

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
A01 Foods and Drinks				
ABSOLUT MACHINES	V&S ABSOLUT SPIRITS	ABSOLUT VODKA	GREAT WORKS Stockholm	SWEDEN
HAPPINESS FACTORY	COCA-COLA	COCA-COLA	AKQA New York	USA
BOX-ON-BOX	FONDBERG & CO.	SANTA HELENA WINE	SCHOLZ & FRIENDS STOCKHOLM	SWEDEN
CARRERA LIVE RACE	COCA-COLA	COCA-COLA ZERO	SCHOLZ & VOLKMER Wiesbaden	GERMANY
TREVOR THE MENTOS INTERN	MENTOS	MENTOS SWEETS	BBH New York	USA
IN AN ABSOLUT WORLD	V&S ABSOLUT SPIRITS	ABSOLUT VODKA	GREAT WORKS Stockholm	SWEDEN
PEPSI NEX DANCE	SUNTORY	PEPSI NEX	ADK Tokyo	JAPAN
THE MAX FAN GUIDE	PEPSICO NORWAY	PEPSIMAX	DDB OSLO	NORWAY
GOTMILK	CALIFORNIA MILK PROCESSOR BOARD	MILK	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
WHITE GOLD IS WHITE GOLD	CALIFORNIA MILK PROCESSOR BOARD	MILK	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
MUSIC IN A BOTTLE	BITBURGER BRAUGRUPPE	BIT BEER	JUNG von MATT Stuttgart	GERMANY
LE PASSAGE	STELLA ARTOIS/INBEV	STELLA ARTOIS BEER	LOWE BRINDFORS Stockholm	SWEDEN
LA BOUTEILLE	STELLA ARTOIS/INBEV	STELLA ARTOIS BEER	LOWE BRINDFORS Stockholm	SWEDEN
LE COURAGE	STELLA ARTOIS/INBEV	STELLA ARTOIS BEER	LOWE BRINDFORS Stockholm	SWEDEN
AIR BAND	PEPSI	PEPSI	ALMAPBBDO Sao Paulo	BRAZIL
SING WITH ROOTS	JAPAN TOBACCO	ROOTS CANNED COFFEE	TYO INTERACTIVE DESIGN Tokyo	JAPAN
ADVENTURE IN THE BOOK	SCHINCARIOL	MINI SCHIN COLD DRINK	IDTBWA Sao Paulo	BRAZIL
A02 Automotive Products & Services				
RHYTHM OF LINES	AUDI	AUDI A5	GT London	UNITED KINGDOM
MINIMALISM	MINI CANADA	BMW MINI	TAXI 2 Toronto	CANADA
TRACKSTER	MINI CANADA	BMW MINI	TAXI 2 Toronto	CANADA
WINTER WORST CASE SCENARIOS	MINI CANADA	BMW MINI	TAXI 2 Toronto	CANADA
TELETHEATRE	RENAULT GERMANY	RENAULT TWINGO	NORDPOL+ HAMBURG	GERMANY
THE HUNT	VOLVO CAR CORPORATION	VOLVO XC90	EURO RSCG 4D Amsterdam	THE NETHERLANDS
INSPIRED BY NATURE	PEUGEOT	PEUGEOT 308	EURO RSCG 4D London	UNITED KINGDOM
ROSEN PROJECT	AUDI ESPAÑA	NEW AUDI A4	CP PROXIMITY Barcelona	SPAIN
SERENE AGILITY	MERCEDES-BENZ	MERCEDES-BENZ C-CLASS	AGENCY REPUBLIC London	UNITED KINGDOM
GOLF AUDITIONS	VOLKSWAGEN	VW GOLF	DDB STOCKHOLM	SWEDEN
A03 Cosmetics, Beauty & Toiletries				
WHO THE #1%\$ IS FERMIN?	UNILEVER	REXONA POWER	GRUPO W Coahuila	MEXICO
FIGHT FOR KISSES	WILKINSON	RAZORS	5EMEGAUCHE Paris	FRANCE
WWW.TRÉSOR-IS-LOVE.TV	LANCÔME INTERNATIONAL	TRÉSOR PERFUME	DIGITAS FRANCE Neuilly sur Seine	FRANCE
AXE LASER	UNILEVER JAPAN K.K.	AXE DEODORANT	BASCULE Tokyo	JAPAN
BRITISH IN BED?	JOHNSON & JOHNSON	KY 2-IN-1 TOUCH MASSAGE OIL	MOTHER London	UNITED KINGDOM
A06 Clothing, Footwear & Accessories				
NIKE JORDAN SUITE 23	NIKE	NIKE AIR JORDANS	BLAST RADIUS Vancouver	CANADA
THE PERFECT KICK	NIKE	T90 LASER SOCCER BOOT	FRAMFAB Copenhagen	DENMARK
LOUIS VUITTON JOURNEYS	LOUIS VUITTON	TRAVEL BAGS & SUITCASES	OGILVYINTERACTIVE Paris	FRANCE
MADE OF JAPAN	ASICS	ONITSUKA TIGER TRAINERS	WOEDEND! Amsterdam	THE NETHERLANDS
NEW COLLECTION	DYRBERG/KERN	ACCESSORIES	ATMOSPHERE CPH Copenhagen	DENMARK
NIKE SWEET SPOTS	NIKE EUROPE - NIKE ACG	NIKE OUTDOOR CLOTHING & FOOTWEAR	DUKE Paris	FRANCE
NIKE SKATEBOARDING	NIKE SKATEBOARDING	FOOTWEAR AND CLOTHING	ODOPOD San Francisco	USA
UNIQLOCK	UNIQLO	CASUAL CLOTHING	PROJECTOR Tokyo	JAPAN
THE ROOK	ADIDAS CHINA	SPORTS APPAREL	OGILVY SHANGHAI	CHINA
NIKE SPARQ	NIKE	SPORTSWEAR	R/GA New York	USA
A07 Other Consumer Products (Including Durable Goods)				

				SEDUCTION BY LIGHT
