

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Savoury Foods				
CUT INTO FINEST SLICES	GIUSEPPE CITTERIO	PARMA HAM	ADVICO Y&R, Zürich	SWITZERLAND
A02 Sweet Foods & Snacks				
PEACH	LC LÜSCHER CAKE	JELLY BELLY LOLLIBEANS	SERVICEPLAN, Munich	GERMANY
CHERRY	LC LÜSCHER CAKE	JELLY BELLY LOLLIBEANS	SERVICEPLAN, Munich	GERMANY
ACTION MAN	PERFETTI VAN MELLE	MINI CHUPA CHUPS	DDB PARIS	FRANCE
SINDY	PERFETTI VAN MELLE	MINI CHUPA CHUPS	DDB PARIS	FRANCE
SNICKERS	MARS CHOCOLATE FRANCE	SNICKERS ICE CREAM	CLM BBDO, Boulogne-Billancourt	FRANCE
MARS	MARS CHOCOLATE FRANCE	MARS ICE CREAM	CLM BBDO, Boulogne-Billancourt	FRANCE
BODY BUILDER	MARS CHOCOLATE FRANCE	SNICKERS	CLM BBDO, Boulogne-Billancourt	FRANCE
NERD	MARS CHOCOLATE FRANCE	SNICKERS	CLM BBDO, Boulogne-Billancourt	FRANCE
BLIND MAN	MARS CHOCOLATE FRANCE	SNICKERS	CLM BBDO, Boulogne-Billancourt	FRANCE
A03 Alcoholic Drinks				
MOLASSES	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
A04 Non-Alcoholic Drinks				
CASTAWAY	AGRO FOOD	CAFÉ TAINÁ	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
PRISONER	AGRO FOOD	CAFÉ TAINÁ	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
A05 Household: Cleaning Products				
LORD'S DOG	PROCTER & GAMBLE	FEBREZE PET ODOUR ELIMINATOR	GREY PARIS	FRANCE
GRANDMA'S DOG	PROCTER & GAMBLE	FEBREZE PET ODOUR ELIMINATOR	GREY PARIS	FRANCE
CELEBRITY'S DOG	PROCTER & GAMBLE	FEBREZE PET ODOUR ELIMINATOR	GREY PARIS	FRANCE
A06 Household: Other				
WITH 10 YEARS OF LIFE	TOSHIBA CORPORATION	LED BULBS	DENTSU, Tokyo	JAPAN
MARIO GALAXY 2	ENERGIZER	LITHIUM BATTERIES	DDB MEXICO	MEXICO
CORNFLAKES	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
RAISINS	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
CRACKERS	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
A07 Home Appliances & Furnishings				
VIKINGS	STIHL	CHAINSAW MS 880	SCHOLZ & FRIENDS BERLIN	GERMANY
SAMURAI	STIHL	CHAINSAW MS 261	SCHOLZ & FRIENDS BERLIN	GERMANY
BIRDS	STIHL/VIKING	BLOWER	PUBLICIS CONSEIL, Paris	FRANCE
APOLLO 13 SUCCESS	DANK	SECOND HAND FURNITURE	DDB&CO., Istanbul	TURKEY
BERLIN WALL	DANK	SECOND HAND FURNITURE	DDB&CO., Istanbul	TURKEY
OBAMA ADDRESS	DANK	SECOND HAND FURNITURE	DDB&CO., Istanbul	TURKEY

A08 Home Electronics & Audio-Visual				
MOZART	THINKING GROUP	WESTONE EARPHONES	DDB GROUP HONG KONG	HONG KONG
BEETHOVEN	THINKING GROUP	WESTONE EARPHONES	DDB GROUP HONG KONG	HONG KONG
TCHAIKOVSKY	THINKING GROUP	WESTONE EARPHONES	DDB GROUP HONG KONG	HONG KONG
A09 Cosmetics & Beauty				
KITCHEN	LABORATORIOS MAVER	BRONZING LOTION	DDB CHILE, Santiago	CHILE
GARAGE	LABORATORIOS MAVER	BRONZING LOTION	DDB CHILE, Santiago	CHILE
WORLD CUP ENGLAND	LYNX	LYNX DEODORANT	BBH, London	UNITED KINGDOM
WORLD CUP ARGENTINA	AXE	AXE DEODORANT	BBH, London	UNITED KINGDOM
A10 Toiletries				
KEBAB	JOHNSON & JOHNSON	LISTERINE	JWT LONDON, London	UNITED KINGDOM
PIZZA	JOHNSON & JOHNSON	LISTERINE	JWT LONDON, London	UNITED KINGDOM
BURGER	JOHNSON & JOHNSON	LISTERINE	JWT LONDON, London	UNITED KINGDOM
SUNDAE	JOHNSON & JOHNSON	LISTERINE	JWT LONDON, London	UNITED KINGDOM
A11 Pharmacy				
HEADLEG	LABORATORIOS PALM	ACETAMINODOL PAIN RELIEF	PUBLICUATRO OGILVY, Panama City	PANAMA
HEADARM	LABORATORIOS PALM	ACETAMINODOL PAIN RELIEF	PUBLICUATRO OGILVY, Panama City	PANAMA
CLUB CRUSHER	SSL HEALTHCARE ITALY	DUREX LUBRICANT	McCANN ERICKSON ITALIA, Milan	ITALY
NOISY NEIGHBOURS	GLAXOSMITHKLINE	PANADOL EXTRA	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
TRAFFIC BLUES	GLAXOSMITHKLINE	PANADOL EXTRA	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
A12 Clothing, Footwear & Accessories				
H2	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
H5	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
H8	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA
CAMP	ODIS	TRAVEL LOCKS	OGILVY & MATHER CHILE, Santiago	CHILE
UNIVERSITY	ODIS	TRAVEL LOCKS	OGILVY & MATHER CHILE, Santiago	CHILE
AIRPORT	ODIS	TRAVEL LOCKS	OGILVY & MATHER CHILE, Santiago	CHILE
A13 Miscellaneous				
CHECK IN AND SNACK OUT	GRANATAPET	PET FOOD	AGENTA WERBEAGENTUR, Berlin	GERMANY
FIRE TRUCK	FABER-CASTELL	COLOURED PENCILS	SERVICEPLAN, Munich	GERMANY
DOG	CV GOLD ELITE INDUSTRIES	BUBBLES PET COLOGNE	GREY GROUP, Singapore	SINGAPORE
CAT	CV GOLD ELITE INDUSTRIES	BUBBLES PET COLOGNE	GREY GROUP, Singapore	SINGAPORE
A14 Cars & Automotive Services				
USA	DAIMLER	MERCEDES-BENZ	JUNG von MATT, Stuttgart	GERMANY
UK	DAIMLER	MERCEDES-BENZ	JUNG von MATT, Stuttgart	GERMANY

