

Promo & Activation Shortlist

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country
A01/008	00030	DEFYING DEATH VALLEY	DAIMLER	MERCEDES-BENZ B-KLASSE F-CELL/F-CELL TECHNOLOGIE	JUNG von MATT Hamburg	GERMANY
A01/020	00107	TROJAN MAILING	DHL	POSTAL DELIVERY	JUNG von MATT Stuttgart	GERMANY
A01/023	00145	MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT Zürich	SWITZERLAND
A01/028	00203	THE AMAZING STREET HACK	UBISOFT	UBISOFT WATCHDOGS	BETC Paris	FRANCE
A01/032	00229	BOSSE'S MILK	LIDL DISCOUNT SUPERMARKETS	SUPERMARKET	INGO Stockholm	SWEDEN
A01/036	00270	SCANDIC TO GO	SCANDIC HOTELS	HOTELS	PRIME Stockholm	SWEDEN
A01/042	00283	D ROSE JUMP ROSE	ADIDAS	ADIDAS 3.5 BASKETBALL SHOES	TBWALONDON	UNITED KINGDOM
A01/047	00346	THEATRE COMMERCIALS	THEATER AAN DE STROOM	THEATRE	FAMOUS BRUSSELS	BELGIUM
A01/050	00108	MESSAGE IN A BUBBLE	E. BREUNINGER	B BY M. MICALLEF	JUNG von MATT Stuttgart	GERMANY
A01/055	00412	STREET STORIES	DEPAUL UK	HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
A01/056	00413	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
A01/057	00421	UNCENSORED ARTICLES MADE IN CHINA	HUMO MAGAZINE	HUMO MAGAZINE	MORTIERBRIGADE Brussels	BELGIUM
A01/063	00390	COW-MARATHON	BIO SUISSE	SWISS ORGANIC PRODUCERS ASSOCIATION	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND
A02/001	00024	FLASHBACK	BERLIN TOURISMUS & KONGRESS	THE VISITBERLIN MUSEUM PASS	BBDO BERLIN	GERMANY
A02/002	00028	THE TOMORROW PROJECT	THE PRINCE'S TRUST	TOMORROW'S STORE	CHI & PARTNERS London	UNITED KINGDOM
A02/015	00305	PAY PER LAUGH	TEATRENEU	PAY PER LAUGH	THE CYRANOS McCANN Barcelona	SPAIN
A02/021	00398	BLOWING IN THE WIND	APOTEK HJÄRTAT	APOLOSOPHY	ÅKESTAM HOLST Stockholm	SWEDEN
A03/002	00109	MESSAGE IN A BUBBLE	E. BREUNINGER	B BY M. MICALLEF	JUNG von MATT Stuttgart	GERMANY
A03/004	00189	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
A03/013	00408	GUITARS NEED HEROES	4SOUND	4SOUND	ANORAK Oslo	NORWAY
A04/001	00006	TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE Hamburg	GERMANY
A04/003	00034	MINI KIOSK	COCA-COLA GERMANY	COCA-COLA MINI CAN 0.15L	OGILVY GERMANY Frankfurt	GERMANY
A04/011	00190	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
A04/016	00227	BOSSE'S MILK	LIDL DISCOUNT SUPERMARKETS	SUPERMARKET	INGO Stockholm	SWEDEN
A04/023	00438	VITTEL REFRESH CAP	VITTEL - NESTLÉ WATERS	VITTEL	OGILVY FRANCE Paris	FRANCE
A06/009	00156	RENOVATED BILLBOARDS	OBI & CO. DEUTSCHLAND	DIY STORE	JUNG von MATT Hamburg	GERMANY
A07/001	00010	ARE YOU KLAUS-HEIDI?	LUFTHANSA	AIRLINE TICKETS	DDB STOCKHOLM	SWEDEN
A07/007	00177	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
A07/013	00251	REAL LIFE POWERED BY STREET VIEW	ALLIANZ	ALL PRODUCTS	FIGHTING FISH Clichy	FRANCE
A07/016	00097	A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR / LIFEJACKETS	CLM BBDO Boulogne-Billancourt	FRANCE
A07/025	00336	LIVING WITH LAG	UMEA ENERGI/UME.NET	FIBER BROADBAND PROVIDER	ANR BBDO Stockholm	SWEDEN
A07/029	00406	#LIKEAGIRL	P&G	ALWAYS	LEO BURNETT LONDON	UNITED KINGDOM
A07/030	00425	DON'T GOOGLE IT	CEBAM	HEALTH SITE	DDB BRUSSELS	BELGIUM
