

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Savoury Foods				
EGYPTIAN HOTDOG	HEINZ	KETCHUP	LEO BURNETT CAIRO	EGYPT
EGYPTIAN PIZZA	HEINZ	KETCHUP	LEO BURNETT CAIRO	EGYPT
EGYPTIAN BURGER	HEINZ	KETCHUP	LEO BURNETT CAIRO	EGYPT
DOG	SUNLIFE	MILK POWDER	GUANGZHOU NEWSUN/JWT ADVERTISING, Guangzhou	CHINA
HEDGEHOG	SUNLIFE	MILK POWDER	GUANGZHOU NEWSUN/JWT ADVERTISING, Guangzhou	CHINA
GUZZLEPUKE	UNILEVER / MARMITE	MARMITE SNACKS	DDB LONDON	UNITED KINGDOM
BOGMOUTH	UNILEVER / MARMITE	MARMITE SNACKS	DDB LONDON	UNITED KINGDOM
CHUCKUPCHUCK	UNILEVER / MARMITE	MARMITE SNACKS	DDB LONDON	UNITED KINGDOM
YUKYUM	UNILEVER / MARMITE	MARMITE SNACKS	DDB LONDON	UNITED KINGDOM
FORCEFEAST	UNILEVER / MARMITE	MARMITE SNACKS	DDB LONDON	UNITED KINGDOM
A02 Sweet Foods & Snacks				
SOLAR NEWSPAPER	FRITO-LAY	SUNCHIPS	JUNIPER PARK, Toronto	CANADA
CAVE-MAN	PERFETTI VAN MELLE	SOUR MARBELS CANDIES	OGILVY & MATHER, Mumbai	INDIA
DIVER	PERFETTI VAN MELLE	SOUR MARBELS CANDIES	OGILVY & MATHER, Mumbai	INDIA
TOURIST	PERFETTI VAN MELLE	SOUR MARBELS CANDIES	OGILVY & MATHER, Mumbai	INDIA
GARLIC	PERFETTI VAN MELLE	CHLORMINT	McCANN ERICKSON INDIA, Mumbai	INDIA
FISH	PERFETTI VAN MELLE	CHLORMINT	McCANN ERICKSON INDIA, Mumbai	INDIA
CIGAR	PERFETTI VAN MELLE	CHLORMINT	McCANN ERICKSON INDIA, Mumbai	INDIA
SOFT BREAD	STANSON MARKETING	HIGH 5 BREAD	JWT KUALA LUMPUR	MALAYSIA
HUGS	UNILEVER SINGAPORE	ICE CREAM	OGILVY & MATHER ASIA PACIFIC, Singapore	SINGAPORE
WHALE COW	UNILEVER SINGAPORE	ICE CREAM	OGILVY & MATHER ASIA PACIFIC, Singapore	SINGAPORE
PURPLE CATERPILLA	UNILEVER SINGAPORE	ICE CREAM	OGILVY & MATHER ASIA PACIFIC, Singapore	SINGAPORE
RECIPE BOOK	UNILEVER SINGAPORE	ICE CREAM	OGILVY & MATHER ASIA PACIFIC, Singapore	SINGAPORE
A03 Alcoholic Drinks				
FIRM SET OF TANNINS	BODEGAS BILBAINAS	WINE	ATLETICO INTERNATIONAL, Barcelona	SPAIN
DECROSSIFIER	MILLER BREWING COMPANY/ MILLER HIGH LIFE	BEER	SAATCHI & SAATCHI, New York	USA
PINKY RESTRAINT	MILLER BREWING COMPANY/ MILLER HIGH LIFE	BEER	SAATCHI & SAATCHI, New York	USA
COLLAR CLIPS	MILLER BREWING COMPANY/ MILLER HIGH LIFE	BEER	SAATCHI & SAATCHI, New York	USA
A04 Non-Alcoholic Drinks				
BEACH	NESTLÉ WATERS	PERRIER	OGILVY & MATHER, Paris	FRANCE
NIGHTCLUB	NESTLÉ WATERS	PERRIER	OGILVY & MATHER, Paris	FRANCE
TENNIS	NESTLÉ WATERS	PERRIER	OGILVY & MATHER, Paris	FRANCE
BOOK	OISHI TRADING COMPANY	OISHI BLACK TEA LEMON	Y&R THAILAND, Bangkok	THAILAND
A05 Household: Cleaning Products				

CAMO	RECKITT BENCKISER	VANISH STAIN SEEKERS	EURO RSCG SOUTH AFRICA, Johannesburg	SOUTH AFRICA
FLORAL	RECKITT BENCKISER	VANISH STAIN SEEKERS	EURO RSCG SOUTH AFRICA, Johannesburg	SOUTH AFRICA
PAISLEY	RECKITT BENCKISER	VANISH STAIN SEEKERS	EURO RSCG SOUTH AFRICA, Johannesburg	SOUTH AFRICA
MUSTARD STAIN	UNILEVER ASIA PRIVATE	BREEZE EXCEL WASHING DETERGENT	LOWE BANGKOK	THAILAND
