

Entry Detail (Radio)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Production Company
A01 (Foods)								
A01/004	00177	RAPPER	CADBURY'S SOUTH AFRICA	CLORETS BREATH MINTS	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	B&S STUDIOS Cape Town
A01/009	00208	URL	I&J	OMEGA 3 FISH FINGERS	NET#WORK BBDO CAPE TOWN	SOUTH AFRICA	NET#WORK BBDO CAPE TOWN	THE WORK ROOM Cape Town
A01/018	00428	CRY-LAUGHTER	WRIGLEY	STARBURST SWEETS	LATINWORKS Austin	USA	LATINWORKS Austin	AZ LOS ANGELES
A01/020	00366	TAMPON	ALIMENTOS KELLOGG'S	ALL BRAN CEREAL	LEO BURNETT VENEZUELA Caracas	VENEZUELA	LEO BURNETT VENEZUELA Caracas	SONICA STUDIOS Caracas
A01/025	00760	SOCK DRAWER	CADBURY	CLUSTERS CONFECTIONERY	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	RADIOVILLE London
A01/026	00761	PUB	CADBURY	CLUSTERS CONFECTIONERY	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	RADIOVILLE London
A01/027	00762	OFFICE	CADBURY	CLUSTERS CONFECTIONERY	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	RADIOVILLE London
A02 (Alcoholic Drinks)								
A02/019	01132	CINCO	HEINEKEN	DOS EQUIS BEER	EURO RSCG WORLDWIDE New York	USA	EURO RSCG WORLDWIDE New York	BERWYN EDITORIAL New York
A02/020	01133	HALLOWEEN	HEINEKEN	DOS EQUIS BEER	EURO RSCG WORLDWIDE New York	USA	EURO RSCG WORLDWIDE New York	POMANN SOUND New York
A02/021	01134	STANDARD	HEINEKEN	DOS EQUIS BEER	EURO RSCG WORLDWIDE New York	USA	EURO RSCG WORLDWIDE New York	POMANN SOUND New York
A02/022	01135	SIGNS	HEINEKEN	DOS EQUIS BEER	EURO RSCG WORLDWIDE New York	USA	EURO RSCG WORLDWIDE New York	BERWYN EDITORIAL New York
A03 (Non-Alcoholic Drinks)								
A03/001	00289	OVERPROMISING GUY	SEATTLE'S BEST COFFEE	ICED LATTES	CREATURE Seattle	USA	CREATURE Seattle	BARTRADIO Seattle
A03/022	01226	KEEPS YOU ASLEEP	LAVAZZA	DECAFFEINATED COFFEE	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul	PROFILM Istanbul
A04 (Household)								
A04/004	00181	BATTLE	PROCTER & GAMBLE	BOUNTY PAPER TOWEL	LAPIZ Chicago	USA	LAPIZ Chicago	RAYA PRODUCCIONES Buenos Aires

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A04/006	00359	SKA	PROCTER & GAMBLE	BOUNTY PAPER TOWEL	LEO BURNETT PUERTO RICO San Juan	PUERTO RICO	LEO BURNETT PUERTO RICO San Juan	ALTAMAR MUSIC San Juan

A05 (Home Appliances, Furnishings, Electronics & Audio Visual)

A05/001	00021	A SALARYMAN'S LIFE	PANASONIC	COMBINATION STEAM OVEN	DAIKO ADVERTISING Osaka	JAPAN	DAIKO ADVERTISING Osaka	BIG FACE Osaka
A05/002	00022	LETTER	PANASONIC	ECO CUTE WATER HEATER	DAIKO ADVERTISING Osaka	JAPAN	DAIKO ADVERTISING Osaka	BIG FACE Osaka
A05/010	00207	FAMILY PORTRAIT	PANASONIC GOBEL INDONESIA	LUMIX CAMERA	PT PERWANAL SAATCHI & SAATCHI Jakarta	INDONESIA	PT PERWANAL SAATCHI & SAATCHI Jakarta	SWANTEN Jakarta
A05/022	01175	BOTTOMLESS PIT	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
A05/023	01177	GARY'S LADDER	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
A05/024	01179	KNOWLEDGE SHELF	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
A05/025	01181	UNIVERSE DIORAMA	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
A05/047	01088	C'MON, WHAT'S THIS SONG?	MOTOROLA	MOTO ID MUSIC IDENTIFICATION	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	SATELITE AUDIO São Paulo
A05/048	01089	I CAN'T REMEMBER THIS TUNE	MOTOROLA	MOTO ID MUSIC IDENTIFICATION	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	SATELITE AUDIO São Paulo