SOUTH AFRICA	DAIMLER	MERCEDES-BENZ	JUNG von MATT, Stuttgart	GERMANY
GRETA	MERCEDES-BENZ	BRAKE ASSIST PLUS	JUNG von MATT/LIMMAT, Zürich	SWITZERLAND
WOLFGANG	MERCEDES-BENZ	BRAKE ASSIST PLUS	JUNG von MATT/LIMMAT, Zürich	SWITZERLAND
WIEBKE	MERCEDES-BENZ	BRAKE ASSIST PLUS	JUNG von MATT/LIMMAT, Zürich	SWITZERLAND
TRAFFIC SIGN SPEED	DAIMLER	MERCEDES-BENZ TRANSPORTER	SCHOLZ & FRIENDS BERLIN	GERMANY
TRAFFIC LIGHT	DAIMLER	MERCEDES-BENZ TRANSPORTER	SCHOLZ & FRIENDS BERLIN	GERMANY
FAMILY	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER, Hamburg	GERMANY
GARDENING	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER, Hamburg	GERMANY
SPORTS	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER, Hamburg	GERMANY
OLD LADY	FORD MOTOR COMPANY	LOBO	JWT MEXICO, Mexico City	MEXICO
BOY	FORD MOTOR COMPANY	EXPLORER	JWT MEXICO, Mexico City	MEXICO
DOG	FORD MOTOR COMPANY	EDGE	JWT MEXICO, Mexico City	MEXICO
RUGBIERS	FORD	FORD TRUCKS	JWT ARGENTINA, Buenos Aires	ARGENTINA
MEXICAN WRESTLERS	FORD	FORD TRUCKS	JWT ARGENTINA, Buenos Aires	ARGENTINA
WOODCUTTERS	FORD	FORD TRUCKS	JWT ARGENTINA, Buenos Aires	ARGENTINA
TEDDIES	VOLKSWAGEN	GOLF	DDB TRIBAL GROUP, Düsseldorf	GERMANY
ROSES	VOLKSWAGEN	GOLF	DDB TRIBAL GROUP, Düsseldorf	GERMANY
BALLS	VOLKSWAGEN	GOLF	DDB TRIBAL GROUP, Düsseldorf	GERMANY
A15 Retail Stores				
STORE OPENING	IKEA	IKEA	GRABARZ & PARTNER, Hamburg	GERMANY
AIRHORN	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
ALTITUDE SICKNESS PILLS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
DEFIBRILLATOR	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
LIPSTICK STAIN REMOVER	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
SMELLING SALTS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
PERSONALIZED TOWELS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
LITTLE BLACK BOOK	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A16 Restaurants & Fast Food Outlets				
FISHERMAN	LEGAL SEA FOODS	RESTAURANT	DEVITO/VERDI, New York	USA
RESERVATIONS	LEGAL SEA FOODS	RESTAURANT	DEVITO/VERDI, New York	USA
WORTH THE MESS	McDONALD'S	BIG MAC	COSSETTE COMMUNICATION, Toronto	CANADA
A17 Travel, Transport & Tourism				
LIMESTONE	DEPT. OF TOURISM & SMART COMMUNICATIONS	TOURISM	DDB DM9JAYMESYFU, Makati City	THE PHILIPPINES
MAC	MELCHERS TRAVEL	TRAVEL AGENCY	BBDO TAIWAN, Taipei	CHINESE TAIPEI
NUCLEAR	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA, Mumbai	INDIA

SEA LEVEL	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA, Mumbai	INDIA
A18 Entertainment & Leisure				
MEGAPHONE	PACIFIC NATIONAL EXHIBITION	PLAYLAND	RETHINK, Vancouver	CANADA
AIRHORN	PACIFIC NATIONAL EXHIBITION	PLAYLAND	RETHINK, Vancouver	CANADA
PLAYING THE UNDERGROUND	JEUDI	CLUB MUSIC EVENT	JUNG von MATT, Hamburg	GERMANY
CROCODILE	COLEMAN	OUTDOOR EQUIPMENT	Y&R PRAGUE	CZECH REPUBLIC
INDIAN	COLEMAN	OUTDOOR EQUIPMENT	Y&R PRAGUE	CZECH REPUBLIC
ESCAPING THRU RIVER	MUSEUM OF COMMUNISM	MUSEUM	Y&R PRAGUE	CZECH REPUBLIC
ESCAPING THRU WALL	MUSEUM OF COMMUNISM	MUSEUM	Y&R PRAGUE	CZECH REPUBLIC
ESCAPING THRU FENCE	MUSEUM OF COMMUNISM	MUSEUM	Y&R PRAGUE	CZECH REPUBLIC
BUTT BAG	PILATES WITH GERDA	PILATES COURSES	CONCEPT, Istanbul	TURKEY
SNIPER BUS SHELTER	THE WAR MUSEUM	SNIPER EXHIBIT	IRELAND DAVENPORT, Johannesburg	SOUTH AFRICA
JFK CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM, Ho Chi Minh City	VIETNAM
ROSWELL CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM, Ho Chi Minh City	VIETNAM
CATERPILLAR	LEGO	LEGO	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
MONSTER	LEGO	LEGO	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
WHALE	LEGO	LEGO	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
A19 Publications & Media				
BUSH	MTV NETWORKS	SAFE SEX MESSAGE	GREY WORLDWIDE, Düsseldorf	GERMANY
TOILET	MTV NETWORKS	SAFE SEX MESSAGE	GREY WORLDWIDE, Düsseldorf	GERMANY
IRON MAIDEN	BILLBOARD	MAGAZINE	ALMAPBBDO, São Paulo	BRAZIL
LADY GAGA	BILLBOARD	MAGAZINE	ALMAPBBDO, São Paulo	BRAZIL
MADONNA	BILLBOARD	MAGAZINE	ALMAPBBDO, São Paulo	BRAZIL
MICHAEL JACKSON	BILLBOARD	MAGAZINE	ALMAPBBDO, São Paulo	BRAZIL
ELEPHANT	ELEPHANT MAGAZINE	MAGAZINE	M&C SAATCHI, London	UNITED KINGDOM
GRANDMA	CNN TURK	WEATHER REPORT	DDB&CO., Istanbul	TURKEY
HIPPIE	CNN TURK	WEATHER REPORT	DDB&CO., Istanbul	TURKEY
NERD	CNN TURK	WEATHER REPORT	DDB&CO., Istanbul	TURKEY
OBAMA	CNN TURK	WORLD NEWS	DDB&CO., Istanbul	TURKEY
MERKEL	CNN TURK	WORLD NEWS	DDB&CO., Istanbul	TURKEY
PUTIN	CNN TURK	WORLD NEWS	DDB&CO., Istanbul	TURKEY
SARKOZY	CNN TURK	WORLD NEWS	DDB&CO., Istanbul	TURKEY
A20 Banking, Investment & Insurance				
HAND TO HAND MONEY	IS BANKASI	MONEY TRANSFER	MEDINA TURGUL DDB, Istanbul	TURKEY
A21 Business Equipment & Services				
MALE STRIPPER	INTERBEST	OUTDOOR ADVERTISING	Y&R NOT JUST FILM, Amsterdam	THE NETHERLANDS

