

CYBER SHORTLIST

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A01 (Foods & Drinks)							
A01/009	00186	PUT ON A PANTO	BRITVIC	ROBINSONS	BBH London	UNITED KINGDOM	BBH London / PIRATA London
A01/022	00562	MEXICO VIA PACIFICO	CREATURE	PACIFICO BEER	CREATURE Seattle	USA	CREATURE Seattle / UNIT 9 London
A01/023	00451	ASYLUM 626	FRITO-LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
A01/058	01436	SHIRITORI-RING	TAKAHASHI SHUZOH CO.	TAKAHASHI SHUZOH	OGILVY & MATHER JAPAN Tokyo	JAPAN	OGILVY & MATHER JAPAN Tokyo
A01/060	01959	SERENADING UNICORN	WRIGLEY	JUICY FRUIT GUM	EVOLUTION BUREAU San Francisco	USA	EVOLUTION BUREAU San Francisco
A01/072	01778	GOLDEN GRANT	GENERAL MILLS	GOLDEN GRAHAMS	McCANN ERICKSON NEW YORK	USA	McCANN ERICKSON NEW YORK
A01/073	01211	DORITOS VIRALOCITY	FRITO LAY CANADA	DORITOS	BBDO PROXIMITY CANADA Toronto	CANADA	BBDO PROXIMITY CANADA Toronto
A01/084	02042	KING OF CANNES	ANHEUSER-BUSCH	STELLA ARTOIS	UNIT 9 London	UNITED KINGDOM	MOTHER London
A01/085	01627	I'M HERE	ABSOLUT VODKA	ABSOLUT VODKA	GREAT WORKS Stockholm	SWEDEN	GREAT WORKS Stockholm
A01/087	02006	WORLD	DIAGEO	DRAUGHT GUINNESS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A01/090	02272	DOLLAR HOLIDAY	BURGER KING	DOUBLE CHEESEBURGER	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder
A01/093	01631	ABSOLUT ROCK EDITION	THE ABSOLUT COMPANY	ABSOLUT VODKA	GREAT WORKS Stockholm	SWEDEN	GREAT WORKS Stockholm
A02 (Automotive Products & Services)							
A02/011	00998	ECO GRAND PRIX	HONDA MOTOR CO.	HONDA INSIGHT	DRILL Tokyo	JAPAN	DRILL Tokyo / DENTSU Tokyo
A02/035	01939	PUBLIC POLO	VOLKSWAGEN	VOLKSWAGEN POLO	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam
A02/041	01869	ONE THING LEADS TO ANOTHER	FIAT	NEW DOBLO 2010	AGÉNCIACLICK ISOBAR São Paulo	BRAZIL	AGÉNCIACLICK ISOBAR São Paulo
A02/053	02263	SHOCKING BARACK	BRAMMO	ENERTIA	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder
A02/056	02157	IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
A02/059	01506	THE FUN THEORY	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM / TRIBAL DDB STOCKHOLM Stockholm

A04 (Healthcare & Medical)

CYBER SHORTLIST

A04/009	02399	LONG LIVE LIFE	APOTEK HJÄRTAT	PHARMACY CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
A04/012	01200	OFFICE PONG	NOVARTIS	VOLTAREN	SAATCHI & SAATCHI Frankfurt	GERMANY	SAATCHI & SAATCHI BERLIN / SAATCHI & SAATCHI Frankfurt

A05 (Clothing, Footwear & Accessories)

A05/006	00421	SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA Göteborg	SWEDEN	KOKOKAKA Göteborg
A05/007	00510	LAB ULTRA LIGHT DOWN	UNIQLO	WINTER JACKETS	MOUNT Tokyo	JAPAN	MOUNT Tokyo
A05/016	01623	UNIQLO CALENDAR	UNIQLO	BRAND PROMO	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo
A05/026	01132	ADISYNTH	ADIDAS	ALL BLACKS SPONSORSHIP	TBWA\TEQUILA\DIGITAL\ SHIFT Auckland	NEW ZEALAND	TBWA\TEQUILA\DIGITAL\ SHIFT Auckland
A05/032	00622	COLLECTION TOKYO 2009	UNIQLO	UNIQLO	DENTSU Tokyo	JAPAN	DENTSU Tokyo

A06 (Other Consumer Products (including Durable Goods))

A06/001	00071	SAMSUNG SHAKEDOWN	SAMSUNG	SAMSUNG B2100	FROM STOCKHOLM WITH LOVE Stockholm	SWEDEN	FROM STOCKHOLM WITH LOVE Stockholm
A06/015	00530	VERBATIM CHAMPIONSHIP	mitsubishi kagaku media co.	VERBATIM STORAGE MEDIA	IMG SRC Tokyo	JAPAN	IMG SRC Tokyo
A06/035	00824	SWEDEN'S SLEEPIEST CONTEST	IKEA	SULTAN BEDS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A06/037	02292	FREE YOUR DANCE	JABRA	HALO	ZUPA Copenhagen	DENMARK	ZUPA Copenhagen
A06/048	02660	IS PARADE	KDDI CORPORATION	IS SERIES	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo

A07 (Financial Services)

A07/019	02065	HALF A BEETLE FOR RAFFLE	UNIBANCO	UNIBANCO BANK	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
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A08 (Travel, Entertainment & Leisure)

A08/014	00553	WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond / DOMANI STUDIOS Brooklyn
A08/021	00606	HAIL THE VILLAIN	RUNE ENTERTAINMENT/CO	HAIL THE VILLAIN	GRAND CREATIVE Toronto	CANADA	GRAND CREATIVE Toronto
A08/041	02551	SOUNDS OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg

CYBER SHORTLIST

A08/046	02043	SIMPLE MACHINES	THE MUSEUM OF SCIENCE & INDUSTRY	THE MUSEUM OF SCIENCE & INDUSTRY	UNIT 9 London	UNITED KINGDOM	UNIT 9 London / HELPFUL STRANGERS Stockholm
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A08/071	01790	MARK BRADFORD	THE WEXNER CENTER FOR THE	MARK BRADFORD EXHIBITION	RESOURCE INTERACTIVE Columbus	USA	RESOURCE INTERACTIVE Columbus
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A09 (Retail & E-Commerce, including Restaurants)

A09/001	00006	EXPENSE-A-STEAK	MALONEY & PORCELLI	RESTAURANT	WALRUS New York	USA	WALRUS New York
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A09/014	02400	SLEEPLESS AT PLAYGROUND	PLAYGROUND OUTDOOR EQUIPMENT STORES	OUTDOOR EQUIPMENT STORES	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
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A09/015	02268	TWELPFORCE	BEST BUY	BEST BUY	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder
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A09/017	02270	BK.COM	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder
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A09/024	02318	NIKEID. GENERATOR - HARAJUKU	NIKE JAPAN	NIKE HARAJUKU (FLAGSHIP STORE)	BEACON COMMUNICATIONS Tokyo	JAPAN	BEACON COMMUNICATIONS Tokyo
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A10 (Publications & Media)

A10/015	01409	JOHNNY CASH PROJECT	AMERICAN RECORDINGS/LOST	"AIN'T NO GRAVE" ALBUM	@radical.media New York	USA	@radical.media New York
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A10/038	02675	ETERNAL MOONWALK	STUDIO BRUSSELS	STUDIO BRUSSELS	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
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A11 (Business Products & Services)

A11/014	01587	PULPLABS	SÖDRA CELL	PAPERPULP	GARBERGS REKLAMBYRÅ Stockholm	SWEDEN	GARBERGS REKLAMBYRÅ Stockholm
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A12 (Advertising & Media)

A12/002	00043	BOONE OAKLEY	BOONE OAKLEY	ADVERTISING AGENCY	BOONEOAKLEY Charlotte	USA	BOONEOAKLEY Charlotte
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A12/008	00780	OMMWRITER	HERRAIZ SOTO & CO	SELF PROMOTION TOOL	HERRAIZ SOTO Barcelona	SPAIN	HERRAIZ SOTO Barcelona
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A12/027	02560	HEY! THAT'S MY AD	PORTFOLIO NIGHT	PORTFOLIO NIGHT 8	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
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A12/034	02274	CPB GROUP	CRISPIN PORTER + BOGUSKY	CRISPIN PORTER + BOGUSKY	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder
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A13 (Commercial Public Services)

A13/017	01706	DIGITAL INVADERS	DIGITAL INVADERS	SCHOOL	GRUPO W Saltillo	MEXICO	GRUPO W Saltillo
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CYBER SHORTLIST

A13/018	02131	YELLOW CHOCOLATE	YELLOW PAGES	YELLOW	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland / AIM PROXIMITY Auckland
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A13/020	01114	ORANGE FRIEND-O-METER	ORANGE	ORANGE MOBILE	FALLON LONDON	UNITED KINGDOM	FALLON LONDON
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A14 (Charities, Public Health & Safety, Public Awareness Messages)