A06 (Cosmetics & Beauty, Toiletries)

A06/004	00361	OLAY	PROCTER & GAMBLE	OLAY ANTI-AGING CREAM	DDB OSLO	NORWAY	DDB OSLO	BÅDE OG Oslo
A06/025	01139	YOU'RE A MAN	UNILEVER	DOVE MEN+CARE	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	ELEVEN SOUND West Hollywood / EYE PATCH New York

A07 (Pharmacy)

A07/006	00152	SPIDER	QUEISSER PHARMA	DOPPELHERZ TRANQUILLISERS	SCHOLZ & FRIENDS Hamburg	GERMANY	SCHOLZ & FRIENDS Hamburg	TONSCHNEIDREI Hamburg
A07/007	00153	TATTOO	QUEISSER PHARMA	DOPPELHERZ TRANQUILLISERS	SCHOLZ & FRIENDS Hamburg	GERMANY	SCHOLZ & FRIENDS Hamburg	TONSCHNEIDREI Hamburg

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A07/023	00753	CITY STREET	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London
A07/024	00755	OFFICE	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London
A07/025	00757	PARK	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London

A08 (Clothing, Footwear & Accessories)

A08/006	00195	LIFEGUARD	SCHILLING OPTICS	SPECTACLE CASES	UNITAS/RNL Santiago	CHILE	UNITAS/RNL Santiago	PLATAFORMA DIGITAL Santiago
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A09 (Miscellaneous)

A09/003	00372	CAR RIDE	MARS PET CARE	CHUM DOG FOOD	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	FLAGSTAFF Melbourne
A09/004	00373	FETCH	MARS PET CARE	CHUM DOG FOOD	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	FLAGSTAFF Melbourne
A09/005	00374	MAIL MAN	MARS PET CARE	CHUM DOG FOOD	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	FLAGSTAFF Melbourne
A09/016	01156	DOG RADIO	GALAXXY PET FOOD	NATURIA DOG FOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg

A10 (Cars & Automotive Services)

A10/003	00064	THE WORLD'S MOST TRUSTWORTHY RADIO AD	ACDELCO	VEHICLE SERVICE CENTRES	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai	BKP Dubai
A10/011	00155	TRUNK RECORDING	RENAULT	RENAULT SYMBOL	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo	REC Montevideo
A10/014	00210	EMOTIONAL SATNAV	LEXUS	MARK LEVINSON SOUND SYSTEM	DRAFTFCB JOHANNESBURG	SOUTH AFRICA	DRAFTFCB JOHANNESBURG	FREQ'NCY Johannesburg
A10/018	00217	EL LOCO	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG	SOUTH AFRICA	DRAFTFCB JOHANNESBURG	SONOVISION STUDIOS Johannesburg
A10/019	00218	CREEPER TARTS	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG	SOUTH AFRICA	DRAFTFCB JOHANNESBURG	SONOVISION STUDIOS Johannesburg