PHILIPS	AUREA FLAT TV	TRIBAL DDB WORLDWIDE New York	USA	
MUSEUM OF BEAUTY	KONICA MINOLTA HOLDINGS, INC.	VIVID 9I 3D DIGITIZER	STYLIST Tokyo	JAPAN
KDDI au NEW COLLECTION 2007 AUTUMN & WINTER	KDDI CORPORATION	MOBILE PHONES	NETYEAR GROUP CORPORATION Tokyo	JAPAN
STANLEY FUBAR	STANLEY TOOLS	FUNCTIONAL UTILITY BAR	MULLEN Wenham	USA
COLOUR LIKE NO OTHER	SONY	SONY BRAVIA	DARE London	UNITED KINGDOM
VAIO-JOHN	SONY	SONY VAIO LAPTOP	DARE London	UNITED KINGDOM
VAIO REMIX YOUR LIFE	SONY CORPORATION	VAIO	IMAGINATIVE Tokyo	JAPAN
HALO 3 BELIEVE	XBOX	HALO 3 GAME	AKQA San Francisco	USA
NOKIA NON-STOP LIVING	NOKIA	BLUETOOTH HEADSETS	EURO RSCG HELSINKI	FINLAND
FIFA STREET 3	EA SPORTS BIG	FIFA STREET 3 GAME	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
NOKIA URBANISTA DIARIES	NOKIA	NOKIA PHONES	R/GA New York	USA
CASIO EXILIM DIGESTION	CASIO	EXILIM CAMERAS	HERRAIZ SOTO & CO. Barcelona	SPAIN
ZUNE JOURNEY	MICROSOFT	ZUNE MP3 PLAYER	T.A.G. San Francisco	USA
YOU NEED A QUIET SPACE	IKEA	IKEA BEDS	FORSMAN & BODENFORS Gothenburg	SWEDEN
AROUND THE WORLD IN FIVE KITCHENS	IKEA	IKEA KITCHENS	FORSMAN & BODENFORS Gothenburg	SWEDEN
IT'S D	SHARP CORPORATION	LCD MONITOR	HAKUHODO I-STUDIO Tokyo	JAPAN
A08 Financial Services				
AAATOWN	CSAA	AAA INSURANCE	PUBLICIS & HAL RINEY San Francisco	USA
PROJECT TRUMAN	H&R BLOCK	TAX PREPARATION SERVICES	MRM WORLDWIDE Minneapolis	USA
ALLSTATE GARAGE	ALLSTATE	MOTORCYCLE INSURANCE	LEO BURNETT USA Chicago	USA
BEAT LAZINESS	ING DIRECT	BANKING	OGILVYONE WORLDWIDE Madrid	SPAIN
A09 Travel, Entertainment & Leisure				
THE WORLD'S GREATEST DICE ROLL	SNOWMEN SOLUTIONS	GNUF.COM GAMING SITE	ACNE CREATIVE Stockholm	SWEDEN
HOME SWEET AS	AIR NEW ZEALAND	TRANS TASMAN FLIGHTS	HOST Sydney	AUSTRALIA
FESTIVAL FETA 2008	GAK PLAMA	FETA STREET FESTIVAL	COOKIE Gdansk	POLAND
YEAR OF THE DOG	PARAMOUNT VANTAGE	YEAR OF THE DOG MOVIE	TED. PEREZ. + ASSOCIATES Santa Monica	USA
EARLY JACK	FINNAIR	AIRLINE	SEK & GREY Helsinki	FINLAND
BE KIND REWIND	NEW LINE CINEMA	BE KIND REWIND MOVIE	TEQUILA/AUSTRALIA Sydney	AUSTRALIA
SUMMER X GAMES 13	X GAMES	SPORTING EVENT	THE MARTIN AGENCY Richmond	USA
NON-STOP FERNANDO	EMIRATES	DUBAI TO SAO PAULO FLIGHTS	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM
SUPERSONIC	NIKE	NIKE+ SUPERSONIC	AKQA London	UNITED KINGDOM
MAN OR MOUSE?	FOLKOPERAN	FOLK OPERA	LOWE BRINDFORS Stockholm	SWEDEN
THE EYE	DEAPLANETA	THE EYE MOVIE	SHACKLETON Barcelona	SPAIN
THE WILD THERAPY	SHOESTRING	TRAVEL OPERATOR	SAATCHI & SAATCHI Rome	ITALY
TOWER OF TERROR	DISNEYLAND PARIS	TOWER OF TERROR	BETC EURO RSCG Paris	FRANCE
A10 Retails & E-Commerce, Including Restaurants				
ANGRY-GRAM	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
SIMPSONIZEME	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
SEE MY DRESS	FRETEX	SECONDHAND SHOP	KITCHEN LEO BURNETT Oslo	NORWAY
BFD BUILDER	DOMINOS	DOMINOS PIZZA TAKE-AWAY	CRISPIN PORTER + BOGUSKY Miami	USA
A11 Publications & Media				
SEE SOMETHING. FEEL SOMETHING	FOXTEL	FOXTEL PAY TV	SOAP CREATIVE Sydney	AUSTRALIA
HBO VOYEUR	HBO	HBO VOYEUR	BBDO NEW YORK	USA
SERGEY MINAEV/PERSONAL WEBSITE	SERGEY MINAEV	SERGEY MINAEV - WRITER AND JOURNALIST	DELUXE INTERACTIVE MOSCOW	RUSSIA
HONEYSHED	DROGA5/SMUGGLER	HONEYSHED DIGITAL CHANNEL	DROGA5 New York	USA
A12 Business Products & Services				
TRIPLE SLANGUAGE	COMCAST	COMCAST COMMUNICATION	GOODBY SILVERSTEIN &	USA

			PARTNERS San Francisco	
