

## Shortlist (Print & Outdoor Craft)

| Cat. No                    | Entry No | Title  | Client                | Product                | Entrant Company               | Country        | Idea creation                 |
|----------------------------|----------|--|-----------------------|------------------------|-------------------------------|----------------|-------------------------------|
| <b>A01 (Art Direction)</b> |          |  |                       |                        |                               |                |                               |
| A01/006                    | 20022    | "BREAKDANCE"   | PEPSICO DEUTSCHLAND   | PEPSI LIGHT            | BBDO GROUP GERMANY Düsseldorf | GERMANY        | BBDO GROUP GERMANY Düsseldorf |
| A01/007                    | 20026    | "PARKOUR"  | PEPSICO DEUTSCHLAND   | PEPSI LIGHT            | BBDO GROUP GERMANY Düsseldorf | GERMANY        | BBDO GROUP GERMANY Düsseldorf |
| A01/008                    | 20031    | "SKATEBOARD"   | PEPSICO DEUTSCHLAND   | PEPSI LIGHT            | BBDO GROUP GERMANY Düsseldorf | GERMANY        | BBDO GROUP GERMANY Düsseldorf |
| A01/009                    | 20023    | "MOBY-DICK"  | WRIGLEY               | WRIGLEY'S SPEARMINT    | BBDO GROUP GERMANY Düsseldorf | GERMANY        | BBDO GROUP GERMANY Düsseldorf |
| A01/010                    | 20027    | "SHERLOCK HOLMES"  | WRIGLEY               | WRIGLEY'S SPEARMINT    | BBDO GROUP GERMANY Düsseldorf | GERMANY        | BBDO GROUP GERMANY Düsseldorf |
| A01/011                    | 20030    | "LITTLE RED RIDING HOOD"                                   | WRIGLEY               | WRIGLEY'S SPEARMINT    | BBDO GROUP GERMANY Düsseldorf | GERMANY        | BBDO GROUP GERMANY Düsseldorf |
| A01/013                    | 20048    | DEER   | ROBIN WOOD            | ROBIN WOOD             | GRABARZ & PARTNER Hamburg     | GERMANY        | GRABARZ & PARTNER Hamburg     |
| A01/014                    | 20050    | POLAR BEAR   | ROBIN WOOD            | ROBIN WOOD             | GRABARZ & PARTNER Hamburg     | GERMANY        | GRABARZ & PARTNER Hamburg     |
| A01/015                    | 20052    | CAPUCHIN MONKEY  | ROBIN WOOD            | ROBIN WOOD             | GRABARZ & PARTNER Hamburg     | GERMANY        | GRABARZ & PARTNER Hamburg     |
| A01/032                    | 20079    | CAR PAINT ON PLASTER                                       | NISSAN EUROPE         | AROUND VIEW MONITOR    | TBWA\G1 Boulogne Billancourt  | FRANCE         | TBWA\G1 Boulogne Billancourt  |
| A01/036                    | 20093    | CLUTCH   | VOLKSWAGEN            | KEYLESS ACCESS         | DDB GROUP DÜSSELDORF          | GERMANY        | DDB GROUP DÜSSELDORF          |
| <b>A02 (Copywriting)</b>   |          |  |                       |                        |                               |                |                               |
| A02/015                    | 20097    | EAR  | WOZ DIE WOCHENZEITUNG | LEFTIST WEEKLY/MEDIA   | LEO BURNETT SCHWEIZ Zürich    | SWITZERLAND    | LEO BURNETT SCHWEIZ Zürich    |
| A02/016                    | 20098    | CLOWN  | WOZ DIE WOCHENZEITUNG | LEFTIST WEEKLY/MEDIA   | LEO BURNETT SCHWEIZ Zürich    | SWITZERLAND    | LEO BURNETT SCHWEIZ Zürich    |
| A02/017                    | 20099    | SPARROW  | WOZ DIE WOCHENZEITUNG | LEFTIST WEEKLY/MEDIA   | LEO BURNETT SCHWEIZ Zürich    | SWITZERLAND    | LEO BURNETT SCHWEIZ Zürich    |
| A02/021                    | 20096    | BRAD IS SINGLE   | NORWEGIAN AIR         | NORWEGIAN AIR          | TRY Oslo                      | NORWAY         | TRY Oslo                      |
| A02/022                    | 20108    | SURVIVAL BILLBOARD - TERMS & HORRIBLE, HORRIBLE CONDITIONS | MICROSOFT             | XBOX / TOMB RAIDER     | McCANN LONDON                 | UNITED KINGDOM | McCANN LONDON                 |
| A02/023                    | 20117    | DE STANDAARD ON 1 PAGE                                     | ALS LIGA              | NON-PROFIT ASSOCIATION | PUBLICIS BRUSSELS             | BELGIUM        | PUBLICIS BRUSSELS             |
| <b>A03 (Illustration)</b>  |          |  |                       |                        |                               |                |                               |
| A03/001                    | 20010    | APPLE SAUCE  | UNILEVER              | COLMAN'S               | ADAM&EVEDDB London            | UNITED KINGDOM | ADAM&EVEDDB London            |

