

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY, Boulder	USA
Gold Lion				
SUNNY SALE	EMART	EMART	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
MOBILE MEDIC	AUSTRALIAN DEFENCE FORCE	DEFENCE UNIVERSITIES SPONSORSHIP	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT, Milan	ITALY
LEGO BUILDERS OF SOUND	LEGO	LEGO	SERVICEPLAN, Munich	GERMANY
HALF OF HBO FOR FREE	CLARO TV	HBO PREMIUM PACKAGE	OGILVY GUATEMALA	GUATEMALA
BOOK BURNING PARTY	LEO BURNETT DETROIT / TROY PUBLIC LIBRARY	TROY PUBLIC LIBRARY	LEO BURNETT DETROIT	USA
THE INVISIBLE DRIVE	DAIMLER	MERCEDES-BENZ F-CELL	JUNG von MATT, Hamburg	GERMANY
COCA-COLA POLAR BOWL	THE COCA-COLA COMPANY	COCA-COLA CLASSIC	WIEDEN+KENNEDY, Portland	USA
MINI MAPS	MINI FRANCE	MINI	DDB PARIS	FRANCE
THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR - VEREIN ZUR FOERDERUNG DER THERMISCHEN SOLARENERGIE	SOLAR ENERGY PROVIDER	SERVICEPLAN, Munich	GERMANY
I HAVE ALREADY DIED	ALS FOUNDATION NETHERLANDS	CHARITY	PUBLICIS, Amsterdam	THE NETHERLANDS
BLOOD RELATIONS	THE PERES CENTER FOR PEACE	RECONCILIATION	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan	ISRAEL
INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI, Milan	ITALY
HELP I WANT TO SAVE A LIFE	HELP REMEDIES	BANDAGES	DROGA5, New York	USA
INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI, Milan	ITALY
Silver Lion				
THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR - VEREIN ZUR FOERDERUNG DER THERMISCHEN SOLARENERGIE	SOLAR ENERGY PROVIDER	SERVICEPLAN, Munich	GERMANY
RELIEF PET HOUSE	ANIMAL RELIEF HEADQUATERS	RELIEF PET HOUSE	HAKUHODO PRODUCT'S, Tokyo	JAPAN
MEMORIES FOR THE FUTURE	GOOGLE JAPAN	GOOGLE	HAKUHODO KETTLE, Tokyo	JAPAN
TASK FORCE INVESTIGATION FIREWORK BOMB-MAKERS	CONSUMER SAFETY	TACKLING THE PRODUCTION OF HOMEMADE FIREWORK BOMBS	LEMZ, Amsterdam	THE NETHERLANDS
SMART TWITTER SPOT	MERCEDES-BENZ ARGENTINA	SMART	BBDO ARGENTINA, Buenos Aires	ARGENTINA
MUSEUM OF ME	INTEL	INTEL CORE I5 PROCESSOR	PROJECTOR, Tokyo	JAPAN
MINI MAPS	MINI FRANCE	MINI	DDB PARIS	FRANCE
CONNECTING LIFELINES	HONDA MOTOR	INTERNAVI	DENTSU, Tokyo	JAPAN
GOOD SHIRTS	UNICEF	UNICEF	BBH NEW YORK	USA
RECIPE RECEIPT	UNILEVER	HELLMANN'S MAYONNAISE	OGILVY BRASIL, São Paulo	BRAZIL
CABLE EFFECTS	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA
IKEA ROTHENBURG	IKEA	IKEA	WIRZ/BBDO, Zürich	SWITZERLAND
ROMANIANS ARE SMART	KANDIA DULCE	ROM	BV McCANN ERICKSON, Bucharest	ROMANIA
TROJAN SHIRT	EXIT DEUTSCHLAND	EXIT GERMANY	GRABARZ & PARTNER, Hamburg	GERMANY
IQ STREETVIEW	TOYOTA BELGIUM	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM
BID YOUR SWEAT	NIKE	NIKE +	JWT MEXICO, Mexico City	MEXICO
M.J BALE GRAZED ON GREATNESS	M.J.BALE	AUSTRALIAN CRICKET TEAM SPONSORSHIP	WHYBINTBWAITEQUILA SYDNEY	AUSTRALIA
CHAOS IN YOUR TOWN	STATE FARM	INSURANCE	DDB CHICAGO	USA
THE CNN ECOSPHERE	TURNER BROADCASTING SYSTEMS	CNN	HEIMAT, Berlin	GERMANY
THE GNOME EXPERIMENT	KERN & SOHN	PRECISION SCALES & CALIBRATION	OGILVYONE WORLDWIDE, London	UNITED KINGDOM
BOTTLE LIGHT	PEPSICO	PEPSI	BBDO GUERRERO, Makati City	THE PHILIPPINES
THE POWER OF A COIN	BISCHOEFLICHES HILFSWERK MISEREOR	CHARITY	KOLLE REBBE, Hamburg	GERMANY
HEINEKEN REACH THE SUNRISE	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
NRMA CAR CREATION	INSURANCE AUSTRALIA GROUP	NRMA COMPREHENSIVE CAR INSURANCE	WHYBINTBWAITEQUILA SYDNEY	AUSTRALIA
SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY, Boulder	USA
Bronze Lion				
EDIBLE DESERT SURVIVAL GUIDE	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES
THE REAL COOKBOOK	GERSTENBERG VERLAG	COOKBOOK	KOLLE REBBE, Hamburg	GERMANY
