



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
A06 Beauty & Luxury Products				
COME CLEAN	METHOD	BEAUTY CLEANING	CRISPIN PORTER + BOGUSKY	USA
C05 Miscellaneous				
REALITY ADVERTISING	HENKEL	SUPER BONDER INSTANT GLUE	DDB BRASIL	BRAZIL
GOLD LION				
A01 Automotive				
MINI RELAUNCH	BMW	MINI	INTERONE WORLDWIDE	GERMANY
A03 Travel, Entertainment & Leisure				
A BITTERSWEET LIFE	FILM B.O.M PRODUCTIONS	FILM PROMOTION	D.O.E.S	KOREA
A08 Sportswear, Fashion & Clothing				
NIKE LAB HOLIDAY 04	NIKE	NIKE FOOTWEAR	R/GA	USA
A11 Publications & Media				
FM FESTIVAL 2004	TOKYO FM BROADCASTING / TOSHIBA	TOSHIBA FM MUSIC FESTIVAL CORPORATION	DENTSU	JAPAN
B02 Automotive				
BLACK SHEEP	MINI CANADA	MINI AUTOMOBILES	TAXI CANADA	CANADA
B04 Travel, Entertainment & Leisure				
RUN	COMPANHIA ATHLETICA	GYM	DDB BRASIL	BRAZIL
B09 Sportswear, Fashion & Clothing				
TALL	ADIDAS	ADIDAS A3 SUPERSTAR ULTRA	TEQUILA\	BRAZIL
B10 Consumer Products & Services				
JUST IN TIME	FEDEX	COURIER SERVICE	DDB BRASIL	BRAZIL
XTREME	TRE	NEC E616 XTREME MOBILE PHONE	LOWE TESCH	SWEDEN
C02 Viral Marketing: Email Marketing				
DEATH PENALTY	AMNISTIA INTERNACIONAL	CAPITAL PUNISHMENT AWARENESS	CP COMUNICACION PROXIMITY (CP INTERACTIVE)	SPAIN
C03 Viral Marketing:Digital Video Spots for the Internet				
KICKING	APPEALNOW.COM	PARKING TICKET APPEAL	GREAT GUNS	UNITED KINGDOM
BINGO	APPEALNOW.COM	PARKING TICKET APPEAL	GREAT GUNS	UNITED KINGDOM
D01 Interactive Campaigns				
THE TRUE ADVENTURES OF CHAD	SEGA OF AMERICA	SUPER MONKEYBALL DELUXE VIDEOGAME	MEKANISM	USA
COUNTERFEIT	MINI	MINI AUTOMOBILES	CRISPIN PORTER + BOGUSKY	USA
LIFE ON BOARD	VOLVO CAR CORPORATION	VOLVO CAR RANGE	FUEL EUROPE	THE NETHERLANDS
SILVER LION				
A03 Travel, Entertainment & Leisure				
ANTS	THE ONE CLUB FOR ART & COPY	ONE SHOW 2004 EXHIBITION AND CALL FOR ENTRIES	DENTSU	JAPAN
A07 Healthcare				
SMOKE WEEK	PFIZER	NICORETTE PEPPERMINT GUM	PROXIMITY OTTO STOCKHOLM	SWEDEN
A08 Sportswear, Fashion & Clothing				
ASICS GEL TV	ASICS EUROPE, NETHERLANDS	RUNNING SHOES	AIMAQ.RAPP.STOLLE	GERMANY
ADIDAS SPORTS STYLE Y-3	ADIDAS-SALOMON	ADIDAS Y-3 CLOTHING RANGE	NEUE DIGITALE	GERMANY
ADIDAS ORIGINALS	ADIDAS-SALOMON	ADIDAS CLOTHING RANGE	NEUE DIGITALE	GERMANY
B01 Non-Rich Media Advertising				
BRAKING DISTANCE	RENAULT NISSAN DEUTSCHLAND	RENAULT MEGANE SPORT	NORDPOL HAMBURG AGENTUR FUR KOMMUNIKATION	GERMANY
B02 Automotive				
LIFE ON BOARD PROJECT	VOLVO CAR CORPORATION	VOLVO RANGE	FUEL EUROPE	THE NETHERLANDS
MINI CABRIO	BMW	MINI CABRIO	INTERONE WORLDWIDE	GERMANY
SKI TRAIL	AUDI	AUDI QUATTRO TECHNOLOGY	SAATCHI & SAATCHI	GERMANY
B05 Computing & Telecommunications				
MONSTERS	INTEL	INTEL CENTRINO	EURO RSCG 4D	BRAZIL
SPEEDY	TELEFONICA	INTERNET PROVIDER	DDB BRASIL	BRAZIL 1 OF 3 CAMPAIGN
LIFE IS TOO SHORT	TELEFONICA	INTERNET PROVIDER	DDB BRASIL	BRAZIL 2 OF 3 CAMPAIGN
