



| Title                           | Advertiser/Client                         | Product/Service                   | Entrant Company                              | Country         |
|---------------------------------|-------------------------------------------|-----------------------------------|----------------------------------------------|-----------------|
| <b>Grand Prix</b>               |                                           |                                   |                                              |                 |
| THE BEST JOB IN THE WORLD       | TOURISM QUEENSLAND                        | ISLANDS OF THE GREAT BARRIER REEF | CUMMINSNITRO, Brisbane                       | AUSTRALIA       |
| ECO:DRIVE                       | FIAT                                      | FIAT                              | AKQA, London                                 | UNITED KINGDOM  |
| WHY SO SERIOUS?                 | WARNER BROS WORLDWIDE MARKETING           | THE DARK KNIGHT FILM              | 42 ENTERTAINMENT, Pasadena                   | USA             |
| <b>Gold</b>                     |                                           |                                   |                                              |                 |
| 100 GIRLS                       | AXE                                       | HAIR PRODUCTS                     | BBH, New York                                | USA             |
| TOKYO FASHION MAP               | UNIQLO CO.                                | VARIATED PARKA SERIES             | DENTSU, Tokyo                                | JAPAN           |
| STEFAN THE SWOPPER              | POSTEN                                    | THE SWEDISH POST OFFICE           | ÅKESTAM HOLST, Stockholm                     | SWEDEN          |
| DONATE A MEAL                   | DUESSELDORFER TAFEL E.V.                  | FREE FOOD DISTRIBUTION            | OGILVY & MATHER, Düsseldorf                  | GERMANY         |
| HOTEL 626                       | FRITO-LAY                                 | DORITOS                           | GOODBY SILVERSTEIN & PARTNERS, San Francisco | USA             |
| BANNER CONCERTS                 | AXION                                     | YOUTH BANKING                     | BOONDOGGLE, Leuven                           | BELGIUM         |
| CAN HANDS                       | PROCTER & GAMBLE                          | PRINGLES                          | BRIDGE WORLDWIDE, Cincinnati                 | USA             |
| WARIO LAND SHAKE IT!            | NINTENDO                                  | NINTENDO Wii                      | GOODBY SILVERSTEIN & PARTNERS, San Francisco | USA             |
| WHOPPER SACRIFICE               | BURGER KING                               | BURGER KING                       | CRISPIN PORTER + BOGUSKY, Boulder            | USA             |
| BANK TRANSFER JOB-AD            | DRAFTFCB KOBZA                            | JOBS POSTING                      | DRAFTFCB KOBZA, Vienna                       | AUSTRIA         |
| SIGNS                           | COCA-COLA EURASIA                         | SCHWEPPES                         | PUBLICIS MOJO, Auckland                      | NEW ZEALAND     |
| DIESEL XXX SFW                  | DIESEL                                    | CLOTHING                          | THE VIRAL FACTORY, London                    | UNITED KINGDOM  |
| THE GREAT SCHLEP                | JEWISH COUNCIL FOR EDUCATION AND RESEARCH | PRESIDENTIAL CAMPAIGN             | DROGA5, New York                             | USA             |
| <b>Gold Campaign</b>            |                                           |                                   |                                              |                 |
| BANNER CONCERTS - TIM VANHAMEL  | AXION                                     | YOUTH BANKING                     | BOONDOGGLE, Leuven                           | BELGIUM         |
| BANNER CONCERTS - A BRAND       | AXION                                     | YOUTH BANKING                     | BOONDOGGLE, Leuven                           | BELGIUM         |
| BANNER CONCERTS - KAAT EN DAAN  | AXION                                     | YOUTH BANKING                     | BOONDOGGLE, Leuven                           | BELGIUM         |
