



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
02 ALCOHOLIC DRINKS				
MR CARGO PANTS DESIGNER	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 1 OF 11 CAMPAIGN
MR PRO SPORTS HECKLER GUY	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 2 OF 11 CAMPAIGN
MR MINIATURE TRAIN MODELER	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 3 OF 11 CAMPAIGN
MR DISCOUNT AIRLINE PILOT GUY	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 4 OF 11 CAMPAIGN
MR GANGSTA RAPPER POSSE MEMBER	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 5 OF 11 CAMPAIGN
MR TINY DOG CLOTHING MANUFACTURER	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 6 OF 11 CAMPAIGN
MR BATHROOM STALL DIRTY JOKE WRITER	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 7 OF 11 CAMPAIGN
MR HOT STOCK TIP GIVER OUTER	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 8 OF 11 CAMPAIGN
MR BASKETBALL COURT SWEAT WIPER UPPER	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 9 OF 11 CAMPAIGN
MR OVER THE TOP CARB COUNTER	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 10 OF 11 CAMPAIGN
MR GIANT PET SNAKE OWNER	ANHEUSER-BUSCH	BUD LIGHT BEER	DDB CHICAGO	USA 11 OF 11 CAMPAIGN
GOLD LION				
09 CARS & AUTOMOTIVE SERVICES				
AFFAIR	MINI	MINI COOPER	KING JAMES	SOUTH AFRICA
11 TRAVEL, ENTERTAINMENT & LEISURE				
YOGA	NATIONAL THOROUGHBRED RACING ASSOCIATION	HORSE RACING	DEVITO/VERDI	USA 1 OF 5 CAMPAIGN
GRANDMA	NATIONAL THOROUGHBRED RACING ASSOCIATION	HORSE RACING	DEVITO/VERDI	USA 2 OF 5 CAMPAIGN
TANGO LESSONS	NATIONAL THOROUGHBRED RACING ASSOCIATION	HORSE RACING	DEVITO/VERDI	USA 3 OF 5 CAMPAIGN
SHAKESPEARE	NATIONAL THOROUGHBRED RACING ASSOCIATION	HORSE RACING	DEVITO/VERDI	USA 4 OF 5 CAMPAIGN
KARAOKE	NATIONAL THOROUGHBRED RACING ASSOCIATION	HORSE RACING	DEVITO/VERDI	USA 5 OF 5 CAMPAIGN
SILVER LION				
02 ALCOHOLIC DRINKS				
SYMPOSIUM	MILLER BREWING COMPANY	MILLER LITE BEER	Y&R CHICAGO	USA
04 HOUSEHOLD				
SURPRISE	ENERGIZER CANADA	ENERGIZER E2 LITHIUM BATTERIES	DDB CANADA	CANADA
GREEN MAN	UNILEVER SA HOME & PERSONAL CARE	HANDY ANDY OVEN CLEANER	LOWE BULL	SOUTH AFRICA
05 HOME APPLIANCES/FURNISHINGS/ELECTRONICS & AUDIO VISUAL				
MOTHER-IN-LAW	BOSCH	BOSCH TURBO SANDER	BATES RED CELL	NORWAY
06 COSMETICS & BEAUTY, TOILETRIES & PHARMACY				
TRUST	BAYER HEALTHCARE	ASPIRIN	BBDO CAMPAIGN DUSSELDORF	GERMANY
09 CARS & AUTOMOTIVE SERVICES				
SCREAM	TOYOTA	QUANTUM PANEL VANS	FCB JOHANNESBURG	SOUTH AFRICA
ABBREVIATED	EBAY	EBAY MOTORS	GOODBY SILVERSTEIN & PARTNERS	USA
17 PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES				
HUNGER	SAVE THE CHILDREN	CHILDREN'S RIGHTS ORGANISATION	SHACKLETON AD	SPAIN
BRONZE				
01 FOODS				
BOYFRIEND	MASTERFOODS	STARBURST SWEETS	TBWA\CHIAT\DAY	USA 1 OF 3 CAMPAIGN
FIELD GOAL	MASTERFOODS	STARBURST SWEETS	TBWA\CHIAT\DAY	USA 2 OF 3 CAMPAIGN
GANG	MASTERFOODS	STARBURST SWEETS	TBWA\CHIAT\DAY	USA 3 OF 3 CAMPAIGN
02 ALCOHOLIC DRINKS				
