

Design Lions Shortlist CL2011

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<u>A01 (Posters)</u>							
A01/017	00292	A PICTURE SPEAKS A THOUSAND WORDS	PAUL THOMPSON	PHOTOGRAPHY	THE CHASE CREATIVE CONSULTANCY Manchester	UNITED KINGDOM	THE CHASE CREATIVE CONSULTANCY Manchester
A01/034	00568	PLAYING THE UNDERGROUND	JEUDI	CLUB MUSIC EVENT	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A01/038	00641	OLD SPICE POSTERS	PROCTER & GAMBLE	OLD SPICE	LANDOR ASSOCIATES Cincinnati	USA	LANDOR ASSOCIATES Cincinnati
A01/047	00659	HANDCUT CARDBOARD POSTERS	HINZ & KUNZT	STREET MAGAZINE	JWT GERMANY Hamburg	GERMANY	JWT GERMANY Hamburg / CE+CO Hamburg
A01/097	00871	CREATURES	PACIFIC PAINT	BOYSEN PAINTS	TBWA SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES	TBWA SANTIAGO MANGADA PUNO Makati City
A01/099	00897	SNEAKERS	PENTSTAR SPORTS	LACOSTE FOOTWEAR	CAMPAIGNS & GREY Makati City	THE PHILIPPINES	CAMPAIGNS & GREY Makati City
A01/115	01020	COINCIDENCE	EPA	EPA	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A01/126	01093	STOP THE SLAUGHTER	INTERNATIONAL FUND FOR ANIMAL WELFARE	ANTI-WHALING	JWT Melbourne	AUSTRALIA	JWT Melbourne
A01/129	01128	TREE RINGS	ACRES: ANIMAL CONCERNS RESEARCH & EDUCATION SOCIETY	WILDLIFE PRESERVATION	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE
A01/136	01196	PIRACY POSTER	FIRSTFLOORUNDER	ART EXHIBITION PIRACY	TBWA ITALIA Milan	ITALY	TBWA ITALIA Milan
A01/138	01240	CENAKOVSKI	THÉÂTRE DU NOUVEAU MONDE	THEATRE	COSSETTE MEDIA Montréal	CANADA	COSSETTE MEDIA Montréal
A01/164	01464	SPLITTING HEADACHE	PARAS PHARMA	STOPACHE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A01/176	01521	ANTI-SMOKING CAMPAIGN	NATIONAL CANCER SOCIETY MALAYSIA	ANTI-SMOKING	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
A01/181	01568	NOT YOUR EVERYDAY EVERYDAY	MONOPRIX	MONOPRIX	HAVAS CITY Paris	FRANCE	HAVAS CITY Paris
A01/190	01620	DWARF DEPRESSION	LOVING HANDS MINISTRY	LOVING HANDS MINISTRY	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS
A01/191	01621	FROZEN FOOD	PE ELECTRONICS	ELECTROLUX FREEZER	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS

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A01/215	01867	OIL & WATER DO NOT MIX	COALITION TO RESTORE COASTAL LOUISIANA	ENVIRONMENTAL PROTECTION	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
A01/223	00475	MICROPHONE/PHOTOGRAPHER/REPORTER	CANADIAN JOURNALISTS FOR FREE EXPRESSION	CANADIAN JOURNALISTS FOR FREE EXPRESSION	JUNIPER PARK Toronto	CANADA	JUNIPER PARK Toronto

A02 (Flyers, Tickets, Invitations, Postcards, Christmas and Other Greetings Cards)

A02/033	00786	SPECIAL POSTMARK	REPORTERS WITHOUT BORDERS AUSTRIA	HUMAN RIGHTS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A02/044	01092	STORIES FROM THE STREET	MELBOURNE WRITERS FESTIVAL	2010 MELBOURNE WRITERS FESTIVAL	JWT Melbourne	AUSTRALIA	JWT Melbourne
A02/059	01606	DISAPPEARING DISCOUNTS	R I AYURVEDA RESEARCH LABS	LASS NATURAL COSMETICS	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS

A03 (Calendars)

A03/006	00231	IMMIGRATION STAMPS	YATRA ONLINE	CALENDAR	TBWA\INDIA Gurgaon	INDIA	TBWA\INDIA Gurgaon
A03/007	00288	ALMOST EXTINCT	BBC	BBC WILDLIFE FUND	THE CHASE CREATIVE CONSULTANCY Manchester	UNITED KINGDOM	THE CHASE CREATIVE CONSULTANCY Manchester
A03/008	00211	VANISHING TOMORROW	ACER	CALENDAR	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
A03/022	00632	AUGMENTED REALITY CALENDAR	AUDI	AUTOMOBILE	NEUE DIGITALE/RAZORFISH Berlin	GERMANY	NEUE DIGITALE/RAZORFISH Berlin
A03/038	01121	WHEN I GROW UP	FAKTUM	CHARITY STREET PAPER	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS
A03/042	01251	TAMIYA CALENDAR	SIAM TAMIYA	TAMIYA MODEL KITS SHOP	CREATIVE JUICE\BANGKOK (TBWA) Bangkok	THAILAND	CREATIVE JUICE\BANGKOK (TBWA) Bangkok

A04 (Logo Design)

A04/030	00272	FRIENDS VISUAL IDENTITY	FRIENDS FILM COMPANY	FILM PRODUCTION COMPANY	& CO. Copenhagen	DENMARK	& CO. Copenhagen
A04/049	00048	"CHEMICAL REACTION" CORPORATE STATIONERY	SHU'S PRODUCTION	CORPORATE TOOL	OGILVY & MATHER Tokyo	JAPAN	OGILVY & MATHER JAPAN Tokyo

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A04/078	01237	IDENTITY	ESPACE POUR LA VIE (SPACE FOR LIFE)	MONTRÉAL'S BIODÔME, INSECTARIUM, BOTANICAL GARDEN AND PLANETARIUM	COSSETTE MEDIA Montréal	CANADA	COSSETTE MEDIA Montréal
A04/083	01315	PAUSE	LINGO INDIA	AUDIO STOCK BANK	TAPROOT INDIA Mumbai	INDIA	TAPROOT INDIA Mumbai
A04/091	01405	PERIODIC TABLE	THE CATALYST AGENCY	ADVERTISING AGENCY	THE CATALYST AGENCY Singapore	SINGAPORE	THE CATALYST AGENCY Singapore

A05 (Books)

A05/005	00147	BOOK OF BIRDS	GÖRTZ	BOOK	GÜRTLERBACHMAN Hamburg	GERMANY	GÜRTLERBACHMAN Hamburg
A05/018	00621	THE RED-THREAT-BOOK	GLAXOSMITHKLINE	DIETARY SUPPLEMENT	OGILVY & MATHER ADVERTISING Düsseldorf	GERMANY	OGILVY & MATHER ADVERTISING
A05/020	00041	BASISBIBEL	GERMAN BIBLE SOCIETY	BIBLE COVER DESIGN	GOBASIL Hamburg	GERMANY	GOBASIL Hamburg
A05/037	01122	HOMEMADE IS BEST	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS

A06 (Self Promotion)

