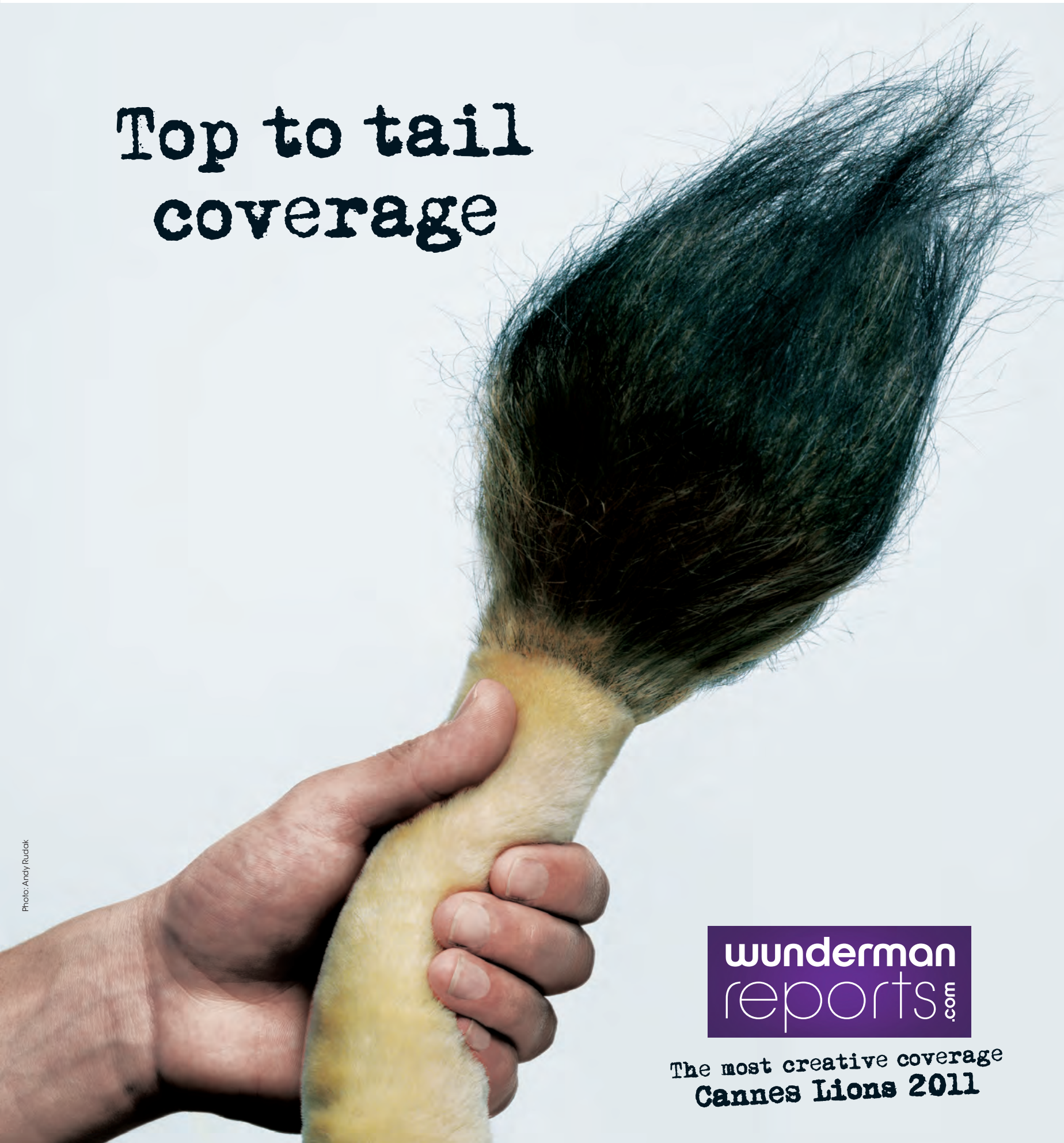
LIONS 2011 DAILY NEWS

PUBLISHED BY BOUTIQUE EDITIONS - WWW.LIONSDAILYNEWS.COM

MONDAY, JUNE 20, 2011

Top to tail coverage



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Cannes Lions 2011

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THE MEANING OF THE CONNECTED EXPERIENCE
June 21 I 12:30 - 13:15 I Debussy

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MONDAY, JUNE 20, 2011

TODAY'S SEMINARS

9.30 INITIATIVE PRESENTS: RETHINKING PAID, EARNED AND OWNED Learn the new rules for driving marketing performance

10.30 BBDO PRESENTS: MEET THE SCREENS How do you earn your next billion? Find out here

11.30 KRAFT FOODS PRESENTS: KRAFT FOODS WITH MALCOLM GLADWELL Author Malcolm Gladwell explores the link between an organisation's culture and its ability to innovate

12.30 DRAFTFCB PRESENTS: EXPLORING THE SCIENCE OF CREATIVITY Find out what science can tell us about creativity

13.30 PHD PRESENTS: BEYOND THE HORIZON A preview of the incredible technology on the horizon and what it will mean for advertising and marketing

14.30 AOL PRESENTS: THE RE-CALIBRATION OF FORM AND FUNCTION ONLINE AOL's Tim Armstrong and Arianna Huffington outline what the brave new digital world can, should and will look like

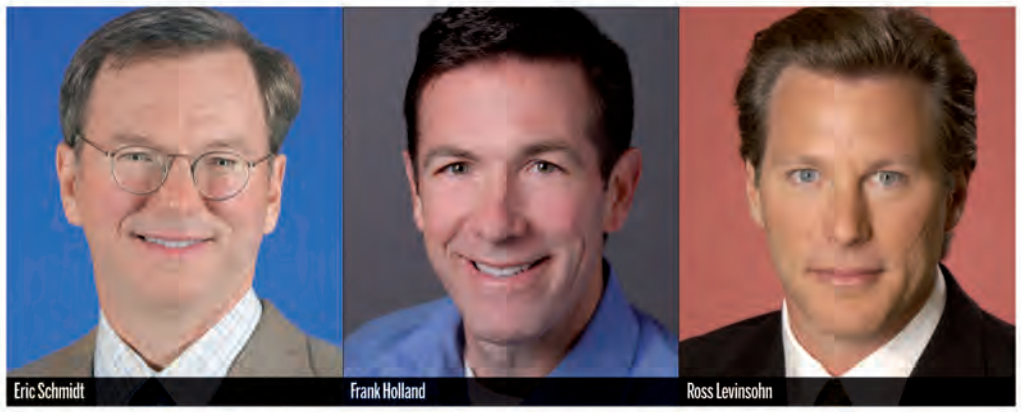
15.30 (ESTEREL) SAWA PRESENTS: CINEMA – THE MEDIUM THAT INNOVATES AND INSPIRES An exploration of the best uses of cinema from around the world

15.30 ADOBE PRESENTS: ADVERTISING MEETS DIGITAL PUBLISHING: THE HOT ISSUE A look at the new opportunities for advertisers and publishers in the era of e-publishing

16.30 DIAGEO PRESENTS: TRANSFORMING MARKETING, TRANSFORMING THE CLIENT AGENCY MODEL, TRANSFORMING CONSUMER AND BRAND RELATIONSHIPS Making sense of the new world order for marketing

17.30 ACT RESPONSIBLE PRESENTS: HOW ADVERTISING CAN SUCCESSFULLY ADDRESS SOCIAL ISSUES A discussion of the best practices in social messaging

ALL SEMINARS ARE IN THE DEBUSSY UNLESS INDICATED



Eric Schmidt | Frank Holland | Ross Levinsohn

Interactive impact draws A-list digital delegation

THE GROWING presence of technology companies at Lions is testament to the fact that the digital eco-system is now an essential and fully integrated part of modern creativity. HP and AlmapBBDO are hosting a master class, featuring Marcos Medeiros, senior art director of AlmapBBDO, on Friday, when he will discuss the strategy and execution behind the award-winning Billboard campaign. Madeiros will also be talking about how the creative engineering movement led to a highly interactive campaign experience that tapped into the passion of music fans and leveraged the impact of personalisation through the power of digital printing. Microsoft's Frank Holland, newly appointed as corporate vice-president of advertising and online business, is responsible for meeting the needs of the company's advertising customers and partners. "One month ago we introduced a new online advertising format called Filmstrip, which has been very well received by brands, especially car manufacturers," he said. "We have also developed a way to use the Xbox Kinect system to interact with advertising using gestures, which opens up a huge range of possibilities for engaging with consumers. "When you take into account that globally there are 55 million Xboxes, and that 2.1 billion hours are spent on the Xbox Live Network every month, we believe this is a very exciting innovation." YouTube has created a space where delegates can re-create ads and star in them, while Nokia and Samsung have created hi-tech networking areas with interactive kiosks. Yahoo! will once again be an unmissable presence during the Festival, with Ross Levinsohn talking to Robert Redford. Google's Eric Schmidt is the Cannes Lions Media Person Of The Year 2011 underlining Google's contribution to changing the way people around the world access information. Facebook, Adobe, Dolby and AOL are also all in Cannes this week.

Holding companies in contention

ANOTHER global measure of successful creativity is launched at this year's Festival — the Holding Company Of The Year award. The first winner of this award will be announced on Saturday, honouring the holding company that obtains the highest scores for successes in the Film, Film Craft, Press, Outdoor, Radio, Media, Cyber, Direct, Promo, Design, PR, Titanium and Integrated sections. Phil Thomas, the Festival CEO, explained: "We found that each company calculated its results using a different methodology. We have a strict methodology for calculating the Agency Of The Year, Independent Agency Of The Year and Network Of The Year. We felt it was important to use the same for holding companies so we got official rankings using our methodology." All agencies or companies owned 20% or more by a holding company will contribute points to the award in all categories. All shortlisted entries and awards won by affiliates will be included in the calculations. If an entry is shortlisted and goes on to win an award, the shortlist point is not counted. In the event of a tie, first the number then the rank of the awards will be taken into consideration, and then, if necessary, the full shortlist points. Award points are: 12 each for Titanium Grand Prix and Creative Effectiveness Grand Prix; 10 for all other grands prix and for Titanium Lion; seven points for a Gold Lion; five for Silver; three for Bronze; one point for shortlisting.

CREATIVITY TAKES CENTRE STAGE

"WELCOME to the very first International Festival of Creativity. It is, of course, the 58th Cannes Lions, but this is the latest in a series of strapline changes for the Festival. Launched as the Festival du Film Publicitaire, English was adopted as the event's language in the 1980s, with the International Advertising Film Festival dropping 'Film' in the 1990s (to many howls of protest) as other entry sections were added.

"But now, as the industry shifts its shape, and communications becomes more complex, Cannes Lions is no longer simply about 'advertising', as indeed the industry is no longer simply about advertising. With the interweaving of PR, Design, Media, Digital and much more, the question then was: what does describe what the Festival is all about? Well, that decision was easy: Cannes has always been, and will always be, about one thing above all others: creativity.

Phil Thomas, Festival CEO

"Every Cannes throws up something new, and right now we don't know what's in store this week. Except that, if the last 58 years are any kind of guide, it will be surprising, educational, eye-opening and a lot of fun. Enjoy the Festival, I hope you go home inspired."

INSIDE BOX FESTIVAL NEWS P1 -13 SHORTLISTS: PROMO & ACTIVATION; PRESS; MEDIA; OUTDOOR; RADIO; DIRECT; & PR P14 FOCUS ON FRANCE P47 WARC.COM P48 FOCUS ON LONDON P50

Adobe

ADOBE

The Hot Issue: Advertising Meets Digital Publishing

Monday, 20 June, 15:30–16:15

Please join us for a lively discussion as five industry powerhouses explore how the new generation of mobile devices is reinventing advertising in the publishing industry. Panelists include John Battelle (Executive Chairman, Federated Media), Michael Hogan (Executive Digital Editor, *Vanity Fair*), Steve Simpson (CCO, Ogilvy & Mather, North America), Christian Haas (ECD and Assoc. Partner, Goodby Silverstein & Partners), and Kevin Lynch (CTO, Adobe). *Join the conversation at #futureofdigital*

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CANNES LIONS
58TH INTERNATIONAL FESTIVAL OF CREATIVITY
19-25 JUNE 2011

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Ben Nealon: "The pumps we installed 12 years ago are still working"

Young Print Lions channel creativity into clean water

THE TASK for the 40 teams participating in this year's Young Lions Print competition is clear: to promote Pump Aid, the charity that bring clean water to African communities.

Ben Nealon, Pump Aid's development director, said the mission was to raise the profile and attract donations to the charity through designing a double-page spread that could be run in national press and magazines. It would have to include a direct debit form so that donations could be made directly by readers.

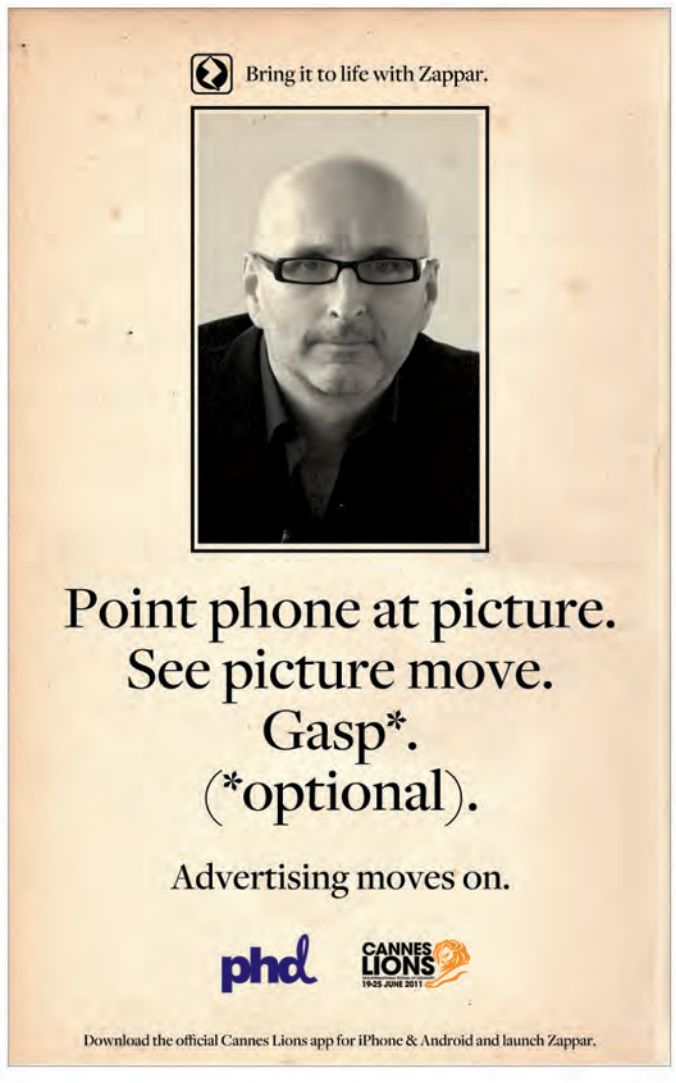
Teams could feel free to design a new logo for Pump Aid but must retain its motto: Water For Life.

In a video presentation, Ian Thorpe, one of the charity's founders, explained that when he and two African colleagues were teaching at a school in Zimbabwe they found there was no supply of clean water. They installed a pump to supply the teachers, pupils and nearby community and that has now expanded into an operation employing 100 people in Zimbabwe, Malawi and Liberia.

Thorpe pointed out that more than a billion people are without clean water. Pump Aid focuses on providing the technical expertise, but encourages local communities to install and manage the water pumps.

Underlining that message, Nealon said only four of the charity's staff are not African. The Elephant Pumps it provides, which can draw water from as deep as 50 metres, are manufactured in Africa and are of simple design. "We have been going for 12 years and the pumps that were installed 12 years ago are still working," he added. The ropes, which are the component most likely to wear out, can be replaced easily using locally grown sisal. Pump Aid has provided more than 7,000 pumps and over 1,000 toilets, Nealon said. The water is used not just by households but also by farmers supplying food to local communities.

The Elephant Toilet, meanwhile, separates urine and faeces so both can be used for composting. When the toilet pits are full — which takes years — the buildings are moved and a fruit tree is planted on the site.



FIAT MIO

Embracing Openness to Make the Car of the Future

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Tuesday 21 June :: 9:30 – 10:15 :: Debussy

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Brain patterns match brands with religion

Martin Lindstrom

BRANDS and religion have much in common, according to brand expert and author Martin Lindstrom. At the Festival's opening conference, The Long Idea, Lindstrom explained how, on a visit to Thailand in 2003, he came across a Buddha Beckham at a temple. "When I asked the head priest why, he said it attracted people to the temple," he said. "That sparked a train of thought as to what other modern phenomena might have the same power as religion. So I spent two years interviewing religious leaders to find out what they regard as being the pillars of their respective faiths."The answers were remarkably similar, with grandeur, vision, rituals, symbols, mystery, evangelism and a clear enemy being cited. "Then, when we scanned the brains of people while they were engaging with brands, we found the same part of the brain was activated as with religion," he said. Backing up these neuro-scientific findings is recent research showing that 37% of people's daily conversation is about brands — up from 15% in 2001. "The reason is that we want to have things to talk about, and brands provide a lot of the ammunition," Lindstrom added.

HOW TO SET FIRE TO THE MILLENNIALS

TO SEE whether your campaign is reaching the Millennials — the successors to Gen Xers — try the 'fire triangle test', Malcolm Poynton, SapientNitro's chief creative officer, told his Cannes audience at yesterday's Culture Clubbing With The Brand seminar. He said that, while Gen Xers tend to be solitary screen addicts, Millennials are social-minded. "The creation of cultural capital requires elements of fire-building — fuel, oxygen and heat," Poynton added. "Without these, any communications idea will leave an audience of civil- and social-minded Millennials cold and unengaged." Fuel, or the cultural opportunity, is the relevant passion for the audience, he explained. Heat is represented by all the brand's assets. Oxygen is the audience and the social media they use. "Fire triangle forces you to interrogate the brand's opportunity: where does the audience live and breathe most? Typically, it is digital that gets everyone together. Digital drives people to a physical event. We use it actively in landing the ideas." Nike+ is a prime example of a digital product that has a real-world consequence in the running events that now take place all over the world, Poynton said. The autism charity app Communication Shutdown offers another example. Purchases of the app, which provides donations while shutting down buyers' social networks for a day, emulating the challenges experienced by autism sufferers, has spread to 40 countries.

Creatives embrace age of entrepreneurialism

Marc Speichert

MORE than 25% of participants in a survey among advertising decision-makers admitted they would be happy to use their budgets to invest in a company, said Brian Monahan of IPG Lab, the digital-media division of IPG. Monahan said the findings, based on a study by UM and Advertising Age, summed up why the Festival needed yesterday's seminar, Entrepreneurs Are The New Creative Department (and vice versa). "What many were saying is that they were willing to use their ad budgets as venture-capital money," he added. The panel agreed that new technology has created new opportunities for marketers. "When I started at BMW 10 years ago, there was no preconceived notion of what advertising looked like," said Trudy Hardy of BMW North America. "Now, we are more content creators and the company allows us to take great creative risk thanks to the explosion of digital landscapes." Marc Speichert of L'Oreal US said traditional advertising is passe. "We are spending more money on media platforms that allow the consumers to consider, evaluate, buy and become an advocate," he added. Troy Young of SAY Media said: "We can now build digital platforms to determine a media plan in hours instead of weeks."

Calling up a better world

Dr Orin Levine

FLEISHMAN-HILLARD'S Social Mobile Marketing panel explored the explosion of smart mobile devices in established markets, the needs of consumers in emerging markets, and how to bridge economic and educational divides between these two worlds. Fleishman-Hillard's Robert Winslow was joined by LivingSocial's Mitch Spolan and Dr Orin Levine of the International Vaccine Access Centre at the Johns Hopkins Bloomberg School of Public Health. "We are increasingly tapping into social media to improve vaccination coverage in countries like Kenya, which have a high infant-mortality rate. Add to that the fact that there is only one doctor for every 9,000 people and it's clear we have to find a different solution," Levine said. Fifty per cent of Kenya's population have mobile phones, which Levine thinks can be made to work for the greater good: "We are using an SMS-based scheme to remind parents about vaccinations and we have introduced an incentive scheme to cover the cost of getting to clinics."

It's hard to think simple

Ellen Kiss

PEOPLE would be wrong to presume that designing a traditional tried-and-tested item like a padlock for sports equipment requires no innovative improvement, declared Ellen Kiss at yesterday's workshop, Design Thinking; The Doing Experience. However, as associate brand strategy director at ESPM, the Brazil-based marketing and communications college, and a director at Abedesign (Brazilian Association of Design Companies), Kiss told the workshop's participants that designing the simplest things can be deceptively difficult.Take athletes who want to padlock their sports bag while out training. How do they carry the key while stripped down to their sports apparel? "The most effective design we came across was a padlock that was part of a bracelet." Kiss then split the workshop into groups to design a product that is ideal for eating and working at the same time. "It's important to make the idea tangible and viable," she advised. "The real challenge is to look for opportunities that others are unable to see and to identify what is beyond that."

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MONDAY 20TH JUNE AT 15:30

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This year the SAWA seminar explores the **"Best Uses of Cinema from around the World".** It will showcase some of the amazing opportunities being delivered in Cinemas today, in 3D from Brazil, Norway and Canada, how to effectively extend a 3D campaign onto social networks in Europe, how a 3D campaign achieved sensational and measurable results in Australia, another amazing sound experience and a sensational visual experience from Portugal, interactive Cinema screens, walls, floors and ceiling from the UK, the latest Cinema innovations from the US and so much more.

The SAWA Seminar at the Cannes Lions Festival of Creativity is like the movies, it is larger than life, so exciting and shows the many opportunities that are equally as exciting creating the Cinema Advertising Medium in 2011.

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CANNES LIONS
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Inspiring Creativity

Chief Lion hunters lay down ground rules

The initial sifting through a record number of entries for Cannes Lions has been done and jury presidents have begun to detect trends and potential winners

NICK LAW, CYBER PRESIDENT

OF ALL the categories being judged at Cannes, Cyber is the broadest. Members of the Cyber Lions jury need to be supple enough to recognise great work that may come out of Madison Avenue or Silicon Valley. Those were part of the jury instructions that that have been given by Nick Law. The executive vice-president and chief creative officer, North America, at R/GA also asked jurors to be focused on the fact that they are not just judging advertising but also software. "I've told the jurors in the end the main thing everyone should ask themselves is: Why should someone care about this work?" Law said there were a lot of entries and "a huge middle ground that represents great solid work that in past years would have been awarded. Now it represents just that — good, solid work. The category is getting to the point where smart clients are really getting their money's worth."

EUGENE CHEONG, RADIO JURY PRESIDENT

RADIO Lions jurors have been asked to look for ideas that pop, said the regional executive creative director, Ogilvy & Mather Asia Pacific. "We're talking about great but original ideas that are simply but beautifully executed. We're looking for great story-telling and great scriptwriting. I've asked jurors not to rely too much on technology." "I've also asked jurors to be careful not to allow any great ideas to fall by the wayside because of fatigue or the pressure of judging." Cheong believes that radio is evolving and will outlive TV, but it may be redefined as "audio". The medium is no longer the message, he insisted. "The message is the message, and the medium is just the donkey that bears the message. It's always been about the message." He cited The Best Job In The World campaign, which began with classified ads. "It was the potency of the message that turned it into a global phenomenon. Radio, like classifieds, can be the lead medium, as long as the message is relevant and awesome."

ALEXANDER SCHILL, DIRECT JURY PRESIDENT

"I AM hoping we will award some pieces that will set a new standard," said the global chief creative officer and partner, Serviceplan Group. Members of the Direct jury have been asked to look for ideas "that hit the heart of the consumer directly, either emotionally or by surprise". Schill added that he also asked jurors not to be too generous in awarding Lions. "A Lion, especially a gold one, is the highest award a work can receive, and it must say something very special." He noted that a lot of the work uses new technologies, but: "We are trying to award things that use this technology for a good reason, not just because it is there." He insisted that creativity is re-emerging as king. "We have endless opportunities to play around and a lot more platforms and communities. The most important element is still the big ideas, but the second element is deciding which platform to use to get it across."

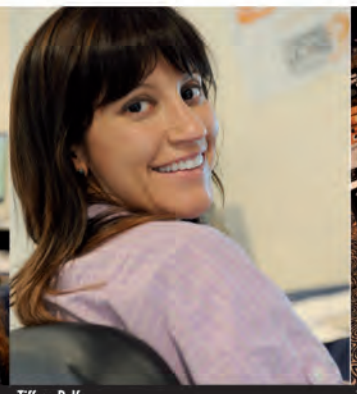
WARREN BROWN, PROMO JURY PRESIDENT

The creative founder of BMF said the biggest challenge for Promo jurors is to be careful that technology is not substituted for ideas. He said jurors are looking for strong ideas that are singularly effective. Jury members need to stay aware that making something bigger doesn't necessarily mean you have a big idea, he added. Brown instructed his jurors "to look for freshness of creative thinking and unexpected ideas".
"I've also asked them to think initially with their hearts, not with their heads, and to allow themselves to be as open as the average person on the street might be when coming into contact with an idea." Brown's awards include 19 Cannes Lions, including three Gold, and seven D&AD Silver Pencils, spread across TV, print, posters, direct, promo and integrated categories. He has also served at Cannes as a juror on the Titanium and Integrated and Film Lions juries.

Think you know what a PR agency can do?

Stefan Rasch,

Hye-Jin Won


Tiffany Rolfe

Tiago Canas Mendes

Myles Lord

MULTIPLE CHOICE

THE JURIES

With more than 28,800 entries from 90 countries — 19% up on 2010 and the highest level of submissions ever — a week of heavy decision-making awaits the 13 juries mustered from around the world and across the industry for the 58th Cannes Lions Festival. The Lions Daily News checked on their progress

Xolisa Dyeshana

Christopher Graves

Emmanuel Goedseels

Tobias Rydergren

Fernando Figueiredo

Rob Feakins

Christine Dacyshyn

Jenny Glover

Nitesh Tiwari

Laurence Klinger

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CYBER

STEFAN RASCH,
SCREENAGERS VIENNA, AUSTRIA

"I was at the Berlin School of Creative Leadership in Cannes last year and I loved it, and now I'm back here on a jury. I've been looking at the entries that either evoke strong emotions – that are fascinating, engaging, that drag you in – or are really useful. The best ones do both. The Cyber category always has technological innovation but, with the good work, you don't feel the technology: it's the work that is engaging. I am pretty happy with a lot of the entries, but there's a big distance between the amazing work and the rest."

HYE-JIN WON,
INNOCEAN WORLDWIDE SEOUL, KOREA

"This is my second time at the Festival. The first time was nine years ago, when I received a Silver Lion for a TV commercial for McDonald's. Now I am on the jury. I've seen several entries that are impressive but where the creativity is not relevant to the brand. The integrated campaigns have been great and have developed more and more over the years. But there is now so much online advertising that it is difficult to find entries with new ideas."

TIFFANY ROLFE,
CRISPIN PORTER + BOGUSKY BOULDER, US

"I've been looking for newness. Some of the stuff that maybe would have won two years ago won't now. What I want is use of technology in a surprising way or recombining what is out there in a new way. There's a lot of stuff that seems familiar, but there are some stand-outs. It seems that, in the recession, Cyber is being seen as a new way of addressing people, with less use of TV. You see a lot of tools and useful things for businesses emerging – ways of enabling brands to provide another service."

DIRECT

TIAGO CANAS MENDES,
SABBATICAL LISBON, PORTUGAL

"The thinking around Direct – which is how to get to the heart of the consumer – remains the same, despite it being one of the most technology-driven disciplines. While it's true that it's easy to reach so many people with the flick of a button, you need to keep focused on that way of thinking. And there have been several examples of outstanding work where this is clearly the case. You know you are going to see the best work here in Cannes."

MYLES LORD,
HEIMAT BERLIN, GERMANY

"At least one out of every three of the campaigns we have looked at has made me wish that I'd done it. What impressed me most is the number of ideas that are simple and very focused. I think this is due to the fact that the technology is being used better, to allow direct responses. And this is the way it has to be, because metrics are now much more accurate and much more nuanced. That means that people have to work harder, because you can't hide behind sales figures any more."

XOLISA DYESHANA,
JOE PUBLIC JOHANNES-BURG, SOUTH AFRICA

"Across pretty much every category we've been seeing some really excellent work, but especially strong are many of the entries in the 'small budget' category. When you have limited resources, the ideas have to have great clarity, and I think we sometimes forget that there is still so much room for innovation in simple stuff. There have been several campaigns that made me think, 'Why didn't I think of that?' But there are also a few campaigns where the technology is stronger than the idea. It's the quality of the idea that stays with consumers, not the technology."

PUBLIC RELATIONS

CHRISTOPHER GRAVES,
OGILVY PUBLIC RELATIONS WASHINGTON DC, US

"I'm finding the quality of entries differs from category to category. The standard is not uniform, with certain categories being better than others. Those I was impressed with met my expectations, but to say they exceeded my expectations would be an exaggeration. As PR has been a vibrant sector for the past year, I don't think the quality of the entries is connected with the recession at all."

EMMANUEL GOEDSEELS,
WHYTE CORPORATE AFFAIRS BRUSSELS, BELGIUM

"This year's entries have been difficult to assess. I've seen a lot of what I will call PR stunts as opposed to campaigns that are PR-led. The participants should have been asking whether they were working on a marketing campaign with PR activity, or whether the campaign's strategy was driven by only PR. There are a few entries that indicate an understanding of that distinction – but only a few. And some made the mistake of stating they only chose PR for the marketing strategy because they had no money."

TOBIAS RYDERGREN,
WEBER SHANDWICK STOCKHOLM, SWEDEN

"Some of the entries are amazing, but several were unable to prove whether the campaign achieved its objectives. I don't think many were able to show they had reached their goal. In PR, it's important to engage with many audiences – customers, the media and society in general. A campaign needs to show they all responded in some way. If any reference was made to recovering from the recession, it was in campaigns designed to encourage people to find work or some other way to improve their standard of living."

PROMO & ACTIVATION

FERNANDO FIGUEIREDO,
BULLET SAO PAULO, BRAZIL

"The quality of the entries we have seen so far is pretty good. The work in the main is well done and the video cases are well detailed. The good things touch the heart – you realise you are seeing something special things when people laugh and when people vibrate, and quite a few entries that have achieved that. What we are looking for is 'talkability'. When you see things during the day and talk about it over dinner, that's talkability and you know it's good."

ROB FEAKINS,
PUBLICIS NEW YORK, US

"It's gratifying to see the shortlist after you have waded through so much work and thought it wasn't that good. But when you see the shortlist, you realise you have chosen good work. There is a real trend of emotion. You're not only smitten by it but it makes other ideas seem old. You have to be careful to be looking for ideas and not letting technology rule. Having said that, I've seen some brilliant ideas that also involve technology."

CHRISTINE DACYSHYN,
OGILVY & MATHER TORONTO, CANADA

"There is some really inventive stuff that almost doesn't feel like an ad, which is the best kind. There is stuff you absolutely enjoy. This is one of my favourites categories – one of the most progressive and inventive. In this category, there are almost no rules. There are also a lot of entries that want to perk up people's spirits after the recession. We saw a lot of that last year as well, but there is now a lot of optimism and some executions that are directly targeted at the people hardest hit by the recession."

RADIO

JENNY GLOVER,
NET#WORK BBDO JOHANNESBURG, SOUTH AFRICA

"I've heard some really, really good stuff and some real rubbish – and there's probably more rubbish than good stuff, to be honest. I look for the idea first, then the execution. I read the script to get the gist of the piece, then listen to the regional recording, which gives you a feel for the concept, even if you don't understand the language. I also like stuff that's well written, being a writer myself. In the end, I want a good mix – a strong idea that's well written, well executed and is a nice, fresh use of the medium."

NITESH TIWARI,
LEO BURNETT MUMBAI, INDIA

"Radio is a difficult medium because it relies only on voice. For me, if that voice can tell me story and create a picture in my head – and if it can surprise me at the same time – then I'm happy. I've heard quite a few pieces of work that have succeeded in doing that, some of which have relied on humour, some on empathy and some on craft. I've also heard several that I wish I'd created myself, which is always a sign that you're listening to something special."

LAURENCE KLINGER,
LAPIZ CHICAGO, US

"I think we're going to end up with a shortlist we can be proud of. Radio is a great medium but it is also the only medium to use only one sense, which means you have to be especially skilful to create good work for it. But I've heard a lot of examples of the good use of radio this week and there's also a lot of good writing out there, which is encouraging. I'm looking for two things – the good use of sound and good writing. You need both to create the theatre of the mind."

Vesterbacka explains what brands can learn from Angry Birds

NOT MANY start-up companies can boast about successfully building "the next-generation entertainment franchise" in just over one year. But the makers of the addictive mobile game Angry Birds, first released in December 2009, will be at this year's Festival to explain how they did it. Representing them at the seminar Addiction: What Brands Can Learn From Angry Birds on Tuesday, June 21 will be Peter Vesterbacka, chief marketing officer at Finland-based Rovio Mobile, Angry Birds' creator.

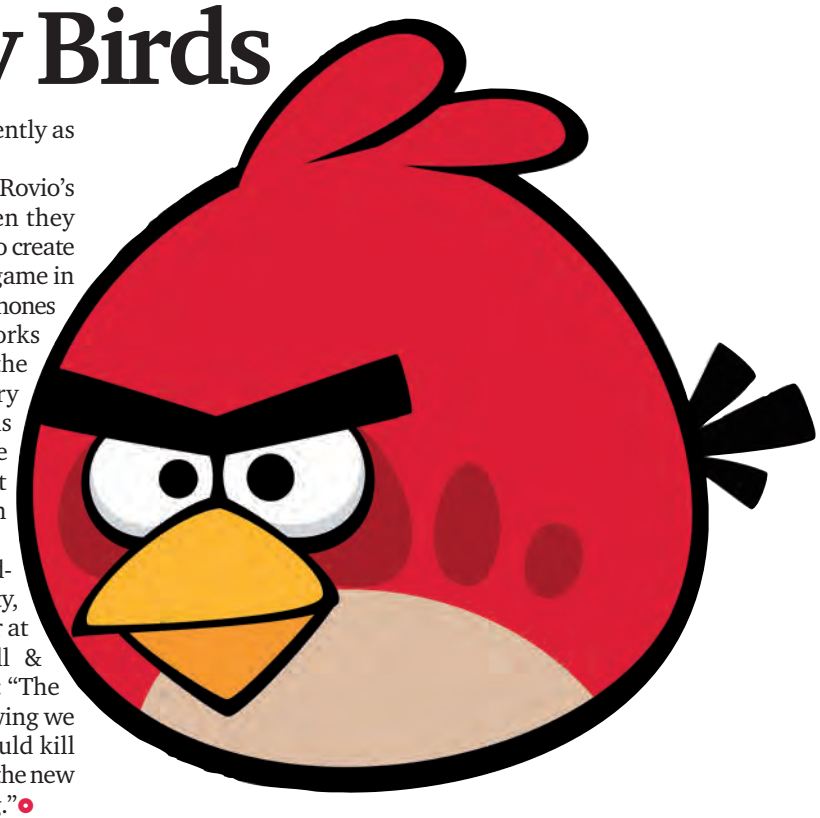
Hill & Knowlton's Amanda Groty

Vesterbacka (also known as The Mighty Eagle) will be interacting with delegates via tweets sent before and during the seminar to share Rovio's experience in turning a new concept into a global hit, which has garnered plaudits from Hollywood actresses, the British prime minister and Russia's president.

"We don't view ourselves as a games company, we're building a brand," Vesterbacka said of Angry Birds, which has been downloaded more than 250 million times to date. It had 50 million downloads as recently as December 2010.

Vesterbacka, who met Rovio's original founders when they entered a competition to create a mobile multi-player game in 2003, before the smartphones and 3G mobile networks went mass market, is the human face of the Angry Birds brand. He was named by Time magazine as one of the top 100 most influential people in 2011.

The seminar will be moderated by Amanda Groty, global strategy director at PR conglomerate Hill & Knowlton, who added: "The game has a loyal following we think most brands would kill for, and gamification is the new buzz word in marketing."



The Big Book offers images of creativity

THE BIG Book, which is standing outside the Palais des Festivals all this week, showcases the best photography from around the world on a grand scale.

Part of the new CannesAlso initiative, this project has resulted in a 100-page, four metres by 2.5 metres tome weighing 7.9 tonnes and made from aluminium, structural steel, timber and carpet.

It showcases 1,200 photographs taken by people in the global creative marketing industries, produced in their own time. In all, 1,500 photographs from 35 countries were submitted. The final collection was curated by maverick British photographer Rankin, and 11 of the photographs were specially selected by him.

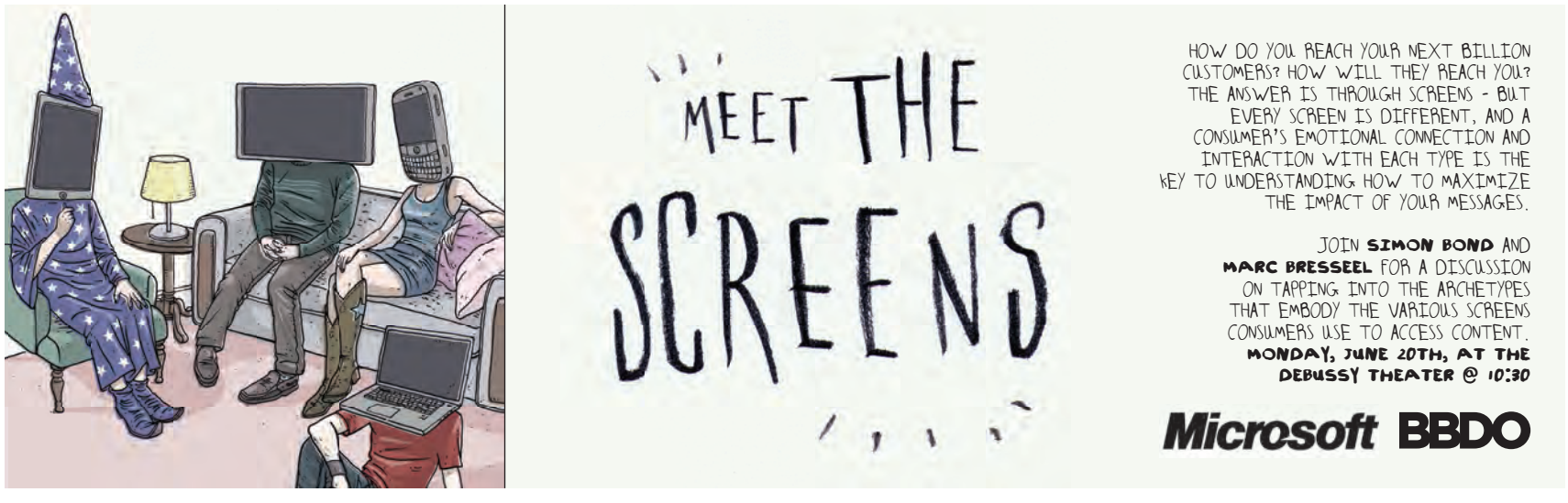
Anne-Sophie Frausing, part of the incendo team which built The Big Book

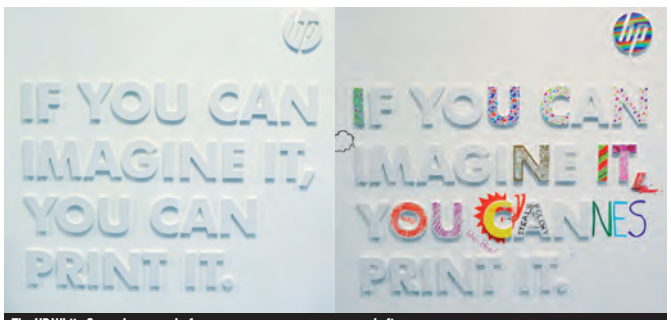
The 11 will each be embedded with a QR code, a type of barcode that can be read by special devices and camera phones, enabling viewers to download high-resolution versions of their favourite pictures.

Designed and produced by Brand Union and Lambie Nairn, brand-marketing agencies belonging to the WPP Group, The Big Book is supported by outdoors advertising giant Clear Channel and global image creator and distributor of still imagery, Getty Images.

"The Big Book stands as a towering reminder of creativity and the power of images to evoke strong emotions and spark further creative outputs," Rankin said.

Group creative director at Getty Images, Paul Foster, will be on hand by The Big Book from Tuesday to Thursday, 16.00-18.00, offering advice to aspiring photographers and interested contributors.





The HP White Space lounge... before ...and after

HP draws a blank

AS PART of this year's sponsorship of the Young Lions competition, HP has created a blank canvas.

The HP White Space lounge in the Young Lions Zone is the ultimate creative space where every single surface can be drawn on.

HP wants competitors and Festival attendees to put their mark on the HP White Space. The company will use its digital-printing technology to turn the results into digitally printed designs, transforming the blank canvas lounge into a vibrant room.

Robert Chisholm, HP's marketing communications manager, said: "The minute we opened up here people were coming in and leaving their mark. Some of these designs are great and we are really excited about what we are going to be able to do with this stuff after the end of the show. So come on down and leave your mark — but make sure it's good. And tell the world!"

He added: "We are sponsoring this event because we see the potential of the Young Lions. They are going to be the next great creatives."

HP and AlmapBBDO also host a master class, featuring Marcos Medeiros, senior art director of AlmapBBDO, on Friday at 11.00. He will discuss the strategy and execution behind the award-winning Billboard campaign.

Microsoft targets ad industry with "exciting innovations"

FRANK Holland, Microsoft Corp's newly appointed corporate vice-president of advertising and online business, is in Cannes to demonstrate two new technologies that he believes will be of great interest to the advertising industry.

Holland, who is responsible for leading advertising sales to Microsoft, as well as meeting the unique needs of the company's advertising customers and partners, said: "One month ago we introduced a new online advertising format called Filmstrip, which has been very well received by brands, especially car manufacturers. And I'm delighted to say that it is one of six new formats awarded Rising Stars Ad Unit status. These are expected to become part of the IAB Standard Ad Units after six months of market testing."

Microsoft's Frank Holland

While Filmstrip has been around for a few weeks, Microsoft's other innovation is heading straight to Cannes fresh from its debut at E3. "We have developed a way for people using the Xbox Kinect system to be able to interact with advertising using gestures, which opens up a huge range of possibilities for engaging with consumers. When you take into account that, globally, there are 55 million XBoxs, and that 2.1 billion hours are spent on the Xbox Live Network every month, it's clear that this a very exciting innovation."

As a Lions first-timer, Holland is also looking forward to meeting clients face to face: "I'm very focused on finding out what our clients want and need from us," he said. "There is still a lot of work to be done in terms of creating campaigns through connected platforms, and generally I think there's much to be discussed about where budgets are being spent. When you consider that digital campaigns still only constitute 10% of global ad-spend, with the rest being spent on traditional media, I think there's plenty of work to be done to change that situation."

