

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Flat Mailing				
POSTCALENDAR	DEUTSCHE POST	POSTCARD CALENDAR	JUNG von MATT, Hamburg	GERMANY
SPRINTER APPLIES FOR A JOB	LUKAS LINDEMANN ROSINSKI /DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
BEAUTIFY YOUR CITY - A RUBBISH IDEA	AUCKLAND COUNCIL	HEART OF THE CITY	COLENSO BBDO, Auckland	NEW ZEALAND
DISAPPEARING DISCOUNTS	R I AYURVEDA RESEARCH LABS	LASS NATURAL COSMETICS	MUDRA COMMUNICATIONS, Mumbai	INDIA
BOUNCING MAIL	UNION BANK OF INDIA	LOANS	MUDRA COMMUNICATIONS, Mumbai	INDIA
LIVING CHRISTMAS CARDS	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST, Stockholm	SWEDEN
A02 Dimensional Mailing				
SPARK HOPE MATCHBOOK	ROCK 4 AIDS	ART FOR AIDS	JOE PUBLIC, Johannesburg	SOUTH AFRICA
CATALOGUE & TEE SHIRT FOLDING MACHINE	AS COLOUR	FASHION WHOLESALE/RETAILER	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
THE PEOPLE'S CUP	OLYMPIKUS	SPORTS BRAND	BOCA, Porto Alegre	BRAZIL
THE WORLDS SMALLEST BRAVIA FLATSCREEN	SONY ERICSSON	MOBILE PHONE	STORÅKERS McCANN, Stockholm	SWEDEN
DEATH PENALTY CANDLES	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA\PARIS	FRANCE
THE DAY BRAZIL WOKE UP TO ENGLISH	RED BALLOON	ENGLISH SCHOOL FOR KIDS	OGILVY BRASIL, São Paulo	BRAZIL
POPCORN SOFA	MAGAZINE LUIZA	SOFA'S WEEK	OGILVY BRASIL, São Paulo	BRAZIL
WHITENING POST-IT NOTES	PROCTER & GAMBLE	TOOTHPASTE	PUBLICIS BRASIL, Sao Paulo	BRAZIL
BATTERIES	MTV	TV CHANNEL	LEO BURNETT IBERIA, Lisbon	PORTUGAL
HAPPINESS BY THE METRE	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST, Stockholm	SWEDEN
THE SOUND OF GREEN	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST, Stockholm	SWEDEN
A03 Direct Response Digital: Email Marketing				
SELF TRANSLATING EMAIL	WIENERS + WIENERS	AGENCY PROMOTION	GRABARZ & PARTNER, Hamburg	GERMANY
WE DELIVER YOUR DOWNLOAD	CINE 24 HORAS	VIDEO RENTAL	AGE ISOBAR, São Paulo	BRAZIL
A04 Direct Response Digital: Mobile Marketing				
DISCOVER THE MASTER	VIRGINIA MUSEUM OF FINE ARTS	PICASSO EXHIBITION	THE MARTIN AGENCY, Richmond	USA
THE WITNES	UNIVERSAL GLOBAL NETWORKS	TELEVISION CHANNEL	JUNG von MATT, Hamburg	GERMANY
SALUTE TRAINER	JAPAN MARITIME SELF-DEFENSE FORCES	RECRUITMENT	HAKUHODO, Tokyo	JAPAN
IHOBO 1.1	DEPAUL	YOUTH HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
DOG-A-LIKE APP	MARS PETCARE	MOBILE APP	WHYBIN\TBWA, Sydney	AUSTRALIA
THE VOICE	REPORTERS WITHOUT BORDERS	NON GOVERNMENTAL ORGANISATION	PUBLICIS BRUSSELS	BELGIUM
INVISIBLE POP UP STORE	AIRWALK	FOOTWEAR	Y&R, New York	USA
A05 Direct Response Digital: E-commerce, Online Advertising, Brand Awareness & Social Media				
THE GUY AT HOME IN HIS UNDERWEAR	STANFIELD'S	UNDERWEAR	JOHN ST, Toronto	CANADA

TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE, Leuven	BELGIUM
IS THIS TROLLER YOURS?	TROLLER	T4 4x4	JWT BRAZIL, São Paulo	BRAZIL
SHARE IF YOU CARE	BELGIAN CONSORTIUM FOR EMERGENCY AID	CHARITY	MORTIERBRIGADE, Brussels	BELGIUM
