

| TITLE | ADVERTISER | PRODUCT | ADVERTISING AGENCY | COUNTRY | PRODUCTION COMPANY | COUNTRY |
|---|-----------------------------|--------------------------------------|--------------------------------|----------------|---------------------------------------|----------------|
| GRAND PRIX | | | | | | |
| A05 Home Appliances, Furnishings, Electronics & Audio Visual | | | | | | |
| SHUTTER CHANCE | CANON MARKETING JAPAN | EOS KISS DIGITAL CAMERA | DENTSU, Tokyo* | JAPAN | DO CORPORATION Tokyo | JAPAN |
| GOLD | | | | | | |
| A03 Non-Alcoholic Drinks | | | | | | |
| LAST GIRL ON THE DANCEFLOOR | COCA-COLA NORDIC SERVICES | SPRITE ZERO | SAATCHI & SAATCHI, Copenhagen* | DENMARK | SUPERSONIC Copenhagen | DENMARK |
| A10 Cars & Automotive Services | | | | | | |
| NOTHING | MERCEDES-BENZ | MERCEDES-BENZ BASE PLUS BRAKE SYSTEM | BBDO GERMANY, Duesseldorf* | GERMANY | STUDIO FUNK Duesseldorf | GERMANY |
| A11 Retail Stores, Restaurants & Fast Food Outlets | | | | | | |
| DRUMS | MARSHALL MUSIC | MUSIC EQUIPMENT STORE | BBDO CAPE TOWN* | SOUTH AFRICA | PLAY PLAY MUSIC PRODUCTIONS Cape Town | SOUTH AFRICA |
| LOW VOICE | IKEA CANADA | MATTRESSES | ZIG, Toronto* | CANADA | RMW MUSIC Toronto | CANADA |
| A02 Alcoholic Drinks | | | | | | |
| MR. SUV SUPER STRETCH LIMO MAKER | ANHEUSER-BUSCH | BUD LIGHT BEER | DDB CHICAGO* | USA | CHICAGO RECORDING COMPANY | USA |
| MR. OXYGEN BAR INVENTOR | ANHEUSER-BUSCH | BUD LIGHT BEER | DDB CHICAGO* | USA | CHICAGO RECORDING COMPANY | USA |
| MR. SCOREBOARD MARRIAGE PROPOSAL GUY | ANHEUSER-BUSCH | BUD LIGHT BEER | DDB CHICAGO* | USA | CHICAGO RECORDING COMPANY | USA |
| SILVER | | | | | | |
| A01 Foods | | | | | | |
| COLOURS | MARS | STARBURST SWEETS | TBWA\CHIAT\DAY, New York* | USA | NUTMEG AUDIO POST New York | USA |
| A03 Non-Alcoholic Drinks | | | | | | |
| HEAT 1 | TANGO | SOFT DRINK | CHI & PARTNERS, London* | UNITED KINGDOM | WAVE London | UNITED KINGDOM |
| A06 Cosmetics, Beauty & Toiletries | | | | | | |
| LONELY | JOHNSON & JOHNSON INDONESIA | LISTERINE MOUTHWASH | JWT, Jakarta* | INDONESIA | CUT TO CUT Jakarta | INDONESIA |
| BRUSHING | COLGATE-PALMOLIVE | COLGATE 360 TOOTHBRUSH | Y&R MALAYSIA, Kuala Lumpur* | MALAYSIA | WASP STUDIO Petaling Jaya | MALAYSIA |
| A07 Pharmacy | | | | | | |
| MAKING LOVE | LABORATORIOS MAVER | PROLONG CONDOMS | DDB CHILE, Santiago* | CHILE | AKUSTIK Santiago | CHILE |
| A10 Cars & Automotive Services | | | | | | |
| THE FOUNTAIN | MITSUBISHI MOTORS SPAIN | MITSUBISHI MONTERO | REMO, Madrid* | SPAIN | MEDIA SOUND Madrid | SPAIN |
| A14 Banking, Investment & Insurance | | | | | | |
| DISCLAIMER | RACV | CAR LOANS | CLEMENGER BBDO MELBOURNE* | AUSTRALIA | FLAGSTAFF Melbourne | AUSTRALIA |
