

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
<b>GRAND PRIX</b>				
<b>A05 Financial Products &amp; Services</b>				
MMS	AMF PENSION	PENSION FUNDS	FORSMAN & BODENFORS Gothenburg	SWEDEN
<b>GOLD</b>				
<b>A08 Retail And E-Commerce, Including Restaurants</b>				
FRESH SALADS	McDONALD'S	FRESH SALADS	LEO BURNETT USA Chicago	USA
<b>A13 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
BLACK BOY WANTING WATER	STUDIO BRUSSELS	MUSIC FOR LIFE CHARITY EVENT	MORTIERBRIGADE Brussels	BELGIUM
<b>B04 Best Use of Newspapers</b>				
THE ASAHI NEWSPAPER MOVES	THE ASAHI SHIMBUN	NEWSPAPER	DENTSU KANSAI Osaka	JAPAN
<b>B05 Best Use of Outdoor</b>				
FRESH SALADS	McDONALD'S	FRESH SALADS	LEO BURNETT USA Chicago	USA
<b>B08 Best Use of Special Events &amp; Stunt/Live Advertising</b>				
FAST NEWS	STERN GRUNER + JAHR	STERN.DE NEWS WEBSITE	GRABARZ & PARTNER Hamburg	GERMANY
<b>SILVER</b>				
<b>A01 Fast Moving Consumer Goods</b>				
SPEIGHT'S GREAT BEER DELIVERY	LION NATHAN	SPEIGHT'S BEER	PUBLICIS MOJO Auckland	NEW ZEALAND
<b>A02 Cars &amp; Automotive Services</b>				
IS THAT THE LINEMAN?	TOYOTA	TOYOTA COROLLA	CONILL SAATCHI & SAATCHI Torrance	USA
<b>A03 Clothing, Footwear &amp; Accessories</b>				
RUN EASY	REEBOK	SPORTSWEAR & FOOTWEAR	CARAT INTERACTIVE Boston	USA
<b>A06 Commercial Public Services</b>				
PESO	TRICOM	TRICOM RESIDENTIAL LINES	OMD DOMINICANA Santo Domingo	DOMINICAN REPUBLIC
<b>A07 Travel, Entertainment &amp; Leisure</b>				
NOT YOURS	NELKA RENT A CAR	NELKA RENT A CAR	JWT COSTA RICA San Jose	COSTA RICA
<b>A10 Publications &amp; Media</b>				
INSIDE THE CRIMINAL MIND	SKY TELEVISION	CRIME & INVESTIGATION NETWORK	OMD NEW ZEALAND Auckland	NEW ZEALAND
<b>A13 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
I'M FINE TO DRIVE	ARRIVE ALIVE	ANTI-DRINK DRIVING MESSAGE	THE JUPITER DRAWING ROOM SOUTH AFRICA Johannesburg	SOUTH AFRICA
INTERNET SHUTDOWN	MAOR	DONATION ORGANISATION	Y&R INTERACTIVE TEL AVIV	ISRAEL
<b>B01 Best Use of Television</b>				
KIT KAT	NESTLÉ SPAIN	KIT KAT CHOCOLATE BAR	OPTIMEDIA Madrid	SPAIN
BLACK BOY WANTING WATER	STUDIO BRUSSELS	MUSIC FOR LIFE CHARITY EVENT	MORTIERBRIGADE Brussels	BELGIUM
<b>B04 Best Use of Newspapers</b>				
AIDS STATS	CAPE ARGUS NEWSPAPER	WORLD AIDS DAY AWARENESS	KING JAMES Cape Town	SOUTH AFRICA
<b>B07 Best Use of Ambient Media: Large Scale</b>				
TOEI STATION STADIUM	TOKYO METROPOLITAN GOVERNMENT	2016 OLYMPIC HOST BID	DENTSU Tokyo	JAPAN
<b>B10 Best Use of Internet/New Media, Including Mobile Phones, PDAs, Etc.</b>				
GET IN THERE	UNILEVER	LYNX FX FRAGRANCE	BBH London	UNITED KINGDOM
<b>B11 Best Use of Sponsorship</b>				
VETERAN FOOTBALL PLAYERS	HELVEPHARM	HELVEPHARM PHARMACEUTICALS	SPILLMANN/FELSER/LEO BURNETT Zurich	SWITZERLAND
<b>C01 Use of Mixed Media</b>				
ALL YOU NEED TO KNOW	NE NATIONALENCYKLOPEDIN	SWEDISH NATIONAL ENCYCLOPEDIA	FORSMAN & BODENFORS Gothenburg	SWEDEN