TOWN WITHOUT BUD	ANHEUSER-BUSCH	BUDWEISER BEER	GOODBY SILVERSTEIN & PARTNERS	USA 1 OF 3 CAMPAIGN
VOLCANO	ANHEUSER-BUSCH	BUDWEISER BEER	GOODBY SILVERSTEIN & PARTNERS	USA 2 OF 3 CAMPAIGN
BUD BAT	ANHEUSER-BUSCH	BUDWEISER BEER	GOODBY SILVERSTEIN & PARTNERS	USA 3 OF 3 CAMPAIGN
INTRODUCTIONS	MILLER BREWING COMPANY	MILLER LITE BEER	Y&R CHICAGO	USA 1 OF 2 CAMPAIGN
ENTHUSIASM	MILLER BREWING COMPANY	MILLER GENUINE DRAFT BEER	Y&R CHICAGO	USA 2 OF 2 CAMPAIGN
MEMO	ABSOLUT	VODKA	TBWA\CHIAT\DAY	USA 1 OF 2 CAMPAIGN
DEODORANT INGREDIENTS	ABSOLUT	VODKA	TBWA\CHIAT\DAY	USA 2 OF 2 CAMPAIGN
05 HOME APPLIANCES/FURNISHINGS/ELECTRONICS & AUDIO VISUAL				
JED	EPSON CANADA	EPSON PHOTO PRINTER	DDB CANADA	CANADA
10 RETAIL STORES, RESTAURANTS & FAST FOOD OUTLETS				
THE BODYGUARD	BLOCKBUSTER	VIDEO RENTAL PROMOTION	BADILLO NAZCA SAATCHI & SAATCHI	PUERTO RICO
JANE AUSTEN	EXCLUSIVE BOOKS	BOOK SALE	OGILVY SOUTH AFRICA	SOUTH AFRICA

MORRIS	IRVING OIL	IN-STORE COMPETITION	TARGET MARKETING & COMMUNICATIONS	CANADA 1 OF 2 CAMPAIGN
WENDELL	IRVING OIL	IN-STORE COMPETITION	TARGET MARKETING & COMMUNICATIONS	CANADA 2 OF 2 CAMPAIGN
11 TRAVEL, ENTERTAINMENT & LEISURE				
ANDY JONES	2004 NICKEL FESTIVAL	FILM FESTIVAL	TARGET MARKETING & COMMUNICATIONS	CANADA
LOUDSPEAKER	AIRFRANCE	COMMERCIAL AIRLINE	CRAVEROLANIS	ARGENTINA
12 PUBLICATIONS & MEDIA				
BEND IT	MEDIA 24	TRUE LOVE MAGAZINE	FCB JOHANNESBURG	SOUTH AFRICA
CORRUPTION	RADIO BANDEIRANTES	RADIO STATION	ALMAPBBDO	BRAZIL 1 OF 3 CAMPAIGN
FLOOD	RADIO BANDEIRANTES	RADIO STATION	ALMAPBBDO	BRAZIL 2 OF 3 CAMPAIGN
SHOT	RADIO BANDEIRANTES	RADIO STATION	ALMAPBBDO	BRAZIL 3 OF 3 CAMPAIGN
DIRTY HARRY	M NET	Satellite Channel	OGILVY SOUTH AFRICA	SOUTH AFRICA 1 OF 3 CAMPAIGN
TAXI DRIVER	M NET	Satellite Channel	OGILVY SOUTH AFRICA	SOUTH AFRICA 2 OF 3 CAMPAIGN
PULP FICTION	M NET	Satellite Channel	OGILVY SOUTH AFRICA	SOUTH AFRICA 3 OF 3 CAMPAIGN
14 BUSINESS EQUIPMENT & SERVICES				
WEATHER FORECAST	BISLEY OFFICE EQUIPMENT	OFFICE FURNITURE	KOLLE REBBE WERBEAGENTUR	GERMANY
15 COMMERCIAL PUBLIC SERVICES				
ANEURYSM	MOUNT SINAI MEDICAL CENTER	HOSPITAL	DEVITO/VERDI	USA 1 OF 3 CAMPAIGN
SPINAL CORD	MOUNT SINAI MEDICAL CENTER	HOSPITAL	DEVITO/VERDI	USA 2 OF 3 CAMPAIGN
VOICEBOX	MOUNT SINAI MEDICAL CENTER	HOSPITAL	DEVITO/VERDI	USA 3 OF 3 CAMPAIGN
ESPADRILLES	VODAFONE	MOBILE NETWORK	JWT	UNITED KINGDOM 1 OF 2 CAMPAIGN
KNICKERS	VODAFONE	MOBILE NETWORK	JWT	UNITED KINGDOM 2 OF 2 CAMPAIGN
MRS CHAVEZ	SPRINT	PCS SERVICE PLAN	PUBLICIS & HAL RINEY	USA
17 PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES				
KILLED BY A CAR	UNITED NATIONS	WORLD ENVIRONMENT DAY	SAATCHI & SAATCHI	AUSTRALIA
NIGHTFIGHTERS	TRANSPORT FOR LONDON	TEEN ROAD SAFETY	M&C SAATCHI	UNITED KINGDOM 1 OF 3 CAMPAIGN
BRITS	TRANSPORT FOR LONDON	TEEN ROAD SAFETY	M&C SAATCHI	UNITED KINGDOM 2 OF 3 CAMPAIGN
FOOTBALL	TRANSPORT FOR LONDON	TEEN ROAD SAFETY	M&C SAATCHI	UNITED KINGDOM 3 OF 3 CAMPAIGN
ASK WHY	BRAZILIAN MINISTRY OF HEALTH	ANTI-TOBACCO CAMPAIGN	MASTER COMUNICACAO	BRAZIL