A06/018	00308	IVITY CARDBOARD CITY	IVITY	DESIGN AGENCY	IVITY BRAND CORP Lisbon	PORTUGAL	IVITY BRAND CORP Lisbon
A06/029	00575	CONCERTMILK	DORTMUND CONCERTHALL	SEASON 2010/2011	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A06/037	00458	BLACK PENCIL CALENDAR	LEO BURNETT	SELF PROMOTION	LEO BURNETT GUATEMALA Guatemala City	GUATEMALA	LEO BURNETT GUATEMALA Guatemala City
A06/065	00672	THE INTERACTIVE	BBDO	ADVERTISING AGENCY	BBDO GERMANY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A06/085	00875	LADYBUG	HOGAR CLINICA SAN JUAN DE DIOS	TELETON	JWT LIMA	PERU	JWT LIMA
A06/090	01027	THE VIEW OF THE BRANDS	JWT	JWT	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
A06/104	01195	PIRACY ART EXHIBIT	FIRSTFLOORUNDER	ART EXHIBITION PIRACY	TBWA ITALIA Milan	ITALY	TBWA ITALIA Milan
A06/118	01353	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR Boulder	USA	4TH AMENDMENT WEAR Boulder
A06/120	01394	ALL ABOUT ACUPRESSURE	DR. S M VAIDYA	ACUPRESSURE TREATMENT	OGILVY & MATHER Mumbai	INDIA	OGILVY & MATHER Mumbai
A06/122	01414	MAKE SOMEONE'S DAY	METRO	METRO NEWSPAPER	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London

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A06/133	01610	LIVING TYPOGRAPHY	MUDRA COMMUNICATIONS	SELF PROMOTION	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS
A06/141	01658	BRAND ADDICTED AGENCY	W&CIE	DESIGN & COMMUNICATION AGENCY	W&CIE Paris	FRANCE	W&CIE Paris
A06/144	01715	COME SIT AND PLAY	JAYA DESIGN	ZOO BENCH	GIOVANNI+DRAFTFCB Rio de Janeiro	BRAZIL	GIOVANNI+DRAFTFCB Rio de Janeiro
A06/159	01783	APPLE BOX	LEO BURNETT SYDNEY	LEO BURNETT SYDNEY	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY

A07 (Publications & Business Communications)

A07/008	00187	CANYON BRAND BOOK	CANYON BICYCLES	PREMIUM BICYCLES	KMS TEAM Munich	GERMANY	KMS TEAM Munich
A07/023	00784	LOVE BLOSSOMS HERE	MOTHER'S PRIDE / MARVEL GROUP OF COMPANIES	PRESCHOOL	OUT OF THE BOX New Delhi	INDIA	OUT OF THE BOX New Delhi
A07/034	00828	BRAZILIAN TWITTERATURE CLASSICS	SUZANO PAPEL E CELULOSE	POLLEN PAPER	SANTA CLARA São Paulo	BRAZIL	SANTA CLARA São Paulo
A07/038	01028	THE UNBELIEVABLE IS FOUND AT EMILIANO	HOTEL EMILIANO	HOTEL EMILIANO BOOK	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
A07/042	01319	BOOKS VIRADA SUSTENTAVEL	VIRADA SUSTENTÁVEL	SUSTAINABLE TURN	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A07/050	01708	HOWTO MAGAZINE / THE BLACK ISSUE	OGILVY	OGILVY	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT

A08i (Small Business - local or operating in a restricted area.)

A08i/001	00571	2010'S FAIREST ANNUAL REPORT	LEMONAID BEVERAGES	SOFT DRINK MANUFACTURER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A08i/002	00282	THE REPORT THAT ATTRACTS MONEY	AGENCIA REGIONAL DE RECAUDACIÓN	TAX COLLECTION AGENCY	F33 Murcia	SPAIN	F33 Murcia
A08i/003	01239	I AM ONE THOUSAND	ENABLIS	NON-FOR-PROFIT ORGANIZATION	COSSETTE MEDIA Montréal	CANADA	COSSETTE MEDIA Montréal

A09 (Illustration)

A09/033	00552	GECKO	AUDI	AUDI QUATTRO	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg
A09/043	01134	ENEMIES	WOCKHARDT LIMITED	OSTEOARTHRITIS THERAPY	SORENTO HEALTHCARE COMMUNICATIONS Mumbai	INDIA	SORENTO HEALTHCARE

