

Entry Detail (Media)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<u>A01 (Best Use of Television)</u>							
A01/003	00095	EMIRATES TAKE OFF	MERCEDES-BENZ	C 63 AMG	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai / SPAFAX Dubai
A01/004	00022	LAMBASSADOR	MEAT & LIVESTOCK AUSTRALIA	AUSTRALIA DAY LAMB	UM Sydney	AUSTRALIA	
A01/005	00065	AUSTRALIA'S GREATEST ATHLETE	UNILEVER	REXONA DEODORANT	UM Sydney	AUSTRALIA	
A01/010	00513	IT'S NO PICNIC	CADBURY	PICNIC CHOCOLATE BAR	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne
A01/032	00831	WORLD'S STICKIEST AD	UHU	POWER GLUE	MEDIAPLUS Munich	GERMANY	SERVICEPLAN Munich
A01/051	01128	LIVE CLAIMS	TOYOTA MOTOR SALES	CAMRY	CONILL SAATCHI & SAATCHI Torrance	USA	CONILL SAATCHI & SAATCHI Torrance
A01/057	01576	THE BUBBLE PROJECT	BEKOL	CHARITY FOR THE DEAF & HARD OF HEARING	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan
<u>A02 (Best Use of Cinema)</u>							
A02/014	00801	GETTING DRIVERS' ATTENTION	STATE DEPARTMENT FOR TRANSPORT	ROAD SAFETY CAMPAIGN	ESCALA COMUNICACAO E MARKETING Porto Alegre	BRAZIL	ESCALA COMUNICACAO E MARKETING Porto Alegre
A02/016	00984	CINEMA REAR VIEW MIRROR	EUROPCAR GERMANY	MINIBUS SERVICES	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A02/022	01795	LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS DEUTSCHLAND	13TH STREET TV CHANNEL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A02/037	02159	THE SWAP	COCA-COLA	COCA-COLA ZERO	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid
<u>A03 (Best Use of Radio)</u>							
A03/004	00387	RADIO IN THE TRUNK	RENAULT	SYMBOL	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo
A03/020	02090	DOG RADIO	GALAXXY PET-FOOD	NATURIA DOG FOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg

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A03/024	01658	SDIA PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV

A04 (Best Use of Magazines)

A04/009	00216	MONDAY TO THE MAX	CBS AND PEPSICO	CBS AND PEPSI MAX	OMD New York	USA	
A04/015	00425	FLIPBOOK	NEW ZEALAND TRANSPORT AGENCY	ROAD SAFETY AWARENESS	CLEMENGER BBDO Wellington	NEW ZEALAND	CLEMENGER BBDO Wellington
A04/033	01176	TIDE MAGTTRACTION	PROCTER & GAMBLE	TIDE DIRT MAGNETS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
A04/044	01998	WAX AD	PEUGEOT	207 QUIKSILVER	LODUCCA MPM São Paulo	BRAZIL	LODUCCA MPM São Paulo
A04/045	01272	WORDS	VELOCITY FILMS	PRODUCTION HOUSE	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA	DDB SOUTH AFRICA Johannesburg

A05 (Best Use of Newspapers)

A05/024	00858	BREAKING DOWN BARRIERS	TD BANK FINANCIAL GROUP	VISA INFINITE CREDIT CARD	STARCOM Toronto	CANADA	
A05/044	01312	FLANNEL	COSAN LUBRIFICANTES	ESSO BRAND	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A05/057	02130	HEAVIEST AD IN THE WORLD	COMPANHIA ATHLETICA	GYM	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

A06 (Best Use of Outdoor)

A06/018	00760	HUMAN BILLBOARD	ING DIRECT	BANK	LEO BURNETT Milan	ITALY	LEO BURNETT Milan
A06/019	00254	THE WALL SALE	SONY MARKETING JAPAN	RECYCLE PROJECT JEANS	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
A06/022	00420	KIT KAT CHAIRS	NESTLÉ	CHOCOLATE BAR	JWT NEW ZEALAND Auckland	NEW ZEALAND	
A06/027	00976	CTT EXPRESSO COMMITMENT	GRUPO CTT	DELIVERY SERVICES	FISCHER PORTUGAL Lisbon	PORTUGAL	FISCHER PORTUGAL Lisbon
A06/032	01234	I'M WORKING FROM HERE TODAY!	TELENOR	TELECOMMUNICATIONS PROVIDER	GARBERGS REKLAMBYRÅ Stockholm	SWEDEN	GARBERGS REKLAMBYRÅ Stockholm / FIELDWORK Stockholm

