

Title	Advertiser/Client	Product/Service	Advertising Agency	Country	Media Agency	Country
A01 Best Use of Screens * indicates Entrant Company						
NICKELODEON AND LEGO TURN TV STATION OFF	LEGO	LEGO BOARD GAMES			MEDIAPLUS, Munich *	GERMANY
SNEEZE	BAYER	COLD MEDICINE	JWT GUATEMALA, Guatemala City *	GUATEMALA		
CHARMIN PRE COMMERCIALS	PROCTER & GAMBLE	TOILET PAPER	PUBLICIS NEW YORK *	USA	CARAT, New York	USA
ALL BRAZILIAN SCREENS CHANGED TO SEMP TOSHIBA	SEMP TOSHIBA	TV AND COMPUTER	TALENT, São Paulo *	BRAZIL	TALENT PROPAGANDA, Sao Paulo	BRAZIL
SATISFACTION - THE GRANNY REMAKE	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels *	BELGIUM		
SUBTITLES	ENGLISH LANGUAGE INSTITUTE: ENGLISH EXCELLENCE	ENGLISH CLASS	OGILVY PERU, Lima *	PERU		
A02 Best Use of Audio * indicates Entrant Company						
THE PIRATE RADIO EXPERIMENT	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	HUMAN RIGHTS AWARENESS	JUNG von MATT, Hamburg *	GERMANY		
NSRI RECRUITMENT CAMPAIGN	NATIONAL SEA RESCUE INSTITUTE	NON-PROFIT ORGANISATION	OGILVY CAPE TOWN *	SOUTH AFRICA		
MUSICAL FITTING ROOMS	STARHUB	ONLINE MUSIC STORE	DDB SINGAPORE *	SINGAPORE		
CALL FROM THE FUTURE	AVIVA LIFE INSURANCE COMPANY INDIA	AVIVA CHILD PLANS	BBDO INDIA, Gurgaon *	INDIA		
A03 Best Use of Print * indicates Entrant Company						
YOUR HAPPY NEWS IS OUR TOP STORY	IWATE NIPPO	IWATTE			HAKUHODO DY MEDIA PARTNERS, Tokyo *	JAPAN
TEST DRIVE	VOLKSWAGEN	VOLKSWAGEN	TRY ADVERTISING AGENCY, Oslo *	NORWAY	MEDIACOM, Oslo	NORWAY
SOLARIA - SUN LIGHT	SHIKUN & BINUI	INFRASTRUCTURE, REAL-ESTATE AND ENVIRONMENTAL GROUP	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan *	ISRAEL	ZENITH MEDIA, Ramat Gan	ISRAEL
HAND-MADE	LA KORRIGANE	HOME-MADE BREWERY	COSSETTE COMMUNICATION, Quebec *	CANADA		
SCIROCCO CUP	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING *	CHINA		
BURN! GOSSIP MAGAZINE	CANCER SOCIETY OF FINLAND	ANTI-SMOKING AWARENESS	358 HELSINKI *	FINLAND		
PROBABLY THE BEST AD IN THE WORLD	CARLSBERG	BEER	DUVAL GUILLAUME ANTWERP/MODEM *	BELGIUM	INITIATIVE MEDIA, Brussels	BELGIUM
THE VOICE	REPORTERS WITHOUT BORDERS	NON GOVERNMENTAL ORGANISATION	PUBLICIS BRUSSELS *	BELGIUM		
AN AD WHERE YOU SCRATCH AND LOSE	HARLEY-DAVIDSON	ANTI-SCRATCH HELMETS	PUBLICIS COLOMBIA, Bogotá *	COLOMBIA		
A04 Best Use of Outdoor * indicates Entrant Company						
HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE, Seoul *	KOREA		
DISAPPEARED	THIS HUMAN WORLD	INTERNATIONAL FILM FESTIVAL OF HUMAN RIGHTS	WIEN NORD, Vienna *	AUSTRIA	MEDIA 1, Vienna	AUSTRIA
SOPRONI PERFECT DRAUGHT	HEINEKEN	BEER			INITIATIVE BUDAPEST *	HUNGARY
STAR TREK	BLOCKBUSTER GUATEMALA	MOVIE DVD	OGILVY GUATEMALA *	GUATEMALA		
MONEY RAIN	REHAU	WINDOWS	VOSKHOD, Yekaterinburg *	RUSSIA		
A05 Best Use of Ambient Media: Small Scale * indicates Entrant Company						
INSIDE THE BOX	GUANGYIN YOGA	YOGA CLUB	SHANGHAI HOT IDEA *	CHINA		
SEA TURTLE EGGS CAMPAIGN	USAID - UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT	SEA TURTLES PROTECTION PROGRAM	LA CLINICA TBWA, San Salvador *	EL SALVADOR		
THE WORLDS SIMPLEST CHLAMYDIA TEST	RFSU	HOME CHLAMYDIA TEST	NAKED COMMUNICATIONS, Stockholm *	SWEDEN	MEC SWEDEN, Stockholm	SWEDEN

