

Entry Detail (Promo)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country
<u>A01 (Event and Field Marketing)</u>						
A01/076	00530	ANDES TELETRANSPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA
A01/079	00585	WORLD'S FIRST FLY BANNER	EICHBORN	PUBLISHER	JUNG von MATT Hamburg	GERMANY
A01/080	00590	IMAGINE	HBO	TV NETWORK	BBDO NEW YORK	USA
A01/081	00657	AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY
A01/092	00884	TROPHY MADE OF RUBBISH	BRASKEM	F1 TROPHY	W/ São Paulo	BRAZIL
A01/123	00275	SEE THE LOVE	FRANZ CHINA COLLECTION	CHINA COLLECTION	OGILVY & MATHER TAIWAN Taipei	CHINESE TAIPEI
A01/127	00787	MELTDOWN	AICMED	ENVIRONMENTAL PRESERVATION	OGILVY & MATHER Kolkata	INDIA
A01/141	00487	THUMBS UP FOR INDONESIA	WWF INDONESIA	NATURE CONSERVATION PROGRAMME	HAKUHODO INDONESIA Jakarta	INDONESIA
A01/149	01121	GIVING MEMORY	AFAL CONTIGO	ALZHEIMER AWARENESS	CONTRAPUNTO BBDO Madrid	SPAIN
A01/152	01272	SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM
A01/155	01215	BIG PICTURE	STARBUCKS	COFFEEHOUSE	BBDO NEW YORK	USA
A01/157	01034	BAR-TER NIGHT	JAMES READY	BEER	LEO BURNETT TORONTO	CANADA
A01/159	00888	HOUSE OF CARDS EXHIBITION	SHELTER	HOMELESSNESS & HOUSING CHARITY	LEO BURNETT London	UNITED KINGDOM
A01/165	01375	STORE+ - SELLING STORIES OF HOPE	PORTUGUESE RED CROSS/SPANISH RED CROSS	RED CROSS	LEO BURNETT IBERIA	PORTUGAL
A01/166	01377	PROJECT VIVA - THE MARATHON FOR WATER	LIDL	PROJECT VIVA	LEO BURNETT IBERIA	PORTUGAL
A01/171	01454	FURNITURE ART	IKEA	ASSEMBLY SERVICE	GRABARZ & PARTNER Hamburg	GERMANY
A01/177	01428	I'M HERE	PERNOD RICARD	ABSOLUT VODKA	TBWA\CHIAT\DAY New York	USA
A01/183	00692	LIVE RESCUE	COASTGUARD NZ	SEARCH & RESCUE SERVICES	DDB NEW ZEALAND Auckland	NEW ZEALAND

Entry Detail (Promo)

A01/201	01460	CONCERT FOR THE PEOPLE	PHILHARMONIC ORCHESTRA OF	ORCHESTRA	JUNG von MATT Hamburg	GERMANY
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A02 (Ambient Promotion: Small Scale)

A02/027	00384	BEACH BLASTER	SCHWEPPE'S AUSTRALIA	COTTEE'S CORDIAL	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA
A02/036	00541	SUPREME SECURITY	SUPREME SECURITY	PRIVATE SECURITY COMPANY	ADVICO Y&R Zürich	SWITZERLAND
A02/038	00062	SMASH	K'S JAPAN	GUITAR COMPANY	HAKUHODO KETTLE Tokyo	JAPAN
A02/040	00216	SUPPORT SCENT	GUIDE DOGS AUSTRALIA	SUPPORT FOR THE BLIND	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A02/041	00658	BEER GLOSS	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY
A02/046	00732	THE WORLD'S SMALLEST BALLOON	REED MESSE WIEN	MODEL MAKERS FAIR	OGILVY & MATHER Vienna	AUSTRIA
A02/049	01142	BUS TICKET	ELMEX	TOOTHPASTE	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
A02/070	01140	FOREST FIRES	WWF	WWF	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA
A02/078	01300	\$73.000 BAR TAB	BAR AURORA/BOTECO	BAR CHAIN	OGILVY BRASIL São Paulo	BRAZIL

