

## Shortlist (Outdoor Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
<b>A01 (Foods)</b>									
A01/012	00360	KETCHUP	UNILEVER	MARMITE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MINDSHARE London	
A01/013	00363	MAYO	UNILEVER	MARMITE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MINDSHARE London	
A01/014	00366	PASTA	UNILEVER	MARMITE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MINDSHARE London	
A01/037	03896	MILK JUG	BEL	MINI BABYBEL	Y&R PARIS	FRANCE	Y&R PARIS		
A01/038	03898	BOTTLE	BEL	MINI BABYBEL	Y&R PARIS	FRANCE	Y&R PARIS		
A01/039	03900	BOWL	BEL	MINI BABYBEL	Y&R PARIS	FRANCE	Y&R PARIS		
A01/040	03902	6 PACK	BEL	MINI BABYBEL	Y&R PARIS	FRANCE	Y&R PARIS		
A01/064	05554	TANGERINE	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai		
A01/065	05556	MANGO	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai		
A01/066	05558	PEAR	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai		
<b>A02 (Drinks (Alcoholic &amp; Non-Alcoholic))</b>									
A02/001	00209	CARVING OF THE FOREST	SUNTORY HOLDINGS	HAKUSHU	TOKYU AGENCY Tokyo	JAPAN	TOKYU AGENCY Tokyo		WONDERACTIVE Tokyo
A02/030	01531	RUSHING	DIAGEO	GUINNESS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	CARAT London	
A02/035	00660	WE PUT THIS AD HERE SO YOU CAN LOOK AT BEER WHILE YOU WAIT FOR THE BUS.	MOLSON COORS CANADA	NEWCASTLE	BBDO TORONTO	CANADA	BBDO TORONTO		
A02/036	00679	WE MADE THIS BEER TASTE GOOD IN 1927. WE HAVEN'T DONE MUCH SINCE.	MOLSON COORS CANADA	NEWCASTLE	BBDO TORONTO	CANADA	BBDO TORONTO		
A02/038	00685	THE WORLD'S FIRST BEER AD WITH THIS HEADLINE.	MOLSON COORS CANADA	NEWCASTLE	BBDO TORONTO	CANADA	BBDO TORONTO		
A02/066	03825	COKE RAINBOW BILLBOARD	COCA-COLA	COCA-COLA	OGILVY & MATHER Sydney	AUSTRALIA	OGILVY & MATHER Sydney		ONE20 Sydney
<b>A03 (Household)</b>									
A03/022	01576	BRAND NEW - CHAIR	UZAY CHEMISTRY	FURNITURE POLISH	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL		
A03/023	01577	BRAND NEW - TABLE	UZAY CHEMISTRY	FURNITURE POLISH	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL		
A03/024	01578	BRAND NEW -BEDSIDE	UZAY CHEMISTRY	FURNITURE POLISH	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL		
A03/050	03697	INK	HENKEL CAPITAL	PERSIL	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City		
A03/051	03698	WINE	HENKEL CAPITAL	PERSIL	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City		
A03/052	03699	CURRY	HENKEL CAPITAL	PERSIL	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City		
A03/073	05205	ANGEL	HENKEL CENTROAMERICA	SUPER BONDER	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA		1806 Millan
A03/074	05207	IDOL	HENKEL CENTROAMERICA	SUPER BONDER	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA		1806 Millan
A03/076	05543	CAT	PREMIER TISSUES	KITCHEN TISSUES	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai		REMIX STUDIO BANGKOK Bangkok
A03/077	05545	BEAR	PREMIER TISSUES	KITCHEN TISSUES	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai		REMIX STUDIO BANGKOK Bangkok
A03/078	05547	CAMEL	PREMIER TISSUES	KITCHEN TISSUES	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai		REMIX STUDIO BANGKOK Bangkok
A03/079	04045	MYSTERIOUS	VALSPAR	PAINT	FCB CHICAGO Chicago	USA	FCB CHICAGO Chicago		
A03/080	04046	CLAY RED	VALSPAR	PAINT	FCB CHICAGO Chicago	USA	FCB CHICAGO Chicago		
A03/081	04047	ANCIENT STONE	VALSPAR	PAINT	FCB CHICAGO Chicago	USA	FCB CHICAGO Chicago		
<b>A04 (Home Appliances, Furnishings, Electronics &amp; Audio-Visual )</b>									
A04/022	01728	STADIUM	PIONEER ELECTRONICS DEUTSCHLAND	SE-M521 SURROUND SOUND HEADPHONES	BBDO BERLIN	GERMANY	BBDO BERLIN		PFLANZ PRODUKTIONSSERVICE Berlin
A04/042	02635	PENTAX - 26X ZOOM / GRAND CANYON	PENTAX	X5 PHOTOGRAPH MACHINE	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL	MINDSHARE Istanbul	
A04/043	02636	PENTAX - 26X ZOOM / MANHATTAN	PENTAX	X5 PHOTOGRAPH MACHINE	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL	MINDSHARE Istanbul	

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A04/044	02637	PENTAX - 26X ZOOM / SNOWLAND	PENTAX	X5 PHOTOGRAPH MACHINE	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL	MINDSHARE Istanbul
A04/051	02211	A CUT ABOVE	ZHANG XIAO QUAN	ZHANG XIAO QUAN KNIFE	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	

**A05 (Cosmetics & Beauty, Toiletries & Pharmacy)**

A05/001	00792	BLONDES	LANCOME	BEAUTY ANTI-AGING PRODUCT	PUBLICIS SINGAPORE Singapore	SINGAPORE	PUBLICIS SINGAPORE Singapore	PRODIGIOUS Paris / ELYSIAN FIELDS Clichy
A05/002	00770	BRUNETTES	LANCOME	BEAUTY ANTI-AGING PRODUCT	PUBLICIS SINGAPORE Singapore	SINGAPORE	PUBLICIS SINGAPORE Singapore	
A05/003	00772	CHINESE	LANCOME	BEAUTY ANTI-AGING PRODUCT	PUBLICIS SINGAPORE Singapore	SINGAPORE	PUBLICIS SINGAPORE Singapore	
A05/039	01301	MEET THE PARENTS	CORPORATIVO L'OREAL MEXICO	RADIANCE CAFFEINE EYE ROLL-ON FOR MEN	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	CZAR Berlin
A05/040	01305	JOB INTERVIEW	CORPORATIVO L'OREAL MEXICO	RADIANCE CAFFEINE EYE ROLL-ON FOR MEN	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	CZAR Berlin
A05/041	01307	BABYSITTER	CORPORATIVO L'OREAL MEXICO	RADIANCE CAFFEINE EYE ROLL-ON FOR MEN	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	CZAR Berlin
A05/091	04948	ANGRY BOSS	BAYER MIDDLE EAST FZE, BHC-BCC	ASPIRIN	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
A05/092	04950	UPSET WIFE	BAYER MIDDLE EAST FZE, BHC-BCC	ASPIRIN	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
A05/093	04952	FAILURE SON	BAYER MIDDLE EAST FZE, BHC-BCC	ASPIRIN	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
A05/119	02875	LÓPEZ	PRUEBAS MODERNAS DEL ISTMO S.A	MASCULAN CONDOMS	OGILVY & MATHER EL SALVADOR	EL SALVADOR	OGILVY & MATHER EL SALVADOR	
A05/121	04255	BOLD	L'OREAL	NEOGENIC ANTI-HAIRLOSS	TBWA/ESPAÑA Madrid	SPAIN	TBWA/ESPAÑA Madrid	

**A06 (Clothing, Footwear & Accessories)**

A06/013	02296	TRAFFIC	KEWAL KIRAN CLOTHING LIMITED	KILLER JEANS	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Gurgaon	
A06/015	02825	BOOBS	PACIFIC BRANDS UNDERWEAR GROUP	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MEDIACOM Melbourne

**A07 (Miscellaneous)**

A07/001	00793	DOG FAT PANTS - BULLDOG	JARDILAND	GARDEN CENTRE/PET CENTRE	ROSAPARK Paris	FRANCE	ROSAPARK Paris	ZENITHOPTIMEDIA Paris
A07/002	01212	COWDOG	NESTLÉ PURINA	PET FOOD	PUBLICIS ARGENTINA Buenos Aires	ARGENTINA	PUBLICIS ARGENTINA Buenos Aires	
A07/009	01568	WHAT'S IN YOUR CRAYOLA?/ GREEN	CRAYOLA	COLORLED PENCILS	LEO BURNETT VIETNAM Ho Chi Minh City	VIETNAM	LEO BURNETT VIETNAM Ho Chi Minh City	RENDER MI Bangkok

**A08 (Cars & Automotive Services)**

A08/010	00246	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	WORK UP TAKI Tokyo
A08/011	00200	RESTAURANT	DAIMLER / SMART	SMART FORTWO	BBDO BERLIN	GERMANY	BBDO BERLIN	
A08/012	00201	ENTRY	DAIMLER / SMART	SMART FORTWO	BBDO BERLIN	GERMANY	BBDO BERLIN	
A08/013	00202	PURSE	DAIMLER / SMART	SMART FORTWO	BBDO BERLIN	GERMANY	BBDO BERLIN	
A08/020	00194	LEAP	AUDI	AUDI COLLECTION	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg	
A08/021	00195	SKI JUMP	AUDI	AUDI COLLECTION	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg	
A08/051	02618	GRANDSTAND	VW	PARK ASSIST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
A08/052	02620	JURY	VW	PARK ASSIST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
A08/089	02179	VOLKSWAGEN DRIVER ALERT SYSTEM - BOAT	VOLKSWAGEN AKTIENGESELLSCHAFT	DRIVER ALERT SYSTEM	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	MEDIACOM AGENTUR FÜR MEDIENBERATUNG Düsseldorf
A08/100	03489	BALL & GARAGE	AUDI	PARKING SYSTEM ADVANCED WITH REVERSING CAMERA.	THJNK Hamburg	GERMANY	THJNK Hamburg	
A08/124	03722	COLLEGE	VOLKSWAGEN	POLO GTI	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City	SHAKTIPROD México City

