

Media Shortlist

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Country |
|---------|----------|---|---|---|-----------------------------------|-----------------|
| A01/002 | 00037 | THE SOCIAL SWIPE | BISCHÖFLICHES HILFSWERK MISEREOR | DONATIONS | KOLLE REBBE Hamburg | GERMANY |
| A01/003 | 00051 | THE WORLD'S FIRST ALL LEGO AD BREAK | WARNER BROS. | ENTERTAINMENT | PHD MEDIA London | UNITED KINGDOM |
| A01/011 | 00199 | THE 24 HOUR AD BREAK | DNB | BANK/24 HOURS CUSTOMER SERVICE | TRY/APT/POL Oslo | NORWAY |
| A01/012 | 00216 | THE RGB NEWS | ANTENA 1 | OBSERVATOR | GEOMETRY GLOBAL Bucharest | ROMANIA |
| A01/017 | 00333 | CATCH PINK IF YOU CAN | UNILEVER | ELIDOR | MANAJANS/JWT Istanbul | TURKEY |
| A02/001 | 00035 | CHRONICLES OF THREATS | OSCE REPRESENTATIVE ON FREEDOM OF THE MEDIA | FREEDOM OF MEDIA | SAATCHI & SAATCHI Belgrade | SERBIA |
| A02/009 | 00220 | MIWITTER (SCHMITTER) | CUMHURIYET GAZETESI | NEWSPAPER | CONCEPT Istanbul | TURKEY |
| A02/011 | 00104 | ALZHEIMER'S NEWS EDITORS | NATIONAL NEUROLOGICAL INSTITUTE | AWARENESS CAMPAIGN | PUBLICIS SKOPJE | MACEDONIA |
| A03/006 | 00075 | PEPSI MAX - UNBELIEVABLE | PEPSICO | PEPSI MAX | OMD INTERNATIONAL London | UNITED KINGDOM |
| A03/013 | 00246 | WRAPPING PAPER | THE COCA-COLA COMPANY | COCA-COLA | DUVAL GUILLAUME Antwerp | BELGIUM |
| A03/014 | 00341 | BLOWING IN THE WIND | APOTEK HJÄRTAT | APOLOSOPHY | ÅKESTAM HOLST Stockholm | SWEDEN |
| A03/016 | 00287 | A HAIR-RAISING MESSAGE | BARNCANCERFONDEN | NON PROFIT-ORGANIZATION | GARBERGS Stockholm | SWEDEN |
| A04/002 | 00026 | RETURN TO SANTA | COCA-COLA GERMANY | COCA-COLA MINI CAN 0.15L | OGILVY GERMANY Frankfurt | GERMANY |
| A04/019 | 00351 | SPOT 4 SALE | DEPAUL UK | HOMELESSNESS CHARITY | PUBLICIS LONDON | UNITED KINGDOM |
| A04/022 | 00378 | WATCH YOUR (GL)ASS | TIME-OUT | RAPE-DRUG AWARENESS WEEK | ZENITHOPTIMEDIA Ramat Gan | ISRAEL |
| A05/001 | 00015 | FLASHBACK | BERLIN TOURISMUS & KONGRESS | THE VISITBERLIN MUSEUM PASS | BBDO BERLIN | GERMANY |
| A05/009 | 00134 | RENOVATED BILLBOARDS | OBI & CO. DEUTSCHLAND | DIY STORE | JUNG von MATT Hamburg | GERMANY |
| A05/018 | 00124 | MANNEQUINS | PRO INFIRMIS | PRO INFIRMIS | JUNG von MATT/LIMMAT Zürich | SWITZERLAND |
| A05/023 | 00323 | DEPARTURE BOARD | AMNESTY INTERNATIONAL | HELP GET THEM HOME | LEO BURNETT LONDON | UNITED KINGDOM |
| A06/010 | 00063 | THE LONGEST HANDSHAKE | TANGO NETWORK | RELATIONS BETWEEN THE TURKS AND THE ARMENIANS | TWIGA Moscow | RUSSIA |
| A06/015 | 00097 | TROJAN MAILING | DHL | POSTAL DELIVERY | JUNG von MATT Stuttgart | GERMANY |
