

OUTDOOR LIONS WINNERS



CANNES
LIONS 2007
54th INTERNATIONAL ADVERTISING FESTIVAL

| TITLE | ADVERTISER | PRODUCT | ENTRANT COMPANY | COUNTRY |
|---|--------------------|-------------------------------|------------------------------|---------------------------------|
| GRAND PRIX | | | | |
| B03 Ambient: Special Build | | | | |
| POWER TO THE PEOPLE | NEDBANK | BANK | NET#WORK BBDO Johannesburg | SOUTH AFRICA |
| GOLD LION | | | | |
| A02 Sweet Foods & Snacks | | | | |
| STAIRCASE | SIMBA POTATO CHIPS | GHOST POPS CRISPS | NET#WORK BBDO Johannesburg | SOUTH AFRICA 1 OF 3 CAMPAIGN |
| ORPHANAGE | SIMBA POTATO CHIPS | GHOST POPS CRISPS | NET#WORK BBDO Johannesburg | SOUTH AFRICA 2 OF 3 CAMPAIGN |
| BEDROOM | SIMBA POTATO CHIPS | GHOST POPS CRISPS | NET#WORK BBDO Johannesburg | SOUTH AFRICA 3 OF 3 CAMPAIGN |
| A05 Household: Cleaning Products | | | | |
| SOY SAUCE | PROCTER & GAMBLE | ULTRA TIDE CLOTHING DETERGENT | SAATCHI & SAATCHI New York | USA 1 OF 3 CAMPAIGN |
| MAYO | PROCTER & GAMBLE | ULTRA TIDE CLOTHING DETERGENT | SAATCHI & SAATCHI New York | USA 2 OF 3 CAMPAIGN |
| KETCHUP | PROCTER & GAMBLE | ULTRA TIDE CLOTHING DETERGENT | SAATCHI & SAATCHI New York | USA 3 OF 3 CAMPAIGN |
| A06 Household: Other | | | | |
| WALLPAPER | SARA LEE MALAYSIA | COCKROACH TRAP | LOWE & PARTNERS KUALA LUMPUR | MALAYSIA 1 OF 3 CAMPAIGN |
| TILES | SARA LEE MALAYSIA | COCKROACH TRAP | LOWE & PARTNERS KUALA LUMPUR | MALAYSIA 2 OF 3 CAMPAIGN |
| CARPET | SARA LEE MALAYSIA | COCKROACH TRAP | LOWE & PARTNERS KUALA LUMPUR | MALAYSIA 3 OF 3 CAMPAIGN |
| A07 Home Appliances, Furnishings, Electronics & Audio-Visual | | | | |

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|---|--------------|-----------------|---------------------------|------------------------------|
| BUSH | ARNO | BLENDER | PUBLICIS BRASIL Sao Paulo | BRAZIL 1 OF 2 CAMPAIGN |
| CLINTON | ARNO | BLENDER | PUBLICIS BRASIL Sao Paulo | BRAZIL 2 OF 2 CAMPAIGN |
| A10 Pharmacy | | | | |
| LAKE | KOPELCO | TULIPÁN CONDOMS | Y&R BUENOS AIRES | ARGENTINA 1 OF 3 CAMPAIGN |
| FOOTBALL | KOPELCO | TULIPÁN CONDOMS | Y&R BUENOS AIRES | ARGENTINA 2 OF 3 CAMPAIGN |
| VOLLEY | KOPELCO | TULIPÁN CONDOMS | Y&R BUENOS AIRES | ARGENTINA 3 OF 3 CAMPAIGN |
| A13 Cars & Automotive Services | | | | |
| BRAKING SYSTEM | HONDA MOTORS | HONDA | VILLARROSAS Barcelona | SPAIN 1 OF 5 CAMPAIGN |
| INTELLIGENT TRACTION | HONDA MOTORS | HONDA | VILLARROSAS Barcelona | SPAIN 2 OF 5 CAMPAIGN |
| POP UP HOOD | HONDA MOTORS | HONDA | VILLARROSAS Barcelona | SPAIN 3 OF 5 CAMPAIGN |
| COLLISION CONTROL | HONDA MOTORS | HONDA | VILLARROSAS Barcelona | SPAIN 4 OF 5 CAMPAIGN |
| LIGHTING SYSTEM | HONDA MOTORS | HONDA | VILLARROSAS Barcelona | SPAIN 5 OF 5 CAMPAIGN |
| A14 Retail Stores | | | | |
| BEAR | DUENDE AZUL | COSTUME SHOP | OGILVY & MATHER SANTIAGO | CHILE 1 OF 2 CAMPAIGN |
| TIGER | DUENDE AZUL | COSTUME SHOP | OGILVY & MATHER SANTIAGO | CHILE 2 OF 2 CAMPAIGN |
| A17 Entertainment & Leisure | | | | |
| RAIL | CLIMA | BICYCLE LOCK | LEO BURNETT Bangkok | THAILAND 1 OF 2 CAMPAIGN |
| BARRIER | CLIMA | BICYCLE LOCK | LEO BURNETT Bangkok | THAILAND 2 OF 2 CAMPAIGN |
| BUILDERS OF TOMORROW | LEGO | LEGO | JUNG von MATT Hamburg | GERMANY |
| A18 Publications & Media | | | | |

