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DIRECT LIONS SHORTLIST 2013

CANNES LIONS

60TH INTERNATIONAL FESTIVAL OF CREATIVITY 16-22 JUNE 2013

CATEGORY	CATNO	TITLE	CLIENT	PRODUCT	ENTRANT / AGENCY	ENTRANT COUNTRY
Flat Mailing	A01/011	THE DAILY ABUSE	INNOCENCE IN DANGER	NGO	SERVICEPLAN Munich	GERMANY
Flat Mailing	A01/015	A MESSAGE FROM JENNIFER	PARKINSON'S VICTORIA	FUNDRAISING	DDB MELBOURNE Melbourne	AUSTRALIA
Flat Mailing	A01/029	EXCLUSION	HEKS	NGO	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND
Flat Mailing	A01/036	REAR VIEW COLLAR	VAESA	VW REAR VIEW ASSIST TECHNOLOGY	DDB SPAIN Madrid	SPAIN
Flat Mailing	A01/039	THE FASTEST CHRISTMAS SONG	BMW	BMW M135I	DRAFTFCB/LOWE Zürich	SWITZERLAND
Flat Mailing	A01/054	MAP OF CORRUPTION	FIORUCCI FOOD	COLD-CUTS	McCANN WORLDGROUP Milan	ITALY
Dimensional Mailing	A02/012	STETHOSCOPE RADIO AD	AFRICA HEALTH PLACEMENTS	AFRICA HEALTH PLACEMENTS	BOOMTOWN STRATEGIC BRAND AGENCY Port Elizabeth	SOUTH AFRICA
Dimensional Mailing	A02/014	PANTONE QUEEN	PANTONE	PANTONE	LEO BURNETT LONDON	UNITED KINGDOM
Dimensional Mailing	A02/026	MONEY CALENDAR	MUJERES LATINAS EN ACCION	MUJERES LATINAS EN ACCION	LAPIZ Chicago	USA
Dimensional Mailing	A02/040	THE TEA CALENDAR	GOOGLE GERMANY	TEA	KOLLE REBBE Hamburg	GERMANY
Dimensional Mailing	A02/065	THE SCENT OF TIME	CAPITAL COSMETICS	THE SCENT OF TIME CALENDAR	KOLLE REBBE Hamburg	GERMANY
Dimensional Mailing	A02/079	BACK TO VINYL - THE OFFICE TURNTABLE	KONTOR RECORDS	KONTOR RECORDS	OGILVYACTION Düsseldorf / OGILVYONE Frankfurt	GERMANY
Dimensional Mailing	A02/080	POOPS EXPRESS	BRUNETE'S CITY COUNCIL	CIVIC AWARENESS CAMPAIGN	McCANN ERICKSON MADRID	SPAIN
Dimensional Mailing	A02/084	AIR FORCE FM	DEFENCE FORCE RECRUITING	AIR FORCE	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA
Ambient Media: large scale	A03/005	POTABLE WATER GENERATOR	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSIONS 2013	MAYO DRAFTFCB Lima	PERU
Ambient Media: large scale	A03/024	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA
Ambient Media: large scale	A03/033	THE OTHER SIDE PROJECT	HOME PRODUCT CENTER	HOMEPRO EXPO	BBDO PROXIMITY THAILAND Bangkok	THAILAND
Ambient Media: large scale	A03/085	DIGITAL PUBLIC LIBRARY	VODAFONE ROMANIA	MOBILE INTERNET	McCANN ERICKSON Bucharest	ROMANIA
Ambient Media: Large scale	A03/086	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
Ambient Media: large scale	A03/133	REAL TEST RIDE	HARLEY-DAVIDSON DO BRASIL	TEST RIDE	MOMA PROPAGANDA Sao Paulo	BRAZIL
Ambient Media: large scale	A03/135	INJURED TEXT	MINI COOPER	MINI COOPER	PUBLICIS MEXICO	MEXICO
Ambient Media: large scale	A03/137	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
Ambient Media: large scale	A03/143	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO GERMANY Düsseldorf	GERMANY
Ambient Media: large scale	A03/147	WILL AND GEORGE COME TO LIFE	CHICAGO SHAKESPEARE THEATER	CHICAGO SHAKESPEARE THEATER	ARC WORLDWIDE Chicago	USA
Ambient Media: large scale	A03/148	TOON MACHINE	TURNER	CARTOON NETWORK	NEWSTYLE São Paulo	BRAZIL
Ambient Media: large scale	A03/149	#SCRIBEBILLBOARD	GRUPO PAPELERO SCRIBE	SCRIBE	VIVA LA DOBLEVIDA Mexico City	MEXICO

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Ambient Media: large scale	A03/161	LOOOONG SANDALS	GOLDEN STEP SHOES	GREEN TEA SANDALS	McCANN WORLDGROUP Shanghai	CHINA
Ambient Media: large scale	A03/162	CALL GIRL	PRIME TELEVISION	TELEVISION PROGRAMME / CHANNEL	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND
Ambient Media: large scale	A03/194	I'M AMAZING	McDONALD'S RESTAURANTS	RESTAURANTS	DDB GROUP HONG KONG	HONG KONG
Ambient Media: large scale	A03/196	FREE NO WIFI ZONE	NÉSTLE	KIT KAT	JWT Amsterdam	THE NETHERLANDS
Ambient Media: large scale	A03/197	MARIONETTEBOT	UNITED ARROWS GREEN LABEL RELAXING	UNITED ARROWS	TBWA \ HAKUHODO Tokyo	JAPAN
Ambient Media: large scale	A03/207	SAME	GOBIERNO DE LA CIUDAD DE BUENOS AIRES	SAME	DON Buenos Aires	ARGENTINA
