

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
Grand Prix						
KIT KAT MAIL 2009	NESTLÉ CONFECTIONERY	KIT KAT	JWT JAPAN, Tokyo *	JAPAN		
Gold						
DYNAMIC OVERLAYS	LA SIRENA	DEPARTMENT STORES	PAGES BBDO, Santo Domingo *	DOMINICAN REPUBLIC	OMD DOMINICANA, Santo Domingo	DOMINICAN REPUBLIC
CEILING CINEMA	NISSAN CENTER EUROPE	NISSAN MICRA C+C CABRIO	TBWA\GERMANY, Düsseldorf *	GERMANY		
REINVENTING THE MAGAZINE	LEXUS USA	2010 LEXUS RX	TEAM ONE, El Segundo *	USA		
BE THE NEWS	NISSAN	NISSAN	LEW\LARA\TBWA, Sao Paulo *	BRAZIL		
THE WORLD IS NOISY ENOUGH	AEG ELECTROLUX	WASHING MACHINES			ZENITHOPTIMEDIA INTERNATIONAL, London *	UNITED KINGDOM
CHECK THEM	VERITAS SPIRITI	TESTICULAR CANCER AWARENESS	McCANN ERICKSON GROUP SKOPJE *	MACEDONIA		
REVERSE GRAFFITI PROJECT	THE CLOROX COMPANY	GREEN WORKS NATURAL CLEANER	DDB WEST, San Francisco *	USA		
THE MISSING 'H'	FOOTBALL FEDERATION AUSTRALIA	INTERNATIONAL FOOTBALL	LOWE SYDNEY *	AUSTRALIA		
BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE, Leuven *	BELGIUM	FASTBRIDGE, Brussels	BELGIUM
WHOPPER SACRIFICE	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Boulder *	USA	VML, New York	USA
WISH I COULD BE TRUE TO MYSELF	SONY MUSIC ASSOCIATED RECORDS	JUJU FEAT. SPONTANIA	DENTSU, Tokyo *	JAPAN		
STRAUCHANIE SPONSORSHIP	MARS	MARS CHOCOLATE BAR			STARCOM MELBOURNE *	AUSTRALIA
FROM GIOVANNI TO DONGIOVANNI	NESTLÉ	BACI PERUGINA CHOCOLATE	ARMANDO TESTA, Turin *	ITALY	MAXUS, Milan	ITALY
TO SHAVE OR NOT	GILLETTE PROCTER & GAMBLE	GILLETTE MACH 3			MEDIACOM MEDIA INDIA, Mumbai *	INDIA
AYGO CAR DANCE PARTY	TOYOTA	TOYOTA AYGO	HAPPINESS BRUSSELS *	BELGIUM		
TRILLION DOLLAR CAMPAIGN	THE ZIMBABWEAN	THEZIMBABWEAN NEWSPAPER, THEZIMBABWEAN.CO.UK	TBWA\HUNT\LASCARIS JOHANNESBURG *	SOUTH AFRICA		
AYGO CAR DANCE PARTY	TOYOTA	TOYOTA AYGO	HAPPINESS BRUSSELS *	BELGIUM		
THE BEST JOB IN THE WORLD	TOURISM QUEENSLAND	GREAT BARRIER REEF	CUMMINSNITRO, Brisbane *	AUSTRALIA	MITCHELL & PARTNERS, Fortitude Valley	AUSTRALIA
SUSTAINABILITY	WALMART	RETAIL STORE			MEDIAVEST USA, New York *	USA
TRILLION DOLLAR CAMPAIGN	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA\HUNT\LASCARIS JOHANNESBURG *	SOUTH AFRICA		
Silver						
12 CHIMES OF THE BELL	MASTERCARD	MASTERCARD			UNIVERSAL McCANN, Madrid *	SPAIN
CHANGED OPENING CREDITS & EPISODES	RADIO STATION STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels *	BELGIUM		