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A06/035	01168	TIED UP	THIS HUMAN WORLD	HUMAN RIGHTS FILM FESTIVAL	WIEN NORD Vienna	AUSTRIA	WIEN NORD Vienna
A06/064	01558	EXPERIENCE THE OLYMPIC WINTER GAMES	SAMSUNG MOBILE	OMNIA QWERTY MOBILE PHONE	MEDIA REPUBLIC Amsterdam	THE NETHERLANDS	MEDIA REPUBLIC Amsterdam / CHEIL Amsterdam

A07 (Best Use of Ambient Media: Small Scale)

A07/002	00033	TROJAN BOTTLES	FRANKFURTER TAFEL	FOOD BANK	LEO BURNETT Frankfurt	GERMANY	LEO BURNETT Frankfurt
A07/019	00737	SUPREME SECURITY	SUPREME SECURITY	SECURITY SERVICES	ADVICO Y&R Zürich	SWITZERLAND	ADVICO Y&R Zürich
A07/026	00429	PEDIGREE ADOPTION DRIVE	MARS	DOG RESCUE PROGRAMME	STARCOM MELBOURNE	AUSTRALIA	
A07/055	00988	HUGGIES NAPPY SWING	KIMBERLY-CLARK	PULL-UPS TRAINING PANTS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A07/058	00477	GAS PUMPS VOICES	TOYOTA	PRIUS	OPTIMEDIA Madrid	SPAIN	
A07/066	00521	AIDS MASK	OJUS MEDICAL INSTITUTE	SWINE FLU & AIDS PREVENTION	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai
A07/068	01567	SNOW STAMP	NESTLÉ	POLO MINT SWEETS	JWT London	UNITED KINGDOM	JWT London
A07/078	01551	FRESH STONE-AGE MEAT	BOSCH INTERNATIONAL	REFRIGERATORS	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN
A07/104	01655	FOREST FIRES	WWF	FOREST CONSERVATION PROGRAMME	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá / OGILVYACTION Botoga
A07/109	01933	WRISTBANDS	SWATCH DO BRASIL CLAC IMPORTAÇÃO	COLOUR CODES WATCHES	PUBLICIS BRASIL Sao Paulo	BRAZIL	PUBLICIS BRASIL Sao Paulo
A07/123	01982	UMBRELLA BAGS	THE LOTUS CHARITY SOCIETY (HONG KONG)	CHARITY	GREY HONG KONG	HONG KONG	GREY HONG KONG

A08 (Best Use of Ambient Media: Large Scale)

A08/009	00091	INTERACTIVE MIRROR	HEWLETT-PACKARD JAPAN	COMPUTERS	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A08/013	00328	CHALKBOT	NIKE	LIVESTRONG APPAREL	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland

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A08/020	00635	GO BEYOND BORDERS	CNN INTERNATIONAL	CNN INTERNATIONAL	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A08/040	01077	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm
A08/043	00813	BALDY	PANASONIC GOBEL INDONESIA	NOSE HAIR TRIMMER	PT PERWANAL SAATCHI & SAATCHI Jakarta	INDONESIA	PT PERWANAL SAATCHI & SAATCHI Jakarta
A08/048	00928	CUBE FILM INSTALLATION	HBO	TV NETWORK	BBDO NEW YORK	USA	BBDO NEW YORK

A09 (Best Use of Special Events and Stunt/Live Advertising)

A09/033	00554	THE FRENCH ART OF LOVING	AUBADE	UNDERWEAR	CHAINSAW Levallois Perret	FRANCE	CHAINSAW Levallois Perret
A09/046	00723	TELETRANSPORTER	INBEV	ANDES BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
A09/054	00885	AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan
A09/059	00817	A VILLAGE OF EXPERTS	MICROSOFT	WINDOWS 7	BUNGALOW 25 Madrid	SPAIN	BUNGALOW 25 Madrid
A09/063	00930	LOVE PROJECT EVENT	STARBUCKS & (RED) TM	AIDS FUNDRAISING	BBDO NEW YORK	USA	BBDO NEW YORK
A09/101	01596	ROCKET MAN	FRUCOR	V ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland / PROXIMITY PULSE Auckland
A09/112	01528	REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA
A09/132	01868	SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A09/139	01818	FIRE SCOOTER	REPUBLIC OF CHICKEN	RESTAURANT	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai

A10 (Best Use of Online Advertising)

A10/003	00025	SANTA'S LITTLE HELPER	LEGO	LEGO	UM Sydney	AUSTRALIA	
A10/004	00515	IT'S NO PICNIC	CADBURY	PICNIC CHOCOLATE BAR	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne
A10/011	00352	WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond / DOMANI STUDIOS Brooklyn

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A10/013	00253	HANGEUL FONTS	NHN	NAVER SEARCH PORTAL	NHN Seongnam	KOREA	NHN Seongnam
A10/029	00654	CONCERT IN A BAG	DORITOS	DORITOS LATE NIGHT	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
A10/032	00568	MOBILE INTERNET LIVE	TELE2	TELECOMMUNICATIONS PROVIDER	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A10/034	00745	NO COMMENT	REPORTERS WITHOUT BORDERS	FREEDOM OF PRESS	FUTURECOM INTERACTIVE Zurich	SWITZERLAND	FUTURECOM INTERACTIVE Zurich / WUNDERMAN ZURICH
A10/036	00446	DROP EVERYTHING FOR LOVE	DTC	EVERLON DIAMOND COLLECTION	JWT New York	USA	JWT New York
A10/037	00841	OUT OF OFFICE REPLY	EXPEDIA.COM	EXPEDIA	MEDIAPLUS Munich	GERMANY	SERVICEPLAN Munich
A10/041	00820	SMOKEFREE GENERATION	DEPARTMENT OF HEALTH COI	ANTI-SMOKING CAMPAIGN	AGENCY REPUBLIC London	UNITED KINGDOM	AGENCY REPUBLIC London
A10/045	00793	SWEET REMEDY FOR BROKEN HEARTS	TNUVA	CHOCOLATE DESSERT	McCANN ERICKSON Tel Aviv	ISRAEL	McCANN ERICKSON Tel Aviv
A10/051	00960	GO	VISA	VISA CARD	AKQA San Francisco	USA	AKQA San Francisco
A10/057	00955	UNPREDICTABLE CLASSIFIEDS	EXITO	INSURANCE	SANCHO BBDO COLOMBIA Bogotá	COLOMBIA	SANCHO BBDO COLOMBIA Bogotá
A10/064	01008	INTEL SWARM	INTEL	COMPUTERS	OMD SINGAPORE	SINGAPORE	THE UPPER STOREY Singapore
A10/066	01898	TUNE IN AND BE MOVED	WNYC PUBLIC RADIO	WQRX RADIO STATION	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York
A10/067	02038	BEING HOMELESS	SAMUSOCIAL	HOMELESSNESS CHARITY	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris / PUBLICIS NET Paris
A10/068	01242	THE BLOW JOB	CHE MEN'S MAGAZINE	MEN'S MAGAZINE	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
A10/073	01571	ROLLERBABIES	DANONE	EVIAN MINERAL WATER	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
A10/074	01572	IKILLAFRIEND.COM	NBC UNIVERSAL	13ÈME RUE CABLE TV CHANNEL	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
A10/078	01624	SAVE LOLA THE TURTLE	CUENTAGOTAS	WATER PRESERVATION AWARENESS	RUIZ NICOLI LINEAS Madrid	SPAIN	RUIZ NICOLI LINEAS Madrid

