

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
<b>A01 Best Use of Television</b>						
COMMERCIAL BLOCK PARKING	DAIMLER AG/SMART	SMART FORTWO	BBDO GERMANY, Düsseldorf *	GERMANY		
12 CHIMES OF THE BELL	MASTERCARD	MASTERCARD			UNIVERSAL McCANN, Madrid *	SPAIN
COACH YOUR TEAM	T-MOBILE USA	MOBILE TELECOMMUNICATIONS PROVIDER	CONILL SAATCHI & SAATCHI, Torrance *	USA		
1 SECOND ADS	MILLER BREWING COMPANY/ MILLER HIGH LIFE	BEER	SAATCHI & SAATCHI, New York *	USA		
AN APPRENTICE'S HEART	UNILEVER	BECEL	NEW CONTENT, Sao Paolo *	BRAZIL		
CHANGED OPENING CREDITS & EPISODES	RADIO STATION STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels *	BELGIUM		
20 MILLION EXPERIENCES IN 10 SECONDS	TATA SKY	SATELLITE TELEVISION PROVIDER			MAXUS, Mumbai *	INDIA
DYNAMIC OVERLAYS	LA SIRENA	DEPARTMENT STORES	PAGES BBDO, Santo Domingo *	DOMINICAN REPUBLIC	OMD DOMINICANA, Santo Domingo	DOMINICAN REPUBLIC
<b>A02 Best Use of Cinema</b>						
CEILING CINEMA	NISSAN CENTER EUROPE GmbH	NISSAN MICRA C+C CABRIO	TBWA\GERMANY, Düsseldorf *	GERMANY		
BOTELYA	JOHNSON & JOHNSON	JOHNSON'S BABY OIL			UNIVERSAL McCANN, Makati City *	THE PHILIPPINES
CINEMESSENGER	MK2	VIDEO-ON-DEMAND WEBSITE	GREY PARIS *	FRANCE		
THE FIRST IKEA-CINEMA-CATALOGUE	IKEA AUSTRIA	IKEA FURNITURE	DDB GERMANY BERLIN *	GERMANY	MEDIACOM AUSTRIA, Vienna	AUSTRIA
<b>A03 Best Use of Radio</b>						
MIDAS TOUCH	NOKIA INDIA	NOKIA 5800 XPRESSMUSIC			MAXUS INDIA, Gurgaon *	INDIA
DOUBT	THE AIDS TASK FORCE	INTERNATIONAL AIDS DAY	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
WORLD'S FIRST BRAND COUP	TITAN INDUSTRIES	FAST TRACK			MAXUS, Bangalore *	INDIA
<b>A04 Best Use of Magazines</b>						
LUMP	DUBAI HEALTHCARE CITY	BREAST CANCER SELF EXAMINATION	IMPACT PLUS (BBDO), Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
IT'S UNSTOPPABLE	BOSCH	UNEO POWER TOOL			OMD SPAIN, Madrid *	SPAIN
THE BULLETPROOF AD	BMW AG	BMW SECURITY X5	MAB, Berlin	GERMANY	MEDIAPLUS AGENTURGRUPPE FÜR INNOVATIVE MEDIA, Munich	GERMANY
REINVENTING THE MAGAZINE	LEXUS USA	2010 LEXUS RX	TEAM ONE, El Segundo *	USA		
GRAZIA INSIDE	WESTFIELD	SHOPPING CENTRE			ARENA BLM, London *	UNITED KINGDOM
SPINES	DISTELL	NEDERGURG/INGENUITY WINES	NET#WORK BBDO CAPE TOWN *	SOUTH AFRICA	OMD MEDIA DIRECTION, Cape Town	SOUTH AFRICA
GIVE ME A THIRD CHANCE	BANGKOK SCHOOL FOR THE BLIND	SCHOOL FOR THE BLIND	PUBLICIS THAILAND, Bangkok *	THAILAND		
<b>A05 Best Use of Newspapers</b>						
BE THE NEWS	NISSAN	NISSAN	LEW\LARA\TBWA, Sao Paulo *	BRAZIL		
SCRIBBLE	VW	72 HOUR SALE	ACW GREY TEL AVIV *	ISRAEL	MEDIACOM ISRAEL, Ramat Gan	ISRAEL
GUTTER CHILD	HOMELESS TALK ORGANISATION	HOMELESS TALK ORGANISATION	TBWA\HUNT\LASCARIS JOHANNESBURG *	SOUTH AFRICA		
EDIBLE AD	MTV	ENVIRONMENTAL SUSTAINABILITY AWARENESS	LODUCCA, Sao Paulo *	BRAZIL		
