

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Posters</b>				
A PICTURE SPEAKS A THOUSAND WORDS	PAUL THOMPSON	PHOTOGRAPHY	THE CHASE CREATIVE CONSULTANCY, Manchester	UNITED KINGDOM
PLAYING THE UNDERGROUND	JEUDI	CLUB MUSIC EVENT	JUNG von MATT, Hamburg	GERMANY
OLD SPICE POSTERS	PROCTER & GAMBLE	OLD SPICE	LANDOR ASSOCIATES, Cincinnati	USA
HANDCUT CARDBOARD POSTERS	HINZ & KUNZT	STREET MAGAZINE	JWT GERMANY, Hamburg	GERMANY
CREATURES	PACIFIC PAINT	BOYSEN PAINTS	TBWA SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
SNEAKERS	PENTSTAR SPORTS	LACOSTE FOOTWEAR	CAMPAIGNS & GREY, Makati City	THE PHILIPPINES
COINCIDENCE	EPA	EPA	ALMAPBDDO, São Paulo	BRAZIL
STOP THE SLAUGHTER	INTERNATIONAL FUND FOR ANIMAL WELFARE	ANTI-WHALING	JWT, Melbourne	AUSTRALIA
TREE RINGS	ACRES: ANIMAL CONCERNS RESEARCH & EDUCATION SOCIETY	WILDLIFE PRESERVATION	DDB SINGAPORE	SINGAPORE
PIRACY POSTER	FIRSTFLOORUNDER	ART EXHIBITION PIRACY	TBWA ITALIA, Milan	ITALY
CENAKOVSKI	THÉÂTRE DU NOUVEAU MONDE	THEATRE	COSSETTE MEDIA, Montréal	CANADA
SPLITTING HEADACHE	PARAS PHARMA	STOPACHE	Y&R DUBAI	UNITED ARAB EMIRATES
ANTI-SMOKING CAMPAIGN	NATIONAL CANCER SOCIETY MALAYSIA	ANTI-SMOKING	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
NOT YOUR EVERYDAY EVERYDAY	MONOPRIX	MONOPRIX	HAVAS CITY, Paris	FRANCE
DWARF DEPRESSION	LOVING HANDS MINISTRY	LOVING HANDS MINISTRY	MUDRA COMMUNICATIONS, Mumbai	INDIA
FROZEN FOOD	PE ELECTRONICS	ELECTROLUX FREEZER	MUDRA COMMUNICATIONS, Mumbai	INDIA
OIL & WATER DO NOT MIX	COALITION TO RESTORE COASTAL LOUISIANA	ENVIRONMENTAL PROTECTION	HAPPINESS BRUSSELS	BELGIUM
MICROPHONE/PHOTOGRAPHER/REPORTER-	CANADIAN JOURNALISTS FOR FREE EXPRESSION	CANADIAN JOURNALISTS FOR FREE EXPRESSION	JUNIPER PARK, Toronto	CANADA
<b>A02 Flyers, Tickets, Invitations, Postcards, Christmas and Other Greetings Cards</b>				
SPECIAL POSTMARK	REPORTERS WITHOUT BORDERS AUSTRIA	HUMAN RIGHTS	SERVICEPLAN, Munich	GERMANY
STORIES FROM THE STREET	MELBOURNE WRITERS FESTIVAL	2010 MELBOURNE WRITERS FESTIVAL	JWT, Melbourne	AUSTRALIA
DISAPPEARING DISCOUNTS	R   AYURVEDA RESEARCH LABS	LASS NATURAL COSMETICS	MUDRA COMMUNICATIONS, Mumbai	INDIA
<b>A03 Calendars</b>				
IMMIGRATION STAMPS	YATRA ONLINE	CALENDAR	TBWA INDIA, Gurgaon	INDIA
ALMOST EXTINCT	BBC	BBC WILDLIFE FUND	THE CHASE CREATIVE CONSULTANCY, Manchester	UNITED KINGDOM