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A08/145	05796	911 REAR HORSEPOWER 1	PORSCHE (CHINA) MOTORS	911	FRED & FARID PARIS	FRANCE	FRED & FARID SHANGHAI	PHD Shanghai
A08/146	05800	911 REAR HORSEPOWER 2	PORSCHE (CHINA) MOTORS	911	FRED & FARID PARIS	FRANCE	FRED & FARID SHANGHAI	PHD Shanghai
A08/147	05804	911 REAR HORSEPOWER 3	PORSCHE (CHINA) MOTORS	911	FRED & FARID PARIS	FRANCE	FRED & FARID SHANGHAI	PHD Shanghai
A08/148	05808	911 REAR HORSEPOWER 4	PORSCHE (CHINA) MOTORS	911	FRED & FARID PARIS	FRANCE	FRED & FARID SHANGHAI	PHD Shanghai

**A09 (Retail Stores, Restaurants & Fast Food Outlets)**

A09/037	00955	PREGNANT	CENTURY21	REAL ESTATE	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	PRODIGIOUS Paris / ELYSIAN FIELDS Clichy
A09/038	00957	LOVE	CENTURY21	REAL ESTATE	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	PRODIGIOUS Paris / ELYSIAN FIELDS Clichy
A09/039	00959	DIVORCE	CENTURY21	REAL ESTATE	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	PRODIGIOUS Paris / ELYSIAN FIELDS Clichy
A09/040	00961	FAMILY	CENTURY21	REAL ESTATE	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	PRODIGIOUS Paris / ELYSIAN FIELDS Clichy
A09/063	02607	MUSIC	McDONALD'S AUSTRIA	McCAFÉ	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
A09/064	02609	RACE	McDONALD'S AUSTRIA	McCAFÉ	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
A09/065	02611	ANIMALS	McDONALD'S AUSTRIA	McCAFÉ	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
A09/093	02955	THINNEST DOUGH	DOMINOS PIZZA	PIZZA	MEDINA TURGUL DDB Istanbul	TURKEY	MEDINA TURGUL DDB Istanbul	
A09/097	02098	SOLO	LOCOMOTIVA DISCOS	LOCOMOTIVA DISCOS	CHEIL BRASIL Sao Paulo	BRAZIL	CHEIL BRASIL Sao Paulo	STUDIO MUTATO ART São Paulo
A09/098	02099	BANDS	LOCOMOTIVA DISCOS	LOCOMOTIVA DISCOS	CHEIL BRASIL Sao Paulo	BRAZIL	CHEIL BRASIL Sao Paulo	STUDIO MUTATO ART São Paulo
A09/111	04942	BIG MAC LEGENDS - SUPERMAN	McDONALDS	McDONALDS	DDB Sydney	AUSTRALIA	DDB Sydney	OMD SYDNEY
A09/112	04943	BIG MAC LEGENDS - MARILYN	McDONALDS	McDONALDS	DDB Sydney	AUSTRALIA	DDB Sydney	OMD SYDNEY
A09/113	04944	BIG MAC LEGENDS - ALI	McDONALDS	McDONALDS	DDB Sydney	AUSTRALIA	DDB Sydney	OMD SYDNEY
A09/128	04481	PARTY	McDONALDS	McCAFÉ	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	OMD SYDNEY
A09/129	04485	BABY	McDONALDS	McCAFÉ	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	OMD SYDNEY
A09/132	02166	PSYKO STORE 2	PSYKO STORE	PSYKO-STORE	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND	Y&R GROUP SWITZERLAND Zürich	
A09/133	02167	PSYKO STORE 3	PSYKO STORE	PSYKO-STORE	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND	Y&R GROUP SWITZERLAND Zürich	
A09/134	02457	PSYKO STORE 4	PSYKO STORE	PSYKO-STORE	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND	Y&R GROUP SWITZERLAND Zürich	

**A10 (Travel, Transport & Tourism)**

A10/007	00293	SYDNEY SLICES	VIRGIN AUSTRALIA	FREQUENCY	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY	
A10/008	00295	BRISBANE SLICES	VIRGIN AUSTRALIA	FREQUENCY	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY	
A10/009	00297	MELBOURNE SLICES	VIRGIN AUSTRALIA	FREQUENCY	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY	
A10/028	02556	BAHAMAS	GOBIERNO DE LA CIUDAD DE BUENOS AIRES	TOURISM	DON Buenos Aires	ARGENTINA	DON Buenos Aires	
A10/029	02558	CUBA	GOBIERNO DE LA CIUDAD DE BUENOS AIRES	TOURISM	DON Buenos Aires	ARGENTINA	DON Buenos Aires	
A10/045	04735	MOSCOW — KIEV	S7 AIRLINES	FLIGHTS: MOSCOW — KIEV, KIEV — MOSCOW	GOOD Moscow	RUSSIA	GOOD Moscow	CARAT Moscow

**A11 (Entertainment & Leisure)**

A11/010	00816	FIREMAN	SONY COMPUTER ENTERTAINMENT	SONY PLAYSTATION	TBWA/ESPAÑA Madrid	SPAIN	TBWA/ESPAÑA Madrid	
A11/059	02915	ROOSEVELT	HASBRO	TRIVIAL PURSUIT	DDB PARIS	FRANCE	DDB PARIS	
A11/060	02916	ALDRIN	HASBRO	TRIVIAL PURSUIT	DDB PARIS	FRANCE	DDB PARIS	
A11/061	02917	SNOOPY	HASBRO	TRIVIAL PURSUIT	DDB PARIS	FRANCE	DDB PARIS	
A11/063	02919	E.T.	HASBRO	TRIVIAL PURSUIT	DDB PARIS	FRANCE	DDB PARIS	
A11/064	02920	WASHINGTON	HASBRO	TRIVIAL PURSUIT	DDB PARIS	FRANCE	DDB PARIS	
A11/065	02921	KING KONG	HASBRO	TRIVIAL PURSUIT	DDB PARIS	FRANCE	DDB PARIS	
A11/088	04805	NOTRE DAME DE PARIS	MUSEUM NATIONAL D'HISTOIRE NATURELLE	PARC ZOOLOGIQUE DE PARIS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	
A11/089	04806	JARDIN DES TUILERIES	MUSEUM NATIONAL D'HISTOIRE NATURELLE	PARC ZOOLOGIQUE DE PARIS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	

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A11/090	04807	QUARTIER LATIN	MUSEUM NATIONAL D'HISTOIRE NATURELLE	PARC ZOOLOGIQUE DE PARIS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
A11/091	04808	JARDINS DU LOUVRE	MUSEUM NATIONAL D'HISTOIRE NATURELLE	PARC ZOOLOGIQUE DE PARIS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris

**A12 (Publications & Media)**

A12/002	00502	UMBRELLA	LANGENSCHIEDT	LANGENSCHIEDT TRANSLATION DICTIONARIES	GREY DÜSSELDORF	GERMANY	GREY DÜSSELDORF / KW43 BRANDESIGN Düsseldorf	GREY MEDIA Düsseldorf
A12/003	00504	FLOWER	LANGENSCHIEDT	LANGENSCHIEDT TRANSLATION DICTIONARIES	GREY DÜSSELDORF	GERMANY	GREY DÜSSELDORF / KW43 BRANDESIGN Düsseldorf	GREY MEDIA Düsseldorf
A12/004	00506	CAR	LANGENSCHIEDT	LANGENSCHIEDT TRANSLATION DICTIONARIES	GREY DÜSSELDORF	GERMANY	GREY DÜSSELDORF / KW43 BRANDESIGN Düsseldorf	GREY MEDIA Düsseldorf
A12/019	01128	MUSIC OF THE PEOPLE	AÇIK RADYO/OPEN RADIO	AÇIK RADYO	HAVAS WORLDWIDE ISTANBUL Istanbul	TURKEY	HAVAS WORLDWIDE ISTANBUL Istanbul	
A12/059	02003	LOLLIPOPS	PENGUIN COMPANHIA DAS LETRAS	PENGUIN	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A12/060	02005	MONKEY	PENGUIN COMPANHIA DAS LETRAS	PENGUIN	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A12/061	02007	WATERMELON	PENGUIN COMPANHIA DAS LETRAS	PENGUIN	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A12/062	02009	KNIGHT	PENGUIN COMPANHIA DAS LETRAS	PENGUIN	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A12/063	02011	GIANT	PENGUIN COMPANHIA DAS LETRAS	PENGUIN	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A12/064	02013	WINDMILLS	PENGUIN COMPANHIA DAS LETRAS	PENGUIN	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
A12/084	03748	CRUSADERS	APN NZ LIMITED	NEW ZEALAND HERALD / RUGBY	WHYBIN\TBWA AUCKLAND	NEW ZEALAND	WHYBIN\TBWA AUCKLAND	
A12/085	03750	HURRICANES	APN NZ LIMITED	NEW ZEALAND HERALD / RUGBY	WHYBIN\TBWA AUCKLAND	NEW ZEALAND	WHYBIN\TBWA AUCKLAND	
A12/086	03752	BLUES	APN NZ LIMITED	NEW ZEALAND HERALD / RUGBY	WHYBIN\TBWA AUCKLAND	NEW ZEALAND	WHYBIN\TBWA AUCKLAND	

**A13 (Banking, Investment & Insurance)**

A13/023	02511	WELL	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A13/025	02515	HAND	SWISS LIFE	LIFE INSURANCE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich

**A15 (Commercial Public Services)**

A15/015	02553	SCULPTURE	CABLEVISION	FIBERTEL	DON Buenos Aires	ARGENTINA	DON Buenos Aires
A15/016	02554	PIANO	CABLEVISION	FIBERTEL	DON Buenos Aires	ARGENTINA	DON Buenos Aires
A15/047	03704	SUBLIMINAL 2	TERRA	PARENTAL CONTROL	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City
A15/048	03705	SUBLIMINAL 3	TERRA	PARENTAL CONTROL	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City
A15/058	05833	CRAYON	ABRA	AD SCHOOL	DM9RIO Rio De Janeiro	BRAZIL	DM9RIO Rio De Janeiro
A15/059	05834	PENCIL	ABRA	AD SCHOOL	DM9RIO Rio De Janeiro	BRAZIL	DM9RIO Rio De Janeiro

