

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Savoury Foods				
LITTLE RED RIDING HOOD	HERO	LIQUID SLURRY FOR BABIES	IGNITIONK, Madrid	SPAIN
SPAGHETTI	HEINZ	KETCHUP	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
BEEF	GBA CORPORATION	McCORMICK MEAT TENDERIZER	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
GLOVES	I&J	TASTY FISH FINGERS	BELGIOVANE WILLIAMS MACKAY, Ultimo	AUSTRALIA
RING	I&J	TASTY FISH FINGERS	BELGIOVANE WILLIAMS MACKAY, Ultimo	AUSTRALIA
A02 Sweet Foods & Snacks				
JAN	DER SUESSE REGENBOGEN	SUPER SOUR LOLLIPOPS	SERVICEPLAN, Munich	GERMANY
LARA	DER SUESSE REGENBOGEN	SUPER SOUR LOLLIPOPS	SERVICEPLAN, Munich	GERMANY
MOURNING	FREDDO	ICE CREAM	Y&R BUENOS AIRES	ARGENTINA
LEAVING HOME	MARS CHOCOLATE FRANCE	CELEBRATIONS	CLM BBDO, Boulogne-Billancourt	FRANCE
GYMNASTICS	MARS CHOCOLATE FRANCE	CELEBRATIONS	CLM BBDO, Boulogne-Billancourt	FRANCE
SCHOOL BUS	MARS CHOCOLATE FRANCE	CELEBRATIONS	CLM BBDO, Boulogne-Billancourt	FRANCE
CRASH	KRAFT FOODS	HALLS XS	JWT ARGENTINA, Buenos Aires	ARGENTINA
SHOPPING	KRAFT FOODS	HALLS XS	JWT ARGENTINA, Buenos Aires	ARGENTINA
BOYFRIEND	KRAFT FOODS	HALLS XS	JWT ARGENTINA, Buenos Aires	ARGENTINA
CHOC	DOS EN UNO	CANDY	PROLAM Y&R	CHILE
GUM	DOS EN UNO	CANDY	PROLAM Y&R	CHILE
LOLLI	DOS EN UNO	CANDY	PROLAM Y&R	CHILE
A03 Alcoholic Drinks				
GUNS	CARLTON UNITED BREWERIES	BEER	DROGA5 SYDNEY	AUSTRALIA
SPEAKER	CARLTON UNITED BREWERIES	BEER	DROGA5 SYDNEY	AUSTRALIA
PROFILE	CARLTON UNITED BREWERIES	BEER	DROGA5 SYDNEY	AUSTRALIA
TOOK ON A GOVERNMENT	DB BREWERIES	BEER	COLENZO BBDO, Auckland	NEW ZEALAND
ELECTION	DB BREWERIES	BEER	COLENZO BBDO, Auckland	NEW ZEALAND
INVENTION	DB BREWERIES	BEER	COLENZO BBDO, Auckland	NEW ZEALAND
PAPER ROUTE	DB BREWERIES	BEER	COLENZO BBDO, Auckland	NEW ZEALAND
BOLD	DIAGEO	GUINNESS	BBDO NEW YORK	USA
DOG POO	GREENE KING	GREENE KING	DARE, London	UNITED KINGDOM
SPIDER	GREENE KING	GREENE KING	DARE, London	UNITED KINGDOM
PADDLING POOL	GREENE KING	GREENE KING	DARE, London	UNITED KINGDOM
A04 Non-Alcoholic Drinks				

BOSS	OISHI GROUP	OISHI BLACK TEA LEMON	Y&R THAILAND, Bangkok	THAILAND
OWNER	OISHI GROUP	OISHI BLACK TEA LEMON	Y&R THAILAND, Bangkok	THAILAND
JUMP	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
TUNNEL	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
BALLOON	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
A05 Household: Cleaning Products				
BUCKET 1	RECKITT BENCKISER	AIR WICK	EURO RSCG WARSAW	POLAND
BUCKET 2	RECKITT BENCKISER	AIR WICK	EURO RSCG WARSAW	POLAND
COFFEE	PROCTER & GAMBLE	LAUNDRY DETERGENT	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan	ISRAEL
CAKE	PROCTER & GAMBLE	LAUNDRY DETERGENT	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan	ISRAEL
SOUP	PROCTER & GAMBLE	LAUNDRY DETERGENT	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan	ISRAEL
KITCHEN	TV DIRECT COMPANY	TWISTER SWEEPER XL	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
BEDROOM	TV DIRECT COMPANY	TWISTER SWEEPER XL	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
LIVING ROOM	TV DIRECT COMPANY	TWISTER SWEEPER XL	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
TEDDY BEAR CLOTHING	PROCTER & GAMBLE	DOWNY	GREY BRASIL, São Paulo	BRAZIL
DENIM	PROCTER & GAMBLE	DOWNY	GREY WORLDWIDE INDIA, Gurgaon	INDIA
SWEATER	PROCTER & GAMBLE (IO)	DOWNY	GREY WORLDWIDE INDIA, Gurgaon	INDIA
CORDUROY	PROCTER & GAMBLE	DOWNY	GREY WORLDWIDE INDIA, Gurgaon	INDIA
PANTS	PROCTER & GAMBLE	BOUNCE	LEO BURNETT IBERIA, Madrid	SPAIN
INK STAIN	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB, Dubai	UNITED ARAB EMIRATES
KETCHUP STAIN	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB, Dubai	UNITED ARAB EMIRATES
COFFEE STAIN	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB, Dubai	UNITED ARAB EMIRATES
AUNT AGATHA	HENKEL	VERNEL FABRIC SOFTENER	DDB, Dubai	UNITED ARAB EMIRATES
MR. TAREK	HENKEL	VERNEL FABRIC SOFTENER	DDB, Dubai	UNITED ARAB EMIRATES
MISS SARAH	HENKEL	VERNEL FABRIC SOFTENER	DDB, Dubai	UNITED ARAB EMIRATES
TOMATO	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB, Dubai	UNITED ARAB EMIRATES
INK BOTTLE	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB, Dubai	UNITED ARAB EMIRATES
A06 Household: Other				
KID'S BEDROOM	HENKEL	LOCTITE SUPER GLUE	DDB MEXICO	MEXICO
AUNT'S LIVINGROOM	HENKEL	LOCTITE SUPER GLUE	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
SOUP	PROCTER & GAMBLE	BOUNTY	LEO BURNETT TORONTO	CANADA
ICE CREAM	PROCTER & GAMBLE	BOUNTY	LEO BURNETT TORONTO	CANADA
COFFEE	PROCTER & GAMBLE	BOUNTY	LEO BURNETT TORONTO	CANADA
ANAKIN	KATIVO GROUP	PROTECTO PAINTS	TRIBU DDB, Heredia	COSTA RICA
JAWS	KATIVO GROUP	PROTECTO PAINTS	TRIBU DDB, Heredia	COSTA RICA
HULK	KATIVO GROUP	PROTECTO PAINTS	TRIBU DDB, Heredia	COSTA RICA
CHINESE VASE	HENKEL	SUPERBONDER	DDB CHILE, Santiago	CHILE
CHAMELEON	RECKITT BENCKISER	SHIELDTOX NATURGARD INSECT REPELLENT	EURO RSCG BANGKOK	THAILAND
FROG	RECKITT BENCKISER	SHIELDTOX NATURGARD INSECT REPELLENT	EURO RSCG BANGKOK	THAILAND
A07 Home Appliances & Furnishings				
OFFICE	IT WORKS	SECURITY SYSTEM	HAKUHODO ASIA PACIFIC/SPICY H, Bangkok	THAILAND
HOUSE	IT WORKS	SECURITY SYSTEM	HAKUHODO ASIA PACIFIC/SPICY H, Bangkok	THAILAND
LABORATORY	IT WORKS	SECURITY SYSTEM	HAKUHODO ASIA PACIFIC/SPICY H, Bangkok	THAILAND
VIKINGS	ANDREAS STIHL & CO.	CHAINSAW MS 880	SCHOLZ & FRIENDS BERLIN	GERMANY
SAMURAI	ANDREAS STIHL & CO.	CHAINSAW MS 261	SCHOLZ & FRIENDS BERLIN	GERMANY
TEENAGERS	CISCO SYSTEMS MALAYSIA	CISCO REMOTE SURVEILLANCE	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
BABY	CISCO SYSTEMS MALAYSIA	CISCO REMOTE SURVEILLANCE	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
CHANEL	LG	WASHING MACHINE	Y&R, São Paulo	BRAZIL
ARMANI	LG	WASHING MACHINE	Y&R, São Paulo	BRAZIL
LANVIN	LG	WASHING MACHINE	Y&R, São Paulo	BRAZIL
SOFA	IKEA	FURNITURE & HOME ACCESSORIES	TBWA ISTANBUL	TURKEY
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
SOFA	ROWENTA	VACUUM CLEANER	MARCEL, Paris	FRANCE
PIANO	ROWENTA	VACUUM CLEANER	MARCEL, Paris	FRANCE
TABLES	ROWENTA	VACUUM CLEANER	MARCEL, Paris	FRANCE
A08 Cosmetics & Beauty				
CAN	YARDLEY	OATMEAL SPOT CLEAR	BESTER BURKE SLINGERS, Cape Town	SOUTH AFRICA

FIJI	OLD SPICE	FRESH COLLECTION	WIEDEN+KENNEDY, Portland	USA
MATTERHORN	OLD SPICE	FRESH COLLECTION	WIEDEN+KENNEDY, Portland	USA
KOMODO	OLD SPICE	FRESH COLLECTION	WIEDEN+KENNEDY, Portland	USA
BLUE	LABEL BABY	EYE FRIENDLY SHAMPOO	MARCEL, Paris	FRANCE
GREY	LABEL BABY	EYE FRIENDLY SHAMPOO	MARCEL, Paris	FRANCE
AGES	PROCTER & GAMBLE	OLAY	F/NAZCA SAATCHI & SAATCHI, São Paulo	BRAZIL
OCTOPUS	BIOTA LABORATORIES	ANTI-HAIR LOSS SHAMPOO	DDB&CO., Istanbul	TURKEY
BABY	BIOTA LABORATORIES	ANTI-HAIR LOSS SHAMPOO	DDB&CO., Istanbul	TURKEY
YOKO & JOHN	BIOTA LABORATORIES	ANTI-HAIR LOSS SHAMPOO	DDB&CO., Istanbul	TURKEY
A09 Toiletries				
MONKEY	BRAUN	PRECISION TRIMMER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
CHICK	BRAUN	PRECISION TRIMMER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
SQUIRREL	BRAUN	PRECISION TRIMMER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
SEE YOU LATER	KIMBERLY-CLARK	HAKLE	JWT+H+F, Zurich	SWITZERLAND
CHURCH	COLGATE	FLUORIDE TOOTHPASTE	PROLAM Y&R	CHILE
POOL	COLGATE	FLUORIDE TOOTHPASTE	PROLAM Y&R	CHILE
OPERA	COLGATE	TOOTHPASTE	PROLAM Y&R	CHILE
PRISONER	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
WOMAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
MAGICIAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
BEAR	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
SKINNY	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
GENTLEMAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
A10 OTC Pharmacy				
OPERA	PHAREX HEALTH	CARBOCISTINE COUGH SYRUP	DDB DM9JAYMESYFU, Makati City	THE PHILIPPINES
LECTURE	PHAREX HEALTH	CARBOCISTINE COUGH SYRUP	DDB DM9JAYMESYFU, Makati City	THE PHILIPPINES
CLUB CRASHER	SSL HEALTHCARE ITALY	DUREX LUBRICANT	McCANN ERICKSON ITALIA, Milan	ITALY
MATCH	BAYER	TABCIN COUGH MEDICINE	Y&R BUENOS AIRES	ARGENTINA
ORCHESTRA	BAYER	TABCIN COUGH MEDICINE	Y&R BUENOS AIRES	ARGENTINA
SPEECH	BAYER	TABCIN COUGH MEDICINE	Y&R BUENOS AIRES	ARGENTINA
BLUE	BAYER	BEPANTOL	JWT BRAZIL, São Paulo	BRAZIL
PINK	BAYER	BEPANTOL	JWT BRAZIL, São Paulo	BRAZIL
YELLOW	BAYER	BEPANTOL	JWT BRAZIL, São Paulo	BRAZIL
TRAFFIC BLUES	GLAXOSMITHKLINE	PANADOL EXTRA	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA

BOAT	S.C. JOHNSON	OFF REPELLENT	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
BEACH	S.C. JOHNSON	OFF REPELLENT	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
HERO-FRAN	LABORATORIO CHILE	KITADOL	PROLAM Y&R	CHILE
HERO-MARCE	LABORATORIO CHILE	KITADOL	PROLAM Y&R	CHILE
HERO-SARA	LABORATORIO CHILE	KITADOL	PROLAM Y&R	CHILE
SWING	JOHNSON & JOHNSON	BAND-AID	JWT BRAZIL, São Paulo	BRAZIL
DOG	BAYER	SUPRADYN VITAMINS	JWT BRAZIL, São Paulo	BRAZIL
FISH	BAYER	SUPRADYN VITAMINS	JWT BRAZIL, São Paulo	BRAZIL
LUGGAGE	BAYER	SUPRADYN VITAMINS	JWT BRAZIL, São Paulo	BRAZIL
CABIN	PHAPROS	ANTIMO MOTION SICKNESS RELIEF	JWT, Jakarta	INDONESIA
CARAVAN	PHAPROS	ANTIMO MOTION SICKNESS RELIEF	JWT, Jakarta	INDONESIA
PHONE BOOTH	ONLY GREEN COMPANY	SANZER HAND GEL	CHUO SENKO, Bangkok	THAILAND
DOOR KNOB	ONLY GREEN COMPANY	SANZER HAND GEL	CHUO SENKO, Bangkok	THAILAND
A11 Clothing, Footwear & Accessories				
PINK BATULA	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC, Singapore	SINGAPORE
IMP	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC, Singapore	SINGAPORE
DODO BELCHER	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC, Singapore	SINGAPORE
WIGGLY WIDOW	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC, Singapore	SINGAPORE
MAN	AMUSE FASHION STORES	SOCKS	ELEPHANT, Cairo	EGYPT
GIRL	AMUSE FASHION STORES	SOCKS	ELEPHANT, Cairo	EGYPT
BOY	AMUSE FASHION STORES	SOCKS	ELEPHANT, Cairo	EGYPT
DROGBA	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
ROONEY	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
RIBERY	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA
ROCK STAR	NOMAD SKATEBOARDS	SPORTING GOODS	LEO BURNETT IBERIA, Madrid	SPAIN
HUGH HEFNER	NOMAD SKATEBOARDS	SPORTING GOODS	LEO BURNETT IBERIA, Madrid	SPAIN
STRIKER	NOMAD SKATEBOARDS	SPORTING GOODS	LEO BURNETT IBERIA, Madrid	SPAIN
MOUNTAIN	SOORUZ	SURFWEAR	PUBLICIS CONSEIL, Paris	FRANCE
A12 Miscellaneous				
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
BOOKS	BIC	BIC CRISTAL	PUBLICITAS/SAATCHI & SAATCHI, Quito	ECUADOR
DVD'S	BIC	BIC CRISTAL	PUBLICITAS/SAATCHI & SAATCHI, Quito	ECUADOR
CD'S	BIC	BIC CRISTAL	PUBLICITAS/SAATCHI & SAATCHI, Quito	ECUADOR

NAILS	3M TECHNOLOGIES	SCOTCH SUPER 77 MULTI-PURPOSE ADHESIVE	DDB SINGAPORE	SINGAPORE
DON QUIJOTE	ASSENDA	OFIXPRES HIGHLIGHTER	Y&R COLOMBIA, Bogotá	COLOMBIA
LE PETIT PRINCE	ASSENDA	OFIXPRES HIGHLIGHTER	Y&R COLOMBIA, Bogotá	COLOMBIA
MOBY DICK	ASSENDA	OFIXPRES HIGHLIGHTER	Y&R COLOMBIA, Bogotá	COLOMBIA
BRUNETTE MAMY	YARRAH	ORGANIC PETFOOD	PUBLICIS BRUSSELS	BELGIUM
SEA	3M SINGAPORE	POST-IT FLAGS	DDB SINGAPORE	SINGAPORE
A13 Cars				
TITANIC	FORD SPAIN	FORD KA	BASSAT OGILVY GROUP, Madrid	SPAIN
APOLLO XIII	FORD SPAIN	FORD KA	BASSAT OGILVY GROUP, Madrid	SPAIN
TEST DRIVE	VOLKSWAGEN	VOLKSWAGEN	TRY ADVERTISING AGENCY, Oslo	NORWAY
PARIS HILTON	VOLKSWAGEN	VW GOLF	OGILVY CAPE TOWN	SOUTH AFRICA
BUSKER	VOLKSWAGEN	VW GOLF	OGILVY CAPE TOWN	SOUTH AFRICA
RAVE	VOLKSWAGEN	VW GOLF	OGILVY CAPE TOWN	SOUTH AFRICA
FAMILY	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER, Hamburg	GERMANY
GARDENING	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER, Hamburg	GERMANY
TELEPHONE BOX	DAIMLER	SMART ELECTRIC DRIVE	BBDO GERMANY, Düsseldorf	GERMANY
LIFT	DAIMLER	SMART ELECTRIC DRIVE	BBDO GERMANY, Düsseldorf	GERMANY
PHOTO BOOTH	DAIMLER	SMART ELECTRIC DRIVE	BBDO GERMANY, Düsseldorf	GERMANY
CHAIR	FIAT	FIAT 500	LEO BURNETT IBERIA, Madrid	SPAIN
HORSE	FIAT	FIAT 500	LEO BURNETT IBERIA, Madrid	SPAIN
APPLE	FIAT	FIAT 500	LEO BURNETT IBERIA, Madrid	SPAIN
HEART	FIAT	FIAT 500	LEO BURNETT IBERIA, Madrid	SPAIN
BED	FIAT	FIAT 500	LEO BURNETT IBERIA, Madrid	SPAIN
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
PASSPORT STAMPS	LAND ROVER	DEFENDER	RAINEY KELLY CAMPBELL ROALFE/Y&R, London	UNITED KINGDOM
PLANE	KIA MOTORS	KIA SORENTO WITH PANORAMIC SUNROOF	MOMA PROPAGANDA, Sao Paulo	BRAZIL
TREES	KIA MOTORS	KIA SORENTO WITH PANORAMIC SUNROOF	MOMA PROPAGANDA, Sao Paulo	BRAZIL
CARDS	VOLKSWAGEN	TIGUAN	ALMAPBBDO, São Paulo	BRAZIL
BALLOON	VOLKSWAGEN	TIGUAN	ALMAPBBDO, São Paulo	BRAZIL
NAILS	VOLKSWAGEN	TIGUAN	ALMAPBBDO, São Paulo	BRAZIL
CITY VS NATURE	LAND ROVER	FREELANDER 2	Y&R, New York	USA
A14 Other Vehicles, Auto Products & Services				

PAINT BUCKET	VOLKSWAGEN NUTZFAHRZEUGE	VOLKSWAGEN REAR ASSIST	GRABARZ & PARTNER, Hamburg	GERMANY