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| LINGERIE | FHM SINGAPORE | MAGAZINE | OGILVY & MATHER Singapore | SINGAPORE 1 OF 3 CAMPAIGN |
| KINKY | FHM SINGAPORE | MAGAZINE | OGILVY & MATHER Singapore | SINGAPORE 2 OF 3 CAMPAIGN |
| BIKINI | FHM SINGAPORE | MAGAZINE | OGILVY & MATHER Singapore | SINGAPORE 3 OF 3 CAMPAIGN |
| CITIZENS/CRIMINALS | BBC WORLD | BBC WORLD CHANNEL | BBDO NEW YORK | USA 1 OF 4 CAMPAIGN |
| IMMINENT/PREVENTABLE | BBC WORLD | BBC WORLD CHANNEL | BBDO NEW YORK | USA 2 OF 4 CAMPAIGN |
| OCCUPIER/LIBERATOR | BBC WORLD | BBC WORLD CHANNEL | BBDO NEW YORK | USA 3 OF 4 CAMPAIGN |
| BEFRIEND/BEWARE | BBC WORLD | BBC WORLD CHANNEL | BBDO NEW YORK | USA 4 OF 4 CAMPAIGN |
| A23 Public Health & Safety | | | | |
| RED SOFA | ADESF | SMOKING AWARENESS | NEOGAMA/BBH Sao Paulo | BRAZIL 1 OF 4 CAMPAIGN |
| BEDROOM | ADESF | SMOKING AWARENESS | NEOGAMA/BBH Sao Paulo | BRAZIL 2 OF 4 CAMPAIGN |
| KITCHEN | ADESF | SMOKING AWARENESS | NEOGAMA/BBH Sao Paulo | BRAZIL 3 OF 4 CAMPAIGN |
| BOOKCASE | ADESF | SMOKING AWARENESS | NEOGAMA/BBH Sao Paulo | BRAZIL 4 OF 4 CAMPAIGN |
| A24 Public Awareness Messages | | | | |
| TREE | WWF THAILAND | WORLD WILDLIFE FOUNDATION | OGILVY & MATHER Bangkok | THAILAND |
| A25 Fundraising & Appeals | | | | |
| LIBERIA-WINTERTHUR | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 1 OF 11 CAMPAIGN |
| MYANMAR-LUGANO | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 2 OF 11 CAMPAIGN |
| IRAQ-ZURICH | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 3 OF 11 CAMPAIGN |
| CHINA-ZURICH | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 4 OF 11 CAMPAIGN |
| SUDAN-BASEL | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 5 OF 11 CAMPAIGN |

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| KONGO-WINTERTHUR | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 6 OF 11 CAMPAIGN |
| GUANTANAMO-ZURICH | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 7 OF 11 CAMPAIGN |
| CHINA-GENEVE | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 8 OF 11 CAMPAIGN |
| GAZA-ZURICH | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 9 OF 11 CAMPAIGN |
| ABU GHRAIB-LUGANO | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 10 OF 11 CAMPAIGN |
| SOMALIA-GENEVE | AMNESTY INTERNATIONAL | HUMAN RIGHTS ORGANISATION | WALKER Zurich | SWITZERLAND 11 OF 11 CAMPAIGN |
| B02 Ambient: Small Scale Special Solutions | | | | |
| BRACELETS | MÉDECINS SANS FRONTIÈRES | 3RD WORLD APPEAL | DUVAL GUILLAUME Brussels | BELGIUM |
| B04 Ambient: Stunts & Live Advertising | | | | |
| BIG SHADOW | MICROSOFT CORPORATION (JAPAN) | XBOX360 | GT Tokyo | JAPAN |
| C01 Point of Purchase: Posters | | | | |
| BONDED BY BLOOD | NZRU/ADIDAS | THE ALL BLACKS NZ RUGBY TEAM | TBWA\WHYBIN Auckland | NEW ZEALAND |
| LITTLE FLOWER | PLASTIK | TOYS | F/NAZCA SAATCHI & SAATCHI Sao Paul | BRAZIL 1 OF 5 CAMPAIGN |
| WAR | PLASTIK | TOYS | F/NAZCA SAATCHI & SAATCHI Sao Paul | BRAZIL 2 OF 5 CAMPAIGN |
| ROTTEN EGG | PLASTIK | TOYS | F/NAZCA SAATCHI & SAATCHI Sao Paul | BRAZIL 3 OF 5 CAMPAIGN |
| CHERNOBYL | PLASTIK | TOYS | F/NAZCA SAATCHI & SAATCHI Sao Paul | BRAZIL 4 OF 5 CAMPAIGN |
| ACID | PLASTIK | TOYS | F/NAZCA SAATCHI & SAATCHI Sao Paul | BRAZIL 5 OF 5 CAMPAIGN |
| SILVER LION | | | | |
| A01 Savoury Foods | | | | |
| MOTHER AND CHILD | HEINZ | HOT KETCHUP | LEO BURNETT BRUSSELS | BELGIUM |
| A02 Sweet Foods & Snacks | | | | |
| GLOBE FISH | NONGSHIM | CHUPACHUPS LOLLIPOPS | NONGSHIM COMMUNICATIONS Seoul | KOREA |