VANISHING TOMORROW	ACER	CALENDAR	HAKUHODO, Tokyo	JAPAN

AUGMENTED REALITY CALENDAR	AUDI	AUTOMOBILE	NEUE DIGITALE/RAZORFISH, Berlin	GERMANY
WHEN I GROW UP	FAKTUM	CHARITY STREET PAPER	FORSMAN & BODENFORS, Gothenburg	SWEDEN
TAMIYA CALENDAR	SIAM TAMIYA	TAMIYA MODEL KITS SHOP	CREATIVE JUICE\BANGKOK (TBWA), Bangkok	THAILAND
<b>A04 Logo Design</b>				
FRIENDS VISUAL IDENTITY	FRIENDS FILM COMPANY	FILM PRODUCTION COMPANY	& CO., Copenhagen	DENMARK
'CHEMICAL REACTION' CORPORATE STATIONERY	SHU'S PRODUCTION	CORPORATE TOOL	OGILVY & MATHER JAPAN, Tokyo	JAPAN
IDENTITY	ESPACE POUR LA VIE (SPACE FOR LIFE)	MONTRÉAL'S BIODÔME, INSECTARIUM, BOTANICAL GARDEN AND PLANETARIUM	COSSETTE MEDIA, Montréal	CANADA
PAUSE	LINGO INDIA	AUDIO STOCK BANK	TAPROOT INDIA, Mumbai	INDIA
PERIODIC TABLE	THE CATALYST AGENCY	ADVERTISING AGENCY	THE CATALYST AGENCY, Singapore	SINGAPORE
<b>A05 Books</b>				
BOOK OF BIRDS	GÖRTZ	BOOK	GÜRTLERBACHMAN, Hamburg	GERMANY
THE RED-THREAT-BOOK	GLAXOSMITHKLINE	DIETARY SUPPLEMENT	OGILVY & MATHER ADVERTISING, Düsseldorf	GERMANY
BASISBIBEL	GERMAN BIBLE SOCIETY	BIBLE COVER DESIGN	GOBASIL, Hamburg	GERMANY
HOMEMADE IS BEST	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
<b>A06 Self Promotion</b>				
IVITY CARDBOARD CITY	IVITY	DESIGN AGENCY	IVITY BRAND CORP, Lisbon	PORTUGAL
CONCERTMILK	DORTMUND CONCERTHALL	SEASON 2010/2011	JUNG von MATT, Hamburg	GERMANY
BLACK PENCIL CALENDAR	LEO BURNETT	SELF PROMOTION	LEO BURNETT GUATEMALA, Guatemala City	GUATEMALA
THE INTERACTIVE COAL-GATE	BBDO	ADVERTISING AGENCY	BBDO GERMANY, Düsseldorf	GERMANY
LADYBUG	HOGAR CLINICA SAN JUAN DE DIOS	TELETON	JWT LIMA	PERU
THE VIEW OF THE BRANDS	JWT	JWT	JWT BRAZIL, São Paulo	BRAZIL
PIRACY ART EXHIBIT	FIRSTFLOORUNDER	ART EXHIBITION PIRACY	TBWA\ITALIA, Milan	ITALY
METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR, Boulder	USA
ALL ABOUT ACUPRESSURE	DR. S M VAIDYA	ACUPRESSURE TREATMENT	OGILVY & MATHER, Mumbai	INDIA
MAKE SOMEONE'S DAY	METRO	METRO NEWSPAPER	THE PARTNERS, London	UNITED KINGDOM
LIVING TYPOGRAPHY	MUDRA COMMUNICATIONS	SELF PROMOTION	MUDRA COMMUNICATIONS, Mumbai	INDIA
BRAND ADDICTED AGENCY	W&CIE	DESIGN & COMMUNICATION AGENCY	W&CIE, Paris	FRANCE
COME SIT AND PLAY	JAYA DESIGN	ZOO BENCH	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
APPLE BOX	LEO BURNETT SYDNEY	LEO BURNETT SYDNEY	LEO BURNETT SYDNEY	AUSTRALIA
