

**Promo & Activation Shortlist -  
EB2013**

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<b>A01 (EVENT &amp; FIELD MARKETING)</b>							
A01/005	00026	TREE CONCERT	BUND / FRIENDS OF EARTH GERMANY	NATURE PROTECTION	BBDO PROXIMITY BERLIN	GERMANY	BBDO PROXIMITY BERLIN
A01/006	00028	THE ANT RALLY	WORLDWIDE FUND FOR NATURE (WWF)	FUNDRAISING CAMPAIGN	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A01/011	00048	HEINEKEN IGNITE	HEINEKEN	HEINEKEN IGNITE	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam
A01/018	00082	ASTRA BOTTLETHEATRE	CARLSBERG DEUTSCHLAND	ASTRA BEER	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg
A01/036	00150	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A01/040	00201	SPIES SOLAR CHARGING DUMMIES	SPIES TRAVELS	SPIES TRAVELS	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen
A01/041	00210	SOUND OF SILENCE PROJECT	TELENOR	HD VOICE	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo
A01/043	00215	STADION TV HIJACK	DEVK	INSURANCE	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A01/048	00257	MEASURE OF PLEASURE	BEYOND DARK	CHOCOLATE DROPS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
A01/054	00285	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	INGO Stockholm
<b>A03 (BEST NEW PRODUCT LAUNCH/RE-LAUNCH/SHOPPER MARKETING)</b>							
A03/007	00199	A SMALL DEMONSTRATION	MICROSOFT PORTUGAL	WINDOWS 8	O ESCRITORIO Estoril	PORTUGAL	O ESCRITORIO Estoril
A03/008	00224	THE HORNBAACH HAMMER	HORNBAACH	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A03/014	00191	THE ICE RECORD PROJECT	SHOUT OUT LOUDS	BLUE ICE SINGLE	TBWA STOCKHOLM	SWEDEN	TBWA STOCKHOLM
<b>A04 (BEST USE OF BROADCAST IN A PROMOTIONAL CAMPAIGN)</b>							
A04/001	00053	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / MINDSHARE WW Frankfurt
A04/008	00364	DAYS OF HOPE	DIAKONIE FRANKFURT, EVA STUTT GART,	DIAKONIE FRANKFURT	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin
<b>A05 (BEST USE OF PRINT OR STANDARD OUTDOOR IN A PROMOTIONAL CAMPAIGN)</b>							
A05/001	00041	THE DAILY ABUSE	INNOCENCE IN	NGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich

**A06 (BEST USE OF DIGITAL MEDIA IN A PROMOTIONAL CAMPAIGN)**

**Promo & Activation Shortlist -  
EB2013**

A06/006	00157	KLM SPACE	KLM ROYAL DUTCH AIRLINES	KLM ROYAL DUTCH AIRLINES	RAPP Amstelveen	THE NETHERLANDS	RAPP Amstelveen / DDB & TRIBAL WORLDWIDE Amsterdam
A06/010	00229	7 DAYS OF RAIN	GEOX	WATERPROOF SHOES	SMFB Oslo	NORWAY	SMFB Oslo
A06/011	00254	GTI BANNERBAHN	VOLKSWAGEN	VW GOLF GTI	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam
A06/016	00350	STOCKHOLM HOUSE EQUALIZER	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
A06/017	00352	THE PARCEL MEMORY	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm

**A07 (BEST USE OF OTHER DIGITAL PLATFORMS IN A PROMOTIONAL CAMPAIGN)**

A07/021	00151	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A07/028	00233	SECOND LIFE APPS	REBORN	ORGAN DONATION FOUNDATION	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
A07/044	00318	ENTER THE GAME	KONAMI	VIDEOGAMES/DURABLE GOODS	HAVAS SPORTS & ENTERTAINMENT Madrid	SPAIN	HAVAS SPORTS & ENTERTAINMENT Madrid
A07/047	00337	NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	ASSAULT ALARM SYSTEM POWERED BY SOCIAL MEDIA	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm
A07/052	00381	THE CANDIDATE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan

**B01 (FAST MOVING CONSUMER GOODS (INCL. ALCOHOLIC & NON-ALCOHOLIC DRINKS))**

B01/006	00083	ASTRA BOTTLETHEATRE	CARLSBERG DEUTSCHLAND	ASTRA BEER	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg
B01/017	00202	THE GENEROUS UPGRADER	ANTHON BERG	ANTHON BERG CHOCOLATE	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen
B01/018	00212	MESSAGE IN A BOTTLE XXL	SOLO	SOFTDRINK	TRY/APT ADVERTISING AGENCY Oslo	NORWAY	TRY/APT ADVERTISING AGENCY Oslo
B01/020	00234	POKER	CARLSBERG INTERNATIONAL	CARLSBERG	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
B01/026	00286	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	INGO Stockholm

