

Title	Advertiser/Client	Product/Service	Advertising Agency	Country	Media Agency	Country
Grand Prix * indicates Entrant Company						
EOS PHOTOCAINS	CANON AUSTRALIA	EOS DSLR CAMERAS	LEO BURNETT SYDNEY *	AUSTRALIA	MEC, Sydney	AUSTRALIA
Gold Lion * indicates Entrant Company						
IT'S NO PICNIC	CADBURY	PICNIC CHOCOLATE BAR	GEORGE PATTERSON Y&R, Melbourne *	AUSTRALIA	CARAT AUSTRALIA, Melbourne	AUSTRALIA
CTT EXPRESSO COMMITMENT	GRUPO CTT	DELIVERY SERVICES	FISCHER PORTUGAL, Lisbon *	PORTUGAL	ARENA MEDIA, Lisbon	PORTUGAL
GO BEYOND BORDERS	CNN INTERNATIONAL	CNN INTERNATIONAL	HEIMAT, Berlin *	GERMANY		
AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA, Milan *	ITALY	M.C&A MEDIAVEST, Milan	ITALY
CHOOSE A DIFFERENT ENDING	THE METROPOLITAN POLICE	ANTI-KNIFE CRIME CAMPAIGN	ABBOTT MEAD VICKERS BBDO, London *	UNITED KINGDOM		
BEYOND THE STILL	CANON	DSLR HD CAMERAS	GREY NEW YORK *	USA	MEDIACOM, New York	USA
LIVE AND UNEDITED	FIRST DIRECT	CURRENT BANK ACCOUNTS	JWT, London	UNITED KINGDOM	MINDSHARE, London *	UNITED KINGDOM
YELLOW CHOCOLATE	YELLOW PAGES	BUSINESS DIRECTORY	COLENZO BBDO, Auckland *	NEW ZEALAND	STARCOM NEW ZEALAND, Auckland	NEW ZEALAND
Silver Lion * indicates Entrant Company						
DOG RADIO	GALAXXY PET-FOOD	NATURIA DOG FOOD	GRABARZ & PARTNER, Hamburg *	GERMANY	OMD, Hamburg	GERMANY
FLANNEL	COSAN LUBRIFICANTES	ESSO BRAND	LEW'LARA\TBWA, São Paulo *	BRAZIL		
PEDIGREE ADOPTION DRIVE	MARS	DOG RESCUE PROGRAMME			STARCOM MELBOURNE *	AUSTRALIA
CHALKBOT	NIKE	LIVESTRONG APPAREL	WIEDEN+KENNEDY, Portland *	USA		
TELETRANSPORTER	INBEV	ANDES BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI, Buenos Aires *	ARGENTINA		
BEING HOMELESS	SAMUSOCIAL	HOMELESSNESS CHARITY	PUBLICIS CONSEIL, Paris *	FRANCE	ZENITH OPTIMEDIA, Levallois-Perret	FRANCE
REAL RACING GTI	VOLKSWAGEN	2010 GTI	AKQA, Washington *	USA		
REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA *	USA	OMD, Los Angeles	USA
MISS PENNY	ING	FREE CURRENT ACCOUNT	EURO RSCG BRUSSELS *	BELGIUM	CARAT, Brussels	BELGIUM
CTT EXPRESSO COMMITMENT	GRUPO CTT	DELIVERY SERVICES	FISCHER PORTUGAL, Lisbon *	PORTUGAL	ARENA MEDIA, Lisbon	PORTUGAL
PEDIGREE ADOPTION DRIVE	MARS	DOG RESCUE PROGRAMME			STARCOM MELBOURNE *	AUSTRALIA
Bronze Lion * indicates Entrant Company						
WORLD'S STICKEST AD	UHU	POWER GLUE	SERVICEPLAN, Munich	GERMANY	MEDIAPLUS, Munich *	GERMANY
THE BUBBLE PROJECT	BEKOL	CHARITY FOR THE DEAF & HARD OF HEARING	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan *	ISRAEL	ZENITH MEDIA, Ramat Gan	ISRAEL