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A09/097	01291	CHICKEN LIPS	IBM	IBM	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
A09/112	01415	GOING GOING GONE RED!	RICHARD HOUSE	GO RED!	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London
A09/117	01497	SWITCH OFF	PROCTER & GAMBLE	BOUNCE	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A09/121	01509	WHALE	LEGO	LEGO	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A09/122	01527	SPIT	PUBLIC HEALTH BUREAU OF FENGXIAN, SHANGHAI	PUBLIC AWARENESS OF SPITTING	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI
A09/130	01615	DWARF DEPRESSION 1	LOVING HANDS MINISTRY	LOVING HANDS MINISTRY	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS
A09/132	01617	DWARF DEPRESSION 3	LOVING HANDS MINISTRY	LOVING HANDS MINISTRY	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS
A09/142	01673	DROUGHT	GREENPEACE	CAR FREE DAY	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong
A09/177	01517	SEE IT THROUGH THEIR EYES	PENGUIN BOOKS MALAYSIA	DK'S ANIMAL ENCYCLOPEDIAS	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
A09/185	01816	MUSEUM OF CHILDHOOD POSTER CAMPAIGN	MUSEUM OF CHILDHOOD	MUSEUM OF CHILDHOOD	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London

A10 (Advertising Typography)

A10/003	00631	SPRINTER APPLIES FOR A JOB	DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
A10/009	00950	LIGHT WALL REFLECTION	BMW	BMW M3 COUPE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A10/010	01095	HANDS	NATIONAL CARE FOR DOMESTIC VIOLENCE	DOMESTIC VIOLENCE AWARENESS	JWT LONDON London	UNITED KINGDOM	JWT LONDON London
A10/023	00983	LOVE/HATE	THE ADVERTISING AND DESIGN CLUB OF CANADA	THE ADVERTISING AND DESIGN CLUB OF CANADA	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A10/025	01014	MICHAEL JACKSON	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A10/029	01175	KIT KAT KLOCKS	NESTLÉ	KIT KAT	JWT LONDON London	UNITED KINGDOM	JWT LONDON London
A10/039	01566	NON AU QUOTIDIEN QUOTIDIEN (NOT YOUR EVERYDAY EVERYDAY)	MONOPRIX	MONOPRIX	HAVAS CITY Paris	FRANCE	HAVAS CITY Paris

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A10/050	00723	WMF APPLE	WMF	WMF PEELERS	KNSK WERBEAGENTUR Hamburg	GERMANY	KNSK WERBEAGENTUR Hamburg
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A11 (Design Typography)

A11/002	00119	DEAR BILL	SOCIETY OF DESIGN	SPEAKER SERIES	GO WELSH Lancaster	USA	GO WELSH Lancaster
A11/004	00291	A PICTURE SPEAKS A THOUSAND WORDS	PAUL THOMPSON	PHOTOGRAPHY	THE CHASE CREATIVE CONSULTANCY Manchester	UNITED KINGDOM	THE CHASE CREATIVE CONSULTANCY Manchester
A11/007	00217	LOEWE 3D	LOEWE OPTA	3D POSTER	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
A11/008	00407	GRAPHIC EXPLANATION	PIE INTERNATIONAL	GRAPHIC EXPLANATION IN ADVERTISEMENT(B OOK)	TOKYU AGENCY Tokyo	JAPAN	TOKYU AGENCY Tokyo
A11/020	01177	PEARSON TYPOGRAPHY	PEARSON	EDUCATIONAL SERVICES COMPANY	INTERBRAND London	UNITED KINGDOM	INTERBRAND London

A12 (Broadcast Design and Graphics Incl. Animation)

A12/009	00197	2010 OPEN TITLES	OFFF INTERNATIONAL FESTIVAL	INTERNATIONAL FESTIVAL	THE MILL New York	USA	THE MILL New York
A12/017	01506	BALLOONS	MTV	MTV	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo

A13 (Design Photography)

A13/019	01124	HOMEMADE IS BEST	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS
A13/025	01361	SR. AMOR: MODEL	SALVATION ARMY	SALVATION ARMY	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires

B01 (Online Digital Design)

