

THE FESTIVAL OF MEDIA GLOBAL AWARDS 2012 SHORTLIST

Best Communications Strategy	Company	Brand	Country	Other credits
Awaken your beeflex	UM Sydney	Beef	Australia	BMF, APN Outdoor, JCDecaux
Change the game	Mindshare	Pepsi	India	
F**CK Deluxe	Starcom	National HIV Council	Sweden	
Game on with the Navy	UM Sydney	Australian Navy	Australia	Ensemble, DMG Radio
Happy to bed	Cake (Havas Sports & Entertainment)	IKEA	Spain	Ralph and co., Vizeum
Let's colour	MediaCom	Dulux	Global	
Making of a superstar	Mindshare	Lux	India	
Polident bridges the generation gap	MediaCom China	Polident	United Kingdom	
Power those who protect us	MediaVest USA	Duracell	United States	Digitas, Paine PR, Integer, ACME
Puma social	ZenithOptimedia Worlwide	Puma	United Kingdom	PPR, Droga5, Less Rain, Touchworks, Irresistible, Lingo24
Tea time - Muslims, your nice neighbour next door	MediaCom Norway	Antirasistisk Senter	United Kingdom	Dinamo
Upgrading of a successful brand	Carat Germany	eBay	Germany	achtung, essence, DDB Tribal, add2
Winning the Super Bowl	MediaCom USA	VW Passat & VW Beetle	United States	
Best Contribution to a Campaign by a Media Owner				
Caça ao Banner	UOL	Itaú Universitários	Brazil	F.biz
Capitales del futbol	ESPN International	MasterCard	Latin America	McCann Worldwide, 100 Bares Producciones
Get the London look	SMG Red	Rimmel London	Australia	Hyland Media
In search of incredible	Microsoft Advertising	N5 series & i5 Processor	United Kingdom	ZenithOptimedia, Kitcatt Nohr Digitas
Making of a superstar	Gemini TV	Lux	India	Mindshare
New thinkers index	Microsoft	Hyundai	United Kingdom	Innocean
Nissan dominates corporate triathlon	SMG Red	Nissan	Australia	Carat
Schwarzkopf get under the covers with Marie Claire	SMG Red	Schwarzkopf	Australia	OMD, OMD Fuse
Spring/Summer fashion partnership	Telegraph Media Group	John Lewis Fashion	United Kingdom	Manning Gottlieb OMD
The gateway	CNN International	Russian Railways	United States	

Best Engagement Strategy				
5X mutant gum	OMD	5 Gum	Australia	Soap Creative, The Saltmine Design Group
All natural	OMD	Frito-Lay	United States	
Break up	ZenithOptimedia	National Australia Bank	Australia	Clemenger BBDO, Melbourne
Eyes of Arabia	Starcom MediaVest Group	Olay	United Arab Emirates	MS&L, Tattoo, P&G
Fry challenge	OMD Finland	McDonald's Finland	Finland	DDB Helsinki
Heaven on Earth	Mindshare Belgium	Axe Excite	United Kingdom	JIM TV, MTV, BAG
How Google went Gaga for Chrome	PHD Australia	Google Chrome	Australia	Google Creative Lab, BBH New York and Network Ten
Live young	MPGMC	Evian	Spain	Euro RSCG, Mobext, Chrysalis
Lynx angels ambush	Mindshare	Lynx	United Kingdom	Kinetic, Grand Visual, Mind's Eye Media, JC Decaux, Ocean Outdoor
Mean stinks	Starcom MediaVest Group USA	Secret	United States	Leo Burnett, IMC2, Marina Maher Communications
Project imagin8ion	MediaCom USA	Canon	United Kingdom	Grey, Alliance
Share a Coke	Ikon Communications	Coca-Cola	Australia	Ogilvy, Naked Communications, Wunderman, URBAN, One Green Bean, Momentum
Best Entertainment Platform				
Alienware area 52	MediaCom Australia	Dell	Australia	Boffswana
Bangkok Summer Festival	Initiative Thailand	Coca-Cola	Thailand	