SEND A MESSAGE TO THE FUTURE	AMF	PENSION FUNDS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE PROMISE KEEPER	REEBOK	SHOES	FORSMAN & BODENFORS, Gothenburg	SWEDEN
DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI	CHINA
PHOTOSHOOTING	WWF	CHARITY	LEO BURNETT MOSCOW, Moscow	RUSSIA
A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN, Paris	FRANCE
A NEW WARRIOR	GREENPEACE	ENVIRONMENTALISM-	DDB PARIS	FRANCE
THE HUMAN JUKEBOX	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST, Stockholm	SWEDEN
FEEDER	RENEGADES	MUSIC	GREY LONDON	UNITED KINGDOM
CHRISTMAS BARGAINS	SAVE THE CHILDREN SWEDEN	CHARITY	LOWE BRINDFORS, Stockholm	SWEDEN
COME BACK FERRORAMA	ESTRELA TOYS	FERRORAMA TOY TRAIN	DDB BRASIL, São Paulo	BRAZIL
THE MYSTERIOUS PASSENGER	IKEA	CARPPOOLING	LA CHOSE, Paris	FRANCE
VISIO 2010 FAIRY TALES	MICROSOFT	VISIO 2010	WUNDERMAN, Munich	GERMANY
A06 Direct Response Digital: Other Digital Platforms				
MUSICAL FITTING ROOMS	STARHUB	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE
EDDING DIGITAL HIGHLIGHTER	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN, Hamburg	GERMANY
WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN, Hamburg	GERMANY
DOGGELGANGER	MARS	DOG ADOPTION	COLENZO BBDO, Auckland	NEW ZEALAND
PARENTAL CONTROL	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL, São Paulo	BRAZIL
THE SOUND OF GREEN	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST, Stockholm	SWEDEN
A07 Ambient Media (Large Scale)				
PLASTIC BAG MONSTER	ROOTS AND SHOOTS SHANGHAI	ENVIRONMENTAL AWARENESS	BATES 141 SHANGHAI	CHINA
KID	UNICEF	CHARITY	CASANOVA PENDRILL, Costa Mesa	USA
12 SECOND STRIP	RENAULT	WIND ROADSTER	PUBLICIS LONDON	UNITED KINGDOM
THE BIG TRIP	STRAUSS GROUP	CHOCOLATE	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan	ISRAEL
CARIBBEAN LIVE	BRITISH AIRWAYS	HOLIDAYS	BEING, London	UNITED KINGDOM
HIDDEN PIZZA RESTAURANT	SENSIS YELLOW PAGES	BUSINESS DIRECTORY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE MISSING CHILD	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN'S INITIATIVE	KEMPERTRAUTMANN, Hamburg	GERMANY
PATTEX CRANE	HENKEL	GLUE	PLAN.NET, Munich	GERMANY
DISPOSABLE FOREST	GREENPEACE	GREENPEACE	OGILVY BEIJING	CHINA
BURMA	HUMAN RIGHTS WATCH	PETITION	JWT NEW YORK	USA
MUSICAL FITTING ROOMS	STARHUB	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE
ELECTRICITY HOG	ENTEKA VERTRIEB	RENEWABLE ENERGY	DDB GERMANY BERLIN	GERMANY

THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA, Buenos Aires	ARGENTINA
CORONA SAVE THE BEACH HOTEL	GMODELO EUROPA SAU	BEER	JWT, Madrid	SPAIN
FALL BILLBOARD	JAMES READY	ALCOHOL	LEO BURNETT TORONTO	CANADA
POOLBALL	COMPAÑIA INDUSTRIAL CERVECERA	BUDWEISER	OGILVY ARGENTINA, Buenos Aires	ARGENTINA
SPREAD THE TED	TEDX BUENOS AIRES	TEDX	OGILVY ARGENTINA, Buenos Aires	ARGENTINA
POP-UP BILLBOARD	JAMES READY	ALCOHOL	LEO BURNETT TORONTO	CANADA
WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI, London	UNITED KINGDOM
A08 Ambient Media & Print Collateral, Non-Mail (Small Scale)				
SHOCKING LITTLE BEASTS	DKV	HEALTH INSURANCE	OGILVY FRANKFURT	GERMANY
STORIES FROM THE STREET	MELBOURNE WRITERS FESTIVAL	ARTS	JWT, Melbourne	AUSTRALIA
SOMEONE TO ZIP YOU UP	JDATE	ONLINE DATING SERVICE	McCANN ERICKSON ISRAEL, Tel Aviv	ISRAEL
MAGIC DRAIN OPENER	PROCTER & GAMBLE	SHAMPOO	GREY WORLDWIDE (INDIA), Mumbai	INDIA
SHARE YOUR PARENTS	STUDIO BRUSSELS	CHARITY	MORTIERBRIGADE, Brussels	BELGIUM
WATER THAT KILLS	KRUHA	CHARITY	JWT, Jakarta	INDONESIA
MIRRORS	MEXICAN MINISTRY OF PUBLIC SAFETY	PUBLIC AWARENESS	DRAFTFCB MEXICO	MEXICO
SPORTY VOUCHERS	SPORTSCHECK	SPORTS STORE	OGILVY FRANKFURT	GERMANY
THE BICYCLE CAP MADE WITH LOVE, BY A BIKE.	PESETA	ACCESSORIES	LEO BURNETT IBERIA, Madrid	SPAIN
DECODE JAY-Z WITH BING	BING/JAY-Z	INTERNET SEARCH ENGINE	DROGA5, New York	USA
UNTOASTED	SUNSENSE	SUNBLOCK OIL	GREY HONG KONG	HONG KONG
A09 Direct Response Broadcast: TV, Radio & Infomercials				
DOUBLE LIFE	CFP-E/SHOTS	YOUNG DIRECTOR AWARDS	TBWA\PHS, Helsinki	FINLAND
SAUSAGE	CARLTON UNITED BREWERIES	ALCOHOL	CLEMENGER BBDO MELBOURNE	AUSTRALIA
GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY\Y&R INTERACTIVE TEL AVIV	ISRAEL
SATISFACTION THE GRANNY REMAKE	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels	BELGIUM
REVENGE ON CALLCENTERS & HELPDESKS	RADIO 1	PEETERS & PICHAL	MORTIERBRIGADE, Brussels	BELGIUM
THE CODE	ARMED FORCES OF COLOMBIA	ARMED FORCES SUPPORT	DDB COLOMBIA, Bogotá	COLOMBIA
A10 Direct Response Print or Standard Outdoor, including Inserts				
HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE, Seoul	KOREA
SELL YOUR CAR	VOLKSWAGEN	VW POLO	OGILVY CAPE TOWN	SOUTH AFRICA
TEST DRIVE	MERCEDES-BENZ	MERCEDES-BENZ CL 63 AMG	140 BBDO, Cape Town	SOUTH AFRICA
AXA BRINGS PRINT AD TO LIFE	AXA	BANKING & INSURANCE	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM
THE VOICELESS CAMPAIGN	THE ZIMBABWEAN	NEWSPAPER	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
THE AD YOU WOULD KEEP	CHEVROLET	AUTOMOBILE	WMcCANN, Sao Paulo	BRAZIL
SUPERSTICIOUS OUTDOOR	FREEPART	DEPARTMENT STORE	LEO BURNETT IBERIA, Lisbon	PORTUGAL
OPEN AIR BOOK	ROSSI RESIDENCIAL	REAL ESTATE	LEO BURNETT BRASIL, São Paulo	BRAZIL
B01 Loyalty/Continuity Schemes				

FLIGHT SKETCHES	LUFTHANSA	AIRLINE	WUNDERMAN, Frankfurt	GERMANY
B02 Best Low Budget Campaign				
CARDBOARD GUERILLA CAMPAIGN	HINZ & KUNZT	HOMELESS AWARENESS	JWT GERMANY, Hamburg	GERMANY
4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR, Boulder	USA
FIRST PDF COMMERCIAL	NATURALIA	CHARITY	OGILVY MEXICO	MEXICO
DONATED SPACES	FUNDACIÓN LOGROS	CHARITY	LOWE GINKGO, Montevideo	URUGUAY
SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS, Mumbai	INDIA
VOICES FOR FREEDOM	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LEO BURNETT IBERIA, Lisbon	PORTUGAL
THE DISEASE JOURNEY THE FIRST URL STORY EVER	CCSVI NELLA SCLEROSI MULTIPLA ONLUS	MULTIPLE SCLEROSIS CHARITY	LOWE PIRELLA FRONZONI, Milan	ITALY
SAVE AS WWF	WWF	CHARITY	JUNG von MATT, Hamburg	GERMANY
IAN'S GETTING READY	THE COMMUNICATIONS COUNCIL	AWARDS	PUBLICIS MOJO, Sydney	AUSTRALIA
B03 Product Launches				
THE NEXT BIG THING	AUDI	CAR	HEIMAT, Berlin	GERMANY
SECRETS BEHIND PAINTINGS	NATIONAL MUSEUM IN KRAKOW	MUSEUM	LEO BURNETT WARSAW	POLAND
THE CRYING INVOICE	USG PEOPLE	OUTSOURCING COMPANY	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM
INVISIBLE POP UP STORE	AIRWALK	FOOTWEAR	Y&R, New York	USA
COME BACK FERRORAMA	ESTRELA TOYS	FERRORAMA TOY TRAIN	DDB BRASIL, São Paulo	BRAZIL
B04 Traffic & Brand Building				
HAPPY VALENTINE'S	KERN & SOHN	PRECISION SCALES	WUNDERMAN, London	UNITED KINGDOM
I SWIM WITH MARCOS	UNITED NATIONS	POVERTY AWARENESS	PAGÉS BBDO, Santo Domingo	DOMINICAN REPUBLIC
SPRINTER APPLIES FOR A JOB	LUKAS LINDEMANN ROSINSKI / DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON, Bucharest	ROMANIA
ACMI PIE BAG	AUSTRALIAN CENTRE FOR THE MOVING IMAGE	TIM BURTON EXHIBITION	RAPP MELBOURNE	AUSTRALIA
RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY, Portland	USA
TRACKTAPE	MATTEL MÉXICO	HOT WHEELS	OGILVY MEXICO	MEXICO
CHEVROLET TAXI DRIVERS' UNIVERSITY	GM COLMOTORES	CHEVROLET	SANCHO BBDO, Bogotá	COLOMBIA
DOGGELGANGER	MARS	DOG ADOPTION	COLENZO BBDO, Auckland	NEW ZEALAND
DISAPPEARING DISCOUNTS	R AYURVEDA RESEARCH LABS	LASS NATURAL COSMETICS	MUDRA COMMUNICATIONS, Mumbai	INDIA
UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON, Madrid	SPAIN
SUBTITLES	ENGLISH LANGUAGE INSTITUTE: ENGLISH EXCELLENCE	LANGUAGE CLASS	OGILVY PERU, Lima	PERU
C01 Fast Moving Consumer Goods				
AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON, Bucharest	ROMANIA
DINNERTIME	FRESH MEALS	READY MEALS	LDV UNITED, Antwerp	BELGIUM
THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA, Buenos Aires	ARGENTINA

BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING, Guangzhou	CHINA
CAP RECALL	JAMES READY	ALCOHOL	LEO BURNETT TORONTO	CANADA
A HUNTER SHOOTS A BEAR	BIC / TIPP-EX	POCKET MOUSE	BUZZMAN, Paris	FRANCE
C02 Cars & Automotive Services				
ONLINE GUERRILLA	MERCEDES-BENZ	MERCEDES-BENZ SPRINTER	N=5, Amsterdam	THE NETHERLANDS
GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT, Stockholm	SWEDEN
SCIROCCO CUP	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING	CHINA
LIE DETECTOR	KIA MOTORS BELGIUM	AUTOMOBILE	LDV UNITED, Antwerp	BELGIUM
C03 Other Consumer Products (including Durable Goods)				
BUILDERS OF INFINITY	LEGO	TOYS	PLAN.NET, Hamburg	GERMANY
NIKE AIR LIVE SHOW	NIKE	SPORTSWEAR	+CASTRO, Buenos Aires	ARGENTINA
LOST SOCKS	FISHER & PAYKEL	WHITE GOODS	COLENZO BBDO, Auckland	NEW ZEALAND
EXCELLBOOK	DIESEL	CLOTHING BRAND	4 AM SAATCHI & SAATCHI, Guatemala	GUATEMALA
TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE, Leuven	BELGIUM
C04 Financial Products & Services				
MY CAR IS YOUR CAR	NRMA	CAR INSURANCE	WHYBINITBWA, Sydney	AUSTRALIA
SHOCKING LITTLE BEASTS	DKV	HEALTH INSURANCE	OGILVY FRANKFURT	GERMANY
IMPULSE SAVER	WESTPAC	BANKING	COLENZO BBDO, Auckland	NEW ZEALAND
GIVE 100 TL GET 125 TL BACK	PRIVATE PENSION SYSTEM	INSURANCE	LEO BURNETT ISTANBUL	TURKEY
C05 Commercial Public Services, incl. Healthcare & Medical				
WORLD CUP ENERGY SHIRT	NUON	ENERGY	N=5, Amsterdam	THE NETHERLANDS
HIDDEN PIZZA RESTAURANT	SENSIS YELLOW PAGES	BUSINESS DIRECTORY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
SHARE AVEC TON GRAND-PÈRE	VOO	TELECOMMUNICATIO- NS	BOONDOGGLE, Leuven	BELGIUM
HIGH SPEEDS	TELMEX	BROADBAND INTERNET	JWT COLOMBIA, Bogotá	COLOMBIA
OPULENCE	DIRECTV	TELECOMMUNICATIO- NS	GREY NEW YORK	USA
SUBTITLES	ENGLISH LANGUAGE INSTITUTE: ENGLISH EXCELLENCE	LANGUAGE CLASS	OGILVY PERU, Lima	PERU
C06 Travel, Entertainment & Leisure				
PROSCIUTTO DI GIALLO	ELMSTA 3000 HORROR FEST	FILM FESTIVAL	SAATCHI & SAATCHI, Stockholm	SWEDEN
CARIBBEAN LIVE	BRITISH AIRWAYS	HOLIDAYS	BEING, London	UNITED KINGDOM
PERSONAL SPACE EXPERIMENT	KLM INTERNATIONAL	AIRLINE	RAPP, Amstelveen	THE NETHERLANDS
THE ESCAPE MACHINE	SNCF	RAIL TRAVEL	DDB PARIS	FRANCE
DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL, São Paulo	BRAZIL
UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON, Madrid	SPAIN
U-LATE HOTLINE	UA CINEMA	CINEMA	GREY HONG KONG	HONG KONG
C07 Retail & E-Commerce, including Restaurants				
HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE, Seoul	KOREA

VACUUM SHOPPING BAG FOR TOURISTS	FREEPORT	SHOPPING OUTLET	LEO BURNETT IBERIA, Lisbon	PORTUGAL
C08 Publications & Media				
CARDEÑOSA	MOVISTAR	SPORTS WEBSITE	DDB SPAIN, Madrid	SPAIN
THE VOICELESS CAMPAIGN	THE ZIMBABWEAN	NEWSPAPER	TBWAHUNTLASCARIS JOHANNESBURG	SOUTH AFRICA
GO GIRLS VIRGINITY MAP	TVNZ	DRAMA SERIES	COLENZO BBDO, Auckland	NEW ZEALAND
C09 Business Products & Services				
THE WORLD'S SMALLEST MULTINATIONAL	SERVCORP	SERVICED & VIRTUAL OFFICES	THE HALLWAY, Redfern	AUSTRALIA
THE CRYING INVOICE	USG PEOPLE	OUTSOURCING COMPANY	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM
SELF TRANSLATING EMAIL	WIENERS + WIENERS	AGENCY PROMOTION	GRABARZ & PARTNER, Hamburg	GERMANY
C10 Corporate Image & Information				
4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR, Boulder	USA
DEAR LAZY AIR TRAFFIC CONTROLLERS	LA DESPENSA	SELF PROMOTION	LA DESPENSA INGREDIENTES CREATIVOS, Madrid	SPAIN
THE SEARCH FOR THE WORLD'S GREATEST SALESPERSON	OGILVYONE WORLDWIDE	SELF PROMOTION	OGILVY & MATHER, New York	USA
SOLES WITH SOULS	J.K. TYRE & INDUSTRIES	TYRE COMPANY	CONTRACT ADVERTISING INDIA, Gurgaon	INDIA
THE 3239KM EXPERIENCE	OGILVY	SELF PROMOTION	OGILVY BRASIL, São Paulo	BRAZIL
SANTA'S FORGOTTEN LETTERS	COCA-COLA	CHRISTMAS MESSAGE	OGILVY BRASIL, São Paulo	BRAZIL
C11 Charities, Public Health & Safety, Public Awareness Messages				
SAVE AS WWF	WWF	WWF	JUNG von MATT, Hamburg	GERMANY
UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH, New York	USA
HEARTBEATS	THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA	THE FIGHT AGAINST AIDS	SERVICEPLAN, Munich	GERMANY
REPAY FOR GOOD	UNICEF	UNICEF DONATIONS	SERVICEPLAN, Munich	GERMANY