| A05 Household: Cleaning Products | | | | |
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| DENIM | PROCTER & GAMBLE | ARIEL DETERGENT | DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires | ARGENTINA 1 OF 5 CAMPAIGN |
| COTTON | PROCTER & GAMBLE | ARIEL DETERGENT | DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires | ARGENTINA 2 OF 5 CAMPAIGN |
| POLYESTER | PROCTER & GAMBLE | ARIEL DETERGENT | DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires | ARGENTINA 3 OF 5 CAMPAIGN |
| JERSEY | PROCTER & GAMBLE | ARIEL DETERGENT | DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires | ARGENTINA 4 OF 5 CAMPAIGN |
| CORDUROY | PROCTER & GAMBLE | ARIEL DETERGENT | DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires | ARGENTINA 5 OF 5 CAMPAIGN |
| A09 Toiletries | | | | |
| SLEEPING | PROCTER & GAMBLE | GLIDE DENTAL FLOSS | SAATCHI & SAATCHI New York | USA 1 OF 5 CAMPAIGN |
| BIG NIGHT OUT | PROCTER & GAMBLE | GLIDE DENTAL FLOSS | SAATCHI & SAATCHI New York | USA 2 OF 5 CAMPAIGN |
| MY GIRLFRIEND | PROCTER & GAMBLE | GLIDE DENTAL FLOSS | SAATCHI & SAATCHI New York | USA 3 OF 5 CAMPAIGN |
| MUSIC | PROCTER & GAMBLE | GLIDE DENTAL FLOSS | SAATCHI & SAATCHI New York | USA 4 OF 5 CAMPAIGN |
| NEW SPORTS CAR | PROCTER & GAMBLE | GLIDE DENTAL FLOSS | SAATCHI & SAATCHI New York | USA 5 OF 5 CAMPAIGN |
| A11 Clothing, Footwear & Accessories | | | | |
| STITCH | CALZATURIFICIO BUTTERO | BOOTS & SHOES | JWT PARIS | FRANCE 1 OF 3 CAMPAIGN |
| HAMMER | CALZATURIFICIO BUTTERO | BOOTS & SHOES | JWT PARIS | FRANCE 2 OF 3 CAMPAIGN |
| CLOTH | CALZATURIFICIO BUTTERO | BOOTS & SHOES | JWT PARIS | FRANCE 3 OF 3 CAMPAIGN |
| LOUNGE | E.U.T MARKETING | WONDERBRA | SAATCHI & SAATCHI SINGAPORE | SINGAPORE 1 OF 3 CAMPAIGN |
| BOARDROOM | E.U.T. MARKETING | WONDERBRA | SAATCHI & SAATCHI SINGAPORE | SINGAPORE 2 OF 3 CAMPAIGN |
| STREET | E.U.T. MARKETING | WONDERBRA | SAATCHI & SAATCHI SINGAPORE | SINGAPORE 3 OF 3 CAMPAIGN |
| A13 Cars & Automotive Services | | | | |

