

Promo & Activation Lions Shortlist - Cannes Lions 2013

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
A01 (Best Use of Experiential Marketing in a Promotional Campaign)						
A01/008	00077	XPERIA SODA STUNT	SONY MOBILE	ACRO S	CP+B Gothenburg	SWEDEN
A01/027	00193	THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND
A01/028	00199	FASCINATORS	LION	JAMES BOAGS DRAUGHT	PUBLICIS MOJO Sydney	AUSTRALIA
A01/031	00225	COFFEE CART	YWCA AUCKLAND	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
A01/032	00232	WELLINGTON IN A PINT	SELF-PROMOTION	SELF-PROMOTION	CLEMENGER BBDO Wellington	NEW ZEALAND
A01/036	00262	CONVERSATIONS	AL SERKAL AVENUE/ AL MANZIL SCHOOL	AL MANZIL SCHOOL	DDB DUBAI	UNITED ARAB EMIRATES
A01/037	00274	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO GERMANY Berlin	GERMANY
A01/053	00420	OLYMPIC SHIRT FLAG	PROCTER & GAMBLE PHILIPPINES	LAUNDRY DETERGENT	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES
A01/080	00636	THE ANT RALLYE	WORLDWIDE FUND FOR NATURE (WWF)	WWF	BBDO GERMANY Düsseldorf	GERMANY
A01/119	00871	THE AIRFOOD PROJECT	LES RESTAURANTS DU COEUR	THE EUROPEAN FOOD AID	HAVAS WORLDWIDE PARIS	FRANCE
A01/125	00906	MEERKAT TALES LIVE BOOK READING	COMPARETHEMARKET.COM & COMPARETHEMEERKA.T.COM	PRICE COMPAIRSON	VCCP London	UNITED KINGDOM
A01/133	00942	MESSAGE IN A BOTTLE	SOLO	SOFT DRINK	TRY/APT ADVERTISING AGENCY Oslo	NORWAY
A01/140	00997	SOLAR CHARGING DUMMIES	SPIES TRAVELS	HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
A01/143	01012	APOLLO CAMPAIGN	AXE	LYNX	BBH London	UNITED KINGDOM
A01/173	01228	FASTLINE	FASTWEB	INTERNET - OPTICAL FIBER	M&C SAATCHI Milan	ITALY
A01/180	01299	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
A01/188	01340	TOON MACHINE	TURNER	CARTOON NETWORK	NEWSTYLE São Paulo	BRAZIL
A01/197	01497	DRIVING DOGS	SPCA / MINI NEW ZEALAND	PUBLIC AWARENESS LIVE EVENT	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND
A01/200	01503	DOUBLE LOOP DARE @ X GAMES	MATTEL	HOT WHEELS	MISTRESS Venice	USA
A01/229	01716	BACK TO VINYL - THE OFFICE TURNTABLE	KONTOR RECORDS	KONTOR RECORDS	OGILVYACTION Düsseldorf	GERMANY
A01/268	02102	THE REAL MASTER OF INTUITION	HEINEKEN ITALIA	HEINEKEN	PUBLICIS ITALY Milan	ITALY

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A01/284	02739	PHOTOBALL	HP	HP	ALMAPBBDO São Paulo	BRAZIL
A01/307	02264	RECALLING 1993	NEW MUSUEM	"NYC 1993: EXPERIMENTAL JET SET, TRASH AND NO STAR" EXHIBITION	DROGA5 New York	USA
A01/327	01462	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
A01/341	02764	YES, VIRGINIA THE MUSICAL	MACY'S	DEPARTMENT STORE	JWT NEW YORK	USA
A01/343	02776	TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA	USA
A01/350	02750	THE BREAD OF MEMORY	AMIA	AMIA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA
A01/376	02517	MEASURE OF PLEASURE	BEYOND DARK	CHOCOLATE DROPS	OGILVYONE LONDON	UNITED KINGDOM

A02 (Best Use of Guerilla Marketing in a Promotional Campaign)

A02/008	00152	MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD Yekaterinburg	RUSSIA
A02/030	00535	JOY SCULPTURES	CADBURY	CADBURY DAIRY MILK PROMOTION	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA
A02/044	00705	STRESSTEST	BEIERSDORF	NIVEA STRESS PROTECT DEO	LABAMBA Hamburg	GERMANY
A02/046	00711	BIG BROTHER	NATIONAL AUSTRALIA BANK	NATIONAL AUSTRALIA BANK	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A02/068	01171	DRINK BLOW DRIVE	GRUPO MODELO	CORONA	LEO BURNETT MEXICO	MEXICO
A02/069	01189	HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA
A02/078	01498	CALL GIRL	PRIME TELEVISION	TELEVISION PROGRAMME / CHANNEL	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND
A02/081	01590	JARRITOS DOUBLE STRAW	JARRITOS	JARRITOS MEXICAN SODA	GSD&M Austin	USA
A02/097	01865	OPERATION BETHLEHEM	MINISTERIO DE DEFENSA	PROGRAMA DE ATENCIÓN HUMANITARIA AL DESMOVILIZADO (PAHD)	LOWE-SSP3 Bogotá	COLOMBIA
A02/103	02040	THE DEPAUL BOX COMPANY	DEPAUL UK	YOUTH HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
A02/145	02836	THE INTRUDER	AMIS	MEXICAN INSURANCE ASSOCIATION	OGILVY & MATHER Mexico City	MEXICO