A03 (Ambient Promotion: Large Scale)

A03/002	00018	LAMP POST	McDONALD'S	FREE COFFEE PROMOTION	COSSETTE WEST Vancouver	CANADA
A03/022	00591	CUBE FILM INSTALLATION	HBO	TV NETWORK	BBDO NEW YORK	USA
A03/026	00729	MINI CHRISTMAS BOX	BMW GROUP NETHERLANDS	MINI	UBACHSWISBRUN/JWT Amsterdam	THE NETHERLANDS
A03/027	00761	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN
A03/028	00832	TWO WINDOWS	STOP THE TRAFFIK	CHARITABLE ORGANISATION	OGILVY AMSTERDAM	THE NETHERLANDS
A03/037	00886	AMBULANCE/BOA T/HELICOPTER	MEXICAN RED CROSS	ANNUAL FUNDRAISING DRIVE	JWT MEXICO	MEXICO
A03/038	00846	TAKE A LEASH, GIVE A LIFE	SPCA	ANIMAL CHARITY	Y&R MALAYSIA Kuala Lumpur	MALAYSIA
A03/065	01067	NON-STICK PANS	SUPOR	NON-STICK PANS	LEO BURNETT SHANGHAI	CHINA

A04 (Sponsorship or Partnership Campaigns)

Entry Detail (Promo)

A04/022	01003	MY PRICELESS GIG	MASTERCARD	MASTERCARD	McCANN ERICKSON LONDON	UNITED KINGDOM
A04/025	00769	KINGON DEFENSE	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Boulder	USA
A04/035	01039	REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA

A05 (Best Use of Merchandising/In-Store Marketing, including Promotional Packaging)

A05/011	00273	GOO-TOUCH ACTION	ADIDAS JAPAN	ADIDAS BASEBALL	TBWA\HAKUHODO Tokyo	JAPAN
A05/017	00514	70 INSTANT MESSAGE PACKS	VITASOY INTERNATIONAL HOLDINGS	DRINK	DDB HONG KONG	HONG KONG
A05/020	00435	PEEPHOLES	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	SOUTH AFRICA
A05/031	01058	FRESH STONE-AGE-MEAT	BOSCH INTERNATIONAL	REFRIGERATORS	DDB GERMANY BERLIN	GERMANY
A05/038	01323	SLEEPLESS AT PLAYGROUND	PLAYGROUND OUTDOOR EQUIPMENT STORES	OUTDOOR EQUIPMENT	AKESTAM HOLST Stockholm	SWEDEN
A05/043	01240	WHOPPER FACE	BURGER KING	WHOPPER	OGILVY BRASIL São Paulo	BRAZIL
A05/044	01476	MESSAGE IN A BOTTLE	FUNDACION ALTIUS	CHILDREN'S CHARITY	LEO BURNETT IBERIA Madrid	SPAIN
A05/045	01070	MUM'S CAULIFLOWER	NESTLÉ SOUTH AFRICA	ICE CREAM	JWT JOHANNESBURG	SOUTH AFRICA

A06 (Best New Product Launch/Re-Launch at Retail)

A06/010	00336	BING	MICROSOFT	SEARCH ENGINE	JWT New York	USA
A06/020	01093	ROCKET MAN	FRUCOR	ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND
A06/024	01378	STORE+ - SELLING STORIES OF HOPE	PORTUGUESE RED CROSS/SPANISH RED CROSS	RED CROSS	LEO BURNETT IBERIA	PORTUGAL

A07 (Best Use of TV & Radio in a Promotional Campaign)

