

Entry Detail (Interactive)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<u>A01 (FAST MOVING CONSUMER GOODS)</u>							
A01/008	00142	PLANET HANDCRAFTING	HENKEL NEDERLAND	PRITT	G2 AMSTERDAM	THE NETHERLANDS	G2 AMSTERDAM / LITTLE CHICKEN Amsterdam
A01/012	00189	TALK TO THE PLANT	HEINZ	HEINZ KETCHUP	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg	SWEDEN	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg
A01/014	00206	UNDER CONSTRUCTION	HILTI AKTIENGESELLSCH AFT	HILTI	SERVICEPLAN Munich	GERMANY	PLAN.NET Munich
A01/023	00248	SUNRADAR	HEINEKEN	BEER	2009 Amsterdam	THE NETHERLANDS	2009 Amsterdam
<u>A02 (CARS & AUTOMOTIVE SERVICES)</u>							
A02/002	00023	HANDS ON CHALLENGE	VOLKSWAGEN NORWAY	VW GOLF 6	APT Oslo	NORWAY	APT Oslo
A02/008	00145	THE JAZZ CALCULATOR	VOLKSWAGEN GROUP SWEDEN	PASSAT ECO FUEL	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM / FROM STOCKHOLM WITH LOVE Stockholm
A02/014	00236	SKODA REMOTE OCTAVIA	SKODA NETHERLANDS	SKODA OCTAVIA	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam
<u>A03 (OTHER CONSUMER PRODUCTS)</u>							
A03/001	00002	LACOSTE RED!	LACOSTE	CLOTHING	MEGALO[S] Cran-Gevrier	FRANCE	MEGALO[S] Cran-Gevrier
A03/013	00190	SENSITIVEMALE S.COM	PHILIPS	PHILIPS NIVEA FOR MEN	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg	SWEDEN	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg
A03/014	00191	GLOBE OF FORTUNE	SCANDINAVIAN AIRLINES SWEDEN	SCANDINAVIAN AIRLINES SWEDEN	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg	SWEDEN	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg
A03/019	00396	PHILIPS CINEMA 21:9	PHILIPS	CINEMA 21:9 TV	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM
A03/033	00366	SWEDENS SLEEPIEST CONTEST	IKEA	HOME FURNITURE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A03/034	00404	DIESEL.COM	DIESEL	CLOTHING	FARFAR Stockholm	SWEDEN	FARFAR Stockholm

Entry Detail (Interactive)

A04 (TRAVEL, ENTERTAINMENT, LEISURE & RETAIL)

A04/011	00437	REFUGEE PONG	FOLKOPERAN	OPERA	LOWE BRINDFORS Stockholm	SWEDEN	LOWE BRINDFORS Stockholm
A04/012	00328	SLEEPLESS AT PLAYGROUND	PLAYGROUND OUTDOOR EQUIPMENT STORES	OUTDOOR EQUIPMENT STORES	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
A04/013	00402	MERCURIAL VAPOR V	NIKE FOOTBALL	MERCURIAL VAPOR V (FOOTBALL SHOES)	DUKE - A RAZORFISH COMPANY Paris	FRANCE	DUKE - A RAZORFISH COMPANY Paris

A05 (FINANCIAL SERVICES & COMMERCIAL PUBLIC SERVICES)

A05/003	00381	THE UNFINISHED TV COMMERCIAL	PROXIMUS	MOBILE PROVIDER	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
A05/004	00414	LIGHTS ON/LIGHTS OFF	ORANGE	INTERNAT ENTERTAINMENT AND MOVIES PORTAL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV

A06 (PUBLICATIONS & MEDIA)

A06/003	00383	ETERNAL MOONWALK	STUDIO BRUSSELS	STUDIO BRUSSELS RADIOSTATION	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
A06/008	00444	THINKING SPACES	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London

A07 (BUSINESS PRODUCTS & SERVICES)

A07/003	00392	THE UGLIEST BUILDING OF BELGIUM	STALLAERT	DEMOLITION COMPANY	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
A07/006	00367	MOBILE INTERNET LIVE	TELE2	TELECOMMUNICA TIONS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg

A08 (ADVERTISING & MEDIA)

A08/005	00101	THE IMPOSSIBLE PITCH	VOLONTAIRE	ADVERTISING AGENCY	VOLONTAIRE Stockholm	SWEDEN	VOLONTAIRE Stockholm
A08/008	00166	SCREENAGERS	SCREENAGERS	CREATIVE AGENC	SCREENAGERS Wien	AUSTRIA	SCREENAGERS Wien

Entry Detail (Interactive)

A08/011	00368	THE NEW FB.SE	FORSMAN & BODENFORS	ADVERTISING AGENCY	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
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A09 (CORPORATE INFORMATION)