| A01 Foods | | | | | | |
| PRISON GUARD | MARS | COMBOS PRETZELS | TBWA\CHIAT\DAY, New York* | USA | CHOP SHOP New York | USA |
| BROKEN HEART | MARS | COMBOS PRETZELS | TBWA\CHIAT\DAY, New York* | USA | CHOP SHOP New York | USA |
| A03 Non-Alcoholic Drinks | | | | | | |
| FLOWERS HAVE NO POWERS | COCA-COLA NORDIC SERVICES | SPRITE ZERO | SAATCHI & SAATCHI, Copenhagen* | DENMARK | SUPERSTAR MUSIC Copenhagen | DENMARK |
| YOUR PARENTS HAVE SEX | COCA-COLA NORDIC SERVICES | SPRITE ZERO | SAATCHI & SAATCHI, Copenhagen* | DENMARK | SUPERSTAR MUSIC Copenhagen | DENMARK |
| A04 Household | | | | | | |
| GLADIATOR | SC JOHNSON | RAID MOSQUITO KILLER | DRAFTFCB | SOUTH AFRICA | SONOVISION STUDIOS | SOUTH AFRICA |

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| | | | JOHANNESBURG* | | Johannesburg | |
| RECORD | SC JOHNSON | RAID MOSQUITO KILLER | DRAFTFCB JOHANNESBURG* | SOUTH AFRICA | SONOVISION STUDIOS Johannesburg | SOUTH AFRICA |
| A06 Cosmetics, Beauty & Toiletries | | | | | | |
| HANSEL & GRETEL | NAMPAK | CUDDLERS NAPPIES | GREY SOUTH AFRICA, Johannesburg* | SOUTH AFRICA | FINE TUNE STUDIOS Johannesburg | SOUTH AFRICA |
| JACK & THE BEANSTALK | NAMPAK | CUDDLERS NAPPIES | GREY SOUTH AFRICA, Johannesburg* | SOUTH AFRICA | FINE TUNE STUDIOS Johannesburg | SOUTH AFRICA |
| LITTLE RED RIDING HOOD | NAMPAK | CUDDLERS NAPPIES | GREY SOUTH AFRICA, Johannesburg* | SOUTH AFRICA | FINE TUNE STUDIOS Johannesburg | SOUTH AFRICA |
| A10 Cars & Automotive Services | | | | | | |
| WOMAN | VOLKSWAGEN | VW TOUCH SCREEN NAVIGATION SYSTEM | GRABARZ & PARTNER, Hamburg* | GERMANY | STUDIO FUNK Hamburg | GERMANY |
| MAN | VOLKSWAGEN | VW TOUCH SCREEN NAVIGATION SYSTEM | GRABARZ & PARTNER, Hamburg* | GERMANY | STUDIO FUNK Hamburg | GERMANY |
| A12 Travel, Entertainment & Leisure | | | | | | |
| KARATE | THE NATIONAL THOROUGHbred RACING ASSOCIATION | HORSE RACING EVENTS | DEVITO/VERDI, New York* | USA | BAR 1 PRODUCTIONS New York | USA |
| COMEDY CLUB | THE NATIONAL THOROUGHbred RACING ASSOCIATION | HORSE RACING EVENTS | DEVITO/VERDI, New York* | USA | BAR 1 PRODUCTIONS New York | USA |
| YARD WORK | THE NATIONAL THOROUGHbred RACING ASSOCIATION | HORSE RACING EVENTS | DEVITO/VERDI, New York* | USA | BAR 1 PRODUCTIONS New York | USA |
| A13 Publications & Media | | | | | | |
| WHO'S THIS? | SKY TELEVISION | KNOCKED UP MOVIE PREMIERE | DDB NEW ZEALAND, Auckland* | NEW ZEALAND | DIGITAL POST Auckland | NEW ZEALAND |
| WRONG NUMBER | SKY TELEVISION | KNOCKED UP MOVIE PREMIERE | DDB NEW ZEALAND, Auckland* | NEW ZEALAND | DIGITAL POST Auckland | NEW ZEALAND |
| A18 Charities, Public Health & Safety, Public Awareness Messages | | | | | | |
