

Shortlist (Press Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<u>A01 (Savoury Foods)</u>							
A01/012	01221	LITTLE RED RIDING HOOD	HERO	LIQUID SLURRY FOR BABIES	IGNITIONK Madrid	SPAIN	IGNITIONK Madrid
A01/028	02042	SPAGHETTI	HEINZ	KETCHUP	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV
A01/032	03179	BEEF	GBA CORPORATION	McCORMICK MEAT TENDERIZER	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A01/037	04687	GLOVES	I&J	TASTY FISH FINGERS	BELGIOVANE WILLIAMS MACKAY Ultimo	AUSTRALIA	BELGIOVANE WILLIAMS MACKAY Ultimo
A01/038	04688	RING	I&J	TASTY FISH FINGERS	BELGIOVANE WILLIAMS MACKAY Ultimo	AUSTRALIA	BELGIOVANE WILLIAMS MACKAY Ultimo
<u>A02 (Sweet Foods & Snacks)</u>							
A02/037	01646	JAN	DER SUESSE REGENBOGEN	SUPER SOUR LOLLIPOPS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A02/038	01647	LARA	DER SUESSE REGENBOGEN	SUPER SOUR LOLLIPOPS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A02/067	02702	MOURNING	FREDDO	ICE CREAM	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES
A02/088	03060	LEAVING HOME	MARS CHOCOLATE FRANCE	CELEBRATIONS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
A02/089	03061	GYMNASTICS	MARS CHOCOLATE FRANCE	CELEBRATIONS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
A02/090	03062	SCHOOL BUS	MARS CHOCOLATE FRANCE	CELEBRATIONS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
A02/091	02721	CRASH	KRAFT FOODS	HALLS XS	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires
A02/092	02724	SHOPPING	KRAFT FOODS	HALLS XS	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires
A02/093	02727	BOYFRIEND	KRAFT FOODS	HALLS XS	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires
A02/101	03994	CHOC	DOS EN UNO	CANDY	PROLAM Y&R	CHILE	PROLAM Y&R
A02/102	03995	GUM	DOS EN UNO	CANDY	PROLAM Y&R	CHILE	PROLAM Y&R

Shortlist (Press Lions)

A02/103	04008	LOLLI	DOS EN UNO	CANDY	PROLAM Y&R	CHILE	PROLAM Y&R
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A03 (Alcoholic Drinks)

A03/005	00284	GUNS	CARLTON UNITED BREWERIES	BEER	DROGA5 SYDNEY	AUSTRALIA	DROGA5 SYDNEY
A03/006	00286	SPEAKER	CARLTON UNITED BREWERIES	BEER	DROGA5 SYDNEY	AUSTRALIA	DROGA5 SYDNEY
A03/007	00288	PROFILE	CARLTON UNITED BREWERIES	BEER	DROGA5 SYDNEY	AUSTRALIA	DROGA5 SYDNEY
A03/016	02409	TOOK ON A GOVERNMENT	DB BREWERIES	BEER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A03/017	02411	ELECTION	DB BREWERIES	BEER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A03/018	02413	INVENTION	DB BREWERIES	BEER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A03/019	02415	PAPER ROUTE	DB BREWERIES	BEER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A03/026	04520	BOLD	DIAGEO	GUINNESS	BBDO NEW YORK	USA	BBDO NEW YORK
A03/040	02117	DOG POO	GREENE KING	GREENE KING	DARE London	UNITED KINGDOM	DARE London
A03/041	02119	SPIDER	GREENE KING	GREENE KING	DARE London	UNITED KINGDOM	DARE London
A03/042	02121	PADDLING POOL	GREENE KING	GREENE KING	DARE London	UNITED KINGDOM	DARE London

A04 (Non-Alcoholic Drinks)

A04/015	02496	BOSS	OISHI GROUP	OISHI BLACK TEA LEMON	Y&R THAILAND Bangkok	THAILAND	Y&R THAILAND Bangkok
A04/016	02497	OWNER	OISHI GROUP	OISHI BLACK TEA LEMON	Y&R THAILAND Bangkok	THAILAND	Y&R THAILAND Bangkok
A04/033	04187	JUMP	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA	DRAFTFCB BUENOS AIRES
A04/034	04189	TUNNEL	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA	DRAFTFCB BUENOS AIRES
A04/035	04191	BALLOON	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA	DRAFTFCB BUENOS AIRES

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A05 (Household: Cleaning Products)

A05/033	01575	BUCKET 1	RECKITT BENCKISER	AIR WICK	EURO RSCG WARSAW	POLAND	EURO RSCG WARSAW
A05/034	01576	BUCKET 2	RECKITT BENCKISER	AIR WICK	EURO RSCG WARSAW	POLAND	EURO RSCG WARSAW
A05/035	00969	COFFEE	PROCTER & GAMBLE	LAUNDRY DETERGENT	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan
A05/036	00970	CAKE	PROCTER & GAMBLE	LAUNDRY DETERGENT	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan
A05/037	00971	SOUP	PROCTER & GAMBLE	LAUNDRY DETERGENT	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan
A05/068	02919	KITCHEN	TV DIRECT COMPANY	TWISTER SWEEPER XL	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok
A05/069	02920	BEDROOM	TV DIRECT COMPANY	TWISTER SWEEPER XL	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok
A05/070	02921	LIVING ROOM	TV DIRECT COMPANY	TWISTER SWEEPER XL	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok
A05/091	03373	TEDDY BEAR CLOTHING	PROCTER & GAMBLE	DOWNY	GREY BRASIL São Paulo	BRAZIL	GREY BRASIL São Paulo
A05/102	05326	DENIM	PROCTER & GAMBLE	DOWNY	GREY WORLDWIDE INDIA Gurgaon	INDIA	GREY WORLDWIDE INDIA Gurgaon
A05/103	05328	SWEATER	PROCTER & GAMBLE (IO)	DOWNY	GREY WORLDWIDE INDIA Gurgaon	INDIA	GREY WORLDWIDE INDIA Gurgaon
A05/104	05327	CORDUROY	PROCTER & GAMBLE	DOWNY	GREY WORLDWIDE INDIA Gurgaon	INDIA	GREY WORLDWIDE INDIA Gurgaon
A05/105	03124	PANTS	PROCTER & GAMBLE	BOUNCE	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A05/108	03801	INK STAIN	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai
A05/109	03802	KETCHUP STAIN	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai
A05/110	03803	COFFEE STAIN	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai

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A05/111	03807	AUNT AGATHA	HENKEL	VERNEL FABRIC SOFTENER	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai
A05/112	03808	MR. TAREK	HENKEL	VERNEL FABRIC SOFTENER	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai
A05/113	03809	MISS SARAH	HENKEL	VERNEL FABRIC SOFTENER	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai
A05/121	04102	TOMATO	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai
A05/122	04103	INK BOTTLE	CLOROX INTERNATIONAL COMPANY, MIDDLE EAST	CLOROX FOR COLORS	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai

A06 (Household: Other)

A06/023	01068	KID'S BEDROOM	HENKEL	LOCTITE SUPER GLUE	DDB MEXICO	MEXICO	DDB MEXICO
A06/024	01069	AUNT'S LIVINGROOM	HENKEL	LOCTITE SUPER GLUE	DDB MEXICO	MEXICO	DDB MEXICO
A06/031	01826	CORNFLAKES	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG	DDB GROUP HONG KONG
A06/032	01827	RAISINS	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG	DDB GROUP HONG KONG
A06/033	01828	CRACKERS	FRESHLOCK CHINA	FRESHLOCK CLIPS	DDB GROUP HONG KONG	HONG KONG	DDB GROUP HONG KONG
A06/037	02066	SOUP	PROCTER & GAMBLE	BOUNTY	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A06/038	02068	ICE CREAM	PROCTER & GAMBLE	BOUNTY	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A06/039	02070	COFFEE	PROCTER & GAMBLE	BOUNTY	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A06/049	02213	ANAKIN	KATIVO GROUP	PROTECTO PAINTS	TRIBU DDB Heredia	COSTA RICA	TRIBU DDB Heredia
A06/050	02214	JAWS	KATIVO GROUP	PROTECTO PAINTS	TRIBU DDB Heredia	COSTA RICA	TRIBU DDB Heredia
A06/051	02215	HULK	KATIVO GROUP	PROTECTO PAINTS	TRIBU DDB Heredia	COSTA RICA	TRIBU DDB Heredia
A06/088	03442	CHINESE VASE	HENKEL	SUPERBONDER	DDB CHILE Santiago	CHILE	DDB CHILE Santiago
A06/130	04814	CHAMELEON	RECKITT BENCKISER	SHIELDTOX NATURGARD INSECT REPELLENT	EURO RSCG BANGKOK	THAILAND	EURO RSCG BANGKOK

Shortlist (Press Lions)

A06/131	04815	FROG	RECKITT BENCKISER	SHIELDTOX NATURGARD INSECT REPELLENT	EURO RSCG BANGKOK	THAILAND	EURO RSCG BANGKOK
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A07 (Home Appliances & Furnishings)

A07/001	00293	OFFICE	IT WORKS	SECURITY SYSTEM	HAKUHODO ASIA PACIFIC/SPICY H Bangkok	THAILAND	HAKUHODO ASIA PACIFIC/SPICY H Bangkok
A07/002	00295	HOUSE	IT WORKS	SECURITY SYSTEM	HAKUHODO ASIA PACIFIC/SPICY H Bangkok	THAILAND	HAKUHODO ASIA PACIFIC/SPICY H Bangkok
A07/003	00297	LABORATORY	IT WORKS	SECURITY SYSTEM	HAKUHODO ASIA PACIFIC/SPICY H Bangkok	THAILAND	HAKUHODO ASIA PACIFIC/SPICY H Bangkok
A07/007	01142	VIKINGS	ANDREAS STIHL & CO.	CHAINSAW MS 880	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
A07/008	01144	SAMURAI	ANDREAS STIHL & CO.	CHAINSAW MS 261	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
A07/062	03175	TEENAGERS	CISCO SYSTEMS MALAYSIA	CISCO REMOTE SURVEILLANCE	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A07/063	03177	BABY	CISCO SYSTEMS MALAYSIA	CISCO REMOTE SURVEILLANCE	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A07/064	02578	CHANEL	LG	WASHING MACHINE	Y&R São Paulo	BRAZIL	Y&R São Paulo
A07/065	02579	ARMANI	LG	WASHING MACHINE	Y&R São Paulo	BRAZIL	Y&R São Paulo
A07/066	02580	LANVIN	LG	WASHING MACHINE	Y&R São Paulo	BRAZIL	Y&R São Paulo
A07/106	04557	SOFA	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
A07/109	04566	COFFEE TABLE	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
A07/110	04567	CHAIR	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
A07/111	04568	FRAME	IKEA	FURNITURE & HOME ACCESSORIES	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
A07/112	04914	SOFA	ROWENTA	VACUUM CLEANER	MARCEL Paris	FRANCE	MARCEL Paris

Shortlist (Press Lions)

A07/113	04917	PIANO	ROWENTA	VACUUM CLEANER	MARCEL Paris	FRANCE	MARCEL Paris
A07/114	04920	TABLES	ROWENTA	VACUUM CLEANER	MARCEL Paris	FRANCE	MARCEL Paris

A08 (Cosmetics & Beauty)

A08/001	00252	CAN	YARDLEY	OATMEAL SPOT CLEAR	BESTER BURKE SLINGERS Cape Town	SOUTH AFRICA	BESTER BURKE SLINGERS Cape Town
A08/005	00271	FIJI	OLD SPICE	FRESH COLLECTION	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A08/006	00272	MATTERHORN	OLD SPICE	FRESH COLLECTION	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A08/007	00273	KOMODO	OLD SPICE	FRESH COLLECTION	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A08/076	04863	BLUE	LABEL BABY	EYE FRIENDLY SHAMPOO	MARCEL Paris	FRANCE	MARCEL Paris
A08/078	04867	GREY	LABEL BABY	EYE FRIENDLY SHAMPOO	MARCEL Paris	FRANCE	MARCEL Paris
A08/084	04824	AGES	PROCTER & GAMBLE	OLAY	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
A08/091	05389	OCTOPUS	BIOTA LABORATORIES	ANTI-HAIR LOSS SHAMPOO	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A08/093	05391	BABY	BIOTA LABORATORIES	ANTI-HAIR LOSS SHAMPOO	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A08/094	05392	YOKO & JOHN	BIOTA LABORATORIES	ANTI-HAIR LOSS SHAMPOO	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul

A09 (Toiletries)

A09/006	00853	MONKEY	BRAUN	PRECISION TRIMMER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai
A09/007	00855	CHICK	BRAUN	PRECISION TRIMMER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai
A09/008	00851	SQUIRREL	BRAUN	PRECISION TRIMMER	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai
A09/010	01180	SEE YOU LATER	KIMBERLY-CLARK	HAKLE	JWT+H+F Zurich	SWITZERLAND	JWT+H+F Zurich
A09/042	03991	CHURCH	COLGATE	FLUORIDE TOOTHPASTE	PROLAM Y&R	CHILE	PROLAM Y&R
A09/043	03992	POOL	COLGATE	FLUORIDE TOOTHPASTE	PROLAM Y&R	CHILE	PROLAM Y&R

Shortlist (Press Lions)

A09/044	03993	OPERA	COLGATE	TOOTHPASTE	PROLAM Y&R	CHILE	PROLAM Y&R
A09/052	04533	PRISONER	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
A09/053	04534	WOMAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
A09/054	04535	MAGICIAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
A09/055	04536	BEAR	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
A09/056	04537	SKINNY	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
A09/057	04538	GENTLEMAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK

A10 (OTC Pharmacy)

A10/032	01400	OPERA	PHAREX HEALTH	CARBOCISTINE COUGH SYRUP	DDB DM9JAYMESYFU Makati City	THE PHILIPPINES	DDB DM9JAYMESYFU Makati City
A10/033	01402	LECTURE	PHAREX HEALTH	CARBOCISTINE COUGH SYRUP	DDB DM9JAYMESYFU Makati City	THE PHILIPPINES	DDB DM9JAYMESYFU Makati City
A10/072	02161	CLUB CRASHER	SSL HEALTHCARE ITALY	DUREX LUBRICANT	McCANN ERICKSON ITALIA Milan	ITALY	McCANN ERICKSON ITALIA Milan
A10/085	02712	MATCH	BAYER	TABCIN COUGH MEDICINE	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES
A10/086	02713	ORCHESTRA	BAYER	TABCIN COUGH MEDICINE	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES
A10/087	02714	SPEECH	BAYER	TABCIN COUGH MEDICINE	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES
A10/091	02976	BLUE	BAYER	BEPANTOL	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
A10/092	02978	PINK	BAYER	BEPANTOL	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
A10/093	02980	YELLOW	BAYER	BEPANTOL	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
A10/110	03158	TRAFFIC BLUES	GLAXOSMITHKLINE	PANADOL EXTRA	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A10/144	03649	BOAT	S.C. JOHNSON	OFF REPELLENT	GIOVANNI+DRAFTFCB Rio de Janeiro	BRAZIL	GIOVANNI+DRAFTFCB Rio de Janeiro
A10/145	03650	BEACH	S.C. JOHNSON	OFF REPELLENT	GIOVANNI+DRAFTFCB Rio de Janeiro	BRAZIL	GIOVANNI+DRAFTFCB Rio de Janeiro
A10/156	03999	HERO-FRAN	LABORATORIO CHILE	KITADOL	PROLAM Y&R	CHILE	PROLAM Y&R
A10/157	04000	HERO-MARCE	LABORATORIO CHILE	KITADOL	PROLAM Y&R	CHILE	PROLAM Y&R

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A10/158	04001	HERO-SARA	LABORATORIO CHILE	KITADOL	PROLAM Y&R	CHILE	PROLAM Y&R
A10/160	03945	SWING	JOHNSON & JOHNSON	BAND-AID	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
A10/161	03946	DOG	BAYER	SUPRADYN VITAMINS	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
A10/162	03947	FISH	BAYER	SUPRADYN VITAMINS	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
A10/163	03948	LUGGAGE	BAYER	SUPRADYN VITAMINS	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
A10/177	02426	CABIN	PHAPROS	ANTIMO MOTION SICKNESS RELIEF	JWT Jakarta	INDONESIA	JWT Jakarta
A10/178	02427	CARAVAN	PHAPROS	ANTIMO MOTION SICKNESS RELIEF	JWT Jakarta	INDONESIA	JWT Jakarta
A10/187	00200	PHONE BOOTH	ONLY GREEN COMPANY	SANZER HAND GEL	CHUO SENKO Bangkok	THAILAND	CHUO SENKO Bangkok
A10/188	00201	DOOR KNOB	ONLY GREEN COMPANY	SANZER HAND GEL	CHUO SENKO Bangkok	THAILAND	CHUO SENKO Bangkok

A11 (Clothing, Footwear & Accessories)

A11/012	00348	PINK BATULA	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC Singapore	SINGAPORE	BBH ASIA PAC Singapore
A11/013	00349	IMP	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC Singapore	SINGAPORE	BBH ASIA PAC Singapore
A11/014	00350	DODO BELCHER	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC Singapore	SINGAPORE	BBH ASIA PAC Singapore
A11/015	00351	WIGGLY WIDOW	JAY GEE ENTERPRISES	LEVI'S KIDS	BBH ASIA PAC Singapore	SINGAPORE	BBH ASIA PAC Singapore
A11/033	00963	MAN	AMUSE FASHION STORES	SOCKS	ELEPHANT Cairo	EGYPT	ELEPHANT Cairo
A11/034	00964	GIRL	AMUSE FASHION STORES	SOCKS	ELEPHANT Cairo	EGYPT	ELEPHANT Cairo
A11/035	00965	BOY	AMUSE FASHION STORES	SOCKS	ELEPHANT Cairo	EGYPT	ELEPHANT Cairo
A11/036	00933	DROGBA	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM
A11/037	00934	ROONEY	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM
A11/038	00935	RIBERY	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM
A11/086	03705	HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA	JWT SHANGHAI

Shortlist (Press Lions)

A11/090	03102	ROCK STAR	NOMAD SKATEBOARDS	SPORTING GOODS	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A11/091	03103	HUGH HEFNER	NOMAD SKATEBOARDS	SPORTING GOODS	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A11/092	03104	STRIKER	NOMAD SKATEBOARDS	SPORTING GOODS	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A11/108	04768	MOUNTAIN	SOORUZ	SURFWEAR	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris

A12 (Miscellaneous)

A12/027	02260	CAR	DIA SUPERMARKET	CAT FOOD	Z+ Sao Paulo	BRAZIL	Z+ Sao Paulo
A12/028	01554	REFRIGERATOR	DIA SUPERMARKET	CAT FOOD	Z+ Sao Paulo	BRAZIL	Z+ Sao Paulo
A12/029	01555	KNIVES	DIA SUPERMARKET	CAT FOOD	Z+ Sao Paulo	BRAZIL	Z+ Sao Paulo
A12/035	02506	BOOKS	BIC	BIC CRISTAL	PUBLICITAS/SAATCHI & SAATCHI Quito	ECUADOR	PUBLICITAS/SAATCHI & SAATCHI Quito
A12/036	02507	DVD'S	BIC	BIC CRISTAL	PUBLICITAS/SAATCHI & SAATCHI Quito	ECUADOR	PUBLICITAS/SAATCHI & SAATCHI Quito
A12/037	02508	CD'S	BIC	BIC CRISTAL	PUBLICITAS/SAATCHI & SAATCHI Quito	ECUADOR	PUBLICITAS/SAATCHI & SAATCHI Quito
A12/071	02606	NAILS	3M TECHNOLOGIES	SCOTCH SUPER 77 MULTI-PURPOSE ADHESIVE	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE
A12/075	04647	DON QUIJOTE	ASSENDA	OFPRES HIGHLIGHTER	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá
A12/076	04649	LE PETIT PRINCE	ASSENDA	OFPRES HIGHLIGHTER	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá
A12/077	04651	MOBY DICK	ASSENDA	OFPRES HIGHLIGHTER	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá
A12/085	04396	BRUNETTE MAMY	YARRAH	ORGANIC PETFOOD	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A12/113	02609	SEA	3M SINGAPORE	POST-IT FLAGS	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE

A13 (Cars)

A13/077	01420	TITANIC	FORD SPAIN	FORD KA	BASSAT OGILVY GROUP Madrid	SPAIN	BASSAT OGILVY GROUP Madrid
A13/078	01421	APOLLO XIII	FORD SPAIN	FORD KA	BASSAT OGILVY GROUP Madrid	SPAIN	BASSAT OGILVY GROUP Madrid

Shortlist (Press Lions)

A13/095	01046	TEST DRIVE	VOLKSWAGEN	VOLKSWAGEN	TRY ADVERTISING AGENCY Oslo	NORWAY	TRY ADVERTISING AGENCY Oslo
A13/125	01895	PARIS HILTON	VOLKSWAGEN	VW GOLF	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
A13/126	01896	BUSKER	VOLKSWAGEN	VW GOLF	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
A13/127	01897	RAVE	VOLKSWAGEN	VW GOLF	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
A13/140	01978	FAMILY	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A13/141	01981	GARDENING	VOLKSWAGEN	VOLKSWAGEN PARK ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A13/175	00912	TELEPHONE BOX	DAIMLER	SMART ELECTRIC DRIVE	BBDO GERMANY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A13/176	00913	LIFT	DAIMLER	SMART ELECTRIC DRIVE	BBDO GERMANY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A13/177	00914	PHOTO BOOTH	DAIMLER	SMART ELECTRIC DRIVE	BBDO GERMANY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf
A13/221	03114	CHAIR	FIAT	FIAT 500	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A13/222	03117	HORSE	FIAT	FIAT 500	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A13/223	03119	APPLE	FIAT	FIAT 500	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A13/224	03121	HEART	FIAT	FIAT 500	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A13/225	03123	BED	FIAT	FIAT 500	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A13/242	04310	OLD LADY	FORD MOTOR COMPANY	LOBO	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City
A13/243	04312	BOY	FORD MOTOR COMPANY	EXPLORER	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City
A13/244	04314	DOG	FORD MOTOR COMPANY	EDGE	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City
A13/245	04272	PASSPORT STAMPS	LAND ROVER	DEFENDER	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	RAINEY KELLY CAMPBELL ROALFE/Y&R London
A13/249	04089	PLANE	KIA MOTORS	KIA SORENTO WITH PANORAMIC SUNROOF	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A13/250	04090	TREES	KIA MOTORS	KIA SORENTO WITH PANORAMIC SUNROOF	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A13/256	03384	CARDS	VOLKSWAGEN	TIGUAN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

Shortlist (Press Lions)

A13/257	03385	BALLOON	VOLKSWAGEN	TIGUAN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A13/258	03386	NAILS	VOLKSWAGEN	TIGUAN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A13/278	05056	CITY VS NATURE	LAND ROVER	FREELANDER 2	Y&R New York	USA	Y&R New York

A14 (Other Vehicles, Auto Products & Services)

A14/053	01963	PAINT BUCKET	VOLKSWAGEN NUTZFAHRZEUGE	VOLKSWAGEN REAR ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A14/054	01964	SCAFFOLDING	VOLKSWAGEN NUTZFAHRZEUGE	VOLKSWAGEN REAR ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A14/055	01965	RAKE	VOLKSWAGEN NUTZFAHRZEUGE	VOLKSWAGEN REAR ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A14/115	04091	TEACHER	KIA MOTORS	AIR CONDITIONER DUAL ZONE	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A14/116	04092	PRINCESS	KIA MOTORS	AIR CONDITIONER DUAL ZONE	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A14/131	04437	GATE	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo
A14/132	04440	ICEBERG	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo
A14/133	04443	CANNON	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo
A14/148	03858	PAPER	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A14/149	03859	ROLL OF ALUMINIUM	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A14/150	03860	PVC PLASTIC	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A14/151	03861	PLASTIC BAG	MAN	VOLKSWAGEN TRUCKS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

A15 (Home Electronics & Audio-Visual)

A15/022	01578	PRESS	SONY	SONY NEX-5 CAMERA	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
A15/023	01579	SPORTS	SONY	SONY NEX-5 CAMERA	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
A15/024	01580	FASHION	SONY	SONY NEX-5 CAMERA	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney

Shortlist (Press Lions)