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| LITTLE BILLBOARD | DAIMLERCHRYSLER MERCEDES-BENZ | SMART FORTWO | CONTRAPUNTO Madrid | SPAIN |
| A16 Travel, Transport & Tourism | | | | |
| TOWN | CENTURY TRAVEL | TRAVEL AGENCY | JWT SPAIN Barcelona | SPAIN 1 OF 2 CAMPAIGN |
| BEACH | CENTURY TRAVEL | TRAVEL AGENCY | JWT SPAIN Barcelona | SPAIN 2 OF 2 CAMPAIGN |
| A18 Publications & Media | | | | |
| RAKE | MTV NETWORKS | MTV COMEDY CENTRAL TV CHANNEL | KEMPERTRAUTMANN Hamburg | GERMANY 1 OF 4 CAMPAIGN |
| HITLER | MTV NETWORKS | MTV COMEDY CENTRAL TV CHANNEL | KEMPERTRAUTMANN Hamburg | GERMANY 2 OF 4 CAMPAIGN |
| BANANA | MTV NETWORKS | MTV COMEDY CENTRAL TV CHANNEL | KEMPERTRAUTMANN Hamburg | GERMANY 3 OF 4 CAMPAIGN |
| CACTUS | MTV NETWORKS | MTV COMEDY CENTRAL TV CHANNEL | KEMPERTRAUTMANN Hamburg | GERMANY 4 OF 4 CAMPAIGN |
| TRAIN | PENGUIN | BOOK PUBLISHER | SAATCHI & SAATCHI SINGAPORE | SINGAPORE 1 OF 3 CAMPAIGN |
| AIRPORT | PENGUIN | BOOK PUBLISHER | SAATCHI & SAATCHI SINGAPORE | SINGAPORE 2 OF 3 CAMPAIGN |
| BUS STOP | PENGUIN | BOOK PUBLISHER | SAATCHI & SAATCHI SINGAPORE | SINGAPORE 3 OF 3 CAMPAIGN |
| A21 Commercial Public Services | | | | |
| FORTUM BRIGHT LIGHT | FORTUM | ENERGY COMPANY | SEK & GREY Helsinki | FINLAND |
| SAVE | ESKOM | ELECTRICITY SUPPLIER | OGILVY SOUTH AFRICA Cape Town | SOUTH AFRICA |
| BEFORE / APRES | INLINGUA | LANGUAGE SCHOOL | LG&F Brussels | BELGIUM |
| A22 Corporate Image | | | | |
| WORLD CUP | PROCTER & GAMBLE | GILLETTE | TIEMPO BBDO Madrid | SPAIN |
| A23 Public Health & Safety | | | | |
| CONSTRUCTION WORKER | BRAINTRUST CANADA | PROTECTYOURHEAD.COM | DDB CANADA Vancouver | CANADA 1 OF 3 CAMPAIGN |
| TRAILRIDER | BRAINTRUST CANADA | PROTECTYOURHEAD.COM | DDB CANADA Vancouver | CANADA 2 OF 3 CAMPAIGN |
| SKATEBOARDER | BRAINTRUST CANADA | PROTECTYOURHEAD.COM | DDB CANADA Vancouver | CANADA 3 OF 3 CAMPAIGN |

| A24 Public Awareness Messages | | | | |
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| ACE | NATIONAL COUNCIL ON PROBLEM GAMBLING | GAMBLING HELPLINE | McCANN ERICKSON SINGAPORE | SINGAPORE 1 OF 3 CAMPAIGN |
| JOKER | NATIONAL COUNCIL ON PROBLEM GAMBLING | GAMBLING HELPLINE | McCANN ERICKSON SINGAPORE | SINGAPORE 2 OF 3 CAMPAIGN |
| DIAMOND | NATIONAL COUNCIL ON PROBLEM GAMBLING | GAMBLING HELPLINE | McCANN ERICKSON SINGAPORE | SINGAPORE 3 OF 3 CAMPAIGN |
| DISSOLVENT | WWF/ADENA | RIVER POLLUTION MESSAGE | CONTRAPUNTO Madrid | SPAIN 1 OF 2 CAMPAIGN |
| PAINT | WWF/ADENA | RIVER POLLUTION MESSAGE | CONTRAPUNTO Madrid | SPAIN 2 OF 2 CAMPAIGN |
| A25 Fundraising & Appeals | | | | |
| COUCH | THAI SPCA | PET ADOPTION | SAATCHI & SAATCHI SINGAPORE | SINGAPORE 1 OF 3 CAMPAIGN |
| WALKIES | THAI SPCA | PET ADOPTION | SAATCHI & SAATCHI SINGAPORE | SINGAPORE 2 OF 3 CAMPAIGN |
| STICKS | THAI SPCA | PET ADOPTION | SAATCHI & SAATCHI SINGAPORE | SINGAPORE 3 OF 3 CAMPAIGN |
| AFTERSHAVE | CORDAID | PEOPLE IN NEED CHARITY | SAATCHI & SAATCHI Amstelveen | THE NETHERLANDS 1 OF 4 CAMPAIGN |
| BEER | CORDAID | PEOPLE IN NEED CHARITY | SAATCHI & SAATCHI Amstelveen | THE NETHERLANDS 2 OF 4 CAMPAIGN |
| SUNGLASSES | CORDAID | PEOPLE IN NEED CHARITY | SAATCHI & SAATCHI Amstelveen | THE NETHERLANDS 3 OF 4 CAMPAIGN |
| HANDBAG | CORDAID | PEOPLE IN NEED CHARITY | SAATCHI & SAATCHI Amstelveen | THE NETHERLANDS 4 OF 4 CAMPAIGN |
| B03 Ambient: Special Build | | | | |
| STRONG TAPE | PENLINE ART SUPPLIES | STATIONERY SUPPLIES | EURO RSCG PARTNERSHIP Kuala Lumpur | MALAYSIA |
| SUNDIAL | McDONALD'S | McDONALD'S BREAKFAST MENU | LEO BURNETT USA Chicago | USA |
| REVERSE | PEUGEOT DENMARK | PEUGEOT BOXER | UNCLE GREY Aarhus | DENMARK |
| B04 Ambient: Stunts & Live Advertising | | | | |
| BIG HANDS | TARGET | TOY SALE | THE CAMPAIGN PALACE/RED CELL Melbourne | AUSTRALIA |
| C01 Point of Purchase: Posters | | | | |