| TOON DOG | UNICEF | CAMPAIGN AGAINST THE USE OF CHILD SOLDIERS | OGILVY SOUTH AFRICA, Johannesburg* | SOUTH AFRICA | STERLING SOUND Johannesburg | SOUTH AFRICA |
| TOON BUNNY | UNICEF | CAMPAIGN AGAINST THE USE OF CHILD SOLDIERS | OGILVY SOUTH AFRICA, Johannesburg* | SOUTH AFRICA | STERLING SOUND Johannesburg | SOUTH AFRICA |
| BRONZE | | | | | | |
| A01 Foods | | | | | | |
| RADIO SPOT | LA VACHE QUI RIT | CHEESE SLICES | SAATCHI & SAATCHI, Brussels* | BELGIUM | RAYGUN Brussels | BELGIUM |
| SOUR FACE | MARS | STARBURST SWEETS | TBWA\CHIAT\DAY, New York* | USA | NUTMEG AUDIO POST New York | USA |
| A02 Alcoholic Drinks | | | | | | |
| COLD-FILTERED ANNOUNCER | MILLER BREWING COMPANY | MILLER GENUINE DRAFT BEER | Y&R CHICAGO* | USA | CHICAGO RECORDING COMPANY | USA |
| INCOMPREHENSIBLE IRISH | DB BREWERIES | MURPHYS IRISH STOUT | SAATCHI & SAATCHI NZ, Auckland* | NEW ZEALAND | LIQUID STUDIOS Auckland | NEW ZEALAND |
| A04 Household | | | | | | |
| LITTLE RADISH | WUESTHOF | KITCHEN KNIVES | Y&R GERMANY, Frankfurt* | GERMANY | TONCAFE STUDIOS Frankfurt | GERMANY |
| STUCK TUNE | A.W. FABER-CASTELL | UHU GLUE | Y&R MALAYSIA, Kuala Lumpur* | MALAYSIA | BETARECS Kuala Lumpur | MALAYSIA |
| A05 Home Appliances, Furnishings, Electronics & Audio Visual | | | | | | |
| FADED FILMS | SONY ARGENTINA | BRAVIA HD TV | EURO RSCG BUENOS AIRES* | ARGENTINA | CONTROL Z Buenos Aires | ARGENTINA |
| A07 Pharmacy | | | | | | |
| DINNER/MOVERS | SSL | DUREX CONDOMS | MacLAREN McCANN, Toronto | CANADA | OINK INK RADIO New York* | USA |
| A09 Miscellaneous | | | | | | |
| URETHRA | OFFIX | HIGHLIGHTER PENS | LECHE2, Santiago* | CHILE | LI PRODUCTORA MUSICAL Santiago | CHILE |
| A11 Retail Stores, Restaurants & Fast Food Outlets | | | | | | |
| BUSH | SPORT FACTORY OUTLET | BICYCLE SHOP | RUF LANZ, Zurich* | SWITZERLAND | SELMI TONSTUDIO Zurich | SWITZERLAND |
| WHAT'S NEW? | JEAN LACASSE ANTIQUAIRE | ANTIQUUE DEALER | SID LEE, Montreal* | CANADA | BOOGIE STUDIO Montreal | CANADA |
| A12 Travel, Entertainment & Leisure | | | | | | |
| AGED 27 | MUENCHEN TICKET | ONLINE CONCERT | .START, Munich* | GERMANY | STUDIO FUNK Hamburg | GERMANY |

| TICKET SUPPLIER | | | | | | |
|---|---------------------------|-------------------------------------|---------------------------------------|----------------|---|----------------|
| A13 Publications & Media | | | | | | |
| TAKEOVER | TVNZ | BRUCE ALMIGHTY MOVIE SCREENING | SAATCHI & SAATCHI NZ, Auckland* | NEW ZEALAND | LIQUID STUDIOS Auckland | NEW ZEALAND |
| A15 Business Equipment & Services | | | | | | |
| NEW YEAR'S EVE | SMITH MICRO SOFTWARE | STUFFIT DELUXE COMPRESSION SOFTWARE | SAATCHI & SAATCHI, New York* | USA | SAATCHI & SAATCHI HUDSON STREET STUDIO New York | USA |
