

Entry Detail (PR)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A01 (Consumer Goods, including FMCG and Household Products)							
A01/006	00154	SMASH	K'S JAPAN	GUITAR COMPANY	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
A01/009	00118	SAVE CHRISTMAS	KRAFT FOODS SWEDEN/MARABOU	ALADDIN	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm / OGILVY STOCKHOLM
A01/021	00423	REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA
A01/022	00438	ROCKET MAN	FRUCOR	ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A01/028	00401	HARDCHORUS UK	PUMA	SPORTSWEAR BRAND AWARENESS	DROGA5 New York	USA	DROGA5 New York
A01/033	00286	ANDES TELETRANSPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
A02 (Healthcare and Services)							
A02/004	00121	SPOTLESS COMEBACK	ACO NORDIC	SKINCARE	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm / OAKWOOD CREATIVE Stockholm
A02/009	00264	FIGHT CERVICAL CANCER IN STYLE	GLAXOSMITHKLINE /JO'S TRUST	CERVICAL CANCER AWARENESS	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London / SLAM PR London
A03 (Automotive and Transport)							
A03/003	00139	ECO-MARATHON EUROPE 2009	SHELL DEUTSCHLAND OIL	FUEL	PUBLICIS CONSULTANTS Berlin	GERMANY	PUBLICIS BERLIN Berlin
A03/004	00122	CARWINISM	AUDI SWEDEN	CARS	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm
A03/005	00516	TOP GEAR	VOLKSWAGEN	CARS	DDB UK London	UNITED KINGDOM	DDB UK London
A03/008	00361	THE FUN THEORY	VOLKSWAGEN SWEDEN	VOLKSWAGEN BLUEMOTION	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
A03/011	00265	BUILD A CAR	WIESMANN	SPORTS CARS	FAKTOR 3 Hamburg	GERMANY	FAKTOR 3 Hamburg
A03/012	00266	SOCIABLE DRIVE	FORD MOTOR COMPANY	CARS	OGILVY PUBLIC RELATIONS WORLDWIDE Washington	USA	OGILVY PUBLIC RELATIONS WORLDWIDE Washington

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A04 (Media, Arts and Entertainment)							
A04/005	00543	CONCERT FOR THE PEOPLE	PHILHARMONIC ORCHESTRA OF HAMBURG	ORCHESTRA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A04/017	00368	CRYING STRANGERS	SESC/VIDEOBRASIL	SOPHIE CALLE EXHIBITION	SANTA CLARA São Paulo	BRAZIL	SANTA CLARA São Paulo
A04/018	00418	TAKE OVER	WOZ DIE WOCHENZEITUNG	NEWSPAPER	SPILLMANN/FELSER/LE O BURNETT Zürich	SWITZERLAND	SPILLMANN/FELSER/LE O BURNETT Zürich
A05 (Travel, Tourism & Leisure)							
A05/008	00225	BABY ELEPHANT	ZOO ANTWERP	ZOO PROMOTION	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
A05/015	00326	SAY NO TO WINTER BLUES	PROMOTUR	CANARY ISLANDS TOURISM	DDB ESPAÑA Barcelona	SPAIN	DDB ESPAÑA Barcelona
A06 (Retail and E-commerce, including Restaurants)							
A06/002	00059	RIDING SHOTGUN WITH PAPA	PAPA JOHN'S INTERNATIONAL	BRAND AWARENESS	FLEISHMAN-HILLARD ST LOUIS	USA	FLEISHMAN-HILLARD ST LOUIS
A06/005	00124	BOOK HAPPY MEAL	SWEDISH McDONALD'S	McDONALD'S	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm / DDB STOCKHOLM
A06/007	00466	NEVER MIND THE POLLACKS	SAINSBURY'S	SUPERMARKET	HAVAS SPORTS & ENTERTAINMENT London	UNITED KINGDOM	CAKE MEDIA London
A07 (Financial Services, incl. Investor Relations and Corporate Finance)							
A07/003	00190	MONEY SCHOOL	BCR	SAVINGS AND LOANS	ROGALSKI GRIGORIU PUBLIC RELATIONS Bucharest	ROMANIA	ROGALSKI GRIGORIU PUBLIC RELATIONS Bucharest
A07/005	00498	FOREVER YOUNG	POSTEN	SWEDISH POST	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
A07/007	00301	BOVAP	SOUZA BARROS STOCK BROKERAGE FIRM	ONLINE STOCK TRADING TOOL	LIVEAD São Paulo	BRAZIL	LIVEAD São Paulo