Ambient Media: large scale	A03/212	SKY TWEETS	PADDY POWER	PADDY POWER	CP+B Boulder / CURB MEDIA London / M2M London	USA
Ambient Media: large scale	A03/213	VOLKSWAGEN SUITE	VOLKSWAGEN DE ARGENTINA	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA
Ambient Media: large scale	A03/224	THE GREAT TOWER OF FAILE	NYC BALLET	NYC BALLET	DDB NEW YORK	USA
Ambient Media: large scale	A03/226	CUT TO BUILD	THE JCC CO.	OLFA CUTTER	OGILVY & MATHER Bangkok	THAILAND
Ambient Media: small scale	A04/008	THE LETTERBOX TARP	SUNCORP INSURANCE	INSURANCE - HOME	GEORGE PATTERSON Y&R Brisbane	AUSTRALIA
Ambient Media: small scale	A04/012	WAILING WALLS AGAINST INJUSTICE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LEO BURNETT FRANKFURT	GERMANY
Ambient Media: small scale	A04/020	ART BY CHANCE	BONNIER ART GALLERY	EXHIBITION TICKETS	DDB STOCKHOLM	SWEDEN
Ambient Media: small scale	A04/021	RAJEC WATER COASTERS	KOFOLA A.S.	RAJEC	LEAGAS DELANEY PRAHA	CZECH REPUBLIC
Ambient Media: small scale	A04/024	HUNGER BAGS	BRAZILIAN RED CROSS	CAMPAIGN AGAINST HUNGER	AGE ISOBAR São Paulo	BRAZIL
Ambient Media: small scale	A04/025	BARCODE READER AD	BRITISH AIRWAYS	BRITISH AIRWAYS	AGE ISOBAR São Paulo	BRAZIL
Ambient Media: small scale	A04/032	OLYMPIC SHIRT FLAG	PROCTER & GAMBLE PHILIPPINES	LAUNDRY DETERGENT	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES
Ambient Media: small scale	A04/034	SMART QR	KIDUM 700	S.A.T TRAINING INSTITUTE	YEHOASHUA/TBWA Tel Aviv	ISRAEL
Ambient Media: small scale	A04/042	THE BUDDY CUP	AMBEV	BUDWEISER	P&G Sao Paulo / AFRICA Sao Paulo	BRAZIL
Ambient Media: small scale	A04/054	THE SHARING CAN	THE COCA-COLA COMPANY	COCA-COLA	OGILVY FRANCE Paris / OGILVY & MATHER SINGAPORE	FRANCE SINGAPORE
Ambient Media: small scale	A04/057	LIKES THAT HELP	SANTA CASA DE SÃO PAULO	DONATION	Y&R SÃO PAULO	BRAZIL

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Ambient Media: small scale	A04/075	HELPING HANDS	DUESSELDORFER TAFEL	DUESSELDORFER TAFEL	OGILVY GERMANY Düsseldorf	GERMANY
Ambient Media: small scale	A04/077	VIRUS	JHHESA	WORLD AIDS DAY	JOE PUBLIC Johannesburg	SOUTH AFRICA
Ambient Media: small scale	A04/079	THE SOCIAL HOME TOUR 2.0	CARVALHO HOSKEN	CARVALHO HOSKEN	ARTPLAN Rio de Janeiro	BRAZIL
Ambient Media: small scale	A04/091	THE LABEL LOTTERY	SAFETYNL & DUTCH FOOD AUTHORITY	GETTING PEOPLE TO READ THE LABELS OF HOUSEHOLD CHEMICALS	LEMZ Amsterdam	THE NETHERLANDS
Ambient Media: small scale	A04/094	DRINK BLOW DRIVE	GRUPO MODELO	CORONA	LEO BURNETT MEXICO	MEXICO
Ambient Media: small scale	A04/097	REFLECTION OF MUSIC - TABLE MAT	COCA-COLA INDIA	COKE STUDIO	LEO BURNETT INDIA Mumbai	INDIA
Ambient Media: small scale	A04/171	THE INTRUDER	AMIS	MEXICAN INSURANCE ASSOCIATION	OGILVY & MATHER Mexico City	MEXICO
Ambient Media: small scale	A04/176	THE LAST MEAL: A STRONG DISH	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	DDB LATINA PUERTO RICO San Juan	PUERTO RICO
Direct response broadcast: TV, radio & infomercials	A05/022	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY
Direct response broadcast: TV, radio & infomercials	A05/035	DEFORESTED FIELD	WWF	WWF	GREY 141 GROUP São Paulo	BRAZIL
Direct response broadcast: TV, radio & infomercials	A05/037	JET ENGINE TESTING	SPRINT	KYOCERA TORQUE	LEO BURNETT CHICAGO	USA
Direct response print or standard outdoor, including inserts	A06/009	CHILDREN AGAINST BULLETS	UNITED WAY	CRIME PREVENTION	BADILLO SAATCHI & SAATCHI Guaynabo	PUERTO RICO
Direct response print or standard outdoor, including inserts	A06/042	TE ARAROA-THE LONG PATHWAY	TOURISM NEW ZEALAND	TOURISM NEW ZEALAND	WHYBIN\TBWA SYDNEY	AUSTRALIA
Direct response print or standard outdoor, including inserts	A06/051	BLOOD WRITING	RSF (REPORTERS WITHOUT BORDERS)	NGO	PUBLICIS BRUSSELS	BELGIUM
Websites, Microsites & Banners	B01/028	GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO Boulogne-Billancourt	FRANCE
