

# Leo Burnett Brussels win 3 Cannes Lions

## Silver Radio Lion, Bronze Cyber Lion and Bronze for Belgium in Young Creatives Press competition

**Leo Burnett Brussels' Fiat Cabrio Days radio campaign won a Silver Lion in the Cannes radio competition last week. Its Out Of Office Poetry Campaign for Stichting Lezen scored a Bronze Lion in the cyber competition. And Leo Burnett's youngest creatives won a Bronze Lion for their ad in the Press edition of the Young Competition. A Belgian first and the only Cannes Press win for Belgium this year in what turned out to be a record year for Belgian advertising with a big haul of 33 Lions.**

For the Fiat Cabrio Days campaign, Leo Burnett Brussels taped real phone calls to Frank Dubocage, the VTM weatherman, and Stéphan van Bellinghen, the RTL weatherman. During these calls, both weathermen were made indecent proposals to "slightly improve" the weather forecast on VTM and RTL television. The radio campaign proved that the Belgian weathermen were completely independent and untouchable. Just like the weather. But it did pay off however. The campaign won a Silver Lion in the radio competition.

Out Of Office Poetry, Leo Burnett Brussels' viral marketing effort for Stichting Lezen to promote Poetry Day 2012, scored a Bronze Lion in the cyber competition. Leo Burnett asked famous Belgian and Dutch poets to write Out Of Office Poems. These poems were then offered for free on the Poetry Day website for everyone to copy and paste into their personal out of office messenger before closing the office for Christmas. Like this, thousands of poems were sent during the festive season. And an email functionality became the heart of a highly sharable digital campaign promoting Poetry Day 2012. A Bronze Lion in cyber topped it of.

Nothing changed for this year's Young Competition in Cannes. Junior teams from around the world were given 24 hours to compete each other. Subject of the competition was a brief from NGO Control Arms. An organization fighting against uncontrolled international arms trade. The assignment: to create an ad that calls upon all 190 participating countries in the United Nations to sign the world's first International Arms Trade Treaty in New York.

The Belgian Leo Burnett result is an ad featuring the now classic image of Ronald Reagan and Mikhail Gorbachev ending the Cold War with their signatures. On top, a headline reads: '2 signatures might end a war, 190 may prevent one.' A short bodycopy calls all participating diplomats to take their responsibility and to write history by signing the treaty. More history was made. For the first time ever, a Belgian creative team won a medal in the Young Competition at the Cannes Lions International Advertising Festival.



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