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A02/152	02377	THE SHARING CAN	THE COCA-COLA COMPANY	COCA-COLA	OGILVY & MATHER SINGAPORE	SINGAPORE
A02/163	02503	NIKE FC247 - ANYTIME, ANYWHERE.	NIKE	NIKE FOOTBALL	DOUBLEYOU Barcelona	SPAIN
A02/164	02518	THE POWER OF CUTE	THE ROYAL BOROUGH OF GREENWICH	GREEN'S END, WOOLWICH	OGILVY GROUP UK London	UNITED KINGDOM
A02/166	02925	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL

A03 (Best Use of Ambient in a Promotional Campaign)

A03/002	00046	POTABLE WATER GENERATOR	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSIONS 2013	MAYO DRAFTFCB Lima	PERU
A03/012	00270	WAITING. FOR SEVEN YEARS.	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	FOUNDATION "FOR LIFE – FOR ORGAN DONATION"	OGILVY GERMANY Frankfurt	GERMANY
A03/017	00329	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA
A03/060	01481	ONLY FOR CHILDREN	FUNDACIÓN ANAR	HELP LINE FOR CHILDREN AND TEENAGERS	GREY ESPAÑA Madrid	SPAIN
A03/069	01688	A PLACE TO REMEMBER	TRANSPORT ACCIDENT COMMISSION	ROAD SAFETY	GREY MELBOURNE	AUSTRALIA
A03/078	01902	McDONALD'S BECOMES MACCA'S	McDONALD'S AUSTRALIA	AUSSIE TASTES MENU	DDB Sydney	AUSTRALIA
A03/079	01927	THE PEE ANALYSER	ZOUK SINGAPORE	ANTI-DRINK DRIVING	DDB GROUP SINGAPORE	SINGAPORE
A03/094	02287	SOLARAD CHARGER	NIVEA	NIVEA SUN	DRAFTFCB BRASIL São Paulo	BRAZIL
A03/104	02741	CATRACA DA BOA	AMBEV	ANTARCTICA	ALMAPBBDO São Paulo	BRAZIL
A03/113	02304	WALL GOAL	NIKE	NIKE FOOTBALL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL
A03/125	02837	THE BILL-BOARD	CASA DE LA AMISTAD	FUNDRAISING	OGILVY & MATHER Mexico City	MEXICO
A03/128	02752	LIFE SIGNS	LA VOZ	LA VOZ	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA
A03/140	02506	ROACHVILLE	TIGER BRANDS	DOOM FOGGER	TBWA\HUNT\ASCARIS JOHANNESBURG	SOUTH AFRICA
A03/141	02509	VOLKSWAGEN SUITE	VOLKSWAGEN DE ARGENTINA	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA

A04 (Best Use of Shopper Marketing in a Promotional Campaign)

A04/017	00678	TOOLPOOL	MALMÖ JÄRNHANDEL	HARDWARE STORE	THE FAN CLUB Malmo	SWEDEN
A04/018	00721	7-ELECTION	7-ELEVEN	COFFEE	KETCHUM Dallas	USA

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A04/038	01917	THE HOT STAMP	PRESSBYRÅN	CONVENIENCE STORE CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN
A04/048	01810	VODAFONE FAKKA	VODAFONE EGYPT	MICRO RECHARGE CARDS	JWT CAIRO	EGYPT
A04/055	02926	FRUIT MASHUP	PHILIPS WALITA	BLENDERS	OGILVY BRASIL São Paulo	BRAZIL

A05 (Best New Product Launch/Re-Launch or Multi-Product Promotion)

A05/005	00104	WEED WEAPON	KIWICARE	WEED WEAPON PRODUCT LAUNCH	CONTAGION Auckland	NEW ZEALAND
A05/006	00121	GLASS PIPE	COCA-COLA	SCHWEPPE	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
A05/018	00395	BE MY GUEST	KLM ROYAL DUTCH AIRLINES	KLM MEET & SEAT	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
A05/038	01014	APOLLO CAMPAIGN	AXE	LYNX	BBH London	UNITED KINGDOM
A05/049	01245	BUDWEISER RED LIGHTS	LABATT BREWERIES OF CANADA	BUDWEISER RED LIGHTS	ANOMALY Toronto	CANADA
A05/055	01380	HUEWO	EXPOLLITOS	SPECIAL EDITION	MARURI GREY Guayaquil	ECUADOR
A05/082	02103	THE REAL MASTER OF INTUITION	HEINEKEN ITALIA	HEINEKEN	PUBLICIS ITALY Milan	ITALY
A05/084	02147	1.800.ZZZQUIL	P&G	ZZZQUIL	PUBLICIS KAPLAN THALER New York	USA
A05/091	01463	ROAD TO RECOVERY	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA

A06 (Best Temporary In-Store Displays in a Promotional Campaign)

A06/018	00967	THE WORLD'S SMALLEST IDEA	VITAL HEALTH FOODS	VITAL: VIRAL BOOST	DRAFTFCB CAPE TOWN	SOUTH AFRICA
A06/024	01241	A SMALL DEMONSTRATION	MICROSOFT PORTUGAL	WINDOWS 8	O ESCRITORIO Estoril	PORTUGAL
A06/040	01828	BOOKENDS	KINOKUNIYA	KINOKUNIYA	JWT Dubai	UNITED ARAB EMIRATES
A06/060	02654	CUT TO BUILD	THE JCC CO.	OLFA CUTTER	OGILVY & MATHER Bangkok	THAILAND
A06/064	02527	9.58 CATALOGUE	PUMA	PUMA TRAINING GEAR	CIRCUS DF Mexico City	MEXICO
A06/065	02539	THE GIFT BOTTLE	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA

A07 (Best Use of Broadcast in a Promotional Campaign)

A07/006	00164	GIVING BIRTH LIVE	PROCTER & GAMBLE	PAMPERS	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
A07/031	01910	AIR FORCE FM	DEFENCE FORCE RECRUITING	AIR FORCE	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA

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A07/034	02052	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
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A07/038	02187	NO NAME MATCH	UNICEF	ID CAMPAIN	ONIRIA/TBWA Asuncion	PARAGUAY
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A08 (Best Use of Print or Standard Outdoor in a Promotional Campaign)

A08/005	00280	THE DAILY ABUSE	INNOCENCE IN DANGER	NGO	SERVICEPLAN Munich	GERMANY
A08/009	00626	MAD MEN	NEWSWEEK	NEWS MAGAZINE	HILL HOLLIDAY Boston	USA
A08/031	02726	AMPLIFIER	COCA-COLA	COCA-COLA FM	JWT BRAZIL São Paulo	BRAZIL

A09 (Best Use of Games)

A09/016	01015	CLICK FARM	AXE	LYNX	BBH London	UNITED KINGDOM
A09/026	01875	PROJECT IMAGINAT10N	CANON USA	DIGITAL SLR CAMERAS	GREY NEW YORK	USA
A09/028	01918	THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST Stockholm	SWEDEN
A09/038	02816	V ROBBERS	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND

A10 (Best Sponsorship or Partnership Campaigns)

A10/002	00234	NOTHING BEATS A JINGLE	THE WELLINGTON INTERNATIONAL UKULELE ORCHESTRA	SUMMER TOUR	CLEMENGER BBDO Wellington	NEW ZEALAND
A10/012	00634	INMESSIONANTE	PEPSICO ARGENTINA	PEPSI	BBDO ARGENTINA Buenos Aires	ARGENTINA
A10/015	00712	STAND INS	NATIONAL AUSTRALIA BANK	NATIONAL AUSTRALIA BANK	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A10/044	01554	YOU HAVE 70 SECONDS	COCA-COLA COMPANY	COCA-COLA ZERO	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
A10/058	02104	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY
A10/061	02218	WATER IN THE DESERT	COCA-COLA / MEXICAN RED CROSS	CIEL	JWT MEXICO Mexico City	MEXICO
A10/062	02251	BORN TO ASSIST	STATE FARM	STATE FARM INSURANCE	TRANSLATION New York	USA
A10/076	02474	MAKE BORING BRILLIANT PRO	VITAMINWATER	VITAMINWATER	CP+B Boulder	USA

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A11 (Best Online Advertising in a Promotional Campaign)

A11/018	00448	GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO Boulogne-Billancourt	FRANCE
A11/020	00581	AS QUICK AS A CLICK	AVIVA / EUROFIL	EUROFIL	CLM BBDO Boulogne-Billancourt	FRANCE
A11/038	01233	A WEALTH OF EXPERIENCE	TWENTIETH CENTURY FOX	PROMETHEUS	IGNITION INTERACTIVE Santa Monica	USA
A11/055	01919	THE PARCEL MEMORY	THE SWEDISH POST	NATIONAL POSTAL SERVICE	ÅKESTAM HOLST Stockholm	SWEDEN
A11/078	01177	O RESTAURADOR	NEBACETIN	NEBACETIN CREAM	SANTA CLARA São Paulo	BRAZIL
A11/084	02479	BING IT ON	MICROSOFT	BING	CP+B Boulder	USA

A12 (Best Use of Other Digital Media in a Promotional Campaign)

