

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Foods & Drinks				
BREW BY FEEL	CARLTON UNITED BREWERIES	CASCADE BREWERY	DROGA5 SYDNEY	AUSTRALIA
BABYCARROTS.COM	BOLTHOUSE FARMS	BABY CARROTS	CRISPIN PORTER + BOGUSKY, Boulder	USA
FAN 400	COKE ZERO	COKE ZERO	CRISPIN PORTER + BOGUSKY, Boulder	USA
PERRIER BY DITA	NESTLÉ WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
A02 Automotive Products & Services				
TRUE LIFE COSTS	VOLKSWAGEN	VOLKSWAGEN VALUE	DDB UK, London	UNITED KINGDOM
LIVE DRIVE	MITSUBISHI MOTORS	MITSUBISHI OUTLANDER SPORT	180LA, Santa Monica	USA
XC TRAVELS	VOLVO	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE WINTER ADJUSTED OFFER	VOLKSWAGEN	VW PASSAT 4MOTION	DDB STOCKHOLM	SWEDEN
A04 Healthcare & Medical				
DREAM RECOMMENDER	HELP REMEDIES	HELP I CAN'T SLEEP	AGENCYTWOOFIFTEEN, San Francisco	USA
A05 Clothing, Footwear & Accessories				
TABIO SLIDE SHOW	TABIO	LEGWEAR	PROJECTOR, Tokyo	JAPAN
ADIDAS SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWA\HAKUHODO, Tokyo	JAPAN
LUCKY MACHINE	UNIQLO	CLOTHING	DENTSU, Tokyo	JAPAN
WORN ACROSS AMERICA	WRANGLER	WRANGLER SS11	STINK DIGITAL, London	UNITED KINGDOM
RUN FWD:	NIKE	IPHONE APP	WIEDEN+KENNEDY TOKYO	JAPAN
SNEAKERPEDIA	FOOT LOCKER	FOOT LOCKER	SAPIENTNITRO, London	UNITED KINGDOM
LUCKY LINE	UNIQLO	UNIQLO SPECIAL SALE	DENTSU, Tokyo	JAPAN
FASHION INSIDERS	LOUIS VUITTON	WINTER 11/12 FASHION SHOW	OGILVY FRANCE, Paris	FRANCE
WRITE THE FUTURE	NIKE	NIKE FOOTWEAR	WIEDEN+KENNEDY TOKYO	JAPAN
THE PROMISE KEEPER	REEBOK	SHOES	FORSMAN & BODENFORS, Gothenburg	SWEDEN
FREE	NIKE	APPAREL	R/GA, New York	USA
THE BLACK MAMBA	NIKE	APPAREL	R/GA, New York	USA
A06 Other Consumer Products (including Durable Goods)				
HAPPY INSIDE	IKEA	IKEA CATALOGUE	MOTHER, London	UNITED KINGDOM
HARMONY	JOHN LEWIS	HARMONY	ADAM & EVE, London	UNITED KINGDOM
WORLD OF EOS	CANON	EOS	LEO BURNETT SYDNEY	AUSTRALIA
BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
40-DAY BED-IN	FLEX	MATTRESS	SRA RUSHMORE, Madrid	SPAIN
A07 Financial Services				
56 SAGE STREET	BARCLAYS	BARCLAYS MONEYSKILLS	BBH, London	UNITED KINGDOM