Websites, Microsites & Banners	B01/030	DIGITAL EARTH HOUR	WWF CHINA	EARTH HOUR	BBH CHINA Shanghai	CHINA
Websites, Microsites & Banners	B01/031	NAME TUNNELS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	M&C SAATCHI Sydney	AUSTRALIA
Websites, Microsites & Banners	B01/038	SWEDENS LARGEST ENERGY EXPERIMENT	E.ON	ENERGY	FORSMAN & BODENFORS Gothenburg	SWEDEN

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Websites, Microsites & Banners	B01/054	CATACOMBO SOUND SYSTEM	PAUSE HOME ENTERTAINMENT	CUSTOM SOUND SYSTEMS	ÅKESTAM HOLST Stockholm	SWEDEN
Websites, Microsites & Banners	B01/061	THE WORLD'S MOST POWERFUL BANNER	NECKERMANN	NECKERMANN.DE	OGILVY GERMANY Frankfurt	GERMANY
Websites, Microsites & Banners	B01/098	REAL BANNER	COCA-COLA	COCA-COLA	THE CYRANOS Barcelona / McCANN WORLDGROUP Barcelona	SPAIN
Websites, Microsites & Banners	B01/100	OUR FOOD. YOUR QUESTIONS	McDONALD'S CANADA	McDONALD'S	TRIBAL DDB TORONTO	CANADA
Websites, Microsites & Banners	B01/104	TRIAL BY TIMELINE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COLENZO BBDO Auckland	NEW ZEALAND
Websites, Microsites & Banners	B01/112	STREET QUEST	VOLKSWAGEN	CORPORATE	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA
Websites, Microsites & Banners	B01/116	CLASSICALS BEHIND THE CLASSICS	BRAZILIAN SINPHONY ORCHESTRA	CLASSIC MUSIC CONCERTS	ARTPLAN Rio de Janeiro	BRAZIL
Websites, Microsites & Banners	B01/124	DODGE DART REGISTRY	DODGE	DART	WIEDEN+KENNEDY Portland	USA
Websites, Microsites & Banners	B01/125	BACK TO COLLEGE	TARGET	TARGET SCHOLARSHIPS	WIEDEN+KENNEDY Portland	USA
Mobile Marketing	B02/022	SHOPELSEWHERE.HK	SHOPELSEWHERE.HK	FASHION	OGILVY & MATHER GROUP HONG KONG / OGILVYACTION Hong Kong	HONG KONG
Mobile Marketing	B02/023	WEATHER TO WAKE	METSERVICE	METEOROLOGICAL SERVICE	Y&R NZ Auckland	NEW ZEALAND
Mobile Marketing	B02/038	SCRABBLE WIFI	MATEL	SCRABBLE	OGILVY FRANCE Paris	FRANCE
Mobile Marketing	B02/046	THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE
Mobile Marketing	B02/049	TOOTHBRUSH GAMES	LZG - NATIONAL GERMAN CENTER FOR HEALTH INFORMATION	APPLICATION FOR EDUCATION	OGILVY GERMANY Frankfurt	GERMANY
Mobile Marketing	B02/051	THE HIGHEST GOAL	ADIDAS JAPAN K.K.	FOOTBALL	TBWA \ HAKUHODO Tokyo	JAPAN
Mobile Marketing	B02/053	SECOND-LIFE APPS	REBORN	ORGAN DONATION FOUNDATION	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
Mobile Marketing	B02/077	BACK TO VINYL - THE OFFICE TURNTABLE	KONTOR RECORDS	KONTOR RECORDS	OGILVYACTION Düsseldorf / OGILVYONE Frankfurt	GERMANY
Mobile Marketing	B02/078	VIBE TUNES	SALVI FOUNDATION	CARTAGENA MUSIC FESTIVAL	Y&R COLOMBIA Bogotá	COLOMBIA
Mobile Marketing	B02/111	WORD FINDER	PELIKAN AMERICAS	PELIKAN HIGHLIGHTER	OGILVY GUATEMALA	GUATEMALA
Social Media & Viral Marketing	B03/019	WAITING. FOR SEVEN YEARS.	FOUNDATION "FOR LIFE - FOR ORGAN DONATION"	FOUNDATION "FOR LIFE - FOR ORGAN DONATION"	OGILVY GERMANY Frankfurt	GERMANY
Social Media & Viral Marketing	B03/023	SEND YOUR FACEBOOK PROFILE TO CAPE TOWN	CAPE TOWN TOURISM	CAPE TOWN	OGILVY & MATHER CAPE TOWN / R.E.C Cape Town	SOUTH AFRICA
Social Media & Viral Marketing	B03/024	DONATE YOUR FACEBOOK TIMELINE	ALZHEIMER'S DISEASE INTERNATIONAL	WORLD ALZHEIMER'S DAY	OGILVY GROUP Brussels	BELGIUM
Social Media & Viral Marketing	B03/064	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
Social Media & Viral Marketing	B03/079	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL
Social Media & Viral Marketing	B03/098	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY

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Social Media & Viral Marketing	B03/109	CAMOUFLAGE PACKS	ARNOTT'S	TIM TAM	DDB Sydney	AUSTRALIA
Social Media & Viral Marketing	B03/111	POKER	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
Social Media & Viral Marketing	B03/112	YOU HAVE 70 SECONDS	COCA-COLA COMPANY	COCA-COLA ZERO	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