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A08 (Technology and Manufacturing)							
A08/011	00304	A VILLAGE OF EXPERTS	MICROSOFT	WINDOWS 7	BUNGALOW 25 Madrid	SPAIN	BUNGALOW 25 Madrid
A08/014	00249	LOVE CODE	LG	MOBILE PHONE	McCANN WORLDGROUP THAILAND Bangkok	THAILAND	McCANN WORLDGROUP THAILAND Bangkok
A09 (Charity and Not for Profit)							
A09/002	00043	LOVE CAKE PROJECT	WORLD VISION JAPAN	CHILD SPONSOR DONATION PROGRAMME	DENTSU PUBLIC RELATIONS Tokyo	JAPAN	DENTSU PUBLIC RELATIONS Tokyo
A09/013	00211	AM I NUMBER 12?	WORLD HEPATITIS ALLIANCE	FUNDRAISING CAMPAIGN	FLEISHMAN-HILLARD London	UNITED KINGDOM	FLEISHMAN-HILLARD London
A09/025	00487	YOU CAN	SONY FOUNDATION	YOUTH CANCER CENTRES	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney
A09/040	00374	HOUSE OF CARDS	SHELTER	HOMELESSNESS & HOUSING CHARITY	LEO BURNETT London	UNITED KINGDOM	LEO BURNETT London
A09/041	00200	SUN SOUND	THE CANCER COUNCIL	SKIN CANCER PREVENTION	THREE DRUNK MONKEYS Sydney	AUSTRALIA	THREE DRUNK MONKEYS Sydney
A10 (Corporate Communication)							
A10/004	00041	THE LAUNCH OF SHIPBUILDING HERO	SANOYAS HISHINO MEISHO CORPORATION	SHIP BUILDER	DENTSU KANSAI Osaka	JAPAN	DENTSU KANSAI Osaka
A10/015	00214	I KNEW IT	OLYMPIKUS	BRAZILIAN OLYMPIC COMMITTEE SPONSOR	DCS Porto Alegre	BRAZIL	DCS Porto Alegre / BOCA Porto Alegre
A10/016	00221	HAPPY BIRTHDAY, CHINA!	DEPPON EXPRESS	LOGISTICS COMPANY	CC&E GUANGZHOU	CHINA	CC&E GUANGZHOU
A10/022	00428	SNOWMEN AGAINST GLOBAL WARMING	ENTEKA VERTRIEBS	RENEWABLE ENERGY	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN / JOHANSEN & KRETSCHMER Berlin
A10/040	00267	SOCIABLE DRIVE	FORD MOTOR COMPANY	CARS	OGILVY PUBLIC RELATIONS WORLDWIDE Washington	USA	OGILVY PUBLIC RELATIONS WORLDWIDE Washington

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<u>A11 (Public Affairs)</u>							
A11/006	00453	SAVE THE BALTIC SEA	BSAS 2010	ENVIRONMENTAL ACTION	TAIVAS Helsinki	FINLAND	TAIVAS Helsinki
<u>A12 (Public Sector)</u>							
A12/004	00149	MATE FROM THE PAST	CITY OF WARSAW PROMOTION DEPARTMENT	EDUCATIONAL CAMPAIGN	SAN MARKOS Warsaw	POLAND	SAN MARKOS Warsaw
A12/007	00156	DECAMERONE STOCKHOLM	VÅRDGUIDEN, STOCKHOLM COUNTY COUNCIL	VACCINATION AND HEALTH SERVICE	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm / QUATTROPORTE Stockholm
<u>A13 (Internal Communications)</u>							
A13/003	00144	THE VALUES FORUM	GDF SUEZ	INTERNAL COMMUNICATIONS	PUBLICIS CONSULTANTS FRANCE Suresnes	FRANCE	PUBLICIS CONSULTANTS FRANCE Suresnes
<u>A14 (Corporate Responsibility)</u>							
A14/005	00069	BEAUTY IN EVERY LETTER	NHN	HANGEUL CHARACTERS AWARENESS	NHN Seongnam	KOREA	NHN Seongnam
A14/013	00523	THE MARATHON FOR WATER	LIDL	PROJECT VIVA	LEO BURNETT IBERIA	PORTUGAL	LEO BURNETT IBERIA
<u>A15 (Environmental PR)</u>							
A15/008	00426	PEE IN THE SHOWER	SOS ATLANTIC FOREST FOUNDATION	INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
A15/012	00385	EXCLUSIVE BEACH FOR SALE	AKATU INSTITUTE FOR CONSCIOUS CONSUMPTION	CONSCIENTIOUS CONSUMPTION AWARENESS	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
<u>A16 (Crisis and Issue Management)</u>							
A16/006	00427	PROJECT TALK	CITI	COMPANY REPUTATION	PUBLICIS NEW YORK	USA	PUBLICIS NEW YORK