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|---------|-------|------------------|----------------------|------------|---------------------------|----------------|---------------------------|
| A03/003 | 20016 | CRANBERRY SAUCE  | UNILEVER             | COLMAN'S   | ADAM&EVEDDB London        | UNITED KINGDOM | ADAM&EVEDDB London        |
| A03/013 | 20049 | DEER             | ROBIN WOOD           | ROBIN WOOD | GRABARZ & PARTNER Hamburg | GERMANY        | GRABARZ & PARTNER Hamburg |
| A03/014 | 20051 | POLAR BEAR       | ROBIN WOOD           | ROBIN WOOD | GRABARZ & PARTNER Hamburg | GERMANY        | GRABARZ & PARTNER Hamburg |
| A03/015 | 20053 | CAPUCHIN MONKEY  | ROBIN WOOD           | ROBIN WOOD | GRABARZ & PARTNER Hamburg | GERMANY        | GRABARZ & PARTNER Hamburg |
| A03/017 | 20069 | THE ROCKER       | LABORATOIRES LEHNING | VOXPAX     | HAVAS PARIS Puteaux       | FRANCE         | HAVAS PARIS Puteaux       |
| A03/018 | 20071 | THE SUPPORTER    | LABORATOIRES LEHNING | VOXPAX     | HAVAS PARIS Puteaux       | FRANCE         | HAVAS PARIS Puteaux       |
| A03/036 | 20131 | ORAL-B - COW     | PROCTER & GAMBLE     | ORAL-B     | PUBLICIS YORUM Istanbul   | TURKEY         | PUBLICIS YORUM Istanbul   |
| A03/037 | 20135 | ORAL-B - SHEEP   | PROCTER & GAMBLE     | ORAL-B     | PUBLICIS YORUM Istanbul   | TURKEY         | PUBLICIS YORUM Istanbul   |
| A03/038 | 20139 | ORAL-B - CHICKEN | PROCTER & GAMBLE     | ORAL-B     | PUBLICIS YORUM Istanbul   | TURKEY         | PUBLICIS YORUM Istanbul   |

## A04 (Photography)

|         |       |                    |                               |   |                               |         |                               |
|---------|-------|--------------------|-------------------------------|---|-------------------------------|---------|-------------------------------|
| A04/002 | 20025 | "BREAKDANCE"       | PEPSICO DEUTSCHLAND           | PEPSI LIGHT                             | BBDO GROUP GERMANY Düsseldorf | GERMANY | BBDO GROUP GERMANY Düsseldorf |
| A04/003 | 20029 | "PARKOUR"          | PEPSICO DEUTSCHLAND           | PEPSI LIGHT                             | BBDO GROUP GERMANY Düsseldorf | GERMANY | BBDO GROUP GERMANY Düsseldorf |
| A04/004 | 20033 | "SKATEBOARD"       | PEPSICO DEUTSCHLAND           | PEPSI LIGHT                             | BBDO GROUP GERMANY Düsseldorf | GERMANY | BBDO GROUP GERMANY Düsseldorf |
| A04/006 | 20003 | PAINTER            | FIAT PROFESSIONAL             | FIAT DUCATO                             | LEO BURNETT FRANKFURT         | GERMANY | LEO BURNETT FRANKFURT         |
| A04/007 | 20004 | MARKET MAN         | FIAT PROFESSIONAL             | FIAT DUCATO                             | LEO BURNETT FRANKFURT         | GERMANY | LEO BURNETT FRANKFURT         |
| A04/009 | 20039 | #NOFILTER BEN NGHE | UNICEF GLOBAL                 | ORGANISATION TO PROTECT CHILDREN RIGHTS | HAPPINESS / FCB Brussels      | BELGIUM | HAPPINESS / FCB Brussels      |
| A04/010 | 20038 | #NOFILTER NGA BAY  | UNICEF GLOBAL                 | ORGANISATION TO PROTECT CHILDREN RIGHTS | HAPPINESS / FCB Brussels      | BELGIUM | HAPPINESS / FCB Brussels      |
| A04/011 | 20041 | #NOFILTER SAIGON   | UNICEF GLOBAL                 | ORGANISATION TO PROTECT CHILDREN RIGHTS | HAPPINESS / FCB Brussels      | BELGIUM | HAPPINESS / FCB Brussels      |
| A04/014 | 20114 | PEACOCK            | MODULAR LIGHTNING INSTRUMENTS | LIGHTNING INSTRUMENTS                   | MORTIERBRIGADE Brussels       | BELGIUM | MORTIERBRIGADE Brussels       |

## A05 (Typography)

|         |       |              |              |              |               |                |               |
|---------|-------|--------------|--------------|--------------|---------------|----------------|---------------|
| A05/002 | 20110 | MAKE IT STOP | ETHOS TRAVEL | ETHOS TRAVEL | McCANN LONDON | UNITED KINGDOM | McCANN LONDON |
| A05/003 | 20111 | HELP ME GOD  | ETHOS TRAVEL | ETHOS TRAVEL | McCANN LONDON | UNITED KINGDOM | McCANN LONDON |

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|         |       |               |              |              |               |                |               |
|---------|-------|---------------|--------------|--------------|---------------|----------------|---------------|
| A05/004 | 20112 | END THIS HELL | ETHOS TRAVEL | ETHOS TRAVEL | McCANN LONDON | UNITED KINGDOM | McCANN LONDON |
| A05/005 | 20113 | SAVE ME NOW   | ETHOS TRAVEL | ETHOS TRAVEL | McCANN LONDON | UNITED KINGDOM | McCANN LONDON |

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**Total Entries:**                      **40**