Entry Detail (PR)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A01 (Consumer Goods, including FMCG and household products)							
A01/004	00192	PROTECTING FUTURES	PROCTER & GAMBLE	FEMININE HYGIENE	MS&L New York	USA	MS&L New York / LEO BURNETT USA Chicago
A01/012	00210	GUINNESS RALLY	DIAGEO GUINNESS USA	BEER	TAYLOR New York	USA	TAYLOR New York
A01/032	00350	WORLD'S FIRST EPHEMERAL MUSEUM	DIAGEO PORTUGAL	PAMPERO RUM	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA / ARC WORLDWIDE LISBOA Lisbon
A02 (Healthcare and Services)							
A02/008	00239	WAR AGAINST DENGUE	SÃO PAULO CITY HALL	DENGUE DISEASE AWARENESS	SA COMUNICAÇÃO São Paulo	BRAZIL	SA COMUNICAÇÃO São Paulo
A02/009	00277	LOVE DISTANCE	SAGAMI RUBBER INDUSTRIES	CONTRACEPTIVE	GT Tokyo	JAPAN	GT Tokyo
A04 (Media, Arts and Entertainment)							
A04/026	00416	ZURICH'S BEING SOLD	CABARET VOLTAIRE	CABARET	SPILLMANN/FELSER/LEO BURNETT Zurich	SWITZERLAND	SPILLMANN/FELSER/LEO BURNETT Zurich
A05 (Travel, Tourism & Leisure)							
A05/003	00089	YUBARI	YUBARI RESORT	TOWN PROMOTION	BEACON COMMUNICATIONS Tokyo	JAPAN	BEACON COMMUNICATIONS Tokyo
A05/008	00225	BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO Brisbane	AUSTRALIA	CUMMINSNITRO Brisbane
A06 (Retail and e-commerce, incl. restaurants)							
A06/012	00408	THE £10 MILLION TONGUE	COSTA COFFEE	COFFEE RETAILER	PARATUS COMMUNICATIONS London	UNITED KINGDOM	PARATUS COMMUNICATIONS London
A08 (Technology and Manufacturing)							
A08/006	00147	MESS IS MORE	HALEBOP	SMS SERVICE	PRIME PUBLIC RELATIONS Stockholm	SWEDEN	PRIME PUBLIC RELATIONS Stockholm

Entry Detail (PR)

A09 (Charity and not for profit)

A09/009	00034	TIGERS SAVE TIGERS!	THE JAPAN WILDLIFE CONSERVATION SOCIETY	TIGER CONSERVATION FUND AWARENESS	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A09/017	00274	KHEDE KASRA	HARIRI FOUNDATION	WOMEN EMPOWERMENT PROGRAM	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
A09/031	00421	EARTH HOUR	WORLD WILDLIFE FUND FOR NATURE	GLOBAL WARMING AWARENESS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A09/034	00351	SELLING HOPE	PORTUGUESE RED CROSS	CHARITY AWARENESS	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA / ARC WORLDWIDE LISBOA Lisbon

A10 (Corporate Communication)

A10/015	00340	RAIN OF FLOWERS	T-MOBILE AUSTRIA	BRAND AWARENESS	PUBLICIS GROUP AUSTRIA Vienna	AUSTRIA	PUBLICIS GROUP AUSTRIA Vienna / SAATCHI & SAATCHI Frankfurt

A11 (Public Affairs)

A11/010	00219	BRING BACK PEACE	CAMARA DE COMERCIO DE COSTA RICA/ASOCIACION DE FAMILIARES VICTIMAS DE HOMICIDIO	ANTI-CRIME CAMPAIGN	DDB COSTA RICA San José	COSTA RICA	DDB COSTA RICA San José
A11/013	00375	ISRAEL STANDS STILL	GREEN LIGHT	ROAD SAFETY	GREY CONTENT Tel Aviv	ISRAEL	GREY CONTENT Tel Aviv
A11/014	00331	THE GREAT SCHLEP	JEWISH COUNCIL FOR EDUCATION AND RESEARCH	PRESIDENTIAL CAMPAIGN	DROGA5 New York	USA	DROGA5 New York