IKEA-CINEMA-CATALOGUE	IKEA AUSTRIA	IKEA FURNITURE	DDB GERMANY BERLIN *	GERMANY	MEDIACOM AUSTRIA, Vienna	AUSTRIA
LUMP	DUBAI HEALTHCARE CITY	BREAST CANCER SELF EXAMINATION	IMPACT PLUS (BBDO), Dubai *	UNITED ARAB EMIRATES	OMD, Dubai	UNITED ARAB EMIRATES
GRAZIA INSIDE	WESTFIELD	SHOPPING CENTRE			ARENA BLM, London *	UNITED KINGDOM
WILD TRAPPED ANIMALS	PRESERVEPLANET.ORG	CONSERVATIONIST FOUNDATION	DDB COSTA RICA, San José *	COSTA RICA	OMD, San Jose	COSTA RICA
IMPOSSIBLE GOALKEEPER	ADIDAS	ADIDAS FOOTBALL	TBWA\GERMANY (180\TBWA), Berlin	GERMANY	CARAT HAMBURG & CO MEDIA-SERVICE, Hamburg	GERMANY
LIVE AD	HONDA	HONDA ACCORD	4 CREATIVE, London	UNITED KINGDOM	STARCOM MEDIAVEST GROUP, London *	UNITED KINGDOM
HUMAN RACE	NIKE	NIKE+	R/GA, New York *	USA		
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London *	UNITED KINGDOM	MEDIACOM, London	UNITED KINGDOM
EBAY ATTACK	AMNESTY INTERNATIONAL	HUMAN RIGHTS	walker, Zürich *	SWITZERLAND		

CLEAN THE COMMENTS	SCHESTOWITZ	COLGATE PROFESSIONAL CLEAN	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
STEALTH SOUND	FANTA/COCA-COLA	FANTA	OGILVY LONDON *	UNITED KINGDOM	VIZEUM UK, London	UNITED KINGDOM
GOSSIP GIRL	THE CW NETWORK	TELEVISION PROGRAMME	RINGLEADER DIGITAL, New York	USA	OMD, New York *	USA
LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS *	BELGIUM		
AUSTRALIA'S MOST LOVED SONGS	McDONALD'S	AUSTRALIAN IDOL			OMD, Sydney *	AUSTRALIA
LET'S GROW	MORRISONS	SUPERMARKETS			MEDIAEDGE: CIA, London *	UNITED KINGDOM
WATCH YOUR OWN HEART ATTACK	BRITISH HEART FOUNDATION	HEART & CIRCULATORY DISEASE CHARITY	GREY, London *	UNITED KINGDOM	PHD MEDIA, London	UNITED KINGDOM
TO SHAVE OR NOT	GILLETTE & PROCTER & GAMBLE	GILLETTE MACH 3			MEDIACOM MEDIA INDIA, Mumbai *	INDIA
WORLD'S FIRST EPHEMERAL MUSEUM	DIAGEO PORTUGAL	PAMPERO RUM	LEO BURNETT LISBOA *	PORTUGAL		
REINVENTING THE MAGAZINE	LEXUS USA	2010 LEXUS RX	TEAM ONE, El Segundo *	USA		
WE LIVE TO TELL STORIES	LAND ROVER	LAND ROVER	WUNDERMAN BRAZIL, Sao Paulo *	BRAZIL		
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London	UNITED KINGDOM	MEDIACOM, London *	UNITED KINGDOM
THE WORLD'S FIRST IN-EAR COMMERCIAL	NEUROTH	HEARING AID CHECK	JUNG von MATT, Vienna *	AUSTRIA		
GOSSIP GIRL	THE CW NETWORK	GOSSIP GIRL TELEVISION PROGRAMME	RINGLEADER DIGITAL, New York	USA	OMD, New York *	USA
13 REASONS WHY	PENGUIN BOOKS	THIRTEEN REASONS WHY	GREY NEW YORK *	USA		
THE ECONOMIST U.S. LAUNCH	THE ECONOMIST	THE ECONOMIST MAGAZINE	BBDO NEW YORK *	USA	PHD, New York	USA
