

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
NIKE+ FUELBAND	NIKE+	NIKE+ FUELBAND	R/GA, New York	USA
CURATORS OF SWEDEN	SWEDISH INSTITUTE/VISITSWEDEN	SWEDEN	VOLONTAIRE, Stockholm	SWEDEN
Gold Lion				
THE MUSEUM OF ME	INTEL	INTEL CORE i5 PROCESSOR	PROJECTOR, Tokyo	JAPAN
THE LIBERATION	ONLY	JEANS	UNCLE GREY, Copenhagen	DENMARK
BEAR 71	THE NFB (NATIONAL FILM BOARD)	ECOLOGICAL AWARENESS	JAM3, Toronto	CANADA
SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY, Boulder	USA
OBSESSED WITH SOUND	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS
ROME 3 DREAMS OF BLACK	GOOGLE	WEBGL	NORTH KINGDOM, Skelleftea	SWEDEN
ALL IS NOT LOST	GOOGLE/OK GO	GOOGLE CHROME	HAKUHODO, Tokyo	JAPAN
CONNECTING LIFELINES	HONDA MOTOR	INTERNAVI	DENTSU, Tokyo	JAPAN
DON'T MAKE UP AND DRIVE	VOLKSWAGEN	ROAD SAFETY MESSAGE	DDB TRIBAL GROUP, Berlin	GERMANY
Silver Lion				
SKATE PINBALL	FRUCOR BEVERAGES	MOUNTAIN DEW	COLENZO BBDO, Auckland	NEW ZEALAND
IQ STREETVIEW	TOYOTA BELGIUM	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM
THE BEAUTY OF A SECOND	MONTBLANC INTERNATIONAL	NICOLAS RIEUSSEC CHRONOGRAPH	LEO BURNETT, Milan	ITALY
OBSESSED WITH SOUND	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS
CURATORS OF SWEDEN	SWEDISH INSTITUTE/VISITSWEDEN	SWEDEN	VOLONTAIRE, Stockholm	SWEDEN
ALL IS NOT LOST	GOOGLE/OK GO	GOOGLE CHROME	HAKUHODO, Tokyo	JAPAN
BESPOKE ALBUM CREATION EXPERIENCE	KAISER CHIEFS/B-UNIQUE/FICTION RECORDS	KAISER CHIEFS	WIEDEN+KENNEDY, London	UNITED KINGDOM
PROJECT RE: BRIEF	GOOGLE	DISPLAY ADVERTISING	Fi, New York	USA
HOTEL FOR INTERNATIONAL TRAINEES	MORTIERBRIGADE	AGENCY	MORTIERBRIGADE, Brussels	BELGIUM
SEXY FINGERS	AIDES	RAPID HIV TESTING	JWT, Paris	FRANCE
IQ STREETVIEW	TOYOTA BELGIUM	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM
PROJECT RE: BRIEF	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO, New York	USA
THE DOVE AD MAKEOVER	UNILEVER	DOVE BRAND	OGILVY & MATHER LONDON	UNITED KINGDOM
THE SMALLEST IKEA STORE	IKEA	IKEA	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
HILLTOP RE-IMAGINED FOR COCA-COLA	GOOGLE	DISPLAY ADVERTISING	GROW INTERACTIVE, Norfolk	USA
BELL	WARNER MUSIC JAPAN	ANDROP BAND	PARTY, Tokyo	JAPAN
THE LIBERATION	ONLY	JEANS	UNCLE GREY, Copenhagen	DENMARK
KINETIC V5	KINETIC SINGAPORE	KINETIC SINGAPORE	KINETIC SINGAPORE	SINGAPORE
ROME 3 DREAMS OF BLACK	GOOGLE	WEBGL	NORTH KINGDOM, Skelleftea	SWEDEN
THE LIBERATION	ONLY	JEANS	UNCLE GREY, Copenhagen	DENMARK
FANWAGEN	VOLKSWAGEN	VOLKSWAGEN	ACHTUNG!, Amsterdam	THE NETHERLANDS
SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY, Boulder	USA
BELL	WARNER MUSIC JAPAN	ANDROP BAND	PARTY, Tokyo	JAPAN
GO BEYOND THE COVER	DERMABLEND PROFESSIONAL	LEG AND BODY TATTOO PRIMER	AGENCE TUXEDO, Montreal	CANADA
BACK TO THE START	CHIPOTLE	FAST FOOD	CREATIVE ARTISTS AGENCY, Los Angeles	USA
MFCEO	K-SWISS	FOOTWEAR	72ANDSUNNY, Los Angeles	USA
THIEF	LG ELECTRONICS BENELUX	OLED TELEVISION	Y&R AMSTERDAM	THE NETHERLANDS
PUSH TO ADD DRAMA	TNT TURNER BROADCASTING SYSTEM	TV CHANNEL	DUVAL GUILLAUME MODEM, Antwerp	BELGIUM
BESPOKE ALBUM CREATION EXPERIENCE	KAISER CHIEFS, B-UNIQUE AND FICTION RECORDS	KAISER CHIEFS	WIEDEN+KENNEDY, London	UNITED KINGDOM
SMALL BUSINESS GETS AN OFFICIAL DAY	AMERICAN EXPRESS	AMERICAN EXPRESS	CRISPIN PORTER + BOGUSKY, Boulder	USA
YNYWYH	MASTERFOODS	SNICKERS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
Bronze Lion				
POLE OF INACCESSIBILITY-	GMOELO	CORONA BEER	JWT SPAIN, Madrid	SPAIN
THE WINTER ADJUSTED BEAR	VOLKSWAGEN GROUP SWEDEN	VOLKSWAGEN 4MOTION CARS	DDB STOCKHOLM	SWEDEN