SILVER SURFER WEEK	HISPANO FOXFILM MAXXIUM GERMANY	'FANTASTIC FOUR' FILM ABSOLUT VODKA	OMD SPAIN Madrid TBWA\GERMANY Berlin	SPAIN GERMANY
<b>BRONZE</b>				
<b>A01 Fast Moving Consumer Goods</b>				
FIGHT FOR KISSES	ENERGIZER	WILKINSON QUATTRO TITANIUM RAZOR	JWT Paris	FRANCE
<b>A02 Cars &amp; Automotive Services</b>				
INTERACTIVE CINEMA GAMING	VOLVO	VOLVO XC70	NITRO London	UNITED KINGDOM
<b>A03 Clothing, Footwear &amp; Accessories</b>				
ASICS TRIATHLON	ASICS EUROPE	SPORTSWEAR & FOOTWEAR	NORDPOL+ HAMBURG	GERMANY
<b>A04 Other Consumer Products (Including Durable Goods)</b>				
SLEEPY CAMERA MAN	COLCHONES SPRING	SPRING MATTRESSES	UNIVERSAL McCANN COLOMBIA Bogota	COLOMBIA
<b>A07 Travel, Entertainment &amp; Leisure</b>				
THE HUNG	ATRAPALO.COM	TRAVEL WEBSITE	MPG Barcelona	SPAIN
<b>A09 Healthcare &amp; Medical</b>				
BACK	WYETH	ROBAXISAL GOLD BACK MEDICATION	Y&R MEXICO Mexico City	MEXICO
<b>A10 Publications &amp; Media</b>				
SCANDAL IN SUBURBIA	PRIME TV (SKY NETWORK TELEVISION)	'WEEDS' TV PROGRAMME	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND
HIDE-AND-SEEK ADVERTISING	SHUEISHA	JUMPSQUARE MAGAZINE	DENTSU Tokyo	JAPAN
<b>A11 Business Products &amp; Services</b>				
LAYER TENNIS	ADOBE	ADOBE CREATIVE SUITE3 SOFTWARE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
<b>A13 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
FRAGILE EGGS	SUVA ACCIDENT PREVENTION	ACCIDENT PREVENTION	RUF LANZ Zurich	SWITZERLAND
PLASTIC FISH	THE MAINICHI NEWSPAPERS CO.	MARINE PRESERVATION MESSAGE	HAKUHODO Tokyo	JAPAN
TARGET PRACTICE	WWF	WORLD WILDLIFE FUND	OGILVY BEIJING	CHINA
<b>B01 Best Use of Television</b>				
THE CAR IS THE STAR	PEUGEOT ARGENTINA	PEUGEOT 206	CARAT ARGENTINA Buenos Aires	ARGENTINA
GRAND SLAMB	MEAT & LIVESTOCK AUSTRALIA	AUSTRALIAN LAMB	UNIVERSAL McCANN Sydney	AUSTRALIA
<b>B02 Best Use of Cinema</b>				
MOVIE STAR.	NOKIA	NOKIA N95	LEW\LARA\TBWA Sao Paulo	BRAZIL
FANS	AUDI SA	AUDI S5	OGILVY SOUTH AFRICA Johannesburg	SOUTH AFRICA
<b>B03 Best Use of Magazines</b>				
THIN COVER	HEWLETT-PACKARD	HP NOTEBOOK PC	PUBLICIS INDIA Gurgaon	INDIA
<b>B05 Best Use of Outdoor</b>				
OPTICAL ZOOM	LEICA CAMERA	LEICA V-LUX 1 CAMERA	ADVICO YOUNG & RUBICAM Zurich	SWITZERLAND
WHISPERING WALLS	A&E TELEVISION NETWORK	PARANORMAL STATE TELEVISION PROGRAMME	HORIZON MEDIA New York	USA
<b>B06 Best Use of Ambient Media: Small Scale</b>				
PESO	TRICOM	TRICOM RESIDENTIAL LINES	OMD DOMINICANA Santo Domingo	DOMINICAN REPUBLIC
DUCT TAPE	GABRIELA PHILIPPINES	ACTION AGAINST SPOUSAL ABUSE	DDB DM9 JAYMESYFU Makati City	THE PHILIPPINES
PERSPIRATION EMERGENCY	HENKEL	RIGHT GUARD DEODORANT	DDB GERMANY DUESSELDORF	GERMANY
<b>B07 Best Use of Ambient Media: Large Scale</b>				
GRIDLOCK	DHL EXPRESS (HK)	COURIER SERVICES	OGILVY & MATHER HONG KONG	HONG KONG
BACH GAVOTTE	CALCUTTA SCHOOL OF MUSIC	CLASSICAL MUSIC CLASSES	OGILVY & MATHER Kolkata	INDIA
MORNING ALARM	MAXWELL HOUSE	COFFEE	OGILVY BEIJING	CHINA
<b>B08 Best Use of Special Events &amp; Stunt/Live Advertising</b>				
FREEZING THE GAME	TRICOM	TRICOM INTERNET	OMD DOMINICANA Santo Domingo	DOMINICAN REPUBLIC
HBO VOYEUR	HBO	FILM ENTHUSIAST'S WEBSITE	BBDO NEW YORK	USA
PICKY HITCHHIKER	PEUGEOT	PEUGEOT	UNCLE GREY Aarhus	DENMARK
INTERNET SHUTDOWN	MAOR	DONATION ORGANISATION	Y&R INTERACTIVE TEL AVIV	ISRAEL
<b>B09 Best Use of Radio</b>				
2-WAY-RADIO CAMPAIGN	MERCEDES-BENZ TRUCKS	MERCEDES-BENZ ACTROS	BBDO GERMANY Duesseldorf	GERMANY
<b>B10 Best Use of Internet/New Media, Including Mobile Phones, PDAs, Etc.</b>				

COLOUR TOKYO!

SONY MARKETING JAPAN

BRAVIA TELEVISION

HAKUHODO KETTLE Tokyo

JAPAN

**C01 Use of Mixed Media**

THAT'S THRIFTY THINKING

THRIFTY

CAR/TRUCK RENTALS

JWT SYDNEY

AUSTRALIA