

Shortlist (Outdoor)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
<u>A01 (Food)</u>						
A01/007	00170	GROOVY FEELING	UNILEVER	MARMITE	ADAM&EVEDDB London	UNITED KINGDOM
A01/008	00171	PSYCHEDELIC	UNILEVER	MARMITE	ADAM&EVEDDB London	UNITED KINGDOM
<u>A02 (Drinks (Alcoholic & Non-Alcoholic))</u>						
A02/001	00060	ICON OF THE CENTURY	COCA-COLA	COCA-COLA	OGILVY GERMANY Frankfurt	GERMANY
A02/002	00115	COCA - COLA TOGETHER - PEACE	THE COCA-COLA COMPANY	SOFT DRINKS	OGILVY PARIS	FRANCE
A02/003	00116	COCA - COLA TOGETHER - LOVE	THE COCA-COLA COMPANY	SOFT DRINKS	OGILVY PARIS	FRANCE
<u>A03 (Household)</u>						
A03/005	00424	Barbie	HENKEL	LOCTITE SUPER GLUE	HEIMAT Berlin	GERMANY
A03/006	00425	TOY SOLDIERS	HENKEL	LOCTITE	HEIMAT Berlin	GERMANY
<u>A04 (Home Appliances & Furnishings, Electronics & Audio-Visual)</u>						
A04/009	00136	KISS	SAMSUNG ELECTRONICS ITALIA	MINI CAMERA	J. WALTER THOMPSON ITALY Milan	ITALY
A04/010	00137	WORKERS	SAMSUNG ELECTRONICS ITALIA	MINI CAMERA	J. WALTER THOMPSON ITALY Milan	ITALY
<u>A06 (Clothing, Footwear & Accessories)</u>						
A06/007	00251	WRANGLER WOLF	WRANGLER	JEANS AND OUTDOOR APPAREL	WE ARE PI Amsterdam	THE NETHERLANDS
A06/008	00252	WRONGLER WOLF	WRANGLER	JEANS AND OUTDOOR APPAREL	WE ARE PI Amsterdam	THE NETHERLANDS
A06/009	00253	WRANGLER MEAL	WRANGLER	JEANS AND OUTDOOR APPAREL	WE ARE PI Amsterdam	THE NETHERLANDS
A06/010	00254	WRONGLER MEAL	WRANGLER	JEANS AND OUTDOOR APPAREL	WE ARE PI Amsterdam	THE NETHERLANDS
A06/011	00255	WRANGLER PLANT	WRANGLER	JEANS AND OUTDOOR APPAREL	WE ARE PI Amsterdam	THE NETHERLANDS
A06/012	00256	WRONGLER PLANT	WRANGLER	JEANS AND OUTDOOR APPAREL	WE ARE PI Amsterdam	THE NETHERLANDS
A06/013	00257	WRANGLER SWIMMING	WRANGLER	JEANS AND OUTDOOR APPAREL	WE ARE PI Amsterdam	THE NETHERLANDS
A06/014	00258	WRONGLER SWIMMING	WRANGLER	JEANS AND OUTDOOR APPAREL	WE ARE PI Amsterdam	THE NETHERLANDS
<u>A07 (Miscellaneous)</u>						
A07/001	00110	MARIOUS	MARS	PEDIGREE BRAND	BBDO GROUP GERMANY Berlin	GERMANY
A07/002	00111	ROBERTA	MARS	PEDIGREE BRAND	BBDO GROUP GERMANY Berlin	GERMANY
A07/003	00112	CISEL	MARS	PEDIGREE BRAND	BBDO GROUP GERMANY Berlin	GERMANY
A07/007	00166	CHICKEN	MARS	TEMPTATIONS CAT TREATS	ADAM&EVEDDB London	UNITED KINGDOM
A07/008	00167	SALMON	MARS	TEMPTATIONS CAT TREATS	ADAM&EVEDDB London	UNITED KINGDOM
A07/009	00168	SEAFOOD	MARS	TEMPTATIONS CAT TREATS	ADAM&EVEDDB London	UNITED KINGDOM

Shortlist (Outdoor)

A08 (Cars & Automotive Services)