B01/003	00178	SOUR/MIRROR	ZENITH	INDEPENDENT BAND	MASASHI QANTA SAQOOSHA HIROKI Tokyo	JAPAN	MASASHI QANTA SAQOOSHA HIROKI
B01/019	00248	HIDDEN HEROES	HI-CONE	MULTIPACK	GRIMM GALLUN HOLTAPPELS Hamburg	GERMANY	GRIMM GALLUN HOLTAPPELS Hamburg /
B01/022	00554	WALL OF FAME	EDDING	WRITING TOOLS COMPANY	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg
B01/034	00781	DIRECTING SHADOWS	MOTO WAGANARI	INTERACTIVE LIGHT GALLERY	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
B01/044	01261	TABIO SLIDE SHOW	TABIO	LEGWEAR	TAIYO KIKAKU Tokyo	JAPAN	TAIYO KIKAKU Tokyo

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B01/053	01545	BIT.CODE	SAP	BUSINESS SOFTWARE	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
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B02 (Offline Digital Design)

B02/002	00106	MOBILITY	OTTO BOCK HEALTHCARE	MOBILITY INSTALLATION	ART+COM Berlin	GERMANY	ART+COM Berlin
B02/012	00527	THE COSMOPOLITAN DIGITAL EXPERIENCE	THE COSMOPOLITAN OF LAS VEGAS	HOTEL DIGITAL EXPERIENCE	DIGITAL KITCHEN Chicago	USA	DIGITAL KITCHEN Chicago
B02/018	00888	WATSON	IBM	IBM	OGILVY & MATHER New York	USA	OGILVY & MATHER New York
B02/019	00416	AUDI MEDIAWALL - GENEVA INTERNATIONAL MOTORSHOW 2010	AUDI	AUDI A1	MUTABOR DESIGN Hamburg	GERMANY	MUTABOR DESIGN Hamburg
B02/025	01283	THE CANVAS EXPERIMENT	CONVERSE EMEA	CONVERSE SHOES	PERFECT FOOLS Stockholm	SWEDEN	PERFECT FOOLS Stockholm

C02 (Temporary Retail)

C02/011	01485	MR. LEE, TAILOR TO SUPERHEROES AND VILLAINS	SONY PLAYSTATION	DC UNIVERSE ONLINE	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
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C03 (Point of Sale)

C03/002	00149	DICKY BIRD PROMOTION	GÖRTZ	BOOK AND PACKAGE DESIGN	GÜRTLERBACHMAN Hamburg	GERMANY	GÜRTLERBACHMAN Hamburg
C03/007	00218	LOEWE 3D	LOEWE OPTA	3D POSTER	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
C03/008	00365	SAPPORO TAP HANDLE	SLEEMAN BREWERIES	BEER TAP HANDLE	DENTSU CANADA Toronto	CANADA	DENTSU CANADA Toronto
C03/015	01229	CLASS IS IN SESSION	FOOT LOCKER	FOOT LOCKER	SAPIENTNITRO Miami	USA	SAPIENTNITRO Miami
C03/038	01458	EXPLOSIVE PAIN	PARAS PHARMA	STOPACHE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
C03/041	01596	ANTA LI XIAOXU'S SHOEBOX INSTALLATION	ANTA SPORTS PRODUCT	SPORTS	JWT SHANGHAI	CHINA	JWT SHANGHAI
C03/045	01756	COBWEB	FIAT	FIAT ADVENTURE LINE	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo

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C03/048	01870	DUCKED	FOOT LOCKER	CONVERSE FOOTWEAR	SAPIENTNITRO London	UNITED KINGDOM	SAPIENTNITRO London
C03/050	01516	SEE IT THROUGH THEIR EYES	PENGUIN BOOKS MALAYSIA	DK'S ANIMAL ENCYCLOPEDIAS	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur

C04 (Hospitality/Leisure)