| A06/016 | 00099 | WENT TOO FAST. GONE TOO SOON. | BELGIAN ROAD SAFETY INSTITUTE - IBSR/BIVV | ROAD SAFETY | 20SOMETHING Brussels | BELGIUM |
| A06/017 | 00108 | FLY WITH US | AVINOR | STATE OWNED AIRPORT OPERATOR | CREUNA Oslo | NORWAY |
| A06/019 | 00144 | SLURP! | THE COCA-COLA COMPANY | COCA-COLA | SAATCHI & SAATCHI Copenhagen | DENMARK |
| A06/028 | 00238 | D ROSE JUMP ROSE | ADIDAS | ADIDAS 3.5 BASKETBALL SHOES | TBWAI LONDON | UNITED KINGDOM |
| A06/030 | 00259 | THE S5 PULSE CHALLENGE | SWISSCOM (SCHWEIZ) | TELECOMMUNICATION | HEIMAT Berlin | GERMANY |
| A06/041 | 00354 | FUCK THE POOR | THE PILION TRUST | YOUTH HOMELESSNESS CHARITY | PUBLICIS LONDON | UNITED KINGDOM |
| A06/042 | 00361 | UNCENSORED ARTICLES MADE IN CHINA | HUMO MAGAZINE | HUMO MAGAZINE | MORTIERBRIGADE Brussels | BELGIUM |
| A06/047 | 00371 | THE PEANUT EXPERIMENT | RADIO 1 | RADIO 1 - THE WEEK OF EDUCATION | MORTIERBRIGADE Brussels | BELGIUM |
| A07/005 | 00054 | #SHARETHESOFA | HEINEKEN | HEINEKEN | STARCOM MEDIAVEST GROUP Amsterdam | THE NETHERLANDS |
| A07/010 | 00114 | DEAD MAN TWEETING | ALS FOUNDATION NETHERLANDS | ALS FOUNDATION | PUBLICIS Amsterdam | THE NETHERLANDS |
| A07/014 | 00135 | LIKE ATTACK | ASSOCIATION AGAINST RIGHT-WING EXTREMISM | NON-PROFIT ORGANIZATION | JUNG von MATT Hamburg | GERMANY |
| A07/035 | 00337 | ONE NOTE AGAINST CANCER | APREC | CHARITY | PUBLICIS CONSEIL Paris | FRANCE |
| A07/036 | 00339 | GHITA, THE SOCIAL SHEPHERD | VODAFONE ROMANIA | TELECOM | McCANN ERICKSON ROMANIA Bucharest | ROMANIA |
| A07/038 | 00197 | TRAVEL YOUR TWEET INTERESTING | EXPEDIA | EXPEDIA | OGILVY & MATHER LONDON | UNITED KINGDOM |
| A07/041 | 00348 | #LIKEAGIRL | P&G | ALWAYS | LEO BURNETT LONDON | UNITED KINGDOM |
| A08/007 | 00251 | PAY PER LAUGH | TEATRENEU | PAY PER LAUGH | THE CYRANOS McCANN Barcelona | SPAIN |
| A08/011 | 00334 | CATCH PINK IF YOU CAN | UNILEVER | ELIDOR | MANAJANS/JWT Istanbul | TURKEY |
| A09/002 | 00080 | YOUR WORLD | INTEL | TECH HARDWARE | OMD INTERNATIONAL London | UNITED KINGDOM |
| A09/005 | 00136 | SUPERGEIL | EDEKA ZENTRALE & CO. | FOOD RETAILER | JUNG von MATT Hamburg | GERMANY |
| A09/013 | 00218 | REAL LIFE POWERED BY STREET VIEW | ALLIANZ | ALL PRODUCTS | FIGHTING FISH Clichy | FRANCE |
| A09/027 | 00364 | THE FADING NEWS | RADIKAL | NEWSPAPER | TBWAI ISTANBUL | TURKEY |
| A09/029 | 00368 | DON'T GOOGLE IT | CEBAM | HEALTH SITE | DDB BRUSSELS | BELGIUM |
| B01/004 | 00030 | SORRY I SPENT IT ON MYSELF | HARVEY NICHOLS | HARVEY NICHOLS | ADAM&EVEDDB London | UNITED KINGDOM |