SCAFFOLDING	VOLKSWAGEN NUTZFAHRZEUGE	VOLKSWAGEN REAR ASSIST	GRABARZ & PARTNER, Hamburg	GERMANY
RAKE	VOLKSWAGEN NUTZFAHRZEUGE	VOLKSWAGEN REAR ASSIST	GRABARZ & PARTNER, Hamburg	GERMANY
TEACHER	KIA MOTORS	AIR CONDITIONER DUAL ZONE	MOMA PROPAGANDA, Sao Paulo	BRAZIL
PRINCESS	KIA MOTORS	AIR CONDITIONER DUAL ZONE	MOMA PROPAGANDA, Sao Paulo	BRAZIL
GATE	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL, São Paulo	BRAZIL
ICEBERG	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL, São Paulo	BRAZIL
CANNON	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL, São Paulo	BRAZIL
PAPER	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO, São Paulo	BRAZIL
ROLL OF ALUMINIUM	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO, São Paulo	BRAZIL
PVC PLASTIC	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO, São Paulo	BRAZIL
PLASTIC BAG	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO, São Paulo	BRAZIL
A15 Home Electronics & Audio-Visual				
PRESS	SONY	SONY NEX-5 CAMERA	SAATCHI & SAATCHI, Sydney	AUSTRALIA
SPORTS	SONY	SONY NEX-5 CAMERA	SAATCHI & SAATCHI, Sydney	AUSTRALIA
FASHION	SONY	SONY NEX-5 CAMERA	SAATCHI & SAATCHI, Sydney	AUSTRALIA
EINSTEIN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
MARILYN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
CITY	ONIDA	ONIDA i21 MOBILE	McCANN WORLDGROUP, Mumbai	INDIA
FOREST	ONIDA	ONIDA i21 MOBILE	McCANN WORLDGROUP, Mumbai	INDIA
SEA	ONIDA	ONIDA i21 MOBILE	McCANN WORLDGROUP, Mumbai	INDIA
WAR	BEKO	USB RECORDABLE TV	TBWA ISTANBUL	TURKEY
DOCUMENTARY	BEKO	USB RECORDABLE TV	TBWA ISTANBUL	TURKEY
RACE	BEKO	USB RECORDABLE TV	TBWA ISTANBUL	TURKEY
BUS	OLIVE TELECOMMUNICATION	OLIVE TRACER PHONES	MUDRA COMMUNICATIONS, Mumbai	INDIA
MALL	OLIVE TELECOMMUNICATION	OLIVE TRACER PHONES	MUDRA COMMUNICATIONS, Mumbai	INDIA
A16 Retail Stores				
LEMON	INSINUANTE STORES	JUCER	PROPEG, Lauro de Freitas	BRAZIL
STRAWBERRY	INSINUANTE STORES	JUCER	PROPEG, Lauro de Freitas	BRAZIL
APPLE	INSINUANTE STORES	JUCER	PROPEG, Lauro de Freitas	BRAZIL
MR. INCREDIBLE	VIDEO CENTRO	VIDEO RENTAL STORE	TRIBU DDB, Heredia	COSTA RICA
RUSSEL	VIDEO CENTRO	VIDEO RENTAL STORE	TRIBU DDB, Heredia	COSTA RICA
GRABBER	HARVEY NICHOLS	SUMMER SALE	DDB UK, London	UNITED KINGDOM

DUCKS	HARVEY NICHOLS	SUMMER SALE	DDB UK, London	UNITED KINGDOM
BINGO	HARVEY NICHOLS	SUMMER SALE	DDB UK, London	UNITED KINGDOM
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
BERLIN WALL	DANK	SECOND HAND FURNITURE	DDB&CO., Istanbul	TURKEY
OBAMA ADDRESS	DANK	SECOND HAND FURNITURE	DDB&CO., Istanbul	TURKEY
APOLLO 13 SUCCESS	DANK	SECOND HAND FURNITURE	DDB&CO., Istanbul	TURKEY
A18 Travel, Transport & Tourism				
GRANDMA	SUDDEN RUSH	SURFER TRAVEL	ADVICO Y&R, Zürich	SWITZERLAND
GRANDPA	SUDDEN RUSH	SURFER TRAVEL	ADVICO Y&R, Zürich	SWITZERLAND
REUNION	AVIS	LUXURY CAR HIRE	IRELAND DAVENPORT, Johannesburg	SOUTH AFRICA
NUCLEAR	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA, Mumbai	INDIA
TERRORISM	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA, Mumbai	INDIA
SEA LEVEL	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA, Mumbai	INDIA
YELLOW	RENFE	HIGH SPEED RAIL	SRA RUSHMORE, Madrid	SPAIN
BLUE	RENFE	HIGH SPEED RAIL	SRA RUSHMORE, Madrid	SPAIN
GREY	RENFE	HIGH SPEED RAIL	SRA RUSHMORE, Madrid	SPAIN
GREEN	RENFE	HIGH SPEED RAIL	SRA RUSHMORE, Madrid	SPAIN
FARMER	TAM AIRLINES	ONLINE CHECK-IN	TBWA\FREDERICK, Santiago	CHILE
POLICE	TAM AIRLINES	ONLINE CHECK-IN	TBWA\FREDERICK, Santiago	CHILE
BRIDE	TAM AIRLINES	ONLINE CHECK-IN	TBWA\FREDERICK, Santiago	CHILE
A19 Entertainment & Leisure				
FACEBOOK	GOLD'S GYM	GOLD'S GYM	JOTABEQU GREY, San José	COSTA RICA
MESSANGER	GOLD'S GYM	GOLD'S GYM	JOTABEQU GREY, San José	COSTA RICA
TWITTER	GOLD'S GYM	GOLD'S GYM	JOTABEQU GREY, San José	COSTA RICA
GIRL WITH A PEARL EARRING	ONCE	MUSEUM FOR THE BLIND	JWT, Madrid	SPAIN
LEGO ACCOUNTANT	LEGO	LEGO	SERVICEPLAN, Munich	GERMANY
LEGO ELECTRICIAN	LEGO	LEGO	SERVICEPLAN, Munich	GERMANY
LEGO ENGINEER	LEGO	LEGO	SERVICEPLAN, Munich	GERMANY
AUSCHWITZ	MUSEUM OF MEMORY & TOLERANCE	MUSEUM	MADE, Mexico City	MEXICO

NAPALM GIRL	MUSEUM OF MEMORY & TOLERANCE	MUSEUM	MADE, Mexico City	MEXICO
ESCAPING THRU WALL	MUSEUM OF COMMUNISM	MUSEUM	Y&R PRAGUE	CZECH REPUBLIC
