

HEINEKEN'S LEGENDARY JOURNEY: JUSTIFYING A PREMIUM THE WORLD OVER FROM CRYING TO BUYING: HOW JOHN LEWIS HARNESSED THE SELLING POWER OF EMOTION	HEINEKEN INTERNATIONAL N.V.	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	Creative Effectiveness Grand Prix
BELIEVE	LION NATHAN	ADAM&EVE London / GOTTLIEB OMD London	UNITED KINGDOM	Creative Effectiveness Lion
AUSTRALIA'S LARGEST RISK MITIGATOR	INSURANCE AUSTRALIA GROUP	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	Creative Effectiveness Lion
HARD, FAST & EFFECTIVE	BRITISH HEART FOUNDATION	WHYBINI\TBWA SYDNEY	AUSTRALIA	Creative Effectiveness Lion
SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS OPEN®	GREY LONDON	UNITED KINGDOM	Creative Effectiveness Lion
SHARE A COKE	COCA-COLA SOUTH PACIFIC	DIGITAS/CRISPIN PORTER + BOGUSKY New York / DIGITAS New York	USA	Creative Effectiveness Lion
		OGILVY & MATHER Sydney	AUSTRALIA	Creative Effectiveness Lion