| B01/006 | 00349 | #LIKEAGIRL | P&G | ALWAYS | LEO BURNETT LONDON | UNITED KINGDOM |
| B01/013 | 00346 | BLOWING IN THE WIND | APOTEK HJÄRTAT | APOLOSOPHY | ÅKESTAM HOLST Stockholm | SWEDEN |
| B03/003 | 00046 | SHOWROOM AT HOME | IKEA | IKEA | McCANN COPENHAGEN | DENMARK |
| B04/004 | 00061 | DESTINATION UNKNOWN | RUTER | PUBLIC TRANSPORTATION COMPANY | McCANN OSLO | NORWAY |
| B04/011 | 00137 | SUPERGEIL | EDEKA ZENTRALE & CO. | FOOD RETAILER | JUNG von MATT Hamburg | GERMANY |
| B04/013 | 00193 | BOSSE'S MILK | LIDL DISCOUNT SUPERMARKETS | SUPERMARKET | INGO Stockholm | SWEDEN |
| B04/018 | 00252 | PAY PER LAUGH | TEATRENEU | PAY PER LAUGH | THE CYRANOS McCANN Barcelona | SPAIN |
| B05/004 | 00205 | THE 24 HOUR AD BREAK | DNB | BANK/24 HOURS CUSTOMER SERVICE | TRY/APT/POL Oslo | NORWAY |
| B05/006 | 00219 | REAL LIFE POWERED BY STREET VIEW | ALLIANZ | ALL PRODUCTS | FIGHTING FISH Clichy | FRANCE |
| B05/013 | 00280 | MANOS SERGIOS | PIRAEUS BANK | CORPORATE | THE NEWTONS LABORATORY Athens | GREECE |
| B06/001 | 00052 | THE WORLD'S FIRST ALL LEGO AD BREAK | WARNER BROS. | ENTERTAINMENT | PHD MEDIA London | UNITED KINGDOM |
| B07/001 | 00056 | #DMDS - DANCE MORE DRINK SLOW | HEINEKEN | HEINEKEN | STARCOM MEDIAVEST GROUP Amsterdam | THE NETHERLANDS |
| B08/002 | 00036 | CHRONICLES OF THREATS | OSCE REPRESENTATIVE ON FREEDOM OF THE MEDIA | FREEDOM OF MEDIA | SAATCHI & SAATCHI Belgrade | SERBIA |
| B08/003 | 00039 | THE SOCIAL SWIPE | BISCHÖFLICHES HILFSWERK MISEREOR | DONATIONS | KOLLE REBBE Hamburg | GERMANY |
| B08/006 | 00100 | WENT TOO FAST. GONE TOO SOON. | BELGIAN ROAD SAFETY INSTITUTE - IBSR/BIVV | ROAD SAFETY | 20SOMETHING Brussels | BELGIUM |
| B08/014 | 00140 | GIVE BLOOD. GIVE POWER. CHAMPIONS FOR CHILDREN | GERMAN RED CROSS | BLOOD DONATION | JUNG von MATT Hamburg | GERMANY |
| B08/027 | 00125 | MANNEQUINS | PRO INFIRMIS | PRO INFIRMIS | JUNG von MATT/LIMMAT Zürich | SWITZERLAND |
| B08/029 | 00267 | TOO YOUNG FOR THE MOVIE. OLD ENOUGH FOR MARRIAGE. | PLAN INTERNATIONAL | CHILDREN'S DEVELOPMENT ORGANISATION | DUVAL GUILLAUME Antwerp | BELGIUM |
| B08/031 | 00288 | A HAIR-RAISING MESSAGE | BARNCANCERFONDEN | NON PROFIT-ORGANIZATION | GARBERGS Stockholm | SWEDEN |
| B08/035 | 00355 | SPOT 4 SALE | DEPAUL UK | HOMELESSNESS CHARITY | PUBLICIS LONDON | UNITED KINGDOM |
| C01/010 | 00194 | BOSSE'S MILK | LIDL DISCOUNT SUPERMARKETS | SUPERMARKET | INGO Stockholm | SWEDEN |
| C01/016 | 00330 | TRANSAVIA EBAY | TRANSAVIA.COM | AIRLINE COMPANY | LES GAULOIS Puteaux | FRANCE |

Total Entries:

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