

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Consumer Goods, including FMCG and Household Products				
FUEL UP TO PLAY 60	NATIONAL DAIRY COUNCIL	MILK PRODUCTS	EDELMAN, Chicago	USA
SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWAIHAKUHODO, Tokyo	JAPAN
SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE	BBDO INDIA, Mumbai	INDIA
DM50	DR MARTENS	BOOTS	EXPOSURE PROMOTIONS, London	UNITED KINGDOM
AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON, Bucharest	ROMANIA
PEPSI REFRESH PROJECT	PEPSICO	SOFT DRINK	WEBER SHANDWICK, Washington	USA
RESCUING MEISO RUNNERS	ADIDAS	RUNNING SHOES	BLUECURRENT JAPAN, Tokyo	JAPAN
CHOCOGRAPHY	KRAFT FOODS SWEDEN	MARABOU CHOCOLATE	PRIME PR, Stockholm	SWEDEN
DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI	CHINA
D.I.Y STREET BASKETBALL	PEPSICO	GATORADE	DDB CHINA GROUP, Shanghai	CHINA
A02 Healthcare and Services				
UNDERSTANDING MULTIPLE SCLEROSIS	GEDEON RICHTER MARKETING	PHARMACEUTICAL COMPANY	HILL & KNOWLTON, London	UNITED KINGDOM
A03 Automotive and Transport				
TRAMP A BENZ	DAIMLER	MERCEDES-BENZ	JUNG von MATT, Hamburg	GERMANY
LIVE EVERY LITRE	HONDA	HONDA CR-V	GREY LONDON	UNITED KINGDOM
A04 Media, Arts and Entertainment				
GARAGE TOUR	PLAYBOY	MAGAZINE	GREY ARGENTINA, Buenos Aires	ARGENTINA
DOKTOR PROKTOR	ASCHEHOUG	PUBLISHER	TRY ADVERTISING AGENCY, Oslo	NORWAY
WEEKDAY TICKETS	THE ROYAL OPERA	MANON	DDB STOCKHOLM	SWEDEN
A05 Travel, Tourism & Leisure				
YOU KNOW WHAT	KULULA.COM	AIRLINE	ATMOSPHERE COMMUNICATIONS, Cape Town	SOUTH AFRICA
UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON, Madrid	SPAIN
A06 Retail and E-commerce, including Restaurants				
SHORT AND TWEET	KFC	COLONEL'S SCHOLARS PROGRAM	WEBER SHANDWICK, Chicago	USA
A07 Financial Services, incl. Investor Relations and Corporate Finance				
BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA
GIVE 100 TL GET 125 TL BACK	PRIVATE PENSION SYSTEM	INSURANCE	LEO BURNETT ISTANBUL	TURKEY
A08 Technology and Manufacturing				
SAMSUNG SMILE INDEX	SAMSUNG	DIGITAL CAMERAS	TRAKTOR, Vienna	AUSTRIA
THE ROCKET PROJECT	SONY ELECTRONICS	VAIO	180LA, Santa Monica	USA
MR LEE, TAILOR TO SUPERHEROES AND VILLAINS	SONY PLAYSTATION	DC UNIVERSE ONLINE	LEO BURNETT IBERIA, Madrid	SPAIN
PARALLEL LINES	PHILIPS	TELEVISIONS	ONEVOICE, London	UNITED KINGDOM

