

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
Grand Prix * indicates Entrant Company						
GOOGLE VOICE SEARCH	GOOGLE	GOOGLE VOICE SEARCH			MANNING GOTTLIEB OMD, London *	UNITED KINGDOM
Gold Lion * indicates Entrant Company						
EMPTY PAGES	EPENSA	EL BOCÓN SPORTS JOURNAL	PUBLICIDAD CAUSA, Lima *	PERU	PHD, Lima	PERU
EVERY 18 SECONDS SOMEBODY DIES OF AIDS.	DEUTSCHE AIDS-STIFTUNG	WORLD AIDS DAY	KEMPERTRAUTMANN WEST, Düsseldorf	GERMANY		
PUSH TO ADD DRAMA	TNT TURNER BROADCASTING SYSTEM	TV CHANNEL	DUVAL GUILLAUME MODEM, Antwerp *	BELGIUM		
PROJECT IMAGIN8ION	CANON USA	DIGITAL SLR CAMERAS	GREY NEW YORK	USA	MEDIACOM, New York *	USA
THE NATIONAL SURPRISE PARTY	JOE FM	RADIO	DALLAS, Antwerp *	BELGIUM		
STONES TELLING STORIES - ONLINE HOLOCAUST MEMORIAL	GUNTER DEMNIG	STUMBLING STONES	JUNG von MATT, Hamburg *	GERMANY		
MOBILE MEDIC	AUSTRALIAN DEFENCE FORCE	DEFENCE UNIVERSITIES SPONSORSHIP	GEORGE PATTERSON Y&R, Melbourne *	AUSTRALIA		
BHF - VINNIE	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON *	UNITED KINGDOM		
BIKERS	CARLSBERG	CARLSBERG	DUVAL GUILLAUME MODEM, Antwerp *	BELGIUM		
BLOOD RELATIONS	THE PERES CENTER FOR PEACE	RECONCILIATION	BAUMANN BER RIVNAY SAATCHI & SAATCHI, Ramat Gan *	ISRAEL	ZENITHOPTIMEDIA, Ramat Gan	ISRAEL
INTEGRATION DAY	COORDOWN ONLUS	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI, Milan *	ITALY	CARAT, Milan	ITALY
Silver Lion * indicates Entrant Company						
COCA-COLA POLAR BOWL	THE COCA-COLA COMPANY	COCA-COLA CLASSIC	WIEDEN+KENNEDY, Portland *	USA	STARCOM MEDIAVEST GROUP, New York	USA
LIVE EXPLOSIONS	FABRICAS NACIONALES DE CERVEZA (AB IMBEV)	PILSEN SOCCER SPONSORSHIP	EURO RSCG GURISA, Montevideo *	URUGUAY	IGNIS, Montevideo	URUGUAY
RADIO GHOSTS	JOHANNITER-UNFALL-HILFE	VOLUNTARY HUMANITARIAN ORGANISATION	SERVICEPLAN, Munich *	GERMANY	MEDIAPLUS, Munich	GERMANY
THE BLUEMOTION LABEL	VOLKSWAGEN	BLUEMOTION	OGILVY CAPE TOWN *	SOUTH AFRICA		
READY BAKED JACKETS	McCAIN FOODS	READY BAKED JACKETS			PHD, London *	UNITED KINGDOM
HAMBURGER TIMETABLE	McDONALD'S	McDONALD'S RESTAURANT AT CENTRAL TRAIN STATION	DDB WARSAW *	POLAND	OMD, Warsaw	POLAND
THE 'HEADLINE NEWS' CUP SLEEVE	AL NISR PUBLISHING	GULF NEWS	Y&R DUBAI *	UNITED ARAB EMIRATES		