RAINVERTISING	SCHIRM	UMBRELLA SHOP	JWT GERMANY, Hamburg *	GERMANY		
SHOCKING LITTLE BEASTS	DKV	HEALTH INSURANCE	OGILVY FRANKFURT *	GERMANY		
WATER THAT KILLS	KRUHA	WATER SANITATION CAMPAIGN	JWT, Jakarta *	INDONESIA		
PUPPY AT THE DOOR	MARS	PEDIGREE & WHISKAS DUBAI PET SHOW	TBWA\RAAD, Dubai *	UNITED ARAB EMIRATES		
SPORTY VOUCHERS	SPORTSCHECK	SPORTS STORE	OGILVY FRANKFURT *	GERMANY		
SPONGEPILL	GLAXOSMITHKLINE	PAIN RELIEF	4 AM SAATCHI & SAATCHI, Guatemala *	GUATEMALA		
SAFE CHILD ON THE NET	NOBODY CHILD FOUNDATION	INTERNET SAFETY	PUBLICIS, Warsaw *	POLAND		
YOU ARE THE LEAD SINGER	LG	MINI SYSTEM WITH VOICE REMOVER FUNCTION	Y&R, São Paulo *	BRAZIL		
WANNA SEE BLOOD?	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R, São Paulo *	BRAZIL		
KIDS BUSINESS CARDS	RED BALLOON	ENGLISH SCHOOL FOR KIDS	OGILVY BRASIL, São Paulo *	BRAZIL		
MIRRORS	MEXICAN MINISTRY OF PUBLIC SAFETY	#089 FOR ANONYMOUS DENUNCIATION	DRAFTFCB MEXICO *	MEXICO		
BOOKS FRESHENERS	100 000 BOOKS	CHAIN OF BOOKSTORES	VOSKHOD, Yekaterinburg *	RUSSIA		
HURT LUNGS	ICONGO	ANTI-SMOKING	BBDO INDIA, Gurgaon *	INDIA		
MUSIC CHOPSTICKS	MTV	MTV	LODUCCA, Sao Paulo *	BRAZIL		
STREET CHILDREN. AMBIENT MEDIA	CARITAS KIEV	CHARITY	LEO BURNETT UKRAINE, Kiev *	UKRAINE		
FUR FUR AWAY TOWELS	PROCTER & GAMBLE	GILLETTE	BBDO GERMANY, Düsseldorf *	GERMANY		
A06 Best Use of Ambient Media: Large Scale				<i>* indicates Entrant Company</i>		
ATTENTION PLEASE!	SAMSUNG TESCO	HOMEPLUS	CHEIL WORLDWIDE, Seoul *	KOREA		
EQUIPPING THE MOST EXPOSED	STADA	GRIPPOSTAD C FLU MEDICINE		INITIATIVE MEDIA, Hamburg *	GERMANY	
WHOLE NEW DIMENSION	CTC	SAMSUNG	IMPACT BBDO, Beirut *	LEBANON	OMD, Beirut	LEBANON
SAVE THE BEACH HOTEL	GMODELO EUROPA	CORONA BEER	JWT, Madrid *	SPAIN		
BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING, Guangzhou *	CHINA		
SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA, Buenos Aires *	ARGENTINA		
GET LOST IN THE WEST END	WEST END PARTNERSHIP	TOURISM CAMPAIGN		CAKE, London *	UNITED KINGDOM	
KALEIDOSCOPIC FASHION SPECTACULAR	TARGET	TARGET	MOTHER NEW YORK *	USA		
A07 Best Use of Special Events and Stunt/Live Advertising				<i>* indicates Entrant Company</i>		
KOC GROUP MEDIA PITCH	MINDSHARE	MINDSHARE SERVICES		MINDSHARE, Istanbul *	TURKEY	
THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU, Tokyo *	JAPAN		
THE ACCIDENTAL TEST DRIVE	ARABIAN AUTOMOBILES	NISSAN PATROL	TBWA\RAAD, Dubai *	UNITED ARAB EMIRATES	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
LITTLE ROBIN	OPVOEDINGSLIJN	PARENT ADVICE HELPLINE	DUVAL GUILLAUME ANTWERP/MODEM *	BELGIUM		
UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON, Madrid *	SPAIN		
WILL THE REAL SEPP BLATTER PLEASE STAND UP?	COMAIR LIMITED	KULULA.COM AIRLINES	KING JAMES, Cape Town *	SOUTH AFRICA	DARE MEDIA, Cape Town	SOUTH AFRICA
KALEIDOSCOPIC FASHION SPECTACULAR	TARGET	TARGET	MOTHER NEW YORK *	USA		
SHOUT FROM THE MOUNTAIN	AT&T	AT&T	BBDO NEW YORK *	USA	MEC, New York	USA
SPOKESANIMAL	HUAXIA ANIMAL PROTECTION FOUNDATION	ANIMAL PROTECTION	DDB CHINA GROUP, Shanghai *	CHINA	HUARUN MEDIA, Shanghai	CHINA
CRUSH HOUR	EUROPCAR	AUTOLIBERTE	OGILVY FRANCE, Paris *	FRANCE		
BLOCK PROJECT	MATTEL FRANCE	SCRABBLE	OGILVY FRANCE, Paris *	FRANCE	CARAT, Coubevoie	FRANCE