THE NAKED TRUTH	IINET	INTERNET SERVICE PROVIDER			MEERKATS, Perth *	AUSTRALIA
<b>A06 Best Use of Outdoor</b>						
NAPKIN ART	CEREBOS GREGGS NZ	ROBERT HARRIS FRESH COFFEE	DRAFTFCB NEW ZEALAND, Auckland *	NEW ZEALAND		
REVOLVING POSTER HILLARY	SONNTAGSZEITUNG	NEWSPAPER	ADVICO Y&R, Zürich *	SWITZERLAND		
PUZZLED	ALLAN GRAY	INVESTMENT	KING JAMES, Cape Town *	SOUTH AFRICA	DARE MEDIA, Cape Town	SOUTH AFRICA
TRUE EVIDENCE OF WAR	UNA SWEDEN (UNITED NATIONS)	SUPPORT WAR VICTIMS OF GEORGIA	OGILVY STOCKHOLM *	SWEDEN		
THE WORLD IS NOISY ENOUGH	AEG ELECTROLUX	WASHING MACHINES	BBH, London	UNITED KINGDOM	ZENITHOPTIMEDIA INTERNATIONAL, London *	UNITED KINGDOM
WARM UP	KRAFT	STOVE TOP STUFFING			MEDIAVEST USA, New York *	USA
WILD TRAPPED ANIMALS	PRESERVEPLANET.ORG	CONSERVATIONIST FOUNDATION	DDB COSTA RICA, San José *	COSTA RICA	OMD, San Jose	COSTA RICA
THE SENSORY LIGHT BOX	NIKON	CAMERA	CHEIL WORLDWIDE, Seoul *	KOREA		

THE LONGER THEY'RE HERE ...	YOUTH OFF THE STREETS	HOMELESSNESS CHARITY	LAVENDER*, Sydney *	AUSTRALIA			
WHAT GOES AROUND COMES AROUND	GLOBAL COALITION FOR PEACE	PEACE CAMPAIGN	BIG ANT INTERNATIONAL, New York *	USA			
LONDONOPOLY	EUROSTAR	HIGH SPEED TRAIN BRUSSELS TO LONDON	TBWA BRUSSELS *	BELGIUM			
COP CHASE	CHRYSLER	DODGE CHALLENGER	BBDO DETROIT *	USA	PHD, Detroit	USA	
LIVE TEXT INTERACTIVE POSTER	VIRGIN TRAINS	VIRGIN TRAINS	ELVIS COMMUNICATIONS, London *	UNITED KINGDOM	MANNING GOTTLIEB OMD, London	UNITED KINGDOM	
TRILLION DOLLAR BILLBOARD	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA HUNT LASCARIS JOHANNESBURG *	SOUTH AFRICA			
VELCRO POSTER	COCA-COLA	COCA-COLA GRIP BOTTLE	MARCEL PARIS *	FRANCE			
PLAY-BY-PLAY	AM 640	RADIO STATION	SAATCHI & SAATCHI, Toronto * CANADA				
<b>A07 Best Use of Ambient Media: Small Scale</b>							
NATURE ITEM	BON MAISON	LIFESTYLE SHOPS	DENTSU, Tokyo *	JAPAN			
ONE BREASTED MANNEQUIN	BARE ESSENTIALS	BREAST CANCER AWARENESS	MEMAC OGILVY & MATHER, Dubai *	UNITED ARAB EMIRATES	STARCOM MEDIAVEST GROUP DUBAI	UNITED ARAB EMIRATES	
WATER TO SAVE A CHILD	UNICEF	UNICEF	CHEIL WORLDWIDE, Seoul *	KOREA			
CHECK THEM	VERITAS SPIRITI	TESTICULAR CANCER AWARENESS	McCANN ERICKSON SKOPJE * MACEDONIA				
KIT KAT MAIL 2009	NESTLÉ CONFECTIONERY	KIT KAT	JWT JAPAN, Tokyo *	JAPAN			
GUERRILLA GARBAGE	IKEA	2009 IKEA CATALOGUE	303 ADVERTISING, Perth *	AUSTRALIA			
SINK	EMPRESAS PÚBLICAS DE MEDELLIN	WATER PRESERVATION AWARENESS	DDB COLOMBIA, Medellin *	COLOMBIA	OMD COLOMBIA, Medellin	COLOMBIA	
THE DRIVING FORCE	BRIDGESTONE NEW ZEALAND	FIRESTONE TYRES				OMD NEW ZEALAND, Auckland *	NEW ZEALAND
DONATIONS ON SALE	AACD	PHILANTHROPIC ORGANIZATION	WUNDERMAN BRAZIL, Sao Paulo *	BRAZIL			
TAGS	ARS HUMANO	HEALTHCARE INSURANCE	PAGES BBDO, Santo Domingo *	DOMINICAN REPUBLIC	OMD DOMINICANA, Santo Domingo	DOMINICAN REPUBLIC	
