

## Entry Detail (Promo)

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

## Entry Detail (Promo)

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

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

### A03 (Ambient Promotion: Large Scale)

A03/002	00018	LAMP POST	McDONALD'S	FREE COFFEE PROMOTION	COSSETTE WEST Vancouver	CANADA	COSSETTE WEST Vancouver
A03/022	00591	CUBE FILM INSTALLATION	HBO	TV NETWORK	BBDO NEW YORK	USA	BBDO NEW YORK
A03/026	00729	MINI CHRISTMAS BOX	BMW GROUP NETHERLANDS	MINI	UBACHSWISBRUN/JWT Amsterdam	THE NETHERLANDS	UBACHSWISBRUN/JWT Amsterdam
A03/027	00761	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm
A03/028	00832	TWO WINDOWS	STOP THE TRAFFIK	CHARITABLE ORGANISATION	OGILVY AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM
A03/037	00886	AMBULANCE/BOAT/HELICOPTER	MEXICAN RED CROSS	ANNUAL FUNDRAISING DRIVE	JWT MEXICO	MEXICO	JWT MEXICO
A03/038	00846	TAKE A LEASH, GIVE A LIFE	SPCA	ANIMAL CHARITY	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur

## Entry Detail (Promo)

A03/065	01067	NON-STICK PANS	SUPOR	NON-STICK PANS	LEO BURNETT SHANGHAI	CHINA	LEO BURNETT SHANGHAI
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## A04 (Sponsorship or Partnership Campaigns)

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

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

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

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

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

## Entry Detail (Promo)

A07/003	00326	ADS IN THE DARK	WWF	EARTH HOUR	CLEMENGER BBDO Wellington	NEW ZEALAND	CLEMENGER BBDO Wellington
A07/007	00572	PROMO CRUZA2	PEPSICO DE ARGENTINA	PEPSI & LAY'S	PROMORED	ARGENTINA	PROMORED
A07/009	00935	SIGN LANGUAGE	PROCTER & GAMBLE	WASHING LIQUID	DE LA CRUZ/OGILVY San Juan	PUERTO RICO	DE LA CRUZ/OGILVY San Juan
A07/013	00901	SINGING WEATHER GIRL	TV2	X FACTOR SINGING CONTEST	DIST CREATIVE Oslo	NORWAY	DIST CREATIVE Oslo

## A08 (Best Use of Print or Standard Outdoor in a Promotional Campaign)

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

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

A09/018	00933	BEYOND THE STILL	CANON	CAMERAS	GREY NEW YORK	USA	GREY NEW YORK
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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	KONG Amsterdam
A10/003	00034	4320 LA/SYD	V AUSTRALIA	AIRLINE	DROGA5 AUSTRALIA Sydney	AUSTRALIA	DROGA5 AUSTRALIA Sydney
A10/010	00166	6 BEERS OF SEPARATION	LION NATHAN AUSTRALIA	TOOHEY'S EXTRA DRY BEER	BMF Sydney	AUSTRALIA	BMF Sydney / HOLLER Sydney
A10/033	00425	DEAR STEVE JOBS	SVERIGES TELEVISION	PUBLIC TELEVISION	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A10/049	00593	IMAGINE	HBO	TV NETWORK	BBDO NEW YORK	USA	BBDO NEW YORK
A10/055	00580	THE \$500 CAMPAIGN	OPTICANA	EYEGLASSES	McCANN ERICKSON Tel Aviv	ISRAEL	McCANN ERICKSON Tel Aviv
A10/057	00582	SWEET REMEDY FOR BROKEN HEARTS	TNUVA	CHOCOLATE DESSERT	McCANN ERICKSON Tel Aviv	ISRAEL	McCANN ERICKSON Tel Aviv
A10/065	00862	DRIVE THE MOBILOMBO	BISCHHOEFliches HILFSWERK MISEREOR	CHARITY ORGANISATION	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A10/099	01237	AUGMENTED REALITY BANNERS	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder

## Entry Detail (Promo)

A10/101	00598	ASYLUM 626	FRITO LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
A10/151	01580	ETERNAL MOONWALK	STUDIO BRUSSELS	RADIO STATION	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