THE KRYPTON FACTOR	SAGE	BUSINESS SOFTWARE AND SERVICES	DRUM PHD, London *	UNITED KINGDOM	PHD MEDIA, London	UNITED KINGDOM
MYSTERY PACKAGE	ROYAL NATIONAL LIFEBOAT ASSOCIATION	RNLI YOUTH CAMPAIGN	PROXIMITY LONDON *	UNITED KINGDOM		
NOT IN DANGER OF EXTINCTION	WWF BRASIL	WWF	DDB BRASIL, São Paulo *	BRAZIL		
Bronze						
AN APPRENTICE'S HEART	UNILEVER	BECEL	NEW CONTENT, Sao Paolo *	BRAZIL		
20 MILLION EXPERIENCES	TATA SKY	SATELLITE TELEVISION PROVIDER			MAXUS, Mumbai *	INDIA
BOTELYA	JOHNSON & JOHNSON	JOHNSON'S BABY OIL			UNIVERSAL McCANN, Makati City *	THE PHILIPPINES
CINEMESSENGER	MK2	VIDEO-ON-DEMAND WEBSITE	GREY, Paris *	FRANCE		
MIDAS TOUCH	NOKIA INDIA	NOKIA 5800 XPRESSMUSIC			MAXUS INDIA, Gurgaon *	INDIA
DOUBT	THE AIDS TASK FORCE	INTERNATIONAL AIDS DAY	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
THE BULLETPROOF AD	BMW	BMW SECURITY X5	MAB, Berlin *	GERMANY	MEDIAPLUS AGENTURGRUPPE FÜR INNOVATIVE MEDIA, Munich	GERMANY
GIVE ME A THIRD CHANCE	BANGKOK SCHOOL FOR THE BLIND	SCHOOL FOR THE BLIND	PUBLICIS THAILAND, Bangkok *	THAILAND		
SCRIBBLE	VW	72 HOUR SALE	ACW GREY TEL AVIV *	ISRAEL	MEDIACOM ISRAEL, Ramat Gan	ISRAEL
WARM UP	KRAFT	STOVE TOP STUFFING			MEDIAVEST USA, New York *	USA
THE SENSORY LIGHT BOX	NIKON	CAMERA	CHEIL WORLDWIDE, Seoul *	KOREA		
THE LONGER THEY'RE HERE ...	YOUTH OFF THE STREETS	HOMELESSNESS CHARITY	LAVENDER*, Sydney *	AUSTRALIA		
LIVE TEXT INTERACTIVE POSTER	VIRGIN TRAINS	VIRGIN TRAINS	ELVIS COMMUNICATIONS, London *	UNITED KINGDOM	MANNING GOTTLIEB OMD, London	UNITED KINGDOM
TRILLION DOLLAR BILLBOARD	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA\HUNTLASCARIS JOHANNESBURG *	SOUTH AFRICA		
KIT KAT MAIL 2009	NESTLÉ CONFECTIONERY	KIT KAT	JWT JAPAN, Tokyo *	JAPAN		
GUERRILLA GARBAGE	IKEA	2009 IKEA CATALOGUE	303 ADVERTISING, Perth *	AUSTRALIA		
THE DRIVING FORCE	BRIDGESTONE NEW ZEALAND	FIRESTONE TYRES			OMD NEW ZEALAND, Auckland *	NEW ZEALAND
TAGS	ARS HUMANO	HEALTHCARE INSURANCE	PAGES BBDO, Santo Domingo *	DOMINICAN REPUBLIC	OMD DOMINICANA, Santo Domingo	DOMINICAN REPUBLIC

THE ELUSIVE COASTER	SAB MILLER INDIA	ANTI-DRINK DRIVING CAMPAIGN	OGILVY & MATHER, Bangalore *	INDIA		
TRILLION DOLLAR FLYER	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA\HUNT\LASCARIS JOHANNESBURG *	SOUTH AFRICA		
CURRENCY	IN GANDHI'S SHOES	NON-PROFIT ORGANISATION	PUBLICIS INDIA, Gurgaon *	INDIA	ZENITHOPTIMEDIA, Gurgaon	INDIA
ILLUMINA LA CITTÀ DI MILANO	COCA-COLA ITALY	COCA-COLA			STARCOM ITALIA, Milan *	ITALY