STICKERS	THE AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY Y&R INTERACTIVE TEL AVIV *	ISRAEL			
KHEDE KASRA	HARIRI FOUNDATION	WOMEN EMPOWERMENT PROGRAMME	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON	
THE ELUSIVE COASTER	SAB MILLER INDIA	DON'T DRINK & DRIVE BY FOSTER'S	OGILVY & MATHER, Bangalore *	INDIA			
TRILLION DOLLAR FLYER	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA HUNT LASCARIS JOHANNESBURG *	SOUTH AFRICA			
CURRENCY	IN GANDHI'S SHOES	NON-PROFIT ORGANISATION	PUBLICIS INDIA, Gurgaon *	INDIA	ZENITHOPTIMEDIA, Gurgaon	INDIA	
<b>A08 Best Use of Ambient Media: Large Scale</b>							
SALTO FOR BEGINNERS	MOUNTAIN ADVENTURES	LAAX SNOWBOARD SCHOOL	KRIEG SCHLUPP BÜRGE SPRINGER & JACOBY, Zürich *	SWITZERLAND			
ILLUMINA LA CITTÀ DI MILANO	COCA-COLA ITALY	COCA-COLA				STARCOM ITALIA, Milan *	ITALY
IMPOSSIBLE GOALKEEPER	adidas AG	adidas FOOTBALL	TBWA GERMANY (180 TBWA), Berlin	GERMANY	CARAT, Hamburg	GERMANY	
BIRTH CANAL	MIDWIFE ORGANISATION HAMBURG	MIDWIFE ORGANISATION	BBDO GERMANY, Berlin *	GERMANY	OMD, Düsseldorf	GERMANY	
REVERSE GRAFFITI PROJECT	THE CLOROX COMPANY	GREEN WORKS NATURAL CLEANER	DDB WEST, San Francisco *	USA			
GIANT	NORMA	COLOR PENCILS	DDB COLOMBIA, Bogotá *	COLOMBIA			
HALF PRICE	DAIMLER	SMART	PONTO DE CRIAÇÃO, São Paulo *	BRAZIL			
BRING YOUR A LUCKY CASINO	CASINO MADRID	SLOT MACHINES	BUNGALOW 25, Madrid *	SPAIN			
THE CORAL CEMETERY	THE GREEN PARTY	RED CORAL REEF	SHIMONI FINKELSTEIN DRAFTFCB, Tel Aviv *	ISRAEL			
VOTE EARTH TREE SHIRT	WORLD WIDE FUND FOR NATURE	EARTH HOUR	LEO BURNETT SYDNEY *	AUSTRALIA	STARCOM - A DIVISION OF STARCOM MEDIAVEST GROUP (AUSTRALIA), Sydney	AUSTRALIA	
SANDPIT	HASBRO SINGAPORE	TONKA	Y&R, Singapore *	SINGAPORE			
POWERBRUSH	COLGATE-PALMOLIVE	COLGATE ELECTRIC TOOTHBRUSH	Y&R, Singapore *	SINGAPORE			
FORK	TIBITS VEGETARIAN RESTAURANT	VEGETARIAN RESTAURANT	WIRZ WERBUNG, Zurich *	SWITZERLAND			
<b>A09 Best Use of Special Events and Stunt/Live Advertising</b>							
TENNIS BALLS ACTION	FUNDAÇÃO TÊNIS	CHILDREN'S CHARITY	ESCALA, Porto Alegre *	BRAZIL			
HEADLESS MAGICIAN	HAPPY VALLEY	HAPPY VALLEY	OGILVY SHANGHAI *	CHINA			
THE DINOSAUR EXHIBITION	THE GRIGORE ANTIPA NATURAL HISTORY MUSEUM	THE GRIGORE ANTIPA NATURAL HISTORY MUSEUM	LEO BURNETT & TARGET, Bucharest *	ROMANIA			
HONDA LIVE AD	HONDA	HONDA ACCORD	4CREATIVE, London	UNITED KINGDOM	STARCOM MEDIAVEST GROUP, London *	UNITED KINGDOM	
THE CONTAINER	RUSTHOLLI	RUSTHOLLI RENOVATIONS	HASAN & PARTNERS, Helsinki *	FINLAND	KONTAKTOINTITOIMISTO TOINEN, Helsinki	FINLAND	

THE MISSING 'H'	FOOTBALL FEDERATION AUSTRALIA	INTERNATIONAL FOOTBALL	LOWE SYDNEY *	AUSTRALIA		
SHOUT LOUDER	RIVER PLATE BARCELONA FILIAL	FOOTBALL CLUB	DRAFTFCB SPAIN, Madrid *	SPAIN		
INTERCOM	SOS CHILDREN'S VILLAGES	SOS CHILDREN'S VILLAGES	10 ADVERTISING, Antwerp *	BELGIUM		