Creative challenge	OMD Shanghai	Intel	China	TBWA, Sohu, Youku, Tudou, CETV, JSTV, CETV, JSTV
IdeaJam	OMD	Intel	United States	Katalyst, YouTube, Google
Little big film maker	Mindshare	Surf Excel	India	Newscorp
Selling sight through song	UM	Acuvue	United States	R/GA
Successful together	Starcom China	Doublemint Gum	Hong Kong	BBDO, Jiangsu Satellite TV, Beijing Golden Sea Film and TV Productions
Supercar showdown	Starcom	Shannons	Australia	The Media Mix, WTFN, Kelly Racing and Seven Network
The voice of Holland	OmnicomMediaGroup Netherlands	Vodafone	Netherlands	Talpa Media BV, RTL Nederland
Transform your world	Initiative	Hasbro/KRE-O Transformers	United States	Uproar, Blip TV, Cartoon Network, Nickelodeon, NCM, YouTube, Hasbro, HUGE creative shop
Best Experiential Campaign				
Danger! Dog poop	MediaCom Israel	Mokesh – The Coalition For Mine Free Israel	United Kingdom	Aroeti-Berman-GPS
Dinner arrangement	IUM Sweden	Swedish Post Office	Sweden	Åkestam Holst
Every day	OMD	Porsche North America	United States	Cramer-Krasselt
F**CK deluxe	Starcom	National HIV Council	Sweden	
Happy to bed	Cake (Havas Sports & Entertainment)	IKEA	Spain	Ralph and co., Vizeum
IdeaJam	OMD	Intel	United States	Katalyst, YouTube, Google
Let's colour	MediaCom	Dulux	United Kingdom	
McFlurry nice cream van tour	OMD UK	McDonald's	United Kingdom	Razorfish
Share a Coke	Ikon Communications	Coca-Cola	Australia	Ogilvy, Naked Communications, Wunderman, URBAN, One Green Bean, Momentum
Twizy parade	OMD	Twizy	Spain	Matadero Madrid

Best Social Media Campaign				
BlueMotion roulette	MediaCom Norway	Volkswagen	United Kingdom	Try, Apt
Greatest drive	Mindshare	Volvo	United Kingdom	Techlightenment, Sapient Nitro, Channel Flip
Killzone 3	Manning Gottlieb OMD	PlayStation	United Kingdom	
Let's do this	Goodby Silverstein & Partners	Chevy Sonic	United States	Starcom MediaVest Group, Mullen PR, Big Fuel, Jack Morton, Pearl Media
MANta Clause	Wieden+Kennedy	Old Spice	United States	Paine PR
Project Imagin8ion	MediaCom USA	Canon	United Kingdom	Grey, Alliance
Puma social	ZenithOptimedia Worlwide	Puma	United Kingdom	PPR, Droga, Less Rain, Touchworks, Irresistible, Lingo24
The talking tree	PHD Germany	Siemens Corporate Communications	Germany	Happiness Brussels, University of Erlangen, Euronatur, Spektrum der Wissenschaft
The tea folk better tea breaks	MediaVest	Tetley Tea	United Kingdom	
Best Targeted Campaign				
Building a better business	ZenithOptimedia Worlwide	Oracle	United Kingdom	Tech Target, Financial Times
Kymba	MPG	Pedigree	Spain	Havas Sports & Entertainment
Mommy's Pal iPhone Application	Starcom Hong Kong	Mead Johnson	Hong Kong	Digitas Hong Kong
Month of mantime	MediaCom Australia	KFC	Australia	
My time to ride	Starcom USA	Harley Davidson	United States	Digitas
Office war	MediaCom Agentur für Media-Beratung GmbH	NERF	Germany	BRAINPOOL Artist & Content Services, Magic Moments
Polident bridges the generation gap	MediaCom China	Polident	United Kingdom	
Puppy love	Starcom	Optimum	Australia	Network TEN Australia
Sold in a jiffy	Spark phd	Jif	New Zealand	PHDIQ
Student club	MEC Denmark	Colgate	Denmark	
Tapping into marketing executives' vanity	MPGMC	Bizkit Wisely	Spain	