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| BLUE | PENLINE ART SUPPLIES | ARTLINE PENS | McCANN ERICKSON Kuala Lumpur | MALAYSIA 1 OF 3 CAMPAIGN |
| BLACK | PENLINE ART SUPPLIES | ARTLINE PENS | McCANN ERICKSON Kuala Lumpur | MALAYSIA 2 OF 3 CAMPAIGN |
| RED | PENLINE ART SUPPLIES | ARTLINE PENS | McCANN ERICKSON Kuala Lumpur | MALAYSIA 3 OF 3 CAMPAIGN |
| SNOOP | PET PANTRY | SCIENCE DIET DOG FOOD | JWT SYDNEY | AUSTRALIA 1 OF 3 CAMPAIGN |
| FLUFFER | PET PANTRY | SCIENCE DIET DOG FOOD | JWT SYDNEY | AUSTRALIA 2 OF 3 CAMPAIGN |
| ROCKO | PET PANTRY | SCIENCE DIET DOG FOOD | JWT SYDNEY | AUSTRALIA 3 OF 3 CAMPAIGN |
| MENSWEAR | HARVEY NICHOLS | DEPARTMENT STORE | DDB LONDON | UNITED KINGDOM |
| C02 Point of Purchase: Other | | | | |
| THERMOMETER | WWF | WILDLIFE CHARITY | BBDO GUERRERO ORTEGA Makati City | THE PHILIPPINES |
| BRONZE LION | | | | |
| A01 Savoury Foods | | | | |
| SANDALS | UNILEVER BESTFOODS | MARMITE SQUEEZY | DDB LONDON | UNITED KINGDOM 1 OF 3 CAMPAIGN |
| MULLET | UNILEVER BESTFOODS | MARMITE SQUEEZY | DDB LONDON | UNITED KINGDOM 2 OF 3 CAMPAIGN |
| HAIRY CHEST | UNILEVER BESTFOODS | MARMITE SQUEEZY | DDB LONDON | UNITED KINGDOM 3 OF 3 CAMPAIGN |
| A02 Sweet Foods & Snacks | | | | |
| POODLE | HUBBA BUBBA | BUBBLE GUM | IRELAND/DAVENPORT Johannesburg | SOUTH AFRICA 1 OF 2 CAMPAIGN |
| MONKEY | HUBBA BUBBA | BUBBLE GUM | IRELAND/DAVENPORT Johannesburg | SOUTH AFRICA 2 OF 2 CAMPAIGN |
| CLIMBING | MASTERFOODS | SNICKERS MINI | TIEMPO BBDO Madrid | SPAIN |
| A03 Alcoholic Drinks | | | | |
| RUSTY | DIAGEO | GUINNESS | SAATCHI & SAATCHI Petaling Jaya | MALAYSIA |
| A04 Non-Alcoholic Drinks | | | | |
| MOGUL | CAFÉ SUPPLY | COFFEE | F/NAZCA SAATCHI & SAATCHI Sao Paul | BRAZIL 1 OF 3 CAMPAIGN |