A14/005	00046	STANISLAV	GOVERNMENT/MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG Amsterdam	THE NETHERLANDS	KONG Amsterdam
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A14/007	00162	LOVE LETTERS TO THE FUTURE	XENOPHILE MEDIA/GREENPEACE	ALTERNATE REALITY GAME	XENOPHILE MEDIA Toronto	CANADA	XENOPHILE MEDIA Toronto
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A14/012	00743	WATERLIFE	NATIONAL FILM BOARD OF CANADA	DRINKING WATER AWARENESS	JAM3 MEDIA Toronto	CANADA	JAM3 MEDIA Toronto
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A14/013	00661	1 MILLION CLICKS AGAINST POVERTY	AMNESTY INTERNATIONAL	DEFENSE OF HUMAN RIGHTS	AIR Brussels	BELGIUM	AIR Brussels
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A14/020	00576	LIVE RESCUE	COASTGUARD NZ	COASTGUARD NZ	TRIBAL DDB Auckland	NEW ZEALAND	TRIBAL DDB Auckland
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A14/022	00454	SUMMIT ON THE SUMMIT	HP	GLOBAL CLEAN WATER CRISIS AWARENESS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
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A14/038	01519	DRIVE THE MOBILOMBO	BISCHOEFLICHES HILFSWERK	INTERACTIVE CHARITY HOTLINE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
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A14/039	01553	DONATE WORDS	MARIO PENNA ONCOLOGY	HOPE FOR CANCER PATIENTS	RC COMUNICAÇÃO Belo Horizonte	BRAZIL	RC COMUNICAÇÃO Belo Horizonte
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A14/068	02066	PEE IN THE SHOWER	SOS ATLANTIC FOREST FOUNDATION	PRESERVATION OF NATIONAL RESOURCES	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
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A14/071	02493	THE LOTTERY OF LIFE	SAVE THE CHILDREN SWEDEN	SAVE THE CHILDREN ORGANISATION	LOWE BRINDFORS Stockholm	SWEDEN	LOWE BRINDFORS Stockholm
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A15 (Corporate Information)

A15/004	00590	VIRTUAL STRIKE	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
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A15/019	01168	BRIGHTDANCING	TALKTALK	X FACTOR SPONSORSHIP	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
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A15/025	02245	O2 BE THE DIFFERENCE	O2 TELEFÓNICA IRELAND	TELECOMMUNICATIONS	BRANDO Dublin	IRELAND	BRANDO Dublin / ROTHCO Dublin
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A15/036	01355	ASTRONAUTS	LOUIS VUITTON	LUXURY & FASHION PRODUCTS	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
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CYBER SHORTLIST

A15/040	01593	WORLD CUP	LOUIS VUITTON	LUXURY & FASHION PRODUCTS	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
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A16 (Miscellaneous)

A16/008	02215	HANDWRITING	COMERCIAL ARGE	PILOT PEN	GREY ESPAÑA Barcelona	SPAIN	GREY ESPAÑA Barcelona
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B01 (Best Digitally Led Integrated Campaign)

B01/001	00075	4320 LA/SYD	V AUSTRALIA	V AUSTRALIA	DROGA5 AUSTRALIA Sydney	AUSTRALIA	DROGA5 AUSTRALIA Sydney
B01/022	00441	OCEAN RECON	DEFENCE FORCE	SUBMARINER JOBS	VISUAL JAZZ Melbourne	AUSTRALIA	VISUAL JAZZ Melbourne
B01/029	00677	HIGHWAY TO HELL	ELECTRONIC ARTS	DANTE'S INFERNO VIDEO GAME	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
B01/036	00455	SUMMIT ON THE SUMMIT	HP	GLOBAL CLEAN WATER CRISIS AWARENESS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
B01/041	00892	HBO IMAGINE	HBO	TELEVISION SERVICE	BBDO NEW YORK	USA	BBDO NEW YORK
B01/061	00858	BABY ELEPHANT	ANTWERP ZOO	ZOO	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
B01/064	01381	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm
B01/092	01624	UNIQLO CALENDAR	UNIQLO	BRAND PROMO	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo
B01/093	00791	RECODE DECODE	THE VICTORIA AND ALBERT MUSEUM	DECODE DIGITAL DESIGN	SAINT London	UNITED KINGDOM	SAINT London
B01/097	01275	BORN TO FIT	GAP	CLOTHING / DENIM JEANS	AKQA San Francisco	USA	AKQA San Francisco
B01/104	01861	TWEETBOOKS	GANDHI	BOOKSTORES	OGILVY MEXICO	MEXICO	OGILVY MEXICO
B01/105	01890	A HUNDRED LOVERS	DIESEL	SPRING/SUMMER CATALOGUE	ANOMALY UK LONDON	UNITED KINGDOM	ANOMALY UK LONDON
B01/109	00895	LOVE PROJECT	STARBUCKS & (RED) TM	STARBUCKS & (RED) TM	BBDO NEW YORK	USA	BBDO NEW YORK
B01/110	00246	TRUE CITY	NIKE	NIKE TRUE CITY	AKQA London	UNITED KINGDOM	AKQA London
B01/116	01941	PUBLIC POLO	VOLKSWAGEN	VOLKSWAGEN POLO	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam
B01/135	01982	THE GTI PROJECT	VOLKSWAGEN UK	VOLKSWAGEN GTI MK VI	DDB UK London	UNITED KINGDOM	DDB UK London
B01/141	02520	REFRESH	PEPSI	PEPSI	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA
B01/151	02405	HOW HETERO?	STOCKHOLM PRIDE	GAY FESTIVAL	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
B01/153	02580	FLYNN LIVES!	DISNEY	TRON LEGACY	42 ENTERTAINMENT Pasadena	USA	42 ENTERTAINMENT Pasadena
B01/164	02519	REPLAY	GATORADE	GATORADE	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA

CYBER SHORTLIST

B01/173	02293	BRAND JOURNALISM	MICROSOFT	BIEB	JWT New York	USA	JWT New York
B01/205	01512	RECRUITMENT 2009	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
B01/207	01514	THE FUN THEORY	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM

C01 (Foods and Drinks)

C01/023	02522	BEATBOX	PERFETTI VAN	MENTOS	BBH London	UNITED KINGDOM	BBH London
C01/025	02254	CROUSTI EXPRESS	FINDUS FRANCE	EXPRESS MEALS	GREY PARIS	FRANCE	GREY PARIS
C01/026	02436	PLANTS	DIAGEO	CACIQUE	DOUBLEYOU Barcelona	SPAIN	DOUBLEYOU Barcelona

C02 (Automotive Products & Services)

C02/017	00542	SPORTS CAR FROM STUTTGART	MERCEDES-BENZ	SLS AMG WING-DOOR MODEL	ELEPHANT SEVEN Hamburg	GERMANY	ELEPHANT SEVEN Hamburg / PIXELPARK Berlin
C02/021	01151	CREATE YOUR OWN BANNER	BMW GROUP	BMW Z4 ROADSTER	PLAN.NET Munich	GERMANY	PLAN.NET Munich / SERVICEPLAN Munich
C02/026	01439	ROAD GRIP	DEKKMESTERN	TYRE DEALERSHIP	MEDIAFRONT Oslo	NORWAY	MEDIAFRONT Oslo
C02/055	01578	FALL	RENAULT ITALIA	MÉGANE SPORTOUR	SAATCHI & SAATCHI	ITALY	SAATCHI & SAATCHI
C02/067	02540	BABY BOOM	RENAULT	AUTOMOTIVE	PUBLICIS NET Paris	FRANCE	PUBLICIS NET Paris
C02/069	02382	FOX INSIDE OUT	VOLKSWAGEN	FOX	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

C03 (Cosmetics, Beauty & Toiletries)

C03/007	01717	SCENTED BANNER	NATURA	KAIK FRAGRANCE	ID\TBWA São Paulo	BRAZIL	ID\TBWA São Paulo
C03/008	01754	VHA	UNILEVER	AXE	BBH New York	USA	BBH New York
C03/009	01756	WAKE UP & STAY ALERT	UNILEVER	AXE RISE	BBH New York	USA	BBH New York

C06 (Other Consumer Products)

C06/001	00147	RESIZE-A-ROOM	IKEA	IKEA	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai
C06/002	00298	MUSICAL SHELVES	IKEA	BENNO CD & DVD TOWER	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai
C06/016	01441	TINY THINGS MAKE A BIG DIFFERENCE	IKEA	FURNITURE DEALER	MEDIAFRONT Oslo	NORWAY	MEDIAFRONT Oslo
C06/027	00547	SECOND OPINION	APPLE	MAC	MEDIA ARTS LAB Los Angeles	USA	MEDIA ARTS LAB Los Angeles

C07 (Financial Services)

CYBER SHORTLIST

C07/005	00728	ZOOM	DALE ALCOCK HOMES	NEW HOME BUILDER	LONGTAIL PERTH	AUSTRALIA	LONGTAIL PERTH
C07/012	01270	FIRE	EXITO	INSURANCE	SANCHO BBDO COLOMBIA Bogotá	COLOMBIA	SANCHO BBDO COLOMBIA Bogotá

C08 (Travel, Entertainment & Leisure)

C08/033	02590	MASSAGE	VIRGIN ATLANTIC	TRAVEL	Y&R New York	USA	Y&R New York
C08/034	02591	BECOMING	VIRGIN ATLANTIC	TRAVEL	Y&R New York	USA	Y&R New York
C08/035	02592	BEAUTY SLEEP	VIRGIN ATLANTIC	TRAVEL	Y&R New York	USA	Y&R New York
C08/036	02593	FIVE THINGS	VIRGIN ATLANTIC	TRAVEL	Y&R New York	USA	Y&R New York
C08/037	02594	IMPATIENT	VIRGIN ATLANTIC	TRAVEL	Y&R New York	USA	Y&R New York

C09 (Retail & E-Commerce, incl. Restaurants)

C09/010	02283	VALUE MENU	BURGER KING	VALUE MENU	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder
C09/014	02547	LAMP	IKEA DEUTSCHLAND	IKEA	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg

C10 (Publications & Media)

C10/020	02609	THE PACIFIC	CANAL+	THE PACIFIC TV SERIES	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
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C11 (Business Products & Services)

