



Cannes Corporate Media & TV Awards

The Institute for Prevention and Health Education France (INPES) and McCann Paris are the big winners of the Cannes Corporate Media & TV Awards 2011

The White Dolphin stays in France

Cannes, October 14th, 2011. The Grand Prix of the second edition of the Cannes Corporate Media & TV Awards was granted to the innovative, daring French educational internet campaign "Interviews of STI Stars: Chlamydia - Syphilis - Hepatitis B Virus – Gonococci" by McCann Paris on October 13th.

The Awards Ceremony took place at the Palm Beach Cannes and welcomed more than 130 producers, film makers, representatives from TV stations, marketing and communication professionals from corporate companies, public relations agencies, and the public sector from all over the world.

Out of 410 entries from 27 countries worldwide, 83 films were ultimately designated to receive one of the Dolphin Trophies in Gold, Silver and Black. The international winners of the heavily five kilo Dolphins ranged from Australia, Russia, the Netherlands, Switzerland, passing by Germany, France, the United Kingdom, Sweden, all the way to the United States and Mexico. Some of this year's winners are The Coca-Cola Company (USA), Random 42 (UK), Cognitive Media (UK), World Television (UK), The European Central Bank (Germany), Tesco plc (UK), Deutsche Welle Fernsehen (Germany), Ricola AG (Switzerland), Mercator (Russia), SPN Ogilvy (Russia), Boehringer Ingelheim Pharma GmbH (Germany), Bayer AG (Germany), AXA (France), BNP Paribas (France), Volvo Construction Equipment (Belgium), Sberbank (Russia), Ericsson AB (Sweden). The complete list of the winners as well as the streamings of the gold winners are available on www.cannescorporate.com.

All films that participated in the festival were available for viewing in Cannes during the Awards Day, at the Cannes Corporate Media Center. Professionals in the communication and marketing fields, producers, PR and advertising experts as well as their clients met and networked during the Welcome Champagne. Dr. Conrad Heberling, Professor at the Konrad Wolf Academy for Film and Television in Potsdam and Festival Director Alexander V. Kammel from FilmService International moderated the Awards Ceremony and presented the Dolphin Trophies as well as the Grand Prix to the happy winners. The music during the Gala Diner was provided by the Femous artists Célia Mara (Brazil), The Snow Owl (Columbia/USA) and Courtney Jones (Trinidad) while DJ Sweet Susie (Austria) entertained the guests at the Dolphin Lounge Open Bar after the Ceremony.



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Festival Director Alexander V. Kammel: “The second edition turned out to be even more rewarding than the premiere in 2010 as we branched out into new markets and more companies participated in the festival this year. Through the impressive work done by the first class jury members (including Oscar and Emmy winners), Cannes Corporate Media & TV Awards winners are being recognized as benchmarks within the industry. This is a remarkable achievement for such a young festival.”

Grand Prix for “Interviews of STI Stars: Chlamydia – Syphilis – Hepatitis B Virus – Gonococci”

The winning production that was awarded a Gold Dolphin in the Medical Films category is part of a larger internet campaign organized by the French Institute for Prevention and Health Education



(INPES) with McCann Paris in order to increase public awareness on sexually transmitted infections (STI). The winning film consists of four interviews with an offbeat-humorous tone. Each STI “star” namely Chlamydia, Syphilis, Hepatitis B Virus and Gonococci gives an interview in a caustic and striking tone. These “stars” explain, each in an amusing and educational tone, how they may remain completely unnoticed and asymptomatic unless tested, or

how, without treatment, they can cause heavy practical consequence. On the contrary, treatments of such STIs are generally effective and without much constraints.

“We are delighted that our work, a campaign for which we took risks by using an unconventional approach, was presented with the highest award within such an important international festival recognized by the corporate film industry.” Laurent Poirieux (McCann Paris) and Lucile Bluzat (INPES).

Photos from the Awards Gala and a complete list of the winners as well as the streamings of the gold winners can be found at: www.cannescorporate.com

About FilmSERVICE International

FilmSERVICE International (www.filmSERVICEinternational.com) is an agency specialized in the distribution of audiovisual media. The aim of the agency is to bring the audiovisual productions to the targeted groups (education institutions, TV stations and Internet) within 14 countries in Europe and the United States of America. FilmSERVICE International has more than 30 years experience in organizing international corporate film festivals through projects such as: www.auto-vision.org, www.ciff.com, www.grandprixvictoria.com, www.staatspreisfilm.at.