SHIRT	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI GUANGZHOU	CHINA
BATHROBE	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI GUANGZHOU	CHINA
TROUSERS	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI GUANGZHOU	CHINA
MAN	PROCTER & GAMBLE	MAGISTRAL	GREY ARGENTINA, Buenos Aires	ARGENTINA
WOMAN	PROCTER & GAMBLE	MAGISTRAL	GREY ARGENTINA, Buenos Aires	ARGENTINA
GIRL	PROCTER & GAMBLE	MAGISTRAL	GREY ARGENTINA, Buenos Aires	ARGENTINA
SOFA	PROCTER & GAMBLE	FEBREZE PETS	GREY ARGENTINA, Buenos Aires	ARGENTINA
FLOWERPOT	PROCTER & GAMBLE	FEBREZE PETS	GREY ARGENTINA, Buenos Aires	ARGENTINA
SHOES	PROCTER & GAMBLE	FEBREZE PETS	GREY ARGENTINA, Buenos Aires	ARGENTINA
A06 Household: Other				
LILY	PACIFIC PAINT (BOYSEN)	BOYSEN PAINT	TBWA\SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
HIBISCUS	PACIFIC PAINT (BOYSEN)	BOYSEN PAINT	TBWA\SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
PLATE	3M THAILAND	SCOTCH-BRITE	LEO BURNETT & ARC WORLDWIDE THAILAND, Bangkok	THAILAND
COLORS	SHERWIN WILLIAMS	COLOR SYSTEM	MOHALLEM MEIRELLES, São Paulo	BRAZIL
LOCKER	NAM NGAI HONG PLASTIC HOUSEWARE MANUFACTURER	ANYLOCK	OGILVY & MATHER, Bangkok	THAILAND
OPPORTUNITY	DURACELL	BATTERIES	OGILVY MEXICO	MEXICO
A07 Home Appliances & Furnishings				
LAMP	SIEMENS	MINI VACUUM CLEANER	LEO BURNETT, Hong Kong	HONG KONG
HI-FI	SIEMENS	MINI VACUUM CLEANER	LEO BURNETT, Hong Kong	HONG KONG
KEYBOARD	SIEMENS	MINI VACUUM CLEANER	LEO BURNETT, Hong Kong	HONG KONG
TOYBEAST	IKEA	STORAGE SOLUTIONS	DDB GERMANY DÜSSELDORF	GERMANY
CLOTHESBEAST	IKEA	STORAGE SOLUTIONS	DDB GERMANY DÜSSELDORF	GERMANY
BOOKBEAST	IKEA	STORAGE SOLUTIONS	DDB GERMANY DÜSSELDORF	GERMANY
EIFFEL TOWER	PRAKTIKER DO-IT-YOURSELF CHAIN	PRAKTIKER DO-IT-YOURSELF CHAIN	RAFINERI, Istanbul	TURKEY
BIG BEN	PRAKTIKER DO-IT-YOURSELF CHAIN	PRAKTIKER DO-IT-YOURSELF CHAIN	RAFINERI, Istanbul	TURKEY
PISA	PRAKTIKER DO-IT-YOURSELF CHAIN	PRAKTIKER DO-IT-YOURSELF CHAIN	RAFINERI, Istanbul	TURKEY
PIG	VERASU RETAIL	WÜSTHOF	OGILVY & MATHER, Bangkok	THAILAND
COW	VERASU RETAIL	WÜSTHOF	OGILVY & MATHER, Bangkok	THAILAND
FISH	VERASU RETAIL	WÜSTHOF	OGILVY & MATHER, Bangkok	THAILAND
BIRD	ROCHE BOBOIS	ROCHE BOBOIS	BETC EURO RSCG, Paris	FRANCE
BEE	ROCHE BOBOIS	ROCHE BOBOIS	BETC EURO RSCG, Paris	FRANCE
A08 Cosmetics & Beauty				
BAR	UNILEVER	AXE ANTIPERSPIRANT	ponce buenos aires	ARGENTINA
BELLBOY	UNILEVER	AXE ANTIPERSPIRANT	ponce buenos aires	ARGENTINA

DELIVERY	UNILEVER	AXE ANTIPERSPIRANT	ponce buenos aires	ARGENTINA
POULTRY	L'OREAL ELSEVE SINGAPORE	NUTRI-GLOSS HAIR FRAGRANCE	McCANN ERICKSON SINGAPORE	SINGAPORE
SEAFOOD	L'OREAL ELSEVE SINGAPORE	NUTRI-GLOSS HAIR FRAGRANCE	McCANN ERICKSON SINGAPORE	SINGAPORE
HAMSTER	UNILEVER INDONESIA	LIFEBUOY HANDWASH	LOWE INDONESIA, Jakarta	INDONESIA
