

SA's first Outdoor Grand Prix

Last night Tuesday, 19 June 2007, Net#work BBDO walked off not only with South Africa's first-ever Outdoor Grand Prix for its Nedbank billboard at the 54th International Cannes Advertising Festival, but also a Gold Outdoor Lion for its Ghost Pops campaign. This follows its Gold Promo Lion, also for Ghost Pops, on Monday 18 June.



[click to enlarge](#)

The Net#work scoop is also the second Grand Prix ever to be bestowed on SA. With this idea and others, Mike Schalit from Net#work reckons he is going to prove that creativity can change the world – not politics.

Allegedly the first of its kind in the world, the solar panel billboard turns sunshine into electricity and powers up the MC Weiler School kitchen in the Alexander Township, saving the school approximately R2000 a month in electricity bills. The billboard is currently being patented for use in school sites all over SA.

Across Outdoor, Radio and Media, The Jupiter Drawing Room received two Golds, Lowe Bull Johannesburg one Gold and one Bronze, and Ogilvy South Africa two Silvers.

Outdoor

Silver Outdoor Lions went to Ogilvy South Africa for its Eskom “Save” campaign. Bronze Outdoor Lions went to Ireland/Davenport for its Hubba Hubba Bubblegum campaign and to Lowe Bull Johannesburg for its National Council Against Smoking campaign

For full details, go to www.canneslionslive.com/outdoor.

Radio

Gold Radio Lions went to Lowe Bull Johannesburg its Axe “Answering Machine” campaign, to The Jupiter Drawing Room for its Senokot Laxative campaign and to Grey Worldwide South Africa for its Geronimo Condoms campaign.

A Silver Radio Lion went to Ogilvy South Africa for its Exclusive Books campaign.

For full details, go to www.canneslionslive.com/radio/.

Media

A Gold Media Lion went to The Jupiter Drawing Room for its Mont Blanc Fountain Pen campaign.

Bronze Media Lions went to Cinevation for its Xbox Live campaign and to Tequila\Johannesburg for its Toot 'n Scoot campaign.

For full details, go to www.canneslionslive.com/media/.

Don't forget to read our guest blogger and Cannes judge, Stuart Stobbs of proximity#ttp, at <http://blog.bizcommunity.com>.

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