HOUSTON	MATTEL	SCRABBLE	OGILVY COSTA RICA, San José	COSTA RICA
BEATLES	MATTEL	SCRABBLE	OGILVY COSTA RICA, San José	COSTA RICA
MARILYN	MATTEL	SCRABBLE	OGILVY COSTA RICA, San José	COSTA RICA
JET FIGHTER	MATTEL	PICTIONARY	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
WRESTLER	MATTEL	PICTIONARY	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
T-REX	MATTEL	PICTIONARY	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
TARANTULA	MATTEL	PICTIONARY	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
MILK AND COOKIES	LA JUGUETERÍA	HOTWHEELS	OGILVY GUATEMALA	GUATEMALA
LEMONADE AND CANDIES	LA JUGUETERÍA	HOTWHEELS	OGILVY GUATEMALA	GUATEMALA
IAORTSL	MATTEL MÉXICO	SCRABBLE	OGILVY MEXICO	MEXICO
AELMRSO	MATTEL MÉXICO	SCRABBLE	OGILVY MEXICO	MEXICO
CPNSAOE	MATTEL MÉXICO	SCRABBLE	OGILVY MEXICO	MEXICO
BEETLE	LEGO	LEGO	LEO BURNETT MOSCOW, Moscow	RUSSIA
DEEP OCEAN EXPLORER	LEGO	LEGO	LEO BURNETT MOSCOW, Moscow	RUSSIA
SPACESHIP	LEGO	LEGO	LEO BURNETT MOSCOW, Moscow	RUSSIA
ORIGAMI	COMPANHIA ATHLETICA	GYM	DDB BRASIL, São Paulo	BRAZIL
SHRUB	COMPANHIA ATHLETICA	GYM	DDB BRASIL, São Paulo	BRAZIL
CASTLE OF CARDS	COMPANHIA ATHLETICA	GYM	DDB BRASIL, São Paulo	BRAZIL
A20 Publications & Media				
CA	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA, Santiago	CHILE
HN	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA, Santiago	CHILE
IA	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA, Santiago	CHILE
SY	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA, Santiago	CHILE
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
RABBIT	STAR PUBLICATIONS (MALAYSIA)	RECRUITMENT	NAGA DDB MALAYSIA, Selangor	MALAYSIA
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
CHAVEZ	EDITORIAL COYUNTURA	MERCADO BUSINESS MAGAZINE	JWT ARGENTINA, Buenos Aires	ARGENTINA
HU JINTAO	EDITORIAL COYUNTURA	MERCADO BUSINESS MAGAZINE	JWT ARGENTINA, Buenos Aires	ARGENTINA
TUXEDO	MUNDO LIVRE FM	RADIO STATION	CCZ PUBLICIDADE E MARKETING, Curitiba	BRAZIL
SPIT	MUNDO LIVRE FM	RADIO STATION	CCZ PUBLICIDADE E MARKETING, Curitiba	BRAZIL
GRASS	MUNDO LIVRE FM	RADIO STATION	CCZ PUBLICIDADE E MARKETING, Curitiba	BRAZIL
YELLOW SUBMARINE	MTV	MTV	LODUCCA, Sao Paulo	BRAZIL
KNOCKING ON HEAVEN'S DOOR	MTV	MTV	LODUCCA, Sao Paulo	BRAZIL
STAIRWAY TO HEAVEN	MTV	MTV	LODUCCA, Sao Paulo	BRAZIL
JIMI HENDRIX	BILLBOARD	MAGAZINE	ALMAPBBDO, São Paulo	BRAZIL
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
BEDROOMS	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO, São Paulo	BRAZIL
SWIMMING POOLS	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO, São Paulo	BRAZIL
RESTAURANTS	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO, São Paulo	BRAZIL
MAGIC THING ABOUT READING	AGEA	REVISTA Ñ	KEPEL & MATA, Buenos Aires	ARGENTINA
GRANDMA	CNN TURK	WEATHER REPORT	DDB&CO., Istanbul	TURKEY
HIPPY	CNN TURK	WEATHER REPORT	DDB&CO., Istanbul	TURKEY
NERD	CNN TURK	WEATHER REPORT	DDB&CO., Istanbul	TURKEY
ORYX	NATIONAL GEOGRAPHIC	WILDLIFE PROGRAMME	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
A21 Banking, Investment & Insurance				
MOSAIC	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU
RUG	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU
POINTILLISM	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU
PAPER BALLS	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU
LINCOLN	SUPER RICH 1965 CO.	CURRENCY EXCHANGE	OGILVY & MATHER, Bangkok	THAILAND
ELIZABETH	SUPER RICH 1965 CO.	CURRENCY EXCHANGE	OGILVY & MATHER, Bangkok	THAILAND
MAO	SUPER RICH 1965 CO.	CURRENCY EXCHANGE	OGILVY & MATHER, Bangkok	THAILAND
BLUEPRINT	UNION BANK OF INDIA	HOME LOANS	MUDRA COMMUNICATIONS, Mumbai	INDIA
A22 Business Equipment & Services				
TORTURE ROOM	STEDFAST	SHREDDER MACHINE	MUDRA COMMUNICATIONS, Mumbai	INDIA
BEDROOM	STEDFAST	SHREDDER MACHINE	MUDRA COMMUNICATIONS, Mumbai	INDIA

LOCKER ROOM	STEDFAST	SHREDDER MACHINE	MUDRA COMMUNICATIONS, Mumbai	INDIA
A23 Advertising & Media				
WERU - THE FINAL AD	SCHOLZ & FRIENDS BERLIN	ADVERTISING AGENCY	SCHOLZ & FRIENDS BERLIN	GERMANY
COFFEE	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE, Kiev	UKRAINE
BATH	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE, Kiev	UKRAINE
