

Cannes 2010: Shortlist Direct

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A01 (Flat Mailing)							
A01/011	00140	FALLING LETTERS	BISCHHOEFliches HILFSWERK MISEREOR	HAITI DONATIONS INITIATIVE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A01/017	00256	HOURLONG LETTER	APN	HERALD ON SUNDAY NEWSPAPER	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND	DRAFTFCB NEW ZEALAND Auckland
A01/028	00141	DUST CATCHER	VORWERK & CO.	VORWERK VACUUM CLEANER	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A01/031	00239	INVASION	IHDI ESTAÇÃO BEM- ESTAR	CHARITY LODGE FOR THE HOMELESS	Sun/MRM WORLDWIDE São Paulo	BRAZIL	Sun/MRM WORLDWIDE São Paulo
A01/042	00833	UNDELIVERABLE LETTER	MEDIA 1	MEDIA AGENCY	DEMNER MERLICEK & BERGMANN Vienna	AUSTRIA	DEMNER MERLICEK & BERGMANN Vienna
A01/043	00826	MAGICAL CHRISTMAS CARDS	SWEDISH POSTAL SERVICE	POST	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg	SWEDEN	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg
A01/080	01312	STOLEN SIGNATURE	INDIA ANTI-VIRUS	NET PROTECTOR 2010 - INTERNET SECURITY SUITE	BATES 141 Mumbai	INDIA	BATES 141 Mumbai
A01/092	00132	MICROMAILING	RWE	ENERGY PROVIDER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A02 (Dimensional Mailing)							
A02/010	00348	RICKROLL IN A BOX	ELECTRONIC ARTS	DANTE'S INFERNO VIDEO GAME	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A02/013	00119	ARV PLECTRUMS	ROCK4AIDS	AIDS AWARENESS NGO	JOE PUBLIC Johannesburg	SOUTH AFRICA	JOE PUBLIC Johannesburg
A02/016	00406	CARDBOARD RECORD PLAYER	GGRP	SOUND DESIGN COMPANY	GREY VANCOUVER	CANADA	GREY VANCOUVER
A02/017	00204	SUPPORT SCENT	GUIDE DOGS AUSTRALIA	SUPPORT FOR THE BLIND	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A02/027	00230	ORCHESTRA SUBSCRIPTION	HAMBURG SYMPHONY ORCHESTRA	SYMPHONY ORCHESTRA	gürtlerbachmann Hamburg	GERMANY	gürtlerbachmann Hamburg
A02/037	00189	STIHL AUTUMN CALENDAR 2010	STIHL VERTRIEBSZENTRAL E & CO.	HANDHELD LEAF BLOWERS	EURO RSCG DÜSSELDORF	GERMANY	EURO RSCG DÜSSELDORF / EURO RSCG MUNICH
A02/056	00608	AUDIO ANNUAL REPORT	BANG & OLUFSEN	ELECTRONIC ANNUAL REPORT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A02/064	00606	TOY SOLDIERS	UNICEF	CHILD SOLDIER AWARENESS	Y&R SOUTH AFRICA Johannesburg	SOUTH AFRICA	Y&R SOUTH AFRICA Johannesburg

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A02/065	00920	LEFT/RIGHT BLOGGER OUTREACH	ASICS	ASICS SPORTSTYLE	AMSTERDAM WORLDWIDE	THE NETHERLANDS	AMSTERDAM WORLDWIDE
A02/067	00690	MAGIC MIRROR MAILING	UNILEVER	DOVE BODY LOTION	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A02/100	01100	ENSLAVED CHILDREN - WOODEN FRAME	BACHPAN BACHAO ANDOLAN	ANTI-CHILD LABOUR INITIATIVE	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai
A02/108	00768	PHOTO 5	CANON AUSTRALIA	CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A02/110	01513	IMAGINARY MUSICAL INSTRUMENTS	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A02/111	01503	POP UP CLOSET	LEVI'S JEANS	JEANS	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

A03 (Direct Response Digital: Email Marketing)

A03/005	00308	ECONETIC EMAIL	FORD OF BRITAIN	ECONETIC FUEL EFFICIENT CARS	WUNDERMAN LONDON	UNITED KINGDOM	WUNDERMAN LONDON
A03/008	00284	SCROLL ALL THE WAY DOWN	NEW ZEALAND MARKETING ASSOCIATION	MARKETING SEMINAR	RAPP NEW ZEALAND Auckland	NEW ZEALAND	RAPP NEW ZEALAND Auckland
A03/023	00668	MISSING PICTURES	TOWER INSURANCE	INSURANCE	AIM PROXIMITY Auckland	NEW ZEALAND	AIM PROXIMITY Auckland