CINEMA REAR VIEW MIRROR	EUROPCAR GERMANY	MINIBUS SERVICES	OGILVY FRANKFURT *	GERMANY		
LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS DEUTSCHLAND	13TH STREET TV CHANNEL	JUNG von MATT, Hamburg *	GERMANY		
SDIA PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY\Y&R INTERACTIVE TEL AVIV *	ISRAEL		

TIDE MAGTTRACTION	PROCTER & GAMBLE	TIDE DIRT MAGNETS	LEO BURNETT INDIA, Mumbai *	INDIA		
KIT KAT CHAIRS	NESTLÉ	CHOCOLATE BAR				
TIED UP	THIS HUMAN WORLD	HUMAN RIGHTS FILM FESTIVAL	WIEN NORD, Vienna *	AUSTRIA	MEDIA 1, Vienna	AUSTRIA
TROJAN BOTTLES	FRANKFURTER TAFEL	FOOD BANK	LEO BURNETT, Frankfurt *	GERMANY		
FRESH STONE-AGE MEAT	BOSCH INTERNATIONAL	REFRIGERATORS	DDB GERMANY BERLIN *	GERMANY		
WRISTBANDS	SWATCH DO BRASIL CLAC IMPORTAÇÃO	COLOUR CODES WATCHES	PUBLICIS BRASIL, Sao Paulo *	BRAZIL		
CONCERT IN A BAG	DORITOS	DORITOS LATE NIGHT	GOODBY SILVERSTEIN & PARTNERS, San Francisco *	USA	OMD, New York	USA
SINGALONG	T-MOBILE	TELECOMMUNICATIONS PROVIDER	SAATCHI & SAATCHI, London	UNITED KINGDOM	MEDIACOM, London *	UNITED KINGDOM
RINGTOWNS	CLARO	TELECOMMUNICATIONS PROVIDER	OGILVY GUATEMALA *	GUATEMALA		
Y'ALL VS US	CELLULAR SOUTH	TELECOMMUNICATIONS PROVIDER	Y&R, New York *	USA	MAXUS, NEW YORK	USA
BABY PACIFIERS	MILITARY FORCES OF COLOMBIA	ANTI-GUERRILLA CAMPAIGN	DDB COLOMBIA, Bogotá *	COLOMBIA		
FOLLOW THE WHITE RABBIT	SYFY CHANNEL	ALICE TV SHOW	FALLON, Minneapolis *	USA		
REAL STORIES	TVNZ	THE PACIFIC TV SERIES	COLENZO BBDO, Auckland *	NEW ZEALAND	STARCOM NEW ZEALAND, Auckland	NEW ZEALAND
PEDIGREE ADOPTION DRIVE	MARS	DOG RESCUE PROGRAMME	TBWA\FREDERICK, Santiago	CHILE	MPG CHILE, Santiago *	CHILE
BUS TICKET	ELMEX	TOOTHPASTE	SHALMOR AVNON AMICHAY\Y&R INTERACTIVE TEL AVIV *	ISRAEL		
GAS PUMP VOICES	TOYOTA	PRIUS			OPTIMEDIA, Madrid *	SPAIN
HARDCHORUS	PUMA	PUMA	DROGA5, New York	USA	ZENITHOPTIMEDIA, London	UNITED KINGDOM
LOAD & GO	TELEFÓNICA O2 UK	O2 MONEY			ZENITHOPTIMEDIA INTERNATIONAL, London *	UNITED KINGDOM
JOSH'S BAND	T-MOBILE	TELECOMMUNICATIONS PROVIDER	SAATCHI & SAATCHI, London *	UNITED KINGDOM	MEDIACOM, London	UNITED KINGDOM
WHOPPER FACE	BURGER KING	WHOPPER BURGER	OGILVY BRASIL, São Paulo *	BRAZIL		
SUPREME SECURITY	SUPREME SECURITY	SECURITY SERVICES	ADVICO Y&R, Zürich *	SWITZERLAND		
STARBUCKS LOVE PROJECT INTEGRATED CAMPAIGN	STARBUCKS & (RED)™	AIDS FUNDRAISING	BBDO NEW YORK *	USA	PHD, New York	USA
EXCLUSIVE BEACH	AKATU INSTITUTE	CONSCIENTIOUS CONSUMPTION AWARENESS	LEW\LARA\TBWA, São Paulo *	BRAZIL		