DONATION ARMY	OROVERDE - DIE TROPENWALDSTIFTUNG (RAINFOREST FOUNDATION)	OROVERDE	OGILVY GERMANY, Frankfurt *	GERMANY		
SUNNY SALE	EMART	EMART	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA		
5X MUTANT GUM	THE WRIGLEY COMPANY	5 GUM	SOAP CREATIVE, Sydney	AUSTRALIA	OMD Sydney *	AUSTRALIA
GRAZED ON GREATNESS	M.J.BALE	AUSTRALIAN CRICKET TEAM SPONSORSHIP	WHYBINTBWA\TEQUILA SYDNEY *	AUSTRALIA		
FUELING BUZZ	PEPSICO	GATORADE	JWT SAN JUAN *	PUERTO RICO		
THE TV STAR THAT SAVED MILLIONS OF DOGS	MARS	PEDIGREE			HAVAS SPORTS & ENTERTAINMENT, Buenos Aires *	ARGENTINA
INK PAD	DOOR STEP SCHOOL	DOOR STEP SCHOOL	LEO BURNETT INDIA, Mumbai *	INDIA		
SHARE A COKE	COCA-COLA SOUTH PACIFIC	COCA-COLA	OGILVY & MATHER, Sydney *	AUSTRALIA	IKON COMMUNICATIONS, Sydney	AUSTRALIA
CONNECTING LIFELINES	HONDA MOTOR	INTERNAVI	DENTSU, Tokyo *	JAPAN		
ROMANIANS ARE SMART	KANDIA DULCE	ROM	BV McCANN ERICKSON, Bucharest *	ROMANIA	UM ROMANIA	ROMANIA
ONLINE STREET MUSICIANS	DEUTSCHES ROTES KREUZ	GERMAN RED CROSS	JUNG von MATT, Hamburg *	GERMANY		
CHOK! CHOK! CHOK!	COCA-COLA CHINA	COCA-COLA	McCANN WORLDGROUP, Hong Kong *	HONG KONG	UM, Hong Kong	HONG KONG
MINUS ONE PROJECT	SAMSUNG	PRINTERS	CHEIL WORLDWIDE, Gurgaon *	INDIA		
KRE-O TRANSFORM YOUR WORLD	HASBRO	KRE-O TRANSFORMERS			INITIATIVE, New York *	USA
WHAT'S YOUR DULUX COLOUR OF NEW ZEALAND	DULUX NEW ZEALAND	DULUX COLOURS OF NEW ZEALAND	CLEMENGER BBDO, Wellington	NEW ZEALAND	OMD, Wellington *	NEW ZEALAND
CONTEXPERIENCE-	CONTREX	MINERAL WATERS	MARCEL, Paris *	FRANCE	ZENITH OPTIMEDIA, Levallois-Perret	FRANCE

OFFICE WAR: HELPING GERMANY HAVE FUN AT WORK	HASBRO	NERF BLASTERS	BRAINPOOL, Cologne	GERMANY	MEDIACOM GERMANY, Düsseldorf *	GERMANY
SEE MORE OF NEW ZEALAND BY TRAIN	KIWIRAIL	TRANZ SCENIC	CLEMENGER BBDO, Wellington *	NEW ZEALAND	OMD, Wellington	NEW ZEALAND
HAMBURGER TIMETABLE	McDONALD'S	McDONALD'S RESTAURANT AT CENTRAL TRAIN STATION	DDB WARSAW *	POLAND	OMD, Warsaw	POLAND
MCM PIZZAS	MCM	MCM	BETC, Paris *	FRANCE		
I HAVE ALREADY DIED	ALS FOUNDATION NETHERLANDS	CHARITY	PUBLICIS, Amsterdam *	THE NETHERLANDS		
Bronze Lion					<i>* indicates Entrant Company</i>	
LYNX ANGEL AMBUSH	UNILEVER	LYNX	GRAND VISUAL, London	UNITED KINGDOM	MINDSHARE, London *	UNITED KINGDOM
HALF OF HBO FOR FREE	CLARO TV	HBO PREMIUM PACKAGE	OGILVY GUATEMALA *	GUATEMALA		