A07/003	00326	ADS IN THE DARK	WWF	EARTH HOUR	CLEMENGER BBDO Wellington	NEW ZEALAND
A07/007	00572	PROMO CRUA2	PEPSICO DE	PEPSI & LAY'S	PROMORED	ARGENTINA
A07/009	00935	SIGN LANGUAGE	PROCTER & GAMBLE	WASHING LIQUID	DE LA CRUZ/OGILVY San Juan	PUERTO RICO

Entry Detail (Promo)

A07/013	00901	SINGING WEATHER GIRL	TV2	X FACTOR SINGING CONTEST	DIST CREATIVE Oslo	NORWAY
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A08 (Best Use of Print or Standard Outdoor in a Promotional Campaign)

A08/003	00503	BE STUPID. MANIFESTO	DIESEL	CLOTHING	ANOMALY New York	USA
A08/024	01344	MUSIC EVERYONE	RESPECT MAGAZINE	MAGAZINE	GREY HONG KONG	HONG KONG
A08/025	01338	THE DEAL	ATRAPALO	ONLINE TRAVEL AGENCY	DOUBLEYOU Barcelona	SPAIN

A09 (Best Use of Games, including Sweepstakes, Contests & Prize Draws)

A09/018	00933	BEYOND THE STILL	CANON	CAMERAS	GREY NEW YORK	USA
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A10 (Best Use of Internet/Online Advertising in a Promotional Campaign)

A10/002	00028	STANISLAV	MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG Amsterdam	THE NETHERLANDS
A10/003	00034	4320 LA/SYD	V AUSTRALIA	AIRLINE	DROGA5 AUSTRALIA Sydney	AUSTRALIA
A10/010	00166	6 BEERS OF SEPARATION	LION NATHAN AUSTRALIA	TOOHEY'S EXTRA DRY BEER	BMF Sydney	AUSTRALIA
A10/033	00425	DEAR STEVE JOBS	SVERIGES TELEVISION	PUBLIC TELEVISION	FORSMAN & BODENFORS Gothenburg	SWEDEN
A10/049	00593	IMAGINE	HBO	TV NETWORK	BBDO NEW YORK	USA
A10/055	00580	THE \$500 CAMPAIGN	OPTICANA	EYEGLASSES	McCANN ERICKSON Tel Aviv	ISRAEL
A10/057	00582	SWEET REMEDY FOR BROKEN HEARTS	TNUVA	CHOCOLATE DESSERT	McCANN ERICKSON Tel Aviv	ISRAEL
A10/065	00862	DRIVE THE MOBILOMBO	BISCHOEFLICHES HILFSWERK	CHARITY ORGANISATION	KOLLE REBBE Hamburg	GERMANY
A10/099	01237	AUGMENTED REALITY BANNERS	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Boulder	USA
A10/101	00598	ASYLUM 626	FRITO LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
A10/151	01580	ETERNAL MOONWALK	STUDIO BRUSSELS	RADIO STATION	MORTIERBRIGADE Brussels	BELGIUM

A11 (Best Use of other Digital Media in a Promotional Campaign)

Entry Detail (Promo)

A11/002	00103	REAL GOOD EXPERIMENT	BLU DOT	FURNITURE	MONO Minneapolis	USA
A11/019	00594	CUBE FILM INSTALLATION	HBO	TV NETWORK	BBDO NEW YORK	USA
A11/023	00762	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN
A11/026	00970	AR GAME PACK	ADIDAS	ADIDAS ORIGINALS	SID LEE Montréal	CANADA
A11/030	01222	LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS	13TH STREET - TV CHANNEL	JUNG von MATT Hamburg	GERMANY
A11/034	00600	SUMMIT ON THE SUMMIT	HEWLETT-PACKARD	COMPUTER	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
A11/036	00799	STADIUM OF DREAMS	THAI ASIA PACIFIC BREWERY	HEINEKEN	LEO BURNETT & ARC WORLDWIDE THAILAND Bangkok	THAILAND
A11/037	00873	NEW BALANCE 365	NEW BALANCE	SNEAKERS	MOTHER NEW YORK	USA
A11/041	01106	SHAKEDOWN	SAMSUNG	B2100 MOBILE PHONE	FROM STOCKHOLM WITH LOVE Stockholm	SWEDEN