**A17 (Fundraising, Donations & Appeals, Charities, Non-Profit Organisations, Public Health & Safety, Public awareness)**

A17/068	00217	BLACKS	TRUTH	TRUTH	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston
A17/069	00218	WOMEN	TRUTH	TRUTH	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston
A17/070	00219	GAYS	TRUTH	TRUTH	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston
A17/078	00945	GIRL	BELGIAN GUIDE DOG FEDERATION	GUIDE DOG SCHOOLS FOR THE BLIND	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS PRODIGIOUS Paris / ELYSIAN FIELDS Clichy
A17/079	00947	CAR	BELGIAN GUIDE DOG FEDERATION	GUIDE DOG SCHOOLS FOR THE BLIND	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS PRODIGIOUS Paris / ELYSIAN FIELDS Clichy
A17/080	00949	JEWELRY	BELGIAN GUIDE DOG FEDERATION	GUIDE DOG SCHOOLS FOR THE BLIND	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS PRODIGIOUS Paris / ELYSIAN FIELDS Clichy
A17/107	01665	SPEED LIMIT	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai
A17/108	01667	NO TRUCKS	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai
A17/109	01669	TRAFFIC LIGHT AHEAD	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai
A17/110	01671	NO PEDESTRAINS	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai
A17/111	01672	NO ENTRY	SHANGHAI GENERAL MOTORS	BUICK	LOWE CHINA Shanghai	CHINA	LOWE CHINA Shanghai A NEW LIFE FILMS Shanghai

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A17/131	02309	PRISION / SCHOOL BUS	THE NON-VIOLENCE PROJECT MEXICO	NON-VIOLENCE	McCANN MEXICO CITY	MEXICO	McCANN MEXICO CITY	UNIVERSAL McCANN Mexico City
A17/167	02495	PIG	SLOW FOOD	NON-PROFIT-ORGANISATION	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich	
A17/168	02498	FOUL	SLOW FOOD	NON-PROFIT-ORGANISATION	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich	
A17/169	02501	COW	SLOW FOOD	NON-PROFIT-ORGANISATION	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich	
A17/170	02504	FISH	SLOW FOOD	NON-PROFIT-ORGANISATION	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich	
A17/184	02673	HOUSES	BANAMEX/CDC	CDC	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico City	STARCOM MEDIAVEST GROUP Mexico
A17/185	02674	LAKE	BANAMEX/CDC	CDC	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico City	STARCOM MEDIAVEST GROUP Mexico
A17/186	02675	GARDENS	BANAMEX/CDC	CDC	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico City	STARCOM MEDIAVEST GROUP Mexico
A17/201	04371	DAUGHTER	ALZHEIMER'S ASSOCIATION	PUBLIC SERVICE	GRUPO GALLEGOS HUNTINGTON BEACH	USA	GRUPO GALLEGOS HUNTINGTON	REINO Buenos Aires
A17/202	04374	GRANDSON	ALZHEIMER'S ASSOCIATION	PUBLIC SERVICE	GRUPO GALLEGOS HUNTINGTON BEACH	USA	GRUPO GALLEGOS HUNTINGTON	REINO Buenos Aires
A17/203	04377	HUSBAND	ALZHEIMER'S ASSOCIATION	PUBLIC SERVICE	GRUPO GALLEGOS HUNTINGTON BEACH	USA	GRUPO GALLEGOS HUNTINGTON	REINO Buenos Aires
A17/264	05514	SHARK	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
A17/265	05517	TIGER	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney

## B01 (Foods)

B01/064	04970	BALLET	SAUDIA DAIRY & FOODSTUFF COMPANY - SADAFCO	SAUDIA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
B01/065	04971	KARATE	SAUDIA DAIRY & FOODSTUFF COMPANY - SADAFCO	SAUDIA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
B01/066	04972	GYMNASTIC	SAUDIA DAIRY & FOODSTUFF COMPANY - SADAFCO	SAUDIA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
B01/078	05555	TANGERINE	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
B01/079	05557	MANGO	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
B01/080	05559	PEAR	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
B01/095	05872	MINI FAN	HEINZ	CHILI SAUCE	LEAGAS DELANEY SHANGHAI	CHINA	LEAGAS DELANEY SHANGHAI	
B01/096	05874	KISS	HEINZ	CHILI SAUCE	LEAGAS DELANEY SHANGHAI	CHINA	LEAGAS DELANEY SHANGHAI	
B01/097	05876	HANDKERCHIEF	HEINZ	CHILI SAUCE	LEAGAS DELANEY SHANGHAI	CHINA	LEAGAS DELANEY SHANGHAI	
B01/106	05864	UNCLE	DE CABRON	FOOD (PEPPER)	DM9RIO Rio De Janeiro	BRAZIL	DM9RIO Rio De Janeiro	
B01/107	05582	POOL	BIMBO	ANA MARIA CAKES	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	

## B02 (Drinks (Alcoholic & Non-Alcoholic))

B02/007	03661	UN	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B02/008	03662	DEUX	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B02/009	03663	TROIS	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B02/010	03664	QUATRE	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B02/011	03665	CINQ	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
B02/012	01001	COUPLE	COCA-COLA GERMANY	COCA-COLA MINI CAN 0.15L	OGILVY GERMANY Berlin	GERMANY	OGILVY GERMANY Berlin	
B02/013	01002	WOMAN	COCA-COLA GERMANY	COCA-COLA MINI CAN 0.15L	OGILVY GERMANY Berlin	GERMANY	OGILVY GERMANY Berlin	
B02/014	01003	MAN	COCA-COLA GERMANY	COCA-COLA MINI CAN 0.15L	OGILVY GERMANY Berlin	GERMANY	OGILVY GERMANY Berlin	
B02/019	00683	IF YOU LIKE BEER NAMED AFTER A CITY IN ENGLAND, THIS IS FOR YOU.	MOLSON COORS CANADA	NEWCASTLE	BBDO TORONTO	CANADA	BBDO TORONTO	
B02/020	00686	THE WORLD'S FIRST BEER AD WITH THIS HEADLINE.	MOLSON COORS CANADA	NEWCASTLE	BBDO TORONTO	CANADA	BBDO TORONTO	

## B03 (Household)

B03/012	04017	JOYSTICK VS. FOOTBALL	UNILEVER	OMO	LOWE VIETNAM Ho Chi Minh City	VIETNAM	LOWE VIETNAM Ho Chi Minh City	MINDSHARE VIETNAM Ho Chi Minh City
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## Shortlist (Outdoor Lions)

B03/013	04019	TABLET VS. TREE	UNILEVER	OMO	LOWE VIETNAM Ho Chi Minh City	VIETNAM	LOWE VIETNAM Ho Chi Minh City	MINDSHARE VIETNAM Ho Chi Minh City
B03/014	04021	MOBILE VS. SAND	UNILEVER	OMO	LOWE VIETNAM Ho Chi Minh City	VIETNAM	LOWE VIETNAM Ho Chi Minh City	MINDSHARE VIETNAM Ho Chi Minh City
B03/019	02288	CHOO-CHOO	PROCTER & GAMBLE	DURACELL BATTERIES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai	MEDIACOM Mumbai
B03/020	02289	REMOTE CONTROL	PROCTER & GAMBLE	DURACELL BATTERIES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai	MEDIACOM Mumbai
B03/094	05544	CAT	PREMIER TISSUES	KITCHEN TISSUES	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	REMIX STUDIO BANGKOK Bangkok
B03/095	05546	BEAR	PREMIER TISSUES	KITCHEN TISSUES	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	REMIX STUDIO BANGKOK Bangkok
B03/096	05548	CAMEL	PREMIER TISSUES	KITCHEN TISSUES	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	REMIX STUDIO BANGKOK Bangkok

## B04 (Home Appliances, Furnishings, Electronics & Audio-Visual )

B04/010	04237	BINOCULARS RACETRACK	CANON	HOME APPLIANCES & FURNISHING	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City	MEDIACORP Mexico City	NT PRODUCCIONES Cuauhtémoc
B04/011	04239	BINOCULARS BEACH	CANON	HOME APPLIANCES & FURNISHING	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City	MEDIACORP Mexico City	NT PRODUCCIONES Cuauhtémoc
B04/012	04240	CALLS BRIDE	CANON	HOME APPLIANCES & FURNISHING	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City	MEDIACORP Mexico City	
B04/013	04242	CALLS BOWLING	CANON	HOME APPLIANCES & FURNISHING	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City	MEDIACORP Mexico City	
B04/014	04244	CALLS CHOIR	CANON	HOME APPLIANCES & FURNISHING	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City	MEDIACORP Mexico City	
B04/040	01653	BEATLES	POPCLIK	HEADPHONES	Y&R/BRAVO MIAMI Miami, FL	USA	Y&R/BRAVO MIAMI Miami, FL		
B04/043	01656	BOB MARLEY	POPCLIK	HEADPHONES	Y&R/BRAVO MIAMI Miami, FL	USA	Y&R/BRAVO MIAMI Miami, FL		
B04/050	02212	A CUT ABOVE	ZHANG XIAO QUAN	ZHANG XIAO QUAN KNIFE	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		
B04/060	01972	PLAYBOY	LG	NEW LG HOM-BOT VACUUM CLEANER	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO		
B04/070	02632	PENTAX - 26X ZOOM / GRAND CANYON	PENTAX	X5 PHOTOGRAPH MACHINE	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL	MINDSHARE Istanbul	
B04/072	02634	PENTAX - 26X ZOOM / SNOWLAND	PENTAX	X5 PHOTOGRAPH MACHINE	Y&R ISTANBUL	TURKEY	Y&R ISTANBUL	MINDSHARE Istanbul	