KITTEN	UNILEVER INDONESIA	LIFEBUOY HANDWASH	LOWE INDONESIA, Jakarta	INDONESIA
DOG	UNILEVER INDONESIA	LIFEBUOY HANDWASH	LOWE INDONESIA, Jakarta	INDONESIA
CAR	HENKEL EGYPT	DIAL HAND SANITIZER	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
MECHANIC	PROCTER & GAMBLE	SAFEGUARD	SAATCHI & SAATCHI GUANGZHOU	CHINA
BATTLESHIP	PROCTER & GAMBLE	SAFEGUARD	SAATCHI & SAATCHI GUANGZHOU	CHINA
TRAIN	PROCTER & GAMBLE	SAFEGUARD	SAATCHI & SAATCHI GUANGZHOU	CHINA
ANIME	COVER GIRL	COVER GIRL TEENS	GREY ARGENTINA, Buenos Aires	ARGENTINA
A09 Toiletries				
CRASH	HUGGIES	DIAPER PANTS	OGILVY BEIJING	CHINA
KEBON SIRIH	PT PARIT PADANG	JORDAN DENTAL FLOSS	LEO BURNETT KREASINDO, Jakarta	INDONESIA
RAWAMANGUN	PT PARIT PADANG	JORDAN DENTAL FLOSS	LEO BURNETT KREASINDO, Jakarta	INDONESIA
KEBON KACANG	PT PARIT PADANG	JORDAN DENTAL FLOSS	LEO BURNETT KREASINDO, Jakarta	INDONESIA
PETER	COLGATE	MAXFRESH	PROLAM Y&R, Santiago	CHILE
I KNEW	COLGATE	MAXFRESH	PROLAM Y&R, Santiago	CHILE
DAMN	COLGATE	MAXFRESH	PROLAM Y&R, Santiago	CHILE
CHICKEN	PROCTER & GAMBLE	ORAL-B DENTAL FLOSS	PUBLICIS BRASIL, Sao Paulo	BRAZIL
PIG	PROCTER & GAMBLE	ORAL-B DENTAL FLOSS	PUBLICIS BRASIL, Sao Paulo	BRAZIL
FISH	PROCTER & GAMBLE	ORAL-B DENTAL FLOSS	PUBLICIS BRASIL, Sao Paulo	BRAZIL
A10 OTC Pharmacy				
BEAR	BAYER	ALKA SELTZER	CLM BBDO, Boulogne-Billancourt	FRANCE
PAPARAZZI	BAYER	ALKA SELTZER	CLM BBDO, Boulogne-Billancourt	FRANCE
MAGICIAN	BAYER	ALKA SELTZER	CLM BBDO, Boulogne-Billancourt	FRANCE
MAFIA	BAYER	ALKA SELTZER	CLM BBDO, Boulogne-Billancourt	FRANCE
PRISON	BAYER	ALKA SELTZER	CLM BBDO, Boulogne-Billancourt	FRANCE
BRITNEY	GSK	PANADOL	GREY GROUP, Beijing	CHINA
MILKMAN	GSK	PANADOL	GREY GROUP, Beijing	CHINA
BUSH	GSK	PANADOL	GREY GROUP, Beijing	CHINA
CHICKEN - GOAT	GLAXOSMITHKLINE	ENO	OGILVY & MATHER, Gurgaon	INDIA
TRUMPET	RICOLA	RICOLA SWISS HERB PASTILLES	JUNG von MATT, Hamburg	GERMANY
DRAGON	RICOLA	RICOLA SWISS HERB PASTILLES	JUNG von MATT, Hamburg	GERMANY
HAND	BEIERSDORF MIDDLE EAST	HANSAPLAST	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
ELBOW	BEIERSDORF MIDDLE EAST	HANSAPLAST	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
KNEE	BEIERSDORF MIDDLE EAST	HANSAPLAST	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES
A11 Clothing, Footwear & Accessories				

DAKOTA 1	WRANGLER	WRANGLER	FRED & FARID, Paris	FRANCE
DAKOTA 2	WRANGLER	WRANGLER	FRED & FARID, Paris	FRANCE
RAIN	BOCAGE	SHOES	H, Suresnes	FRANCE
SNOW	BOCAGE	SHOES	H, Suresnes	FRANCE
BOY	SASCH	SHS TEEN CLOTHES	CALLEGARI BERVILLE GREY, Paris	FRANCE
GIRL	SASCH	SHS TEEN CLOTHES	CALLEGARI BERVILLE GREY, Paris	FRANCE
STEPS	NIKE	NIKE WOMEN	OGILVY JOHANNESBURG	SOUTH AFRICA
BENCH	NIKE	NIKE WOMEN	OGILVY JOHANNESBURG	SOUTH AFRICA
BUS STOP	NIKE	NIKE WOMEN	OGILVY JOHANNESBURG	SOUTH AFRICA