BLUEMOTION ROULETTE	VOLKSWAGEN	GOLF BLUEMOTION	TRY/APT ADVERTISING AGENCY, Oslo	NORWAY

DEVASTATING EXPLOSIONS	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY, Portland	USA
CHOOSE YOUR FLIGHT	JORDAN BRAND, A DIVISION OF NIKE	AJ2012	BLAST RADIUS, Vancouver	CANADA
2012 BIRTHDAY PARTY	TIPP-EX BIC GROUP	WHITEOUT POCKET MOUSE	BUZZMAN, Paris	FRANCE
CAR VS PIANO	INTOUCH	CAR INSURANCE	BBDO RUSSIA GROUP, Moscow	RUSSIA
JACKPOT	SWEBUS	LONG DISTANCE BUS	ÅKESTAM HOLST, Stockholm	SWEDEN
SOCIAL BOOKMARK	KODANSHA	PUBLISHER	HAKUHODO, Tokyo	JAPAN
THE GNOME EXPERIMENT	KERN & SOHN	PRECISION SCALES & CALIBRATION	OGILVYONE WORLDWIDE, London	UNITED KINGDOM
FROM LOVE TO BINGO	GETTY IMAGES	GETTY IMAGES	ALMAPBDO, São Paulo	BRAZIL
EASY WAY TEST	EASY WAY	LANGUAGE SCHOOL	LODUCCA, São Paulo	BRAZIL
SLAVERY FOOTPRINT	CALL + RESPONSE / US STATE DEPARTMENT	HUMAN RIGHTS	MUH-TAY-ZIK HOF-FER, San Francisco	USA
DONATE DOTCOM	GREAT WORKS / DONATE DOTCOM	DONATE DOTCOM	GREAT WORKS, Stockholm	SWEDEN
CHEVY SONIC INTEGRATED	CHEVROLET	CHEVROLET SONIC	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
OBSESSED WITH SOUND	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS
MANTA CLAUS	OLD SPICE	OLD SPICE FIJI BODYWASH AND DEODORANT	WIEDEN+KENNEDY, Portland	USA
MANO A MANO IN EL BÃÑO	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY, Portland	USA
THE ORIGINAL CLICK	VOLKSWAGEN	VOLKSWAGEN ORIGINAL PARTS	ALMAPBDO, São Paulo	BRAZIL
2012 BIRTHDAY PARTY	TIPP-EX BIC GROUP	WHITEOUT POCKET MOUSE	BUZZMAN, Paris	FRANCE
URBAN TOUR	ASOS	ASOS.COM	BBH LONDON	UNITED KINGDOM
PIANO FOR PEACE	STEINWAY & SONS	IMAGINE SERIES LIMITED EDITION GRAND PIANO	DDB TRIBAL GROUP, Düsseldorf	GERMANY
SPERM VISUALIZER	SPACE SHOWER NETWORK	SPACE SHOWER TV	PARTY, Tokyo	JAPAN
GET YOUR EDGE BACK	WRANGLER EMEA	CLOTHING	STINKDIGITAL, New York	USA
POLE OF INACCESSIBILITY-	GMODELO	CORONA BEER	JWT SPAIN, Madrid	SPAIN
OBSESSED WITH SOUND	PHILIPS	PHILIPS LIFESTYLE ENTERTAINMENT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS
BRIGHT SIREN	WARNER MUSIC JAPAN	ANDROP BAND	PARTY, Tokyo	JAPAN
URBAN TOUR	ASOS	ASOS.COM	BBH LONDON	UNITED KINGDOM
DEVASTATING EXPLOSIONS	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY, Portland	USA
DON'T MAKE UP AND DRIVE	VOLKSWAGEN	ROAD SAFETY MESSAGE	DDB TRIBAL GROUP, Berlin	GERMANY
ROME 3 DREAMS OF BLACK	GOOGLE	WEBGL	NORTH KINGDOM, Skelleftea	SWEDEN
THE MUSEUM OF ME	INTEL	INTEL CORE i5 PROCESSOR	PROJECTOR, Tokyo	JAPAN
CHIP IT!	SHERWIN-WILLIAMS	PAINT	McKINNEY, Durham	USA
ONE COPY SONG	ADAM TENSTA	ADAM TENSTA	R/GA, New York	USA
ECOSPHERE	CNN INTERNATIONAL	CNN INTERNATIONAL I-LIST	HEIMAT, Berlin	GERMANY
THE DOVE AD MAKEOVER	UNILEVER	DOVE BRAND	OGILVY & MATHER LONDON	UNITED KINGDOM
WORLD'S MOST VALUABLE SOCIAL NETWORK	MISSING CHILDREN SOCIETY OF CANADA	MISSING CHILDREN AWARENESS	GREY GROUP CANADA, Toronto	CANADA
THE GOOGLE PUZZLE	GOOGLE	GOOGLE CHROME	HAKUHODO, Tokyo	JAPAN
THE EXPERIMENT GAME	HONDA	CIVIC	WIEDEN+KENNEDY, London	UNITED KINGDOM
KEY TO VIANO	MERCEDES-BENZ	MERCEDES-BENZ VIANO	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
SMART EBALL	DAIMLER	SMART FORTWO ELECTRIC DRIVE	BBDO GERMANY, Düsseldorf	GERMANY
OUT OF OFFICE POETRY	STICHTING LEZEN	POETRY DAY	LEO BURNETT BRUSSELS	BELGIUM
THE INVISIBLE DRIVE	DAIMLER	MERCEDES-BENZ F-CELL	JUNG von MATT, Hamburg	GERMANY
DIG DEEPER	HBO	TRUE BLOOD	BBDO NEW YORK	USA
THE GENEROUS STORE	TOMS GRUPPEN	ANTHON BERG	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK