

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Best Use of Experiential Marketing in a Promotional Campaign</b>				
DONATED SONGS	SALVATION ARMY	CHARITY	WIRZ/BBDO, Zürich	SWITZERLAND
SKY FOOTBALL OPERA	SKY DEUTSCHLAND FERNSEHEN	FOOTBALL LEAGUE COVERAGE	SERVICEPLAN, Munich	GERMANY
THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU, Tokyo	JAPAN
DOCTOR PROKTOR	ASCHEHOUG	PUBLISHER	TRY ADVERTISING AGENCY, Oslo	NORWAY
TRAMP A BENZ	DAIMLER	AUTOMOBILE	JUNG von MATT, Hamburg	GERMANY
DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL, São Paulo	BRAZIL
SAVE THE BEACH HOTEL	GMODELO EUROPA	BEER	JWT SPAIN, Madrid	SPAIN
THE NIGHT CHAUFFEUR	ANHEUSER-BUSCH INBEV	STELLA ARTOIS BLACK	MOTHER, London	UNITED KINGDOM
FASHION AWARD	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
CHOPSTICKS, NOT CHOP-TREES	CHINA ENVIRONMENTAL PROTECTION FOUNDATION	ENVIRONMENTAL ACTION	DDB CHINA GROUP, Shanghai	CHINA
GREENBACKS FOR GREENBACK	H&R BLOCK	TAX SERVICES	FALLON, Minneapolis	USA
NIGHTLIFE EXCHANGE PROJECT	DIAGEO	ALCOHOL	JWT NEW YORK	USA
UNEXPECTED LUGGAGE	SPANAIR	AIRLINE	SHACKLETON, Madrid	SPAIN
SHAVE SUTRA	PROCTER & GAMBLE	RAZOR	BBDO INDIA, Mumbai	INDIA
WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
ANDES FRIEND RECOVERY	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
THE BREATHE HAPPY SOCIAL EXPERIMENT	FEBREZE	AIR FRESHENER	GREY NEW YORK	USA
<b>A02 Best Use of Guerilla Marketing in a Promotional Campaign</b>				
SAW 3D CINEMA-PROMOTION-	UFA-PALAST	SAW 3D	SAATCHI & SAATCHI DÜSSELDORF	GERMANY
BAVARIA DUTCHDRESS	BAVARIA	BEER	SELMORE CREATIVE AGENCY, Amsterdam	THE NETHERLANDS
MINT PARKING TICKET	WRIGLEY	CHEWING GUM	BBDO GERMANY, Düsseldorf	GERMANY
FAST FOOD	GLAXOSMITHKLINE	HEARTBURN TABLET	GREY MEXICO	MEXICO
CANAL BIKE	GO FAST!	ENERGY DRINK	Y&R NOT JUST FILM, Amsterdam	THE NETHERLANDS
CAP RECALL	JAMES READY	BEER	LEO BURNETT TORONTO	CANADA
FOX IN CRAFTER	VOLKSWAGEN	VOLKSWAGEN CRAFTER AND VOLKSWAGEN FOX	DDB TRIBAL GROUP, Berlin	GERMANY
SPREAD THE TED	TEDX BUENOS AIRES	TEDX	OGILVY ARGENTINA, Buenos Aires	ARGENTINA
VOICES FOR FREEDOM	LEO BURNETT IBERIA / AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LEO BURNETT IBERIA, Lisbon	PORTUGAL
LIFT&LAUGH	COCA-COLA	FANTA	OGILVY BRASIL, São Paulo	BRAZIL
THE MISSING CHILD	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN AWARENESS	KEMPERTRAUTMANN, Hamburg	GERMANY