A12/015	00566	EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	LANGUAGE CENTER	LODUCCA São Paulo	BRAZIL
A12/033	01071	PENGUIN NAVI	SUNSHINE CITY CORPORATION	SUNSHIN AQUARIUM	HAKUHODO Tokyo	JAPAN
A12/043	01420	A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGILVY NEW YORK	USA
A12/047	01482	BIC FILES	BIC	BIC FILES	GREY ESPAÑA Madrid	SPAIN
A12/057	01717	BACK TO VINYL - THE OFFICE TURNTABLE	KONTOR RECORDS	KONTOR RECORDS	OGILVYACTION Düsseldorf	GERMANY
A12/060	01756	VIRTUAL MAKEUP MIRROR	NATURA	UNA MAKEUP	ID\ São Paulo	BRAZIL
A12/075	02141	GPS TO GET LOST	CHRYSLER	JEEP	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA
A12/087	02697	MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA
A12/096	02214	SAFE DRIVING MILES	BANORTE	BANORTE CAR INSURANCE	DRAFTFCB MEXICO Mexico City	MEXICO
A12/106	02927	FAN CHECK MACHINE	BILLBOARD	BILLBOARD MAGAZINE	OGILVY BRASIL São Paulo	BRAZIL
A12/107	02928	THE END OF SILENT MAGAZINE	BILLBOARD	BILLBOARD MAGAZINE	OGILVY BRASIL São Paulo	BRAZIL
A12/108	02929	TWEET PEE	HUGGIES	BABY DIAPERS	OGILVY BRASIL São Paulo	BRAZIL
A12/110	02969	SONG FOR LIFE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM
A12/111	02980	SPEED CAM	ASICS	FOOTWEAR	180 AMSTERDAM	THE NETHERLANDS

A13 (Best use of Social Media Marketing in a Promotional Campaign)

A13/030	00366	YOU'LL NEVER WEAR THAT AGAIN	STOCKHOLMS STADSMISSION	SECOND HAND DONATIONS	DDB STOCKHOLM	SWEDEN
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A13/038	00485	FOLLOW2UNFOLLO W	PUERTO RICO GOVERNMENT	CORRECTIONAL AND REHABILITATION DEPARTMENT	STARCOM MEDIAVEST GROUP San Juan	PUERTO RICO
A13/055	00701	OREO DAILY TWIST	MONDELEZ INTERNATIONAL	OREO	DRAFTFCB New York	USA
A13/063	00824	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
A13/101	01306	GOOGLE+ DIGITAL SIGNINGS	GOOGLE	GOOGLE+	GOOGLE CREATIVE LAB London	UNITED KINGDOM
A13/109	01478	THE STRATOS JUMP 1:350	REED EXHIBITIONS	MODEL MAKER FAIR	OGILVY & MATHER VIENNA	AUSTRIA
A13/117	01618	OUR FOOD. YOUR QUESTIONS	McDONALD'S CANADA	McDONALD'S	TRIBAL DDB TORONTO	CANADA
A13/119	01630	SHIP MY PANTS	KMART	STORE TO HOME	DRAFTFCB Chicago	USA
A13/120	01637	#DAMMIPIÙVOCE - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY
A13/125	01719	SINGLE FLOWER	GIULIANA FLORES	FLOWERS' E- COMMERCE	AGÈNCIACLICK ISOBAR São Paulo	BRAZIL
A13/138	01987	NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION Stockholm	SWEDEN
A13/160	02647	HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE (NON PROFIT)	DDB NEW YORK	USA
A13/162	02894	THE DIGITAL RED RIBBON	DOHIV GEMEINNÜTZIGER	.HIV	THJNK Hamburg	GERMANY
A13/178	02075	IMOVELWEB CHECK- IN	IMOVELWEB	REAL ESTATE WEBSITE	PEREIRA & O'DELL San Francisco	USA
A13/181	02777	TUNDRA SPACE SHUTTLE ENDEAVOUR CAMPAIGN	TOYOTA	TOYOTA TUNDRA	SAATCHI & SAATCHI LA	USA
A13/189	02384	SAME SEX MARRIAGE	GOOGLE/TOUS UNIS POUR L'EGALITE	GOOGLE+	OGILVY FRANCE Paris	FRANCE
A13/196	02482	THE SOCIETY OF GOOD TASTE	GREY POUAPON	GREY POUAPON	CP+B Boulder	USA
A13/204	02931	CELEB GRAMMAR COPS	RED BALLOON	ENGLISH SCHOOL FOR KIDS	OGILVY BRASIL São Paulo	BRAZIL
A13/205	02932	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL

B01 (Food and Non-Alcoholic Drinks)

B01/002	00122	GLASS PIPE	COCA-COLA	SCHWEPES	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
B01/008	00196	THE V MOTION PROJECT	FRUCOR BEVERAGES	V ENERGY DRINK	COLENZO BBDO Auckland	NEW ZEALAND