WELCOME AND GOODBYE	VOYAGES-SNCF.COM-	ONLINE RAILWAY BOOKING SITE	DDB PARIS *	FRANCE		
DRUNK VALET	BAR AURORA & BOTEÇO FERRAZ	CHAIN OF BARS	OGILVY BRASIL, São Paulo *	BRAZIL		
WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI, London *	UNITED KINGDOM	MEDIACOM, London	UNITED KINGDOM
BURMA	HUMAN RIGHTS WATCH	PETITION TO FREE BURMA'S POLITICAL PRISONERS	JWT NEW YORK *	USA		
PHONE HIJACK	TELSTRA	TELECOMMUNICATIONS	THREE DRUNK MONKEYS, Sydney *	AUSTRALIA		
BOOB HIJACK	COPPAFEEL!	BREAST CANCER CHARITY			archibald ingall stretton..., London *	UNITED KINGDOM
A08 Best Use of Branded Content					<i>* indicates Entrant Company</i>	
AMSTEL CLASS ACT	BRANDHOUSE	AMSTEL LAGER	OWENKESSEL COMMUNICATIONS, Fourways *	SOUTH AFRICA	NOTA BENE, Cape Town	SOUTH AFRICA
RIHANNA LATE NIGHT GLOBAL	DORITOS	DORITOS LATE NIGHT	GOODBY SILVERSTEIN & PARTNERS, San Francisco *	USA		
PLAY CHALLENGE	MARS	MARS CHOCOLATE	BD NETWORK, Melbourne, Victoria	AUSTRALIA	STARCOM MELBOURNE *	AUSTRALIA
UNBEATABLE BRANDED DRAMA	UNILEVER	SHAMPOO			PHD, Shanghai *	CHINA
GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
LITTLE BUNDLE OF LAUGHS	HUGGIES	HUGGIES	JWT LONDON, London *	UNITED KINGDOM		
THE MISSING CHILD	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN'S INITIATIVE	KEMPERTRAUTMANN, Hamburg *	GERMANY		
IPHONE FILM PROJECT	KT	IPHONE	INNOCEAN WORLDWIDE, Seoul *	KOREA		
A SOUND LOGO – INSPIRED BY HAMBURG.	PHILHARMONIKER HAMBURG	ORCHESTRA	KEMPERTRAUTMANN, Hamburg *	GERMANY		
GT ACADEMY	NISSAN / SONY PLAYSTATION	NISSAN SPORTS CARS AND GRAN TURISMO 5			MANNING GOTTLIEB OMD, London *	UNITED KINGDOM
MY IDEAL DOG	MARS	DOG ADOPTION	HAVAS SPORTS & ENTERTAINMENT, Miami	USA	HAVAS MEDIA, Miami *	USA
A09 Best Use of Sponsorship					<i>* indicates Entrant Company</i>	
OFFICIAL PARTNER OF EMMY AWARDS	INFINITI	INFINITI QX56			OMD, New York *	USA
CHANGING THE GAME	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco *	USA	OMD, New York	USA
MISSION IMPOSSIBLE	GASCO	GAS	ARENA CHILE, Santiago	CHILE	HAVAS SPORTS & ENTERTAINMENT, Santiago De Chile *	CHILE
THE BIGGEST TV SHOW EVER SOLD	PROCTER & GAMBLE	BEAUTY PRODUCTS			MEDIACOM CHINA, Guangzhou *	CHINA
A10 Best Localised Campaign					<i>* indicates Entrant Company</i>	
BRUZIL	AG BARR	IRN BRU			PHD, London *	UNITED KINGDOM
AMA VISITORS	NANDO'S	RESTAURANT	BLACK RIVER FC, Johannesburg *	SOUTH AFRICA	THE MEDIASHOP, Johannesburg	SOUTH AFRICA
GATECRASH THE WORLD CUP	BURGER KING	FAST FOOD			INITIATIVE, Madrid *	SPAIN
STUPID GLOCAL CAMPAIGN	DIESEL	GLOBAL BRAND	BCUBE, Milan *	ITALY	OMD, Milan	ITALY
IKEA CAREER POSITIONING SYSTEM	IKEA	RETAIL RECRUITMENT	THREE DRUNK MONKEYS, Sydney *	AUSTRALIA		
IS IT FAIRY TALE OR REAL?	PROCTER & GAMBLE	FAIRY HAND DISHWASH LIQUID			STARCOM ISTANBUL *	TURKEY
NIKE CITY CUP	NIKE	NIKE			MPG, Mexico *	MEXICO
A11 Best Consumer Engagement					<i>* indicates Entrant Company</i>	
HAPPY BOSS	MCDONALD'S	BREAKFAST COMBOS	LEO BURNETT PUERTO RICO, San Juan *	PUERTO RICO		
PETITION BILLBOARDS	UNICEF	CHARITY	PAGÉS BBDO, Santo Domingo *	DOMINICAN REPUBLIC	OMD DOMINICANA, Santo Domingo	DOMINICAN REPUBLIC
MULTI-TAGGING PICTURE	ORANGE	ROCKCORPS ISRAEL	PUBLICIS E-DOLOGIC, Ramat Gan *	ISRAEL		