WATSON	IBM	IBM	OGILVY & MATHER, New York	USA
ART ON ELECTRICAL BOXES	FORTUM	ENERGY COMPANY	GARBERGS, Stockholm	SWEDEN
REALITY BILLBOARD	YELLOW PAGES	IMAGE CAMPAIGN	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
A09 Charity and Not for Profit				
2 MINUTE SILENCE	THE ROYAL BRITISH LEGION	THE 2010 POPPY APPEAL	BURSON-MARSTELLER, London	UNITED KINGDOM
UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH, New York	USA
SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA, Buenos Aires	ARGENTINA
DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY, New York	USA
YOUNGEST HIGHEST	ROMANIAN ALTITUDE MOUNTAIN SPORTS CLUB	EXPEDITION	WEBSTYLER, Bucharest	ROMANIA
A10 Corporate Communication				
WAKE UP THE TOWN	PHILIPS	WAKE-UP LIGHT	ONEVOICE, London	UNITED KINGDOM
THE WORLD'S SMALLEST MULTINATIONAL	SERVCORP	SERVICED & VIRTUAL OFFICES	THE HALLWAY, Redfern	AUSTRALIA
BILLBOARDS TO BAGS	CADBURY	COMMONWEALTH GAMES	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
BUSUU	BUSUU.COM	LANGUAGE LEARNING COMMUNITY	LA DESPENZA INGREDIENTES CREATIVOS, Madrid	SPAIN
A11 Public Affairs				
KOSOVO - THE YOUNG EUROPEANS	GOVERNMENT OF KOSOVO	NATIONAL BRANDING	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan	ISRAEL
SHINE A LIGHT ON OPPORTUNITY	DURAND ACADEMY	STATE EDUCATION (SCHOOL)	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR), London	UNITED KINGDOM
A12 Public Sector				
CHENGDU PAMBASSADOR	CHENGDU GOVERNMENT	GLOBAL SEARCH FOR PAMBASSADOR	CHENG DU APEX OGILVY BRAND MARKETING CONSULTING	CHINA
SALUTE TRAINER	JAPAN MARITIME SELF DEFENSE FORCES	ARMED FORCES RECRUITMENT	HAKUHODO, Tokyo	JAPAN
ART ON THE CROSSWALK	CURITIBA CITY HALL	ROAD SAFETY	MASTER, Curitiba	BRAZIL
A13 Internal Communications				
INSIDE OUT	SHANGRI-LA HOTELS AND RESORTS	INTERNAL COMMUNICATIONS	OGILVY & MATHER, Hong Kong	HONG KONG
THE OUTSTANDING COMPETITOR	ALLIANZ UK	EMPLOYEE COMMUNICATION	PRISM, London	UNITED KINGDOM
A14 Corporate Responsibility				
TXTNG & DRIVING... IT CAN WAIT	AT&T	AT&T	AT&T, Dallas	USA
NAVER TALENT DONATION	NHN	DONATION CAMPAIGN	NHN CORPORATION, Seongnam	KOREA
SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS, Boston	USA
TAXI DRIVERS' UNIVERSITY	GM COLMOTORES	CHEVROLET	SANCHO BBDO, Bogotá	COLOMBIA
THE BEST EXCUSE EVER	ANHEUSER-BUSCH INBEV	ALCOHOL	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
THE RAINBOW PROJECT	ASIAN TIGERS	MOVING COMPANY	JWT SHANGHAI	CHINA
A15 Environmental PR				
A NEW WARRIOR	GREENPEACE	RAINBOW WARRIOR WEBSITE	DDB PARIS	FRANCE

A16 Crisis and Issue Management

NOT SO EASY IN THE BIG EASY	NEW ORLEANS CONVENTION & VISITORS BUREAU	GULF OIL SPILL CRISIS CAMPAIGN	WEBER SHANDWICK, New York	USA
THE NEW AFLAC DUCK VOICE	AFLAC	INSURANCE	THE KAPLAN THALER GROUP, New York	USA

B01 Best Use of Digital PR

UNDERSTANDING MULTIPLE SCLEROSIS	GEDEON RICHTER MARKETING	PHARMACEUTICAL COMPANY	HILL & KNOWLTON, London	UNITED KINGDOM
A NEW WARRIOR	GREENPEACE	RAINBOW WARRIOR WEBSITE	DDB PARIS	FRANCE
LIVING CHRISTMAS CARDS	THE SWEDISH POST	DIGITAL POSTCARD	ÅKESTAM HOLST, Stockholm	SWEDEN
PHOTOSHOOTING	WWF	SIBIRIAN TIGER PROTECTION	LEO BURNETT MOSCOW, Moscow	RUSSIA

B02 Best Use of Social Media

SOCIALPEACE	RIO DE JANEIRO STATE GOVERNMENT	PUBLIC POLICY INITIATIVES	FSB COMUNICAÇÕES, Rio de Janeiro	BRAZIL
KLM SURPRISE	KLM	AIRLINE	BOONDOGGLE, Amsterdam	THE NETHERLANDS
UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH, New York	USA
REAR VIEW GIRLS	LEVI STRAUSS & CO	CURVE ID JEANS	COLENZO BBDO, Auckland	NEW ZEALAND
STREET ART VIEW	RED BULL	GOOGLE STREET VIEW	LODUCCA, Sao Paulo	BRAZIL
FAKE IT ALL	BRAND PROTECTION GROUP	ANTI-COUNTERFEIT-AWARENESS	LEO BURNETT BEIRUT	LEBANON
ONE WINE, 1000 CONVERSATIONS	FONDO VITIVINICOLA DE MENDOZA	WINE	BBDO ARGENTINA, Buenos Aires	ARGENTINA
DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY, New York	USA
SKANKPLAY	SKANK	SKANK'S NEWEST SONG	DONTRYTHIS, São Paulo	BRAZIL
FLIP YOUR PROFILE	CISCO CONSUMER PRODUCTS	FLIP VIDEO	DDB SINGAPORE	SINGAPORE
SPANAIR AND THE VOLCANIC ASH CRISIS	SPANAIR	VOLCANIC ASH CRISIS	SHACKLETON, Madrid	SPAIN
PRESERVE CRUCITAS	PRESERVE PLANET	TWITTER BIRD	HOUSE RAPP, San José	COSTA RICA

