

Entry Detail (Direct)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A01 (Flat Mailing)							
A01/015	00883	XTREME PRECISION	KOMATSU	CONSTRUCTION MACHINES	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
A01/016	00315	LOGO PAYBACK TIME!	ANIMAL SHELTER AMSTERDAM	ANIMAL SHELTER	LOWE/DRAFTFCB Amsterdam	THE NETHERLANDS	LOWE/DRAFTFCB Amsterdam
A01/029	00343	ABABA BANTI	DAS HUNGER PROJEKT	CHARITY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A01/031	00349	A HORNY YOUNG MAN	THE GLENMORANGIE COMPANY	ARDBEG CORRYVRECKAN WHISKY	STORY Edinburgh	UNITED KINGDOM	STORY Edinburgh
A01/037	00206	MINIATURE MAGAZINE	MASA PEST CONTROL	PEST CONTROL	TBWA\RAAD\SAUDI ARABIA Jeddah	SAUDI ARABIA	TBWA\RAAD\SAUDI ARABIA Jeddah
A01/038	00340	DOUBLE-SIDED CV	KIDS CO.	CHARITY	IRIS WORLDWIDE London	UNITED KINGDOM	IRIS WORLDWIDE London
A01/039	00514	SELF DEPENDENCE	CAJA DE BURGOS	DEPENDENCE INSURANCE	ROS & ASOCIADOS Getxo	SPAIN	ROS & ASOCIADOS Getxo
A01/040	00535	FIAT SOUNDCARD	FIAT	FIAT	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
A01/044	00700	RECONSTRUCTION	KINDERNOTHILFE	FUNDRAISING KINDERNOTHILFE	SCHOLZ & FRIENDS HAMBURG	GERMANY	SCHOLZ & FRIENDS HAMBURG
A01/047	00932	WORLD MAP	LAND ROVERS OWNERS CULB	LAND ROVER	LOWE Shanghai	CHINA	LOWE Shanghai
A01/049	00763	RAT HOLE	CABLE PLUS DIGITAL	RATATOUILLE PREMIERE	JWT/CORPORACION Montevideo	URUGUAY	JWT/CORPORACION Montevideo
A01/055	00754	MAD PET	SULAMERICA INSURANCE	HOME INSURANCE	SUN MRM WORLDWIDE Sao Paulo	BRAZIL	SUN MRM WORLDWIDE Sao Paulo
A01/057	00632	WRONG NAME	WWF	WWF	VITRUVIO LEO BURNETT Madrid	SPAIN	VITRUVIO LEO BURNETT Madrid
A01/074	00844	THE NAVIGATIONLETTER	VOLKSWAGEN	NAVIGATION SYSTEMS	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN
A01/089	01192	THE HOMELESS LETTER	GOTHENBURG HOMELESS AID	HOMELESS CHARITY	GOSS Gothenburg	SWEDEN	GOSS Gothenburg
A02 (Dimensional Mailing)							
A02/002	01044	NO ONE WILL KNOW YOU ARE GONE	TELECOM NZ	T-STICK (MOBILE BROADBAND)	RAPP NEW ZEALAND Auckland	NEW ZEALAND	RAPP NEW ZEALAND Auckland

Entry Detail (Direct)