A04 (Direct Response Digital: Mobile Marketing)

A04/004	00150	NIKE TRUE CITY	NIKE	TRUE CITY IPHONE APPLICATION	AKQA London	UNITED KINGDOM	AKQA London
A04/007	00175	RAIL OTAKU CHAMPIONSHIP	KDDI	EZ WEB	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
A04/008	00198	IT'S NOT A GOOD TIME TO GO OUT	DARPAPAYA RESTAURANT	DARPAPAYA DELIVERY	PROXIMITY COLOMBIA Bogota	COLOMBIA	PROXIMITY COLOMBIA Bogota
A04/010	00552	POCKET TV	SONY ERICSSON UK	WALKMAN PHONES	IRIS London	UNITED KINGDOM	IRIS London
A04/016	00581	REAL RACING GTI	VOLKSWAGEN	GOLF GTI	AKQA Washington	USA	AKQA Washington
A04/019	01009	HIDDEN SOUND CAMPAIGN	ZOO RECORDS	ALTERNATIVE MUSIC SHOP	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong
A04/022	01161	LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS	13TH STREET - TV CHANNEL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A04/023	01128	CALL FOR HELP	UNIFEM	WOMEN'S RIGHTS AND GENDER AWARENESS	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE
A04/026	01051	SHAKEDOWN	SAMSUNG	B2100 MOBILE PHONE	FROM STOCKHOLM WITH LOVE Stockholm	SWEDEN	FROM STOCKHOLM WITH LOVE Stockholm

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A05 (Direct Response Digital: E-commerce, Online Advertising, Brand Awareness & Social Media)

A05/004	00033	STANISLAV	MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG Amsterdam	THE NETHERLANDS	KONG Amsterdam
A05/007	00329	VIRTUAL STRIKE	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	COMPETITION CHARTER	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
A05/024	00441	BABY ELEPHANT	ANTWERP ZOO	ZOO	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
A05/036	00612	DESIGN FOR CARE	DAS HUNGER PROJEKT	FUNDRAISING INITIATIVE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A05/040	00804	THE WORLDS FIRST SMS-MUSEUM	TELE2	CHEAPER SMS	SMFB Oslo	NORWAY	SMFB Oslo / MEDIAFRONT Oslo
A05/051	00814	DELIVER HOPE TO AFRICA	BISCHOEFLICHES HILFSWERK MISEREOR	CHARITY DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A05/056	01024	I KILL A FRIEND.COM	NBC UNIVERSAL	TV NETWORK	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
A05/057	01283	FOREVER YOUNG	POSTEN	SWEDISH POST	AKESTAM HOLST Stockholm	SWEDEN	AKESTAM HOLST Stockholm
A05/063	01073	SAVE LOLA THE TURTLE	CUENTAGOTAS	WATER AWARENESS ASSOCIATION	RUIZ NICOLI LINEAS Madrid	SPAIN	RUIZ NICOLI LINEAS Madrid
A05/077	01064	IQ FONT	TOYOTA	IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
A05/085	01424	UNBOX THE BANNER	IKEA	IKEA SALE	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A05/101	01469	QUIQUE THE HEAD	DIESEL	MOWIE MOTORCYCLE HELMETS	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
A05/112	01083	CASTING	GRUPO Q	PLAYBOY MAGAZINE	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires

A06 (Direct Response Digital: Other Digital Platforms to Harness Direct Marketing)

A06/002	00191	THE RIGHT RESOLUTION IS ON THE WEB	GETTY IMAGES	WEB & MOBILE SUITE	RED URBAN Munich	GERMANY	RED URBAN Munich
A06/003	00531	THE HERO	RADIOTJANST	BROADCASTING TAX PAYMENT AWARENESS	DRAFTFCB Stockholm	SWEDEN	DRAFTFCB Stockholm
A06/016	00673	LIVE RESCUE	COASTGUARD NZ	SEARCH & RESCUE SERVICES	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland

A07 (Ambient Media (Large Scale))