C11/007	00459	NOW CLOCK	SPRINT	MOBILE PHONE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
C11/010	00567	NEW YORK TIMES TAKE OVER	CISCO	VIDEO COMMUNICATION	OGILVY WEST Culver City	USA	OGILVY WEST Culver City
C11/019	02631	LOVE	FEDEX	COURIER	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

C12 (Advertising & Media)

C12/003	02153	SOUND IMPRESSIONS	GENETIX SOUND STUDIO	SOUND STUDIO	CHANGE INTEGRATED Warsaw	POLAND	CHANGE INTEGRATED Warsaw
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C14 (Charities, Public Health & Safety, Public Awareness)

C14/004	00050	NEW YEAR	GOVERNMENT/MINIS TRY OF HOME	SAFER STREETS	KONG Amsterdam	THE NETHERLANDS	KONG Amsterdam
C14/014	00856	BATTERED WOMAN'S SHELTER	WIENER FRAUENHÄUSER	WOMEN'S SHELTER	DRAFTFCB PARTNERS Vienna	AUSTRIA	DRAFTFCB PARTNERS Vienna
C14/022	01157	RECYCLE BIN	UN WORLD FOOD PROGRAMME	UN WORLD FOOD PROGRAMME	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich
C14/043	02524	TURN AROUND	BARNARDO'S	CHARITY	BBH London	UNITED KINGDOM	BBH London

CYBER SHORTLIST

C14/049	02100	GRAFFITI	AIDES	AIDES	TBWA\PARIS	FRANCE	TBWA\PARIS
D01 (Best Copywriting)							
D01/024	01314	NIGHTVIEW	DAIMLER	MERCEDES-BENZ	SCHOLZ & VOLKMER Wiesbaden	GERMANY	SCHOLZ & VOLKMER Wiesbaden
D01/028	01863	TWEETBOOKS	GANDHI	BOOKSTORES	OGILVY MEXICO	MEXICO	OGILVY MEXICO
D01/032	02285	DOLLAR HOLIDAY	BURGER KING	DOUBLE CHEESEBURGER	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder
D01/043	02525	THE MAN WHO WALKED AROUND THE WORLD	DIAGEO	JOHNNIE WALKER	BBH London	UNITED KINGDOM	BBH London
D02 (Best Music/Sound Design)							
D02/003	00422	SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA Göteborg	SWEDEN	KOKOKAKA Göteborg
D02/010	01323	GRAFFITI	AIDES	AIDES	TBWA\PARIS	FRANCE	TBWA\PARIS
D02/019	01558	PARALLEL LINES	PHILIPS	CINEMA 21:9 TV	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM / DDB UK London
D02/023	01757	VHA	UNILEVER	AXE	BBH New York	USA	BBH New York
D02/030	02553	SOUNDS OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
D02/032	02155	SOUND IMPRESSIONS	GENETIX SOUND STUDIO	SOUND STUDIO	CHANGE INTEGRATED Warsaw	POLAND	CHANGE INTEGRATED Warsaw
D02/034	01995	NIKE MUSIC SHOE	NIKE JAPAN	NIKE FREE RUN+	WIEDEN+KENNEDY TOKYO	JAPAN	WIEDEN+KENNEDY TOKYO
D02/038	02133	SYMPHONIA DIGITAL	VODAFONE	VODAFONE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
D02/040	02228	SINGING TWEET	KDDI CORPORATION	IIDA	GROUND Tokyo	JAPAN	GROUND Tokyo / PROJECTOR Tokyo
D03 (Animation)							
D03/001	00037	RUO AND RUCO	MARUI	SHINJUKU MARUI DEPARTMENT STORE	DRILL Tokyo	JAPAN	DRILL Tokyo / DENTSU Tokyo
D03/006	00529	VERBATIM CHAMPIONSHIP	MITSUBISHI KAGAKU MEDIA	VERBATIM STORAGE MEDIA	IMG SRC Tokyo	JAPAN	ADK Tokyo
D03/009	00554	WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond / DOMANI STUDIOS Brooklyn

CYBER SHORTLIST

D03/011	00462	AND THEN THERE WAS SALSA	FRITO-LAY	TOSTITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
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D03/013	00802	ADIDAS TEAMGEIST	ADIDAS	ADIDAS	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea
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D03/028	00792	RECODE DECODE	THE VICTORIA AND ALBERT MUSEUM	DECODE EXHIBITION	SAINT London	UNITED KINGDOM	SAINT London
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D04 (Interface & Navigation)