C04/001	00054	SLOW - THE LOUNGE FOR EXTREMELY BUSY PEOPLE	BRITISH AIRWAYS COMAIR	BUSINESS CLASS FLIGHTS	GRID WORLDWIDE BRANDING & DESIGN Johannesburg	SOUTH AFRICA	GRID WORLDWIDE BRANDING & DESIGN Johannesburg / TONIC DESIGN Johannesburg
C04/003	00528	THE COSMOPOLITAN DIGITAL EXPERIENCE	THE COSMOPOLITAN OF LAS VEGAS	HOTEL DIGITAL EXPERIENCE	DIGITAL KITCHEN Chicago	USA	DIGITAL KITCHEN Chicago

C05 (Exhibitions & Live Events)

C05/042	00366	PEACE SHADOW PROJECT	HIROSHIMA PEACE MEMORIAL MUSEUM	NUCLEAR WEAPONS AWARENESS	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
C05/050	00417	AUDI MEDIAWALL - GENEVA INTERNATIONAL MOTORSHOW 2010	AUDI	AUDI A1	MUTABOR DESIGN Hamburg	GERMANY	MUTABOR DESIGN Hamburg
C05/051	00679	THE INTERACTIVE	BBDO	ADVERTISING AGENCY	BBDO GERMANY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
C05/053	00379	SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO
C05/054	00776	BURMA	HUMAN RIGHTS WATCH	HUMAN RIGHTS PETITION	JWT NEW YORK	USA	JWT NEW YORK
C05/072	01686	YANG AI (DESPAIR WHIRLPOOL)	GUANGZHOU YANGAI SPECIAL CHILDREN PARENT CLUB	YANG AI	LEO BURNETT SHANGHAI	CHINA	LEO BURNETT SHANGHAI

C06 (Public Spaces)

C06/005	00103	YOUR GAME IS YOUR VOICE	NIKE	SPORTS APPAREL	WIEDEN+KENNEDY SHANGHAI	CHINA	WIEDEN+KENNEDY SHANGHAI
C06/013	00440	THE PALLET PROJECT	BRANDBASE	CONCEPTUAL INTERIOR DESIGN	BRANDBASE Amsterdam	THE NETHERLANDS	BRANDBASE Amsterdam / MOST ARCHITECTURE
C06/014	00261	BOTA BOTA, SPA- ON-WATER	BOTA BOTA	FLOATING SPA	SID LEE Montreal	CANADA	SID LEE Montreal

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C06/040	01459	SEE POTENTIAL	AL NOOR TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS	TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
C06/055	00901	DISPOSABLE FOREST	GREENPEACE	GREENPEACE	OGILVY BEIJING	CHINA	OGILVY BEIJING
<u>D01i (i. Own Label and Private Label brands)</u>							
D01i/002	00317	BLUE SKIES FRESH FRUIT RANGE	BLUE SKIES	FRESH FRUIT RANGE	WILLIAMS MURRAY HAMM London	UNITED KINGDOM	WILLIAMS MURRAY HAMM London
D01i/006	00498	GOOD LIFE	ICA	RETAIL STORE CORPORATE MESSAGE	KING Stockholm	SWEDEN	KING Stockholm
<u>D01ii (ii. Core FMCG)</u>							
D01ii/001	00027	YUMMY TUMMY KOALAS	GEORGE WESTON FOODS	YUMMY TUMMY KOALAS	LANDOR ASSOCIATES Sydney	AUSTRALIA	LANDOR ASSOCIATES Sydney
<u>D01iii (iii. Premium Brand)</u>							
D01iii/002	00926	BRICKSTONES	T.D.G. VERTRIEBS	CAKE MIX	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg / KOREFE Hamburg
D01iii/005	00845	MLK	BUSINESS CONCERN PRODMOL	MLK	DEPOT WPF Moscow	RUSSIA	DEPOT WPF Moscow
D01iii/009	01891	CHEESE PENCILS	T.D.G. VERTRIEBS	PARMESAN CHEESE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg / KOREFE Hamburg
<u>D02iii (iii. Premium Brand)</u>							
D02iii/009	00947	ABSOLUT GLIMMER	THE ABSOLUT VODKA COMPANY	VODKA	FAMILY BUSINESS Stockholm	SWEDEN	FAMILY BUSINESS Stockholm
D02iii/015	01390	FARRIER WINES	JACKSON FAMILY WINES	FARRIER WINE	DUNCAN/CHANNON San Francisco	USA	DUNCAN/CHANNON San Francisco
<u>D03i (i. Own Label and Private Label brands)</u>							
D03i/007	01558	TEA	MONOPRIX	MONOPRIX	HAVAS CITY Paris	FRANCE	HAVAS CITY Paris
<u>D03ii (ii. Core FMCG)</u>							
D03ii/009	01445	COCA-COLA 2010 SUMMER CAN	COCA-COLA	COCA-COLA	TURNER DUCKWORTH London	UNITED KINGDOM	TURNER DUCKWORTH London