A13 (Corporate Responsibility and Environmental Issues)

A13/029	00323	HONEY, LET'S LICK THE PROBLEM	THE HAAGEN-DAZS BRAND	FROZEN DESSERT	KETCHUM San Francisco	USA	KETCHUM San Francisco / GOODBY SILVERSTEIN & PARTNERS San Francisco

Entry Detail (PR)

A13/035	00346	HOME-READING SELECTION	OGI	PUBLISHING HOUSE	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW

B01 (Best Use of the Internet, Digital Media and Social Media)

B01/007	00249	23 DAYS FAN DIARY	GOOGLE GERMANY	YOUTUBE.DE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
B01/014	00148	MESS IS MORE	HALEBOP	SMS SERVICE	PRIME PUBLIC RELATIONS Stockholm	SWEDEN	PRIME PUBLIC RELATIONS Stockholm
B01/022	00295	ONE THOUSAND CASMURROS	TV GLOBO	TV MINI-SERIES	LIVEAD São Paulo	BRAZIL	LIVEAD São Paulo
B01/027	00226	BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO Brisbane	AUSTRALIA	CUMMINSNITRO Brisbane

B02 (Best Use of Live Events and or Celebrity endorsement)

B02/018	00166	COCA-COLA VILLAGE	THE COCA-COLA COMPANY	SOFT DRINK	THE PROMARKET GROUP Tel Aviv	ISRAEL	THE PROMARKET GROUP Tel Aviv
B02/019	00168	ACCIDENTS CAN HAPPEN TO ANYONE!	THE BUCHAREST POLICE	ROAD SAFETY CAMPAIGN	ARSENOAIEI & MATASEL Bucharest	ROMANIA	ARSENOAIEI & MATASEL Bucharest
B02/020	00220	THE VALUE OF A LIFE	CAMARA DE COMERCIO DE COSTA RICA/ASOCIACION DE FAMILIARES VICTIMAS DE HOMICIDIO	EXHIBITION	DDB COSTA RICA San José	COSTA RICA	DDB COSTA RICA San José
B02/027	00376	ISRAEL STANDS STILL	GREEN LIGHT	ROAD SAFETY	GREY CONTENT Tel Aviv	ISRAEL	GREY CONTENT Tel Aviv

B04 (Best Launch or Re-launch)

B04/007	00282	BEAUTIFUL GAME	SPORTECH	THE NEW FOOTBALL POOLS	RESONATE London	UNITED KINGDOM	RESONATE London
B04/013	00221	YUBARI	YUBARI RESORT	TOWN RE-LAUNCH	BEACON COMMUNICATIONS Tokyo	JAPAN	BEACON COMMUNICATIONS Tokyo

B05 (Best PR led integrated campaign)

B05/013	00072	REDUCE C02	FEDERAL MINISTRY OF TRANSPORT, BUILDING AND URBAN AFFAIRS	C02 REDUCTION PROGRAMME	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin

Entry Detail (PR)

B05/019	00088	BATTLE OF THE BOROUGHS	AMSTERDAM CITYGAMES	LOCAL EVENT	RICH Amsterdam	THE NETHERLANDS	RICH Amsterdam
B05/032	00276	KHEDE KASRA	HARIRI FOUNDATION	WOMEN EMPOWERMENT PROGRAM	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
B05/033	00280	PIGS ARE WORTH IT!	BPEX	PIG INDUSTRY PRICES	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London
B05/044	00269	GUINNESS RALLY	DIAGEO-GUINNESS USA	BEER	TAYLOR New York	USA	TAYLOR New York

B06 (Best International PR campaign)

B06/010	00227	BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO Brisbane	AUSTRALIA	CUMMINSNITRO Brisbane
B06/012	00424	EARTH HOUR	WORLD WILDLIFE FUND FOR NATURE	GLOBAL WARMING AWARENESS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY

Total Entries: **37**