The Top Gun Challenge	UM Sydney	Australian Air Force	Australia	Ensemble
Best Use of Content				
Aussie holiday dream team	OMD Sydney	Tourism Australia - Domestic Travel	Australia	DDB, Ten Connect
BING Rudolph Holiday Campaign	SMG	Bing	United States	Microsoft Corporation, LiquidThread North America
Bjorn loves John	Starcom	Bjorn Borg Underwear	Sweden	
Discreet Fashion Academy	Starcom Russia	Discreet	Russian Federation	Starcom Russia, Convergent Media Group, Mosaic
Everything to prove	OmnicomMediaGroup	Gatorade	United States	NFL Films, VML, OMD Digital, Fleishman-Hillard
Little big film maker	Mindshare	Surf Excel	India	Newscorp
New thinkers index	Microsoft	Hyundai	United Kingdom	Innocean
Project Imagin8ion	MediaCom USA	Canon	United Kingdom	Grey, Alliance
Selling sight through song	UM	Acuvue	United States	R/GA
Shannons Supercar Showdown	Starcom	Shannons	Australia	The Media Mix, WTFN, Kelly Racing and Seven Network
The castaway diary by Ciel	Starcom MediaVest Group	Ciel	Mexico	The Coca-Cola Company, Starcom MediaVest Group, Liquid Thread Mexico, Pixel Mexico, Stereosonique Films
Treasuring everyday joy	UM	Johnson's Baby	United States	

Best Use of Emerging Technology				
Bing	Vibrant Media Inc.	Bing	United States	Starcom MediaVest, Razorfish
BufferBusters	OMD Germany	Vodafone	Germany	
Coin hunting	OMD Denmark	McDonald's	Denmark	DDB Denmark
Customising Technology to create world's first light powered Facebook app, mobile app and billboard!	Maxus Bangalore	Titan HTSE	India	Titan, KRDS, Kinetic
Dark of the moon	MEC global	Transformers 3: Dark of the Moon	United Kingdom	
Jackpot triggers	OMD	Illinois Lottery	United States	Northstar Lottery Group, Illinois Lottery, Proximity
Live on live	UM	Gears of War 3	United States	McCann Erickson London
Printed Twitcam	PHD Colombia	Hewlett Packard Supplies	United States	
Technology helped save 100,000 lives	Maxus	Vodafone India	India	
The franchise fan cave catch	OMD	Showtime Networks, Inc.	United States	
The gift	Posterscope UK	ESPN	United Kingdom	Arena Media, LocaModa
Treasuring everyday joy	UM	Johnson's Baby	United States	
Best Use of Mobile				
Coin Hunting	OMD Denmark	McDonald's	Denmark	DDB Denmark
Enigma	Mindshare	Cornetto	Australia	Soap Creative
Extended hours	OMD UK	McDonald's	United Kingdom	Razorfish, Leo Burnett
Get the angel	Mindshare	Axe	Singapore	
Kick for your country	ZenithOptimedia	Heineken	Australia	Holler, Momentum, Leo Burnett, Fox Sports
Playzone	Ikon Communications	Coca-Cola	Australia	Webling, Ogilvy, Naked Communications
The Major Baseball League	Havas Digital	Volvo S60	Spain	Mobext, Media Contacts
The three dimension inspiration campaign	Starcom	Mio Möbler	Sweden	Starcom, Mio Inhouse, Another Agency
Unfairly deserted flavours	Mindshare	Ben and Jerry's	United Kingdom	Blis
Virtual test drive	MediaCom Norway	Volkswagen	United Kingdom	Try, Apt
Best Use of the Digital Landscape				
C4 News and Current Affairs	Posterscope UK	Channel 4 News	United Kingdom	OMD, CBS, Cloud and Compass
Enigma	Mindshare	Cornetto	Australia	Soap Creative
Fire and ice	OMD UK	Doritos/Pepsi Max	United Kingdom	AMV, KLP, Freud
