

## Direct Shortlist - EB2013

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<b>A01 (FLAT MAILING)</b>							
A01/001	00042	THE DAILY ABUSE	INNOCENCE IN	NGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A01/009	00097	THE FASTEST CHRISTMAS SONG	BMW (SCHWEIZ)	BMW M135i	DRAFTFCB/LOWE Zürich	SWITZERLAND	DRAFTFCB/LOWE Zürich
<b>A02 (DIMENSIONAL MAILING)</b>							
A02/004	00049	BACK TO VINYL	KONTOR RECORDS	KONTOR RECORDS	OGILVY GERMANY Düsseldorf	GERMANY	OGILVY GERMANY Düsseldorf / OGILVYONE Düsseldorf
A02/006	00136	POOPS EXPRESS	BRUNETE'S CITY COUNCIL	CIVIC AWARENESS CAMPAIGN	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid
A02/010	00173	THE ICE RECORD PROJECT	SHOUT OUT LOUDS	BLUE ICE SINGLE	TBWA\STOCKHOLM	SWEDEN	TBWA\STOCKHOLM
<b>A03 (AMBIENT/ALTERNATIVE MEDIA)</b>							
A03/003	00032	THE ANT RALLY	WORLDWIDE FUND FOR NATURE (WWF)	FUNDRAISING CAMPAIGN	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A03/016	00095	ASTRA BOTTLETHEATRE	CARLSBERG DEUTSCHLAND	ASTRA BEER	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg
A03/018	00146	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A03/023	00188	MESSAGE IN A BOTTLE XXL	SOLO	SOFTDRINK	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo
A03/030	00026	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO PROXIMITY BERLIN	GERMANY	BBDO PROXIMITY BERLIN
A03/039	00332	DAYS OF HOPE	DIAKONIE FRANKFURT, EVA STUTT GART,	DIAKONIE FRANKFURT	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin
A03/041	00345	MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
<b>A04 (BEST USE OF DIGITAL MEDIA IN A DIRECT CAMPAIGN)</b>							
A04/002	00054	TROY DAVIS - I AM ALIVE	ALIVE	COALITION TO ABOLISH THE DEATH PENALTY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich
A04/006	00077	BLOCKED IMAGES	VAESA	VOLKSWAGEN GENUINE PARTS®	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A04/009	00100	SWEDENS LARGEST ENERGY EXPERIMENT	E.ON	ENERGY	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A04/013	00179	THE MONSTER THAT WOULDN'T LET CHILDREN GO TO SCHOOL	ING DIRECT	ING DIRECT	OGILVY SPAIN Madrid	SPAIN	OGILVY SPAIN Madrid / OGILVYONE Madrid
A04/014	00235	DEFY HISTORY	UBISOFT	ASSASSIN'S CREED 4 BLACK FLAG	SID LEE Paris	FRANCE	SID LEE Paris

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A04/021	00315	STOCKHOLM HOUSE EQUALIZER	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
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### A05 (BEST USE OF OTHER DIGITAL PLATFORMS IN A DIRECT CAMPAIGN)

A05/005	00036	FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
A05/030	00216	THE HUMAN YOUTUBE PLAYER	PUBLICIS GROUPE	MAURICE LÉVY 2013 WISHES	DIGITASLBI FRANCE Levallois Perret	FRANCE	DIGITASLBI FRANCE Levallois Perret
A05/031	00219	HOME INVASION	ELMSTA 3000 HORROR FEST	HORROR FILM FESTIVAL	SAATCHI & SAATCHI Stockholm	SWEDEN	SAATCHI & SAATCHI Stockholm
A05/040	00276	FREE WIFI	McDONALD'S ESPAÑA	McDONALD'S	TBWA\ESPAÑA Madrid	SPAIN	TBWA\ESPAÑA Madrid
A05/045	00316	THE TRAIN SWITCH	SWEBUS	LONG DISTANCE BUS COMPANY	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm

### B01 (ACQUISITION & RETENTION)

B01/006	00061	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / MINDSHARE WW Frankfurt
B01/013	00147	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
B01/017	00202	THE HORNBAACH HAMMER	HORNBAACH	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
B01/019	00248	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	INGO Stockholm
B01/025	00331	WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS	OGILVY & MATHER AMSTERDAM
B01/026	00334	DAYS OF HOPE	DIAKONIE FRANKFURT, EVA STUTT GART,	DIAKONIE FRANKFURT	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin

### B02 (BEST LOW BUDGET CAMPAIGN)

B02/001	00037	FACEBOOK 1914	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE	DDB PARIS
B02/005	00200	THE DEPAUL BOX COMPANY	DEPAUL UK	YOUTH HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
B02/007	00238	VERY GOOD MANNERS	POLISH RED CROSS	DECENT CHILDHOOD	CHEIL WORLDWIDE Warsaw	POLAND	CHEIL WORLDWIDE Warsaw
B02/016	00281	I WISH MY SON HAD CANCER	HARRISON'S FUND	HARRISON'S FUND	AIS (HAVAS DIGITAL) London	UNITED KINGDOM	AIS (HAVAS DIGITAL) London

### C01 (FAST MOVING CONSUMER GOODS (INCL. ALCOHOLIC & NON-ALCOHOLIC DRINKS))

C01/005	00015	THE TEA CALENDAR	HÄLSSSEN & LYON	TEA	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
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C01/010	00096	ASTRA BOTTLETHEATRE	CARLSBERG DEUTSCHLAND	ASTRA BEER	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg
C01/015	00231	MEASURE OF PLEASURE	BEYOND DARK	CHOCOLATE DROPS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
C01/019	00288	BUCHAREST NOT BUDAPEST	KANDIA DULCE	CHOCOLATE BAR	McCANN ERICKSON Bucharest	ROMANIA	McCANN ERICKSON Bucharest
C01/023	00307	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	CHOCOLATE	BUZZMAN Paris	FRANCE	BUZZMAN Paris

### C03 (OTHER CONSUMER PRODUCTS (INCL. DURABLE GOODS))

C03/001	00148	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
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### C04 (TRAVEL, ENTERTAINMENT, LEISURE & RETAIL (INCL. E-COMMERCE & RESTAURANTS))

C04/009	00203	THE HORNBACK HAMMER	HORNBACK	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
C04/010	00210	THE SECOND-HAND CAMPAIGN	IKEA	FURNITURE	SMFB Oslo	NORWAY	SMFB Oslo
C04/011	00211	RUN THE VILLAGE	NAPOLEON GAMES	SPORTS BETTING	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
C04/015	00250	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	INGO Stockholm
C04/024	00321	CATACOMBO SOUND SYSTEM	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm

### C05 (FINANCIAL SERVICES & COMMERCIAL PUBLIC SERVICES)

C05/003	00226	THE GAP IN THE MARKET	KBC	KBC	TBWA BELGIUM Brussels	BELGIUM	TBWA BELGIUM Brussels
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### C06 (PUBLICATIONS & MEDIA)

C06/002	00050	BACK TO VINYL	KONTOR RECORDS	KONTOR RECORDS	OGILVY GERMANY Düsseldorf	GERMANY	OGILVY GERMANY Düsseldorf / OGILVYONE Düsseldorf
C06/003	00063	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / MINDSHARE WW Frankfurt
C06/005	00175	THE ICE RECORD PROJECT	SHOUT OUT LOUDS	BLUE ICE SINGLE	TBWA STOCKHOLM	SWEDEN	TBWA STOCKHOLM

### C07 (BUSINESS TO BUSINESS: PRODUCTS & SERVICES)

C07/002	00135	COULDN'T MAKE THE TURN	ENECO	SUSTAINABLE ENERGY	FHV BBDO Amsterdam	THE NETHERLANDS	FHV BBDO Amsterdam
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### C08 (CORPORATE IMAGE & INFORMATION)

C08/006	00217	THE HUMAN YOUTUBE PLAYER	PUBLICIS GROUPE	MAURICE LÉVY 2013 WISHES	DIGITASLBI FRANCE Levallois Perret	FRANCE	DIGITASLBI FRANCE Levallois Perret
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C08/009	00340	THE CANDIDATE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
<b>C09 (CHARITIES, PUBLIC HEALTH &amp; SAFETY &amp; PUBLIC AWARENESS MESSAGES)</b>							
C09/005	00027	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO PROXIMITY BERLIN	GERMANY	BBDO PROXIMITY BERLIN
C09/008	00034	THE ANT RALLY	WORLDWIDE FUND FOR NATURE (WWF)	FUNDRAISING CAMPAIGN	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
C09/009	00045	THE DAILY ABUSE	INNOCENCE IN	NGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C09/011	00064	TROY DAVIS - I AM ALIVE	ALIVE	COALITION TO ABOLISH THE DEATH PENALTY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich
C09/030	00212	SECOND LIFE APPS	REBORN	ORGAN DONATION FOUNDATION	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
C09/042	00333	DAYS OF HOPE	DIAKONIE FRANKFURT, EVA STUTTGART,	DIAKONIE FRANKFURT	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin

Total Entries:

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