HALF PRICE	DAIMLER	SMART	PONTO DE CRIAÇÃO, São Paulo *	BRAZIL		
THE CORAL CEMETERY	THE GREEN PARTY	RED CORAL REEF	SHIMONI FINKELSTEIN DRAFTFCB, Tel Aviv *	ISRAEL		
PIRACY	FOMPI/C. A. CINEMAS	ANTI-PIRACY CAMPAIGN	LEO BURNETT GUATEMALA, Guatemala City *	GUATEMALA	STARCOM, Guatemala City	GUATEMALA
AXE RUNNING	UNILEVER	AXE	UNCLE GREY, Århus *	DENMARK		
VOTE EARTH MONUMENTS	WORLD WILDLIFE FUND FOR NATURE	EARTH HOUR	LEO BURNETT SYDNEY *	AUSTRALIA	STARCOM - A DIVISION OF STARCOM MEDIAVEST GROUP (AUSTRALIA), Sydney	AUSTRALIA
WHEN THE LIGHTS ARE OFF	ORANGE	ORANGE TIME	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
VOLUMEMAX	YAMAHA MOTOR FRANCE	A NEW MOTORBIKE	BUZZMAN, Paris *	FRANCE		
THE CHIRIMOYA COLADA!	COMPAÑÍA PISQUERA DE CHILE	COCKTAIL			OMD CHILE, Santiago *	CHILE
WIFI HEADLINES	COFFEECOMPANY	CHAIN OF CAFES	THEY, Amsterdam *	THE NETHERLANDS		
FIRST IN-EAR COMMERCIAL	NEUROTH	HEARING AID CHECK	JUNG von MATT, Vienna *	AUSTRIA		
LONDON MARATHON	ADIDAS	ADIDAS			CARAT UK, London *	UNITED KINGDOM
VIRTUAL TAP	STELLA / AB INBEV	BEER	FAMOUS, Brussels *	BELGIUM		
GOOD-BYE CELLULITE	NIVEA	HEALTH/BEAUTY PRODUCT	GREEN ROOM ENTERTAINMENT, New York	USA	OMD, New York *	USA
GORDON'S AND GORDON	DIAGEO	GORDON'S GIN			CARAT UK, London *	UNITED KINGDOM
TED 696 PROJECT	LION NATHAN AUSTRALIA	BEER			ZENITHOPTIMEDIA AUSTRALIA, Sydney *	AUSTRALIA
THIS IS NOT A JERSEY	ADIDAS NEW ZEALAND / NEW ZEALAND RUGBY UNION	ALL BLACKS RANGE	TBWA\WHYBIN (180\TBWA), Auckland	NEW ZEALAND	CARAT NEW ZEALAND, Auckland	NEW ZEALAND
SAY CONDOM, ALOUD	BBC WORLD SERVICE TRUST	SOCIAL AWARENESS			MADISON MEDIA, Mumbai *	INDIA
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London	UNITED KINGDOM	MEDIACOM, London *	UNITED KINGDOM
THE POWER OF NANO INNOVATIONS	TATA MOTORS	TATA NANO CAR			LODESTAR UNIVERSAL, Mumbai *	INDIA
PIMP MY KETTLE	SAN REMO	FANTASTIC NOODLE CUPS			OMD, Sydney *	AUSTRALIA
"ROOTS" CANNED COFFEE BOOK	JAPAN TOBACCO	CANNED COFFEE	DENTSU, Tokyo *	JAPAN		
IT'S DEAD FRUITY!	VITASOY INTERNATIONAL HOLDINGS	VITA JUICE	DDB WORLDWIDE, Hong Kong	HONG KONG	PHD HONG KONG *	HONG KONG
DESTAPADOS COPA	COCA-COLA	COCA-COLA			HAVAS SPORTS & ENTERTAINMENT, Buenos Aires *	ARGENTINA
CHARLIE'S ROOM	KRAFT	ROYAL GELATIN	JWT COSTA RICA, San José *	COSTA RICA	STARCOM COSTA RICA, San José	COSTA RICA
FALLING IN LOVE AGAIN	MARS	CONFECTIONERY			STARCOM MEDIAVEST GROUP DUBAI *	UNITED ARAB EMIRATES
