



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Event and Field Marketing</b>				
HUMAN VENDING MACHINE	UNIQLO	MOISTURE ABSORBENT CLOTHING	DENTSU, Tokyo	JAPAN
THE MISSING 'H'	FOOTBALL FEDERATION AUSTRALIA	INTERNATIONAL FOOTBALL	LOWE SYDNEY	AUSTRALIA
FACELESS PEOPLE	GROUP LOTUS	LOTUS EVORA	CMW, London	UNITED KINGDOM
TOKYO FASHION MAP	UNIQLO	VARIATED PARKA SERIES	DENTSU, Tokyo	JAPAN
PROCONTRA	LEADACADEMY	PHOTO EXHIBITION	SERVICEPLAN, Hamburg	GERMANY
CARLTON DRAUGHT PLASTIC CUP	FOSTER'S GROUP	DRAUGHT BEER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
LISTEN	KOREA HEART FEDERATION	HEART DISEASE CAMPAIGN	CREATIVIA, Seoul	KOREA
GAME SHOW	REFUGEE AID BELGIUM	REFUGEE AID BELGIUM	FAMOUS, Brussels	BELGIUM
DROP THE BOMB	FOSTER'S GROUP	CARLTON DRAUGHT BEER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
SPORTS CAPTURE	WESPRO DIGITAL	DIGITAL CAMERAS	PUBLICIS AMBIENCE, Mumbai	INDIA
CINEMA TAKEOVER	SILKAIR	AIRLINE	JWT SINGAPORE	SINGAPORE
STORE+ SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS/HOPE	LEO BURNETT LISBOA	PORTUGAL
GRENADE	RODNEY DISTRICT COUNCIL	ANTI SPEEDING	SAATCHI & SAATCHI NZ, Auckland	NEW ZEALAND
VOTE EARTH	WORLD WILDLIFE FUND FOR NATURE	EARTH HOUR	LEO BURNETT SYDNEY	AUSTRALIA
GAS STATION	SUZUKI	SUZUKI CARS	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK
<b>A02 Alternative Media: Small Scale</b>				
DIE BURGER	MEDIA24	'DIE BURGER' NEWSPAPER	DRAFTFCB CAPE TOWN	SOUTH AFRICA
SAVE YOUR SKIN	CANCER COUNCIL AUSTRALIA	SKIN CANCER AWARENESS	EURO RSCG AUSTRALIA, Sydney	AUSTRALIA
ONE BREASTED MANNEQUIN	BARE ESSENTIALS	BREAST CANCER AWARENESS	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
COFFEE HEROES	KIDUK REUS & YUMI CHOI	COFFEE HOUSE	TBWA\GERMANY, Berlin	GERMANY
IN-EAR COMMERCIAL	NEUROTH	HEARING AID CHECK	JUNG von MATT, Vienna	AUSTRIA
MAGIC SALAD PLATE	FOUR'N TWENTY	MEAT PIES	CLEMENGER BBDO MELBOURNE	AUSTRALIA
DOORBELL STICKER	VORWERK GERMANY	VACUUM CLEANERS	OGILVY FRANKFURT	GERMANY
PUMPING HEART	ROTARY INTERNATIONAL	BLOOD BANK	LEO BURNETT-TLG INDIA, New Delhi	INDIA
POSTCARD	IHDI ESTAÇÃO BEM-ESTAR	HOMELESS LODGE	SUN MRM WORLDWIDE, Sao Paulo	BRAZIL
UNIQLO JAPAN EXHIBITION	FASTRETAILING	UT UNIQLO T-SHIRTS	GT, Tokyo	JAPAN
LOTTERY TICKETS	WILDLIFE CONSERVATION SOCIETY	PROTECT THE WILDLIFE	GUANGZHOU NEWSUN/JWT ADVERTISING, Guangzhou	CHINA
CLOUD HUNTING STICKERS	VUELING	AIRLINE COMPANY	*S,C,P,F..., Barcelona	SPAIN
WORLD'S 1ST EPHEMERAL MUSEUM	DIAGEO PORTUGAL	PAMPERO RUM	LEO BURNETT LISBOA	PORTUGAL
<b>A03 Alternative Media: Large Scale</b>				
SENSORY GIANT BILLBOARD	NOKIA	MOBILE PHONES	MARKETINGVIVO, Madrid	SPAIN
MAN VENDING MACHINE	FLOSSIE MEDIA GROUP	WOMEN'S WEBSITE	TBWA\WHYBIN, Auckland	NEW ZEALAND
