

Print Shortlist - EB2013

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A01 (FOODS)							
A01/017	00416	CUTTING THE POCKET	McDONALD'S	ICE CREAM	LEO BURNETT ISTANBUL	TURKEY	LEO BURNETT ISTANBUL
A01/021	00442	ALL DAY LONG	BARILLA	HARRYS EXTRA MOELLEUX NATURE	HEREZIE Paris	FRANCE	HEREZIE Paris
A03 (HOUSEHOLD)							
A03/005	00390	COCKROACH	BOCHEMIE	BIOLIT	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A03/006	00391	SPIDERS	BOCHEMIE	BIOLIT	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A03/007	00392	MOSQUITOS	BOCHEMIE	BIOLIT	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A03/013	00443	PANT	SPOTLESS	COLORIA	HEREZIE Paris	FRANCE	HEREZIE Paris
A03/014	00444	SHIRT	SPOTLESS	COLORIA	HEREZIE Paris	FRANCE	HEREZIE Paris
A04 (HOME APPLIANCES & FURNISHINGS, ELECTRONICS & AUDIO-VISUAL)							
A04/001	00027	EMPIRE STATE BUILDING	MAKITA	POWER TOOLS	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
A04/002	00028	GHERKIN TOWER	MAKITA	POWER TOOLS	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
A04/003	00029	BURJ KHALIFA	MAKITA	POWER TOOLS	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
A04/023	00508	LUMBERJACK 1	STIHL	OUTDOOR POWER EQUIPMENT	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A04/024	00509	LUMBERJACK 2	STIHL	OUTDOOR POWER EQUIPMENT	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A04/025	00510	LUMBERJACK 3	STIHL	OUTDOOR POWER EQUIPMENT	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A05 (COSMETICS & BEAUTY, TOILETRIES & PHARMACY)							
A05/013	00171	BLONDE	L'ORÉAL SUISSE	GARNIER FRUCTIS	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich
A05/014	00172	BLACK	L'ORÉAL SUISSE	GARNIER FRUCTIS	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich
A05/015	00173	RED	L'ORÉAL SUISSE	GARNIER FRUCTIS	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich
A05/020	00246	BEAR	BADABULLE	BABY PRODUCTS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
A06 (CLOTHING, FOOTWEAR & ACCESSORIES)							
A06/001	00062	PUAL FRANK	DELTA	PUSH UP BRA	ACW GREY TEL AVIV Tel Aviv	ISRAEL	ACW GREY TEL AVIV Tel Aviv
A06/002	00063	CHE GUEVARA	DELTA	PUSH UP BRA	ACW GREY TEL AVIV Tel Aviv	ISRAEL	ACW GREY TEL AVIV Tel Aviv

Print Shortlist - EB2013

A06/016	00355	STREAKER	LUXOTTICA	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris
A06/017	00356	PHOTOJOURNALIST	LUXOTTICA	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris
A06/018	00357	RODEO	LUXOTTICA	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris

A08 (CARS & AUTOMOTIVE SERVICES)

A08/001	00001	BOAT	JEEP	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris
A08/002	00002	MOTORBIKE	JEEP	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris
A08/003	00003	HORSE FLOAT	JEEP	JEEP	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris
A08/021	00165	PHOTOBOMB BAR	VAESA	VW GOLF REAR VIEW CAMERA	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A08/022	00166	PHOTOBOMB MONUMENT	VAESA	VW GOLF REAR VIEW CAMERA	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A08/023	00167	PHOTOBOMB RESTAURANT	VAESA	VW GOLF REAR VIEW CAMERA	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A08/036	00219	ALMOST	VOLKSWAGEN	CITY EMERGENCY BRAKE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A08/037	00220	CLOSE	VOLKSWAGEN	CITY EMERGENCY BRAKE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A08/038	00221	NEARLY	VOLKSWAGEN	CITY EMERGENCY BRAKE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A08/056	00426	COAL DUMP TRUCK	VOLKSWAGEN	SIDE ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A08/057	00427	FIRE ENGINE	VOLKSWAGEN	SIDE ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A08/058	00428	PIPE TRUCK	VOLKSWAGEN	SIDE ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg

A09 (RETAIL STORES, RESTAURANTS & FAST FOOD OUTLETS)

A09/012	00184	50 NOTE	LEROY MERLIN	LEROY MERLIN	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW
A09/013	00185	100 NOTE	LEROY MERLIN	LEROY MERLIN	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW
A09/014	00186	500 NOTE	LEROY MERLIN	LEROY MERLIN	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW
A09/020	00222	WOMANSWEAR	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A09/021	00223	MENSWEAR	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A09/022	00224	ACCESSORIES	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A09/023	00225	KIT	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A09/025	00227	DIMPHY	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A09/036	00267	SHELF	IKEA AUSTRIA	ASSEMBLY SERVICE	DDB TRIBAL GROUP Hamburg	GERMANY	DDB TRIBAL GROUP Hamburg
A09/037	00268	STOOL	IKEA AUSTRIA	ASSEMBLY SERVICE	DDB TRIBAL GROUP Hamburg	GERMANY	DDB TRIBAL GROUP Hamburg
A09/038	00269	CHAIR	IKEA AUSTRIA	ASSEMBLY SERVICE	DDB TRIBAL GROUP Hamburg	GERMANY	DDB TRIBAL GROUP Hamburg

Print Shortlist - EB2013

A10 (TRAVEL, TRANSPORT & TOURISM)

A10/008	00494	WSH EWE WRE ERE	EXPEDIA	EXPEDIA	OGILVY & MATHER London	UNITED KINGDOM	OGILVY & MATHER London
A10/009	00495	GRY SKY	EXPEDIA	EXPEDIA	OGILVY & MATHER London	UNITED KINGDOM	OGILVY & MATHER London
A10/010	00496	ARM LEG	EXPEDIA	EXPEDIA	OGILVY & MATHER London	UNITED KINGDOM	OGILVY & MATHER London
A10/011	00497	MUM DAD IOU	EXPEDIA	EXPEDIA	OGILVY & MATHER London	UNITED KINGDOM	OGILVY & MATHER London
A10/012	00498	SUN SEA SND SEX	EXPEDIA	EXPEDIA	OGILVY & MATHER London	UNITED KINGDOM	OGILVY & MATHER London
A10/013	00499	YOO WAT	EXPEDIA	EXPEDIA	OGILVY & MATHER London	UNITED KINGDOM	OGILVY & MATHER London

A11 (ENTERTAINMENT & LEISURE)

A11/009	00086	CHAMPAGNE	WESTDEUTSCHE LOTTERIE	LOTTERY 6X49	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A11/010	00087	YACHT	WESTDEUTSCHE LOTTERIE	LOTTERY 6X49	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A11/012	00089	PONY	WESTDEUTSCHE LOTTERIE	LOTTERY 6X49	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A11/013	00090	GOLF	WESTDEUTSCHE LOTTERIE	LOTTERY 6X49	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A11/036	00450	WEDDING	TURNER BROADCASTING	TNT	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
A11/037	00451	BEAR	TURNER BROADCASTING	TNT	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
A11/038	00452	FUNERAL	TURNER BROADCASTING	TNT	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
A11/052	00195	LA MER	ZURICH CHAMBER ORCHESTRA	CLASSICAL MUSIC	HAVAS WORLDWIDE SWITZERLAND Zürich	SWITZERLAND	HAVAS WORLDWIDE SWITZERLAND Zürich
A11/053	00196	MIDSUMMER NIGHTS	ZURICH CHAMBER ORCHESTRA	CLASSICAL MUSIC	HAVAS WORLDWIDE SWITZERLAND Zürich	SWITZERLAND	HAVAS WORLDWIDE SWITZERLAND Zürich

A12 (PUBLICATIONS & MEDIA)