<b>A07 Publications &amp; Business Communications</b>				
CANYON BRAND BOOK	CANYON BICYCLES	PREMIUM BICYCLES	KMS TEAM, Munich	GERMANY
LOVE BLOSSOMS HERE	MOTHER'S PRIDE / MARVEL GROUP OF COMPANIES	PRESCHOOL	OUT OF THE BOX, New Delhi	INDIA

BRAZILIAN TWITTERATURE CLASSICS	SUZANO PAPEL E CELULOSE	POLLEN PAPER	SANTA CLARA, São Paulo	BRAZIL
THE UNBELIEVABLE IS FOUND AT EMILIANO	HOTEL EMILIANO	HOTEL EMILIANO BOOK	JWT BRAZIL, São Paulo	BRAZIL
BOOKS VIRADA SUSTENTAVEL	VIRADA SUSTENTÁVEL	SUSTAINABLE TURN	LEW'LARA\TBWA, São Paulo	BRAZIL
HOWTO MAGAZINE / THE BLACK ISSUE	OGILVY	OGILVY	OGILVY FRANKFURT	GERMANY
<b>A08i Small Business - local or operating in a restricted area.</b>				
2010'S FAIREST ANNUAL REPORT	LEMONAID BEVERAGES	SOFT DRINK MANUFACTURER	JUNG von MATT, Hamburg	GERMANY
THE REPORT THAT ATTRACTS MONEY	AGENCIA REGIONAL DE RECAUDACIÓN	TAX COLLECTION AGENCY	F33, Murcia	SPAIN
I AM ONE THOUSAND	ENABLIS	NON-FOR-PROFIT ORGANIZATION	COSSETTE MEDIA, Montréal	CANADA
<b>A09 Illustration</b>				
GECKO	AUDI	AUDI QUATTRO	KEMPERTRAUTMANN, Hamburg	GERMANY
ENEMIES	WOCKHARDT LIMITED	OSTEOARTHRITIS THERAPY	SORENTO HEALTHCARE COMMUNICATIONS, Mumbai	INDIA
CHICKEN LIPS	IBM	IBM	OGILVY FRANCE, Paris	FRANCE
GOING GOING GONE RED!	RICHARD HOUSE	GO RED!	THE PARTNERS, London	UNITED KINGDOM
SWITCH OFF	PROCTER & GAMBLE	BOUNCE	LEO BURNETT IBERIA, Madrid	SPAIN
WHALE	LEGO	LEGO	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
SPIT	PUBLIC HEALTH BUREAU OF FENGXIAN, SHANGHAI	PUBLIC AWARENESS OF SPITTING	OGILVY SHANGHAI	CHINA
DWARF DEPRESSION 1	LOVING HANDS MINISTRY	LOVING HANDS MINISTRY	MUDRA COMMUNICATIONS, Mumbai	INDIA
DWARF DEPRESSION 3	LOVING HANDS MINISTRY	LOVING HANDS MINISTRY	MUDRA COMMUNICATIONS, Mumbai	INDIA
DROUGHT	GREENPEACE	CAR FREE DAY	LEO BURNETT, Hong Kong	HONG KONG
SEE IT THROUGH THEIR EYES	PENGUIN BOOKS MALAYSIA	DK'S ANIMAL ENCYCLOPEDIAS	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
MUSEUM OF CHILDHOOD POSTER CAMPAIGN	MUSEUM OF CHILDHOOD	MUSEUM OF CHILDHOOD	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
<b>A10 Advertising Typography</b>				
SPRINTER APPLIES FOR A JOB	DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
LIGHT WALL REFLECTION	BMW	BMW M3 COUPE	SERVICEPLAN, Munich	GERMANY
HANDS	NATIONAL CARE FOR DOMESTIC VIOLENCE	DOMESTIC VIOLENCE AWARENESS	JWT LONDON, London	UNITED KINGDOM