IMPOSSIBLE GOALKEEPER	ADIDAS	ADIDAS FOOTBALL	TBWA\GERMANY, Berlin	GERMANY

UNNOTICED MILLION DOLLAR PAINTING	KLARA/VRT	CULTURAL WEBSITE	FAMOUS, Brussels	BELGIUM
DIRTY WATER BRAND	UNICEF	CHARITY DONATIONS	CASANOVA PENDRILL, Costa Mesa	USA
VOTE EARTH MONUMENTS	WORLD WILDLIFE FUND FOR NATURE	EARTH HOUR	LEO BURNETT SYDNEY	AUSTRALIA
<b>A04 Sponsorship or Partnership Campaigns</b>				
CORALINE NIKE DUNKS	LAIKA	CORALINE FEATURE FILM	WIEDEN+KENNEDY, Portland	USA
ADIDUCK	ADIDAS NEW ZEALAND	ADIDAS AUCKLAND MARATHON	TBWA\WHYBIN\TEQUILA, Auckland	NEW ZEALAND
ADITHREAD	ADIDAS NEW ZEALAND / NEW ZEALAND RUGBY UNION	ALL BLACKS RANGE	TBWA\WHYBIN\TEQUILA, Auckland	NEW ZEALAND
PHONESTAR	CENTENNIAL	TELECOMMUNICATIONS COMPANY	JWT SAN JUAN	PUERTO RICO
MY GREATEST FEAT	McDONALD'S NEW ZEALAND	RESTAURANTS	RAPP NEW ZEALAND, Auckland	NEW ZEALAND
WORLD'S 1ST EPHEMERAL MUSEUM	DIAGEO PORTUGAL	PAMPERO RUM	LEO BURNETT LISBOA	PORTUGAL
XRAY UNDER THE SKIN	PUMA FOOTBALL	PUMA SPORTSWEAR	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK
<b>A05 Best Use of Merchandising/In-Store Marketing</b>				
SPEAKING DOG	SOFTBANK MOBILE CORP.	MOBILE PHONE CARRIER	DENTSU TEC, Tokyo	JAPAN
PACKASS	PLAYGROUND	OUTDOOR EQUIPMENT STORES	ÅKESTAM HOLST, Stockholm	SWEDEN
RUG FLIP FLOPS	STEP	SILK RUGS	TBWA\ISTANBUL	TURKEY
COMEDY CLASSICS	WARNER HOME VIDEO	DVDS	LEO BURNETT BRAZIL, São Paulo	BRAZIL
<b>A06 Best new Product Launch/Re-Launch at Retail</b>				
TED696 PROJECT	LION NATHAN AUSTRALIA	TOOHEYS BEER 696ML	BMF, Sydney	AUSTRALIA
GAME OF DEATH	NOKIA	N96 BRUCE LEE LIMITED EDITION PHONE	JWT BEIJING	CHINA
STORE THAT SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS/HOPE	LEO BURNETT LISBOA	PORTUGAL
WORLD'S 1ST EPHEMERAL MUSEUM	DIAGEO PORTUGAL	PAMPERO RUM	LEO BURNETT LISBOA	PORTUGAL
CHANGE YOUR NAME IN GEROLSTEINER	GEROLSTEINER	MINERAL WATER	MORTIERBRIGADE, Brussels	BELGIUM
<b>A07 Best Use of TV &amp; Radio in a Promotional Campaign</b>				
VILLAGE WHERE NOTHING EVER HAPPENS	CONECT - SPECIALIZED COUNCIL OF PAY TV THEMATIC CHANNELS	PAY TV ADVERTISING/MIRAVETE VILLAGE	SHACKLETON, Madrid	SPAIN
CHEAP CHARACTERS	HOME PRODUCT	HOME FURNISHING RETAILER	BBDO BANGKOK	THAILAND
<b>A08 Best Use of Print &amp; Standard Outdoor in a Promotional Campaign</b>				
WHEN WILL THE FRUIT BURST	PASCALL	FRUIT FLAVOURED SWEETS	DDB NEW ZEALAND, Auckland	NEW ZEALAND
LEGO	MYTOYS.DE	LEGO BRICK BOXES	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
BLINDDATE	KISSNOFROG	DATING WEBSITE	KOLLE REBBE, Hamburg	GERMANY
<b>A09 Best Use of Digital Media in a Promotional Campaign</b>				
PEACE MIRROR	SHISEIDO	SKINCARE	HAKUHODO KETTLE, Tokyo	JAPAN
RUNNERS MAP	ADIDAS JAPAN	RUNNING	777INTERACTIVE, Tokyo	JAPAN
