

Entry Detail (Media)

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Country | Agency |
|--|----------|------------------------------------|----------------------|------------------------------|--------------------------|---------|---|
| A01 (BEST USE OF TELEVISION/CINEMA) | | | | | | | |
| A01/003 | 00071 | COMMERCIAL PARKING | DAIMLER/SMART | SMART FORTWO | BBDO GERMANY Düsseldorf | GERMANY | BBDO GERMANY Düsseldorf |
| A01/008 | 00236 | SINGING WEATHER GIRL | TV2 | X FACTOR 2009 | DIST CREATIVE Oslo | NORWAY | DIST CREATIVE Oslo |
| A01/010 | 00140 | CEILING CINEMA | NISSAN CENTER EUROPE | NISSAN MICRA C+C CONVERTIBLE | TBWA\GERMANY Berlin | GERMANY | TBWA\GERMANY Düsseldorf |
| A01/016 | 00280 | CHANGED OPENING CREDITS & EPISODES | STUDIO BRUSSELS | MUSIC FOR LIFE | MORTIERBRIGADE Brussels | BELGIUM | MORTIERBRIGADE Brussels |
| A01/020 | 00355 | EVI NAKED | TELENET | DIGITAL TELEVISION | DUVAL GUILLAUME BRUSSELS | BELGIUM | DUVAL GUILLAUME BRUSSELS |
| A01/023 | 00377 | 12 CHIMES OF THE BELL | MASTERCARD | MASTERCARD | McCANN ERICKSON Madrid | SPAIN | McCANN ERICKSON Madrid / McCANN WORLDGROUP Madrid |

A02 (BEST USE OF MAGAZINES/NEWSPAPERS)

| | | | | | | | |
|---------|-------|--------------------------------|--------------------------|-----------------------------|------------------|----------------|--------------|
| A02/003 | 00028 | BRING THE PROBLEM TO THE LIGHT | CENTER FOR SEXUAL RIGHTS | SEXUAL HARASSMENT AWARENESS | IMAGO Zagreb | CROATIA | IMAGO Zagreb |
| A02/017 | 00342 | GRAZIA INSIDE | WESTFIELD | SHOPPING CENTRE | ARENA BLM London | UNITED KINGDOM | |

A03 (BEST USE OF STANDARD OUTDOOR)

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|---------|-------|------------------|-------------------|----------------------|--|-----------------|--|
| A03/003 | 00047 | THE LEGO CODES | MYTOYS.DE | MYTOYS.DE | LUKAS LINDEMANN ROSINSKI Hamburg | GERMANY | LUKAS LINDEMANN ROSINSKI Hamburg |
| A03/009 | 00110 | OUTDOOR MESSAGES | T-MOBILE SLOVAKIA | LIFE IS FOR SHARING | MUW SAATCHI & SAATCHI Bratislava | SLOVAK REPUBLIC | MUW SAATCHI & SAATCHI Bratislava |
| A03/024 | 00303 | YELLOW CITY | YELLOW PAGES | YELLOW PAGES WEBSITE | SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV | ISRAEL | SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV |

A04 (BEST USE OF AMBIENT MEDIA: SMALL SCALE)

| | | | | | | | |
|---------|-------|-------------------------|------------------------------|--------------|----------------|--------|----------------|
| A04/001 | 00014 | MEATBALL SCENTED BOARDS | THE HORSE AND HOUND BOUTIQUE | PET PRODUCTS | RUTH Stockholm | SWEDEN | RUTH Stockholm |
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| A04/003 | 00016 | DOORBELL STICKER | VORWERK GERMANY | VACUUM CLEANERS | OGILVY FRANKFURT | GERMANY | OGILVY FRANKFURT |
| A04/005 | 00031 | LUCK IS EVERYWHERE | CASINO MADRID | SLOT MACHINES | BUNGALOW 25 Madrid | SPAIN | BUNGALOW 25 Madrid |
| A04/015 | 00066 | GAS PUMP VOICES | TOYOTA | TOYOTA PRIUS | OPTIMEDIA Madrid | SPAIN | |
| A04/017 | 00174 | THE NAVIGATIONLET TER | VOLKSWAGEN | VOLKSWAGEN NAVIGATION SYSTEMS | DDB GERMANY BERLIN | GERMANY | DDB GERMANY BERLIN |
| A04/022 | 00172 | ZURICH'S BEING SOLD | CABARET VOLTAIRE | CABARET | SPILLMANN/FELSER/LEO BURNETT Zürich | SWITZERLAND | SPILLMANN/FELSER/L EO BURNETT Zürich |
| A04/023 | 00304 | BUS TICKET | ELMEX | ELMEX TOOTHPASTE | SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV | ISRAEL | SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV |

A05 (BEST USE OF AMBIENT MEDIA: LARGE SCALE)

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|---------|-------|--------------------------------------|---|---|---------------------------------|-------------|--|
| A05/002 | 00017 | THE CONTEMPORAR Y BEAUTY IDEAL | ANAD | NATIONAL ASSOCIATION OF ANOREXIA NERVOSA AND ASSOCIATED | OGILVY FRANKFURT | GERMANY | OGILVY FRANKFURT |
| A05/007 | 00097 | FRAMEPOSTER | ISHR | INTERNATIONAL SOCIETY FOR HUMAN RIGHTS | LEO BURNETT FRANKFURT | GERMANY | LEO BURNETT FRANKFURT |
| A05/009 | 00237 | QUESTIONS | SCANDINAVIAN ONLINE | SOLGURU.NO | DIST CREATIVE Oslo | NORWAY | DIST CREATIVE Oslo |
| A05/011 | 00226 | TIBET PRISON- TRAM | TIBETAN YOUTH ASSOCIATION IN EUROPE | CHARITY AWARENESS | Y&R GROUP SWITZERLAND Zürich | SWITZERLAND | Y&R GROUP SWITZERLAND Zürich / WUNDERMAN Y&R ZURICH |
| A05/020 | 00213 | PARKING | ABBE PIERRE FOUNDATION | CHARITY FOR UNPRIVILEGED | BDDP UNLIMITED Paris | FRANCE | BDDP UNLIMITED Paris |

A06 (BEST USE OF SPECIAL EVENTS AND STUNT/LIVE ADVERTISING)

| | | | | | | | |
|---------|-------|---------------------------------|---------------------|------------------------------------|--------------------------------------|--------------------|--------------------------------------|
| A06/003 | 00030 | IT'S ALL ABOUT THE SUIT | VAN GILS | FORMAL MEN'S WEAR | SELMORE CREATIVE AGENCY Amsterdam | THE NETHERLANDS | SELMORE CREATIVE AGENCY Amsterdam |
| A06/004 | 00037 | 200 HORSES IN AMSTERDAM | LANCIA NEDERLAND | LANCIA DELTA 200 HP | LEO BURNETT/ARC AMSTERDAM | THE NETHERLANDS | LEO BURNETT/ARC AMSTERDAM |
| A06/006 | 00039 | TRANSPARENT MAN | FIFTYFIFTY | MAGAZINE FOR HOMELESS PEOPLE | EURO RSCG DÜSSELDORF | GERMANY | EURO RSCG DÜSSELDORF |
| A06/020 | 00260 | McFIT ALLSTARS VS. BAYERN MU | McFIT | FITNESS STUDIO CHAIN | HEIMAT Berlin | GERMANY | HEIMAT Berlin |

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| A06/021 | 00166 | RAIN OF FLOWERS | T-MOBILE AUSTRIA | TELECOMMUNICATIONS | PUBLICIS GROUP AUSTRIA Vienna | AUSTRIA | PUBLICIS GROUP AUSTRIA Vienna / SAATCHI & SAATCHI Frankfurt |
| A06/030 | 00369 | CLIMATE CHANGE SIGNATURE CAMPAIGN | VATTENFALL | ENERGY CONSUMPTION AWARENESS CAMPAIGN | LOWE BRINDFORS Stockholm | SWEDEN | LOWE BRINDFORS Stockholm |
| A06/034 | 00345 | GREEN BRITAIN DAY | EDF ENERGY | ENERGY | MPG London | UNITED KINGDOM | EURO RSCG LONDON |
| A06/037 | 00316 | DANCE | T-MOBILE | T-MOBILE | SAATCHI & SAATCHI London | UNITED KINGDOM | SAATCHI & SAATCHI London |