LOVE/HATE	THE ADVERTISING AND DESIGN CLUB OF CANADA	THE ADVERTISING AND DESIGN CLUB OF CANADA	LEO BURNETT TORONTO	CANADA
MICHAEL JACKSON	BILLBOARD	MAGAZINE	ALMAPBBDO, São Paulo	BRAZIL
KIT KAT KLOCKS	NESTLÉ	KIT KAT	JWT LONDON, London	UNITED KINGDOM
NON AU QUOTIDIEN QUOTIDIEN (NOT YOUR EVERYDAY EVERYDAY)	MONOPRIX	MONOPRIX	HAVAS CITY, Paris	FRANCE
WMF APPLE	WMF	WMF PEELERS	KNSK WERBEAGENTUR, Hamburg	GERMANY
<b>A11 Design Typography</b>				
DEAR BILL	SOCIETY OF DESIGN	SPEAKER SERIES	GO WELSH, Lancaster	USA

A PICTURE SPEAKS A THOUSAND WORDS	PAUL THOMPSON	PHOTOGRAPHY	THE CHASE CREATIVE CONSULTANCY, Manchester	UNITED KINGDOM
LOEWE 3D	LOEWE OPTA	3D POSTER	SCHOLZ & FRIENDS BERLIN	GERMANY
GRAPHIC EXPLANATION	PIE INTERNATIONAL	GRAPHIC EXPLANATION IN ADVERTISEMENT(BOOK)	TOKYU AGENCY, Tokyo	JAPAN
PEARSON TYPOGRAPHY	PEARSON	EDUCATIONAL SERVICES COMPANY	INTERBRAND, London	UNITED KINGDOM
<b>A12 Broadcast Design and Graphics Incl. Animation</b>				
2010 OPEN TITLES	OFFF INTERNATIONAL FESTIVAL	INTERNATIONAL FESTIVAL	THE MILL, New York	USA
BALLOONS	MTV	MTV	LODUCCA, Sao Paulo	BRAZIL
<b>A13 Design Photography</b>				
HOMEMADE IS BEST	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
SR. AMOR: MODEL	SALVATION ARMY	SALVATION ARMY	JWT ARGENTINA, Buenos Aires	ARGENTINA
<b>B01 Online Digital Design</b>				
SOUR/MIRROR	ZENITH	INDEPENDENT BAND	MASASHI QANTA SAQOOSHA HIROKI, Tokyo	JAPAN
HIDDEN HEROES	HI-CONE	MULTIPACK	GRIMM GALLUN HOLTAPPELS, Hamburg	GERMANY
WALL OF FAME	EDDING	WRITING TOOLS COMPANY	KEMPERTRAUTMANN, Hamburg	GERMANY
DIRECTING SHADOWS	MOTO WAGANARI	INTERACTIVE LIGHT GALLERY	OGILVY FRANKFURT	GERMANY
TABIO SLIDE SHOW	TABIO	LEGWEAR	TAIYO KIKAKU, Tokyo	JAPAN
BIT.CODE	SAP	BUSINESS SOFTWARE	OGILVY FRANKFURT	GERMANY
<b>B02 Offline Digital Design</b>				
MOBILITY	OTTO BOCK HEALTHCARE	MOBILITY INSTALLATION	ART+COM, Berlin	GERMANY
THE COSMOPOLITAN DIGITAL EXPERIENCE	THE COSMOPOLITAN OF LAS VEGAS	HOTEL DIGITAL EXPERIENCE	DIGITAL KITCHEN, Chicago	USA
WATSON	IBM	IBM	OGILVY & MATHER, New York	USA
AUDI MEDIAWALL - GENEVA INTERNATIONAL MOTORSHOW 2010	AUDI	AUDI A1	MUTABOR DESIGN, Hamburg	GERMANY
THE CANVAS EXPERIMENT	CONVERSE EMEA	CONVERSE SHOES	PERFECT FOOLS, Stockholm	SWEDEN
<b>C02 Temporary Retail</b>				
MR. LEE, TAILOR TO SUPERHEROES AND VILLAINS	SONY PLAYSTATION	DC UNIVERSE ONLINE	LEO BURNETT IBERIA, Madrid	SPAIN