SEND A MESSAGE TO THE FUTURE	AMF	PENSION FUNDS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
A08 Travel, Entertainment & Leisure				
ART PROJECT	GOOGLE	GOOGLE GEO	GOOGLE, Mountain View	USA
MONET 2010	RMN /GRAND PALAIS /CONSEIL DE LA CRÉATION ARTISTIQUE	MONET EXHIBITION	FABERNOVEL, Paris	FRANCE
HALO REACH: REMEMBER REACH	MICROSOFT XBOX	HALO: REACH	AKQA, San Francisco	USA
ADOBE MUSEUM OF DIGITAL MEDIA	ADOBE	ADOBE MUSEUM	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
A09 Retail & E-Commerce, including Restaurants				
THE HUMAN JUKEBOX	PAUSE HOME ENTERTAINMENT	HI-FI STORES	ÅKESTAM HOLST, Stockholm	SWEDEN
LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE MOST LIKED PROVISION SHOP	ZHA HUO DIAN	RETAIL	JWT XM SINGAPORE	SINGAPORE
A10 Publications & Media				
THE WILDERNESS DOWNTOWN	GOOGLE	ARCADE FIRE	GOOGLE CREATIVE LAB, New York	USA
SOUR/MIRROR	ZENITH	INDEPENDENT BAND	MASASHI QANTA SAQOOSHA HIROKI, Tokyo	JAPAN
CARLOS	CANAL +	TV CHANNEL	BETC EURO RSCG, Paris	FRANCE
A11 Business Products & Services				
CHANGING WORLD	FEDEX	FEDEX	BBDO GUERRERO, Makati City	THE PHILIPPINES
GOOGLE DEMO SLAM	GOOGLE	GOOGLE INNOVATIONS	JOHANNES LEONARDO, New York	USA
A12 Advertising & Media				
PROJEQT	TBWA/WORLDWIDE	PROJEQT WEB PUBLISHING TOOL	TBWA/WORLDWIDE, New York	USA
A13 Commercial Public Services				
DON'T TELL ASHTON	BERGHS SCHOOL OF COMMUNICATION	INTERACTIVE COMMUNICATION PROGRAM	BERGHS SCHOOL OF COMMUNICATION, Stockholm	SWEDEN
LOST IN VAL SINISTRA	SWISSCOM	SWISSCOM TV	CONTEXTA, Bern	SWITZERLAND
LIVING CHRISTMAS CARDS	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST, Stockholm	SWEDEN
THE SOUND OF GREEN	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST, Stockholm	SWEDEN
PETITE LAP GIRAFFE	DIRECTV	TELECOM	GREY NEW YORK	USA
A14 Charities, Public Health & Safety, Public Awareness Messages				
BETTER WORLD	NIKE	NIKE BETTER WORLD WEBSITE	WIEDEN+KENNEDY, Portland	USA
PEACE SHADOW PROJECT	HIROSHIMA PEACE MEMORIAL MUSEUM	NUCLEAR WEAPONS AWARENESS	HAKUHODO, Tokyo	JAPAN
HOMELESS BANNERS	STOCKHOLMS STADSMISSION	HOMELESSNESS CHARITY	GARBERGS, Stockholm	SWEDEN
A NEW WARRIOR	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
THE GIRL STORE	NANHI KALI, K.C. MAHINDRA EDUCATION TRUST	EDUCATION TRUST	STRAWBERRYFROG, New York	USA
A15 Corporate Information				
FANTASY CHEATERS LEAGUE	HOST	ONLINE GAME	HOST, Sydney	AUSTRALIA

