

## Shortlist (Print)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
<b>A02 (Drinks (Alcoholic &amp; Non-Alcoholic))</b>						
A02/003	00123	COCA - COLA TOGETHER - PEACE	THE COCA-COLA COMPANY	SOFT DRINKS	OGILVY PARIS	FRANCE
A02/004	00124	COCA - COLA TOGETHER - LOVE	THE COCA-COLA COMPANY	SOFT DRINKS	OGILVY PARIS	FRANCE
<b>A03 (Household)</b>						
A03/001	00060	ROBOT	PANASONIC	BATTERY	PROXIMITY BBDO Boulogne-Billancourt	FRANCE
A03/002	00061	T-REX	PANASONIC	BATTERY	PROXIMITY BBDO Boulogne-Billancourt	FRANCE
<b>A04 (Home Appliances, Furnishings, Electronics &amp; Audio-Visual )</b>						
A04/002	00128	SUJIHIKI	ZWILLING J.A. HENCKELS	MIYABI KNIVES	HEREZIE Paris	FRANCE
A04/003	00129	SHOTOH	ZWILLING J.A. HENCKELS	MIYABI KNIVES	HEREZIE Paris	FRANCE
A04/006	00138	WORKERS	SAMSUNG ELECTRONICS ITALIA	MINI CAMERA	J. WALTER THOMPSON ITALY Milan	ITALY
A04/017	00289	GNEDBY	IKEA AUSTRIA	IKEA	DDB GROUP Hamburg	GERMANY
A04/018	00290	KALLAX	IKEA AUSTRIA	IKEA	DDB GROUP Hamburg	GERMANY
A04/021	00304	DAYBED	LIGNE ROSET	FURNITURES PIERRE PAULIN	LES GAULOIS Puteaux	FRANCE
A04/024	00026	BOSE OFFICE	MODERN ELECTRONICS	BOSE	MEDINA TURGUL DDB Istanbul	TURKEY
A04/025	00027	BOSE STREET	MODERN ELECTRONICS	BOSE	MEDINA TURGUL DDB Istanbul	TURKEY
<b>A05 (Cosmetics &amp; Beauty, Toiletries &amp; Pharmacy)</b>						
A05/001	00019	PLANE	RECKITT BENCKISER	CONDOM	HAVAS WORLDWIDE ISTANBUL	TURKEY
A05/002	00020	TRAIN	RECKITT BENCKISER	CONDOM	HAVAS WORLDWIDE ISTANBUL	TURKEY
A05/005	00070	ALARM CLOCK	ADOLF WÜRTH	EARPLUGS	SCHOLZ & FRIENDS Berlin	GERMANY
A05/006	00071	BELL TOWER	ADOLF WÜRTH	EARPLUGS	SCHOLZ & FRIENDS Berlin	GERMANY
A05/007	00072	AIRPLANE	ADOLF WÜRTH	EARPLUGS	SCHOLZ & FRIENDS Berlin	GERMANY
<b>A07 (Miscellaneous)</b>						
A07/005	00113	MARIOUS	MARS	PEDIGREE BRAND	BBDO GROUP GERMANY Berlin	GERMANY
A07/006	00114	ROBERTA	MARS	PEDIGREE BRAND	BBDO GROUP GERMANY Berlin	GERMANY
A07/007	00115	CISEL	MARS	PEDIGREE BRAND	BBDO GROUP GERMANY Berlin	GERMANY
<b>A08 (Cars &amp; Automotive Services)</b>						
A08/002	00022	AIRBAG-HEAVEN	AUDI	AUTOMOBILE	TRIBAL WORLDWIDE ISTANBUL Istanbul	TURKEY
A08/003	00063	FIAT 500	MERCEDES-BENZ / SMART	SMART FORTWO	CLM BBDO Boulogne-Billancourt	FRANCE
A08/004	00064	VW UP	MERCEDES-BENZ / SMART	SMART FORTWO	CLM BBDO Boulogne-Billancourt	FRANCE
A08/005	00065	RENAULT TWINGO	MERCEDES-BENZ / SMART	SMART FORTWO	CLM BBDO Boulogne-Billancourt	FRANCE
A08/006	00066	TOYOTA IQ	MERCEDES-BENZ / SMART	SMART FORTWO	CLM BBDO Boulogne-Billancourt	FRANCE
A08/007	00067	MINI COOPER	MERCEDES-BENZ / SMART	SMART FORTWO	CLM BBDO Boulogne-Billancourt	FRANCE
A08/008	00068	PEUGEOT 108	MERCEDES-BENZ / SMART	SMART FORTWO	CLM BBDO Boulogne-Billancourt	FRANCE
A08/023	00223	SCREAM	VOLKSWAGEN	VOLKSWAGEN CLASSIC PARTS	GRABARZ & PARTNER Hamburg	GERMANY

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A08/025	00225	FAMILY CAR	VOLKSWAGEN	VOLKSWAGEN AUTOMATIC DISTANCE CONTROL ACC	GRABARZ & PARTNER Hamburg	GERMANY
A08/039	00275	SMART FOR TWO/JACKIE	MERCEDES-BENZ	SMART	JUNG von MATT Vienna	AUSTRIA
A08/040	00276	SMART FOR TWO/YOKO	MERCEDES-BENZ	SMART	JUNG von MATT Vienna	AUSTRIA
A08/041	00277	SMART FOR TWO/SNAKE	MERCEDES-BENZ	SMART	JUNG von MATT Vienna	AUSTRIA
A08/054	00110	LONDON	DAIMLER / SMART	SMART FORTWO	BBDO GROUP GERMANY Berlin	GERMANY
A08/055	00111	ROME	DAIMLER / SMART	SMART FORTWO	BBDO GROUP GERMANY Berlin	GERMANY
A08/056	00112	BERLIN	DAIMLER / SMART	SMART FORTWO	BBDO GROUP GERMANY Berlin	GERMANY