NIELSEN	RUIZ NICOLI LÍNEAS	NIELSEN AWARD	RUIZ NICOLI LINEAS, Madrid	SPAIN
DESKTOP INVADER	NHK ENTERPRISES	DIGITAL ART FESTIVAL	HAKUHODO, Tokyo	JAPAN
EBAY ATTACK	AMNESTY INTERNATIONAL	HUMAN RIGHTS	walker, Zürich	SWITZERLAND
WEBSITE DELIVERY	DEUTSCHE POST	DHL ONLINE SERVICE	OGILVYINTERACTIVE WORLDWIDE, Frankfurt	GERMANY
VILLAGE WHERE NOTHING EVER HAPPENS	CONECT - SPECIALIZED COUNCIL OF PAY TV THEMATIC CHANNELS	PAY TV ADVERTISING/MIRAVETE VILLAGE	SHACKLETON, Madrid	SPAIN

RIGHT MUSIC WRONGS	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	DROGA5 AUSTRALIA, Sydney	AUSTRALIA
UPLOAD CINEMA	FILMTHEATRE DE UITKIJK	CINEMA SCREENINGS	LOWE/DRAFTFCB, Amsterdam	THE NETHERLANDS
COMPUTERTAN	SKCIN	CHARITY SERVICES	McCANN ERICKSON LONDON	UNITED KINGDOM
SUPERSONICS	SUPERSONIC CPH	SOUND/MUSIC/RADIO PRODUCTION	SAATCHI & SAATCHI, Copenhagen	DENMARK
STEFAN THE SWOPPER	POSTEN	SWEDISH POST OFFICE	ÅKESTAM HOLST, Stockholm	SWEDEN
LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM
TRAPPERS	ATRAPALO.COM	TRAVEL AGENCY	DOUBLEYOU, Barcelona	SPAIN
DORITOS GURU	FRITO LAY CANADA	SNACKS	PROXIMITY CANADA, Toronto	CANADA
NIKE+ HUMAN RACE	NIKE	NIKE+	R/GA, New York	USA
FATE'S IN YOUR HANDS	WWF CHINA	WWF MEMBERSHIP	BBH CHINA, Shanghai	CHINA
NIKEID GENERATOR	NIKE JAPAN	NIKEID STUDIO	BEACON COMMUNICATIONS, Tokyo	JAPAN
<b>B01 Fast Moving Consumer Goods</b>				
HUMAN VENDING MACHINE	UNIQLO	MOISTURE ABSORBENT CLOTHING	DENTSU, Tokyo	JAPAN
ALL YOU NEED TO WEAR	DIPLOMAT DISTRIBUTORS (1968)	CHRISTINA AGUILERA'S PERFUME	MIZBALA, Tel Aviv	ISRAEL
FRUIT BURST	PASCALL	FRUIT FLAVOURED SWEETS	DDB NEW ZEALAND, Auckland	NEW ZEALAND
MAGIC SALAD PLATE	FOUR'N TWENTY	MEAT PIES	CLEMENGER BBDO MELBOURNE	AUSTRALIA
LEFTOVER SUGAR	STARBURST	RE-JUICED SWEETS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
DORITOS GURU	FRITO LAY CANADA	SNACKS	PROXIMITY CANADA, Toronto	CANADA
STAINBROIDERY	PROCTER & GAMBLE	TIDE DETERGENTS	LEO BURNETT INDIA, Mumbai	INDIA
<b>B02 Alcoholic and Non-Alcoholic Drinks</b>				
TED696 PROJECT	LION NATHAN AUSTRALIA	TOOHEYS BEER 696ML	BMF, Sydney	AUSTRALIA
CARLTON DRAUGHT PLASTIC CUP	FOSTER'S GROUP	DRAUGHT BEER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
CARB RELIEF	LION NATHAN	TOOHEYS NEW WHITE STAG BEER	SAATCHI & SAATCHI AUSTRALIA, Sydney	AUSTRALIA
DROP THE BOMB	FOSTER'S GROUP	CARLTON DRAUGHT BEER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
<b>B03 Cars &amp; Automotive Services</b>				
PLAYING, NOT DRIVING	TOYOTA MOTOR CO.	TOYOTA IQ CAR	DENTSU, Tokyo	JAPAN
BABY MADE ON BOARD	DODGE	DODGE JOURNEY	PROXIMITY BBDO, Brussels	BELGIUM
CAR DANCE PARTY	TOYOTA	AYGO CARS	HAPPINESS BRUSSELS	BELGIUM
<b>B04 Other Consumer Products (including Durable Goods)</b>				
