

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
A01 Best Use of Television						
COMMERCIAL BLOCK PARKING	DAIMLER AG/SMART	SMART FORTWO	BBDO GERMANY, Düsseldorf *	GERMANY		
12 CHIMES OF THE BELL	MASTERCARD	MASTERCARD			UNIVERSAL McCANN, Madrid *	SPAIN
COACH YOUR TEAM	T-MOBILE USA	MOBILE TELECOMMUNICATIONS PROVIDER	CONILL SAATCHI & SAATCHI, Torrance *	USA		
1 SECOND ADS	MILLER BREWING COMPANY/ MILLER HIGH LIFE	BEER	SAATCHI & SAATCHI, New York *	USA		
AN APPRENTICE'S HEART	UNILEVER	BECEL	NEW CONTENT, Sao Paulo *	BRAZIL		
CHANGED OPENING CREDITS & EPISODES	RADIO STATION STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels *	BELGIUM		
20 MILLION EXPERIENCES	TATA SKY	SATELLITE TELEVISION PROVIDER			MAXUS, Mumbai *	INDIA
DYNAMIC OVERLAYS	LA SIRENA	DEPARTMENT STORES	PAGES BBDO, Santo Domingo *	DOMINICAN REPUBLIC	OMD DOMINICANA, Santo Domingo	DOMINICAN REPUBLIC
A02 Best Use of Cinema						
CEILING CINEMA	NISSAN CENTER EUROPE	NISSAN MICRA C+C CABRIO	TBWA\GERMANY, Düsseldorf *	GERMANY		
BOTELYA	JOHNSON & JOHNSON	JOHNSON'S BABY OIL			UNIVERSAL McCANN, Makati City *	THE PHILIPPINES
CINEMESSENGER	MK2	VIDEO-ON-DEMAND WEBSITE	CALLEGARI BERVILLE GREY, Paris *	FRANCE		
IKEA-CINEMA-CATALOGUE	IKEA AUSTRIA	IKEA FURNITURE	DDB GERMANY BERLIN *	GERMANY	MEDIACOM AUSTRIA, Vienna	AUSTRIA
A03 Best Use of Radio						
MIDAS TOUCH	NOKIA INDIA	NOKIA 5800 XPRESSMUSIC			MAXUS INDIA, Gurgaon *	INDIA
DOUBT	THE AIDS TASK FORCE	INTERNATIONAL AIDS DAY	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
WORLD'S FIRST BRAND COUP	TITAN INDUSTRIES	FAST TRACK			MAXUS, Bangalore *	INDIA
A04 Best Use of Magazines						
LUMP	DUBAI HEALTHCARE CITY	BREAST CANCER SELF EXAMINATION	IMPACT PLUS (BBDO), Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
IT'S UNSTOPPABLE	BOSCH	UNEO POWER TOOL			OMD SPAIN, Madrid *	SPAIN
THE BULLETPROOF AD	BMW	BMW SECURITY X5	MAB, Berlin *	GERMANY	MEDIAPLUS AGENTURGRUPPE FÜR INNOVATIVE MEDIA, Munich	GERMANY
REINVENTING THE MAGAZINE	LEXUS USA	2010 LEXUS RX	TEAM ONE, El Segundo *	USA		
GRAZIA INSIDE	WESTFIELD	SHOPPING CENTRE			ARENA BLM, London *	UNITED KINGDOM
SPINES	DISTELL	NEDERGURG/INGENUITY WINES	NET#WORK BBDO CAPE TOWN *	SOUTH AFRICA	OMD MEDIA DIRECTION, Cape Town	SOUTH AFRICA
GIVE ME A THIRD CHANCE	BANGKOK SCHOOL FOR THE BLIND	SCHOOL FOR THE BLIND	PUBLICIS THAILAND, Bangkok *	THAILAND		
A05 Best Use of Newspapers						
BE THE NEWS	NISSAN	NISSAN	LEW\LARA\TBWA, Sao Paulo *	BRAZIL		
SCRIBBLE	VW	72 HOUR SALE	ACW GREY TEL AVIV *	ISRAEL	MEDIACOM ISRAEL, Ramat Gan	ISRAEL
GUTTER CHILD	HOMELESS TALK ORGANISATION	HOMELESS TALK ORGANISATION	TBWA\HUNT\LASCARIS JOHANNESBURG *	SOUTH AFRICA		
EDIBLE AD	MTV	ENVIRONMENTAL SUSTAINABILITY AWARENESS	LODUCCA, Sao Paulo *	BRAZIL		