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| CHEMISTRY GENIUS | CAFÉ SUPLICY | COFFEE | F/NAZCA SAATCHI & SAATCHI Sao Paul | BRAZIL 2 OF 3 CAMPAIGN |
| EMPLOYEE OF THE MONTH | CAFÉ SUPLICY | COFFEE | F/NAZCA SAATCHI & SAATCHI Sao Paul | BRAZIL 3 OF 3 CAMPAIGN |
| A06 Household: Other | | | | |
| LITTLE CAR | ENERGIZER HOLDING | BATTERIES | DDB URUGUAY Montevideo | URUGUAY |
| A07 Home Appliances, Furnishings, Electronics & Audio-Visual | | | | |
| SUMO | JESPIRIT | LUXAFLEX VENETIAN BLINDS | JWT SINGAPORE | SINGAPORE |
| A08 Cosmetics & Beauty | | | | |
| IRON | P&G | OLAY FACE CREAM | SAATCHI & SAATCHI VIETNAM Ho Chi Minh City | VIETNAM |
| A12 Miscellaneous | | | | |
| WEDDING RING | COMERCIAL ARGE PILOT | PERMANENT GOLD PEN | GREY Barcelona | SPAIN |
| WHITE DOG | MASTERDOG | LOW FAT DOG FOOD | PROLAM Y&R Santiago | CHILE |
| A13 Cars & Automotive Services | | | | |
| LET THERE BE XENON | MINI CANADA | 2007 MINI | TAXI CANADA Toronto | CANADA |
| STEAM | DAIMLERCHRYSLER MERCEDES-BENZ | SMART FORFOUR | CONTRAPUNTO Madrid | SPAIN 1 OF 3 CAMPAIGN |
| BEACH | DAIMLERCHRYSLER MERCEDES-BENZ | SMART FORFOUR | CONTRAPUNTO Madrid | SPAIN 2 OF 3 CAMPAIGN |
| DOVES | DAIMLERCHRYSLER MERCEDES-BENZ | SMART FORFOUR | CONTRAPUNTO Madrid | SPAIN 3 OF 3 CAMPAIGN |
| FOREST | DAIMLERCHRYSLER MERCEDES-BENZ | SMART FORTWO | CONTRAPUNTO Madrid | SPAIN 1 OF 2 CAMPAIGN |
| FIELD | DAIMLERCHRYSLER MERCEDES-BENZ | SMART FORTWO | CONTRAPUNTO Madrid | SPAIN 2 OF 2 CAMPAIGN |
| A14 Retail Stores | | | | |
| CRAZY HORSE DUNK | NIKE FRANCE | STORE CHAMPS ELYSÉES | DDB PARIS | FRANCE |
| A15 Restaurants & Fast Food Outlets | | | | |
| PARAMEDICS | PHILIPPINE PIZZA | PIZZA RESTAURANT | BBDO GUERRERO ORTEGA Makati City | THE PHILIPPINES |
| A16 Travel, Transport & Tourism | | | | |

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| CHICKEN FEET | CONNEX TRAINS | SMS UPDATES | LEO BURNETT Melbourne | AUSTRALIA 1 OF 3 CAMPAIGN |
| BEAVER | CONNEX TRAINS | SMS UPDATES | LEO BURNETT Melbourne | AUSTRALIA 2 OF 3 CAMPAIGN |
| HAMSTER | CONNEX TRAINS | SMS UPDATES | LEO BURNETT Melbourne | AUSTRALIA 3 OF 3 CAMPAIGN |
| A17 Entertainment & Leisure | | | | |
| GUIDE DOG | SONY | PSP | TBWA\MADRID | SPAIN |
| A18 Publications & Media | | | | |
| IS YOUR INDECISION FINAL? | THE ECONOMIST | MAGAZINE | ABBOTT MEAD VICKERS.BBDO London | UNITED KINGDOM 1 OF 3 CAMPAIGN |
| DO NOT FOLD | THE ECONOMIST | MAGAZINE | ABBOTT MEAD VICKERS.BBDO London | UNITED KINGDOM 2 OF 3 CAMPAIGN |
| WORLD DOMINATION | THE ECONOMIST | MAGAZINE | ABBOTT MEAD VICKERS.BBDO London | UNITED KINGDOM 3 OF 3 CAMPAIGN |
| BIG PICTURE | THE ECONOMIST | MAGAZINE | OGILVY & MATHER Singapore | SINGAPORE |
| A20 Business Equipment & Services | | | | |
| LIFE | SMITH MICRO SOFTWARE | STUFFIT DELUXE COMPRESSION SOFTWARE | SAATCHI & SAATCHI New York | USA |
| A21 Commercial Public Services | | | | |
| PULP FICTION | GROEP T | LANGUAGE COURSES | DUVAL GUILLAUME Brussels | BELGIUM |
| A22 Corporate Image | | | | |
| BEACH | BERLITZ LANGUAGE SCHOOL | LANGUAGE SCHOOL | DDB GERMANY Duesseldorf | GERMANY |
| A23 Public Health & Safety | | | | |
| HOW TO REMOVE | ACP MAGAZINE | BREAST CANCER WELFARE ASSOCIATION | SAATCHI & SAATCHI Petaling Jaya | MALAYSIA |
| A24 Public Awareness Messages | | | | |
| HIDING PLACE | GREENPEACE SCHWEIZ | ENVIRONMENTAL ORGANISATION | DRAFTFCB/LOWE GROUP Zurich | SWITZERLAND |
| A25 Fundraising & Appeals | | | | |
| SHARK | NOAH MENSCHEN FUER TIERE | PEOPLE FOR ANIMAL RIGHTS ASSOCIATION | JUNG von MATT Hamburg | GERMANY 1 OF 2 CAMPAIGN |
| DOLPHIN | NOAH MENSCHEN FUER TIERE | PEOPLE FOR ANIMAL RIGHTS ASSOCIATION | JUNG von MATT Hamburg | GERMANY 2 OF 2 CAMPAIGN |