A09/005	00105	ORANGE 15TH BIRTHDAY	ORANGE	TELECOMMUNICATIONS PROVIDER	PUBLICIS NET Paris	FRANCE	PUBLICIS NET Paris
A09/008	00196	YOU CHOOSE WE FIRE!	SO NICE CREATIVE OFFICE	ADVERTISING AGENCY	SO NICE CREATIVE OFFICE Brussels	BELGIUM	SO NICE CREATIVE OFFICE Brussels

A10 (CHARITIES, PUBLIC HEALTH & SAFETY & PUBLIC AWARENESS MESSAGES)

A10/004	00146	RECRUITMENT 2009	SWEDISH ARMED FORCES	ARMED FORCES RECRUITMENT	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
A10/006	00178	STANISLAV	PUBLIC INFORMATION AND COMMUNICATION OFFICE ON BEHALF OF MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG AMSTERDAM	THE NETHERLANDS	KONG AMSTERDAM
A10/009	00272	LIGHT THE DARK	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	SAATCHI & SAATCHI Frankfurt	GERMANY	SAATCHI & SAATCHI Frankfurt
A10/016	00377	CAMPAIGN FOR PRAYERS	SVENSKA KYRKAN	SWEDISH CHURCH	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg

A12 (GAMES)

A12/008	00050	KILLZONE 2	SONY COMPUTER ENTERTAINMENT EUROPE	PLAYSTATION	AGENCY REPUBLIC London	UNITED KINGDOM	AGENCY REPUBLIC London
A12/010	00464	GTI TRACKS	VOLKSWAGEN	GOLF GTI	KMF WERBUNG Hamburg	GERMANY	ARTIFICIALDUCK STUDIOS Berlin / FXLAB Hamburg

B01 (INTERACTIVE CAMPAIGNS)

B01/008	00111	BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
B01/009	00112	THE WILL	VLAAMSE OVERHEID	ROAD SAFETY	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven / CAVIAR Leuven
B01/013	00235	PUBLIC POLO	VOLKSWAGEN	VOLKSWAGEN POLO	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam

Entry Detail (Interactive)

B01/017	00331	STEFAN THE SWOPPER	POSTEN	THE SWEDISH POST OFFICE	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
B01/020	00397	PHILIPS VS	PHILIPS	PHILIPS CONSUMER LIFESTYLE PRODUCTS	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM
B01/026	00422	IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
B01/033	00421	LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
B01/034	00362	ENCOUNTER	COCA-COLA COMPANY	COCA-COLA	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid

C01 (FAST MOVING CONSUMER GOODS)

C01/008	00305	RUSTY SCROLLBAR	SONAX	SONAX SX 90 PLUS	SERVICEPLAN Hamburg	GERMANY	PLAN.NET HAMBURG
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C02 (CARS & AUTOMOTIVE SERVICES)

C02/012	00211	MINI IS LOADING	MINI	MINI CLUBMAN	SERVICEPLAN Munich	GERMANY	PLAN.NET Munich
C02/019	00281	IS THE WEATHER CABRIOLET-FRIENDLY-THERMOMETER	H.A. MØLLER	AUDI A3 CABRIOLET	BATES UNITED Oslo	NORWAY	BATES UNITED Oslo / PLASTIKK MEDIA Oslo
C02/020	00282	PAGE NOT FOUND	VOLKSWAGEN	VOLKSWAGEN RADIO-NAVIGATIONSSYS TEM RNS 510	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg

C03 (OTHER CONSUMER PRODUCTS)

C03/009	00192	SENSITIVE MALES	PHILIPS	PHILIPS NIVEA FOR MEN	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg	SWEDEN	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg
C03/015	00261	TINY THINGS MAKE A BIG DIFFERENCE	IKEA	TINY THINGS	MEDIAFRONT Oslo	NORWAY	MEDIAFRONT Oslo
C03/016	00273	EVERYTHING SOUNDS	SONY ERICSSON	SONY ERICSSON W508	SAATCHI & SAATCHI Frankfurt	GERMANY	SAATCHI & SAATCHI Frankfurt

Entry Detail (Interactive)

C04 (TRAVEL, ENTERTAINMENT, LEISURE & RETAIL)

C04/007	00228	THE PRICE REDUCTION	ICA	GROCERY CHAIN	KING Stockholm	SWEDEN	KING Stockholm / FROM STOCKHOLM WITH LOVE Stockholm
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C05 (FINANCIAL SERVICES & COMMERCIAL PUBLIC SERVICES)

C05/004	00113	BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
C05/005	00300	THE CAPTCHA AD	RAIFFEISEN BANK	RAIFFEISEN BANK	CARNATION Budapest	HUNGARY	CARNATION Budapest
C05/006	00302	SECONDHAND BANNER	SWEDBANK	FINANCIAL SERVICE	SYRUP Stockholm	SWEDEN	SYRUP Stockholm

C07 (BUSINESS PRODUCTS & SERVICES)