FASHION AWARD	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
STREET ART VIEW	RED BULL	INSTITUCIONAL	LODUCCA, Sao Paulo	BRAZIL
WE ARE TENNIS	BNP PARIBAS	WE ARE TENNIS WEBSITE	R/GA, London	UNITED KINGDOM
A16 Miscellaneous				
WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN, Hamburg	GERMANY
B01 Best Digitally Led Integrated Campaign				
M&M'S FIND RED	MARS	M&M'S	PROXIMITY CANADA	CANADA
SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWAILONDON	UNITED KINGDOM
NOKIA PUSH SNOWBOARDING	NOKIA	NOKIA N8	HYPERNAKED, London	UNITED KINGDOM
RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY, Portland	USA
TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH, New York	USA
WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN, Hamburg	GERMANY
THE CHANCE	NIKE	NIKE FOOTBALL	AKQA, London	UNITED KINGDOM
MINI WORLD RECORD ATTEMPT	MINI	MINI COUNTRYMAN	PROFERO, London	UNITED KINGDOM
THE HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO
TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE, Leuven	BELGIUM
THE PROMISE KEEPER	REEBOK	SHOES	FORSMAN & BODENFORS, Gothenburg	SWEDEN
NOKIA N8 CAMPAIGN	NOKIA	NOKIA N8	WIEDEN+KENNEDY, London	UNITED KINGDOM
DULUX WALLS	AKZO NOBEL	DULUX	EURO RSCG LONDON	UNITED KINGDOM
YOUR MOM HATES DEAD SPACE 2	ELECTRONIC ARTS	DEAD SPACE 2	DRAFTFCB, San Francisco	USA
CHROME FAST	GOOGLE	CHROME BROWSER	BBH, New York	USA
DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5, New York	USA
SHOW US YOUR PIZZA	DOMINO'S	DOMINO'S	CRISPIN PORTER + BOGUSKY, Boulder	USA
LULLABIES	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
C01 Foods and Drinks				
BREAKTHROUGH CAMPAIGN	HEINEKEN INTERNATIONAL	DESPERADOS	MEDIAMONKS, Hilversum	THE NETHERLANDS
C02 Automotive Products & Services				
TEST DRIVE ON COMMAND	NISSAN MIDDLE EAST	NISSAN PATROL	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
ONLINE GUERRILLA	MERCEDES-BENZ	MERCEDES-BENZ SPRINTER	N=5, Amsterdam	THE NETHERLANDS
C05 Clothing, Footwear & Accessories				
LUCKY COUNTER	UNIQLO	CLOTHING	DENTSU, Tokyo	JAPAN
C06 Other Consumer Products				
LEGO BUILDERS OF INFINITY	LEGO	LEGO	SERVICEPLAN, Munich	GERMANY
C14 Charities, Public Health & Safety, Public Awareness				
€1.20 YOUTUBE VIDEO	ING DIRECT	CHRISTMAS CAMPAIGN FOR UNICEF	OGILVYONE WORLDWIDE, Madrid	SPAIN
HOMELESS BANNERS	STOCKHOLMS STADSMISSION	HOMELESSNESS CHARITY	GARBERGS, Stockholm	SWEDEN

D01 Best Copywriting

WORLD'S LONGEST BANNER	BMW	BMW X3 LAUNCH	CUNDARI, Toronto	CANADA
HURTS DON'T LET GO - AN INTERACTIVE AUDIO NOVEL ON SPOTIFY	RCA	HURTS 'HAPPINESS'	SONY MUSIC ENTERTAINMENT UK CREATIVE, London	UNITED KINGDOM
MAJESTIC PLASTIC BAG	HEAL THE BAY	PUBLIC SERVICE ANNOUNCEMENT	DDB SAN FRANCISCO	USA
SWAGGER WAGON	TOYOTA MOTOR SALES	TOYOTA SIENNA	SAATCHI & SAATCHI LA	USA
PRIUS GOES PLURAL INTRO WEB VIDEO	TOYOTA MOTOR SALES	TOYOTA PRIUS	SAATCHI & SAATCHI LA	USA
RESPONSE CAMPAIGN JS BEALS	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY, Portland	USA