BALLOONS	GETTY IMAGES TURKEY	IMAGE LIBRARY	DDB&CO., Istanbul	TURKEY
A22 Commercial Public Services				
HUNGRY BOY	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
DIRTY GARAGE	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
PICADILLY CIRCUS	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
LEICESTER SQUARE	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
COVENT GARDEN	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
OXFORD CIRCUS	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
MARYLEBONE	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
TAXI NUMBERS	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
LATEST SCORES	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
RESTAURANT REVIEWS	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
CINEMA TIMES	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
FTSE 100	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
EXCHANGE RATES	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
TICKET RESERVATIONS	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
TRAVEL UPDATES	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH, London	UNITED KINGDOM
DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5, New York	USA
A23 Corporate Image				
ALL NAMES IN THE COUNTRY SHARE THE LOGO	STRAUSS GROUP	CONSUMER INVOLVEMENT PLATFORM	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
VIRGIN ATLANTIC WORLD CUP SPONSORSHIP	VIRGIN ATLANTIC AIRWAYS	AIRLINE	RAINEY KELLY CAMPBELL ROALFE/Y&R, London	UNITED KINGDOM
A24 Public Health & Safety				
COCAINE	FOUNDATION AGAINST DRUG CONSUMPTION	ANTIDRUGS FOUNDATION	DDB SPAIN, Madrid	SPAIN
NISSBARU	ROAD SAFE HAWKE'S BAY	ROAD SAFETY	OGILVY NEW ZEALAND, Auckland	NEW ZEALAND
TOYAZDA	ROAD SAFE HAWKE'S BAY	ROAD SAFETY	OGILVY NEW ZEALAND, Auckland	NEW ZEALAND
PIMPLE	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE
BIG BOTTOM	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE
BAD HAIR DAY	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE
BOYS	TOWER HAMLETS	ROAD SAFETY	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
GIRLS	TOWER HAMLETS	ROAD SAFETY	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
A25 Public Awareness Messages				
HANDS	NATIONAL AGENCY FOR HEALTH AND SOCIAL SERVICES	PUBLIC HEALTH CAREERS	LG2, Québec	CANADA
BELTS	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS ASIA PACIFIC	ANIMAL CRUELTY CHARITY	McCANN WORLDGROUP SINGAPORE	SINGAPORE

SHOES	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS ASIA PACIFIC	ANIMAL CRUELTY CHARITY	McCANN WORLDGROUP SINGAPORE	SINGAPORE
MAP	ENDANGERED WILDLIFE TRUST	WILDLIFE CHARITY	GREY SOUTH AFRICA, Johannesburg	SOUTH AFRICA
HANDS	NATIONAL CARE FOR DOMESTIC VIOLENCE	DOMESTIC VIOLENCE AWARENESS	JWT LONDON, London	UNITED KINGDOM
50 CM2	FUNDAÇÃO SOS MATA ATLÂNTICA	ENVIRONMENTAL AWARENESS	LEW'LARA\TBWA, São Paulo	BRAZIL
WHALE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
CIRCLE OF LIFE	WWF	WWF INDONESIA	GREY GROUP, Singapore	SINGAPORE
BABY	PETA	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	Y&R CHICAGO	USA
PASSION	PETA	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	Y&R CHICAGO	USA
A26 Fundraising & Appeals				
EXECUTION	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	AIR BRUSSELS	BELGIUM
WOMEN	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	AIR BRUSSELS	BELGIUM
CHILDSOLDIERS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	AIR BRUSSELS	BELGIUM
MELT	GREENPEACE	CAR FREE DAY	LEO BURNETT, Hong Kong	HONG KONG
DROUGHT	GREENPEACE	CAR FREE DAY	LEO BURNETT, Hong Kong	HONG KONG
FLOOD	GREENPEACE	CAR FREE DAY	LEO BURNETT, Hong Kong	HONG KONG
BOTANIMAL	WWF	DEFORESTATION AWARENESS	MARCEL, Paris	FRANCE
B01 Food & Drink				
VANILLA	FLUFF AND STUFF	COOKIES	GREY GROUP KUALA LUMPUR	MALAYSIA
STRAWBERRY	FLUFF AND STUFF	COOKIES	GREY GROUP KUALA LUMPUR	MALAYSIA
PEANUT BUTTER	FLUFF AND STUFF	COOKIES	GREY GROUP KUALA LUMPUR	MALAYSIA
CHOCOLATE	WALL'S ICE CREAM	MAGNUM ICE CREAM	LOLA, Madrid	SPAIN
FRUIT	WALL'S ICE CREAM	MAGNUM ICE CREAM	LOLA, Madrid	SPAIN
ORANGE	WALL'S ICE CREAM	MAGNUM ICE CREAM	LOLA, Madrid	SPAIN
CAR	NESTLÉ WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
PRISON	CASA LUKER	LUKAFÉ COFFEE	SANCHO BBDO, Bogotá	COLOMBIA
VOYEUR	CASA LUKER	LUKAFÉ COFFEE	SANCHO BBDO, Bogotá	COLOMBIA
OFFICE WORKER	SHANGHAI DAI ZHI MEN FOOD & BEVERAGE MANAGEMENT	DIAMOND COFFEE	LEO BURNETT, Hong Kong	HONG KONG
SCHOOL BUS DRIVER	SHANGHAI DAI ZHI MEN FOOD & BEVERAGE MANAGEMENT	DIAMOND COFFEE	LEO BURNETT, Hong Kong	HONG KONG
BLUE PATTERN	ECUSA CHILE	PEPSI LIGHT	BBDO CHILE, Santiago	CHILE
PINK PATTERN	ECUSA CHILE	PEPSI LIGHT	BBDO CHILE, Santiago	CHILE
YELLOW PATTERN	ECUSA CHILE	PEPSI LIGHT	BBDO CHILE, Santiago	CHILE
B02 Cosmetics & Beauty, Toiletries & Pharmacy				