A12/021	00159	PUPPETS	FORBES	FORBES MAGAZINE	JANDL Bratislava	SLOVAK REPUBLIC	JANDL Bratislava
A12/025	00179	BUSINESS WOMAN	CAPITAL	NEWSPAPER	GRAFFITI BBDO Bucharest	ROMANIA	GRAFFITI BBDO Bucharest
A12/026	00180	BUSINESS MAN	CAPITAL	NEWSPAPER	GRAFFITI BBDO Bucharest	ROMANIA	GRAFFITI BBDO Bucharest
A12/027	00218	BRITANNIA	FINANCIAL TIMES	NEWSPAPER	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A12/031	00297	MUSIC OF THE PEOPLE	AÇIK RADYO	AÇIK RADYO	HAVAS WORLDWIDE ISTANBUL Istanbul	TURKEY	HAVAS WORLDWIDE ISTANBUL Istanbul
A12/071	00549	VICTORIA	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON
A12/072	00550	KATE	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON
A12/073	00551	TINIE	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON
A12/075	00553	BONO	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON
A12/076	00554	MACCA	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON

Print Shortlist - EB2013

A12/077	00555	MANSELL	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON
A12/078	00556	RADCLIFFE	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON
A12/079	00557	SUGAR	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON
A12/086	00592	WATER	DE STANDAARD	DE STANDAARD THRILLERS	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

A13 (BANKING, INVESTMENT & INSURANCE)

A13/008	00364	EVERYTHING WE NEED	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A13/009	00365	MOST IMPORTANT THING	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A13/012	00368	ONCE	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A13/013	00369	THE END	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A13/014	00400	BUMPER	SENYILDIZ SIGORTA	INSURANCE	LOWE ISTANBUL	TURKEY	LOWE ISTANBUL

A14 (BUSINESS EQUIPMENT & SERVICES)

A14/001	00005	AGE	HAYMARKET/CAMPAIG N MAGAZINE	CAMPAIGN BIG AWARDS	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
A14/002	00006	SIZE	HAYMARKET/CAMPAIG N MAGAZINE	CAMPAIGN BIG AWARDS	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
A14/003	00007	DISTANCE	HAYMARKET/CAMPAIG N MAGAZINE	CAMPAIGN BIG AWARDS	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London

A16 (CORPORATE IMAGE)

A16/003	00327	KID	AVIVA	ANTI TEXTING AND DRIVING	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne- Billancourt
A16/004	00328	GRANNY	AVIVA	ANTI TEXTING AND DRIVING	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne- Billancourt
A16/005	00329	DEER	AVIVA	ANTI TEXTING AND DRIVING	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne- Billancourt

A17 (FUNDRAISING, CHARITIES, APPEALS, NON-PROFIT ORGANISATIONS, PUBLIC HEALTH &

A17/011	00096	COMPUTER	ANLCI	ANLCI	DDB PARIS	FRANCE	DDB PARIS
A17/012	00097	CAR	ANLCI	ANLCI	DDB PARIS	FRANCE	DDB PARIS
A17/013	00098	HOLIDAYS	ANLCI	ANLCI	DDB PARIS	FRANCE	DDB PARIS
A17/014	00099	MASCARA	ANLCI	ANLCI	DDB PARIS	FRANCE	DDB PARIS
A17/015	00100	BIKINI	ANLCI	ANLCI	DDB PARIS	FRANCE	DDB PARIS
A17/016	00101	DRAGON	ANLCI	ANLCI	DDB PARIS	FRANCE	DDB PARIS
A17/025	00214	USA FLAG	ACCEM	ACCEM ONG	DRAFTFCB SPAIN Madrid	SPAIN	DRAFTFCB SPAIN Madrid
A17/026	00215	UK FLAG	ACCEM	ACCEM ONG	DRAFTFCB SPAIN Madrid	SPAIN	DRAFTFCB SPAIN Madrid
A17/027	00216	ZIMBABWE FLAG	ACCEM	ACCEM ONG	DRAFTFCB SPAIN Madrid	SPAIN	DRAFTFCB SPAIN Madrid
A17/047	00360	QR - CODE BYSTANDERS	DUTCH HEART FOUNDATION	FUNDRAISING	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam

Print Shortlist - EB2013

A17/072	00525	I WISH MY SON HAD HARRISON'S FUND CANCER	HARRISON'S FUND	HAVAS MEDIA GROUP Madrid	SPAIN	HAVAS MEDIA GROUP Madrid
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Total Entries: 96