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B01/025	00537	JOY SCULPTURES	CADBURY	CADBURY DAIRY MILK PROMOTION	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA
B01/031	00722	7-ELECTION	7-ELEVEN	COFFEE	KETCHUM Dallas	USA
B01/038	00943	MESSAGE IN A BOTTLE	SOLO AS	SOLO SOFTDRINK	TRY/APT ADVERTISING AGENCY Oslo	NORWAY
B01/051	01356	SWEAT AND WIN	PEPSICO AMERICAS BEVERAGES	GATORADE	JWT SAN JUAN	PUERTO RICO
B01/066	01732	THE TEA CALENDAR	HAELSSSEN & LYON	TEA	KOLLE REBBE Hamburg	GERMANY
B01/074	01859	CHEWMELIER	MONDELEZ CANADA	MAYNARDS	THE HIVE Toronto	CANADA
B01/099	02677	LEFT TWIX vs RIGHT TWIX	MARS CHOCOLATE NORTH AMERICA	TWIX	BBDO NEW YORK	USA
B01/100	01464	SMALL WORLD MACHINES	COCA-COLA	COCA-COLA	LEO BURNETT SYDNEY	AUSTRALIA
B01/110	02385	THE SHARING CAN	THE COCA-COLA COMPANY	COCA-COLA	OGILVY & MATHER SINGAPORE	SINGAPORE

B02 (Alcoholic Drinks)

B02/003	00123	WIDE THUMB	AB INBEV	NORTE BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
B02/010	00397	AMSTEL TROPHY CAN	AMSTEL	AMSTEL	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
B02/011	00412	THE MOVIE OUT HERE	LABATT BREWERIES OF CANADA	KOKANEE	GRIP LIMITED Toronto	CANADA
B02/012	00415	MAKE MUSIC IN THE CORNER SHOP	DIAGEO	RED STRIPE	STINKDIGITAL London	UNITED KINGDOM
B02/029	01556	POKER	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
B02/033	01682	JUKEBOX	BUDWEISER	BUDWEISER	KEPEL & MATA Buenos Aires	ARGENTINA
B02/044	02101	I VOTE ANYWAY	ROYAL UNIBREW	CERES BEER	BCUBE Milan	ITALY
B02/046	02754	LONG LIFE TO RUGBY	COMPAÑÍA INDUSTRIAL CERVECERA	CERVEZA SALTA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA

B03 (Fast Moving Consumer Goods (not including food))

B03/007	00165	GIVING BIRTH LIVE	PROCTER & GAMBLE	PAMPERS	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
B03/009	00172	REXONA GYM PLAN: DO MORE, PAY LESS	UNILEVER - JERÓNIMO MARTINS	REXONA	TORKE+CC Lisbon	PORTUGAL
B03/025	01122	ANT FARM	UNILEVER	PERSIL	DLKW LOWE London	UNITED KINGDOM
B03/032	01362	#SCRIBEBILLBOARD	GRUPO PAPELERO SCRIBE	SCRIBE	VIVA LA DOBLEVIDA Mexico City	MEXICO
B03/042	01761	CINZIA, YOUR SKIN FRIEND	IDI FARMACEUTICI (MSD)	PHARMACEUTICAL PRODUCTS	LEO BURNETT Milan	ITALY

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B03/043	01775	ANARCHY: THE GRAPHIC NOVEL	UNILEVER	AXE	RAZORFISH New York	USA
B03/044	01787	FIRST FITTING	KIMBERLY CLARK	HUGGIES	OGILVY & MATHER Chicago	USA
B03/050	01888	THE GLAD TENT	CLOROX COMPANY	GLAD FORCEFLEX	ALMA DDB Miami	USA
B03/056	02150	1.800.ZZZQUIL	P&G	ZZZQUIL	PUBLICIS KAPLAN THALER New York	USA
B03/080	02507	ROACHVILLE	TIGER BRANDS	DOOM FOGGER	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B03/081	02934	TWEET PEE	HUGGIES	BABY DIAPERS	OGILVY BRASIL São Paulo	BRAZIL

B04 (Durable Goods)

B04/006	00231	SECRET FISHING SPOTS	HUTCHWILCO	SAFETY EQUIPMENT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
B04/009	00404	HOT WHEELS MY RIDE	MATTEL	HOT WHEELS	AGE ISOBAR São Paulo	BRAZIL
B04/019	00883	VALENTINE'S DAY	IKEA	IKEA	303LOWE Subiaco	AUSTRALIA
B04/020	00887	THE BRIGHTEST ONLINE AD	LUPINE LIGHTING SYSTEMS / BIKE DIGITAL	OUTDOOR HELMET/CYCLING LAMPS // MOUNTAINBIKE SPECIAL INTEREST MAGAZINE	PUBLICIS MUNICH	GERMANY
B04/042	01647	IKEA SUKIMA GALLERY	IKEA JAPAN K.K.	IKEA	TBWA\HAKUHODO Tokyo	JAPAN
B04/050	02081	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA
B04/057	02282	ENTER THE GAME	KONAMI	VIDEOGAMES / DURABLE GOODS	HAVAS SPORTS & ENTERTAINMENT Madrid	SPAIN

