

## Media Shortlist - EB2013

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<b>A01 (BEST USE OF SCREENS)</b>							
A01/001	00058	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A01/007	00337	BEETLE SLOWMERCIAL	VOLKSWAGEN BELGIUM	VW BEETLE CONVERTIBLE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
A01/009	00354	KIA CARS (REVOO)	KIA	KIA BRAND	INNOCEAN WORLDWIDE EUROPE Frankfurt	GERMANY	INNOCEAN WORLDWIDE EUROPE Frankfurt
<b>A02 (BEST USE OF PRINT)</b>							
A02/002	00032	WHEN THE MARGINS BECOME THE MEDIA	SHANTI HOUSE	YOUTH AT RISK	ACW GREY TEL AVIV Tel Aviv	ISRAEL	ACW GREY TEL AVIV Tel Aviv
A02/010	00209	CORE	McDONALD'S	MCDONALD'S	TBWA\PARIS	FRANCE	TBWA\PARIS
<b>A03 (BEST USE OF OUTDOOR)</b>							
A03/001	00033	FLICKERING NEON BUS STOP	LIGHTING WAREHOUSE	NEON	ACW GREY TEL AVIV Tel Aviv	ISRAEL	ACW GREY TEL AVIV Tel Aviv
A03/007	00155	LIVE WEATHER BILLBOARD	LA REDOUTE	LA REDOUTE	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
A03/013	00221	WFP FOOD LINK	WORLD FOOD PROGRAMME /	DONATIONS	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A03/014	00301	CV CAMPAIGN	SITUATION STOCKHOLM	MAGAZINE SOLD BY HOMELESS PEOPLE	INGO Stockholm	SWEDEN	INGO Stockholm
<b>A04 (BEST USE OF AMBIENT MEDIA: SMALL SCALE)</b>							
A04/004	00055	HEINEKEN IGNITE	HEINEKEN	HEINEKEN IGNITE	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam
A04/012	00208	TAKE THE CLASSROOM TO THE STREETS	THE TUTOR CROWD	THE TUTOR CROWD	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON
A04/013	00227	PUT ON THE MUSIC	SIAMMSIAMM FASHION STORE, SANSARA INDIE-BAND	SIAMMSIAMM FASHION STORE, SANSARA INDIE-BAND	VOSKHOD Yekaterinburg	RUSSIA	VOSKHOD Yekaterinburg
A04/015	00286	VERY GOOD MANNERS	POLISH RED CROSS	DECENT CHILDHOOD	CHEIL WORLDWIDE Warsaw	POLAND	CHEIL WORLDWIDE Warsaw
<b>A05 (BEST USE OF AMBIENT MEDIA: LARGE SCALE)</b>							
A05/001	00005	WAILING WALLS AGAINST INJUSTICE	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
A05/003	00023	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO PROXIMITY BERLIN	GERMANY	BBDO PROXIMITY BERLIN
A05/010	00137	FREE THE FORCED	UNITED NATIONS ASSOCIATION OF	CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach

## Media Shortlist - EB2013

A05/014	00216	MESSAGE IN A BOTTLE XXL	SOLO	SOFTDRINK	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo
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### A06 (BEST USE OF SPECIAL EVENTS AND STUNT/LIVE ADVERTISING)

A06/003	00024	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO PROXIMITY BERLIN	GERMANY	BBDO PROXIMITY BERLIN
A06/008	00056	HEINEKEN IGNITE	HEINEKEN	HEINEKEN IGNITE	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam
A06/011	00088	THE COLOUR CHANGING CAR	OPEL DENMARK	OPEL ADAM	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen / BE ON Copenhagen
A06/021	00167	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A06/027	00217	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo
A06/033	00240	SCREAM CHALLENGE	GEOX	FORMULA 1 SPONSORSHIP/GEOX SHOES	SMFB Oslo	NORWAY	SMFB Oslo / NORDIC EMARKETING Reykjavik
A06/040	00302	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	INGO Stockholm
A06/041	00340	RESIDENTIAL SHOWROOMS	VOLKSWAGEN BELGIUM	OPENDOOR DAYS VOLKSWAGEN	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
A06/045	00289	PROTECT YOUR #L1F3	GENERTEL, EUROP ASSISTANCE	LIFE PARK - PROTECTION STORE	M&C SAATCHI Milan	ITALY	M&C SAATCHI Milan
A06/051	00379	PAY AS YOU WISH. HUMMUS RESTAURANT	STRAUSS GROUP	ACHLA HUMMUS	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan

### A07 (BEST USE OF DIGITAL MEDIA)

A07/007	00073	KLEENEX CATCHES COLDS	KIMBERLY CLARK	KLEENEX	MINDSHARE WW London	UNITED KINGDOM	
A07/009	00113	ALLENDE, AN ASSASSINATED IDEOLOGY	UPSIDE TÉLEVISIONS	ALLENDE, AN ASSASSINATED IDEOLOGY / DOCUMENTARY	HAVAS PRODUCTIONS Puteaux	FRANCE	HAVAS PRODUCTIONS Puteaux
A07/014	00149	COINS FOR CLICKS	McDONALD'S DENMARK	COINOFFERS	OMD DENMARK Copenhagen	DENMARK	DDB COPENHAGEN
A07/015	00173	KLM SPACE	KLM ROYAL DUTCH AIRLINES	KLM ROYAL DUTCH AIRLINES	RAPP Amstelveen	THE NETHERLANDS	RAPP Amstelveen
A07/018	00206	THE MONSTER THAT WOULDN'T LET CHILDREN GO TO SCHOOL.	ING DIRECT	ING DIRECT	OGILVY SPAIN Madrid	SPAIN	OGILVY SPAIN Madrid / OGILVYONE Madrid
A07/019	00225	ADIDAS WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBWA HELSINKI	FINLAND	TBWA HELSINKI
A07/036	00393	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	CHOCOLATE	BUZZMAN Paris	FRANCE	BUZZMAN Paris

## Media Shortlist - EB2013

### A08 (BEST USE OF OTHER DIGITAL PLATFORMS (INCL. MOBILE DEVICES))

A08/013	00226	ADIDAS WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI
A08/014	00246	SECOND LIFE APPS	REBORN	ORGAN DONATION FOUNDATION	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
A08/019	00319	KAIZERVIRUS	KAIZERS ORCHESTRA	VIOLETA VIOLETA VOL.3	ANORAK Oslo	NORWAY	ANORAK Oslo / HES Oslo / NOTCH Oslo
A08/022	00391	ART IS MOTION	LEXUS BELGIUM	IS300H	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS

### A09 (BEST USE OF SOCIAL MEDIA MARKETING)

A09/001	00007	#ZEROFOLLOWERS	FIAT	ABARTH 500	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
A09/007	00042	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
A09/009	00052	ONE PHOTO A DAY IN THE WORST YEAR OF MY LIFE	FUND B92	SAFE HOUSE FOR VICTIMS OF DOMESTIC VIOLENCE	SAATCHI & SAATCHI Belgrade	SERBIA	SAATCHI & SAATCHI Belgrade
A09/011	00084	BODYFORM RESPONDS: THE TRUTH	SCA	BODYFORM	CARAT London	UNITED KINGDOM	
A09/017	00141	THE CANDIDATE	HEINEKEN	HEINEKEN BEER	STARCOM MEDIAVEST GROUP London	UNITED KINGDOM	PUBLICIS ITALY Milan
A09/024	00233	THE HORNBACK HAMMER	HORNBACK	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A09/026	00268	A BARREL FOR EVERYONE WITH THE NAME MAES	MAES (HEINEKEN GROUP)	MAES	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels
A09/042	00388	PUMA - DANCE DICTIONARY	P&G	FRAGRANCE	GREY LONDON	UNITED KINGDOM	GREY LONDON

### B01 (FAST MOVING CONSUMER GOODS)

B01/008	00142	THE CANDIDATE	HEINEKEN	HEINEKEN BEER	STARCOM MEDIAVEST GROUP London	UNITED KINGDOM	PUBLICIS ITALY Milan
B01/011	00247	POKER	CARLSBERG INTERNATIONAL	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp / LEXIS RECOMMENDATION AGENCY London
B01/018	00394	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	CHOCOLATE	BUZZMAN Paris	FRANCE	BUZZMAN Paris
B01/019	00104	BLACK	KRAFT FOODS	MARABOU BLACK	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg

### B02 (CARS & AUTOMOTIVE SERVICES)

## Media Shortlist - EB2013

B02/003	00089	THE COLOUR CHANGING CAR	OPEL DENMARK	OPEL ADAM	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen / BE ON Copenhagen
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B02/008	00277	DRIVEN TO EXTREMES	SHELL BRANDS INTERNATIONAL	SHELL HELIX	MEDIACOM London	UNITED KINGDOM	
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### B03 (OTHER CONSUMER PRODUCTS (INCL. DURABLE GOODS))

B03/004	00168	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
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B03/010	00330	WE ARE DAVID BAILEY	SAMSUNG ELECTRONICS UK	SAMSUNG NX SMART CAMERA	CHEIL UK London	UNITED KINGDOM	CHEIL UK London
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### B04 (TRAVEL, ENTERTAINMENT, LEISURE & RETAIL (INCL. E-COMMERCE & RESTAURANTS))

B04/001	00043	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
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B04/005	00158	LIVE WEATHER BILLBOARD	LA REDOUTE	LA REDOUTE	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
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B04/016	00234	THE HORNBAACH HAMMER	HORNBAACH	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
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B04/019	00303	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	INGO Stockholm
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B04/025	00403	THE HOT STAMP	PRESSBYRÅN	CONVENIENCE STORE CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
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### B05 (FINANCIAL SERVICES, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS &

B05/005	00132	REACHING THE MULTINATIONAL C SUITE	VODAFONE	VODAFONE GROUP ENTERPRISE	OMD INTERNATIONAL London	UNITED KINGDOM	
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B05/007	00133	WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS	OGILVY & MATHER AMSTERDAM
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B05/016	00372	DIGITAL LIBRARY	VODAFONE ROMANIA	TELECOM	McCANN ERICKSON Bucharest	ROMANIA	McCANN ERICKSON Bucharest
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### B06 (PUBLICATIONS & MEDIA)

B06/001	00064	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
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B06/006	00304	CV CAMPAIGN	SITUATION STOCKHOLM	MAGAZINE SOLD BY HOMELESS PEOPLE	INGO Stockholm	SWEDEN	INGO Stockholm
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### B07 (CORPORATE IMAGE AND INFORMATION)

B07/002	00093	THE FASTEST CHRISTMAS SONG	BMW (SCHWEIZ)	BMW M135i	DRAFTFCB/LOWE Zürich	SWITZERLAND	DRAFTFCB/LOWE Zürich
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B07/003	00098	A RING TO BRING THEM CLOSER	McDONALD'S	McDONALD'S	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW
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B07/005	00423	THE CANDIDATE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
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## Media Shortlist - EB2013

### B08 (CHARITIES, PUBLIC HEALTH & SAFETY & PUBLIC AWARENESS MESSAGES)

B08/014	00140	FREE THE FORCED ASSOCIATION OF	UNITED NATIONS	CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach
B08/015	00161	ERASABLE BILLBOARD	PLAN FRANCE	INTERNATIONAL GIRLS DAY	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
B08/017	00219	TAXI STOLTENBERG	ARBEIDERPARTIET (THE LABOUR PARTY)	ARBEIDERPARTIET	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo
B08/020	00251	SECOND LIFE APPS	REBORN	ORGAN DONATION FOUNDATION	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
B08/023	00287	VERY GOOD MANNERS	POLISH RED CROSS	DECENT CHILDHOOD	CHEIL WORLDWIDE Warsaw	POLAND	CHEIL WORLDWIDE Warsaw
B08/030	00336	THE ALCOHOL BARRIER	RESPONSIBLE YOUNG DRIVERS (RYD)	ROAD SAFETY	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS

### C01 (USE OF INTEGRATED MEDIA)

C01/004	00099	A RING TO BRING THEM CLOSER	McDONALD'S	McDONALD'S	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW
C01/011	00232	THE DEPAUL BOX COMPANY	DEPAUL UK	YOUTH HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
C01/022	00384	MAGNUM PINK& BLACK NIGHT TURKEY	UNILEVER	MAGNUM / ALGIDA / UNILEVER	MINDSHARE Istanbul	TURKEY	
C01/024	00396	MILKA LAST SQUARE	MONDELEZ INTERNATIONAL	CHOCOLATE	BUZZMAN Paris	FRANCE	BUZZMAN Paris
C01/027	00428	MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels / VRT Brussels

Total Entries:

78