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A10/032	00303	STOP	MERCEDES-BENZ THAILAND	BRAKE-ASSIST TECHNOLOGY	LOWE Bangkok	THAILAND	LOWE Bangkok	STERLING SOUND Johannesburg
A10/060	01061	FRIENDS	VOLKSWAGEN	VW SAVEIRO	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	A VOZ DO BRASIL São Paulo
A10/061	01062	COUPLE	VOLKSWAGEN	VW SAVEIRO	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	A VOZ DO BRASIL São Paulo
A10/069	00616	HUMAN EMISSIONS	VOLKSWAGEN SWEDEN	VW PASSAT ECOFUEL	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	FLICKORNA LARSSON Stockholm
A10/080	00828	CAR CHASE	VOLKSWAGEN	VW GOLF 6	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN	STUDIO FUNK Berlin
A10/084	00878	GUNSHOT	BAYERISCHE MOTOREN WERKE AKTIENGESELLSCH AFT	BMW S1000 RR MOTORCYCLE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	TONHAUS HAMBURG
A10/107	00990	HORSE	SUBARU CANADA	SUBARU WRX	DDB CANADA/TORONTO	CANADA	DDB CANADA/TORONTO	PIRATE RADIO & TELEVISION Toronto
A10/108	00991	SPRINT	SUBARU CANADA	SUBARU WRX	DDB CANADA/TORONTO	CANADA	DDB CANADA/TORONTO	PIRATE RADIO & TELEVISION Toronto
A10/122	00943	AMSTERDAM	MERCEDES-BENZ SCHWEIZ	LINGUATRONIC VOICE CONTROL	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	JINGLE JUNGLE Zürich
A10/123	00944	ATHENS	MERCEDES-BENZ SCHWEIZ	LINGUATRONIC VOICE CONTROL	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	JINGLE JUNGLE Zürich
A10/124	00945	AMARILLO	MERCEDES-BENZ SCHWEIZ	LINGUATRONIC VOICE CONTROL	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	JINGLE JUNGLE Zürich
A10/125	00946	MOSKOW	MERCEDES-BENZ SCHWEIZ	LINGUATRONIC VOICE CONTROL	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	JINGLE JUNGLE Zürich

A11 (Retail Stores)

A11/003	00115	BBQ	CANAC-MARQUIS HARDWARE	RETAIL STORE	LG2 Québec	CANADA	LG2 Québec	BOOGIE STUDIO Montréal
A11/004	00238	CERAMIC	CANAC-MARQUIS HARDWARE	RETAIL STORE	LG2 Québec	CANADA	LG2 Québec	BOOGIE STUDIO Montréal
A11/005	00117	LIGHT BULBS	CANAC-MARQUIS HARDWARE	RETAIL STORE	LG2 Québec	CANADA	LG2 Québec	BOOGIE STUDIO Montréal
A11/011	00200	AWKWARD HEALTH FILMS	QUIKTRIP	FRESH DONUTS	THE RICHARDS GROUP Dallas	USA	THE RICHARDS GROUP Dallas	CHARLIE UNIFORM TANGO Dallas
A11/058	00726	HIM & HER	GANDHI	BOOKSTORES	OGILVY MEXICO	MEXICO	OGILVY MEXICO	LOOKAS AUDIO Mexico City
A11/059	00727	ROCKING CHAIR	GANDHI	BOOKSTORES	OGILVY MEXICO	MEXICO	OGILVY MEXICO	LOOKAS AUDIO Mexico City

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A11/060	00728	JACK	GANDHI	BOOKSTORES	OGILVY MEXICO	MEXICO	OGILVY MEXICO	LOOKAS AUDIO Mexico City

A12 (Restaurants & Fast Food Outlets)

A12/009	00504	LUNCH	McDONALD'S	McMINI SANDWICH LAUNCH	COSSETTE WEST Vancouver	CANADA	COSSETTE WEST Vancouver	GGRP Vancouver
A12/010	00505	TRY	McDONALD'S	McMINI SANDWICH LAUNCH	COSSETTE WEST Vancouver	CANADA	COSSETTE WEST Vancouver	GGRP Vancouver
A12/011	00506	NAME	McDONALD'S	McMINI SANDWICH LAUNCH	COSSETTE WEST Vancouver	CANADA	COSSETTE WEST Vancouver	GGRP Vancouver
A12/012	00507	TWEET	McDONALD'S	McMINI SANDWICH LAUNCH	COSSETTE WEST Vancouver	CANADA	COSSETTE WEST Vancouver	GGRP Vancouver
A12/014	00597	PHONE-DIALLING RADIO SPOT	AMSTERDAM VILLAGE COMPANY	HOTEL ARENA RESTAURANT	THEY Amsterdam	THE NETHERLANDS	THEY Amsterdam	STUDIO DE KEUKEN Amsterdam
A12/015	00906	BUSES	McDONALD'S	GRAND ANGUS BURGER	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	DDB SYDNEY
A12/016	00907	WAITRESS	McDONALD'S	GRAND ANGUS BURGER	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	DDB SYDNEY
A12/017	00908	VALET	McDONALD'S	GRAND ANGUS BURGER	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	DDB SYDNEY