D04i (i. Own Label and Private Label brands)

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D04i/003	00238	SIX SCENTS PARFUMS: SERIES THREE	SIX SCENTS PARFUM	FRAGRANCE COLLECTION	METAPROJECT New York	USA	METAPROJECT New York / 3 DEEP DESIGN St Kilda
D04i/006	00556	GÖRTZ 17 SHOELACE BOX	GÖRTZ 17	SHOES	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg / LOVED

D04ii (ii. Core FMCG)

D04ii/009	00680	TARGET HEAVY FOOD	MEDICOM PHARMA	DIGESTION AID	BBDO GERMANY Düsseldorf	GERMANY	BBDO PROXIMITY Berlin
D04ii/011	00846	DIZAO ORGANICS	EXAMONE ENTERPRISES	DIZAO ORGANICS	DEPOT WPF Moscow	RUSSIA	DEPOT WPF Moscow
D04ii/012	00549	THE LONGEST LASTING BATTERY	PANASONIC	ALKALINE BATTERY	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN

D04iii (iii. Premium Brand)

D04iii/001	00045	LEE - NEVER WASTED	VF ARVIND MILLS	LEE SHOPPING BAG	HAPPY CREATIVE SERVICES Bangalore	INDIA	HAPPY CREATIVE SERVICES Bangalore
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D05 (Sustainable Packaging)

D05/006	00930	STOP THE WATER WHILE USING ME!	T.D.G. VERTRIEBS	SKINCARE PRODUCTS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg / KOREFE Hamburg
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D07 (Special Editions & Promotional Packaging)

D07/002	00227	STR BOTTLE	HEINEKEN INTERNATIONAL	BEER	DBOD Amsterdam	THE NETHERLANDS	DBOD Amsterdam
D07/003	00152	BIRD PACKAGING	GÖRTZ	PACKAGING DESIGN	GÜRTLERBACHMAN Hamburg	GERMANY	GÜRTLERBACHMAN Hamburg

E01 (Consumer Products)

E01/003	00279	ALL ABOUT TEA	ALL ABOUT TEA	TEA	MOVING BRANDS London	UNITED KINGDOM	MOVING BRANDS
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E02 (Consumer Services)

E02/007	00309	SONAE BRAND IDENTITY SYSTEM	SONAE	MUTLINATIONAL RETAIL GROUP	IVITY BRAND CORP Lisbon	PORTUGAL	IVITY BRAND CORP Lisbon
E02/025	00203	TRANSMEDIALE.1 1	KULTURPOJEKTE BERLIN	FESTIVAL FOR MEDIA AND ARTS	RUDDIGKEIT Berlin	GERMANY	RUDDIGKEIT Berlin
E02/033	00586	KANTAR BRAND IDENTITY	KANTAR	MARKET RESEARCH COMPANY	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London

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E02/034	00889	FIOCCA STUDIO	FIOCCA STUDIO	PHOTOGRAPHY	COSSETTE COMMUNICATION Toronto	CANADA	COSSETTE COMMUNICATION
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Total Entries: **146**