OCEAN	ENERGIZER CHILE	HAWAIIAN TROPIC WATERPROOF SUN SCREEN	GREY CHILE, Santiago	CHILE
ELVIS	ENERGIZER UK	WILKINSON SWORD	JWT LONDON, London	UNITED KINGDOM
AFRO	ENERGIZER UK	WILKINSON SWORD	JWT LONDON, London	UNITED KINGDOM
OSAMA/BUSH	WOCKHARDT	OSTEOARTHRITIS THERAPY	SORENTO HEALTHCARE COMMUNICATIONS, Mumbai	INDIA
BATMAN/JOKER	WOCKHARDT	OSTEOARTHRITIS THERAPY	SORENTO HEALTHCARE COMMUNICATIONS, Mumbai	INDIA
STUDENT	KONIMEX PHARMACEUTICAL LABORATORIES	FEMINAX	OGILVY INDONESIA, Jakarta	INDONESIA
HOUSEWIFE	KONIMEX PHARMACEUTICAL LABORATORIES	FEMINAX	OGILVY INDONESIA, Jakarta	INDONESIA
SECRETARY	KONIMEX PHARMACEUTICAL LABORATORIES	FEMINAX	OGILVY INDONESIA, Jakarta	INDONESIA
PORCUPINE	UNITED PHARMA	DECOLGEN FORTE PE FLU REMEDY	JWT VIETNAM, Ho Chi Minh City	VIETNAM
TORTOISE	UNITED PHARMA	DECOLGEN FORTE PE FLU REMEDY	JWT VIETNAM, Ho Chi Minh City	VIETNAM
CHEETAH	UNITED PHARMA	DECOLGEN FORTE PE FLU REMEDY	JWT VIETNAM, Ho Chi Minh City	VIETNAM
FISH	BARUEL	TENYS PÉ FEET DEODORANT	Z+, Sao Paulo	BRAZIL
MAN	MINI BRANDS	HEARING AID	MONDAY, Bangkok	THAILAND
VASE	BAYER	ASPIRIN	ALMAPBDO, São Paulo	BRAZIL
BUTCHER	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO, Makati City	THE PHILIPPINES
LAUNDRY	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO, Makati City	THE PHILIPPINES
CARPENTER	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO, Makati City	THE PHILIPPINES
B03 Household				
OFFICE	IT WORKS	SECURITY SYSTEMS	HAKUHODO ASIA PACIFIC/SPICY H, Bangkok	THAILAND
HOUSE	IT WORKS	SECURITY SYSTEMS	HAKUHODO ASIA PACIFIC/SPICY H, Bangkok	THAILAND
LABORATORY	IT WORKS	SECURITY SYSTEMS	HAKUHODO ASIA PACIFIC/SPICY H, Bangkok	THAILAND
BLUE	UNILEVER	RINSO COLOUR WASHING DETERGENT	LOWE & PARTNERS SINGAPORE	SINGAPORE
RED	UNILEVER	RINSO COLOUR WASHING DETERGENT	LOWE & PARTNERS SINGAPORE	SINGAPORE
PINK	UNILEVER	RINSO COLOUR WASHING DETERGENT	LOWE & PARTNERS SINGAPORE	SINGAPORE
CAR	DIA SUPERMARKET	CAT FOOD	Z+, Sao Paulo	BRAZIL
REFRIGERATOR	DIA SUPERMARKET	CAT FOOD	Z+, Sao Paulo	BRAZIL
KNIVES	DIA SUPERMARKET	CAT FOOD	Z+, Sao Paulo	BRAZIL
LIFE RUINER	GAMERAMA	CALL OF DUTY: BLACK OPS	JOHN ST, Toronto	CANADA
LIFE SAVER	GAMERAMA	EA ACTIVE 2	JOHN ST, Toronto	CANADA
JELLY FISH	PACIFIC PAINT	BOYSEN PAINTS	TBWAI SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES

SNAIL	PACIFIC PAINT	BOYSEN PAINTS	TBWA\SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
NAILS	3M TECHNOLOGIES	SCOTCH SUPER 77 MULTI-PURPOSE ADHESIVE	DDB SINGAPORE	SINGAPORE
RAISINS	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
CROSSDRESSING	INDUSTRIA COIMBRA DE FERRAGENS	DOOR CLOSERS	DIM\CANZIAN\FACCI, Saol Paulo	BRAZIL
FISH	MMP CORPORATION	M WRAP	CREATIVE JUICE\BANGKOK (TBWA), Bangkok	THAILAND
CHICKEN	MMP CORPORATION	M WRAP	CREATIVE JUICE\BANGKOK (TBWA), Bangkok	THAILAND
PORK	MMP CORPORATION	M WRAP	CREATIVE JUICE\BANGKOK (TBWA), Bangkok	THAILAND
CHAMELEON	RECKITT BENCKISER	SHIELDTOX NATURGARD	EURO RSCG BANGKOK	THAILAND
FROG	RECKITT BENCKISER	SHIELDTOX NATURGARD	EURO RSCG BANGKOK	THAILAND
MOUSE	DIY LIVING	DIY FURNITURE	PUBLICIS SINGAPORE	SINGAPORE
HIDE & SEEK	DIY LIVING	DIY FURNITURE	PUBLICIS SINGAPORE	SINGAPORE
HANDY MAN	DIY LIVING	DIY FURNITURE	PUBLICIS SINGAPORE	SINGAPORE
DON QUIJOTE	ASSENDA	O\FIXPRES HIGHLIGHTER	Y&R COLOMBIA, Bogotá	COLOMBIA
LE PETIT PRINCE	ASSENDA	O\FIXPRES HIGHLIGHTER	Y&R COLOMBIA, Bogotá	COLOMBIA
MOBY DICK	ASSENDA	O\FIXPRES HIGHLIGHTER	Y&R COLOMBIA, Bogotá	COLOMBIA
B04 Cars & Automotives				
GARDENING	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER, Hamburg	GERMANY
TIGUAN MAGIC	VOLKSWAGEN	TIGUAN	ALMAPBBDO, São Paulo	BRAZIL
PUPPETS	VOLKSWAGEN	TIGUAN	ALMAPBBDO, São Paulo	BRAZIL
ORIGAMI	VOLKSWAGEN	TIGUAN	ALMAPBBDO, São Paulo	BRAZIL
MILK	VOLKSWAGEN	TRUCKS	ALMAPBBDO, São Paulo	BRAZIL
BEER	VOLKSWAGEN	TRUCKS	ALMAPBBDO, São Paulo	BRAZIL
EGGS	VOLKSWAGEN	TRUCKS	ALMAPBBDO, São Paulo	BRAZIL
PAPER	VOLKSWAGEN	TRUCKS	ALMAPBBDO, São Paulo	BRAZIL
PRICE	CITROËN CHEVERNY	CIRTOËN JUMPER	NEW360, Belo Horizonte	BRAZIL
TEACHER	KIA MOTORS	AIR CONDITIONER DUAL ZONE	MOMA PROPAGANDA, Sao Paulo	BRAZIL
PRINCESS	KIA MOTORS	AIR CONDITIONER DUAL ZONE	MOMA PROPAGANDA, Sao Paulo	BRAZIL
B05 Clothing, Footwear & Accessories				
MOUNTAIN	PRINGLE OF SCOTLAND	KNITWEAR	FISCHER APPELT FURORE, Hamburg	GERMANY
RIVER	PRINGLE OF SCOTLAND	KNITWEAR	FISCHER APPELT FURORE, Hamburg	GERMANY
SEA	PRINGLE OF SCOTLAND	KNITWEAR	FISCHER APPELT FURORE, Hamburg	GERMANY
CROCODILES	SHOE BAZAR	PETA ANTI-LEATHER FOOTWEAR	JOSHBRO COMMUNICATIONS, Mumbai	INDIA
KANGAROOS	SHOE BAZAR	PETA ANTI-LEATHER FOOTWEAR	JOSHBRO COMMUNICATIONS, Mumbai	INDIA

SNAKES	SHOE BAZAR	PETA ANTI-LEATHER FOOTWEAR	JOSHBRO COMMUNICATIONS, Mumbai	INDIA
PANTS	PENALTY	RUNNING SHOES	Z+, Sao Paulo	BRAZIL
T-SHIRT	PENALTY	RUNNING SHOES	Z+, Sao Paulo	BRAZIL
SHIRT	PENALTY	RUNNING SHOES	Z+, Sao Paulo	BRAZIL
MORNING	NOKIA INDONESIA	NOKIA GPS	JWT, Jakarta	INDONESIA
DAY	NOKIA INDONESIA	NOKIA GPS	JWT, Jakarta	INDONESIA
NIGHT	NOKIA INDONESIA	NOKIA GPS	JWT, Jakarta	INDONESIA
HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA
TUBES	LEICA SHOP/COELN PETER	CAMERA	DEMNER, MERLICEK & BERGMANN, Vienna	AUSTRIA
NEW YORK	LEICA SHOP/COELN PETER	CAMERA	DEMNER, MERLICEK & BERGMANN, Vienna	AUSTRIA
ROBERTO CARLOS	NIKE	CORINTHIANS	F/NAZCA SAATCHI & SAATCHI, São Paulo	BRAZIL
DENTINHO	NIKE	CORINTHIANS	F/NAZCA SAATCHI & SAATCHI, São Paulo	BRAZIL
WAVE SOUND LONDON	3M DO BRASIL	NOISE CANCELLING HEADPHONES	GREY BRASIL, São Paulo	BRAZIL
WAVE SOUND NEW YORK	3M DO BRASIL	NOISE CANCELLING HEADPHONES	GREY BRASIL, São Paulo	BRAZIL
B06 Entertainment, Retail, Restaurants, Publications				
RIOT	NEW STRAITS TIMES PRESS	NEWSPAPER	McCANN ERICKSON MALAYSIA, Petaling Jaya	MALAYSIA
SMUGGLING	NEW STRAITS TIMES PRESS	NEWSPAPER	McCANN ERICKSON MALAYSIA, Petaling Jaya	MALAYSIA
EXPLOITATION	NEW STRAITS TIMES PRESS	NEWSPAPER	McCANN ERICKSON MALAYSIA, Petaling Jaya	MALAYSIA
CHIP	QUICK & EASY CONVENIENCE STORE	CONVENIENCE STORE	GREY GROUP KUALA LUMPUR	MALAYSIA
INSECT REPELLENT	QUICK & EASY CONVENIENCE STORE	CONVENIENCE STORE	GREY GROUP KUALA LUMPUR	MALAYSIA
TUBERCULATA JELLYFISH	VIAJES CENTURY	TRAVEL AGENCY	JWT SPAIN, Barcelona	SPAIN
TIGER MOSQUITO	VIAJES CENTURY	TRAVEL AGENCY	JWT SPAIN, Barcelona	SPAIN
STINK BUG	VIAJES CENTURY	TRAVEL AGENCY	JWT SPAIN, Barcelona	SPAIN
ELIZABETH	OPERAMUNDI	ECONOMIC NEWS WEBSITE	Z+, Sao Paulo	BRAZIL
MAO TSE TUNG	OPERAMUNDI	ECONOMIC NEWS WEBSITE	Z+, Sao Paulo	BRAZIL
ROAD CROSSING	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
BABY	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
AIRCRAFT	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
PRISM	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
ROBOTS	MINT MUSEUM OF TOYS	MUSEUM	Y&R, Singapore	SINGAPORE
PIE	GUSTAVO BORGES SWIMMING SCHOOL	FITNESS CENTRE	JWT BRAZIL, São Paulo	BRAZIL
HAMBURGER	GUSTAVO BORGES SWIMMING SCHOOL	FITNESS CENTRE	JWT BRAZIL, São Paulo	BRAZIL
ICE CREAM	GUSTAVO BORGES SWIMMING SCHOOL	FITNESS CENTRE	JWT BRAZIL, São Paulo	BRAZIL