ADOBECARDS	ADOBE	ADOBE CREATIVE LICENSE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
MOTOROLA CITY	MOTOROLA	GOVERNMENT & PUBLIC SAFETY SOLUTIONS	BBDO NEW YORK	USA
THE WORLD IS MY CANVAS	NOKIA	NOKIA N82 MOBILE PHONE	FARFAR Stockholm	SWEDEN
A13 Advertising & Media				
HRP.COM	PUBLICIS & HAL RINEY	ADVERTISING AGENCY	PUBLICIS & HAL RINEY San Francisco	USA
HORNALL ANDERSON	HORNALL ANDERSON	LOGO/PRODUCT DESIGN	HORNALL ANDERSON Seattle	USA
GRINGO'S FIRST FEW WORDS IN...	GRINGO ADVERTISING	ADVERTISING AGENCY	GRINGO Sao Paulo	BRAZIL
BLACKBELTMONKEY AGENCY WEBSITE	BLACKBELTMONKEY, DIGITAL COMMUNICATION & DESIGN STUDIO	BLACKBELTMONKEY AGENCY WEBSITE	BLACKBELTMONKEY Hamburg	GERMANY
MCBD	MCBD	ADVERTISING AGENCY	BLOC London	UNITED KINGDOM
A14 Commercial Public Services				
TELENORONE	TELENOR	TELECOMMUNICATIONS	GARBERGS REKLAMBYRA Stockholm	SWEDEN
WAITLESS	SPRINT	SPRINT MOBILE NETWORK	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
LEFT VS. RIGHT	MICROSOFT	WINDOWS LIVE SEARCH	McCANN WORLDGROUP SAN FRANCISCO	USA
ORANGE UNLIMITED	ORANGE	MOBILE TELECOMMUNICATIONS	POKE London	UNITED KINGDOM
ONLINE INTERACTIVE DUET	ORANGE	MOBILE PHONE SERVICE	Y&R INTERACTIVE TEL AVIV	ISRAEL
A15 Charities, Public Health & Safety, Public Awareness Messages				
HEARING TEST	NORWEGIAN RED CROSS	HELPLINE FOR CHILDREN	TRY ADVERTISING AGENCY Oslo	NORWAY
THE GOOD FOOD FIGHT	GENERAL MILLS	EATBETTERAMERICA	MONO Minneapolis	USA
WHITE - SPECTRUM	BBC	THE WHITE SEASON WEBSITE	SAINT London	UNITED KINGDOM
START A CHAIN REACTION	PHILIPS	ENERGY-SAVING LIGHTING	TRIBAL DDB WORLDWIDE New York	USA
DO YOU HAVE WHAT IT TAKES?	SWEDISH ARMED FORCES	SWEDISH ARMED FORCES RECRUITMENT	DDB STOCKHOLM	SWEDEN
NIGER LUXURY CLUB	ACTION AGAINST HUNGER	FUNDRAISING CAMPAIGN	SHACKLETON Barcelona	SPAIN
BLOGSFAM	OXFAM NOVIB	FUNDRAISING	KONG AMSTERDAM	THE NETHERLANDS
SCIENTIST	GREENPEACE	GLOBAL WARMING AWARENESS	ALMAPBBDO Sao Paulo	BRAZIL
BIG ASK MARCH	FRIENDS OF THE EARTH	CLIMATE LAW CHANGE CAMPAIGN	CHI & PARTNERS London	UNITED KINGDOM
DANGEROUS GROUND	NO MORE LANDMINE	LANDMINE AWARENESS	CHI & PARTNERS London	UNITED KINGDOM
A16 Corporate Information				
THANKS-O-MATIC	CRISPIN PORTER + BOGUSKY	HOLIDAY SITE	CRISPIN PORTER + BOGUSKY Miami	USA
SNOWGLOBE BOY	MCKINNEY	HOLIDAY MESSAGE	McKINNEY Durham	USA
CELEBRATION DANCE	NATIONAL AUSTRALIA BANK	SOCCER SPONSORSHIP	CLEMENGER BLUE BBDO MELBOURNE	AUSTRALIA
MAKYU ROYALE	BASCULE	COMPANY GREETING	BASCULE Tokyo	JAPAN
ZIKKYO GENERATOR	SONY MARKETING (JAPAN)	FOOTBALL SPONSORSHIP	GT Tokyo	JAPAN
NEW GRADUATE RECRUITING INFORMATION	HAKUHODO/HAKUHODO DY MEDIA PARTNERS	ADVERTISING AGENCY RECRUITMENT	HAKUHODO I-STUDIO Tokyo	JAPAN
A18 Games				
RED BULL FLUGTAG FLIGHT LAB	RED BULL	RED BULL ENERGY DRINK	LESS RAIN Tokyo	JAPAN
HAPPINESS FACTORY	COCA-COLA	COCA-COLA	AKQA New York	USA
SHOWDOWN INTERACTIVE	ONE CLUB	ONE SHOW INTERACTIVE	GRUPO W Coahuila	MEXICO
DRIVE-IN GAME	VOLKSWAGEN	VOLKSWAGEN	ACHTUNG! Amsterdam	THE NETHERLANDS
LITTLE DEVIANT	SCION	TOYOTA SCION XD	ATTIK San Francisco	USA
SINGING BEERTAP	NORRLANDS GULD	NORRLANDS GULD BEER	AKESTAM HOLST Stockholm	SWEDEN
COKE ZERO GAME	COCA-COLA GERMANY	COCA-COLA ZERO	NORTH KINGDOM Skelleftea	SWEDEN
WEATHER	GREENPEACE	GREENPEACE	ALMAPBBDO Sao Paulo	BRAZIL
GET OUT AND PLAY	NOKIA	N-GAGE MOBILE PHONE	FARFAR Stockholm	SWEDEN
THE DARK TEMPTATION	UNILEVER	AXE DARK TEMPTATION DEODORANT	CUBOCC Sao Paulo	BRAZIL
