

Shortlist (Creative Effectiveness)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
A01 (Creative Effectiveness)						
A01/003	00006	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
A01/004	00007	OFFROAD	DAIMLER / SMART	SMART FORTWO	BBDO GROUP GERMANY Berlin	GERMANY
A01/005	00008	THE HORNBAACH HAMMER	HORNBAACH BAUMARKT	HORNBAACH	HEIMAT Berlin	GERMANY
A01/008	00012	LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg	SWEDEN
A01/009	00015	WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	BRAND	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS
A01/010	00018	TRY MY HYBRID	TOYOTA NORWAY	TOYOTA HYBRID CARS	SAATCHI & SAATCHI Oslo	NORWAY
A01/011	00021	INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
A01/014	00025	GHITA, THE SOCIAL SHEPHERD	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON Bucharest	ROMANIA
A01/018	00026	DILL - THE RESTAURANT	LIDL	LIDL	INGO Stockholm	SWEDEN
A01/021	00004	FROM CRYING TO BUYING	JOHN LEWIS	RETAIL	ADAM&EVEDDB London	UNITED KINGDOM
A01/028	00027	MADE OF MORE	DIAGEO	GUINNESS	AMVBBDO London	UNITED KINGDOM

Total Entries: 11