THE NAKED TRUTH	IINET	INTERNET SERVICE PROVIDER			MEERKATS, Perth *	AUSTRALIA
A06 Best Use of Outdoor						
NAPKIN ART	CEREBOS GREGGS NZ	ROBERT HARRIS FRESH COFFEE	DRAFTFCB NEW ZEALAND, Auckland *	NEW ZEALAND		
REVOLVING POSTER HILLARY	SONNTAGSZEITUNG	NEWSPAPER	ADVICO Y&R, Zürich *	SWITZERLAND		
PUZZLED	ALLAN GRAY	INVESTMENT	KING JAMES, Cape Town *	SOUTH AFRICA	DARE MEDIA, Cape Town	SOUTH AFRICA
TRUE EVIDENCE OF WAR	UNA SWEDEN (UNITED NATIONS)	SUPPORT WAR VICTIMS OF GEORGIA	OGILVY STOCKHOLM *	SWEDEN		
THE WORLD IS NOISY ENOUGH	AEG ELECTROLUX	WASHING MACHINES			ZENITHOPTIMEDIA INTERNATIONAL, London *	UNITED KINGDOM
WARM UP	KRAFT	STOVE TOP STUFFING			MEDIAVEST USA, New York *	USA
WILD TRAPPED ANIMALS	PRESERVEPLANET.ORG	CONSERVATIONIST FOUNDATION	DDB COSTA RICA, San José *	COSTA RICA	OMD, San Jose	COSTA RICA
THE SENSORY LIGHT BOX	NIKON	CAMERA	CHEIL WORLDWIDE, Seoul *	KOREA		

THE LONGER THEY'RE HERE ...	YOUTH OFF THE STREETS	HOMELESSNESS CHARITY	LAVENDER*, Sydney *	AUSTRALIA		
WHAT GOES AROUND COMES AROUND	GLOBAL COALITION FOR PEACE	PEACE CAMPAIGN	BIG ANT INTERNATIONAL, New York *	USA		
LONDONOPOLY	EUROSTAR	HIGH SPEED TRAIN	TBWA BRUSSELS *	BELGIUM		
COP CHASE	CHRYSLER	DODGE CHALLENGER	BBDO DETROIT *	USA	PHD, Detroit	USA
LIVE TEXT INTERACTIVE POSTER	VIRGIN TRAINS	VIRGIN TRAINS	ELVIS COMMUNICATIONS, London *	UNITED KINGDOM	MANNING GOTTLIEB OMD, London	UNITED KINGDOM
TRILLION DOLLAR BILLBOARD	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA HUNT LASCARIS JOHANNESBURG *	SOUTH AFRICA		
VELCRO POSTER	COCA-COLA	COCA-COLA GRIP BOTTLE	MARCEL PARIS *	FRANCE		
PLAY-BY-PLAY	AM 640	RADIO STATION	SAATCHI & SAATCHI, Toronto *	CANADA		
A07 Best Use of Ambient Media: Small Scale						
NATURE ITEM	BON MAISON	LIFESTYLE SHOPS	DENTSU, Tokyo *	JAPAN		
ONE BREASTED MANNEQUIN	BARE ESSENTIALS	BREAST CANCER AWARENESS	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP DUBAI	UNITED ARAB EMIRATES
WATER TO SAVE A CHILD	UNICEF	UNICEF	CHEIL WORLDWIDE, Seoul *	KOREA		
CHECK THEM	VERITAS SPIRITI	TESTICULAR CANCER AWARENESS	McCANN ERICKSON GROUP SKOPJE *	MACEDONIA		
KIT KAT MAIL 2009	NESTLÉ CONFECTIONERY	KIT KAT	JWT JAPAN, Tokyo *	JAPAN		
GUERILLA GARBAGE	IKEA	2009 IKEA CATALOGUE	303 ADVERTISING, Perth *	AUSTRALIA		
SINK	EMPRESAS PÚBLICAS DE MEDELLIN	WATER PRESERVATION AWARENESS	DDB COLOMBIA, Medellin *	COLOMBIA	OMD COLOMBIA, Medellin	COLOMBIA
THE DRIVING FORCE	BRIDGESTONE NEW ZEALAND	FIRESTONE TYRES			OMD NEW ZEALAND, Auckland *	NEW ZEALAND
DONATIONS ON SALE	AACD	PHILANTHROPIC ORGANIZATION	WUNDERMAN BRAZIL, Sao Paulo *	BRAZIL		
TAGS	ARS HUMANO	HEALTHCARE INSURANCE	PAGES BBDO, Santo Domingo *	DOMINICAN REPUBLIC	OMD DOMINICANA, Santo Domingo	DOMINICAN REPUBLIC
STICKERS	THE AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