Happy to bed	Cake (Havas Sports & Entertainment)	IKEA	Spain	Ralph and co., Vizeum
KY Yours & Mine	OMD Sydney	KY Yours & Mine	Australia	The Farm Digital, Shespot
Le Club Perrier	Ogilvy France	Perrier	France	
Magnum	Initiative	Magnum	Chile	
Selling sight through song	UM	Acuvue	United States	R/GA
Turning Dell's cookies into sales with Dynamic Deeplinking	MediaCom Australia	Dell	Australia	
Visa travel companion	OMD Sydney	Visa	Australia	
Winning the Super Bowl	MediaCom USA	VW Passat and VW Beetle	United States	
Yo vivo en Fnac	Arena Media	FNAC España	Spain	

The Creative Use of Media Award				
5X mutant gum	OMD	5 Gum	Australia	Soap Creative, The Saltmine Design Group
Auto rickshaws	Mediacom India	Duracell	India	Mediacom India
Awaken Your beeflex	UM Sydney	Beef	Australia	BMF, APN Outdoor, JCDecaux
Chacha show	ZenithOptimedia France	HTC	France	
Danger! Dog poop	MediaCom Israel	Mokesh – The Coalition For Mine Free Israel	United Kingdom	Aroeti-Berman-GPS
Geeky ad	Starcom Norway	Interactive Design Program	Norway	Anorak
Night hammer	MEC	Colgate	Hong Kong	Bates India
Optimus black pedestrian takeover	Mindshare	LG Mobile	Australia	Pedestrian TV
Pause button	Starcom	Twix	Australia	Starcom Melbourne, Network Ten Melbourne
Rolex campaign	Dennis	Rolex	United Kingdom	Clear Left, Kaldor, Matchbox
Vacation is over	Starcom	Ariel	Turkey	
Virtual test drive	MediaCom Norway	Volkswagen	United Kingdom	Try, Apt Digital
The Effectiveness Award				
Brand launch in China	PHD Media	Lynx	China	
Ex-smokers are unstoppable	ZenithOptimedia Worlwide	European Commission	United Kingdom	Saatchi & Saatchi Brussels, ESN, Brand New Day, Tonic, GfK
Family	MediaCom Agentur für Media-Beratung GmbH	T-Mobile	Germany	Saatchi & Saatchi Netherlands
Infi-Knit	LBi	Macmillan Cancer Support	United Kingdom	
It's a great time to be a family	Lodestar UM	Microsoft	India	Excel Entertainment, Turner International, Star Plus
John Lewis Christmas	Manning Gottlieb OMD	John Lewis	United Kingdom	Adam&Eve, KittKat Nohr Digitas
Kymba	Havas Sports & Entertainment	Pedigree	Spain	MPG
Polident bridges the generation gap	MediaCom China	Polident	United Kingdom	
Spotlight Strategy for the California State Lottery	Initiative	California State Lottery	United States	David & Goliath, OAG
The roadiest	MPGMC	Peugeot 207	Spain	Havas Sports & Entertainment, Media Contacts, AIS, Mataojo
Turning IT from a cost into an investment	MediaCom	Dell	United Kingdom	RKCR Y&R London, Enfatico
The Public Service Award				
Ayo Indonesia Bisa	Mindshare	Unilever	Singapore	Lowe
Nice guys can finish first	Starcom	Suncorp Insurance	Australia	GPY&R
Birding the net	Goodby Silverstein & Partners	Audubon Society	United States	
Danger! Dog poop	MediaCom Israel	Mokesh – The Coalition For Mine Free Israel	United Kingdom	Aroeti-Berman-GPS
Get ready for an extraordinary and safe journey through Europe!	MediaCom Poland	Skoda	United Kingdom	MUG
Kymba	MPG	Pedigree	Spain	Havas Sports & Entertainment
Let's colour	MediaCom	Dulux	United Kingdom	
Spread some inspiration	Starcom MediaVest Group	Philadelphia Cream Cheese	United Arab Emirates	
Tea Time - Muslims, your nice neighbour next door	MediaCom Norway	Antirasistisk Senter	United Kingdom	Dinamo