



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
TITANIUM LION				
02 \$1 million - \$10 million U.S.				
5 CENT	VIRGIN MOBILE AUSTRALIA	MOBILE PHONE NETWORK	HOST	AUSTRALIA
COUNTERFEIT	MINI	MINI COOPER	CRISPIN PORTER + BOGUSKY	USA
GRRR	HONDA	HONDA DIESEL	WIEDEN+KENNEDY	UNITED KINGDOM
04 \$50 million U.S. and above				
LIFE ON BOARD PROJECT	VOLVO CAR CORPORATION	VOLVO RANGE	FUEL EUROPE	THE NETHERLANDS