D02 Best Music/Sound Design

WORLD'S SMALLEST CHARACTER ANIMATION	NOKIA	NOKIA N8	WAVE STUDIOS, London	UNITED KINGDOM
SOUNDS LIKE: DARK RIDE	LEXUS	LEXUS CT 200H	SKINNY, New York	USA
XYLOPHONE	NTT DOCOMO	MOBILE PHONE	DRILL, Tokyo	JAPAN
MADE IN USA	WRANGLER	BLUEBELL SS11	STINK DIGITAL, London	UNITED KINGDOM
CURIOSLY STRONG AWARDS	WRIGLEY	ALTOIDS	EVOLUTION BUREAU, San Francisco	USA
VARIATIONS 2010	NESPRESSO	COFFEE CAPSULES	SOLEIL NOIR, Paris	FRANCE
BRICK THIEF	LEGO	LEGO	PEREIRA & O'DELL, San Francisco	USA
WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI, London	UNITED KINGDOM
LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS, Gothenburg	SWEDEN
SWAGGER WAGON	TOYOTA MOTOR SALES	TOYOTA SIENNA	SAATCHI & SAATCHI LA	USA
THE EMOTION PLANNER	THE ROYAL OPERA IN STOCKHOLM	OPERA	DDB STOCKHOLM	SWEDEN

D03 Animation

TRUE LIFE COSTS	VOLKSWAGEN	VOLKSWAGEN VALUE	DDB UK, London	UNITED KINGDOM
SECRET RACE BATTLE	MATTEL	HOT WHEELS	MUSE AMSTERDAM	THE NETHERLANDS
VARIATIONS 2010	NESPRESSO	COFFEE CAPSULES	SOLEIL NOIR, Paris	FRANCE
CLAYNATION INTERVIEW	LAND ROVER	FREELANDER 2	RAINEY KELLY CAMPBELL ROALFE/Y&R, London	UNITED KINGDOM
MONET2010	RMN/GRAND PALAIS/CONSEIL DE LA CRÉATION ARTISTIQUE	MONET EXHIBITION	FABERNOVEL, Paris	FRANCE
WORLDS SMALLEST CHARACTER ANIMATION	NOKIA	NOKIA N8	AARDMAN ANIMATIONS, Bristol	UNITED KINGDOM
ATTRACTION	INPES	TOBACCO AWARENESS	DDB PARIS	FRANCE

D04 Interface & Navigation

THE WILDERNESS DOWNTOWN	GOOGLE	ARCADE FIRE	GOOGLE CREATIVE LAB, New York	USA
HIDDEN HEROES	HI-CONE	MULTIPACK	GRIMM GALLUN HOLTAPPELS, Hamburg	GERMANY
TRUE LIFE COSTS	VOLKSWAGEN	VOLKSWAGEN VALUE	DDB UK, London	UNITED KINGDOM
WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN, Hamburg	GERMANY
MONET2010	RMN/GRAND PALAIS/CONSEIL DE LA CRÉATION ARTISTIQUE	MONET EXHIBITION	FABERNOVEL, Paris	FRANCE

LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS, Gothenburg	SWEDEN
360°	RENAULT	ESPACE	PUBLICIS CONSEIL, Paris	FRANCE
YAHOO! BUS STOP DERBY	YAHOO!	YAHOO!	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
D05 Illustration and Graphic Design				
PIXIE	NESPRESSO	COFFEE MACHINE	SOLEIL NOIR, Paris	FRANCE
A NEW WARRIOR	GREENPEACE	THE NEW RAINBOW WARRIOR	LES 84, Paris	FRANCE
MONET2010	RMN /GRAND PALAIS /CONSEIL DE LA CRÉATION ARTISTIQUE	MONET EXHIBITION	FABERNOVEL, Paris	FRANCE
BELIEVE IN A NEW GOD	ROLLING STONE MAGAZINE	MAGAZINE	MARCEL, Paris	FRANCE
WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN, Hamburg	GERMANY
ATTRACTION	INPES	TOBACCO AWARENESS	DDB PARIS	FRANCE
D06 Photography				
STUNT	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
DIESEL ISLAND	DIESEL	DIESEL APPAREL	STINK DIGITAL, London	UNITED KINGDOM
D07 Best Use of Video				
THE INFINITE HOUSE	HORNBAACH DIY	HOME IMPROVEMENT SUPERSTORES	HEIMAT, Berlin	GERMANY
HERDING CATS EXPERIMENT	IKEA	IKEA CATALOGUE	MOTHER, London	UNITED KINGDOM
SOUR/MIRROR	ZENITH	INDEPENDENT BAND	MASASHI QANTA SAQOOSHA HIROKI, Tokyo	JAPAN
MADE IN USA	WRANGLER	BLUEBELL SS11	STINK DIGITAL, London	UNITED KINGDOM
A GIRL STORY	NANHI KALI, K.C. MAHINDRA EDUCATION TRUST	EDUCATION FOR YOUNG GIRLS	STRAWBERRYFROG, New York	USA
A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN, Paris	FRANCE
CHROME FASTBALL	GOOGLE	CHROME BROWSER	BBH, New York	USA
E01 Mobile Advertising				
HAVE A CAMPER DAY	CAMPER	CAMPER	HERRAIZ SOTO, Barcelona	SPAIN
LEAF IAD	NISSAN	NISSAN LEAF	TBWA\CHIAT\DAY LA, Los Angeles	USA
VENDING MACHINE	MINI CANADA	THE 2011 MINI R5X	TAXI 2, Toronto	CANADA
HEAT MWC	GOOGLE	MOBILE APP	JUNG von MATT, Stockholm	SWEDEN
GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT, Stockholm	SWEDEN
THIS UNPREDICTABLE LIFE	HONDA	HONDA JAZZ	WIEDEN+KENNEDY, London	UNITED KINGDOM
BOOM	NIKE	MOBILE APP	R/GA, New York	USA
NIKE FOOTBALL+ TEAM EDITION	NIKE	NIKE FOOTBALL COACHING APP	AKQA, London	UNITED KINGDOM
TRAINING CLUB	NIKE	NIKE WOMEN	AKQA, London	UNITED KINGDOM
AIRWALK IPUS	AIRWALK	FOOTWEAR	Y&R, New York	USA
STREAM	LYNX	MOBILE & SOCIAL PLATFORM	RAZORFISH, New York	USA
THE HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO

OWN VOICE	NOKIA	NOKIA OVI STORE	WIEDEN+KENNEDY, London	UNITED KINGDOM
HEINEKEN STARPLAYER	HEINEKEN	STARPLAYER	AKQA, London	UNITED KINGDOM
THE VOICE	REPORTERS WITHOUT BORDERS	NON GOVERNMENTAL ORGANISATION	PUBLICIS BRUSSELS	BELGIUM
DALI MUSEUM IPHONE APP	DALI MUSEUM	HIPSTAMATIC IPHONE APP	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
THE FIRST IPAD MOTION COVER & INTERACTIVE SPREAD	VIV MAG	VIV MAGAZINE	ALEX HENRY, Los Angeles	USA
NIKE+ GPS	NIKE	MOBILE APP	R/GA, New York	USA
E02 Interactive Tools (for PCs, MACs, etc)				
E-FOLDER SET	IKEA	IKEA	LABORATORY IDEAS, Budapest	HUNGARY
PROJEQT	TBWA WORLDWIDE	PROJEQT WEB PUBLISHING TOOL	TBWA WORLDWIDE, New York	USA
EDDING DIGITAL HIGHLIGHTER	EDDING INTERNATIONAL	DIGITAL HIGHLIGHTER	KEMPERTRAUTMANN, Hamburg	GERMANY
SAVE AS WWF	WWF DEUTSCHLAND	WWF	JUNG von MATT, Hamburg	GERMANY
E03 Community Applications				
SOCIAL MEDIA SOBRIETY TEST	WEBROOT	WEBROOT INTERNET SECURITY COMPLETE	TDA BOULDER, Boulder	USA
DON'T TELL ASHTON	BERGHS SCHOOL OF COMMUNICATION	INTERACTIVE COMMUNICATION PROGRAM	BERGHS SCHOOL OF COMMUNICATION, Stockholm	SWEDEN
LUCKY LINE	UNIQLO	CLOTHING	DENTSU, Tokyo	JAPAN
DAVID ON DEMAND	LEO BURNETT CHICAGO	MARKETING SEMINAR	LEO BURNETT CHICAGO	USA
LIKE MACHINE	COCA-COLA	COCA-COLA VILLAGE	PUBLICIS E-DOLOGIC, Ramat Gan	ISRAEL
SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWA LONDON	UNITED KINGDOM
HALO REACH: REMEMBER REACH	MICROSOFT XBOX	HALO: REACH	AKQA, San Francisco	USA
SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS, Boston	USA
WHEN FACEBOOK BECOMES A BOOK	BOUYGUES TELECOM	TELECOMMUNICATIONS	DDB PARIS	FRANCE
MAC & JINX	KRAFT	KRAFT MAC & CHEESE	CRISPIN PORTER + BOGUSKY, Boulder	USA
SCHOOL LAND	UNICEF	UNICEF	JWT, Madrid	SPAIN
TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE, Leuven	BELGIUM
OWN VOICE	NOKIA	OVI MAPS	WIEDEN+KENNEDY, London	UNITED KINGDOM
HEINEKEN STARPLAYER	HEINEKEN	STARPLAYER	AKQA, London	UNITED KINGDOM
MOB THE RAINBOW	WRIGLEY	SKITTLES	EVOLUTION BUREAU, San Francisco	USA
SXSW	R/GA	GAME	R/GA, New York	USA
E04 Games				
LUCKY MACHINE	UNIQLO	CLOTHING	DENTSU, Tokyo	JAPAN
DUTY CALLS	ELECTRONIC ARTS	VIDEO GAME	WIEDEN+KENNEDY, Portland	USA
GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT, Stockholm	SWEDEN
CHROME FASTBALL	GOOGLE	CHROME BROWSER	BBH, New York	USA
HEINEKEN STARPLAYER	HEINEKEN	SOCIAL MEDIA GAME	AKQA, London	UNITED KINGDOM
NIKE GRID	NIKE	NIKE RUNNING	AKQA, London	UNITED KINGDOM