SOUND CANNON PROJECT	CORUS ENTERTAINMENT	SCREAM TV	zig, Toronto *	CANADA		
PLASTIC CUP	FOSTER'S GROUP: CARLTON DRAUGHT	CARLTON DRAUGHT BEER	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	MEDIACOM, Melbourne	AUSTRALIA
PIRACY	FOMPI/C. A. CINEMAS	ANTI-PIRACY CAMPAIGN	LEO BURNETT GUATEMALA, Guatemala City *	GUATEMALA	STARCOM, Guatemala City	GUATEMALA
THE LONGEST FOOTBALL MATCH	PANASONIC SIEW SALES	VIERA TV	PUBLICIS THAILAND, Bangkok *	THAILAND	MEDIA PALETTE, Bangkok	THAILAND
AXE RUNNING	UNILEVER	AXE	UNCLE GREY, Århus *	DENMARK		
THE HOUSE OF IMAGINATION	HORNBAACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT, Berlin *	GERMANY	CROSSMEDIA, Düsseldorf	GERMANY
NIKE+ HUMAN RACE	NIKE	NIKE+ HUMAN RACE	R/GA, New York *	USA		
CLIMATE CHANGE SIGNATURE	VATTENFALL	ENERGY CONSUMPTION AWARENESS	LOWE BRINDFORS, Stockholm *	SWEDEN	STARCOM SWEDEN, Stockholm	SWEDEN
VOTE EARTH MONUMENTS	WORLD WIDE FUND FOR NATURE	EARTH HOUR	LEO BURNETT SYDNEY *	AUSTRALIA	STARCOM - A DIVISION OF STARCOM MEDIAVEST GROUP (AUSTRALIA), Sydney	AUSTRALIA
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London *	UNITED KINGDOM	MEDIACOM, London	UNITED KINGDOM
<b>A10 Best Use of Internet</b>						
DISTRACTED DRIVERS	NEW ZEALAND TRANSPORT AGENCY	DISTRACTED DRIVERS	CLEMENGER BBDO, Wellington *	NEW ZEALAND	OMD, Wellington	NEW ZEALAND
BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE, Leuven *	BELGIUM	FASTBRIDGE, Brussels	BELGIUM
WHOPPER SACRIFICE	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Boulder *	USA	VML, New York	USA
EBAY ATTACK	AMNESTY INTERNATIONAL	HUMAN RIGHTS	walker, Zürich *	SWITZERLAND		
MAN'S BEST FRIEND	CIELO VERDE DOG'S SHELTER	DOG'S SHELTER	JWT COSTA RICA, San José *	COSTA RICA	CAMEDIA, San José	COSTA RICA
POP-UP WINDOW CRAZY CHONG	BECHTOLD	NOISE PROTECTION WINDOWS	PUBLICIS FRANKFURT *	GERMANY		
IT'S UP TO YOU	SKOL BEER	SKOL BEATS FESTIVAL	GARAGE INTERACTIVE MARKETING, Sao Paulo *	BRAZIL		
KIT KAT JESUS	NESTLÉ NEDERLAND	KIT KAT	UBACHSWISBRUN/JWT, Amsterdam *	THE NETHERLANDS		
RED DWARF LANDS ON DAVE	DAVE, PART OF UKTV	TELEVISION PROGRAMME	RED BEE MEDIA, London *	UNITED KINGDOM		
BALLERS NETWORK	NIKE	NIKE BASKETBALL	R/GA, New York *	USA		
RUSTY SCROLLBAR	SONAX GmbH & Co. KG	SONAX SX 90 PLUS	PLAN.NET HAMBURG *	GERMANY	MEDIAPLUS, Hamburg	GERMANY
THE LARGEST MEETING	GLOBES	ISRAELI BUSINESS CONVENTION	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
WHEN THE LIGHTS ARE OFF	ORANGE	ORANGE TIME	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
CLEAN THE COMMENTS	SCHESTOWITZ	COLGATE PROFESSIONAL CLEAN	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
WARIOLAND: SHAKE IT!	NINTENDO	VIDEO GAME	GOODBY SILVERSTEIN & PARTNERS, San Francisco *	USA	STARCOM USA, Chicago	USA
VOLUMEMAX	YAMAHA MOTOR FRANCE	A NEW MOTORBIKE (The New V-Max)	BUZZMAN, Paris *	FRANCE		