A03 Best Use of Ambient in a Promotional Campaign				
TRANSPARENT WALLS	DAIMLER	CAR SAFTEY SYSTEM	JUNG von MATT, Hamburg	GERMANY
LEAKING POWER OUTLETS	RWE	ENERGY SAVING	JUNG von MATT, Hamburg	GERMANY
THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU, Tokyo	JAPAN
VENDING MACHINE	MINI CANADA	CAR	TAXI 2, Toronto	CANADA
ASK FOR IT IN ENGLISH	WALL STREET INSTITUTE	LANGUAGE SCHOOL	JWT SPAIN, Madrid	SPAIN
LOTUS T5	IBM	LOTUSLIVE	OGILVYONE, London	UNITED KINGDOM
THE FUN THEORY AWARD – THE SPEED CAMERA LOTTERY	VOLKSWAGEN	BLUEMOTION TECHNOLOGIES	DDB STOCKHOLM	SWEDEN
MUSICAL FITTING ROOMS	STARHUB PTE	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE
THE FIRE WORKS DISCOUNT COUPON	BIGC	STORE	LOWE, Bangkok	THAILAND
KALEIDOSCOPIIC FASHION SPECTACULAR	TARGET	TARGET	MOTHER NEW YORK	USA
A04 Best Use of Shopper Marketing in a Promotional Campaign				
TARGET HEAVY FOOD	MEDICOM PHARMA	DIGESTION AID	BBDO GERMANY, Düsseldorf	GERMANY
BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
VACUUM SHOPPING BAG FOR TOURISTS	LEO BURNETT IBERIA / FREEPORT	VACUUM SHOPPING BAG	LEO BURNETT IBERIA, Lisbon	PORTUGAL
A05 Best New Product Launch/Re-Launch or Multi-Product Promotion at Retail				
AMERICAN ROM	KANDIA DULCE	CHOCOLATE BAR	BV MCCANN ERICKSON, Bucharest	ROMANIA
SINGLE SINGLE RELEASE	COMVIQ	TELECOMMUNICATIONS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
RIGHT AMOUNT OF WRONG	THE COSMOPOLITAN OF LAS VEGAS	THE COSMOPOLITAN OF LAS VEGAS	FALLON, Minneapolis	USA
WATER MARK	DIAGEO AUSTRALIA	RUM	LEO BURNETT SYDNEY	AUSTRALIA
A06 Best Temporary In-Store Displays in a Promotional Campaign				
LISTEN TO YOUR CONSCIENCE	ALL GOOD BANANAS	BANANAS	OGILVY NEW ZEALAND, Auckland	NEW ZEALAND
NIKE AIR LIVE SHOW	NIKE	SPORTSWEAR	+CASTRO, Buenos Aires	ARGENTINA
THE CANVAS EXPERIMENT	CONVERSE EMEA	SHOES	PERFECT FOOLS, Stockholm	SWEDEN
MUSICAL FITTING ROOMS	STARHUB PTE	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE
WONDERBRA STRAPLESS	WONDERBRA	WONDERBRA STRAPLESS	PUBLICIS BRUSSELS	BELGIUM
THE FRIENDSHIP MACHINE	COCA-COLA	BEVERAGE	OGILVY ARGENTINA, Buenos Aires	ARGENTINA
THE BICYCLE CAP MADE WITH LOVE, BY A BIKE.	PESETA	ACCESSORIES	LEO BURNETT IBERIA, Madrid	SPAIN
ARIEL - FASHION LAUNDRY	PROCTER & GAMBLE	SOAP	ACE SAATCHI & SAATCHI, Makati City	THE PHILIPPINES
ZAFIRA ECHOES	GENERAL MOTORS BRASIL	CAR	SALLES CHEMISTRI, Sao Paulo	BRAZIL
METTLE DETECTOR	THE ECONOMIST	MAGAZINE	OGILVY SINGAPORE	SINGAPORE
A07 Best Use of Broadcast in a Promotional Campaign				
THE PIRATE RADIO EXPERIMENT	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	HUMAN RIGHTS AWARENESS	JUNG von MATT, Hamburg	GERMANY
THE BEST EXCUSE EVER	ANHEUSER-BUSCH INBEV	ALCOHOL	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS, Mumbai	INDIA

**A08 Best Use of Print or Standard Outdoor in a Promotional Campaign**

TEST DRIVE	VOLKSWAGEN	AUTOMOBILE	TRY ADVERTISING AGENCY, Oslo	NORWAY
BOTH SIDES	XEROX	ENVIRONMENTAL AWARENESS	Y&R MEXICO	MEXICO
THE VOICE	REPORTERS WITHOUT BORDERS	NON GOVERNMENTAL ORGANISATION	PUBLICIS BRUSSELS	BELGIUM
TROPICANA BILLBOARD POWERED BY ORANGES	PEPSICO	FOOD AND NON ALCOHOLIC DRINK	DDB PARIS	FRANCE

**A09 Best Use of Games**

M&M'S FIND RED	MARS	M&M'S	PROXIMITY CANADA	CANADA
OPTATHLON	UNITED AIRLINES	AIRLINE	MATMI NEW MEDIA DESIGN, Macclesfield	UNITED KINGDOM

**A10 Best Sponsorship or Partnership Campaigns**

GREATEST CUP NEVER RUN	LION NATHAN	BEER	MOMENTUM WORLDWIDE, Pymont	AUSTRALIA
WATSON	IBM	COMPUTER	OGILVY & MATHER, New York	USA
THE 3RD DRIVER	VODAFONE HUTCHISON AUSTRALIA	TELECOMMUNICATIONS	HOST, Sydney	AUSTRALIA
COPS ON OATS	PEPSICO	FOOD	BBDO INDIA, Gurgaon	INDIA