A02/006	00189	VIRUS	MICROSOFT	MICROSOFT WINDOWS SERVER 2008	Y&R Auckland	NEW ZEALAND	Y&R Auckland
A02/028	00344	PAPER HANDKERCHIEF BOOK	VERLAGSGRUPPE LÜBBE & CO.	BOOK PUBLISHERS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A02/041	00730	CHRISTIAN BLIND MISSION	CHRISTOFFEL BLINDENMISSION	FUNDRAISING	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf
A02/045	00228	T-SHIRT	CMF STUDIOS WIEN-HAMBURG- LONDON	CIVILIAN SERVICE	CMF STUDIOS Hoeflein- Klosterneuburg	AUSTRIA	CMF STUDIOS Hoeflein-Klosterneuburg
A02/050	00574	SWEDISH WINE	RISOL SOLAR HOME SYSTEMS	SOLAR PANELS	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis
A02/063	00935	USB CASSETTE	SABC	GOOD HOPE FM/KINKY AFRO VOL.1	NET#WORK BBDO CAPE TOWN	SOUTH AFRICA	NET#WORK BBDO CAPE TOWN
A02/065	00618	ECO DIARY	CELL C	MOBILE PHONE SERVICE PROVIDER	NET#WORK BBDO JOHANNESBURG	SOUTH AFRICA	NET#WORK BBDO JOHANNESBURG
A02/082	01204	ABODE CS4 TROIJANHORSE	2009	DTP JOB VACANCY	2009 Amsterdam	THE NETHERLANDS	2009 Amsterdam
A02/084	01288	VOODOO CAR	DUPONT	DUPONT ARMURA	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A02/085	01283	STEP ON STEP	STEP CARPET	STEP CARPET	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL
A02/107	01337	GRENADE	RODNEY DISTRICT COUNCIL	ANTI SPEEDING CAMPAIGN	SAATCHI & SAATCHI NZ Auckland	NEW ZEALAND	SAATCHI & SAATCHI NZ Auckland
A02/110	01222	SAND CAR	MITSUBISHI MOTORS	MONTERO SPORT G2	BBDO CHILE Santiago	CHILE	BBDO CHILE Santiago

A03 (Direct Response Digital: email marketing)

A03/002	00285	FOLDER MAILING	MERCEDES-BENZ DEUTSCHLAND	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
A03/006	00547	250 METERS	NESTLÉ DEEP SPRING	NATURAL MINERAL WATER	PUBLICIS SHANGHAI	CHINA	PUBLICIS SHANGHAI
A03/017	01154	PALERMO RETURNS	22 SPORTS MARKETING	MARTIN PALERMO'S WEBSITE	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires

A04 (Direct Response Digital: e-commerce, online advertising & brand awareness)

A04/008	00140	RAFFLES PLACE GHOST	GMP RECRUITMENT SERVICES	RECRUITMENT AND HR CONSULTANCY	McCANN ERICKSON SINGAPORE	SINGAPORE	McCANN ERICKSON SINGAPORE
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Entry Detail (Direct)

A04/012	00322	BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
A04/015	00356	THETOYFACTOR Y.COM	LA SIRENA	TOY DEPARTMENTS	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGES BBDO Santo Domingo
A04/036	01035	THE GREAT SCHLEP	JEWISH COUNCIL FOR EDUCATION & RESEARCH	THE GREAT SCHLEP	DROGA5 New York	USA	DROGA5 New York
A04/037	00906	NO HUNGER	ACCION CONTRA EL HAMBRE	CAMPAIGN AGAINST SEVERE MALNUTRITION	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
A04/038	00907	VILLAGE WHERE NOTHING EVER HAPPENS	CONECT	SPECIALISED COUNCIL OF PAY TV THEMATIC CHANNELS	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
A04/039	00908	EDUCATION WITH AN H	RANDOM HOUSE MONDADORI	BOOK LAUNCH	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid

A05 (Direct Response Digital: Original use of digital)

A05/001	00025	PEACE MIRROR	SHISEIDO SKINCARE	D-PROGRAM SKINCARE	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO Tokyo / HAKUHODO KETTLE Tokyo
A05/011	00258	WEBSITE DELIVERY	DEUTSCH POST	DHL ONLINE	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A05/020	00585	BANK TRANSFER JOB- AD	DRAFTFCB KOBZA	JOBS POSTING	DRAFTFCB KOBZA Vienna	AUSTRIA	DRAFTFCB KOBZA Vienna
A05/025	00809	THE FOREVER STORY	TALKTALK	TALKTALK	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
A05/036	01024	THE GREENSAVER	FORD, LAND ROVER + PROCTER & GAMBLE	ENVIRONMENTAL AWARENESS MESSAGE	WUNDERMAN London	UNITED KINGDOM	WUNDERMAN London
A05/053	00717	MESSAGES	T-MOBILE SLOVENSKO	IMAGE CAMPAIGN	MUW SAATCHI & SAATCHI Bratislava	SLOVAK REPUBLIC	MUW SAATCHI & SAATCHI Bratislava