TABLE	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE, Kiev	UKRAINE
BAKING	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE, Kiev	UKRAINE
RED	GETTY IMAGE	STOCK PHOTOS	ALMAPBBDO, São Paulo	BRAZIL
BLUE	GETTY IMAGE	STOCK PHOTOS	ALMAPBBDO, São Paulo	BRAZIL
A24 Other Business to Business				
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
A25 Healthcare & Prescription Drugs				
DOG	MINI BRANDS	HEARING AID	MONDAY, Bangkok	THAILAND
MAN	MINI BRANDS	HEARING AID	MONDAY, Bangkok	THAILAND
DUCK	MINI BRANDS	HEARING AID	MONDAY, Bangkok	THAILAND
HUNGRY BOY	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
DIRTY GARAGE	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
LATIN LOVER	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
A26 Commercial Public Services				
LONDON BUS	BERLITZ	LANGUAGE SCHOOL	FP7/BAH, Manama	BAHRAIN
NEW YORK TAXI	BERLITZ	LANGUAGE SCHOOL	FP7/BAH, Manama	BAHRAIN
BLUE	MUGEN	HAIRDRESSING COURSE	AGE ISOBAR, São Paulo	BRAZIL
PINK	MUGEN	HAIRDRESSING COURSE	AGE ISOBAR, São Paulo	BRAZIL
YELLOW	MUGEN	HAIRDRESSING COURSE	AGE ISOBAR, São Paulo	BRAZIL
VISUAL CLASSIFIED	BENNETT, COLEMAN & CO.	TIMES CLASSIFIED	TAPROOT INDIA, Mumbai	INDIA
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
SPAM FILTER	MWEB	MWEB SPAM FILTER	FoxP2, Cape Town	SOUTH AFRICA
A27 Corporate Image				
KIDS	AMI	AMI PRIZE	Y&R LISBOA	PORTUGAL
JUSTICE	AMI	AMI PRIZE	Y&R LISBOA	PORTUGAL
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
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
BOSAVI GIANT WOLLY RAT	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
YAKLA SNOW LOTUS	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
GIANT SOUTH AFRICAN EARTHWORM	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
ELECTRIC EEL	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
LUMINOUS MILLIPEDE	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
SNOW MOUNTAIN GARLIC	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
GENERALS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
AMBASSADORS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
ORCHESTRA DIRECTORS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
BOYS	MARCA BRASIL NEWSPAPER	NEWSPAPER	DDB BRASIL, São Paulo	BRAZIL
T-SHIRT	MARCA BRASIL NEWSPAPER	NEWSPAPER	DDB BRASIL, São Paulo	BRAZIL
IRAQ	MARCA BRASIL NEWSPAPER	NEWSPAPER	DDB BRASIL, São Paulo	BRAZIL
A28 Public Health & Safety				
KITE	ACTIVE LIFE	ACTIVE LIFE MOVEMENT	LATINWORKS, Austin	USA
SLIDE	ACTIVE LIFE	ACTIVE LIFE MOVEMENT	LATINWORKS, Austin	USA
SWING	ACTIVE LIFE	ACTIVE LIFE MOVEMENT	LATINWORKS, Austin	USA
CHARISMA	GMODELO EUROPA	RESPONSIBLE DRINKING MESSAGE	JWT, Madrid	SPAIN
YOUR SISTER	GMODELO EUROPA	RESPONSIBLE DRINKING MESSAGE	JWT, Madrid	SPAIN
BALLET	GMODELO EUROPA	RESPONSIBLE DRINKING MESSAGE	JWT, Madrid	SPAIN
SWING	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA, Buenos Aires	ARGENTINA
STAIRS	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA, Buenos Aires	ARGENTINA
POOL	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA, Buenos Aires	ARGENTINA
STEPHANIE	LEAGUE AGAINST CANCER	CANCER AWARENESS	Y&R, Lima	PERU
PAULA	LEAGUE AGAINST CANCER	CANCER AWARENESS	Y&R, Lima	PERU
PIANO	MTV	DRINK DRIVING AWARENESS	LODUCCA, Sao Paulo	BRAZIL
GUITAR	MTV	DRINK DRIVING AWARENESS	LODUCCA, Sao Paulo	BRAZIL
SING	MTV	DRINK DRIVING AWARENESS	LODUCCA, Sao Paulo	BRAZIL

LITTLE SHEEP 1	ABRAMET	BRAZILIAN ASSOCIATION OF TRAFFIC MEDICINE	MOMA PROPAGANDA, Sao Paulo	BRAZIL
LITTLE SHEEP 2	ABRAMET	BRAZILIAN ASSOCIATION OF TRAFFIC MEDICINE	MOMA PROPAGANDA, Sao Paulo	BRAZIL
LITTLE SHEEP 3	ABRAMET	BRAZILIAN ASSOCIATION OF TRAFFIC MEDICINE	MOMA PROPAGANDA, Sao Paulo	BRAZIL
BIKE	THAI HEALTH PROMOTION FOUNDATION	DON'T DRIVE SLEEPY PROJECT	BBDO BANGKOK	THAILAND
PRAM	THAI HEALTH PROMOTION FOUNDATION	DON'T DRIVE SLEEPY PROJECT	BBDO BANGKOK	THAILAND
MAN	THAI HEALTH PROMOTION FOUNDATION	DON'T DRIVE SLEEPY PROJECT	BBDO BANGKOK	THAILAND
MUMS	TOWER HAMLETS	TEXTING WHILST DRIVING	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
BOYS	TOWER HAMLETS	TEXTING WHILST DRIVING	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
GIRLS	TOWER HAMLETS	TEXTING WHILST DRIVING	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