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Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A16/009	00161	VIRTUAL PILGRIMAGE	CATHOLIC CHURCH	RELIGIOUS WEBSITE	JOTABEQU GREY San José	COSTA RICA	JOTABEQU GREY San José

B01 (Best Use of Digital PR)

B01/010	00157	CARWINISM	AUDI SWEDEN	CARS	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm
B01/013	00226	BABY ELEPHANT	ZOO ANTWERP	DIGITAL PLATFORM	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven

B02 (Best Use of Social Media)

B02/001	00007	STANISLAV	MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG Amsterdam	THE NETHERLANDS	KONG Amsterdam
B02/006	00047	NONJA	SAMSUNG ELECTRONICS AUSTRIA	TELECOMMUNICATIONS	TRAKTOR Vienna	AUSTRIA	TRAKTOR Vienna
B02/012	00150	MATE FROM THE PAST	CITY OF WARSAW PROMOTION DEPARTMENT	EDUCATIONAL CAMPAIGN	SAN MARKOS Warsaw	POLAND	SAN MARKOS Warsaw
B02/015	00131	SAVE CHRISTMAS	KRAFT FOODS SWEDEN/MARABOU	ALADDIN	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm / OGILVY STOCKHOLM
B02/016	00132	BOOK HAPPY MEAL	SWEDISH McDONALD'S	McDONALD'S	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm / DDB STOCKHOLM
B02/017	00158	DECAMERONE STOCKHOLM	VÅRDGUIDEN, STOCKHOLM COUNTY COUNCIL	HEALTHCARE INFORMATION BLOG	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm / QUATTROPORTE Stockholm
B02/021	00223	DEAR STEVE JOBS	SVERIGES TELEVISION	IPHONE APPLICATION	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
B02/023	00519	TYRANNYBOOK	AMNISTIA INTERNACIONAL PORTUGAL	INTERNATIONAL HUMAN RIGHTS	LEO BURNETT IBERIA	PORTUGAL	LEO BURNETT IBERIA
B02/033	00501	FOREVER YOUNG	POSTEN	SWEDISH POST	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
B02/041	00349	PHOTOCHAINS	CANON AUSTRALIA	EOS PHOTOCHAINS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY

B03 (Best Use of Live Events and or Celebrity endorsement)

B03/016	00112	CANDY LAND'S BIRTHDAY	HASBRO	BRAND AWARENESS	COYNE PUBLIC RELATIONS Parsippany	USA	COYNE PUBLIC RELATIONS Parsippany
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B03/019	00133	SWEDEN'S LARGEST FIKA	KRAFT FOODS SWEDEN/GEVALIA	COFFEE	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm / CONCEPT STORE Stockholm
B03/021	00168	WEAR IT WITH PRIDE	NATIONAL LGBT HEALTH ALLIANCE	GOVERNMENT	M&C SAATCHI/MARK Sydney	AUSTRALIA	MARK COMMUNICATIONS Sydney
B03/023	00208	GOODBYE CITI	VOLKSWAGEN SOUTH AFRICA	CITI GOLF	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
B03/029	00271	THE PACIFIC NATIONAL HONOR FLIGHT	HBO	VETERANS EVENT	CIVIC ENTERTAINMENT GROUP New York	USA	CIVIC ENTERTAINMENT GROUP New York
B03/031	00248	HOPENHAGEN	UNITED NATIONS/THE INTERNATIONAL ADVERTISING ASSOCIATION	CLIMATE CHANGE CONFERENCE	OGILVY PUBLIC RELATIONS WORLDWIDE Washington	USA	OGILVY PUBLIC RELATIONS WORLDWIDE Washington
B03/034	00545	CONCERT FOR THE PEOPLE	PHILHARMONIC ORCHESTRA OF HAMBURG	ORCHESTRA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
B03/036	00558	LONG LIVE THE RESISTANCE	40 PRINCIPALES & ADESAM	CERVICAL CANCER AWARENESS CCMPAIGN	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
B03/048	00424	REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA
B03/072	00308	AUDITORIUM FOOTBALL	HEINEKEN ITALIA	BEER	BARABINO & PARTNERS Milan	ITALY	BARABINO & PARTNERS Milan / JWT ITALIA Milan