HEARTBEATS	THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA	THE FIGHT AGAINST AIDS	SERVICEPLAN, Munich *	GERMANY	MEDIAPLUS, Munich	GERMANY
BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	ZENITHOPTIMEDIA AUSTRALIA, Sydney	AUSTRALIA
UNLOCK XBOX	FRITO LAY	DORITOS	MICROSOFT, Redmond *	USA		
SECRETS BEHIND PAINTINGS	NATIONAL MUSEUM IN KRAKOW	MUSEUM	LEO BURNETT WARSAW *	POLAND	STARLINK, Warsaw	POLAND
PLEASURE HUNT	UNILEVER	MAGNUM ICE CREAM	LOWE BRINDFORS, Stockholm *	SWEDEN		
HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN *	PUERTO RICO	OMD PUERTO RICO, San Juan	PUERTO RICO
2010 PRINCE'S HAPPY ADVENTURE	KRAFT FOODS	SNACKS	SAATCHI & SAATCHI, Shanghai *	CHINA	CARAT CHINA, Shanghai	CHINA
SUS CARDBOARD APARTMENT	SERVICES FOR THE UNDERSERVED	CHARITY	JWT NEW YORK *	USA		
THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA, Buenos Aires *	ARGENTINA		
24HR MUSIC SESSION	COCA-COLA	COCA-COLA	WIEDEN+KENNEDY, Portland *	USA		
GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT, Stockholm *	SWEDEN	CARAT, Stockholm	SWEDEN
IT'S 'FACE' TIME!	VITASOY INTERNATIONAL HOLDINGS	VITASOY - SOY DRINKS	DDB GROUP HONG KONG	HONG KONG	PHD HONG KONG *	HONG KONG
BURMA	HUMAN RIGHTS WATCH	PETITION TO FREE BURMA'S POLITICAL PRISONERS	JWT NEW YORK *	USA		
A HUNTER SHOOTS A BEAR	BIC / TIPP-EX	POCKET MOUSE	BUZZMAN, Paris *	FRANCE		
SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE MACH3 TURBO SENSITIVE	BBDO INDIA, Mumbai *	INDIA	MEDIACOM, Mumbai	INDIA
SEND A MESSAGE TO THE FUTURE	AMF	PENSION FUNDS	FORSMAN & BODENFORS, Gothenburg *	SWEDEN	MINDSHARE GOTHENBURG	SWEDEN
A12 Best Use of Online Advertising					<i>* indicates Entrant Company</i>	
PETITE LAP GIRAFFE	DIRECTV	TELECOM	GREY NEW YORK *	USA		
LAZY AD	FAIRFAX DIGITAL	DIGITAL CONTENT NETWORK	MERCERBELL, Sydney *	AUSTRALIA	MITCHELLS, Sydney	AUSTRALIA
EMOTION PLANNER	THE ROYAL OPERA IN STOCKHOLM	OPERA	DDB STOCKHOLM *	SWEDEN	SCREAM MEDIABYRA, Stockholm	SWEDEN
THE HOMLESS BANNER	STOCKHOLMS STADSMISSION	FUNDRAISING	GARBERGS, Stockholm *	SWEDEN		
REAL ESTATE	HABITAT FOR HUMANITY HUNGARY	CHARITY	OGILVY & MATHER HUNGARY, Budapest *	HUNGARY		
VIDEODEGRADABLE	GREENPEACE	GREENPEACE	McCANN ERICKSON, Madrid *	SPAIN		
STREET ART VIEW	RED BULL	BRAND IMAGE	LODUCCA, Sao Paulo *	BRAZIL		
THE LAST ONE WINS	YOBA	SEX TOYS RETAILER	MARCEL, Paris *	FRANCE		
THE LINE OF TRUTH	IF	INSURANCE	FORSMAN & BODENFORS, Gothenburg *	SWEDEN	MEC SWEDEN, Gothenburg	SWEDEN
HOMES & PROPERTY VIRAL	THE AA	HOME EMERGENCY RESPONSE	McCANN LONDON, London *	UNITED KINGDOM		
DIRTY SHORTS	WRIGLEY	ORBIT	ENERGY BBDO, Chicago	USA	STARCOM USA, Chicago *	USA
A13 Best Use of Social Media Marketing					<i>* indicates Entrant Company</i>	
F**K TREE	THE NATIONAL HIV COUNCIL	HIV & STD AWARENESS			STARCOM SWEDEN, Stockholm *	SWEDEN
TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH, New York *	USA		
TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE, Leuven *	BELGIUM	MINDSHARE, Brussels	BELGIUM
GAMEMORY	AFAL	CHARITY	McCANN ERICKSON, Madrid *	SPAIN		
AGAINST DUMB	SMART	SMART CAR	STRAWBERRYFROG, New York *	USA	POHMEDIA, Sunrise	USA
OLD SPICE RESPONSES	PROCTER & GAMBLE	OLD SPICE	WIEDEN+KENNEDY, Portland *	USA		
FASHIONTAG	FLAIR	WOMEN'S MAGAZINE	DUVAL GUILLAUME BRUSSELS *	BELGIUM		