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Fireflies thrive on diet of milk and mountain water

Brad Avery, managing partner of Batch Film, New Zealand, reports from the saddle of the Fireflies Tour in aid of Leuka

DAY 1

YEAR 11 of the Fireflies ride has begun: 55 riders, including 31 'virgin' flies, set off from Evian en route to Cannes, 1,000 km (600 miles) to the south. Our first col was the 1,712 metre Col de Joux Plane, a beautiful winding road up through meadows of early-summer wildflowers. I was riding with Chris Soos and introduced him to pure mountain water from a tap in a village. He said it was the best water he had ever tasted. At the top, we rehydrated and ate, then dived into a glorious descent. The Col de Colombiere was next — and the burn of the legs kicked in. This was the first climb above the tree line, and we could see the Alps in their stark beauty. We continued to force food and drink into ourselves. You can never eat enough when cycling in the mountains. From there it was a downhill run to Lake Annecy. Along the way I spotted a milk-vending machine and for one euro enjoyed some fresh milk. A few rides ago, I discovered that milk is just as good at giving the body replenishment as those awful-tasting energy drinks. Lake Annecy was beautiful and everyone went for a swim before dinner.

DAY 2

WE AWOKE to a glorious morning. I found myself at breakfast staring at my plate not wanting to touch a thing. However, the only way to get over the mountains is to eat, since that is your fuel. So we all ate and then climbed up out of Talloires. Our first crash came when a car cut the corner. Alicia Bamford hit the brakes only to be clipped by Duncan Seymour. Fortunately, they were not hurt. The group rolled on, albeit, a bit more cautiously. Alicia and Duncan were shaken when they met up with the main group, but they both pressed on and seemed none the worse for wear by the afternoon. When climbing, people tend to hook up with individuals or groups that move at their speed. Roselend is over 20km of climbing and some people get to know each other very well, while others go quiet and like to suffer on their own. By the time we made it to the hotel, showered, washed our jerseys/shorts and ate, the bed beckoned.

DAY 3

COL D L'ISERAN was a big climb straight up from the hotel. It took us a while to find our legs. I rode with Edward and towards the end Bo, who was enjoying his music until we interrupted with our banter. Following the road downhill through the villages felt like powder skiing in warm weather. In the afternoon it started to rain and later it turned cold. Fortunately, Ky and Kim were waiting alongside the road with my cold-weather gear. It is difficult to put on layers of cycling gear when you are already soaked and freezing. I tried to get as much food as I could into me from the bars in my pocket. We climbed through the mist without being able to see the mountains around us. Two hours later the end was nigh and the snow was high alongside the road. Of all of my times riding these mountains, it was the coldest. We made it to La Grave and the hotel where I was whisked into the bar and handed a brandy, thanks to Nick. Then I ordered milk and finished off someone's beer. After a bath I had no desire to walk to the restaurant, but Phil was saving a seat for me. The Firefly spirit is incredible.

Ready, set ... the Fireflies ready for their ride

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INTERVIEW

The ABC of 3D explained

JULIAN PINN, who participates in today's SAWA seminar and Wednesday's workshop, explains to Julian Newby how, as distribution services director at Dolby's content services business group, he is overseeing a 3D revolution

Dolby is best known for sound. Where does 3D come into the picture?
Dolby is no longer just an audio-technology company but one that offers premium-quality entertainment experiences in picture as well as sound. Dolby 3D is central to our digital-cinema offerings and, with my engineering background, I have extensive knowledge in this area. My team of engineers has supported many major premieres in Dolby 3D, helping ensure picture and sound are presented just as the director intended.

Does this extend beyond cinema?
Dolby is involved across all entertainment platforms — TV, gaming and mobile devices. The increase in multichannel and 3D broadcast channels worldwide is extending the service offerings under my remit to include consultation and support over the repurposing and creation of content for other multichannel and 3D media channels.

There is a view that all film should be shot in 3D, even if it is for 2D viewing, to future-proof the content. Do you agree?
No, I do not. Feature film-makers must take or leave new technologies on the merits that these technologies bring to their movie or to the industry. There are and will always be film-makers who will choose not to use 3D. Recently, I was lucky enough to watch Michel Hazanavicius' The Artist at this year's Cannes Film Festival. Not only was the movie in 2D, it was black and white, 4:3 aspect ratio, and silent aside from the orchestral score and some surprises. It was presented digitally using the latest standards of presentation as a Digital Cinema Package, while paying homage to the technology available in the late 1920s, to great artistic effect. To make this movie in 3D to future-proof it would make no sense. However, cinema advertising has a proven recall advantage over most other media channels because of the captivated audience and the premium quality normally available with big picture and big sound. With cinema, there is a lot of quality available on the artistic pallet for advertising creatives to find more and more powerful ways to communicate their messages. In addition, there is the close association with the movie itself or with the genre. Not to exploit the mass of 3D titles in circulation and lined up over the next few years is to miss the biggest cinema advertising opportunity of the decade. If your ad is likely to be played alongside a 3D title, then make the ad in 3D and make it for cinema. The added bonus is that such an ad is ready for 3D TV and the increasing number of broadcast channels dedicated to 3D.

There is 'good 3D' and 'bad 3D'. Will this always be the case?
The key for content creation is to understand the science and to get as much right as early in the production stage as possible. Fixing 3D or creating 3D in post-production is a specialised process and is easily done badly. Advancements in equipment together with a general advancement of practicing 3D will reduce the amount of 'bad 3D' over time.

How does making a commercial in 3D assist the message?
3D advertising can turn what could be a nuisance of wearing glasses into audience participation. Wear the glasses and be rewarded with the content that you see: a brand associated with the best that cinema can offer.

What do creatives in Cannes need to know about 3D?
Cinema advertising offers the potential for achieving the highest recall of all media; cinema is in the middle of a major technological transition from analogue film to digital, with the vast majority of digital cinema screens equipped with 3D digital cinema. Title after title is being released in 3D, with 3D digital cinema firmly on the map of both major blockbusters and now art-house movies. Creating advertising in 3D for cinema and digital surround sound will maximise the impact of the campaign message and open up opportunities for clever creativity.

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PROMO AND ACTIVATION

SHORTLIST

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
BEST USE OF EXPERIENTIAL MARKETING IN A PROMOTIONAL CAMPAIGN					
A01/061	DONATED SONGS	SALVATION ARMY	CHARITY	WIRZ/BBDO ZÜRICH	SWITZERLAND
A01/070	SKY FOOTBALL OPERA	SKY DEUTSCHLAND FERNSEHEN	FOOTBALL LEAGUE COVERAGE	SERVICEPLAN MUNICH	GERMANY
A01/080	THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU TOKYO	JAPAN
A01/081	DOCTOR PROKTOR	ASCHEHOUG	PUBLISHER	TRY ADVERTISING AGENCY OSLO	NORWAY
A01/106	TRAMP A BENZ	DAIMLER	AUTOMOBILE	JUNG VON MATT HAMBURG	GERMANY
A01/126	DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL SÃO PAULO	BRAZIL
A01/134	SAVE THE BEACH HOTEL	GMODELO EUROPA	CORONA BEER	JWT SPAIN MADRID	SPAIN
A01/142	THE NIGHT CHAUFFEUR	ANHEUSER-BUSCH INBEV	STELLA ARTOIS BLACK	MOTHER LONDON	UNITED KINGDOM
A01/150	FASHION AWARD	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A01/155	CHOPSTICKS, NOT CHOP-TREES	CHINA ENVIRONMENTAL PROTECTION FOUNDATION	ENVIRONMENTAL ACTION	DDB CHINA GROUP SHANGHAI	CHINA
A01/156	GREENBACKS FOR GREENBACK	H&R BLOCK	TAX SERVICES	FALLON MINNEAPOLIS	USA
A01/157	NIGHTLIFE EXCHANGE PROJECT	DIAGEO	SMIRNOFF	JWT NEW YORK	USA
A01/159	UNEXPECTED LUGGAGE	SPANAIR	AIRLINE	SHACKLETON MADRID	SPAIN
A01/160	SHAVE SUTRA	PROCTER & GAMBLE	RAZOR	BBDO INDIA MUMBAI	INDIA
A01/165	WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
A01/168	ANDES FRIEND RECOVERY	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
A01/171	THE BREATHE HAPPY SOCIAL EXPERIMENT	FEBREZE	AIR FRESHENER	GREY NEW YORK	USA
BEST USE OF GUERILLA MARKETING IN A PROMOTIONAL CAMPAIGN					
A02/008	SAW 3D CINEMA-PROMOTION	UFA-PALAST	SAW 3D	SAATCHI & SAATCHI DÜSSELDORF	GERMANY
A02/022	BAVARIA DUTCHDRESS	BAVARIA	BEER	SELMORE CREATIVE AGENCY AMSTERDAM	THE NETHERLANDS
A02/047	MINT PARKING TICKET	WRIGLEY	CHEWING GUM	BBDO GERMANY DÜSSELDORF	GERMANY
A02/063	FAST FOOD	GLAXOSMITHKLINE	HEARTBURN TABLET	GREY MEXICO	MEXICO
A02/108	CANAL BIKE	GO FAST!	ENERGY DRINK	Y&R NOT JUST FILM AMSTERDAM	THE NETHERLANDS
A02/111	CAP RECALL	JAMES READY	BEER	LEO BURNETT TORONTO	CANADA
A02/119	FOX IN CRAFTER	VOLKSWAGEN	VOLKSWAGEN CRAFTER AND VOLKSWAGEN FOX	DDB TRIBAL GROUP BERLIN	GERMANY
A02/156	SPREAD THE TED	TEDX BUENOS AIRES	TEDX	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
A02/161	VOICES FOR FREEDOM	LEO BURNETT IBERIA / AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LEO BURNETT IBERIA LISBON	PORTUGAL
A02/165	LIFT&LAUGH	COCA-COLA	FANTA	OGILVY BRASIL SÃO PAULO	BRAZIL
A02/199	THE MISSING CHILD	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN AWARENESS	KEMPERTRAUTMANN HAMBURG	GERMANY
BEST USE OF AMBIENT IN A PROMOTIONAL CAMPAIGN					
A03/013	TRANSPARENT WALLS	DAIMLER	CAR SAFTEY SYSTEM	JUNG VON MATT HAMBURG	GERMANY
A03/014	LEAKING POWER OUTLETS	RWE	ENERGY SAVING	JUNG VON MATT HAMBURG	GERMANY
A03/024	THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU TOKYO	JAPAN
A03/027	VENDING MACHINE	MINI CANADA	CAR	TAXI 2 TORONTO	CANADA
A03/037	ASK FOR IT IN ENGLISH	WALL STREET INSTITUTE	LANGUAGE SCHOOL	JWT SPAIN MADRID	SPAIN
A03/058	LOTUS T5	IBM	LOTUSLIVE	OGILVYONE LONDON	UNITED KINGDOM
A03/064	THE FUN THEORY AWARD – THE SPEED CAMERA LOTTERY	VOLKSWAGEN	BLUEMOTION TECHNOLOGIES	DDB STOCKHOLM	SWEDEN
A03/065	MUSICAL FITTING ROOMS	STARHUB PTE	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE
A03/070	THE FIRE WORKS DISCOUNT COUPON	BIGC	STORE	LOWE BANGKOK	THAILAND
A03/098	KALEIDOSCOPIC FASHION SPECTACULAR	TARGET	TARGET	MOTHER NEW YORK	USA
BEST USE OF SHOPPER MARKETING IN A PROMOTIONAL CAMPAIGN					
A04/015	TARGET HEAVY FOOD	MEDICOM PHARMA	DIGESTION AID	BBDO GERMANY DÜSSELDORF	GERMANY
A04/022	BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
A04/030	VACUUM SHOPPING BAG FOR TOURISTS	LEO BURNETT IBERIA / FREEPORT	VACUUM SHOPPING BAG	LEO BURNETT IBERIA LISBON	PORTUGAL
BEST NEW PRODUCT LAUNCH/RE-LAUNCH OR MULTI-PRODUCT PROMOTION AT RETAIL					
A05/023	AMERICAN ROM	KANDIA DULCE	CHOCOLATE BAR	BV MCCANN ERICKSON BUCHAREST	ROMANIA
A05/031	SINGLE SINGLE RELEASE	COMVIQ	TELECOMMUNICATIONS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A05/035	RIGHT AMOUNT OF WRONG	THE COSMOPOLITAN OF LAS VEGAS	THE COSMOPOLITAN OF LAS VEGAS	FALLON MINNEAPOLIS	USA
A05/045	WATER MARK	DIAGEO AUSTRALIA	RUM	LEO BURNETT SYDNEY	AUSTRALIA
BEST TEMPORARY IN-STORE DISPLAYS IN A PROMOTIONAL CAMPAIGN					
A06/011	LISTEN TO YOUR CONSCIENCE	ALL GOOD BANANAS	BANANAS	OGILVY NEW ZEALAND AUCKLAND	NEW ZEALAND
A06/015	NIKE AIR LIVE SHOW	NIKE	SPORTSWEAR	+CASTRO BUENOS AIRES	ARGENTINA
A06/025	THE CANVAS EXPERIMENT	CONVERSE EMEA	SHOES	PERFECT FOOLS STOCKHOLM	SWEDEN
A06/031	MUSICAL FITTING ROOMS	STARHUB PTE	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE
A06/033	WONDERBRA STRAPLESS	WONDERBRA	WONDERBRA STRAPLESS	PUBLICIS BRUSSELS	BELGIUM
A06/034	THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
A06/041	THE BICYCLE CAP MADE WITH LOVE, BY A BIKE.	PESETA	ACCESSORIES	LEO BURNETT IBERIA MADRID	SPAIN
A06/042	FASHION LAUNDRY	PROCTER & GAMBLE	ARIEL DETERGENT	ACE SAATCHI & SAATCHI MAKATI CITY	THE PHILIPPINES
A06/044	ZAFIRA ECHOES	GENERAL MOTORS BRASIL	CHEVROLET ZAFIRA	SALLES CHEMISTRI SAO PAULO	BRAZIL
A06/052	METTLE DETECTOR	THE ECONOMIST	MAGAZINE	OGILVY SINGAPORE	SINGAPORE

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
BEST USE OF BROADCAST IN A PROMOTIONAL CAMPAIGN					
A07/003	THE PIRATE RADIO EXPERIMENT	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	HUMAN RIGHTS AWARENESS	JUNG VON MATT HAMBURG	GERMANY
A07/027	THE BEST EXCUSE EVER	ANHEUSER-BUSCH INBEV	NORTE BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
A07/034	SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS MUMBAI	INDIA
BEST USE OF PRINT OR STANDARD OUTDOOR IN A PROMOTIONAL CAMPAIGN					
A08/009	TEST DRIVE	VOLKSWAGEN	VW PASSAT	TRY ADVERTISING AGENCY OSLO	NORWAY
A08/016	BOTH SIDES	XEROX	ENVIRONMENTAL AWARENESS	Y&R MEXICO	MEXICO
A08/026	THE VOICE	REPORTERS WITHOUT BORDERS	NON GOVERNMENTAL ORGANISATION	PUBLICIS BRUSSELS	BELGIUM
A08/042	TROPICANA BILLBOARD POWERED BY ORANGES	PEPSICO	TROPICANA	DDB PARIS	FRANCE
BEST USE OF GAMES					
A09/008	M&M'S FIND RED	MARS	M&M'S	PROXIMITY CANADA	CANADA
A09/016	OPTATHLON	UNITED AIRLINES	UNITED AIRLINES	MATMI NEW MEDIA DESIGN MACCLESFIELD	UNITED KINGDOM
BEST SPONSORSHIP OR PARTNERSHIP CAMPAIGNS					
A10/019	GREATEST CUP NEVER RUN	LION NATHAN	BOAG'S DRAUGHT	MOMENTUM WORLDWIDE PYRMONT	AUSTRALIA
A10/023	WATSON	IBM	COMPUTER	OGILVY & MATHER NEW YORK	USA
A10/024	THE 3RD DRIVER	VODAFONE HUTCHISON AUSTRALIA	TELECOMMUNICATIONS	HOST SYDNEY	AUSTRALIA
A10/040	COPS ON OATS	PEPSICO	FOOD	BBDO INDIA GURGAON	INDIA
BEST ONLINE ADVERTISING IN A PROMOTIONAL CAMPAIGN					
A11/022	UNIQLO LUCKY COUNTER	UNIQLO	CLOTHING	DENTSU TOKYO	JAPAN
A11/034	SPACE HEROES	MARS	QUAKER OATS	BBDO DENMARK COPENHAGEN	DENMARK
A11/058	SPEEDSALE	PAPERCUT SHOP	BOOKS AND FILMS	DDB STOCKHOLM	SWEDEN
A11/059	FLIP YOUR PROFILE	CISCO CONSUMER PRODUCTS	FLIP VIDEO	DDB SINGAPORE	SINGAPORE
A11/062	DUTY CALLS	ELECTRONIC ARTS	VIDEO GAME	WIEDEN+KENNEDY PORTLAND	USA
A11/080	A NEW WARRIOR	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
A11/081	PARENTAL CONTROL	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL SÃO PAULO	BRAZIL
A11/100	WEWANTFURNITURE.COM	WWF	DEFORESTATION AWARENESS	MARCEL PARIS	FRANCE
A11/101	DOGGELGANGER	MARS	CHARITY	COLENSO BBDO AUCKLAND	NEW ZEALAND
BEST USE OF OTHER DIGITAL MEDIA IN A PROMOTIONAL CAMPAIGN					
A12/008	SAVE AS WWF	WWF	ENVIRONMENTAL AWARENESS	JUNG VON MATT HAMBURG	GERMANY
A12/024	MACY'S BACKSTAGE PASS	MACY'S	DEPARTMENT STORE	JWT NEW YORK	USA
A12/026	M&M'S FIND RED	MARS	M&M'S	PROXIMITY CANADA	CANADA
A12/031	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG VON MATT STOCKHOLM	SWEDEN
A12/032	GRID	NIKE	SPORTS BRAND	AKQA LONDON	UNITED KINGDOM
A12/035	IN BED	SEALY	MATTRESS MOBILE APP	LEO BURNETT CHICAGO	USA
A12/040	OLD NAVY RECORDS	OLD NAVY	CLOTHING	CRISPIN PORTER + BOGUSKY BOULDER	USA
A12/042	REPAY FOR GOOD	UNICEF	DONATIONS	SERVICEPLAN MUNICH	GERMANY
A12/063	FIAT STREET EVO	FIAT	FIAT PUNTO EVO	LEO BURNETT IBERIA MADRID	SPAIN
A12/076	SLOW DOWN	PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM
A12/081	SECRETS BEHIND PAINTINGS	PZU / NATIONAL MUSEUM IN KRAKOW	MUSEUM	LEO BURNETT WARSAW	POLAND
BEST USE OF SOCIAL MEDIA MARKETING IN A PROMOTIONAL CAMPAIGN					
A13/008	OUR SPEECH	THE JOHN F. KENNEDY PRESIDENTIAL LIBRARY	50TH ANNIVERSARY OF JFK'S INAUGURATION	THE MARTIN AGENCY RICHMOND	USA
A13/064	FOX COMMENTS	VOLKSWAGEN	VOLKSWAGEN FOX	ALMAPBBDO SÃO PAULO	BRAZIL
A13/067	FEED A FRIEND	PIZZA HUT	PIZZA HUT	M&C SAATCHI/MARK SYDNEY	AUSTRALIA
A13/078	4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR BOULDER	USA
A13/087	FLIP YOUR PROFILE	CISCO CONSUMER PRODUCTS	FLIP VIDEO	DDB SINGAPORE	SINGAPORE
A13/088	SHOUT FROM THE MOUNTAIN INTEGRATED CAMPAIGN	AT&T	AT&T	BBDO NEW YORK	USA
A13/106	ALEPHTWEETS	PAULO COELHO	WEBSITE	LODUCCA SAO PAULO	BRAZIL
A13/107	STREET ART VIEW	RED BULL	RED BULL	LODUCCA SAO PAULO	BRAZIL
A13/110	DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI	CHINA
A13/115	A HUNTER SHOOTS A BEAR	BIC / TIPP-EX	POCKET MOUSE	BUZZMAN PARIS	FRANCE
A13/122	CATS ON FACEBOOK	CAT SOCIETY	ADOPTION SERVICE	LEO BURNETT HONG KONG	HONG KONG
A13/129	PAY WITH A TWEET	INNOVATIVE THUNDER	CURRENCY SYSTEM	R/GA NEW YORK	USA
A13/142	DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY NEW YORK	USA
A13/143	PLAN-T	PARLE AGRO	SNACK FOOD	CREATIVELAND ASIA MUMBAI	INDIA
FOOD AND NON-ALCOHOLIC DRINKS					
B01/037	AMERICAN ROM	KANDIA DULCE	CHOCOLATE BAR	BV MCCANN ERICKSON BUCHAREST	ROMANIA
B01/053	JUNK FOOD PACKAGING	BOLTHOUSE FARMS	BABY CARROTS	CRISPIN PORTER + BOGUSKY BOULDER	USA
B01/060	BOTTLE SCHOOL	PEPSICO	PEPSI	BBDO GUERRERO MAKATI CITY	THE PHILIPPINES
B01/061	PLAN-T	PARLE AGRO	SNACK FOOD	CREATIVELAND ASIA MUMBAI	INDIA
ALCOHOLIC DRINKS					
B02/023	HEINEKEN STARPLAYER	HEINEKEN	BEER	AKQA LONDON	UNITED KINGDOM
B02/030	ANDES FRIEND RECOVERY	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
FAST MOVING CONSUMER GOODS (NOT INCLUDING FOOD)					
B03/015	DIRTY DISHES	PZ CUSSONS	MORNING FRESH	DDB GROUP MELBOURNE	AUSTRALIA
B03/024	BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING GUANGZHOU	CHINA
B03/032	DOGGELGANGER	MARS	PEDIGREE	COLENSO BBDO AUCKLAND	NEW ZEALAND
B03/039	WTF! INSANE HUMAN CURLING	BIC	BIC FLEX 3	BUZZMAN PARIS	FRANCE
B03/040	A HUNTER SHOOTS A BEAR	BIC / TIPP-EX	POCKET MOUSE	BUZZMAN PARIS	FRANCE
DURABLE GOODS					
B04/002	DATED PILLOWS	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS SYDNEY	AUSTRALIA
B04/034	HOMEMADE IS BEST	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
B04/038	TRACKTAPE	MATTEL MÉXICO	HOT WHEELS	OGILVY MEXICO	MEXICO
B04/041	BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
B04/044	DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI	CHINA

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
RETAIL (INCL. RESTAURANTS)					
B05/005	DOMINO'S APP	DOMINO'S PIZZA	RESTAURANT	HAKUHODO TOKYO	JAPAN
B05/029	THE FIRE WORKS DISCOUNT COUPON	BIGC	STORE	LOWE BANGKOK	THAILAND
B05/033	THE MAN WHO GAVE EVERYTHING AWAY	HOMECENTER	HOME GOODS RETAILER	Y&R COLOMBIA BOGOTÁ	COLOMBIA
B05/035	SURPRISE CATWALK	THE SALVATION ARMY SECONDHAND SHOP	CHARITY STORE SECONDHAND CLOTHING	KITCHEN LEO BURNETT OSLO	NORWAY
B05/044	DOMINO'S PERFECT PEPPERONI PIZZA DEAL...	DOMINO'S	PIZZA	INDIE AMSTERDAM	THE NETHERLANDS
CARS & AUTOMOTIVE SERVICES					
B06/024	VENDING MACHINE	MINI CANADA	MINI R5X	TAXI 2 TORONTO	CANADA
B06/025	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG VON MATT STOCKHOLM	SWEDEN
B06/038	XV RESCUE	SUBARU AUSTRALIA	SUBARU IMPREZA XV	LEO BURNETT SYDNEY	AUSTRALIA
B06/039	THE FUN THEORY AWARD – THE SPEED CAMERA LOTTERY	VOLKSWAGEN	VOLKSWAGEN BLUEMOTION TECHNOLOGIES	DDB STOCKHOLM	SWEDEN
B06/046	FIAT STREET EVO	FIAT	PUNTO EVO	LEO BURNETT IBERIA MADRID	SPAIN
B06/053	STONE / TWIG / WATER	CHRYSLER	JEEP GRAND CHEROKEE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
ENTERTAINMENT & LEISURE					
B07/025	STORIES FROM THE STREET	MELBOURNE WRITERS FESTIVAL	ARTS	JWT MELBOURNE	AUSTRALIA
B07/040	MAKE A BETTER ONE YOURSELF, THEN!	KIASMA MUSEUM OF CONTEMPORARY ART	KIASMA MUSEUM OF CONTEMPORARY ART	HASAN & PARTNERS HELSINKI	FINLAND
B07/055	ENCOM AT WONDERCON	DISNEY	ENTERTAINMENT	42 ENTERTAINMENT PASADENA	USA
PUBLICATIONS & MEDIA					
B08/007	CARDEÑOSA	MOVISTAR	SPORTS WEBSITE	DDB SPAIN MADRID	SPAIN
B08/041	METTLE DETECTOR	THE ECONOMIST	MAGAZINE	OGILVY SINGAPORE	SINGAPORE
FINANCIAL PRODUCTS & SERVCIES					
B09/007	SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS BOSTON	USA
B09/027	H&R BLOCK: NEVER SETTLE FOR LESS	H&R BLOCK	FINANCIAL SERVICES	FALLON MINNEAPOLIS	USA
B09/028	CALL FROM THE FUTURE	AVIVA LIFE INSURANCE COMPANY INDIA	AVIVA CHILD PLANS	BBDO INDIA GURGAON	INDIA
B09/032	IMPULSE SAVER	WESTPAC	FINANCIAL SERVICES	COLENSO BBDO AUCKLAND	NEW ZEALAND
CORPORATE IMAGE & INFORMATION					
B11/007	4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR BOULDER	USA
B11/027	DAVID ON DEMAND	LEO BURNETT WORLDWIDE	MARKETING SEMINAR	LEO BURNETT CHICAGO	USA
B11/039	GIVE WHALES A VOICE	OPTUS	TELECOMMUNICATIONS	M&C SAATCHI/MARK SYDNEY	AUSTRALIA
B11/049	THE BEST EXCUSE EVER	ANHEUSER-BUSCH INBEV	NORTE BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
B11/052	STREET ART VIEW	RED BULL	RED BULL	LODUCCA SAO PAULO	BRAZIL
B11/055	SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS MUMBAI	INDIA
COMMERCIAL PUBLIC SERVICES INCL. HEALTHCARE & MEDICAL					
B12/023	HIGH SPEEDS	TELMEX COLOMBIA	BROADBAND INTERNET	JWT COLOMBIA BOGOTÁ	COLOMBIA
CHARITIES					
B13/001	PLAY AIR	SONG ROOM	CHARITY FUND RAISING	BADJAR OGILVY MELBOURNE	AUSTRALIA
B13/003	ORGAN DONATION DAY	FINNISH KIDNEY AND LIVER ORGANISATION	ORGAN DONATION	358 HELSINKI	FINLAND
B13/010	DONATED SONGS	SALVATION ARMY	SALVATION ARMY	WIRZ/BBDO ZÜRICH	SWITZERLAND
B13/021	WAKING UP THE NEIGHBOURHOOD	POWA	FEMALE ABUSE PREVENTION	OGILVY JOHANNESBURG	SOUTH AFRICA
B13/043	A NEW WARRIOR	GREENPEACE	CHARITY	DDB PARIS	FRANCE
B13/047	YANG AI (DESPAIR WHIRLPOOL)	GUANGZHOU YANGAI SPECIAL CHILDREN PARENT CLUB	CHARITY	LEO BURNETT SHANGHAI	CHINA
PUBLIC HEALTH & SAFETY, PUBIC AWARENESS MESSAGES					
B14/031	UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH NEW YORK	USA
B14/033	THE MISSING CHILD	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN INITIATIVE	KEMPERTRAUTMANN HAMBURG	GERMANY
B14/036	WHAT A PERSON CAN MISS A MACHINE WILL FIND	THE POLISH FEDERATION OF CANCER SURVIVORS	CHARITY	EURO RSCG WARSAW	POLAND
B14/042	THE ZONING PLAN	GREENPEACE SWITZERLAND	NUCLEAR ENERGY AWARENESS	WALKER ZÜRICH	SWITZERLAND
B14/080	SPREAD THE TED	TEDX BUENOS AIRES	TEDX	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
B14/091	TAKE A STAND	ABOLITION.FR	DEATH PENALTY AWARENESS	MARCEL PARIS	FRANCE
B14/093	WEWANTFURNITURE.COM	WWF	DEFORESTATION AWARENESS	MARCEL PARIS	FRANCE
B14/098	BURMA	HUMAN RIGHTS WATCH	PETITION	JWT NEW YORK	USA
BEST INTEGRATED CAMPAIGN LED BY PROMOTION AND ACTIVATION					
C01/002	DATED PILLOW	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS SYDNEY	AUSTRALIA
C01/014	LAMBASSADOR	MEAT AND LIVESTOCK AUSTRALIA	LAMB	BMF SYDNEY	AUSTRALIA
C01/033	CARDEÑOSA	MOVISTAR	SPORTS WEBSITE	DDB SPAIN MADRID	SPAIN
C01/041	WALL OF FAME	EDDING INTERNATIONAL	STATIONERY	KEMPERTRAUTMANN HAMBURG	GERMANY
C01/049	DIRTY DISHES	PZ CUSSONS	DISHWASHING LIQUID	DDB GROUP MELBOURNE	AUSTRALIA
C01/071	WATSON	IBM	IBM	OGILVY & MATHER NEW YORK	USA
C01/098	DULUX WALLS	AKZO NOBEL	DULUX	EURO RSCG LONDON	UNITED KINGDOM
C01/113	WORLD OF EOS	CANON AUSTRALIA	CAMERA	LEO BURNETT SYDNEY	AUSTRALIA
C01/120	NEVER SETTLE FOR LESS	H&R BLOCK	H&R BLOCK	FALLON MINNEAPOLIS	USA
C01/135	THE BEST EXCUSE EVER	ANHEUSER-BUSCH INBEV	NORTE BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
C01/136	BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
C01/143	SHARE THE JOY CAMPAIGN	CADBURY	DAIRY MILK	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
C01/152	DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5 NEW YORK	USA
C01/163	FURTHER THAN YOU IMAGINED	VOYAGES-SNCF.COM	TRANSPORT	DDB PARIS	FRANCE
C01/164	BUD ICE COLD INDEX	BUDWEISER	BUD ICE	DDB UK LONDON	UNITED KINGDOM
C01/177	ONE WEEKEND OFF	SCARLET TELECOM	SCARLET TELECOM	MORTIERBRIGADE BRUSSELS	BELGIUM

OUTDOOR

SHORTLIST

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
SAVOURY FOODS					
A01/011	CUT INTO FINEST SLICES	GIUSEPPE CITTERIO	PARMA HAM	ADVICO Y&R ZÜRICH	SWITZERLAND
SWEET FOODS & SNACKS					
A02/019	PEACH	LC LÜSCHER CAKE	JELLY BELLY LOLLIBEANS	SERVICEPLAN MUNICH	GERMANY
A02/020	CHERRY	LC LÜSCHER CAKE	JELLY BELLY LOLLIBEANS	SERVICEPLAN MUNICH	GERMANY
A02/038	ACTION MAN	PERFETTI VAN MELLE	MINI CHUPA CHUPS	DDB PARIS	FRANCE
A02/039	SINDY	PERFETTI VAN MELLE	MINI CHUPA CHUPS	DDB PARIS	FRANCE
A02/043	SNICKERS	MARS CHOCOLATE FRANCE	SNICKERS ICE CREAM	CLM BBDO BOULOGNE-BILLANCOURT	FRANCE
A02/044	MARS	MARS CHOCOLATE FRANCE	MARS ICE CREAM	CLM BBDO BOULOGNE-BILLANCOURT	FRANCE
A02/045	BODY BUILDER	MARS CHOCOLATE FRANCE	SNICKERS	CLM BBDO BOULOGNE-BILLANCOURT	FRANCE
A02/046	NERD	MARS CHOCOLATE FRANCE	SNICKERS	CLM BBDO BOULOGNE-BILLANCOURT	FRANCE
A02/047	BLIND MAN	MARS CHOCOLATE FRANCE	SNICKERS	CLM BBDO BOULOGNE-BILLANCOURT	FRANCE
ALCOHOLIC DRINKS					
A03/012	MOLASSES	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
NON-ALCOHOLIC DRINKS					
A04/026	CASTAWAY	AGRO FOOD	CAFÉ TAINÇ	GIOVANNI+DRAFTFCB SAO PAULO	BRAZIL
A04/027	PRISIONER	AGRO FOOD	CAFÉ TAINÇ	GIOVANNI+DRAFTFCB SAO PAULO	BRAZIL
HOUSEHOLD: CLEANING PRODUCTS					
A05/025	LORD'S DOG	PROCTER & GAMBLE	FEBREZE PET ODOUR ELIMINATOR	GREY PARIS	FRANCE
A05/026	GRANDMA'S DOG	PROCTER & GAMBLE	FEBREZE PET ODOUR ELIMINATOR	GREY PARIS	FRANCE
A05/027	CELEBRITY'S DOG	PROCTER & GAMBLE	FEBREZE PET ODOUR ELIMINATOR	GREY PARIS	FRANCE
HOUSEHOLD: OTHER					
A06/001	WITH 10 YEARS OF LIFE	TOSHIBA CORPORATION	LED BULBS	DENTSU TOKYO	JAPAN
A06/003	MARIO GALAXY 2	ENERGIZER	LITHIUM BATTERIES	DDB MEXICO	MEXICO
A06/007	CORNFLAKES	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
A06/008	RAISINS	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
A06/009	CRACKERS	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
HOME APPLIANCES & FURNISHINGS					
A07/032	VIKINGS	STIHL	CHAINSAW MS 880	SCHOLZ & FRIENDS BERLIN	GERMANY
A07/033	SAMURAI	STIHL	CHAINSAW MS 261	SCHOLZ & FRIENDS BERLIN	GERMANY
A07/037	BIRDS	STIHL/VIKING	BLOWER	PUBLICIS CONSEIL PARIS	FRANCE
A07/050	APOLLO 13 SUCCESS	DANK	SECOND HAND FURNITURE	DDB&CO. ISTANBUL	TURKEY
A07/051	BERLIN WALL	DANK	SECOND HAND FURNITURE	DDB&CO. ISTANBUL	TURKEY
A07/052	OBAMA ADDRESS	DANK	SECOND HAND FURNITURE	DDB&CO. ISTANBUL	TURKEY
HOME ELECTRONICS & AUDIO-VISUAL					
A08/018	MOZART	THINKING GROUP	WESTONE EARPHONES	DDB GROUP HONG KONG	HONG KONG
A08/019	BEETHOVEN	THINKING GROUP	WESTONE EARPHONES	DDB GROUP HONG KONG	HONG KONG
A08/020	TCHAIKOVSKY	THINKING GROUP	WESTONE EARPHONES	DDB GROUP HONG KONG	HONG KONG
COSMETICS & BEAUTY					
A09/014	KITCHEN	LABORATORIOS MAVER	BRONZING LOTION	DDB CHILE SANTIAGO	CHILE
A09/015	GARAGE	LABORATORIOS MAVER	BRONZING LOTION	DDB CHILE SANTIAGO	CHILE
A09/019	WORLD CUP ENGLAND	LYNX	LYNX DEODORANT	BBH LONDON	UNITED KINGDOM
A09/020	WORLD CUP ARGENTINA	AXE	AXE DEODORANT	BBH LONDON	UNITED KINGDOM
TOILETRIES					
A10/011	KEBAB	JOHNSON & JOHNSON	LISTERINE	JWT LONDON LONDON	UNITED KINGDOM
A10/012	PIZZA	JOHNSON & JOHNSON	LISTERINE	JWT LONDON LONDON	UNITED KINGDOM
A10/013	BURGER	JOHNSON & JOHNSON	LISTERINE	JWT LONDON LONDON	UNITED KINGDOM
A10/014	SUNDAE	JOHNSON & JOHNSON	LISTERINE	JWT LONDON LONDON	UNITED KINGDOM

Clear Channel

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
PHARMACY					
A11/017	HEADLEG	LABORATORIOS PALM	ACETAMINODOL PAIN RELIEF	PUBLICUATRO OGILVY PANAMA CITY	PANAMA
A11/018	HEADARM	LABORATORIOS PALM	ACETAMINODOL PAIN RELIEF	PUBLICUATRO OGILVY PANAMA CITY	PANAMA
A11/023	CLUB CRUSHER	SSL HEALTHCARE ITALY	DUREX LUBRICANT	MCCANN ERICKSON ITALIA MILAN	ITALY
A11/055	NOISY NEIGHBOURS	GLAXOSMITHKLINE	PANADOL EXTRA	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A11/056	TRAFFIC BLUES	GLAXOSMITHKLINE	PANADOL EXTRA	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
CLOTHING, FOOTWEAR & ACCESSORIES					
A12/027	H2	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
A12/030	H5	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
A12/033	H8	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
A12/038	HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA
A12/055	CAMP	ODIS	TRAVEL LOCKS	OGILVY & MATHER CHILE SANTIAGO	CHILE
A12/056	UNIVERSITY	ODIS	TRAVEL LOCKS	OGILVY & MATHER CHILE SANTIAGO	CHILE
A12/057	AIRPORT	ODIS	TRAVEL LOCKS	OGILVY & MATHER CHILE SANTIAGO	CHILE
MISCELLANEOUS					
A13/003	CHECK IN AND SNACK OUT	GRANATAPET	PET FOOD	AGENTA WERBEAGENTUR BERLIN/DIE ZEITSPRINGER MUNSTER	GERMANY
A13/006	FIRE TRUCK	FABER-CASTELL	COLOURED PENCILS	SERVICEPLAN MUNICH	GERMANY
A13/017	DOG	CV GOLD ELITE INDUSTRIES	BUBBLES PET COLOGNE	GREY GROUP SINGAPORE	SINGAPORE
A13/019	CAT	CV GOLD ELITE INDUSTRIES	BUBBLES PET COLOGNE	GREY GROUP SINGAPORE	SINGAPORE
CARS & AUTOMOTIVE SERVICES					
A14/004	USA	DAIMLER	MERCEDES-BENZ	JUNG VON MATT STUTTGART	GERMANY
A14/005	UK	DAIMLER	MERCEDES-BENZ	JUNG VON MATT STUTTGART	GERMANY
A14/006	SOUTH AFRICA	DAIMLER	MERCEDES-BENZ	JUNG VON MATT STUTTGART	GERMANY
A14/016	GRETA	MERCEDES-BENZ	BRAKE ASSIST PLUS	JUNG VON MATT/LIMMAT ZÜRICH	SWITZERLAND
A14/017	WOLFGANG	MERCEDES-BENZ	BRAKE ASSIST PLUS	JUNG VON MATT/LIMMAT ZÜRICH	SWITZERLAND
A14/018	WIEBKE	MERCEDES-BENZ	BRAKE ASSIST PLUS	JUNG VON MATT/LIMMAT ZÜRICH	SWITZERLAND
A14/024	TRAFFIC SIGN SPEED	DAIMLER	MERCEDES-BENZ TRANSPORTER	SCHOLZ & FRIENDS BERLIN	GERMANY
A14/025	TRAFFIC LIGHT	DAIMLER	MERCEDES-BENZ TRANSPORTER	SCHOLZ & FRIENDS BERLIN	GERMANY
A14/056	FAMILY	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER HAMBURG	GERMANY
A14/057	GARDENING	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER HAMBURG	GERMANY
A14/058	SPORTS	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER HAMBURG	GERMANY
A14/075	OLD LADY	FORD MOTOR COMPANY	LOBO	JWT MEXICO MEXICO CITY	MEXICO
A14/076	BOY	FORD MOTOR COMPANY	EXPLORER	JWT MEXICO MEXICO CITY	MEXICO
A14/077	DOG	FORD MOTOR COMPANY	EDGE	JWT MEXICO MEXICO CITY	MEXICO
A14/088	RUGBIERS	FORD	FORD TRUCKS	JWT ARGENTINA BUENOS AIRES	ARGENTINA
A14/089	MEXICAN WRESTLERS	FORD	FORD TRUCKS	JWT ARGENTINA BUENOS AIRES	ARGENTINA
A14/090	WOODCUTTERS	FORD	FORD TRUCKS	JWT ARGENTINA BUENOS AIRES	ARGENTINA
A14/135	TEDDIES	VOLKSWAGEN	GOLF	DDB TRIBAL GROUP DÜSSELDORF	GERMANY
A14/136	ROSES	VOLKSWAGEN	GOLF	DDB TRIBAL GROUP DÜSSELDORF	GERMANY
A14/137	BALLS	VOLKSWAGEN	GOLF	DDB TRIBAL GROUP DÜSSELDORF	GERMANY
RETAIL STORES					
A15/014	STORE OPENING	IKEA	IKEA	GRABARZ & PARTNER HAMBURG	GERMANY
A15/025	AIRHORN	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A15/026	ALTITUDE SICKNESS PILLS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A15/027	DEFIBRILLATOR	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A15/028	LIPSTICK STAIN REMOVER	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A15/029	SMELLING SALTS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A15/030	PERSONALIZED TOWELS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A15/031	LITTLE BLACK BOOK	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
RESTAURANTS & FAST FOOD OUTLETS					
A16/014	FISHERMAN	LEGAL SEA FOODS	RESTAURANT	DEVITO/VERDI NEW YORK	USA
A16/015	RESERVATIONS	LEGAL SEA FOODS	RESTAURANT	DEVITO/VERDI NEW YORK	USA
A16/017	WORTH THE MESS	MCDONALD'S	BIG MAC	COSSETTE COMMUNICATION TORONTO	CANADA
TRAVEL, TRANSPORT & TOURISM					
A17/024	LIMESTONE	DEPT. OF TOURISM & SMART COMMUNICATIONS	TOURISM	DDB DM9JAYMESYFU MAKATI CITY	THE PHILIPPINES
A17/036	MAC	MELCHERS TRAVEL	TRAVEL AGENCY	BBDO TAIWAN TAIPEI	CHINESE TAIPEI
A17/047	NUCLEAR	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA MUMBAI	INDIA
A17/048	SEA LEVEL	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA MUMBAI	INDIA
ENTERTAINMENT & LEISURE					
A18/003	MEGAPHONE	PACIFIC NATIONAL EXHIBITION	PLAYLAND	RETHINK VANCOUVER	CANADA
A18/004	AIRHORN	PACIFIC NATIONAL EXHIBITION	PLAYLAND	RETHINK VANCOUVER	CANADA
A18/034	PLAYING THE UNDERGROUND	JEUDI	CLUB MUSIC EVENT	JUNG VON MATT HAMBURG	GERMANY
A18/084	CROCODILE	COLEMAN	OUTDOOR EQUIPMENT	Y&R PRAGUE	CZECH REPUBLIC
A18/085	INDIAN	COLEMAN	OUTDOOR EQUIPMENT	Y&R PRAGUE	CZECH REPUBLIC
A18/086	ESCAPING THRU RIVER	MUSEUM OF COMMUNISM	MUSEUM	Y&R PRAGUE	CZECH REPUBLIC
A18/087	ESCAPING THRU WALL	MUSEUM OF COMMUNISM	MUSEUM	Y&R PRAGUE	CZECH REPUBLIC
A18/088	ESCAPING THRU FENCE	MUSEUM OF COMMUNISM	MUSEUM	Y&R PRAGUE	CZECH REPUBLIC