**A11 Best Online Advertising in a Promotional Campaign**

UNIQLO LUCKY COUNTER	UNIQLO	CLOTHING	DENTSU, Tokyo	JAPAN
SPACE HEROES	MARS	FOOD	BBDO DENMARK, Copenhagen	DENMARK
SPEEDSALE	PAPERCUT SHOP	BOOKS AND FILMS	DDB STOCKHOLM	SWEDEN
FLIP YOUR PROFILE	CISCO CONSUMER PRODUCTS	FLIP VIDEO	DDB SINGAPORE	SINGAPORE
DUTY CALLS	ELECTRONIC ARTS	VIDEO GAME	WIEDEN+KENNEDY, Portland	USA
A NEW WARRIOR	GREENPEACE	CHARITY	DDB PARIS	FRANCE
PARENTAL CONTROL	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL, São Paulo	BRAZIL
WEWANTFURNITURE.-COM	WWF	DEFORESTATION AWARENESS	MARCEL, Paris	FRANCE
DOGGELGANGER	MARS	CHARITY	COLENZO BBDO, Auckland	NEW ZEALAND

**A12 Best Use of Other Digital Media in a Promotional Campaign**

SAVE AS WWF	WWF	ENVIRONMENTAL AWARENESS	JUNG von MATT, Hamburg	GERMANY
MACY'S BACKSTAGE PASS	MACY'S	DEPARTMENT STORE	JWT NEW YORK	USA
M&M'S FIND RED	MARS	CHOCOLATE	PROXIMITY CANADA	CANADA
GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT, Stockholm	SWEDEN
GRID	NIKE	SPORTS BRAND	AKQA, London	UNITED KINGDOM
IN BED	SEALY	MATTRESS MOBILE APP	LEO BURNETT CHICAGO	USA
OLD NAVY RECORDS	OLD NAVY	CLOTHING	CRISPIN PORTER + BOGUSKY, Boulder	USA
REPAY FOR GOOD	UNICEF	DONATIONS	SERVICEPLAN, Munich	GERMANY
FIAT STREET EVO	FIAT	CAR	LEO BURNETT IBERIA, Madrid	SPAIN
SLOW DOWN	PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM
SECRETS BEHIND PAINTINGS	PZU / NATIONAL MUSEUM IN KRAKOW	MUSEUM	LEO BURNETT WARSAW	POLAND

**A13 Best use of Social Media Marketing in a Promotional Campaign**

OUR SPEECH	THE JOHN F. KENNEDY PRESIDENTIAL LIBRARY	50TH ANNIVERSARY OF JFK'S INAUGURATION	THE MARTIN AGENCY, Richmond	USA
FOX COMMENTS	VOLKSWAGEN	VOLKSWAGEN FOX	ALMAPBDO, São Paulo	BRAZIL
FEED A FRIEND	PIZZA HUT	FAST FOOD RESTAURANT CHAIN	M&C SAATCHI/MARK, Sydney	AUSTRALIA
4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR, Boulder	USA
FLIP YOUR PROFILE	CISCO CONSUMER PRODUCTS	FLIP VIDEO	DDB SINGAPORE	SINGAPORE
SHOUT FROM THE MOUNTAIN INTEGRATED CAMPAIGN	AT&T	AT&T	BBDO NEW YORK	USA
ALEPHTWEETS	PAULO COELHO	WEBSITE	LODUCCA, Sao Paulo	BRAZIL
STREET ART VIEW	RED BULL	INSTITUCIONAL	LODUCCA, Sao Paulo	BRAZIL
DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI	CHINA
A HUNTER SHOOTS A BEAR	BIC / TIPP-EX	POCKET MOUSE	BUZZMAN, Paris	FRANCE
CATS ON FACEBOOK	CAT SOCIETY	ADOPTION SERVICE	LEO BURNETT, Hong Kong	HONG KONG
PAY WITH A TWEET	INNOVATIVE THUNDER	CURRENCY SYSTEM	R/GA, New York	USA
DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY, New York	USA
PLAN-T	PARLE AGRO	FOOD AND NON ALCOHOLIC DRINK	CREATIVELAND ASIA, Mumbai	INDIA
<b>B01 Food and Non-Alcoholic Drinks</b>				
AMERICAN ROM	KANDIA DULCE	CHOCOLATE BAR	BV MCCANN ERICKSON, Bucharest	ROMANIA
JUNK FOOD PACKAGING	BOLTHOUSE FARMS	BABY CARROTS	CRISPIN PORTER + BOGUSKY, Boulder	USA
BOTTLE SCHOOL	PEPSICO	DRINK CONSUMER GOODS	BBDO GUERRERO, Makati City	THE PHILIPPINES
PLAN-T	PARLE AGRO	FOOD AND NON-ALCOHOLIC DRINKS	CREATIVELAND ASIA, Mumbai	INDIA
<b>B02 Alcoholic Drinks</b>				
HEINEKEN STARPLAYER	HEINEKEN	BEER	AKQA, London	UNITED KINGDOM
ANDES FRIEND RECOVERY	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
<b>B03 Fast Moving Consumer Goods (not including food)</b>				
DIRTY DISHES	PZ CUSSONS	MORNING FRESH	DDB GROUP MELBOURNE	AUSTRALIA
BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING, Guangzhou	CHINA
DOGGELGANGER	MARS	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND
WTF! INSANE HUMAN CURLING	BIC	BIC FLEX 3	BUZZMAN, Paris	FRANCE
A HUNTER SHOOTS A BEAR	BIC / TIPP-EX	POCKET MOUSE	BUZZMAN, Paris	FRANCE
<b>B04 Durable Goods</b>				
DATED PILLOWS	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS, Sydney	AUSTRALIA
HOMEMADE IS BEST	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
TRACKTAPE	MATTEL MÉXICO	HOT WHEELS	OGILVY MEXICO	MEXICO
BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI	CHINA