A15/042	02273	EINSTEIN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires
A15/043	02276	MARILYN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires
A15/087	03311	CITY	ONIDA	ONIDA i21 MOBILE	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai
A15/088	03313	FOREST	ONIDA	ONIDA i21 MOBILE	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai
A15/089	03315	SEA	ONIDA	ONIDA i21 MOBILE	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai
A15/096	04586	WAR	BEKO	USB RECORDABLE TV	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
A15/097	04587	DOCUMENTARY	BEKO	USB RECORDABLE TV	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
A15/098	04588	RACE	BEKO	USB RECORDABLE TV	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
A15/102	03779	BUS	OLIVE TELECOMMUNICATI ON	OLIVE TRACER PHONES	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS Mumbai
A15/103	04230	MALL	OLIVE TELECOMMUNICATI ON	OLIVE TRACER PHONES	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS Mumbai

A16 (Retail Stores)

A16/001	00001	LEMON	INSINUANTE STORES	JUICER	PROPEG Lauro de Freitas	BRAZIL	PROPEG Lauro de Freitas
A16/002	00002	STRAWBERRY	INSINUANTE STORES	JUICER	PROPEG Lauro de Freitas	BRAZIL	PROPEG Lauro de Freitas
A16/003	00003	APPLE	INSINUANTE STORES	JUICER	PROPEG Lauro de Freitas	BRAZIL	PROPEG Lauro de Freitas
A16/045	02217	MR. INCREDIBLE	VIDEO CENTRO	VIDEO RENTAL STORE	TRIBU DDB Heredia	COSTA RICA	TRIBU DDB Heredia
A16/046	02218	RUSSEL	VIDEO CENTRO	VIDEO RENTAL STORE	TRIBU DDB Heredia	COSTA RICA	TRIBU DDB Heredia
A16/064	02553	GRABBER	HARVEY NICHOLS	SUMMER SALE	DDB UK London	UNITED KINGDOM	DDB UK London
A16/065	02554	DUCKS	HARVEY NICHOLS	SUMMER SALE	DDB UK London	UNITED KINGDOM	DDB UK London

Shortlist (Press Lions)

A16/066	02555	BINGO	HARVEY NICHOLS	SUMMER SALE	DDB UK London	UNITED KINGDOM	DDB UK London
A16/091	03552	AIRHORN	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/092	03554	ALTITUDE SICKNESS PILLS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/093	03556	DEFIBRILLATOR	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/094	03558	LIPSTICK STAIN REMOVER	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/095	03560	SMELLING SALTS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/096	03561	PERSONALIZED TOWELS	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/097	03562	LITTLE BLACK BOOK	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/150	05422	BERLIN WALL	DANK	SECOND HAND FURNITURE	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A16/151	05423	OBAMA ADDRESS	DANK	SECOND HAND FURNITURE	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A16/152	05421	APOLLO 13 SUCCESS	DANK	SECOND HAND FURNITURE	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul

A18 (Travel, Transport & Tourism)

A18/055	02056	GRANDMA	SUDDEN RUSH	SURFER TRAVEL	ADVICO Y&R Zürich	SWITZERLAND	ADVICO Y&R Zürich
A18/056	02057	GRANDPA	SUDDEN RUSH	SURFER TRAVEL	ADVICO Y&R Zürich	SWITZERLAND	ADVICO Y&R Zürich
A18/064	02804	REUNION	AVIS	LUXURY CAR HIRE	IRELAND DAVENPORT Johannesburg	SOUTH AFRICA	IRELAND DAVENPORT Johannesburg
A18/078	03532	NUCLEAR	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
A18/079	03533	TERRORISM	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
A18/080	03534	SEA LEVEL	WHITE COLLAR HIPPIES	TRAVEL COMPANY	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
A18/090	03888	YELLOW	RENFE	HIGH SPEED RAIL	SRA RUSHMORE Madrid	SPAIN	SRA RUSHMORE Madrid
A18/091	03889	BLUE	RENFE	HIGH SPEED RAIL	SRA RUSHMORE Madrid	SPAIN	SRA RUSHMORE Madrid
A18/092	03890	GREY	RENFE	HIGH SPEED RAIL	SRA RUSHMORE Madrid	SPAIN	SRA RUSHMORE Madrid

Shortlist (Press Lions)

A18/093	03891	GREEN	RENFE	HIGH SPEED RAIL	SRA RUSHMORE Madrid	SPAIN	SRA RUSHMORE Madrid
A18/120	04800	FARMER	TAM AIRLINES	ONLINE CHECK-IN	TBWA\FREDERICK Santiago	CHILE	TBWA\FREDERICK Santiago
A18/121	04801	POLICE	TAM AIRLINES	ONLINE CHECK-IN	TBWA\FREDERICK Santiago	CHILE	TBWA\FREDERICK Santiago
A18/122	04802	BRIDE	TAM AIRLINES	ONLINE CHECK-IN	TBWA\FREDERICK Santiago	CHILE	TBWA\FREDERICK Santiago

A19 (Entertainment & Leisure)

A19/078	01244	FACEBOOK	GOLD'S GYM	GOLD'S GYM	JOTABEQU GREY San José	COSTA RICA	JOTABEQU GREY San José
A19/079	01245	MESSENGER	GOLD'S GYM	GOLD'S GYM	JOTABEQU GREY San José	COSTA RICA	JOTABEQU GREY San José
A19/080	01246	TWITTER	GOLD'S GYM	GOLD'S GYM	JOTABEQU GREY San José	COSTA RICA	JOTABEQU GREY San José
A19/083	01276	GIRL WITH A PEARL EARRING	ONCE	MUSEUM FOR THE BLIND	JWT Madrid	SPAIN	JWT Madrid
A19/089	01294	LEGO ACCOUNTANT	LEGO	LEGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A19/090	01295	LEGO ELECTRICIAN	LEGO	LEGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A19/091	01296	LEGO ENGINEER	LEGO	LEGO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A19/116	02271	AUSCHWITZ	MUSEUM OF MEMORY & TOLERANCE	MUSEUM	MADE Mexico City	MEXICO	MADE Mexico City
A19/117	02272	NAPALM GIRL	MUSEUM OF MEMORY & TOLERANCE	MUSEUM	MADE Mexico City	MEXICO	MADE Mexico City
A19/129	02372	ESCAPING THRU WALL	MUSEUM OF COMMUNISM	MUSEUM	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
A19/136	02524	HOUSTON	MATTEL	SCRABBLE	OGILVY COSTA RICA San José	COSTA RICA	OGILVY COSTA RICA San José
A19/137	02526	BEATLES	MATTEL	SCRABBLE	OGILVY COSTA RICA San José	COSTA RICA	OGILVY COSTA RICA San José
A19/138	02528	MARILYN	MATTEL	SCRABBLE	OGILVY COSTA RICA San José	COSTA RICA	OGILVY COSTA RICA San José
A19/152	03180	JET FIGHTER	MATTEL	PICTIONARY	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A19/153	03181	WRESTLER	MATTEL	PICTIONARY	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur

Shortlist (Press Lions)

A19/154	03182	T-REX	MATTEL	PICTIONARY	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A19/155	03183	TARANTULA	MATTEL	PICTIONARY	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A19/156	03394	MILK AND COOKIES	LA JUGUETERÍA	HOTWHEELS	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA
A19/157	03395	LEMONADE AND CANDIES	LA JUGUETERÍA	HOTWHEELS	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA
A19/205	04120	IAORTSL	MATTEL MÉXICO	SCRABBLE	OGILVY MEXICO	MEXICO	OGILVY MEXICO
A19/206	04122	AELMRSO	MATTEL MÉXICO	SCRABBLE	OGILVY MEXICO	MEXICO	OGILVY MEXICO
A19/207	04124	CPNSAOE	MATTEL MÉXICO	SCRABBLE	OGILVY MEXICO	MEXICO	OGILVY MEXICO
A19/230	05493	BEETLE	LEGO	LEGO	LEO BURNETT MOSCOW Moscow	RUSSIA	LEO BURNETT MOSCOW Moscow
A19/231	05494	DEEP OCEAN EXPLORER	LEGO	LEGO	LEO BURNETT MOSCOW Moscow	RUSSIA	LEO BURNETT MOSCOW Moscow
A19/232	05501	SPACESHIP	LEGO	LEGO	LEO BURNETT MOSCOW Moscow	RUSSIA	LEO BURNETT MOSCOW Moscow
A19/235	05362	ORIGAMI	COMPANHIA ATHLETICA	GYM	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A19/236	05363	SHRUB	COMPANHIA ATHLETICA	GYM	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A19/237	05364	CASTLE OF CARDS	COMPANHIA ATHLETICA	GYM	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

A20 (Publications & Media)

A20/017	00204	CA	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA Santiago	CHILE	LOWE PORTA Santiago
A20/018	00205	HN	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA Santiago	CHILE	LOWE PORTA Santiago
A20/019	00206	IA	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA Santiago	CHILE	LOWE PORTA Santiago
A20/020	00207	SY	TVN	SHORTER COMMERCIAL BREAKS	LOWE PORTA Santiago	CHILE	LOWE PORTA Santiago
A20/065	00930	RIOT	NEW STRAITS TIMES PRESS	NEWSPAPER	McCANN ERICKSON MALAYSIA Petaling Jaya	MALAYSIA	McCANN ERICKSON MALAYSIA Petaling Jaya

Shortlist (Press Lions)

A20/066	00931	SMUGGLING	NEW STRAITS TIMES PRESS	NEWSPAPER	McCANN ERICKSON MALAYSIA Petaling Jaya	MALAYSIA	McCANN ERICKSON MALAYSIA Petaling Jaya
A20/067	00932	EXPLOITATION	NEW STRAITS TIMES PRESS	NEWSPAPER	McCANN ERICKSON MALAYSIA Petaling Jaya	MALAYSIA	McCANN ERICKSON MALAYSIA Petaling Jaya
A20/089	01450	RABBIT	STAR PUBLICATIONS (MALAYSIA)	RECRUITMENT	NAGA DDB MALAYSIA Selangor	MALAYSIA	NAGA DDB MALAYSIA Selangor
A20/102	01494	ROAD CROSSING	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A20/103	01496	BABY	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A20/104	01498	AIRCRAFT	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A20/105	01500	PRISM	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A20/183	02748	CHAVEZ	EDITORIAL COYUNTURA	MERCADO BUSINESS MAGAZINE	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires
A20/184	02750	HU JINTAO	EDITORIAL COYUNTURA	MERCADO BUSINESS MAGAZINE	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires
A20/216	03795	TUXEDO	MUNDO LIVRE FM	RADIO STATION	CCZ PUBLICIDADE E MARKETING Curitiba	BRAZIL	CCZ PUBLICIDADE E MARKETING Curitiba
A20/217	03796	SPIT	MUNDO LIVRE FM	RADIO STATION	CCZ PUBLICIDADE E MARKETING Curitiba	BRAZIL	CCZ PUBLICIDADE E MARKETING Curitiba
A20/218	03797	GRASS	MUNDO LIVRE FM	RADIO STATION	CCZ PUBLICIDADE E MARKETING Curitiba	BRAZIL	CCZ PUBLICIDADE E MARKETING Curitiba
A20/220	03915	YELLOW SUBMARINE	MTV	MTV	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo
A20/221	03916	KNOCKING ON HEAVEN'S DOOR	MTV	MTV	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo
A20/222	03917	STAIRWAY TO HEAVEN	MTV	MTV	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo
A20/277	03829	JIMI HENDRIX	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/278	03831	IRON MAIDEN	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/279	03833	LADY GAGA	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/280	03835	MADONNA	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

Shortlist (Press Lions)

A20/281	03837	MICHAEL JACKSON	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/288	03885	BEDROOMS	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/289	03886	SWIMMING POOLS	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/290	03887	RESTAURANTS	EDITORA TODAS AS CULTURAS	TOP MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/317	03448	MAGIC THING ABOUT READING	AGEA	REVISTA Ñ	KEPEL & MATA Buenos Aires	ARGENTINA	KEPEL & MATA Buenos Aires
A20/332	05424	GRANDMA	CNN TURK	WEATHER REPORT	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A20/333	05425	HIPPY	CNN TURK	WEATHER REPORT	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A20/334	05427	NERD	CNN TURK	WEATHER REPORT	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A20/336	05196	ORYX	NATIONAL GEOGRAPHIC	WILDLIFE PROGRAMME	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	LEO BURNETT DUBAI