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A07/012	00475	EYE IN THE SKY	KG SCIENTIFIC AUTOMATION	GPS PET TRACKING DEVICES	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI
A07/019	00172	THE WALL SALE	SONY MARKETING JAPAN	RECYCLED JEANS PROMOTION	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo / HAKUHODO Tokyo
A07/022	00457	RELOAD	TRICOM	BROADBAND INTERNET	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo / OMD DOMINICANA Santo Domingo
A07/028	00501	ANDES TELETRANSPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
A07/029	00630	AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan
A07/031	00682	GET ON THE FIELD	SCC - CENTRAL DE CERVEJAS	SAGRES BEER	FISCHER PORTUGAL Lisbon	PORTUGAL	FISCHER PORTUGAL Lisbon
A07/032	00738	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm
A07/042	00399	GOODBYE CITI	VOLKSWAGEN SOUTH AFRICA	CITI GOLF	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
A07/049	00925	SINGALONG	T-MOBILE	MOBILE PHONE NETWORK	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
A07/053	01176	COUPON BILLBOARD	JAMES READY	BEER	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A07/054	01090	EMPTY TABLES	LATET	FUND RAISING EVENT	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV
A07/056	01002	FRESH STONE-AGE-MEAT	BOSCH INTERNATIONAL	REFRIGERATORS	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN
A07/061	01154	500-WAYS	THE ART INSTITUTE OF CHICAGO	ART INSTITUTE	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago
A07/064	00997	HUMAN WEBSITE	UNIVERSITY OF AARHUS	UNIVERSITY	UNCLE GREY Århus	DENMARK	UNCLE GREY Århus
A07/065	01242	SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A07/091	00772	PHOTO 5	CANON AUSTRALIA	CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A08 (Ambient Media & Print Collateral, Non-Mail (Small Scale))							
A08/038	00387	AIDS MASK	OJUS MEDICAL INSTITUTE	AIDS AWARENESS	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai
A08/040	00984	SCENTED BANNER	NATURA	KAIK MEN'S FRAGRANCE	ID/TBWA São Paulo	BRAZIL	ID/TBWA São Paulo
A08/060	01189	WHOPPER FACE	BURGER KING	WHOPPER	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

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A08/063	01080	BABY PACIFIERS	COLOMBIAN MILITARY FORCES	OUTREACH PROGRAMME	DDB COLOMBIA Bogotá	COLOMBIA	DDB COLOMBIA Bogotá
A08/072	01216	BEER IS CURRENCY	LION NATHAN AUSTRALIA	TOOHEY'S NEW BEER	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney
A08/074	01181	A LEGEND ABUSED	FRIENDS FOR EDUCATION	FRIENDS FOR EDUCATION	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai
A08/079	01444	MESSAGE IN A BOTTLE	FUNDACION ALTIUS	CHILDREN'S CHARITY	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid

A09 (Direct Response Broadcast: TV, Radio & Infomercials)

A09/014	00378	IT'S NO PICNIC	CADBURY	PICNIC CHOCOLATE BAR	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne
A09/016	00697	REAR VIEW MIRROR CINEMA	EUROPCAR GERMANY	EUROPCAR MINIBUS SPECIAL	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A09/017	01059	ELECTRICALLY OPERATED BOOT	SKODA AUTO POLSKA	SUPERB ESTATE	CHANGE INTEGRATED Warsaw	POLAND	CHANGE INTEGRATED Warsaw
A09/018	01137	DRAMA QUEEN	YOUNG DIRECTOR AWARD BY CFP-E/SHOTS	YOUNG DIRECTOR AWARD	TBWA\PHS HELSINKI	FINLAND	TBWA\PHS HELSINKI
A09/020	00649	START THINKING SOLDIER	BRITISH ARMY/C.O.I	BRITISH ARMY RECRUITMENT	PUBLICIS London	UNITED KINGDOM	PUBLICIS London
A09/025	01079	RINGTOWNS	CLARO	MOBILE NETWORK COVERAGE CAMPAIGN	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA

A10 (Direct Response Print or Standard Outdoor, including Inserts)

A10/009	00394	TAKE AWAY DERELICT	NEUNERHAUS	HOMLESS FUNDRAISING	EURO RSCG VIENNA	AUSTRIA	EURO RSCG VIENNA
A10/023	01177	COUPON BILLBOARD	JAMES READY	BEER	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A10/026	01336	WAX AD	PEUGEOT	207 QUIKSILVER	LODUCCA MPM São Paulo	BRAZIL	LODUCCA MPM São Paulo
A10/035	01237	NIGHTBUS	DE LIJN	PUBLIC TRANSPORT COMPANY	DUVAL GUILLAUME Brussels	BELGIUM	DUVAL GUILLAUME Brussels