<b>B05 Retail (Incl. Restaurants)</b>				
DOMINO'S APP	DOMINO'S PIZZA	RESTAURANT	HAKUHODO, Tokyo	JAPAN
THE FIRE WORKS DISCOUNT COUPON	BIGC	STORE	LOWE, Bangkok	THAILAND
THE MAN WHO GAVE EVERYTHING AWAY	HEMOCENTER	HOME GOODS RETAILER	Y&R COLOMBIA, Bogotá	COLOMBIA
SURPRISE CATWALK	THE SALVATION ARMY SECONDHAND SHOP	CHARITY STORE SECONDHAND CLOTHING	KITCHEN LEO BURNETT, Oslo	NORWAY
DOMINO'S PERFECT PEPPERONI PIZZA DEAL. A DEAL SO PERFECT EVERYBODY CAN SELL IT	DOMINO'S	PIZZA	INDIE, Amsterdam	THE NETHERLANDS
<b>B06 Cars &amp; Automotive Services</b>				
VENDING MACHINE	MINI CANADA	MINI R5X	TAXI 2, Toronto	CANADA
GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT, Stockholm	SWEDEN
XV RESCUE	SUBARU AUSTRALIA	CAR	LEO BURNETT SYDNEY	AUSTRALIA
THE FUN THEORY AWARD – THE SPEED CAMERA LOTTERY	VOLKSWAGEN	VOLKSWAGEN BLUEMOTION TECHNOLOGIES	DDB STOCKHOLM	SWEDEN
FIAT STREET EVO	FIAT	PUNTO EVO	LEO BURNETT IBERIA, Madrid	SPAIN
STONE / TWIG / WATER	CHRYSLER	CAR	LEO BURNETT BRASIL, São Paulo	BRAZIL
<b>B07 Entertainment &amp; Leisure</b>				
STORIES FROM THE STREET	MELBOURNE WRITERS FESTIVAL	ARTS	JWT, Melbourne	AUSTRALIA
MAKE A BETTER ONE YOURSELF, THEN!	KIASMA MUSEUM OF CONTEMPORARY ART	KIASMA MUSEUM OF CONTEMPORARY ART	HASAN & PARTNERS, Helsinki	FINLAND
ENCOM AT WONDERCON	DISNEY	ENTERTAINMENT	42 ENTERTAINMENT, Pasadena	USA
<b>B08 Publications &amp; Media</b>				
CARDEÑOSA	MOVISTAR	SPORTS WEBSITE	DDB SPAIN, Madrid	SPAIN
METTLE DETECTOR	THE ECONOMIST	MAGAZINE	OGILVY SINGAPORE	SINGAPORE
<b>B09 Financial Products &amp; Services</b>				
SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS, Boston	USA
H&R BLOCK: NEVER SETTLE FOR LESS	H&R BLOCK	FINANCIAL SERVICES	FALLON, Minneapolis	USA
CALL FROM THE FUTURE	AVIVA LIFE INSURANCE COMPANY INDIA	AVIVA CHILD PLANS	BBDO INDIA, Gurgaon	INDIA
IMPULSE SAVER	WESTPAC	FINANCIAL SERVICES	COLENZO BBDO, Auckland	NEW ZEALAND
<b>B11 Corporate Image &amp; Information</b>				
4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR, Boulder	USA
DAVID ON DEMAND	LEO BURNETT WORLDWIDE	MARKETING SEMINAR	LEO BURNETT CHICAGO	USA
GIVE WHALES A VOICE	OPTUS	TELECOMMUNICATIONS	M&C SAATCHI/MARK, Sydney	AUSTRALIA
THE BEST EXCUSE EVER	ANHEUSER-BUSCH INBEV	ALCOHOL	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
STREET ART VIEW	RED BULL	INSTITUCIONAL	LODUCCA, Sao Paulo	BRAZIL
SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS, Mumbai	INDIA
<b>B12 Commercial Public Services Incl. Healthcare &amp; Medical</b>				
HIGH SPEEDS	TELMEX COLOMBIA	BROADBAND INTERNET	JWT COLOMBIA, Bogotá	COLOMBIA
<b>B13 Charities</b>				