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A10/108	01870	CHOOSE A DIFFERENT ENDING	THE METROPOLITAN POLICE	ANTI-KNIFE CRIME CAMPAIGN	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
<u>A11 (Best Use of Social Media Marketing)</u>							
A11/008	00082	HARDCHORUS	PUMA	PUMA FOOTBALL	ZENITHOPTIMEDIA INTERNATIONAL London	UNITED KINGDOM	DROGA5 New York
A11/010	00188	I SPY LEVI'S	LEVI'S	JEANS	HOST Sydney	AUSTRALIA	HOST Sydney
A11/014	00106	IT'S MY TIME	BENETTON	GLOBAL CASTING CAMPAIGN	FABRICA Treviso	ITALY	FABRICA Treviso
A11/018	00293	CANADA 1. HISTORY 0.	NIKE CANADA	NIKE CANADA/NIKETRAINING.CA	COSSETTE MEDIA Toronto	CANADA	COSSETTE MEDIA Toronto
A11/019	00329	CHALKBOT	NIKE	LIVESTRONG APPAREL	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A11/020	01932	CONSUMERS BECOME INVENTORY TRACKERS	PARLE AGRO	HIPPO BAKED MUNCHIES SNACKS	CREATIVELAND ASIA Mumbai	INDIA	CREATIVELAND ASIA Mumbai
A11/026	00401	BRIGHTEN UP THE WORLD	THE COCA-COLA COMPANY	COCA-COLA	MEDIACOM INTERACTION Düsseldorf	GERMANY	MEDIACOM INTERACTION Düsseldorf
A11/032	00570	DEAR STEVE JOBS	SVERIGES TELEVISION	SVT PLAY IPHONE APP	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A11/034	00001	THE PEN STORY	OLYMPUS DEUTSCHLAND	OLYMPUS PEN CAMERA	DSG DIALOG SOLUTIONS Hamburg	GERMANY	DSG DIALOG SOLUTIONS Hamburg
A11/054	00907	VIRALOCITY	FRITO-LAY	DORITOS TORTILLA CHIPS	BBDO PROXIMITY CANADA Toronto	CANADA	BBDO PROXIMITY CANADA Toronto
A11/061	01209	MAGICAL CHRISTMAS CARDS	SWEDISH POSTAL SERVICE	POSTAL SERVICES	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg	SWEDEN	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg
A11/066	01202	EFFECTS OF CRACK	BRAZILIAN MINISTRY OF HEALTH	ANTI-DRUG CAMPAIGN	MASTER COMUNICAÇÃO Curitiba	BRAZIL	MASTER COMUNICAÇÃO Curitiba
A11/077	01085	TWELPFORCE	BEST BUY	BEST BUY	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder
A11/081	01212	SINGALONG	T-MOBILE	TELECOMMUNICATIONS PROVIDER	MEDIACOM London	UNITED KINGDOM	SAATCHI & SAATCHI London
A11/082	01422	LEFT & RIGHT BLOGGER OUTREACH	ASICS	SPORTSTYLE FOOTWEAR	AMSTERDAM WORLDWIDE	THE NETHERLANDS	AMSTERDAM WORLDWIDE

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A11/089	01798	PRANK	BIC	BIC PEN	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A11/090	01799	CORRECTION	FRIEDRICHS & FRIENDS	PROOFREADING AGENCY	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A11/107	01161	EOS PHOTOCHAINS	CANON AUSTRALIA	EOS DSLR CAMERAS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A11/123	01825	SHOCKING BARACK	BRAMMO	ENERTIA ELECTRIC MOTORCYCLE	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder

A12 (Best Use of Other Digital Media, including Mobile Devices)

A12/031	01071	BEST RANGER COMPETITION	US ARMY	ARMY RECRUITMENT	UM New York	USA	
A12/032	00720	5 RUNNERS, 650000 FOLLOWERS	NIKE	THE HUMAN RACE 10K	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires / +CASTRO Vicente Lopez
A12/033	00807	REAL RACING GTI	VOLKSWAGEN	2010 GTI	AKQA Washington	USA	AKQA Washington
A12/039	00962	BORN TO FIT	GAP	JEANS	AKQA San Francisco	USA	AKQA San Francisco
A12/054	01800	LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS DEUTSCHLAND	13TH STREET TV CHANNEL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A12/074	01793	OVERSHARERS	PROCTER & GAMBLE	PRINGLES	WUNDERMAN LONDON	UNITED KINGDOM	WUNDERMAN LONDON
A12/075	01635	RINGTOWNS	CLARO	TELECOMMUNICATIONS PROVIDER	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA

A13 (Best Use of Sponsorship)