DAKOTA ON ROAD	WRANGLER	WRANGLER	FRED & FARID, Paris	FRANCE
COCO WHITE FLARE	WRANGLER	WRANGLER	FRED & FARID, Paris	FRANCE
COCO CROUCHING	WRANGLER	WRANGLER	FRED & FARID, Paris	FRANCE
ASA CROUCHING	WRANGLER	WRANGLER	FRED & FARID, Paris	FRANCE
CLASSROOM	CARL ZEISS	LENSES	BBDO PROXIMITY SINGAPORE	SINGAPORE
LIVING ROOM	CARL ZEISS	LENSES	BBDO PROXIMITY SINGAPORE	SINGAPORE
BUS-STOP	CARL ZEISS	LENSES	BBDO PROXIMITY SINGAPORE	SINGAPORE
BARRIER	SOORUZ	STREETWEAR CLOTHING	PUBLICIS CONSEIL, Paris	FRANCE
HANDRAIL	SOORUZ	STREETWEAR CLOTHING	PUBLICIS CONSEIL, Paris	FRANCE
A12 Miscellaneous				
CHAIR	3M THAILAND	POST-IT FLAG	EURO RSCG FLAGSHIP, Bangkok	THAILAND
PIG	3M THAILAND	POST-IT FLAG	EURO RSCG FLAGSHIP, Bangkok	THAILAND
FISH	3M THAILAND	POST-IT FLAG	EURO RSCG FLAGSHIP, Bangkok	THAILAND
BOXES	MASTERFOODS	WHISKAS	BBDO ARGENTINA, Buenos Aires	ARGENTINA
HANDWRITTEN NEWSPAPER	SCHWAN-STABILO	STABILO MARATHON PEN	NAGA DDB, Selangor	MALAYSIA
A13 Cars				
BORREGO STICKER	KIA MOTORS AMERICA	KIA MOTORS	DAVIDANDGOLIATH, El Segundo	USA
BALL	VOLKSWAGEN SOUTH AFRICA	GOLF R32	OGILVY CAPE TOWN	SOUTH AFRICA
CLOWN	VOLKSWAGEN SOUTH AFRICA	VW DRIVING ACADEMY	OGILVY CAPE TOWN	SOUTH AFRICA
TREE	VOLKSWAGEN SOUTH AFRICA	VW DRIVING ACADEMY	OGILVY CAPE TOWN	SOUTH AFRICA
HORSE	VOLKSWAGEN SOUTH AFRICA	VW DRIVING ACADEMY	OGILVY CAPE TOWN	SOUTH AFRICA
BOAT	LAND ROVER	COMMERCIAL VEHICLES	RAINEY KELLY CAMPBELL ROALFE/Y&R, London	UNITED KINGDOM
COWS	LAND ROVER	COMMERCIAL VEHICLES	RAINEY KELLY CAMPBELL ROALFE/Y&R, London	UNITED KINGDOM
DIGGER	LAND ROVER	COMMERCIAL VEHICLES	RAINEY KELLY CAMPBELL ROALFE/Y&R, London	UNITED KINGDOM
BUSHMAN & ESKIMO	CHRYSLER KOREA	JEEP	BBDO/PROXIMITY MALAYSIA, Kuala Lumpur	MALAYSIA
HUSKY & CAMEL	CHRYSLER KOREA	JEEP	BBDO/PROXIMITY MALAYSIA, Kuala Lumpur	MALAYSIA
MOUNTAIN GOAT & CROCODILE	CHRYSLER KOREA	JEEP	BBDO/PROXIMITY MALAYSIA, Kuala Lumpur	MALAYSIA
ACCOUNTANT	MERCEDES-BENZ	S-CLASS	NET#WORK BBDO JOHANNESBURG	SOUTH AFRICA
EX-WIFE	MERCEDES-BENZ	S-CLASS	NET#WORK BBDO JOHANNESBURG	SOUTH AFRICA

CHILDREN	MERCEDES-BENZ	S-CLASS	NET#WORK BBDO JOHANNESBURG	SOUTH AFRICA
STRESS BALL	AUDI UK	QUATTRO	BBH, London	UNITED KINGDOM
SOAP	AUDI UK	QUATTRO	BBH, London	UNITED KINGDOM
PANDA	FIAT	FIAT	MARCEL PARIS	FRANCE
WALRUS	FIAT	FIAT	MARCEL PARIS	FRANCE
PRAM	DAIMLER SINGAPORE	BRAKE-ASSIST PLUS FEATURE	BBDO PROXIMITY SINGAPORE	SINGAPORE
KIDS	DAIMLER SINGAPORE	BRAKE-ASSIST PLUS FEATURE	BBDO PROXIMITY SINGAPORE	SINGAPORE
DOG	DAIMLER SINGAPORE	BRAKE-ASSIST PLUS FEATURE	BBDO PROXIMITY SINGAPORE	SINGAPORE
A14 Other Vehicles, Auto Products & Services				
WEAVE	GARMIN GPS	GARMIN GPS	OGILVY SHANGHAI	CHINA
ZIGZAG	GARMIN GPS	GARMIN GPS	OGILVY SHANGHAI	CHINA
LOOP	GARMIN GPS	GARMIN GPS	OGILVY SHANGHAI	CHINA
OPERA SINGER	HONDA	PARKING SENSORS	FISCHER PORTUGAL, Lisbon	PORTUGAL
