

**INSPIRING CREATIVITY**

The Cannes Lions Festival is the world's only truly global meeting place for creative professionals in the communications industry.

**IMPORTANT INFORMATION**

In 2012 Cannes Lions is taking place two weeks earlier than normal **3 - 9 June 2012**

**Winners / Film Lions**

Film Lions

- Press Lions
- Outdoor Lions
- Media Lions
- Direct Lions

Cyber Lions

- Radio Lions
- Promo & Activation Lions
- Titanium and Integrated Lions
- Design Lions

PR Lions

- Film Craft Lions
- Grand Prix for Good
- Creative Effectiveness Lions

Special Awards

- Young Lions

**Grand Prix**

**Gold**

**Silver**

**Bronze**

**Shortlist**

**All Entries**

[Back to view all](#) [Previous](#) [Next](#)

[SEARCH >>](#)

**GOLF**

Type of Entry: **Product & Service**  
 Category: **Pharmacy**  
 Title: **GOLF**  
 Advertiser/Client: **PFIZER CANADA**  
 Product/Service: **VIAGRA**  
 Entrant Company: **TAXI Toronto, CANADA**  
 Advertising Agency: **TAXI Toronto, CANADA**

**Creative Credits**

Chief Creative Officer: **Steve Mykolyn**  
 Executive Creative Director: **Jason McCann**  
 Art Director: **Nicole Ellerton**  
 Copywriter: **Mark Lewis**  
 Agency Producer: **Alina Prussky**  
 Advertiser's Supervisor: **Ashley Coughlin**  
 Planner: **Media Agency Planner: Jill Appelbaum**  
 Account Supervisor: **Kate Horne**  
 Production Company: **GO FILM Hollywood, USA**  
 2nd Production Company: **STEAM FILMS Toronto, CANADA**  
 Director: **Christopher Guest**  
 Producer: **Executive Producer: Gary Rose/Krista Marshall/Production House Producer: Leah Fleishmann**  
 Editor: **Brian Williams**  
 Sound Studio: **Pirate**  
 Sound: **Terry O'Reilly, Pirate**  
 Design/Arrangement:  
 Other Credits: **Compositor/Online: Crush/Colourist/Transfer: Notch**



**Brief Explanation:**

Viagra Apologies When men take Viagra having sex becomes the priority, so it's no surprise they want to spend 'quality time' with their wives. Unfortunately, this can come at the expense of missing some scheduled time with their buddies. Just so there's no hard feelings, Viagra has given these men an opportunity to apologize to their friends.