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
A18/116	BUTT BAG	PILATES WITH GERDA	PILATES COURSES	CONCEPT ISTANBUL	TURKEY
A18/121	SNIPER BUS SHELTER	THE WAR MUSEUM	SNIPER EXHIBIT	IRELAND DAVENPORT JOHANNESBURG	SOUTH AFRICA
A18/129	JFK CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM HO CHI MINH CITY	VIETNAM
A18/130	ROSWELL CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM HO CHI MINH CITY	VIETNAM
A18/132	CATERPILLAR	LEGO	LEGO	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A18/133	MONSTER	LEGO	LEGO	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A18/134	WHALE	LEGO	LEGO	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
PUBLICATIONS & MEDIA					
A19/017	BUSH	MTV NETWORKS	SAFE SEX MESSAGE	GREY WORLDWIDE DÜSSELDORF	GERMANY
A19/018	TOILET	MTV NETWORKS	SAFE SEX MESSAGE	GREY WORLDWIDE DÜSSELDORF	GERMANY
A19/073	IRON MAIDEN	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A19/074	LADY GAGA	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A19/075	MADONNA	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A19/076	MICHAEL JACKSON	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A19/133	ELEPHANT	ELEPHANT MAGAZINE	MAGAZINE	M&C SAATCHI LONDON	UNITED KINGDOM
A19/134	GRANDMA	CNN TURK	WEATHER REPORT	DDB&CO. ISTANBUL	TURKEY
A19/135	HIPPIE	CNN TURK	WEATHER REPORT	DDB&CO. ISTANBUL	TURKEY
A19/136	NERD	CNN TURK	WEATHER REPORT	DDB&CO. ISTANBUL	TURKEY
A19/137	OBAMA	CNN TURK	WORLD NEWS	DDB&CO. ISTANBUL	TURKEY
A19/138	MERKEL	CNN TURK	WORLD NEWS	DDB&CO. ISTANBUL	TURKEY
A19/139	PUTIN	CNN TURK	WORLD NEWS	DDB&CO. ISTANBUL	TURKEY
A19/140	SARKOZY	CNN TURK	WORLD NEWS	DDB&CO. ISTANBUL	TURKEY
BANKING, INVESTMENT & INSURANCE					
A20/029	HAND TO HAND MONEY	IS BANKASI	MONEY TRANSFER	MEDINA TURGUL DDB ISTANBUL	TURKEY
BUSINESS EQUIPMENT & SERVICES					
A21/006	MALE STRIPPER	INTERBEST	OUTDOOR ADVERTISING	Y&R NOT JUST FILM AMSTERDAM	THE NETHERLANDS
A21/019	BALLOONS	GETTY IMAGES TURKEY	IMAGE LIBRARY	DDB&CO. ISTANBUL	TURKEY
COMMERCIAL PUBLIC SERVICES					
A22/023	HOSPITAL	BATELCO	BATELCO DIRECTORY	FP7/BAH MANAMA	BAHRAIN
A22/024	HOTEL	BATELCO	BATELCO DIRECTORY	FP7/BAH MANAMA	BAHRAIN
A22/025	CHINESE RESTAURANT	BATELCO	BATELCO DIRECTORY	FP7/BAH MANAMA	BAHRAIN
A22/040	HUNGRY BOY	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB SAO PAULO	BRAZIL
A22/041	DIRTY GARAGE	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB SAO PAULO	BRAZIL
A22/043	PICADILLY CIRCUS	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/044	LEICESTER SQUARE	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/045	COVENT GARDEN	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/046	OXFORD CIRCUS	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/047	MARYLEBONE	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/048	TAXI NUMBERS	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/049	LATEST SCORES	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/050	RESTAURANT REVIEWS	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/051	CINEMA TIMES	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/052	FTSE 100	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/053	EXCHANGE RATES	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/054	TICKET RESERVATIONS	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/055	TRAVEL UPDATES	GOOGLE	GOOGLE VOICE SEARCH MOBILE APP	BBH LONDON	UNITED KINGDOM
A22/058	DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5 NEW YORK	USA
CORPORATE IMAGE					
A23/007	ALL NAMES IN THE COUNTRY SHARE THE LOGO	STRAUSS GROUP	CONSUMER INVOLVEMENT PLATFORM	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
A23/020	VIRGIN ATLANTIC WORLD CUP SPONSORSHIP	VIRGIN ATLANTIC AIRWAYS	AIRLINE	RAINEY KELLY CAMPBELL ROALFE/Y&R LONDON	UNITED KINGDOM
PUBLIC HEALTH & SAFETY					
A24/006	COCAINE	FOUNDATION AGAINST DRUG CONSUMPTION	ANTIDRUGS FOUNDATION	DDB SPAIN MADRID	SPAIN
A24/009	NISSBARU	ROAD SAFE HAWKE'S BAY	ROAD SAFETY	OGILVY NEW ZEALAND AUCKLAND	NEW ZEALAND
A24/010	TOYAZDA	ROAD SAFE HAWKE'S BAY	ROAD SAFETY	OGILVY NEW ZEALAND AUCKLAND	NEW ZEALAND
A24/029	PIMPLE	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE
A24/030	BIG BOTTOM	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE
A24/031	BAD HAIR DAY	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE
A24/042	BOYS	TOWER HAMLETS	ROAD SAFETY	ABBOTT MEAD VICKERS BBDO LONDON	UNITED KINGDOM
A24/043	GIRLS	TOWER HAMLETS	ROAD SAFETY	ABBOTT MEAD VICKERS BBDO LONDON	UNITED KINGDOM
PUBLIC AWARENESS MESSAGES					
A25/005	HANDS	NATIONAL AGENCY FOR HEALTH AND SOCIAL SERVICES	PUBLIC HEALTH CAREERS	LG2 QUÉBEC	CANADA
A25/008	BELTS	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS ASIA PACIFIC	ANIMAL CRUELTY CHARITY	MCCANN WORLDGROUP SINGAPORE	SINGAPORE
A25/009	SHOES	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS ASIA PACIFIC	ANIMAL CRUELTY CHARITY	MCCANN WORLDGROUP SINGAPORE	SINGAPORE
A25/013	MAP	ENDANGERED WILDLIFE TRUST	WILDLIFE CHARITY	GREY SOUTH AFRICA JOHANNESBURG	SOUTH AFRICA
A25/035	HANDS	NATIONAL CARE FOR DOMESTIC VIOLENCE	DOMESTIC VIOLENCE AWARENESS	JWT LONDON LONDON	UNITED KINGDOM
A25/043	50 CM2	FUNDAÇÃO SOS MATA ATLÂNTICA	ENVIRONMENTAL AWARENESS	LEW'LARA\TBWA SÃO PAULO	BRAZIL
A25/055	WHALE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
A25/056	CIRCLE OF LIFE	WWF	WWF INDONESIA	GREY GROUP SINGAPORE	SINGAPORE
A25/087	BABY	PETA	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	Y&R CHICAGO	USA
A25/088	PASSION	PETA	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	Y&R CHICAGO	USA

Clear Channel

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
FUNDRAISING & APPEALS					
A26/006	EXECUTION	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	AIR BRUSSELS	BELGIUM
A26/007	WOMEN	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	AIR BRUSSELS	BELGIUM
A26/008	CHILDSOLDIERS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	AIR BRUSSELS	BELGIUM
A26/036	MELT	GREENPEACE	CAR FREE DAY	LEO BURNETT HONG KONG	HONG KONG
A26/037	DROUGHT	GREENPEACE	CAR FREE DAY	LEO BURNETT HONG KONG	HONG KONG
A26/038	FLOOD	GREENPEACE	CAR FREE DAY	LEO BURNETT HONG KONG	HONG KONG
A26/039	BOTANIMAL	WWF	DEFORESTATION AWARENESS	MARCEL PARIS	FRANCE
FOOD & DRINK					
B01/016	VANILLA	FLUFF AND STUFF	COOKIES	GREY GROUP KUALA LUMPUR	MALAYSIA
B01/017	STRAWBERRY	FLUFF AND STUFF	COOKIES	GREY GROUP KUALA LUMPUR	MALAYSIA
B01/018	PEANUT BUTTER	FLUFF AND STUFF	COOKIES	GREY GROUP KUALA LUMPUR	MALAYSIA
B01/063	CHOCOLATE	WALL´S ICE CREAM	MAGNUM ICE CREAM	LOLA MADRID	SPAIN
B01/064	FRUIT	WALL´S ICE CREAM	MAGNUM ICE CREAM	LOLA MADRID	SPAIN
B01/065	ORANGE	WALL´S ICE CREAM	MAGNUM ICE CREAM	LOLA MADRID	SPAIN
B01/073	CAR	NESTLÉ WATERS	PERRIER	OGILVY FRANCE PARIS	FRANCE
B01/119	PRISON	CASA LUKER	LUKAFÉ COFFEE	SANCHO BBDO BOGOTÁ	COLOMBIA
B01/120	VOYEUR	CASA LUKER	LUKAFÉ COFFEE	SANCHO BBDO BOGOTÁ	COLOMBIA
B01/123	OFFICE WORKER	SHANGHAI DAI ZHI MEN FOOD & BEVERAGE MANAGEMENT	DIAMOND COFFEE	LEO BURNETT HONG KONG	HONG KONG
B01/124	SCHOOL BUS DRIVER	SHANGHAI DAI ZHI MEN FOOD & BEVERAGE MANAGEMENT	DIAMOND COFFEE	LEO BURNETT HONG KONG	HONG KONG
B01/129	BLUE PATTERN	ECUSA CHILE	PEPSI LIGHT	BBDO CHILE SANTIAGO	CHILE
B01/130	PINK PATTERN	ECUSA CHILE	PEPSI LIGHT	BBDO CHILE SANTIAGO	CHILE
B01/131	YELLOW PATTERN	ECUSA CHILE	PEPSI LIGHT	BBDO CHILE SANTIAGO	CHILE
COSMETICS & BEAUTY, TOILETRIES & PHARMACY					
B02/015	OCEAN	ENERGIZER CHILE	HAWAIIAN TROPIC WATERPROOF SUN SCREEN	GREY CHILE SANTIAGO	CHILE
B02/081	ELVIS	ENERGIZER UK	WILKINSON SWORD	JWT LONDON LONDON	UNITED KINGDOM
B02/082	AFRO	ENERGIZER UK	WILKINSON SWORD	JWT LONDON LONDON	UNITED KINGDOM
B02/092	OSAMA/BUSH	WOCKHARDT	OSTEOARTHRITIS THERAPY	SORENTO HEALTHCARE COMMUNICATIONS MUMBAI	INDIA
B02/093	BATMAN/JOKER	WOCKHARDT	OSTEOARTHRITIS THERAPY	SORENTO HEALTHCARE COMMUNICATIONS MUMBAI	INDIA
B02/098	STUDENT	KONIMEX PHARMACEUTICAL LABORATORIES	FEMINAX	OGILVY INDONESIA JAKARTA	INDONESIA
B02/099	HOUSEWIFE	KONIMEX PHARMACEUTICAL LABORATORIES	FEMINAX	OGILVY INDONESIA JAKARTA	INDONESIA
B02/100	SECRETARY	KONIMEX PHARMACEUTICAL LABORATORIES	FEMINAX	OGILVY INDONESIA JAKARTA	INDONESIA
B02/103	PORCUPINE	UNITED PHARMA	DECOLGEN FORTE PE FLU REMEDY	JWT VIETNAM HO CHI MINH CITY	VIETNAM
B02/104	TORTOISE	UNITED PHARMA	DECOLGEN FORTE PE FLU REMEDY	JWT VIETNAM HO CHI MINH CITY	VIETNAM
B02/105	CHEETAH	UNITED PHARMA	DECOLGEN FORTE PE FLU REMEDY	JWT VIETNAM HO CHI MINH CITY	VIETNAM
B02/106	FISH	BARUEL	TENYS PÉ FEET DEODORANT	Z+ SAO PAULO	BRAZIL
B02/109	MAN	MINI BRANDS	HEARING AID	MONDAY BANGKOK	THAILAND
B02/112	VASE	BAYER	ASPIRIN	ALMAPBBDO SÃO PAULO	BRAZIL
B02/197	BUTCHER	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO MAKATI CITY	THE PHILIPPINES
B02/198	LAUNDRY	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO MAKATI CITY	THE PHILIPPINES
B02/199	CARPENTER	BAYER PHILIPPINES	SARIDON	BBDO GUERRERO MAKATI CITY	THE PHILIPPINES
HOUSEHOLD					
B03/011	OFFICE	IT WORKS	SECURITY SYSTEMS	HAKUHODO ASIA PACIFIC/SPICY H BANGKOK	THAILAND
B03/012	HOUSE	IT WORKS	SECURITY SYSTEMS	HAKUHODO ASIA PACIFIC/SPICY H BANGKOK	THAILAND
B03/013	LABORATORY	IT WORKS	SECURITY SYSTEMS	HAKUHODO ASIA PACIFIC/SPICY H BANGKOK	THAILAND
B03/041	BLUE	UNILEVER	RINSO COLOUR WASHING DETERGENT	LOWE & PARTNERS SINGAPORE	SINGAPORE
B03/042	RED	UNILEVER	RINSO COLOUR WASHING DETERGENT	LOWE & PARTNERS SINGAPORE	SINGAPORE
B03/043	PINK	UNILEVER	RINSO COLOUR WASHING DETERGENT	LOWE & PARTNERS SINGAPORE	SINGAPORE
B03/055	CAR	DIA SUPERMARKET	CAT FOOD	Z+ SAO PAULO	BRAZIL
B03/056	REFRIGERATOR	DIA SUPERMARKET	CAT FOOD	Z+ SAO PAULO	BRAZIL
B03/057	KNIVES	DIA SUPERMARKET	CAT FOOD	Z+ SAO PAULO	BRAZIL
B03/068	LIFE RUINER	GAMERAMA	CALL OF DUTY: BLACK OPS	JOHN ST TORONTO	CANADA
B03/069	LIFE SAVER	GAMERAMA	EA ACTIVE 2	JOHN ST TORONTO	CANADA
B03/084	JELLY FISH	PACIFIC PAINT	BOYSEN PAINTS	TBWA\SANTIAGO MANGADA PUNO MAKATI CITY	THE PHILIPPINES
B03/085	SNAIL	PACIFIC PAINT	BOYSEN PAINTS	TBWA\SANTIAGO MANGADA PUNO MAKATI CITY	THE PHILIPPINES
B03/097	NAILS	3M TECHNOLOGIES	SCOTCH SUPER 77 MULTI-PURPOSE ADHESIVE	DDB SINGAPORE	SINGAPORE
B03/123	RAISINS	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
B03/129	CROSSDRESSING	INDUSTRIA COIMBRA DE FERRAGENS	DOOR CLOSERS	DIM'CANZIAN'FACCI SAOL PAULO	BRAZIL
B03/146	FISH	MMP CORPORATION	M WRAP	CREATIVE JUICE\BANGKOK (TBWA) BANGKOK	THAILAND
B03/147	CHICKEN	MMP CORPORATION	M WRAP	CREATIVE JUICE\BANGKOK (TBWA) BANGKOK	THAILAND
B03/148	PORK	MMP CORPORATION	M WRAP	CREATIVE JUICE\BANGKOK (TBWA) BANGKOK	THAILAND
B03/258	CHAMELEON	RECKITT BENCKISER	SHIELDTOX NATURGARD	EURO RSCG BANGKOK	THAILAND
B03/259	FROG	RECKITT BENCKISER	SHIELDTOX NATURGARD	EURO RSCG BANGKOK	THAILAND
B03/335	MOUSE	DIY LIVING	DIY FURNITURE	PUBLICIS SINGAPORE	SINGAPORE
B03/336	HIDE & SEEK	DIY LIVING	DIY FURNITURE	PUBLICIS SINGAPORE	SINGAPORE
B03/337	HANDY MAN	DIY LIVING	DIY FURNITURE	PUBLICIS SINGAPORE	SINGAPORE
B03/352	DON QUIJOTE	ASSENDA	OFIXPRES HIGHLIGHTER	Y&R COLOMBIA BOGOTÁ	COLOMBIA
B03/353	LE PETIT PRINCE	ASSENDA	OFIXPRES HIGHLIGHTER	Y&R COLOMBIA BOGOTÁ	COLOMBIA
B03/354	MOBY DICK	ASSENDA	OFIXPRES HIGHLIGHTER	Y&R COLOMBIA BOGOTÁ	COLOMBIA

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
CARS & AUTOMOTIVES					
B04/065	GARDENING	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER HAMBURG	GERMANY
B04/088	TIGUAN MAGIC	VOLKSWAGEN	TIGUAN	ALMAPBBDO SÃO PAULO	BRAZIL
B04/089	PUPPETS	VOLKSWAGEN	TIGUAN	ALMAPBBDO SÃO PAULO	BRAZIL
B04/090	ORIGAMI	VOLKSWAGEN	TIGUAN	ALMAPBBDO SÃO PAULO	BRAZIL
B04/105	MILK	VOLKSWAGEN	TRUCKS	ALMAPBBDO SÃO PAULO	BRAZIL
B04/106	BEER	VOLKSWAGEN	TRUCKS	ALMAPBBDO SÃO PAULO	BRAZIL
B04/107	EGGS	VOLKSWAGEN	TRUCKS	ALMAPBBDO SÃO PAULO	BRAZIL
B04/111	PAPER	VOLKSWAGEN	TRUCKS	ALMAPBBDO SÃO PAULO	BRAZIL
B04/145	PRICE	CITROÈN CHEVERNY	CIRTOÈN JUMPER	NEW360 BELO HORIZONTE	BRAZIL
B04/148	TEACHER	KIA MOTORS	AIR CONDITIONER DUAL ZONE	MOMA PROPAGANDA SAO PAULO	BRAZIL
B04/149	PRINCESS	KIA MOTORS	AIR CONDITIONER DUAL ZONE	MOMA PROPAGANDA SAO PAULO	BRAZIL
CLOTHING, FOOTWEAR & ACCESSORIES					
B05/007	MOUNTAIN	PRINGLE OF SCOTLAND	KNITWEAR	FISCHER APPELT FURORE HAMBURG	GERMANY
B05/008	RIVER	PRINGLE OF SCOTLAND	KNITWEAR	FISCHER APPELT FURORE HAMBURG	GERMANY
B05/009	SEA	PRINGLE OF SCOTLAND	KNITWEAR	FISCHER APPELT FURORE HAMBURG	GERMANY
B05/011	CROCODILES	SHOE BAZAR	PETA ANTI-LEATHER FOOTWEAR	JOSHBRO COMMUNICATIONS MUMBAI	INDIA
B05/012	KANGAROOS	SHOE BAZAR	PETA ANTI-LEATHER FOOTWEAR	JOSHBRO COMMUNICATIONS MUMBAI	INDIA
B05/013	SNAKES	SHOE BAZAR	PETA ANTI-LEATHER FOOTWEAR	JOSHBRO COMMUNICATIONS MUMBAI	INDIA
B05/025	PANTS	PENALTY	RUNNING SHOES	Z+ SAO PAULO	BRAZIL
B05/026	T-SHIRT	PENALTY	RUNNING SHOES	Z+ SAO PAULO	BRAZIL
B05/027	SHIRT	PENALTY	RUNNING SHOES	Z+ SAO PAULO	BRAZIL
B05/034	MORNING	NOKIA INDONESIA	NOKIA GPS	JWT JAKARTA	INDONESIA
B05/035	DAY	NOKIA INDONESIA	NOKIA GPS	JWT JAKARTA	INDONESIA
B05/036	NIGHT	NOKIA INDONESIA	NOKIA GPS	JWT JAKARTA	INDONESIA
B05/041	HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA
B05/044	TUBES	LEICA SHOP/COELN PETER	CAMERA	DEMNER, MERLICEK & BERGMANN VIENNA	AUSTRIA
B05/045	NEW YORK	LEICA SHOP/COELN PETER	CAMERA	DEMNER, MERLICEK & BERGMANN VIENNA	AUSTRIA
B05/077	ROBERTO CARLOS	NIKE	CORINTHIANS	F/NAZCA SAATCHI & SAATCHI SÃO PAULO	BRAZIL
B05/078	DENTINHO	NIKE	CORINTHIANS	F/NAZCA SAATCHI & SAATCHI SÃO PAULO	BRAZIL
B05/100	WAVE SOUND LONDON	3M DO BRASIL	NOISE CANCELLING HEADPHONES	GREY BRASIL SÃO PAULO	BRAZIL
B05/101	WAVE SOUND NEW YORK	3M DO BRASIL	NOISE CANCELLING HEADPHONES	GREY BRASIL SÃO PAULO	BRAZIL
ENTERTAINMENT, RETAIL, RESTAURANTS, PUBLICATIONS					
B06/005	RIOT	NEW STRAITS TIMES PRESS	NEWSPAPER	MCCANN ERICKSON MALAYSIA PETALING JAYA	MALAYSIA
B06/006	SMUGGLING	NEW STRAITS TIMES PRESS	NEWSPAPER	MCCANN ERICKSON MALAYSIA PETALING JAYA	MALAYSIA
B06/007	EXPLOITATION	NEW STRAITS TIMES PRESS	NEWSPAPER	MCCANN ERICKSON MALAYSIA PETALING JAYA	MALAYSIA
B06/033	CHIP	QUICK & EASY CONVENIENCE STORE	CONVENIENCE STORE	GREY GROUP KUALA LUMPUR	MALAYSIA
B06/034	INSECT REPELLENT	QUICK & EASY CONVENIENCE STORE	CONVENIENCE STORE	GREY GROUP KUALA LUMPUR	MALAYSIA
B06/039	TUBERCULATA JELLYFISH	VIAJES CENTURY	TRAVEL AGENCY	JWT SPAIN BARCELONA	SPAIN
B06/040	TIGER MOSQUITO	VIAJES CENTURY	TRAVEL AGENCY	JWT SPAIN BARCELONA	SPAIN
B06/041	STINK BUG	VIAJES CENTURY	TRAVEL AGENCY	JWT SPAIN BARCELONA	SPAIN
B06/083	ELIZABETH	OPERAMUNDI	ECONOMIC NEWS WEBSITE	Z+ SAO PAULO	BRAZIL
B06/084	MAO TSE TUNG	OPERAMUNDI	ECONOMIC NEWS WEBSITE	Z+ SAO PAULO	BRAZIL
B06/090	ROAD CROSSING	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
B06/091	BABY	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
B06/092	AIRCRAFT	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
B06/093	PRISM	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
B06/214	ROBOTS	MINT MUSEUM OF TOYS	MUSEUM	Y&R SINGAPORE	SINGAPORE
B06/251	PIE	GUSTAVO BORGES SWIMMING SCHOOL	FITNESS CENTRE	JWT BRAZIL SÃO PAULO	BRAZIL
B06/252	HAMBURGER	GUSTAVO BORGES SWIMMING SCHOOL	FITNESS CENTRE	JWT BRAZIL SÃO PAULO	BRAZIL
B06/253	ICE CREAM	GUSTAVO BORGES SWIMMING SCHOOL	FITNESS CENTRE	JWT BRAZIL SÃO PAULO	BRAZIL
B06/261	YELLOW POSTER	SONY PLAYSTATION	DC UNIVERSE ON LINE	LEO BURNETT IBERIA MADRID	SPAIN
B06/262	BLUE POSTER	SONY PLAYSTATION	DC UNIVERSE ON LINE	LEO BURNETT IBERIA MADRID	SPAIN
B06/267	BIRTHDAY	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL SÃO PAULO	BRAZIL
B06/268	FAMILY PORTRAIT	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL SÃO PAULO	BRAZIL
B06/269	GRANDPA	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL SÃO PAULO	BRAZIL
B06/354	THE PIED PIPER OF HAMELIN	PENGUIN BOOKS MALAYSIA	PENGUIN AUDIOBOOKS	Y&R MALAYSIA KUALA LUMPUR	MALAYSIA
B06/355	THE JUNGLE BOOK	PENGUIN BOOKS MALAYSIA	PENGUIN AUDIOBOOKS	Y&R MALAYSIA KUALA LUMPUR	MALAYSIA
B06/356	THE WIZARD OF OZ	PENGUIN BOOKS MALAYSIA	PENGUIN AUDIOBOOKS	Y&R MALAYSIA KUALA LUMPUR	MALAYSIA
B06/362	HORROR	CANAL +	TV CHANNEL	BETC EURO RSCG PARIS	FRANCE
B06/364	PORN	CANAL +	TV CHANNEL	BETC EURO RSCG PARIS	FRANCE
B06/367	COFFEE TABLE	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY
B06/368	CHAIR	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY
B06/369	FRAME	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY
B06/382	MOON CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM HO CHI MINH CITY	VIETNAM
B06/383	ELVIS CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM HO CHI MINH CITY	VIETNAM
B06/384	JFK CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM HO CHI MINH CITY	VIETNAM
B06/385	ROSWELL CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM HO CHI MINH CITY	VIETNAM
B06/386	MARILYN CONSPIRACY	TAMIYA	TOYS	OGILVY & MATHER VIETNAM HO CHI MINH CITY	VIETNAM
B06/394	MILK AND COOKIES	LA JUGUETERÊA	HOTWHEELS	OGILVY GUATEMALA	GUATEMALA
B06/395	LEMONADE AND CANDIES	LA JUGUETERÊA	HOTWHEELS	OGILVY GUATEMALA	GUATEMALA
B06/429	DALAI LAMA	AUDIO BOOK INDIA	AUDIO BOOKS	TAPROOT INDIA MUMBAI	INDIA
B06/430	NELSON MANDELA	AUDIO BOOK INDIA	AUDIO BOOKS	TAPROOT INDIA MUMBAI	INDIA
B06/431	HITLER	AUDIO BOOK INDIA	AUDIO BOOKS	TAPROOT INDIA MUMBAI	INDIA
B06/432	SPACESHIP	LEGO	LEGO	LEO BURNETT MOSCOW MOSCOW	RUSSIA
B06/433	BEETLE	LEGO	LEGO	LEO BURNETT MOSCOW MOSCOW	RUSSIA
B06/434	DEEP OCEAN EXPLORER	LEGO	LEGO	LEO BURNETT MOSCOW MOSCOW	RUSSIA

Clear Channel

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
FINANCIAL & COMMERCIAL PUBLIC SERVICES					
B07/060	LONDON BUS	BERLITZ	LANGUAGE SCHOOL	FP7/BAH MANAMA	BAHRAIN
B07/061	NEW YORK TAXI	BERLITZ	LANGUAGE SCHOOL	FP7/BAH MANAMA	BAHRAIN
B07/079	PINHOLE CAMERA POSTER	SÃO PAULO SCHOOL	PHOTOGRAPHY COURSES	DENTSU BRASIL SÃO PAULO	BRAZIL
B07/122	ARGENTINA	CASA DO SABER	EDUCATION COURSES	LODUCCA SAO PAULO	BRAZIL
B07/123	ENGLAND	CASA DO SABER	EDUCATION COURSES	LODUCCA SAO PAULO	BRAZIL
B07/136	COINCIDENCE 1	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO SÃO PAULO	BRAZIL
B07/137	COINCIDENCE 2	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO SÃO PAULO	BRAZIL
B07/138	COINCIDENCE 3	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO SÃO PAULO	BRAZIL
B07/139	COINCIDENCE 4	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO SÃO PAULO	BRAZIL
B07/142	CAR	HSBC	INSURANCE	JWT BRAZIL SÃO PAULO	BRAZIL
B07/143	HOUSE	HSBC	INSURANCE	JWT BRAZIL SÃO PAULO	BRAZIL
B07/184	HAND	ABRA ART ACADEMY	DRAWING CLASSES	DDB BRASIL SÃO PAULO	BRAZIL
B07/185	EAR	ABRA ART ACADEMY	DRAWING CLASSES	DDB BRASIL SÃO PAULO	BRAZIL
BUSINESS EQUIPMENT, PRODUCTS & SERVICES AND CORPORATE IMAGE					
B08/067	WAR	JAMUTE AUDIO STUDIO	AUDIO PRODUCTION	Z+ SAO PAULO	BRAZIL
B08/068	DINOSAUR	JAMUTE AUDIO STUDIO	AUDIO PRODUCTION	Z+ SAO PAULO	BRAZIL
B08/086	KURT	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA MADRID	SPAIN
B08/087	DAFT	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA MADRID	SPAIN
B08/088	EMINEM	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA MADRID	SPAIN
B08/089	MADONNA	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA MADRID	SPAIN
B08/111	TWITTER	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA SAO PAULO	BRAZIL
B08/112	SKYPE	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA SAO PAULO	BRAZIL
B08/113	FACEBOOK	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA SAO PAULO	BRAZIL
B08/114	YOUTUBE	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA SAO PAULO	BRAZIL
FUNDRAISING, CHARITIES, APPEALS, NON-PROFIT ORGANISATIONS, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS					
B09/013	FAMILY	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
B09/014	KIDS	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
B09/015	KITCHEN	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
B09/038	SOCKS	UNICEF	UNICEF	CHEIL WORLDWIDE SEOUL	KOREA
B09/039	VEST	UNICEF	UNICEF	CHEIL WORLDWIDE SEOUL	KOREA
B09/127	TREE RINGS	ACRES: ANIMAL CONCERNS RESEARCH & EDUCATION SOCIETY	WILDLIFE PRESERVATION	DDB SINGAPORE	SINGAPORE
B09/128	PETER PAN	LIVE AND LET LIVE	CHILDREN'S CHARITY	Z+ SAO PAULO	BRAZIL
B09/129	LITTLE RED HIDING HOOD	LIVE AND LET LIVE	CHILDREN'S CHARITY	Z+ SAO PAULO	BRAZIL
B09/143	COMMUTER	MULTIPLE SCLEROSIS WAIKATO	MULTIPLE SCLEROSIS AWARENESS	COLENSO BBDO AUCKLAND	NEW ZEALAND
B09/144	OFFICE WORKER	MULTIPLE SCLEROSIS WAIKATO	MULTIPLE SCLEROSIS AWARENESS	COLENSO BBDO AUCKLAND	NEW ZEALAND
B09/145	RUNNER	MULTIPLE SCLEROSIS WAIKATO	MULTIPLE SCLEROSIS AWARENESS	COLENSO BBDO AUCKLAND	NEW ZEALAND
B09/168	OBAMA/CLINTON	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER DUBAI	UNITED ARAB EMIRATES
B09/169	CAMERON	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER DUBAI	UNITED ARAB EMIRATES
B09/170	PUTIN	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER DUBAI	UNITED ARAB EMIRATES
B09/179	LARVA	ABTO	ORGAN TRANSPLANT ASSOCIATION	DDB BRASIL SÃO PAULO	BRAZIL
B09/180	FLY	ABTO	ORGAN TRANSPLANT ASSOCIATION	DDB BRASIL SÃO PAULO	BRAZIL
B09/191	SWING	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA BUENOS AIRES	ARGENTINA
B09/192	POOL	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA BUENOS AIRES	ARGENTINA
B09/193	STAIRS	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA BUENOS AIRES	ARGENTINA
B09/210	THIAGO	UNICEF	UNICEF	OGILVY BRASIL SÃO PAULO	BRAZIL
B09/212	WILD DOG	ENDANGERED WILDLIFE TRUST	WILDLIFE PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B09/213	WATTLED CRANE	ENDANGERED WILDLIFE TRUST	WILDLIFE PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B09/214	DUGONG	ENDANGERED WILDLIFE TRUST	WILDLIFE PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B09/215	RIVERINE RABBIT	ENDANGERED WILDLIFE TRUST	WILDLIFE PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B09/217	NORTHERN WHITE RHINO	ENDANGERED WILDLIFE TRUST	WILDLIFE PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B09/288	MUGSHOT 1	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	FUEL LISBOA	PORTUGAL
B09/289	MUGSHOT 2	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	FUEL LISBOA	PORTUGAL
B09/290	MUGSHOT 3	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	FUEL LISBOA	PORTUGAL
BARS, RESTAURANTS & STORES, ETC.					
C01/025	SUSHI TRAIN	JAPAN EARTHQUAKE APPEAL	DONATION APPEAL	JWT SYDNEY SYDNEY	AUSTRALIA
C01/047	MIRRORS	MEXICAN MINISTRY OF PUBLIC SAFETY	ANONYMOUS DENUNCIATION	DRAFTFCB MEXICO	MEXICO
C01/068	THE BICYCLE CAP	PESETA	BICYCLE ACCESSORIES	LEO BURNETT IBERIA MADRID	SPAIN
C01/083	TANG ZHENGDONG	ANTA SPORTS PRODUCT	SPORTSWEAR	JWT SHANGHAI	CHINA
C01/084	LI XIAOXU	ANTA SPORTS PRODUCT	SPORTSWEAR	JWT SHANGHAI	CHINA
C01/085	ZHOU PENG	ANTA SPORTS PRODUCT	SPORTSWEAR	JWT SHANGHAI	CHINA
C01/101	UNTOASTED	SUNSENSE	SUNBLOCK OIL	LEO BURNETT HONG KONG	HONG KONG
C01/118	DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5 NEW YORK	USA
SMALL SCALE SPECIAL SOLUTIONS					
C02/040	THE ONE REAL PIGGY BANK	HEBARA	LOTTERY	ARTPLAN RIO DE JANEIRO	BRAZIL
C02/043	MINT PARKING TICKET	WRIGLEY	EXTRA PROFESSIONAL POLAR-FRISCH	BBDO PROXIMITY DÜSSELDORF	GERMANY
C02/073	THE MUSIC NEVER STOPS	MTV	MTV	LODUCCA SAO PAULO	BRAZIL
C02/074	INSTANT PACKAGE	DEPPON EXPRESS	DELIVERY SERVICE	CC&E SHANGHAI	CHINA
C02/076	UNCONSCIOUS RUNNERS	NIKE	SPORTSWEAR/NIKE RUNNING	SANTA MARTA PUBLICIDAD BARCELONA	SPAIN
C02/113	AXN TV BOXES	SONY PICTURE RELEASING OF BRASIL	TV CHANNEL	PUBLICIS BRASIL SAO PAULO	BRAZIL
C02/126	TRACKTAPE	MATTEL MÉXICO	HOT WHEELS	OGILVY MEXICO	MEXICO
C02/140	BOOKS FRESHENERS	100 000 BOOKS	CHAIN OF BOOKSTORES	VOSKHOD YEKATERINBURG	RUSSIA

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
SPECIAL BUILD					
C03/003	MUD-FLOW	JARINGAN ADVOKASI TAMBANG (JATAM)	ANNIVERSARY OF MUD-FLOW DISASTER	PUBLICIS INDONESIA JAKARTA	INDONESIA
C03/049	NIKE AIR LIVE SHOW	NIKE	SPORTSWEAR	+CASTRO BUENOS AIRES /BBDO ARGENTINA BUENOS AIRES	ARGENTINA
C03/061	MARIO GALAXY 2	ENERGIZER	LITHIUM BATTERIES	DDB MEXICO	MEXICO
C03/067	ASK FOR IT IN ENGLISH	WALL STREET INSTITUTE	LANGUAGE SCHOOL	JWT MADRID	SPAIN
C03/074	MAGNATRON	FOSTERS GROUP	CARLTON DRAUGHT	CLEMENGER BBDO MELBOURNE	AUSTRALIA
C03/075	BIT.CODE	SAP	BUSINESS SOFTWARE	OGILVY FRANKFURT	GERMANY
C03/114	ADIDAS SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWA\HAKUHODO TOKYO	JAPAN
C03/120	DISPOSABLE FOREST	GREENPEACE	GREENPEACE	OGILVY BEIJING	CHINA
C03/131	OPERATION CHRISTMAS	MINISTERIO DE DEFENSA NACIONAL	GUERRILLA DEMOBILIZATION CAMPAIGN	LOWE-SSP3 BOGOTÁ	COLOMBIA
C03/141	SEAFOOD AQUARIUM	LG ELECTRONICS	SOLAR DOME MICROWAVE	Y&R THAILAND BANGKOK	THAILAND
C03/146	SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
C03/148	THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
C03/155	NATIONAL FLAG	NIKE	CORINTHIANS	F/NAZCA SAATCHI & SAATCHI SÃO PAULO	BRAZIL
C03/168	THE CASCADE OF BOOKS	VIDEOCON	EBOOK READER PHONES	MCCANN WORLDGROUP MUMBAI	INDIA
C03/171	SPEEDWAY	MATTEL MÉXICO	HOT WHEELS	OGILVY MEXICO	MEXICO
C03/175	BILLBOARD POWERED BY ORANGES	PEPSICO	TROPICANA	DDB PARIS	FRANCE
C03/219	VENDING MACHINE	WORLD KITCHEN	CORELLE DINNERWARE	GREY GROUP CHINA BEIJING	CHINA
C03/226	GEGENPOL	FC ST. PAULI	FOOTBALL CLUB	INTERPOL+- BERLIN	GERMANY
C03/229	BIG ALICE	WALT DISNEY STUDIOS MOTION PICTURES, ITALIA	ALICE IN WONDERLAND 3D MOVIE	AUGE HEADQUARTER MILAN	ITALY
C03/234	THE HONEST STORE	HONEST TEA	ICED TEA	SS+K NEW YORK	USA
STUNTS & LIVE ADVERTISING					
C04/003	PIE CANNON	NORTHERN FOODS	MCDOUGALLS UPPERCRUST PIES	MOTHER LONDON	UNITED KINGDOM
C04/010	PEACE SHADOW PROJECT	HIROSHIMA PEACE MEMORIAL MUSEUM	NUCLEAR WEAPONS AWARENESS	HAKUHODO TOKYO	JAPAN
C04/015	THE NIGHT CHAUFFEUR	ANHEUSER-BUSCH INBEV	STELLA ARTOIS BLACK	MOTHER LONDON	UNITED KINGDOM
C04/016	CAR FOR SALE	WAITAKERE COUNCIL	ROAD SAFETY	OGILVY NEW ZEALAND AUCKLAND	NEW ZEALAND
C04/024	THE PIRATE RADIO EXPERIMENT	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	HUMAN RIGHTS AWARENESS	JUNG VON MATT HAMBURG	GERMANY
C04/027	BUNDY SKYCOUCH	DIAGEO AUSTRALIA	RUM	THE MARKETING STORE SYDNEY SYDNEY	AUSTRALIA
C04/035	THE WORLD'S LARGEST CUCKOO CLOCK	KELLOGG'S	CRUNCHY NUT	LEO BURNETT CHICAGO	USA
C04/047	SAVE THE BEACH HOTEL	GMODELO EUROPA	CORONA BEER	JWT MADRID	SPAIN
C04/049	BURMA	HUMAN RIGHTS WATCH	PETITION	JWT NEW YORK	USA
C04/051	THE MISSING CHILD	MISSING CHILDREN'S INITIATIVE	GERMANY WILL FIND YOU CAMPAIGN	KEMPERTRAUTMANN HAMBURG	GERMANY
C04/054	FOOTPRINTS	UNIVERSAL STUDIOS HOLLYWOOD	KING KONG 360 3D RIDE	DAVIDANDGOLIATH EL SEGUNDO	USA
C04/062	THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU TOKYO	JAPAN
C04/063	KICK ASS HALL	DIESEL	CLOTHING	GREY GROUP G2 TOKYO	JAPAN
C04/076	ONLINE SCAMS TAKEN OFFLINE	MICROSOFT	INTERNET EXPLORER 8	CRISPIN PORTER + BOGUSKY BOULDER	USA
C04/085	BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
C04/095	THE SPEED CAMERA LOTTERY	VOLKSWAGEN	BLUEMOTION TECHNOLOGIES	DDB STOCKHOLM	SWEDEN
C04/119	CANAL BIKE	GO FAST!	ENERGY DRINK	Y&R NOT JUST FILM AMSTERDAM	THE NETHERLANDS
C04/122	SURPRISE CATWALK	FRETEX	SALAVATION ARMY SECOND HAND SHOP	KITCHEN LEO BURNETT OSLO	NORWAY
C04/125	SHARE WITH THOSE WHO NEED...	ASSOCIAÇÃO EDUCACIONAL E ASSISTENCIAL CASA DO ZEZINHO	CHILDREN'S CHARITY	ALMAPBBDO SÃO PAULO	BRAZIL
C04/129	BLOCK PROJECT	MATTEL FRANCE	SCRABBLE	OGILVY FRANCE PARIS	FRANCE
C04/132	DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL SÃO PAULO	BRAZIL
C04/134	SANTA'S FORGOTTEN LETTERS	COCA-COLA	CHRISTMAS MESSAGE	OGILVY BRASIL SÃO PAULO	BRAZIL
C04/150	THE SKATE WASH DENIM	METERS\BONWE	FASHION & ACCESSORIES	ALWAYS SHANGHAI	CHINA
C04/152	THE FILM ROOM	NIKE	APPAREL	R/GA NEW YORK	USA
C04/157	WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI LONDON	UNITED KINGDOM
C04/177	THE REFEREE´S SUPPORTERS	TRANSPERUANA INSURANCE COMPANY	MICRO INSURANCE	QUORUM/NAZCA SAATCHI & SAATCHI LIMA/YELLOW LIMA	PERU
C04/194	UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON MADRID	SPAIN
C04/204	TARGET KALEIDOSCOPIC FASHION SPECTACULAR	TARGET	TARGET RETAIL	MOTHER NEW YORK	USA
C04/206	DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5 NEW YORK	USA
TRANSIT					
C05/059	LITTLE ACCIDENT	ALLSECUR	CAR INSURANCE	OGILVY AMSTERDAM	THE NETHERLANDS
C05/060	FLASH SALE RUNNING	CASA & VÊDEO	RETAIL STORE	ARTPLAN RIO DE JANEIRO	BRAZIL
C05/087	CURL	MATTEL	HOT WHEELS	OGILVY & MATHER COLOMBIA BOGOTÁ	COLOMBIA
C05/097	FOX IN CRAFTER	VOLKSWAGEN	VOLKSWAGEN CRAFTER & FOX	DDB TRIBAL GROUP BERLIN	GERMANY
C05/100	ZAFIRA ECHOES	GENERAL MOTORS BRASIL	CHEVROLET ZAFIRA	SALLES CHEMISTRI SAO PAULO	BRAZIL
DIGITAL OUTDOOR					
C06/006	THE WORLD'S BIGGEST HUG	CONSELHO NACIONAL DO SESI	TRUE AFFECTION CAMPAIGN	MONUMENTA BRASÍLIA/AGNELO PACHECO COMUNICACAO BRASILIA	BRAZIL
C06/013	VIRTUAL STORE	TESCO	HOMEPLUS	CHEIL WORLDWIDE SEOUL	KOREA
C06/015	TRANSPARENT WALLS	DAIMLER	CAR SAFETY SYSTEM	JUNG VON MATT HAMBURG	GERMANY
C06/022	12 SECOND STRIP	RENAULT	WIND ROADSTER	PUBLICIS LONDON	UNITED KINGDOM
C06/036	ANGEL AMBUSH	UNILEVER	LYNX EXCITE	MINDSHARE LONDON/GRAND VISUAL LONDON/MIND'S EYE MEDIA LONDON	UNITED KINGDOM
C06/046	ANDES FRIEND RECOVERY	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
C06/055	LOTUS T5	IBM	LOTUSLIVE	OGILVYONE WORLDWIDE LONDON	UNITED KINGDOM
C06/080	BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING GUANGZHOU	CHINA
C06/092	TAKE A STAND	ABOLITION.FR	DEATH PENALTY AWARENESS	MARCEL PARIS	FRANCE