A06 (Direct Response Mobile Marketing)

A06/001	00286	THE LEGO CODES	MYTOYS.DE	LEGO BRICK BOXES	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
A06/008	00694	FATE'S IN YOUR HANDS	WWF CHINA	WWF MOBILE APPLICATION	BBH CHINA Shanghai	CHINA	BBH CHINA Shanghai
A06/010	00562	THROW US A BONE	SYDNEY DOGS & CATS HOME	ANIMAL RESCUE SHELTER	M&C SAATCHI/MARK Sydney	AUSTRALIA	M&C SAATCHI/MARK Sydney

Entry Detail (Direct)

A06/015	01362	LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY AWARENESS	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
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A07 (Ambient Media)

A07/006	00191	THE MISSING H	FOOTBALL FEDERATION AUSTRALIA	INTERNATIONAL FOOTBALL	LOWE SYDNEY	AUSTRALIA	LOWE SYDNEY
A07/020	00195	TED696 PROJECT	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY 696ML	BMF Sydney	AUSTRALIA	BMF Sydney
A07/025	00214	NUMBERPLATES	ARRIVE ALIVE	ROAD SAFETY AWARENESS	JOE PUBLIC Johannesburg	SOUTH AFRICA	JOE PUBLIC Johannesburg
A07/042	00363	IPHONE JONNY	YELLOW PAGES	YELLOW PAGES	AIM PROXIMITY Auckland	NEW ZEALAND	AIM PROXIMITY Auckland
A07/062	00275	BLUEMOTION PETROL RECEIPT	VOLKSWAGEN	POLO BLUEMOTION	DDB GERMANY HAMBURG	GERMANY	DDB GERMANY HAMBURG
A07/068	00542	ART AGAINST DRINK DRIVING - PHASE 2	HELP	ANTI-DRINK DRIVING CAMPAIGN	BBDO/PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO/PROXIMITY MALAYSIA Kuala Lumpur
A07/076	00624	PROCONTRA	LEADACADEMY	LEAD ACADEMY	SERVICEPLAN Hamburg	GERMANY	SERVICEPLAN Hamburg / PLAN.NET Munich
A07/098	00677	UNBREAKABLE KISS	DE BEERS	DE BEERS DIAMONDS	JWT New York	USA	JWT New York
A07/099	00678	BELIEVE MAILBOXES	MACYS	MACYS	JWT New York	USA	JWT New York
A07/105	01061	DIRTY WATER BOTTLES	UNICEF	TAP PROJECT INITIATIVE	CASANOVA PENDRILL Costa Mesa	USA	CASANOVA PENDRILL Costa Mesa
A07/107	00771	INFLATABLE CAR	BOLIVAR INSURANCE	INSURANCE	LEO BURNETT COLOMBIANA Bogotá	COLOMBIA	LEO BURNETT COLOMBIANA Bogotá
A07/110	00845	CINEMA CATALOGUE	IKEA AUSTRIA	IKEA FURNITURE	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN
A07/111	00846	BANKNOTE	VOLKSWAGEN	POLO BLUEMOTION	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN
A07/122	01195	PARKING TICKET CONVERTER	SPORTSPEC	BICYCLE RETAILER	GOSS Gothenburg	SWEDEN	GOSS Gothenburg
A07/125	00628	ELEVATOR	DELOITTE	MANAGEMENT CONSULTING INDUSTRY	DOOM&DICKSON Amsterdam	THE NETHERLANDS	DOOM&DICKSON Amsterdam
A07/138	01011	EYE TRACKING	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A07/155	00748	GIANT LETTERS	BLOCKBUSTER	BLOCKBUSTER'S WEB PAGE	DRAFT FCB COLOMBIA Bogotá	COLOMBIA	DRAFT FCB COLOMBIA Bogotá

Entry Detail (Direct)