KHEDE KASRA	HARIRI FOUNDATION	WOMEN EMPOWERMENT PROGRAMME	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
THE ELUSIVE COASTER	SAB MILLER INDIA	ANTI-DRINK DRIVING CAMPAIGN	OGILVY & MATHER, Bangalore *	INDIA		
TRILLION DOLLAR FLYER	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA HUNT LASCARIS JOHANNESBURG *	SOUTH AFRICA		
CURRENCY	IN GANDHI'S SHOES	NON-PROFIT ORGANISATION	PUBLICIS INDIA, Gurgaon *	INDIA	ZENITHOPTIMEDIA, Gurgaon	INDIA
A08 Best Use of Ambient Media: Large Scale						
SALTO FOR BEGINNERS	MOUNTAIN ADVENTURES	LAAX SNOWBOARD SCHOOL	KRIEG SCHLUPP BÜRGE/SPRINGER & JACOBY, Zürich *	SWITZERLAND		
ILLUMINA LA CITTÀ DI MILANO	COCA-COLA ITALY	COCA-COLA			STARCOM ITALIA, Milan *	ITALY
IMPOSSIBLE GOALKEEPER	ADIDAS	ADIDAS FOOTBALL	TBWA GERMANY (180 TBWA), Berlin	GERMANY	CARAT HAMBURG & CO MEDIA-SERVICE, Hamburg	GERMANY
BIRTH CANAL	MIDWIFE ORGANISATION HAMBURG	MIDWIFE ORGANISATION	BBDO GERMANY, Berlin *	GERMANY	OMD, Düsseldorf	GERMANY
REVERSE GRAFFITI PROJECT	THE CLOROX COMPANY	GREEN WORKS NATURAL CLEANER	DDB WEST, San Francisco *	USA		
GIANT	NORMA	COLOR PENCILS	DDB COLOMBIA, Bogotá *	COLOMBIA		
HALF PRICE	DAIMLER	SMART	PONTO DE CRIAÇÃO, São Paulo *	BRAZIL		
BRING YOUR A LUCKY CASINO	CASINO MADRID	SLOT MACHINES	BUNGALOW 25, Madrid *	SPAIN		
THE CORAL CEMETERY	THE GREEN PARTY	RED CORAL REEF	SHIMONI FINKELSTEIN DRAFTFCB, Tel Aviv *	ISRAEL		
VOTE EARTH TREE SHIRT	WORLD WILDLIFE FUND FOR NATURE	EARTH HOUR	LEO BURNETT SYDNEY *	AUSTRALIA	STARCOM - A DIVISION OF STARCOM MEDIAVEST GROUP (AUSTRALIA), Sydney	AUSTRALIA
SANDPIT	HASBRO SINGAPORE	TONKA	Y&R, Singapore *	SINGAPORE		
POWERBRUSH	COLGATE-PALMOLIVE	COLGATE ELECTRIC TOOTHBRUSH	Y&R, Singapore *	SINGAPORE		
FORK	TIBITS VEGETARIAN RESTAURANT	VEGETARIAN RESTAURANT	WIRZ WERBUNG, Zurich *	SWITZERLAND		
A09 Best Use of Special Events and Stunt/Live Advertising						
TENNIS BALLS ACTION	FUNDAÇÃO TÊNIS	CHILDREN'S CHARITY	ESCALA, Porto Alegre *	BRAZIL		
HEADLESS MAGICIAN	HAPPY VALLEY	HAPPY VALLEY	OGILVY SHANGHAI *	CHINA		
THE DINOSAUR EXHIBITION	THE GRIGORE ANTIPA NATURAL HISTORY MUSEUM	THE GRIGORE ANTIPA NATURAL HISTORY MUSEUM	LEO BURNETT & TARGET, Bucharest *	ROMANIA		
LIVE AD	HONDA	HONDA ACCORD	4 CREATIVE, London	UNITED KINGDOM	STARCOM MEDIAVEST GROUP, London *	UNITED KINGDOM
THE CONTAINER	RUSTHOLLI	RUSTHOLLI RENOVATIONS	HASAN & PARTNERS, Helsinki *	FINLAND	KONTAKTOINTITOIMISTO TOINEN, Helsinki	FINLAND

THE MISSING 'H'	FOOTBALL FEDERATION AUSTRALIA	INTERNATIONAL FOOTBALL	LOWE SYDNEY *	AUSTRALIA		
SHOUT LOUDER	RIVER PLATE BARCELONA FILIAL	FOOTBALL CLUB	DRAFTFCB SPAIN, Madrid *	SPAIN		
INTERCOM	SOS CHILDREN'S VILLAGES	SOS CHILDREN'S VILLAGES	10 ADVERTISING, Antwerp *	BELGIUM		
SOUND CANNON PROJECT	CORUS ENTERTAINMENT	SCREAM TV	zig, Toronto *	CANADA		