Ad Age's

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MEDIA

SHORTLIST

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	MEDIA AGENCY	ADVERTISING AGENCY	COUNTRY
BEST USE OF SCREENS							
A01/015	NICKELODEON AND LEGO TURN TV STATION OFF	LEGO	LEGO BOARD GAMES	MEDIAPLUS MUNICH	MEDIAPLUS MUNICH		GERMANY
A01/017	SNEEZE	BAYER	COLD MEDICINE	JWT GUATEMALA GUATEMALA CITY		JWT GUATEMALA GUATEMALA CITY	GUATEMALA
A01/029	CHARMIN PRE COMMERCIALS	PROCTER & GAMBLE	TOILET PAPER	PUBLICIS NEW YORK	CARAT NEW YORK	PUBLICIS NEW YORK	USA
A01/038	ALL BRAZILIAN SCREENS CHANGED TO SEMP TOSHIBA	SEMP TOSHIBA	TV AND COMPUTER	TALENT SÃO PAULO	TALENT PROPAGANDA SÃO PAULO	TALENT SÃO PAULO	BRAZIL
A01/064	SATISFACTION - THE GRANNY REMAKE	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE BRUSSELS		MORTIERBRIGADE BRUSSELS	BELGIUM
A01/078	SUBTITLES	ENG. LANGUAGE INSTITUTE...	ENGLISH CLASS	OGILVY PERU LIMA		OGILVY PERU LIMA	PERU
BEST USE OF AUDIO							
A02/023	THE PIRATE RADIO EXPERIMENT	INT. SOCIETY FOR HUMAN RIGHTS	HUMAN RIGHTS AWARENESS	JUNG VON MATT HAMBURG		JUNG VON MATT HAMBURG/BERLIN	GERMANY
A02/033	NSRI RECRUITMENT CAMPAIGN	NATIONAL SEA RESCUE INSTITUTE	NON-PROFIT ORGANISATION	OGILVY CAPE TOWN		OGILVY CAPE TOWN	SOUTH AFRICA
A02/037	MUSICAL FITTING ROOMS	STARHUB	ONLINE MUSIC STORE	DDB SINGAPORE		DDB SINGAPORE	SINGAPORE
A02/047	CALL FROM THE FUTURE	AVIVA LIFE INSURANCE COMPANY INDIA	AVIVA CHILD PLANS	BBDO INDIA GURGAON		BBDO INDIA GURGAON	INDIA
BEST USE OF PRINT							
A03/015	YOUR HAPPY NEWS IS OUR TOP STORY	IWATE NIPPO	IWATTE	HAKUHODO DY MEDIA PARTNERS TOKYO	HAKUHODO DY MEDIA PARTNERS TOKYO		JAPAN
A03/024	TEST DRIVE	VOLKSWAGEN	VOLKSWAGEN	TRY ADVERTISING AGENCY OSLO	MEDIACOM OSLO	TRY ADVERTISING AGENCY OSLO	NORWAY
A03/028	SOLARIA - SUN LIGHT	SHIKUN & BINUI	INFRA., REAL-ESTATE & ENVIRON. GROUP	BAUMANN BER RIVNAY SAATCHI RAMAT GAN	ZENITH MEDIA RAMAT GAN	BAUMANN BER RIVNAY SAATCHI...	ISRAEL
A03/031	HAND-MADE	LA KORRIGANE	HOME-MADE BREWERY	COSSETTE COMMUNICATION QUEBEC		COSSETTE COM. QUEBEC	CANADA
A03/045	SCIROCCO CUP	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING		OGILVY BEIJING	CHINA
A03/046	BURN! GOSSIP MAGAZINE	CANCER SOCIETY OF FINLAND	ANTI-SMOKING AWARENESS	358 HELSINKI		358 HELSINKI	FINLAND
A03/064	PROBABLY THE BEST AD IN THE WORLD	CARLSBERG	CARLSBERG	DUVAL GUILLAUME ANTWERP/MODEM	INITIATIVE MEDIA BRUSSELS	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM
A03/090	THE VOICE	REPORTERS WITHOUT BORDERS	REPORTERS WITHOUT BORDERS	PUBLICIS BRUSSELS		PUBLICIS BRUSSELS	BELGIUM
A03/095	AN AD WHERE YOU SCRATCH AND LOSE	HARLEY-DAVIDSON	ANTI-SCRATCH HELMETS	PUBLICIS COLOMBIA BOGOTÁ		PUBLICIS COLOMBIA BOGOTÁ	COLOMBIA
BEST USE OF OUTDOOR							
A04/011	HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE SEOUL		CHEIL WORLDWIDE SEOUL	KOREA
A04/019	DISAPPEARED	THIS HUMAN WORLD	INT. FILM FEST. OF HUMAN RIGHTS	WIEN NORD VIENNA	MEDIA 1 VIENNA	WIEN NORD VIENNA	AUSTRIA
A04/024	SOPRONI PERFECT DRAUGHT	HEINEKEN	HEINEKEN	INITIATIVE BUDAPEST	INITIATIVE BUDAPEST		HUNGARY
A04/053	STAR TREK	BLOCKBUSTER GUATEMALA	MOVIE DVD	OGILVY GUATEMALA		OGILVY GUATEMALA	GUATEMALA
A04/083	MONEY RAIN	REHAU	WINDOWS	VOSKHOD YEKATERINBURG		VOSKHOD YEKATERINBURG	RUSSIA
BEST USE OF AMBIENT MEDIA: SMALL SCALE							
A05/018	INSIDE THE BOX	GUANGYIN YOGA	YOGA CLUB	SHANGHAI HOT IDEA		SHANGHAI HOT IDEA	CHINA
A05/032	SEA TURTLE EGGS CAMPAIGN	USAID - US AGENCY FOR INTERNAT. DEVELOP.	SEA TURTLES PROTECTION PROGRAM	LA CLINICA \ TBWA SAN SALVADOR		LA CLINICA \ TBWA SAN SALVADOR	EL SALVADOR
A05/033	THE WORLDS SIMPLEST CHLAMYDIA TEST	RFSU	HOME CHLAMYDIA TEST	NAKED COMMUNICATIONS STOCKHOLM	MEC SWEDEN STOCKHOLM	NAKED COM. STOCKHOLM	SWEDEN
A05/035	RAINVERTISING	SCHIRM	UMBRELLA SHOP	JWT GERMANY HAMBURG		JWT GERMANY HAMBURG	GERMANY
A05/039	SHOCKING LITTLE BEASTS	DKV	HEALTH INSURANCE	OGILVY FRANKFURT		OGILVY FRANKFURT	GERMANY
A05/042	WATER THAT KILLS	KRUHA	WATER SANITATION CAMPAIGN	JWT JAKARTA		JWT JAKARTA	INDONESIA
A05/048	PUPPY AT THE DOOR	MARS	PEDIGREE & WHISKAS DUBAI PET SHOW	TBWA\RAAD DUBAI		TBWA\RAAD DUBAI	UAE
A05/051	SPORTY VOUCHERS	SPORTSCHECK	SPORTS STORE	OGILVY FRANKFURT		OGILVY FRANKFURT	GERMANY
A05/081	SPONGEPILL	GLAXOSMITHKLINE	PAIN RELIEF	4 AM SAATCHI & SAATCHI GUATEMALA		4 AM SAATCHI & SAATCHI GUATEMALA	GUATEMALA
A05/098	SAFE CHILD ON THE NET	NOBODY CHILD FOUNDATION	INTERNET SAFETY	PUBLICIS WARSAW		PUBLICIS WARSAW	POLAND
A05/103	YOU ARE THE LEAD SINGER	LG	MINI SYSTEM WITH VOICE REMOVER	Y&R SÃO PAULO		Y&R SÃO PAULO	BRAZIL
A05/105	WANNA SEE BLOOD?	SANTA CASA DE MISERICORDIA/SAO PAULO	BLOOD DONATION	Y&R SÃO PAULO		Y&R SÃO PAULO	BRAZIL
A05/108	KIDS BUSINESS CARDS	RED BALLOON	ENGLISH SCHOOL FOR KIDS	OGILVY BRASIL SÃO PAULO		OGILVY BRASIL SÃO PAULO	BRAZIL
A05/112	MIRRORS	MEXICAN MINISTRY OF PUBLIC SAFETY	#089 FOR ANONYMOUS DENUNCIATION	DRAFTFCB MEXICO		DRAFTFCB MEXICO	MEXICO
A05/117	BOOKS FRESHENERS	100,000 BOOKS	CHAIN OF BOOKSTORES	VOSKHOD YEKATERINBURG		VOSKHOD YEKATERINBURG	RUSSIA
A05/123	HURT LUNGS	ICONGO	ANTI-SMOKING	BBDO INDIA GURGAON		BBDO INDIA GURGAON	INDIA
A05/132	MUSIC CHOPSTICKS	MTV	MTV	LODUCCA SÃO PAULO		LODUCCA SÃO PAULO	BRAZIL
A05/137	STREET CHILDREN. AMBIENT MEDIA	CARITAS KIEV	CHARITY	LEO BURNETT UKRAINE KIEV		LEO BURNETT UKRAINE KIEV	UKRAINE
A05/150	FUR FUR AWAY TOWELS	PROCTER & GAMBLE	GILLETTE	BBDO GERMANY DÜSSELDORF		BBDO GERMANY DÜSSELDORF/ PROXIMITY	GERMANY
BEST USE OF AMBIENT MEDIA: LARGE SCALE							
A06/014	ATTENTION PLEASE!	SAMSUNG TESCO	HOMEPLUS	CHEIL WORLDWIDE SEOUL		CHEIL WORLDWIDE SEOUL	KOREA
A06/021	EQUIPPING THE MOST EXPOSED	STADA	GRIPPOSTAD C FLU MEDICINE	INITIATIVE MEDIA HAMBURG	INITIATIVE MEDIA HAMBURG		GERMANY
A06/024	WHOLE NEW DIMENSION	CTC	SAMSUNG	IMPACT BBDO BEIRUT	OMD BEIRUT	IMPACT BBDO BEIRUT	LEBANON
A06/054	SAVE THE BEACH HOTEL	GMODELO EUROPA	CORONA BEER	JWT MADRID		JWT MADRID/EL SEÑOR GOLDWIND	SPAIN
A06/087	BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHIGREAT WALL ADVERT. GUANGZHOU		SAATCHI GREAT WALL ADVERT. GUANGZHOU	CHINA
A06/090	SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA BUENOS AIRES		OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
A06/091	GET LOST IN THE WEST END	WEST END PARTNERSHIP	TOURISM CAMPAIGN	CAKE LONDON	CAKE LONDON		UAE
A06/111	KALEIDOSCOPIC FASHION SPECTACULAR	TARGET	TARGET	MOTHER NEW YORK		MOTHER NEW YORK	USA

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CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	MEDIA AGENCY	ADVERT. AGENCY	COUNTRY
BEST USE OF SPECIAL EVENTS AND STUNT/LIVE ADVERTISING							
A07/018	KOC GROUP MEDIA PITCH	MINDSHARE	MINDSHARE SERVICES	MINDSHARE ISTANBUL	MINDSHARE ISTANBUL		TURKEY
A07/051	THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU TOKYO		DENTSU TOKYO	JAPAN
A07/094	THE ACCIDENTAL TEST DRIVE	ARABIAN AUTOMOBILES	NISSAN PATROL	TBWA\RAAD DUBAI	TBWA\RAAD DUBAI	TBWA\RAAD DUBAI	UAE
A07/103	LITTLE ROBIN	OPVOEDINGSLIJN	PARENT ADVICE HELPLINE	DUVAL GUILLAUME ANTWERP/MODEM		DUVAL GUILLAUME ANTWERP...	BELGIUM
A07/114	UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON MADRID		SHACKLETON MADRID	SPAIN
A07/140	WILL THE REAL SEPP BLATTER PLEASE STAND UP?	COMAIR LIMITED	KULULA.COM AIRLINES	KING JAMES CAPE TOWN	DARE MEDIA CAPE TOWN	KING JAMES CAPE TOWN	S. AFRICA
A07/147	KALEIDOSCOPIC FASHION SPECTACULAR	TARGET	TARGET	MOTHER NEW YORK		MOTHER NEW YORK	USA
A07/150	SHOUT FROM THE MOUNTAIN	AT&T	AT&T	BBDO NEW YORK	MEC NEW YORK	BBDO NEW YORK	USA
A07/154	SPOKESANIMAL	HUAXIA ANIMAL PROTECT. FOUNDATION	ANIMAL PROTECTION	DDB CHINA GROUP SHANGHAI	HUARUN MEDIA SHANGHAI	DDB CHINA GROUP SHANGHAI/DDB	CHINA
A07/156	CRUSH HOUR	EUROPCAR	AUTOLIBERTE	OGILVY FRANCE PARIS		OGILVY FRANCE PARIS	FRANCE
A07/158	BLOCK PROJECT	MATTEL FRANCE	SCRABBLE	OGILVY FRANCE PARIS	CARAT COUBEVOIE	OGILVY FRANCE PARIS	FRANCE
A07/162	WELCOME AND GOODBYE	VOYAGES-SNCF.COM	ONLINE RAILWAY BOOKING SITE	DDB PARIS		DDB PARIS	FRANCE
A07/164	DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL SÃO PAULO		OGILVY BRASIL SÃO PAULO	BRAZIL
A07/174	WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI LONDON	MEDIACOM LONDON	SAATCHI & SAATCHI LONDON	UK
A07/178	BURMA	HUMAN RIGHTS WATCH	PETITION TO FREE BURMA'S POLITICAL PRISONERS	JWT NEW YORK		JWT NEW YORK	USA
A07/184	PHONE HIJACK	TELSTRA	TELECOMMUNICATIONS	THREE DRUNK MONKEYS SYDNEY		THREE DRUNK MONKEYS SYDNEY	AUSTRALIA
A07/203	BOOB HIJACK	COPPAFEEL!	BREAST CANCER CHARITY	ARCHIBALD INGALL STRETTON...LONDON	ARCHIBALD INGALL STRETTON...LONDON		UK
BEST USE OF BRANDED CONTENT							
A08/012	AMSTEL CLASS ACT	BRANDHOUSE	AMSTEL LAGER	OWENKESSEL COMMUNICATIONS FOURWAYS	NOTA BENE CAPE TOWN	OWENKESSEL COM. FOURWAYS	STH AFRICA
A08/044	RIHANNA LATE NIGHT GLOBAL	DORITOS	DORITOS LATE NIGHT	GOODBY SILVERSTEIN & PART. SAN FRANCISCO		GOODBY SILVERSTEIN & PART.	USA
A08/053	PLAY CHALLENGE	MARS	MARS CHOCOLATE	STARCOM MELBOURNE	STARCOM MELBOURNE	BD NETWORK MELBOURNE, VICTORIA	AUSTRALIA
A08/055	UNBEATABLE BRANDED DRAMA	UNILEVER	SHAMPOO	PHD SHANGHAI	PHD SHANGHAI	CHINA	
A08/059	GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTER. TELAVIV		SHALMOR AVNON AMICHAY/Y&R...	ISRAEL
A08/072	LITTLE BUNDLE OF LAUGHS	HUGGIES	HUGGIES	JWT LONDON LONDON		JWT LONDON LONDON	UK
A08/076	THE MISSING CHILD	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN'S INITIATIVE	KEMPERTRAUTMANN HAMBURG		KEMPERTRAUTMANN HAMBURG	GERMANY
A08/077	IPHONE FILM PROJECT	KT	IPHONE	INNOCEAN WORLDWIDE SEOUL		INNOCEAN WORLDWIDE SEOUL	KOREA
A08/098	A SOUND LOGO – INSPIRED BY HAMBURG.	PHILHARMONIKER HAMBURG	ORCHESTRA	KEMPERTRAUTMANN HAMBURG		KEMPERTRAUTMANN HAMBURG	GERMANY
A08/102	GT ACADEMY	NISSAN / SONY PLAYSTATION	NISSAN SPORTS CARS AND GRAN TURISMO 5	MANNING GOTTLIEB OMD LONDON	MANNING GOTTLIEB OMD LONDON		UK
A08/121	MY IDEAL DOG	MARS	DOG ADOPTION	HAVAS MEDIA MIAMI	HAVAS MEDIA MIAMI	HAVAS SPORTS & ENTERTAIN. MIAMI	USA
BEST USE OF SPONSORSHIP							
A09/018	OFFICIAL PARTNER OF EMMY AWARDS	INFINITI	INFINITI QX56	OMD NEW YORK	OMD NEW YORK		USA
A09/020	CHANGING THE GAME	DORITOS	DORITOS	GOODBY SILVERSTEIN & PART. S. FRANCISCO	OMD NEW YORK	GOODBY SILVERSTEIN & PART.	USA
A09/026	MISSION IMPOSSIBLE	GASCO	GAS	HAVAS SPORTS & ENTERT. SANTIAGO/CHILE	HAVAS SPORTS & ENTERT. SANTIAGO	ARENA CHILE SANTIAGO/VOXCOM	CHILE
A09/030	THE BIGGEST TV SHOW EVER SOLD	PROCTER & GAMBLE	BEAUTY PRODUCTS	MEDIACOM CHINA GUANGZHOU	MEDIACOM CHINA GUANGZHOU		CHINA
BEST LOCALISED CAMPAIGN							
A10/006	BRUZIL	AG BARR	IRN BRU	PHD LONDON	PHD LONDON		UK
A10/032	AMA VISITORS	NANDO'S	RESTAURANT	BLACK RIVER FC JOHANNESBURG	THE MEDIASHOP JOHANNESBURG	BLACK RIVER FC JOHANNESBURG	STH AFRICA
A10/040	GATECRASH THE WORLD CUP	BURGER KING	FAST FOOD	INITIATIVE MADRID	INITIATIVE MADRID		SPAIN
A10/051	STUPID GLOCAL CAMPAIGN	DIESEL	GLOBAL BRAND	BCUBE MILAN	OMD MILAN	BCUBE MILAN	ITALY
A10/080	IKEA CAREER POSITIONING SYSTEM	IKEA	RETAIL RECRUITMENT	THREE DRUNK MONKEYS SYDNEY		THREE DRUNK MONKEYS SYDNEY	AUSTRALIA
A10/099	IS IT FAIRY TALE OR REAL?	PROCTER & GAMBLE	FAIRY HAND DISHWASH LIQUID	STARCOM ISTANBUL	STARCOM ISTANBUL		TURKEY
A10/104	NIKE CITY CUP	NIKE	NIKE	MPG MEXICO	MPG MEXICO		MEXICO
BEST CONSUMER ENGAGEMENT							
A11/010	HAPPY BOSS	MCDONALD'S	BREAKFAST COMBOS	LEO BURNETT PUERTO RICO SAN JUAN		LEO BURNETT PUERTO RICO SAN JUAN	PUERTO RICO
A11/070	PETITION BILLBOARDS	UNICEF	CHARITY	PAGÉS BBDO SANTO DOMINGO	OMD DOMINICANA SANTO DOMINGO	PAGÉS BBDO SANTO DOMINGO	DOMINIC.REP.
A11/073	MULTI-TAGGING PICTURE	ORANGE	ROCKCORPS ISRAEL	PUBLICIS E-DOLOGIC RAMAT GAN		PUBLICIS E-DOLOGIC RAMAT GAN	ISRAEL
A11/079	HEARTBEATS	GLOBAL FUND TO FIGHT AIDS/TUBERCULOSIS/MALARIA	THE FIGHT AGAINST AIDS	SERVICEPLAN MUNICH	MEDIAPLUS MUNICH	SERVICEPLAN MUNICH	GERMANY
A11/096	BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	ZENITHOPTIMEDIA AUSTRALIA SYDNEY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A11/098	UNLOCK XBOX	FRITO LAY	DORITOS	MICROSOFT REDMOND		MICROSOFT REDMOND/ MARKETING ARM	USA
A11/101	SECRETS BEHIND PAINTINGS	NATIONAL MUSEUM IN KRAKOW	MUSEUM	LEO BURNETT WARSAW	STARLINK WARSAW	LEO BURNETT WARSAW	POLAND
A11/104	PLEASURE HUNT	UNILEVER	MAGNUM ICE CREAM	LOWE BRINDFORS STOCKHOLM		LOWE BRINDFORS STOCKHOLM	SWEDEN
A11/106	HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	OMD PUERTO RICO SAN JUAN	JWT SAN JUAN	PUERTO RICO
A11/113	2010 PRINCE'S HAPPY ADVENTURE	KRAFT FOODS	SNACKS	SAATCHI & SAATCHI SHANGHAI	CARAT CHINA SHANGHAI	SAATCHI & SAATCHI SHANGHAI	CHINA
A11/121	SUS CARDBOARD APARTMENT	SERVICES FOR THE UNDERSERVED	CHARITY	JWT NEW YORK		JWT NEW YORK	USA
A11/129	THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA BUENOS AIRES		OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
A11/130	24HR MUSIC SESSION	COCA-COLA	COCA-COLA	WIEDEN+KENNEDY PORTLAND		WIEDEN+KENNEDY PORTLAND	USA
A11/151	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG VON MATT STOCKHOLM	CARAT STOCKHOLM	JUNG VON MATT STOCKHOLM	SWEDEN
A11/180	IT'S 'FACE' TIME!	VITASOY INTERNATIONAL HOLDINGS	VITASOY - SOY DRINKS	PHD HONG KONG	PHD HONG KONG	DDB GROUP HONG KONG	HONG KONG
A11/232	BURMA	HUMAN RIGHTS WATCH	PETITION TO FREE BURMA'S POLITICAL PRISONERS		JWT NEW YORK	JWT NEW YORK	USA
A11/247	A HUNTER SHOOTS A BEAR	BIC / TIPP-EX	POCKET MOUSE	BUZZMAN PARIS		BUZZMAN PARIS	FRANCE
A11/252	SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE MACH3 TURBO SENSITIVE	BBDO INDIA MUMBAI	MEDIACOM MUMBAI	BBDO INDIA MUMBAI	INDIA
A11/270	SEND A MESSAGE TO THE FUTURE	AMF	PENSION FUNDS	FORSMAN & BODENFORS GOTHENBURG	MINDSHARE GOTHENBURG	FORSMAN & BODENFORS...	SWEDEN

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	MEDIA AGENCY	ADVERT. AGENCY	COUNTRY
BEST USE OF ONLINE ADVERTISING							
A12/056	PETITE LAP GIRAFFE	DIRECTV	TELECOM	GREY NEW YORK		GREY NEW YORK	USA
A12/058	LAZY AD	FAIRFAX DIGITAL	DIGITAL CONTENT NETWORK	MERCERBELL SYDNEY	MITCHELLS SYDNEY	MERCERBELL SYDNEY	AUSTRALIA
A12/061	EMOTION PLANNER	THE ROYAL OPERA IN STOCKHOLM	OPERA	DDB STOCKHOLM	SCREAM MEDIABYRA STOCKHOLM	DDB STOCKHOLM	SWEDEN
A12/062	THE HOMLESS BANNER	STOCKHOLMS STADSMISSION	FUNDRAISING	GARBERGS STOCKHOLM		GARBERGS STOCKHOLM	SWEDEN
A12/063	REAL ESTATE	HABITAT FOR HUMANITY HUNGARY	CHARITY	OGILVY & MATHER HUNGARY BUDAPEST		OGILVY & MATHER HUNGARY	HUNGARY
A12/067	VIDEODEGRADABLE	GREENPEACE	GREENPEACE	MCCANN ERICKSON MADRID		MCCANN ERICKSON MADRID	SPAIN
A12/081	STREET ART VIEW	RED BULL	BRAND IMAGE	LODUCCA SÃO PAULO		LODUCCA SÃO PAULO	BRAZIL
A12/094	THE LAST ONE WINS	YOBA	SEX TOYS RETAILER	MARCEL PARIS		MARCEL PARIS	FRANCE
A12/098	THE LINE OF TRUTH	IF	INSURANCE	FORSMAN & BODENFORS GOTHENBURG	MEC SWEDEN GOTHENBURG	FORSMAN & BODENFORS...	SWEDEN
A12/103	HOMES & PROPERTY VIRAL	THE AA	HOME EMERGENCY RESPONSE	MCCANN LONDON LONDON		MCCANN LONDON LONDON	UK
A12/104	DIRTY SHORTS	WRIGLEY	ORBIT	STARCOM USA CHICAGO	STARCOM USA CHICAGO	ENERGY BBDO CHICAGO	USA
BEST USE OF SOCIAL MEDIA MARKETING							
A13/033	F**K TREE	THE NATIONAL HIV COUNCIL	HIV & STD AWARENESS	STARCOM SWEDEN STOCKHOLM	STARCOM SWEDEN STOCKHOLM		SWEDEN
A13/080	TWEET RACE	MERCEDES-BENZ	MERCEDES-BENZ	RAZORFISH NEW YORK		RAZORFISH NEW YORK	USA
A13/104	TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE LEUVEN	MINDSHARE BRUSSELS	BOONDOGGLE LEUVEN/ AMSTERDAM	BELGIUM
A13/123	GAMEMORY	AFAL	CHARITY	MCCANN ERICKSON MADRID		MCCANN ERICKSON MADRID	SPAIN
A13/132	AGAINST DUMB	SMART	SMART CAR	STRAWBERRYFROG NEW YORK	POHMEDIA SUNRISE	STRAWBERRYFROG NEW YORK	USA
A13/133	OLD SPICE RESPONSES	PROCTER & GAMBLE	OLD SPICE	WIEDEN+KENNEDY PORTLAND		WIEDEN+KENNEDY PORTLAND	USA
A13/141	FASHIONTAG	FLAIR	WOMEN'S MAGAZINE	DUVAL GUILLAUME BRUSSELS		DUVAL GUILLAUME BRUSSELS	BELGIUM
A13/143	LONDON VIRUS	EUROSTAR	HIGH SPEED TRAIN FROM LONDON TO BRUSSELS	TBWA\BRUSSELS		TBWA\BRUSSELS /CHERRY AND CAKE	BELGIUM
A13/145	REAR VIEW GIRLS - LOS ANGELES	LEVI STRAUSS & CO, S. FRANCISCO	LEVI'S CURVE ID	COLENSO BBDO AUCKLAND		COLENSO BBDO AUCKLAND	NEW ZEALAND
A13/171	FASHION AWARD	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS GOTHENBURG	MEC SWEDEN GOTHENBURG	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A13/180	DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI		OGILVY SHANGHAI	CHINA
A13/189	SKANKPLAY	SKANK	SKANK'S NEWEST SINGLE	DONTRYTHIS SÃO PAULO		DONTRYTHIS SÃO PAULO	BRAZIL
A13/190	DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY NEW YORK		TBWA\CHIAT\DAY NEW YORK	USA
BEST USE OF MOBILE DEVICES							
A14/057	THE COMMBANK PROPERTY GUIDE APPLICATION	COMMONWEALTH BANK AUSTRALIA	HOME LOANS	IKON COMMUNICATIONS SYDNEY	IKON COMMUNICATIONS SYDNEY	WHITE AGENCY SYDNEY/VIVANT	AUSTRALIA
A14/059	WELCOME TO OUR REALITY	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM	CARAT STOCKHOLM	DDB STOCKHOLM	SWEDEN
A14/069	PERRIER BY DITA	NESTLÉ WATERS	PERRIER	OGILVY FRANCE PARIS	ZENITH OPTIMEDIA LEVALLOIS-PERRET	OGILVY FRANCE PARIS	FRANCE
A14/078	WHOPPER FACE APP	BURGER KING	WHOPPER	OGILVY BRASIL SÃO PAULO		OGILVY BRASIL SÃO PAULO	BRAZIL
A14/083	UNBOTTLE YOURSELF	CARLSBERG	BEER	ÅKESTAM HOLST STOCKHOLM		ÅKESTAM HOLST STOCKHOLM	SWEDEN
A14/096	THE SAMPLER	CONVERSE	MOBILE APP	R/GA NEW YORK		R/GA NEW YORK	USA
BEST USE OF OTHER DIGITAL MEDIA							
A15/005	IKEA E-FOLDER SET	IKEA	IKEA	LABORATORY IDEAS BUDAPEST		LABO. IDEAS BUDAPEST/LABO. DIGITAL	HUNGARY
A15/009	SAVE AS WWF	WWF	WWF	JUNG VON MATT HAMBURG	GOSIGN MEDIA HAMBURG	JUNG VON MATT HAMBURG	GERMANY
A15/029	M&M'S FIND RED	MARS	M&M'S	PROXIMITY CANADA		PROXIMITY CANADA	CANADA
A15/032	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG VON MATT STOCKHOLM	CARAT STOCKHOLM	JUNG VON MATT STOCKHOLM	SWEDEN
A15/037	SAFE FOR WORK	VOLKSWAGEN	VOLKSWAGEN SIDE ASSIST	GRABARZ & PARTNER HAMBURG		GRABARZ & PARTNER HAMBURG	GERMANY
BEST USE OF INTEGRATED MEDIA							
B01/008	DATED PILLOWS	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS SYDNEY	MEDIACOM SYDNEY	HAPPY SOLDIERS SYDNEY	AUSTRALIA
B01/044	TUBES INTEGRATED CAMPAIGN	K-SWISS	SPORTS FOOTWEAR	72ANDSUNNY LOS ANGELES		72ANDSUNNY LA/CAYRAY GR. PASADENA	USA
B01/050	SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS BOSTON		DIGITAS BOSTON	USA
B01/061	WHAT'S YOUR NUMBER?	BMW MINI	MINI	DRAFTFCB NEW ZEALAND AUCKLAND		DRAFTFCB NEW ZEALAND AUCKLAND	NEW ZEALAND
B01/066	SMOKE	WWW.GLÜCKLICHER-NICHTRAUCHER.DE	ANTI-SMOKING-SEMINARS	MEDIAPLUS MUNICH	MEDIAPLUS MUNICH	SERVICEPLAN MUNICH	GERMANY
B01/073	THE WORLDS SIMPLEST CHLAMYDIA TEST	RFSU	HOME CHLAMYDIA TEST	NAKED COM. STOCKHOLM	MEC SWEDEN STOCKHOLM	NAKED COM. STOCKHOLM	SWEDEN
B01/085	THE MEGANE EXPERIMENT	RENAULT	MEGANE	PUBLICIS LONDON		PUBLICIS LONDON /PUBLICIS MODEM	UK
B01/108	REPLAY SEASON 2 & 3	GATORADE	SPORTS DRINK	TBWA\CHIAT\DAY LA LOS ANGELES	OMD CHICAGO	TBWA\CHIAT\DAY LA LOS ANGELES	USA
B01/123	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON BUCHAREST	UM ROMANIA	BV MCCANN ERICKSON BUCHAREST	ROMANIA
B01/141	GALAXY READING	MARS	GALAXY	MEDIACOM LONDON	MEDIACOM LONDON		UK
B01/143	WELCOME HOME	T-MOBILE	CONSUMER PAY AS YOU GO	MEDIACOM LONDON	MEDIACOM LONDON	SAATCHI & SAATCHI LONDON	UK
B01/195	REPÚBLICA POPULAR DO CORINTHIANS	NIKE	CORINTHIANS	F/NAZCA SAATCHI SÃO PAULO		F/NAZCA SAATCHI & SAATCHI SÃO PAULO	BRAZIL
B01/200	CAMPAIGN PLACEMENT FOR ANNA UND DIE LIEBE	MCDONALD'S	MCCAFÉ	TBWA\BERLIN	HEYE OMD UNTERHACHING	TBWA\BERLIN	GERMANY
B01/210	REVENGE ON CALLCENTERS & HELPDESKS	RADIO 1	PEETERS & PICHAL	MORTIERBRIGADE BRUSSELS		MORTIERBRIGADE BRUSSELS	BELGIUM
B01/233	WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI LONDON	MEDIACOM LONDON	SAATCHI & SAATCHI LONDON	UK
B01/280	FOLLOW THE GREEN LINE	FIDELITY INVESTMENTS	FIDELITY INVESTMENTS	MPG BOSTON	MPG BOSTON	MEDIA CONTACTS BOSTON	USA
FAST MOVING CONSUMER GOODS							
C01/006	RAINY DAYS	PEPSICO	WALKERS	OMD UK LONDON	OMD UK LONDON		UK
C01/040	GOL OOOL	COCA-COLA	COCA-COLA 2010 WORLD CUP	JWT BRAZIL SÃO PAULO		JWT BRAZIL SÃO PAULO	BRAZIL
C01/042	RUSH HOUR CINEMA	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA BOGOTÁ		OGILVY & MATHER BOGOTÁ	COLOMBIA
C01/049	THE COWS DECIDE	TINE	FLAVOURED MILK	DIST CREATIVE OSLO		DIST CREATIVE OSLO/JIMMY ROYAL	NORWAY
C01/055	20 PERCENT MORE	PROCTER & GAMBLE	DURACELL	STARCOM MEDIAVEST GROUP SAN JUAN	STARCOM MEDIAVEST GROUP SAN JUAN		PUERTO RICO
C01/074	BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI GREAT WALL ADVERT. GUANGZHOU		SAATCHI GREAT WALL ADVERT. GUANGZHOU	CHINA
C01/091	FIRST LIVE BEAUTY AD	PROCTER & GAMBLE	PANTENE	STARCOM USA CHICAGO	STARCOM MEDIAVEST GROUP CHICAGO	GREY NEW YORK	USA
C01/095	WORLD'S 1ST NEWSPAPER 100% RECYCLED NEWSPRINT	L'OREAL	GARNIER	LODESTAR UM MUMBAI	LODESTAR UM MUMBAI		INDIA
C01/100	SHARE THE JOY CAMPAIGN	CADBURY	DAIRY MILK	DDB GROUP NEW ZEALAND AUCKLAND	CARAT NEW ZEALAND AUCKLAND	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
C01/102	JUNK FOOD PACKAGING	BOLTHOUSE FARMS	BABY CARROTS	CRISPIN PORTER + BOGUSKY BOULDER		CRISPIN PORTER + BOGUSKY BOULDER	USA
C01/105	FASHION LAUNDRY	PROCTER & GAMBLE	ARIEL DETERGENT	ACE SAATCHI & SAATCHI MAKATI CITY		ACE SAATCHI & SAATCHI MAKATI CITY	PHILIPPINES

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CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	MEDIA AGENCY	ADVERT. AGENCY	COUNTRY
CARS & AUTOMOTIVE SERVICES							
C02/002	DON'T BLOG ABOUT THIS	BMW	PROTOTYPE CAR	KKLD BERLIN		KKLD BERLIN	GERMANY
C02/020	SMART: THINK - FAST - BUY!	MERCEDES-BENZ	SMART	MERCEDES-BENZ CHINA BEIJING	MEC CHINA BEIJING		CHINA
C02/021	THE MEGANE EXPERIMENT	RENAULT	MEGANE	PUBLICIS LONDON		PUBLICIS LONDON /PUBLICIS MODEM	UK
C02/030	TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH NEW YORK		RAZORFISH NEW YORK	USA
C02/032	SCIROCCO CUP	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING		OGILVY BEIJING	CHINA
C02/039	WINNING THE SUPER BOWL	VOLKSWAGEN	VW PASSAT	MEDIACOM NEW YORK	MEDIACOM NEW YORK	DEUTSCH INC. LOS ANGELES	USA
C02/044	PUNCHDUB	VOLKSWAGEN	AUTOMOBILE	MEDIACOM NEW YORK	MEDIACOM NEW YORK	DEUTSCH INC. LOS ANGELES	USA
C02/048	THE WINTER ADJUSTED OFFER	VOLKSWAGEN	VW PASSAT 4MOTION	DDB STOCKHOLM	MEDIACOM STOCKHOLM	DDB STOCKHOLM	SWEDEN
OTHER CONSUMER PRODUCTS (INCLUDING DURABLE GOODS)							
C03/006	DATED PILLOWS	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS SYDNEY	MEDIACOM SYDNEY	HAPPY SOLDIERS SYDNEY	AUSTRALIA
C03/007	WASHING TUNNEL	LG ELECTRONICS	WASHING MACHINE	Y&R SOUTH AFRICA JOHANNESBURG	MINDSHARE STH AFRICA JOHANNESBURG	Y&R STH AFRICA JOHANNESBURG	SOUTH AFRICA
C03/011	QUIETEST DISHWASHER	ARCELIK	DISHWASHER	MINDSHARE ISTANBUL	MINDSHARE ISTANBUL		TURKEY
C03/017	SAMSUNG LED 3D TV	SAMSUNG	LED 3D TV	STARCOM NETHERLANDS AMSTERDAM	STARCOM NETHERLANDS AMSTERDAM	MUSE AMSTERDAM	NETHERLANDS
FINANCIAL PRODUCTS & SERVICES							
C04/006	YOU ARE THE BIG PICTURE	AVIVA	INSURANCE	ZENITH OPTIMEDIA WORLDWIDE LONDON	ZENITH OPTIMEDIA WORLDWIDE LONDON	AMV.BBDO LONDON	UK
C04/010	BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	ZENITHOPTIMEDIA AUSTRALIA SYDNEY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
C04/014	SHOCKING LITTLE BEASTS	DKV	HEALTH INSURANCE	OGILVY FRANKFURT		OGILVY FRANKFURT	GERMANY
C04/037	THE REFEREE´S SUPPORTERS	TRANSPERUANA INSURANCE COMPANY	MICRO INSURANCE	QUORUM/NAZCA SAATCHI & SAATCHI LIMA		QUORUM/NAZCA SAATCHI LIMA/YELLOW	PERU
COMMERCIAL PUBLIC SERVICES INCL. HEALTHCARE & MEDICAL							
C05/002	PRIORITY	TELEFÍNICA O2 UK	O2 PRIORITY	ZENITHOPTIMEDIA UK LONDON	ZENITHOPTIMEDIA UK LONDON		UK
C05/013	THE LONGEST CALL EVER	T-MOBILE	CELLPHONE SERVICE	CONILL SAATCHI & SAATCHI TORRANCE		CONILL SAATCHI & SAATCHI TORRANCE	USA
C05/015	WE MIXED INDIA!	TATA SKY	SATELLITE TV SERVICE	MAXUS MUMBAI	MAXUS MUMBAI		INDIA
C05/029	WELCOME HOME	T-MOBILE	CONSUMER PAY AS YOU GO	MEDIACOM LONDON	MEDIACOM LONDON	SAATCHI & SAATCHI LONDON	UK
TRAVEL, ENTERTAINMENT & LEISURE							
C06/010	THE 250KM WAVE	KYUSHU RAILWAY COMPANY	KYUSHU BULLET TRAIN	DENTSU TOKYO		DENTSU TOKYO	JAPAN
C06/015	TOUCH THE SUN	EMBRATUR	BRAZILIAN TOURISM BOARD	ARTPLAN RIO DE JANEIRO		ARTPLAN RIO DE JANEIRO	BRAZIL
C06/034	UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON MADRID		SHACKLETON MADRID	SPAIN
C06/035	MAKING TRACKS	TOURISM AUSTRALIA	TOURISM	DDB SYDNEY		DDB SYDNEY	AUSTRALIA
RETAIL AND E-COMMERCE, INCLUDING RESTAURANTS							
C07/005	HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE SEOUL		CHEIL WORLDWIDE SEOUL	KOREA
C07/012	100 EGOS CAMPAIGN	DANSHAR	HAIRCARE	DRAFTFCB + SHIMONI FINKELSTEIN BARKI TEL AVIV		DRAFTFCB + SHIMONI FINKELSTEIN BARKI TEL AVIV	ISRAEL
C07/034	BOOKS FRESHENERS	100 000 BOOKS	CHAIN OF BOOKSTORES	VOSKHOD YEKATERINBURG		VOSKHOD YEKATERINBURG	RUSSIA
C07/041	THE ROTISSERIE CHANNEL	CARA OPERATIONS	SWISS CHALET RESTAURANT	BBDO CANADA TORONTO	MEC TORONTO	BBDO CANADA TORONTO	CANADA
PUBLICATIONS & MEDIA							
C08/012	NEWSPAPER IN THE SKY	THE ASAHI SHIMBUN COMPANY	THE ASAHI SHIMBUN	DENTSU KANSAI OSAKA		DENTSU KANSAI OSAKA	JAPAN
C08/024	HEARTBREAKER<3	KAIZERS ORCHESTRA	ORCHESTRA	STARCOM NORWAY OSLO	STARCOM NORWAY OSLO	ANORAK OSLO/HAALAND EIDSVAAG & STROEM	NORWAY
C08/028	THE VOICELESS CAMPAIGN	THE ZIMBABWEAN	NEWSPAPER	TBWA\HUNT\LASCARIS JOHANNESBURG		TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
CORPORATE IMAGE & INFORMATION							
C10/009	LEAKING POWER OUTLETS	RHEINISCH WESTFÄLISCHES ELEKTRIZITÄTSWERK		SUSTAINABLE ENERGY WEBSITE	JUNG VON MATT HAMBURG		JUNG VON
MATT HAMBURG		GERMANY					
C10/013	POWERING THE FUTURE	SHELL	SHELL	MEDIACOM NEW YORK	MEDIACOM NEW YORK	JWT NEW YORK	USA
C10/014	ONE LAPTOP PER CHILD	TELSTRA	TELSTRA BRAND	OMD SYDNEY	OMD SYDNEY		AUSTRALIA
C10/034	SOLES WITH SOULS	J.K. TYRE & INDUSTRIES	JK TYRE	CONTRACT ADVERTISING INDIA GURGAON		CONTRACT ADVERTISING INDIA GURGAON	INDIA
C10/045	BILLBOARDS TO BAGS	CADBURY	COMMONWEALTH GAMES	DDB GROUP NEW ZEALAND AUCKLAND	M2M AUCKLAND	DDB GROUP NEW ZEALAND AUCKLAND	N.ZEALAND
C10/050	PHILIPPE´S PROJECT	T-MOBILE AUSTRIA	TELECOMMUNICATION	MEDIACOM VIENNA	MEDIACOM VIENNA	PUBLICIS GROUP AUSTRIA VIENNA	AUSTRIA
CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES							
C11/020	I SWIM WITH MARCOS	UNITED NATIONS	POVERTY AWARENESS	PAGÉS BBDO SANTO DOMINGO	OMD DOMINICANA SANTO DOMINGO	PAGÉS BBDO SANTO DOMINGO	DOMINICAN REP.
C11/044	KIMBO	UNICEF	UNICEF	JWT MADRID		JWT MADRID	SPAIN
C11/064	SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA BUENOS AIRES		OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
C11/068	ART ON THE CROSSWALK	CURITIBA CITY HALL	ROAD SAFETY	MASTER CURITIBA		MASTER CURITIBA	BRAZIL
C11/069	BOOTS	ASICS	ANTI RACISM	BABEL SÃO PAULO		BABEL SÃO PAULO	BRAZIL
C11/085	HIDDEN MESSAGES	CASA PROTEGIDA JULIA DE BURGOS	SHELTER FOR ABUSED WOMEN	GREY PUERTO RICO HATO REY		GREY PUERTO RICO HATO REY	PUERTO RICO
C11/086	ANGELS CAMPAIGN	AUCKLAND CITY MISSION	CHARITY	PUBLICIS MOJO AUCKLAND	ZENITH OPTIMEDIA AUCKLAND	PUBLICIS MOJO AUCKLAND	NEW ZEALAND
C11/090	JUNE 16TH 2014	BRAND COLLECTIVE	TUNISIA	MEMAC OGILVY LABEL TUNISIA TUNIS	MINDSHARE TUNIS	MEMAC OGILVY LABEL TUNISIA/PR WORLD.	TUNISIA
C11/092	ANGINA MONOLOGUES	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON	PHD LONDON	GREY LONDON	UK
C11/100	BRIDGE PROJECTION LIFESAVER	SUICIDE PREVENTION CENTER	SOS INFO LINE	MCCANN ERICKSON BELGRADE		MCCANN ERICKSON BELGRADE	SERBIA
C11/117	SR. AMOR	SALVATION ARMY	SALVATION ARMY	JWT ARGENTINA BUENOS AIRES		JWT ARGENTINA BUENOS AIRES	ARGENTINA
C11/119	KID RESCUE	TELEFONICA	TELEFONICA FOUNDATION	Y&R COLOMBIA BOGOTÁ		Y&R COLOMBIA BOGOTÁ	COLOMBIA
C11/134	DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL SÃO PAULO		OGILVY BRASIL SÃO PAULO	BRAZIL
C11/138	BLIND CAR	JSM CORPORATION	HARD ROCK CAFÉ ANTI DRINK DRIVING	MCCANN WORLDGROUP MUMBAI		MCCANN WORLDGROUP MUMBAI	INDIA