A07/159	00796	THE LONGER THEY'RE HERE	YOUTH OFF THE STREETS	CHARITY TO HELP STREET CHILDREN	LAVENDER* Sydney	AUSTRALIA	LAVENDER* Sydney
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A08 (Direct Response Broadcast: TV, Radio & Infomercials)

A08/004	00213	CONDOM	BBC WORLD SERVICE TRUST INDIA	CONDOM NORMALISATION INITIATIVE	BBC WORLD SERVICE TRUST INDIA New Dehli	INDIA	BBC WORLD SERVICE TRUST INDIA New Dehli
A08/013	00630	CRAPPY MUSIC	WWF	EARTH HOUR	VITRUVIO LEO BURNETT Madrid	SPAIN	VITRUVIO LEO BURNETT Madrid
A08/024	00914	VILLAGE WHERE NOTHING EVER HAPPENS	CONECT	SPECIALISED COUNCIL OF PAY TV THEMATIC CHANNELS	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
A08/031	01206	VANDANA	AMERICAN INDIA FOUNDATION	AMERICAN INDIA FOUNDATION	REDIFFUSION Y&R Mumbai	INDIA	REDIFFUSION Y&R Mumbai
A08/033	01249	CHANGED CREDITS & EPISODES	RADIO STATION STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

A09 (Direct Response Print or Standard Outdoor, including Inserts)

A09/009	00186	WHEN WILL THE FRUIT BURST	PASCALL	CONFECTIONERY	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland
A09/017	01114	EDIBLE AD	MTV	YOUNG UNIVERSE BRIEF/ BRIEF EVENT	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo
A09/021	01115	TALKING AD	NEXTEL	TELECOMUNNICA TION COMPANY	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo

B01 (Loyalty/Continuity Schemes)

B01/001	00023	SAVE THE EARTH	NTT RESONANT	SOCIAL NETWORKING SERVICE	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
B01/020	01219	CLANDESTINE RELATIONSHIP PROGRAM	IG	INTERNET GROUP	GIOVANNI+DRAFTFCB Rio de Janeiro	BRAZIL	GIOVANNI+DRAFTFCB Rio de Janeiro
B01/022	01143	WORLD'S FIRST EPHEMERAL MUSEUM	DIAGEO PORTUGAL	PAMPERO RUM	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA / ARC WORLDWIDE LISBOA Lisbon
B01/023	00654	BRANDING WITH CONSUMERS	DANONE	DANONE YOGHURT	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL

Entry Detail (Direct)

B01/025	00564	GRRR FOR WHAT YOU WANT	OPTUS TELECOMMUNICATIONS	12 MONTH MOBILE CONTRACTS	M&C SAATCHI/MARK Sydney	AUSTRALIA	M&C SAATCHI/MARK Sydney
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B02 (Product Launches)

B02/003	00196	TED696 PROJECT	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY 696ML	BMF Sydney	AUSTRALIA	BMF Sydney
B02/004	00308	GRUEN TRANSFER	ZAPRUDER'S OTHER FILMS	THE GRUEN TRANSFER TELEVISION SERIES	THREE DRUNK MONKEYS Sydney	AUSTRALIA	THREE DRUNK MONKEYS Sydney
B02/006	00477	FACELESS PEOPLE	GROUP LOTUS	LOTUS EVORA	CMW London	UNITED KINGDOM	CMW London
B02/018	01139	STORE+ THE STORE THAT SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA / ARC WORLDWIDE LISBOA Lisbon

B03 (Traffic Building)