YELLOW POSTER	SONY PLAYSTATION	DC UNIVERSE ON LINE	LEO BURNETT IBERIA, Madrid	SPAIN
BLUE POSTER	SONY PLAYSTATION	DC UNIVERSE ON LINE	LEO BURNETT IBERIA, Madrid	SPAIN
BIRTHDAY	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL, São Paulo	BRAZIL
FAMILY PORTRAIT	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL, São Paulo	BRAZIL
GRANDPA	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL, São Paulo	BRAZIL
THE PIED PIPER OF HAMELIN	PENGUIN BOOKS MALAYSIA	PENGUIN AUDIOBOOKS	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
THE JUNGLE BOOK	PENGUIN BOOKS MALAYSIA	PENGUIN AUDIOBOOKS	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
THE WIZARD OF OZ	PENGUIN BOOKS MALAYSIA	PENGUIN AUDIOBOOKS	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
HORROR	CANAL +	TV CHANNEL	BETC EURO RSCG, Paris	FRANCE
PORN	CANAL +	TV CHANNEL	BETC EURO RSCG, Paris	FRANCE
COFFEE TABLE	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY
CHAIR	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY
FRAME	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY
MOON CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM, Ho Chi Minh City	VIETNAM
ELVIS CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM, Ho Chi Minh City	VIETNAM
JFK CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM, Ho Chi Minh City	VIETNAM
ROSWELL CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM, Ho Chi Minh City	VIETNAM
MARILYN CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM, Ho Chi Minh City	VIETNAM
MILK AND COOKIES	LA JUGUETERÍA	HOTWHEELS	OGILVY GUATEMALA	GUATEMALA
LEMONADE AND CANDIES	LA JUGUETERÍA	HOTWHEELS	OGILVY GUATEMALA	GUATEMALA
DALAI LAMA	AUDIO BOOK INDIA	AUDIO BOOKS	TAPROOT INDIA, Mumbai	INDIA
NELSON MANDELA	AUDIO BOOK INDIA	AUDIO BOOKS	TAPROOT INDIA, Mumbai	INDIA
HITLER	AUDIO BOOK INDIA	AUDIO BOOKS	TAPROOT INDIA, Mumbai	INDIA
SPACESHIP	LEGO	LEGO	LEO BURNETT MOSCOW, Moscow	RUSSIA
BEETLE	LEGO	LEGO	LEO BURNETT MOSCOW, Moscow	RUSSIA
DEEP OCEAN EXPLORER	LEGO	LEGO	LEO BURNETT MOSCOW, Moscow	RUSSIA
B07 Financial & Commercial Public Services				
LONDON BUS	BERLITZ	LANGUAGE SCHOOL	FP7/BAH, Manama	BAHRAIN
NEW YORK TAXI	BERLITZ	LANGUAGE SCHOOL	FP7/BAH, Manama	BAHRAIN
PINHOLE CAMERA POSTER	SÃO PAULO SCHOOL	PHOTOGRAPHY COURSES	DENTSU BRASIL, São Paulo	BRAZIL
ARGENTINA	CASA DO SABER	EDUCATION COURSES	LODUCCA, Sao Paulo	BRAZIL
ENGLAND	CASA DO SABER	EDUCATION COURSES	LODUCCA, Sao Paulo	BRAZIL
COINCIDENCE 1	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO, São Paulo	BRAZIL
COINCIDENCE 2	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO, São Paulo	BRAZIL

COINCIDENCE 3	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO, São Paulo	BRAZIL
COINCIDENCE 4	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO, São Paulo	BRAZIL
CAR	HSBC	INSURANCE	JWT BRAZIL, São Paulo	BRAZIL
HOUSE	HSBC	INSURANCE	JWT BRAZIL, São Paulo	BRAZIL
HAND	ABRA ART ACADEMY	DRAWING CLASSES	DDB BRASIL, São Paulo	BRAZIL
EAR	ABRA ART ACADEMY	DRAWING CLASSES	DDB BRASIL, São Paulo	BRAZIL
B08 Business Equipment, Products & Services and Corporate Image				
WAR	JAMUTE AUDIO STUDIO	AUDIO PRODUCTION	Z+, Sao Paulo	BRAZIL
DINOSAUR	JAMUTE AUDIO STUDIO	AUDIO PRODUCTION	Z+, Sao Paulo	BRAZIL
KURT	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA, Madrid	SPAIN
DAFT	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA, Madrid	SPAIN
EMINEM	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA, Madrid	SPAIN
MADONNA	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA, Madrid	SPAIN
TWITTER	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA, Sao Paulo	BRAZIL
SKYPE	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA, Sao Paulo	BRAZIL
FACEBOOK	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA, Sao Paulo	BRAZIL
YOUTUBE	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA, Sao Paulo	BRAZIL
B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness				
FAMILY	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
KIDS	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
KITCHEN	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
SOCKS	UNICEF	UNICEF	CHEIL WORLDWIDE, Seoul	KOREA
VEST	UNICEF	UNICEF	CHEIL WORLDWIDE, Seoul	KOREA
TREE RINGS	ACRES: ANIMAL CONCERNS RESEARCH & EDUCATION SOCIETY	WILDLIFE PRESERVATION	DDB SINGAPORE	SINGAPORE
PETER PAN	LIVE AND LET LIVE	CHILDREN'S CHARITY	Z+, Sao Paulo	BRAZIL
LITTLE RED HIDING HOOD	LIVE AND LET LIVE	CHILDREN'S CHARITY	Z+, Sao Paulo	BRAZIL
COMMUTER	MULTIPLE SCLEROSIS WAIKATO	MULTIPLE SCLEROSIS AWARENESS	COLENZO BBDO, Auckland	NEW ZEALAND
OFFICE WORKER	MULTIPLE SCLEROSIS WAIKATO	MULTIPLE SCLEROSIS AWARENESS	COLENZO BBDO, Auckland	NEW ZEALAND
RUNNER	MULTIPLE SCLEROSIS WAIKATO	MULTIPLE SCLEROSIS AWARENESS	COLENZO BBDO, Auckland	NEW ZEALAND
OBAMA/CLINTON	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
CAMERON	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
PUTIN	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES

LARVA	ABTO	ORGAN TRANSPLANT ASSOCIATION	DDB BRASIL, São Paulo	BRAZIL
FLY	ABTO	ORGAN TRANSPLANT ASSOCIATION	DDB BRASIL, São Paulo	BRAZIL
SWING	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA, Buenos Aires	ARGENTINA
POOL	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA, Buenos Aires	ARGENTINA
STAIRS	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA, Buenos Aires	ARGENTINA
THIAGO	UNICEF	UNICEF	OGILVY BRASIL, São Paulo	BRAZIL
WILD DOG	ENDANGERED WILDLIFE TRUST	WILDLIFE PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
WATTLED CRANE	ENDANGERED WILDLIFE TRUST	WILDLIFE PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
DUGONG	ENDANGERED WILDLIFE TRUST	WILDLIFE PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
RIVERINE RABBIT	ENDANGERED WILDLIFE TRUST	WILDLIFE PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
NORTHERN WHITE RHINO	ENDANGERED WILDLIFE TRUST	WILDLIFE PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
MUGSHOT 1	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	FUEL LISBOA	PORTUGAL
MUGSHOT 2	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	FUEL LISBOA	PORTUGAL
MUGSHOT 3	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	FUEL LISBOA	PORTUGAL
C01 Bars, Restaurants & Stores, etc.				
SUSHI TRAIN	JAPAN EARTHQUAKE APPEAL	DONATION APPEAL	JWT SYDNEY, Sydney	AUSTRALIA
MIRRORS	MEXICAN MINISTRY OF PUBLIC SAFETY	ANONYMOUS DENUNCIATION	DRAFTFCB MEXICO	MEXICO
THE BICYCLE CAP	PESETA	BICYCLE ACCESSORIES	LEO BURNETT IBERIA, Madrid	SPAIN
TANG ZHENG DONG	ANTA SPORTS PRODUCT	SPORTSWEAR	JWT SHANGHAI	CHINA
LI XIAOXU	ANTA SPORTS PRODUCT	SPORTSWEAR	JWT SHANGHAI	CHINA
ZHOU PENG	ANTA SPORTS PRODUCT	SPORTSWEAR	JWT SHANGHAI	CHINA
UNTOASTED	SUNSENSE	SUNBLOCK OIL	LEO BURNETT, Hong Kong	HONG KONG
DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5, New York	USA
C02 Small Scale Special Solutions				
THE ONE REAL PIGGY BANK	HEBARA	LOTTERY	ARTPLAN, Rio de Janeiro	BRAZIL
MINT PARKING TICKET	WRIGLEY	EXTRA PROFESSIONAL POLAR-FRISCH	BBDO GERMANY, Düsseldorf	GERMANY
THE MUSIC NEVER STOPS	MTV	MTV	LODUCCA, Sao Paulo	BRAZIL
INSTANT PACKAGE	DEPPON EXPRESS	DELIVERY SERVICE	CC&E SHANGHAI	CHINA
UNCONSCIOUS RUNNERS	NIKE	SPORTSWEAR/NIKE RUNNING	SANTA MARTA PUBLICIDAD, Barcelona	SPAIN
AXN TV BOXES	SONY PICTURE RELEASING OF BRASIL	TV CHANNEL	PUBLICIS BRASIL, Sao Paulo	BRAZIL
TRACKTAPE	MATTEL MÉXICO	HOT WHEELS	OGILVY MEXICO	MEXICO
BOOKS FRESHENERS	100 000 BOOKS	CHAIN OF BOOKSTORES	VOSKHOD, Yekaterinburg	RUSSIA

C03 Special Build

MUD-FLOW	JARINGAN ADVOKASI TAMBANG (JATAM)	ANNIVERSARY OF MUD-FLOW DISASTER	PUBLICIS INDONESIA, Jakarta	INDONESIA
NIKE AIR LIVE SHOW	NIKE	SPORTSWEAR	+CASTRO, Buenos Aires	ARGENTINA
MARIO GALAXY 2	ENERGIZER	LITHIUM BATTERIES	DDB MEXICO	MEXICO
ASK FOR IT IN ENGLISH	WALL STREET INSTITUTE	LANGUAGE SCHOOL	JWT, Madrid	SPAIN
MAGNATRON	FOSTERS GROUP	CARLTON DRAUGHT	CLEMENGER BBDO MELBOURNE	AUSTRALIA
BIT.CODE	SAP	BUSINESS SOFTWARE	OGILVY FRANKFURT	GERMANY
ADIDAS SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWA\HAKUHODO, Tokyo	JAPAN
DISPOSABLE FOREST	GREENPEACE	GREENPEACE	OGILVY BEIJING	CHINA
OPERATION CHRISTMAS	MINISTERIO DE DEFENSA NACIONAL	GUERRILLA DEMOBILIZATION CAMPAIGN	LOWE-SSP3, Bogotá	COLOMBIA
SEAFOOD AQUARIUM	LG ELECTRONICS	SOLAR DOME MICROWAVE	Y&R THAILAND, Bangkok	THAILAND
SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA, Buenos Aires	ARGENTINA
THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA, Buenos Aires	ARGENTINA
NATIONAL FLAG	NIKE	CORINTHIANS	F/NAZCA SAATCHI & SAATCHI, São Paulo	BRAZIL
THE CASCADE OF BOOKS	VIDEOCON	EBOOK READER PHONES	McCANN WORLDGROUP, Mumbai	INDIA
SPEEDWAY	MATTEL MÉXICO	HOT WHEELS	OGILVY MEXICO	MEXICO
BILLBOARD POWERED BY ORANGES	PEPSICO	TROPICANA	DDB PARIS	FRANCE
VENDING MACHINE	WORLD KITCHEN	CORELLE DINNERWARE	GREY GROUP CHINA, Beijing	CHINA
GEGENPOL	FC ST. PAULI	FOOTBALL CLUB	INTERPOL+-, Berlin	GERMANY
BIG ALICE	WALT DISNEY STUDIOS MOTION PICTURES, ITALIA	ALICE IN WONDERLAND 3D MOVIE	AUGE HEADQUARTER, Milan	ITALY
THE HONEST STORE	HONEST TEA	ICED TEA	SS+K, New York	USA