B01 (Fast Moving Consumer Goods)

B01/023	00533	CHOCOLATOMETER	CADBURY	CHOCOLATES	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA
B01/024	00584	BARE ALL	MARS CHOCOLATE AUSTRALIA	M&M'S	CLEMENGER BBDO MELBOURNE	AUSTRALIA
B01/045	01217	SMILE ACTIVATED VENDING MACHINE	UNILEVER	ICE CREAM	SAPIENTNITRO Miami	USA
B01/052	00857	RED FLAG	THE NORTH FACE	SPORTS CLOTHING	OGILVY SHANGHAI	CHINA
B01/053	01274	ALAN	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM
B01/054	01275	SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM
B01/056	01000	MUSIC STAR	UNILEVER	DEODORANT	ponce buenos aires	ARGENTINA
B01/061	00965	INDEX	PUMA	BODYWEAR	DROGA5 New York	USA

B02 (Alcoholic and Non-Alcoholic Drinks)

B02/002	00167	6 BEERS OF SEPARATION	LION NATHAN AUSTRALIA	TOOHEY'S EXTRA DRY BEER	BMF Sydney	AUSTRALIA
B02/011	00534	ANDES TELETRASNPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA

Entry Detail (Promo)

B02/012	00217	DRY DREAMS	FOSTER'S GROUP	CARLTON DRY BEER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
B02/016	00659	BEER GLOSS	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY
B02/042	01439	BIGGEST BEER SWAP EVER	ALKEN MAES	MAES PILS - DRINK	TBWA\BRUSSELS	BELGIUM

B03 (Cars & Automotive Services)

B03/017	01115	IQ FONT	TOYOTA	IQ	HAPPINESS BRUSSELS	BELGIUM
B03/026	01260	NOTHING SOFT GETS IN	TOYOTA MOTOR CORPORATION	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA

B04 (Other Consumer Products (including Durable Goods))

B04/020	01062	FRESH STONE-AGE-MEAT	BOSCH INTERNATIONAL	REFRIGERATORS	DDB GERMANY BERLIN	GERMANY
B04/031	00819	PHOTO 5	CANON AUSTRALIA	CAMERA	LEO BURNETT Sydney	AUSTRALIA

B05 (Financial Products & Services)

B05/003	00315	CRASH-LIMOUSINE	VHV HOLDING	INSURANCE	SCHOLZ & FRIENDS Hamburg	GERMANY
B05/020	01049	OWNER OF ITS SHIRT	BANCO HIPOTECARIO	BANK SPONSORSHIP	MADRE Buenos Aires	ARGENTINA

B06 (Commercial Public Services, incl. Healthcare & Medical)

B06/007	00155	ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP Auckland	NEW ZEALAND
B06/010	00330	SANTAMATIC	BELGIAN LAWYERS ASSOCIATION	ONLINE AGREEMENTS AWARENESS	FAMOUS Brussels	BELGIUM
B06/013	00485	RELOAD	TRICOM	BROADBAND INTERNET	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC
B06/024	01239	VIRTUAL BOX SIMULATOR	UNITED STATES POSTAL SERVICE	FLAT RATE MAIL BOXES	AKQA Washington	USA
B06/032	01330	FOREVER YOUNG POSTEN		SWEDISH POST	ÅKESTAM HOLST Stockholm	SWEDEN

B07 (Travel, Entertainment & Leisure)

B07/001	00036	4320 LA/SYD	V AUSTRALIA	AIRLINE	DROGA5 AUSTRALIA Sydney	AUSTRALIA
B07/016	00456	BABY ELEPHANT	ZOO ANTWERP	ZOO	BOONDOGGLE Leuven	BELGIUM
B07/045	01574	FAN VIDEO	MYSPACE	MYSPACE MUSIC	BBH London	UNITED KINGDOM

