

# TAXI

## 15 Below and Diamond Shreddies on Titanium short list

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The final Cannes Lions short list was released this morning, and it features two Canadian agencies.

**Taxi's** "15 Below" and **O&M's** "New Diamond Shreddies" are both in the running for a Titanium and Integrated Lion, which the International Advertising Festival now calls "the most coveted of Lions."

"15 Below" is the campaign to design, create and distribute coats for the homeless that can be insulated with newspapers. The campaign won a Silver Design Lion for one of its posters.

Diamond Shreddies is the humorous campaign for **Kraft Canada** in which the Shredzie was simply rotated 45 degrees, transforming it from square to diamond. It won the Integrated Grand Clio in Miami last month.

O&M and Taxi are going up against a handful of campaigns that won Lions in different competitions earlier in the week.

"Lead India" from **JWT India Mumbai** for client *Times of India* won a Direct Grand Prix, while **Projector Tokyo's** "Uniqlock" for clothing retailer Uniqlo won a Cyber Grand Prix.

As expected, the festival's early hit, HBO's "Voyeur Project" from **BBDO New York**, is also on the short list. The campaign has won two Grand Prix (Promo and Outdoor) and two Gold Lions. It seems a good bet to win either the Titanium or Integrated Grand Prix.

Also on the Titanium short list are **BBH New York's** "Bomchickawahwah" for Axe Body Spray, and two campaigns from **Crispin Porter + Bogusky**: "Whopper freakout" for Burger King, and "Coke vs. Coke Zero" for Coca-Cola.

Originally launched in 2003 after Wieden + Kennedy co-founder **Dan Wieden** called for a new competition to reward "ground-breaking and innovative concepts, the Titanium Lions have undergone considerable change over the years. They were relaunched as an integrated campaign competition in 2005. The integrated focus was removed for 2006, only to be reinstated last year. The category now focuses on "both integrated campaigns using three or more different media and breakthrough ideas."

One jury—headed this year by **Mark Tutssel**, chief creative officer of **Leo Burnett Worldwide**—reviews all entries and awards Integrated Campaign Lions and one Integrated Grand Prix. However, a Titanium Grand Prix is not awarded every year, reserved only for the "most breathtaking breakthrough ideas."

While Film has long been the "most coveted"—and might still be at many agencies—much has been made here this week of big marketing ideas capable of reaching consumers at numerous touchpoints.

The Titanium and Integrated competition had 133 entries in 2005, which grew to 324 last year and 432 this year. There were no Canadian entries in 2006, six in 2007 and 19 this year. The Titanium and Film winners will be announced tomorrow evening at the closing awards show.

-By David Brown