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**MediaVest USA Wins Two Cannes Media Lions**  
***Walmart Sustainability Takes Gold for Retail and E-Commerce, Kraft Warm Up with Stove Top Awarded Bronze for Best Use of Outdoor***

NEW YORK – June 26, 2009 – MediaVest USA in partnership with Walmart and Kraft won two Media Lions at the Cannes Lions 56<sup>th</sup> International Advertising Festival taking place in Cannes, France, this week. The “Walmart Sustainability” campaign received the Gold Lion in the Retail and E-Commerce category, while “Kraft Warm Up with Stove Top” was presented the Bronze Lion for Best Use of Outdoor.

“We’re honored that these campaigns were recognized among the formidable competition of 2,000 pieces of the industry’s best work from the around the world,” says Bill Tucker, Chief Executive Officer, MediaVest USA. “I see this as not only a celebration of innovation, but of client partnership that, when combined, deliver fantastic results for the brands.”

The “Walmart Sustainability” campaign was developed to rally 200 million Walmart shoppers to work together to make small, everyday changes. Through a series of online, television and print executions, the campaign raised environmental involvement among its consumers and delivered significant, positive environmental impact, including a mass switch to florescent light bulbs that has potential energy savings equivalent to taking three power plants off the electrical grid. Further, Walmart planted 40,000 live trees in response to the 470,000 virtual trees “planted” via the campaign’s custom widget.

The “Kraft Warm Up with Stove Top” campaign unveiled the United States’ first-ever heated bus shelters in 10 locations in Chicago’s high-traffic commuter and shopping areas, bringing consumers the gift of warmth during the cold winter. In addition, brand ambassadors further spread Stove Top’s “gift of warmth” by handing out New Stove Top Quick Cups near the heated bus shelters. The campaign not only drove sales, it won consumer raves and significant news coverage of this US first, including recognition on *Advertising Age*’s Top 5 Creative List and *The New York Times*’ feature on 2008’s best marketing programs.

**About MediaVest**

MediaVest, a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first

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media companies to consistently deliver *Connections That Captivate* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Kraft, P&G, The Coca-Cola Company, and Walmart. For more information, please visit [www.mediavestww.com](http://www.mediavestww.com).

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