PLASTIC CUP	FOSTER'S GROUP: CARLTON DRAUGHT	BEER	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	MEDIACOM, Melbourne	AUSTRALIA
PIRACY	FOMPI/C. A. CINEMAS	ANTI-PIRACY CAMPAIGN	LEO BURNETT GUATEMALA, Guatemala City *	GUATEMALA	STARCOM, Guatemala City	GUATEMALA
THE LONGEST FOOTBALL MATCH	PANASONIC SIEW SALES	VIERA TV	PUBLICIS THAILAND, Bangkok *	THAILAND	MEDIA PALETTE, Bangkok	THAILAND
AXE RUNNING	UNILEVER	AXE	UNCLE GREY, Århus *	DENMARK		
THE HOUSE OF IMAGINATION	HORNBACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT, Berlin *	GERMANY	CROSSMEDIA, Düsseldorf	GERMANY
HUMAN RACE	NIKE	NIKE+	R/GA, New York *	USA		
CLIMATE CHANGE SIGNATURE	VATTENFALL	ENERGY CONSUMPTION AWARENESS	LOWE BRINDFORS, Stockholm *	SWEDEN	STARCOM SWEDEN, Stockholm	SWEDEN
VOTE EARTH MONUMENTS	WORLD WILDLIFE FUND FOR NATURE	EARTH HOUR	LEO BURNETT SYDNEY *	AUSTRALIA	STARCOM - A DIVISION OF STARCOM MEDIAVEST GROUP (AUSTRALIA), Sydney	AUSTRALIA
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London *	UNITED KINGDOM	MEDIACOM, London	UNITED KINGDOM
A10 Best Use of Internet						
DISTRACTED DRIVERS	NEW ZEALAND TRANSPORT AGENCY	DISTRACTED DRIVERS	CLEMENGER BBDO, Wellington *	NEW ZEALAND	OMD, Wellington	NEW ZEALAND
BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE, Leuven *	BELGIUM	FASTBRIDGE, Brussels	BELGIUM
WHOPPER SACRIFICE	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Boulder *	USA	VML, New York	USA
EBAY ATTACK	AMNESTY INTERNATIONAL	HUMAN RIGHTS	walker, Zürich *	SWITZERLAND		
MAN'S BEST FRIEND	CIELO VERDE DOG'S SHELTER	DOG'S SHELTER	JWT COSTA RICA, San José *	COSTA RICA	CAMEDIA, San José	COSTA RICA
POP-UP WINDOW CRAZY CHONG	BECHTOLD	NOISE PROTECTION WINDOWS	PUBLICIS FRANKFURT *	GERMANY		
IT'S UP TO YOU	SKOL BEER	SKOL BEATS FESTIVAL	GARAGE INTERACTIVE MARKETING, Sao Paulo *	BRAZIL		
KIT KAT JESUS	NESTLÉ NEDERLAND	KIT KAT	UBACHSWISBRUN/JWT, Amsterdam *	THE NETHERLANDS		
RED DWARF LANDS ON DAVE	DAVE, PART OF UKTV	TELEVISION PROGRAMME	RED BEE MEDIA, London *	UNITED KINGDOM		
BALLERS NETWORK	NIKE	NIKE BASKETBALL	R/GA, New York *	USA		
RUSTY SCROLLBAR	SONAX	SONAX SX 90 PLUS	PLAN.NET HAMBURG *	GERMANY	MEDIAPLUS, Hamburg	GERMANY
THE LARGEST MEETING	GLOBES	ISRAELI BUSINESS CONVENTION	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
WHEN THE LIGHTS ARE OFF	ORANGE	ORANGE TIME	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
CLEAN THE COMMENTS	SCHESTOWITZ	COLGATE PROFESSIONAL CLEAN	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
WARIOLAND: SHAKE IT!	NINTENDO	VIDEO GAME	GOODBY SILVERSTEIN & PARTNERS, San Francisco *	USA	STARCOM USA, Chicago	USA
VOLUMEMAX	YAMAHA MOTOR FRANCE	A NEW MOTORBIKE	BUZZMAN, Paris *	FRANCE		
A11 Best Use of Other Digital Media including mobile devices						