<b>A11 Best Use of Other Digital Media including mobile devices</b>						
COTO-TAMA	NHK ENTERPRISES, INC.	DIGITAL ART FESTIVAL TOKYO 2008	HAKUHODO, Tokyo *	JAPAN		
STEALTH SOUND	FANTA/COCA-COLA	FANTA	OGILVY LONDON *	UNITED KINGDOM	VIZEUM UK, London	UNITED KINGDOM
THE CHIRIMOYA COLADA!	COMPAÑÍA PISQUERA DE CHILE	COCKTAIL			OMD CHILE, Santiago *	CHILE
WIFI HEADLINES	COFFEECOMPANY	CHAIN OF CAFES	THEY, Amsterdam *	THE NETHERLANDS		
GOSSIP GIRL	THE CW NETWORK	TELEVISION PROGRAMME	RINGLEADER DIGITAL, New York	USA	OMD, New York *	USA
FOLDER MAILING	DAIMLER AG, MERCEDES-BENZ, VERTRIEBSORGANISATION DEUTSCHLAND	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI, Hamburg *	GERMANY		
FIRST IN-EAR COMMERCIAL	NEUROTH	HEARING AID CHECK	JUNG von MATT, Vienna *	AUSTRIA		
WISH I COULD BE TRUE TO MYSELF	SONY MUSIC ENTERTAINMENT INC.	JUJU FEAT. SPONTANIA	DENTSU, Tokyo *	JAPAN		
LONDON MARATHON	ADIDAS	ADIDAS			CARAT UK, London *	UNITED KINGDOM
LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS *	BELGIUM		
VIRTUAL TAP	STELLA / AB INBEV	BEER	FAMOUS, Brussels *	BELGIUM		
IIDA CALLING	KDDI CORPORATION	IIDA	GROUND, Tokyo *	JAPAN		

A12 Best Use of Sponsorship						
BEIJING OLYMPICS SPONSORSHIP	CHINA MOBILE	TELECOMMUNICATIONS PROVIDER			ZENITH MEDIA, Beijing *	CHINA
AUSTRALIA'S MOST LOVED SONGS	McDONALD'S	AUSTRALIAN IDOL			OMD, Sydney *	AUSTRALIA
XBOX LIVE	SPRINT	TELECOMMUNICATIONS PROVIDER			MINDSHARE, New York *	USA
GOOD-BYE CELLULITE	NIVEA	HEALTH/BEAUTY PRODUCT	GREEN ROOM ENTERTAINMENT, New York	USA	OMD, New York *	USA
AN INTERACTIVE ADVENTURE	VOLVO CAR CORPORATION	VOLVO OCEAN RACE EDITIONS	EURO RSCG 4D AMSTERDAM *	THE NETHERLANDS	MINDSHARE WORLDWIDE, London	UNITED KINGDOM
LET'S GROW	MORRISONS	SUPERMARKETS			MEC ACCESS, London	UNITED KINGDOM
STRAUCHANIE SPONSORSHIP	MARS	MARS CHOCOLATE BAR			STARCOM MELBOURNE *	AUSTRALIA
GORDON'S AND GORDON	DIAGEO	GORDON'S GIN			CARAT UK, London *	UNITED KINGDOM
B01 Use of Mixed Media						
TED 696 PROJECT	LION NATHAN AUSTRALIA	BEER			ZENITHOPTIMEDIA AUSTRALIA, Sydney *	AUSTRALIA
THIS IS NOT A JERSEY	ADIDAS NEW ZEALAND / NEW ZEALAND RUGBY UNION	ALL BLACKS RANGE	TBWA\WHYBIN (180\TBWA), Auckland	NEW ZEALAND	CARAT NEW ZEALAND, Auckland	NEW ZEALAND
FROM GIOVANNI TO DONGIOVANNI	NESTLÉ	BACI PERUGINA CHOCOLATE	ARMANDO TESTA, Turin *	ITALY	MAXUS, Milan	ITALY
THE HOUSE OF IMAGINATION	HORNBACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT, Berlin *	GERMANY	CROSSMEDIA, Düsseldorf	GERMANY
TO SHAVE OR NOT	GILLETTE PROCTER & GAMBLE	GILLETTE MACH 3			MEDIACOM INDIA, Mumbai *	INDIA
WATCH YOUR OWN HEART ATTACK	BRITISH HEART FOUNDATION	HEART & CIRCULATORY DISEASE CHARITY	GREY, London *	UNITED KINGDOM	PHD MEDIA, London	UNITED KINGDOM
COMPUTERTAN	SKCIN	SKIN CANCER AWARENESS	McCANN ERICKSON LONDON *	UNITED KINGDOM	UNIVERSAL McCANN, London	UNITED KINGDOM