B05 (Retail (Incl. Restaurants))

B05/012	00449	LIVE WEATHER BILLBOARD	LA REDOUTE	SALES	CLM BBDO Boulogne-Billancourt	FRANCE
B05/030	01441	DOMINO'S PIZZA DISC	DOMINO'S PIZZA	PIZZA DELIVERY	ARTPLAN Rio de Janeiro	BRAZIL
B05/035	01632	SHIP MY PANTS	KMART	STORE TO HOME	DRAFTFCB Chicago	USA
B05/046	01904	McDONALD'S BECOMES MACCA'S	McDONALD'S AUSTRALIA	AUSSIE TASTES MENU	DDB Sydney	AUSTRALIA
B05/050	01921	THE HOT STAMP	PRESSBYRÅN	CONVENIENCE STORE CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN
B05/058	02038	MARIONETTEBOT	UNITED ARROWS GREEN LABEL RELAXING	UNITED ARROWS	TBWA\HAKUHODO Tokyo	JAPAN

B06 (Cars & Automotive Services)

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B06/006	00229	BEETLEING	VOLKSWAGEN	VW BEETLE	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
B06/021	00538	OUTBACK DIRT WASH	TOYOTA	LANDCRUISER	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA
B06/040	01843	THE FASTEST CHRISTMAS SONG	BMW	BMW M135I	DRAFTFCB/LOWE Zürich	SWITZERLAND
B06/057	02683	THE ULTIMATE SPEED DATE	RENAULT	RENAULT CLIO RS	PUBLICIS BRUSSELS	BELGIUM
B07 (Entertainment & Leisure)						
B07/011	00504	OVERSTAY CHECKOUT	ART SERIES HOTELS	HOTEL ACCOMMODATION	NAKED COMMUNICATIONS Cremorne	AUSTRALIA
B07/018	00825	GUILT TRIPS	V/LINE	V/LINE	McCANN MELBOURNE	AUSTRALIA
B07/022	00903	THE WORLD'S MOST VALUABLE AD	MODERN MUSEEUM	EXHIBITION	TBWA\STOCKHOLM	SWEDEN
B07/023	00918	METROPOLE TWEETPHONY	METROPOLE ORKEST	METROPOLE ORKEST	HAVAS WORLDWIDE AMSTERDAM	THE NETHERLANDS
B07/060	02265	RECALLING 1993	NEW MUSUEM	"NYC 1993: EXPERIMENTAL JET SET, TRASH AND NO STAR" EXHIBITION	DROGA5 New York	USA
B07/065	01465	ROAD TO RECOVERY	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
B07/079	03008	VIBE TUNES	SALVI FOUNDATION	CARTAGENA MUSIC FESTIVAL	Y&R COLOMBIA Bogotá	COLOMBIA
B08 (Publications & Media)						
B08/003	00155	MAKE THE POLITICIANS WORK	URA.RU CITY WEBSITE	URA.RU CITY WEBSITE	VOSKHOD Yekaterinburg	RUSSIA
B08/006	00451	GOLDEN CHAINS	ALB	MUSIC VIDEO	CLM BBDO Boulogne-Billancourt	FRANCE
B08/011	00627	MAD MEN	NEWSWEEK	NEWS MAGAZINE	HILL HOLLIDAY Boston	USA
B08/021	01131	GEO GLOBE	GRUNER+JAHR AG & CO	GLOBE	KOLLE REBBE Hamburg	GERMANY
B08/022	01132	MELTDOWN	GRUNER+JAHR AG & CO	MELTDOWN / BOARDGAME	KOLLE REBBE Hamburg	GERMANY
B08/025	01302	8 MILLION PROTAGONISTS	VILLAGE VOICE NEWSPAPER	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
B08/026	01308	GOOGLE+ DIGITAL SIGNINGS	GOOGLE	GOOGLE+	GOOGLE CREATIVE LAB London	UNITED KINGDOM
B08/028	01344	TOON MACHINE	TURNER	CARTOON NETWORK	NEWSTYLE São Paulo	BRAZIL
B08/039	01976	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY
B08/048	01198	DOPPLERGANGER	THE WEATHER CHANNEL	THE WEATHER CHANNEL	BBH NEW YORK	USA

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B08/054	02937	FAN CHECK MACHINE	BILLBOARD	BILLBOARD MAGAZINE	OGILVY BRASIL São Paulo	BRAZIL
B08/055	02990	SOUND TYPEFACE	CLUB NME BRASIL	MAGAZINE / WEBSITE	DDB BRASIL São Paulo	BRAZIL