UNLOCK THE TRUTH ABOUT GUANTANAMO	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	GARBERGS, Stockholm *	SWEDEN		
LET'S MAKE PIKACHU KABUTO	THE POKEMON COMPANY	BRANDING	DENTSU KANSAI, Osaka *	JAPAN		
SMELLING LIKE COFFEE	McDONALD'S	COFFEE			OMD CHILE, Santiago *	CHILE
AIRBAG	PEUGEOT	PEUGEOT 408	LODUCCA, São Paulo *	BRAZIL		
THE NON-INTERACTIVE-, INTERACTIVE COMEDY	VIACOM INTERNATIONAL MEDIA NETWORKS NORTHERN EUROPE	COMEDY CENTRAL	GREY WORLDWIDE, Düsseldorf *	GERMANY		
BOTTLE LIGHTS	PEPSICO INTERNATIONAL / MYSHELTER FOUNDATION	BEVERAGE	BBDO GUERRERO, Makati City *	THE PHILIPPINES	MINDSHARE PHILIPPINES, Taguig	THE PHILIPPINES
FLAVOR RADIO	BR KOREA	DUNKIN' DONUTS	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA		
DANGER! DOG POOP	MOKESH - THE COALITION FOR MINE FREE ISRAEL	NON-PROFIT ORGANIZATION. CIVIL RIGHTS MOVEMENT.			MEDIACOM ISRAEL, Ramat Gan *	ISRAEL
QR THANKS	SANTA CASA HOSPITAL	BLOOD DONATION	Y&R SÃO PAULO *	BRAZIL		
BIG BONE	DINOSAURIER MUSEUM SENCKENBERG	MUSEUM	SAATCHI & SAATCHI, Frankfurt *	GERMANY		
INTERNATIONAL AIRPORT MOUTH	P&G	BRAUN ORAL-B	BEACON COMMUNICATIONS, Tokyo *	JAPAN	MEDIA CONCIERGE, Tokyo	JAPAN
EMPTY CARTS	LATET	MEALS FOR HOLIDAY FUNDRAISER	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
HAPPY TO BED	IKEA	IKEA			CAKE (HAVAS SPORTS & ENTERTAINMENT), London *	UNITED KINGDOM
MOVING DAY WILD POSTINGS	IKEA	IKEA	LEO BURNETT TORONTO *	CANADA	JUNGLE MEDIA, Toronto	CANADA
IT'S TIME TO UNLEARN	ING DIRECT	BANKING			YMEDIA, Madrid *	SPAIN
FASHION FOR LESS	LA SIRENA	FASHION DEPARTMENT	PAGÉS BBDO, Santo Domingo *	DOMINICAN REPUBLIC	OMD DOMINICANA, Santo Domingo	DOMINICAN REPUBLIC
THE GREAT CRUSADE	QANTAS	AIRLINE	WONDER, Sydney *	AUSTRALIA		
SYNSAM OFFSIDE SPONSORSHIP	SYNSAM	GLASSES			STARCOM, Stockholm *	SWEDEN
SAVE AN ORCHESTRA	THE METROPOLE ORCHESTRA	THE METROPOLE ORCHESTRA	EURO RSCG AMSTERDAM *	THE NETHERLANDS		
GT ACADEMY USA	NISSAN & PLAYSTATION	NISSAN 370Z, GT-R VEHICLES & GRAN TURISMO 5	TBWA\CHIAT\DAY, Los Angeles *	USA	OMD, Los Angeles	USA
KOREANS' BIG MAC SONG!	McDONALD'S	BIG MAC	LEO BURNETT KOREA, Seoul	SOUTH KOREA	STARCOM MEDIAVEST GROUP, Seoul *	SOUTH KOREA
BOOK BURNING PARTY	TROY PUBLIC LIBRARY	TROY PUBLIC LIBRARY	LEO BURNETT DETROIT *	USA		