A13 (Travel, Transport & Tourism)

A13/004	00318	MOIRA	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
A13/005	00320	BARRY	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
A13/006	00322	NEVILLE	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
A13/008	00705	MARIACHIS	VOLARIS	AIRLINE	TERAN\TBWA Mexico City	MEXICO	TERAN\TBWA Mexico City	JARPA Mexico City
A13/009	00706	COMPADRES	VOLARIS	AIRLINE	TERAN\TBWA Mexico City	MEXICO	TERAN\TBWA Mexico City	JARPA Mexico City
A13/028	01035	LOS ANGELES	RESTPLASS	TRAVEL AGENCY	BTS UNITED Oslo	NORWAY	BTS UNITED Oslo	SAGVEIEN RESORT Oslo
A13/030	01037	KNOXVILLE	RESTPLASS	TRAVEL AGENCY	BTS UNITED Oslo	NORWAY	BTS UNITED Oslo	SAGVEIEN RESORT Oslo

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A14 (Entertainment & Leisure)								
A14/010	00100	LONE RANGER	CARTAGENA MUSIC FESTIVAL	INTERNATIONAL MUSIC EVENT	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá	LAIKA Bogotá
A14/011	00138	LIONS VS. KANGAROOS	LUXBET	FOOTY TIPPING COMPETITION	US Sydney	AUSTRALIA	US Sydney	NYLON STUDIOS Sydney
A14/035	00829	BANKS	EVERLAST SOUTH AFRICA	BOXING EQUIPMENT	JWT JOHANNESBURG	SOUTH AFRICA	JWT JOHANNESBURG	SONOVISION STUDIOS Johannesburg
A14/037	00831	PHONE COMPANIES	EVERLAST SOUTH AFRICA	BOXING EQUIPMENT	JWT JOHANNESBURG	SOUTH AFRICA	JWT JOHANNESBURG	SONOVISION STUDIOS Johannesburg
A14/050	01078	G.I. JOE	ISTANBUL TOY MUSEUM	TOY MUSEUM	LEO BURNETT ISTANBUL	TURKEY	LEO BURNETT ISTANBUL	MELODIKA Istanbul
A14/056	00898	PREGNANT	CINE LAS AMERICAS	INTERNATIONAL FILM FESTIVAL	LATINWORKS Austin	USA	LATINWORKS Austin	PERSONAL MUSIC Miami
A14/064	01022	EUPHORIC	BONGO	EXPERIENCE GIFT VOUCHERS	DUVAL GUILLAUME Brussels	BELGIUM	DUVAL GUILLAUME Brussels	SONICVILLE Brussels
A14/075	01194	PANCHO JASEN	ASEFA ESTUDIANTES	BASKETBALL CLUB	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid	MEDIA SOUND Madrid
A14/076	01195	NACHO AZOFRA	ASEFA ESTUDIANTES	BASKETBALL CLUB	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid	MEDIA SOUND Madrid
A14/077	01196	CARLOS SUAREZ	ASEFA ESTUDIANTES	BASKETBALL CLUB	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid	MEDIA SOUND Madrid
A15 (Publications & Media)								
A15/003	00020	BEARS	CHICAGO TRIBUNE	NEWSPAPER	JUNIPER PARK Toronto	CANADA	JUNIPER PARK Toronto	CHICAGO TRIBUNE
A15/020	00248	PIGEON	DSTV	SATELLITE TV NETWORK	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG	STERLING SOUND Johannesburg
A15/027	00236	NO AIR	MOTOR PRESSE STUTTGART	AUTO MOTOR & SPORT MAGAZINE	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG	HASTINGS AUDIO NETWORK Hamburg
A15/028	00237	REACH FOR ME	MOTOR PRESSE STUTTGART	AUTO MOTOR & SPORT MAGAZINE	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG	HASTINGS AUDIO NETWORK Hamburg
A15/041	00432	VAN GOGH	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland
A15/042	00433	POLLOCK	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland
A15/043	00434	ROTHKO	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland

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A15/044	00263	THE OTHER VOICE	YTN	KOREAN NEWS NETWORK	CHEIL WORLDWIDE Seoul	KOREA	CHEIL WORLDWIDE Seoul	LIMELIGHT MUSIC CONSULTING Seoul
A15/051	00346	RUNNING & READING	LYDBOKFORLAGET	AUDIO BOOKS	McCANN OSLO	NORWAY	McCANN OSLO	VERDENS STERKESTE MANN Oslo

A16 (Banking, Investment & Insurance)

A16/001	00008	CHAOS	HBF	HEALTH INSURANCE	MEERKATS Perth	AUSTRALIA	MEERKATS Perth	EARDRUM Sydney
A16/002	00009	SOUND OF NOTHING	HBF	HEALTH INSURANCE	MEERKATS Perth	AUSTRALIA	MEERKATS Perth	EARDRUM Sydney
A16/003	00010	YOUR PASSENGER	HBF	HEALTH INSURANCE	MEERKATS Perth	AUSTRALIA	MEERKATS Perth	EARDRUM Sydney
A16/016	01172	EXTENSIVE	PACIFIC BLUE CROSS	HEALTH INSURANCE	DDB CANADA/VANCOUVER	CANADA	DDB CANADA/VANCOUVER	WAVE SOUND PRODUCTIONS Vancouver
A16/017	01173	CURABLE	PACIFIC BLUE CROSS	HEALTH INSURANCE	DDB CANADA/VANCOUVER	CANADA	DDB CANADA/VANCOUVER	WAVE SOUND PRODUCTIONS Vancouver

A17 (Business Equipment & Services)

A17/012	00532	HOLY WATER DELIVERY MAN	SEEK	JOB SEARCH WEBSITE	LEO BURNETT Melbourne	AUSTRALIA	LEO BURNETT Melbourne	RISK SOUND Melbourne
A17/014	00534	AFTER LIFE LAWYERS	SEEK	JOB SEARCH WEBSITE	LEO BURNETT Melbourne	AUSTRALIA	LEO BURNETT Melbourne	RISK SOUND Melbourne
A17/034	01042	JFK	STEDFAST	PAPER SHREDDERS	PUBLICIS COMMUNICATIONS Gurgaon	INDIA	PUBLICIS COMMUNICATIONS Gurgaon	SOUND STREAM STUDIOS New Delhi
A17/035	01043	ROSWELL	STEDFAST	PAPER SHREDDERS	PUBLICIS COMMUNICATIONS Gurgaon	INDIA	PUBLICIS COMMUNICATIONS Gurgaon	SOUND STREAM STUDIOS New Delhi
A17/039	01107	FANTASY QUEST	NETSURIT	IN-OFFICE IT SUPPORT	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG	PRODUCE SOUND Johannesburg

A18 (Commercial Public Services)

A18/023	00310	CALM	KOBRAND CORPORATION	EHRlich PEST CONTROL	DEVITO/VERDI New York	USA	DEVITO/VERDI New York	HEADROOM DIGITAL AUDIO New York
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A18/027	00871	HIJACK	ALFA FROM ORASCOM	EHKINEH FREE CALL BACK SERVICE	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	LEO BURNETT BEIRUT
A18/034	01094	COINS	VIRGIN MOBILE INDIA	MOBILE PHONE TARIFF	BATES 141 Mumbai	INDIA	BATES 141 Mumbai	LINGO INDIA Mumbai
A18/041	00350	NIGERIA	NETCOM GSM	FULL CONTROL MOBILE SERVICE	McCANN OSLO	NORWAY	McCANN OSLO	BÅDE OG Oslo
A18/042	00351	KOREA	NETCOM GSM	FULL CONTROL MOBILE SERVICE	McCANN OSLO	NORWAY	McCANN OSLO	BÅDE OG Oslo
A18/043	00789	MAFIA	COMCAST	CABLELATINO	GRUPO GALLEGOS Long Beach	USA	GRUPO GALLEGOS Long Beach	AZ LOS ANGELES
A18/044	00790	SHAOLIN	COMCAST	CABLELATINO	GRUPO GALLEGOS Long Beach	USA	GRUPO GALLEGOS Long Beach	AZ LOS ANGELES
A18/045	00791	UFO	COMCAST	CABLELATINO	GRUPO GALLEGOS Long Beach	USA	GRUPO GALLEGOS Long Beach	AZ LOS ANGELES
A18/055	00960	GERMANY '06	DIRECTV	DIRECTV HD	LEO BURNETT COLOMBIANA Bogotá	COLOMBIA	LEO BURNETT COLOMBIANA Bogotá	LEO STUDIO Bogotá