PRESS

SHORTLIST

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
SAVOURY FOODS					
A01/012	LITTLE RED RIDING HOOD	HERO	LIQUID SLURRY FOR BABIES	IGNITIONK MADRID	SPAIN
A01/028	SPAGHETTI	HEINZ	KETCHUP	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
A01/032	BEEF	GBA CORPORATION	MCCORMICK MEAT TENDERIZER	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A01/037	GLOVES	I&J	TASTY FISH FINGERS	BELGIOVANE WILLIAMS MACKAY ULTIMO	AUSTRALIA
A01/038	RING	I&J	TASTY FISH FINGERS	BELGIOVANE WILLIAMS MACKAY ULTIMO	AUSTRALIA
SWEET FOODS & SNACKS					
A02/037	JAN	DER SUESSE REGENBOGEN	SUPER SOUR LOLLIPOPS	SERVICEPLAN MUNICH	GERMANY
A02/038	LARA	DER SUESSE REGENBOGEN	SUPER SOUR LOLLIPOPS	SERVICEPLAN MUNICH	GERMANY
A02/067	MOURNING	FREDDO	ICE CREAM	Y&R BUENOS AIRES	ARGENTINA
A02/088	LEAVING HOME	MARS CHOCOLATE FRANCE	CELEBRATIONS	CLM BBDO BOULOGNE-BILLANCOURT	FRANCE
A02/089	GYMNASTICS	MARS CHOCOLATE FRANCE	CELEBRATIONS	CLM BBDO BOULOGNE-BILLANCOURT	FRANCE
A02/090	SCHOOL BUS	MARS CHOCOLATE FRANCE	CELEBRATIONS	CLM BBDO BOULOGNE-BILLANCOURT	FRANCE
A02/091	CRASH	KRAFT FOODS	HALLS XS	JWT ARGENTINA BUENOS AIRES	ARGENTINA
A02/092	SHOPPING	KRAFT FOODS	HALLS XS	JWT ARGENTINA BUENOS AIRES	ARGENTINA
A02/093	BOYFRIEND	KRAFT FOODS	HALLS XS	JWT ARGENTINA BUENOS AIRES	ARGENTINA
A02/101	CHOC	DOS EN UNO	CANDY	PROLAM Y&R	CHILE
A02/102	GUM	DOS EN UNO	CANDY	PROLAM Y&R	CHILE
A02/103	LOLLI	DOS EN UNO	CANDY	PROLAM Y&R	CHILE
ALCOHOLIC DRINKS					
A03/005	GUNS	CARLTON UNITED BREWERIES	BEER	DROGA5 SYDNEY	AUSTRALIA
A03/006	SPEAKER	CARLTON UNITED BREWERIES	BEER	DROGA5 SYDNEY	AUSTRALIA
A03/007	PROFILE	CARLTON UNITED BREWERIES	BEER	DROGA5 SYDNEY	AUSTRALIA
A03/016	TOOK ON A GOVERNMENT	DB BREWERIES	BEER	COLENSO BBDO AUCKLAND	NEW ZEALAND
A03/017	ELECTION	DB BREWERIES	BEER	COLENSO BBDO AUCKLAND	NEW ZEALAND
A03/018	INVENTION	DB BREWERIES	BEER	COLENSO BBDO AUCKLAND	NEW ZEALAND
A03/019	PAPER ROUTE	DB BREWERIES	BEER	COLENSO BBDO AUCKLAND	NEW ZEALAND
A03/026	BOLD	DIAGEO	GUINNESS	BBDO NEW YORK	USA
A03/040	DOG POO	GREENE KING	GREENE KING	DARE LONDON	UNITED KINGDOM
A03/041	SPIDER	GREENE KING	GREENE KING	DARE LONDON	UNITED KINGDOM
A03/042	PADDLING POOL	GREENE KING	GREENE KING	DARE LONDON	UNITED KINGDOM
NON-ALCOHOLIC DRINKS					
A04/015	BOSS	OISHI GROUP	OISHI BLACK TEA LEMON	Y&R THAILAND BANGKOK	THAILAND
A04/016	OWNER	OISHI GROUP	OISHI BLACK TEA LEMON	Y&R THAILAND BANGKOK	THAILAND
A04/033	JUMP	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
A04/034	TUNNEL	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
A04/035	BALLOON	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
HOUSEHOLD: CLEANING PRODUCTS					
A05/033	BUCKET 1	RECKITT BENCKISER	AIR WICK	EURO RSCG WARSAW	POLAND
A05/034	BUCKET 2	RECKITT BENCKISER	AIR WICK	EURO RSCG WARSAW	POLAND
A05/035	COFFEE	PROCTER & GAMBLE	LAUNDRY DETERGENT	BAUMANN BER RIVNAY SAATCHI & SAATCHI RAMAT GAN	ISRAEL
A05/036	CAKE	PROCTER & GAMBLE	LAUNDRY DETERGENT	BAUMANN BER RIVNAY SAATCHI & SAATCHI RAMAT GAN	ISRAEL
A05/037	SOUP	PROCTER & GAMBLE	LAUNDRY DETERGENT	BAUMANN BER RIVNAY SAATCHI & SAATCHI RAMAT GAN	ISRAEL
A05/068	KITCHEN	TV DIRECT COMPANY	TWISTER SWEEPER XL	THE LEO BURNETT GROUP THAILAND BANGKOK	THAILAND
A05/069	BEDROOM	TV DIRECT COMPANY	TWISTER SWEEPER XL	THE LEO BURNETT GROUP THAILAND BANGKOK	THAILAND
A05/070	LIVING ROOM	TV DIRECT COMPANY	TWISTER SWEEPER XL	THE LEO BURNETT GROUP THAILAND BANGKOK	THAILAND
A05/091	TEDDY BEAR CLOTHING	PROCTER & GAMBLE	DOWNY	GREY BRASIL SÃO PAULO	BRAZIL
A05/102	DENIM	PROCTER & GAMBLE	DOWNY	GREY WORLDWIDE INDIA GURGAON	INDIA
A05/103	SWEATER	PROCTER & GAMBLE (IO)	DOWNY	GREY WORLDWIDE INDIA GURGAON	INDIA
A05/104	CORDUROY	PROCTER & GAMBLE	DOWNY	GREY WORLDWIDE INDIA GURGAON	INDIA
A05/105	PANTS	PROCTER & GAMBLE	BOUNCE	LEO BURNETT IBERIA MADRID	SPAIN
A05/108	INK STAIN	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB DUBAI	UNITED ARAB EMIRATES
A05/109	KETCHUP STAIN	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB DUBAI	UNITED ARAB EMIRATES
A05/110	COFFEE STAIN	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB DUBAI	UNITED ARAB EMIRATES

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
A05/111	AUNT AGATHA	HENKEL	VERNEL FABRIC SOFTENER	DDB DUBAI	UNITED ARAB EMIRATES
A05/112	MR. TAREK	HENKEL	VERNEL FABRIC SOFTENER	DDB DUBAI	UNITED ARAB EMIRATES
A05/113	MISS SARAH	HENKEL	VERNEL FABRIC SOFTENER	DDB DUBAI	UNITED ARAB EMIRATES
A05/121	TOMATO	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB DUBAI	UNITED ARAB EMIRATES
A05/122	INK BOTTLE	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB DUBAI	UNITED ARAB EMIRATES
HOUSEHOLD: OTHER					
A06/023	KID'S BEDROOM	HENKEL	LOCTITE SUPER GLUE	DDB MEXICO	MEXICO
A06/024	AUNT'S LIVINGROOM	HENKEL	LOCTITE SUPER GLUE	DDB MEXICO	MEXICO
A06/031	CORNFLAKES	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
A06/032	RAISINS	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
A06/033	CRACKERS	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG
A06/037	SOUP	PROCTER & GAMBLE	BOUNTY	LEO BURNETT TORONTO	CANADA
A06/038	ICE CREAM	PROCTER & GAMBLE	BOUNTY	LEO BURNETT TORONTO	CANADA
A06/039	COFFEE	PROCTER & GAMBLE	BOUNTY	LEO BURNETT TORONTO	CANADA
A06/049	ANAKIN	KATIVO GROUP	PROTECTO PAINTS	TRIBU DDB HEREDIA	COSTA RICA
A06/050	JAWS	KATIVO GROUP	PROTECTO PAINTS	TRIBU DDB HEREDIA	COSTA RICA
A06/051	HULK	KATIVO GROUP	PROTECTO PAINTS	TRIBU DDB HEREDIA	COSTA RICA
A06/088	CHINESE VASE	HENKEL	SUPERBONDER	DDB CHILE SANTIAGO	CHILE
A06/130	CHAMELEON	RECKITT BENCKISER	SHIELDTOX NATURGARD INSECT REPELLENT	EURO RSCG BANGKOK	THAILAND
A06/131	FROG	RECKITT BENCKISER	SHIELDTOX NATURGARD INSECT REPELLENT	EURO RSCG BANGKOK	THAILAND
HOME APPLIANCES & FURNISHINGS					
A07/001	OFFICE	IT WORKS	SECURITY SYSTEM	HAKUHODO ASIA PACIFIC/SPICY H BANGKOK	THAILAND
A07/002	HOUSE	IT WORKS	SECURITY SYSTEM	HAKUHODO ASIA PACIFIC/SPICY H BANGKOK	THAILAND
A07/003	LABORATORY	IT WORKS	SECURITY SYSTEM	HAKUHODO ASIA PACIFIC/SPICY H BANGKOK	THAILAND
A07/007	VIKINGS	ANDREAS STIHL & CO.	CHAINSAW MS 880	SCHOLZ & FRIENDS BERLIN	GERMANY
A07/008	SAMURAI	ANDREAS STIHL & CO.	CHAINSAW MS 261	SCHOLZ & FRIENDS BERLIN	GERMANY
A07/062	TEENAGERS	CISCO SYSTEMS MALAYSIA	CISCO REMOTE SURVEILLANCE	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A07/063	BABY	CISCO SYSTEMS MALAYSIA	CISCO REMOTE SURVEILLANCE	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A07/064	CHANEL	LG	WASHING MACHINE	Y&R SÃO PAULO	BRAZIL
A07/065	ARMANI	LG	WASHING MACHINE	Y&R SÃO PAULO	BRAZIL
A07/066	LANVIN	LG	WASHING MACHINE	Y&R SÃO PAULO	BRAZIL
A07/106	SOFA	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY
A07/109	COFFEE TABLE	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY
A07/110	CHAIR	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY
A07/111	FRAME	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY
A07/112	SOFA	ROWENTA	VACUUM CLEANER	MARCEL PARIS	FRANCE
A07/113	PIANO	ROWENTA	VACUUM CLEANER	MARCEL PARIS	FRANCE
A07/114	TABLES	ROWENTA	VACUUM CLEANER	MARCEL PARIS	FRANCE
COSMETICS & BEAUTY					
A08/001	CAN	YARDLEY	OATMEAL SPOT CLEAR	BESTER BURKE SLINGERS CAPE TOWN	SOUTH AFRICA
A08/005	FIJI	OLD SPICE	FRESH COLLECTION	WIEDEN+KENNEDY PORTLAND	USA
A08/006	MATTERHORN	OLD SPICE	FRESH COLLECTION	WIEDEN+KENNEDY PORTLAND	USA
A08/007	KOMODO	OLD SPICE	FRESH COLLECTION	WIEDEN+KENNEDY PORTLAND	USA
A08/076	BLUE	LABEL BABY	EYE FRIENDLY SHAMPOO	MARCEL PARIS	FRANCE
A08/078	GREY	LABEL BABY	EYE FRIENDLY SHAMPOO	MARCEL PARIS	FRANCE
A08/084	AGES	PROCTER & GAMBLE	OLAY	F/NAZCA SAATCHI & SAATCHI SÃO PAULO	BRAZIL
A08/091	OCTOPUS	BIOTA LABORATORIES	ANTI-HAIR LOSS SHAMPOO	DDB&CO. ISTANBUL	TURKEY
A08/093	BABY	BIOTA LABORATORIES	ANTI-HAIR LOSS SHAMPOO	DDB&CO. ISTANBUL	TURKEY
A08/094	YOKO & JOHN	BIOTA LABORATORIES	ANTI-HAIR LOSS SHAMPOO	DDB&CO. ISTANBUL	TURKEY
TOILETRIES					
A09/006	MONKEY	BRAUN	PRECISION TRIMMER	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
A09/007	CHICK	BRAUN	PRECISION TRIMMER	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
A09/008	SQUIRREL	BRAUN	PRECISION TRIMMER	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
A09/010	SEE YOU LATER	KIMBERLY-CLARK	HAKLE	JWT+H+F ZURICH	SWITZERLAND
A09/042	CHURCH	COLGATE	FLUORIDE TOOTHPASTE	PROLAM Y&R	CHILE
A09/043	POOL	COLGATE	FLUORIDE TOOTHPASTE	PROLAM Y&R	CHILE
A09/044	OPERA	COLGATE	TOOTHPASTE	PROLAM Y&R	CHILE
A09/052	PRISONER	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
A09/053	WOMAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
A09/054	MAGICIAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
A09/055	BEAR	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
A09/056	SKINNY	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
A09/057	GENTLEMAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
OTC PHARMACY					
A10/032	OPERA	PHAREX HEALTH	CARBOCISTINE COUGH SYRUP	DDB DM9JAYMESYFU MAKATI CITY	THE PHILIPPINES
A10/033	LECTURE	PHAREX HEALTH	CARBOCISTINE COUGH SYRUP	DDB DM9JAYMESYFU MAKATI CITY	THE PHILIPPINES
A10/072	CLUB CRASHER	SSL HEALTHCARE ITALY	DUREX LUBRICANT	MCCANN ERICKSON ITALIA MILAN	ITALY
A10/085	MATCH	BAYER	TABCIN COUGH MEDICINE	Y&R BUENOS AIRES	ARGENTINA
A10/086	ORCHESTRA	BAYER	TABCIN COUGH MEDICINE	Y&R BUENOS AIRES	ARGENTINA
A10/087	SPEECH	BAYER	TABCIN COUGH MEDICINE	Y&R BUENOS AIRES	ARGENTINA

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A10/091	BLUE	BAYER	BEPANTOL	JWT BRAZIL SÃO PAULO	BRAZIL
A10/092	PINK	BAYER	BEPANTOL	JWT BRAZIL SÃO PAULO	BRAZIL
A10/093	YELLOW	BAYER	BEPANTOL	JWT BRAZIL SÃO PAULO	BRAZIL
A10/110	TRAFFIC BLUES	GLAXOSMITHKLINE	PANADOL EXTRA	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A10/144	BOAT	S.C. JOHNSON	OFF REPELLENT	GIOVANNI+DRAFTFCB RIO DE JANEIRO	BRAZIL
A10/145	BEACH	S.C. JOHNSON	OFF REPELLENT	GIOVANNI+DRAFTFCB RIO DE JANEIRO	BRAZIL
A10/156	HERO-FRAN	LABORATORIO CHILE	KITADOL	PROLAM Y&R	CHILE
A10/157	HERO-MARCE	LABORATORIO CHILE	KITADOL	PROLAM Y&R	CHILE
A10/158	HERO-SARA	LABORATORIO CHILE	KITADOL	PROLAM Y&R	CHILE
A10/160	SWING	JOHNSON & JOHNSON	BAND-AID	JWT BRAZIL SÃO PAULO	BRAZIL
A10/161	DOG	BAYER	SUPRADYN VITAMINS	JWT BRAZIL SÃO PAULO	BRAZIL
A10/162	FISH	BAYER	SUPRADYN VITAMINS	JWT BRAZIL SÃO PAULO	BRAZIL
A10/163	LUGGAGE	BAYER	SUPRADYN VITAMINS	JWT BRAZIL SÃO PAULO	BRAZIL
A10/177	CABIN	PHAPROS	ANTIMO MOTION SICKNESS RELIEF	JWT JAKARTA	INDONESIA
A10/178	CARAVAN	PHAPROS	ANTIMO MOTION SICKNESS RELIEF	JWT JAKARTA	INDONESIA
A10/187	PHONE BOOTH	ONLY GREEN COMPANY	SANZER HAND GEL	CHUO SENKO BANGKOK	THAILAND
A10/188	DOOR KNOB	ONLY GREEN COMPANY	SANZER HAND GEL	CHUO SENKO BANGKOK	THAILAND
CLOTHING, FOOTWEAR & ACCESSORIES					
A11/012	PINK BATULA	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC SINGAPORE	SINGAPORE
A11/013	IMP	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC SINGAPORE	SINGAPORE
A11/014	DODO BELCHER	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC SINGAPORE	SINGAPORE
A11/015	WIGGLY WIDOW	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC SINGAPORE	SINGAPORE
A11/033	MAN	AMUSE FASHION STORES	SOCKS	ELEPHANT CAIRO	EGYPT
A11/034	GIRL	AMUSE FASHION STORES	SOCKS	ELEPHANT CAIRO	EGYPT
A11/035	BOY	AMUSE FASHION STORES	SOCKS	ELEPHANT CAIRO	EGYPT
A11/036	DROGBA	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
A11/037	ROONEY	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
A11/038	RIBERY	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
A11/086	HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA
A11/090	ROCK STAR	NOMAD SKATEBOARDS	SPORTING GOODS	LEO BURNETT IBERIA MADRID	SPAIN
A11/091	HUGH HEFNER	NOMAD SKATEBOARDS	SPORTING GOODS	LEO BURNETT IBERIA MADRID	SPAIN
A11/092	STRIKER	NOMAD SKATEBOARDS	SPORTING GOODS	LEO BURNETT IBERIA MADRID	SPAIN
A11/108	MOUNTAIN	SOORUZ	SURFWEAR	PUBLICIS CONSEIL PARIS	FRANCE
MISCELLANEOUS					
A12/027	CAR	DIA SUPERMARKET	CAT FOOD	Z+ SAO PAULO	BRAZIL
A12/028	REFRIGERATOR	DIA SUPERMARKET	CAT FOOD	Z+ SAO PAULO	BRAZIL
A12/029	KNIVES	DIA SUPERMARKET	CAT FOOD	Z+ SAO PAULO	BRAZIL
A12/035	BOOKS	BIC	BIC CRISTAL	PUBLICITAS/SAATCHI & SAATCHI QUITO	ECUADOR
A12/036	DVD'S	BIC	BIC CRISTAL	PUBLICITAS/SAATCHI & SAATCHI QUITO	ECUADOR
A12/037	CD'S	BIC	BIC CRISTAL	PUBLICITAS/SAATCHI & SAATCHI QUITO	ECUADOR
A12/071	NAILS	3M TECHNOLOGIES	SCOTCH SUPER 77 MULTI-PURPOSE ADHESIVE	DDB SINGAPORE	SINGAPORE
A12/075	DON QUIJOTE	ASSENDA	OFIXPRES HIGHLIGHTER	Y&R COLOMBIA BOGOTÁ	COLOMBIA
A12/076	LE PETIT PRINCE	ASSENDA	OFIXPRES HIGHLIGHTER	Y&R COLOMBIA BOGOTÁ	COLOMBIA
A12/077	MOBY DICK	ASSENDA	OFIXPRES HIGHLIGHTER	Y&R COLOMBIA BOGOTÁ	COLOMBIA
A12/085	BRUNETTE MAMY	YARRAH	ORGANIC PETFOOD	PUBLICIS BRUSSELS	BELGIUM
A12/113	SEA	3M SINGAPORE	POST-IT FLAGS	DDB SINGAPORE	SINGAPORE
CARS					
A13/077	TITANIC	FORD SPAIN	FORD KA	BASSAT OGILVY GROUP MADRID	SPAIN
A13/078	APOLLO XIII	FORD SPAIN	FORD KA	BASSAT OGILVY GROUP MADRID	SPAIN
A13/095	TEST DRIVE	VOLKSWAGEN	VOLKSWAGEN	TRY ADVERTISING AGENCY OSLO	NORWAY
A13/125	PARIS HILTON	VOLKSWAGEN	VW GOLF	OGILVY CAPE TOWN	SOUTH AFRICA
A13/126	BUSKER	VOLKSWAGEN	VW GOLF	OGILVY CAPE TOWN	SOUTH AFRICA
A13/127	RAVE	VOLKSWAGEN	VW GOLF	OGILVY CAPE TOWN	SOUTH AFRICA
A13/140	FAMILY	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER HAMBURG	GERMANY
A13/141	GARDENING	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER HAMBURG	GERMANY
A13/175	TELEPHONE BOX	DAIMLER	SMART ELECTRIC DRIVE	BBDO PROXIMITY DÜSSELDORF	GERMANY
A13/176	LIFT	DAIMLER	SMART ELECTRIC DRIVE	BBDO PROXIMITY DÜSSELDORF	GERMANY
A13/177	PHOTO BOOTH	DAIMLER	SMART ELECTRIC DRIVE	BBDO PROXIMITY DÜSSELDORF	GERMANY
A13/221	CHAIR	FIAT	FIAT 500	LEO BURNETT IBERIA MADRID	SPAIN
A13/222	HORSE	FIAT	FIAT 500	LEO BURNETT IBERIA MADRID	SPAIN
A13/223	APPLE	FIAT	FIAT 500	LEO BURNETT IBERIA MADRID	SPAIN
A13/224	HEART	FIAT	FIAT 500	LEO BURNETT IBERIA MADRID	SPAIN
A13/225	BED	FIAT	FIAT 500	LEO BURNETT IBERIA MADRID	SPAIN
A13/242	OLD LADY	FORD MOTOR COMPANY	LOBO	JWT MEXICO MEXICO CITY	MEXICO
A13/243	BOY	FORD MOTOR COMPANY	EXPLORER	JWT MEXICO MEXICO CITY	MEXICO
A13/244	DOG	FORD MOTOR COMPANY	EDGE	JWT MEXICO MEXICO CITY	MEXICO
A13/245	PASSPORT STAMPS	LAND ROVER	DEFENDER	RAINEY KELLY CAMPBELL ROALFE/Y&R LONDON	UNITED KINGDOM
A13/249	PLANE	KIA MOTORS	KIA SORENTO WITH PANORAMIC SUNROOF	MOMA PROPAGANDA SAO PAULO	BRAZIL
A13/250	TREES	KIA MOTORS	KIA SORENTO WITH PANORAMIC SUNROOF	MOMA PROPAGANDA SAO PAULO	BRAZIL
A13/256	CARDS	VOLKSWAGEN	TIGUAN	ALMAPBBDO SÃO PAULO	BRAZIL
A13/257	BALLOON	VOLKSWAGEN	TIGUAN	ALMAPBBDO SÃO PAULO	BRAZIL
A13/258	NAILS	VOLKSWAGEN	TIGUAN	ALMAPBBDO SÃO PAULO	BRAZIL
A13/278	CITY VS NATURE	LAND ROVER	FREELANDER 2	Y&R NEW YORK	USA

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
OTHER VEHICLES, AUTO PRODUCTS & SERVICES					
A14/053	PAINT BUCKET	VOLKSWAGEN NUTZFAHRZEUGE	VOLKSWAGEN REAR ASSIST	GRABARZ & PARTNER HAMBURG	GERMANY
A14/054	SCAFFOLDING	VOLKSWAGEN NUTZFAHRZEUGE	VOLKSWAGEN REAR ASSIST	GRABARZ & PARTNER HAMBURG	GERMANY
A14/055	RAKE	VOLKSWAGEN NUTZFAHRZEUGE	VOLKSWAGEN REAR ASSIST	GRABARZ & PARTNER HAMBURG	GERMANY
A14/115	TEACHER	KIA MOTORS	AIR CONDITIONER DUAL ZONE	MOMA PROPAGANDA SAO PAULO	BRAZIL
A14/116	PRINCESS	KIA MOTORS	AIR CONDITIONER DUAL ZONE	MOMA PROPAGANDA SAO PAULO	BRAZIL
A14/131	GATE	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
A14/132	ICEBERG	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
A14/133	CANNON	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
A14/148	PAPER	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO SÃO PAULO	BRAZIL
A14/149	ROLL OF ALUMINIUM	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO SÃO PAULO	BRAZIL
A14/150	PVC PLASTIC	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO SÃO PAULO	BRAZIL
A14/151	PLASTIC BAG	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO SÃO PAULO	BRAZIL
HOME ELECTRONICS & AUDIO-VISUAL					
A15/022	PRESS	SONY	SONY NEX-5 CAMERA	SAATCHI & SAATCHI SYDNEY	AUSTRALIA
A15/023	SPORTS	SONY	SONY NEX-5 CAMERA	SAATCHI & SAATCHI SYDNEY	AUSTRALIA
A15/024	FASHION	SONY	SONY NEX-5 CAMERA	SAATCHI & SAATCHI SYDNEY	AUSTRALIA
A15/042	EINSTEIN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
A15/043	MARILYN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
A15/087	CITY	ONIDA	ONIDA I21 MOBILE	MCCANN WORLDGROUP MUMBAI	INDIA
A15/088	FOREST	ONIDA	ONIDA I21 MOBILE	MCCANN WORLDGROUP MUMBAI	INDIA
A15/089	SEA	ONIDA	ONIDA I21 MOBILE	MCCANN WORLDGROUP MUMBAI	INDIA
A15/096	WAR	BEKO	USB RECORDABLE TV	TBWA\ISTANBUL	TURKEY
A15/097	DOCUMENTARY	BEKO	USB RECORDABLE TV	TBWA\ISTANBUL	TURKEY
A15/098	RACE	BEKO	USB RECORDABLE TV	TBWA\ISTANBUL	TURKEY
A15/102	BUS	OLIVE TELECOMMUNICATION	OLIVE TRACER PHONES	MUDRA COMMUNICATIONS MUMBAI	INDIA
A15/103	MALL	OLIVE TELECOMMUNICATION	OLIVE TRACER PHONES	MUDRA COMMUNICATIONS MUMBAI	INDIA
RETAIL STORES					
A16/001	LEMON	INSINUANTE STORES	JUICER	PROPEG LAURO DE FREITAS	BRAZIL
A16/002	STRAWBERRY	INSINUANTE STORES	JUICER	PROPEG LAURO DE FREITAS	BRAZIL
A16/003	APPLE	INSINUANTE STORES	JUICER	PROPEG LAURO DE FREITAS	BRAZIL
A16/045	MR. INCREDIBLE	VIDEO CENTRO	VIDEO RENTAL STORE	TRIBU DDB HEREDIA	COSTA RICA
A16/046	RUSSEL	VIDEO CENTRO	VIDEO RENTAL STORE	TRIBU DDB HEREDIA	COSTA RICA
A16/064	GRABBER	HARVEY NICHOLS	SUMMER SALE	DDB UK LONDON	UNITED KINGDOM
A16/065	DUCKS	HARVEY NICHOLS	SUMMER SALE	DDB UK LONDON	UNITED KINGDOM
A16/066	BINGO	HARVEY NICHOLS	SUMMER SALE	DDB UK LONDON	UNITED KINGDOM
A16/091	AIRHORN	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A16/092	ALTITUDE SICKNESS PILLS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A16/093	DEFIBRILLATOR	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A16/094	LIPSTICK STAIN REMOVER	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A16/095	SMELLING SALTS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A16/096	PERSONALIZED TOWELS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A16/097	LITTLE BLACK BOOK	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES
A16/150	BERLIN WALL	DANK	SECOND HAND FURNITURE	DDB&CO. ISTANBUL	TURKEY
A16/151	OBAMA ADDRESS	DANK	SECOND HAND FURNITURE	DDB&CO. ISTANBUL	TURKEY
A16/152	APOLLO 13 SUCCESS	DANK	SECOND HAND FURNITURE	DDB&CO. ISTANBUL	TURKEY
TRAVEL, TRANSPORT & TOURISM					
A18/055	GRANDMA	SUDDEN RUSH	SURFER TRAVEL	ADVICO Y&R ZÜRICH	SWITZERLAND
A18/056	GRANDPA	SUDDEN RUSH	SURFER TRAVEL	ADVICO Y&R ZÜRICH	SWITZERLAND
A18/064	REUNION	AVIS	LUXURY CAR HIRE	IRELAND DAVENPORT JOHANNESBURG	SOUTH AFRICA
A18/078	NUCLEAR	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA MUMBAI	INDIA
A18/079	TERRORISM	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA MUMBAI	INDIA
A18/080	SEA LEVEL	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA MUMBAI	INDIA
A18/090	YELLOW	RENFE	HIGH SPEED RAIL	SRA RUSHMORE MADRID	SPAIN
A18/091	BLUE	RENFE	HIGH SPEED RAIL	SRA RUSHMORE MADRID	SPAIN
A18/092	GREY	RENFE	HIGH SPEED RAIL	SRA RUSHMORE MADRID	SPAIN
A18/093	GREEN	RENFE	HIGH SPEED RAIL	SRA RUSHMORE MADRID	SPAIN
A18/120	FARMER	TAM AIRLINES	ONLINE CHECK-IN	TBWA\FREDERICK SANTIAGO	CHILE
A18/121	POLICE	TAM AIRLINES	ONLINE CHECK-IN	TBWA\FREDERICK SANTIAGO	CHILE
A18/122	BRIDE	TAM AIRLINES	ONLINE CHECK-IN	TBWA\FREDERICK SANTIAGO	CHILE
ENTERTAINMENT & LEISURE					
A19/078	FACEBOOK	GOLD'S GYM	GOLD'S GYM	JOTABEQU GREY SAN JOSÉ	COSTA RICA
A19/079	MESSENGER	GOLD'S GYM	GOLD'S GYM	JOTABEQU GREY SAN JOSÉ	COSTA RICA
A19/080	TWITTER	GOLD'S GYM	GOLD'S GYM	JOTABEQU GREY SAN JOSÉ	COSTA RICA
A19/083	GIRL WITH A PEARL EARRING	ONCE	MUSEUM FOR THE BLIND	JWT MADRID	SPAIN
A19/089	LEGO ACCOUNTANT	LEGO	LEGO	SERVICEPLAN MUNICH	GERMANY
A19/090	LEGO ELECTRICIAN	LEGO	LEGO	SERVICEPLAN MUNICH	GERMANY
A19/091	LEGO ENGINEER	LEGO	LEGO	SERVICEPLAN MUNICH	GERMANY
A19/116	AUSCHWITZ	MUSEUM OF MEMORY & TOLERANCE	MUSEUM	MADE MEXICO CITY	MEXICO
A19/117	NAPALM GIRL	MUSEUM OF MEMORY & TOLERANCE	MUSEUM	MADE MEXICO CITY	MEXICO
A19/129	ESCAPING THRU WALL	MUSEUM OF COMMUNISM	MUSEUM	Y&R PRAGUE	CZECH REPUBLIC

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
A19/136	HOUSTON	MATTEL	SCRABBLE	OGILVY COSTA RICA SAN JOSÉ	COSTA RICA
A19/137	BEATLES	MATTEL	SCRABBLE	OGILVY COSTA RICA SAN JOSÉ	COSTA RICA
A19/138	MARILYN	MATTEL	SCRABBLE	OGILVY COSTA RICA SAN JOSÉ	COSTA RICA
A19/152	JET FIGHTER	MATTEL	PICTIONARY	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A19/153	WRESTLER	MATTEL	PICTIONARY	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A19/154	T-REX	MATTEL	PICTIONARY	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A19/155	TARANTULA	MATTEL	PICTIONARY	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
A19/156	MILK AND COOKIES	LA JUGUETERÊA	HOTWHEELS	OGILVY GUATEMALA	GUATEMALA
A19/157	LEMONADE AND CANDIES	LA JUGUETERÊA	HOTWHEELS	OGILVY GUATEMALA	GUATEMALA
A19/205	IAORTSL	MATTEL MÉXICO	SCRABBLE	OGILVY MEXICO	MEXICO
A19/206	AELMRSO	MATTEL MÉXICO	SCRABBLE	OGILVY MEXICO	MEXICO
A19/207	CPNSAOE	MATTEL MÉXICO	SCRABBLE	OGILVY MEXICO	MEXICO
A19/230	BEETLE	LEGO	LEGO	LEO BURNETT MOSCOW MOSCOW	RUSSIA
A19/231	DEEP OCEAN EXPLORER	LEGO	LEGO	LEO BURNETT MOSCOW MOSCOW	RUSSIA
A19/232	SPACESHIP	LEGO	LEGO	LEO BURNETT MOSCOW MOSCOW	RUSSIA
A19/235	ORIGAMI	COMPANHIA ATHLETICA	GYM	DDB BRASIL SÃO PAULO	BRAZIL
A19/236	SHRUB	COMPANHIA ATHLETICA	GYM	DDB BRASIL SÃO PAULO	BRAZIL
A19/237	CASTLE OF CARDS	COMPANHIA ATHLETICA	GYM	DDB BRASIL SÃO PAULO	BRAZIL
PUBLICATIONS & MEDIA					
A20/017	CA	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA SANTIAGO	CHILE
A20/018	HN	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA SANTIAGO	CHILE
A20/019	IA	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA SANTIAGO	CHILE
A20/020	SY	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA SANTIAGO	CHILE
A20/065	RIOT	NEW STRAITS TIMES PRESS	NEWSPAPER	MCCANN ERICKSON MALAYSIA PETALING JAYA	MALAYSIA
A20/066	SMUGGLING	NEW STRAITS TIMES PRESS	NEWSPAPER	MCCANN ERICKSON MALAYSIA PETALING JAYA	MALAYSIA
A20/067	EXPLOITATION	NEW STRAITS TIMES PRESS	NEWSPAPER	MCCANN ERICKSON MALAYSIA PETALING JAYA	MALAYSIA
A20/089	RABBIT	STAR PUBLICATIONS (MALAYSIA)	RECRUITMENT	NAGA DDB MALAYSIA SELANGOR	MALAYSIA
A20/102	ROAD CROSSING	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
A20/103	BABY	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
A20/104	AIRCRAFT	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
A20/105	PRISM	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
A20/183	CHAVEZ	EDITORIAL COYUNTURA	MERCADO BUSINESS MAGAZINE	JWT ARGENTINA BUENOS AIRES	ARGENTINA
A20/184	HU JINTAO	EDITORIAL COYUNTURA	MERCADO BUSINESS MAGAZINE	JWT ARGENTINA BUENOS AIRES	ARGENTINA
A20/216	TUXEDO	MUNDO LIVRE FM	RADIO STATION	CCZ PUBLICIDADE E MARKETING CURITIBA	BRAZIL
A20/217	SPIT	MUNDO LIVRE FM	RADIO STATION	CCZ PUBLICIDADE E MARKETING CURITIBA	BRAZIL
A20/218	GRASS	MUNDO LIVRE FM	RADIO STATION	CCZ PUBLICIDADE E MARKETING CURITIBA	BRAZIL
A20/220	YELLOW SUBMARINE	MTV	MTV	LODUCCA SAO PAULO	BRAZIL
A20/221	KNOCKING ON HEAVEN'S DOOR	MTV	MTV	LODUCCA SAO PAULO	BRAZIL
A20/222	STAIRWAY TO HEAVEN	MTV	MTV	LODUCCA SAO PAULO	BRAZIL
A20/277	JIMI HENDRIX	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A20/278	IRON MAIDEN	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A20/279	LADY GAGA	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A20/280	MADONNA	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A20/281	MICHAEL JACKSON	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A20/288	BEDROOMS	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A20/289	SWIMMING POOLS	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A20/290	RESTAURANTS	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
A20/317	MAGIC THING ABOUT READING	AGEA	REVISTA Ñ	KEPEL & MATA BUENOS AIRES	ARGENTINA
A20/332	GRANDMA	CNN TURK	WEATHER REPORT	DDB&CO. ISTANBUL	TURKEY
A20/333	HIPPY	CNN TURK	WEATHER REPORT	DDB&CO. ISTANBUL	TURKEY
A20/334	NERD	CNN TURK	WEATHER REPORT	DDB&CO. ISTANBUL	TURKEY
A20/336	ORYX	NATIONAL GEOGRAPHIC	WILDLIFE PROGRAMME	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
BANKING, INVESTMENT & INSURANCE					
A21/043	MOSAIC	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU
A21/044	RUG	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU
A21/045	POINTILLISM	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU
A21/046	PAPER BALLS	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU
A21/082	LINCOLN	SUPER RICH 1965 CO.	CURRENCY EXCHANGE	OGILVY & MATHER BANGKOK	THAILAND
A21/083	ELIZABETH	SUPER RICH 1965 CO.	CURRENCY EXCHANGE	OGILVY & MATHER BANGKOK	THAILAND
A21/084	MAO	SUPER RICH 1965 CO.	CURRENCY EXCHANGE	OGILVY & MATHER BANGKOK	THAILAND
A21/085	BLUEPRINT	UNION BANK OF INDIA	HOME LOANS	MUDRA COMMUNICATIONS MUMBAI	INDIA
BUSINESS EQUIPMENT & SERVICES					
A22/047	TORTURE ROOM	STEDFAST	SHREDDER MACHINE	MUDRA COMMUNICATIONS MUMBAI	INDIA
A22/048	BEDROOM	STEDFAST	SHREDDER MACHINE	MUDRA COMMUNICATIONS MUMBAI	INDIA
A22/049	LOCKER ROOM	STEDFAST	SHREDDER MACHINE	MUDRA COMMUNICATIONS MUMBAI	INDIA
ADVERTISING & MEDIA					
A23/014	WERU - THE FINAL AD	SCHOLZ & FRIENDS BERLIN	ADVERTISING AGENCY	SCHOLZ & FRIENDS BERLIN	GERMANY
A23/099	COFFEE	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE KIEV	UKRAINE
A23/100	BATH	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE KIEV	UKRAINE
A23/101	TABLE	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE KIEV	UKRAINE
A23/102	BAKING	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE KIEV	UKRAINE
A23/103	RED	GETTY IMAGE	STOCK PHOTOS	ALMAPBBDO SÃO PAULO	BRAZIL
A23/104	BLUE	GETTY IMAGE	STOCK PHOTOS	ALMAPBBDO SÃO PAULO	BRAZIL

