

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
C01 Best Integrated Promotional Campaign				
VOYEUR INTEGRATED CAMPAIGN	HBO	HBO VOYEUR	BBDO NEW YORK	USA
GOLD				
A02 Alcoholic & Non-Alcoholic Drinks				
SPEIGHT'S GREAT BEER DELIVERY	LION NATHAN	SPEIGHT'S BEER	PUBLICIS MOJO Auckland	NEW ZEALAND
A05 Other Consumer Products (Including Durable Goods)				
XBOX HALO 3	XBOX	GAMES CONSOLE/GAME	McCANN ERICKSON LONDON	UNITED KINGDOM
A06 Financial Products & Services				
SENSE & SENSIBILITY	CAJA MADRID	BANK ACCOUNT	SHACKLETON Madrid	SPAIN
A07 Commercial Public Services				
FREEZING THE GAME	TRICOM	TRICOM INTERNET	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC
A09 Retail And E-Commerce, Including Restaurants				
D'OH THANK HEAVEN	7-ELEVEN	CONVENIENCE STORE	TRACYLOCKE Dallas	USA
HATCH AN EGG	PLAYGROUND	OUTDOOR EQUIPMENT STORE	AKESTAM HOLST Stockholm	SWEDEN
A11 Publications & Media				
WELCOME SNOOP	MTV NETWORKS AUSTRALIA	BROADCAST CHANNEL	LOWE & RIVET AUSTRALIA Sydney	AUSTRALIA
A14 Charities, Public Health & Safety, Public Awareness Messages				
VOICE OF ENDANGERED BIRDS	WILD BIRD SOCIETY OF JAPAN	BIRD PROTECTION	BEACON COMMUNICATIONS Tokyo	JAPAN
WHERE IS THE EAGLE?	WWF	EAGLE PROTECTION	OGILVY PORTUGAL Lisbon	PORTUGAL
FINGERPRINTS	ARBEITSKREIS VORRATSDATENSPEICHERUNG	PRIVACY/DATA PROTECTION	NORDPOL+ HAMBURG	GERMANY
PRODIS MAILING	PRODIS DOWN'S SYNDROME FOUNDATION	DOWN'S SYNDROME FOUNDATION	VITRUVIO LEO BURNETT Madrid	SPAIN
B01 Event and Field Marketing				
THE WISHING TREE	MADRID CITY COUNCIL	MADRID CITY COUNCIL	MARKETINGVIVO Madrid	SPAIN
VOYEUR INTEGRATED CAMPAIGN	HBO	HBO VOYEUR	BBDO NEW YORK	USA
BEER DELIVERY	LION NATHAN	SPEIGHT'S BEER	PUBLICIS MOJO Auckland	NEW ZEALAND
B05 Best Use Of Merchandising/In-Store Marketing				
D'OH THANK HEAVEN	7-ELEVEN	CONVENIENCE STORE	TRACYLOCKE Dallas	USA
B09 Best Use of TV In A Promotional Campaign				
WEATHER CHANNEL	EXPEDIA.COM	WEATHER CHANNEL	SERVICEPLAN Munich	GERMANY
B12 Best Use of Digital Media In A Promotional Campaign				
INTERNET SHUT DOWN	MAOR	DONATION ORGANISATION	Y&R INTERACTIVE TEL AVIV	ISRAEL
SILVER				
A02 Alcoholic & Non-Alcoholic Drinks				
THE KEY TO RESERVA	FREIXENET	SPARKLING WINE	JWT SPAIN Barcelona	SPAIN
A04 Clothing, Footwear & Accessories				
PALERMO 180	PUMA	PUMA BORUSSIA	DDB ARGENTINA Buenos Aires	ARGENTINA
A08 Travel, Entertainment & Leisure				
OMAKA	OMAKA AVIATION HERITAGE CENTRE	OMAKA AVIATION HERITAGE CENTRE	CLEMENGER BBDO Wellington	NEW ZEALAND
A09 Retail And E-Commerce, Including Restaurants				
3D COVER	IKEA GERMANY	IKEA FURNITURE STORE	JUNG von MATT Hamburg	GERMANY
SINGLES	MIGROS	UNDERWEAR	SPILLMANN/FELSER/LEO BURNETT Zurich	SWITZERLAND
A14 Charities, Public Health & Safety, Public Awareness Messages				
READ A BOOK AT WORK	NEW ZEALAND BOOK COUNCIL	NEW ZEALAND BOOK COUNCIL	COLENZO BBDO Auckland	NEW ZEALAND