A08/002	00107	LONDON	DAIMLER / SMART	SMART FORTWO	BBDO GROUP GERMANY Berlin	GERMANY
A08/003	00108	ROME	DAIMLER / SMART	SMART FORTWO	BBDO GROUP GERMANY Berlin	GERMANY
A08/004	00109	BERLIN	DAIMLER / SMART	SMART FORTWO	BBDO GROUP GERMANY Berlin	GERMANY
A08/032	00480	MIRROR 1/3	RENAULT	RENAULT MASTER	PUBLICIS CONSEIL Paris	FRANCE
A08/033	00481	DOOR 2/3	RENAULT	RENAULT MASTER	PUBLICIS CONSEIL Paris	FRANCE
A08/034	00482	CONCRETE 3/3	RENAULT	RENAULT MASTER	PUBLICIS CONSEIL Paris	FRANCE

A09 (Retail Stores, Restaurants & Fast Food Outlets)

A09/020	00279	ASSEMBLY FAIL	IKEA GERMANY	ASSEMBLY SERVICE	THJNK Hamburg	GERMANY
A09/021	00456	BED	IKEA GERMANY	ASSEMBLY SERVICE	THJNK Hamburg	GERMANY
A09/022	00457	WARDROBE	IKEA GERMANY	ASSEMBLY SERVICE	THJNK Hamburg	GERMANY

A10 (Travel, Transport & Tourism, Entertainment & Leisure)

A10/017	00146	MACHINE GUN	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
A10/018	00148	OBUS	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
A10/019	00150	SLEDGEHAMMER	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
A10/023	00158	SAW	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
A10/031	00032	TOY SOLDIERS	ZKO ZÜRICH CHAMBER ORCHESTRA	CONCERTS FOR CHILDREN	HAVAS WORLDWIDE Zürich	SWITZERLAND

A11 (Publications & Media)

A11/009	00440	ABUSED	SITUATION STOCKHOLM	MAGAZINE	INGO Stockholm	SWEDEN	I
A11/010	00441	HALLUCINATION S	SITUATION STOCKHOLM	MAGAZINE	INGO Stockholm	SWEDEN	I
A11/011	00442	MURDER	SITUATION STOCKHOLM	MAGAZINE	INGO Stockholm	SWEDEN	I

A16 (Charities, Public Health, Safety & Awareness Messages)

A16/001	00002	WOMEN SHOULD NOT BE WORTH LESS / BOHRERIN	FRAUENZENTRALE ZÜRICH	WOMEN'S RIGHTS	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND
A16/002	00003	WOMEN SHOULD NOT BE WORTH LESS / KOPFHÖRERIN	FRAUENZENTRALE ZÜRICH	WOMEN'S RIGHTS	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND
A16/003	00004	WOMEN SHOULD NOT BE WORTH LESS / RASIERERIN	FRAUENZENTRALE ZÜRICH	WOMEN'S RIGHTS	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND
A16/004	00005	WOMEN SHOULD NOT BE WORTH LESS / TOASTERIN	FRAUENZENTRALE ZÜRICH	WOMEN'S RIGHTS	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND
A16/012	00125	FATHER	INNOCENCE IN DANGER	PROTECTING CHILDREN FROM ABUSE	ROSAPARK Paris	FRANCE

Shortlist (Outdoor)

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

B04/004	00138	KISS	SAMSUNG ELECTRONICS ITALIA	MINI CAMERA	J. WALTER THOMPSON ITALY Milan	ITALY
B04/005	00139	WORKERS	SAMSUNG ELECTRONICS ITALIA	MINI CAMERA	J. WALTER THOMPSON ITALY Milan	ITALY
B04/009	00369	BILLY	IKEA AUSTRIA	IKEA	DDB GROUP Hamburg	GERMANY
B04/010	00370	GNEDBY	IKEA AUSTRIA	IKEA	DDB GROUP Hamburg	GERMANY
B04/011	00371	KALLAX	IKEA AUSTRIA	IKEA	DDB GROUP Hamburg	GERMANY

B08 (Cars & Automotive Services)

B08/007	00349	SMART FOR TWO/JACKIE	MERCEDES-BENZ	SMART	JUNG von MATT Vienna	AUSTRIA
B08/008	00351	SMART FOR TWO/YOKO	MERCEDES-BENZ	SMART	JUNG von MATT Vienna	AUSTRIA
B08/009	00353	SMART FOR TWO/SNAKE	MERCEDES-BENZ	SMART	JUNG von MATT Vienna	AUSTRIA

B09 (Retail Stores, Restaurants & Fast Food Outlets)