**B02 (CARS & AUTOMOTIVE SERVICES)**

B02/011	00256	GTI BANNERBAHN	VOLKSWAGEN	VW GOLF GTI	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam
B02/014	00294	@FOLLOWEDBYVOLVO	VOLVO CARS BELGIUM VO	XC60	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels

**B03 (OTHER CONSUMER PRODUCTS (INCL. DURABLE GOODS))**

B03/006	00230	7 DAYS OF RAIN	GEOX	WATERPROOF SHOES	SMFB Oslo	NORWAY	SMFB Oslo
---------	-------	----------------	------	------------------	-----------	--------	-----------

**Promo & Activation Shortlist -  
EB2013**

**B04 (TRAVEL, ENTERTAINMENT, LEISURE & RETAIL (INCL. E-COMMERCE & RESTAURANTS))**

B04/017	00146	LIVE WEATHER BILLBOARD	LA REDOUTE	LA REDOUTE	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
B04/026	00225	THE HORNBACK HAMMER	HORNBACK	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
B04/037	00369	WHOPPER SELLOUT	BURGER KING	BURGER KING	DIST CREATIVE Oslo	NORWAY	DIST CREATIVE Oslo

**B05 (FINANCIAL SERVICES, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES)**

B05/002	00125	WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	DELA BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS	OGILVY & MATHER AMSTERDAM
B05/006	00217	STADION TV HIJACK	DEVK	INSURANCE	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
B05/009	00247	THE GAP IN THE MARKET	KBC	KBC	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels
B05/010	00261	WE WERE THERE	BNP PARIBAS	ROLAND GARROS PARTNERSHIP	SID LEE Paris	FRANCE	SID LEE Paris
B05/011	00186	MOVE ON	DEUTSCHE TELEKOM	MOBILE INTERNET	DDB GERMANY DÜSSELDORF	GERMANY	DDB GERMANY DÜSSELDORF

**B06 (PUBLICATIONS & MEDIA)**

B06/003	00059	SKY LIVESPOTS	SKY	SKY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / MINDSHARE WW Frankfurt
B06/007	00238	DRAMA HITS THE NETHERLANDS	TURNER BROADCASTING	TNT	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp
B06/013	00331	BABYGOL THERAPY	GOL TELEVISION	FOOTBALL CHANNEL	TAPSA/Y&R Madrid	SPAIN	TAPSA/Y&R Madrid

**B07 (CORPORATE IMAGE & INFORMATION)**

B07/008	00383	THE CANDIDATE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
---------	-------	---------------	----------	----------	----------------------	-------	----------------------

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

B08/005	00030	THE ANT RALLY	WORLDWIDE FUND FOR NATURE (WWF)	FUNDRAISING CAMPAIGN	BBDO PROXIMITY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
B08/006	00042	THE DAILY ABUSE	INNOCENCE IN	NGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
B08/011	00095	FAKTUM HOTELS	FAKTUM	CHARITY	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
B08/031	00365	DAYS OF HOPE	DIAKONIE FRANKFURT, EVA STUTT GART,	DIAKONIE FRANKFURT	SAATCHI & SAATCHI Berlin	GERMANY	SAATCHI & SAATCHI Berlin

**C01 (BEST INTEGRATED CAMPAIGN LED BY PROMO & ACTIVATION)**

**Promo & Activation Shortlist -  
EB2013**

C01/004	00153	ALL EYES ON S4	SWISSCOM	SWISSCOM / SAMSUNG GALAXY S4	HEIMAT Berlin	GERMANY	HEIMAT Berlin
C01/005	00226	THE HORNBACK HAMMER	HORNBACK	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
C01/008	00287	DILL - THE RESTAURANT.	LIDL	DISCOUNT SUPERMARKET	INGO Stockholm	SWEDEN	INGO Stockholm
C01/010	00300	WE ARE DAVID BAILEY	SAMSUNG ELECTRONICS UK	SAMSUNG NX SMART CAMERA	CHEIL UK London	UNITED KINGDOM	CHEIL UK London
C01/011	00320	ENTER THE GAME	KONAMI	VIDEOGAMES/DURAB LE GOODS	HAVAS SPORTS & ENTERTAINMENT Madrid	SPAIN	HAVAS SPORTS & ENTERTAINMENT Madrid
C01/017	00390	MAKE IT TO MUSE	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

**Total Entries: 56**