

Shortlist (Interactive)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
A01 (Interface & Navigation)						
A01/005	00071	IMAGINATION MACHINE	S7 AIRLINES	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
A01/006	00086	EYE CLICK DONATION	ALS LEAGUE	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM
A02 (User experience)						
A02/006	00087	EYE CLICK DONATION	ALS LEAGUE	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM
A02/007	00090	EUROPE'S MOST PUNCTUAL OFFER	SCANDINAVIAN AIRLINES	TRAVELS	McCANN COPENHAGEN	DENMARK
A03 (Storytelling)						
A03/004	00063	WEBER BBQ CULTURES	WEBER-STEPHEN EMEA	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK
A03/011	00266	EARTH 2045	SPP	PENSION FUNDS	M&C SAATCHI STOCKHOLM	SWEDEN
A04 (Animation/Motion Graphics)						
A04/004	00349	ONE DOLLAR LESSON	KASPERSKY LAB	KASPERSKY TOTAL SECURITY	GREY MOSCOW	RUSSIA
A05 (Illustration and Graphic Design)						
A05/003	00288	LA MAISON DES CARRÉS	HERMÈS	ECOMMERCE	AKQA Paris	FRANCE
A06 (Use/Curation of Image(s))						
A06/002	00044	ANIMAL COPYRIGHTS	WWF/LATINSTOCK	ANIMAL COPYRIGHTS (THE FIRST IMAGE BANK FOR WWF)	CHEIL SPAIN Madrid	SPAIN
A06/003	00052	GOOGLE STREET ART PROJECT	GOOGLE	GOOGLE CULTURAL INSTITUTE	84.PARIS	FRANCE
A07 (Use of Video)						
A07/002	00091	EUROPE'S MOST PUNCTUAL OFFER	SCANDINAVIAN AIRLINES	TRAVELS	McCANN COPENHAGEN	DENMARK
A07/008	00267	EARTH 2045	SPP	PENSION FUNDS	M&C SAATCHI STOCKHOLM	SWEDEN
A08 (Use of Music/Sound Design)						
A08/001	00113	THE DNA PROJECT	JVIEWZ	ALBUM CREATION	HELLO MONDAY Aarhus C	DENMARK
A09 (Copy/Editorial)						
A09/002	00121	GOOGLE YEAR IN SEARCH	GOOGLE	ONLINE FILM	R/GA LONDON	UNITED KINGDOM
A10 (Innovative Use of Technology)						
A10/001	00017	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
A10/006	00088	EYE CLICK DONATION	ALS LEAGUE	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM
A10/012	00356	SAMSUNG SMART PLAYBOARD	SAMSUNG ELECTRONICS ITALIA	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT ITALY Milan	ITALY
A10/015	00340	SHELL MORRO DA MINEIRA	ROYAL DUTCH SHELL	ENERGY SECTOR	J. WALTER THOMPSON London	UNITED KINGDOM
A11 (Overall Aesthetic Design/Best Practice)						

Shortlist (Interactive)

A11/001	00066	WEBER BBQ CULTURES	WEBER-STEPHEN EMEA	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK
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B01 (Fast Moving Consumer Goods)

B01/005	00296	GIVE HOLLAND A NESTLÉ BREAK		KITKAT CHUNKY DOUBLE CARAMEL	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
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B04 (Travel, Entertainment, Leisure & Retail (incl. e-commerce and Restaurants))

B04/003	00178	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
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B04/005	00224	FIRST PERSON LOVER	BJÖRN BORG	SPORTS APPAREL	GARBERGS Stockholm	SWEDEN
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B05 (Business Products & Services / Corporate Image & Communication)

B05/004	00297	TASTE THE TRANSLATION	ELAN	TRANSLATOR	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
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B06 (Publications & Media)

B06/003	00312	THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris	FRANCE
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B07 (Financial, Commercial Public Services, Healthcare & Medical)

B07/001	00073	PRIDESTREAM	KPN	TELCO	N=5 Amsterdam	THE NETHERLANDS
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B07/006	00365	ALIVE MEMORY	GOOGLE RUSSIA	GOOGLE	FRIENDS MOSCOW Moscow	RUSSIA
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B08 (Charities, Public Health, Safety & Awareness Messages)

B08/003	00115	NAZIS AGAINST NAZIS-GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
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B08/009	00324	NOW IT IS OUR TURN TO WALK	NORWEGIAN CHURCH AID	THE WATER PROJECT	TRY/APT/POL Oslo	NORWAY
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C02 (Microsites)

C02/004	00067	WEBER BBQ CULTURES	WEBER-STEPHEN EMEA	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK
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C02/006	00089	EYE CLICK DONATION	ALS LEAGUE	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM
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C02/013	00185	WHAT ARE YOU MADE OF?	UBISOFT	FARCRY4	GREY PARIS	FRANCE
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C02/018	00268	EARTH 2045	SPP	PENSION FUNDS	M&C SAATCHI STOCKHOLM	SWEDEN
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C02/022	00367	ALIVE MEMORY	GOOGLE RUSSIA	GOOGLE	FRIENDS MOSCOW Moscow	RUSSIA
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C03 (Web Service/App)