A07/032	00385	TRANSAVIA EBAY	TRANSAVIA.COM	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
A08/004	00060	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY
A08/005	00069	SHOWROOM AT HOME	IKEA	IKEA	McCANN COPENHAGEN	DENMARK
A08/019	00401	BLOWING IN THE WIND	APOTEK HJÄRTAT	APOLOSOPHY	ÅKESTAM HOLST Stockholm	SWEDEN
A09/011	00045	TRY MY HYBRID	TOYOTA	HYBRIDS	SAATCHI & SAATCHI Oslo	NORWAY
A09/016	00207	FRIEND COMPASS	MOMONDO GROUP	TRAVEL COMPARISON WEBSITE / TRAVEL SEARCH ENGINE	McCANN LONDON	UNITED KINGDOM
B01/015	00299	WRAPPING PAPER	THE COCA-COLA COMPANY	COCA-COLA	DUVAL GUILLAUME Antwerp	BELGIUM
B01/023	00402	BLOWING IN THE WIND	APOTEK HJÄRTAT	APOLOSOPHY	ÅKESTAM HOLST Stockholm	SWEDEN
B01/025	00407	#LIKEAGIRL	P&G	ALWAYS	LEO BURNETT LONDON	UNITED KINGDOM
B01/026	00440	VITTEL REFRESH CAP	VITTEL - NESTLÉ WATERS	VITTEL	OGILVY FRANCE Paris	FRANCE
B02/001	00007	TEST DRIVE CUBE	AUDI	AUDI A8	PHILIPP UND KEUNTJE Hamburg	GERMANY
B02/002	00025	SMART DJ	DAIMLER MBVD	SMART FORTWO ELECTRIC DRIVE	BBDO BERLIN	GERMANY
B04/001	00008	ARE YOU KLAUS-HEIDI?	LUFTHANSA	AIRLINE TICKETS	DDB STOCKHOLM	SWEDEN
B04/003	00026	FLASHBACK	BERLIN TOURISMUS & KONGRESS	THE VISITBERLIN MUSEUM PASS	BBDO BERLIN	GERMANY
B04/005	00041	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM
B04/013	00178	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
B04/014	00192	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
B04/019	00228	BOSSE'S MILK	LIDL DISCOUNT SUPERMARKETS	SUPERMARKET	INGO Stockholm	SWEDEN
B04/021	00272	SCANDIC TO GO	SCANDIC HOTELS	HOTELS	PRIME Stockholm	SWEDEN
B04/026	00157	RENOVATED BILLBOARDS	OBI & CO. DEUTSCHLAND	DIY STORE	JUNG von MATT Hamburg	GERMANY
B04/030	00330	PAY PER LAUGH	TEATRENEU	PAY PER LAUGH	THE CYRANOS McCANN Barcelona	SPAIN
B04/034	00353	BOL.COM ONLINE SIGNING SESSION	BOL.COM	BOOKS	DDB BRUSSELS	BELGIUM
B05/008	00262	RSCA ANDERLECHT SUPPORTS SMALL BUSINESSES	BNP PARIBAS FORTIS	BANK	PUBLICIS BRUSSELS	BELGIUM
B06/006	00320	DEBATTLE	SVERIGES RADIO	SWEDISH NATIONAL RADIO	CP+B Gothenburg	SWEDEN
B06/009	00423	UNCENSORED ARTICLES MADE IN CHINA	HUMO MAGAZINE	HUMO MAGAZINE	MORTIERBRIGADE Brussels	BELGIUM
B07/007	00124	SAMSUNG SMART BIKE	SAMSUNG ELECTRONICS ITALY	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT Milan	ITALY
B07/010	00040	THE PAPER SKIN	FEDRIGONI GERMANY	FEDRIGONI FINE PAPER	GEOMETRY GLOBAL GERMANY Berlin	GERMANY
B07/015	00426	DON'T GOOGLE IT	CEBAM	HEALTH SITE	DDB BRUSSELS	BELGIUM
B08/004	00061	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY
B08/013	00146	MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT Zürich	SWITZERLAND
B08/033	00374	CLICK & DRAG & DONATE & REBUILD	CONSORTIUM 1212	HAIYAN	MORTIERBRIGADE Brussels	BELGIUM
B08/040	00417	FUCK THE POOR	THE PILION TRUST	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
C01/001	00042	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM
C01/006	00085	IF ONLY FOR A SECOND	MIMI FOUNDATION	CANCER SUPPORT AND WELLBEING CENTER	LEO BURNETT FRANCE Paris	FRANCE
C01/011	00179	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
Total Entries:			68			