A21 (Banking, Investment & Insurance)

A21/043	02456	MOSAIC	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU	JWT LIMA
A21/044	02457	RUG	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU	JWT LIMA
A21/045	02458	POINTILLISM	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU	JWT LIMA
A21/046	02459	PAPER BALLS	INTERBANK	3 MINUTE CAR LOANS	JWT LIMA	PERU	JWT LIMA
A21/082	04600	LINCOLN	SUPER RICH 1965 CO.	CURRENCY EXCHANGE	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
A21/083	04601	ELIZABETH	SUPER RICH 1965 CO.	CURRENCY EXCHANGE	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
A21/084	04602	MAO	SUPER RICH 1965 CO.	CURRENCY EXCHANGE	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
A21/085	03784	BLUEPRINT	UNION BANK OF INDIA	HOME LOANS	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS Mumbai

Shortlist (Press Lions)

A22 (Business Equipment & Services)

A22/047	04166	TORTURE ROOM	STEDFAST	SHREDDER MACHINE	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS Mumbai
A22/048	04167	BEDROOM	STEDFAST	SHREDDER MACHINE	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS Mumbai
A22/049	04168	LOCKER ROOM	STEDFAST	SHREDDER MACHINE	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS Mumbai

A23 (Advertising & Media)

A23/014	01124	WERU - THE FINAL AD	SCHOLZ & FRIENDS BERLIN	ADVERTISING AGENCY	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
A23/099	04718	COFFEE	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE Kiev	UKRAINE	LEO BURNETT UKRAINE Kiev
A23/100	04719	BATH	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE Kiev	UKRAINE	LEO BURNETT UKRAINE Kiev
A23/101	04720	TABLE	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE Kiev	UKRAINE	LEO BURNETT UKRAINE Kiev
A23/102	04721	BAKING	ART DIRECTORS CLUB	ANNUAL AWARDS	LEO BURNETT UKRAINE Kiev	UKRAINE	LEO BURNETT UKRAINE Kiev
A23/103	03874	RED	GETTY IMAGE	STOCK PHOTOS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A23/104	03876	BLUE	GETTY IMAGE	STOCK PHOTOS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

A24 (Other Business to Business)

A24/009	04094	TWITTER	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A24/010	04095	SKYPE	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A24/011	04096	FACEBOOK	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A24/012	04097	YOUTUBE	MEIO & MENSAGEM	MAXIMIDIA SEMINARS	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo

A25 (Healthcare & Prescription Drugs)

A25/033	03189	DOG	MINI BRANDS	HEARING AID	MONDAY Bangkok	THAILAND	MONDAY Bangkok
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Shortlist (Press Lions)

A25/034	03190	MAN	MINI BRANDS	HEARING AID	MONDAY Bangkok	THAILAND	MONDAY Bangkok
A25/035	03191	DUCK	MINI BRANDS	HEARING AID	MONDAY Bangkok	THAILAND	MONDAY Bangkok
A25/042	03640	HUNGRY BOY	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB Rio de Janeiro	BRAZIL	GIOVANNI+DRAFTFCB Rio de Janeiro
A25/043	03641	DIRTY GARAGE	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB Rio de Janeiro	BRAZIL	GIOVANNI+DRAFTFCB Rio de Janeiro
A25/044	03642	LATIN LOVER	ACERCA	NUTRITIONAL CONSULTING	GIOVANNI+DRAFTFCB Rio de Janeiro	BRAZIL	GIOVANNI+DRAFTFCB Rio de Janeiro

A26 (Commercial Public Services)

A26/067	01944	LONDON BUS	BERLITZ	LANGUAGE SCHOOL	FP7/BAH Manama	BAHRAIN	FP7/BAH Manama
A26/068	01947	NEW YORK TAXI	BERLITZ	LANGUAGE SCHOOL	FP7/BAH Manama	BAHRAIN	FP7/BAH Manama
A26/154	04689	BLUE	MUGEN	HAIRDRESSING COURSE	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo
A26/155	04690	PINK	MUGEN	HAIRDRESSING COURSE	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo
A26/156	04691	YELLOW	MUGEN	HAIRDRESSING COURSE	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo
A26/158	05545	VISUAL CLASSIFIED	BENNETT, COLEMAN & CO.	TIMES CLASSIFIED	TAPROOT INDIA Mumbai	INDIA	TAPROOT INDIA Mumbai
A26/159	03850	COINCIDENCE 1	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A26/160	03851	COINCIDENCE 2	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A26/161	03852	COINCIDENCE 3	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A26/162	03853	COINCIDENCE 4	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A26/177	05009	SPAM FILTER	MWEB	MWEB SPAM FILTER	FoxP2 Cape Town	SOUTH AFRICA	FoxP2 Cape Town

A27 (Corporate Image)

A27/032	01440	KIDS	AMI	AMI PRIZE	Y&R LISBOA	PORTUGAL	Y&R LISBOA
A27/034	01442	JUSTICE	AMI	AMI PRIZE	Y&R LISBOA	PORTUGAL	Y&R LISBOA
A27/064	03710	BIRTHDAY	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

Shortlist (Press Lions)

A27/065	03711	FAMILY PORTRAIT	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A27/066	03712	GRANDPA	BANDSPORTS	SPORTS CHANNEL	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A27/067	03130	KURT	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A27/068	03132	DAFT	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A27/069	03134	EMINEM	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A27/070	03136	MADONNA	MONKEY WEEK	MUSIC FESTIVAL	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
A27/072	03569	BOSAVI GIANT WOLLY RAT	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A27/073	03572	YAKLA SNOW LOTUS	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A27/074	03575	GIANT SOUTH AFRICAN EARTHWORM	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A27/075	03578	ELECTRIC EEL	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A27/076	03581	LUMINOUS MILLIPEDE	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A27/077	03584	SNOW MOUNTAIN GARLIC	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A27/082	04539	GENERALS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
A27/083	04540	AMBASSADORS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
A27/084	04541	ORCHESTRA DIRECTORS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
A27/088	05472	BOYS	MARCA BRASIL NEWSPAPER	NEWSPAPER	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A27/089	05473	T-SHIRT	MARCA BRASIL NEWSPAPER	NEWSPAPER	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A27/090	05474	IRAQ	MARCA BRASIL NEWSPAPER	NEWSPAPER	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