A07 (BEST USE OF DIGITAL MEDIA)

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|---------|-------|-------------------------|-------------------------------------|------------------------------|-----------------------------|-----------------|-----------------------------|
| A07/011 | 00241 | SLEEPLESS AT PLAYGROUND | PLAYGROUND OUTDOOR EQUIPMENT STORES | OUTDOOR EQUIPMENT STORES | ÅKESTAM HOLST Stockholm | SWEDEN | ÅKESTAM HOLST Stockholm |
| A07/016 | 00069 | BANNER CONCERTS | AXION | YOUTH BANKING | BOONDOGGLE Leuven | BELGIUM | BOONDOGGLE Leuven |
| A07/022 | 00287 | ROLLERBABIES | EVIAN | EVIAN | BETC EURO RSCG Paris | FRANCE | BETC EURO RSCG Paris |
| A07/031 | 00225 | KIT KAT JESUS | NESTLÉ | CANDY BAR | UBACHSWISBRUN/JWT Amsterdam | THE NETHERLANDS | UBACHSWISBRUN/JWT Amsterdam |
| A07/033 | 00281 | ETERNAL MOONWALK | STUDIO BRUSSELS | STUDIO BRUSSELS RADIOSTATION | MORTIERBRIGADE Brussels | BELGIUM | MORTIERBRIGADE Brussels |
| A07/038 | 00323 | LET IT RING | OVK/PARENTS OF CHILD ROAD VICTIMS | ROAD SAFETY MESSAGE | HAPPINESS BRUSSELS | BELGIUM | HAPPINESS BRUSSELS |
| A07/042 | 00380 | CHABAL LE DUEL | ORANGE | ORANGE FOOT | BUZZMAN Paris | FRANCE | BUZZMAN Paris |

A08 (BEST USE OF SOCIAL MEDIA MARKETING)

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|---------|-------|-----------------------------------|-------------|------------------|----------------------------------|-----------------|----------------------------------|
| A08/002 | 00032 | NEW SEAT IBIZA LAUNCH | SEAT ISRAEL | SEAT CARS | GREY INTERACTIVE ISRAEL Tel Aviv | ISRAEL | GREY INTERACTIVE ISRAEL Tel Aviv |
| A08/004 | 00268 | ASICS LEFT RIGHT BLOGGER OUTREACH | ASICS | ASICS SPORTSTYLE | AMSTERDAM WORLDWIDE | THE NETHERLANDS | AMSTERDAM WORLDWIDE |

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| A08/005 | 00138 | STANISLAV | PUBLIC INFORMATION AND COMMUNICATION OFFICE ON BEHALF OF MINISTRY OF JUSTICE | CYBERCRIME AWARENESS CAMPAIGN | KONG AMSTERDAM | THE NETHERLANDS | KONG AMSTERDAM |
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B01 (USE OF MIXED MEDIA)

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| B01/006 | 00111 | MESSAGES | T-MOBILE SLOVAKIA | LIFE IS FOR SHARING | MUW SAATCHI & SAATCHI Bratislava | SLOVAK REPUBLIC | MUW SAATCHI & SAATCHI Bratislava |
| B01/011 | 00261 | McFIT ALLSTARS VS. BAYERN MUNICH | McFIT | FITNESS STUDIO CHAIN | HEIMAT Berlin | GERMANY | HEIMAT Berlin |
| B01/016 | 00196 | RAIN OF FLOWERS | TELEKOM | T-MOBILE / T-HOME / T-COM | SAATCHI & SAATCHI Frankfurt | GERMANY | SAATCHI & SAATCHI Frankfurt / TRIBAL DDB Hamburg |
| B01/023 | 00346 | GREEN BRITAIN DAY | EDF ENERGY | ENERGY | MPG London | UNITED KINGDOM | EURO RSCG LONDON |
| B01/024 | 00347 | GRAZIA INSIDE | WESTFIELD | SHOPPING CENTRE | ARENA BLM London | UNITED KINGDOM | |