| RIGHT SIDE/LEFT SIDE | GOL LINHAS AEREAS | GOLLOG SHIPMENT SERVICES | ALMAPBBDO, Sao Paulo* | BRAZIL | A VOZ DO BRASIL Sao Paulo | BRAZIL |
| A17 Corporate Image | | | | | | |
| CHURCHILL | UNIBANCO | APPEAL FOR NGO VOLUNTEERS | F/NAZCA SAATCHI & SAATCHI, Sao Paulo* | BRAZIL | TESIS Sao Paulo | BRAZIL |
| A18 Charities, Public Health & Safety, Public Awareness Messages | | | | | | |
| THE BRIDE'S SPEECH | NORSK KRISESENTERFORBUND | WOMEN'S SHELTER | TRY ADVERTISING AGENCY, Oslo* | NORWAY | VERDENS STERKESTE MANN Oslo | NORWAY |
| HOSPITAL | DOCTORS WITHOUT BORDERS | MEDICAL CHARITY | DINAMO, Lysaker | NORWAY | VERDENS STERKESTE MANN Oslo* | NORWAY |
| WHAT A FEELING | CHILE POLICE FORCE | SAFER DRIVING CAMPAIGN | GREY CHILE, Santiago* | CHILE | SONICA Santiago | CHILE |
| SCHOOL YARD | NORWEGIAN REFUGEE COUNCIL | APPEAL FOR NRC DONATIONS | SMFB, Oslo* | NORWAY | VERDENS STERKESTE MANN Oslo | NORWAY |
| EX-BOYFRIEND | YOUNG ADULT INSTITUTE | BRIGHTER FUTURES SOCIETY EVENT | BAR 1 PRODUCTIONS, New York* | USA | BAR 1 PRODUCTIONS New York | USA |
| CHAINSAW | SOS MATA ATLANTICA | RAINFOREST CONSERVATION | F/NAZCA SAATCHI & SAATCHI, Sao Paulo* | BRAZIL | TESIS Sao Paulo | BRAZIL |
| ROUTINE | MDA | MUSCULAR DYSTROPHY CHARITY | JWT SAN JUAN* | PUERTO RICO | HOCUS POCUS San Juan | PUERTO RICO |
| A01 Foods | | | | | | |
| TV NEWS | CADBURY-ADAMS | CLORETS BREATH MINTS | McCANN ERICKSON BRASIL, Sao Paulo* | BRAZIL | TESIS Sao Paulo | BRAZIL |
| SHOW | CADBURY-ADAMS | CLORETS BREATH MINTS | McCANN ERICKSON BRASIL, Sao Paulo* | BRAZIL | TESIS Sao Paulo | BRAZIL |
| A04 Household | | | | | | |
| OM JAI JAGDISH | CYCLE AGARBATTI | DEVOTIONAL INCENSE STICKS | MUDRA COMMUNICATIONS, Mumbai* | INDIA | LINGO INDIA Mumbai | INDIA |
| JAI DEV | CYCLE AGARBATTI | DEVOTIONAL INCENSE STICKS | MUDRA COMMUNICATIONS, Mumbai* | INDIA | LINGO INDIA Mumbai | INDIA |
| A10 Cars & Automotive Services | | | | | | |
| SPA | TOYOTA | TOYOTA YARIS | CHI & PARTNERS, London* | UNITED KINGDOM | WAVE London | UNITED KINGDOM |
| SALSA | TOYOTA | TOYOTA YARIS | CHI & PARTNERS, London* | UNITED KINGDOM | WAVE London | UNITED KINGDOM |
| TAKE THAT | TOYOTA | TOYOTA YARIS | CHI & PARTNERS, London* | UNITED KINGDOM | WAVE London | UNITED KINGDOM |
| A11 Retail Stores, Restaurants & Fast Food Outlets | | | | | | |
| SURPRISE | IKEA | HOMEWARES RETAILER | DDB GERMANY BERLIN* | GERMANY | STUDIO FUNK Berlin | GERMANY |
| TEXT MESSAGE | IKEA | HOMEWARES RETAILER | DDB GERMANY BERLIN* | GERMANY | STUDIO FUNK Berlin | GERMANY |
| LATE | IKEA | HOMEWARES RETAILER | DDB GERMANY BERLIN* | GERMANY | STUDIO FUNK Berlin | GERMANY |