A20 (Public Health & Safety, Public Awareness Messages)

A20/004	00028	DEATH CALLING	WEST MIDLANDS CASUALTY REDUCTION SCHEME	MOBILE PHONE USE FOR DRIVERS	GLOBAL IDEAS Birmingham	UNITED KINGDOM	GLOBAL IDEAS Birmingham	GLOBAL IDEAS Birmingham
A20/014	00104	BREATHE	OFFICE OF ROAD SAFETY	ANTI DRINK-DRIVING MESSAGE	MARKETFORCE West Perth	AUSTRALIA	MARKETFORCE West Perth	SOUNDBYTE Leederville
A20/016	00112	EMERGENCY CALL	NORSK KRISESENTERFOR BUND	NORWEGIAN WOMEN'S SHELTER ASSOCIATION	TRY ADVERTISING AGENCY Oslo	NORWAY	TRY ADVERTISING AGENCY Oslo	VERDENS STERKESTE MANN Oslo
A20/024	00188	BABY	LEAGUE AGAINST CANCER	BREAST CANCER AWARENESS	Y&R Lima	PERU	Y&R Lima	VINYLO SOUND Lima
A20/025	00189	LOSE YOUR LICENCE IN A FLASH	OFFICE OF ROAD SAFETY	SPEED LIMIT AWARENESS	303 SYDNEY	AUSTRALIA	303 SYDNEY	SOUNDBYTE Leederville
A20/026	00141	TELEPHONE	GLOBAL GREEN	HELPING REVERSE CLIMATE CHANGE	BLONDE NYC New York	USA	BLONDE NYC New York	AUDIORUCKUS Minneapolis
A20/042	00341	SECONDS	CHILEAN RED CROSS	FIRST AID COURSES	JWT CHILE Santiago	CHILE	JWT CHILE Santiago	SONICA Santiago
A20/055	00446	HEAR	MOTOITALIA PHILIPPINES	HELMET USE FOR MOTORCYCLISTS	DDB DM9JAYMESYFU Makati City	THE PHILIPPINES	DDB DM9JAYMESYFU Makati City	SOUNDESIGN Makati City

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A20/082	00914	COUPLE	SOCIÉTÉ WALLONE DE EAUX	HAND WASHING AWARENESS	LEO BURNETT BRUSSELS	BELGIUM	LEO BURNETT BRUSSELS	COBRA RADIO BREWERY Brussels
A20/083	00915	BABY	SOCIÉTÉ WALLONE DE EAUX	HAND WASHING AWARENESS	LEO BURNETT BRUSSELS	BELGIUM	LEO BURNETT BRUSSELS	COBRA RADIO BREWERY Brussels
A20/085	00921	WE BET YOU WON'T CALL	THE NORWEGIAN GAMING AUTHORITY	GAMBLING HELPLINE	KITCHEN LEO BURNETT Oslo	NORWAY	KITCHEN LEO BURNETT Oslo	BÅDE OG Oslo
A20/087	00995	CARL	EARTH DAY CANADA	HOMETOWN HEROES CONTEST	DDB CANADA/TORONTO	CANADA	DDB CANADA/TORONTO	SONG & PATTERN Toronto
A20/091	01090	DON DIABLO	DANCE4LIFE	AIDS AWARENESS	INDIE Amsterdam	THE NETHERLANDS	INDIE Amsterdam	FC WALVISCH Amsterdam
A20/092	01091	GOLDEN SILVERS	DANCE4LIFE	AIDS AWARENESS	INDIE Amsterdam	THE NETHERLANDS	INDIE Amsterdam	FC WALVISCH Amsterdam
A20/093	01092	BELLX 1	DANCE4LIFE	AIDS AWARENESS	INDIE Amsterdam	THE NETHERLANDS	INDIE Amsterdam	FC WALVISCH Amsterdam