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

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

## B01 (Fast Moving Consumer Goods)

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

## Entry Detail (Promo)

B01/061	00965	INDEX	PUMA	BODYWEAR	DROGA5 New York	USA	DROGA5 New York
<b>B02 (Alcoholic and Non-Alcoholic Drinks)</b>							
B02/002	00167	6 BEERS OF SEPARATION	LION NATHAN AUSTRALIA	TOOHEY'S EXTRA DRY BEER	BMF Sydney	AUSTRALIA	BMF Sydney / HOLLER Sydney
B02/011	00534	ANDES TELETRASPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
B02/012	00217	DRY DREAMS	FOSTER'S GROUP	CARLTON DRY BEER	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
B02/016	00659	BEER GLOSS	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan
B02/042	01439	BIGGEST BEER SWAP EVER	ALKEN MAES	MAES PILS - DRINK	TBWA\BRUSSELS	BELGIUM	TBWA\BRUSSELS
<b>B03 (Cars &amp; Automotive Services)</b>							
B03/017	01115	IQ FONT	TOYOTA	IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
B03/026	01260	NOTHING SOFT GETS IN	TOYOTA MOTOR CORPORATION	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney
<b>B04 (Other Consumer Products (including Durable Goods))</b>							
B04/020	01062	FRESH STONE-AGE-MEAT	BOSCH INTERNATIONAL	REFRIGERATORS	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN
B04/031	00819	PHOTO 5	CANON AUSTRALIA	CAMERA	LEO BURNETT Sydney	AUSTRALIA	LEO BURNETT Sydney
<b>B05 (Financial Products &amp; Services)</b>							
B05/003	00315	CRASH-LIMOUSINE	VHV HOLDING	INSURANCE	SCHOLZ & FRIENDS Hamburg	GERMANY	SCHOLZ & FRIENDS Hamburg
B05/020	01049	OWNER OF ITS SHIRT	BANCO HIPOTECARIO	BANK SPONSORSHIP	MADRE Buenos Aires	ARGENTINA	MADRE Buenos Aires
<b>B06 (Commercial Public Services, incl. Healthcare &amp; Medical)</b>							
B06/007	00155	ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland
B06/010	00330	SANTAMATIC	BELGIAN LAWYERS ASSOCIATION	ONLINE AGREEMENTS AWARENESS	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
B06/013	00485	RELOAD	TRICOM	BROADBAND INTERNET	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo
B06/024	01239	VIRTUAL BOX SIMULATOR	UNITED STATES POSTAL SERVICE	FLAT RATE MAIL BOXES	AKQA Washington	USA	AKQA Washington
B06/032	01330	FOREVER YOUNG	POSTEN	SWEDISH POST	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm

## Entry Detail (Promo)

### **B07 (Travel, Entertainment & Leisure)**

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

### **B08 (Retail and E-Commerce, including Restaurants)**

B08/016	00566	MOBILE INTERIOR DESIGN PLANNER	IKEA GERMANY	PS FURNITURE RANGE	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT / CLANMO Frankfurt
B08/025	01331	SLEEPLESS AT PLAYGROUND	PLAYGROUND OUTDOOR EQUIPMENT STORES	OUTDOOR EQUIPMENT STORES	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
B08/032	01301	\$73.000 BAR TAB	BAR AURORA/BOTECO FERRAZ	BAR CHAIN	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B08/034	00958	GANDHI INVENTIONS	GANDHI BOOKSTORES	BOOKSTORES	OGILVY MEXICO	MEXICO	OGILVY MEXICO
B08/036	01068	HIDDEN SOUND CAMPAIGN	ZOO RECORDS	ALTERNATIVE MUSIC SHOP	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong
B08/038	01253	NIKEID. GENERATOR	NIKE JAPAN	FLAGSHIP STORE	BEACON COMMUNICATIONS Tokyo	JAPAN	BEACON COMMUNICATIONS Tokyo
B08/042	01575	QUIQUE THE HEAD	DIESEL	MOWIE MOTORCYCLE HELMETS	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid

### **B09 (Publications & Media)**

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

### **B10 (Business products & services)**

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

## Entry Detail (Promo)

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

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

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



## Entry Detail (Promo)

B12/099	01479	MESSAGE IN A BOTTLE	FUNDACION ALTIUS	CHILDREN'S CHARITY	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
B12/118	01520	CAPABLE	ONCE FOUNDATION & FSC INSERTA	DISABILITY AWARENESS CAMPAIGN	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
B12/133	00821	EARTH FM	WWF	EARTH HOUR	LEO BURNETT Sydney	AUSTRALIA	LEO BURNETT Sydney
<b>C01 (Best Integrated Campaign Led by Promotion and Activation)</b>							
C01/013	00156	ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland
C01/016	00168	6 BEERS OF SEPARATION	LION NATHAN AUSTRALIA	TOOHEY'S EXTRA DRY BEER	BMF Sydney	AUSTRALIA	BMF Sydney / HOLLER Sydney
C01/017	00169	LAMBASSADOR	MEAT AND LIVESTOCK AUSTRALIA	LAMB	BMF Sydney	AUSTRALIA	BMF Sydney
C01/055	00537	CHOCOLATOMETER	CADBURY	CHOCOLATES	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
C01/060	00661	BEER GLOSS	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan
C01/065	00763	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm
C01/071	00940	WHERE WILL 100 000 CONDOMS END UP?	THE STOCKHOLM COUNTY AIDS PREVENTION PROGRAMME	SAFE-SEX AWARENESS	ESTER Stockholm	SWEDEN	ESTER Stockholm
C01/080	01089	JUST CALL US - LIVE	CENTRAAL BEHEER ACHMEA	INSURANCE COMPANY	DDB AMSTERDAM	THE NETHERLANDS	DDB AMSTERDAM
C01/085	01005	MY PRICELESS GIG	MASTERCARD	MASTERCARD	McCANN ERICKSON LONDON	UNITED KINGDOM	McCANN ERICKSON LONDON
C01/105	01276	SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
C01/111	01264	NOTHING SOFT GETS IN	TOYOTA MOTOR	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney
C01/113	01040	REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA / PARAGON MARKETING GROUP
C01/159	00822	ESO PHOTOCHAINS	CANON AUSTRALIA	CAMERA	LEO BURNETT Sydney	AUSTRALIA	LEO BURNETT Sydney

Total Entries: 150