<b>C03 Point of Sale</b>				
DICKY BIRD PROMOTION	GÖRTZ	BOOK AND PACKAGE DESIGN	GÜRTLERBACHMAN, Hamburg	GERMANY
LOEWE 3D	LOEWE OPTA	3D POSTER	SCHOLZ & FRIENDS BERLIN	GERMANY
SAPPORO TAP HANDLE	SLEEMAN BREWERIES	BEER TAP HANDLE	DENTSU CANADA, Toronto	CANADA
CLASS IS IN SESSION	FOOT LOCKER	FOOT LOCKER	SAPIENTNITRO, Miami	USA
EXPLOSIVE PAIN	PARAS PHARMA	STOPACHE	Y&R DUBAI	UNITED ARAB EMIRATES
ANTA LI XIAOXU'S SHOEBOX INSTALLATION	ANTA SPORTS PRODUCT	SPORTS	JWT SHANGHAI	CHINA
COBWEB	FIAT	FIAT ADVENTURE LINE	LEO BURNETT BRASIL, São Paulo	BRAZIL
DUCKED	FOOT LOCKER	CONVERSE FOOTWEAR	SAPIENTNITRO, London	UNITED KINGDOM

SEE IT THROUGH THEIR EYES	PENGUIN BOOKS MALAYSIA	DK'S ANIMAL ENCYCLOPEDIAS	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
<b>C04 Hospitality/Leisure</b>				
SLOW - THE LOUNGE FOR EXTREMELY BUSY PEOPLE	BRITISH AIRWAYS COMAIR	BUSINESS CLASS FLIGHTS	GRID WORLDWIDE BRANDING & DESIGN, Johannesburg	SOUTH AFRICA
THE COSMOPOLITAN DIGITAL EXPERIENCE	THE COSMOPOLITAN OF LAS VEGAS	HOTEL DIGITAL EXPERIENCE	DIGITAL KITCHEN, Chicago	USA
<b>C05 Exhibitions &amp; Live Events</b>				
PEACE SHADOW PROJECT	HIROSHIMA PEACE MEMORIAL MUSEUM	NUCLEAR WEAPONS AWARENESS	HAKUHODO, Tokyo	JAPAN
AUDI MEDIAWALL - GENEVA INTERNATIONAL MOTORSHOW 2010	AUDI	AUDI A1	MUTABOR DESIGN, Hamburg	GERMANY
THE INTERACTIVE COAL-GATE	BBDO	ADVERTISING AGENCY	BBDO GERMANY, Düsseldorf	GERMANY
SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWA\HAKUHODO, Tokyo	JAPAN
BURMA	HUMAN RIGHTS WATCH	HUMAN RIGHTS PETITION	JWT NEW YORK	USA
YANG AI (DESPAIR WHIRLPOOL)	GUANGZHOU YANGAI SPECIAL CHILDREN PARENT CLUB	YANG AI	LEO BURNETT SHANGHAI	CHINA
<b>C06 Public Spaces</b>				
YOUR GAME IS YOUR VOICE	NIKE	SPORTS APPAREL	WIEDEN+KENNEDY SHANGHAI	CHINA
THE PALLET PROJECT	BRANDBASE	CONCEPTUAL INTERIOR DESIGN	BRANDBASE, Amsterdam	THE NETHERLANDS
BOTA BOTA, SPA-ON-WATER	BOTA BOTA	FLOATING SPA	SID LEE, Montreal	CANADA
SEE POTENTIAL	AL NOOR TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS	TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS	Y&R DUBAI	UNITED ARAB EMIRATES
DISPOSABLE FOREST	GREENPEACE	GREENPEACE	OGILVY BEIJING	CHINA
<b>D01i i. Own Label and Private Label brands</b>				
BLUE SKIES FRESH FRUIT RANGE	BLUE SKIES	FRESH FRUIT RANGE	WILLIAMS MURRAY HAMM, London	UNITED KINGDOM