B08 (Retail and E-Commerce, including Restaurants)

B08/016	00566	MOBILE INTERIOR DESIGN PLANNER	IKEA GERMANY	PS FURNITURE RANGE	OGILVY FRANKFURT	GERMANY
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Entry Detail (Promo)

B08/025	01331	SLEEPLESS AT PLAYGROUND	PLAYGROUND OUTDOOR EQUIPMENT STORES	OUTDOOR EQUIPMENT STORES	ÅKESTAM HOLST Stockholm	SWEDEN
B08/032	01301	\$73.000 BAR TAB	BAR AURORA/BOTECO	BAR CHAIN	OGILVY BRASIL São Paulo	BRAZIL
B08/034	00958	GANDHI INVENTIONS	GANDHI BOOKSTORES	BOOKSTORES	OGILVY MEXICO	MEXICO
B08/036	01068	HIDDEN SOUND CAMPAIGN	ZOO RECORDS	ALTERNATIVE MUSIC SHOP	LEO BURNETT Hong Kong	HONG KONG
B08/038	01253	NIKEID. GENERATOR	NIKE JAPAN	FLAGSHIP STORE	BEACON COMMUNICATIONS Tokyo	JAPAN
B08/042	01575	QUIQUE THE HEAD	DIESEL	MOWIE MOTORCYCLE HELMETS	SHACKLETON Madrid	SPAIN

B09 (Publications & Media)

B09/004	00427	DEAR STEVE JOBS	SVERIGES TELEVISION	PUBLIC TELEVISION	FORSMAN & BODENFORS Gothenburg	SWEDEN
B09/014	00881	BLOW JOB	CHE MEN'S MAGAZINE	MEN'S MAGAZINE	DUVAL GUILLAUME Antwerp	BELGIUM
B09/030	01582	ETERNAL MOONWALK	STUDIO BRUSSELS	RADIO STATION	MORTIERBRIGADE Brussels	BELGIUM

B10 (Business products & services)

B10/008	01349	STOLEN SIGNATURE	INDIA ANTI-VIRUS	NET PROTECTOR 2010 - INTERNET SECURITY SUITE	BATES 141 Mumbai	INDIA
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B11 (Corporate Image & Information)

B11/009	00331	VIRTUAL STRIKE	ASSOCIATION OF COMMUNICATION	COMPETITION CHARTER	FAMOUS Brussels	BELGIUM
B11/012	00396	OMMWRIER	HERRAIZ SOTO	OMMWRIER	HERRAIZ SOTO Barcelona	SPAIN
B11/020	00660	AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY
B11/021	00634	AUDIO ANNUAL REPORT	BANG & OLUFSEN DEUTSCHLAND	HI-FI & TV SYSTEMS	SERVICEPLAN Munich	GERMANY
B11/033	01197	DRAMA QUEEN	YOUNG DIRECTOR AWARD BY CFP-E	YOUNG DIRECTOR AWARDS	TBWA\PHS HELSINKI	FINLAND
B11/038	01420	COMIC SANS DESTROYER	HAPPINESS BRUSSELS	JOB APPLIANCATION	HAPPINESS BRUSSELS	BELGIUM

B12 (Charities, Public Health & Safety, Public Awareness Messages)

Entry Detail (Promo)