BAGPIPER	HONDA	PARKING SENSORS	FISCHER PORTUGAL, Lisbon	PORTUGAL
PRIEST	HONDA	PARKING SENSORS	FISCHER PORTUGAL, Lisbon	PORTUGAL
POLICE GAP	VESPA	VESPA	SAATCHI & SAATCHI NZ, Auckland	NEW ZEALAND
TRAM GAP	VESPA	VESPA	SAATCHI & SAATCHI NZ, Auckland	NEW ZEALAND
CHEF GAP	VESPA	VESPA	SAATCHI & SAATCHI NZ, Auckland	NEW ZEALAND
CATAPULT LAUNCHER	VOLKSWAGEN	GOLF ABT	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
RENT A CAR I	DIETRICH	DIETRICH	GREY ARGENTINA, Buenos Aires	ARGENTINA
RENT A CAR II	DIETRICH	DIETRICH	GREY ARGENTINA, Buenos Aires	ARGENTINA
RENT A CAR III	DIETRICH	DIETRICH	GREY ARGENTINA, Buenos Aires	ARGENTINA
A15 Home Electronics & Audio-Visual				
HOTEL	NIKON SINGAPORE	NIKON S60 CAMERA	EURO RSCG SINGAPORE	SINGAPORE
SLEEVE BUTTON	SONY ERICSSON	C902 JAMES BOND LIMITED EDITION MOBILE	TALENT, São Paulo	BRAZIL
MAPS LONDON	SONY AUSTRALIA	SONY WALKMAN	SAATCHI & SAATCHI AUSTRALIA, Sydney	AUSTRALIA
MAPS SYDNEY	SONY AUSTRALIA	SONY WALKMAN	SAATCHI & SAATCHI AUSTRALIA, Sydney	AUSTRALIA
MAPS NEW YORK	SONY AUSTRALIA	SONY WALKMAN	SAATCHI & SAATCHI AUSTRALIA, Sydney	AUSTRALIA
A16 Retail Stores				
PHOTOSHOP SWEDED	PT DIGITAL ASIA UTAMA	ONLINE SOFTWARE RETAILER	BATES141 INDONESIA, Jakarta	INDONESIA
SHOWER	IKEA DEUTSCHLAND	IKEA ASSEMBLY SERVICE	GRABARZ & PARTNER, Hamburg	GERMANY
SKATER	IKEA DEUTSCHLAND	IKEA ASSEMBLY SERVICE	GRABARZ & PARTNER, Hamburg	GERMANY
BARKEEPER	IKEA DEUTSCHLAND	IKEA ASSEMBLY SERVICE	GRABARZ & PARTNER, Hamburg	GERMANY
CATS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
ROCKETS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
BIRDS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
DOGS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
FIRE EXTINGUISHERS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES

FENDER BENDER	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
PAUL SMITH/DUCHAMP	HARVEY NICHOLS	HARVEY NICHOLS BRISTOL STORE	DDB LONDON	UNITED KINGDOM
ALEXANDER MCQUEEN	HARVEY NICHOLS	HARVEY NICHOLS BRISTOL STORE	DDB LONDON	UNITED KINGDOM
A17 Restaurants & Fast Food Outlets				
SANDWICH	NYKKE & KOKKI	WHOLE FOOD DELIVERY AND CATERING	SCHOLZ & FRIENDS HAMBURG	GERMANY
SMOOTHIE	NYKKE & KOKKI	WHOLE FOOD DELIVERY AND CATERING	SCHOLZ & FRIENDS HAMBURG	GERMANY
FRENCH FRIES	NYKKE & KOKKI	WHOLE FOOD DELIVERY AND CATERING	SCHOLZ & FRIENDS HAMBURG	GERMANY
BURRITO	McDONALD'S	McDONALD'S	COSSETTE, Toronto	CANADA
A18 Travel, Transport & Tourism				
TRUCK	TAMPA CARGO	AIR CARGO	Y&R COLOMBIA, Bogotá	COLOMBIA
TRAIN	TAMPA CARGO	AIR CARGO	Y&R COLOMBIA, Bogotá	COLOMBIA
BEACH - SNOW	TERRA	TERRA TRAVEL	DDB BRASIL, São Paulo	BRAZIL
CITY - COUNTRY	TERRA	TERRA TRAVEL	DDB BRASIL, São Paulo	BRAZIL
A19 Entertainment & Leisure				
INNER CHILD	MUSEUM OF CHILDHOOD	MUSEUM	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
