

Shortlist (Outdoor)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea Creation
A01 (Food)							
A01/009	00041	"SHERLOCK HOLMES"	WRIGLEY	WRIGLEY'S SPEARMINT	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf
A02 (Drinks)							
A02/001	00040	"BREAKDANCE"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf
A02/002	00042	"PARKOUR"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf
A02/003	00044	"SKATEBOARD"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf
A03 (Household Goods)							
A03/003	00293	PRISONERS 2	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London
A04 (Cosmetics, Toiletries, Healthcare & Pharmacy)							
A04/006	00178	THE ROCKER	LABORATOIRES LEHNING	VOXPAX	HAVAS PARIS Puteaux	FRANCE	HAVAS PARIS Puteaux
A04/007	00180	THE SUPPORTER	LABORATOIRES LEHNING	VOXPAX	HAVAS PARIS Puteaux	FRANCE	HAVAS PARIS Puteaux
A07 (Clothing, Footwear & Accessories)							
A07/001	00022	DARWIN	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A07/002	00024	EINSTEIN	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A07/003	00026	OBAMA	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A07/004	00028	SHAKESPEARE	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A08 (Cars & Automotive Products & Services)							
A08/004	00019	CHURCH	MERCEDEZ-BENZ ESPAÑA,	SMART, CAR.	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid
A08/006	00260	DONUTS	VOLKSWAGEN	VOLKSWAGEN LANE ASSIST	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin

Shortlist (Outdoor)

A08/007	00262	CATS	VOLKSWAGEN	VOLKSWAGEN LANE ASSIST	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
---------	-------	------	------------	---------------------------	-----------------------------	---------	-----------------------------

A10 (Travel, Transport & Leisure)

A10/011	00280	BRAD IS SINGLE	NORWEGIAN	NORWEGIAN	TRY Oslo	NORWAY	TRY Oslo
---------	-------	----------------	-----------	-----------	----------	--------	----------

A11 (Media & Publications)

A11/005	00298	CLOWN	WOZ DIE WOCHENZEITUNG	LEFTIST WEEKLY/MEDIA	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
A11/008	00304	FOUL	WOZ DIE WOCHENZEITUNG	LEFTIST WEEKLY/MEDIA	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich

A17 (Charities & Appeals)

A17/010	00112	DEER	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A17/011	00113	POLAR BEAR	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A17/012	00114	CAPUCHIN MONKEY	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg

B05 (Home Appliances, Furnishings, Electronics & Technology)

B05/001	00197	DIGITAL MEDIA PROJECT ASSOCIATE	OBI	OBI DIY STORE	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT Zurich
B05/002	00198	IT PROJECT MANAGER	OBI	OBI DIY STORE	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT Zurich
B05/003	00199	COMMODITY TRADING MANAGER	OBI	OBI DIY STORE	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT Zurich

B08 (Cars & Automotive Products & Services)

B08/011	00271	TOTE	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF GERMANY		DDB GROUP DÜSSELDORF
B08/013	00275	BUCKETBAG	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF GERMANY		DDB GROUP DÜSSELDORF

B11 (Media & Publications)

Shortlist (Outdoor)

B11/010	00297	EAR	WOZ DIE WOCHENZEITUNG	LEFTIST WEEKLY/MEDIA	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
B11/011	00299	CLOWN	WOZ DIE WOCHENZEITUNG	LEFTIST WEEKLY/MEDIA	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
B11/012	00301	SPARROW	WOZ DIE WOCHENZEITUNG	LEFTIST WEEKLY/MEDIA	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
B11/013	00303	HEROIN	WOZ DIE WOCHENZEITUNG	LEFTIST WEEKLY/MEDIA	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich
B11/015	00353	SURVIVAL BILLBOARD - TERMS & HORRIBLE, HORRIBLE CONDITIONS	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON

B15 (Corporate Image & Sponsorship)

B15/003	00315	POVERTY	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
---------	-------	---------	--------	--------	------------	----------------	------------

B16 (Public Health & Safety, Public Awareness Messages)