THE CHALLENGE FROM THE CRAZY GENIUS	WORLD COMMERCE CORPORATION	WATCHES	DENTSU Tokyo	JAPAN
STARE OUT	O2	MOBILE TELECOMMUNICATIONS	archibald ingall stretton... London	UNITED KINGDOM

B01 Interactive Campaigns				
NOMOREABANDONEDCARTS.COM	VERISIGN	ONLINE TRANSACTION SECURITY	McCANN ERICKSON SALT LAKE CITY	USA
ONE MILLION CLICKS	UNILEVER	REXONA POWER	GRUPO W Coahuila	MEXICO
THE PERFECT KICK CAMPAIGN	NIKE	T90 LASER SOCCER BOOT	FRAMFAB Copenhagen	DENMARK
LET'S HAVE TEXT	VIRGIN MOBILE USA	UNLIMITED TEXTING	McKINNEY Durham	USA
FINGERPRINTS OPENTRACE	ARBEITSKREIS VORRATSDATENSPEICHERUNG	PRIVACY/DATA PROTECTION	NORDPOL+ HAMBURG	GERMANY
PROJECT TRUMAN	H&R BLOCK	TAX PREPARATION SERVICES	MRM WORLDWIDE Minneapolis	USA
SHOCK CAMPAIGN	UNILEVER	AXE SHOWER GEL	BBH New York	USA
WORLD'S DIRTIEST FILM CAMPAIGN	UNILEVER	AXE SHOWER GEL	BBH New York	USA
STICK	NESTLÉ PETERS	BILLABONG ICE CREAM	PUBLICIS MOJO AUSTRALIA Sydney	AUSTRALIA
THE RAMP	BMW	BMW 1-SERIES	GSD&M IDEA CITY Austin	USA
UNIQLO JUMP	UNIQLO	CASUAL CLOTHING	PROJECTOR Tokyo	JAPAN
UNIQLOCK	UNIQLO	CASUAL CLOTHING	PROJECTOR Tokyo	JAPAN
EMERGENCY COMMITTEE	VIRGIN TRAINS	TRAIN TRAVEL	GLUE LONDON	UNITED KINGDOM
DARE DAYS	DODGE	DODGE	PROXIMITY BBDO Brussels	BELGIUM
THINK ABOUT IT	HYUNDAI	HYUNDAI	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
REC YOU	SONY MARKETING (JAPAN)	SONY WALKMAN PORTABLE AUDIO PLAYER	GT Tokyo	JAPAN
NISSAN ROGUE	NISSAN	NISSAN ROGUE	TBWA\CHIAT\DAY LA	USA
WHITE GOLD INTERACTIVE CAMPAIGN	CALIFORNIA MILK PROCESSOR BOARD	MILK	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
SHEN INTERNATIONAL ADVERTISING	SERVICEPLAN HAMBURG	ADVERTISING AGENCY	SERVICEPLAN Hamburg	GERMANY
COKE ZERO GAME	COCA-COLA GERMANY	COCA-COLA ZERO	NORTH KINGDOM Skelleftea	SWEDEN
YEAR ZERO	TRENT REZNOR/NIN	ALTERNATE REALITY GAME	42 ENTERTAINMENT Pasadena	USA
THE ROOK	ADIDAS CHINA	SPORTS APPAREL	OGILVY SHANGHAI	CHINA
LONGERSI - LAUNCH OF SAMSUNG NOTEBOOKS	SAMSUNG ELECTRONICS POLSKA	NOTEBOOKS	180HEARTBEATS Warsaw	POLAND
SIMPSONS INTEGRATED	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
PET MOUSTACHE INTEGRATED	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
LAWYERS INTEGRATED	COKE ZERO	COKE ZERO	CRISPIN PORTER + BOGUSKY Miami	USA
C01 Foods and Drinks				
WEIGHTLIFTER	GENERAL MILLS	WHEATIES CEREAL	SAATCHI & SAATCHI New York	USA
THE CLOCK	DIAGEO	CACIQUE DARK RUM	DOUBLEYOU Barcelona	SPAIN
JAZZ CLUB	PERFETTI VAN MELLE	MENTOS MINTS	BBH London	UNITED KINGDOM
THE HOTTER, THE BETTER	NISSIN MIOJO	NISSIN LÁMEN HOT INSTANT NOODLES	LOV - A NOVA GERACAO Sao Paulo	BRAZIL
BURPANESE	PEPSI	PEPSI TWIST	ALMAPBBDO Sao Paulo	BRAZIL
24 HOURS NEWS	SUNTORY	PREMIUM MALT	DENTSU Tokyo	JAPAN
SUE-A-FRIEND	COKE ZERO	COKE ZERO	CRISPIN PORTER + BOGUSKY Miami	USA
C02 Automotive Products & Services				
MERCEDES SCROLLER	DAIMLER	MERCEDES 4MATIC TECHNOLOGY	JUNG von MATT Hamburg	GERMANY
CMRSSD FBR	BMW	BMW 1-SERIES COUPÉ	JUNG von MATT Stockholm	SWEDEN
HARP	BMW MALAYSIA	BMW 5-SERIES	RAPP COLLINS MALAYSIA Petaling Jaya	MALAYSIA
BEND	MERCEDES-BENZ	MERCEDES-BENZ VAN RANGE	SYZYGY UK London	UNITED KINGDOM
THE TEN COMMANDMENTS	HONDA MOTOR CO.	CAR NAVIGATION SYSTEM	DENTSU Tokyo	JAPAN
VIEWPOINT	HONDA MOTOR CO.	CAR NAVIGATION SYSTEM	DENTSU Tokyo	JAPAN
ZOOM IN/OUT	HONDA MOTOR CO.	CAR NAVIGATION SYSTEM	DENTSU Tokyo	JAPAN
LOOP	MINI	MINI CLUBMAN	GLUE LONDON	UNITED KINGDOM