PLAYING	MUSEUM OF CHILDHOOD	MUSEUM	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
THE BILL	MUF - MUSEO NAZIONALE DEL FUMETTO	COMICS NATIONAL MUSEUM	JWT ITALIA, Milan	ITALY
THE WAKING UP	MUF - MUSEO NAZIONALE DEL FUMETTO	COMICS NATIONAL MUSEUM	JWT ITALIA, Milan	ITALY
THE SHOT	MUF - MUSEO NAZIONALE DEL FUMETTO	COMICS NATIONAL MUSEUM	JWT ITALIA, Milan	ITALY
BARBIE	ISTANBUL TOY MUSEUM	MUSEUM	MARKOM LEO BURNETT ISTANBUL	TURKEY
TANK	LEGO	LEGO	JUNG von MATT, Hamburg	GERMANY
WALL	LEGO	LEGO	JUNG von MATT, Hamburg	GERMANY
A20 Publications & Media				
KNIFE	NBC UNIVERSAL GLOBAL NETWORKS DEUTSCHLAND	13TH STREET CHANNEL	JUNG von MATT, Hamburg	GERMANY
ROPE	NBC UNIVERSAL GLOBAL NETWORKS DEUTSCHLAND	13TH STREET CHANNEL	JUNG von MATT, Hamburg	GERMANY
HAIR-DRYER	NBC UNIVERSAL GLOBAL NETWORKS DEUTSCHLAND	13TH STREET CHANNEL	JUNG von MATT, Hamburg	GERMANY
CRYING WOMAN	FRANCE 24	FRANCE 24 INTERNATIONAL NEWS CHANNEL	MARCEL PARIS	FRANCE
SOLDIERS	FRANCE 24	FRANCE 24 INTERNATIONAL NEWS CHANNEL	MARCEL PARIS	FRANCE
COPS	FRANCE 24	FRANCE 24 INTERNATIONAL NEWS CHANNEL	MARCEL PARIS	FRANCE
COUPLE	FRANCE 24	FRANCE 24 INTERNATIONAL NEWS CHANNEL	MARCEL PARIS	FRANCE
SPRAY	SOMA MAGAZINE	URBAN ART MAGAZINE	OGILVY BRASIL, São Paulo	BRAZIL
KARL BENZ	AUGSBURGER ALLGEMEINE ZEITUNG	AUGSBURGER ALLGEMEINE NEWSPAPER	SCHOLZ & FRIENDS, Berlin	GERMANY
ADOLF DASSLER	AUGSBURGER ALLGEMEINE ZEITUNG	AUGSBURGER ALLGEMEINE NEWSPAPER	SCHOLZ & FRIENDS, Berlin	GERMANY
ADOLF HITLER	AUGSBURGER ALLGEMEINE ZEITUNG	AUGSBURGER ALLGEMEINE NEWSPAPER	SCHOLZ & FRIENDS, Berlin	GERMANY
JOSEPH RATZINGER	AUGSBURGER ALLGEMEINE ZEITUNG	AUGSBURGER ALLGEMEINE NEWSPAPER	SCHOLZ & FRIENDS, Berlin	GERMANY
LIGHTNING	CNN TURK	TV CHANNEL	DDB&CO., Istanbul	TURKEY
MEADOW	CNN TURK	TV CHANNEL	DDB&CO., Istanbul	TURKEY
A21 Banking, Investment & Insurance				

CRANE	FINANSBANK	MORTGAGE	DDB&CO., Istanbul	TURKEY
BIRDS	FINANSBANK	MORTGAGE	DDB&CO., Istanbul	TURKEY
KITE	FINANSBANK	MORTGAGE	DDB&CO., Istanbul	TURKEY
ZEPPELIN	FINANSBANK	MORTGAGE	DDB&CO., Istanbul	TURKEY
ACCIDENT	FINANSBANK	AUTO INSURANCE	DDB&CO., Istanbul	TURKEY
A22 Business Equipment & Services				
SWAT	JIE YUN EXPRESS	COURIER SERVICE	FIRSTELL COMMUNICATIONS SHANGHAI	CHINA
GARAGE	HEWLETT-PACKARD	HP PRINTERS	CLM BBDO, Boulogne-Billancourt	FRANCE
PONY	HEWLETT-PACKARD	HP PRINTERS	CLM BBDO, Boulogne-Billancourt	FRANCE
BABY	HEWLETT-PACKARD	HP PRINTERS	CLM BBDO, Boulogne-Billancourt	FRANCE
TRUMPET	FEDEX	COURIER SERVICES	DDB BRASIL, São Paulo	BRAZIL
ROBOT	FEDEX	COURIER SERVICES	DDB BRASIL, São Paulo	BRAZIL
VASE	FEDEX	COURIER SERVICES	DDB BRASIL, São Paulo	BRAZIL
A23 Advertising & Media				
BOXING	LATIN STOCK	IMAGE BANK	DDB BRASIL, São Paulo	BRAZIL
NAPALM	LATIN STOCK	IMAGE BANK	DDB BRASIL, São Paulo	BRAZIL