ONOVALOV'S STATUE	JELFA SA	ANTI-HANGOVER REMEDY	CHANGE INTEGRATED, Warsaw *	POLAND		
SAY CONDOM, ALOUD	BBC WORLD SERVICE TRUST	SOCIAL AWARENESS			MADISON MEDIA, Mumbai *	INDIA
GORDON'S AND GORDON	DIAGEO	GORDON'S GIN			CARAT UK, London *	UNITED KINGDOM
AYGO CAR DANCE PARTY	TOYOTA	TOYOTA AYGO	HAPPINESS BRUSSELS *	BELGIUM		
OBAMcCAIN	VOTE AMERICA	VOTE AMERICA	GREY NEW YORK *	USA		
STOP THE SUFFERING	PROCTER & GAMBLE	PERT PLUS	LEO BURNETT BEIRUT *	LEBANON	STARCOM MEDIAVEST GROUP, Beirut	LEBANON
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London	UNITED KINGDOM	MEDIACOM, London *	UNITED KINGDOM
A PARTY WHEREVER YOU GO	CERVEJARIAS KAISER	HEINEKEN	FISCHER AMERICA, São Paulo *	BRAZIL		
TRILLION DOLLAR CAMPAIGN	THE ZIMBABWEAN	THEZIMBABWEAN NEWSPAPER, THEZIMBABWEAN.CO.UK	TBWA\HUNT\LASCARIS JOHANNESBURG *	SOUTH AFRICA		
THE POWER OF NANO INNOVATIONS	TATA MOTORS	TATA NANO CAR			LODESTAR UNIVERSAL, Mumbai *	INDIA
C01 Fast Moving Consumer Goods						
PIMP MY KETTLE	SAN REMO	FANTASTIC NOODLE CUPS			OMD, Sydney *	AUSTRALIA
"ROOTS" CANNED COFFEE BOOK	JAPAN TOBACCO	CANNED COFFEE	DENTSU, Tokyo *	JAPAN		
IT'S DEAD FRUITY!	VITASOY INTERNATIONAL HOLDINGS	VITA JUICE	DDB WORLDWIDE, Hong Kong	HONG KONG	PHD HONG KONG *	HONG KONG
DESTAPADOS COPA	COCA-COLA	COCA-COLA			HAVAS SPORTS & ENTERTAINMENT, Buenos Aires *	ARGENTINA
CHARLIE'S ROOM	KRAFT	ROYAL GELATIN	JWT COSTA RICA, San José *	COSTA RICA	STARCOM COSTA RICA, San José	COSTA RICA
KIT KAT MAIL 2009	NESTLÉ CONFECTIONERY	KIT KAT	JWT JAPAN, Tokyo *	JAPAN		
EARN YOUR STRIPES	KELLOGG'S	FROSTED FLAKES	LEO BURNETT USA, Chicago	USA	STARCOM USA, Chicago *	USA
TO SHAVE OR NOT	GILLETTE & PROCTER & GAMBLE	GILLETTE MACH 3			MEDIACOM INDIA, Mumbai *	INDIA
GORDON'S AND GORDON	DIAGEO	GORDON'S GIN			CARAT UK, London *	UNITED KINGDOM
FALLING IN LOVE AGAIN	MARS	CONFECTIONERY			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
PEDIGREE ADOPTION DRIVE	MARS	PEDIGREE			MEDIACOM GERMANY, Düsseldorf *	GERMANY
HAPPY CAT MOMENTS	MARS PETCARE GERMANY	WHISKAS®			MEDIACOM GERMANY, Düsseldorf *	GERMANY
CLEAN THE COMMENTS	SCHESTOWITZ	COLGATE TOTAL PROFESSIONAL CLEAN	SHALMOR AVNON AMICHAY\Y&R INTERACTIVE TEL AVIV *	ISRAEL		
WORLD'S FIRST EPHEMERAL MUSEUM	DIAGEO PORTUGAL	PAMPERO RUM	LEO BURNETT LISBOA *	PORTUGAL		
C02 Cars & Automotive Services						
HONDA LIVE AD	HONDA	HONDA ACCORD	4CREATIVE, London	UNITED KINGDOM	STARCOM MEDIAVEST GROUP, London *	UNITED KINGDOM

YOU CREATE THE CAR	PEUGEOT MOTORS COMPANY	PEUGEOT			OMD UK, London *	UNITED KINGDOM
CEILING CINEMA	NISSAN CENTRE EUROPE GmbH	NISSAN MICRA C+C CABRIO	TBWA\GERMANY, Düsseldorf *	GERMANY		
REINVENTING THE MAGAZINE	LEXUS USA	2010 LEXUS RX	TEAM ONE, El Segundo *	USA		
TAXI ROCKOLA CHEVROLET	GENERAL MOTORS COLMOTORES	TAXI 7:24 CHEVROLET	SANCHO BBDO COLOMBIA, Bogotá *	COLOMBIA	OMD COLOMBIA, Bogotá	COLOMBIA