## B05 (Cosmetics & Beauty, Toiletries & Pharmacy)

B05/007	00747	SEDUCTIVE	UNILEVER	AXE BLACK PERFUME	ponce buenos aires	ARGENTINA	ponce buenos aires		
B05/008	00749	SEXY	UNILEVER	AXE BLACK PERFUME	ponce buenos aires	ARGENTINA	ponce buenos aires		
B05/033	01303	MEET THE PARENTS	CORPORATIVO L'OREAL MEXICO	RADIANCE CAFFEINE EYE ROLL-ON FOR MEN	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich		CZAR Berlin
B05/034	01306	JOB INTERVIEW	CORPORATIVO L'OREAL MEXICO	RADIANCE CAFFEINE EYE ROLL-ON FOR MEN	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich		CZAR Berlin
B05/035	01309	BABYSITTER	CORPORATIVO L'OREAL MEXICO	RADIANCE CAFFEINE EYE ROLL-ON FOR MEN	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich		CZAR Berlin
B05/049	03212	OFFICE	NAKORNPATANA PHARM	FECOL COLD RELIEF TABLETS	MONDAY Bangkok	THAILAND	MONDAY Bangkok		
B05/053	02317	ALASKAN / BRAZILIAN	BIC MÉXICO	TWIN LADY RAZORS	McCANN MEXICO CITY	MEXICO	McCANN MEXICO CITY	UNIVERSAL McCANN Mexico City	
B05/054	02318	TITANIC / LOVE BOAT	BIC MÉXICO	TWIN LADY RAZORS	McCANN MEXICO CITY	MEXICO	McCANN MEXICO CITY	UNIVERSAL McCANN Mexico City	
B05/055	02319	JOHN / JOAN	BIC MÉXICO	TWIN LADY RAZORS	McCANN MEXICO CITY	MEXICO	McCANN MEXICO CITY	UNIVERSAL McCANN Mexico City	
B05/070	01817	VIEWS	BAYER BRASIL	BAYER CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		
B05/136	03828	ARM	RECKITT BENCKISER	DUREX CONDOMS	HAVAS WORLDWIDE INDIA Gurgaon	INDIA	HAVAS WORLDWIDE INDIA Gurgaon		
B05/137	03829	CLEAVAGE	RECKITT BENCKISER	DUREX CONDOMS	HAVAS WORLDWIDE INDIA Gurgaon	INDIA	HAVAS WORLDWIDE INDIA Gurgaon		
B05/143	03695	ARCH	GENOMMA LAB INTERNACIONAL	ALERT DANDRUFF CONTROL SHAMPOO	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City		

## Shortlist (Outdoor Lions)

B05/144	03696	HALL	GENOMMA LAB INTERNACIONAL	ALERT DANDRUFF CONTROL SHAMPOO	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City		
B05/183	04256	BOLD	L'OREAL	NEOGENIC ANTI-HAIRLOSS	TBWA\ESPAÑA Madrid	SPAIN	TBWA\ESPAÑA Madrid		

### B06 (Clothing, Footwear & Accessories)

B06/010	00571	JUST BROWSING, THANKS	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON		
B06/011	00575	HEY CCTV, UP HERE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON		
B06/016	01082	SUBWAY	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris		ELYSIAN FIELDS Clichy
B06/017	01084	COP	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris		ELYSIAN FIELDS Clichy
B06/018	01086	MOSHPIIT	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris		ELYSIAN FIELDS Clichy
B06/020	01090	NAKED MODEL	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris		ELYSIAN FIELDS Clichy
B06/030	01399	MADE FROM COOL - SEWING IT UP	JACK & JONES	CLOTHING	& CO. Copenhagen	DENMARK	& CO. Copenhagen		OMD Copenhagen
B06/031	01400	MADE FROM COOL - KNIT WITH WIT	JACK & JONES	CLOTHING	& CO. Copenhagen	DENMARK	& CO. Copenhagen		OMD Copenhagen
B06/032	01401	MADE FROM COOL - ON THE BUTTON	JACK & JONES	CLOTHING	& CO. Copenhagen	DENMARK	& CO. Copenhagen		OMD Copenhagen
B06/056	03363	SHARE BENCH	NOMAD SKATEBOARDS	SKATE COMPANY	LOLA Madrid	SPAIN	LOLA Madrid		

### B07 (Miscellaneous)

B07/002	00121	WIZARD VS WITCH	NEWELL RUBBERMAID	PAPERMATE LIQUID PAPER	TBWA\KUALA LUMPUR	MALAYSIA	TBWA\KUALA LUMPUR		
B07/003	00122	PERSEUS VS MEDUSA	NEWELL RUBBERMAID	PAPERMATE LIQUID PAPER	TBWA\KUALA LUMPUR	MALAYSIA	TBWA\KUALA LUMPUR		
B07/013	01659	DOG	NUTRIVET ROMANIA	WILD SALMON OIL	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	STARCOM MEDIAVEST GROUP Bucharest	NEW FOLDER CREATIVE STUDIO Bucharest
B07/014	01660	CAT	NUTRIVET ROMANIA	WILD SALMON OIL	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	STARCOM MEDIAVEST GROUP Bucharest	NEW FOLDER CREATIVE STUDIO Bucharest
B07/022	03458	MATILDA	MARS MEXICO/ PEDIGREE	ADOPTION DRIVE	BBDO MEXICO	MEXICO	BBDO MEXICO		GORILA STUDIO Mexico City
B07/023	03459	FAMILY	MARS MEXICO/ PEDIGREE	ADOPTION DRIVE	BBDO MEXICO	MEXICO	BBDO MEXICO		GORILA STUDIO Mexico City
B07/024	03460	TOMMY	MARS MEXICO/ PEDIGREE	ADOPTION DRIVE	BBDO MEXICO	MEXICO	BBDO MEXICO		GORILA STUDIO Mexico City
B07/025	01784	PLAY 1	MARS BRASIL	PEDIGREE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		
B07/030	04894	ICEBERG	FABER CASTELL	STATIONERY	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVYONE WORLDWIDE HONG		
B07/031	04896	DUCK	FABER CASTELL	STATIONERY	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVYONE WORLDWIDE HONG		
B07/032	04898	BOAT	FABER CASTELL	STATIONERY	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVYONE WORLDWIDE HONG		
B07/044	05668	JACKSON 5	GLUE IT	STICKY NOTES	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil		
B07/046	05672	PRESIDENTS	GLUE IT	STICKY NOTES	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil		

### B08 (Cars & Automotive Services)

B08/012	01585	JOHANNESBURG	VOLKSWAGEN SOUTH AFRICA	TOUAREG	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN		REDWORKS Cape Town
B08/013	01586	CAPE TOWN	VOLKSWAGEN SOUTH AFRICA	TOUAREG	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN		REDWORKS Cape Town
B08/014	01587	DURBAN	VOLKSWAGEN SOUTH AFRICA	TOUAREG	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN		REDWORKS Cape Town
B08/016	00448	BARBIE	LAND ROVER	LAND ROVER	Y&R GERMANY Berlin	GERMANY	Y&R GERMANY Berlin		MINDSHARE WW Frankfurt
B08/018	00450	FANS	LAND ROVER	LAND ROVER	Y&R GERMANY Berlin	GERMANY	Y&R GERMANY Berlin		MINDSHARE WW Frankfurt
B08/027	01223	FITTINGS - COUPLE 1	RENAULT	AUTO PARTS	PUBLICIS ARGENTINA Buenos Aires	ARGENTINA	PUBLICIS ARGENTINA Buenos Aires		
B08/028	01224	FITTINGS - COUPLE 2	RENAULT	AUTO PARTS	PUBLICIS ARGENTINA Buenos Aires	ARGENTINA	PUBLICIS ARGENTINA Buenos Aires		
B08/029	01225	FITTINGS - COUPLE 3	RENAULT	AUTO PARTS	PUBLICIS ARGENTINA Buenos Aires	ARGENTINA	PUBLICIS ARGENTINA Buenos Aires		
B08/048	01182	BLISSFUL DOG	PANASONIC	NANOE AUTOMOTIVE TECHNOLOGY	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney		
B08/049	01183	WINDBLOWN DOG	PANASONIC	NANOE AUTOMOTIVE TECHNOLOGY	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney		

## Shortlist (Outdoor Lions)

B08/050	01184	CONFUSED DOG	PANASONIC	NANOE AUTOMOTIVE TECHNOLOGY	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney		
B08/053	01237	DOORS/1	MERCEDES BENZ	SMART	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid		
B08/054	01238	DOORS/2	MERCEDES BENZ	SMART	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid		
B08/055	01239	DOORS/3	MERCEDES BENZ	SMART	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid		
B08/067	02366	SWEATER	FORD ARGENTINA	CARGO	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires	BLUE HIVE Buenos Aires	4HUMANS Buenos Aires
B08/068	02368	BKF	FORD ARGENTINA	CARGO	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires	BLUE HIVE Buenos Aires	4HUMANS Buenos Aires
B08/069	02370	FOOSBALL	FORD ARGENTINA	CARGO	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires	BLUE HIVE Buenos Aires	4HUMANS Buenos Aires
B08/078	02619	GRANDSTAND	VW	PARK ASSIST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN		
B08/079	02621	JURY	VW	PARK ASSIST	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN		
B08/108	01799	CASTAWAY	VOLKSWAGEN DO BRASIL	VOLKSWAGEN AREA VIEW	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		
B08/109	01800	SCOUT	VOLKSWAGEN DO BRASIL	VOLKSWAGEN AREA VIEW	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		
B08/110	01801	NAP	VOLKSWAGEN DO BRASIL	VOLKSWAGEN AREA VIEW	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo		
B08/180	04965	BUSINESSMAN	MERCEDES-BENZ EGYPT	MERCEDES-BENZ	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		
B08/181	04966	SHOPPER	MERCEDES-BENZ EGYPT	MERCEDES-BENZ	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		
B08/182	04967	CHILD	MERCEDES-BENZ EGYPT	MERCEDES-BENZ	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		
B08/266	05953	KID	GENERAL MOTORS - OPEL	CARS	Tapsa   Y&R Madrid	SPAIN	Tapsa   Y&R Madrid		
B08/267	05954	RUNNER	GENERAL MOTORS - OPEL	CARS	Tapsa   Y&R Madrid	SPAIN	Tapsa   Y&R Madrid		
B08/268	05956	DEER	GENERAL MOTORS - OPEL	CARS	Tapsa   Y&R Madrid	SPAIN	Tapsa   Y&R Madrid		