TANK	LATIN STOCK	IMAGE BANK	DDB BRASIL, São Paulo	BRAZIL
A24 Other Business to Business				
SPRING	LAMINEX	DECORATIVE SURFACES	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
TYPEWRITER	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL, São Paulo	BRAZIL
THUNDER	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL, São Paulo	BRAZIL
BONFIRE	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL, São Paulo	BRAZIL
A25 Healthcare & Prescription Drugs				
TREE	HOSPITAL ALEMAN	KINDER PLAN - HEALTH PLAN FOR CHILDREN	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
COOKIES	HOSPITAL ALEMAN	KINDER PLAN - HEALTH PLAN FOR CHILDREN	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
STAIRS	HOSPITAL ALEMAN	KINDER PLAN - HEALTH PLAN FOR CHILDREN	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
A26 Commercial Public Services				
BUSH	O ESTADO DE SÃO PAULO	ESTADÃO EMAIL SERVICE	TALENT, São Paulo	BRAZIL
FIDEL	O ESTADO DE SÃO PAULO	ESTADÃO EMAIL SERVICE	TALENT, São Paulo	BRAZIL
BATMAN	DIRECTV	DIRECTV PLUS	LEO BURNETT COLOMBIANA, Bogotá	COLOMBIA
SOUND OF MUSIC	DIRECTV	DIRECTV PLUS	LEO BURNETT COLOMBIANA, Bogotá	COLOMBIA
ENGINEER	BHARTI AIRTEL	MOBILE PHONE DATA BACKUP SERVICE	REDIFFUSION Y&R, Gurgaon	INDIA
HOUSEWIFE	BHARTI AIRTEL	MOBILE PHONE DATA BACKUP SERVICE	REDIFFUSION Y&R, Gurgaon	INDIA
TOURIST	BHARTI AIRTEL	MOBILE PHONE DATA BACKUP SERVICE	REDIFFUSION Y&R, Gurgaon	INDIA
THE BEST AD EVER	EPA	EPA	ALMAPBBDO, São Paulo	BRAZIL
CIRCLES (OO)	EPA	EPA	ALMAPBBDO, São Paulo	BRAZIL
CROSS (X)	EPA	EPA	ALMAPBBDO, São Paulo	BRAZIL
LINES (T)	EPA	EPA	ALMAPBBDO, São Paulo	BRAZIL

THE FASTEST COURSE	GURSOY RESIM KURSU	ART COURSE	DDB&CO., Istanbul	TURKEY
A27 Corporate Image				
MARILYN & ALBERT	MERCEDES-BENZ INDUSTRIAL VEHICLES	VIANO VANS	ZAPPING/M&C SAATCHI, Madrid	SPAIN
H	HONDA	HONDA	WIEDEN+KENNEDY, London	UNITED KINGDOM
O	HONDA	HONDA	WIEDEN+KENNEDY, London	UNITED KINGDOM
N	HONDA	HONDA	WIEDEN+KENNEDY, London	UNITED KINGDOM
D	HONDA	HONDA	WIEDEN+KENNEDY, London	UNITED KINGDOM
A	HONDA	HONDA	WIEDEN+KENNEDY, London	UNITED KINGDOM
SALMON	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
VENISON	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
EEL	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
LYCHEE	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
A28 Public Health & Safety				
THONG	PROSTATE CANCER FOUNDATION	PROSTATE CANCER PREVENTION MESSAGE	JUNG von MATT/LIMMAT, Zürich	SWITZERLAND
SLIP	PROSTATE CANCER FOUNDATION	PROSTATE CANCER PREVENTION MESSAGE	JUNG von MATT/LIMMAT, Zürich	SWITZERLAND
BOXER	PROSTATE CANCER FOUNDATION	PROSTATE CANCER PREVENTION MESSAGE	JUNG von MATT/LIMMAT, Zürich	SWITZERLAND
THE ROSS FAMILY	PEDESTRIAN COUNCIL AUSTRALIA	ROAD SAFETY CAMPAIGN	SAATCHI & SAATCHI AUSTRALIA, Sydney	AUSTRALIA