| BANNER CONCERTS - KIDS & HEROES | AXION                                     | YOUTH BANKING                     | BOONDOGGLE, Leuven                           | BELGIUM         |
| WHAT WE HEAR                    | BARNARDO'S                                | BARNARDO'S                        | BBH, London                                  | UNITED KINGDOM  |
| BREAK THE CYCLE                 | BARNARDO'S                                | BARNARDO'S                        | BBH, London                                  | UNITED KINGDOM  |
| <b>Silver</b>                   |                                           |                                   |                                              |                 |
| TALK TO THE PLANT               | HEINZ                                     | KETCHUP                           | CRISPIN, PORTER + BOGUSKY EUROPE, Gothenburg | SWEDEN          |
| HANDS ON CHALLENGE              | VOLKSWAGEN NORWAY                         | GOLF 6                            | APT, Oslo                                    | NORWAY          |
| CAM WITH ME                     | SONY MARKETING (JAPAN)                    | HANDYCAM/DIGITAL CAMCORDER        | TYO INTERACTIVE DESIGN, Tokyo                | JAPAN           |
| CINEMA 21:9                     | PHILIPS                                   | LCD TV                            | TRIBAL DDB AMSTERDAM                         | THE NETHERLANDS |
| FOR THE LOVE OF GOD             | RIJKSMUSEUM AMSTERDAM                     | RIJKSMUSEUM                       | SKIPINTRO, Amsterdam                         | THE NETHERLANDS |
| 12 CAMS, CREATE YOUR RAINBOW    | WOWOW                                     | RADIOHEAD IN WOWOW                | BASCULE, Tokyo                               | JAPAN           |
| THE RADIO MATCHER               | SVERIGES RADIO                            | SWEDISH RADIO                     | FORSMAN & BODENFORS, Gothenburg              | SWEDEN          |

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| LABUAT VIDEO SEQUENCE       | LABUAT                            | LABUAT BAND FIRST SINGLE            | HERRAIZ SOTO, Barcelona                      | SPAIN           |
| FORSMAN & BODENFORS         | FORSMAN & BODENFORS               | ADVERTISING AGENCY                  | FORSMAN & BODENFORS, Gothenburg              | SWEDEN          |
| NOW                         | SPRINT                            | SPRINT NOW                          | GOODBY SILVERSTEIN & PARTNERS, San Francisco | USA             |
| HAPPY NEW VIBRATIONS TO YOU | BASCULE                           | SEASON GREETING                     | BASCULE, Tokyo                               | JAPAN           |
| KILLZONE 2                  | SONY COMPUTER ENTERTAINMENT UK    | PLAYSTATION                         | AGENCY REPUBLIC, London                      | UNITED KINGDOM  |
| CORALINE INTEGRATED         | LAIKA                             | CORALINE FEATURE FILM               | WIEDEN+KENNEDY, Portland                     | USA             |
| SWAGGERIZE ME               | OLD SPICE                         | BODY WASH/DEODORANT-ANTI PERSPIRANT | WIEDEN+KENNEDY, Portland                     | USA             |
| RIGHT MUSIC WRONGS          | VIRGIN MOBILE AUSTRALIA           | VIRGIN MOBILE                       | DROGA5 AUSTRALIA, Sydney                     | AUSTRALIA       |
| WHY SO SERIOUS?             | WARNER BROS WORLDWIDE MARKETING   | THE DARK KNIGHT FILM                | 42 ENTERTAINMENT, Pasadena                   | USA             |
| SAS/SJ FIGHT                | SCANDINAVIAN AIRLINES             | TAGFLYGET                           | CRISPIN, PORTER + BOGUSKY EUROPE, Gothenburg | SWEDEN          |
| HYPERTEXT                   | SPANISH RED CROSS                 | NEW MEMBER RECRUITMENT              | PUBLICIS MODEM SPAIN, Madrid                 | SPAIN           |
| HOUSE                       | IHDI ESTAÇÃO BEM-ESTAR            | HOMELESS LODGE                      | SUN MRM WORLDWIDE, Sao Paulo                 | BRAZIL          |
| WI-FI ADVERTISING           | GERMANWINGS                       | AIRLINES                            | LUKAS LINDEMANN ROSINSKI, Hamburg            | GERMANY         |
| AC/DC ROCKS THE OFFICE      | COLUMBIA RECORDS                  | AC/DC BLACK ICE                     | SONY MUSIC ENTERTAINMENT UK, London          | UNITED KINGDOM  |