Social Media & Viral Marketing	B03/113	AMAZING MINDREADER	FEBELFIN	BELGIAN FEDERATION OF BANKS	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
Social Media & Viral Marketing	B03/127	REVERSE ROBBERIES	PARMALAT	OAK FLAVOURED MILK	THE MONKEYS Sydney	AUSTRALIA
Social Media & Viral Marketing	B03/139	MEAT SNACKING HELMET	KERRY FOODS	MATTESSONS FRIDGE RAIDERS	SAATCHI & SAATCHI London	UNITED KINGDOM
Social Media & Viral Marketing	B03/143	THE OREO BLACKOUT TWEET	MONDELEZ INTERNATIONAL	OREO	360i New York	USA
Social Media & Viral Marketing	B03/145	DON'T COVER IT UP	REFUGE	REFUGE	BBH London	UNITED KINGDOM
Social Media & Viral Marketing	B03/158	DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND
Social Media & Viral Marketing	B03/197	MUSCLE MUSIC	OLD SPICE	DANGER ZONE	WIEDEN+KENNEDY Portland	USA
Social Media & Viral Marketing	B03/206	HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE	DDB NEW YORK	USA
Social Media & Viral Marketing	B03/207	FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
Social Media & Viral Marketing	B03/212	DANCE DICTIONARY	P&G	PUMA FRAGRANCE	GREY LONDON	UNITED KINGDOM
Social Media & Viral Marketing	B03/217	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL
Social Media & Viral Marketing	B03/225	FREE FACE	NIKE JAPAN	NIKE FREE	WIEDEN+KENNEDY TOKYO	JAPAN
Social Media & Viral Marketing	B03/230	SAME SEX MARRIAGE	GOOGLE/TOUS UNIS POUR L'EGALITE	GOOGLE+	OGILVY FRANCE Paris	FRANCE
Email Marketing	B04/004	THE TRACK-LIST GUEST LIST	BONNIER ART GALLERY	ART GALLERY	DDB STOCKHOLM	SWEDEN
Email Marketing	B04/007	BLOCKED IMAGES	VAESA	VOLKSWAGEN GENUINE PARTS®	DDB SPAIN Madrid	SPAIN
Email Marketing	B04/019	HALO 4 KEY ART REVEAL	MICROSOFT	XBOX	WUNDERMAN Seattle	USA
Other Digital Platforms	B05/020	THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND
Other Digital Platforms	B05/023	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
Other Digital Platforms	B05/028	NIKE+ KINECT TRAINING	NIKE	FITNESS TITLE FOR XBOX 360	AKQA London	UNITED KINGDOM
Acquisitions	C01/012	SHOPELSEWHERE.HK	SHOPELSEWHERE.HK	FASHION	OGILVY & MATHER GROUP HONG KONG / OGILVYACTION Hong Kong	HONG KONG
Acquisitions	C01/014	THE GAP IN THE MARKET	KBC	KBC ENTREPRENEURS	TBWA \ BELGIUM Brussels	BELGIUM
Acquisitions	C01/026	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY

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Acquisitions	C01/029	FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA North Sydney / ONE GREEN BEAN Sydney	AUSTRALIA
Acquisitions	C01/044	NIKE+ KINECT TRAINING	NIKE	FITNESS TITLE FOR XBOX 360	AKQA London	UNITED KINGDOM
Retention	C02/022	THE BAD BEHAVIOR EXPERIMENT	DALLAS	TELEVISION SHOW	GREY NEW YORK	USA
Retention	C02/028	ENJOY TV BETTER	TIME WARNER CABLE	BRAND	OGILVY NEW YORK	USA
Retention	C02/033	COKE WEARABLE MOVIE	THE COCA-COLA COMPANY	COCA-COLA	OGILVY NEW YORK	USA
Retention	C02/034	THE GIFT BOTTLE	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA
Best Low Budget Campaign	C03/006	DEMAND EQUAL PAY	YWCA AUCKLAND	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
Best Low Budget Campaign	C03/009	DON'T CRY, BABY	AFRICAN ANGEL	AFRICAN ANGEL	OGILVYACTION Düsseldorf / OGILVYONE Düsseldorf	GERMANY
Best Low Budget Campaign	C03/012	PANTONE QUEEN	PANTONE	PANTONE	LEO BURNETT LONDON	UNITED KINGDOM
Best Low Budget Campaign	C03/022	A MESSAGE FROM JENNIFER	PARKINSON'S VICTORIA	FUNDRAISING	DDB MELBOURNE Melbourne	AUSTRALIA
Best Low Budget Campaign	C03/025	DROGA GIVE ME 5	UNDERGROUND	DIGITAL CAREER	UNDERGROUND Buenos Aires	ARGENTINA
Best Low Budget Campaign	C03/029	PARK ON TIME	MERCEDES-BENZ	SMART	CLM BBDO Boulogne-Billancourt	FRANCE
Best Low Budget Campaign	C03/041	READING FEEDS PROJECT	LIVRARIA DA VILA / CESTA NOBRE	LIVRARIA DA VILA / CESTA NOBRE	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