BLUE SKITTLES - LIKE THE RAINBOW	WRIGLEY	SKITTLES	TBWA\LONDON *	UNITED KINGDOM	MEDIACOM, London	UNITED KINGDOM
THE LITTLE GUY INSIDE THE ATM MACHINE	BBVA CONTINENTAL FOUNDATION	READING IS TO BE AHEAD PROGRAM	VOLVER D6 SAC, LIMA *	PERU		
AQUAFRESH PRESENTS THE NURDLES	GLAXOSMITHKLINE	TOOTHPASTE			PHD, New York *	USA
PAPER FLAG	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS, Colombo *	SRI LANKA	STARCOM, Colombo	SRI LANKA
TEDX HAIRDRESSERS	TED	TED TALKS	OGILVY & MATHER ARGENTINA, Buenos Aires *	ARGENTINA		
MOVE YOUR THINKING	HYUNDAI MOTOR COMPANY	AZERA	INNOCEAN WORLDWIDE, Seoul *	SOUTH KOREA	MPG MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
FASHION LIKE	C&A	C&A	DDB BRASIL, São Paulo *	BRAZIL		
LOVE PARKING CAMPAIGN	GOOD NEIGHBORS	PUBLIC SERVICE	INNOCEAN WORLDWIDE, Seoul *	SOUTH KOREA		
THE LIFE SAVER T-SHIRT	PROCTER & GAMBLE	OLAY / BREAST CANCER AWARENESS	SAATCHI & SAATCHI MEXICO *	MEXICO		
TWIX DIGITAL PAUSE BUTTON	MARS CHOCOLATE	TWIX	CHANNEL 11, Melbourne	AUSTRALIA	STARCOM MELBOURNE *	AUSTRALIA
TURKCELL CAPTCHAS ATTENTION	TURKCELL	TURKCELL			MINDSHARE, Istanbul *	TURKEY

FORGOT YOUR PASSWORD?	ALZHEIMER'S ASSOCIATION US	ALZHEIMER'S ASSOCIATION	GRUPO GALLEGOS, HUNTINGTON BEACH *	USA		
FAIR TWEETS	BEN & JERRY'S	WORLD FAIR TRADE DAY	AMALGAMATED, New York *	USA		
NISSAN RUMBLE	NISSAN NORDIC EUROPE	NISSAN CROSSOVER CARS	TBWAIHELSENKI *	FINLAND	OMD FINLAND, Helsinki	FINLAND
NO RIGHTS NO WOMEN	NO RIGHTS NO WOMEN	PRESSURE GROUP FIGHTING FOR WOMEN'S RIGHTS	LEO BURNETT BEIRUT *	LEBANON		
SHARE A COKE	COCA-COLA SOUTH PACIFIC	COCA-COLA	OGILVY & MATHER, Sydney *	AUSTRALIA	IKON COMMUNICATIONS, Sydney	AUSTRALIA
BOOK BURNING PARTY	TROY PUBLIC LIBRARY	TROY PUBLIC LIBRARY	LEO BURNETT DETROIT *	USA		
TOP TO BOTTOM OFF ROAD	TOYOTA	FJ CRUISER	SAATCHI & SAATCHI NEW ZEALAND, Auckland *	NEW ZEALAND	STARCOM NEW ZEALAND, Auckland	NEW ZEALAND
ONE COPY SONG	ADAM TENSTA	ADAM TENSTA	R/GA, New York *	USA		
McDONALD'S EXTENDED HOURS	McDONALD'S UK	McDONALD'S 24 HOUR RESTAURANTS			OMD UK, London *	UNITED KINGDOM
VIP FRIDGE MAGNET	RED TOMATO PIZZA	RESTAURANT	TBWA/IRAAD, Dubai *	UNITED ARAB EMIRATES		
WI-FICTION	MELBOURNE WRITERS FESTIVAL	2011 MELBOURNE WRITERS FESTIVAL	JWT, Melbourne *	AUSTRALIA		