COTO-TAMA: DESKTOP INVADER	NHK ENTERPRISES	DIGITAL ART FESTIVAL	HAKUHODO, Tokyo *	JAPAN		
STEALTH SOUND	FANTA/COCA-COLA	FANTA	OGILVY LONDON *	UNITED KINGDOM	VIZEUM UK, London	UNITED KINGDOM
THE CHIRIMOYA COLADA!	COMPAÑÍA PISQUERA DE CHILE	COCKTAIL			OMD CHILE, Santiago *	CHILE
WIFI HEADLINES	COFFEECOMPANY	CHAIN OF CAFES	THEY, Amsterdam *	THE NETHERLANDS		
GOSSIP GIRL	THE CW NETWORK	TELEVISION PROGRAMME	RINGLEADER DIGITAL, New York	USA	OMD, New York *	USA
FOLDER MAILING	DAIMLER, MERCEDES-BENZ, VERTRIEBSORGANISATION DEUTSCHLAND	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI, Hamburg *	GERMANY		
FIRST IN-EAR COMMERCIAL	NEUROTH	HEARING AID CHECK	JUNG von MATT, Vienna *	AUSTRIA		
WISH I COULD BE TRUE TO MYSELF	SONY MUSIC ASSOCIATED RECORDS	JUJU FEAT. SPONTANIA	DENTSU, Tokyo *	JAPAN		
LONDON MARATHON	ADIDAS	ADIDAS			CARAT UK, London *	UNITED KINGDOM
LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS *	BELGIUM		
VIRTUAL TAP	STELLA / AB INBEV	BEER	FAMOUS, Brussels *	BELGIUM		
IIDA CALLING	KDDI CORPORATION	IIDA	GROUND, Tokyo *	JAPAN		

A12 Best Use of Sponsorship						
BEIJING OLYMPICS SPONSORSHIP PLATFORM	CHINA MOBILE	TELECOMMUNICATIONS PROVIDER			ZENITH MEDIA, Shanghai *	CHINA
AUSTRALIA'S MOST LOVED SONGS	MCDONALD'S	AUSTRALIAN IDOL			OMD, Sydney *	AUSTRALIA
XBOX LIVE	SPRINT	TELECOMMUNICATIONS PROVIDER			MINDSHARE, New York *	USA
GOOD-BYE CELLULITE	NIVEA	HEALTH/BEAUTY PRODUCT	GREEN ROOM ENTERTAINMENT, New York	USA	OMD, New York *	USA
AN INTERACTIVE ADVENTURE	VOLVO CAR CORPORATION	VOLVO OCEAN RACE EDITIONS	EURO RSCG 4D AMSTERDAM *	THE NETHERLANDS	MINDSHARE, London	UNITED KINGDOM
LET'S GROW	MORRISONS	SUPERMARKETS			MEDIAEDGE:CIA, London *	UNITED KINGDOM
STRAUCHANIE SPONSORSHIP	MARS	MARS CHOCOLATE BAR			STARCOM MELBOURNE *	AUSTRALIA
GORDON'S AND GORDON	DIAGEO	GORDON'S GIN			CARAT UK, London *	UNITED KINGDOM
B01 Use of Mixed Media						
TED 696 PROJECT	LION NATHAN AUSTRALIA	BEER			ZENITHOPTIMEDIA AUSTRALIA, Sydney *	AUSTRALIA
THIS IS NOT A JERSEY	ADIDAS NEW ZEALAND / NEW ZEALAND RUGBY UNION	ALL BLACKS RANGE	TBWA\WHYBIN (180\TBWA), Auckland	NEW ZEALAND	CARAT NEW ZEALAND, Auckland	NEW ZEALAND
FROM GIOVANNI TO DONGIOVANNI	NESTLÉ	BACI PERUGINA CHOCOLATE	ARMANDO TESTA, Turin *	ITALY	MAXUS, Milan	ITALY
THE HOUSE OF IMAGINATION	HORNBACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT, Berlin *	GERMANY	CROSSMEDIA, Düsseldorf	GERMANY
TO SHAVE OR NOT	GILLETTE PROCTER & GAMBLE	GILLETTE MACH 3			MEDIACOM MEDIA INDIA, Mumbai *	INDIA
WATCH YOUR OWN HEART ATTACK	BRITISH HEART FOUNDATION	HEART & CIRCULATORY DISEASE CHARITY	GREY, London *	UNITED KINGDOM	PHD MEDIA, London	UNITED KINGDOM
COMPUTERTAN	SKCIN	SKIN CANCER AWARENESS	McCANN ERICKSON LONDON *	UNITED KINGDOM	UNIVERSAL McCANN, London	UNITED KINGDOM