C01 (FAST MOVING CONSUMER GOODS)

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|---------|-------|--------------------------------|-----------------|--------------------------|--------------------------------------|----------------|---|
| C01/002 | 00011 | SENSATIONAL WHITENESS! | HENKEL GROUP | PERSIL LAUNDRY DETERGENT | OPTIMUM MEDIA OMD GROUP Moscow | RUSSIA | |
| C01/008 | 00170 | B-LIVE SHARE | BACARDI | BACARDI | UNIVERSAL McCANN London | UNITED KINGDOM | EURO RSCG KLP London |
| C01/010 | 00163 | WORLD'S FIRST EPHEMERAL MUSEUM | DIAGEO PORTUGAL | PAMPERO RUM | LEO BURNETT LISBOA | PORTUGAL | LEO BURNETT LISBOA / ARC WORLDWIDE LISBOA |
| C01/024 | 00349 | NEVERMIND THE POLLACKS | SAINSBURY'S | FISH | HAVAS SPORT AND ENTERTAINMENT London | UNITED KINGDOM | HAVAS SPORT AND ENTERTAINMENT London |

C02 (CARS & AUTOMOTIVE SERVICES)

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|---------|-------|-------------------------|----------------------|------------------------------|--|-----------------|--|
| C02/001 | 00038 | 200 HORSES IN AMSTERDAM | LANCIA NEDERLAND | LANCIA DELTA 200 HP | LEO BURNETT/ARC AMSTERDAM | THE NETHERLANDS | LEO BURNETT/ARC AMSTERDAM |
| C02/002 | 00036 | GAS STATION | SUZUKI | SUZUKI CARS | ROBERT/BOISEN & LIKE-MINDED Copenhagen | DENMARK | ROBERT/BOISEN & LIKE-MINDED Copenhagen |
| C02/007 | 00145 | CEILING CINEMA | NISSAN CENTER EUROPE | NISSAN MICRA C+C CONVERTIBLE | TBWA\GERMANY Berlin | GERMANY | TBWA\GERMANY Düsseldorf |

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| C02/009 | 00058 | PETROL RECEIPT | VOLKSWAGEN | POLO BLUEMOTION | DDB GERMANY HAMBURG | GERMANY | DDB GERMANY HAMBURG |
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C03 (OTHER CONSUMER PRODUCTS)

| | | | | | | | |
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| C03/001 | 00019 | DOORBELL STICKER | VORWERK GERMANY | VACUUM CLEANERS | OGILVY FRANKFURT | GERMANY | OGILVY FRANKFURT |
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C04 (TRAVEL, ENTERTAINMENT, LEISURE & RETAIL)

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| C04/003 | 00049 | THE LEGO CODES | MYTOYS.DE | LEGO BRICK BOXES | LUKAS LINDEMANN ROSINSKI Hamburg | GERMANY | LUKAS LINDEMANN ROSINSKI Hamburg |
| C04/013 | 00177 | THE FIRST IKEA-CINEMA-CATALOGUE | IKEA AUSTRIA | IKEA FURNITURE | DDB GERMANY BERLIN | GERMANY | DDB GERMANY BERLIN |
| C04/016 | 00201 | LET'S GROW | MORRISONS | SUPERMARKETS | MEDIAEDGE:CIA London | UNITED KINGDOM | |
| C04/019 | 00350 | GRAZIA INSIDE | WESTFIELD | SHOPPING CENTRE | ARENA BLM London | UNITED KINGDOM | |

C05 (FINANCIAL SERVICES & COMMERCIAL PUBLIC SERVICES)