B01 Event and Field Marketing				
LUMIX BATTLE	PANASONIC	PANASONIC DIGITAL CAMERA	PUBLICIS THAILAND Bangkok	THAILAND
ASICS TRIATHLON	ASICS EUROPE	ASICS RUNNING SHOES & RUNNING GEAR	NORDPOL+ HAMBURG	GERMANY
B12 Best Use of Digital Media In A Promotional Campaign				
HBO VOYEUR	HBO	HBO VOYEUR	BBDO NEW YORK	USA
FINGERPRINTS	ARBEITSKREIS VORRATSDATENSPEICHERUNG	PRIVACY/DATA PROTECTION	NORDPOL+ HAMBURG	GERMANY
SOCIAL MEDIA SAVE THE EARTH	NTT RESONANT	SOCIAL MEDIA	HAKUHODO KETTLE Tokyo	JAPAN
BOOK AT WORK	NEW ZEALAND BOOK COUNCIL	NEW ZEALAND BOOK COUNCIL	COLENSO BBDO Auckland	NEW ZEALAND
C01 Best Integrated Promotional Campaign				
PALERMO 180	PUMA	PUMA BORUSSIA	DDB ARGENTINA Buenos Aires	ARGENTINA
BRONZE				
A01 Fast Moving Consumer Goods, Excluding Beverages				
PILLOWCASES	SSL	DUREX PERFORMA CONDOMS	DDB NEW ZEALAND Auckland	NEW ZEALAND
iPOD IN THE POPSICLE	UNILEVER/KIBON	FRUTTARE ICE CREAM	BULLET Sao Paulo	BRAZIL
A03 Cars & Automotive Services				
ON A MOUNTAIN TOP	MERCEDES-BENZ NIEDERLASSUNG STUTTART	MERCEDES-BENZ	BBDO GERMANY Duesseldorf	GERMANY
DARE DAYS	DODGE	DODGE	PROXIMITY BBDO Brussels	BELGIUM
A05 Other Consumer Products (Including Durable Goods)				
PICTURETOWN	NIKON	NIKON D40	McCANN ERICKSON NEW YORK	USA
A08 Travel, Entertainment & Leisure				
STRETCH FESTIVAL	GOVT OF PUDUCHERRY	YOGA FESTIVAL	JWT INDIA Mumbai	INDIA
A11 Publications & Media				
QUOTE ABC BOOK	QUOTE 500	FINANCIAL MAGAZINE	SELMORE Amsterdam	THE NETHERLANDS
A14 Charities, Public Health & Safety, Public Awareness Messages				
BIRD NEST STICKER DECALS	IPÉ - ECOLOGICAL RESEARCH INSTITUTE	BRAZILIAN ENVIRONMENTAL ORGANISATION	FABRAQUINTEIRO COMUNICACOES Sao Paulo	BRAZIL
EATING IN TOILET	HONG KONG BREASTFEEDING MOTHERS' ASSOCIATION	BREAST FEEDING AWARENESS	DRAFTFCB CHINA Shanghai	CHINA
B01 Event and Field Marketing				
DARE DAYS	DODGE	DODGE	PROXIMITY BBDO Brussels	BELGIUM
B02 Alternative Media				
BOKITO VIEWER	FBTO	HEALTH CARE INSURANCE	DDB AMSTERDAM	THE NETHERLANDS
B04 Promotional Packaging				
iPOD IN THE POPSICLE	UNILEVER/KIBON	FRUTTARE ICE CREAM	BULLET Sao Paulo	BRAZIL
ABSOLUT DISCO	V&S ABSOLUT SPIRITS	ABSOLUT SPIRITS	FAMILY BUSINESS Stockholm	SWEDEN
B05 Best Use Of Merchandising/In-Store Marketing				
HATCH AN EGG	PLAYGROUND	OUTDOOR EQUIPMENT STORE	AKESTAM HOLST Stockholm	SWEDEN
NEW BODY PARTS	NOVARTIS CONSUMER HEALTH	VOLTAFLEX	SAATCHI & SAATCHI SIMKO Geneva	SWITZERLAND
B08 Best Customer Marketing Programme/B2B Promotion & Loyalty Campaigns				
PREGNANT WIFE	HEINEKEN (NETHERLANDS)	AMSTEL BEER	DOOM&DICKSON Amsterdam	THE NETHERLANDS
C01 Best Integrated Promotional Campaign				
SPEIGHT'S GREAT BEER DELIVERY	LION NATHAN	SPEIGHT'S	PUBLICIS MOJO Auckland	NEW ZEALAND
OF THIS EARTH	ADIDAS/NZRU	ADIDAS ALL BLACKS APPAREL	TBWA/WHYBIN Auckland	NEW ZEALAND