PLINTH	MINI	MINI CLUBMAN	GLUE LONDON	UNITED KINGDOM
SMILE	MINI	MINI CLUBMAN	GLUE LONDON	UNITED KINGDOM
100K	HYUNDAI	HYUNDAI	GOODBY SILVERSTEIN &	USA

			PARTNERS San Francisco	
CRABS	MINI COOPER	MINI CLUBMAN	BREMEN NETWORK Taipei	CHINESE TAIPEI
STICK TO THE ROAD	CITROËN GERMANY	CITROËN C-CROSSER	EURO RSCG DUESSELDORF	GERMANY
TEST DRIVE	HONDA MOTOR EUROPE (NORTH) GmbH	HONDA CIVIC	SCHOLZ & FRIENDS HAMBURG	GERMANY
STICKS TO THE ROAD	TOYOTA CANADA	TOYOTA MATRIX	SAATCHI & SAATCHI Toronto	CANADA
PUSH	BP ULTIMATE	OIL AND FUEL	OGILVY LONDON	UNITED KINGDOM
REDISCOVER	LAND ROVER	LAND ROVER	WUNDERMAN BRAZIL Sao Paulo	BRAZIL
DOMINO	LAND ROVER	RANGE ROVER	WUNDERMAN BRAZIL Sao Paulo	BRAZIL
ACCORDION	VOLKSWAGEN	VOLKSWAGEN FOX	ALMAPBBDO Sao Paulo	BRAZIL
MATRIOSKOS	VOLKSWAGEN	VOLKSWAGEN FOX	ALMAPBBDO Sao Paulo	BRAZIL
SILENCE	MERCEDES-BENZ VERTRIEBSORGANISATION GERMANY	MERCEDES-BENZ E-CLASS	ELEPHANT SEVEN Hamburg	GERMANY
DROP	GM	CHEVY MERIVA	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
WHEEL	GM	CHEVROLET OMEGA	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
C04 Healthcare & Medical				
DARE TO TOUCH	FROMMS MAPA	FROMMS CONDOMS	PLAN.NET Munich	GERMANY
HALF MOVEMENT	AACD	REHABILITATION CENTRE FOR THE DISABLED	WUNDERMAN BRAZIL Sao Paulo	BRAZIL
C05 Household				
TURNTABLE	RECKITT BENCKISER	POLIFLOR FURNITURE POLISHER	SINC Sao Paulo	BRAZIL
C06 Clothing, Footwear & Accessories				
IMPOSSIBLE IS NOTHING	ADIDAS ITALY	ADIDAS	NETADDICTION - CLICK ART Terni ITALY	
MALE	CAMPER	CAMPER SHOES	GLUE LONDON	UNITED KINGDOM
SOCCER TEST	ADIDAS	PREDATOR SOCCER BOOT	IDTBWA Sao Paulo	BRAZIL
RUN THROUGH THE WEB	ADIDAS	ADISTAR FORMOTION RUNNING SHOES	IDTBWA Sao Paulo	BRAZIL
C07 Other Consumer Products				
DON'T GIVE UP	APPLE	MAC	TBWA\MEDIA ARTS LAB Los Angeles	USA
KNOCKING	APPLE	MAC	TBWA\MEDIA ARTS LAB Los Angeles	USA
DOWNHILL	ADP ENGINEERING/ROTWILD	ROTWILD BIKES	SYZYG Y Bad Homburg	GERMANY
UNCHARTERED: DRAKE'S FORTUNE	PLAYSTATION	UNCHARTERED: DRAKE'S FORTUNE VIDEO GAME	AGENCY REPUBLIC London	UNITED KINGDOM
THE FIRST INTERACTIVE GPS	ITURAN GPS	GPS DEVICE	Y&R INTERACTIVE TEL AVIV	ISRAEL
DUCKS	MICROSOFT	OFFICE FOR MAC	McCANN WORLDGROUP SAN FRANCISCO	USA
NUMBERS	MICROSOFT	OFFICE FOR MAC	McCANN WORLDGROUP SAN FRANCISCO	USA
EXPANDO	ADOBE	ADOBE CREATIVE LICENSE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
SHORTCUT	NOKIA	NOKIA 6110 NAVIGATOR	WUNDERMAN BRAZIL Sao Paulo	BRAZIL
DUEL	SONY	CYBER-SHOT DIGITAL CAMERA	LOV - A NOVA GERACAO Sao Paulo	BRAZIL
C08 Financial Services				
HOMEPAGE FROG	HSBC	HSBC GREEN SALE	RMG CONNECT London	UNITED KINGDOM
DRAG	VIRGIN MONEY	CREDIT CARD	GLUE LONDON	UNITED KINGDOM
HAROLD	VIRGIN MONEY	CREDIT CARD	GLUE LONDON	UNITED KINGDOM
PLANT	VIRGIN MONEY	CREDIT CARD	GLUE LONDON	UNITED KINGDOM
SHAKE	VIRGIN MONEY	CREDIT CARD	GLUE LONDON	UNITED KINGDOM
STRUGGLE	VIRGIN MONEY	CREDIT CARD	GLUE LONDON	UNITED KINGDOM
BIG DREAM	ITAU BANK	ITAUCARD CREDIT CARD	RAPP DIGITAL BRASIL Sao Paulo	BRAZIL
BOP BAG	HDI INSURANCE	HOME INSURANCE	IDTBWA Sao Paulo	BRAZIL
C09 Travel, Entertainment & Leisure				
MUMBAI	EMIRATES	AIRLINE	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM
UK	EMIRATES	AIRLINE	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM
NON-STOP FERNANDO	EMIRATES	DUBAI TO SAO PAULO FLIGHTS	LEAN MEAN FIGHTING MACHINE	UNITED KINGDOM

			London	
BALLOONS	VIRGIN GAMES	BETTING SITE	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM
CHICKEN	VIRGIN GAMES	BETTING SITE	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM
SPOONS	VIRGIN GAMES	BETTING SITE	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM
POSTCARD	GOL LINHAS AÉREAS	PROMOTIONAL FLIGHTS	ALMAPBBD0 Sao Paulo	BRAZIL
C10 Retails & E-Commerce, Including Restaurants				
CAPP-WOW-CINO	BP ULTIMATE	MITSUBISHI WILD BEAN CAFÉ	OGILVY LONDON	UNITED KINGDOM
WE HAVE IT ALL	TERRA	TERRA SHOPPING	DDB BRASIL Sao Paulo	BRAZIL
C11 Publications & Media				
SOL COMMENTS	SCANDINAVIA ONLINE	NEWS/INFO/ENTERTAINMENT PORTAL	MEDIAFRONT Oslo	NORWAY
WHENEVER YOU WANT - LAURENT WEIL	CANAL+	CANAL+ ON DEMAND	BETC EURO RSCG Paris	FRANCE
WHENEVER YOU WANT - LOUISE BOURGOIN	CANAL+	CANAL+ ON DEMAND	BETC EURO RSCG Paris	FRANCE
MAGAZINE	ROLLING STONE BRASIL	ROLLING STONE MAGAZINE	AGENCIACLICK Sao Paulo	BRAZIL
X-RAY	SKY	SPORTS CHANNEL	AGENCIACLICK Sao Paulo	BRAZIL
AD	ESTADÃO	CLASSIFIED ADS	AGENCIACLICK Sao Paulo	BRAZIL
LAWS	EDITORA GLOBO	REVISTA EPOCA	JWT BRASIL Sao Paulo	BRAZIL
C12 Business Products & Services				
CMYK	EPSON OF BRAZIL	EPSON INDEPENDENT CARTRIDGES	FABRAQUINTEIRO COMUNICACOES Sao Paulo	BRAZIL
FAST PRINTER	EPSON OF BRAZIL	EPSON TAX PRINTER	FABRAQUINTEIRO COMUNICACOES Sao Paulo	BRAZIL
ISIGHT HIJACK	FBI	RECRUITMENT	SAATCHI & SAATCHI NZ	NEW ZEALAND
HOURLASS	TAM CARGO	FAST DELIVERY SERVICE	LOV - A NOVA GERACAO Sao Paulo	BRAZIL
C14 Commercial Public Services				
BANNER WISH	POSTEN (THE SWEDISH POST OFFICE)	THE SWEDISH POST OFFICE	AKESTAM HOLST Stockholm	SWEDEN
SURF ANYWHERE	TELIA SONERA	MOBILE BROADBAND	DADDY Gothenburg	SWEDEN
C15 Charities, Public Health & Safety, Public Awareness Messages				
ORIGAMI	FONDO EDUCACION AMBIENTAL	TREE PRESERVATION	LEO BURNETT MEXICO Mexico City	MEXICO
RELIEF	JAPAN ADVERTISING COUNCIL	CAMPAIGN AGAINST DOMESTIC VIOLENCE	DENTSU Tokyo	JAPAN
BEER GOGGLES BOY	DEPARTMENT OF HEALTH	SEXUAL HEALTH - CONDOM ESSENTIAL WEAR	GRAND UNION London	UNITED KINGDOM
KRIFA	KRISTELIG FAGFORENING	TRADE UNION	DDB TRIBAL Oslo	NORWAY
DRUG ADDICT	UTESEKSJONEN	DRUG INFORMATION	KITCHEN LEO BURNETT Oslo	NORWAY
BRAILLE	URUGUAYAN BRAILLE FOUNDATION	BRAILLE FOUNDATION	JWT/CORPORACION Montevideo	URUGUAY
GUNS = PRISON	CITIZENS CRIME COMMISSION OF NEW YORK	ANTI-ILLEGAL-GUN PUBLIC AWARENESS	DRAFTFCB New York	USA
DO YOU HAVE WHAT IT TAKES?	SWEDISH ARMED FORCES	SWEDISH ARMED FORCES	DDB STOCKHOLM	SWEDEN
DIGITAL PETITION	AMNESTY INTERNATIONAL FRANCE	HUMAN RIGHTS	TEQUILA\FRANCE Boulogne Billancourt	FRANCE
DOG	U.I.P.A	ANIMAL ADOPTION	FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo	BRAZIL
F**K OFF	BARNARDO'S	CHARITY FOR TROUBLED CHILDREN	BBH London	UNITED KINGDOM
PUTIN	AMNISTIA INTERNACIONAL	HUMAN RIGHTS	CONTRAPUNTO Madrid	SPAIN
HU JIN TAO	AMNISTIA INTERNACIONAL	HUMAN RIGHTS	CONTRAPUNTO Madrid	SPAIN
FULL TANK	SMIRNOFF	ANTI-DRINK-DRIVING MESSAGE	WUNDERMAN BRAZIL Sao Paulo	BRAZIL
CAR KEY	BAR LOUNGE PEACH	ANTI-DRINK-DRIVING MESSAGE	DENTSU Tokyo	JAPAN
STARVING	AMNESTY INTERNATIONAL TURKEY	AMNESTY INTERNATIONAL	DDB&CO. Istanbul	TURKEY
FINGERPRINTS OPEN TRACE	ARBEITSKREIS VORRATSDATENSPEICHERUNG	PRIVACY/DATA PROTECTION	NORDPOL+ HAMBURG	GERMANY
C17 Miscellaneous				
POP UP	LUXOR WRITING INSTRUMENTS	HIGHLIGHTERS	LEO BURNETT INDIA Mumbai	INDIA
HIGHLIGHT WHAT'S IMPORTANT	LUXOR WRITING INSTRUMENTS	HIGHLIGHTERS	LEO BURNETT INDIA Mumbai	INDIA

D01 Mobile Advertising, Mobile Phones, PDAs, Etc.				