B03/021	00481	HARD TO RESIST	TELE2	TELE2	SMFB Oslo	NORWAY	SMFB Oslo
B03/023	00588	HOUSE OF IMAGINATION	HORNBAACH	DIY & HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
B03/028	00581	BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO Brisbane	AUSTRALIA	CUMMINSNITRO Brisbane
B03/029	00696	FLIRTING WITH SOUND	MTR ELEMENTS	ELEMENTS MALL	McCANN WORLDGROUP Causeway Bay	HONG KONG	McCANN WORLDGROUP Causeway Bay
B03/042	00958	BETTER SOCCER FOR BETTER TELEVISION	BELGACOM TV	DIGITAL TV SOCCER SUBSCRIPTIONS	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
B03/044	01064	UPLOAD CINEMA	FILMTHEATRE DE UITKIJK	OLD FILM THEATRE PROMOTION	LOWE/DRAFTFCB Amsterdam	THE NETHERLANDS	LOWE/DRAFTFCB Amsterdam
B03/046	00971	THE LEGO CODES	MYTOYS.DE	LEGO BRICK BOXES	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
B03/060	01267	BUSINESS CARDS	DE LIJN	PUBLIC TRANSPORT COMPANY	DUVAL GUILLAUME BRUSSELS	BELGIUM	DUVAL GUILLAUME BRUSSELS
B03/066	00584	BANK TRANSFER JOB-AD	DRAFTFCB KOBZA	DRAFTFCB KOBZA JOBS POSTING	DRAFTFCB KOBZA Vienna	AUSTRIA	DRAFTFCB KOBZA Vienna

Entry Detail (Direct)

B03/077	00993	THE GOMERAN WHISTLE	WWW.BUSUU.COM	LANGUAGE LEARNING WEB	LA DESPENSA Madrid	SPAIN	LA DESPENSA Madrid
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C01 (Fast Moving Consumer Goods)

C01/016	00187	WHEN WILL THE FRUIT BURST	PASCALL	CONFECTIONERY	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland
C01/017	00116	MAGIC SALAD PLATE	FOUR'N TWENTY MEAT PIES	FOUR'N TWENTY MEAT PIES	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
C01/018	00117	LEFTOVER SUGAR	STARBURST	STARBURST RE-JUICED	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
C01/026	00681	UNBREAKABLE KISS	DE BEERS	DE BEERS DIAMONDS	JWT New York	USA	JWT New York
C01/038	01099	NATIONAL SKIRT EXTENSION PROJECT	UNILEVER	MRS BALLS CHUTNEY	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA	DDB SOUTH AFRICA Johannesburg
C01/042	01403	STAINBROIDERY	PROCTER & GAMBLE	TIDE DETERGENTS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
C01/043	01251	CHANGE YOUR NAME IN GEROLSTEINER	GEROLSTEINER	MINERAL WATER	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

C02 (Cars & Automotive Services)

C02/014	00478	FACELESS PEOPLE	GROUP LOTUS	LOTUS EVORA	CMW London	UNITED KINGDOM	CMW London
C02/016	00539	SOUNDCARD	FIAT	FIAT	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
C02/019	00279	BLUEMOTION PETROL RECEIPT	VOLKSWAGEN	VW POLO BLUEMOTION	DDB GERMANY HAMBURG	GERMANY	DDB GERMANY HAMBURG
C02/021	00429	FLICKR	DAIMLER	MERCEDES-BENZ	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
C02/022	00613	Q5 GENERIS	AUDI ESPAÑA	AUDI Q5	CP PROXIMITY Barcelona	SPAIN	CP PROXIMITY Barcelona
C02/028	00848	THE NAVIGATIONLETTER	VOLKSWAGEN	VOLKSWAGEN NAVIGATION SYSTEMS	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN
C02/033	01221	BOX DIRECT	HARLEY-DAVIDSON	HARLEY-DAVIDSON	MATOSGREY São Paulo	BRAZIL	MATOSGREY São Paulo
C02/041	01364	CAR DANCE PARTY	TOYOTA	AYGO CARS	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS

Entry Detail (Direct)

C03 (Other Consumer Products (including Durable Goods))

C03/017	01071	MOUSEPAD	VODAFONE ESSAR	CORPORATE SOCIAL RESPONSIBILITY	OGILVY & MATHER Mumbai	INDIA	OGILVY & MATHER Mumbai
C03/021	01284	RUG FLIP FLOPS	STEP CARPET	STEP CARPET	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
C03/026	01281	BRUCE LEE POWER	NOKIA	N96 BRUCE LEE LIMITED EDITION	JWT BEIJING	CHINA	JWT BEIJING

C04 (Financial Products & Services)