CLEAN THE COMMENTS	SCHISTOWITZ	COLGATE TOTAL PROFESSIONAL CLEAN	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV *	ISRAEL		
HONDA LIVE AD	HONDA	HONDA ACCORD	4 CREATIVE, London	UNITED KINGDOM	STARCOM MEDIAVEST GROUP, London *	UNITED KINGDOM
YOU CREATE THE CAR	PEUGEOT MOTORS COMPANY	PEUGEOT			OMD UK, London *	UNITED KINGDOM
CEILING CINEMA	NISSAN CENTRE EUROPE	NISSAN MICRA C+C CABRIO	TBWA\GERMANY, Düsseldorf *	GERMANY		
TAXI ROCKOLA CHEVROLET	GENERAL MOTORS COLMOTORES	TAXI 7:24 CHEVROLET	SANCHO BBDO COLOMBIA, Bogotá *	COLOMBIA		
TOKYO FASHION MAP	UNIQLO CO	VARIATED PARKA SERIES	DENTSU, Tokyo *	JAPAN		
POWERFUL FAN	MIDEA HOME APPLIANCE & ELECTRONICS	ELECTRIC FAN	FIRSTELL COMMUNICATIONS SHANGHAI *	CHINA		

VEJA 40 YEARS	ITAÚ BANK	BANK	AFRICA, Sao Paulo *	BRAZIL		
HUGE YELLOW DARTS	YELLOW PAGES GROUP	YELLOW PAGES DIRECTORIES			COSSETTE MEDIA, Toronto *	CANADA
SENDING REAL GREETING CARDS	JAPAN POST SERVICE CO	MIXI NEW YEAR'S GREETING CARD			HAKUHODO DY MEDIA PARTNERS, Tokyo *	JAPAN
TREEHOUSE RESTAURANT	YELLOW	YELLOW PAGES	COLENZO BBDO, Auckland *	NEW ZEALAND	STARCOM NEW ZEALAND, Auckland	NEW ZEALAND
THE DINOSAUR EXHIBITION	THE GRIGORE ANTIPA NATURAL HISTORY MUSEUM	THE GRIGORE ANTIPA NATURAL HISTORY MUSEUM	LEO BURNETT & TARGET, Bucharest *	ROMANIA		
POKER ISLAND	BWIN	ONLINE POKER	ARNOLD WORLDWIDE ITALY, Milan	ITALY	MPG ITALIA, Milan *	ITALY
THE LEGO CODES	MYTOYS.DE	ONLINE TOY STORE	LUKAS LINDEMANN ROSINSKI, Hamburg *	GERMANY		
BACK TO SCHOOL	SEARS	RETAIL STORE	MPG, Boston	USA	MEDIA CONTACTS, Boston *	USA
IKEA-CINEMA-CATALOGUE	IKEA AUSTRIA	IKEA FURNITURE	DDB GERMANY BERLIN *	GERMANY	MEDIACOM AUSTRIA, Vienna	AUSTRIA
HIDDEN PHONES	AVRO	THE PHONE TELEVISION PROGRAMME	NEW MESSAGE, Amsterdam *	THE NETHERLANDS		
OUTSIDE OFFICE	PROXIMUS	MOBILE TELECOMMUNICATIONS PROVIDER	FAMOUS, Brussels *	BELGIUM		
EBAY ATTACK	AMNESTY INTERNATIONAL	HUMAN RIGHTS	walker, Zürich *	SWITZERLAND		
CONTEMPORARY BEAUTY IDEAL	ANAD (NATIONAL ASSOCIATION OF ANOREXIA NERVOSA AND ASSOCIATED)	EATING DISORDER AWARENESS	OGILVY FRANKFURT *	GERMANY		
LABELS	PAMPLONA TOWN HALL	ANTI-VANDALISM CAMPAIGN	GAP'S, Pamplona *	SPAIN		
THE LONGER THEY'RE HERE ...	YOUTH OFF THE STREETS	HOMELESSNESS CHARITY	LAVENDER*, Sydney *	AUSTRALIA	MEDIA TREE, Sydney	AUSTRALIA
DRIPPING MONUMENT	BELGIAN ASSOCIATION OF UROLOGISTS	BELGIAN ASSOCIATION OF UROLOGISTS	FAMOUS, Brussels *	BELGIUM		
REFUGEE GAME SHOW	REFUGEE AID BELGIUM	REFUGEE AID BELGIUM	FAMOUS, Brussels *	BELGIUM		