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| C05/004 | 00238 | QUESTIONS | SCANDINAVIAN ONLINE | SOLGURU.NO | DIST CREATIVE Oslo | NORWAY | DIST CREATIVE Oslo |
| C05/005 | 00070 | BANNER CONCERTS | AXION | YOUTH BANKING | BOONDOGGLE Leuven | BELGIUM | BOONDOGGLE Leuven |
| C05/008 | 00263 | EVERYONE IS DRIVEN BY SOMETHING | VOLKSBANKEN RAIFFEISENBANKEN | BANK | HEIMAT Berlin | GERMANY | HEIMAT Berlin |
| C05/009 | 00059 | WORLD'S LONGEST LOVE-LETTER | DEUTSCHE TELEKOM | TELECOMMUNICATION SERVICES | DDB GERMANY HAMBURG | GERMANY | DDB GERMANY HAMBURG / BLOW UP MEDIA Cologne |
| C05/016 | 00313 | YELLOW CITY | YELLOW PAGES | YELLOW PAGES WEBSITE | SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV | ISRAEL | SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV |
| C05/018 | 00351 | GREEN BRITAIN DAY | EDF ENERGY | ENERGY | MPG London | UNITED KINGDOM | EURO RSCG LONDON |

C06 (PUBLICATIONS & MEDIA)

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| C06/002 | 00239 | SINGING WEATHER GIRL | TV2 | X FACTOR 2009 | DIST CREATIVE Oslo | NORWAY | DIST CREATIVE Oslo |
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| C06/005 | 00282 | CHANGED OPENING CREDITS & EPISODES | STUDIO BRUSSELS | MUSIC FOR LIFE | MORTIERBRIGADE Brussels | BELGIUM | MORTIERBRIGADE Brussels |
| C06/006 | 00283 | ETERNAL MOONWALK | STUDIO BRUSSELS | STUDIO BRUSSELS RADIOSTATION | MORTIERBRIGADE Brussels | BELGIUM | MORTIERBRIGADE Brussels |

C07 (BUSINESS PRODUCTS & SERVICES)

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| C07/002 | 00258 | THE LARGEST JOBS NOTICE BOARD | SÜDDEUTSCHE ZEITUNG | LAUFBAHNER ONLINE JOBS PORTAL | SERVICEPLAN Munich | GERMANY | SERVICEPLAN Munich |
| C07/003 | 00294 | THE UGLIEST BUILDING OF BELGIUM | STALLAERT | DEMOLITION COMPANY | DUVAL GUILLAUME Antwerp | BELGIUM | DUVAL GUILLAUME Antwerp |

C09 (CHARITIES, PUBLIC HEALTH & SAFETY & PUBLIC AWARENESS MESSAGES)

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|---------|-------|----------------------------------|--|--|--|---------|---|
| C09/003 | 00022 | DOMESTIC VIOLENCE CAMPAIGN | INTERVENTION CENTER AGAINST DOMESTIC VIOLENCE | INTERVENTION CENTER AGAINST DOMESTIC VIOLENCE | OGILVY FRANKFURT | GERMANY | OGILVY FRANKFURT |
| C09/005 | 00040 | TRANSPARENT MAN | FIFTYFIFTY | MAGAZINE FOR HOMELESS PEOPLE | EURO RSCG DÜSSELDORF | GERMANY | EURO RSCG DÜSSELDORF |
| C09/015 | 00158 | WOMAN IN A SUITCASE | AMNESTY INTERNATIONAL | PROMOTION AGAINST HUMAN TRAFFICKING | SERVICEPLAN Munich | GERMANY | SERVICEPLAN Munich |
| C09/019 | 00051 | LABELS | PAMPLONA TOWN HALL | ANTI-VANDALISM CAMPAIGN | GAP'S Pamplona | SPAIN | GAP'S Pamplona |
| C09/021 | 00314 | DOUBT | AIDS TASK FORCE | AWARENESS TO AIDS DAY | SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV | ISRAEL | SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV |
| C09/023 | 00331 | LET IT RING | OVK/PARENTS OF CHILD ROAD VICTIMS | ROAD SAFETY MESSAGE | HAPPINESS BRUSSELS | BELGIUM | HAPPINESS BRUSSELS |

Total Entries:

76