ONVALOV'S STATUE	JELFA SA	ANTI-HANGOVER REMEDY	CHANGE INTEGRATED, Warsaw *	POLAND		
SAY CONDOM, ALOUD	BBC WORLD SERVICE TRUST	SOCIAL AWARENESS			MADISON MEDIA, Mumbai *	INDIA
GORDON'S AND GORDON	DIAGEO	GORDON'S GIN			CARAT UK, London *	UNITED KINGDOM
AYGO CAR DANCE PARTY	TOYOTA	TOYOTA AYGO	HAPPINESS BRUSSELS *	BELGIUM		
OBAMcCAIN	VOTE AMERICA	VOTE AMERICA	GREY NEW YORK *	USA		
STOP THE SUFFERING	PROCTER & GAMBLE	PERT PLUS	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London	UNITED KINGDOM	MEDIACOM, London *	UNITED KINGDOM
A PARTY WHEREVER YOU GO	CERVEJARIAS KAISER	HEINEKEN	FISCHER AMERICA, São Paulo *	BRAZIL		
TRILLION DOLLAR CAMPAIGN	THE ZIMBABWEAN	THEZIMBABWEAN NEWSPAPER, THEZIMBABWEAN.CO.UK	TBWA\HUNT\LASCARIS JOHANNESBURG *	SOUTH AFRICA		
THE POWER OF NANO INNOVATIONS	TATA MOTORS	TATA NANO CAR			LODESTAR UNIVERSAL, Mumbai *	INDIA
C01 Fast Moving Consumer Goods						
PIMP MY KETTLE	SAN REMO	FANTASTIC NOODLE CUPS			OMD, Sydney *	AUSTRALIA
"ROOTS" CANNED COFFEE BOOK	JAPAN TOBACCO	CANNED COFFEE	DENTSU, Tokyo *	JAPAN		
IT'S DEAD FRUITY!	VITASOY INTERNATIONAL HOLDINGS	VITA JUICE	DDB WORLDWIDE, Hong Kong	HONG KONG	PHD HONG KONG *	HONG KONG
DESTAPADOS COPA	COCA-COLA	COCA-COLA			HAVAS SPORTS & ENTERTAINMENT, Buenos Aires *	ARGENTINA
CHARLIE'S ROOM	KRAFT	ROYAL GELATIN	JWT COSTA RICA, San José *	COSTA RICA	STARCOM COSTA RICA, San José	COSTA RICA
KIT KAT MAIL 2009	NESTLÉ CONFECTIONERY	KIT KAT	JWT JAPAN, Tokyo *	JAPAN		
EARN YOUR STRIPES	KELLOGG'S	FROSTED FLAKES	LEO BURNETT USA, Chicago	USA	STARCOM USA, Chicago *	USA
TO SHAVE OR NOT	GILLETTE & PROCTER & GAMBLE	GILLETTE MACH 3			MEDIACOM MEDIA INDIA, Mumbai *	INDIA
GORDON'S AND GORDON	DIAGEO	GORDON'S GIN			CARAT UK, London *	UNITED KINGDOM
FALLING IN LOVE AGAIN	MARS	CONFECTIONERY			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
PEDIGREE ADOPTION DRIVE	MARS	PEDIGREE			MEDIACOM GERMANY, Düsseldorf *	GERMANY
HAPPY CAT MOMENTS	MARS PETCARE GERMANY	WHISKAS®			MEDIACOM GERMANY, Düsseldorf *	GERMANY
CLEAN THE COMMENTS	SCHESTOWITZ	COLGATE TOTAL PROFESSIONAL CLEAN	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
WORLD'S FIRST EPHEMERAL MUSEUM	DIAGEO PORTUGAL	PAMPERO RUM	LEO BURNETT LISBOA *	PORTUGAL		
C02 Cars & Automotive Services						
HONDA LIVE AD	HONDA	HONDA ACCORD	4 CREATIVE, London	UNITED KINGDOM	STARCOM MEDIAVEST GROUP, London *	UNITED KINGDOM

YOU CREATE THE CAR	PEUGEOT MOTORS COMPANY	PEUGEOT	OMD UK, London *			UNITED KINGDOM	
CEILING CINEMA	NISSAN CENTRE EUROPE	NISSAN MICRA C+C CABRIO	TBWA\GERMANY, Düsseldorf * GERMANY				
REINVENTING THE MAGAZINE	LEXUS USA	2010 LEXUS RX	TEAM ONE, El Segundo *	USA			
TAXI ROCKOLA CHEVROLET	GENERAL MOTORS COLMOTORES	TAXI 7:24 CHEVROLET	SANCHO BBDO COLOMBIA, Bogotá *	COLOMBIA			