SMIRNOFF.MOBI	DIAGEO	SMIRNOFF VODKA	AKQA New York	USA
SAY MUCH MORE	CREDO	MOBILE PHONE SERVICE	SS+K New York	USA
iPINT	COORS BREWERS	CARLING BEER	BEATTIE McGUINNESS BUNGAY London	UNITED KINGDOM
SMS BANDI	DJUICE - PANNON ZRT	TELECOMMUNICATIONS	LEO BURNETT BUDAPEST	HUNGARY
AXE WAKE-UP SERVICE	UNILEVER JAPAN K.K.	AXE DEODORANT	BASCULE Tokyo	JAPAN
WORLD'S WORST WAR	TOHATO	HOT PEPPER SNACKS	HAKUHODO Tokyo	JAPAN
A BLIND CALL	BRAILLELIGA	FOUNDATION FOR THE BLIND	DUVAL GUILLAUME BRUSSELS	BELGIUM
D02 Interactive Tools				
BLOGSFAM	OXFAM NOVIB	FUNDRAISING	KONG AMSTERDAM	THE NETHERLANDS
NIKE+ MILES	NIKE GERMANY	NIKE+	DDB GERMANY HAMBURG	GERMANY
GET IT STRAIGHT	ROBERT BOSCH	BOSCH POWER TOOLS	JUNG von MATT Stuttgart	GERMANY
SCREENSAVER	JOBSINTOWN.DE GMBH	ONLINE RECRUITMENT	SCHOLZ & FRIENDS Berlin	GERMANY
WEB STREAKER	VODAFONE AUSTRALIA	MAXI CAP PREPAY	RMG CONNECT Sydney	AUSTRALIA
SCREENSAVER SPACE INVADERS	DOVE/UNILEVER	DOVE INVISIBLE DRY DEODORANT	OGILVY BRASIL Sao Paulo	BRAZIL
RECYCLE BIN	INTERNATIONAL PAPER	CHAMEX RECYCLED PAPER	EVERMEDIA Sao Paulo	BRAZIL
HILUX MOTION	TOYOTA	TOYOTA HILUX	SAATCHI & SAATCHI NZ	NEW ZEALAND
DESKTOP VACUUM CLEANER	HOOVER	FREEMOTION VACUUM CLEANER	HAPPINESS BRUSSELS	BELGIUM
COKE FUSION MSN	THE COCA-COLA COMPANY	COKE	AGENCIAClick Sao Paulo	BRAZIL
PIZZA TRACKER	DOMINOS	DOMINOS PIZZA TAKE-AWAY	CRISPIN PORTER + BOGUSKY Miami	USA
NIDGET	NOKIA	NOKIA MOBILE PHONES	OGILVY SINGAPORE	SINGAPORE
D03 Innovative Ideas				
SUMMIT TOKYO	FUTURE MARKETING AD AWARDS	ADVERTISING AWARD	TRIPLESEVEN INTERACTIVE Tokyo	JAPAN
COLOR TOKYO!	SONY MARKETING JAPAN	SONY BRAVIA TELEVISIONS	TRIPLESEVEN INTERACTIVE Tokyo	JAPAN
PET SHOP BOYS - INTEGRAL	EMI MUSIC	SONG	THE RUMPUS ROOM London	UNITED KINGDOM
NIKEiD - IF YOU WERE A BOY	NIKE JAPAN	NIKEiD JASARI	BEACON COMMUNICATIONS Tokyo	JAPAN
READ A BOOK AT WORK	NEW ZEALAND BOOK COUNCIL	NEW ZEALAND BOOK COUNCIL	COLENSO BBDO Auckland	NEW ZEALAND
DIFFICULT TO WRITE URL	CANVAS TELEVISION	THE GREAT DICTATION OF THE DUTCH LANGUAGE - SPELLING CONTEST	MORTIERBRIGADE Brussels	BELGIUM
INTERNET SHUT DOWN	MAOR	KIDNAPPING REMEMBRANCE CAMPAIGN	Y&R INTERACTIVE TEL AVIV	ISRAEL
E01 Email Advertising, Including E-Cards				
BLESSED CHRISTMAS	JUNG VON MATT AG	CHRISTMAS GREETING	JUNG von MATT Vienna	AUSTRIA
HU	SOUTH CHINA MORNING POST	ONLINE NEWSPAPER	OGILVY HONG KONG	HONG KONG
GERMS	HANDMAX	HAND SANITIZER	MASTER COMUNICACAO Curitiba	BRAZIL
THE CRAZY LEADER COMMERCIAL	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	SCHOLZ & FRIENDS Berlin	GERMANY
ELIMINATE	ACTION AGAINST HUNGER	FUNDRAISING CAMPAIGN	SHACKLETON Barcelona	SPAIN
THIS EASY	PERSAN/PUNTOMATIC	LAUNDRY DETERGENT	SHACKLETON Barcelona	SPAIN
THE LONG TALE OF UNREQUITED LOVE	TOYO SUISAN	INSTANT CUP NOODLE	YOMIKO ADVERTISING Tokyo	JAPAN
THE SMOOTHEST EMAIL EVER MADE	WWW.CONDOOMS.COM	ONLINE SEX SHOP	HAPPINESS BRUSSELS	BELGIUM
OFFROAD RIVER	MERCEDES-BENZ GERMANY	MERCEDES-BENZ	ELEPHANT SEVEN Hamburg	GERMANY
RUN AWAY	RECKITT BENCKISER	SBP INSECTICIDE	SINC Sao Paulo	BRAZIL
ADIDAS CHRISTMAS	ADIDAS	ADIDAS CHRISTMAS MESSAGE	NETTHINK Madrid	SPAIN
ASSASSIN	SAATCHI & SAATCHI	NEW DIRECTORS SHOWCASE	SAATCHI & SAATCHI London	UNITED KINGDOM
E02 Viral Video				
PROJECT ICELAND	LEVI'S	JEANS	THE VIRAL FACTORY London	UNITED KINGDOM