56 SAGE STREET	BARCLAYS	BARCLAYS MONEYSKILLS	BBH, London	UNITED KINGDOM
RISK HEARING	INPES	INPES	DDB PARIS	FRANCE
E05 Other Digital Channels				
HURTS DON'T LET GO	RCA	HURTS 'HAPPINESS'	SONY MUSIC ENTERTAINMENT UK CREATIVE, London	UNITED KINGDOM
ANDES FRIEND RECOVERY	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
THE CANVAS EXPERIMENT	CONVERSE EMEA	CONVERSE SHOES	PERFECT FOOLS, Stockholm	SWEDEN
YAHOO! BUS STOP DERBY	YAHOO!	YAHOO!	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
F01 Email Marketing, incl. e-cards				
THE OUT OF OFFICE AD	B-REEL	DIGITAL PRODUCTION COMPANY	SAATCHI & SAATCHI, Stockholm	SWEDEN
F02 Viral Video				
IPAD LIGHT PAINTING	DENTSU LONDON	ADVERTISING AGENCY	DENTSU LONDON, London	UNITED KINGDOM
DARTH VADER	TOMTOM	NAVIGATION VOICES	POOL WORLDWIDE, Amsterdam	THE NETHERLANDS
MASTER YODA	TOMTOM	NAVIGATION VOICES	POOL WORLDWIDE, Amsterdam	THE NETHERLANDS
LEGENDARY BIRU	SLEEMAN BREWERIES	BEER	DENTSU CANADA, Toronto	CANADA
WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
WAKING UP THE NEIGHBOURHOOD	POWA	FEMALE ABUSE PREVENTION	OGILVY JOHANNESBURG	SOUTH AFRICA
DIGITAL STORY OF THE NATIVITY	EXCENTRIC	DIGITAL AGENCY	EXCENTRIC, Lisbon	PORTUGAL
FOOSBALL FEVER	NOKIA	N8 MOBILE SMARTPHONE	JACK MORTON WORLDWIDE, London	UNITED KINGDOM
CHATROULETTE REACTIONS	LIONSGATE	THE LAST EXORCISM (MOVIE)	THE VISIONAIRE GROUP, Los Angeles	USA
I HOPE THIS GETS TO YOU	WALTER MAY	LOVE	WALTER MAY, Los Angles	USA
CAGE COP	WRIGLEY	SKITTLES	BBDO CANADA, Toronto	CANADA
CAT	WRIGLEY	SKITTLES	BBDO CANADA, Toronto	CANADA
LIQUID MOUNTAINEERING	HI-TEC	WATERPROOF SHOES	CCCP, Amsterdam	THE NETHERLANDS
THE FORCE	VOLKSWAGEN	VW PASSAT	DEUTSCH INC., Los Angeles	USA
BREAKTHROUGH CAMPAIGN	HEINEKEN INTERNATIONAL	DESPERADOS	MEDIAMONKS, Hilversum	THE NETHERLANDS
THE CHASE	INTEL CORPORATION	THE 2ND GENERATION INTEL CORE I5 PROCESSOR	VENABLES BELL & PARTNERS, San Francisco	USA
PROM DATE	WRIGLEY	CHEWING GUM	ENERGY BBDO, Chicago	USA
CURIOSLY STRONG AWARDS	WRIGLEY	ALTOIDS	EVOLUTION BUREAU, San Francisco	USA
THE WORLDS SMALLEST STOP-MOTION CHARACTER ANIMATION	NOKIA	NOKIA N8	WIEDEN+KENNEDY, London	UNITED KINGDOM
GONG	EUROPEAN TOUR	EUROPEAN GOLF TOUR	SAATCHI & SAATCHI, London	UNITED KINGDOM
PANYEE FC	TMB BANK	CORPORATE BRANDING	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY, Portland	USA
CHROME FASTBALL	GOOGLE	CHROME BROWSER	BBH, New York	USA
CHROME SPEED TESTS	GOOGLE	CHROME BROWSER	BBH, New York	USA

PINK PONIES CASE STUDY	JOHN ST.	JOHN ST.	JOHN ST, Toronto	CANADA
UNBEARABLE	DSCR ROAD SAFETY	ROAD SAFETY	LOWE STRATEUS, Paris	FRANCE
F03 Viral Marketing				
LUCKY LINE	UNIQLO	CLOTHING	DENTSU, Tokyo	JAPAN
LUCKY COUNTER	UNIQLO	CLOTHING	DENTSU, Tokyo	JAPAN
SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWA\LONDON	UNITED KINGDOM
STREET ART VIEW	RED BULL	INSTITUTIONAL	LODUCCA, Sao Paulo	BRAZIL
RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY, Portland	USA
TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH, New York	USA
EOS TALKING TREE	EOS MAGAZINE	CASCADE	HAPPINESS BRUSSELS	BELGIUM
LIFE IN A DAY	YOUTUBE	YOUTUBE	TOASTER, London	UNITED KINGDOM
PAY WITH A TWEET	INNOVATIVE THUNDER	CURRENCY SYSTEM	R/GA, New York	USA
THE SOCIAL INTERVIEW	R/GA	THE SOCIAL INTERVIEW	R/GA, New York	USA
YOUR MOM HATES DEAD SPACE 2	ELECTRONIC ARTS	DEAD SPACE 2	DRAFTFCB, San Francisco	USA
A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN, Paris	FRANCE
4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR, Boulder	USA
SNEAKERPEDIA	FOOT LOCKER	FOOT LOCKER	SAPIENTNITRO, London	UNITED KINGDOM
SAVE AS WWF	WWF DEUTSCHLAND	WWF	JUNG von MATT, Hamburg	GERMANY