AYGO CAR DANCE PARTY	TOYOTA	TOYOTA AYGO	HAPPINESS BRUSSELS *	BELGIUM		
WE LIVE TO TELL STORIES	LAND ROVER	LAND ROVER	WUNDERMAN BRAZIL, Sao Paulo *	BRAZIL		
<b>C03 Clothing, Footwear &amp; Accessories</b>						
TOKYO FASHION MAP	UNIQLO CO.	VARIATED PARKA SERIES	DENTSU, Tokyo *	JAPAN		
<b>C04 Other Consumer Products (including Durable Goods)</b>						
POWERFUL FAN	MIDEA HOME APPLIANCE & ELECTRONICS	ELECTRIC FAN	FIRSTELL COMMUNICATIONS SHANGHAI *	CHINA		
POP-UP WINDOW CRAZY CHONG	BECHTOLD	NOISE PROTECTION WINDOWS	PUBLICIS FRANKFURT *	GERMANY		
SANTEC SCREENGUARD	SANYO VIDEO VERTRIEB	VIDEO SURVEILLANCE SYSTEMS	PLAN.NET HAMBURG *	GERMANY	MEDIAPLUS, Hamburg	GERMANY
USB OUTDOOR	KINGSTON TECHNOLOGY COMPANY	MEMORY USB	GARWICHBBDO, Lima *	PERU	OMD PERU, Lima	PERU
CHILD-SAFE POSTERS	SANSUI ELECTRONICS	SANSUI TVS	PUBLICIS AMBIENCE, Mumbai *	INDIA		
<b>C05 Financial Products &amp; Services</b>						
VEJA 40 YEARS	ITAÚ BANK	BANK	AFRICA, Sao Paulo *	BRAZIL		
ING AUTO.BE	ING	CAR INSURANCE	EURO RSCG BRUSSELS *	BELGIUM	CARAT, Brussels	BELGIUM
WISHING WELL	DEUTSCHER SPARKASSEN- UND GIROVERBAND	SPARKASSE INVESTMENT BANKING	JUNG von MATT, Hamburg *	GERMANY		
<b>C06 Commercial Public Services</b>						
HUGE YELLOW DARTS	YELLOW PAGES GROUP	YELLOW PAGES DIRECTORIES			COSSETTE MEDIA, Toronto *	CANADA
SENDING REAL GREETING CARDS	JAPAN POST SERVICE CO.,LTD.	MIXI NEW YEAR'S GREETING CARD			HAKUHODO DY MEDIA PARTNERS, Tokyo *	JAPAN
TREEHOUSE RESTAURANT	YELLOW	YELLOW PAGES	COLENZO BBDO, Auckland *	NEW ZEALAND	STARCOM NEW ZEALAND, Auckland	NEW ZEALAND
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London	UNITED KINGDOM	MEDIACOM, London *	UNITED KINGDOM
<b>C07 Travel, Entertainment &amp; Leisure</b>						
VIRTUAL STORYTELLER	DISNEY DESTINATIONS	DISNEY PARKS	THE VANKSEN GROUP, New York *	USA		
THE DINOSAUR EXHIBITION	THE GRIGORE ANTIPIA NATURAL HISTORY MUSEUM	THE GRIGORE ANTIPIA NATURAL HISTORY MUSEUM	LEO BURNETT & TARGET, Bucharest *	ROMANIA		
GOOD STUFF	LASTMINUTE	EXPERIENCE/LIFESTYLE FACILITATOR			MANNING GOTTLIEB OMD, London *	UNITED KINGDOM
THE BEST JOB IN THE WORLD	TOURISM QUEENSLAND	GREAT BARRIER REEF	CUMMINSNITRO, Brisbane *	AUSTRALIA	MITCHELL & PARTNERS, Fortitude Valley	AUSTRALIA
MAD IN SINGAPORE	SINGAPORE TOURISM BOARD	SINGAPORE TOURISM			STARCOM MEDIAVEST GROUP, Mumbai *	INDIA
POKER ISLAND	BWIN	ONLINE POKER	ARNOLD WORLDWIDE ITALY, Milan	ITALY	MPG ITALIA, Milan *	ITALY
THE DAWN OF TWILIGHT	HOYTS DISTRIBUTION	TWILIGHT MOTION PICTURE			MEDIA CONTACTS, Sydney *	AUSTRALIA
SEE MORE IN THE DARK	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	DDB, Chicago *	USA		
MYTHIC CREATURES	THE FIELD MUSEUM	THE FIELD MUSEUM	DDB, Chicago *	USA		
<b>C08 Retail And E-Commerce, including Restaurants</b>						