B12/003	00025	WORD DEPOT	LITERACY FOUNDATION	LITERACY FOUNDATION	BLEUBLANCROUGE Montréal	CANADA
B12/004	00029	STANISLAV	MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG Amsterdam	THE NETHERLANDS
B12/013	00225	LOVE CAKE PROJECT	WORLD VISION JAPAN	CHILDREN'S CHARITY	DENTSU Tokyo	JAPAN
B12/025	00205	CHANGE FOR HAITI	UNICEF	UNICEF	JWT Madrid	SPAIN
B12/037	00501	NO JERSEY IS WORTH A LIFE	FUBB (URUGUAYAN BASKETBALL	BASKETBALL FEDERATION	NOTABLE PUBLICIDAD Montevideo	URUGUAY
B12/038	00219	SUPPORT SCENT	GUIDE DOGS AUSTRALIA	SUPPORT FOR THE BLIND	CLEMENGER BBDO MELBOURNE	AUSTRALIA
B12/039	00595	LOVE PROJECT CD	STARBUCKS & (RED)™	STARBUCKS & (RED)™	BBDO NEW YORK	USA
B12/044	00695	BRUISE	GABRIELA	ANTI-SPOUSAL ABUSE MOVEMENT	DDB DM9JAYMESYFU Makati City	THE PHILIPPINES
B12/046	00833	TWO WINDOWS	STOP THE TRAFFIK	CHARITABLE ORGANISATION	OGILVY AMSTERDAM	THE NETHERLANDS
B12/050	00939	WHERE WILLN 100,000 CONDOMS END UP	THE STOCKHOLM COUNTY AIDS PREVENTION PROGRAMME	SAFE-SEX AWARENESS	ESTER Stockholm	SWEDEN
B12/084	00889	HOUSE OF CARDS CAMPAIGN	SHELTER	HOMELESSNESS & HOUSING CHARITY	LEO BURNETT London	UNITED KINGDOM
B12/098	01302	\$73.000 BAR TAB	BAR AURORA/BOTECO	BAR CHAIN	OGILVY BRASIL São Paulo	BRAZIL
B12/099	01479	MESSAGE IN A BOTTLE	FUNDACION ALTIUS	CHILDREN'S CHARITY	LEO BURNETT IBERIA Madrid	SPAIN
B12/118	01520	CAPABLE	ONCE FOUNDATION & FSC INSERTA	DISABILITY AWARENESS CAMPAIGN	SHACKLETON Madrid	SPAIN
B12/133	00821	EARTH FM	WWF	EARTH HOUR	LEO BURNETT Sydney	AUSTRALIA

C01 (Best Integrated Campaign Led by Promotion and Activation)

C01/013	00156	ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP Auckland	NEW ZEALAND
C01/016	00168	6 BEERS OF SEPARATION	LION NATHAN AUSTRALIA	TOOHEY'S EXTRA DRY BEER	BMF Sydney	AUSTRALIA
C01/017	00169	LAMBASSADOR	MEAT AND	LAMB	BMF Sydney	AUSTRALIA
C01/055	00537	CHOCOLATOMET ER	CADBURY	CHOCOLATES	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA
C01/060	00661	BEER GLOSS	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY

Entry Detail (Promo)

C01/065	00763	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN
C01/071	00940	WHERE WILL 100 000 CONDOMS END UP?	THE STOCKHOLM COUNTY AIDS PREVENTION	SAFE-SEX AWARENESS	ESTER Stockholm	SWEDEN
C01/080	01089	JUST CALL US - LIVE	CENTRAAL BEHEER ACHMEA	INSURANCE COMPANY	DDB AMSTERDAM	THE NETHERLANDS
C01/085	01005	MY PRICELESS GIG	MASTERCARD	MASTERCARD	McCANN ERICKSON LONDON	UNITED KINGDOM
C01/105	01276	SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM
C01/111	01264	NOTHING SOFT GETS IN	TOYOTA MOTOR	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA
C01/113	01040	REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA
C01/159	00822	ESO PHOTOCHAINS	CANON AUSTRALIA	CAMERA	LEO BURNETT Sydney	AUSTRALIA