HOW WE MET	SAMSUNG ELECTRONICS	SAMSUNG G800 MOBILE PHONE	THE VIRAL FACTORY London	UNITED KINGDOM
MILLIMETRES MATTER	SAMSUNG ELECTRONICS	SAMSUNG ULTRA EDITION II MOBILE PHONE	THE VIRAL FACTORY London	UNITED KINGDOM
BODY PAINTING	DIESEL	DIESEL PERFUME	FFL PARIS	FRANCE
MATRIX-STYLE FLIPBOOK	LG ELECTRONICS	LG VIEWTY MOBILE PHONE	SUGARCUBE Seoul	KOREA

THE DEXTER TREATMENT BRING THE LOVE BACK	FX MICROSOFT ADVERTISING	DEXTER TV SHOW DIGITAL ADVERTISING	RALPH London OPENHERE Antwerp	UNITED KINGDOM BELGIUM
BALLOONS	FORD MOTOR COMPANY NEW ZEALAND	FORD MONDEO	JWT NEW ZEALAND Auckland	NEW ZEALAND
TELEPHONE	FORD CHINA	FORD	JWT SHANGHAI	CHINA
TETRIS	FORD CHINA	FORD	JWT SHANGHAI	CHINA
TENTACLE	DUNKELZIFFER	HELP FOR SEXUALLY ABUSED CHILDREN	RED RABBIT WERBEAGENTUR Hamburg	GERMANY
BUSH	SOUTH CHINA MORNING POST	ONLINE NEWSPAPER	OGILVY HONG KONG	HONG KONG
HU	SOUTH CHINA MORNING POST	ONLINE NEWSPAPER	OGILVY HONG KONG	HONG KONG
LAWYERS	COCA-COLA	COKE ZERO	CRISPIN PORTER + BOGUSKY Miami	USA
FIFA STREET 3	EA SPORTS BIG	FIFA STREET 3 VIDEO GAME	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
CITY ATTACK 'BOAT'	NIKE	T90 FOOTBALL BOOTS	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
AWARENESS TEST	TRANSPORT FOR LONDON	CYCLE SAFETY	WCRS London	UNITED KINGDOM
THE GUM THIEF "BETHANY"	RANDOM HOUSE	BOOK "THE GUM THIEF"	CRUSH Toronto	CANADA
ROCK THE PALACE	PISANG AMBON	LIQUEUR	BRANDBASE Amsterdam	THE NETHERLANDS
HORST HRUBESCH	GOOGLE GERMANY	YOUTUBE GAME PORTAL	KOLLE REBBE WERBEAGENTUR Hamburg	GERMANY
10R	AMERICAN NIKE	NIKE SPORTSWEAR	VILLARROSAS Barcelona	SPAIN
THE KEY TO RESERVA	FREIXENET	CAVA FREIXENET CARTA NEVADA RESERVA	JWT SPAIN Barcelona	SPAIN
TRUCK SUMMONER	TOYOTA MOTOR SALES U.S.A.	TOYOTA TACOMA	SAATCHI & SAATCHI LA	USA
FINDERS KEEPERS	COCA-COLA	SCHWEPPES	PUBLICIS MOJO Auckland	NEW ZEALAND
ROBIN REDBREAST	PANASONIC MARKETING EUROPE GMBH	BEARD/HAIR TRIMMER	SCHOLZ & FRIENDS Berlin	GERMANY
MR W.	EPURON/GERMAN MINISTRY FOR THE ENVIRONMENT	WIND ENERGY	NORDPOL+ HAMBURG	GERMANY
DREAM BIG - ISLES OF SCILLY	ADIDAS INTERNATIONAL	SPORTSWEAR	180 AMSTERDAM	THE NETHERLANDS
DREAM BIG - ANDORRA	ADIDAS INTERNATIONAL	SPORTSWEAR	180 AMSTERDAM	THE NETHERLANDS
DREAM BIG - SAN MARINO	ADIDAS INTERNATIONAL	SPORTSWEAR	180 AMSTERDAM	THE NETHERLANDS
TAGGED IN MOTION	JUNG von MATT/NEXT	ADVERTISING AGENCY	JUNG von MATT Hamburg	GERMANY
CEZANNE	ART POSTER GALLERY	ART POSTERS	PUBLICIS ZUERICH	SWITZERLAND
HORST SCHLAEMMER GETS HIS DRIVING LICENCE	VOLKSWAGEN AG	VOLKSWAGEN	DDB GERMANY BERLIN	GERMANY
HORST SCHLAEMMER: FIRST DRIVING LESSON	VOLKSWAGEN AG	VOLKSWAGEN	DDB GERMANY BERLIN	GERMANY
AERIAL PHOTOS	GULE SIDER (YELLOW PAGES)	PHOTO SEARCH	McCANN NORWAY Oslo	NORWAY
CASTING SESSIONS	UNILEVER	REXONA MEN'S DEODORANT	LOWE NEW YORK	USA
ROONEY	NIKE	T90 FOOTBALL BOOTS	NITRO London	UNITED KINGDOM
WHOPPER FREAKOUT	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
E03 Viral Marketing				
HEMA RUBE GOLDBERG VIRAL	HEMA	HEMA DEPARTMENT STORE	CCCP Amsterdam	THE NETHERLANDS
TOOLS FOR LOVE	SPRINT	SPRINT MOBILE NETWORK	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
YEAR ZERO	TRENT REZNOR/NIN	ALTERNATE REALITY GAME	42 ENTERTAINMENT Pasadena	USA
THE UNICORN	CHOCOLAT FREY	CHOCOLATE	PUBLICIS ZUERICH	SWITZERLAND
R/GA TATTOO SANTA 2007	R/GA	HOLIDAY CARD	R/GA New York	USA