A13/004	00215	1 VS 100 ON XBOX LIVE	SPRINT	SPRINT THE NOW NETWORK	MINDSHARE New York	USA	
A13/007	00408	WILDCARD COMPETITION	VODAFONE D2	VODAFONE 360	OMD GERMANY Dusseldorf	GERMANY	
A13/011	00978	GET ON THE FIELD	SCC - CENTRAL DE CERVEJAS	SAGRES BEER	FISCHER PORTUGAL Lisbon	PORTUGAL	FISCHER PORTUGAL Lisbon
A13/015	00622	CHEWING THROUGH THE MINUTES	WRIGLEY'S	EXTRA CHEWING GUM	MEC UNITED KINGDOM London	UNITED KINGDOM	

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A13/021	01673	CHAMPIONS LEAGUE	TEVA	OPTALGIN PAINKILLER	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV
A13/029	01587	THE WORLD'S LONGEST SIGNATURE	CORUS ENTERTAINMENT	FAMILY DAY	zig Toronto	CANADA	zig Toronto
A13/031	02104	OFFICIAL FAN	PUMA ARGENTINA	INDEPENDIENTE CLUB FOOTBALL JERSEY	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires
A13/034	02123	Y'ALL VS US	CELLULAR SOUTH	TELECOMMUNICATIONS PROVIDER	Y&R New York	USA	Y&R New York

A14 (Best Use of Branded Content)

A14/026	00330	MVP PUPPETS	NIKE	NIKE BASKETBALL	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A14/060	00935	IMAGINE	HBO	TV NETWORK	BBDO NEW YORK	USA	BBDO NEW YORK
A14/081	01266	HOUSE OF CARDS EXHIBITION	SHELTER	HOMELESSNESS & HOUSING CHARITY	LEO BURNETT London	UNITED KINGDOM	LEO BURNETT London
A14/086	01348	BEYOND THE STILL	CANON	DSLR CAMERAS	GREY NEW YORK	USA	GREY NEW YORK
A14/087	01529	REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA / OMD Chicago

A16 (Best Localisation Campaign)

A16/012	00532	PARK ASSIST	VOLKSWAGEN SOUTH AFRICA	GOLF 6	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
A16/025	01362	SIGN LANGUAGE	PROCTER & GAMBLE	DAWN PLUS DISHWASHING LIQUID	DE LA CRUZ/OGILVY San Juan	PUERTO RICO	DE LA CRUZ/OGILVY San Juan
A16/035	02048	FLOWER WRAPS	PROCTER & GAMBLE	LENOR FABRIC SOFTENER	GREY BUCHAREST	ROMANIA	GREY BUCHAREST
A16/048	01646	BABY PACIFIERS	MILITARY FORCES OF COLOMBIA	ANTI-GUERRILLA CAMPAIGN	DDB COLOMBIA Bogotá	COLOMBIA	DDB COLOMBIA Bogotá
A16/056	01588	CHALK BLOG	CHICAGO TRIBUNE MEDIA GROUP	CHICAGONOW.COM	zig Illinois	USA	zig Illinois
A16/064	02125	Y'ALL VS US	CELLULAR SOUTH	TELECOMMUNICATIONS PROVIDER	Y&R New York	USA	Y&R New York