LONDON VIRUS	EUROSTAR	HIGH SPEED TRAIN FROM LONDON TO BRUSSELS	TBWA\BRUSSELS *	BELGIUM		
REAR VIEW GIRLS - LOS ANGELES	LEVI STRAUSS & CO, SAN FRANCISCO	LEVI'S CURVE ID	COLENZO BBDO, Auckland *	NEW ZEALAND		
FASHION AWARD	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg *	SWEDEN	MEC SWEDEN, Gothenburg	SWEDEN
DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI *	CHINA		
SKANKPLAY	SKANK	SKANK'S NEWEST SINGLE	DONTRYTHIS, São Paulo *	BRAZIL		
DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY, New York *	USA		

A14 Best Use of Mobile Devices

* indicates Entrant Company

THE COMMBANK PROPERTY GUIDE APPLICATION	THE COMMONWEALTH BANK OF AUSTRALIA	HOME LOANS	THE WHITE AGENCY, Sydney	AUSTRALIA	IKON COMMUNICATIONS, Sydney *	AUSTRALIA
WELCOME TO OUR REALITY	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM *	SWEDEN	CARAT, Stockholm	SWEDEN
PERRIER BY DITA	NESTLÉ WATERS	PERRIER	OGILVY FRANCE, Paris *	FRANCE	ZENITH OPTIMEDIA, Levallois-Perret	FRANCE
WHOPPER FACE APP	BURGER KING	WHOPPER	OGILVY BRASIL, São Paulo *	BRAZIL		
UNBOTTLE YOURSELF	CARLSBERG	BEER	ÅKESTAM HOLST, Stockholm *	SWEDEN		
THE SAMPLER	CONVERSE	MOBILE APP	R/GA, New York *	USA		