B09 (Financial Products & Services)

B09/026	01358	THE RACE OF A COUNTRY	BANCO POPULAR DE PUERTO RICO	BANK	JWT SAN JUAN	PUERTO RICO
B09/038	02253	BORN TO ASSIST	STATE FARM	STATE FARM INSURANCE	TRANSLATION New York	USA
B09/041	02628	WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS
B09/045	01029	THE GAP IN THE MARKET	KBC BANK	KBC ENTREPRENEURS	TBWA\BELGIUM Brussels	BELGIUM
B09/049	02435	IF YOU THINK ABOUT IT, YOU CHOOSE US	ZURICH	ZURICH	DON Buenos Aires	ARGENTINA

B10 (Business Products & Services)

B10/008	01558	THE POWER OF NEWSPAPER	NEWSPAPERWORKS.BE	MARKETINGPLATFORM BELGIAN NEWSPAPERS	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
B10/019	02661	CUT TO BUILD	THE JCC CO.	OLFA CUTTER	OGILVY & MATHER Bangkok	THAILAND

B11 (Corporate Image & Information)

B11/040	01429	A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	IBM RESEARCH	OGILVY NEW YORK	USA
B11/041	01475	THE FIRST AUCTION OF IDEAS THAT COULD NOT WAIT FOR THE BRIEF.	DRAFTFCB SPAIN	ADVERTISING AGENCY	DRAFTFCB SPAIN Madrid	SPAIN
B11/060	02105	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY
B11/064	02220	RINGPHONIC ORCHESTRA	NOKIA / ORQUESTA SINFONICA NACIONAL	NOKIA	JWT MEXICO Mexico City	MEXICO
B11/086	02389	IBM OUTDOOR AS UTILITY	IBM	SMARTER CITIES	OGILVY FRANCE Paris	FRANCE
B11/091	02938	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL
B11/092	02939	REAL BEAUTY SKETCHES	UNILEVER	DOVE MASTERBRAND	OGILVY BRASIL São Paulo	BRAZIL

B12 (Commercial Public Services Incl. Healthcare & Medical)

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B12/007	00272	WAITING FOR SEVEN YEARS.	FOUNDATION "FOR LIFE - FOR ORGAN DONATION"	FOUNDATION "FOR LIFE - FOR ORGAN DONATION"	OGILVY GERMANY Frankfurt	GERMANY
B12/009	00423	SCREEN-AGE LOVE STORY	PLDT	MYDSL	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES
B12/048	02051	MOVE ON	DEUTSCHE TELEKOM	MOBILE INTERNET	DDB TRIBAL GROUP Düsseldorf	GERMANY
B12/052	02633	DIGITAL PUBLIC LIBRARY	VODAFONE ROMANIA	MOBILE INTERNET	McCANN ERICKSON Bucharest	ROMANIA
B12/064	02991	THE CONSCIOUS PLATE	ECOBENEFICIOS	SUPPLIES MEAL CARD	DDB BRASIL São Paulo	BRAZIL

B13 (Charities)

B13/025	00452	ERASABLE BILLBOARD	PLAN	INTERNATIONAL GIRLS DAY	CLM BBDO Boulogne-Billancourt	FRANCE
B13/072	01499	DRIVING DOGS	SPCA NEW ZEALAND	PUBLIC AWARENESS / PET ADOPTION	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND
B13/076	01638	#DAMMIPIÙVOCE - TURN UP MY VOICE	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY
B13/094	01988	NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION Stockholm	SWEDEN
B13/100	02053	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
B13/106	02125	ROCK AND ROLL SEEDS	INSTITUTO ROLLING STONE	INSTITUTO ROLLING STONE	FISCHER & FRIENDS São Paulo	BRAZIL
B13/108	02211	A LOJA VAZIA	SHOPPING VILLALOBOS	SHOPPING VILLALOBOS	LODUCCA São Paulo	BRAZIL
B13/116	02649	HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE (NON PROFIT)	DDB NEW YORK	USA
B13/117	02854	HELP DESK	AARAMBH	HELP DESK	DDB MUDRA GROUP Mumbai	INDIA
B13/123	02297	EVERY BEAT MATTERS INTEGRATED CAMPAIGN	SAVE THE CHILDREN	SAVE THE CHILDREN	BBDO NEW YORK	USA

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B13/139	02422	NOTFOUND.ORG	MISSING CHILDREN EUROPE - CHILD FOCUS	NON PROFIT	FAMOUS BRUSSELS	BELGIUM
B13/144	02465	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
B13/151	02970	MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM

B14 (Public Health & Safety, Pubic Awareness Messages)