DOWNLOADS	TELEFONICA	INTERNET PROVIDER	DDB BRASIL	BRAZIL 3 OF 3 CAMPAIGN
B06 Fast Moving Consumer Goods				
ONE FOR ALL	RECKITT BENCKISER	RODASOL INSECTICIDE	EURO RSCG 4D	BRAZIL
B11 Retail, including e-commerce				
THE STORE	JC CLOTHES	JEANS & CLOTHES	FORSMAN & BODENFORS	SWEDEN
B12 Publications & Media				
DINOSAUR	SUPER INTERESSANTE MAGAZINE	SUPER INTERESSANTE MAGAZINE	ALMAPBBDO	BRAZIL
B13 Fundraising, Charities & Appeals				
HOPE	GRAACC	ONLINE DONATIONS	OGILVYONE WORLDWIDE BRAZIL	BRAZIL
DRIVER'S EYE	JAPAN ADVERTISING COUNCIL	DRIVER SAFTEY	DENTSU	JAPAN
C02 Viral Marketing: Email Marketing				
DRILLING A MOLAR	FORD	FORD FIESTA	OGILVY & MATHER	UNITED KINGDOM 1 OF 3 CAMPAIGN
MAKING A CUP OF TEA	FORD	FORD FIESTA	OGILVY & MATHER	UNITED KINGDOM 2 OF 3 CAMPAIGN
KARAOKE	FORD	FORD FIESTA	OGILVY & MATHER	UNITED KINGDOM 3 OF 3 CAMPAIGN
D01 Interactive Campaigns				
CSI:NY KILLER	FIVE	TV SHOW	20:20 LONDON	UNITED KINGDOM
BRONZE LION				
A01 Automotive				

MODUS	RENAULT NISSAN DEUTSCHLAND	RENAULT MODUS	NORDPOL HAMBURG AGENTUR FUR KOMMUNIKATION	GERMANY
A02 Financial Services				
STOLEN CAR SHOW	INSURANCE CORPORATION OF BRITISH COLUMBIA	CAR INSURANCE	TRIBAL DDB	CANADA
A03 Travel, Entertainment & Leisure				
MADEINMTL	MADEINMTL	MONTREAL CITY URBAN OPERATOR	BLUESPONGE	CANADA
THE GRUDGE	COLUMBIA PICTURES/SONY PICTURES DIGITAL	"THE GRUDGE" MOVIE PROMOTION	BIG SPACESHIP	USA
A05 Fast Moving Consumer Goods				
TOO HOT FOR TV	UNILEVER	PEPERAMI FIRESTICK SNACKS	AKQA	UNITED KINGDOM
LE FAIT MAIN REVIENT	LESIEUR	LESIEUR FOOD OIL	PUBLICIS NETWORKS	FRANCE
A06 Beauty & Luxury Products				
AXE 2 GRIND	AXE	BODY SPRAY	BARTLE BOGLE HEGARTY	USA
A08 Sportswear, Fashion & Clothing				
PUMA/STARCK	PUMA	PUMA FOOTWEAR	BEAM	USA
THE MAN WITHOUT FEELINGS	RICCARDO CARTILLONE	RICCARDO CARTILLONE FOOTWEAR	NORDPOL HAMBURG AGENTUR FUR KOMMUNIKATION	GERMANY
A09 Consumer Products and Services				
DESIGN FILE	VODAFONE	VODAFONE MOBILE PHONES	HAKUHODO i STUDIO	JAPAN
A10 Retail, including e-commerce				
UGOFF	BURGER KING	BURGER KING SALAD'S	CRISPIN PORTER + BOGUSKY	USA
A12 Fundraising, Charities, Appeals				
MAIL ORDER CHICKENS	CHRISTIAN AID	SUPPORT LOCAL PRODUCE AWARENESS	CHRISTIAN AID	UNITED KINGDOM
A14 Other				
CAMPANA BROTHERS	CAMPANA BROTHER	CAMPANA BROTHERS DESIGN	F/NAZCA SAATCHI & SAATCHI	BRAZIL
B02 Automotive				
PEUGEOT 1007	PEUGEOT	PEUGEOT 1007	EURO RSCG INTERACTION	UNITED KINGDOM
HONDA GRRR GAME	HONDA	DIESEL ENGINES	UNIT 9.CREATIVE.PRODUCTION	UNITED KINGDOM
B03 Financial services				
VASE	HAMBURG-MANNHEIMER VERSICHERUNGS	LIABILITY INSURANCE	SPRINGER & JACOBY WERBUNG	GERMANY
B04 Travel, Entertainment & Leisure				
WAG	THE PAW SEASONS	DOG HOTEL	EURO RSCG INTERACTION	UNITED KINGDOM
LIVE LONGER	COMPANHIA ATHLETICA	GYM	DDB BRASIL	BRAZIL
DAISY	LUNCH FOR TWO	MATCH MAKING AGENCY	OGILVYONE WORLDWIDE BRAZIL	BRAZIL
DREAMS	VIRGIN	VIRGIN ATLANTIC AIRWAYS	CRISPIN PORTER + BOGUSKY	USA