DOG-A-LIKE APP	MARS PETCARE	MOBILE APP	WHYBINTBWA, Sydney	AUSTRALIA
BURMA	HUMAN RIGHTS WATCH	PETITION	JWT NEW YORK	USA
THE REFUGEES	GOTHENBURG HOMELESS AID	CHARITY	GOSS, Gothenburg	SWEDEN
GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
THE FORGOTTEN LETTER	ALZHEIMER GESELLSCHAFT BADEN-WÜRTTEMBERG	CHARITY	JUNG von MATT, Hamburg	GERMANY
LITTLE ROBIN	OPVOEDINGSLIJN	PARENT ADVICE HELPLINE	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM
MIRRORS	MEXICAN MINISTRY OF PUBLIC SAFETY	PUBLIC AWARENESS	DRAFTFCB MEXICO	MEXICO
SPOKESANIMAL	HUAXIA ANIMAL PROTECTION FOUNDATION	CHARITY	DDB CHINA GROUP, Shanghai	CHINA
SAND-FILL BOTTLES	RECYCLING ENVIRONMENTAL INSTITUTE	RECYCLING INSTITUTE	AGE ISOBAR, São Paulo	BRAZIL
BASILICA BLOCK PARTY	BASILICA OF ST. MARY	BLOCK PARTY	FALLON, Minneapolis	USA
OPERATION CHRISTMAS	MINISTERIO DE DEFENSA NACIONAL	HUMANITARIAN	LOWE-SSP3, Bogotá	COLOMBIA

BEAUTIFY YOUR CITY - A RUBBISH IDEA	AUCKLAND COUNCIL	HEART OF THE CITY	COLENZO BBDO, Auckland	NEW ZEALAND
DONATED SPACES	FUNDACIÓN LOGROS	CHARITY	LOWE GINKGO, Montevideo	URUGUAY
SURPRISE CATWALK	THE SALVATION ARMY	SECONDHAND CLOTHES	KITCHEN LEO BURNETT, Oslo	NORWAY
SPREAD THE TED	TEDX BUENOS AIRES	TEDX	OGILVY ARGENTINA, Buenos Aires	ARGENTINA
DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL, São Paulo	BRAZIL
WAKING UP THE NEIGHBOURHOOD	POWA	FEMALE ABUSE PREVENTION	OGILVY JOHANNESBURG	SOUTH AFRICA
LETTERBOMBING GOVERNOR PATERSON	AUTISM SPEAKS	AUTISM SPEAKS	BBDO NEW YORK	USA
OIL & WATER DO NOT MIX	COALITION TO RESTORE COASTAL LOUISIANA	ENVIRONMENTAL PROTECTION	HAPPINESS BRUSSELS	BELGIUM
SLOW DOWN	PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM
D01 Best Integrated Campaign Led by Direct Marketing				
SOLO LUCKY UNDIES	SCHWEPPE	SOFT DRINK	BMF, Sydney	AUSTRALIA
CARDEÑOSA	MOVISTAR	SPORTS WEBSITE	DDB SPAIN, Madrid	SPAIN
CARIBBEAN LIVE	BRITISH AIRWAYS	HOLIDAYS	BEING, London	UNITED KINGDOM
SNAKE	CARLTON UNITED BREWERIES	ALCOHOL	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE ZONING PLAN	GREENPEACE SWITZERLAND	NUCLEAR ENERGY AWARENESS	walker, Zürich	SWITZERLAND
GERMANY'S BIGGEST SEARCH FOR MISSING CHILDREN	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN'S INITIATIVE	KEMPERTRAUTMANN, Hamburg	GERMANY
IT'S FACE TIME!	VITASOY INTERNATIONAL HOLDINGS	BEVERAGE	PHD HONG KONG	HONG KONG
MY CAR IS YOUR CAR	NRMA	CAR INSURANCE	WHYBINTBWA, Sydney	AUSTRALIA
FOOD FOR THOUGHT	ENTEKA	RENEWABLE ENERGY	DDB TRIBAL GROUP, Berlin	GERMANY
SATISFACTION THE GRANNY REMAKE	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels	BELGIUM
REVENGE ON CALLCENTERS & HELPDESKS	RADIO 1	PEETERS & PICHAL	MORTIERBRIGADE, Brussels	BELGIUM
ONE WEEKEND OFF	SCARLET	SCARLET TELECOM	MORTIERBRIGADE, Brussels	BELGIUM
SHARE YOUR PARENTS	STUDIO BRUSSELS	CHARITY	MORTIERBRIGADE, Brussels	BELGIUM
IAN'S GETTING READY	THE COMMUNICATIONS COUNCIL	AWARDS	PUBLICIS MOJO, Sydney	AUSTRALIA
DECODE JAY-Z WITH BING	BING/JAY-Z	INTERNET SEARCH ENGINE	DROGA5, New York	USA