AYGO CAR DANCE PARTY	TOYOTA	TOYOTA AYGO	HAPPINESS BRUSSELS *	BELGIUM			
WE LIVE TO TELL STORIES	LAND ROVER	LAND ROVER	WUNDERMAN BRAZIL, Sao Paulo *	BRAZIL			
C03 Clothing, Footwear & Accessories							
TOKYO FASHION MAP	UNIQLO CO	VARIATED PARKA SERIES	DENTSU, Tokyo *	JAPAN			
C04 Other Consumer Products (including Durable Goods)							
POWERFUL FAN	MIDEA HOME APPLIANCE & ELECTRONICS	ELECTRIC FAN	FIRSTELL COMMUNICATIONS SHANGHAI *	CHINA			
POP-UP WINDOW CRAZY CHONG	BECHTOLD	NOISE PROTECTION WINDOWS	PUBLICIS FRANKFURT *	GERMANY			
SANTEC SCREENGUARD	SANYO VIDEO VERTRIEB	VIDEO SURVEILLANCE SYSTEMS	PLAN.NET HAMBURG *	GERMANY	MEDIAPLUS, Hamburg	GERMANY	
USB OUTDOOR	KINGSTON TECHNOLOGY COMPANY	MEMORY USB	GARWICHBBDO, Lima *	PERU	OMD PERU, Lima	PERU	
CHILD-SAFE POSTERS	SANSUI ELECTRONICS	SANSUI TVS	PUBLICIS AMBIENCE, Mumbai *	INDIA			
C05 Financial Products & Services							
VEJA 40 YEARS	ITAÚ BANK	BANK	AFRICA, Sao Paulo *	BRAZIL			
ING AUTO.BE	ING	CAR INSURANCE	EURO RSCG BRUSSELS *	BELGIUM	CARAT, Brussels	BELGIUM	
WISHING WELL	DEUTSCHER SPARKASSEN- UND GIROVERBAND	SPARKASSE INVESTMENT BANKING	JUNG von MATT, Hamburg *	GERMANY			
C06 Commercial Public Services							
HUGE YELLOW DARTS	YELLOW PAGES GROUP	YELLOW PAGES DIRECTORIES				COSSETTE MEDIA, Toronto *	CANADA
SENDING REAL GREETING CARDS	JAPAN POST SERVICE CO	MIXI NEW YEAR'S GREETING CARD				HAKUHODO DY MEDIA PARTNERS, Tokyo *	JAPAN
TREEHOUSE RESTAURANT	YELLOW	YELLOW PAGES	COLENZO BBDO, Auckland *	NEW ZEALAND	STARCOM NEW ZEALAND, Auckland	NEW ZEALAND	
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London	UNITED KINGDOM	MEDIACOM, London *	UNITED KINGDOM	
C07 Travel, Entertainment & Leisure							
VIRTUAL STORYTELLER	DISNEY DESTINATIONS	DISNEY PARKS	THE VANKSEN GROUP, New York *	USA			
THE DINOSAUR EXHIBITION	THE GRIGORE ANTIPA NATURAL HISTORY MUSEUM	THE GRIGORE ANTIPA NATURAL HISTORY MUSEUM	LEO BURNETT & TARGET, Bucharest *	ROMANIA			
GOOD STUFF	LASTMINUTE	EXPERIENCE/LIFESTYLE FACILITATOR				MANNING GOTTLIEB OMD, London *	UNITED KINGDOM
THE BEST JOB IN THE WORLD	TOURISM QUEENSLAND	GREAT BARRIER REEF	CUMMINSNITRO, Brisbane *	AUSTRALIA	MITCHELL & PARTNERS, Fortitude Valley	AUSTRALIA	
MAD IN SINGAPORE	SINGAPORE TOURISM BOARD	SINGAPORE TOURISM				STARCOM MEDIAVEST GROUP, Mumbai *	INDIA
POKER ISLAND	BWIN	ONLINE POKER	ARNOLD WORLDWIDE ITALY, Milan	ITALY	MPG ITALIA, Milan *	ITALY	
THE DAWN OF TWILIGHT	HOYTS DISTRIBUTION	TWILIGHT MOTION PICTURE				MEDIA CONTACTS, Sydney *	AUSTRALIA
SEE MORE IN THE DARK	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	DDB, Chicago *	USA			
MYTHIC CREATURES	THE FIELD MUSEUM	THE FIELD MUSEUM	DDB, Chicago *	USA			
C08 Retail And E-Commerce, including Restaurants							