## B09 (Retail Stores, Restaurants & Fast Food Outlets)

B09/018	00353	WOMENSWEAR	HARVEY NICHOLS	RETAIL	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		
B09/019	00356	MENSWEAR	HARVEY NICHOLS	RETAIL	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		
B09/020	00359	ACCESSORIES	HARVEY NICHOLS	RETAIL	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		ROCKET London
B09/021	00369	CHRISTMAS LUNCH	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		
B09/022	00370	GRAVEL	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		
B09/023	00371	WIRE WOOL	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		
B09/024	00372	SINK PLUG	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		
B09/025	00373	TOOTHBRUSH	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		
B09/042	00813	MEN	MIYAMOTO GLASSES SHOP	MIYAMOTO GLASSES SHOP	I&S BBDO Tokyo	JAPAN	I&S BBDO Tokyo		
B09/043	00814	WOMEN	MIYAMOTO GLASSES SHOP	MIYAMOTO GLASSES SHOP	I&S BBDO Tokyo	JAPAN	I&S BBDO Tokyo		
B09/060	02606	MUSIC	McDONALD'S AUSTRIA	McCAFÉ	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN		
B09/061	02608	RACE	McDONALD'S AUSTRIA	McCAFÉ	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN		
B09/062	02610	ANIMALS	McDONALD'S AUSTRIA	McCAFÉ	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN		
B09/090	03492	WASHING MACHINE	IKEA	IKEA BEDS	THJNK Hamburg	GERMANY	THJNK Hamburg		
B09/091	03494	KITCHEN TABLE	IKEA	IKEA BEDS	THJNK Hamburg	GERMANY	THJNK Hamburg		
B09/092	03496	SINK	IKEA	IKEA BEDS	THJNK Hamburg	GERMANY	THJNK Hamburg		
B09/151	04483	BABY	McDONALDS	McCAFÉ	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY		OMD SYDNEY
B09/152	04486	STUDY	McDONALDS	McCAFÉ	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY		OMD SYDNEY
B09/177	05019	FRIED EGG FAIL	DOMINO'S	PIZZA DELIVERY	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro		

## B10 (Travel, Transport & Tourism)

B10/014	02555	CUBA	GOBIERNO DE LA CIUDAD DE BUENOS AIRES	TOURISM	DON Buenos Aires	ARGENTINA	DON Buenos Aires		
B10/015	02557	PHUKET	GOBIERNO DE LA CIUDAD DE BUENOS AIRES	TOURISM	DON Buenos Aires	ARGENTINA	DON Buenos Aires		
B10/016	02559	BAHAMAS	GOBIERNO DE LA CIUDAD DE BUENOS AIRES	TOURISM	DON Buenos Aires	ARGENTINA	DON Buenos Aires		
B10/017	01949	EIFFEL	TAM	TAM	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO		
B10/021	01961	CHRIST	TAM	TAM	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO		
B10/022	01964	EPCOT	TAM	TAM	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO		

## Shortlist (Outdoor Lions)

### B11 (Entertainment & Leisure)

B11/017	00817	FIREMAN	SONY COMPUTER ENTERTAINMENT	SONY PLAYSTATION	TBWA/ESPAÑA Madrid	SPAIN	TBWA/ESPAÑA Madrid		
B11/082	04600	DA VINCI	LEGO / HAMLEYS	TOY STORE	GEOMETRY GLOBAL Hong Kong	HONG KONG	GEOMETRY GLOBAL Hong Kong / OGILVY & MATHER GROUP HONG	THE FREE PRESS JOURNAL Mumbai	RedWorks Hong Kong
B11/083	04601	VAN GOGH	LEGO / HAMLEYS	TOY STORE	GEOMETRY GLOBAL Hong Kong	HONG KONG	GEOMETRY GLOBAL Hong Kong / OGILVY & MATHER GROUP HONG	THE FREE PRESS JOURNAL Mumbai	RedWorks Hong Kong
B11/084	04602	WOOD	LEGO / HAMLEYS	TOY STORE	GEOMETRY GLOBAL Hong Kong	HONG KONG	GEOMETRY GLOBAL Hong Kong / OGILVY & MATHER GROUP HONG	THE FREE PRESS JOURNAL Mumbai	RedWorks Hong Kong
B11/085	04603	MAGRITTE	LEGO / HAMLEYS	TOY STORE	GEOMETRY GLOBAL Hong Kong	HONG KONG	GEOMETRY GLOBAL Hong Kong / OGILVY & MATHER GROUP HONG	THE FREE PRESS JOURNAL Mumbai	RedWorks Hong Kong
B11/088	03594	HOT WHEELS FAST & FURIOUS COLLECTION - JOHN	MATTEL TOYS (INDIA)	TOYS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai	CARAT MEDIA Mumbai	
B11/089	03595	HOT WHEELS FAST & FURIOUS COLLECTION - KEVIN	MATTEL TOYS (INDIA)	TOYS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai	CARAT MEDIA Mumbai	
B11/090	03596	HOT WHEELS FAST & FURIOUS COLLECTION - MARK	MATTEL TOYS (INDIA)	TOYS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai	CARAT MEDIA Mumbai	

### B12 (Publications & Media)

B12/035	02118	PROMETHEUS	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING		
B12/036	02120	MOBY DICK	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING		
B12/037	02122	FRANKENSTEIN	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING		
B12/038	02124	DRACULA	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING		
B12/039	02126	DON QUIXOTE	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING		
B12/040	02128	ALICE	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING		
B12/041	02130	D DAY	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING		
B12/042	02132	APPLE	PENGUIN CHINA	LADYBIRD BOOKS	Y&R BEIJING	CHINA	Y&R BEIJING		
B12/043	02133	SHIP	PENGUIN CHINA	LADYBIRD BOOKS	Y&R BEIJING	CHINA	Y&R BEIJING		
B12/044	02134	HOUSE	PENGUIN CHINA	LADYBIRD BOOKS	Y&R BEIJING	CHINA	Y&R BEIJING		
B12/068	01683	UMBRELLA	LANGENSCHIEDT	LANGENSCHIEDT TRANSLATION DICTIONARIES	GREY DÜSSELDORF	GERMANY	GREY DÜSSELDORF / KW43 BRANDDESIGN Düsseldorf		
B12/069	01684	FLOWER	LANGENSCHIEDT	LANGENSCHIEDT TRANSLATION DICTIONARIES	GREY DÜSSELDORF	GERMANY	GREY DÜSSELDORF / KW43 BRANDDESIGN Düsseldorf		
B12/071	01686	CUP	LANGENSCHIEDT	LANGENSCHIEDT TRANSLATION DICTIONARIES	GREY DÜSSELDORF	GERMANY	GREY DÜSSELDORF / KW43 BRANDDESIGN Düsseldorf		

### B13 (Banking, Investment & Insurance)

B13/002	00999	MISS ESTONIA	MEHR FUER SIE	SAFETYCARDS TRAVEL INSURANCE	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt		
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### B14 (Business Equipment & Services)

B14/032	02227	7686C	PANTONE	PANTONE	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		
B14/033	02229	361C	PANTONE	PANTONE	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		
B14/036	02235	158C	PANTONE	PANTONE	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		

### B15 (Commercial Public Services)

B15/011	00435	OFFICE 2	FIBERTEL	BROADBAND INTERNET	DON Buenos Aires	ARGENTINA	DON Buenos Aires		
B15/012	00436	OFFICE 3	FIBERTEL	BROADBAND INTERNET	DON Buenos Aires	ARGENTINA	DON Buenos Aires		
B15/013	00437	SCULPTURE	CABLEVISION	FIBERTEL	DON Buenos Aires	ARGENTINA	DON Buenos Aires		
B15/014	00438	CAR	CABLEVISION	FIBERTEL	DON Buenos Aires	ARGENTINA	DON Buenos Aires		
B15/015	00439	PIANO	CABLEVISION	FIBERTEL	DON Buenos Aires	ARGENTINA	DON Buenos Aires		
B15/016	01226	KEYBOARD - AFRICAN GIRL	GETTY IMAGES LATIN AMERICA	IMAGE LIBRARY	PUBLICIS ARGENTINA Buenos Aires	ARGENTINA	PUBLICIS ARGENTINA Buenos Aires		

## Shortlist (Outdoor Lions)

B15/017	01227	KEYBOARD - GEORGE WASHINGTON	GETTY IMAGES LATIN AMERICA	IMAGE LIBRARY	PUBLICIS ARGENTINA Buenos Aires	ARGENTINA	PUBLICIS ARGENTINA Buenos Aires	
B15/018	01228	KEYBOARD - SAILOR DOG	GETTY IMAGES LATIN AMERICA	IMAGE LIBRARY	PUBLICIS ARGENTINA Buenos Aires	ARGENTINA	PUBLICIS ARGENTINA Buenos Aires	
B15/027	02540	BLUES	POPAKADEMIE BADEN-WÜRTTEMBERG	IMAGE - ART IN THE HISTORIC BUNKER	DDB TRIBAL DÜSSELDORF	GERMANY	DDB TRIBAL DÜSSELDORF	
B15/028	02541	POP	POPAKADEMIE BADEN-WÜRTTEMBERG	IMAGE - ART IN THE HISTORIC BUNKER	DDB TRIBAL DÜSSELDORF	GERMANY	DDB TRIBAL DÜSSELDORF	
B15/032	02545	TECHNO	POPAKADEMIE BADEN-WÜRTTEMBERG	IMAGE - ART IN THE HISTORIC BUNKER	DDB TRIBAL DÜSSELDORF	GERMANY	DDB TRIBAL DÜSSELDORF	
B15/046	04092	CATAPULT 2	ROSETTA STONE	ROSETTA STONE	ALMA DDB Miami	USA	ALMA DDB Miami	
B15/047	04093	CATAPULT 3	ROSETTA STONE	ROSETTA STONE	ALMA DDB Miami	USA	ALMA DDB Miami	
B15/090	05728	STUBBLE HD	UNE EPM TELECOMUNICACIONES	B15	DDB COLOMBIA Bogotá	COLOMBIA	DDB COLOMBIA Bogotá	PHD COLOMBIA Bogotá
B15/091	05729	GREY HAIR HD	UNE EPM TELECOMUNICACIONES	B15	DDB COLOMBIA Bogotá	COLOMBIA	DDB COLOMBIA Bogotá	PHD COLOMBIA Bogotá
B15/092	05730	CROWS FEET HD	UNE EPM TELECOMUNICACIONES	B15	DDB COLOMBIA Bogotá	COLOMBIA	DDB COLOMBIA Bogotá	PHD COLOMBIA Bogotá

