

Chinese whispers^o

DDB China Group

DDB roars at the Cannes Lions

Cannes Lions 2008 was again a chance for DDB to shine. We won a total of 49 Lions including the Grand Prix in Press, which went to DDB South Africa for their Energizer campaign. (Check out the winning work at ddb.com)

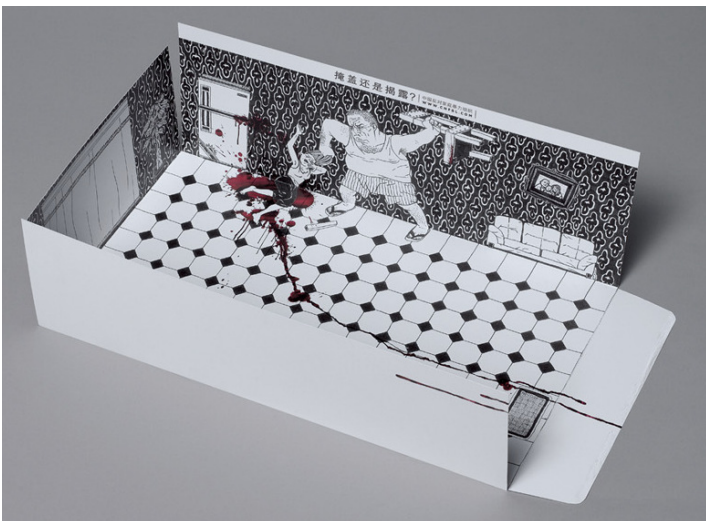
Our agency finished second in the Festival's race for Network of the Year, behind sister agency BBDO. It's the 15th consecutive year that Omnicom agencies have bagged the top spot.

Cannes was filled with creativity, flair and parties, but it was also a week where China made a real impact.

China and Cannes

DDB Shanghai's campaign "UNCOVER" for China's Organization Against Domestic Crime was shortlisted in the Direct Lions category. The direct marketing campaign, the brainchild of Creative Director Jody Xiong, was sent out to 20 million homes.

The large envelope had what looked like a streak of blood leaking out of it. Inside, a 3D image of a sitting room where domestic violence is taking place.



The campaign prompted an increase of reporting domestic violence, the online reporting rate rose 69%. The campaign effectively prevented 76 possible domestic violence incidents.



Leo and Meredin stroll around the streets of Cannes

DDB Shanghai's Leo Wan and Meredin Xu, who were picked from 20 teams across China to represent the country at the Young Lions competition, made it to Cannes just in time after finally getting their French visas!

The brief they received on Human Rights was a tough nut to crack, but they took a lot out of the experience. They were thoroughly impressed with the culture and sightseeing they did, as well as with the workshops and people they met. Leo will long remember France's relaxed attitude towards female sunbathing attire (or lack of)!

We're excited about next year already! Roar!

Dick van Motman

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