C04/011	00323	BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven
C04/013	00376	THE BRICK	GJENSIDIGE FORSIKRING	INSURANCE	McCANN NORWAY Oslo	NORWAY	McCANN NORWAY Oslo / MRM WORLDWIDE Oslo
C04/025	01047	GETTINGUTHRU	ANZ BANK	TERTIARY BANKING	RAPP NEW ZEALAND Auckland	NEW ZEALAND	RAPP NEW ZEALAND Auckland

C05 (Commercial Public Services)

C05/019	00864	INTERNET IS MINE	BELGACOM	ADSL INTERNET	PROXIMITY BBDO Brussels	BELGIUM	PROXIMITY BBDO Brussels
C05/021	01197	TIME PLANNER FROM THE FUTURE	SCHOOL OF ENGINEERING	ENGINEERING SCHOOL	GOSS Gothenburg	SWEDEN	GOSS Gothenburg
C05/028	01260	DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London

C06 (Travel, Entertainment & Leisure)

C06/002	00038	ZUJI BEANS	ZUJI	ONLINE TRAVEL	THE HALLWAY/HAPPY SOLDIERS Sydney	AUSTRALIA	THE HALLWAY/HAPPY SOLDIERS Sydney
C06/003	00287	THE MOSAIC MAILING	GERMANWINGS	AIRLINE	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
C06/011	00168	JOE SAMPLE'S WORLD	LUFTHANSA	AIRLINE INITIATIVE	WUNDERMAN GERMANY Frankfurt	GERMANY	WUNDERMAN GERMANY Frankfurt
C06/016	00580	TAM VIAGENS'S BOOK	TAM VIAGENS TRAVEL AGENCY	TRAVEL AGENCY	ENERGY SÃO PAULO	BRAZIL	ENERGY SÃO PAULO
C06/018	00582	BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO Brisbane	AUSTRALIA	CUMMINSNITRO Brisbane
C06/019	00250	MINI STANDARD	REED MESSE VIENNA	MODEL MAKER'S FAIR	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Vienna

Entry Detail (Direct)

C06/024	00437	NO BALLS	PADDY POWER	SPORTS BETTING PORTAL	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
C06/025	00759	SEASHELL	CLUBMED	LOW SEASON PROMOTIONAL PACKAGE	SUN MRM WORLDWIDE Sao Paulo	BRAZIL	SUN MRM WORLDWIDE Sao Paulo
C06/034	01198	BATTLE OF ADS	LANGLEY TRAVEL	TRAVEL AGENCY	GOSS Gothenburg	SWEDEN	GOSS Gothenburg
C06/036	01397	LONDONOPOLY	EUROSTAR	HIGH SPEED TRAIN FROM BRUSSELS TO LONDON	TBWA\BRUSSELS	BELGIUM	TBWA\BRUSSELS

C07 (Retail & E-Commerce, incl. Restaurants)

C07/008	00589	THE HOUSE OF IMAGINATION	HORNBACH	DIY & HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
C07/011	00697	FLIRTING WITH SOUND	MTR ELEMENTS	ELEMENTS MALL	McCANN WORLDGROUP Causeway Bay	HONG KONG	McCANN WORLDGROUP Causeway Bay
C07/015	00972	THE LEGO CODES	MYTOYS.DE	LEGO BRICK BOXES	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg

C08 (Publications & Media)

C08/013	00962	NATIONAL ELECTION	KURIER	AUSTRIAN DAILY NEWSPAPER	PKP PROXIMITY Vienna	AUSTRIA	PKP PROXIMITY Vienna
C08/019	00924	THE VILLAGE WHERE NOTHING EVER HAPPENS	COUNCIL OF PAY TV THEMATIC CHANNELS	PAY TV CHANNELS	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
C08/020	00925	EDUCATION WITH AN H	RANDOM HOUSE MONDADORI	BOOK LAUNCH	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid

C09 (Business Products & Services)