## B16 (Corporate Image)

B16/014	01610	SHORT	BRAZILIAN RUGBY CONFEDERATION	BRAZILIAN RUGBY CONFEDERATION	TALENT São Paulo	BRAZIL	TALENT São Paulo	
B16/025	01809	BOTTLE	MARS BRASIL	PEDIGREE	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	
B16/026	01810	STICK	MARS BRASIL	PEDIGREE	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	
B16/027	01811	SUICIDAL	MARS BRASIL	PEDIGREE	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	
B16/030	03562	FORK	PHD BIKES A.S.	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	
B16/031	03564	EXHAUST	PHD BIKES A.S.	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	
B16/033	03568	PISTON	PHD BIKES A.S.	HARLEY DAVIDSON	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	

## B17 (Fundraising, Donations & Appeals, Charities, Non-Profit Organisations, Public Health & Safety, Public awareness)

B17/026	01582	MEET ME AT THE HOUSE	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	
B17/027	01583	PICKING UP MY WIFE	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	
B17/028	01584	I'M GOING TO JAMES	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	
B17/035	00272	WAVE 1	GREENPEACE E.V.	CLIMATE PROTECTION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	
B17/036	00273	WAVE 2	GREENPEACE E.V.	CLIMATE PROTECTION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	
B17/139	02591	LEGS	CITY OF BUENOS AIRES	PSA	LA COMUNIDAD Miami	USA	LA COMUNIDAD Miami	
B17/140	02593	HEART	CITY OF BUENOS AIRES	PSA	LA COMUNIDAD Miami	USA	LA COMUNIDAD Miami	
B17/141	02595	LUNGS	CITY OF BUENOS AIRES	PSA	LA COMUNIDAD Miami	USA	LA COMUNIDAD Miami	
B17/142	02597	STOMACH	CITY OF BUENOS AIRES	PSA	LA COMUNIDAD Miami	USA	LA COMUNIDAD Miami	
B17/143	02599	HEAD	CITY OF BUENOS AIRES	PSA	LA COMUNIDAD Miami	USA	LA COMUNIDAD Miami	
B17/153	02497	PIG	SLOW FOOD	NON-PROFIT-ORGANISATION	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich	
B17/154	02500	FOUL	SLOW FOOD	NON-PROFIT-ORGANISATION	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich	
B17/155	02503	COW	SLOW FOOD	NON-PROFIT-ORGANISATION	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich	
B17/156	02506	FISH	SLOW FOOD	NON-PROFIT-ORGANISATION	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich	
B17/279	02879	SELLOTAPE SELFIE 1	IPTRAN - INSTITUTO PAZ NO TRÁNSITO	ROAD SAFETY	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro	
B17/281	02881	SELLOTAPE SELFIE 3	IPTRAN - INSTITUTO PAZ NO TRÁNSITO	ROAD SAFETY	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro	
B17/299	05509	RHINO	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
B17/300	05512	SHARK	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
B17/301	05515	TIGER	WWF	WWF	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
B17/338	04206	FOOD X LEFT OVER	BANCO DE ALIMENTOS	BANCO DE ALIMENTOS	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo	

## C01 (Adapted Billboards and Outdoor Posters)

C01/029	00425	JUST ONE CAN	ANJO PAINTS	ANJO MAIS	COMPETENCE COMUNICAÇÃO & MARKETING Porto Alegre	BRAZIL	COMPETENCE COMUNICAÇÃO & MARKETING Porto Alegre	
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**Shortlist (Outdoor Lions)**

C01/052	01299	WINDOW OF OPPORTUNITY	ANLIKER ALARM	ANLIKER ALARM IS A SWISS SECURITY FIRM THAT SPECIALIZES IN BOTH WIRED AND WIRELESS ALARM INSTALLATIONS AS WELL AS COMPREHENSIVE SECURITY CONCEPTS	RED LION SWITZERLAND Zürich	SWITZERLAND	RED LION SWITZERLAND Zürich	
C01/069	02604	GIVE WARMTH	CARITAS	CARITAS	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
C01/079	02823	1200 TREES-LIKE PURIFYING BILLBOARD	THE UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSION 2014	FCB MAYO Lima	PERU	FCB MAYO Lima	MEDIA CONNECTION BPN Lima
C01/101	02075	RENOVATED BILLBOARDS - OBI PINK HOUSE	OBI	OBI	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	
C01/102	02077	RENOVATED BILLBOARDS - OBI WHITE HOUSE	OBI	OBI	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	
C01/103	02079	RENOVATED BILLBOARDS - OBI YELLOW HOUSE	OBI	OBI	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	
C01/105	03383	NO INTERRUPTIONS 1	TELECLUB	PAY TV	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND	Y&R GROUP SWITZERLAND Zürich	APG/SGA Zurich
C01/106	03384	NO INTERRUPTIONS 2	TELECLUB	PAY TV	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND	Y&R GROUP SWITZERLAND Zürich	APG/SGA Zurich
C01/107	03385	NO INTERRUPTIONS 3	TELECLUB	PAY TV	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND	Y&R GROUP SWITZERLAND Zürich	APG/SGA Zurich
C01/108	03386	NO INTERRUPTIONS 4	TELECLUB	PAY TV	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND	Y&R GROUP SWITZERLAND Zürich	APG/SGA Zurich
C01/109	03387	NO INTERRUPTIONS 5	TELECLUB	PAY TV	Y&R GROUP SWITZERLAND Zürich	SWITZERLAND	Y&R GROUP SWITZERLAND Zürich	APG/SGA Zurich
C01/123	03537	THE IKEA RGB BILLBOARD	IKEA	IKEA	THJNK Hamburg	GERMANY	THJNK Hamburg	
C01/131	04786	TRAFFIC LIGHT OUTDOOR	NESTLÉ	NESCAFE	MARCEL Mexico City	MEXICO	MARCEL Mexico City	MINDSHARE Mexico City ARBOL CINE Mexico City
C01/149	04697	THE IMPOSSIBLE PUZZLE POSTER	HMBR TOOLS & CHEMICALS LTD	HBMR BICYCLE LOCKS	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka	
C01/150	03784	BLOOD CHARGER	FUNDAÇÃO PRÓ-SANGUE	FUNDAÇÃO PRÓ-SANGUE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	
C01/156	04496	YOU ARE MY SON	MINISTRY OF DEFENSE	PROGRAM OF HUMANITARIAN ATTENTION TO THE DEMOBILISED	LOWE-SSP3 Bogotá	COLOMBIA	LOWE-SSP3 Bogotá	
C01/157	04084	OPERA	VOYAGES-SNCF.COM	TRAVEL	TBWA/PARIS	FRANCE	TBWA/PARIS	ELSE Boulogne-Billancourt
C01/163	05508	ROOM TO SHARE	MOTORAMBAR INC.	NISSAN SENTRA	Y&R PUERTO RICO Guaynabo	PUERTO RICO	Y&R PUERTO RICO Guaynabo	

**C02 (Adapted Indoor Posters)**

C02/029	01580	VOLLEYBALL	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	
C02/030	01581	POPCORN	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	
C02/071	03785	BLOOD CHARGER	FUNDAÇÃO PRÓ-SANGUE	FUNDAÇÃO PRÓ-SANGUE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	
C02/083	04497	YOU ARE MY SON	MINISTRY OF DEFENSE	PROGRAM OF HUMANITARIAN ATTENTION TO THE DEMOBILISED	LOWE-SSP3 Bogotá	COLOMBIA	LOWE-SSP3 Bogotá	

**D01 (Non-Standard Indoor Advertising (Shops, Bars, Restaurants, Hospitals, Clinics, Schools and all other Indoor Spaces))**

D01/011	00433	OMNIUM CONVERSATION TRIGGER	CEPAS ARGENTINAS	OMNIUM	DON Buenos Aires	ARGENTINA	DON Buenos Aires	TURBO TRUENO Buenos Aires
D01/015	00350	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	PHD London / ROCKET London
D01/044	03960	MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	
D01/050	04207	SUPERFORMULA TO FIGHT CANCER	A.C.CAMARGO CANCER CENTER	PEDIATRIC ONCOLOGY	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo	VECTOR ZERO São Paulo
D01/096	01111	THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	