## A09 (Retail Stores, Restaurants & Fast Food Outlets)

A09/004	00148	TIDINGS OF JOY	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM
A09/005	00149	CHRISTMAS TIME	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM
A09/006	00150	GOOD WILL TO ALL MEN	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM
A09/016	00278	8:36	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
A09/020	00317	THERE IS ALWAYS A JOB TO BE DONE 1	HORNBAACH	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY
A09/021	00318	THERE IS ALWAYS A JOB TO BE DONE 2	HORNBAACH	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY
A09/022	00319	THERE IS ALWAYS A JOB TO BE DONE 3	HORNBAACH	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY
A09/023	00320	THE HORNBAACH SPRING COLLECTION. DESIGNED BY YOUR PROJECTS.	HORNBAACH	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY

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

A10/014	00185	ANAGRAM LOVERS	MATTEL	SCRABBLE	LOLA / MULLEN LOWE GROUP Madrid	SPAIN
A10/015	00186	ANAGRAM DREAMS	MATTEL	SCRABBLE	LOLA / MULLEN LOWE GROUP Madrid	SPAIN
A10/017	00141	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	00142	OBUS	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
A10/019	00143	SLEDGEHAMMER	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
A10/020	00144	GRENADE	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
A10/021	00145	PROTHESIS	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
A10/022	00146	TAXI	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE

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A10/023	00147	SAW	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	MUSÉE DE LA GRANDE GUERRE DU PAYS DE MEAUX	DDB PARIS	FRANCE
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### **A11 (Publications & Media)**

A11/004	00297	CAR	TINTA DA CHINA/JOAO PINA	CONDOR BOOK	FUEL LISBON	PORTUGAL
A11/006	00307	HOUSEHOLD STRESS	HUMO MAGAZINE	HUMO'S STRESS SPECIAL	MORTIERBRIGADE Brussels	BELGIUM
A11/007	00308	TRAFFIC STRESS	HUMO MAGAZINE	HUMO'S STRESS SPECIAL	MORTIERBRIGADE Brussels	BELGIUM
A11/008	00309	SOCIETAL STRESS	HUMO MAGAZINE	HUMO'S STRESS SPECIAL	MORTIERBRIGADE Brussels	BELGIUM

### **A12 (Financial Products & Services)**

A12/002	00024	DAMAGE-WIND SHIELD	SIGORTAM.NET	ONLINE INSURANCE COMPARISON AND SELLING PLATFORM	TRIBAL WORLDWIDE ISTANBUL Istanbul	TURKEY
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### **A13 (Business Products & Services)**

A13/002	00016	WELTI-FURRER FINE ART TRANSPORTS «VAN GOGH»	WELTI-FURRER FINE ART TRANSPORTS	FINE ART TRANSPORTS	RUF LANZ Zürich	SWITZERLAND
A13/005	00205	PHONE	FONTYOU	TYPOGRAPHY	TBWA\PARIS	FRANCE

### **A14 (Commercial Public Services)**

A14/004	00034	VODAFONE COVERAGE / SPEECHBUBBLE - SKYSCRAPER	VODAFONE	VODAFONE COVERAGE	Y&R TEAM RED ISTANBUL	TURKEY
A14/005	00035	VODAFONE COVERAGE / SPEECHBUBBLE - TUNNEL	VODAFONE	VODAFONE COVERAGE	Y&R TEAM RED ISTANBUL	TURKEY

### **A15 (Corporate Image & Communication)**

A15/001	00151	DIVORCE	HARVEY NICHOLS	BIRMINGHAM RECRUITMENT	ADAM&EVEDDB London	UNITED KINGDOM
A15/002	00152	NATURAL DISASTER	HARVEY NICHOLS	BIRMINGHAM RECRUITMENT	ADAM&EVEDDB London	UNITED KINGDOM
A15/003	00153	TURN ON	HARVEY NICHOLS	BIRMINGHAM RECRUITMENT	ADAM&EVEDDB London	UNITED KINGDOM
A15/004	00154	PRISON	HARVEY NICHOLS	BIRMINGHAM RECRUITMENT	ADAM&EVEDDB London	UNITED KINGDOM

### **A16 (Public Health, Safety & Awareness Messages)**

A16/008	00125	NEIGHBOUR	INNOCENCE IN DANGER	PROTECTING CHILDREN FROM ABUSE	ROSAPARK Paris	FRANCE
A16/009	00126	FATHER	INNOCENCE IN DANGER	PROTECTING CHILDREN FROM ABUSE	ROSAPARK Paris	FRANCE
A16/019	00179	GOT A SEC?	LIONS CLUBS SWEDEN	LIONS CLUBS	VOLT Stockholm	SWEDEN
A16/020	00230	GALLOWS	AMNESTY INTERNATIONAL	NON PROFIT	AIR PARTNER OF McCANN Brussels	BELGIUM
A16/021	00231	FIRING SQUAD	AMNESTY INTERNATIONAL	NON PROFIT	AIR PARTNER OF McCANN Brussels	BELGIUM
A16/022	00232	ELECTRIC CHAIR	AMNESTY INTERNATIONAL	NON PROFIT	AIR PARTNER OF McCANN Brussels	BELGIUM

### **A17 (Fundraising, Donations & Appeals)**

A17/007	00214	UK	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM
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A17/008	00215	SWEDEN	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM
A17/009	00216	NETHERLANDS	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM
A17/010	00217	GERMANY	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM
A17/011	00218	ITALY	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM
A17/012	00219	SCOTLAND	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM

**Total Entries:** 77

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