C09/004	00141	RAFFLES PLACE GHOST	GMP RECRUITMENT SERVICES	RECRUITMENT AND HR CONSULTANCY	McCANN ERICKSON SINGAPORE	SINGAPORE	McCANN ERICKSON SINGAPORE
C09/011	00321	SEGMENTATION TOOL	POSTEN	POSTAL SERVICE	THE FAN CLUB Malmo	SWEDEN	THE FAN CLUB Malmo
C09/019	00377	TWISTED MINDS	NETCOM GSM	TELECOM	McCANN NORWAY Oslo	NORWAY	McCANN NORWAY Oslo / MRM WORLDWIDE Oslo

Entry Detail (Direct)

C09/031	00825	GROWTH	ROYAL MAIL	DELIVERY SERVICES FOR SMALL BUSINESSES	PROXIMITY LONDON	UNITED KINGDOM	PROXIMITY LONDON
C09/038	00586	BANK TRANSFER	DRAFTFCB KOBZA	RECRUITMENT	DRAFTFCB KOBZA Vienna	AUSTRIA	DRAFTFCB KOBZA Vienna

C10 (Corporate Image & Information)

C10/029	00698	PAPER BATTLEFIELD	NIKE HONG KONG	NIKE BASKETBALL LEAGUE	McCANN WORLDGROUP Causeway Bay	HONG KONG	McCANN WORLDGROUP Causeway Bay
C10/035	00926	BUSH BYE BYE PARTY	SHACKLETON	CHRISTMAS GREETING	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
C10/036	01079	THE SUPERSONICS	SUPERSONIC	SOUND/MUSIC/RADIO PRODUCTION	SAATCHI & SAATCHI Copenhagen	DENMARK	SAATCHI & SAATCHI Copenhagen
C10/045	00091	SANDWICH	CP COMUNICACIÓN CHILE	NEW YEAR GREETING	CP COMUNICACION CHILE Santiago	CHILE	CP COMUNICACION CHILE Santiago
C10/054	01261	THE INTERVIEW	SAATCHI & SAATCHI	SAATCHI SCHOLARSHIP	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
C10/055	01438	EVERY IMAGE HAS A SOUND	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
C10/057	00664	WONDER OUT OF BASIC	STRAUSS GROUP	FOOD COMPANY	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV

C11 (Charities, Public Health & Safety & Public Awareness Messages)

C11/038	00811	THE FOREVER STORY	TALKTALK	TALKTALK	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
C11/067	00960	THE DRIPPING MONUMENT	BELGIAN ASSOCIATION OF UROLOGISTS	BELGIAN ASSOCIATION OF UROLOGISTS	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
C11/068	00961	REFUGEE GAME SHOW	REFUGEE AID BELGIUM	REFUGEE AID BELGIUM	FAMOUS Brussels	BELGIUM	FAMOUS Brussels
C11/076	01062	\$1 DIRTY WATER	UNICEF	TAP PROJECT INITIATIVE	CASANOVA PENDRILL Costa Mesa	USA	CASANOVA PENDRILL Costa Mesa
C11/078	00827	MYSTERY PACKAGE	RNLI - ROYAL NATIONAL LIFEBOAT INSTITUTION	RNLI YOUTH CAMPAIGN	PROXIMITY LONDON	UNITED KINGDOM	PROXIMITY LONDON
C11/083	00927	NO HUNGER	ACCIÓN CONTRA EL HAMBRE	CAMPAIGN AGAINST SEVERE MALNUTRITION	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid

Entry Detail (Direct)

