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## Cannes Cyber Lions ShortList and ICE

Contributed by Administrator

Spark Media's Allan Kennedy was Interactive Art Director and Lead Flash Developer for for the Workers' Compensation Board of Nova Scotia (WCB) [notworthit.ca](http://notworthit.ca) website which earned a spot on the Cyber Lions shortlist at the Cannes International Advertising Festival- this past June-07.

The site was recognized in the Charities, Public Health & Safety and Public Awareness category. Only 11 agencies in Canada made the shortlist which includes over 200 international firms. The winners will be announced Thursday in Cannes, France. The website is part of the WCB's young workers' campaign which focuses on the value youth place on their body parts versus their job. The campaign makes workplace injuries real with a twist on retail fashion — with the message that your body and your life are more valuable than an unsafe workplace. The site features a unique retail environment where young Nova Scotians can "buy" body parts and view injured workers trying on new body parts and telling their stories. The campaign also includes posters, print, ambient and online ads created at Extreme Group. The Cannes International Advertising Festival is the largest gathering of worldwide advertising professionals and advertisers as well as the most prestigious annual advertising awards. Over 25,000 ads from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy, honouring the most creative TV/cinema, print, outdoor, interactive, radio, sales promotion, integrated advertising, as well as the best media and direct marketing solutions.