Best Low Budget Campaign	C03/053	THE WORLD'S MOST POWERFUL BANNER	NECKERMANN	NECKERMANN.DE	OGILVY GERMANY Frankfurt	GERMANY
Best Low Budget Campaign	C03/058	CAMOUFLAGE PACKS	ARNOTT'S	TIM TAM	DDB Sydney	AUSTRALIA
Best Low Budget Campaign	C03/060	QR CODE	ASSOCIAÇÃO VALORIZAÇÃO DO CHIADO / TURISMO DE PORTUGAL	QR CODE	MSTF PARTNERS Lisbon	PORTUGAL
Best Low Budget Campaign	C03/066	THE CHILDREN NETWORK	ADVERTISERS WITHOUT BORDERS	CHILD LABOUR	COUPE BUENOS AIRES / INTERNET URL S.A. Martinez	ARGENTINA
Best Low Budget Campaign	C03/077	DON'T COVER IT UP	REFUGE	REFUGE	BBH London	UNITED KINGDOM
Best Low Budget Campaign	C03/079	FRESH NEWS	SC JOHNSON	ZIPLOC	PHD GUATEMALA	GUATEMALA
Best Low Budget Campaign	C03/085	HUNDREDS OF REASONS TO LOVE NORWAY'S MINISTER OF FINANCE	CHANGEMAKER NORWAY (NORWEGIAN CHURCH AID'S YOUTH ORGANISATION)	POLITICAL CAMPAIGN TO CHANGE NORWEGIAN TAX LAWS	ANORAK Oslo	NORWAY
Best Low Budget Campaign	C03/088	THE DAY WE GAVE AUSTRALIA PARKINSON'S	SHAKE IT UP AUSTRALIA FOUNDATION	PARKINSONS DISEASE	OGILVY & MATHER Sydney	AUSTRALIA
Best Low Budget Campaign	C03/090	THE STRATOS JUMP 1:350	REED EXHIBITIONS	MODEL MAKER FAIR	OGILVY & MATHER VIENNA	AUSTRIA
Best Low Budget Campaign	C03/092	WATCH ME STEAL FROM YOU	SOVIP	SECURITY CAMERAS	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA

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Best Low Budget Campaign	C03/093	THE GREATEST STORYTELLER	IED MILANO	STORYTELLING AND COPYWRITING COURSES.	OGILVY & MATHER Milan	ITALY
Best Low Budget Campaign	C03/111	THE POWER OF CUTE	THE ROYAL BOROUGH OF GREENWICH	GREEN'S END, WOOLWICH	OGILVYONE LONDON	UNITED KINGDOM
Best Low Budget Campaign	C03/112	TOXIC TOURS	GREENPEACE MEXICO	AWARENESS ON MEXICAN RIVERS POLLUTION	CIRCUS DF Mexico City	MEXICO
Best Low Budget Campaign	C03/116	FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
Best Low Budget Campaign	C03/120	THE ALCOHOL BARRIER	RESPONSIBLE YOUNG DRIVERS (RYD)	NGO	PUBLICIS BRUSSELS	BELGIUM
Best Low Budget Campaign	C03/122	HELP DESK	AARAMBH	HELP DESK	DDB MUDRA GROUP Mumbai	INDIA
Product Launches	C04/016	THE REAL MASTER OF INTUITION	HEINEKEN ITALIA	HEINEKEN	PUBLICIS ITALY Milan	ITALY
Product Launches	C04/035	MEASURE OF PLEASURE	BEYOND DARK	CHOCOLATE DROPS	OGILVYONE LONDON	UNITED KINGDOM
Fast Moving Consumer Goods	D01/018	OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB New York	USA
Fast Moving Consumer Goods	D01/019	JOY SCULPTURES	CADBURY	CADBURY DAIRY MILK PROMOTION	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA
Fast Moving Consumer Goods	D01/020	PURROMETER	MARS PETCARE	WHISKAS	CLM BBDO Boulogne-Billancourt	FRANCE
Fast Moving Consumer Goods	D01/028	BEIJING DUCK	T.C. PHARMACEUTICAL INDUSTRIES CO.	SUNSNACK	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND
Fast Moving Consumer Goods	D01/032	TELEKINIZE THE RAINBOW	SKITTLES	SKITTLES	CLEMENGER BBDO SYDNEY	AUSTRALIA
Fast Moving Consumer Goods	D01/038	THE DREAM REMOTE	AMBEV	BRAHMA BEER	P&G Sao Paulo / AFRICA Sao Paulo	BRAZIL
Fast Moving Consumer Goods	D01/051	EVEN IF YOU SHOULDN'T	MONDELEZ	MIKADO	BUZZMAN Paris	FRANCE
Fast Moving Consumer Goods	D01/056	BANANA COMIC WEEK 2013	FYFFES	A WORLDWIDE INITIATIVE AGAINST CHILDREN'S DIABETES & ADIPOSITY	SERVICEPLAN Munich	GERMANY
Fast Moving Consumer Goods	D01/069	THE SCENT OF TIME	CAPITAL COSMETICS	THE SCENT OF TIME CALENDAR	KOLLE REBBE Hamburg	GERMANY
Fast Moving Consumer Goods	D01/104	THE HAPPY FLAG	COCA-COLA DENMARK	COCA-COLA	McCANN COPENHAGEN Copenhagen	DENMARK
Fast Moving Consumer Goods	D01/125	THE REAL ICE COLD COCA-COLA	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA
Fast Moving Consumer Goods	D01/132	TWISTED FOOTBALL	NESTLÉ	MILO CANS	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA
Cars & Automotive Services	D02/012	PATROL VS BEETHOVEN	NISSAN MOTOR CO AUSTRALIA	NISSAN PATROL	WHYBIN\TBWA MELBOURNE	AUSTRALIA
Cars & Automotive Services	D02/018	LAND ROVER ESCAPE KEY	LAND ROVER MIDDLE EAST	LR4	Y&R DUBAI	UNITED ARAB EMIRATES