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| CHOPPER | SALVATION ARMY | CHARITY | McCANN ERICKSON BRASIL Sao Paulo | BRAZIL |
| B01 Ambient: Bars, Restaurants & Stores | | | | |
| JEFF | MADD (MOTHERS AGAINST DRUNK DRIVING) | DRINK-DRIVING AWARENESS | CLARITY COVERDALE FURY Minneapolis | USA 1 OF 3 CAMPAIGN |
| JENNY | MADD (MOTHERS AGAINST DRUNK DRIVING) | DRINK-DRIVING AWARENESS | CLARITY COVERDALE FURY Minneapolis | USA 2 OF 3 CAMPAIGN |
| LISA | MADD (MOTHERS AGAINST DRUNK DRIVING) | DRINK-DRIVING AWARENESS | CLARITY COVERDALE FURY Minneapolis | USA 3 OF 3 CAMPAIGN |
| STEVE | WASHYOURHANDS.TV | HYGIENE MESSAGE | JWT TORONTO | CANADA 1 OF 4 CAMPAIGN |
| JEREMY | WASHYOURHANDS.TV | HYGIENE MESSAGE | JWT TORONTO | CANADA 2 OF 4 CAMPAIGN |
| NORRIS | WASHYOURHANDS.TV | HYGIENE MESSAGE | JWT TORONTO | CANADA 3 OF 4 CAMPAIGN |
| PETER | WASHYOURHANDS.TV | HYGIENE MESSAGE | JWT TORONTO | CANADA 4 OF 4 CAMPAIGN |
| B02 Ambient: Small Scale Special Solutions | | | | |
| BOOKMARK | AMNISTIA INTERNACIONAL | DOMESTIC ABUSE MESSAGE | CONTRAPUNTO Madrid | SPAIN |
| SUPERMAN ELEVATOR | WARNER BROS. | SUPERMAN MOVIE | JWT BRASIL Sao Paulo | BRAZIL |
| TAXI | NATIONAL COUNCIL AGAINST SMOKING | ANTI-SMOKING MESSAGE | LOWE BULL JOHANNESBURG | SOUTH AFRICA 1 OF 5 CAMPAIGN |
| BUS | NATIONAL COUNCIL AGAINST SMOKING | ANTI-SMOKING MESSAGE | LOWE BULL JOHANNESBURG | SOUTH AFRICA 2 OF 5 CAMPAIGN |
| BUILDING | NATIONAL COUNCIL AGAINST SMOKING | ANTI-SMOKING MESSAGE | LOWE BULL JOHANNESBURG | SOUTH AFRICA 3 OF 5 CAMPAIGN |
| SHARK TANK | NATIONAL COUNCIL AGAINST SMOKING | ANTI-SMOKING MESSAGE | LOWE BULL JOHANNESBURG | SOUTH AFRICA 4 OF 5 CAMPAIGN |
| DRIVING RANGE | NATIONAL COUNCIL AGAINST SMOKING | ANTI-SMOKING MESSAGE | LOWE BULL JOHANNESBURG | SOUTH AFRICA 5 OF 5 CAMPAIGN |
| B03 Ambient: Special Build | | | | |
| MONUMENT TO GOAL | NIKE | NIKE FOOTBALL BRAND | BBDO ARGENTINA Buenos Aires | ARGENTINA |
| FRESCO | ADIDAS | FOOTBALL APPAREL | TBWA\GERMANY Berlin | GERMANY |
| BALLPRINTS BY RONALDINHO | NIKE | NIKE FOOTBALL BRAND | BBDO ARGENTINA Buenos Aires | ARGENTINA 1 OF 3 CAMPAIGN |