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<u>B01 (Best Use of Integrated Media)</u>							
B01/007	00027	SANTA'S LITTLE HELPER	LEGO	LEGO	UM Sydney	AUSTRALIA	
B01/012	00151	THE PARTY GARDEN	YATES	GARDENING PRODUCTS RANGE	OMD FUSE Pyrmont	AUSTRALIA	VOKYO Sydney
B01/032	00279	FOLLOW THE WHITE RABBIT	SYFY CHANNEL	ALICE TV SHOW	FALLON Minneapolis	USA	FALLON Minneapolis
B01/035	00325	33 KEYS	MAZDA	MAZDA3	DONER Southfield	USA	DONER Southfield
B01/039	00430	PEDIGREE ADOPTION DRIVE	MARS	DOG RESCUE PROGRAMME	STARCOM MELBOURNE	AUSTRALIA	
B01/052	00718	THE FLYER'S COLLECTION	JETBLUE	JETBLUE AIRLINE	JWT New York	USA	JWT New York
B01/058	00727	CHOCOLATOME TER	CADBURY	CHOCOLATE	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
B01/060	01223	LUCIFER IS COMING	VIRGIN MEDIA TELEVISION	SUPERNATURAL TV PROGRAMME	MANNING GOTTLIEB OMD London	UNITED KINGDOM	
B01/066	01078	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm
B01/074	00881	TRIBUTE TO FASHION	COCA-COLA ITALIA	COCA-COLA LIGHT	STARCOM ITALIA Milan	ITALY	BCUBE Milan
B01/077	00923	START THINKING SOLDIER	BRITISH ARMY/COI	ARMY RECRUITMENT	PUBLICIS London	UNITED KINGDOM	PUBLICIS London
B01/080	00938	LOVE PROJECT	STARBUCKS & (RED) TM	AIDS FUNDRAISING	BBDO NEW YORK	USA	BBDO NEW YORK
B01/090	01185	THE VIRTANEN BAND	DNA	TELECOMMUNICATIONS PROVIDER	SEK & GREY Helsinki	FINLAND	SEK & GREY Helsinki
B01/093	01369	100,000 CONDOMS	THE STOCKHOLM COUNTY AIDS PREVENTION PROGRAMME	SAFE-SEX AWARENESS	ESTER Stockholm	SWEDEN	ESTER Stockholm
B01/094	01255	KIDDIE RIDES	MEXICAN RED CROSS	ANNUAL FUNDRAISING DRIVE	JWT MEXICO	MEXICO	JWT MEXICO
B01/097	01193	THE FUN THEORY	VOLKSWAGEN SWEDEN	VW BLUEMOTION	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
B01/101	01393	FOLK TALES	FORD ARGENTINA	RANGER	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires

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B01/103	01052	THE SHAVE INDIA MOVEMENT	PROCTER & GAMBLE	GILLETTE MACH3 RAZORS	MEDIACOM London	UNITED KINGDOM	
B01/110	01603	A VILLAGE OF EXPERTS	MICROSOFT	WINDOWS7	BUNGALOW 25 Madrid	SPAIN	BUNGALOW 25 Madrid
B01/115	01698	DIGITAL MUM 2.0	TELSTRA	TELECOMMUNICATIONS PROVIDER	DDB SYDNEY	AUSTRALIA	DDB SYDNEY
B01/117	00783	INSIDE	VODAFONE	BLACKBERRY MOBILE PLANS	TANGO Madrid	SPAIN	TANGO Madrid
B01/118	01098	THE MASCHERANO CASE	FIAT	DIESEL MULTIJET ENGINE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires
B01/123	01215	SINGALONG	T-MOBILE	TELECOMMUNICATIONS PROVIDER	MEDIACOM London	UNITED KINGDOM	SAATCHI & SAATCHI London
B01/131	01553	SNOWMEN AGAINST GLOBAL WARMING	ENTEKA VERTRIEBS	RENEWABLE ENERGY PROVIDER	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN / JOHANSEN & KRETSCHMER Berlin
B01/136	01597	REAL STORIES	TVNZ	THE PACIFIC TV SERIES	COLENSO BBDO Auckland	NEW ZEALAND	COLENSO BBDO Auckland
B01/184	01608	VALENTINE MAKE A MOVE	EXOTICA	FLOWER SHOP	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
B01/187	01871	CHOOSE A DIFFERENT ENDING	THE METROPOLITAN POLICE	ANTI-KNIFE CRIME CAMPAIGN	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
B01/209	02072	EARTH FM	WWF	CLIMATE CHANGE CAMPAIGN	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY

C01 (Fast Moving Consumer Goods)

C01/018	00682	KITA	KIMBERLY-CLARK	SANITARY TOWELS	MINDSHARE Istanbul	TURKEY	
C01/039	01047	70 INSTANT MESSAGE PACKS	VITASOY INTERNATIONAL HOLDINGS	SOYA DRINKS	PHD HONG KONG	HONG KONG	DDB HONG KONG
C01/041	00861	GOING TO GREAT LENGTHS	PROCTER & GAMBLE	COVERGIRL COSMETICS	STARCOM Toronto	CANADA	
C01/050	01149	STADIUM OF DREAMS	THAI ASIA PACIFIC BREWERY	HEINEKEN BEER	LEO BURNETT & ARC WORLDWIDE THAILAND Bangkok	THAILAND	LEO BURNETT & ARC WORLDWIDE THAILAND Bangkok