D04/002	00025	PHOTOGRAPHS TIME:LINE	HIROSHI SEO	PHOTOGRAPHY STUDIO	MURAKAMI DESIGN OFFICE Tokyo	JAPAN	MURAKAMI DESIGN OFFICE Tokyo
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D04/007	00900	HBO IMAGINE	HBO	TELEVISION SERVICE	BBDO NEW YORK	USA	BBDO NEW YORK / THE BARBARIAN GROUP New York
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D04/015	00423	SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA Göteborg	SWEDEN	KOKOKAKA Göteborg
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D04/018	00555	WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond / DOMANI STUDIOS Brooklyn
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D04/022	00463	SUMMIT ON THE SUMMIT	HP	COMPUTER	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
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D04/028	01091	GRIP LIMITED	GRIP LIMITED	ADVERTISING AGENCY	GRIP LIMITED Toronto	CANADA	GRIP LIMITED Toronto
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D04/052	01799	ARE YOU ON THE LIST?	NISSAN EUROPE	NISSAN CUBE	DNA Neuilly-sur-Seine	FRANCE	DNA Neuilly-sur-Seine
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D04/057	02356	JOHANNES LEONARDO	JOHANNES LEONARDO	CREATIVE AGENCY	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York
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D04/073	01607	APPIE FROM ALBERT HEIJN	ALBERT HEIJN	SUPERMARKET	ICEMOBILE Amsterdam	THE NETHERLANDS	ICEMOBILE Amsterdam / MUSE AMSTERDAM
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D04/075	02017	THINKING SPACES	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
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D05 (Illustration and Graphic Design)

D05/001	00008	SPACE ODDITY	MICHELBERGER HOTEL	MICHELBERGER HOTEL	MICHELBERGER HOTEL BERLIN	GERMANY	MICHELBERGER HOTEL BERLIN / PLANTAGE BERLIN
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D05/012	00556	WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond / DOMANI STUDIOS Brooklyn
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D05/016	00803	ADIDAS TEAMGEIST	ADIDAS	ADIDAS	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Skelleftea
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D05/024	00249	TRUE CITY	NIKE	NIKE TRUE CITY	AKQA London	UNITED KINGDOM	AKQA London
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CYBER SHORTLIST

D05/034	01699	ADMIRABLE WORLD	FORD	FORD EDGE	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
D05/036	01701	STRANGE DAYS	FORD	FORD RANGER	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
D05/060	02019	THINKING SPACES	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London

D06 (Photography)

D06/008	01806	MUSEUM OF POWER	PUMA	PUMA FOOTBALL POWER LINE	SYRUP New York	USA	SYRUP New York
D06/011	02020	THINKING SPACES	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London

D07 (Best Use of Video)

D07/005	00902	HBO IMAGINE	HBO	TELEVISION SERVICE	BBDO NEW YORK	USA	BBDO NEW YORK / THE BARBARIAN GROUP New York
D07/014	00424	SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA Göteborg	SWEDEN	KOKOKAKA Göteborg
D07/020	01092	RECRUITMENT 2009	SWEDISH ARMED FORCES	RECRUITMENT	NORTH KINGDOM Skelleftea	SWEDEN	NORTH KINGDOM Stockholm / DDB STOCKHOLM
D07/026	00673	JACK AND SUZY WELCH	MICROSOFT	IT'S EVERYBODY'S BUSINESS SHOW	JWT New York	USA	JWT New York
D07/043	01625	UNIQLO CALENDAR	UNIQLO	BRAND PROMO	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo
D07/052	01567	PARALLEL LINES	PHILIPS	CINEMA 21:9 TV	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM / DDB UK London
D07/086	01358	ANNIE MICHAEL	LOUIS VUITTON	LUXURY & FASHION PRODUCTS	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
D07/087	01359	ASTRONAUTS	LOUIS VUITTON	LUXURY & FASHION PRODUCTS	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
D07/088	01596	WORLD CUP	LOUIS VUITTON	LUXURY & FASHION PRODUCTS	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
D07/092	02527	FAN VIDEO	MYSPEACE	MYSPEACE MUSIC	BBH London	UNITED KINGDOM	BBH London

E01 (Mobile Advertising)

E01/022	00724	INTERACTIVE CATALOGUE	IKEA	IKEA	MOBILE DREAMS FACTORY Madrid	SPAIN	MOBILE DREAMS FACTORY Madrid
E01/041	01119	SEER WIMBLEDON	IBM	INNOVATIVE SOLUTIONS	OGILVYONE London	UNITED KINGDOM	OGILVYONE London

CYBER SHORTLIST

E01/044	01126	REAL RACING GTI	VOLKSWAGEN	2010 GTI	AKQA Washington	USA	AKQA Washington
E01/050	01175	AUTOTRADER	TRADER MEDIA	AUTOTRADER	SAPIENTNITRO Miami	USA	SAPIENTNITRO Miami
E01/051	01237	IHOBO	DEPAUL UK	YOUTH HOMELESS CHARITY	PUBLICIS London	UNITED KINGDOM	PUBLICIS London
E01/052	01280	BORN TO FIT	GAP	CLOTHING/DENIM JEANS	AKQA San Francisco	USA	AKQA San Francisco
E01/057	00252	TRUE CITY	NIKE	NIKE TRUE CITY	AKQA London	UNITED KINGDOM	AKQA London
E01/070	00364	RED FLAG	VF APPAREL	THE NORTH FACE	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI
E01/084	00632	PHONEBOOK	KODANSHA	KODANSHA EDITORIAL	DENTSU Tokyo	JAPAN	DENTSU Tokyo
E01/086	02243	LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS	13TH STREET	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg

E02 (Interactive Tools (for PCs, MACs, etc))

E02/005	00783	OMMWRITER	HERRAIZ SOTO & CO	SELF PROMOTION TOOL	HERRAIZ SOTO Barcelona	SPAIN	HERRAIZ SOTO Barcelona
E02/010	00662	POVERTY IS MODERN	AMNESTY INTERNATIONAL	DEFENSE OF HUMAN RIGHTS	AIR Brussels	BELGIUM	AIR Brussels
E02/015	00586	THE RACE 1.0B	McLAREN	VODAFONE McLAREN MERCEDES	WORK CLUB London	UNITED KINGDOM	WORK CLUB London
E02/020	00514	ZDFMEDIATHEK	ZWEITES DEUTSCHES FERNSEHEN	ZDF PUBLIC TELEVISION STATION	SYZYGY Bad Homburg	GERMANY	SYZYGY Bad Homburg
E02/037	00793	RECODE DECODE	THE VICTORIA AND ALBERT MUSEUM	DECODE EXHIBITION	SAINT London	UNITED KINGDOM	SAINT London
E02/040	02309	HELLO BABY	PROCTER & GAMBLE	PAMPERS	STRAWBERRYFROG New York	USA	STRAWBERRYFROG New York
E02/062	02176	THE MATCH TRACKER	ADIDAS INTERNATIONAL	SPORTSWEAR	180 AMSTERDAM	THE NETHERLANDS	180 AMSTERDAM
E02/063	02506	COMIC SANS DESTROYER	HAPPINESS BRUSSELS	JOB APPLIANCE	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
E02/068	02159	IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
E02/069	02216	HANDWRITING	COMERCIAL ARGE	PILOT PEN	GREY ESPAÑA Barcelona	SPAIN	GREY ESPAÑA Barcelona

E03 (Community Applications)

E03/006	00209	NONJA	SAMSUNG	SAMSUNG ST1000	TRAKTOR Vienna	AUSTRIA	TRAKTOR Vienna
E03/038	01448	AROUND THE WORLD	VOLVO CAR CORPORATION	VOLVO DRIVE CAR RANGE	EURO RSCG 4D AMSTERDAM	THE NETHERLANDS	EURO RSCG 4D AMSTERDAM
E03/047	01961	MOB THE RAINBOW	WRIGLEY	SKITTLES	EVOLUTION BUREAU San Francisco	USA	EVOLUTION BUREAU San Francisco
E03/048	02174	WE'RE ALL FANS	RECORDING ACADEMY OF LOS	52ND ANNUAL GRAMMY AWARDS	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA

CYBER SHORTLIST

E03/049	02000	THE PROFILER	PROXIMUS	MOBILE PROVIDER	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
E03/050	00253	TRUE CITY	NIKE	NIKE TRUE CITY	AKQA London	UNITED KINGDOM	AKQA London
E03/051	01943	MADAME TRESESTI	VODAFONE	VODAFONE 360	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam / THEY Amsterdam
E03/057	01996	TASUKI TWITTER	NIKE JAPAN	NIKE RUNNING	WIEDEN+KENNEDY TOKYO	JAPAN	WIEDEN+KENNEDY TOKYO
E03/061	00838	FACEBOOK SHOWROOM	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
E03/088	02050	FRIEND-O-METER	ORANGE	ORANGE	UNIT 9 London	UNITED KINGDOM	FALLON LONDON
E03/092	01602	VIRTUAL SEXUAL TRANSMITTED DISEASE	MTV BELGIUM	STAYINGALIVE.ORG	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
E03/108	02130	SHOWERPOOLING	UNILEVER	AXE	zig Toronto	CANADA	zig Toronto

E04 (Games)

E04/008	00528	VERBATIM CHAMPIONSHIP	MITSUBISHI KAGAKU MEDIA	VERBATIM STORAGE MEDIA	IMG SRC Tokyo	JAPAN	ADK Tokyo
E04/020	00564	DUDE, WHERE'S MY BAR?	NESTLÉ	BUTTERFINGER CHOCOLATE BAR	THRESHOLD INTERACTIVE Culver City	USA	THRESHOLD INTERACTIVE Culver City
E04/035	00254	221B	WARNER BROS. PICTURES	SHERLOCK HOLMES: THE MOVIE	AKQA London	UNITED KINGDOM	AKQA London / HIDE & SEEK London
E04/043	01987	MONOPOLY CITY STREETS	HASBRO	MONOPOLY CITY GAMEBOARD	DDB UK London	UNITED KINGDOM	DDB UK London
E04/044	01988	A TRIVIAL EXPERIMENT	HASBRO	TRIVIAL PURSUIT BOARDGAME	DDB UK London	UNITED KINGDOM	DDB UK London / UPROAR New York
E04/046	02671	LE TRANSPIRATEUR	AXE FRANCE	ANTI-PERSPIRANT	BUZZMAN Paris	FRANCE	BUZZMAN Paris