BEDROOM	MASP MUSEUM	SAO PAULO ART MUSEUM	DDB BRASIL	BRAZIL
B05 Computing & Telecommunications				
BRAZIL-JAPAN ROAMING	TIM	TIM INTERNATIONAL ROAMING	EURO RSCG 4D	BRAZIL
CLASSICAL	HEWLETT-PACKARD	HP iPOD PROMOTION	GOODBY SILVERSTEIN & PARTNERS	USA
LIZARD	HEWLETT-PACKARD	HP VIVERA INK	GOODBY SILVERSTEIN & PARTNERS	USA 1 OF 3 CAMPAIGN
HUMMINGBIRD	HEWLETT-PACKARD	HP VIVERA INK	GOODBY SILVERSTEIN & PARTNERS	USA 2 OF 3 CAMPAIGN
DUCK	HEWLETT-PACKARD	HP VIVERA INK	GOODBY SILVERSTEIN & PARTNERS	USA 3 OF 3 CAMPAIGN
B06 Fast Moving Consumer Goods				
ESCAPE	DULUX	PAINT	AGENCY.COM	UNITED KINGDOM
JUMBO TUBE	ABBA SEAFOOD	KALLES FISH PASTE	FORSMAN & BODENFORS	SWEDEN
UPSIDE DOWN	THE COCA-COLA COMPANY	COCA-COLA LIGHT	AGENCIAClick	BRAZIL
SMELL	PEDIGREE	PEDIGREE WITH NUGGETS	TEQUILA\	BRAZIL
B07 Beauty & Luxury Products				
CREAM	JOHNSON & JOHNSON	NEUTROGENA MOISTURISING CREAM	DDB BRASIL	BRAZIL
B08 Healthcare				
SUICIDE	AOL BRAZIL	ONLINE HEALTH PORTAL	LOO	BRAZIL
B09 Sportswear, Fashion & Clothing				
MAKE YOUR OWN ANTI-FORM	LEVI'S POLAND	LEVI'S 501 ANTIFORM	ARC WORLDWIDE POLAND	POLAND
B10 Consumer Products & Services				
SNAKES	NOKIA N-GAGE	N-GAGE GAME	FARFAR	SWEDEN
WATER	ARNO	VACCUM CLEANER	F/NAZCA SAATCHI & SAATCHI	BRAZIL
VIRTUA TENNIS	NOKIA	NOKIA N-GAGE	EURO RSCG 4D	BRAZIL
B11 Retail, including e-commerce				
KAMASUTRA	TOK & STOK	HOUSEHOLD FURNITURE	DDB BRASIL	BRAZIL
PIMP MY BURGER	BURGER KING	PIMP MY BURGER PROMOTION	.START	GERMANY
AMAZON THEATER PLAYER	AMAZON.COM	ONLINE RETAILER	FALLON MINNEAPOLIS	USA
CHAMBER OF FEAR	NIKE	LEBRON JAMES CHAMBER OF FEAR FOOTWEAR	R/GA	USA
180 FUN PACK	NIKE	ONLINE SITE	R/GA	USA
B12 Publications & Media				
GET IN, GET OUT	GLOBO.COM	SEXYHOT CHANNEL	AGENCIAClick	BRAZIL
B13 Fundraising, Charities & Appeals				
WORDS SAVE LIVES	AMNESTY INTERNATIONAL	FREEDOM WRITERS APPEAL	PUBLICIS MOJO	NEW ZEALAND
B14 Other				
INTERVIEWS FROM HELL	KENDALL TARRANT	EMPLOYMENT RECRUITING SERVICES	MODEM MEDIA	USA
FESTIVE HOLIDAY	HEWLETT-PACKARD	HP HOLIDAY CARD	GOODBY SILVERSTEIN & PARTNERS	USA
C03 Viral Marketing:Digital Video Spots for the Internet				
HIRE US. WE CAN'T DO ANYTHING ELSE	MARCANDTOM.COM	INDEPENDENT ADVERTISING AGENCY	MARCANDTOM.COM	USA
THE BEST LUCK IS CREATED	VOLVO CAR CORPORATION	VOLVO V70	FUEL EUROPE	THE NETHERLANDS
RONALDINHO	ELECTRONIC ARTS	FIFA STREET FOOTBALL COMPUTER GAME	20:20 LONDON	UNITED KINGDOM
LINCOLN FRY	McDONALD'S	McDONALD'S	DDB CHICAGO	USA
C04 Viral Marketing: Interactive Tools, incl. Games				
CHICKEN FIGHT	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY	USA
CAR PARK KERNOODLING	UNILEVER BESTFOODS	POT NOODLE	GLUE LONDON	UNITED KINGDOM
HEAD SPACE	SONY COMPUTER ENTERTAINMENT EUROPE	PLAYSTATION.COM	BLOC MEDIA	UNITED KINGDOM
D01 Interactive Campaigns				
RELAY	SATURN	SATURN RELAY	GOODBY SILVERSTEIN & PARTNERS	USA
DISGUISE	RECKITT BENCKISER	RODASOL INSECTICIDE	EURO RSCG 4D	BRAZIL