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
A29 Public Awareness Messages				
FAMILY	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
KIDS	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
KITCHEN	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
GREY SEAL	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY
GORILLA	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY
ELEPHANT	WWF	ENVIRONMENTAL AWARENESS	CONTRAPUNTO BBDO, Madrid	SPAIN
BOTTLE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
BAG	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
FISH	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
WHALE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
SEAL	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
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
CHINESE FORCES	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LEO BURNETT IBERIA, Lisbon	PORTUGAL
CLOTHES	JALA PRT	DOMESTIC WORKERS PROTECTION	OGILVY INDONESIA, Jakarta	INDONESIA
BITCH	KAFA	VERBAL ABUSE AWARENESS	Y&R DUBAI	UNITED ARAB EMIRATES

WHORE	KAFA	VERBAL ABUSE AWARENESS	Y&R DUBAI	UNITED ARAB EMIRATES
KADDAFI	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	PUBLICIS BRUSSELS	BELGIUM
WILD DOG	ENDANGERED WILDLIFE TRUST	WILD DOG PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
DUGONG	ENDANGERED WILDLIFE TRUST	DUGONG PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
RIVERINE RABBIT	ENDANGERED WILDLIFE TRUST	RIVERINE RABBIT PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
A30 Fundraising & Appeals				
HAND	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	CONTRAPUNTO BBDO, Madrid	SPAIN
FOOT	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	CONTRAPUNTO BBDO, Madrid	SPAIN
HAMMER	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	CONTRAPUNTO BBDO, Madrid	SPAIN
CHAIR	RAISING THE ROOF	HOMELESS CHARITY	LEO BURNETT TORONTO	CANADA
PLANT	RAISING THE ROOF	HOMELESS CHARITY	LEO BURNETT TORONTO	CANADA
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
B01 Copywriting				
FOUR HEADS	ARNOTTS	WAGON WHEELS	GEORGE PATTERSON Y&R, Sydney	AUSTRALIA
PACMAN	ARNOTTS	WAGON WHEELS	GEORGE PATTERSON Y&R, Sydney	AUSTRALIA
HORROR	CANAL +	TV CHANNEL	BETC EURO RSCG, Paris	FRANCE
PORN	CANAL +	TV CHANNEL	BETC EURO RSCG, Paris	FRANCE
ANIMATED	CANAL +	TV CHANNEL	BETC EURO RSCG, Paris	FRANCE
SHORT	CANAL +	TV CHANNEL	BETC EURO RSCG, Paris	FRANCE
RECEIPT	BLOOKS BOOKSTORE	BOOKSTORE	PUBLICIS BRASIL, Sao Paulo	BRAZIL
GIANT SOUTH AFRICAN EARTHWORM	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
ELECTRIC EEL	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
LUMINOUS MILLIPEDE	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
SNOW MOUNTAIN GARLIC	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
COROMANDEL STRIPED GECKO	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
ECUADORIAN HILLSTAR	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
HIROHITO	GLOBAL ALLIANCE	DONATION APPEAL	OGILVY SINGAPORE	SINGAPORE
B02 Art Direction				
INSANITY	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY
LINES	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY
TAXES	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY
CINEMA	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY

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
HOSPITAL	BATELCO	BATELCO DIRECTORY	FP7/BAH, Manama	BAHRAIN
HOTEL	BATELCO	BATELCO DIRECTORY	FP7/BAH, Manama	BAHRAIN
EINSTEIN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
MARILYN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
ANIMALS	CORBIS	STOCK IMAGE LIBRARY	LEO BURNETT IBERIA, Lisbon	PORTUGAL
PEOPLE	CORBIS	STOCK IMAGE LIBRARY	LEO BURNETT IBERIA, Lisbon	PORTUGAL
TRAFFIC BLUES	GLAXOSMITHKLINE	PANADOL EXTRA	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
SECRETARY	KONIMEX PHARMACEUTICAL LABORATORIES	FEMINAX	OGILVY INDONESIA, Jakarta	INDONESIA
BEETLE	MIAMI AD SCHOOL	MIAMI AD SCHOOL	Y&R, São Paulo	BRAZIL
MILK	MIAMI AD SCHOOL	MIAMI AD SCHOOL	Y&R, São Paulo	BRAZIL
ECONOMIST	MIAMI AD SCHOOL	MIAMI AD SCHOOL	Y&R, São Paulo	BRAZIL
HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA
JUMP	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
TUNNEL	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
BALLOON	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
WOMAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
SPORTS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
TECH	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
GATE	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL, São Paulo	BRAZIL
ICEBERG	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL, São Paulo	BRAZIL
CANNON	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL, São Paulo	BRAZIL
OBAMA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL, Paris	FRANCE
MANDELA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL, Paris	FRANCE
SOFA	ROWENTA	VACUUM CLEANER	MARCEL, Paris	FRANCE
BEETLE	LEGO	LEGO	LEO BURNETT MOSCOW, Moscow	RUSSIA
SPACESHIP	LEGO	LEGO	LEO BURNETT MOSCOW, Moscow	RUSSIA

BROWN BEAR	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY
GREY SEAL	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY
GORILLA	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY
FISH	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
WHALE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
SEAL	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
PEOPLE	CORBIS	STOCK IMAGE LIBRARY	LEO BURNETT IBERIA, Lisbon	PORTUGAL
GUILLOTINE	PERFETTI VAN MELLE, INDIA	MENTOS SOUR MARBELS	OGILVY & MATHER, Mumbai	INDIA
SNAKE	PERFETTI VAN MELLE, INDIA	MENTOS SOUR MARBELS	OGILVY & MATHER, Mumbai	INDIA
GUN	PERFETTI VAN MELLE, INDIA	MENTOS SOUR MARBELS	OGILVY & MATHER, Mumbai	INDIA
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
HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA
CHAIR	FIAT	FIAT 500	LEO BURNETT IBERIA, Madrid	SPAIN
HORSE	FIAT	FIAT 500	LEO BURNETT IBERIA, Madrid	SPAIN
APPLE	FIAT	FIAT 500	LEO BURNETT IBERIA, Madrid	SPAIN
HEART	FIAT	FIAT 500	LEO BURNETT IBERIA, Madrid	SPAIN
BED	FIAT	FIAT 500	LEO BURNETT IBERIA, Madrid	SPAIN
JO LEE	EDDING INTERNATIONAL	EDDING MARKER PENS	KEMPERTRAUTMANN, Hamburg	GERMANY
FALANSH	EDDING INTERNATIONAL	EDDING MARKER PENS	KEMPERTRAUTMANN, Hamburg	GERMANY
GATE	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL, São Paulo	BRAZIL
ICEBERG	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL, São Paulo	BRAZIL
CANNON	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL, São Paulo	BRAZIL
SAMSA	GANDHI BOOKSTORES	BOOKSTORE	OGILVY MEXICO	MEXICO
LITTLE RED RIDING HOOD	GANDHI BOOKSTORES	BOOKSTORE	OGILVY MEXICO	MEXICO
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
B04 Typography				
JIMI HENDRIX	BILLBOARD	MAGAZINE	ALMAPBDO, São Paulo	BRAZIL
IRON MAIDEN	BILLBOARD	MAGAZINE	ALMAPBDO, São Paulo	BRAZIL
LADY GAGA	BILLBOARD	MAGAZINE	ALMAPBDO, São Paulo	BRAZIL
MADONNA	BILLBOARD	MAGAZINE	ALMAPBDO, São Paulo	BRAZIL
MICHAEL JACKSON	BILLBOARD	MAGAZINE	ALMAPBDO, São Paulo	BRAZIL

OBAMA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL, Paris	FRANCE
MANDELA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL, Paris	FRANCE
B05 Photography				
LOYALTY	HYUNDAI	FIFA WORLD CUP PARTNERSHIP	INNOCEAN WORLDWIDE AMERICAS, Huntington Beach	USA
SNOW	COCA-COLA	BURN ENERGY DRINK	PUBLICIS MOJO, Sydney	AUSTRALIA
EINSTEIN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
MARILYN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
H1	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
H8	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
H2	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
H3	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
H5	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
H6	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
H4	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
BALD	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R, São Paulo	BRAZIL
BEARD	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R, São Paulo	BRAZIL
WOMAN	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R, São Paulo	BRAZIL
VINCENT SUDRAT	SOORUZ	SURFWEAR	PUBLICIS CONSEIL, Paris	FRANCE
TUSKIJ MARKET	SEA SHEPHERD	CONSERVATION	OGILVY SINGAPORE	SINGAPORE
TUNA BOAT	SEA SHEPHERD	CONSERVATION	OGILVY SINGAPORE	SINGAPORE
WHARF	SEA SHEPHERD	CONSERVATION	OGILVY SINGAPORE	SINGAPORE