Entry Detail (Media)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
C01/066	01056	THE SHAVE INDIA MOVEMENT	PROCTER & GAMBLE	GILLETTE MACH3 RAZORS	MEDIACOM Mumbai	INDIA	
C01/078	01773	PEDIGREE ADOPTION DRIVE	MARS	DOG RESCUE PROGRAMME	MPG CHILE Santiago	CHILE	TBWA\FREDERICK Santiago
C01/082	01846	SIX THOUSAND COLOURS	GRUPO KATIVO	PROTECTO PAINTS	TRIBU DDB Heredia	COSTA RICA	TRIBU DDB Heredia
C01/099	01679	BUS TICKET	ELMEX	TOOTHPASTE	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV

C02 (Cars & Automotive Services)

C02/015	00808	REAL RACING GTI	VOLKSWAGEN	2010 GTI	AKQA Washington	USA	AKQA Washington
C02/020	00480	GAS PUMP VOICES	TOYOTA	PRIUS	OPTIMEDIA Madrid	SPAIN	
C02/022	01194	THE FUN THEORY	VOLKSWAGEN SWEDEN	VW BLUEMOTION	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
C02/033	01555	CAR RECYCLING DROP BOX	VOLKSWAGEN	POLO	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN
C02/038	01614	ELECTRICALLY OPERATED BOOT	SKODA AUTO POLSKA	SUPERB ESTATE	CHANGE INTEGRATED Warsaw	POLAND	CHANGE INTEGRATED Warsaw

C03 (Clothing, Footwear & Accessories)

C03/001	00084	HARDCHORUS	PUMA	PUMA	ZENITHOPTIMEDIA INTERNATIONAL London	UNITED KINGDOM	DROGA5 New York
C03/008	01196	RED FLAG	THE NORTH FACE	OUTDOOR GEAR	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI
C03/014	01522	CHEAP MONDAY CLAIRVOYANT	SYNSAM	CHEAP MONDAY GLASSES	STARCOM SWEDEN Stockholm	SWEDEN	WERK Stockholm
C03/019	02107	WHAT WEIGHS MORE?	PUMA ARGENTINA	LIFT FOOTWEAR	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires
C03/020	01935	WEIGHT OF THE BRAZILIAN SHIRT	CENTAURO	SPORTS RETAILER	SALLES CHEMISTRI Sao Paulo	BRAZIL	SALLES CHEMISTRI Sao Paulo

Entry Detail (Media)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<u>C04 (Other Consumer Products (including Durable Goods))</u>							
C04/006	00294	TRAIN TILL YOU RED LINE	NIKE CANADA	NIKE SPARQ TRAINING EQUIPMENT	COSSETTE MEDIA Toronto	CANADA	COSSETTE MEDIA Toronto
<u>C05 (Financial Products & Services)</u>							
C05/004	00685	LIVE AND UNEDITED	FIRST DIRECT	CURRENT BANK ACCOUNTS	MINDSHARE London	UNITED KINGDOM	
C05/006	00441	LOAD & GO	TELEFÓNICA O2 UK	O2 MONEY	ZENITHOPTIMEDIA INTERNATIONAL London	UNITED KINGDOM	
C05/009	00761	HUMAN BILLBOARD	ING DIRECT	BANK	LEO BURNETT Milan	ITALY	LEO BURNETT Milan
C05/012	00963	GO BANNERS	VISA	VISA CARD	AKQA San Francisco	USA	AKQA San Francisco
C05/023	01875	MISS PENNY	ING	FREE CURRENT ACCOUNT	EURO RSCG BRUSSELS	BELGIUM	EURO RSCG BRUSSELS
C05/024	01951	GO WORLD	VISA	VISA OLYMPICS SPONSORSHIP	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA
C05/025	01780	A WOMAN'S STORY	CAIXA GERAL DE DEPÓSITOS	WOMEN'S BANKING SERVICES	MPG Lisbon	PORTUGAL	HAVAS SPORTS AND ENTERTAINMENT Lisboa / HAVAS DIGITAL Lisboa
C05/026	01480	MY PRICELESS GIG	MASTERCARD	BRIT AWARDS SPONSORSHIP	McCANN ERICKSON LONDON	UNITED KINGDOM	McCANN ERICKSON LONDON
<u>C06 (Commercial Public Services)</u>							
C06/034	01438	JOSH'S BAND	T-MOBILE	TELECOMMUNICATIONS PROVIDER	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
C06/040	01598	YELLOW CHOCOLATE	YELLOW PAGES	BUSINESS DIRECTORY	COLENSO BBDO Auckland	NEW ZEALAND	COLENSO BBDO Auckland / AIM PROXIMITY Auckland
<u>C07 (Travel, Entertainment & Leisure)</u>							
C07/006	00338	THE GREAT CHRISTMAS WRAPPING PAPER SWINDLE	FOOTBALL FEDERATION AUSTRALIA	A-LEAGUE	LOWE SYDNEY	AUSTRALIA	LOWE SYDNEY