B03 Best Use of Live Events, Stunts and or Celebrity Endorsement

REVELATIONS	SAMSUNG ELECTRONICS	SAMSUNG 9000 SERIES LED TV	HENRY CONSEIL, Paris	FRANCE
KINECT LAUNCH	MICROSOFT	KINECT FOR XBOX 360	EDELMAN, New York	USA
THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU, Tokyo	JAPAN
THE MESSIAH	ADIDAS	ADIDAS FOOTBALL	TBWAILONDON	UNITED KINGDOM
WATSON	IBM	IBM	OGILVY & MATHER, New York	USA
BAVARIA DUTCHDRESS	BAVARIA	BEER	SELMORE CREATIVE AGENCY, Amsterdam	THE NETHERLANDS
SAVE THE BEACH HOTEL	GMODELO EUROPA	CORONA BEER	JWT, Madrid	SPAIN
DOKTOR PROKTOR	ASCHEHOUG	PUBLISHER	TRY ADVERTISING AGENCY, Oslo	NORWAY
WATER MARK	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
DESPAIR WHIRLPOOL	GUANGZHOU YANGAI SPECIAL CHILDREN PARENT CLUB	AUTISM AWARENESS	LEO BURNETT, Hong Kong	HONG KONG
ANGINA MONOLOGUES	THE BRITISH HEART FOUNDATION	HEART DESEASE AWARENESS	GREY LONDON	UNITED KINGDOM

WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
SPOKES ANIMAL	HUAXIA ANIMAL PROTECTION FOUNDATION	WILDLIFE CONSERVATION AWARENESS	DDB CHINA GROUP, Shanghai	CHINA
B04 Best use of Broadcast				
SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS, Mumbai	INDIA
GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
B05 Best Use of Sponsorship				
TOKYO MARATHON SPECIAL BANANA	DOLE JAPAN	LAKATAN BANANAS	DENTSU Y&R, Tokyo	JAPAN
THE HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO
B06 Best Launch or Re-launch				
SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE	BBDO INDIA, Mumbai	INDIA
AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON, Bucharest	ROMANIA
WATER MARK	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
B07 Best Use of Media Relations				
SLURPEE UNITY TOUR	7-ELEVEN	DRINK	KETCHUM, Dallas	USA
BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE MEGANE EXPERIMENT	RENAULT	MEGANE	PUBLICIS LONDON	UNITED KINGDOM
SHINE A LIGHT ON OPPORTUNITY	DURAND ACADEMY	STATE EDUCATION (SCHOOL)	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR), London	UNITED KINGDOM
DM50	DR MARTENS	BOOTS	EXPOSURE PROMOTIONS, London	UNITED KINGDOM
C01 Best Integrated Campaign Led by PR				
2 MINUTE SILENCE	THE ROYAL BRITISH LEGION	THE 2010 POPPY APPEAL	BURSON-MARSTELLER, London	UNITED KINGDOM
SLURPEE UNITY TOUR	7-ELEVEN	DRINK	KETCHUM, Dallas	USA
MOHAWK ZOO CHALLENGE	MOHAWK FLOORING	SMARTSTRAND CARPET	INTERMARK GROUP, Birmingham	USA
DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5, New York	USA
FAKE IT ALL	BRAND PROTECTION GROUP	ANTI-COUNTERFEIT-AWARENESS	LEO BURNETT BEIRUT	LEBANON
WATSON	IBM	IBM	OGILVY & MATHER, New York	USA
FOOD FOR THOUGHT	ENTEKA	RENEWABLE ENERGY	DDB TRIBAL GROUP, Berlin	GERMANY
ANGINA MONOLOGUES	THE BRITISH HEART FOUNDATION	HEART DISEASE AWARENESS	GREY LONDON	UNITED KINGDOM
WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
C02 Best International PR Campaign				
I SWIM WITH MARCOS	UNITED NATIONS	POVERTY AWARENESS	PAGÉS BBDO, Santo Domingo	DOMINICAN REPUBLIC
VAC FROM THE SEA	ELECTROLUX	GREEN RANGE VACUUM CLEANERS	PRIME PR, Stockholm	SWEDEN