C07/001	00150	WEBCAM	TOOLS AT WORK HARD + SOFT	ANTI-SPYWARE AND SECURITY SUPPORT	DEMNER MERLICEK & BERGMANN Vienna	AUSTRIA	DEMNER MERLICEK & BERGMANN Vienna
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C10 (CHARITIES, PUBLIC HEALTH & SAFETY & PUBLIC AWARENESS MESSAGES)

C10/001	00030	DIGITAL ROBIN HOOD	BISCHOEFLICHES HILFSWERK MISEREOR	GUERRILLA WEB CAMPAIGN	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
C10/013	00457	RAISE YOUR VOICE AND SEE THE RESULT!	AMNESTY INTERNATIONAL HUNGARY	1% TAX DONATION	DDB Budapest	HUNGARY	DDB Budapest
C10/014	00324	NO COMMENT	REPORTERS WITHOUT BORDERS	FREE SPEECH CAMPAIGN	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND	Y&R GROUP SWITZERLAND Zürich

D01 (MOBILE PHONE ADVERTISING, PDAS ETC.)

D01/011	00423	LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
D01/012	00448	STEALTH SOUND SYSTEM	COCA-COLA	FANTA	OGILVY LONDON	UNITED KINGDOM	OGILVY LONDON
D01/014	00461	CHABAL LE DUEL	ORANGE	ORANGE FOOT	BUZZMAN Paris	FRANCE	BUZZMAN Paris

Entry Detail (Interactive)

D02 (INTERACTIVE TOOLS)

D02/007	00307	SANTEC SCREENGUARD	SANYO VIDEO VERTRIEB	SANTEC VIDEO SURVEILLANCE	SERVICEPLAN Hamburg	GERMANY	PLAN.NET HAMBURG
D02/011	00287	YOUR PERFECT RUN	ADIDAS INTERNATIONAL MARKETING	ADIDAS RUNNING	NEUE DIGITALE/RAZORFISH Frankfurt	GERMANY	NEUE DIGITALE/RAZORFISH Frankfurt
D02/013	00424	IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
D02/014	00375	TRAVELPLANNE R OUTDOOR	VÄSTTRAFIK	PUBLIC TRANSPORT	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg

D03 (COMMUNITY APPLICATIONS)

D03/011	00380	THE PROFILER	PROXIMUS	MOBILE PROVIDER	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
D03/012	00393	VIRTUAL SEXUALLY TRANSMITTED DISEASE	MTV	MTV MUSIC CHANNEL	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
D03/015	00340	HOW HETERO?	STOCKHOLM PRIDE	GAY PRIDE FESTIVAL	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm

E01 (VIRAL VIDEO)

E01/010	00115	CANNES LIONS	BOONDOGGLE	ADVERTISING AGENCY	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
E01/034	00441	BABY BREAKDANCE	EVIAN	EVIAN	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
E01/044	00299	THE PEN STORY	OLYMPUS DEUTSCHLAND	OLYMPUS PEN	DSG DIALOG SOLUTIONS Hamburg	GERMANY	DSG DIALOG SOLUTIONS Hamburg
E01/045	00399	PHILIPS VS THE SUN	PHILIPS	PHILIPS CONSUMER LIFESTYLE PRODUCTS	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM
E01/050	00411	PETE THE MEAT PUPPET	DIESEL	CLOTHING	FARFAR Stockholm	SWEDEN	FARFAR Stockholm

E02 (VIRAL MARKETING AND EMAIL ADVERTISING, E-CARDS ETC.)

E02/001	00017	60 YEARS OF HUMAN RIGHTS	PRO ASYL	AID ASSOCIATION	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
E02/002	00070	DECISION- MAKING	THE BRITISH ARMY	START THINKING SOLDIER	TEQUILA\LONDON	UNITED KINGDOM	TEQUILA\LONDON

Entry Detail (Interactive)

E02/004	00088	FOLDER MAILING	DAIMLER/MERCEDES-BENZ VERTRIEBSORGANISATION DEUTSCHLAND	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
E02/013	00385	ETERNAL MOONWALK	STUDIO BRUSSELS	STUDIO BRUSSELS RADIOSTATION	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
E02/014	00322	KIT KAT JESUS	NESTLÉ NEDERLAND	CANDY BAR	UBACHSWISBRUN/JWT Amsterdam	THE NETHERLANDS	UBACHSWISBRUN/JWT Amsterdam
E02/017	00363	SNAKE	GREENPEACE	VIRGIN FORESTS PROTECTION	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid
E02/018	00427	LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS

F01 (INNOVATIVE IDEAS)

F01/008	00285	YOU TRUST ME	AIDS-HILFE HAMBURG	AIDS-HILFE HAMBURG	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
F01/010	00053	BOOK-KEEPER	DRAFTFCB PARTNERS (KOBZA)	ADVERTISING AGENCY ACCOUNTANT VACANCY	DRAFTFCB PARTNERS Vienna	AUSTRIA	DRAFTFCB PARTNERS Vienna

Total Entries: 80