A21 (Fundraising & Appeals)

A21/005	00114	WHEN THE SPOTLIGHT HITS	FEDERATION OF QUÉBEC'S ALZHEIMER SOCIETIES	MEMORY WALK	MARKETEL/McCANN ERICKSON Montréal	CANADA	MARKETEL/McCANN ERICKSON Montréal	SONART Montréal
A21/012	00284	JEN JEN	KYTHE FOUNDATION	BIRTHDAY PROGRAM	JWT MANILA	THE PHILIPPINES	JWT MANILA	HIT PRODUCTIONS Makati City
A21/013	00285	JUN JUN	KYTHE FOUNDATION	BIRTHDAY PROGRAM	JWT MANILA	THE PHILIPPINES	JWT MANILA	HIT PRODUCTIONS Makati City
A21/024	00488	DONATE	CHRISTOFFEL BLINDENMISSION DEUTSCHLAND	MISSION FOR THE BLIND	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf	STUDIO FUNK Düsseldorf

B01 (Best Use of Music and/or Sound Design)

B01/009	00182	BATTLE	PROCTER & GAMBLE	BOUNTY PAPER TOWEL	LAPIZ Chicago	USA	LAPIZ Chicago	RAYA PRODUCCIONES Buenos Aires
B01/014	00357	TRIBE	LAND ROVER	LAND ROVER 2010	SUBSUELO AUDIO Mexico City	MEXICO	Y&R MEXICO	SUBSUELO AUDIO Mexico City
B01/015	00586	PLEASURE OF MIXING	BAJAJ ELECTRICALS	HAND BLENDERS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai	LINGO INDIA Mumbai
B01/027	00563	GROCERIES	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	SOUND RESERVOIR Sydney

Entry Detail (Radio)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Production Company
B01/035	00576	HAPPY BIRDS	MICIAMICI ASSOCIATION	CAT ADOPTION	ECCETERA PRODUZIONI AUDIO Milan	ITALY	D'ADDA LORENZINI VIGORELLI BBDO Milan	ECCETERA PRODUZIONI AUDIO Milan
B01/042	00754	CITY STREET	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London
B01/043	00756	OFFICE	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London
B01/044	00758	PARK	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London
B01/047	00903	SDIA PROJECT	AIDS TASK FORCE	NATIONAL AIDS DAY AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	SHAPAM Tel Aviv
B01/048	00928	CONCERT	GOOGLE TURKEY	SEARCH TIPS	GREY ISTANBUL	TURKEY	GREY ISTANBUL	MUZIKOTEK Istanbul
B01/050	00967	HELICOPTER	COLOMBIAN RED CROSS	CHARITABLE AID ORGANISATION	LEO BURNETT COLOMBIANA Bogotá	COLOMBIA	LEO BURNETT COLOMBIANA Bogotá	LEO STUDIO Bogotá
B01/051	00968	AMBULANCE	COLOMBIAN RED CROSS	CHARITABLE AID ORGANISATION	LEO BURNETT COLOMBIANA Bogotá	COLOMBIA	LEO BURNETT COLOMBIANA Bogotá	LEO STUDIO Bogotá
B01/052	00969	OPERATION	COLOMBIAN RED CROSS	CHARITABLE AID ORGANISATION	LEO BURNETT COLOMBIANA Bogotá	COLOMBIA	LEO BURNETT COLOMBIANA Bogotá	LEO STUDIO Bogotá
B01/060	01211	LET'S PEE IN THE CORNER	STUDIO BRUSSELS	'TUNE YOUR LIFE' SERIES	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	VRT Brussels
B01/061	01215	MICHAEL JACKSON	CLARO	SATELLITE TV	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA	30 SEGUNDOS Guatemala City