SUSTAINABILITY	WALMART	RETAIL STORE			MEDIAVEST USA, New York *	USA
THE LEGO CODES	MYTOYS.DE	ONLINE TOY STORE	LUKAS LINDEMANN ROSINSKI, Hamburg *	GERMANY		
BACK TO SCHOOL	SEARS	RETAIL STORE	MPG, Boston	USA	MEDIA CONTACTS, Boston *	USA
THE LIVING POSTER	FISCH FRANKE	FISH RESTAURANT	PUBLICIS FRANKFURT *	GERMANY		
THE FIRST IKEA-CINEMA-CATALOGUE	IKEA AUSTRIA	IKEA FURNITURE	DDB GERMANY BERLIN *	GERMANY	MEDIACOM AUSTRIA, Vienna	AUSTRIA
<b>C09 Healthcare &amp; Medical</b>						
THE WORLD'S FIRST IN-EAR COMMERCIAL	NEUROTH	HEARING AID CHECK	JUNG von MATT, Vienna *	AUSTRIA		
<b>C10 Publications &amp; Media</b>						
HIDDEN PHONES	AVRO	THE PHONE TELEVISION PROGRAMME	NEW MESSAGE, Amsterdam *	THE NETHERLANDS		
GOSSIP GIRL	THE CW NETWORK	TELEVISION PROGRAMME	RINGLEADER DIGITAL, New York	USA	OMD, New York *	USA
13 REASONS WHY	PENGUIN BOOKS	THIRTEEN REASONS WHY	GREY NEW YORK *	USA		
TRILLION DOLLAR CAMPAIGN	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA\HUNTLASCARIS JOHANNESBURG *	SOUTH AFRICA		

THE ECONOMIST US LAUNCH	THE ECONOMIST	THE ECONOMIST	BDO NEW YORK *	USA	PHD, New York	USA
<b>C11 Business Products &amp; Services</b>						
THE KRYPTON FACTOR	SAGE	BUSINESS SOFTWARE AND SERVICES	DRUM PHD, London *	UNITED KINGDOM	PHD MEDIA, London	UNITED KINGDOM
OUTSIDE OFFICE	PROXIMUS	MOBILE TELECOMMUNICATIONS PROVIDER	FAMOUS, Brussels *	BELGIUM		
<b>C12 Corporate Information</b>						
EVERY IMAGE HAS A SOUND. EVEN ON PAPER.	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL, São Paulo *	BRAZIL		
WANTED	VELOCITY FILMS	RECRUITMENT	JWT CAPE TOWN *	SOUTH AFRICA		
HOME READING SELECTION	OGI	PUBLISHING HOUSE	LEO BURNETT MOSCOW *	RUSSIA	MEDIAVEST, Moscow	RUSSIA
<b>C13 Charities, Public Health &amp; Safety, Public Awareness Messages</b>						
SEYFI SOLUKAL	GREENPEACE MEDITERRANEAN	CLIMATE CAMPAIGN	GREY ISTANBUL *	TURKEY		
EBAY ATTACK	AMNESTY INTERNATIONAL	HUMAN RIGHTS	walker, Zürich *	SWITZERLAND		
CONTEMPORARY BEAUTY IDEAL	ANAD (NATIONAL ASSOCIATION OF ANOREXIA NERVOSA AND ASSOCIATED)	EATING DISORDER AWARENESS	OGILVY FRANKFURT *	GERMANY		
LABELS	PAMPLONA TOWN HALL	ANTI-VANDALISM CAMPAIGN	GAP'S, Pamplona *	SPAIN		
COMPUTERTAN	SKCIN	SKIN CANCER AWARENESS	McCANN ERICKSON LONDON *	UNITED KINGDOM	UNIVERSAL McCANN, London	UNITED KINGDOM
MYSTERY PACKAGE	ROYAL NATIONAL LIFEBOAT ASSOCIATION	RNLI YOUTH CAMPAIGN	PROXIMITY LONDON *	UNITED KINGDOM		
THE LONGER THEY'RE HERE ...	YOUTH OFF THE STREETS	HOMELESSNESS CHARITY	LAVENDER*, Sydney *	AUSTRALIA	MEDIA TREE, Sydney	AUSTRALIA
DRIPPING MONUMENT	BELGIAN ASSOCIATION OF UROLOGISTS	BELGIAN ASSOCIATION OF UROLOGISTS	FAMOUS, Brussels *	BELGIUM		
REFUGEE GAME SHOW	REFUGEE AID BELGIUM	REFUGEE AID BELGIUM	FAMOUS, Brussels *	BELGIUM		
COINS ARE NOT IN DANGER OF EXTINCTION	WWF BRASIL	WWF	DDB BRASIL, São Paulo *	BRAZIL		