Cars & Automotive Services	D02/032	GPS TO GET LOST	CHRYSLER	JEEP	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA

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CATEGORY	CATNO	TITLE	CLIENT	PRODUCT	ENTRANT / AGENCY	ENTRANT COUNTRY
Cars & Automotive Services	D02/041	A WINDOW INTO THE NEAR FUTURE	BMW NORTH AMERICA	BMW i	kbs+ New York	USA
Cars & Automotive Services	D02/043	INSTANT DM	PFAFF AUTOMOTIVE PARTNERS	PFAFF PORSCHE	LOWE ROCHE Toronto	CANADA
Cars & Automotive Services	D02/058	SPRINTER RECEIPT	MERCEDES-BENZ	SPRINTER	DDB BRASIL São Paulo	BRAZIL
Cars & Automotive Services	D02/061	STREET QUEST	VOLKSWAGEN	VOLKSWAGEN	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA
Cars & Automotive Services	D02/070	BUILDING THE PEOPLE'S CAR	VOLKSWAGEN GROUP CHINA	VOLKSWAGEN	PROXIMITY BEIJING / GOODSTEIN & PARTNERS Beijing	CHINA
Cars & Automotive Services	D02/076	BETLE SLOWMERCIAL	VOLKSWAGEN	VW BEETLE CONVERTIBLE	DDB BRUSSELS Brussels	BELGIUM
Cars & Automotive Services	D02/078	JEEP LEGENDARY ACCESSORIES	JEEP (FIAT GROUP)	JEEP	LEO BURNETT IBERIA Madrid	SPAIN
Other Consumer Products (including Durable Goods)	D03/003	TUPPERWARE ALARM	BGH	MICROWAVES	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
Other Consumer Products (including Durable Goods)	D03/011	FRUIT MASHUP	PHILIPS WALITA	BLENDERS	OGILVY BRASIL São Paulo	BRAZIL
Other Consumer Products (including Durable Goods)	D03/012	THE VISIBLE SHIELD	E-PLUS GRUPPE / BSVH	THE VISIBLE SHIELD	THJNK Hamburg	GERMANY
Other Consumer Products (including Durable Goods)	D03/015	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA
Other Consumer Products (including Durable Goods)	D03/018	WE ARE DAVID BAILEY	SAMSUNG	NX CAMERA	CHEIL UK London	UNITED KINGDOM
Other Consumer Products (including Durable Goods)	D03/021	IKEA SUKIMA GALLERY	IKEA JAPAN K.K.	IKEA	TBWA \ HAKUHODO Tokyo	JAPAN
Other Consumer Products (including Durable Goods)	D03/024	THE ART OF IRONING	PHILIPS	IRON AND STEAMER	DDB RUSSIA Moscow	RUSSIA
Other Consumer Products (including Durable Goods)	D03/025	DANCE TO DRAW X AF1	NIKE	AIR FORCE 1	OGILVY & MATHER TAIWAN Taipei	CHINESE TAIPEI
Other Consumer Products (including Durable Goods)	D03/031	#SHOWYOURCOLOR	BEATS BY DR. DRE	BEATS BY DR. DRE	R/GA New York / R/GA London	USA
Other Consumer Products (including Durable Goods)	D03/035	SMART DOTS	THE VIEW ZONE	MIICALO(SCREEN PROTECTOR FILM)	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA

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Other Consumer Products (including Durable Goods)	D03/037	GLOW	LAMPITUDE CO.	LAMPITUDE	OGILVY & MATHER Bangkok	THAILAND
Other Consumer Products (including Durable Goods)	D03/042	AT&T DIGITAL LIFE	AT&T	AT&T	BBDO NEW YORK	USA
Financial Products & Services	D04/014	AWESOME TRAVELING MACHINE	EMIRATES NBD	EMIRATES NBD ATMS	FP7/DXB Dubai	UNITED ARAB EMIRATES
Financial Products & Services	D04/028	SABB SALE INTERVENTION	SABB - THE SAUDI BRITISH BANK	BANK	JWT Riyadh	SAUDI ARABIA
Financial Products & Services	D04/041	THE INTRUDER	MEXICAN INSURANCE ASSOCIATION	INSURANCE	OGILVY & MATHER Mexico City	MEXICO
Commercial Public Services, incl. Healthcare & Medical	D05/006	DELIVERY DOGS	.+KOTA	.+KOTA	Y&R MEXICO	MEXICO
Commercial Public Services, incl. Healthcare & Medical	D05/024	FAIR GO BRO	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA North Sydney	AUSTRALIA
Commercial Public Services, incl. Healthcare & Medical	D05/035	TERRA VIP	TERRA PORTAL	TERRA PORTAL	DDB BRASIL São Paulo	BRAZIL
Commercial Public Services, incl. Healthcare & Medical	D05/042	ARTIST RESCUE	ABRA / ACADEMY OF ART	CLASS OF ART	DDB BRASIL São Paulo	BRAZIL
Travel, Entertainment & Leisure	D06/011	GUILT TRIPS	V/LINE	V/LINE	McCANN MELBOURNE	AUSTRALIA
Travel, Entertainment & Leisure	D06/021	THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST Stockholm	SWEDEN