B14/015	00282	THE DAILY ABUSE	INNOCENCE IN DANGER	NGO	SERVICEPLAN Munich	GERMANY
B14/020	00332	BRIDGE OF LIFE	SAMSUNG LIFE INSURANCE	SAMSUNG LIFE INSURANCE	CHEIL WORLDWIDE Seoul	SOUTH KOREA
B14/026	00459	BLIND. FAITH.	SINGAPORE ASSOCIATION OF THE VISUALLY HANDICAPPED	SINGAPORE ASSOCIATION OF THE VISUALLY HANDICAPPED	HAVAS WORLDWIDE Singapore	SINGAPORE
B14/038	00670	DENGUE BOTTLE	MAYNILAD WATER SERVICES	MAYNILAD	Y&R PHILIPPINES Manila	THE PHILIPPINES
B14/045	00766	NUTCASE'S OUTDOOR FITTING ROOM	NUTCASE DENMARK - RITTER PLUS	NUTCASE BIKE HELMETS	OGILVY Copenhagen	DENMARK
B14/048	00828	DUMB WAYS TO DIE	METRO TRAINS	METRO TRAINS	McCANN MELBOURNE	AUSTRALIA
B14/061	01149	TOGETHER FOR RECONSTRUCTION	McDONALD'S ITALY	PARMIGIANO REGGIANO'S FACTORIES	TBWAITALIA Milan	ITALY
B14/063	01172	DRINK BLOW DRIVE	GRUPO MODELO	CORONA	LEO BURNETT MEXICO	MEXICO
B14/065	01194	HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA
B14/069	01332	UNIQUE BREEDS	TERRITORIO DE ZAGUATES	TERRITORIO DE ZAGUATES ANIMAL SHELTER	GARNIER/BBDO San José	COSTA RICA
B14/071	01351	DEFORESTED FIELD	WWF	WWF	GREY 141 GROUP São Paulo	BRAZIL
B14/082	01550	THE CHILDREN NOTWORK	ADVERTISERS WITHOUT BORDERS	CHILD LABOUR	COUPE BUENOS AIRES	ARGENTINA
B14/083	01559	AMAZING MINDREADER	FEBELFIN	BELGIAN FEDERATION OF BANKS	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
B14/087	01609	WWF INEVITABLE NEWS	WWF	WWF	john st. Toronto	CANADA
B14/104	01941	THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE
B14/150	02686	THE ALCOHOL BARRIER	RESPONSIBLE YOUNG DRIVERS (RYD)	NGO	PUBLICIS BRUSSELS	BELGIUM

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B14/156	02760	LIFE SIGNS	LA VOZ	LA VOZ	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA
B14/161	02226	GREATEST ACTION MOVIE EVER	THE AD COUNCIL	CHARITY / NOT FOR PROFIT	McCANN ERICKSON New York	USA
B14/169	02511	VOLKSWAGEN SUITE	VOLKSWAGEN DE ARGENTINA	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA

C01 (Best Integrated Campaign Led by Promotion and Activation)

C01/038	00757	SECOND LIFE	GAZETA SPORTURILOR	GAZETA SPORTURILOR	LEO BURNETT & TARGET Bucharest	ROMANIA
C01/053	01022	APOLLO CAMPAIGN	AXE	LYNX	BBH London	UNITED KINGDOM
C01/054	01044	THE LABEL LOTTERY	SAFETYNL & DUTCH FOOD AUTHORITY	Getting people to read the labels of Household Chemicals	LEMZ Amsterdam	THE NETHERLANDS
C01/067	01246	BUDWEISER RED LIGHTS	LABATT BREWERIES OF CANADA	BUDWEISER RED LIGHTS	ANOMALY Toronto	CANADA
C01/071	01360	LONGER MERRY CHRISTMAS	HEINEKEN	HEINEKEN	JWT SAN JUAN	PUERTO RICO
C01/092	01906	TRACK MY MACCA'S	McDONALD'S AUSTRALIA	CORE MENU	DDB Sydney	AUSTRALIA
C01/093	01909	I'M AMAZING	McDONALD'S RESTAURANTS	RESTAURANTS	DDB GROUP HONG KONG	HONG KONG
C01/099	02078	THE BEAUTY INSIDE	INTEL + TOSHIBA	TOSHIBA LAPTOP WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA
C01/101	02106	THE CANDIDATE	HEINEKEN INTERNATIONAL	HEINEKEN	PUBLICIS ITALY Milan	ITALY
C01/138	02468	MY BLOOD IS RED AND BLACK	HEMOBA / ESPORTE CLUBE VITÓRIA	FOOTBALL TEAM	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
C01/141	02522	MEASURE OF PLEASURE	BEYOND DARK	CHOCOLATE DROPS	OGILVYONE LONDON	UNITED KINGDOM
C01/142	02531	TOXIC TOURS	GREENPEACE MEXICO	AWARENESS OF MEXICAN RIVERS POLLUTION	CIRCUS DF Mexico City	MEXICO
C01/145	02942	IMMORTAL FANS	SPORT CLUB RECIFE	FOOTBALL CLUB	OGILVY BRASIL São Paulo	BRAZIL

Total Entries: 265