B16/003	00084	#NOFILTER DONG NAI	UNICEF GLOBAL	ORGANISATION TO PROTECT CHILD RIGHTS	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels
B16/004	00085	#NOFILTER BEN NGHE	UNICEF GLOBAL	ORGANISATION TO PROTECT CHILDREN RIGHTS	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels
B16/005	00086	#NOFILTER NGA BAY	UNICEF GLOBAL	ORGANISATION TO PROTECT CHILDREN RIGHTS	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels
B16/006	00087	#NOFILTER SAIGON	UNICEF GLOBAL	ORGANISATION TO PROTECT CHILDREN RIGHTS	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels

C01 (Digital Billboards / Posters)

C01/002	00355	FML	ETHOS TRAVEL	ETHOS TRAVEL	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
C01/006	00359	SAVE ME NOW	ETHOS TRAVEL	ETHOS TRAVEL	McCANN LONDON	UNITED KINGDOM	McCANN LONDON

C02 (Interactive & Dynamic Billboards / Posters)

Shortlist (Outdoor)

C02/002	00083	THERAFLU THERMOSCANNE R	GLAXOSMITHKLINE CONSUMER HEALTHCARE	THERAFLU	SAATCHI & SAATCHI POLAND Warsaw	POLAND	SAATCHI & SAATCHI POLAND Warsaw / SAATCHI & SAATCHI Singapore / INTERACTIVE SOLUTIONS Warsaw
C02/004	10066	#NETFLIXSWAP	NETFLIX	NETFLIX ORIGINAL SERIES	DAREWIN ENTERTAINMENT AGENCY Paris	FRANCE	DAREWIN ENTERTAINMENT AGENCY Paris
C02/009	00312	THE BMW ANIMAL DETECTING BILLBOARDS	BMW GROUP AUSTRIA	BMW NIGHT VISION SYSTEM	DEMNER, MERLICEK & BERGMANN Vienna	AUSTRIA	DEMNER, MERLICEK & BERGMANN Vienna

C03 (Ambient Use of Digital Technology)

C03/003	00146	SAVE ME – THE SKI PASS THAT SAVES LIVES	ÖTZTAL TOURISMUS	ÖTZTAL TOURISMUS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich / SERVICEPLAN HEALTH & LIFE Munich
C03/007	00047	AUDIBLE STREET ART	URAL MUSIC NIGHT	URAL MUSIC NIGHT FESTIVAL	VOSKHOD Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg

C04 (Ambient Experiential & Immersive Digital)

C04/005	00354	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
---------	-------	-----------------------	-----------	-----------------------	---------------	----------------	---------------

D01 (Use of Adapted Billboards / Posters)

D01/003	00093	PICNIC BLANKET	FRUITS AND WINE	FRUITS AND WINE	ROSAPARK Paris	FRANCE	ROSAPARK Paris
D01/010	00211	KALLAX REAL TIMER	IKEA	IKEA JANKI/IKEA TARGÓWEK	GREY WORLDWIDE WARSAW	POLAND	GREY WORLDWIDE WARSAW
D01/012	00349	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
D01/021	00379	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels

D02 (Use of Ambient Outdoor)

D02/001	00060	SMART "MOST OPEN TEST DRIVE"	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
---------	-------	------------------------------------	----------------------	----------------------------	------------------------------	---------	------------------------------

Shortlist (Outdoor)

D02/009	00115	THE TEAR-OFF – POSTERS FOR "MEIN KAMPF – AGAINST RACISM"	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	"MEIN KAMPF – AGAINST RACISM"	OGILVY & MATHER BERLIN	GERMANY	OGILVY & MATHER BERLIN
D02/010	00137	RENOVATED AMBIENTS	OBI & CO DEUTSCHLAND KG	N.A.	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
D02/012	00216	LEBON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
D02/016	00133	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
D02/019	00276	THE REVERSED TRAILER	VOLKSWAGEN NORWAY/ HARALD A. MØLLER	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo
D02/021	00329	PROJECT GERMANY	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
D02/024	00350	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
D02/025	00347	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
D02/028	00228	THE NEXT REMBRANDT	ING	FINANCIAL SERVICES	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM

D03 (Use of Digital Outdoor)

