

# CANNES 2011 Predictions Reel



PRESENTED BY LEO BURNETT WORLDWIDE

Leo Burnett's annual Cannes Predictions Reel is culled from award-winning commercials and campaigns from the top advertising award shows each year. For over two decades, the reel has been prescient in identifying Grand Prix winners, while highlighting some of the best new work produced by the global marketing industry.

Donald Gunn, former Director of Creative Resources at Leo Burnett Worldwide, created the reel in 1987. This year, a team of researchers from Leo Burnett Worldwide compiled the reel, narrowing the contenders to 40 selections from 14 countries, spread across multiple product categories and media channels.



- 1. HEINEKEN • “The Entrance”  
Wieden + Kennedy  
(AMSTERDAM, THE NETHERLANDS)
- 2. TARGET • “Kaleidoscopic Fashion Spectacular”  
Mother  
(NEW YORK, USA)
- 3. T-MOBILE • “Welcome Back”  
Saatchi & Saatchi  
(LONDON, UNITED KINGDOM)
- 4. IKEA • “Cats”  
Mother  
(LONDON, UNITED KINGDOM)
- 5. CARLTON DRAUGHT • “Slow Mo”  
Clemenger BBDO  
(MELBOURNE, AUSTRALIA)
- 6. DIESEL • “A Brief History”  
Santo  
(LONDON, UNITED KINGDOM)
- 7. WORLD WILDLIFE FOUNDATION  
• “Save as WWF”  
Jung von Matt  
(HAMBURG, GERMANY)
- 8. NIKE - FOOTBALL • “Write the Future”  
Wieden + Kennedy  
(AMSTERDAM, THE NETHERLANDS)
- 9. GATORADE • “Replay - Seasons 2+3”  
TBWA/Chiat/Day  
(LOS ANGELES, USA)
- 10. VOLKSWAGEN - PASSAT • “The Force”  
Deutsch  
(LOS ANGELES, USA)
- 11. SONY PLAYSTATION  
- DC UNIVERSE ONLINE • “Mr. Lee”  
Leo Burnett  
(MADRID, SPAIN)
- 12. FEDEX • “Exchange Student”  
BBDO  
(NEW YORK, USA)
- 13. SHANGRI-LA HOTELS • “It’s In Our Nature”  
Ogilvy & Mather  
(HONG KONG, PEOPLE’S REPUBLIC OF CHINA)
- 14. TIPP-EX • “A Hunter Shoots A Bear”  
Buzzman  
(PARIS, FRANCE)
- 15. GOOGLE CREATIVE LAB / ARCADE FIRE  
• “The Wilderness Downtown”  
Chris Milk & Radical Media  
(USA)
- 16. COCA-COLA - BURN ENERGY DRINK  
• “Ride”  
Publicis Mojo  
(SYDNEY, AUSTRALIA)
- 17. NIKE - BASKETBALL • “The Film Room”  
R\GA  
(NEW YORK, USA)
- 18. LEO BURNETT INDIA  
• “The Gandhi Font”  
Leo Burnett  
(MUMBAI, INDIA)
- 19. BERGHS SCHOOL  
• “Don’t Tell Ashton”  
Berghs School of Communication  
(STOCKHOLM, SWEDEN)
- 20. INNOVATIVE THUNDER  
• “Pay With A Tweet”  
R\GA  
(NEW YORK, USA)
- 21. OLD SPICE • “Boat” / “Response Campaign”  
Wieden + Kennedy  
(PORTLAND, USA)
- 22. PUMA • “After Hours Athlete”  
Droga5  
(NEW YORK, USA)
- 23. DIAGEO - BUNDABERG RUM  
• “Favourable Lie”  
Leo Burnett  
(SYDNEY, AUSTRALIA)
- 24. NEW ZEALAND LOTTO • “Lucky Dog”  
DDB  
(AUCKLAND, NEW ZEALAND)
- 25. DOMESTIC VIOLENCE HOTLINE  
• “Mercy Street”  
Y&R  
(NEW YORK, USA)
- 26. CARINHO DE VERDADE  
• “The World’s Biggest Hug”  
Monumenta  
(BRASILIA, BRAZIL)
- 27. OVERTURN PROP 8 • “Devin & Glenn”  
Saatchi & Saatchi  
(NEW YORK, USA)
- 28. LOGITECH REVUE WITH GOOGLE TV  
• “Ivan Cobenk”  
Goodby, Silverstein & Partners  
(SAN FRANCISCO, USA)
- 29. ALLSTATE INSURANCE  
• “Teen Driver” / “GPS” / “Douglas Fir”  
Leo Burnett  
(CHICAGO, USA)
- 30. BOLTHOUSE FARMS  
• “Baby Carrots”  
Crispin Porter + Bogusky  
(BOULDER, USA)
- 31. BGH AIR CONDITIONERS  
• “Big Noses”  
Del Campo Nazca Saatchi & Saatchi  
(BUENOS AIRES, ARGENTINA)
- 32. 4th AMENDMENT WEAR  
• “Metallic Ink Underclothes”  
4th Amendment Wear  
(BOULDER, COLORADO)
- 33. NIKE  
• “Republica Popular do Corinthians”  
F/Nazca Saatchi & Saatchi  
(SAO PAULO, BRAZIL)
- 34. IBM • “Watson”  
Ogilvy & Mather  
(NEW YORK, USA)
- 35. GOOGLE - CHROME BROWSER  
• “Chrome Speed Tests”  
BBH & Google Creative Lab  
(NEW YORK, USA)
- 36. VOLKSWAGEN - FUN THEORY  
• “Speed Camera Lottery”  
DDB  
(STOCKHOLM, SWEDEN)
- 37. DRIVE DRY  
• “They’d Love To Meet You”  
Fox P2  
(CAPETOWN, SOUTH AFRICA)
- 38. JOHNNY CASH - AMERICAN IV  
• “The Johnny Cash Project”  
Chris Milk & Radical Media  
(USA)
- 39. CHRYSLER - CHRYSLER 200  
• “Born In Fire”  
Wieden + Kennedy  
(PORTLAND, USA)
- 40. BING / JAY-Z  
• “Decode Jay-Z With Bing”  
Droga5  
(NEW YORK, USA)