| SNAKE                       | GREENPEACE                        | CAMPAIGN IMAGE                      | McCANN ERICKSON, Madrid                      | SPAIN           |
| LET IT RING                 | OVK/PARENTS OF CHILD ROAD VICTIMS | ROAD SAFETY MESSAGE                 | HAPPINESS BRUSSELS                           | BELGIUM         |
| UNBOXING                    | SAMSUNG MOBILE                    | SAMSUNG OMNIA                       | THE VIRAL FACTORY, London                    | UNITED KINGDOM  |
| POLAR BEARS                 | ENVIRONMENTAL DEFENSE FUND        | ENVIRONMENTAL DEFENSE FUND          | OGILVY NEW YORK                              | USA             |
| DANCE                       | T-MOBILE                          | T-MOBILE                            | SAATCHI & SAATCHI, London                    | UNITED KINGDOM  |
| THE ECO DANCE               | ICA                               | GROCERY CHAIN                       | KING SOLUTIONS, Stockholm                    | SWEDEN          |
| Silver Campaign             |                                   |                                     |                                              |                 |
| EDITORIAL                   | APPLE                             | MAC                                 | TBWA\MEDIA ARTS LAB, Los Angeles             | USA             |
| EMERGENCY REFRESH           | APPLE                             | MAC                                 | TBWA\MEDIA ARTS LAB, Los Angeles             | USA             |
| SATISFACTION METER          | APPLE                             | MAC                                 | TBWA\MEDIA ARTS LAB, Los Angeles             | USA             |
| GPS                         | SPRINT                            | SPRINT NOW                          | GOODBY SILVERSTEIN & PARTNERS, San Francisco | USA             |
| STOCK                       | SPRINT                            | SPRINT NOW                          | GOODBY SILVERSTEIN & PARTNERS, San Francisco | USA             |
| PEOPLE                      | SPRINT                            | SPRINT NOW                          | GOODBY SILVERSTEIN & PARTNERS, San Francisco | USA             |
| Bronze                      |                                   |                                     |                                              |                 |
| CONTEMPORARY BEER           | HEROES FACTORY                    | NEW ZOOGAMI BEER                    | SAATCHI & SAATCHI, Rome                      | ITALY           |
| ENCOUNTER                   | THE COCA-COLA COMPANY             | COCA-COLA                           | McCANN ERICKSON, Madrid                      | SPAIN           |
| SUNRADAR                    | HEINEKEN                          | BEER                                | 2009, Amsterdam                              | THE NETHERLANDS |
| THE TRUTH ABOUT SMART       | MERCEDES-BENZ UK                  | SMART                               | AGENCY REPUBLIC, London                      | UNITED KINGDOM  |
| ROUTAN BABYMAKER3000        | VOLKSWAGEN OF AMERICA             | VOLKSWAGEN                          | CRISPIN PORTER + BOGUSKY, Boulder            | USA             |
| THE JAZZ CALCULATOR         | VOLKSWAGEN                        | PASSAT ECOFUEL                      | DDB STOCKHOLM                                | SWEDEN          |
| UNBREAKABLE KISS            | A DIAMOND IS FOREVER              | DIAMONDS                            | JWT, New York                                | USA             |
| UNIQLO MARCH                | FASTRETAILING CO.                 | CLOTHING                            | GT, Tokyo                                    | JAPAN           |

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| ZOMBIE SINGLES                                                     | NOKIA N-GAGE                  | RESIDENT EVIL                | NOISE DIGITAL, Vancouver                     | CANADA         |
| COME INTO THE CLOSET. LET'S DANCE                                  | IKEA                          | WARDROBE COLLECTION          | FORSMAN & BODENFORS, Gothenburg              | SWEDEN         |
| BBC BLAST                                                          | BBC                           | BBC BLAST                    | FALLON LONDON                                | UNITED KINGDOM |