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
OTHER BUSINESS TO BUSINESS					
A24/009	TWITTER	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA SAO PAULO	BRAZIL
A24/010	SKYPE	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA SAO PAULO	BRAZIL
A24/011	FACEBOOK	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA SAO PAULO	BRAZIL
A24/012	YOUTUBE	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA SAO PAULO	BRAZIL
HEALTHCARE & PRESCRIPTION DRUGS					
A25/033	DOG	MINI BRANDS	HEARING AID	MONDAY BANGKOK	THAILAND
A25/034	MAN	MINI BRANDS	HEARING AID	MONDAY BANGKOK	THAILAND
A25/035	DUCK	MINI BRANDS	HEARING AID	MONDAY BANGKOK	THAILAND
A25/042	HUNGRY BOY	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB RIO DE JANEIRO	BRAZIL
A25/043	DIRTY GARAGE	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB RIO DE JANEIRO	BRAZIL
A25/044	LATIN LOVER	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB RIO DE JANEIRO	BRAZIL
COMMERCIAL PUBLIC SERVICES					
A26/067	LONDON BUS	BERLITZ	LANGUAGE SCHOOL	FP7/BAH MANAMA	BAHRAIN
A26/068	NEW YORK TAXI	BERLITZ	LANGUAGE SCHOOL	FP7/BAH MANAMA	BAHRAIN
A26/154	BLUE	MUGEN	HAIRDRESSING COURSE	AGE ISOBAR SÃO PAULO	BRAZIL
A26/155	PINK	MUGEN	HAIRDRESSING COURSE	AGE ISOBAR SÃO PAULO	BRAZIL
A26/156	YELLOW	MUGEN	HAIRDRESSING COURSE	AGE ISOBAR SÃO PAULO	BRAZIL
A26/158	VISUAL CLASSIFIED	BENNETT, COLEMAN & CO.	TIMES CLASSIFIED	TAPROOT INDIA MUMBAI	INDIA
A26/159	COINCIDENCE 1	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO SÃO PAULO	BRAZIL
A26/160	COINCIDENCE 2	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO SÃO PAULO	BRAZIL
A26/161	COINCIDENCE 3	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO SÃO PAULO	BRAZIL
A26/162	COINCIDENCE 4	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO SÃO PAULO	BRAZIL
A26/177	SPAM FILTER	MWEB	MWEB SPAM FILTER	FOXP2 CAPE TOWN	SOUTH AFRICA
CORPORATE IMAGE					
A27/032	KIDS	AMI	AMI PRIZE	Y&R LISBOA	PORTUGAL
A27/034	JUSTICE	AMI	AMI PRIZE	Y&R LISBOA	PORTUGAL
A27/064	BIRTHDAY	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL SÃO PAULO	BRAZIL
A27/065	FAMILY PORTRAIT	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL SÃO PAULO	BRAZIL
A27/066	GRANDPA	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL SÃO PAULO	BRAZIL
A27/067	KURT	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA MADRID	SPAIN
A27/068	DAFT	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA MADRID	SPAIN
A27/069	EMINEM	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA MADRID	SPAIN
A27/070	MADONNA	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA MADRID	SPAIN
A27/072	BOSAVI GIANT WOLLY RAT	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
A27/073	YAKLA SNOW LOTUS	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
A27/074	GIANT SOUTH AFRICAN EARTHWORM	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
A27/075	ELECTRIC EEL	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
A27/076	LUMINOUS MILLIPEDE	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
A27/077	SNOW MOUNTAIN GARLIC	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
A27/082	GENERALS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
A27/083	AMBASSADORS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
A27/084	ORCHESTRA DIRECTORS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
A27/088	BOYS	MARCA BRASIL NEWSPAPER	NEWSPAPER	DDB BRASIL SÃO PAULO	BRAZIL
A27/089	T-SHIRT	MARCA BRASIL NEWSPAPER	NEWSPAPER	DDB BRASIL SÃO PAULO	BRAZIL
A27/090	IRAQ	MARCA BRASIL NEWSPAPER	NEWSPAPER	DDB BRASIL SÃO PAULO	BRAZIL
PUBLIC HEALTH & SAFETY					
A28/011	KITE	ACTIVE LIFE	ACTIVE LIFE MOVEMENT	LATINWORKS AUSTIN	USA
A28/012	SLIDE	ACTIVE LIFE	ACTIVE LIFE MOVEMENT	LATINWORKS AUSTIN	USA
A28/013	SWING	ACTIVE LIFE	ACTIVE LIFE MOVEMENT	LATINWORKS AUSTIN	USA
A28/035	CHARISMA	GMODELO EUROPA	RESPONSIBLE DRINKING MESSAGE	JWT MADRID	SPAIN
A28/036	YOUR SISTER	GMODELO EUROPA	RESPONSIBLE DRINKING MESSAGE	JWT MADRID	SPAIN
A28/037	BALLET	GMODELO EUROPA	RESPONSIBLE DRINKING MESSAGE	JWT MADRID	SPAIN
A28/078	SWING	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA BUENOS AIRES	ARGENTINA
A28/079	STAIRS	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA BUENOS AIRES	ARGENTINA
A28/080	POOL	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA BUENOS AIRES	ARGENTINA
A28/092	STEPHANIE	LEAGUE AGAINST CANCER	CANCER AWARENESS	Y&R LIMA	PERU
A28/093	PAULA	LEAGUE AGAINST CANCER	CANCER AWARENESS	Y&R LIMA	PERU
A28/098	PIANO	MTV	DRINK DRIVING AWARENESS	LODUCCA SAO PAULO	BRAZIL
A28/099	GUITAR	MTV	DRINK DRIVING AWARENESS	LODUCCA SAO PAULO	BRAZIL
A28/100	SING	MTV	DRINK DRIVING AWARENESS	LODUCCA SAO PAULO	BRAZIL
A28/110	LITTLE SHEEP 1	ABRAMET	BRAZILIAN ASSOCIATION OF TRAFFIC MEDICINE	MOMA PROPAGANDA SAO PAULO	BRAZIL
A28/111	LITTLE SHEEP 2	ABRAMET	BRAZILIAN ASSOCIATION OF TRAFFIC MEDICINE	MOMA PROPAGANDA SAO PAULO	BRAZIL
A28/112	LITTLE SHEEP 3	ABRAMET	BRAZILIAN ASSOCIATION OF TRAFFIC MEDICINE	MOMA PROPAGANDA SAO PAULO	BRAZIL
A28/116	BIKE	THAI HEALTH PROMOTION FOUNDATION	DON'T DRIVE SLEEPY PROJECT	BBDO BANGKOK	THAILAND
A28/117	PRAM	THAI HEALTH PROMOTION FOUNDATION	DON'T DRIVE SLEEPY PROJECT	BBDO BANGKOK	THAILAND
A28/118	MAN	THAI HEALTH PROMOTION FOUNDATION	DON'T DRIVE SLEEPY PROJECT	BBDO BANGKOK	THAILAND
A28/131	MUMS	TOWER HAMLETS	TEXTING WHILST DRIVING	ABBOTT MEAD VICKERS BBDO LONDON	UNITED KINGDOM
A28/132	BOYS	TOWER HAMLETS	TEXTING WHILST DRIVING	ABBOTT MEAD VICKERS BBDO LONDON	UNITED KINGDOM
A28/133	GIRLS	TOWER HAMLETS	TEXTING WHILST DRIVING	ABBOTT MEAD VICKERS BBDO LONDON	UNITED KINGDOM
A28/134	PIMPLE	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE
A28/135	BIG BOTTOM	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE
A28/136	BAD HAIR DAY	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
PUBLIC AWARENESS MESSAGES					
A29/005	FAMILY	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
A29/006	KIDS	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
A29/007	KITCHEN	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA
A29/045	GREY SEAL	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY
A29/046	GORILLA	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY
A29/050	ELEPHANT	WWF	ENVIRONMENTAL AWARENESS	CONTRAPUNTO BBDO MADRID	SPAIN
A29/095	BOTTLE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
A29/096	BAG	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
A29/097	FISH	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
A29/098	WHALE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
A29/099	SEAL	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
A29/104	OBAMA/CLINTON	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER DUBAI	UNITED ARAB EMIRATES
A29/105	CAMERON	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER DUBAI	UNITED ARAB EMIRATES
A29/106	PUTIN	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER DUBAI	UNITED ARAB EMIRATES
A29/122	CHINESE FORCES	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LEO BURNETT IBERIA LISBON	PORTUGAL
A29/134	CLOTHES	JALA PRT	DOMESTIC WORKERS PROTECTION	OGILVY INDONESIA JAKARTA	INDONESIA
A29/149	BITCH	KAFA	VERBAL ABUSE AWARENESS	Y&R DUBAI	UNITED ARAB EMIRATES
A29/150	WHORE	KAFA	VERBAL ABUSE AWARENESS	Y&R DUBAI	UNITED ARAB EMIRATES
A29/175	KADDAFI	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	PUBLICIS BRUSSELS	BELGIUM
A29/190	WILD DOG	ENDANGERED WILDLIFE TRUST	WILD DOG PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
A29/192	DUGONG	ENDANGERED WILDLIFE TRUST	DUGONG PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
A29/193	RIVERINE RABBIT	ENDANGERED WILDLIFE TRUST	RIVERINE RABBIT PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
FUNDRAISING & APPEALS					
A30/027	HAND	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	CONTRAPUNTO BBDO MADRID	SPAIN
A30/028	FOOT	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	CONTRAPUNTO BBDO MADRID	SPAIN
A30/029	HAMMER	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	CONTRAPUNTO BBDO MADRID	SPAIN
A30/047	CHAIR	RAISING THE ROOF	HOMELESS CHARITY	LEO BURNETT TORONTO	CANADA
A30/048	PLANT	RAISING THE ROOF	HOMELESS CHARITY	LEO BURNETT TORONTO	CANADA
A30/129	MELT	GREENPEACE	CAR FREE DAY	LEO BURNETT HONG KONG	HONG KONG
A30/130	DROUGHT	GREENPEACE	CAR FREE DAY	LEO BURNETT HONG KONG	HONG KONG
A30/131	FLOOD	GREENPEACE	CAR FREE DAY	LEO BURNETT HONG KONG	HONG KONG
COPYWRITING					
B01/046	FOUR HEADS	ARNOTTS	WAGON WHEELS	GEORGE PATTERSON Y&R SYDNEY	AUSTRALIA
B01/047	PACMAN	ARNOTTS	WAGON WHEELS	GEORGE PATTERSON Y&R SYDNEY	AUSTRALIA
B01/067	HORROR	CANAL +	TV CHANNEL	BETC EURO RSCG PARIS	FRANCE
B01/069	PORN	CANAL +	TV CHANNEL	BETC EURO RSCG PARIS	FRANCE
B01/070	ANIMATED	CANAL +	TV CHANNEL	BETC EURO RSCG PARIS	FRANCE
B01/071	SHORT	CANAL +	TV CHANNEL	BETC EURO RSCG PARIS	FRANCE
B01/076	RECEIPT	BLOOKS BOOKSTORE	BOOKSTORE	PUBLICIS BRASIL SAO PAULO	BRAZIL
B01/080	GIANT SOUTH AFRICAN EARTHWORM	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
B01/081	ELECTRIC EEL	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
B01/082	LUMINOUS MILLIPEDE	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
B01/083	SNOW MOUNTAIN GARLIC	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
B01/084	COROMANDEL STRIPED GECKO	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
B01/085	ECUADORIAN HILLSTAR	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
B01/131	HIROHITO	GLOBAL ALLIANCE	DONATION APPEAL	OGILVY SINGAPORE	SINGAPORE
ART DIRECTION					
B02/009	INSANITY	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY
B02/010	LINES	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY
B02/011	TAXES	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY
B02/012	CINEMA	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY
B02/113	ROAD CROSSING	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
B02/114	BABY	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
B02/115	AIRCRAFT	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
B02/116	PRISM	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY
B02/156	HOSPITAL	BATELCO	BATELCO DIRECTORY	FP7/BAH MANAMA	BAHRAIN
B02/157	HOTEL	BATELCO	BATELCO DIRECTORY	FP7/BAH MANAMA	BAHRAIN
B02/179	EINSTEIN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
B02/180	MARILYN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
B02/196	ANIMALS	CORBIS	STOCK IMAGE LIBRARY	LEO BURNETT IBERIA LISBON	PORTUGAL
B02/197	PEOPLE	CORBIS	STOCK IMAGE LIBRARY	LEO BURNETT IBERIA LISBON	PORTUGAL
B02/222	TRAFFIC BLUES	GLAXOSMITHKLINE	PANADOL EXTRA	OGILVY MALAYSIA KUALA LUMPUR	MALAYSIA
B02/225	SECRETARY	KONIMEX PHARMACEUTICAL LABORATORIES	FEMINAX	OGILVY INDONESIA JAKARTA	INDONESIA
B02/231	BEETLE	MIAMI AD SCHOOL	MIAMI AD SCHOOL	Y&R SÃO PAULO	BRAZIL
B02/232	MILK	MIAMI AD SCHOOL	MIAMI AD SCHOOL	Y&R SÃO PAULO	BRAZIL
B02/233	ECONOMIST	MIAMI AD SCHOOL	MIAMI AD SCHOOL	Y&R SÃO PAULO	BRAZIL
B02/248	HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA
B02/283	JUMP	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
B02/284	TUNNEL	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY
B02/285	BALLOON	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA
B02/314	WOMAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
B02/315	SPORTS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
B02/316	TECH	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA
B02/322	GATE	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
B02/323	ICEBERG	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
B02/324	CANNON	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
B02/335	OBAMA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL PARIS	FRANCE
B02/337	MANDELA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL PARIS	FRANCE
B02/338	SOFA	ROWENTA	VACUUM CLEANER	MARCEL PARIS	FRANCE
B02/439	BEETLE	LEGO	LEGO	LEO BURNETT MOSCOW MOSCOW	RUSSIA
B02/441	SPACESHIP	LEGO	LEGO	LEO BURNETT MOSCOW MOSCOW	RUSSIA
ILLUSTRATION					
B03/051	BROWN BEAR	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY
B03/052	GREY SEAL	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY
B03/053	GORILLA	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY
B03/127	FISH	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
B03/128	WHALE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
B03/129	SEAL	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE
B03/157	PEOPLE	CORBIS	STOCK IMAGE LIBRARY	LEO BURNETT IBERIA LISBON	PORTUGAL
B03/158	GUILLOTINE	PERFETTI VAN MELLE, INDIA	MENTOS SOUR MARBELS	OGILVY & MATHER MUMBAI	INDIA
B03/159	SNAKE	PERFETTI VAN MELLE, INDIA	MENTOS SOUR MARBELS	OGILVY & MATHER MUMBAI	INDIA
B03/160	GUN	PERFETTI VAN MELLE, INDIA	MENTOS SOUR MARBELS	OGILVY & MATHER MUMBAI	INDIA
B03/181	WAVE SOUND LONDON	3M DO BRASIL	NOISE CANCELLING HEADPHONES	GREY BRASIL SÃO PAULO	BRAZIL
B03/182	WAVE SOUND NEW YORK	3M DO BRASIL	NOISE CANCELLING HEADPHONES	GREY BRASIL SÃO PAULO	BRAZIL
B03/203	HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA
B03/212	CHAIR	FIAT	FIAT 500	LEO BURNETT IBERIA MADRID	SPAIN
B03/213	HORSE	FIAT	FIAT 500	LEO BURNETT IBERIA MADRID	SPAIN
B03/214	APPLE	FIAT	FIAT 500	LEO BURNETT IBERIA MADRID	SPAIN
B03/215	HEART	FIAT	FIAT 500	LEO BURNETT IBERIA MADRID	SPAIN
B03/216	BED	FIAT	FIAT 500	LEO BURNETT IBERIA MADRID	SPAIN
B03/220	JO LEE	EDDING INTERNATIONAL	EDDING MARKER PENS	KEMPERTRAUTMANN HAMBURG	GERMANY
B03/222	FALANSH	EDDING INTERNATIONAL	EDDING MARKER PENS	KEMPERTRAUTMANN HAMBURG	GERMANY
B03/255	GATE	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
B03/256	ICEBERG	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
B03/257	CANNON	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
B03/300	SAMSA	GANDHI BOOKSTORES	BOOKSTORE	OGILVY MEXICO	MEXICO
B03/301	LITTLE RED RIDING HOOD	GANDHI BOOKSTORES	BOOKSTORE	OGILVY MEXICO	MEXICO
B03/314	MELT	GREENPEACE	CAR FREE DAY	LEO BURNETT HONG KONG	HONG KONG
B03/315	DROUGHT	GREENPEACE	CAR FREE DAY	LEO BURNETT HONG KONG	HONG KONG
B03/316	FLOOD	GREENPEACE	CAR FREE DAY	LEO BURNETT HONG KONG	HONG KONG
TYPOGRAPHY					
B04/084	JIMI HENDRIX	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
B04/085	IRON MAIDEN	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
B04/086	LADY GAGA	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
B04/087	MADONNA	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
B04/088	MICHAEL JACKSON	BILLBOARD	MAGAZINE	ALMAPBBDO SÃO PAULO	BRAZIL
B04/092	OBAMA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL PARIS	FRANCE
B04/094	MANDELA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL PARIS	FRANCE
PHOTOGRAPHY					
B05/017	LOYALTY	HYUNDAI	FIFA WORLD CUP PARTNERSHIP	INNOCEAN WORLDWIDE AMERICAS HUNTINGTON BEACH	USA
B05/072	SNOW	COCA-COLA	BURN ENERGY DRINK	PUBLICIS MOJO SYDNEY	AUSTRALIA
B05/079	EINSTEIN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
B05/080	MARILYN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
B05/089	H1	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
B05/090	H8	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
B05/091	H2	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
B05/092	H3	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
B05/093	H5	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
B05/094	H6	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
B05/096	H4	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE
B05/112	BALD	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R SÃO PAULO	BRAZIL
B05/113	BEARD	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R SÃO PAULO	BRAZIL
B05/114	WOMAN	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R SÃO PAULO	BRAZIL
B05/159	VINCENT SUDRAT	SOORUZ	SURFWEAR	PUBLICIS CONSEIL PARIS	FRANCE
B05/169	TUSKIJI MARKET	SEA SHEPHERD	CONSERVATION	OGILVY SINGAPORE	SINGAPORE
B05/170	TUNA BOAT	SEA SHEPHERD	CONSERVATION	OGILVY SINGAPORE	SINGAPORE
B05/171	WHARF	SEA SHEPHERD	CONSERVATION	OGILVY SINGAPORE	SINGAPORE

RADIO

SHORTLIST

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	PRODUCTION COMPANY	COUNTRY
FOODS						
A01/008	BUZZ	CADBURY'S	BOURNVILLE DARK CHOCOLATE	OGILVY JOHANNESBURG	STERLING SOUND JOHANNESBURG	SOUTH AFRICA
A01/012	REPEAT	MARS FOODS	SNICKERS	140 BBDO CAPE TOWN	SIDNEY AND SEYMOUR STUDIOS CAPE TOWN	SOUTH AFRICA
A01/013	INTERRUPT	MARS FOODS	SNICKERS	140 BBDO CAPE TOWN	SIDNEY AND SEYMOUR STUDIOS CAPE TOWN	SOUTH AFRICA
A01/014	WOULD YOU RATHER...	MARS FOODS	SNICKERS	140 BBDO CAPE TOWN	SIDNEY AND SEYMOUR STUDIOS CAPE TOWN	SOUTH AFRICA
A01/017	CLIENT	KRAFT FOODS SOUTH AFRICA	CLORETS ELIMINATOR	OGILVY CAPE TOWN	B&S STUDIOS CAPE TOWN	SOUTH AFRICA
ALCOHOLIC DRINKS						
A02/012	REAR ENTRY	4 PINES BREWING COMPANY	CRAFT BEER	JAY GREY SYDNEY	PLUSH FILMS SYDNEY	AUSTRALIA
A02/013	FRIDGE	4 PINES BREWING COMPANY	CRAFT BEER	JAY GREY SYDNEY	PLUSH FILMS SYDNEY	AUSTRALIA
NON-ALCOHOLIC DRINKS						
A03/019	BULLY	MAI TAN	ICHITAN DOUBLE DRINK	Y&R THAILAND BANGKOK	SOUND ART BANGKOK	THAILAND
A03/020	KILLER BEES	MAI TAN	ICHITAN DOUBLE DRINK	Y&R THAILAND BANGKOK	SOUND ART BANGKOK	THAILAND
HOUSEHOLD						
A04/010	BEAR	PROCTER & GAMBLE	TIDE LAUNDRY DETERGENT	LEO BURNETT DUBAI	BKP DUBAI	UNITED ARAB EMIRATES
A04/033	CHEERFUL NANNY	FEBREZE	FABRIC REFRESHER	GREY NEW YORK	VISION@GREY NEW YORK	USA
A04/034	ARK	CRAFTSMAN	HAND TOOLS	Y&R CHICAGO	SONIC UNION NEW YORK	USA
A04/035	BRIDGE	CRAFTSMAN	HAND TOOLS	Y&R CHICAGO	SONIC UNION NEW YORK	USA
HOME APPLIANCES, FURNISHINGS, ELECTRONICS & AUDIO VISUAL						
A05/014	HOSPITAL	DOVRE	FIREPLACES	FUTATSU INDUSTRIES OSLO	VERDENS STERKESTE MANN OSLO	NORWAY
A05/015	SISTER-IN-LAW	DOVRE	FIREPLACES	FUTATSU INDUSTRIES OSLO	VERDENS STERKESTE MANN OSLO	NORWAY
A05/018	BANK	LG	CINEMA 3D TELEVISION	Y&R BERLIN BERLIN	STUDIO FUNK BERLIN	GERMANY
A05/021	BLUES	BANG & OLUFSEN	SPEAKERS	TBWA\HUNT\LASCARIS JOHANNESBURG	NOISEROOM JOHANNESBURG	SOUTH AFRICA
A05/022	CHOIR	BANG & OLUFSEN	SPEAKERS	TBWA\HUNT\LASCARIS JOHANNESBURG	NOISEROOM JOHANNESBURG	SOUTH AFRICA
A05/027	DRAGOSTEA	MOTOROLA	MOTO ID MUSIC IDENTIFICATION	OGILVY BRASIL SÃO PAULO	SATELITE AUDIO SÃO PAULO	BRAZIL
A05/028	NEW KIDS	MOTOROLA	MOTO ID MUSIC IDENTIFICATION	OGILVY BRASIL SÃO PAULO	SATELITE AUDIO SÃO PAULO	BRAZIL
A05/033	TERMINATOR	MIRC ELECTRONICS	ONIDA DVD PLAYERS	MCCANN WORLDGROUP MUMBAI	RHAPSODY MUMBAI	INDIA
A05/035	A FEW GOOD MEN	MIRC ELECTRONICS	ONIDA DVD PLAYERS	MCCANN WORLDGROUP MUMBAI	RHAPSODY MUMBAI	INDIA
A05/052	ROCK VS. JAZZ	SONY ERICSSON	W150 WALKMAN	TALENT SÃO PAULO	A VOZ DO BRASIL SÃO PAULO	BRAZIL
A05/057	SFX	MAHAJAK	AUDIO EQUIPMENT	OGILVY & MATHER BANGKOK	CINE DIGITAL SOUND BANGKOK	THAILAND
COSMETICS & BEAUTY, TOILETRIES						
A06/034	OATH OF OFFICE	PROCTER & GAMBLE	SCOPE MOUTHWASH	PUBLICIS NEW YORK	BAR 1 PRODUCTIONS NEW YORK	USA
A06/036	WAITRESS	PROCTER & GAMBLE	SCOPE MOUTHWASH	PUBLICIS NEW YORK	BAR 1 PRODUCTIONS NEW YORK	USA
A06/039	HOME FOR PUPPIES	UNILEVER	AXE EXCITE	LOWE GINKGO MONTEVIDEO	REC MONTEVIDEO	URUGUAY
PHARMACY						
A07/023	ROBERT KONING	KRAFT FOODS SOUTH AFRICA	HALLS THROAT LOZENGES	OGILVY CAPE TOWN	MILESTONE STUDIOS CAPE TOWN/AUDIO ARTS JOHANNESBURG	SOUTH AFRICA
A07/024	STARLY WILSON	KRAFT FOODS SOUTH AFRICA	HALLS THROAT LOZENGES	OGILVY CAPE TOWN	MILESTONE STUDIOS CAPE TOWN/AUDIO ARTS JOHANNESBURG	SOUTH AFRICA
A07/025	ALIVIS SHUMBEIYI	KRAFT FOODS SOUTH AFRICA	HALLS THROAT LOZENGES	OGILVY CAPE TOWN	MILESTONE STUDIOS CAPE TOWN/AUDIO ARTS JOHANNESBURG	SOUTH AFRICA
A07/026	BRAD	GALDERMA	BENZAC ACNE TREATMENT	NET#WORK BBDO JOHANNESBURG	FIRST#LEFT JOHANNESBURG	SOUTH AFRICA
A07/027	GLENDA	GALDERMA	BENZAC ACNE TREATMENT	NET#WORK BBDO JOHANNESBURG	FIRST#LEFT JOHANNESBURG	SOUTH AFRICA
A07/028	GAV	GALDERMA	BENZAC ACNE TREATMENT	NET#WORK BBDO JOHANNESBURG	FIRST#LEFT JOHANNESBURG	SOUTH AFRICA
A07/032	PRODUCT PLACEMENT	RECKITT BENCKISER	STREPSILS THROAT LOZENGES	EARDRUM SYDNEY	EARDRUM SYDNEY	AUSTRALIA
A07/033	LEGEND	KOPELCO	TULIPAN CONDOMS	Y&R BUENOS AIRES	NOROESTE MUSICA Y SONIDO BUENOS AIRES	ARGENTINA
A07/036	POOL	KOPELCO	TULIPAN CONDOMS	Y&R BUENOS AIRES	NOROESTE MUSICA Y SONIDO BUENOS AIRES	ARGENTINA
CLOTHING, FOOTWEAR & ACCESSORIES						
A08/011	VERWOERD VS. MANDELA	EVERLAST	BOXING EQUIPMENT	JWT JOHANNESBURG	FREQ'NCY JOHANNESBURG	SOUTH AFRICA

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	PRODUCTION COMPANY	COUNTRY
CARS & AUTOMOTIVE SERVICES						
A10/012	RECYCLING	DAIMLER	MERCEDES-BENZ RECYCLING	LUKAS LINDEMANN ROSINSKI HAMBURG	STUDIO FUNK HAMBURG	GERMANY
A10/020	RIDING SOUTH	HARLEY-DAVIDSON	HARLEY-DAVIDSON BLACKLINE	303 GROUP SYDNEY	STELLAR SOUND SYDNEY	AUSTRALIA
A10/022	CONDITION	SUBARU CANADA	SUBARU WRX	DDB CANADA/TORONTO	PIRATE RADIO & TELEVISION TORONTO	CANADA
A10/023	EARLY	SUBARU CANADA	SUBARU WRX	DDB CANADA/TORONTO	PIRATE RADIO & TELEVISION TORONTO	CANADA
A10/024	SOON	SUBARU CANADA	SUBARU WRX	DDB CANADA/TORONTO	PIRATE RADIO & TELEVISION TORONTO	CANADA
A10/028	DYER ISLAND CONSERVATION TRUST	VOLKSWAGEN	BLUEMOTION	OGILVY CAPE TOWN	MILESTONE STUDIOS CAPE TOWN	SOUTH AFRICA
A10/029	MVELEDZO COMMUNITY ORGANISATION	VOLKSWAGEN	VW BLUEMOTION	OGILVY CAPE TOWN	MILESTONE STUDIOS CAPE TOWN	SOUTH AFRICA
A10/033	BUD	MERCEDES-BENZ	ACCIDENT AVOIDANCE FEATURES	NET#WORK BBDO JOHANNESBURG	FIRST#LEFT JOHANNESBURG	SOUTH AFRICA
A10/034	LOVE	MERCEDES-BENZ	ACCIDENT AVOIDANCE FEATURES	NET#WORK BBDO JOHANNESBURG	FIRST#LEFT JOHANNESBURG	SOUTH AFRICA
A10/035	TOBY	MERCEDES-BENZ	ACCIDENT AVOIDANCE FEATURES	NET#WORK BBDO JOHANNESBURG	FIRST#LEFT JOHANNESBURG	SOUTH AFRICA
A10/050	INTERVIEW	VOLKSWAGEN	NAVIGATION SYSTEMS	DDB TRIBAL GROUP DÜSSELDORF	STUDIO FUNK DÜSSELDORF	GERMANY
RETAIL STORES						
A11/017	SLAP	SAMROC PAINT & HARDWARE	COLOUR MIXING	LOWE & PARTNERS SINGAPORE	THE GUNNERY SINGAPORE	SINGAPORE
A11/018	AWESOME LIGHT	SAMROC PAINT & HARDWARE	COLOUR MIXING	LOWE & PARTNERS SINGAPORE	THE GUNNERY SINGAPORE	SINGAPORE
A11/020	BUST UP	SAMROC PAINT & HARDWARE	COLOUR MIXING	LOWE & PARTNERS SINGAPORE	THE GUNNERY SINGAPORE	SINGAPORE
A11/021	CHAINSAW	SAMROC PAINT & HARDWARE	COLOUR MIXING	LOWE & PARTNERS SINGAPORE	THE GUNNERY SINGAPORE	SINGAPORE
A11/022	LOOK AT ME DAD!	SAMROC PAINT & HARDWARE	COLOUR MIXING	LOWE & PARTNERS SINGAPORE	THE GUNNERY SINGAPORE	SINGAPORE
A11/027	HOLIDAYS	IKEA	KITCHEN INSTALLATION	THREE DRUNK MONKEYS SYDNEY	EARDRUM SYDNEY	AUSTRALIA
RESTAURANTS & FAST FOOD OUTLETS						
A12/007	HAPPY BOSS	MCDONALD'S	BREAKFAST COMBOS	LEO BURNETT PUERTO RICO SAN JUAN	EL CIRCO GUAYNABO	PUERTO RICO
A12/023	BILLY	MCDONALD'S	BIRTHDAY PARTIES	DDB SOUTH AFRICA JOHANNESBURG	SONOVISION STUDIOS JOHANNESBURG	SOUTH AFRICA
A12/024	THEODORE	MCDONALD'S	BIRTHDAY PARTIES	DDB SOUTH AFRICA JOHANNESBURG	SONOVISION STUDIOS JOHANNESBURG	SOUTH AFRICA
A12/025	TIFFANY	MCDONALD'S	BIRTHDAY PARTIES	DDB SOUTH AFRICA JOHANNESBURG	SONOVISION STUDIOS JOHANNESBURG	SOUTH AFRICA
TRAVEL, TRANSPORT & TOURISM						
A13/018	MAGNIFICENT MEN	COMAIR	KULULA AIRLINES	KING JAMES CAPE TOWN	SONOVISION STUDIOS JOHANNESBURG	SOUTH AFRICA
A13/019	CLOUD TIME	COMAIR	KULULA AIRLINES	KING JAMES CAPE TOWN	SONOVISION STUDIOS JOHANNESBURG	SOUTH AFRICA
A13/020	BRAVE WOMEN	COMAIR	KULULA AIRLINES	KING JAMES CAPE TOWN	SONOVISION STUDIOS JOHANNESBURG	SOUTH AFRICA
A13/059	VALENTIN PIZARRO	NH HOTELS	HOTELS	MCCANN ERICKSON MADRID	MEDIA SOUND MADRID	SPAIN
A13/060	VICENTE LOUREIRO	NH HOTELS	HOTELS	MCCANN ERICKSON MADRID	MEDIA SOUND MADRID	SPAIN
A13/061	MARIA CARMEN GOMEZ	NH HOTELS	HOTELS	MCCANN ERICKSON MADRID	MEDIA SOUND MADRID	SPAIN
ENTERTAINMENT & LEISURE						
A14/006	CAMERON	CINE LAS AMERICAS	INTERNATIONAL FILM FESTIVAL	LATINWORKS AUSTIN	PERSONAL MUSIC MIAMI	USA
A14/007	MERKEL	CINE LAS AMERICAS	INTERNATIONAL FILM FESTIVAL	LATINWORKS AUSTIN	PERSONAL MUSIC MIAMI	USA
A14/008	OBAMA	CINE LAS AMERICAS	INTERNATIONAL FILM FESTIVAL	LATINWORKS AUSTIN	PERSONAL MUSIC MIAMI	USA
A14/052	KISS	20 HOURS GYMS	GYM MEMBERSHIP	DDB GROUP MILAN	ECCETERA PRODUZIONI AUDIO MILAN	ITALY
PUBLICATIONS & MEDIA						
A15/009	ARMADILLO	TV2 DENMARK	WAR DOCUMENTARY & TV DEBATE	RADIOGURU RANDERS	RADIOGURU RANDERS/SPHION AALBORG	DENMARK
A15/012	FEMALE VOICEOVER	INDEPENDENT NEWSPAPERS	CAREER TIMES	LOWE BULL CAPE TOWN	SPACED OUT SOUND CAPE TOWN	SOUTH AFRICA
A15/015	IMMIGRATION DRIVE	SBS	IMMIGRATION NATION	US SYDNEY	NYLON STUDIOS SYDNEY	AUSTRALIA
A15/030	PRINCE	TMC CONTENT GROUP	BEATE-UHSE.TV	KEMPERTRAUTMANN HAMBURG	NHB TON HAMBURG	GERMANY
A15/031	FAIRY	TMC CONTENT GROUP	BEATE-UHSE.TV	KEMPERTRAUTMANN HAMBURG	NHB TON HAMBURG	GERMANY
A15/049	IRS CALLERS	ENIL	RADIO MIRCHI	MCCANN WORLDGROUP MUMBAI	RHAPSODY MUMBAI	INDIA
A15/054	FOOD CRISIS	THE ECONOMIST	AUDIO VERSION FOR IPHONE & IPAD	OGILVY SINGAPORE	FUSE AUDIO SINGAPORE	SINGAPORE
A15/055	INEQUALITY	THE ECONOMIST	AUDIO VERSION FOR IPHONE & IPAD	OGILVY SINGAPORE	FUSE AUDIO SINGAPORE	SINGAPORE
A15/056	SOMALI PIRATES	THE ECONOMIST	AUDIO VERSION FOR IPHONE & IPAD	OGILVY SINGAPORE	FUSE AUDIO SINGAPORE	SINGAPORE
A15/060	ADULTERY	VRT	KLARA CLASSICAL RADIO	FAMOUS BRUSSELS	SONICVILLE BRUSSELS	BELGIUM
A15/080	BRIAN JOHNSON	91 FM	ROCK 'N' ROLL RADIO	JWT BRAZIL SÃO PAULO	LUA NOVA SÃO PAULO	BRAZIL
BANKING, INVESTMENT & INSURANCE						
A16/017	STAR JUMPS	FRANK.NET	LIFE COVER	FOXP2 CAPE TOWN	THE WORK ROOM CAPE TOWN	SOUTH AFRICA
A16/018	2012	FRANK.NET	LIFE COVER	FOXP2 CAPE TOWN	THE WORK ROOM CAPE TOWN	SOUTH AFRICA
A16/019	MALL	FRANK.NET	LIFE COVER	FOXP2 CAPE TOWN	THE WORK ROOM CAPE TOWN	SOUTH AFRICA
BUSINESS EQUIPMENT & SERVICES						
A17/001	EPIPHANY	FEDEX	GROUND SHIPPING SERVICE	BBDO NEW YORK	BAR 1 PRODUCTIONS NEW YORK	USA
A17/002	POSITIVE DISCLAIMER	FEDEX	FEDEX OFFICE PRINTING SERVICES	BBDO NEW YORK	BAR 1 PRODUCTIONS NEW YORK	USA
A17/027	SUMO BALLET	ATAKK	SOUND DESIGN	OGILVY BRASIL SÃO PAULO	ATAKK SÃO PAULO	BRAZIL
A17/028	STAMP LICKING	ATAKK	SOUND DESIGN	OGILVY BRASIL SÃO PAULO	ATAKK SÃO PAULO	BRAZIL
A17/029	ONE-ARMED DRUMMER	ATAKK	SOUND DESIGN	OGILVY BRASIL SÃO PAULO	ATAKK SÃO PAULO	BRAZIL

CAT	TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	PRODUCTION COMPANY	COUNTRY
COMMERCIAL PUBLIC SERVICES						
A18/027	RAP SONGS	DAVID HOLLER	ENGLISH TEACHER	RUF LANZ ZÜRICH	SELMI TONSTUDIO ZÜRICH	SWITZERLAND
A18/062	HIKING	MODERN MUSIC SCHOOL	MUSIC LESSONS	GRABARZ & PARTNER HAMBURG	STUDIO FUNK HAMBURG	GERMANY
A18/063	BREAK UP	MODERN MUSIC SCHOOL	MUSIC LESSONS	GRABARZ & PARTNER HAMBURG	STUDIO FUNK HAMBURG	GERMANY
A18/064	CHRISTMAS TREE	MODERN MUSIC SCHOOL	MUSIC LESSONS	GRABARZ & PARTNER HAMBURG	STUDIO FUNK HAMBURG	GERMANY
A18/081	SLOW	ORION MEDICAL CENTER	UROLOGY TREATMENT	SCRIPT RIO DE JANEIRO	SILENCE PRODUÇÕES RIO DE JANEIRO	BRAZIL
CORPORATE IMAGE						
A19/007	TECHNOLOGY	SEAT	UEFA SPONSORSHIP	ATLETICO INTERNATIONAL BARCELONA	AUDIOCLIP BARCELONA	SPAIN
A19/008	PIES	SEAT	UEFA SPONSORSHIP	ATLETICO INTERNATIONAL BARCELONA	AUDIOCLIP BARCELONA	SPAIN
PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES						
A20/003	EMILY	WASHINGTON STATE DEPARTMENT OF HEALTH	ANTI-SMOKING	WONGDOODY SEATTLE	CLATTER & DIN SEATTLE	USA
A20/007	ANONYMOUS	CHILDREN OF THE STREET SOCIETY	PREDATOR WATCH	RETHINK VANCOUVER	KOKO PRODUCTIONS VANCOUVER	CANADA
A20/009	HANDBAG	OFFICE OF ROAD SAFETY	ROAD SAFETY CAMPAIGN	303 GROUP SYDNEY	SOUNDBYTE LEEDERVILLE	AUSTRALIA
A20/014	NAMES	PARENT'S RESOURCE FOR AUTISM MALAYSIA	AUTISM AWARENESS	BBDO NEW YORK	THE KITCHEN NEW YORK	USA
A20/029	DEMOCRACY	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	JWT CHILE SANTIAGO	CLIO EXPRESS SANTIAGO	CHILE
A20/034	EMERGENCY	ROADS & TRANSPORT AUTHORITY	ROAD SAFETY MESSAGE	SAATCHI & SAATCHI DUBAI	MONTAGE TV PRODUCTIONS DUBAI	UNITED ARAB EMIRATES
A20/060	MONIQUE	SPECIAL OLYMPICS CANADA	SPECIAL OLYMPICS CANADA	GREY CANADA TORONTO	PIRATE RADIO & TELEVISION TORONTO	CANADA
A20/061	CHUCK	SPECIAL OLYMPICS CANADA	SPECIAL OLYMPICS CANADA	GREY CANADA TORONTO	PIRATE RADIO & TELEVISION TORONTO	CANADA
A20/062	DRIVING	DURHAM COLLEGE RIOT RADIO	MOBILE PHONE USE FOR DRIVERS	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS TORONTO	CANADA
A20/069	REWIND	FLY FM	ANTI-SPEEDING AWARENESS	BATES 141 MALAYSIA KUALA LUMPUR	REAL TIME STUDIOS PETALING JAYA	MALAYSIA
A20/093	RADIO NEWS	PORTUGUESE SLEEP ASSOCIATION	ROAD SAFETY AWARENESS	FISCHER BUS LISBON	SOM DE LISBOA LISBON	PORTUGAL
A20/095	DOCUMENTARY	TELETÎN	DISABILITY AWARENESS	JWT COLOMBIA BOGOTÁ	ZAPATO SOUND BOGOTÁ/SONIC BOOM BOGOTA	COLOMBIA
A20/098	LEARNING	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	Y&R BUENOS AIRES	LA RANA BUENOS AIRES	ARGENTINA
A20/104	EVERY MINUTE IS A FIGHT	AA	ALCOHOLICS ANONYMOUS	JWT BRAZIL SÃO PAULO	LUA NOVA SÃO PAULO	BRAZIL
FUNDRAISING & APPEALS						
A21/002	NELSON MANDELA	NELSON MANDELA FOUNDATION	CHARITY	GREY SOUTH AFRICA JOHANNESBURG	STERLING SOUND JOHANNESBURG	SOUTH AFRICA
A21/003	MARTIN LUTHER KING	NELSON MANDELA FOUNDATION	CHARITY	GREY SOUTH AFRICA JOHANNESBURG	STERLING SOUND JOHANNESBURG	SOUTH AFRICA
A21/004	OLIVER TAMBO	NELSON MANDELA FOUNDATION	CHARITY	GREY SOUTH AFRICA JOHANNESBURG	STERLING SOUND JOHANNESBURG	SOUTH AFRICA
A21/005	ALBERTINA SISULU	NELSON MANDELA FOUNDATION	CHARITY	GREY SOUTH AFRICA JOHANNESBURG	STERLING SOUND JOHANNESBURG	SOUTH AFRICA
A21/020	RAPE	DUTCH FUND FOR VICTIMS	DONATIONS APPEAL	PUBLICIS AMSTERDAM	STUDIO DE KEUKEN AMSTERDAM	THE NETHERLANDS
A21/041	THE CALL	RONALD MCDONALD BARNFOND	FUNDRAISING APPEAL	DDB STOCKHOLM	SARA HAAG STOCKHOLM	SWEDEN
A21/052	REAL PASSION	THE WARSAW UPRISING MUSEUM	VOLUNTEER APPEAL	KRZYSZTOF NIENALTOWSKI	KRZYSZTOF NIENALTOWSKI	POLAND
A21/055	WHAT'S THAT NOISE?	NOAH	ANIMAL PROTECTION	JUNG VON MATT HAMBURG	JUNG VON MATT HAMBURG	GERMANY
BEST USE OF MUSIC AND/OR SOUND DESIGN						
B01/007	NELSON MANDELA	NELSON MANDELA FOUNDATION	CHARITY	GREY SOUTH AFRICA JOHANNESBURG	STERLING SOUND JOHANNESBURG	SOUTH AFRICA
B01/043	HIKING	MODERN MUSIC SCHOOL	MUSIC LESSONS	GRABARZ & PARTNER HAMBURG	STUDIO FUNK HAMBURG	GERMANY
B01/045	CHRISTMAS TREE	MODERN MUSIC SCHOOL	MUSIC LESSONS	GRABARZ & PARTNER HAMBURG	STUDIO FUNK HAMBURG	GERMANY
B01/049	FOOD CRISIS	THE ECONOMIST	AUDIO VERSION FOR IPHONE & IPAD	OGILVY SINGAPORE	FUSE AUDIO SINGAPORE	SINGAPORE
B01/050	INEQUALITY	THE ECONOMIST	AUDIO VERSION FOR IPHONE & IPAD	OGILVY SINGAPORE	FUSE AUDIO SINGAPORE	SINGAPORE
B01/051	SOMALI PIRATES	THE ECONOMIST	AUDIO VERSION FOR IPHONE & IPAD	OGILVY SINGAPORE	FUSE AUDIO SINGAPORE	SINGAPORE
B01/069	THE CODE	ARMED FORCES OF COLOMBIA	ARMED FORCES SUPPORT	DDB COLOMBIA BOGOTÁ	RADIO BEMBA BOGOTÁ	COLOMBIA
BEST SCRIPTWRITING						
B02/034	REAR ENTRY	4 PINES BREWING COMPANY	CRAFT BEER	JAY GREY SYDNEY	PLUSH FILMS SYDNEY	AUSTRALIA
B02/035	FRIDGE	4 PINES BREWING COMPANY	CRAFT BEER	JAY GREY SYDNEY	PLUSH FILMS SYDNEY	AUSTRALIA
B02/036	DUDE	4 PINES BREWING COMPANY	CRAFT BEER	JAY GREY SYDNEY	PLUSH FILMS SYDNEY	AUSTRALIA
B02/044	BUD	MERCEDES-BENZ	ACCIDENT AVOIDANCE FEATURES	NET#WORK BBDO JOHANNESBURG	FIRST#LEFT JOHANNESBURG	SOUTH AFRICA
B02/045	LOVE	MERCEDES-BENZ	ACCIDENT AVOIDANCE FEATURES	NET#WORK BBDO JOHANNESBURG	FIRST#LEFT JOHANNESBURG	SOUTH AFRICA
B02/046	TOBY	MERCEDES-BENZ	ACCIDENT AVOIDANCE FEATURES	NET#WORK BBDO JOHANNESBURG	FIRST#LEFT JOHANNESBURG	SOUTH AFRICA
B02/047	BRAD	GALDERMA	BENZAC ACNE TREATMENT	NET#WORK BBDO JOHANNESBURG	FIRST#LEFT JOHANNESBURG	SOUTH AFRICA
B02/060	BEAR	PROCTER & GAMBLE	TIDE LAUNDRY DETERGENT	LEO BURNETT DUBAI	BKP DUBAI	UNITED ARAB EMIRATES
B02/061	CLOUD	PROCTER & GAMBLE	TIDE LAUNDRY DETERGENT	LEO BURNETT DUBAI	BKP DUBAI	UNITED ARAB EMIRATES
B02/062	TEETH	PROCTER & GAMBLE	TIDE LAUNDRY DETERGENT	LEO BURNETT DUBAI	BKP DUBAI	UNITED ARAB EMIRATES
BEST ACTING PERFORMANCE						
B03/003	HOLIDAYS	IKEA	KITCHEN INSTALLATION	THREE DRUNK MONKEYS SYDNEY	EARDRUM SYDNEY	AUSTRALIA
BEST USE OF RADIO AS A MEDIUM						
B04/008	PIRATE RADIO EXPERIMENT	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	HUMAN RIGHTS AWARENESS	JUNG VON MATT HAMBURG	BIGFISH FILMPRODUKTION BERLIN	GERMANY
B04/027	FREE SPOTS	GUBIZ.COM	FREE CLASSIFIED ADS	OGILVY GUATEMALA	16MM GUATEMALA/30 SEGUNDOS GUATEMALA CITY	GUATEMALA
B04/036	WAVIN' FLAG	COCA-COLA	2010 WORLD CUP	JWT BRAZIL SÃO PAULO	DR. DD ELETROMUSICA SÃO PAULO	BRAZIL
B04/045	WHAT'S THAT NOISE?	NOAH	ANIMAL PROTECTION	JUNG VON MATT HAMBURG	JUNG VON MATT HAMBURG	GERMANY

DIRECT

SHORTLIST

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
FLAT MAILING					
A01/011	POSTCALENDAR	DEUTSCHE POST	POSTCARD CALENDAR	JUNG VON MATT HAMBURG	GERMANY
A01/022	SPRINTER APPLIES FOR A JOB	LUKAS LINDEMANN ROSINSKI /DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI HAMBURG	GERMANY
A01/064	BEAUTIFY YOUR CITY - A RUBBISH IDEA	AUCKLAND COUNCIL	HEART OF THE CITY	COLENSO BBDO AUCKLAND	NEW ZEALAND
A01/072	DISAPPEARING DISCOUNTS	R I AYURVEDA RESEARCH LABS	LASS NATURAL COSMETICS	MUDRA COMMUNICATIONS MUMBAI	INDIA
A01/073	BOUNCING MAIL	UNION BANK OF INDIA	LOANS	MUDRA COMMUNICATIONS MUMBAI	INDIA
A01/081	LIVING CHRISTMAS CARDS	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST STOCKHOLM	SWEDEN
DIMENSIONAL MAILING					
A02/007	SPARK HOPE MATCHBOOK	ROCK 4 AIDS	ART FOR AIDS	JOE PUBLIC JOHANNESBURG	SOUTH AFRICA
A02/064	CATALOGUE & TEE SHIRT FOLDING MACHINE	AS COLOUR	FASHION WHOLESALER/RETAILER	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
A02/080	THE PEOPLE'S CUP	OLYMPIKUS	SPORTS BRAND	BOCA PORTO ALEGRE	BRAZIL
A02/085	THE WORLDS SMALLEST BRAVIA FLATSCREEN	SONY ERICSSON	MOBILE PHONE	STORÅKERS MCCANN STOCKHOLM	SWEDEN
A02/091	DEATH PENALTY CANDLES	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA\PARIS	FRANCE
A02/103	THE DAY BRAZIL WOKE UP TO ENGLISH	RED BALLOON	ENGLISH SCHOOL FOR KIDS	OGILVY BRASIL SÃO PAULO	BRAZIL
A02/104	POPCORN SOFA	MAGAZINE LUIZA	SOFA'S WEEK	OGILVY BRASIL SÃO PAULO	BRAZIL
A02/105	WHITENING POST-IT NOTES	PROCTER & GAMBLE	TOOTHPASTE	PUBLICIS BRASIL SÃO PAULO	BRAZIL
A02/110	BATTERIES	MTV	TV CHANNEL	LEO BURNETT IBERIA LISBON	PORTUGAL
A02/114	HAPPINESS BY THE METRE	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST STOCKHOLM	SWEDEN
DIRECT RESPONSE DIGITAL: EMAIL MARKETING					
A03/012	SELF TRANSLATING EMAIL	WIENERS + WIENERS	AGENCY PROMOTION	GRABARZ & PARTNER HAMBURG	GERMANY
A03/017	WE DELIVER YOUR DOWNLOAD	CINE 24 HORAS	VIDEO RENTAL	AGE ISOBAR SÃO PAULO	BRAZIL
DIRECT RESPONSE DIGITAL: MOBILE MARKETING					
A04/004	DISCOVER THE MASTER	VIRGINIA MUSEUM OF FINE ARTS	PICASSO EXHIBITION	THE MARTIN AGENCY RICHMOND	USA
A04/005	THE WITNES	UNIVERSAL GLOBAL NETWORKS	TELEVISION CHANNEL	JUNG VON MATT HAMBURG	GERMANY
A04/009	SALUTE TRAINER	JAPAN MARITIME SELF-DEFENSE FORCES	RECRUITMENT	HAKUHODO TOKYO	JAPAN
A04/018	IHOBO 1.1	DEPAUL	YOUTH HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
A04/027	DOG-A-LIKE APP	MARS PETCARE	MOBILE APP	WHYBIN\TBWA SYDNEY	AUSTRALIA
A04/043	THE VOICE	REPORTERS WITHOUT BORDERS	REPORTERS WITHOUT BORDERS	PUBLICIS BRUSSELS	BELGIUM
A04/063	INVISIBLE POP UP STORE	AIRWALK	FOOTWEAR	Y&R NEW YORK	USA
DIRECT RESPONSE DIGITAL: E-COMMERCE, ONLINE ADVERTISING, BRAND AWARENESS & SOCIAL MEDIA					
A05/062	THE GUY AT HOME IN HIS UNDERWEAR	STANFIELD'S	UNDERWEAR	JOHN ST TORONTO	CANADA
A05/075	TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE LEUVEN	BELGIUM
A05/092	IS THIS TROLLER YOURS?	TROLLER	T4 4X4	JWT BRAZIL SÃO PAULO	BRAZIL
A05/096	SHARE IF YOU CARE	BELGIAN CONSORTIUM FOR EMERGENCY AID	CHARITY	MORTIERBRIGADE BRUSSELS	BELGIUM
A05/113	SEND A MESSAGE TO THE FUTURE	AMF	PENSION FUNDS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A05/114	THE PROMISE KEEPER	REEBOK	SHOES	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A05/129	DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI	CHINA
A05/130	PHOTOSHOOTING	WWF	CHARITY	LEO BURNETT MOSCOW MOSCOW	RUSSIA
A05/134	A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN PARIS	FRANCE
A05/140	A NEW WARRIOR	GREENPEACE	ENVIRONMENTAL AWARENESS	DDB PARIS	FRANCE
A05/153	THE HUMAN JUKEBOX	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST STOCKHOLM	SWEDEN
A05/157	FEEDER	RENEGADES	MUSIC	GREY LONDON	UNITED KINGDOM
A05/168	CHRISTMAS BARGAINS	SAVE THE CHILDREN SWEDEN	CHARITY	LOWE BRINDFORS STOCKHOLM	SWEDEN
A05/170	COME BACK FERRORAMA	ESTRELA TOYS	FERRORAMA TOY TRAIN	DDB BRASIL SÃO PAULO	BRAZIL
A05/172	THE MYSTERIOUS PASSENGER	IKEA	CARPOOLING	LA CHOSE PARIS	FRANCE
A05/174	VISIO 2010 FAIRY TALES	MICROSOFT	VISIO 2010	WUNDERMAN MUNICH	GERMANY

DIRECT

SHORTLIST

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
FLAT MAILING					
A01/011	POSTCALENDAR	DEUTSCHE POST	POSTCARD CALENDAR	JUNG VON MATT HAMBURG	GERMANY
A01/022	SPRINTER APPLIES FOR A JOB	LUKAS LINDEMANN ROSINSKI /DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI HAMBURG	GERMANY
A01/064	BEAUTIFY YOUR CITY - A RUBBISH IDEA	AUCKLAND COUNCIL	HEART OF THE CITY	COLENSO BBDO AUCKLAND	NEW ZEALAND
A01/072	DISAPPEARING DISCOUNTS	R I AYURVEDA RESEARCH LABS	LASS NATURAL COSMETICS	MUDRA COMMUNICATIONS MUMBAI	INDIA
A01/073	BOUNCING MAIL	UNION BANK OF INDIA	LOANS	MUDRA COMMUNICATIONS MUMBAI	INDIA
A01/081	LIVING CHRISTMAS CARDS	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST STOCKHOLM	SWEDEN
DIMENSIONAL MAILING					
A02/007	SPARK HOPE MATCHBOOK	ROCK 4 AIDS	ART FOR AIDS	JOE PUBLIC JOHANNESBURG	SOUTH AFRICA
A02/064	CATALOGUE & TEE SHIRT FOLDING MACHINE	AS COLOUR	FASHION WHOLESALER/RETAILER	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
A02/080	THE PEOPLE'S CUP	OLYMPIKUS	SPORTS BRAND	BOCA PORTO ALEGRE	BRAZIL
A02/085	THE WORLDS SMALLEST BRAVIA FLATSCREEN	SONY ERICSSON	MOBILE PHONE	STORÅKERS MCCANN STOCKHOLM	SWEDEN
A02/091	DEATH PENALTY CANDLES	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	TBWA\PARIS	FRANCE
A02/103	THE DAY BRAZIL WOKE UP TO ENGLISH	RED BALLOON	ENGLISH SCHOOL FOR KIDS	OGILVY BRASIL SÃO PAULO	BRAZIL
A02/104	POPCORN SOFA	MAGAZINE LUIZA	SOFA'S WEEK	OGILVY BRASIL SÃO PAULO	BRAZIL
A02/105	WHITENING POST-IT NOTES	PROCTER & GAMBLE	TOOTHPASTE	PUBLICIS BRASIL SÃO PAULO	BRAZIL
A02/110	BATTERIES	MTV	TV CHANNEL	LEO BURNETT IBERIA LISBON	PORTUGAL
A02/114	HAPPINESS BY THE METRE	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST STOCKHOLM	SWEDEN
DIRECT RESPONSE DIGITAL: EMAIL MARKETING					
A03/012	SELF TRANSLATING EMAIL	WIENERS + WIENERS	AGENCY PROMOTION	GRABARZ & PARTNER HAMBURG	GERMANY
A03/017	WE DELIVER YOUR DOWNLOAD	CINE 24 HORAS	VIDEO RENTAL	AGE ISOBAR SÃO PAULO	BRAZIL
DIRECT RESPONSE DIGITAL: MOBILE MARKETING					
A04/004	DISCOVER THE MASTER	VIRGINIA MUSEUM OF FINE ARTS	PICASSO EXHIBITION	THE MARTIN AGENCY RICHMOND	USA
A04/005	THE WITNES	UNIVERSAL GLOBAL NETWORKS	TELEVISION CHANNEL	JUNG VON MATT HAMBURG	GERMANY
A04/009	SALUTE TRAINER	JAPAN MARITIME SELF-DEFENSE FORCES	RECRUITMENT	HAKUHODO TOKYO	JAPAN
A04/018	IHOBO 1.1	DEPAUL	YOUTH HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
A04/027	DOG-A-LIKE APP	MARS PETCARE	MOBILE APP	WHYBIN\TBWA SYDNEY	AUSTRALIA
A04/043	THE VOICE	REPORTERS WITHOUT BORDERS	REPORTERS WITHOUT BORDERS	PUBLICIS BRUSSELS	BELGIUM
A04/063	INVISIBLE POP UP STORE	AIRWALK	FOOTWEAR	Y&R NEW YORK	USA
DIRECT RESPONSE DIGITAL: E-COMMERCE, ONLINE ADVERTISING, BRAND AWARENESS & SOCIAL MEDIA					
A05/062	THE GUY AT HOME IN HIS UNDERWEAR	STANFIELD'S	UNDERWEAR	JOHN ST TORONTO	CANADA
A05/075	TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE LEUVEN	BELGIUM
A05/092	IS THIS TROLLER YOURS?	TROLLER	T4 4X4	JWT BRAZIL SÃO PAULO	BRAZIL
A05/096	SHARE IF YOU CARE	BELGIAN CONSORTIUM FOR EMERGENCY AID	CHARITY	MORTIERBRIGADE BRUSSELS	BELGIUM
A05/113	SEND A MESSAGE TO THE FUTURE	AMF	PENSION FUNDS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A05/114	THE PROMISE KEEPER	REEBOK	SHOES	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
A05/129	DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI	CHINA
A05/130	PHOTOSHOOTING	WWF	CHARITY	LEO BURNETT MOSCOW MOSCOW	RUSSIA
A05/134	A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN PARIS	FRANCE
A05/140	A NEW WARRIOR	GREENPEACE	ENVIRONMENTAL AWARENESS	DDB PARIS	FRANCE
A05/153	THE HUMAN JUKEBOX	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST STOCKHOLM	SWEDEN
A05/157	FEEDER	RENEGADES	MUSIC	GREY LONDON	UNITED KINGDOM
A05/168	CHRISTMAS BARGAINS	SAVE THE CHILDREN SWEDEN	CHARITY	LOWE BRINDFORS STOCKHOLM	SWEDEN
A05/170	COME BACK FERRORAMA	ESTRELA TOYS	FERRORAMA TOY TRAIN	DDB BRASIL SÃO PAULO	BRAZIL
A05/172	THE MYSTERIOUS PASSENGER	IKEA	CARPOOLING	LA CHOSE PARIS	FRANCE
A05/174	VISIO 2010 FAIRY TALES	MICROSOFT	VISIO 2010	WUNDERMAN MUNICH	GERMANY

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
DIRECT RESPONSE DIGITAL: OTHER DIGITAL PLATFORMS					
A06/018	MUSICAL FITTING ROOMS	STARHUB	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE
A06/021	EDDING DIGITAL HIGHLIGHTER	EDDING INTERNATIONAL	STATIONERY	KEMPERTRAUTMANN HAMBURG	GERMANY
A06/022	WALL OF FAME	EDDING INTERNATIONAL	STATIONERY	KEMPERTRAUTMANN HAMBURG	GERMANY
A06/027	DOGGELGANGER	MARS	DOG ADOPTION	COLENSO BBDO AUCKLAND	NEW ZEALAND
A06/032	PARENTAL CONTROL	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL SÃO PAULO	BRAZIL
A06/033	THE SOUND OF GREEN	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST STOCKHOLM	SWEDEN
AMBIENT MEDIA (LARGE SCALE)					
A07/003	PLASTIC BAG MONSTER	ROOTS AND SHOOTS SHANGHAI	ENVIRONMENTAL AWARENESS	BATES 141 SHANGHAI	CHINA
A07/007	KID	UNICEF	CHARITY	CASANOVA PENDRILL COSTA MESA	USA
A07/011	12 SECOND STRIP	RENAULT	WIND ROADSTER	PUBLICIS LONDON	UNITED KINGDOM
A07/021	THE BIG TRIP	STRAUSS GROUP	CHOCOLATE	BAUMANN BER RIVNAY SAATCHI & SAATCHI RAMAT GAN	ISRAEL
A07/025	CARIBBEAN LIVE	BRITISH AIRWAYS	HOLIDAYS	BEING LONDON	UNITED KINGDOM
A07/026	HIDDEN PIZZA RESTAURANT	SENSIS YELLOW PAGES	BUSINESS DIRECTORY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A07/029	THE MISSING CHILD	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN'S INITIATIVE	KEMPERTRAUTMANN HAMBURG	GERMANY
A07/030	PATTEX CRANE	HENKEL	GLUE	PLAN.NET MUNICH	GERMANY
A07/032	DISPOSABLE FOREST	GREENPEACE	GREENPEACE	OGILVY BEIJING	CHINA
A07/036	BURMA	HUMAN RIGHTS WATCH	PETITION	JWT NEW YORK	USA
A07/047	MUSICAL FITTING ROOMS	STARHUB	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE
A07/048	ELECTRICITY HOG	ENTEGA VERTRIEB	RENEWABLE ENERGY	DDB GERMANY BERLIN	GERMANY
A07/051	THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
A07/056	SAVE THE BEACH HOTEL	GMODELO EUROPA SAU	CORONA BEER	JWT MADRID	SPAIN
A07/059	FALL BILLBOARD	JAMES READY	JAMES READY BEER	LEO BURNETT TORONTO	CANADA
A07/082	POOLBALL	COMPAÑIA INDUSTRIAL CERVECERA	BUDWEISER	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
A07/090	SPREAD THE TED	TEDX BUENOS AIRES	TEDX	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
A07/115	POP-UP BILLBOARD	JAMES READY	JAMES READY BEER	LEO BURNETT TORONTO	CANADA
A07/123	WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI LONDON	UNITED KINGDOM
AMBIENT MEDIA & PRINT COLLATERAL, NON-MAIL (SMALL SCALE)					
A08/029	SHOCKING LITTLE BEASTS	DKV	HEALTH INSURANCE	OGILVY FRANKFURT	GERMANY
A08/035	STORIES FROM THE STREET	MELBOURNE WRITERS FESTIVAL	ARTS	JWT MELBOURNE	AUSTRALIA
A08/038	SOMEONE TO ZIP YOU UP	JDATE	ONLINE DATING SERVICE	MCCANN ERICKSON ISRAEL TEL AVIV	ISRAEL
A08/043	MAGIC DRAIN OPENER	PROCTER & GAMBLE	SHAMPOO	GREY WORLDWIDE (INDIA) MUMBAI	INDIA
A08/046	SHARE YOUR PARENTS	STUDIO BRUSSELS	CHARITY	MORTIERBRIGADE BRUSSELS	BELGIUM
A08/050	WATER THAT KILLS	KRUHA	CHARITY	JWT JAKARTA	INDONESIA
A08/052	MIRRORS	MEXICAN MINISTRY OF PUBLIC SAFETY	PUBLIC AWARENESS	DRAFTFCB MEXICO	MEXICO
A08/053	SPORTY VOUCHERS	SPORTSCHECK	SPORTS STORE	OGILVY FRANKFURT	GERMANY
A08/063	THE BICYCLE CAP MADE WITH LOVE, BY A BIKE.	PESETA	ACCESSORIES	LEO BURNETT IBERIA MADRID	SPAIN
A08/067	DECODE JAY-Z WITH BING	BING/JAY-Z	INTERNET SEARCH ENGINE	DROGA5 NEW YORK	USA
A08/080	UNTOASTED	SUNSENSE	SUNBLOCK OIL	GREY HONG KONG	HONG KONG
DIRECT RESPONSE BROADCAST: TV, RADIO & INFOMERCIALS					
A09/009	DOUBLE LIFE	CFP-E/SHOTS	YOUNG DIRECTOR AWARDS	TBWA\PHS HELSINKI	FINLAND
A09/010	SAUSAGE	CARLTON UNITED BREWERIES	CARTLON DRY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A09/016	GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
A09/024	SATISFACTION THE GRANNY REMAKE	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE BRUSSELS	BELGIUM
A09/025	REVENGE ON CALLCENTERS & HELPDESKS	RADIO 1	PEETERS & PICHAL	MORTIERBRIGADE BRUSSELS	BELGIUM
A09/031	THE CODE	ARMED FORCES OF COLOMBIA	ARMED FORCES SUPPORT	DDB COLOMBIA BOGOTÁ	COLOMBIA
DIRECT RESPONSE PRINT OR STANDARD OUTDOOR, INCLUDING INSERTS					
A10/008	HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	TESCO	CHEIL WORLDWIDE SEOUL	KOREA
A10/018	SELL YOUR CAR	VOLKSWAGEN	VW POLO	OGILVY CAPE TOWN	SOUTH AFRICA
A10/020	TEST DRIVE	MERCEDES-BENZ	MERCEDES-BENZ CL 63 AMG	140 BBDO CAPE TOWN	SOUTH AFRICA
A10/021	AXA BRINGS PRINT AD TO LIFE	AXA	BANKING & INSURANCE	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM
A10/026	THE VOICELESS CAMPAIGN	THE ZIMBABWEAN	NEWSPAPER	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
A10/032	THE AD YOU WOULD KEEP	CHEVROLET	AUTOMOBILE	WMCCANN SÃO PAULO	BRAZIL
A10/036	SUPERSTICIOUS OUTDOOR	FREEPORT	DEPARTMENT STORE	LEO BURNETT IBERIA LISBON	PORTUGAL
A10/041	OPEN AIR BOOK	ROSSI RESIDENCIAL	REAL ESTATE	LEO BURNETT BRASIL SÃO PAULO	BRAZIL
LOYALTY/CONTINUITY SCHEMES					
B01/004	FLIGHT SKETCHES	LUFTHANSA	AIRLINE	WUNDERMAN FRANKFURT	GERMANY
BEST LOW BUDGET CAMPAIGN					
B02/018	CARDBOARD GUERILLA CAMPAIGN	HINZ & KUNZT	HOMELESS AWARENESS	JWT GERMANY HAMBURG	GERMANY
B02/052	4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR BOULDER	USA
B02/056	FIRST PDF COMMERCIAL	NATURALIA	CHARITY	OGILVY MEXICO	MEXICO
B02/062	DONATED SPACES	FUNDACIÏN LOGROS	CHARITY	LOWE GINKGO MONTEVIDEO	URUGUAY

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
B02/065	SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS MUMBAI	INDIA
B02/067	VOICES FOR FREEDOM	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LEO BURNETT IBERIA LISBON	PORTUGAL
B02/073	THE DISEASE JOURNEY THE FIRST URL STORY EVER	CCSVI NELLA SCLEROSI MULTIPLA ONLUS	MULTIPLE SCLEROSIS CHARITY	LOWE PIRELLA FRONZONI MILAN	ITALY
B02/078	SAVE AS WWF	WWF	CHARITY	JUNG VON MATT HAMBURG	GERMANY
B02/085	IAN'S GETTING READY	THE COMMUNICATIONS COUNCIL	AWARDS	PUBLICIS MOJO SYDNEY	AUSTRALIA
PRODUCT LAUNCHES					
B03/004	THE NEXT BIG THING	AUDI	AUDI A1	HEIMAT BERLIN	GERMANY
B03/012	SECRETS BEHIND PAINTINGS	NATIONAL MUSEUM IN KRAKOW	MUSEUM	LEO BURNETT WARSAW	POLAND
B03/015	THE CRYING INVOICE	USG PEOPLE	OUTSOURCING COMPANY	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM
B03/037	INVISIBLE POP UP STORE	AIRWALK	FOOTWEAR	Y&R NEW YORK	USA
B03/038	COME BACK FERRORAMA	ESTRELA TOYS	FERRORAMA TOY TRAIN	DDB BRASIL SÃO PAULO	BRAZIL
TRAFFIC & BRAND BUILDING					
B04/013	HAPPY VALENTINE'S	KERN & SOHN	PRECISION SCALES	WUNDERMAN LONDON	UNITED KINGDOM
B04/020	I SWIM WITH MARCOS	UNITED NATIONS	POVERTY AWARENESS	PAGÉS BBDO SANTO DOMINGO	DOMINICAN REPUBLIC
B04/023	SPRINTER APPLIES FOR A JOB	LUKAS LINDEMANN ROSINSKI / DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI HAMBURG	GERMANY
B04/040	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON BUCHAREST	ROMANIA
B04/045	ACMI PIE BAG	AUSTRALIAN CENTRE FOR THE MOVING IMAGE	TIM BURTON EXHIBITION	RAPP MELBOURNE	AUSTRALIA
B04/068	RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY PORTLAND	USA
B04/069	TRACKTAPE	MATTEL MÉXICO	HOT WHEELS	OGILVY MEXICO	MEXICO
B04/078	CHEVROLET TAXI DRIVERS´ UNIVERSITY	GM COLMOTORES	CHEVROLET	SANCHO BBDO BOGOTÁ	COLOMBIA
B04/079	DOGGELGANGER	MARS	DOG ADOPTION	COLENSO BBDO AUCKLAND	NEW ZEALAND
B04/089	DISAPPEARING DISCOUNTS	R I AYURVEDA RESEARCH LABS	LASS NATURAL COSMETICS	MUDRA COMMUNICATIONS MUMBAI	INDIA
B04/097	UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON MADRID	SPAIN
B04/109	SUBTITLES	ENGLISH LANGUAGE INSTITUTE: ENGLISH EXCELLENCE	LANGUAGE CLASS	OGILVY PERU LIMA	PERU
FAST MOVING CONSUMER GOODS					
C01/021	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON BUCHAREST	ROMANIA
C01/028	DINNERTIME	FRESH MEALS	READY MEALS	LDV UNITED ANTWERP	BELGIUM
C01/029	THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
C01/035	BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING GUANGZHOU	CHINA
C01/036	CAP RECALL	JAMES READY	JAMES READY BEER	LEO BURNETT TORONTO	CANADA
C01/045	A HUNTER SHOOTS A BEAR	BIC / TIPP-EX	POCKET MOUSE	BUZZMAN PARIS	FRANCE
CARS & AUTOMOTIVE SERVICES					
C02/017	ONLINE GUERRILLA	MERCEDES-BENZ	MERCEDES-BENZ SPRINTER	N=5 AMSTERDAM	THE NETHERLANDS
C02/022	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG VON MATT STOCKHOLM	SWEDEN
C02/027	LIE DETECTOR	KIA MOTORS BELGIUM	KIA	LDV UNITED ANTWERP	BELGIUM
OTHER CONSUMER PRODUCTS (INCLUDING DURABLE GOODS)					
C03/024	BUILDERS OF INFINITY	LEGO	TOYS	PLAN.NET HAMBURG	GERMANY
C03/035	NIKE AIR LIVE SHOW	NIKE	SPORTSWEAR	+CASTRO BUENOS AIRES	ARGENTINA
C03/037	LOST SOCKS	FISHER & PAYKEL	WHITE GOODS	COLENSO BBDO AUCKLAND	NEW ZEALAND
C03/039	EXCELLBOOK	DIESEL	CLOTHING	4 AM SAATCHI & SAATCHI GUATEMALA	GUATEMALA
C03/047	TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE LEUVEN	BELGIUM
FINANCIAL PRODUCTS & SERVICES					
C04/020	MY CAR IS YOUR CAR	NRMA	CAR INSURANCE	WHYBIN\TBWA SYDNEY	AUSTRALIA
C04/022	SHOCKING LITTLE BEASTS	DKV	HEALTH INSURANCE	OGILVY FRANKFURT	GERMANY
C04/033	IMPULSE SAVER	WESTPAC	BANKING	COLENSO BBDO AUCKLAND	NEW ZEALAND
C04/038	GIVE 100 TL GET 125 TL BACK	PRIVATE PENSION SYSTEM	INSURANCE	LEO BURNETT ISTANBUL	TURKEY
COMMERCIAL PUBLIC SERVICES, INCL. HEALTHCARE & MEDICAL					
C05/007	WORLD CUP ENERGY SHIRT	NUON	ENERGY	N=5 AMSTERDAM	THE NETHERLANDS
C05/008	HIDDEN PIZZA RESTAURANT	SENSIS YELLOW PAGES	BUSINESS DIRECTORY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
C05/015	SHARE AVEC TON GRAND-PÉRE	VOO	TELECOMMUNICATIONS	BOONDOGGLE LEUVEN	BELGIUM
C05/019	HIGH SPEEDS	TELMEX	BROADBAND INTERNET	JWT COLOMBIA BOGOTÁ	COLOMBIA
C05/027	OPULENCE	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA
C05/037	SUBTITLES	ENGLISH LANGUAGE INSTITUTE: ENGLISH EXCELLENCE	LANGUAGE CLASS	OGILVY PERU LIMA	PERU
TRAVEL, ENTERTAINMENT & LEISURE					
C06/010	PROSCIUTTO DI GIALLO	ELMSTA 3000 HORROR FEST	FILM FESTIVAL	SAATCHI & SAATCHI STOCKHOLM	SWEDEN
C06/016	CARIBBEAN LIVE	BRITISH AIRWAYS	HOLIDAYS	BEING LONDON	UNITED KINGDOM
C06/018	PERSONAL SPACE EXPERIMENT	KLM INTERNATIONAL	AIRLINE	RAPP AMSTELVEEN	THE NETHERLANDS
C06/031	THE ESCAPE MACHINE	SNCF	RAIL TRAVEL	DDB PARIS	FRANCE
C06/032	DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL SÃO PAULO	BRAZIL
C06/033	UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON MADRID	SPAIN
C06/034	U-LATE HOTLINE	UA CINEMA	CINEMA	GREY HONG KONG	HONG KONG

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
RETAIL & E-COMMERCE, INCLUDING RESTAURANTS					
C07/006	HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	TESCO	CHEIL WORLDWIDE SEOUL	KOREA
C07/030	VACUUM SHOPPING BAG FOR TOURISTS	FREEPORT	SHOPPING OUTLET	LEO BURNETT IBERIA LISBON	PORTUGAL
PUBLICATIONS & MEDIA					
C08/005	CARDEÑOSA	MOVISTAR	SPORTS WEBSITE	DDB SPAIN MADRID	SPAIN
C08/012	THE VOICELESS CAMAPAIGN	THE ZIMBABWEAN	NEWSPAPER	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
C08/017	GO GIRLS VIRGINITY MAP	TVNZ	DRAMA SERIES	COLENSO BBDO AUCKLAND	NEW ZEALAND
BUSINESS PRODUCTS & SERVICES					
C09/006	THE WORLD'S SMALLEST MULTINATIONAL	SERVCORP	SERVICED & VIRTUAL OFFICES	THE HALLWAY REDFERN	AUSTRALIA
C09/014	THE CRYING INVOICE	USG PEOPLE	OUTSOURCING COMPANY	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM
C09/016	SELF TRANSLATING EMAIL	WIENERS + WIENERS	AGENCY PROMOTION	GRABARZ & PARTNER HAMBURG	GERMANY
C09/025	THE SOUND OF GREEN	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST STOCKHOLM	SWEDEN
CORPORATE IMAGE & INFORMATION					
C10/013	4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR BOULDER	USA
C10/015	DEAR LAZY AIR TRAFFIC CONTROLLERS	LA DESPENSA	SELF PROMOTION	LA DESPENSA INGREDIENTES CREATIVOS MADRID	SPAIN
C10/035	THE SEARCH FOR THE WORLD'S GREATEST SALESPERSON	OGILVYONE WORLDWIDE	SELF PROMOTION	OGILVY & MATHER NEW YORK	USA
C10/054	SOLES WITH SOULS	J.K. TYRE & INDUSTRIES	TYRE COMPANY	CONTRACT ADVERTISING INDIA GURGAON	INDIA
C10/067	THE 3239KM EXPERIENCE	OGILVY	SELF PROMOTION	OGILVY BRASIL SÃO PAULO	BRAZIL
C10/068	SANTA'S FORGOTTEN LETTERS	COCA-COLA	CHRISTMAS MESSAGE	OGILVY BRASIL SÃO PAULO	BRAZIL
CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES					
C11/011	SAVE AS WWF	WWF	WWF	JUNG VON MATT HAMBURG	GERMANY
C11/034	UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH NEW YORK	USA
C11/041	HEARTBEATS	THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA	THE FIGHT AGAINST AIDS	SERVICEPLAN MUNICH	GERMANY
C11/043	REPAY FOR GOOD	UNICEF	UNICEF DONATIONS	SERVICEPLAN MUNICH	GERMANY
C11/056	DOG-A-LIKE APP	MARS PETCARE	MOBILE APP	WHYBIN\TBWA SYDNEY	AUSTRALIA
C11/061	BURMA	HUMAN RIGHTS WATCH	PETITION	JWT NEW YORK	USA
C11/062	THE REFUGEES	GOTHENBURG HOMELESS AID	CHARITY	GOSS GOTHENBURG	SWEDEN
C11/063	GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
C11/065	WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
C11/066	THE FORGOTTEN LETTER	ALZHEIMER GESELLSCHAFT BADEN-WÜRTTEMBERG	CHARITY	JUNG VON MATT HAMBURG	GERMANY
C11/069	LITTLE ROBIN	OPVOEDINGSLIJN	PARENT ADVICE HELPLINE	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM
C11/088	MIRRORS	MEXICAN MINISTRY OF PUBLIC SAFETY	PUBLIC AWARENESS	DRAFTFCB MEXICO	MEXICO
C11/098	SPOKESANIMAL	HUAXIA ANIMAL PROTECTION FOUNDATION	CHARITY	DDB CHINA GROUP SHANGHAI	CHINA
C11/100	SAND-FILL BOTTLES	RECYCLING ENVIRONMENTAL INSTITUTE	RECYCLING INSTITUTE	AGE ISOBAR SÃO PAULO	BRAZIL
C11/101	BASILICA BLOCK PARTY	BASILICA OF ST. MARY	BLOCK PARTY	FALLON MINNEAPOLIS	USA
C11/105	OPERATION CHRISTMAS	MINISTERIO DE DEFENSA NACIONAL	HUMANITARIAN	LOWE-SSP3 BOGOTÁ	COLOMBIA
C11/111	BEAUTIFY YOUR CITY - A RUBBISH IDEA	AUCKLAND COUNCIL	HEART OF THE CITY	COLENSO BBDO AUCKLAND	NEW ZEALAND
C11/113	DONATED SPACES	FUNDACIÏN LOGROS	CHARITY	LOWE GINKGO MONTEVIDEO	URUGUAY
C11/116	SURPRISE CATWALK	THE SALVATION ARMY	SECONDHAND CLOTHES	KITCHEN LEO BURNETT OSLO	NORWAY
C11/123	SPREAD THE TED	TEDX BUENOS AIRES	TEDX	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
C11/129	DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL SÃO PAULO	BRAZIL
C11/133	WAKING UP THE NEIGHBOURHOOD	POWA	PREVENTION OF FEMALE ABUSE	OGILVY JOHANNESBURG	SOUTH AFRICA
C11/156	LETTERBOMBING GOVERNOR PATERSON	AUTISM SPEAKS	AUTISM SPEAKS	BBDO NEW YORK	USA
C11/157	OIL & WATER DO NOT MIX	COALITION TO RESTORE COASTAL LOUISIANA	ENVIRONMENTAL PROTECTION	HAPPINESS BRUSSELS	BELGIUM
C11/158	SLOW DOWN	PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM
BEST INTEGRATED CAMPAIGN LED BY DIRECT MARKETING					
D01/005	SOLO LUCKY UNDIES	SCHWEPPES	SOFT DRINK	BMF SYDNEY	AUSTRALIA
D01/019	CARDEÑOSA	MOVISTAR	SPORTS WEBSITE	DDB SPAIN MADRID	SPAIN
D01/033	CARIBBEAN LIVE	BRITISH AIRWAYS	HOLIDAYS	BEING LONDON	UNITED KINGDOM
D01/034	SNAKE	CARLTON UNITED BREWERIES	CARLTON DRY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
D01/036	THE ZONING PLAN	GREENPEACE SWITZERLAND	NUCLEAR ENERGY AWARENESS	WALKER ZÜRICH	SWITZERLAND
D01/041	GERMANY'S BIGGEST SEARCH FOR MISSING CHILDREN	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN'S INITIATIVE	KEMPERTRAUTMANN HAMBURG	GERMANY
D01/045	IT'S FACE TIME!	VITASOY INTERNATIONAL HOLDINGS	SOY DRINK	PHD HONG KONG	HONG KONG
D01/046	MY CAR IS YOUR CAR	NRMA	CAR INSURANCE	WHYBIN\TBWA SYDNEY	AUSTRALIA
D01/062	FOOD FOR THOUGHT	ENTEGA	RENEWABLE ENERGY	DDB TRIBAL GROUP BERLIN	GERMANY
D01/067	SATISFACTION THE GRANNY REMAKE	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE BRUSSELS	BELGIUM
D01/068	REVENGE ON CALLCENTERS & HELPDESKS	RADIO 1	PEETERS & PICHAL	MORTIERBRIGADE BRUSSELS	BELGIUM
D01/069	ONE WEEKEND OFF	SCARLET	SCARLET TELECOM	MORTIERBRIGADE BRUSSELS	BELGIUM
D01/070	SHARE YOUR PARENTS	STUDIO BRUSSELS	CHARITY	MORTIERBRIGADE BRUSSELS	BELGIUM
D01/076	IAN'S GETTING READY	THE COMMUNICATIONS COUNCIL	AWARDS	PUBLICIS MOJO SYDNEY	AUSTRALIA
D01/108	DECODE JAY-Z WITH BING	BING/JAY-Z	INTERNET SEARCH ENGINE	DROGA5 NEW YORK	USA

PUBLIC RELATIONS

SHORTLIST

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
CONSUMER GOODS, INCLUDING FMCG AND HOUSEHOLD PRODUCTS					
A01/005	FUEL UP TO PLAY 60	NATIONAL DAIRY COUNCIL	MILK PRODUCTS	EDELMAN CHICAGO	USA
A01/016	SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWA\HAKUHODO TOKYO	JAPAN
A01/022	SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE	BBDO INDIA MUMBAI	INDIA
A01/024	DM50	DR MARTENS	BOOTS	EXPOSURE PROMOTIONS LONDON	UNITED KINGDOM
A01/025	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON BUCHAREST	ROMANIA
A01/036	PEPSI REFRESH PROJECT	PEPSICO	SOFT DRINK	WEBER SHANDWICK WASHINGTON	USA
A01/040	RESCUING MEISO RUNNERS	ADIDAS	RUNNING SHOES	BLUECURRENT JAPAN TOKYO	JAPAN
A01/047	CHOCOGRAPHY	KRAFT FOODS SWEDEN	MARABOU CHOCOLATE	PRIME PR STOCKHOLM	SWEDEN
A01/056	DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI	CHINA
A01/057	D.I.Y STREET BASKETBALL	PEPSICO	GATORADE	DDB CHINA GROUP SHANGHAI	CHINA
HEALTHCARE AND SERVICES					
A02/008	UNDERSTANDING MULTIPLE SCLEROSIS	GEDEON RICHTER MARKETING	PHARMACEUTICAL COMPANY	HILL & KNOWLTON LONDON	UNITED KINGDOM
AUTOMOTIVE AND TRANSPORT					
A03/019	TRAMP A BENZ	DAIMLER	MERCEDES-BENZ	JUNG VON MATT HAMBURG	GERMANY
A03/022	LIVE EVERY LITRE	HONDA	HONDA CR-V	GREY LONDON	UNITED KINGDOM
MEDIA, ARTS AND ENTERTAINMENT					
A04/012	GARAGE TOUR	PLAYBOY	MAGAZINE	GREY ARGENTINA BUENOS AIRES	ARGENTINA
A04/013	DOKTOR PROKTOR	ASCHEHOUG	PUBLISHER	TRY ADVERTISING AGENCY OSLO	NORWAY
A04/017	WEEKDAY TICKETS	THE ROYAL OPERA	MANON	DDB STOCKHOLM	SWEDEN
TRAVEL, TOURISM & LEISURE					
A05/013	YOU KNOW WHAT	KULULA.COM	AIRLINE	ATMOSPHERE COMMUNICATIONS CAPE TOWN	SOUTH AFRICA
A05/016	UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON MADRID	SPAIN
RETAIL AND E-COMMERCE, INCLUDING RESTAURANTS					
A06/004	SHORT AND TWEET	KFC	COLONEL'S SCHOLARS PROGRAM	WEBER SHANDWICK CHICAGO	USA
FINANCIAL SERVICES, INCL. INVESTOR RELATIONS AND CORPORATE FINANCE					
A07/006	BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A07/013	GIVE 100 TL GET 125 TL BACK	PRIVATE PENSION SYSTEM	INSURANCE	LEO BURNETT ISTANBUL	TURKEY
TECHNOLOGY AND MANUFACTURING					
A08/004	SAMSUNG SMILE INDEX	SAMSUNG	DIGITAL CAMERAS	TRAKTOR VIENNA	AUSTRIA
A08/011	THE ROCKET PROJECT	SONY ELECTRONICS	VAIO	180LA SANTA MONICA	USA
A08/016	MR LEE, TAILOR TO SUPERHEROES AND VILLAINS	SONY PLAYSTATION	DC UNIVERSE ONLINE	LEO BURNETT IBERIA MADRID	SPAIN
A08/017	PARALLEL LINES	PHILIPS	TELEVISIONS	ONEVOICE LONDON	UNITED KINGDOM
A08/020	WATSON	IBM	IBM	OGILVY & MATHER NEW YORK	USA
A08/023	ART ON ELECTRICAL BOXES	FORTUM	ENERGY COMPANY	GARBERGS STOCKHOLM	SWEDEN
A08/027	REALITY BILLBOARD	YELLOW PAGES	IMAGE CAMPAIGN	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
CHARITY AND NOT FOR PROFIT					
A09/004	2 MINUTE SILENCE	THE ROYAL BRITISH LEGION	THE 2010 POPPY APPEAL	BURSON-MARSTELLER LONDON	UNITED KINGDOM
A09/014	UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH NEW YORK	USA
A09/025	SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA BUENOS AIRES	ARGENTINA
A09/027	DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY NEW YORK	USA
A09/037	YOUNGEST HIGHEST	ROMANIAN ALTITUDE MOUNTAIN SPORTS CLUB	EXPEDITION	WEBSTYLER BUCHAREST	ROMANIA
CORPORATE COMMUNICATION					
A10/005	WAKE UP THE TOWN	PHILIPS	WAKE-UP LIGHT	ONEVOICE LONDON	UNITED KINGDOM
A10/013	THE WORLD'S SMALLEST MULTINATIONAL	SERVCORP	SERVICED & VIRTUAL OFFICES	THE HALLWAY REDFERN	AUSTRALIA
A10/025	BILLBOARDS TO BAGS	CADBURY	COMMONWEALTH GAMES	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
A10/027	BUSUU	BUSUU.COM	LANGUAGE LEARNING COMMUNITY	LA DESPENSA INGREDIENTES CREATIVOS MADRID	SPAIN
PUBLIC AFFAIRS					
A11/003	KOSOVO - THE YOUNG EUROPEANS	GOVERNMENT OF KOSOVO	NATIONAL BRANDING	BAUMANN BER RIVNAY SAATCHI & SAATCHI RAMAT GAN	ISRAEL
A11/017	SHINE A LIGHT ON OPPORTUNITY	DURAND ACADEMY	STATE EDUCATION (SCHOOL)	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR) LONDON	UNITED KINGDOM
PUBLIC SECTOR					
A12/002	CHENGDU PAMBASSADOR	CHENGDU GOVERNMENT	GLOBAL SEARCH FOR PAMBASSADOR	CHENG DU APEX OGILVY BRAND MARKETING CONSULTING	CHINA
A12/013	SALUTE TRAINER	JAPAN MARITIME SELF DEFENSE FORCES	ARMED FORCES RECRUITMENT	HAKUHODO TOKYO	JAPAN
A12/016	ART ON THE CROSSWALK	CURITIBA CITY HALL	ROAD SAFETY	MASTER CURITIBA	BRAZIL

CAT	TITLE	ADVERTISER	PRODUCT	ENTERED BY	COUNTRY
INTERNAL COMMUNICATIONS					
A13/005	INSIDE OUT	SHANGRI-LA HOTELS AND RESORTS	INTERNAL COMMUNICATIONS	OGILVY & MATHER HONG KONG	HONG KONG
A13/010	THE OUTSTANDING COMPETITOR	ALLIANZ UK	EMPLOYEE COMMUNICATION	PRISM LONDON	UNITED KINGDOM
CORPORATE RESPONSIBILITY					
A14/003	TXTNG & DRIVING... IT CAN WAIT	AT&T	AT&T	AT&T DALLAS	USA
A14/008	NAVER TALENT DONATION	NHN	DONATION CAMPAIGN	NHN CORPORATION SEONGNAM	KOREA
A14/009	SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS BOSTON	USA
A14/026	TAXI DRIVERS' UNIVERSITY	GM COLMOTORES	CHEVROLET	SANCHO BBDO BOGOT	COLOMBIA
A14/027	THE BEST EXCUSE EVER	ANHEUSER-BUSCH INBEV	NORTE BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI BUENOS AIRES	ARGENTINA
A14/031	THE RAINBOW PROJECT	ASIAN TIGERS	MOVING COMPANY	JWT SHANGHAI	CHINA
ENVIRONMENTAL PR					
A15/017	A NEW WARRIOR	GREENPEACE	RAINBOW WARRIOR WEBSITE	DDB PARIS	FRANCE
CRISIS AND ISSUE MANAGEMENT					
A16/002	NOT SO EASY IN THE BIG EASY	NEW ORLEANS CONVENTION & VISITORS BUREAU	GULF OIL SPILL CRISIS CAMPAIGN	WEBER SHANDWICK NEW YORK	USA
A16/006	THE NEW AFLAC DUCK VOICE	AFLAC	INSURANCE	THE KAPLAN THALER GROUP NEW YORK	USA
BEST USE OF DIGITAL PR					
B01/014	UNDERSTANDING MULTIPLE SCLEROSIS	GEDEON RICHTER MARKETING	PHARMACEUTICAL COMPANY	HILL & KNOWLTON LONDON	UNITED KINGDOM
B01/026	A NEW WARRIOR	GREENPEACE	RAINBOW WARRIOR WEBSITE	DDB PARIS	FRANCE
B01/029	LIVING CHRISTMAS CARDS	THE SWEDISH POST	DIGITAL POSTCARD	KESTAM HOLST STOCKHOLM	SWEDEN
B01/033	PHOTOSHOOTING	WWF	SIBIRIAN TIGER PROTECTION	LEO BURNETT MOSCOW MOSCOW	RUSSIA
BEST USE OF SOCIAL MEDIA					
B02/001	SOCIALPEACE	RIO DE JANEIRO STATE GOVERNMENT	PUBLIC POLICY INITIATIVES	FSB COMUNICA ES RIO DE JANEIRO	BRAZIL
B02/004	KLM SURPRISE	KLM	AIRLINE	BOONDOGGLE AMSTERDAM	THE NETHERLANDS
B02/024	UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH NEW YORK	USA
B02/032	REAR VIEW GIRLS	LEVI STRAUSS & CO	CURVE ID JEANS	COLENSO BBDO AUCKLAND	NEW ZEALAND
B02/034	STREET ART VIEW	RED BULL	GOOGLE STREET VIEW	LODUCCA S O PAULO	BRAZIL
B02/037	FAKE IT ALL	BRAND PROTECTION GROUP	ANTI-COUNTERFEIT AWARENESS	LEO BURNETT BEIRUT	LEBANON
B02/045	ONE WINE, 1000 CONVERSATIONS	FONDO VITIVINICOLA DE MENDOZA	WINE	BBDO ARGENTINA BUENOS AIRES	ARGENTINA
B02/047	DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY NEW YORK	USA
B02/049	SKANKPLAY	SKANK	SKANK'S NEWEST SONG	DONTRYTHIS S O PAULO	BRAZIL
B02/054	FLIP YOUR PROFILE	CISCO CONSUMER PRODUCTS	FLIP VIDEO	DDB SINGAPORE	SINGAPORE
B02/064	SPANAIR AND THE VOLCANIC ASH CRISIS	SPANAIR	VOLCANIC ASH CRISIS	SHACKLETON MADRID	SPAIN
B02/071	PRESERVE CRUCITAS	PRESERVE PLANET	TWITTER BIRD	HOUSE RAPP SAN JOS	COSTA RICA
BEST USE OF LIVE EVENTS, STUNTS AND OR CELEBRITY ENDORSEMENT					
B03/005	REVELATIONS	SAMSUNG ELECTRONICS	SAMSUNG 9000 SERIES LED TV	HENRY CONSEIL PARIS	FRANCE
B03/017	KINECT LAUNCH	MICROSOFT	KINECT FOR XBOX 360	EDELMAN NEW YORK	USA
B03/034	THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU TOKYO	JAPAN
B03/037	THE MESSIAH	ADIDAS	ADIDAS FOOTBALL	TBWA\LONDON	UNITED KINGDOM
B03/045	WATSON	IBM	IBM	OGILVY & MATHER NEW YORK	USA
B03/052	BAVARIA DUTCHDRESS	BAVARIA	BEER	SELMORE CREATIVE AGENCY AMSTERDAM	THE NETHERLANDS
B03/054	SAVE THE BEACH HOTEL	GMODELO EUROPA	CORONA BEER	JWT MADRID	SPAIN
B03/074	DOKTOR PROKTOR	ASCHEHOUG	PUBLISHER	TRY ADVERTISING AGENCY OSLO	NORWAY
B03/103	WATER MARK	DIAGEO	RUM	LEO BURNETT SYDNEY	AUSTRALIA
B03/108	DESPAIR WHIRLPOOL	GUANGZHOU YANGAI SPECIAL CHILDREN PARENT CLUB	AUTISM AWARENESS	LEO BURNETT HONG KONG	HONG KONG
B03/115	ANGINA MONOLOGUES	THE BRITISH HEART FOUNDATION	HEART DESEASE AWARENESS	GREY LONDON	UNITED KINGDOM
B03/119	WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
B03/125	SPOKES ANIMAL	HUAXIA ANIMAL PROTECTION FOUNDATION	WILDLIFE CONSERVATION AWARENESS	DDB CHINA GROUP SHANGHAI	CHINA
BEST USE OF BROADCAST					
B04/004	SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS MUMBAI	INDIA
B04/017	GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
BEST USE OF SPONSORSHIP					
B05/009	TOKYO MARATHON SPECIAL BANANA	DOLE JAPAN	LAKATAN BANANAS	DENTSU Y&R TOKYO	JAPAN
B05/020	THE HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO
BEST LAUNCH OR RE-LAUNCH					
B06/012	SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE	BBDO INDIA MUMBAI	INDIA
B06/015	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON BUCHAREST	ROMANIA
B06/033	WATER MARK	DIAGEO	RUM	LEO BURNETT SYDNEY	AUSTRALIA
BEST USE OF MEDIA RELATIONS					
B07/006	SLURPEE UNITY TOUR	7-ELEVEN	DRINK	KETCHUM DALLAS	USA
B07/015	BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA
B07/021	THE MEGANE EXPERIMENT	RENAULT	MEGANE	PUBLICIS LONDON	UNITED KINGDOM
B07/024	SHINE A LIGHT ON OPPORTUNITY	DURAND ACADEMY	STATE EDUCATION	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR) LONDON	UNITED KINGDOM
B07/029	DM50	DR MARTENS	BOOTS	EXPOSURE PROMOTIONS LONDON	UNITED KINGDOM
BEST INTEGRATED CAMPAIGN LED BY PR					
C01/004	2 MINUTE SILENCE	THE ROYAL BRITISH LEGION	2010 POPPY APPEAL	BURSON-MARSTELLER LONDON	UNITED KINGDOM
C01/013	SLURPEE UNITY TOUR	7-ELEVEN	DRINK	KETCHUM DALLAS	USA
C01/021	MOHAWK ZOO CHALLENGE	MOHAWK FLOORING	SMARTSTRAND CARPET	INTERMARK GROUP BIRMINGHAM	USA
C01/026	DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5 NEW YORK	USA
C01/036	FAKE IT ALL	BRAND PROTECTION GROUP	ANTI-COUNTERFEIT AWARENESS	LEO BURNETT BEIRUT	LEBANON
C01/041	WATSON	IBM	IBM	OGILVY & MATHER NEW YORK	USA
C01/060	FOOD FOR THOUGHT	ENTEGA	RENEWABLE ENERGY	DDB TRIBAL GROUP BERLIN	GERMANY
C01/065	ANGINA MONOLOGUES	THE BRITISH HEART FOUNDATION	HEART DESEASE AWARENESS	GREY LONDON	UNITED KINGDOM
C01/066	WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
BEST INTERNATIONAL PR CAMPAIGN					
C02/001	I SWIM WITH MARCOS	UNITED NATIONS	POVERTY AWARENESS	PAG S BBDO SANTO DOMINGO	DOMINICAN REPUBLIC
C02/014	VAC FROM THE SEA	ELECTROLUX	GREEN RANGE VACUUM CLEANERS	PRIME PR STOCKHOLM	SWEDEN

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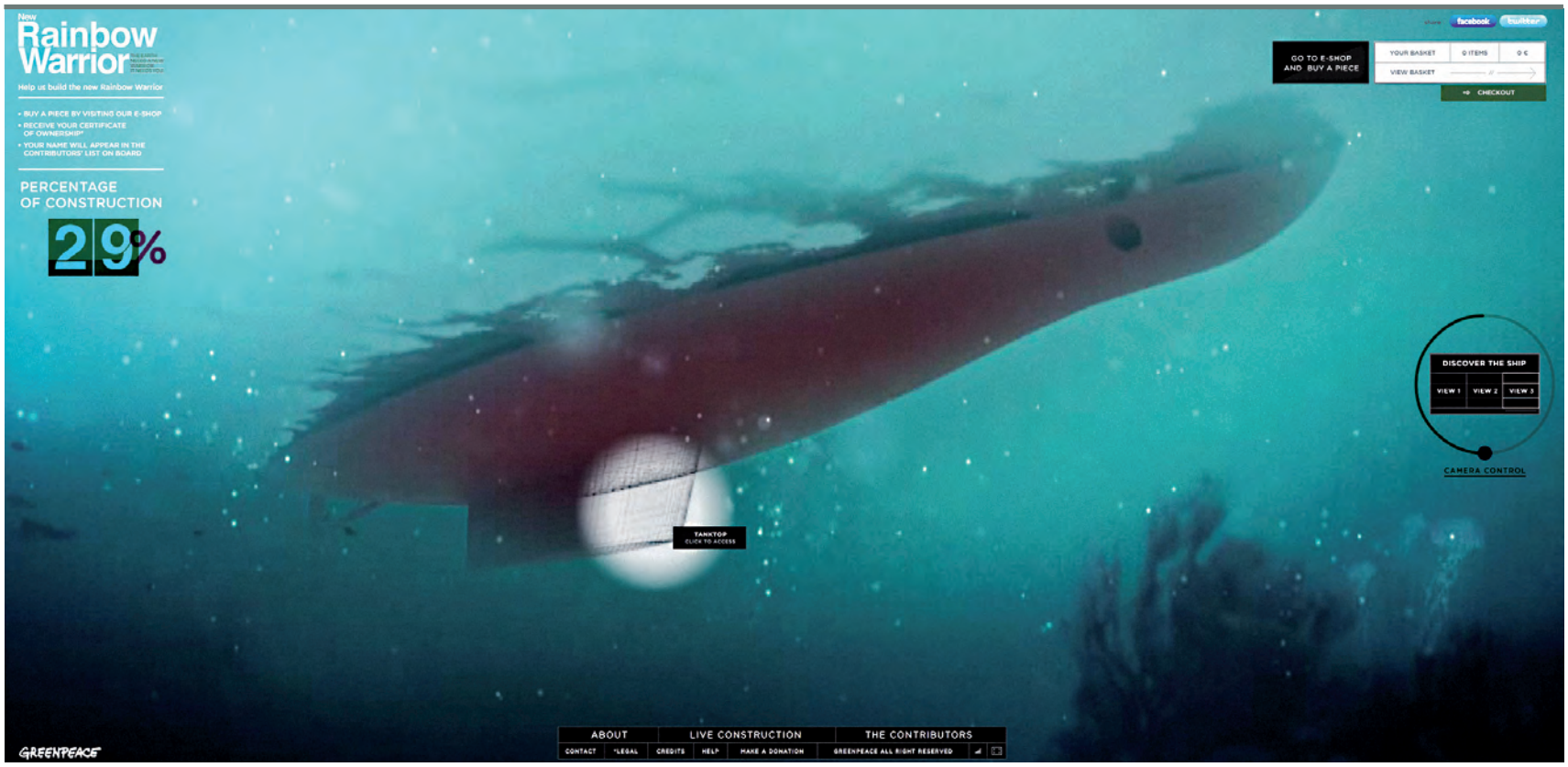


The fund-raising campaign site of Rainbow Warrior II for Greenpeace (DDB Paris)

Cheer up France, you're pretty good at this

If the French want to win awards in Cannes, it's time they stopped being grumpy and started believing in their undoubted talents, says Anne-Valérie Hoh of CB News

THE FRENCH are said to be grumpy, always complaining about everything. And the French advertising industry is no exception. The Cannes Lions International Festival of Creativity crystallises this grouchy attitude, with many advertising executives and marketers apparently forgetting the reasons we have to be happy.

Happy, because beyond entrepreneurial web successes such as PriceMinister, vente-privee.com, Iliad, Free and Meetic, France's advertising market is evolving. Long viewed as traditional, reluctant to change and somewhat paternalistic, the industry has been shaken up, allowing it to better integrate the digital culture within its structures.

In addition, during the past year, France has produced a number of great projects that confirm this evolution: the hilarious, hunter shooting a bear interactive YouTube ad for Tipp-Ex (Buzzman); the fund-raising campaign site of Rainbow Warrior II for Greenpeace (DDB Paris); the technical and highly aesthetic 360-degree view of Louis Vuitton's live fashion show (Ogilvy Paris); the groundbreaking site of the Exposition Monet for the Reunion des Musees Nationaux (Les 84); jetueunami2, the second episode of the 13eme Rue campaign (BETC Euro RSCG); the social-media-oriented election of Fruit Of The Year for beverages company Oasis (Marcel Paris); and the 'journey of love' featured on the site of Lancome's perfume Tresor (Digitas France). Obviously, the problem does not come from a lack of mastery of digital technology and animation. It is more likely to come from our tendency to think broadly rather than in specific terms of media-to-media. It comes from the will to understand and therefore integrate digital thinking upstream in a brief, rather than adding it at the end of an advertising support — if it is added at all.

We already have a vast amount of world-class creative ideas, as is demonstrated by the amusing Evian Baby Rocks film (BETC Euro RSCG), the global typographic Monoprix work (Havas City) and the weird Scrabble Delire film (Ogilvy & Mather Paris). However, ideas can work anywhere. We do not need to restrict ourselves to a 30-second TV spot or a 4 x 3 print format…

So why do we still do this? Why do we not make these works live and tell their own stories, thereby involving consumers and making them change their behaviour or their perception of a brand? This is the only way to come back from Cannes with an Integrated or Titanium Lion.

Let the arguments **begin...**

The new Creative Effectiveness Lions are the talk of the Croisette. Carlos Grande, editor of Warc.com, tackles some of the issues raised and offers five tips for impressing clients and judges

IT WOULD be foolhardy to make a single prediction about the inaugural Creative Effectiveness Lions. Instead, let me make several. First, Cannes Lions will not be the last creative competition to launch an effectiveness category. Second, competition juries will continue to disagree, even over seemingly objective criteria such as how effectively a campaign delivered a return on its investment. Third, with two sets of Cannes jurors under scrutiny in the Effectiveness results — those judging this year's Effectiveness entries and those who awarded the creative Lions last year, which qualified campaigns to enter an Effectiveness paper in 2011 — there's the potential for double the controversy. (Did the 2011 jurors really mean to give an Effectiveness Gold to a campaign that scraped a Film Bronze last year? Or did last year's jury underestimate this entry?)

And fourth, a year from now, journalists will still be writing articles on the secretive, tortuous, on/off/on-again relationship between creativity and effectiveness — it's the Brad and Angelina of the advertising world.

But just because a debate is never resolved does not mean it never advances. Back in the mid-2000s — when Tiger Woods was still on a pedestal and Lady Gaga still in flat shoes — the Cannes International Advertising Festival used the slogan: "The more things you see, the more ideas you have." Warc.com feels the same way. We believe that the more effective campaigns that you know, the more effective campaigns you're likely to create. That is why we have collated more than 5,000 award-winning effectiveness case studies covering all major

T-Mobile's Dance, Gold Film Lion winner in 2009

markets, industries and campaign objectives, along with a bank of academic and industry research on what makes communications effective. While there is always a need for more and newer analysis — especially as digital media and emerging markets challenge precepts largely drawn from traditional media and Western economies — certain themes have consistently emerged from research into what distinguishes the most effective campaigns. It can be dangerous to make generalised statements about how to make campaigns more or less effective. Then again, risk-aversion is not exactly a characteristic of this article, and nor is it typical of great agency work. Therefore, we would offer the following five principles to ensuring creativity and effectiveness go hand in hand.

Hone your creative: Creative copy is the single biggest driver of advertising effectiveness. This point has been made many times over in academic research, most recently in a comprehensive 2009 study by the Journal of Advertising Research (JAR). The JAR authors surveyed 365 TV commercials across 40 programmes, nine industry categories and five brands. They found that where an ad runs makes a difference on how effective it is, after tracking the impact on sales of the same commercial run in different programmes or TV genres. But the authors conclude: "These differences are not as large as the effects of creative….The most dramatic influence on short-term effect is creative copy."

Invest in share of voice: Successive studies have shown that ensuring a brand has a strong share of voice — calculated as a brand's share of the total advertising dollars or impressions in its category — is an important determinant of effectiveness. To test this theory, a 2010 study by the UK-based Institute of Practitioners in Advertising (IPA) compared two sets of award-winning campaigns — one that had won IPA Effectiveness Awards only and a second set of cases that had won IPA Effectiveness Awards as well as assorted creative prizes. The study found these two groups of campaigns shared many characteristics. However, when the two sets of campaigns were compared, one particular difference leapt out. Among the first set of non-creatively lauded campaigns, it was estimated that for every 10 points of share of voice invested in gaining an extra share of voice, a brand could expect to grow its market share by 0.5%. However, it was found that the same investment in extra share of voice in the second, creatively-awarded cases generated more than 10 times this effect on the market share of the brands involved.The take-away point? If clients believe in the creative, they should back it with sufficient media budgets to allow it to achieve exceptional results.

Do not retro-fit the evidence: Your reel is the talk of the Croisette. Your trophy cupboard contains more Titanium than Wolverine. And Jerry Bruckheimer is returning your calls. When the client asks to know how effective the campaign was, it will be easy enough to start assembling some PowerPoint stats, right? Wrong. Anyone who has spent time reading effectiveness case studies can usually spot those where the "proof" the campaign worked has been retrospectively justified long after the campaign peaked. The measures highlighted will seem only tenuously connected to the primary goals of the campaign; they will be piled on top of each other with no clear hierarchy, or there will be comments about the need for more research to substantiate a claim. Effectiveness tracking should be built into a campaign from day one. Decide what you are going to measure, when you are going to measure it, and who will be doing the measuring. And ensure the client is on board with the scope and cost involved. This does not mean you should be inflexible: the best case studies often show how a campaign did not fully deliver on its original goals, but produced some unexpected benefits. Even so-called failed campaigns have their uses: creating learning from a campaign can also be a valid return for the client's investment.

Measure the things that matter: There are many ways to prove a campaign has been creatively engaging as well as commercially effective. The most important measures include calculating a direct payback from increased brand sales, achieving greater customer retention, creating support for a brand's price premium or lowering the average cost of acquiring new customers. Intermediary or secondary measures — such as stimulating changes in brand awareness or perception — are exactly that: secondary. They have been shown to be weakly correlated to a brand's success, particularly when they are measured in isolation. As the author Les Binet argues, you wouldn't judge a patient's health based on a single measure, so why use a single measure to diagnose brand health?

The most successful campaigns of recent years — such as T-Mobile's Dance (Gold Film Lion, 2009) or Johnnie Walker's The Man Who Walked Around The World (Gold Film Lion, 2010) — have not ignored creative engagement measures at the expense of business metrics or vice-versa. They had a wealth of both. Any campaign worthy of a Cannes Creative Effectiveness Lion should do the same.

Think rationally about emotions: Effectiveness studies have repeatedly praised the unit-shifting power of building campaigns around big emotions. Don't take my word for it. Listen to those unemotional types at McKinsey, the management consultancy. In its report Wow! Exciting Customers, Creating Value, McKinsey concluded: "Many people believe that excitement occurs at random — when a creative mind or marketing guru has a flash of inspiration. Though this does happen, marketing experts need to understand and channel these supposedly random occurrences and set up a process for systematically producing excitement." A "process for systematically producing excitement" may sound like an oxymoron. In fact, it may be the future raison d'être for all agencies, as the commercial power of engaging strong emotions (pity, surprise, humour) is increasingly sought by clients.

Following the principles set out above should ensure that creativity and effectiveness are closely aligned in your work. Of course, there will continue to be campaigns that mostly scoop creative prizes, and others that do the same at effectiveness awards.

However, the author and consultant, Peter Field, concluded a recent examination of the link between creativity and effectiveness by writing: "The only wise response is for agencies to pursue — and clients to reward — success in both creative and effectiveness awards competitions. Greater success in one of these should be taken as evidence of room for improvement in the other and a need for better balance."

Roll on the Creative Effectiveness Lions. And let the arguments begin.

.THE MORE EFFECTIVE CAMPAIGNS YOU KNOW, THE MORE EFFECTIVE CAMPAIGNS YOU'RE LIKELY TO CREATE

Carlos Grande

Carlos Grande is editor of Warc.com, the global marketing intelligence service (www.warc.com)

London's for **sharing**

London is more film-friendly than ever before, with commercials using the city's iconic locations to great effect. Emelia Jones reports

IT WAS a real London scene. I was walking along Tottenham Court Road, right in the centre of town, when I saw a crowd gathered on the street outside a very small shop outlet. Post-royal-wedding paraphernalia was littered on the streets and the media-savvy were weaving in and out of loitering tourists, headed towards Soho. A man was talking fast into a microphone, his cockney voice trumpeting the latest and greatest in perfumery.

It reminded me of Saatchi copywriter Andrew Rutherford's anecdote about writing a good ad. His story starts with a salesman in a rowdy street market who bashes a knife against a tin tray. Bang! Bang! Bang! "Ever tried to cut yer 'froat with a blunt knife?", he shouted, sawing at his jugular with mock frustration. "Hint one," Rutherford writes. "Get attention. An invisible ad is not an effective ad." In 2009, filming commercials in London was made visible on a whole new scale with Saatchi & Saatchi's first guerrilla-style advert as part of the T-Mobile Life's For Sharing campaign. Dance At Liverpool Street Station saw 350 dancers, disguised as commuters, break into a choreographed routine on the station's main concourse. A fake train clock, photo booth and drink-vending machine craftily concealed cameras to film the scene, as onlookers were surprised, delighted and even pulled into the high-energy, synchronised dance.

"We also had incognito cameramen around the station with cameras pretty well hidden in their bum bags," says location manager Charlie Somers. "We worked nights to rig the station's roof and to rehearse the dance — the set up had to be a completely invisible process."

"IN TERMS OF GETTING BIG CROWDS OF PEOPLE, CENTRAL LONDON WAS BRILLIANT. AND IN TERMS OF LENDING A SENSE OF EVERYDAY REALITY TO THE PROJECT, USING TRAFALGAR SQUARE WAS PERFECT"

Russell Curtis, Partizan

Perhaps inspired by an original 'flashmob' event in Liverpool Street Station in 2008, where hundreds of Rick Astley fans were mobilised (via Facebook) to pay homage to the singer by joining in Never Gonna Give You Up at a designated time, the Dance advert plugged into the palpably electric atmosphere of a community brought together suddenly in an unexpected, exciting live event.

"It was certainly the biggest project that had ever been managed in the station, especially as we wanted to shoot during the day," Somers says. "Network Rail has always been fantastic at facilitating filming projects. The commercial filming manager, Rachel Betts, used to work at Film London, so she's really switched on and clearly wanted the project to succeed."

Network Rail is one of the largest landowners in the UK, as well as owning and managing 18 of the country's biggest and busiest stations and thousands of miles of track. With around 75,000 people passing through Liverpool Street Station in rush hour alone, the main obstacle was how to plant 350 dancers safely in the centre of the concourse.

"We had many meetings over the period of six weeks before it was green lit," Somers says. "Film London helped to connect all the key parties to strategise how we could make it happen, from meeting Network Rail's stringent health and safety standards to keeping such an operation covert. It was very much a team effort between Film London, Saatchi & Saatchi, London Fire Brigade, production company Partizan and Network Rail."

The Sing-along ad filmed in London's Trafalgar Square for T-Mobile 'Life's For Sharing' campaign

Film London's chief executive, Adrian Wootton, says Dance serves as a demonstration of why London continues to be one of the top filming locations in the world. "Shooting what is essentially a 'live' advert at one of London's busiest train stations is a shining example of what we can achieve," Wootton adds. "The fantastic and truly memorable final product is proof that can push the boundaries of what is possible when filming in our iconic city."

Partizan's Russell Curtis produced both Dance and the following reiteration of the Life's For Sharing' T-Mobile campaign — the Sing-along ad filmed in London's Trafalgar Square. Even truer to the brand's directive, the power of sharing reached new heights as people were invited via texts and social-media networks to be active participants in the brand's story.

"Sing-along wasn't so secret, although the nature of the event wasn't revealed until it actually started, and the whole event wasn't 'leaked' until the actual day," Curtis says. "We had to try to ensure we filled the square, but overfilling it would have risked the police shutting us down. We also had to put all our equipment into the square, including the biggest LED screen in the country, without disrupting central London – and put an international singing star into the crowd without anyone noticing."

Iconic monuments in London, including The National Gallery, St Martin-in-the-Fields parish church and The Trafalgar Hotel, provided rooftop platforms for some of the 24 cameras filming singer Pink, who led a karaoke crowd of 13,500 people in a repertoire of timeless classics. The cameras played into an OB truck and, out of 2,000 microphones distributed into the crowd, 200 live audio tracks were individually recorded and mixed back live to sync with whatever camera image was on the screen.

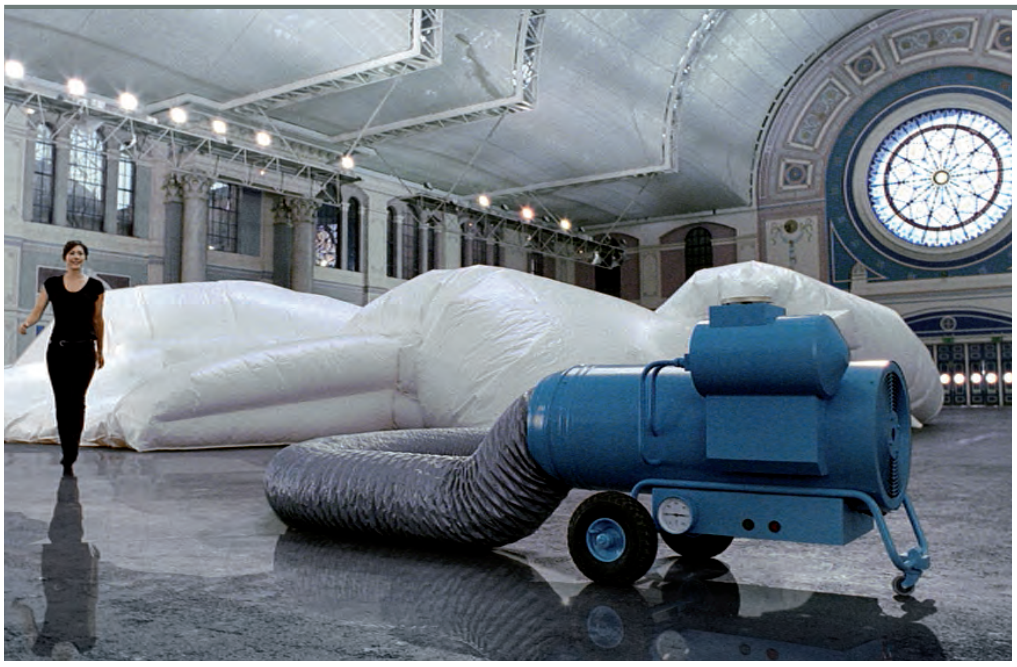
"It was an incredible achievement," Curtis says. "In terms of getting big crowds of people, central London was brilliant. And in terms of lending a sense of everyday reality to the project, using Trafalgar Square was perfect. Everyone immediately recognised it and this made the event 'real' for viewers too. Normally we like to have everything completely within our control, so there are no surprises. This time we embraced the unexpected. It was incredibly exciting."

Partizan and Charles Somers Locations worked alongside Film London, Westminster City Council and the Greater London Authority — a governing authority headed by the mayor of London — to plan for every possible outcome in terms of crowd numbers and security. However, director Michael Gracey faced a different challenge as the anonymous 'guests' started pouring into the square.

"This time people could see the cameras and had great expectations after the popularity of Dance," Gracey says. "This created entirely new problems as the crowd fought for the camera's attention. It was both a blessing and a curse. We would not have had the spectacle without that many people showing up but, at the same time, it lost some of the innocence that Dance had when people joined in, unaware that they were being filmed."

Gracey has shot all over the world but continues to cite London as his favourite place to work. "I grew up shooting in London and creatively the work I get to do there is always really inspiring. I love the people I get to collaborate with — I even fly dancers from London all over the world so that I can work with them. They just have an enthusiasm that is infectious. I am such a big believer that the feeling and attitude on set always find their way into the final piece. If there is a joy and an excitement on set, you read it in people's eyes. The commercials that I have been most proud of have that look in their eyes."

Somers agrees London has an invigorating energy and, in terms of locations, offers a variety of different architectural styles within a short distance. "And contrary to what you might think, it's not expensive," he adds. "There are places in Europe that cost four times as much as London's equivalent. We are paying the same location fees we were 10 years ago to shoot on a street in Westminster. I also don't think there are many cities that would allow you to do what we've managed to do with T-Mobile — it



Bouncy Castle, a spot for BBH's Barclay's campaign, shot in Alexandra Palace

"PARTS OF HARLESDEN LOOK LIKE COAL-MINING TERRACES, SHOREDITCH'S COBBLED STREETS HARK BACK TO VICTORIAN ENGLAND, AND PARTS OF KENSINGTON AND CHELSEA COULD BE IN ITALY"
Humphrey Milles

really is a feather in London's cap. It shows that we're open for business."

However, Somers warns that the UK's health-and-safety red tape could stifle future business: "I've had to write fewer risk assessments to land helicopters on glaciers in Norway than to walk on to a balcony in London. The T-Mobile ad required hundreds of pages of risk assessments. I'm afraid that we're going to tie ourselves up in an over-regulated system. The longer it takes to wade through the bureaucracy, the more money it costs everyone."

Meanwhile, 'king' clients are continuing to reign in production budgets, observes Helen Kenny, managing director and co-founder of Sonny London, which focuses mainly on commercials production. And this means the advertising food chain has to take the hit and earn less. Despite this, agencies and production companies are being asked to produce more detailed pitches than ever before, imagining campaigns across a new ad landscape where technology has become part of the creative equation. "At Sonny, we have chosen to represent directors that are very strong in narrative — storytelling is where much of our creativity lies," Kenny says. "Although we have been pushed overseas to lower cost centres for longer shoots, if we do have the right budget to pay for London's exceptional talent pool, the result can be extraordinary."

Fredrik Bond, Sonny's other co-founder and director, recently finished shooting the second instalment of Heineken's new global Open Your World campaign in London. Date is the sequel to The Entrance, both created for Heineken by Wieden+Kennedy Amsterdam. "We wanted to make something that had the same vibrancy and spirit as The Entrance but taken a step further," Bond says. "We ended up in this amazing old ballroom in South East London that essentially hasn't been touched since the 1950s. You can really feel the history in the walls. I always feel that London has a lot of locations like that to offer; places that don't look like much on the outside but, once you get inside, it's a hidden gem."

Having made the ultimate party entrance in the first ad (with 11 extra short films released on YouTube and Heineken's Facebook pages to reveal the secret back-stories of the key characters), the 'legendary' protagonist now guides his date through "the neon-drenched back alleys of the city", Bond explains. Via a working kitchen, he finally brings her into a glamorous, classic Asian-style cabaret club, "like something you might find in late-1960s Hong Kong or Shanghai, with a fresh, mad spin on it".

Shooting predominately in Le Meridien Hotel and the Rivoli Ballroom, Bond's main challenges included keeping the elements as 'live' as possible — the band, the visual effects and the actors performances — and finding locations for the opening part of the film. "We found this lovely alley in London's Chinatown," he says. "It gave us an urban, romantic and slightly mysterious vibe, right off the bat."

Producer Alicia Richards feels choosing a location in London meant they were able to connect with the best art and costume departments to deliver Bond's vision. "We also needed a great city to give us an eclectic mix of cast and characters," Richards says. "Although moving across town to our main location was time-consuming, it was worth it for a fabulous venue that had a feeling of timelessness and worldliness."

Attempting to reach across a network of 33 separate London boroughs, all of which are not yet homogenous in terms of filming rules and regulations, can create blockages without a knowledgeable guide, says Jenny Cooper, Film London's filming partnership manager: London and the South-East. "Commercials often have a short lead time, which is why it's important for us to act as a soundboard, co-ordinate meetings and save time. We also make sure productions don't overlook the outer boroughs and locations within easy reach of London, which are often more accessible and logistically flexible."

However, applying for a film permit quickly is getting easier in London, says Humphrey Milles, a location scout at

Heineken's new Open Your World campaign, created for Wieden + Kennedy Amsterdam

Salt, one of the UK's leading location-management companies. FilmApp is an online film-application system, currently in use in nine boroughs, which provides a fast-track, alternative way to receive a licence. "This system is working," Milles adds. "It was designed by an ex-location manager and involves much less paperwork and red tape. We are actively encouraging other boroughs to start adopting it."

Milles says that location databases such as Salt's library, The Collective and Amazing Space offer comprehensive online resources to show what Greater London has to offer. "The diversity of architecture here means that you can travel without moving — parts of Harlesden in northwest London look like the coal-mining terraces of Greater Manchester, Shoreditch's cobbled streets hark back to Victorian England and there are parts of the Royal Borough of Kensington and Chelsea where you could be in Italy."

New technology is also creating an entirely new way of filming on the streets and on location, according to director Ric Hawkes, co-founder of London-based TV production company Ricandjo. Having worked in the UK's capital for over 20 years, Hawkes believes "gloss has gone" with the introduction of fast HDSLRs and the wish of the viewing public to see 'real' looking commercials and virals. "Production values have changed and guerrilla filming is much more prevalent and easy to do," Hawkes adds. "London is also not all Beefeaters and Tower of London — it's easy to forget all the brilliant, generic locations suitable for many of our international clients who don't want an ad to feel place-specific, especially if the product is global."

According to Film London, filming ads in the capital is on the rise and new, exciting locations come to light all the time. "We have such a great hub of facility companies and industry expertise, including all our post-production houses in Soho and studios such as Elstree, Ealing and Pinewood," Cooper says. "There are over 300 media tenant companies based across the Pinewood Studios Group alone, providing a cost-saving, one-stop-shop for the commercial market."

Alexandra Palace is one of the spectacular locations in London 'unearthed' for the third ad in BBH's new six-part campaign for Barclays. Bouncy Castle features a woman languishing in a brilliant white, under-inflated bouncy castle that represents her under-filled cash ISA. As the ISA grows, so does her castle. "We needed a huge space," says Dominic Hawley, one half of the directing duo Dom & Nic. "Alexandra Palace was a bit of a find. The impressive architecture, the archway and the enormity of the room sold it to us. However, the inside did look grubby, so we had to take some interior footage to Framestore and check that we could polish the floors and adjust the decor — from red to blue — to achieve a clean, architectural and classic look for Barclays."

John Madsen, producer at Outsider, the London-based production company behind Bouncy Castle, says that, if there is no reason to move, he will always jump at the opportunity to work in London. "We used to shoot abroad more than we do now," Madsen adds. "But it can be a massive nightmare working without your own crew, and the currency exchange rates now make Europe a less attractive proposition. Here, if you do have the time to access the right channels, the path ahead is always cleared for you."

Shooting of the main BP sponsorship commercial for the London 2012 Olympic and Paralympic Games is currently under way, tracking GB Olympic athletes as they run from their hometowns on their own fearless path towards London's Olympic Stadium. It appears that filming in the face of the capital is on an upward trajectory and, by all accounts, London is holding her head high.

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PALAIS MAP

LEVEL 5

- Salle Estérel

LEVEL 4

- Auditorium K
- Auditorium J

LEVEL 3

- Grand Auditorium Balcony
- Debussy Theatre Balcony
- Auditorium A

LEVEL 1

- Grand Auditorium
- Debussy Theatre
- MoFilm
- Microsoft Advertising Cyber Lounge
- YouTube

LEVEL 0

- Press Centre

Main Entrance

LEVEL -1

FILM LIONS SCREENINGS

This schedule is subject to change. Please consult the Lions Daily for the latest screening schedules.

Grand Audi | Audi A | Estérel

CATEGORIES	SUNDAY 19	MONDAY 20	TUESDAY 21	WEDNESDAY 22	THURSDAY 23
A. PRODUCT & SERVICE					
A01. Savoury foods				11:25 - 12:20	16:05 - 17:00
A02. Sweet foods & snacks				16:20 - 18:05	
A03. Alcoholic drinks					14:00 - 15:45
A04. Non-alcoholic drinks				10:15 - 11:25	11:35 - 12:45
A05. Household: cleaning products					15:45 - 16:15
A06. Household: other	12:40 - 13:00				18:55 - 19:15
A07. Home appliances & furnishings	19:20 - 20:00			18:30 - 19:10	
A08. Cosmetics & beauty					19:05 - 19:50
A09. Toiletries					11:25 - 11:50
A10. Pharmacy					19:25 - 20:00
A11. Clothing, footwear & accessories	18:30 - 19:20			19:10 - 20:00	
A12. Miscellaneous			09:55 - 10:10		14:00 - 14:15
A13. Cars	13:30 - 16:10			14:55 - 17:35	
A14. Other vehicles, auto products & services				17:35 - 18:05	19:15 - 19:45
A15. Home electronics & audio-visual			09:00 - 09:55		18:10 - 19:05
A16. Retail stores				18:05 - 20:00	17:00 - 18:55
A17. Restaurants & fast food outlets					17:55 - 18:40
A18. Travel, transport & tourism				09:00 - 10:15	11:50 - 13:05
A19. Entertainment & leisure	16:10 - 18:30			14:00 - 16:20	
A20. Publications & media				12:30 - 14:55	09:00 - 11:25
A21. Banking, investment & insurance					09:00 - 11:35
A22. Business equipment & services					18:40 - 19:25
A23. Commercial public services	09:00 - 12:40				14:15 - 17:55
A24. Corporate image					14:00 - 16:05
A25. Broadcast idents & sponsorships				18:05 - 18:30	12:45 - 13:10
A26. Public health & safety		10:00 - 11:15		09:00 - 10:15	
A27. Public awareness messages					16:15 - 18:10
A28. Fundraising & appeals		09:00 - 10:00		12:20 - 13:20	

B. OTHER FILM CONTENT
Entries in the 'B. Other Film Content' section will be available throughout the Festival in the Screening Lounge on Level -1.

FILM CRAFT, TITANIUM AND INTEGRATED LIONS SCREENINGS

This schedule is subject to change. Please consult the Lions Daily for the latest screening schedules.

Audi K

FILM CRAFT LIONS

CATEGORIES	SUNDAY 19	MONDAY 20	TUESDAY 21	WEDNESDAY 22	THURSDAY 23
A. PRODUCT & SERVICE					
A01. Production design	09:00 - 11:00				
A02. Direction			12:55 - 20:00		
A03. Best Production Value	18:35 - 20:00				18:35 - 20:00
A04. Cinematography					14:05 - 16:50
A05. Editing					09:00 - 11:20
A06. Script	11:00 - 13:35				
A07. Best use of music	14:25 - 18:35				
A08. Sound design			09:00 - 10:45		16:50 - 18:35
A09. Special effects & computer graphics			10:45 - 12:40		
A10. Animation					11:20 - 13:35

TITANIUM AND INTEGRATED LIONS

CATEGORIES	SUNDAY 19	MONDAY 20	TUESDAY 21	WEDNESDAY 22	THURSDAY 23
A. PRODUCT & SERVICE					
A01/001-050		09:00 - 11:05			
A01/051-100		11:05 - 13:10			
A01/101-150		14:00 - 16:00			
A01/151-200		16:00 - 18:15			
A01/201-239		18:15 - 20:00			
A01/240-290				09:00 - 11:05	
A01/291-336				11:05 - 13:05	
A01/337-385				13:50 - 16:05	
A01/386-440				16:05 - 18:15	
A01/441-480				18:15 - 20:00	

FILM SHORTLIST SCREENINGS

Friday 24 June

Grand Audi 09:00 - 20:00
Estérel 09:00 - 20:00
Audi A 09:00 - 20:00

Saturday 25 June

Estérel 09:00 - 16:00
Audi A 09:00 - 20.00

FILM CRAFT, TITANIUM AND INTEGRATED SHORTLIST SCREENING

Friday 24 June

Audi K 09:00 - 20:00

Saturday 25 June

Audi K 09:00 - 16:00

PROMO & ACTIVATION SHORTLIST SCREENINGS

Sunday 19 June

Estérel 09:00 - 20:00

DIRECT SHORTLIST SCREENINGS

Sunday 19 June

Audi A 09:00 - 20:00

Monday 20 June

Estérel 09:00 - 12:00

PR SHORTLIST SCREENINGS

Monday 20 June

Audi A 09:00 - 20:00

MEDIA SHORTLIST SCREENINGS

Tuesday 21 June

Audi A 09:00 - 20:00

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