B01 (Loyalty/Continuity Schemes)

B01/001	00092	ROMANTIC POWER BLACKOUT	CENTRALSCHWEIZE RISCHE KRAFTWERKE	CENTRAL SWISS POWER STATION	RUF LANZ Zürich	SWITZERLAND	RUF LANZ Zürich
B01/006	01363	STORE+ - SELLING STORIES OF HOPE	PORTUGUESE RED CROSS/SPANISH RED CROSS	STORIES OF HOPE	LEO BURNETT IBERIA	PORTUGAL	LEO BURNETT IBERIA

B02 (Best Low Budget Campaign)

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B02/026	00843	FACEBOOK SHOWROOM	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
B02/035	00921	LEFT/RIGHT BLOGGER OUTREACH	ASICS	ASICS SPORTSTYLE	AMSTERDAM WORLDWIDE	THE NETHERLANDS	AMSTERDAM WORLDWIDE
B02/043	01190	DONATE YOUR WEBSITE	GRAACC	CHILDREN'S CANCER NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B02/060	01374	DOYOUCHAT.COM	NEITHER WHORES NOR SUBMISSIVES	FEMINIST MOVEMENT	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris / PUBLICIS NET Paris
B02/061	01305	WANTED	ATRÁPALO	ONLINE TRAVEL AGENCY	DOUBLEYOU Barcelona	SPAIN	DOUBLEYOU Barcelona

B04 (Traffic & Brand Building)

B04/018	00731	THE SOUNDTRACK OF A MOVIE YOU WILL NEVER SEE	MINISTRY OF CULTURE OF COSTA RICA & SINABI	COSTA RICAN LITERATURE	JWT COSTA RICA San José	COSTA RICA	JWT COSTA RICA San José
B04/038	01155	500-WAYS	THE ART INSTITUTE OF CHICAGO	ART INSTITUTE	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago
B04/040	01490	GUINNESS 250	GUINNESS/DIAGEO	GUINNESS 250TH ANNIVERSARY	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London / SAATCHI & SAATCHI X London
B04/042	01426	FURNITURE ART	IKEA	ASSEMBLY SERVICE	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg / LUKAS LINDEMANN ROSINSKI Hamburg
B04/047	00913	HARDCHORUS	PUMA	LOVE = FOOTBALL	DROGA5 New York	USA	DROGA5 New York
B04/053	01221	NOTHING SOFT GETS IN	TOYOTA MOTOR CORPORATION	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney
B04/057	00774	PHOTOCHAINS	CANON AUSTRALIA	EOS DSLR CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
B04/073	00077	SMASH	K'S JAPAN	GUITAR COMPANY	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo

C01 (Fast Moving Consumer Goods)

C01/005	00169	LURE THE OTAKU!	KINREI CORPORATION	SENGOKU UDON NOODLES	DENTSU Tokyo	JAPAN	DENTSU Tokyo
C01/007	00164	6 BEERS OF SEPARATION	LION NATHAN AUSTRALIA	TOOHEY'S EXTRA DRY BEER	BMF Sydney	AUSTRALIA	BMF Sydney / HOLLER Sydney
C01/010	00503	ANDES TELETRANSPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
C01/016	00765	ERISTOFF INTERNATIVE FESTIVAL	GRUPO BACARDI	ERISTOFF VODKA	CP PROXIMITY Barcelona	SPAIN	CP PROXIMITY Barcelona

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C02 (Cars & Automotive Services)

C02/015	00767	COMPOSING YOUR LIFE	AUDI	AUDI BIRTHDAY	CP PROXIMITY Barcelona	SPAIN	CP PROXIMITY Barcelona
C02/016	00583	REAL RACING GTI	VOLKSWAGEN	GOLF GTI	AKQA Washington	USA	AKQA Washington
C02/025	01066	IQ FONT	TOYOTA	IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
C02/033	01222	NOTHING SOFT GETS IN	TOYOTA MOTOR CORPORATION	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney

C03 (Other Consumer Products (including Durable Goods))

C03/001	00046	ADOBE RECORDS	ADOBE SYSTEMS INCORPORATED	ADOBE CREATIVE SUITE 4	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
C03/008	00269	SEE THE LOVE	FRANZ CHINA COLLECTION	CHINA COLLECTION	OGILVY & MATHER Taipei	CHINESE TAIPEI	OGILVY & MATHER TAIWAN Taipei
C03/020	00775	PHOTOCHAINS	CANON AUSTRALIA	EOS DSLR CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY

C05 (Commercial Public Services, incl. Healthcare & Medical)

C05/018	00739	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm
C05/026	00926	JOSH'S BAND	T-MOBILE	MOBILE PHONE NETWORK	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
C05/027	00927	SINGALONG	T-MOBILE	MOBILE PHONE NETWORK	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
C05/032	01248	ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland

C06 (Travel, Entertainment & Leisure)

C06/001	00041	4320 LA/SYD	V AUSTRALIA	AIRLINE	DROGA5 AUSTRALIA Sydney	AUSTRALIA	DROGA5 AUSTRALIA Sydney
C06/009	00326	ONE SHOT FOR GLORY	NEW ZEALAND PROFESSIONAL FOOTBALLERS ASSOCIATION	ALL WHITES FOOTBALL TEAM	CLEMENGER BBDO Wellington	NEW ZEALAND	CLEMENGER BBDO Wellington
C06/012	00265	SOCCEROOS 2010 FIFA WORLD CUP QUALIFIERS	FOOTBALL FEDERATION AUSTRALIA	SOCCEROOS FOOTBALL TEAM	LOWE SYDNEY	AUSTRALIA	LOWE SYDNEY
C06/017	00443	BABY ELEPHANT	ANTWERP ZOO	ZOO	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
C06/026	00724	SAY NO TO WINTER BLUES	PROMOTUR	CANARY ISLANDS' TOURISM	DDB ESPAÑA Barcelona	SPAIN	DDB ESPAÑA Barcelona

C07 (Retail & E-Commerce, including Restaurants)

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C07/011	01010	HIDDEN SOUND CAMPAIGN	ZOO RECORDS	ALTERNATIVE MUSIC SHOP	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong
C07/018	01474	QUIQUE THE HEAD	DIESEL	MOWIE MOTORCYCLE HELMETS	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid

C08 (Publications & Media)

C08/010	01025	I KILL A FRIEND.COM	NBC UNIVERSAL	TV NETWORK	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
C08/023	01477	THE 13TH STREET CUISINE	CALLE 13 - NBC UNIVERSAL	TV CHANNEL'S - 10TH ANNIVERSARY	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
C08/025	01084	CASTING	GRUPO Q	PLAYBOY MAGAZINE	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
C08/026	01507	ETERNAL MOONWALK	STUDIO BRUSSELS	RADIO STATION	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

C09 (Business Products & Services)

C09/003	00330	SANTAMATIC	BELGIAN LAWYERS ASSOCIATION	LAWYERS SERVICE	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
C09/005	00310	PRECISION WEIGHING	KERN	PRECISION SCALES	WUNDERMAN LONDON	UNITED KINGDOM	WUNDERMAN LONDON
C09/009	00193	THE RIGHT RESOLUTION IS ON THE WEB	GETTY IMAGES	WEB & MOBILE SUITE	RED URBAN Munich	GERMANY	RED URBAN Munich

C10 (Corporate Image & Information)

C10/010	00294	GIVING IS GLORIOUS	MOTHER	ADVERTISING AGENCY	MOTHER London	UNITED KINGDOM	MOTHER London
C10/018	00513	SUPREME SECURITY	SUPREME SECURITY	PRIVATE SECURITY COMPANY	ADVICO Y&R Zürich	SWITZERLAND	ADVICO Y&R Zürich
C10/025	00618	AUDIO ANNUAL REPORT	BANG & OLUFSEN	ELECTRONIC ANNUAL REPORT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C10/029	00374	SMASH	K'S JAPAN	GUITAR COMPANY	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
C10/051	01514	IMAGINARY MUSICAL INSTRUMENTS	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
C10/053	01508	POP UP CLOSET	LEVI'S JEANS	JEANS	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
C10/061	00634	AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan

C11 (Charities, Public Health & Safety, Public Awareness Messages)