SUSTAINABILITY	WALMART	RETAIL STORE				MEDIAVEST USA, New York *	USA
THE LEGO CODES	MYTOYS.DE	ONLINE TOY STORE	LUKAS LINDEMANN ROSINSKI, Hamburg *	GERMANY			
BACK TO SCHOOL	SEARS	RETAIL STORE	MPG, Boston	USA	MEDIA CONTACTS, Boston *	USA	
THE LIVING POSTER	FISCH FRANKE	FISH RESTAURANT	PUBLICIS FRANKFURT *	GERMANY			
IKEA-CINEMA-CATALOGUE	IKEA AUSTRIA	IKEA FURNITURE	DDB GERMANY BERLIN *	GERMANY	MEDIACOM AUSTRIA, Vienna	AUSTRIA	
C09 Healthcare & Medical							
THE WORLD'S FIRST IN-EAR COMMERCIAL	NEUROTH	HEARING AID CHECK	JUNG von MATT, Vienna *	AUSTRIA			
C10 Publications & Media							
HIDDEN PHONES	AVRO	THE PHONE TELEVISION PROGRAMME	NEW MESSAGE, Amsterdam *	THE NETHERLANDS			
GOSSIP GIRL	THE CW NETWORK	GOSSIP GIRL TELEVISION PROGRAMME	RINGLEADER DIGITAL, New York	USA	OMD, New York *	USA	
13 REASONS WHY	PENGUIN BOOKS	THIRTEEN REASONS WHY	GREY NEW YORK *	USA			
TRILLION DOLLAR CAMPAIGN	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA\HUNT\LASCARIS JOHANNESBURG *	SOUTH AFRICA			

THE ECONOMIST U.S. LAUNCH	THE ECONOMIST	THE ECONOMIST MAGAZINE	BBDO NEW YORK *	USA	PHD, New York	USA
C11 Business Products & Services						
THE KRYPTON FACTOR	SAGE	BUSINESS SOFTWARE AND SERVICES	DRUM PHD, London *	UNITED KINGDOM	PHD MEDIA, London	UNITED KINGDOM
OUTSIDE OFFICE	PROXIMUS	MOBILE TELECOMMUNICATIONS PROVIDER	FAMOUS, Brussels *	BELGIUM		
C12 Corporate Information						
EVERY IMAGE HAS A SOUND	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL, São Paulo *	BRAZIL		
WANTED	VELOCITY FILMS	RECRUITMENT	JWT CAPE TOWN *	SOUTH AFRICA		
HOME READING SELECTION	OGI	PUBLISHING HOUSE	LEO BURNETT MOSCOW *	RUSSIA	MEDIAVEST, Moscow	RUSSIA
C13 Charities, Public Health & Safety, Public Awareness Messages						
SEYFI SOLUKAL	GREENPEACE MEDITERRANEAN	CLIMATE CAMPAIGN	GREY ISTANBUL *	TURKEY		
EBAY ATTACK	AMNESTY INTERNATIONAL	HUMAN RIGHTS	walker, Zürich *	SWITZERLAND		
CONTEMPORARY BEAUTY IDEAL	ANAD (NATIONAL ASSOCIATION OF ANOREXIA NERVOSA AND ASSOCIATED)	EATING DISORDER AWARENESS	OGILVY FRANKFURT *	GERMANY		
LABELS	PAMPLONA TOWN HALL	ANTI-VANDALISM CAMPAIGN	GAP'S, Pamplona *	SPAIN		
COMPUTERTAN	SKCIN	SKIN CANCER AWARENESS	McCANN ERICKSON LONDON *	UNITED KINGDOM	UNIVERSAL McCANN, London	UNITED KINGDOM
MYSTERY PACKAGE	ROYAL NATIONAL LIFEBOAT ASSOCIATION	RNLI YOUTH CAMPAIGN	PROXIMITY LONDON *	UNITED KINGDOM		
THE LONGER THEY'RE HERE ...	YOUTH OFF THE STREETS	HOMELESSNESS CHARITY	LAVENDER*, Sydney *	AUSTRALIA	MEDIA TREE, Sydney	AUSTRALIA
DRIPPING MONUMENT	BELGIAN ASSOCIATION OF UROLOGISTS	BELGIAN ASSOCIATION OF UROLOGISTS	FAMOUS, Brussels *	BELGIUM		
REFUGEE GAME SHOW	REFUGEE AID BELGIUM	REFUGEE AID BELGIUM	FAMOUS, Brussels *	BELGIUM		
NOT IN DANGER OF EXTINCTION	WWF BRASIL	WWF	DDB BRASIL, São Paulo *	BRAZIL		