| ECOMAGINATION                                                      | GENERAL ELECTRIC              | SMART GRID                   | GOODBY SILVERSTEIN & PARTNERS, San Francisco | USA            |
| FILL THE INDIGO2                                                   | O2                            | TELECOMS                     | HAVAS MEDIA, Madrid                          | SPAIN          |
| THANK YOU BEGINS WITH A T.                                         | GROW INTERACTIVE              | INTERACTIVE STUDIO           | GROW INTERACTIVE, Norfolk                    | USA            |
| CHLOROPHYLLO                                                       | WRIGLEY'S                     | AIRWAVES CHEWING GUM         | DDB PARIS                                    | FRANCE         |
| TRAPPERS                                                           | ATRAPALO.COM                  | ATRAPALO.COM                 | DOUBLEYOU, Barcelona                         | SPAIN          |
| OFFSET THE EVIL                                                    | SEGA AUSTRALIA                | CONDEMNED 2                  | CLEMENGER BBDO SYDNEY                        | AUSTRALIA      |
| SPRINT NOW CAMPAIGN                                                | SPRINT                        | SPRINT NOW INTERNET          | GOODBY SILVERSTEIN & PARTNERS, San Francisco | USA            |
| CAR THEFT                                                          | VHV GRUPPE                    | CAR INSURANCE                | SCHOLZ & FRIENDS HAMBURG                     | GERMANY        |
| JUMP HIGHER, FEEL BETTER                                           | COMPANHIA ATHLETICA           | GYMS                         | DDB BRASIL, São Paulo                        | BRAZIL         |
| COLLAPSE                                                           | BURGER KING                   | BURGER KING                  | CRISPIN PORTER + BOGUSKY, Boulder            | USA            |
| HIDDEN WEB RECRUITING                                              | JUNG von MATT                 | JUNG von MATT RECRUITMENT    | JUNG von MATT, Hamburg                       | GERMANY        |
| THE LITTLE SEND GUIDE                                              | POSTEN                        | DOMESTIC SHIPPING, MADE EASY | CRISPIN, PORTER + BOGUSKY EUROPE, Gothenburg | SWEDEN         |
| EDUCATION                                                          | BARNARDO'S                    | BARNARDO'S                   | BBH, London                                  | UNITED KINGDOM |
| WISH I COULD BE TRUE TO MYSELF                                     | SONY MUSIC ASSOCIATED RECORDS | JUJU FEAT SPONTANIA          | DENTSU, Tokyo                                | JAPAN          |
| TRAINING CLUB                                                      | NIKE                          | NIKE WOMEN                   | R/GA, New York                               | USA            |
| IIDA CALLING                                                       | KDDI CORPORATION              | IIDA                         | GROUND, Tokyo                                | JAPAN          |
| BLOG GROUND MUSIC                                                  | PETABIT'S CORPORATION         | PETABIT                      | DAIKO ADVERTISING, Osaka                     | JAPAN          |
| TIME FOR A STORY                                                   | CHORION                       | NODDY                        | DIGITAL OUTLOOK, London                      | UNITED KINGDOM |
| BALLOONACY                                                         | ORANGE                        | PAY AS YOU GO                | POKE, London                                 | UNITED KINGDOM |
| BALLOON ANIMALS                                                    | SSL AMERICAS/DUREX CONDOMS    | CONDOMS                      | SUPERFAD, New York                           | USA            |
| IN AN ABSOLUT WORLD, FRIENDS WOULD GET TOGETHER MORE OFTEN-HOT TUB | ABSOLUT                       | VODKA                        | GREAT WORKS, Stockholm                       | SWEDEN         |
| CALL FOR ENTRIES                                                   | AWARD                         | INDUSTRY AWARD               | CLEMENGER BBDO SYDNEY                        | AUSTRALIA      |