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C11/009	00205	SUPPORT SCENT	GUIDE DOGS AUSTRALIA	SUPPORT FOR THE BLIND	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
C11/029	00400	THE CHANGING FACE	PROJECT CONCERN INTERNATIONAL	ANTI-DOMESTIC VIOLENCE CAMPAIGN	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
C11/031	00532	THE HERO	RADIOTJANST	BROADCASTING TAX PAYMENT AWARENESS	DRAFTFCB Stockholm	SWEDEN	DRAFTFCB Stockholm
C11/032	00561	CHILD SOLDIERS	OHNE RUSTUNG LEBEN	CHILD SOLDIER DONATION APPEAL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
C11/041	00732	THE SOUNDTRACK OF A MOVIE YOU WILL NEVER SEE	MINISTRY OF CULTURE OF COSTA RICA & SINABI	COSTA RICAN LITERATURE	JWT COSTA RICA San José	COSTA RICA	JWT COSTA RICA San José
C11/047	00811	THE TEAM CHALLENGE - 7500	SWEDISH ARMED FORCES	RECRUITMENT SCHEME	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
C11/067	00909	MY FIRST BOOK PROJECT	GLOBAL LITERACY PROJECT	LITERACY PROJECT	JWT CAPE TOWN	SOUTH AFRICA	JWT CAPE TOWN
C11/068	00928	HOW U FEELIN?	NSPCC	CHILDLINE CHILDREN'S CHARITY	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
C11/069	01540	THE SOAP OF YOUR CHOICE	SPIEGEL ONLINE	PARTICIPATION IN THE GENERAL ELECTION 2009	INTERPOL+- Berlin	GERMANY	INTERPOL+- Berlin
C11/080	00652	START THINKING SOLDIER	BRITISH ARMY/C.O.I	BRITISH ARMY RECRUITMENT	PUBLICIS London	UNITED KINGDOM	PUBLICIS London
C11/084	01245	CHOOSE A DIFFERENT ENDING	THE METROPOLITAN POLICE	ANTI-KNIFE CRIME CAMPAIGN	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
C11/092	00385	SUN SOUND	THE CANCER COUNCIL	SKIN CANCER PREVENTION	THREE DRUNK MONKEYS Sydney	AUSTRALIA	THREE DRUNK MONKEYS Sydney
C11/094	00802	GET A NEW PERSPECTIVE ON HISTORY	DITSONG: MUSEUM OF MILITARY HISTORY	WORLD WAR ONE EXHIBIT	IRELAND/DAVENPORT Johannesburg	SOUTH AFRICA	IRELAND/DAVENPORT Johannesburg
C11/097	00674	LIVE RESCUE	COASTGUARD NZ	SEARCH & RESCUE SERVICES	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland
C11/105	01478	CAPABLE	ONCE FOUNDATION & FSC INSERTA	DISABILITY AWARENESS CAMPAIGN	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid

D01 (Best Integrated Campaign Led by Direct Marketing)

D01/011	00350	HIGHWAY TO HELL	ELECTRONIC ARTS	DANTE'S INFERNO VIDEO GAME	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
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Cannes 2010: Shortlist Direct

D01/028	00533	THE HERO	RADIOTJÄNST	BROADCASTING TAX PAYMENT AWARENESS	DRAFTFCB Stockholm	SWEDEN	DRAFTFCB Stockholm
D01/029	00442	BABY ELEPHANT	ANTWERP ZOO	ZOO	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
D01/035	00508	ANDES TELETRANSPORT ER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
D01/036	00733	THE SOUNDTRACK OF A MOVIE YOU WILL NEVER SEE	MINISTRY OF CULTURE OF COSTA RICA & SINABI	COSTA RICAN LITERATURE	JWT COSTA RICA San José	COSTA RICA	JWT COSTA RICA San José
D01/037	00740	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm
D01/066	01123	CALL FOR ENTRIES	AWARD	ADVERTISING AWARD	DDB SYDNEY	AUSTRALIA	DDB SYDNEY
D01/070	01249	ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland
D01/072	01247	CHOOSE A DIFFERENT ENDING	THE METROPOLITAN POLICE	ANTI-KNIFE CRIME CAMPAIGN	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
D01/081	01342	4320 LA/SYD	V AUSTRALIA	AIRLINE	DROGA5 AUSTRALIA Sydney	AUSTRALIA	DROGA5 AUSTRALIA Sydney
D01/085	00914	INDEX	PUMA	BODYWEAR	DROGA5 New York	USA	DROGA5 New York
D01/094	01481	QUIQUE THE HEAD	DIESEL	MOWIE MOTORCYCLE HELMETS	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
D01/097	01226	NOTHING SOFT GETS IN	TOYOTA MOTOR CORPORATION	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney
D01/100	00777	PHOTOCHAINS	CANON AUSTRALIA	EOS DSLR CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
D01/101	01085	CASTING	GRUPO Q	PLAYBOY MAGAZINE	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires

Total Entries:

164