B02 (Best Scriptwriting)

B02/012	00216	EL LOCO	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG	SOUTH AFRICA	DRAFTFCB JOHANNESBURG	SONOVISION STUDIOS Johannesburg
B02/018	00291	OVERPROMISING GUY	SEATTLE'S BEST COFFEE	ICED LATTES	CREATURE Seattle	USA	CREATURE Seattle	BARTRADIO Seattle
B02/021	00319	MOIRA	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
B02/022	00321	BARRY	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
B02/023	00323	NEVILLE	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
B02/028	00378	CRUISE SHIP	ORF & RMS	ADVERTISING ON RADIO	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Vienna	MARX PRODUCTIONS Vienna

Entry Detail (Radio)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Production Company
B02/036	00429	POLLOCK	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland
B02/037	00430	ROTHKO	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland
B02/038	00431	VAN GOGH	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland
B02/039	01123	SPANISH	PROCTER & GAMBLE	GAIN LAUNDRY DETERGENT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS Toronto
B02/041	01125	MORNING	PROCTER & GAMBLE	GAIN LAUNDRY DETERGENT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS Toronto
B02/050	00813	DON'T DO LAUNDRY	PROCTER & GAMBLE	ERA DETERGENT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS Toronto
B02/051	00815	TOO RICH	PROCTER & GAMBLE	ERA DETERGENT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS Toronto
B02/054	00821	MILES	PROCTER & GAMBLE	GAIN LAUNDRY DETERGENT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS Toronto
B02/063	01176	BOTTOMLESS PIT	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
B02/064	01178	GARY'S LADDER	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
B02/065	01180	KNOWLEDGE SHELF	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
B02/066	01182	UNIVERSE DIORAMA	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
B02/069	01046	GOURMET ZOO CHEF	SEEK	JOB SEARCH WEBSITE	LEO BURNETT Melbourne	AUSTRALIA	LEO BURNETT Melbourne	RISK SOUND Melbourne
B02/085	01106	FANTASY QUEST	NETSURIT	IN-OFFICE IT SUPPORT	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG	PRODUCE SOUND Johannesburg

B04 (Best Use of Radio as a Medium)

B04/003	00086	TRAFFIC NEWS	BISCHOEFLICHES HILFSWERK MISEREOR	APPEAL FOR AFRICAN VICTIMS OF CIVIL WAR	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	RSH RADIO Hamburg
B04/007	00156	TRUNK RECORDING	RENAULT	RENAULT SYMBOL	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo	REC Montevideo

Entry Detail (Radio)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Production Company
B04/009	00598	PHONE-DIALLING RADIO SPOT	AMSTERDAM VILLAGE COMPANY	HOTEL ARENA RESTAURANT	THEY Amsterdam	THE NETHERLANDS	THEY Amsterdam	STUDIO DE KEUKEN Amsterdam
B04/012	00587	PLEASURE OF MIXING	BAJAJ ELECTRICALS	HAND BLENDERS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai	LINGO INDIA Mumbai
B04/013	00451	RUNNING JOCKEYS	NIKE	NIKE+ HUMAN RACE	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai	RAVOLUTIONS STUDIO Bangalore
B04/015	00540	EARTH FM	WWF	CLIMATE CHANGE CAMPAIGN	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	SOUND RESERVOIR Sydney
B04/019	00809	VOICE MESSAGE	METROPOLITAN POLICE	CRIMESTOPPERS ANONYMOUS CRIME REPORTING	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	750MPH London
B04/026	00687	DIAL	CULTURA INGLESA	LANGUAGE SCHOOL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo	LEW'LARA\TBWA São Paulo
B04/030	00904	SDIA PROJECT	AIDS TASK FORCE	NATIONAL AIDS DAY AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	SHAPAM Tel Aviv
B04/031	00929	CONCERT	GOOGLE TURKEY	SEARCH TIPS	GREY ISTANBUL	TURKEY	GREY ISTANBUL	MUZIKOTEK Istanbul
B04/042	01157	DOG RADIO	GALAXXY PET FOOD	NATURIA DOG FOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg

Total Entries: 178