E05 (Other Digital Channels)

E05/003	00154	REAL GOOD EXPERIMENT	BLU DOT	REAL GOOD CHAIR	MONO Minneapolis	USA	MONO Minneapolis
E05/016	01165	SMILE ACTIVATED VENDING MACHINE	UNILEVER	WALL'S ICE CREAM	SAPIENTNITRO Miami	USA	SAPIENTNITRO Miami
E05/018	00817	CHALKBOT	NIKE LIVESTRONG FOUNDATION	NIKE LIVESTRONG FOUNDATION	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
E05/021	01383	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm
E05/027	01997	NIKE MUSIC SHOE	NIKE JAPAN	NIKE FREE RUN+	WIEDEN+KENNEDY TOKYO	JAPAN	WIEDEN+KENNEDY TOKYO

CYBER SHORTLIST

F01 (Email Marketing, incl. e-cards)

F01/003	00062	DECISION MAKING	THE ARMY	THE ARMY	TEQUILA\LONDON	UNITED KINGDOM	TEQUILA\LONDON
F01/011	00583	GIVING IS GLORIOUS	MOTHER	MOTHER CHRISTMAS MAILER	MOTHER London	UNITED KINGDOM	MOTHER London
F01/021	01315	MERCEDES-BENZ NIGHTVIEW EMAIL	DAIMLER AG	MERCEDES-BENZ	SCHOLZ & VOLKMER Wiesbaden	GERMANY	SCHOLZ & VOLKMER Wiesbaden
F01/028	01316	THE VIRTUAL AVALANCHE	MAMMUT SPORTS GROUP	MAMMUT SAFETY	SCHOLZ & VOLKMER Wiesbaden	GERMANY	SCHOLZ & VOLKMER Wiesbaden
F01/034	02389	TRACKS	VOLKSWAGEN	VOLKSWAGEN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

F02 (Viral Video)

F02/026	00180	MICROSOFT MEGAWOOSH	MICROSOFT DEUTSCHLAND	SOFTWARE	MRM WORLDWIDE Frankfurt	GERMANY	MRM WORLDWIDE Frankfurt
F02/069	00427	CLOTHING DRIVE	AB-INBEV	BUD LIGHT	DDB Chicago	USA	DDB Chicago
F02/137	01327	GRAFFITI	AIDES	AIDES ASSOCIATION	TBWA\PARIS	FRANCE	TBWA\PARIS
F02/138	01331	DRAMA QUEEN	YOUNG DIRECTOR AWARD BY CFP-E	YOUNG DIRECTOR AWARD	TBWA\PHS HELSINKI	FINLAND	TBWA\PHS HELSINKI
F02/202	02117	CLOSET	CANAL+	CANAL+	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
F02/204	02119	ROLLERBABIES	DANONE	EVIAN	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
F02/225	01759	CLEANS YOUR BALLS	UNILEVER	AXE GEL	BBH New York	USA	BBH New York
F02/253	02686	SUPER SEXY CPR	FORTNIGHT	LINGERIE	RED URBAN Toronto	CANADA	RED URBAN Toronto
F02/276	01516	PIANO STAIRCASE	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
F02/277	01517	THE BOTTLE BANK ARCADE	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
F02/278	01518	THE WORLD'S DEEPEST BIN	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM

F03 (Viral Marketing)

F03/013	00314	THE HERO	RADIOTJÄNST	BROADCASTING TAX PAYMENT AWARENESS	DRAFTFCB Stockholm	SWEDEN	DRAFTFCB Stockholm
F03/035	00864	BABY ELEPHANT	ZOO ANTWERP	ZOO	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
F03/046	00794	RECODE DECODE	THE VICTORIA AND ALBERT MUSEUM	DECODE EXHIBITION	SAINT London	UNITED KINGDOM	SAINT London
F03/053	02120	ROLLERBABIES	DANONE	EVIAN	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
F03/054	02121	I KILL A FRIEND	NBC UNIVERSAL	13E RUE	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris

CYBER SHORTLIST

F03/067	00841	FACEBOOK SHOWROOM	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
F03/070	02358	UNDERGROUND PUZZLE	DAFFY'S	DAFFY'S	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York
F03/072	01230	DORITOS VIRALOCITY	FRITO LAY CANADA	DORITOS	BBDO PROXIMITY CANADA Toronto	CANADA	BBDO PROXIMITY CANADA Toronto
F03/075	02418	FOREVER YOUNG	POSTEN	THE SWEDISH POST	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
F03/081	02535	FAN VIDEO	MYSPEACE	MYSPEACE MUSIC	BBH London	UNITED KINGDOM	BBH London

Total Entries: 242