5X MUTANT GUM	THE WRIGLEY COMPANY	5 GUM	SOAP CREATIVE, Sydney	AUSTRALIA	OMD Sydney *	AUSTRALIA
SHARE A COKE	COCA-COLA SOUTH PACIFIC	COCA-COLA	OGILVY & MATHER, Sydney *	AUSTRALIA	IKON COMMUNICATIONS, Sydney	AUSTRALIA
PEPSI'S GAME CHANGING X FACTOR PARTNERSHIP	PEPSICO BEVERAGE COMPANY	CARBONATED SOFT DRINK			OMD USA, New York *	USA
LIVE YOUNG	DANNON	BOTTLED WATER	EURO RSCG, New York	USA	MPGMC, New York *	USA
THE LAST DICTATOR STANDING	NANDO'S SOUTH AFRICA	NANDO'S MEAL FOR SIX	BLACK RIVER FC, Johannesburg *	SOUTH AFRICA	THE MEDIASHOP, Johannesburg	SOUTH AFRICA
COIN HUNTING	McDONALD'S	COINOFFERS			OMD DENMARK, Copenhagen *	DENMARK
YOU SHAVE. I SHAVE.	P&G	GILLETTE FUSION	BBDO INDIA, Mumbai *	INDIA	MEDIACOM, Mumbai	INDIA
SORRY ABOUT THE TWIGS, FOLKS	DB BREWERIES	MONTEITH'S CRUSHED CIDER	COLENZO BBDO, Auckland *	NEW ZEALAND	SPARK PHD, Auckland	NEW ZEALAND
LIVE YOUNG	DANNON	BOTTLED WATER	EURO RSCG, New York	USA	MPGMC, New York *	USA
ROMANIANS ARE SMART	KANDIA DULCE	ROM	BV McCANN ERICKSON, Bucharest *	ROMANIA	UM ROMANIA	ROMANIA
BLUE MOTION ROULETTE	HARALD A. MØLLER/ VOLKSWAGEN	VOLKSWAGEN BLUEMOTION	TRY/APT ADVERTISING AGENCY, Oslo *	NORWAY	MEDIACOM, Oslo	NORWAY
THE MOST POPULAR SONG	BANCO POPULAR DE PUERTO RICO	BANK	JWT SAN JUAN *	PUERTO RICO	MEDIANET, San Juan	PUERTO RICO
GIRO SEEKS HERO	DEUTSCHE SPARKASSEN- UND GIROVERBAND	SPARKASSEN-GIROKONTO	JUNG von MATT, Hamburg	GERMANY	MPG, Frankfurt	GERMANY
SOUNDTRACK SWEDEN	TELIA	TELIA	DDB STOCKHOLM *	SWEDEN	MEC, Stockholm	SWEDEN
CELEBRITY CEASEFIRE	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST, Stockholm *	SWEDEN	IUM, Stockholm	SWEDEN
MORE THAN 5,000 DIFFERENT COVERS	TELEFONICA	OPTIC FIBER	Y&R SÃO PAULO *	BRAZIL		
FLAVOR RADIO	BR KOREA	DUNKIN' DONUTS	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA		
COLD LINE	REVISTA MAXIM	REVISTA MAXIM	DDB ARGENTINA, Buenos Aires *	ARGENTINA	OMD ARGENTINA, Buenos Aires	ARGENTINA
NO RIGHTS NO WOMEN	NO RIGHTS NO WOMEN	PRESSURE GROUP FIGHTING FOR WOMEN'S RIGHTS	LEO BURNETT BEIRUT *	LEBANON		
EVERY 18 SECONDS SOMEBODY DIES OF AIDS.	DEUTSCHE AIDS-STIFTUNG	WORLD AIDS DAY	KEMPERTRAUTMANN WEST, Düsseldorf	GERMANY		
LOVE PARKING CAMPAIGN	GOOD NEIGHBORS	PUBLIC SERVICE	INNOCEAN WORLDWIDE, Seoul *	SOUTH KOREA		