Travel, Entertainment & Leisure	D06/033	ROAD TO RECOVERY	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
Travel, Entertainment & Leisure	D06/049	CLASSICALS BEHIND THE CLASSICS	BRAZILIAN SINPHONY ORCHESTRA	CLASSIC MUSIC CONCERTS	ARTPLAN Rio de Janeiro	BRAZIL
Travel, Entertainment & Leisure	D06/052	FAILE, ART SERIES	NYC BALLET	NYC BALLET	DDB NEW YORK	USA
Retail & E-Commerce, including Restaurants	D07/016	SLEEP MODE	CASABLANCA	BEDDING PRODUCTS	LEO BURNETT HONG KONG	HONG KONG
Retail & E-Commerce, including Restaurants	D07/021	TAXI	RIBEIRO	MINICUOTAS RIBEIRO	ALMACEN Olivos	ARGENTINA
Retail & E-Commerce, including Restaurants	D07/022	MY PEOPLE'S CHOICE	OPTIC 2000	PRESCRIPTION GLASSES	BUZZMAN Paris	FRANCE
Retail & E-Commerce, including Restaurants	D07/025	CATACOMBO SOUND SYSTEM	PAUSE HOME ENTERTAINMENT	CUSTOM SOUND SYSTEMS	ÅKESTAM HOLST Stockholm	SWEDEN
Retail & E-Commerce, including Restaurants	D07/026	THE HOT STAMP	PRESSBYRÅN	CONVENIENCE STORE CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN

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Retail & E-Commerce, including Restaurants	D07/029	SALE NAVIGATION	EMART	EMART	CHEIL WORLDWIDE Seoul	SOUTH KOREA
Retail & E-Commerce, including Restaurants	D07/050	MARIONETTEBOT	UNITED ARROWS GREEN LABEL RELAXING	UNITED ARROWS	TBWA \ HAKUHODO Tokyo	JAPAN
Publications & Media	D08/006	CV CAMPAIGN	SITUATION STOCKHOLM	SITUATION STOCKHOLM IS A MAGAZINE SOLD BY HOMELESS PEOPLE IN STOCKHOLM	INGO Stockholm	SWEDEN
Publications & Media	D08/023	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
Publications & Media	D08/033	REFLECTION OF MUSIC - INSTALLATION	COCA-COLA INDIA	COKE STUDIO	LEO BURNETT INDIA Mumbai	INDIA
Publications & Media	D08/035	SENSITIVE BRICKLAYERS	RADIO CORAZÓN	RADIO CORAZÓN	ONIRIA/TBWA Asuncion	PARAGUAY
Business Products & Services	D09/011	TEAM PERFORMANCE INDEX	UPS	SPORTS INDEX	OGILVY NEW YORK	USA
Corporate Image & Information	D10/006	STORAGE BUSINESS CARD	XTRASPACE SELF STORAGE	XTRASPACE SELF STORAGE	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA
Corporate Image & Information	D10/011	PENCILS EQUAL PROFITS	AUSTRALIAN WRITERS AND ART DIRECTORS ASSOCIATION (AWARD)	2013 AWARD AWARDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
Corporate Image & Information	D10/027	PEOPLE'S MARATHON PROMOTION SYSTEM	SEIKO HOLDINGS CORPORATION	SPORTS TIMER	DENTSU Tokyo	JAPAN
Corporate Image & Information	D10/031	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL
Corporate Image & Information	D10/032	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL
Corporate Image & Information	D10/044	THE HUMAN YOUTUBE PLAYER	PUBLICIS GROUPE	PUBLICIS GROUPE WISHES 2013	DIGITAS FRANCE Levallois Perret	FRANCE
Corporate Image & Information	D10/077	SMELL A MEMORY	GIVAUDAN	FRAGRANCE HOUSE	J. WALTER THOMPSON SINGAPORE Singapore	SINGAPORE
Corporate Image & Information	D10/086	MY VERY FIRST FRIEND	KIMBERLY CLARK	HUGGIES	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA
Charities	D11/009	MAILBOOKS FOR GOOD	THE FOOTPATH LIBRARY / RANDOM HOUSE	MAILBOOKS FOR GOOD	BMF Sydney	AUSTRALIA
Charities	D11/022	DEMAND EQUAL PAY	YWCA AUCKLAND	PUBLIC AWARENESS WEBSITE FOR CHARITY ORGANISATION	DDB GROUP RAPP TRIBAL NEW ZEALAND Auckland	NEW ZEALAND
Charities	D11/044	SHARE HAIR	HOLCIM GROUP	HOMEPLUS CHILDHOOD CANCER CHARITY PROGRAM	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA
Charities	D11/052	DAYS OF HOPE	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	DIAKONIE FRANKFURT & PARTNERS, SAMUSOCIAL, SPRAVEDLIVAYA POMOSCH, SHELTER, SOZIALWERKE PFARRER SIEBER, POLSKI CZERWONY KRZYZ	SAATCHI & SAATCHI Berlin	GERMANY
Charities	D11/075	THE ANT RALLYE	WORLDWIDE FUND FOR NATURE (WWF)	WWF	BBDO GERMANY Düsseldorf	GERMANY
Charities	D11/079	DRIVING DOGS	SPCA NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND

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Charities	D11/094	EVERY BEAT MATTERS INTEGRATED CAMPAIGN	SAVE THE CHILDREN	SAVE THE CHILDREN	BBDO NEW YORK	USA
Charities	D11/098	WONDER WORLD FUR	WWF	WWF FRANCE	MARCEL Paris / PUBLICIS ARGENTINA Buenos Aires	FRANCE
Charities	D11/103	HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE	DDB NEW YORK	USA
Charities	D11/107	MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM
Charities	D11/110	#DAMMIPIÙVOCE - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	Y&R SHANGHAI	CHINA
Public Health & Safety, Public Awareness Messages	D12/037	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
Public Health & Safety, Public Awareness Messages	D12/061	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
Public Health & Safety, Public Awareness Messages	D12/077	THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE
Public Health & Safety, Public Awareness Messages	D12/084	SKY VOICES	MINISTRY OF DEFENCE	PROGRAM OF HUMANITARIAN ATTENTION TO THE DEMOBILISED (PAHD)	LOWE-SSP3 Bogotá	COLOMBIA
Public Health & Safety, Public Awareness Messages	D12/099	THE LABEL LOTTERY	SAFETYNL & DUTCH FOOD AUTHORITY	HOUSEHOLD SAFETY	LEMZ Amsterdam	THE NETHERLANDS
Public Health & Safety, Public Awareness Messages	D12/101	DRINK BLOW DRIVE	GRUPO MODELO	CORONA	LEO BURNETT MEXICO	MEXICO
Public Health & Safety, Public Awareness Messages	D12/103	THE CHILDREN NETWORK	ADVERTISERS WITHOUT BORDERS	CHILD LABOUR	COUPE BUENOS AIRES / INTERNET URL S.A. Martinez	ARGENTINA
Public Health & Safety, Public Awareness Messages	D12/111	WHERE'S THE BEST GET-LAID-PLACE IN THE WORLD?	Lafa, THE STOCKHOLM COUNTY AIDS PREVENTION PROGRAMME	PUBLIC HEALTH / USE OF CONDOMS	ESTER Stockholm	SWEDEN
Public Health & Safety, Public Awareness Messages	D12/117	RADIO AMBULANCE	AER (ECUADORIAN RADIO ASSOCIATION)	CORPORATE IMAGE CAMPAIGN	MARURI GREY Guayaquil	ECUADOR
Public Health & Safety, Public Awareness Messages	D12/126	POOPS EXPRESS	BRUNETE'S CITY COUNCIL	CIVIC AWARENESS CAMPAIGN	McCANN ERICKSON MADRID	SPAIN
Public Health & Safety, Public Awareness Messages	D12/129	TRIAL BY TIMELINE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COLENZO BBDO Auckland	NEW ZEALAND
Public Health & Safety, Public Awareness Messages	D12/135	AIR FORCE FM	DEFENCE FORCE RECRUITING	AIR FORCE	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA

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Public Health & Safety, Public Awareness Messages	D12/136	MISSING CHILDREN	BAOBEIHUIJIA.COM - 'BABY BACK HOME' VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA
Public Health & Safety, Public Awareness Messages	D12/145	10 STEPS FOR HUMAN RIGHTS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LOWE GINKGO Montevideo	URUGUAY
Public Health & Safety, Public Awareness Messages	D12/170	ANX	CORPORACION BATARSE	LEE JEANS	OGILVY GUATEMALA	GUATEMALA
Public Health & Safety, Public Awareness Messages	D12/178	SAME SEX MARRIAGE	GOOGLE/TOUS UNIS POUR L'EGALITE	GOOGLE+	OGILVY FRANCE Paris	FRANCE
Best Integrated Campaign Led by Direct Marketing	E01/020	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
Best Integrated Campaign Led by Direct Marketing	E01/021	GUILT TRIPS	V/LINE	V/LINE	McCANN MELBOURNE	AUSTRALIA
Best Integrated Campaign Led by Direct Marketing	E01/027	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL
Best Integrated Campaign Led by Direct Marketing	E01/047	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
Best Integrated Campaign Led by Direct Marketing	E01/053	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
Best Integrated Campaign Led by Direct Marketing	E01/063	TEAM PERFORMANCE INDEX	UPS	LOGISTICS	OGILVY NEW YORK	USA
Best Integrated Campaign Led by Direct Marketing	E01/071	RECIPEACE	PEACE ONE DAY / D&AD	PEACE DAY	LEO BURNETT CHICAGO	USA
Best Integrated Campaign Led by Direct Marketing	E01/072	THE WEST END DRAUGHT RECLAIM	BMF	WEST END DRAUGHT	BMF Sydney	AUSTRALIA