C03/009	00314	THE AD FILTER	D&AD	D&AD	BETC Paris	FRANCE
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D01 (Web Banner)

D01/003	00094	EUROPE'S MOST PUNCTUAL OFFER	SCANDINAVIAN AIRLINES	TRAVELS	McCANN COPENHAGEN	DENMARK
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D01/007	00079	THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow	RUSSIA
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E01 (Social Video)

E01/001	00019	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
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Shortlist (Interactive)

E01/006	00116	NAZIS AGAINST NAZIS-GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
E01/009	00157	VOLKSWAGEN STROLLER	PON'S AUTOMOBIELHAND EL	AUTOMOTIVE	ACHTUNG! Amsterdam	THE NETHERLANDS
E01/015	00285	DO IT FOR MOM	SPIES TRAVELS	ACTIVE HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
E01/017	00306	THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN
E01/021	00344	SAMSUNG HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	SAMSUNG VIDEO BASED CALL CENTER FOR HEARING IMPAIRED	LEO BURNETT ISTANBUL	TURKEY

E02 (Interactive Video)

E02/006	00186	WHAT ARE YOU MADE OF?	UBISOFT	FARCRY4	GREY PARIS	FRANCE
E02/009	00269	EARTH 2045	SPP	PENSION FUNDS	M&C SAATCHI STOCKHOLM	SWEDEN
E02/013	00080	MORTAL TIMELINE	INTOUCH INSURANCE	MOVEMENT FOR RESPONSIBLE DRIVING	BBDO RUSSIA GROUP Moscow	RUSSIA

E03 (Webisodes/Series)

E03/010	00230	BACK TO BASE	BASE	TELCO (MOBILE) PROVIDER	DDB BRUSSELS	BELGIUM
E03/011	00290	NIKE BASKETBALL: RISE 2.0 GREATER CHINA	NIKE BASKETBALL	NIKE BASKETBALL	AKQA London	UNITED KINGDOM

E04 (Other Video)

E04/005	00362	BALLANTINE'S SPACE GLASS	BALLANTINE'S	WHISKY	HAVAS WORLDWIDE London	UNITED KINGDOM
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F01 (Engagement Platform)

F01/001	00166	DROPS	STUDIO BRUSSEL	RADIO	BOONDOGGLE Leuven	BELGIUM
F01/005	00233	BIG MAC SHOP	McDONALD'S SWEDEN	BIGMAC	DDB STOCKHOLM	SWEDEN

F02 (Response/Real-Time Activity (incl. Crowdsourcing))

F02/003	00180	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
F02/007	00243	WIN A BREAST RECONSTRUCTION	BENETIET	CANCER AWARENESS CAMPAIGN	LDV UNITED Antwerp	BELGIUM

F03 (Use of Co-Creation & User Generated Content)

F03/005	00155	4000 STOPS	RUTER	PUBLIC TRANSPORTATION , OSLO	McCANN NORDIC OSLO	NORWAY
F03/014	00320	MOSCOW REAL GIRLS - INSTAPOSTERS	NIKE	NIKE	INSTINCT Moscow	RUSSIA

F04 (Innovative Use of Social or Community (including emerging platforms for brands))

F04/009	00181	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
F04/010	00152	HP OMEN	HP EMEA	HP OMEN	180 AMSTERDAM Amsterdam	THE NETHERLANDS
F04/011	00161	I, AIDS.	AIDES	PUBLIC INTEREST	WNP Paris	FRANCE

Shortlist (Interactive)

F04/012	00026	SPECIAL OLYMPICS - KEVIN DE BRUYNE	SPECIAL OLYMPICS BELGIUM	SPECIAL OLYMPIC SUMMER GAMES	LDV UNITED Antwerp	BELGIUM
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F04/013	00205	THE MOST ECO-FRIENDLY CAMPAIGN EVER	BIOCOOP	ORGANIC PRODUCTS RETAIL	FF PARIS	FRANCE
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H01 (Branded Tech online (incl. Digital Products, Utilities & Tools))

H01/002	00253	THE SUNCELL GUIDE	VATTENFALL	SOLAR CELL PANELS	MRM//McCANN Stockholm	SWEDEN
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H02 (Branded Tech off-line (incl. Digital Installation/Exhibit))

H02/001	00021	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
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H02/002	00030	MORE THAN A SIGN	DISLIFE.RU	PARKING LOTS FOR DISABLED PEOPLE	Y&R Moscow	RUSSIA
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H02/005	00072	IMAGINATION MACHINE	S7 AIRLINES	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
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H02/013	00328	SINGING SAILOR	THE SWEDISH PEACE AND ARBITRATION SOCIETY	SUSTAINABLE PEACE AND HUMAN RIGHTS	ÅKESTAM HOLST Stockholm	SWEDEN
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H02/014	00358	SAMSUNG SMART PLAYBOARD	SAMSUNG ELECTRONICS ITALIA	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT ITALY Milan	ITALY
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I01 (Integrated Multi-Platform Campaign)

I01/001	00014	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY
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Total Entries: 66

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