	45	2	1	0	0	0	7	10
Publicis	41	4	2	1	0	1	2	10
Dentsu	30	0	2	0	1	0	3	6
Bartle Bogle Hegarty	27	2	4	0	0	0	1	7
Young & Rubicam	25	1	1	2	0	3	0	7
Fallon	24	2	2	0	0	0	2	6
Foote Cone & Belding	20	1	1	2	0	0	0	4
Wieden & Kennedy	18	0	*2	0	0	0	0	*2
Grey	14	2	2	0	0	0	0	4
McCann Erickson	13	0	2	0	0	1	0	3
Arnold Worldwide	10	0	2	0	0	0	0	2

Ranking includes Direct Lions from Proximity (for BBDO), MRM (for McCann), Wunderman (for Y&R), Draft (for Lowe) and Melbourne office of Rapp Collins (for DDB).

Source:Ad Age