Total Entries: 150

Agency

DEL CAMPO/NAZCA
SAATCHI & SAATCHI
Buenos Aires

JUNG von MATT
Hamburg

BBDO NEW YORK

JWT ITALIA Milan

W/ São Paulo

OGILVY & MATHER
TAIWAN Taipei

OGILVY & MATHER
Kolkata

HAKUHODO INDONESIA
Jakarta

CONTRAPUNTO BBDO
Madrid

ABBOTT MEAD
VICKERS BBDO London
BBDO NEW YORK

LEO BURNETT
TORONTO

LEO BURNETT London

LEO BURNETT IBERIA

LEO BURNETT IBERIA

GRABARZ & PARTNER
Hamburg / LUKAS
LINDEMANN ROSINSKI
Hamburg

TBWA\CHIAT\DAY New
York

DDB NEW ZEALAND
Auckland

JUNG von MATT
Hamburg

GEORGE PATTERSON
Y&R Melbourne
ADVICO Y&R Zürich

HAKUHODO KETTLE
Tokyo
CLEMINGER BBDO
MELBOURNE
JWT ITALIA Milan
OGILVY & MATHER
Vienna

SHALMOR AVNON
AMICHAY/Y&R
INTERACTIVE TEL AVIV
OGILVY & MATHER
COLOMBIA Bogotá
OGILVY BRASIL São
Paulo

COSSETTE WEST
Vancouver
BBDO NEW YORK

UBACHSWISBRUN/JWT
Amsterdam
FARFAR Stockholm

OGILVY AMSTERDAM

JWT MEXICO

Y&R MALAYSIA Kuala
Lumpur
LEO BURNETT
SHANGHAI

McCANN ERICKSON
LONDON

CRISPIN PORTER +
BOGUSKY Boulder

TBWA\CHIAT\DAY LA /
PARAGON MARKETING
GROUP

TBWA\HAKUHODO
Tokyo

TRIBAL DDB HONG
KONG

OGILVY
JOHANNESBURG

DDB GERMANY BERLIN

ÅKESTAM HOLST
Stockholm

OGILVY BRASIL São
Paulo

LEO BURNETT IBERIA
Madrid

JWT JOHANNESBURG

JWT New York

COLENZO BBDO
Auckland / PROXIMITY
PULSE Auckland

LEO BURNETT IBERIA

CLEMENGER BBDO
Wellington

PROMORED

DE LA CRUZ/OGILVY
San Juan

DIST CREATIVE Oslo

ANOMALY New York

GREY HONG KONG

DOUBLEYOU Barcelona

GREY NEW YORK

KONG Amsterdam

DROGA5 AUSTRALIA

Sydney

BMF Sydney / HOLLER

Sydney

FORSMAN &

BODENFORS

Gothenburg

BBDO NEW YORK

McCANN ERICKSON Tel

Aviv

McCANN ERICKSON Tel

Aviv

KOLLE REBBE Hamburg

CRISPIN PORTER +

BOGUSKY Boulder

GOODBY SILVERSTEIN

& PARTNERS San

Francisco

MORTIERBRIGADE

Brussels

MONO Minneapolis

BBDO NEW YORK

FARFAR Stockholm

SID LEE Montréal

JUNG von MATT
Hamburg

GOODBY SILVERSTEIN
& PARTNERS San
Francisco

LEO BURNETT & ARC
WORLDWIDE THAILAND
Bangkok

MOTHER NEW YORK

FROM STOCKHOLM
WITH LOVE Stockholm

DEL CAMPO/NAZCA
SAATCHI & SAATCHI
Buenos Aires

CLEMENGER BBDO
MELBOURNE

SAPIENTNITRO Miami

OGILVY SHANGHAI

ABBOTT MEAD
VICKERS BBDO London

ABBOTT MEAD
VICKERS BBDO London

ponce buenos aires

DROGA5 New York

BMF Sydney / HOLLER
Sydney

DEL CAMPO/NAZCA
SAATCHI & SAATCHI
Buenos Aires

CLEMENGER BBDO
MELBOURNE
JWT ITALIA Milan
TBWA\BRUSSELS

HAPPINESS BRUSSELS
SAATCHI & SAATCHI
AUSTRALIA Sydney

DDB GERMANY BERLIN
LEO BURNETT Sydney

SCHOLZ & FRIENDS
Hamburg
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