Entry Detail (Media)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<u>C08 (Retail and E-Commerce, including Restaurants)</u>							
C08/010	00572	FACEBOOK SHOWROOM	IKEA	MALMO STORE LAUNCH	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C08/026	01838	WHOPPER FACE	BURGER KING	WHOPPER BURGER	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
C08/031	02097	FURNITURE ART	IKEA DEUTSCHLAND	ASSEMBLY SERVICE	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg / LUKAS LINDEMANN ROSINSKI Hamburg

C10 (Publications & Media)

C10/019	00940	IMAGINE	HBO	TV NETWORK	BBDO NEW YORK	USA	BBDO NEW YORK
C10/042	02203	ETERNAL MOONWALK	STUDIO BRUSSELS	RADIO STATION	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

C11 (Business Products & Services)

C11/008	00980	CTT EXPRESSO COMMITMENT	GRUPO CTT	DELIVERY SERVICES	FISCHER PORTUGAL Lisbon	PORTUGAL	FISCHER PORTUGAL Lisbon
C11/013	01057	DELL HEROES!	DELL INDIA	IT HARDWARE MANUFACTURER	MEDIACOM Bangalore	INDIA	

C12 (Corporate Information)

C12/002	00434	VIRTUAL STRIKE	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
C12/006	00255	THE WALL SALE	SONY MARKETING JAPAN	RECYCLE PROJECT JEANS	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
C12/011	00740	SUPREME SECURITY	SUPREME SECURITY	SECURITY SERVICES	ADVICO Y&R Zürich	SWITZERLAND	ADVICO Y&R Zürich

C13 (Charities, Public Health & Safety, Public Awareness Messages)

C13/003	00054	STANISLAV	GOVERNMENT/MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG Amsterdam	THE NETHERLANDS	KONG Amsterdam
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Entry Detail (Media)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
C13/009	00211	SLOW DOWN	SCHWEIZERISCHE R VERSICHERUNGSV ERBAND (SVV)/BERATUNGS STELLE FÜR UNFALLVERHÜTUN G	ROAD SAFETY AWARENESS	ROD KOMMUNIKATION Zürich	SWITZERLAND	ROD KOMMUNIKATION Zürich
C13/020	00431	PEDIGREE ADOPTION DRIVE	MARS	DOG RESCUE PROGRAMME	STARCOM MELBOURNE	AUSTRALIA	
C13/025	00690	CAN A LOLLIPOP SAVE A LIFE?	NATIONAL AIDS HELPLINE	CONTRACEPTION AWARENESS	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
C13/027	00747	NO COMMENT	REPORTERS WITHOUT BORDERS	FREEDOM OF PRESS	FUTURECOM INTERACTIVE Zurich	SWITZERLAND	FUTURECOM INTERACTIVE Zurich / WUNDERMAN ZURICH
C13/039	00944	LOVE PROJECT	STARBUCKS & (RED)™	AIDS FUNDRAISING	BBDO NEW YORK	USA	BBDO NEW YORK
C13/044	01318	EXCLUSIVE BEACH	AKATU INSTITUTE	CONSCIENTIOUS CONSUMPTION AWARENESS	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
C13/049	01270	HOUSE OF CARDS	SHELTER	HOMELESSNESS & HOUSING CHARITY	LEO BURNETT London	UNITED KINGDOM	LEO BURNETT London
C13/077	00631	EQUAL PAY FOR EQUAL WORK	HK UNION	PAY EQUALITY AWARENESS	MEC DENMARK Copenhagen	DENMARK	
C13/079	01045	THE SAFER SEXHOTLINE	AIDS-HILFE DÜSSELDORF	SAFE SEX AWARENESS	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf

Total Entries: 199