B04 (Best Use of Sponsorship)

B04/004	00425	REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA
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B05 (Best Launch or Re-launch)

B05/005	00228	LITTLE VOICE, BIG SOUND	PHOENIX	BRAND AWARENESS	THE PRACTICE Bucharest	ROMANIA	THE PRACTICE Bucharest
B05/006	00478	WINDOWS 7 LAUNCHING CAMPAIGN	MICROSOFT	WINDOWS 7	WUNDERMAN BRAZIL São Paulo	BRAZIL	WUNDERMAN BRAZIL São Paulo
B05/007	00488	THE PINK SQUAD	UNION INSURANCE COMPANY	CAR INSURANCE	WIKTOR LEO BURNETT Bratislava	SLOVAK REPUBLIC	WIKTOR LEO BURNETT Bratislava
B05/010	00461	A VILLAGE OF EXPERTS	MICROSOFT	WINDOWS 7	BUNGALOW 25 Madrid	SPAIN	BUNGALOW 25 Madrid

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B05/014	00260	TAILORED BY ENGLAND	UMBRO	ENGLAND KIT LAUNCH 2009	EXPOSURE London	UNITED KINGDOM	EXPOSURE London

B06 (Best Use of Media Relations)

B06/001	00013	HEATHROW: THE BOOK	BAA	HEATHROW AIRPORT	MISCHIEF London	UNITED KINGDOM	MISCHIEF London
B06/002	00023	THE SINGLES MOVEMENT	PARPERFEITO	ONLINE DATING SERVICE	SING COMUNICACAO DE RESULTADOS São Paulo	BRAZIL	SING COMUNICACAO DE RESULTADOS São Paulo
B06/015	00305	A VILLAGE OF EXPERTS	MICROSOFT	WINDOWS 7	BUNGALOW 25 Madrid	SPAIN	BUNGALOW 25 Madrid

C01 (Best Integrated Campaign Led by PR)

C01/005	00046	LUPIN STEALS JAPAN	HEIWA CORPORATION	COMICS	777INTERACTIVE Tokyo	JAPAN	SANKO PARTNERS Tokyo / 777INTERACTIVE Tokyo
C01/011	00078	POKKIE FOETSIE HI		MOBILE TELECOMMUNICATIONS	WINKELMAN EN VAN HESSEN Den Haag	THE NETHERLANDS	WINKELMAN EN VAN HESSEN Den Haag
C01/015	00137	BOOK HAPPY MEAL	SWEDISH McDONALD'S	McDONALD'S	PRIME PR Stockholm	SWEDEN	PRIME PR Stockholm / DDB STOCKHOLM
C01/045	00414	WOMEN AGAINST LAZY STUBBLE	PROCTER & GAMBLE	SHAVING PRODUCTS	BBDO Mumbai	INDIA	BBDO Mumbai
C01/050	00269	OLYMPIC MOMS	PROCTER & GAMBLE	SPONSORSHIP PROGRAMME	TAYLOR GLOBAL New York	USA	TAYLOR GLOBAL New York / DEVRIES PUBLIC RELATIONS New York
C01/055	00309	AUDITORIUM FOOTBALL	HEINEKEN ITALIA	BEER	BARABINO & PARTNERS Milan	ITALY	BARABINO & PARTNERS Milan / JWT ITALIA Milan
C01/057	00330	RIDING SHOTGUN WITH PAPA	PAPA JOHN'S INTERNATIONAL	PIZZA	FLEISHMAN-HILLARD ST LOUIS	USA	FLEISHMAN-HILLARD ST LOUIS
C01/058	00386	EXCLUSIVE BEACH FOR SALE	AKATU INSTITUTE FOR CONSCIOUS CONSUMPTION	CONSCIENTIOUS CONSUMPTION AWARENESS	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo

C02 (Best International PR Campaign)

C02/005	00212	AM I NUMBER 12?	WORLD HEPATITIS ALLIANCE	FUNDRAISING CAMPAIGN	FLEISHMAN-HILLARD London	UNITED KINGDOM	FLEISHMAN-HILLARD London
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Total Entries:			87				
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