C04 Stunts & Live Advertising

PIE CANNON	NORTHERN FOODS	MCDUGALLS UPPERCRUST PIES	MOTHER, London	UNITED KINGDOM
PEACE SHADOW PROJECT	HIROSHIMA PEACE MEMORIAL MUSEUM	NUCLEAR WEAPONS AWARENESS	HAKUHODO, Tokyo	JAPAN
THE NIGHT CHAUFFEUR	ANHEUSER-BUSCH INBEV	STELLA ARTOIS BLACK	MOTHER, London	UNITED KINGDOM
CAR FOR SALE	WAITAKERE COUNCIL	ROAD SAFETY	OGILVY NEW ZEALAND, Auckland	NEW ZEALAND
THE PIRATE RADIO EXPERIMENT	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	HUMAN RIGHTS AWARENESS	JUNG von MATT, Hamburg	GERMANY
BUNDY SKYCOUCH	DIAGEO AUSTRALIA	RUM	THE MARKETING STORE SYDNEY, Sydney	AUSTRALIA
THE WORLD'S LARGEST CUCKOO CLOCK	KELLOGG'S	CRUNCHY NUT	LEO BURNETT CHICAGO	USA
SAVE THE BEACH HOTEL	GMODELO EUROPA	CORONA BEER	JWT, Madrid	SPAIN
BURMA	HUMAN RIGHTS WATCH	PETITION	JWT NEW YORK	USA
THE MISSING CHILD	MISSING CHILDREN'S INITIATIVE	GERMANY WILL FIND YOU CAMPAIGN	KEMPERTRAUTMANN, Hamburg	GERMANY
FOOTPRINTS	UNIVERSAL STUDIOS HOLLYWOOD	KING KONG 360 3D RIDE	DAVIDANDGOLIATH, El Segundo	USA

THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU, Tokyo	JAPAN
KICK ASS HALL	DIESEL	CLOTHING	GREY TOKYO	JAPAN
ONLINE SCAMS TAKEN OFFLINE	MICROSOFT	INTERNET EXPLORER 8	CRISPIN PORTER + BOGUSKY, Boulder	USA
BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
THE SPEED CAMERA LOTTERY	VOLKSWAGEN	BLUEMOTION TECHNOLOGIES	DDB STOCKHOLM	SWEDEN
CANAL BIKE	GO FAST!	ENERGY DRINK	Y&R NOT JUST FILM, Amsterdam	THE NETHERLANDS
SURPRISE CATWALK	FRETEX	SALAVATION ARMY SECOND HAND SHOP	KITCHEN LEO BURNETT, Oslo	NORWAY
SHARE WITH THOSE WHO NEED...	ASSOCIAÇÃO EDUCACIONAL E ASSISTENCIAL CASA DO ZEZINHO	CHILDREN'S CHARITY	ALMAPBBDO, São Paulo	BRAZIL
BLOCK PROJECT	MATTEL FRANCE	SCRABBLE	OGILVY FRANCE, Paris	FRANCE
DRUNK VALET	BAR AURORA & BOTEÇO FERRAZ	CHAIN OF BARS	OGILVY BRASIL, São Paulo	BRAZIL
SANTA'S FORGOTTEN LETTERS	COCA-COLA	CHRISTMAS MESSAGE	OGILVY BRASIL, São Paulo	BRAZIL
THE SKATE WASH DENIM	METERS\BONWE	FASHION & ACCESSORIES	ALWAYS, Shanghai	CHINA
THE FILM ROOM	NIKE	APPAREL	R/GA, New York	USA
WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI, London	UNITED KINGDOM
THE REFEREE'S SUPPORTERS	TRANSPERUANA INSURANCE COMPANY	MICRO INSURANCE	QUORUM/NAZCA SAATCHI & SAATCHI, Lima	PERU
UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON, Madrid	SPAIN
TARGET KALEIDOSCOPIIC FASHION SPECTACULAR	TARGET	TARGET RETAIL	MOTHER NEW YORK	USA
DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5, New York	USA
C05 Transit				
LITTLE ACCIDENT	ALLSECUR	CAR INSURANCE	OGILVY AMSTERDAM	THE NETHERLANDS
FLASH SALE RUNNING	CASA & VÍDEO	RETAIL STORE	ARTPLAN, Rio de Janeiro	BRAZIL
CURL	MATTEL	HOT WHEELS	OGILVY & MATHER COLOMBIA, Bogotá	COLOMBIA
FOX IN CRAFTER	VOLKSWAGEN	VOLKSWAGEN CRAFTER & FOX	DDB TRIBAL GROUP, Berlin	GERMANY
ZAFIRA ECHOES	GENERAL MOTORS BRASIL	CHEVROLET ZAFIRA	SALLES CHEMISTRI, Sao Paulo	BRAZIL
C06 Digital Outdoor				
THE WORLD'S BIGGEST HUG	CONSELHO NACIONAL DO SESI	TRUE AFFECTION CAMPAIGN	MONUMENTA, Brasília	BRAZIL
VIRTUAL STORE	TESCO	HOMEPLUS	CHEIL WORLDWIDE, Seoul	KOREA
TRANSPARENT WALLS	DAIMLER	CAR SAFETY SYSTEM	JUNG von MATT, Hamburg	GERMANY
12 SECOND STRIP	RENAULT	WIND ROADSTER	PUBLICIS LONDON	UNITED KINGDOM
ANGEL AMBUSH	UNILEVER	LYNX EXCITE	MINDSHARE, London	UNITED KINGDOM
ANDES FRIEND RECOVERY	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
LOTUS T5	IBM	LOTUSLIVE	OGILVYONE WORLDWIDE, London	UNITED KINGDOM
BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING, Guangzhou	CHINA

