

CATEGORY	CAMPAIGN	ADVERTISER	AGENCY	COUNTRY
A1. Food	Brady Bunch	Mars Chocolate North America	BBDO New York	United States (US)
A1. Food	#TBT TV Campaign	Mars Chocolate North America	BBDO New York	United States (US)
A1. Food	Sarah & Juan	Wrigley, a Subsidiary of Mark Inc.	Energy BBDO	United States (US)
A1. Food	Made of Black	Guinness	BBDO Africa/Abbott Mead Vickers BBDO	United Kingdom
A1. Food	The Great Escape	Chicken Licken	Network#BBDO	South Africa
A1. Food	Failed Nostradamus	Fox Chips	TNC Group	Egypt
A2. Drink	Keep the Flame Alive	Diageo Lebanon	Leo Burnett Beirut	Lebanon
A3. Automotive / Automotive product / Motorbike	THE CHOICE	VOLKSWAGEN	WANDA PARIS	France
A3. Automotive / Automotive product / Motorbike	Make Your Time Great	Renault	Publicis Conseil	France
A4. Insurance / Banking / Financial service	The Notebook	Dial Direct	Velocity films	South Africa
A4. Insurance / Banking / Financial service	Sorta Rx	Esurance	Leo Burnett Chicago	United States (US)
A5. Service activity	Love Your Imperfections	Meetic Group	BUZZMAN	France
A6. Telecommunication	du - Two for One Tickets - Too Informative	du	Leo Burnett Dubai	United Arab Emirates
A6. Telecommunication	du - Two for One Tickets - Too Insulting	du	Leo Burnett Dubai	United Arab Emirates
A6. Telecommunication	du-Two for One Tickets - Too Distressing	du	Leo Burnett Dubai	United Arab Emirates
A6. Telecommunication	Neighbors	Orange	Publicis Conseil	France
A6. Telecommunication	Ping Pong	Orange	Publicis Conseil	France
A6. Telecommunication	Réconciliation	Orange	Publicis Conseil	France
A6. Telecommunication	Surprise	Orange	Publicis Conseil	France
A6. Telecommunication	Dumb Apps / Hide and Seek detector	Orange	Publicis Conseil	France
A7. NGO / Great cause / Charity	Learn it Young. Remember it Forever.	Scouts South Africa	Velocity films	South Africa
A8. Public interest	THE MAN WHO DIED THE MOST IN MOVIES	AGENCE DE LA BIOMEDECINE	WANDA PARIS	France
A10. Leisure / Entertainment / Games / Sport	Playing Can't Be Bad - Little Girl	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong
A10. Leisure / Entertainment / Games / Sport	Playing Can't Be Bad - Employee	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong
A10. Leisure / Entertainment / Games / Sport	Playing Can't Be Bad - Mother	Changyou Game Developer	Saatchi & Saatchi Services (HK) Limited	Hong Kong

A13. Media	Unicorns	CANAL+	BETC	France
A14. Home	37 Days	Atlantic Group	LEO BURNETT FRANCE	France
A14. Home	Get back to the table	IKEA France - Nudists IKEA France - Camp	BUZZMAN	France
A14. Home	We're ready when you're not	Brandt	BUZZMAN	France
A16. Beauty / Hygiene / Health	MERCUROCHROME, WHATEVER HAPPENS / TEENS MERCUROCHROME, WHATEVER HAPPENS / ELEVATOR MERCUROCHROME, WHATEVER HAPPENS / SHOES	MERCUROCHROME	HAVAS WORLDWIDE PARIS	France
A18. Clothing / Accessories / Textile	I have seen	Gant	BETC	France
B1. Viral Film	Sarah & Juan	Wrigley, a Subsidiary of Mark Inc.	Energy BBDO	United States (US)
B2. Corporate	The Last Wish	SAMSUNG	Cheil Worldwide	South Korea
B3. Brand entertainment & content for TV / Cinema	House of Little Moments	Uni President	UNITED ASATSU INTERNATIONAL LTD	Taiwan