A15 Best Use of Other Digital Media

* indicates Entrant Company

IKEA E-FOLDER SET	IKEA	IKEA	LABORATORY IDEAS, Budapest *	HUNGARY		
SAVE AS WWF	WWF	WWF	JUNG von MATT, Hamburg *	GERMANY	GOSIGN MEDIA, Hamburg	GERMANY
M&M'S FIND RED	MARS	M&M'S	PROXIMITY CANADA *	CANADA		
GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT, Stockholm *	SWEDEN	CARAT, Stockholm	SWEDEN
SAFE FOR WORK	VOLKSWAGEN	VOLKSWAGEN SIDE ASSIST	GRABARZ & PARTNER, Hamburg *	GERMANY		

B01 Best Use of Integrated Media

* indicates Entrant Company

DATED PILLOWS	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS, Sydney *	AUSTRALIA	MEDIACOM, Sydney	AUSTRALIA
TUBES INTEGRATED CAMPAIGN	K-SWISS	SPORTS FOOTWEAR	72ANDSUNNY, Los Angeles *	USA		
SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS, Boston *	USA		
WHAT'S YOUR NUMBER?	BMW MINI	MINI	DRAFTFCB NEW ZEALAND, Auckland *	NEW ZEALAND		
SMOKE	WWW.GLÜCKLICHER--NICHTRAUCHER.DE	ANTI-SMOKING-SEMINARS	SERVICEPLAN, Munich	GERMANY	MEDIAPLUS, Munich *	GERMANY
THE WORLDS SIMPLEST CHLAMYDIA TEST	RFSU	HOME CHLAMYDIA TEST	NAKED COMMUNICATIONS, Stockholm *	SWEDEN	MEC SWEDEN, Stockholm	SWEDEN
THE MEGANE EXPERIMENT	RENAULT	MEGANE	PUBLICIS LONDON *	UNITED KINGDOM		
REPLAY SEASON 2 & 3	GATORADE	SPORTS DRINK	TBWA\CHIAT\DAY LA, Los Angeles *	USA	OMD, Chicago	USA
AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON, Bucharest *	ROMANIA	UM ROMANIA	ROMANIA
GALAXY READING	MARS	GALAXY			MEDIACOM, London *	UNITED KINGDOM
WELCOME HOME	T-MOBILE	CONSUMER PAY AS YOU GO	SAATCHI & SAATCHI, London	UNITED KINGDOM	MEDIACOM, London *	UNITED KINGDOM
REPÚBLICA POPULAR DO CORINTHIANS	NIKE	CORINTHIANS	F/NAZCA SAATCHI & SAATCHI, São Paulo *	BRAZIL		
CAMPAIGN PLACEMENT FOR ANNA UND DIE LIEBE	McDONALD'S	McCAFÉ	TBWA\BERLIN *	GERMANY	HEYE OMD, Unterhaching	GERMANY
REVENGE ON CALLCENTERS & HELPDESKS	RADIO 1	PEETERS & PICHAL	MORTIERBRIGADE, Brussels *	BELGIUM		
WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI, London *	UNITED KINGDOM	MEDIACOM, London	UNITED KINGDOM
FOLLOW THE GREEN LINE	FIDELITY INVESTMENTS	FIDELITY INVESTMENTS	MEDIA CONTACTS, Boston	USA	MPG, Boston *	USA