B09/004	00068	FLIGHT MAP	McDONALD'S	STORE OPENING	LEO BURNETT FRANKFURT	GERMANY
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B10 (Travel, Transport & Tourism, Entertainment & Leisure)

B10/002	00149	OBUS	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
B10/003	00151	SLEDGEHAMMER	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE

B14 (Commercial Public Services)

B14/005	00435	TRENCH	POSTE ITALIANE	THE ITALIAN POSTAL SERVICE CELEBRATE THE 100TH ANNIVERSARY OF THE GREAT WAR	McCANN WORLDGROUP Milan	ITALY
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B16 (Charities, Public Health, Safety & Awareness Messages)

B16/007	00228	UK	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM
B16/008	00229	SWEDEN	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM
B16/009	00230	NETHERLANDS	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM
B16/010	00231	GERMANY	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM
B16/011	00232	ITALY	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM
B16/012	00233	SCOTLAND	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM

C01 (Adapted Billboards and Outdoor Posters)

C01/003	00118	AMSTERDAM	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
C01/004	00120	PARIS	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
C01/005	00122	BRUSSELS	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
C01/008	00269	THERE'S ANOTHER SIDE TO THE STORY - NO WAY IN THE WORLD	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM

Shortlist (Outdoor)

C01/009	00270	THERE'S ANOTHER SIDE TO THE STORY - NEVER IN A MILLION YEARS	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
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C01/010	00271	THERE'S ANOTHER SIDE TO THE STORY - STRUGGLE TO SLEEP	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
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C02 (Adapted Indoor Posters)

C02/003	00314	BUTTON FOR HELP	RED CROSS OF SERBIA	ANTI TRAFFICKING	NEW MOMENT NEW IDEAS COMPANY Y&R	SERBIA Belgrade
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D01 (Digital Posters)

D01/001	00119	AMSTERDAM	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
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D01/002	00121	PARIS	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
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D01/003	00123	BRUSSELS	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
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D01/006	00242	THE OREO ECLIPSE	MONDELÉZ INTERNATIONAL	OREO	PHD London	UNITED KINGDOM
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D03 (Interactive Digital)

D03/001	00071	THE INTERACTIVE PARKING BILLBOARD	FIAT	PARK ASSIST	LEO BURNETT FRANKFURT	GERMANY
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D03/005	00264	THE GREAT ESCAPE	GRAUBUENDEN FERIEN	GRAUBUENDEN FERIEN	JUNG von MATT/LIMMAT Zürich	SWITZERLAND
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E01 (Non-standard Indoor Advertising)

E01/003	00211	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
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E03 (Special Build)

E03/001	00059	SMART POP UP BILLBOARDS	MERCEDES-BENZ CARS VERTRIEB DEUTSCHLAND	SMART FORTWO	BBDO GROUP Dusseldorf	GERMANY
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E03/019	00419	SHELL MORRO DA MINEIRA	ROYAL DUTCH SHELL	ENERGY SECTOR	J. WALTER THOMPSON London	UNITED KINGDOM
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E03/022	00449	SHADOW WIFI	STICHTING TEGEN KANKER/FONDATIO N CONTRE LE CANCER	AWARENESS ORGANISATION TO PREVENT SKIN CANCER	HAPPINESS BRUSSELS	BELGIUM
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E04 (Live Advertising & Events)

E04/001	00028	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
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E04/003	00114	THE MARATHON WALKER	WATER FOR AFRICA CHARITY		OGILVY PARIS	FRANCE
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E04/008	00266	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN
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E05 (Transit)

E05/005	00347	PHOTO PROMO	DE LIJN	PUBLIC TRANSPORT	FAMOUS BRUSSELS	BELGIUM
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E05/007	00372	#SMARTEFFECT	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL
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E06 (Interactive Outdoor Experiences)

E06/002	00106	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP Berlin	GERMANY
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Shortlist (Outdoor)

E06/006	00203	NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT- DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
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E06/014	00423	SAMSUNG HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	SAMSUNG VIDEO BASED CALL CENTER FOR HEARING IMPAIRED	LEO BURNETT ISTANBUL	TURKEY
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F01 (Integrated Campaigns led by Outdoor)

F01/001	00029	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
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F01/004	00204	NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT- DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
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F01/005	00241	THE OREO ECLIPSE	MONDELÉZ INTERNATIONAL	OREO	PHD London	UNITED KINGDOM
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Total Entries: 91

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