## Shortlist (Outdoor Lions)

D01/101	05490	TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	SOL DE JANEIRO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	
D01/103	05492	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	PARANOID BR São Paulo
<b>D02 (Small Scale Special Solutions)</b>								
D02/028	02889	POCKET FIRE EXTINGUISHER	CITY OF LAS PINAS	CITY OF LAS PINAS	DDB DM9JAYMESYFU/DIGIT Makati City	THE PHILIPPINES	DDB DM9JAYMESYFU/DIGIT Makati City	
D02/031	02475	FRUITS	PROCTER & GAMBLE	OLAY	SAATCHI & SAATCHI MEXICO	MEXICO	SAATCHI & SAATCHI MEXICO	ROJO FILMS Mexico City / HERMANOS MUNDO Buenos Aires
D02/046	02415	REBIRTH OF SOUND	DTAC	TELECOMMUNICATION	Y&R THAILAND Bangkok	THAILAND	Y&R THAILAND Bangkok	DTAC CREATIVE AND MEDIA MANAGEMENT Bangkok
D02/049	04073	PRESERVING PRIDE	HENKEL	PERSIL BLACK & PERSIL WHITE	DDB DUBAI	UNITED ARAB EMIRATES	DDB DUBAI	OMD Dubai
D02/063	03351	SAVING WORDS	MATTEL	SCRABBLE	LOLA Madrid	SPAIN	LOLA Madrid	
D02/075	05642	EFFECTIVE MICROORGANISMS CALENDAR	EMRO ASIA CO.,LTD	EM	CREATIVE JUICEBANGKOK	THAILAND	CREATIVE JUICEBANGKOK	MEOUR Bangkok
D02/086	05567	HONDA - H2O	HONDA	HONDA FCX	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	ZENITHOPTIMEDIA Melbourne
D02/093	02372	THE TIGER ALPHABET	TIGER BRANDS	TIGER BRANDS	TBWAHUNTLASCARIS JOHANNESBURG	SOUTH AFRICA	TBWAHUNTLASCARIS	7FILMS Cape Town
D02/104	04137	DRINKABLE BOOK	WATERISLIFE	NON-PROFIT	DDB NEW YORK	USA	DDB NEW YORK	
<b>D03 (Special Build)</b>								
D03/007	01100	LAUNCH OF GAME OF THRONES	BLINKBOX	TV AND MOVIE STREAMING SERVICE	TAYLOR HERRING PR London	UNITED KINGDOM	TAYLOR HERRING PR London	
D03/017	00853	RICE-CODE	INAKADATE VILLAGE	INAKADATE VILLAGE	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	NIPPON MOVIE CO. Tokyo
D03/043	01112	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN/TBWA GROUP MELBOURNE	AUSTRALIA	WHYBIN/TBWA GROUP MELBOURNE	PHD Melbourne
D03/048	02798	THE WALKING DEAD BLOOD STORE	FOX INTERNATIONAL CHANNELS	THE WALKING DEAD	TORKE+CC Lisbon	PORTUGAL	TORKE+CC Lisbon	REVOLVER/WILL O'ROURKE Sydney
D03/059	02023	IF ONLY FOR A SECOND	MIMI FOUNDATION	SUPPORT AND WELLBEING CENTERS	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	MUSTARD Lisbon
D03/080	02826	SAVE RETIREMENT	NAB WEALTH & MLC	MLC SUPERANNUATION	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MINDSHARE Sydney
D03/082	01681	OCCUPY BANKSY	DEICHMANN SE	FILA	GREY DÜSSELDORF	GERMANY	GREY DÜSSELDORF	REVOLVER/WILL O'ROURKE Sydney
D03/086	02522	ABORTIONTRAVEL	CELEM (EUROPEAN WOMEN'S LOBBY)	SPANISH COORDINATION FOR THE EUROPEAN WOMEN'S LOBBY	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	PRIME FOCUS London
D03/097	02534	INVISIBLE PEOPLE	UNHCR	A REFUGEE EXHIBITION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	
D03/116	02924	NIKE FREESTORE	NIKE RUNNING	RETAIL	FLOCK Mexico	MEXICO	FLOCK Mexico	
D03/122	03308	MATCHING CAN	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá	AKIRA CINE Bogotá
D03/123	04628	A RAINBOW FOR THE RAINBOW NATION	COCA-COLA SOUTH AFRICA	COCA-COLA	FCB SOUTH AFRICA Johannesburg	SOUTH AFRICA	FCB SOUTH AFRICA Johannesburg	THE MEDIA SHOP Johannesburg
D03/134	03464	MAKING CLOTHING DONATION INSTANTLY REWARDING	CHINA FOUNDATION FOR POVERTY ALLEVIATION	DONATION BOX	OGILVY BEIJING	CHINA	OGILVY BEIJING	BURLEY BOYS Johannesburg
D03/135	05222	HELLO HAPPINESS PHONE BOOTH	THE COCA-COLA COMPANY	COCA-COLA	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	
D03/137	02930	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	
D03/158	03508	RAISE THE ROOF	UNILEVER	KIBON	OPEN AND PARTNERS São Paulo	BRAZIL	OPEN AND PARTNERS São Paulo /	HUNGRY MAN São Paulo
D03/159	04573	SHUTTER BILLBOARDS	CARULLA	CARULLA 24 HORAS	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá	DIREKTOR FILMS Bogotá
D03/191	05417	DALLAS GAS STATION	TNT	DALLAS	GREY NEW YORK	USA	GREY NEW YORK	PIE FACE PICTURES New York

## Shortlist (Outdoor Lions)

### D04 (Live Advertising and Events)

D04/005	00156	VUVUZELA GAMECHANGER	BEIN SPORTS	BEIN SPORTS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York		
D04/015	00976	TROJAN MAILING	DHL	POSTAL DELIVERY	JUNG von MATT Stuttgart	GERMANY	JUNG von MATT Stuttgart		
D04/035	01720	THE BODYSWITCH EXPERIMENT	EUROPEAN SPEED-FIT	TEST-TRAINING	BBDO BERLIN	GERMANY	BBDO BERLIN		COBBLESTONE FILMPRODUCTION Berlin
D04/042	02948	7 DAYS OF RAIN	GEOX S.P.A	AMPHIBIOX SHOES	SMFB Oslo	NORWAY	SMFB Oslo	GROUPM Milan	MEDIA MONKS Hilversum
D04/052	02719	THE REAL LIFE	LEAGUE AGAINST CANCER	FUNDRAISING	Y&R Lima	PERU	Y&R Lima		PATRIA Lima
D04/077	04558	AMAZING STREET HACKS	UBISOFT	WATCHDOGS	BETC Paris	FRANCE	BETC Paris		RITA FILMS
D04/090	04275	BENTLEY BURIAL	ABTO - BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION	ORGAN DONATION AWARENESS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		
D04/109	05591	THE HAIR FEST	CASA DE LA AMISTAD	HAIR DONATION	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City		

### D05 (Interactive Outdoor Experiences)

D05/001	00004	ALL EYES ON S4.	SWISSCOM		SAMSUNG GALAXY S4 HEIMAT Berlin	GERMANY	HEIMAT Berlin	MEDIASCHNEIDER Zürich	WHO'S MCQUEEN PICTURE Berlin
D05/006	00199	FLASHBACK	BERLIN TOURISMUS & KONGRESS	THE VISITBERLIN MUSEUM PASS	BBDO BERLIN	GERMANY	BBDO BERLIN		
D05/010	01161	PASSPORT BEER FRIDGE	MOLSON CANADIAN	BEER	RETHINK Vancouver	CANADA	RETHINK Vancouver		PARTNERS FILM Toronto
D05/012	00548	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON		
D05/013	00458	HUMAN PRINTING PRESS	NIKE TURKEY	NIKE	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	MINDSHARE Istanbul	HONEY BADGER Los Angeles
D05/019	00346	SAPNA (DREAM)	SMARTLIFE	SMARTLIFE'S SAPNA FUND	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	UM MENA Dubai	MINT MENA Dubai
D05/029	03753	#BRINGDOWNTHEKING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	OMD Auckland	FINCH Auckland
D05/031	02186	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland /	SPARK PHD Auckland	
D05/042	03037	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires		AGOSTO BUENOS AIRES
D05/066	03678	MEDICAL EXAMINATION	PROCTER & GAMBLE	MAGISTRAL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires		REBOLUCION Buenos Aires
D05/077	01678	NO MAN'S LAND CRICKET	CITIZENS ARCHIVE OF PAKISTAN	EXCHANGE FOR CHANGE	CITIZENS ARCHIVE OF PAKISTAN Karachi	PAKISTAN	CITIZENS ARCHIVE OF PAKISTAN Karachi		
D05/088	05692	AMIA BOOTH	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires		WINONA Buenos Aires

### D06 (Transit)

D06/031	01467	DEFYING DEATH VALLEY	DAIMLER	MERCEDES-BENZ B- KLASSE F-CELL/F- CELL TECHNOLOGIE	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg		MARKENFILM CROSSING Hamburg
D06/033	02308	NON-VIOLENCE BUS	THE NON-VIOLENCE PROJECT MEXICO	NON-VIOLENCE	McCANN MEXICO CITY	MEXICO	McCANN MEXICO CITY		UNIDAD 59 Mexico City
D06/034	02148	THE CANADIAN TIRE ICE TRUCK	CANADIAN TIRE RETAIL	MOTOMASTER ELIMINATOR BATTERY	TAXI CANADA Toronto	CANADA	TAXI CANADA Toronto		
D06/040	02992	LICENCE TO LIVE	CALTEX	LICENCE TO LIVE	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town	MEC Cape Town	
D06/047	02970	FIAT WATERCRAFT STUNT	FIAT USA	AUTOMOTIVE	THE RICHARDS GROUP Dallas, TX	USA	THE RICHARDS GROUP Dallas, TX		DNA FILMS Hollywood
D06/048	04270	WHAT'S IN THE BOX?	NISSAN	VERSA NOTE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles		FOUNDATION CONTENT Culver City

### D07 (Digital Screens)

D07/002	01109	TAKING OUTDOOR ADVERTISING TO NEW SKIES	NORWEGIAN AIR SHUTTLE	NORWEGIAN AIRLINES TRIPS TO SOUTHERN COUNTRIES	ADFORM Copenhagen	DENMARK	KITCHEN LEO BURNETT Oslo	VIZEUM Oslo	
D07/012	01325	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg		
D07/015	01891	FRONT ROW	GOOGLE+	GOOGLE FRONT ROW	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London		GRAND VISUAL London
D07/016	03226	UNBELIEVABLE	PEPSICO	PEPSI MAX	OMD UK London	UNITED KINGDOM	TALON London / AMV BBDO London	OMD UK London	GRAND VISUAL London
D07/028	04079	EUROPE IS JUST NEXT DOOR	SNCF	TRANSPORT	TBWA\PARIS	FRANCE	TBWA\PARIS		STINK Paris

## Shortlist (Outdoor Lions)

D07/053	05084	MAGIC OF FLYING	BRITISH AIRWAYS	BRITISH AIRWAYS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON	PATRICIA MURPHY FILMS London
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### D08 (Non-Formatted Digital Outdoor)