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| BALLPRINTS BY TEVEZ | NIKE | NIKE FOOTBALL BRAND | BBDO ARGENTINA Buenos Aires | ARGENTINA 2 OF 3 CAMPAIGN |
| BALLPRINTS BY AGUERO | NIKE | NIKE FOOTBALL BRAND | BBDO ARGENTINA Buenos Aires | ARGENTINA 3 OF 3 CAMPAIGN |
| WASHING MACHINE | JOBSINTOWN.DE | EMPLOYMENT WEBSITE | SCHOLZ & FRIENDS Berlin | GERMANY 1 OF 3 CAMPAIGN |
| PETROL PUMP | JOBSINTOWN.DE | EMPLOYMENT WEBSITE | SCHOLZ & FRIENDS Berlin | GERMANY 2 OF 3 CAMPAIGN |
| CIGARETTE MACHINE | JOBSINTOWN.DE | EMPLOYMENT WEBSITE | SCHOLZ & FRIENDS Berlin | GERMANY 3 OF 3 CAMPAIGN |
| B04 Ambient: Stunts & Live Advertising | | | | |
| BLACK CLOUD | WWF | WILDLIFE CHARITY | OGILVY & MATHER BEIJING | CHINA |
| AFTERLIFE | ITV | AFTERLIFE TV SHOW | M&C SAATCHI London | UNITED KINGDOM |
| B05 Transit | | | | |
| KEEP PLAYING | CASINÒ DI VENEZIA | CASINO | ADMCOM Bologna | ITALY |
| C01 Point of Purchase: Posters | | | | |
| WUTHERING HEIGHTS | PENGUIN BOOKS MALAYSIA | PENGUIN AUDIOBOOKS | Y&R Kuala Lumpur | MALAYSIA |
| EASY/HARD | OOGMERK OPTICIANS | OPTICIANS | LG&F Brussels | BELGIUM 1 OF 4 CAMPAIGN |
| BUTCHER/ARTIST | OOGMERK OPTICIANS | OPTICIANS | LG&F Brussels | BELGIUM 2 OF 4 CAMPAIGN |
| HELL'S ANGEL/ FASHION DESIGNER | OOGMERK OPTICIANS | OPTICIANS | LG&F Brussels | BELGIUM 3 OF 4 CAMPAIGN |
| TRUCK DRIVER/ PROFESSOR | OOGMERK OPTICIANS | OPTICIANS | LG&F Brussels | BELGIUM 4 OF 4 CAMPAIGN |
| DANIEL MASTERS | INTERNATIONAL ACTION NETWORK ON SMALL ARMS | ARMS CONTROL MESSAGE | Y&R ASIA Singapore | SINGAPORE 1 OF 3 CAMPAIGN |
| GERALD LEE | INTERNATIONAL ACTION NETWORK ON SMALL ARMS | ARMS CONTROL MESSAGE | Y&R ASIA Singapore | SINGAPORE 2 OF 3 CAMPAIGN |
| MICHAEL HOSKINS | INTERNATIONAL ACTION NETWORK ON SMALL ARMS | ARMS CONTROL MESSAGE | Y&R ASIA Singapore | SINGAPORE 3 OF 3 CAMPAIGN |
| WHALE | PANASONIC | DVD THEATRE SYSTEM | FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo | BRAZIL 1 OF 5 CAMPAIGN |
| MACAW | PANASONIC | DVD THEATRE SYSTEM | FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo | BRAZIL 2 OF 5 CAMPAIGN |

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| MONKEY | PANASONIC | DVD THEATRE SYSTEM | FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo | BRAZIL 3 OF 5 CAMPAIGN |
| PANDA BEAR | PANASONIC | DVD THEATRE SYSTEM | FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo | BRAZIL 4 OF 5 CAMPAIGN |
| TURTLE | PANASONIC | DVD THEATRE SYSTEM | FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo | BRAZIL 5 OF 5 CAMPAIGN |
| SMURF | PERFETTI VAN MELLE | BUBBLE GUM | DRAFTFCB INDONESIA Jakarta | INDONESIA 1 OF 3 CAMPAIGN |
| HULK | PERFETTI VAN MELLE | BUBBLE GUM | DRAFTFCB INDONESIA Jakarta | INDONESIA 2 OF 3 CAMPAIGN |
| HELL BOY | PERFETTI VAN MELLE | BUBBLE GUM | DRAFTFCB INDONESIA Jakarta | INDONESIA 3 OF 3 CAMPAIGN |