PLAY AIR	SONG ROOM	CHARITY FUND RAISING	BADJAR OGILVY, Melbourne	AUSTRALIA
ORGAN DONATION DAY	FINNISH KIDNEY AND LIVER ORGANISATION	ORGAN DONATION	358 HELSINKI	FINLAND
DONATED SONGS	SALVATION ARMY	SALVATION ARMY	WIRZ/BBDO, Zürich	SWITZERLAND
WAKING UP THE NEIGHBOURHOOD	POWA	FEMALE ABUSE PREVENTION	OGILVY JOHANNESBURG	SOUTH AFRICA
A NEW WARRIOR	GREENPEACE	CHARITY	DDB PARIS	FRANCE
YANG AI (DESPAIR WHIRLPOOL)	GUANGZHOU YANGAI SPECIAL CHILDREN PARENT CLUB	CHARITY	LEO BURNETT SHANGHAI	CHINA
<b>B14 Public Health &amp; Safety, Pubic Awareness Messages</b>				
UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH, New York	USA
THE MISSING CHILD	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN INITIATIVE	KEMPERTRAUTMANN, Hamburg	GERMANY
WHAT A PERSON CAN MISS A MACHINE WILL FIND	THE POLISH FEDERATION OF CANCER SURVIVORS	CHARITY	EURO RSCG WARSAW	POLAND
THE ZONING PLAN	GREENPEACE SWITZERLAND	NUCLEAR ENERGY AWARENESS	walker, Zürich	SWITZERLAND
SPREAD THE TED	TEDX BUENOS AIRES	TEDX	OGILVY ARGENTINA, Buenos Aires	ARGENTINA
TAKE A STAND	ABOLITION.FR	DEATH PENALTY AWARENESS	MARCEL, Paris	FRANCE
WEWANTFURNITURE.-COM	WWF	DEFORESTATION AWARENESS	MARCEL, Paris	FRANCE
BURMA	HUMAN RIGHTS WATCH	PETITION	JWT NEW YORK	USA
<b>C01 Best Integrated Campaign Led by Promotion and Activation</b>				
DATED PILLOW	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS, Sydney	AUSTRALIA
LAMBASSADOR	MEAT AND LIVESTOCK AUSTRALIA	LAMB	BMF, Sydney	AUSTRALIA
CARDEÑOSA	MOVISTAR	SPORTS WEBSITE	DDB SPAIN, Madrid	SPAIN
WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN, Hamburg	GERMANY
DIRTY DISHES	PZ CUSSONS	DISHWASHING LIQUID	DDB GROUP MELBOURNE	AUSTRALIA
WATSON	IBM	IBM	OGILVY & MATHER, New York	USA
DULUX WALLS	AKZO NOBEL	DULUX	EURO RSCG LONDON	UNITED KINGDOM
WORLD OF EOS	CANON AUSTRALIA	CAMERA	LEO BURNETT SYDNEY	AUSTRALIA
NEVER SETTLE FOR LESS	H&R BLOCK	H&R BLOCK	FALLON, Minneapolis	USA
THE BEST EXCUSE EVER	ANHEUSER-BUSCH INBEV	ALCOHOL	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
SHARE THE JOY CAMPAIGN	CADBURY	DAIRY MILK	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5, New York	USA
FURTHER THAN YOU IMAGINED	VOYAGES-SNCF.COM	TRANSPORT	DDB PARIS	FRANCE
BUD ICE COLD INDEX	BUDWEISER	BUD ICE	DDB UK, London	UNITED KINGDOM
ONE WEEKEND OFF	SCARLET TELECOM	SCARLET TELECOM	MORTIERBRIGADE, Brussels	BELGIUM