

Entry Detail (Direct)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<u>A01 (FLAT MAILING)</u>							
A01/006	00113	THE HOMELESS LETTER	GOTHENBURG HOMELESS AID	HOMELESS CHARITY	GOSS Gothenburg	SWEDEN	GOSS Gothenburg
A01/007	00129	THE NAVIGATIONLETTER	VOLKSWAGEN	VOLKSWAGEN NAVIGATION SYSTEMS	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN

A02 (DIMENSIONAL MAILING)

A02/006	00037	THE BRICK	GJENSIDIGE INSURANCE	ISURANCE FOR RETAIL COMPANIES	McCANN OSLO	NORWAY	McCANN OSLO / MRM WORLDWIDE Oslo
A02/010	00114	A YEAR AT THE SCHOOL OF ENGINEERING	SCHOOL OF ENGINEERING	SCHOOL OF ENGINEERING	GOSS Gothenburg	SWEDEN	GOSS Gothenburg
A02/011	00119	ABABA BANTI	DAS HUNGER PROJEKT	HUNGERPROJECT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A02/018	00221	STEP ON STEP: RUG FLIP FLOPS	STEP CARPET	STEP CARPET	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL

A03 (ALTERNATIVE MEDIA)

A03/001	00010	CONTEMPORARY BEAUTY IDEAL	ANAD (NATIONAL ASSOCIATION OF ANOREXIA NERVOSA AND ASSOCIATED)	PREVENTION OF ANOREXIA	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A03/021	00196	DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London

A04 (DIRECT RESPONSE DIGITAL)

A04/011	00058	BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
A04/023	00172	ETERNAL MOONWALK	STUDIO BRUSSELS	STUDIO BRUSSELS RADIOSTATION	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
A04/028	00199	LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS

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A04/029	00200	MP3 ACCIDENTS	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
A04/030	00026	BOOK-KEEPER	DRAFTFCB PARTNERS (KOBZA)	DRAFTFCB PARTNERS JOB POSTING	DRAFTFCB PARTNERS Vienna	AUSTRIA	DRAFTFCB PARTNERS Vienna

A05 (TRAFFIC BUILDING)

A05/006	00115	THE PARKING TICKET CONVERTER	SPORTSPEC	BICYCLE RETAILER	GOSS Gothenburg	SWEDEN	GOSS Gothenburg
A05/011	00202	IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
A05/013	00227	CHABAL LE DUEL	ORANGE	ORANGE FOOT	BUZZMAN Paris	FRANCE	BUZZMAN Paris

A07 (BEST INTEGRATED CAMPAIGN LED BY DIRECT MARKETING)

A07/002	00056	WAKE UP, HUMANS.	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	AIR Brussels	BELGIUM	AIR Brussels
A07/003	00077	MESSAGES	T-MOBILE SLOVAKIA	LAUNCH OF A NEW CLAIM	MUW SAATCHI & SAATCHI Bratislava	SLOVAK REPUBLIC	MUW SAATCHI & SAATCHI Bratislava
A07/011	00170	CHANGED OPENING CREDITS & EPISODES	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

B02 (CARS & AUTOMOTIVE SERVICES)

B02/005	00131	THE NAVIGATIONLET TER	VOLKSWAGEN	VOLKSWAGEN NAVIGATION SYSTEMS	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN
B02/009	00204	IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS

B03 (OTHER CONSUMER PRODUCTS)

B03/001	00014	DOORBELL STICKER	VORWERK GERMANY	VACUUM CLEANERS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
B03/004	00222	RUG FLIP FLOPS	STEP CARPET	STEP CARPET	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL

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B04 (TRAVEL, ENTERTAINMENT, LEISURE & RETAIL)

B04/002	00024	UPLOAD CINEMA	FILMTHEATRE DE UITKIJK	OLD FILM THEATRE PROMOTION	LOWE/DRAFTFCB Amsterdam	THE NETHERLANDS	LOWE/DRAFTFCB Amsterdam
B04/015	00159	McFIT ALLSTARS VS. BAYERN MUNICH	McFIT	FITNESS STUDIO CHAIN	HEIMAT Berlin	GERMANY	HEIMAT Berlin

B05 (FINANCIAL SERVICES & COMMERCIAL PUBLIC SERVICES)

B05/004	00060	BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
B05/005	00078	MESSAGES	T-MOBILE SLOVAKIA	LAUNCH OF A NEW CLAIM	MUW SAATCHI & SAATCHI Bratislava	SLOVAK REPUBLIC	MUW SAATCHI & SAATCHI Bratislava
B05/006	00127	CENTRAAL BEHEER ACHMEA'S 100TH ANNIVERSARY	CENTRAAL BEHEER ACHMEA	INSURANCE	RAPP Amstelveen	THE NETHERLANDS	RAPP Amstelveen

B06 (PUBLICATIONS & MEDIA)

B06/006	00175	ETERNAL MOONWALK	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
B06/007	00215	EVI NAKED	TELENET	DIGITAL TELEVISION	DUVAL GUILLAUME Brussels	BELGIUM	DUVAL GUILLAUME Brussels

B07 (BUSINESS TO BUSINESS: PRODUCTS & SERVICES)

B07/010	00187	THE UGLIEST BUILDING IN BELGIUM	STALLAERT	DEMOLITION COMPANY	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
B07/011	00189	KERN PRECISION WEIGHING	KERN	KERN PRECISION SCALES	WUNDERMAN London	UNITED KINGDOM	WUNDERMAN London

B08 (CORPORATE IMAGE & INFORMATION)

B08/003	00117	A YEAR AT THE SCHOOL OF ENGINEERING	SCHOOL OF ENGINEERING	EDUCATION	GOSS Gothenburg	SWEDEN	GOSS Gothenburg
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B09 (CHARITIES, PUBLIC HEALTH & SAFETY & PUBLIC AWARENESS MESSAGES)

B09/009	00061	THE WILL	VLAAMSE OVERHEID - DEPT MOBILITEIT EN OPENBARE WERKEN	ROAD SAFETY	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven / CAVIAR Leuven
B09/012	00084	RECRUITMENT 2009	SWEDISH ARMED FORCES	RECRUITMENT INITIATIVE	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
B09/016	00161	COMPUTERTAN	THE KAREN CLIFFORD SKIN CANCER CHARITY (SKCIN)	THE KAREN CLIFFORD SKIN CANCER CHARITY (SKCIN)	McCANN ERICKSON LONDON	UNITED KINGDOM	McCANN ERICKSON LONDON
B09/022	00205	LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
B09/023	00206	MP3 ACCIDENTS	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS

Total Entries: 38