QUANTUM CODE	SONY	CONSUMER ELECTRONICS	EURO RSCG AUSTRALIA, Sydney	AUSTRALIA
GAME OF DEATH	NOKIA	N96 BRUCE LEE LIMITED EDITION PHONE	JWT BEIJING	CHINA
<b>B05 Financial Products &amp; Services</b>				
BIRD SPIDER	CORTAL CONSORS	MONEY ACCOUNT	SERVICEPLAN, Munich	GERMANY
FERNANDO TORRES	BANCO GALLEGO	BANKING	CONTRAPUNTO, Madrid	SPAIN
<b>B06 Commercial Public Services, incl. Healthcare &amp; Medical</b>				
STEFAN THE SWOPPER	POSTEN	SWEDISH POST OFFICE	ÅKESTAM HOLST, Stockholm	SWEDEN
TREEHOUSE RESTAURANT	YELLOW	YELLOW PAGES	COLENZO BBDO, Auckland	NEW ZEALAND
SOLGURU QUESTIONS	SCANDINAVIA ONLINE	WEBSITE PORTAL	DIST CREATIVE, Oslo	NORWAY
<b>B07 Travel, Entertainment &amp; Leisure</b>				

ZUJI BEANS	ZUJI	TRAVEL BOOKING WEBSITE	HAPPY SOLDIERS, Sydney	AUSTRALIA
UPLOAD CINEMA	FILM THEATRE DE UITKIJK	CINEMA SCREENING	LOWE/DRAFTFCB, Amsterdam	THE NETHERLANDS
1CM2	AMSTERDAN INBUSINESS	AMSTERDAM BUSINESS INVESTMENT	2009, Amsterdam	THE NETHERLANDS
YUBARI	YUBARI RESORT	RESORT FACILITIES	BEACON COMMUNICATIONS, Tokyo	JAPAN
MINI MOVIE	WEGO LOVE MOTEL	MOTEL	OGILVY & MATHER ADVERTISING TAIWAN, Taipei	CHINESE TAIPEI
BRING YOUR LUCK AT THE CASINO	CASINO MADRID	SLOT MACHINES	BUNGALOW 25, Madrid	SPAIN
<b>B08 Retail and E-Commerce, including Restaurants</b>				
FLAME	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Boulder	USA
MEDAL CHASE	ANTA	SPORTSWEAR	JWT SHANGHAI	CHINA
EMBRACE CHANGE	IKEA	WASHINGTON STORE LAUNCH	DEUTSCH, New York	USA
1ST IKEA CINEMA CATALOGUE	IKEA, AUSTRIA	FURNITURE	DDB GERMANY BERLIN	GERMANY
EMOTIONAL CATEGORIES	GRUPO CLARÍN	E-COMMERCE	BBDO ARGENTINA, Buenos Aires	ARGENTINA
GRAND SLAM DAY	DENNYS	RESTAURANT	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
<b>B09 Publications &amp; Media</b>				
SOUND CANNON	CORUS ENTERTAINMENT	SCREAM TV	zig, Toronto	CANADA
VILLAGE WHERE NOTHING EVER HAPPENS	CONECT - SPECIALIZED COUNCIL OF PAY TV THEMATIC CHANNELS	PAY TV ADVERTISING/MIRAVETE VILLAGE	SHACKLETON, Madrid	SPAIN
ENVIRO-PUZZLES	8 INK MEDIA	NATIONAL GEOGRAPHIC KIDS MAGAZINE	FOXP2, Cape Town	SOUTH AFRICA
SAVE THE WORDS	OXFORD FAJAR	OXFORD DICTIONARY	Y&R, Singapore	SINGAPORE
<b>B10 Business Products &amp; Services</b>				
MARATHON	DHL	EXPRESS POSTAL SERVICES	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
REVERSE PASS THE PARCEL	DEADLINE EXPRESS COURIERS	COURIER COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
<b>B11 Corporate Image &amp; Information</b>				
CREATOR HUNTER	CAPCOM	RECRUITING	DENTSU KANSAI, Osaka	JAPAN
CORPORATE IMAGE	RUIZ NICOLI LÍNEAS	NIELSEN AWARDS	RUIZ NICOLI LINEAS, Madrid	SPAIN
SUPERSONICS	SUPERSONIC CPH	SOUND/MUSIC/RADIO PRODUCTION	SAATCHI & SAATCHI, Copenhagen	DENMARK