GOOD LIFE	ICA	RETAIL STORE CORPORATE MESSAGE	KING, Stockholm	SWEDEN
<b>D01ii ii. Core FMCG</b>				
YUMMY TUMMY KOALAS	GEORGE WESTON FOODS	YUMMY TUMMY KOALAS	LANDOR ASSOCIATES, Sydney	AUSTRALIA
<b>D01iii iii. Premium Brand</b>				
BRICKSTONES	T.D.G. VERTRIEBS	CAKE MIX	KOLLE REBBE, Hamburg	GERMANY
MLK	BUSINESS CONCERN PRODMOL	MLK	DEPOT WPF, Moscow	RUSSIA
CHEESE PENCILS	T.D.G. VERTRIEBS	PARMESAN CHEESE	KOLLE REBBE, Hamburg	GERMANY
<b>D02iii iii. Premium Brand</b>				
ABSOLUT GLIMMER	THE ABSOLUT VODKA COMPANY	VODKA	FAMILY BUSINESS, Stockholm	SWEDEN
FARRIER WINES	JACKSON FAMILY WINES	FARRIER WINE	DUNCAN/CHANNON, San Francisco	USA
<b>D03i i. Own Label and Private Label brands</b>				
TEA	MONOPRIX	MONOPRIX	HAVAS CITY, Paris	FRANCE
<b>D03ii ii. Core FMCG</b>				
COCA-COLA 2010 SUMMER CAN	COCA-COLA	COCA-COLA	TURNER DUCKWORTH, London	UNITED KINGDOM
<b>D04i i. Own Label and Private Label brands</b>				

SIX SCENTS PARFUMS: SERIES THREE	SIX SCENTS PARFUM	FRAGRANCE COLLECTION	METAPROJECT, New York	USA
GÖRTZ 17 SHOELACE BOX	GÖRTZ 17	SHOES	KEMPERTRAUTMANN, Hamburg	GERMANY
<b>D04ii ii. Core FMCG</b>				
TARGET HEAVY FOOD	MEDICOM PHARMA	DIGESTION AID	BBDO GERMANY, Düsseldorf	GERMANY
DIZAO ORGANICS	EXAMONE ENTERPRISES	DIZAO ORGANICS	DEPOT WPF, Moscow	RUSSIA
THE LONGEST LASTING BATTERY	PANASONIC	ALKALINE BATTERY	SCHOLZ & FRIENDS BERLIN	GERMANY
<b>D04iii iii. Premium Brand</b>				
LEE - NEVER WASTED	VF ARVIND MILLS	LEE SHOPPING BAG	HAPPY CREATIVE SERVICES, Bangalore	INDIA
<b>D05 Sustainable Packaging</b>				
STOP THE WATER WHILE USING ME!	T.D.G. VERTRIEBS	SKINCARE PRODUCTS	KOLLE REBBE, Hamburg	GERMANY
<b>D07 Special Editions &amp; Promotional Packaging</b>				
STR BOTTLE	HEINEKEN INTERNATIONAL	BEER	DBOD, Amsterdam	THE NETHERLANDS
BIRD PACKAGING	GÖRTZ	PACKAGING DESIGN	GÜRTLERBACHMAN, Hamburg	GERMANY
<b>E01 Consumer Products</b>				
ALL ABOUT TEA	ALL ABOUT TEA	TEA	MOVING BRANDS, London	UNITED KINGDOM
<b>E02 Consumer Services</b>				
SONAE BRAND IDENTITY SYSTEM	SONAE	MUTLINATIONAL RETAIL GROUP	IVITY BRAND CORP, Lisbon	PORTUGAL
TRANSMEDIALE.11	KULTURPROJEKTE BERLIN	FESTIVAL FOR MEDIA AND ARTS	RUDDIGKEIT, Berlin	GERMANY
KANTAR BRAND IDENTITY	KANTAR	MARKET RESEARCH COMPANY	THE PARTNERS, London	UNITED KINGDOM
FIOCCA STUDIO	FIOCCA STUDIO	PHOTOGRAPHY	COSSETTE COMMUNICATION, Toronto	CANADA