C01 Fast Moving Consumer Goods

* indicates Entrant Company

RAINY DAYS	PEPSICO	WALKERS			OMD UK, London *	UNITED KINGDOM
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GOL OOOL	COCA-COLA	COCA-COLA 2010 WORLD CUP	JWT BRAZIL, São Paulo *	BRAZIL		
RUSH HOUR CINEMA	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA, Bogotá *	COLOMBIA		
THE COWS DECIDE	TINE	FLAVOURED MILK	DIST CREATIVE, Oslo *	NORWAY		
20 PERCENT MORE	PROCTER & GAMBLE	DURACELL			STARCOM MEDIAVEST GROUP, San Juan *	PUERTO RICO
BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING, Guangzhou *	CHINA		
FIRST LIVE BEAUTY AD	PROCTER & GAMBLE	PANTENE	GREY NEW YORK	USA	STARCOM MEDIAVEST GROUP, Chicago	USA
THE WORLD'S FIRST NEWSPAPER ON 100% RECYCLED NEWSPRINT	L'OREAL	GARNIER			LODESTAR UM, Mumbai *	INDIA
SHARE THE JOY CAMPAIGN	CADBURY	DAIRY MILK	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND	CARAT NEW ZEALAND, Auckland	NEW ZEALAND
JUNK FOOD PACKAGING	BOLTHOUSE FARMS	BABY CARROTS	CRISPIN PORTER + BOGUSKY, Boulder *	USA		
FASHION LAUNDRY	PROCTER & GAMBLE	ARIEL DETERGENT	ACE SAATCHI & SAATCHI, Makati City *	THE PHILIPPINES		
C02 Cars & Automotive Services					<i>* indicates Entrant Company</i>	
DON'T BLOG ABOUT THIS	BMW	PROTOTYPE CAR	KKLD, Berlin *	GERMANY		
SMART: THINK - FAST - BUY!	MERCEDES-BENZ	SMART			MEC CHINA, Beijing	CHINA
THE MEGANE EXPERIMENT	RENAULT	MEGANE	PUBLICIS LONDON *	UNITED KINGDOM		
TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH, New York *	USA		
SCIROCCO CUP	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING *	CHINA		
WINNING THE SUPER BOWL	VOLKSWAGEN	VW PASSAT	DEUTSCH INC., Los Angeles	USA	MEDIACOM, New York *	USA
PUNCHDUB	VOLKSWAGEN	AUTOMOBILE	DEUTSCH INC., Los Angeles	USA	MEDIACOM, New York *	USA
THE WINTER ADJUSTED OFFER	VOLKSWAGEN	VW PASSAT 4MOTION	DDB STOCKHOLM *	SWEDEN	MEDIACOM, Stockholm	SWEDEN
C03 Other Consumer Products (including Durable Goods)					<i>* indicates Entrant Company</i>	
DATED PILLOWS	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS, Sydney *	AUSTRALIA	MEDIACOM, Sydney	AUSTRALIA
WASHING TUNNEL	LG ELECTRONICS	WASHING MACHINE	Y&R SOUTH AFRICA, Johannesburg *	SOUTH AFRICA	MINDSHARE SOUTH AFRICA, Johannesburg	SOUTH AFRICA
QUIETEST DISHWASHER	ARCELIK	DISHWASHER			MINDSHARE, Istanbul *	TURKEY
SAMSUNG LED 3D TV	SAMSUNG	LED 3D TV	MUSE AMSTERDAM	THE NETHERLANDS	STARCOM THE NETHERLANDS, Amsterdam *	THE NETHERLANDS
C04 Financial Products & Services					<i>* indicates Entrant Company</i>	
YOU ARE THE BIG PICTURE	AVIVA	INSURANCE	AMV.BBDO, London	UNITED KINGDOM	ZENITHOPTIMEDIA WORLDWIDE, London *	UNITED KINGDOM
BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	ZENITHOPTIMEDIA AUSTRALIA, Sydney	AUSTRALIA
SHOCKING LITTLE BEASTS	DKV	HEALTH INSURANCE	OGILVY FRANKFURT *	GERMANY		
THE REFEREE'S SUPPORTERS	TRANSPERUANA INSURANCE COMPANY	MICRO INSURANCE	QUORUM/NAZCA SAATCHI & SAATCHI, Lima *	PERU		
C05 Commercial Public Services incl. Healthcare & Medical					<i>* indicates Entrant Company</i>	
PRIORITY	TELEFÓNICA O2 UK	O2 PRIORITY			ZENITHOPTIMEDIA UK, London *	UNITED KINGDOM
THE LONGEST CALL EVER	T-MOBILE	CELLPHONE SERVICE	CONILL SAATCHI & SAATCHI, Torrance *	USA		
WE MIXED INDIA!	TATA SKY	SATELLITE TV SERVICE			MAXUS, Mumbai *	INDIA
WELCOME HOME	T-MOBILE	CONSUMER PAY AS YOU GO	SAATCHI & SAATCHI, London	UNITED KINGDOM	MEDIACOM, London *	UNITED KINGDOM
C06 Travel, Entertainment & Leisure					<i>* indicates Entrant Company</i>	
THE 250KM WAVE	KYUSHU RAILWAY COMPANY	KYUSHU BULLET TRAIN	DENTSU, Tokyo *	JAPAN		
TOUCH THE SUN	EMBRATUR	BRAZILIAN TOURISM BOARD	ARTPLAN, Rio de Janeiro *	BRAZIL		

UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON, Madrid *	SPAIN		
MAKING TRACKS	TOURISM AUSTRALIA	TOURISM	DDB, Sydney *	AUSTRALIA		
C07 Retail and E-Commerce, including Restaurants						<i>* indicates Entrant Company</i>
HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE, Seoul *	KOREA		
100 EGOS CAMPAIGN	DANSHAR	HAIRCARE	DRAFTFCB + SHIMONI FINKELSTEIN BARKI, Tel Aviv *	ISRAEL		
BOOKS FRESHENERS	100 000 BOOKS	CHAIN OF BOOKSTORES	VOSKHOD, Yekaterinburg *	RUSSIA		
THE ROTISSERIE CHANNEL	CARA OPERATIONS	SWISS CHALET RESTAURANT	BBDO CANADA, Toronto *	CANADA	MEC, Toronto	CANADA
C08 Publications & Media						<i>* indicates Entrant Company</i>
NEWSPAPER IN THE SKY	THE ASAHI SHIMBUN COMPANY	THE ASAHI SHIMBUN	DENTSU KANSAI, Osaka *	JAPAN		
HEARTBREAKER	KAIZERS ORCHESTRA	ORCHESTRA	ANORAK, Oslo	NORWAY	STARCOM NORWAY, Oslo *	NORWAY
THE VOICELESS CAMPAIGN	THE ZIMBABWEAN	NEWSPAPER	TBWAHUNT/ASCARIS JOHANNESBURG *	SOUTH AFRICA		
C10 Corporate Image & Information						<i>* indicates Entrant Company</i>
LEAKING POWER OUTLETS	RHEINISCH WESTFÄLISCHES ELEKTRIZITÄTSSWERK	SUSTAINABLE ENERGY WEBSITE	JUNG von MATT, Hamburg *	GERMANY		
POWERING THE FUTURE	SHELL	SHELL	JWT NEW YORK	USA	MEDIACOM, New York *	USA
ONE LAPTOP PER CHILD	TELSTRA	TELSTRA BRAND			OMD, Sydney *	AUSTRALIA
SOLES WITH SOULS	J.K. TYRE & INDUSTRIES	JK TYRE	CONTRACT ADVERTISING INDIA, Gurgaon *	INDIA		
BILLBOARDS TO BAGS	CADBURY	COMMONWEALTH GAMES	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND	M2M, Auckland	NEW ZEALAND
PHILIPPE'S PROJECT	T-MOBILE AUSTRIA	TELECOMMUNICATION	PUBLICIS GROUP AUSTRIA, Vienna	AUSTRIA	MEDIACOM, Vienna *	AUSTRIA
C11 Charities, Public Health & Safety, Public Awareness Messages						<i>* indicates Entrant Company</i>
I SWIM WITH MARCOS	UNITED NATIONS	POVERTY AWARENESS	PAGÉS BBDO, Santo Domingo *	DOMINICAN REPUBLIC	OMD DOMINICANA, Santo Domingo	DOMINICAN REPUBLIC
KIMBO	UNICEF	UNICEF	JWT, Madrid *	SPAIN		
SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA, Buenos Aires *	ARGENTINA		
ART ON THE CROSSWALK	CURITIBA CITY HALL	ROAD SAFETY	MASTER, Curitiba *	BRAZIL		
BOOTS	ASICS	ANTI RACISM	BABEL, Sao Paulo *	BRAZIL		
HIDDEN MESSAGES	CASA PROTEGIDA JULIA DE BURGOS	SHELTER FOR ABUSED WOMEN	GREY PUERTO RICO, Hato Rey *	PUERTO RICO		
ANGELS CAMPAIGN	AUCKLAND CITY MISSION	CHARITY	PUBLICIS MOJO, Auckland *	NEW ZEALAND	ZENITH OPTIMEDIA, Auckland	NEW ZEALAND
JUNE 16TH 2014	BRAND COLLECTIVE	TUNISIA	MEMAC OGILVY LABEL TUNISIA, Tunis *	TUNISIA	MINDSHARE, Tunis	TUNISIA
ANGINA MONOLOGUES	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON *	UNITED KINGDOM	PHD, London	UNITED KINGDOM
BRIDGE PROJECTION LIFESAVER	SUICIDE PREVENTION CENTER	SOS INFO LINE	McCANN ERICKSON BELGRADE, Belgrade *	SERBIA		
SR. AMOR	SALVATION ARMY	SALVATION ARMY	JWT ARGENTINA, Buenos Aires *	ARGENTINA		
KID RESCUE	TELEFONICA	TELEFONICA FOUNDATION	Y&R COLOMBIA, Bogotá *	COLOMBIA		
DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL, São Paulo *	BRAZIL		
BLIND CAR	JSM CORPORATION	HARD ROCK CAFÉ ANTI DRINK DRIVING	McCANN WORLDGROUP, Mumbai *	INDIA		