D03/006	00310	THE BMW ANIMAL DETECTING BILLBOARDS	BMW GROUP AUSTRIA	BMW NIGHT VISION SYSTEM	DEMNER, MERLICEK & BERGMANN Vienna	AUSTRIA	DEMNER, MERLICEK & BERGMANN Vienna
---------	-------	-------------------------------------	-------------------	-------------------------	------------------------------------	---------	------------------------------------

E01 (Non-Standard Indoor Advertising)

E01/001	00051	DOORS OF THRONES	TOURISM IRELAND	TOURISM	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
E01/003	00204	EIFFEL TOWER ALL YOURS	HOMEAWAY	VACATION RENTALS	SAATCHI & SAATCHI FRANCE Saint Denis	FRANCE	SAATCHI & SAATCHI FRANCE Saint Denis
E01/007	00227	THE NEXT REMBRANDT	ING	FINANCIAL SERVICES	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM

E02 (Small Scale Special Solutions)

Shortlist (Outdoor)

E02/009	00145	SAVE ME – THE SKI PASS THAT SAVES LIVES	ÖTZTAL TOURISMUS	ÖTZTAL TOURISMUS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich / SERVICEPLAN HEALTH & LIFE Munich
E02/011	00080	UPSIDE DOWN CAN	ORANGINA	ORANGINA	BETC Paris	FRANCE	BETC Paris
E02/014	00330	#PAINTBACK	LAGACY STORE BERLIN	LAGACY STORE BERLIN	HEIMAT Berlin	GERMANY	HEIMAT Berlin

E03 (Special Build)

E03/005	00036	FOUNTAIN AGAINST TORTURE	AMNESTY INTERNATIONAL	CAMPAIGN AGAINST TORTURE	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
E03/006	00095	CAROUSEL OF DREAMS	EUROPCAR	SELECTION SERVICE- LUXURY CAR RENTAL	ROSAPARK Paris	FRANCE	ROSAPARK Paris
E03/010	00138	RENOVATED AMBIENTS	OBI & CO DEUTSCHLAND KG	N.A.	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
E03/020	00277	THE REVERSED TRAILER	VOLKSWAGEN NORWAY/ HARALD A. MØLLER	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo
E03/022	00316	DELICIOUS CALM	CAMPOFRÍO	PAVOFRÍO	McCANN Madrid	SPAIN	McCANN Madrid
E03/025	00370	REAL VIEWS	RENAULT	RENAULT MÉGANE	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS

E04 (Live Advertising & Events)

E04/008	00217	LEBON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
E04/013	00331	PROJECT GERMANY	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
E04/015	00351	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
E04/018	00348	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan

E05 (Interactive Outdoor Experiences)

E05/001	00061	SMART "MOST OPEN TEST DRIVE"	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
---------	-------	------------------------------	-------------------	-------------------------	---------------------------	---------	---------------------------

Shortlist (Outdoor)

E05/003	00116	THE TEAR-OFF – POSTERS FOR "MEIN KAMPF – AGAINST RACISM"	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	"MEIN KAMPF – AGAINST RACISM"	OGILVY & MATHER BERLIN GERMANY		OGILVY & MATHER BERLIN
E05/004	00134	#NETFLIXSWAP	NETFLIX	NETFLIX ORIGINAL SERIES	DAREWIN ENTERTAINMENT AGENCY Paris	FRANCE	DAREWIN ENTERTAINMENT AGENCY Paris
E05/005	00094	EAT YOUR RUN	DECATHLON	KALENJI	ROSAPARK Paris	FRANCE	ROSAPARK Paris
E05/011	00218	THE TALKING WONDERS	FAI - FONDO AMBIENTE ITALIANO	FAIMARATHON - OPEN DOORS DAY	McCANN WORLDGROUP Milan	ITALY	McCANN WORLDGROUP Milan

E06 (Transit)

E06/004	00243	TROLLING TRUMPS BUS	SF (THE SOCIALIST PEOPLE'S PARTY	INFORMATION CAMPAIGN	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
---------	-------	---------------------	----------------------------------	----------------------	-----------------------	---------	-----------------------

F01 (Integrated Campaign Led by Outdoor)

F01/004	00352	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
---------	-------	--------------------	-----------	--------------------	---------------	----------------	---------------

Total Entries: 81