D08/003	00247	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo
D08/005	00287	ESCAPE ENDS HERE	UNICEF	ADVOCACY CAMPAIGN, UN CONVENTION ON THE RIGHTS OF THE CHILD	DEPORTIVO Stockholm	SWEDEN	DEPORTIVO Stockholm	

### E01 (Integrated Campaigns led by Outdoor)

E01/029	03757	THE SMART PHONE LINE	SAMSUNG NEW ZEALAND	GALAXY S4	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	STARCOM NEW ZEALAND ASSEMBLY Auckland Auckland
E01/031	04490	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	STARCOM MEDIAVEST GROUP Amsterdam
E01/034	05338	AIR-OIL	PHILIPS	PHILIPS AIR FRYER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	HOGARTH WORLDWIDE Singapore

### F01 (Copywriting)

F01/051	00684	IF YOU LIKE BEER NAMED AFTER A CITY IN ENGLAND, THIS IS FOR YOU.	MOLSON COORS CANADA	NEWCASTLE	BBDO TORONTO	CANADA	BBDO TORONTO	
F01/102	03501	BILLY	IKEA	ASSEMBLY SERVICE	THJNK Hamburg	GERMANY	THJNK Hamburg	
F01/103	03502	EXPEDIT	IKEA	ASSEMBLY SERVICE	THJNK Hamburg	GERMANY	THJNK Hamburg	

### F02 (Traditional Illustration)

F02/005	00210	CARVING OF THE FOREST	SUNTORY HOLDINGS	HAKUSHU	TOKYU AGENCY Tokyo	JAPAN	TOKYU AGENCY Tokyo	WONDERACTIVE Tokyo
F02/033	01176	TYSON	TELEPIZZA	TELEPIZZA DELIVERY	Tapsa   Y&R Madrid	SPAIN	Tapsa   Y&R Madrid	
F02/034	01178	FIDEL	TELEPIZZA	TELEPIZZA DELIVERY	Tapsa   Y&R Madrid	SPAIN	Tapsa   Y&R Madrid	
F02/035	01180	LADY GAGA	TELEPIZZA	TELEPIZZA DELIVERY	Tapsa   Y&R Madrid	SPAIN	Tapsa   Y&R Madrid	
F02/036	03654	UN	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
F02/037	03655	DEUX	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
F02/038	03656	TROIS	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
F02/039	03657	QUATRE	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
F02/040	03659	CINQ	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	
F02/099	01567	WHAT'S IN YOUR CRAYOLA?/ RED	CRAYOLA	COLORED PENCILS	LEO BURNETT VIETNAM Ho Chi Minh City	VIETNAM	LEO BURNETT VIETNAM Ho Chi Minh City	RENDER MI Bangkok
F02/100	01570	WHAT'S IN YOUR CRAYOLA?/ GREEN	CRAYOLA	COLORED PENCILS	LEO BURNETT VIETNAM Ho Chi Minh City	VIETNAM	LEO BURNETT VIETNAM Ho Chi Minh City	RENDER MI Bangkok
F02/101	01573	WHAT'S IN YOUR CRAYOLA?/ BLUE	CRAYOLA	COLORED PENCILS	LEO BURNETT VIETNAM Ho Chi Minh City	VIETNAM	LEO BURNETT VIETNAM Ho Chi Minh City	RENDER MI Bangkok
F02/123	02437	JUDAS	STABILO (E-TEKLON)	HIGHLIGHTER PENS	CHEIL HONG KONG	HONG KONG	CHEIL HONG KONG	STARCOM Hong Kong
F02/135	02119	PROMETHEUS	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING	
F02/136	02121	MOBY DICK	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING	
F02/137	02123	FRANKENSTEIN	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING	
F02/138	02125	DRACULA	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING	
F02/139	02127	DON QUIXOTE	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING	
F02/140	02129	ALICE	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING	
F02/141	02131	D DAY	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING	
F02/147	01838	WHY DO THEY SMILE SO MUCH	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
F02/148	01840	IT'S EASY TO EXPLAIN	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
F02/149	01842	LAND OF CONTRASTS	SÃO PAULO ALPARGATAS	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
F02/219	04819	GRANDPA'S TEETH	COLGATE PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong	MEC HONG KONG

## Shortlist (Outdoor Lions)

F02/220	04820	CAVITIES ATTACK AT NIGHT COLGATE PALMOLIVE		TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MALAYSIA Kuala Lumpur	MEC HONG KONG
F02/221	04821	GOOD FOOD VS BAD FOOD COLGATE PALMOLIVE		TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MALAYSIA Kuala Lumpur	MEC HONG KONG
F02/250	04616	PLASTIC KIDS	SM PRIME HOLDINGS INC.	SM ECO BAG	LOWE PHILIPPINES Makati City	THE PHILIPPINES	LOWE PHILIPPINES Makati City	
F02/251	04617	PLASTIC GRANDMA	SM PRIME HOLDINGS INC.	SM ECO BAG	LOWE PHILIPPINES Makati City	THE PHILIPPINES	LOWE PHILIPPINES Makati City	
F02/252	04618	PLASTIC DUDES	SM PRIME HOLDINGS INC.	SM ECO BAG	LOWE PHILIPPINES Makati City	THE PHILIPPINES	LOWE PHILIPPINES Makati City	
F02/288	03248	DOG FAT PANTS - BULLDOG	JARDILAND	GARDEN CENTRE/PET CENTRE	ROSAPARK Paris	FRANCE	ROSAPARK Paris	ZENITHOPTIMEDIA Paris
F02/292	03252	WINK	INNOCENCE EN DANGER	ONLINE SAFETY FOR CHILDREN	ROSAPARK Paris	FRANCE	ROSAPARK Paris	HAVAS MEDIA Puteaux MÉCANIQUE GÉNÉRALE Paris
F02/361	05873	MINI FAN	HEINZ	CHILI SAUCE	LEAGAS DELANEY SHANGHAI	CHINA	LEAGAS DELANEY SHANGHAI	
F02/362	05875	KISS	HEINZ	CHILI SAUCE	LEAGAS DELANEY SHANGHAI	CHINA	LEAGAS DELANEY SHANGHAI	
F02/363	05877	HANDKERCHIEF	HEINZ	CHILI SAUCE	LEAGAS DELANEY SHANGHAI	CHINA	LEAGAS DELANEY SHANGHAI	

## F03 (Photography)

F03/010	00408	NAPOLEON	3M	3M-MC1500 HIGH VISCOSITY	KING HARVESTS MSLGROUP Shanghai	CHINA	KING HARVESTS MSLGROUP Shanghai	SHANGHAI ACME ADVERTISING	HEIZI AD CO Shanghai
F03/017	00854	CITYSCAPE 1	INFAS PUBLICATIONS, INC.	WWJ JAPAN	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo		AMANA Tokyo
F03/019	00856	CITYSCAPE 3	INFAS PUBLICATIONS, INC.	WWJ JAPAN	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo		AMANA Tokyo
F03/020	00857	CITYSCAPE 4	INFAS PUBLICATIONS, INC.	WWJ JAPAN	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo		AMANA Tokyo
F03/021	00858	CITYSCAPE 5	INFAS PUBLICATIONS, INC.	WWJ JAPAN	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo		AMANA Tokyo
F03/022	00818	FIREMAN	SONY COMPUTER ENTERTAINMENT	SONY PLAYSTATION	TBWA/ESPAÑA Madrid	SPAIN	TBWA/ESPAÑA Madrid		
F03/043	00588	SHOES TO MATCH THOSE WINGS OF YOURS	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA/LONDON	UNITED KINGDOM	TBWA/LONDON		
F03/052	01085	COP	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris		ELYSIAN FIELDS Clichy
F03/053	01087	MOSHPIIT	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE	MARCEL Paris		ELYSIAN FIELDS Clichy
F03/061	01129	MUSIC OF THE PEOPLE	AÇIK RADYO/OPEN RADIO	RADIO STATION	HAVAS WORLDWIDE ISTANBUL Istanbul	TURKEY	HAVAS WORLDWIDE ISTANBUL Istanbul		
F03/071	01528	RUSHING	DIAGEO	GUINNESS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London		CARAT London
F03/072	01530	ROILING	DIAGEO	GUINNESS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London		CARAT London
F03/073	01532	RUMBLING	DIAGEO	GUINNESS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London		CARAT London
F03/225	05795	911 REAR HORSEPOWER	PORSCHE (CHINA) MOTORS	911	FRED & FARID PARIS	FRANCE	FRED & FARID SHANGHAI		PHD Shanghai

## F04 (3-Dimensionally Crafted Poster Work)

F04/018	02605	GIVE WARMTH	CARITAS	CARITAS	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN		
F04/019	03404	PIN ART	TORONTO SCHOOL OF ART	TORONTO SCHOOL OF ART	CUNDARI Toronto	CANADA	CUNDARI Toronto		
F04/020	03646	BEACH	UNILEVER	AXE PEACE	BBH London	UNITED KINGDOM	BBH London		MINDSHARE London
F04/021	03648	JUNGLE	UNILEVER	AXE PEACE	BBH London	UNITED KINGDOM	BBH London		MINDSHARE London
F04/025	02076	RENOVATED BILLBOARDS - PINK HOUSE	OBI	OBI	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg		
F04/026	02078	RENOVATED BILLBOARDS - WHITE HOUSE	OBI	OBI	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg		
F04/027	02080	RENOVATED BILLBOARDS - YELLOW HOUSE	OBI	OBI	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg		
F04/031	02400	BILLBOARD REFRIGERATOR	PEPSICO BRASIL	GATORADE	LEW'LARA/TBWA São Paulo	BRAZIL	LEW'LARA/TBWA São Paulo		7 FILMES Sao Paulo
F04/033	03538	THE IKEA RGB BILLBOARD	IKEA	IKEA	THJNK Hamburg	GERMANY	THJNK Hamburg		
F04/048	04699	THE IMPOSSIPUZZLE POSTER	HMBR TOOLS & CHEMICALS LTD	HMBR BICYCLE LOCKS	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka		
F04/049	03786	BLOOD CHARGER	FUNDAÇÃO PRÓ-SANGUE	FUNDAÇÃO PRÓ-SANGUE	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo		

Total Entries: 501