THE SMITH FAMILY	PEDESTRIAN COUNCIL AUSTRALIA	ROAD SAFETY CAMPAIGN	SAATCHI & SAATCHI AUSTRALIA, Sydney	AUSTRALIA
THE WHITE FAMILY	PEDESTRIAN COUNCIL AUSTRALIA	ROAD SAFETY CAMPAIGN	SAATCHI & SAATCHI AUSTRALIA, Sydney	AUSTRALIA
A29 Public Awareness Messages				
BALL	UNICEF	UNICEF	OGILVY SHANGHAI	CHINA
AEROPLANE	UNICEF	UNICEF	OGILVY SHANGHAI	CHINA
GLOBAL WARMING	CEPF	BIODIVERSITY CONSERVATION	JWT SHANGHAI	CHINA
AUTOMOTIVE POLLUTION	CEPF	BIODIVERSITY CONSERVATION	JWT SHANGHAI	CHINA
LITTLE RED RIDDING HOOD	WWF	WWF	VITRUVIO LEO BURNETT, Madrid	SPAIN
JACK & THE BEANSTALK	WWF	WWF	VITRUVIO LEO BURNETT, Madrid	SPAIN
TREE	WWF	WWF	JWT SINGAPORE	SINGAPORE
EARTH	WWF	WWF	JWT SINGAPORE	SINGAPORE
SHARK	WWF	WWF	JWT SINGAPORE	SINGAPORE
CALF	WWF	WWF	JWT SINGAPORE	SINGAPORE
CROCODILE	WWF	WWF	JWT SINGAPORE	SINGAPORE
2 MORE DEGREES	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
GM FOODS	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
ECONOMIC CRISES	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
GOVERNMENT	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
COMPUTER	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
CAR WASH	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
FLOOD	WWF THAILAND	WWF	OGILVY & MATHER, Bangkok	THAILAND

KIM JONG IL	INTERNATIONALE GESELLSCHAFT FUER MENSCHENRECHTE	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	SCHOLZ & FRIENDS, Berlin	GERMANY
AHMADINEDSCHAD	INTERNATIONALE GESELLSCHAFT FUER MENSCHENRECHTE	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	SCHOLZ & FRIENDS, Berlin	GERMANY
MUGABE	INTERNATIONALE GESELLSCHAFT FUER MENSCHENRECHTE	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	SCHOLZ & FRIENDS, Berlin	GERMANY
DOW JONES/ICE CAP	GREENPEACE	GREENPEACE	ALMAPBBDO, São Paulo	BRAZIL
BANKING/CARBON DIOXIDE	GREENPEACE	GREENPEACE	ALMAPBBDO, São Paulo	BRAZIL
FORECLOSURES/SEA LEVEL	GREENPEACE	GREENPEACE	ALMAPBBDO, São Paulo	BRAZIL
BIRDS	GREENPEACE	GREENPEACE	ALMAPBBDO, São Paulo	BRAZIL
TREE	WWF	ENVIRONMENTAL AWARENESS	DDB BRASIL, São Paulo	BRAZIL
A30 Fundraising & Appeals				
ASTERIDAE	GREENPEACE	GREENPEACE	OGILVY JOHANNESBURG	SOUTH AFRICA
SEETHE	GREENPEACE	GREENPEACE	OGILVY JOHANNESBURG	SOUTH AFRICA
AURORA	GREENPEACE	GREENPEACE	OGILVY JOHANNESBURG	SOUTH AFRICA
PATRICK CONLON	NATIONAL DISASTER SEARCH DOG FOUNDATION	DONATION APPEAL	Y&R, New York	USA
MARIA MCHUGH	NATIONAL DISASTER SEARCH DOG FOUNDATION	DONATION APPEAL	Y&R, New York	USA
ROY TORRES	NATIONAL DISASTER SEARCH DOG FOUNDATION	DONATION APPEAL	Y&R, New York	USA
MOTORCYCLIST	REBORN TO BE ALIVE	ORGAN DONOR FOUNDATION	DUVAL GUILLAUME BRUSSELS	BELGIUM
FOLDERS YELLOW	UNICEF	UNICEF	OGILVY CHILE, Santiago	CHILE
FOLDERS BLUE	UNICEF	UNICEF	OGILVY CHILE, Santiago	CHILE
FOLDERS ORANGE	UNICEF	UNICEF	OGILVY CHILE, Santiago	CHILE