YOU ARE FALLON	FALLON	ADVERTISING AGENCY	FALLON WORLDWIDE, Minneapolis	USA
<b>B12 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
DISTRACTED DRIVERS	NEW ZEALAND TRANSPORT AGENCY	STOP TEXTING WHILE DRIVING CAMPAIGN	CLEMENGER BBDO, Wellington	NEW ZEALAND
LISTEN	KOREA HEART FEDERATION	HEART DISEASE CAMPAIGN	CREATIVIA, Seoul	KOREA
BARCODE	PREVENTING VIOLENCE, NEW ZEALAND	0800 HELPLINE	TBWA/WHYBIN, Auckland	NEW ZEALAND
SPECIAL OLYMPICS MESSAGE RELAY	SPECIAL OLYMPICS JAPAN	SPECIAL OLYMPICS	SHIGAYA-GUMI, Tokyo	JAPAN
PONLE FRENO	GROUP ANTENA 3 TV	ROAD SAFETY	DELVICO COMUNICACIÓN, Madrid	SPAIN
LOST SOCK APPEAL	AUSTRALIAN NETWORK TO BAN LANDMINES	BAN LANDMINES CAMPAIGNS	WHYBIN/TBWA, Sydney	AUSTRALIA
KILLING SEALS TOUR	PETA2	ANIMAL RIGHTS	SPRINGER & JACOBY, Hamburg	GERMANY
NO HUNGER	ACCIÓN CONTRA EL HAMBRE	CAMPAIGN AGAINST SEVERE MALNUTRITION	SHACKLETON, Madrid	SPAIN
LOTTERY TICKETS	WILDLIFE CONSERVATION SOCIETY	PROTECT THE WILDLIFE	GUANGZHOU NEWSUN/JWT ADVERTISING, Guangzhou	CHINA
COMPUTERTAN	SKCIN	CHARITY SERVICES	McCANN ERICKSON LONDON	UNITED KINGDOM

VOTE EARTH	WORLD WILDLIFE FUND FOR NATURE	EARTH HOUR	LEO BURNETT SYDNEY	AUSTRALIA
LET GANDHI TALK	IN GANDHI'S SHOES	NON-GOVERNMENT ORGANISATION	PUBLICIS INDIA, Gurgaon	INDIA
CHANGED CREDITS & EPISODES	RADIO STATION STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels	BELGIUM
<b>C01 Best Integrated Campaign Led by Sales Promotion</b>				
ZUJI BEANS	ZUJI	TRAVEL BOOKING WEBSITE	HAPPY SOLDIERS, Sydney	AUSTRALIA
VILLAGE WHERE NOTHING EVER HAPPENS	CONECT: SPECIALIZED COUNCIL OF PAY TV THEMATIC CHANNELS	PAY TV ADVERTISING/MIRAVETE VILLAGE	SHACKLETON, Madrid	SPAIN
GAISFLOWERS	IFK GOTEBOG	FOOTBALL DERBY	ANR.BBDO, Gothenburg	SWEDEN
TEAM DRY	FOSTER'S GROUP	DRY BEER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
RIGHT MUSIC WRONGS	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	DROGA5 AUSTRALIA, Sydney	AUSTRALIA
SWEAT YOURSELF TO BEIJING	REXONA - UNILEVER	MENS ANTIPERSPIRANT	LEMZ, Amsterdam	THE NETHERLANDS
BABY MADE ON BOARD	DODGE	DODGE JOURNEY	PROXIMITY BBDO, Brussels	BELGIUM
COMPUTERTAN	SKCIN	CHARITY SERVICES	McCANN ERICKSON LONDON	UNITED KINGDOM
CAR DANCE PARTY	TOYOTA	AYGO CARS	HAPPINESS BRUSSELS	BELGIUM
SAVE YOUR SENSIBLE	SCHWEPES SPRING VALLEY	SPRING VALLEY JUICE	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
GAME OF DEATH	NOKIA	N96 BRUCE LEE LIMITED EDITION PHONE	JWT BEIJING	CHINA
STORE THAT SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS/HOPE	LEO BURNETT LISBOA	PORTUGAL
SIT SHIT	STUDIO BRUSSELS	RADIO STATION	MORTIERBRIGADE, Brussels	BELGIUM
IT'S ALL ABOUT THE SUIT	VAN GILS	FORMAL MEN'S WEAR	SELMORE CREATIVE AGENCY, Amsterdam	THE NETHERLANDS