



Cannes Lions Honours Unilever With Advertiser Of The Year Award 25 May 2010



Keith Weed, Chief Marketing & Communications Officer will accept the award in Cannes.

The Organisers of the 57th Cannes Lions International Advertising Festival are delighted to announce that this year's prestigious Advertiser of the Year award will be given to the Anglo-Dutch consumer goods giant, Unilever, owner of many of the world's best-loved foods, beverages and home & and personal care brands.

This important accolade is presented to advertisers who have distinguished themselves for inspiring innovative marketing of their products and who embrace and encourage the creative work produced by their agencies.

Known around the world for their thought-provoking yet entertaining advertising campaigns, Unilever won their first Cannes Lion for OMO washing powder back in 1961. Since then, Unilever brands have gone on to win close to 200 Lions over the years, including the Media Grand Prix in 2002 for 'Magnum 7 Deadly Sins – Give In To It', the Cyber and Film Grand Prix in 2007 for their ground-breaking Dove 'Evolution' ad and the Integrated Grand Prix also in 2007 for 'Axe 3'.

"As one of the world's top consumer goods companies, millions of people around the globe are touched daily by the advertising of Unilever's brands. Over the years, their marketing has been renowned for embracing the creativity and innovation that has driven the powerful work that their agencies have produced. Cannes Lions are delighted to bestow the honour of Advertiser of the Year to Unilever," said Terry Savage, Festival Chairman.

Keith Weed, Unilever's Chief Marketing Officer, and member of the Unilever Executive, said, "It's a great honour to accept this award on behalf of Unilever. The long-standing relationships we have built with our agency partners over many years have enabled us to develop many striking – and more importantly – effective advertising campaigns. More than this, the depth of our relationships has engendered the trust required to foster the genuine strategic thinking, creativity and innovativeness that delivers both long-term brand equity and outstanding work."

Unilever is one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe. On any given day, two billion people use a Unilever product. With 400 brands spanning 14 categories of home, personal care and food products, no other company touches so many people's lives in so many different ways.

Its portfolio includes some of the world's best known and most loved brands including eleven €1 billion-plus brands and global leadership in many categories in which the company operates. The portfolio features brand icons such as: Omo, Lipton, Dove, Axe/Lynx, Knorr, Hellmann's, Wall's ice cream, Flora/Becel, Vaseline, Surf and Cif.

Unilever is aiming to double in size whilst reducing its environmental impact, working to create a better future everyday by helping people to feel good, look good and get more out of life with brands and services that are good for them and good for others. The company has around 163,000 employees in approaching 100 countries and generated annual sales of €40 billion in 2009.

The Advertiser of the Year trophy will be presented to Keith Weed in Cannes during the Film, Film Craft and Titanium & Integrated Lions Awards Ceremony on Saturday 26 June 2010.

- Ends -

57th Cannes Lions International Advertising Festival, 20-26 June 2010, Cannes, France.

The International Advertising Festival - Cannes Lions - is the world's biggest celebration of creativity in communications. As the most prestigious international annual advertising awards, over 22,500 entries from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy, honouring the most creative film, film craft, print, outdoor, interactive, radio, design, sales promo & activation and integrated advertising, as well as the best media, direct marketing, PR and Titanium ideas. The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. Over 6,000 delegates from 90 countries attend seven days of exhibitions, screenings, as well as over 50 high-profile seminars, 30 workshops and master classes presented by renowned worldwide industry leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in brand communication.

For further information, please visit www.canneslions.com or contact:

Amanda Benfell, PR & Press Manager
Cannes Lions International Advertising Festival
Greater London House, Hampstead Road, London NW1 7EJ, United Kingdom
Tel: +44-20-7728 4040; E-mail: amandab@canneslions.com