THE RUBBER BAND	SINGAPORE RAFFLES MUSIC COLLEGE	RAFFLES MUSIC EDUCATION	DDB GROUP SINGAPORE	SINGAPORE
LATINSTOCK'S BOOKS	LATINSTOCK	IMAGE BANK	DDB BRASIL, São Paulo	BRAZIL

BE THE COACH	SOUTH AFRICAN BREWERIES	CARLING BLACK LABEL	OGILVY CAPE TOWN	SOUTH AFRICA
MISSING ADD-ON	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN	KEMPERTRAUTMANN, Hamburg	GERMANY
BACK 4 THE FUTURE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA
COCA-COLA POLAR BOWL	THE COCA-COLA COMPANY	COCA-COLA CLASSIC	WIEDEN+KENNEDY, Portland	USA
LOOK BLOCK	C&A	C&A	DDB BRASIL, São Paulo	BRAZIL
SWEBUS JACKPOT	SWEBUS	LONG DISTANCE BUS	ÅKESTAM HOLST, Stockholm	SWEDEN
SONG ON AIR = CLIP ONLINE	ABSYNTH THE MINDED	ABSYNTH THE MINDED	MORTIERBRIGADE, Brussels	BELGIUM
ARIEL FASHION SHOOT	PROCTER & GAMBLE NORDIC	ARIEL ACTILIFT LIQUID DETERGENT	SAATCHI & SAATCHI, Stockholm	SWEDEN
NRMA CAR CREATION	INSURANCE AUSTRALIA GROUP	NRMA COMPREHENSIVE CAR INSURANCE	WHYBINITBWAITEQUILA SYDNEY	AUSTRALIA
EMPTY CARTS	LATET	MEALS FOR HOLIDAY FUNDRAISER	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
NEW YORK WRITES ITSELF	VILLAGE VOICE	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA
REAL FRUIT BOXES	CAMP NECTAR	JUICE	AGE ISOBAR, São Paulo	BRAZIL
FASHION LIKE	C&A	C&A	DDB BRASIL, São Paulo	BRAZIL
THE POWER OF A COIN	BISCHOEFLICHES HILFSWERK MISEREOR	CHARITY	KOLLE REBBE, Hamburg	GERMANY
THE BLUEMOTION LABEL	VOLKSWAGEN	BLUEMOTION	OGILVY CAPE TOWN	SOUTH AFRICA
FASTEST CHRISTMAS CARD	BMW (SCHWEIZ)	BMW M5	DRAFTFCB, Zürich	SWITZERLAND
AUDI FAN MESSENGER	AUDI	AUDI MOTORSPORT / R8 LMS	KEMPERTRAUTMANN, Hamburg	GERMANY
IFOLD	VODAFONE INDIA	SAVING PAPER	OGILVY & MATHER, Mumbai	INDIA
PUSH TO ADD DRAMA	TNT TURNER BROADCASTING SYSTEM	TV CHANNEL	DUVAL GUILLAUME MODEM, Antwerp	BELGIUM
SHARE A COKE	COCA-COLA SOUTH PACIFIC	COCA-COLA	OGILVY & MATHER, Sydney	AUSTRALIA
ARIEL FASHION SHOOT	PROCTER & GAMBLE NORDIC	ARIEL ACTILIFT LIQUID DETERGENT	SAATCHI & SAATCHI, Stockholm	SWEDEN
DONATING 2-BARCODE WATER	CJ CHEILJEDANG	MINEWATER	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE WINE THAT SOLD BEER	DB BREWERIES	EXPORT DRY	COLENZO BBDO, Auckland	NEW ZEALAND
BYO CUP DAY	7-ELEVEN	SLURPEE	LEO BURNETT, Melbourne	AUSTRALIA
THE PEOPLE'S CAR PROJECT	VOLKSWAGEN GROUP CHINA	VOLKSWAGEN	PROXIMITY CHINA, Beijing	CHINA
LEGO BUILDERS OF SOUND	LEGO	LEGO	SERVICEPLAN, Munich	GERMANY
THE BEAUTY OF A SECOND	MONTBLANC	LUXURY PENS	LEO BURNETT, Milan	ITALY
YOU'VE GOT A CASE	AT&T	PHONE AND CELL SERVICES	BBDO NEW YORK	USA
TODAY'S YOUTH FOR YESTERDAY'S YOUTH	KBC BANK	KBC BANK	TBWA BRUSSELS	BELGIUM
LEAVING THE LIGHT OFF	ENERSUR GDF SUEZ	ELECTRIC COMPANY	JWT LIMA	PERU
NAMES PROMOTION	MICASA	FURNITURE RETAILER	SPILLMANN/FELSER/LEO BURNETT, Zürich	SWITZERLAND
SUNNY SALE	EMART	EMART	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
HATSUNE MIKU	GOOGLE	GOOGLE CHROME	HAKUHODO, Tokyo	JAPAN
RELIEF PET HOUSE	Animal Relief Headquarters	RELIEF PET HOUSE	HAKUHODO PRODUCTS, Tokyo	JAPAN
LOVE PARKING CAMPAIGN	GOOD NEIGHBOURS	PUBLIC SERVICE	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
LIMITED EDITION	SYDNEY DOG'S AND CAT'S HOME	ANIMAL SHELTER	M&C SAATCHI/MARK, Sydney	AUSTRALIA
BANK OF MEMORIES	FUNDACIÓN REINA SOFÍA	SOCIAL CONCIIOUSNESS	CONTRAPUNTO BBDO, Madrid	SPAIN
TROJAN SHIRT	EXIT DEUTSCHLAND	EXIT GERMANY	GRABARZ & PARTNER, Hamburg	GERMANY
M.J BALE GRAZED ON GREATNESS	M.J.BALE	AUSTRALIAN CRICKET TEAM SPONSORSHIP	WHYBINITBWAITEQUILA SYDNEY	AUSTRALIA
BOOK BURNING PARTY	LEO BURNETT DETROIT / TROY PUBLIC LIBRARY	TROY PUBLIC LIBRARY	LEO BURNETT DETROIT	USA