C11/086	01215	COMPUTERTAN	SKCIN	KAREN CLIFFORD SKIN CANCER CHARITY	McCANN ERICKSON LONDON	UNITED KINGDOM	McCANN ERICKSON LONDON
C11/088	01060	LOST SOCK APPEAL	AUSTRALIAN NETWORK TO BAN LANDMINES	CAMPAIGN TO BAN LANDMINES	WHYBINTBWA Sydney	AUSTRALIA	WHYBINTBWA Sydney / TEQUILA/AUSTRALIA Sydney
C11/091	01226	DONKEY THRASHES TIGER	SANCTUARY ASIA	SANCTUARY ASIA MAGAZINE	CONTRACT ADVERTISING Mumbai	INDIA	CONTRACT ADVERTISING Mumbai
C11/093	01199	THE HOMELESS LETTER	GOTHENBURG HOMELESS AID	HOMELESS CHARITY	GOSS Gothenburg	SWEDEN	GOSS Gothenburg
C11/094	01366	LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY AWARENESS	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
C11/095	01367	MP3 ACCIDENTS	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY AWARENESS	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
C11/101	01398	PENISBOOK	AIDE INFO SIDA	AIDS INFORMATION CENTRE	TBWABRUSSELS	BELGIUM	TBWABRUSSELS / AGENCY.COM Brussels
C11/106	01150	STORE+ THE STORE THAT SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA
C11/118	01400	EARTH HOUR - VOTE EARTH DIRECT CHARITIES	WORLD WILDLIFE FUND FOR NATURE	EARTH HOUR	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
C11/120	01338	GRENADE	RODNEY DISTRICT COUNCIL	ANTI SPEEDING CAMPAIGN	SAATCHI & SAATCHI NZ Auckland	NEW ZEALAND	SAATCHI & SAATCHI NZ Auckland
C11/121	00985	LET OUR PATHS CROSS	BOMBAY CITY RED CROSS	BOMBAY CITY RED CROSS	McCANN ERICKSON INDIA Mumbai	INDIA	McCANN ERICKSON INDIA Mumbai
C11/123	01254	CHANGED CREDITS & EPISODES	RADIO STATION STUDIO BRUSSELS	CHARITY: MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
C11/127	00665	DOUBT	THE AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV

D01 (Best Integrated Campaign Led by Direct Marketing)

D01/001	00026	PEACE MIRROR	SHISEIDO SKINCARE	D-PROGRAM SKINCARE	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
D01/011	00068	WAKE UP, HUMANS!	AMNESTY INTERNATIONAL	HUMAN RIGHTS AWARENESS	AIR Brussels	BELGIUM	AIR Brussels

Entry Detail (Direct)

D01/015	00200	TED696 PROJECT	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY 696ML	BMF Sydney	AUSTRALIA	BMF Sydney
D01/032	00516	FERNANDO TORRES	BANCO GALLEG0	BANKING	CONTRAPUNTO Madrid	SPAIN	CONTRAPUNTO Madrid
D01/037	00364	YELLOW TREEHOUSE	YELLOW PAGES	YELLOW PAGES	AIM PROXIMITY Auckland	NEW ZEALAND	AIM PROXIMITY Auckland / COLENZO BBDO Auckland
D01/043	00675	RIGHT MUSIC WRONGS	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	DROGA5 AUSTRALIA Sydney	AUSTRALIA	DROGA5 AUSTRALIA Sydney
D01/044	00583	BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO Brisbane	AUSTRALIA	CUMMINSNITRO Brisbane
D01/046	00118	TEAM DRY	FOSTER'S GROUP	CARLTON DRY	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
D01/067	00861	BABY MADE ON BOARD	DODGE	DODGE JOURNEY	PROXIMITY BBDO Brussels	BELGIUM	PROXIMITY BBDO Brussels
D01/069	00928	NO HUNGER	ACCIÓN CONTRA EL HAMBRE	CAMPAIGN AGAINST SEVERE MALNUTRITION	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
D01/071	00930	VILLAGE WHERE NOTHING EVER HAPPENS	SPECIALIZED COUNCIL OF PAY TV THEMATIC CHANNELS	MIRAVETE DE LA SIERRA	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
D01/072	01179	SAVE YOUR SENSIBLE	SCHWEPPE'S SPRING VALLEY	SPRING VALLEY JUICE	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne
D01/083	01313	TEACH INDIA	BENETT COLEMAN AND CO	THE TIMES OF INDIA NEWSPAPER	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai
D01/090	01147	STORE+ THE STORE THAT SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA / ARC WORLDWIDE LISBOA Lisbon
D01/092	01032	TRILLION DOLLAR CAMPAIGN	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA\HUNT\ASCARI JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\ASCARI S JOHANNESBURG
D01/115	00978	CARB RELIEF	LION NATHAN	TOOHEYS NEW WHITE STAG BEER	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney

Total Entries: 180