

Press Release

Stockholm, 22 June 2006

Framfab Denmark strikes gold twice in Cannes

Cannes once again became a scene of triumph for Framfab Denmark as the agency picked up no less than two Gold Lions in the Cyber Lions category at the international advertising award show.

Framfab was shortlisted for two works, a viral movie featuring world footballer of the year, Ronaldinho, and The Chain, one of the world's longest chain of homemade football videos.

The Ronaldinho movie, Crossbar, became the talk of the global village when it hit the net last fall. In the clip, Ronaldinho ping-pongs the ball off the crossbar four times in a row. The debate over whether this was actually possible divided football lovers worldwide in two camps, and the movie has been streamed and downloaded millions of times on the net.

See the clip: <http://nikefootball.nike.com/nikefootball/tiempo/viral/>

The Chain is one of the world's longest user generated football video. The movie is edited together from user submissions, and The Chain has become a feast of homebrewed football moves from all corners of the globe, with one user passing the ball to the next.

See The Chain:

<http://nikefootball.nike.com/nikefootball/siteshell/index.jsp#en,0;jogatv,,0,0,0,0>

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