A28 (Public Health & Safety)

A28/011	00412	KITE	ACTIVE LIFE	ACTIVE LIFE MOVEMENT	LATINWORKS Austin	USA	LATINWORKS Austin
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Shortlist (Press Lions)

A28/012	00413	SLIDE	ACTIVE LIFE	ACTIVE LIFE MOVEMENT	LATINWORKS Austin	USA	LATINWORKS Austin
A28/013	00414	SWING	ACTIVE LIFE	ACTIVE LIFE MOVEMENT	LATINWORKS Austin	USA	LATINWORKS Austin
A28/035	01269	CHARISMA	GMODELO EUROPA	RESPONSIBLE DRINKING MESSAGE	JWT Madrid	SPAIN	JWT Madrid
A28/036	01270	YOUR SISTER	GMODELO EUROPA	RESPONSIBLE DRINKING MESSAGE	JWT Madrid	SPAIN	JWT Madrid
A28/037	01271	BALLET	GMODELO EUROPA	RESPONSIBLE DRINKING MESSAGE	JWT Madrid	SPAIN	JWT Madrid
A28/078	03239	SWING	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires
A28/079	03240	STAIRS	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires
A28/080	03241	POOL	VOLKSWAGEN	RESPONSIBLE DRIVING	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires
A28/092	03691	STEPHANIE	LEAGUE AGAINST CANCER	CANCER AWARENESS	Y&R Lima	PERU	Y&R Lima
A28/093	03692	PAULA	LEAGUE AGAINST CANCER	CANCER AWARENESS	Y&R Lima	PERU	Y&R Lima
A28/098	03918	PIANO	MTV	DRINK DRIVING AWARENESS	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo
A28/099	03919	GIUITAR	MTV	DRINK DRIVING AWARENESS	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo
A28/100	03923	SING	MTV	DRINK DRIVING AWARENESS	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo
A28/110	04085	LITTLE SHEEP 1	ABRAMET	BRAZILIAN ASSOCIATION OF TRAFFIC MEDICINE	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A28/111	04086	LITTLE SHEEP 2	ABRAMET	BRAZILIAN ASSOCIATION OF TRAFFIC MEDICINE	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A28/112	04087	LITTLE SHEEP 3	ABRAMET	BRAZILIAN ASSOCIATION OF TRAFFIC MEDICINE	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A28/116	01660	BIKE	THAI HEALTH PROMOTION FOUNDATION	DON'T DRIVE SLEEPY PROJECT	BBDO BANGKOK	THAILAND	BBDO BANGKOK

Shortlist (Press Lions)

A28/117	01661	PRAM	THAI HEALTH PROMOTION FOUNDATION	DON'T DRIVE SLEEPY PROJECT	BBDO BANGKOK	THAILAND	BBDO BANGKOK
A28/118	01662	MAN	THAI HEALTH PROMOTION FOUNDATION	DON'T DRIVE SLEEPY PROJECT	BBDO BANGKOK	THAILAND	BBDO BANGKOK
A28/131	05525	MUMS	TOWER HAMLETS	TEXTING WHILST DRIVING	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A28/132	05528	BOYS	TOWER HAMLETS	TEXTING WHILST DRIVING	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A28/133	05531	GIRLS	TOWER HAMLETS	TEXTING WHILST DRIVING	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A28/134	02610	PIMPLE	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE
A28/135	02611	BIG BOTTOM	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE
A28/136	02612	BAD HAIR DAY	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE

A29 (Public Awareness Messages)

A29/005	00176	FAMILY	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA	LOWE INDONESIA
A29/006	00177	KIDS	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA	LOWE INDONESIA
A29/007	00178	KITCHEN	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA	LOWE INDONESIA
A29/045	01138	GREY SEAL	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
A29/046	01140	GORILLA	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
A29/050	01515	ELEPHANT	WWF	ENVIRONMENTAL AWARENESS	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid
A29/095	02103	BOTTLE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE	Y&R PARIS
A29/096	02104	BAG	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE	Y&R PARIS
A29/097	02108	FISH	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE	Y&R PARIS

Shortlist (Press Lions)

A29/098	02109	WHALE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE	Y&R PARIS
A29/099	02111	SEAL	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE	Y&R PARIS
A29/104	02833	OBAMA/CLINTON	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai
A29/105	02834	CAMERON	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai
A29/106	02835	PUTIN	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai
A29/122	03013	CHINESE FORCES	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	LEO BURNETT IBERIA Lisbon	PORTUGAL	LEO BURNETT IBERIA Lisbon
A29/134	02949	CLOTHES	JALA PRT	DOMESTIC WORKERS PROTECTION	OGILVY INDONESIA Jakarta	INDONESIA	OGILVY INDONESIA Jakarta
A29/149	03595	BITCH	KAFA	VERBAL ABUSE AWARENESS	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A29/150	03597	WHORE	KAFA	VERBAL ABUSE AWARENESS	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A29/175	04406	KADDAFI	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A29/190	04317	WILD DOG	ENDANGERED WILDLIFE TRUST	WILD DOG PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG
A29/192	04321	DUGONG	ENDANGERED WILDLIFE TRUST	DUGONG PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG
A29/193	04323	RIVERINE RABBIT	ENDANGERED WILDLIFE TRUST	RIVERINE RABBIT PROTECTION PROGRAMME	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG

A30 (Fundraising & Appeals)

A30/027	01678	HAND	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid
A30/028	01679	FOOT	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid
A30/029	01680	HAMMER	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid

Shortlist (Press Lions)

A30/047	02129	CHAIR	RAISING THE ROOF	HOMELESS CHARITY	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A30/048	02130	PLANT	RAISING THE ROOF	HOMELESS CHARITY	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A30/129	05103	MELT	GREENPEACE	CAR FREE DAY	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong
A30/130	05105	DROUGHT	GREENPEACE	CAR FREE DAY	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong
A30/131	05107	FLOOD	GREENPEACE	CAR FREE DAY	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong

B01 (Copywriting)

B01/046	02796	FOUR HEADS	ARNOTTS	WAGON WHEELS	GEORGE PATTERSON Y&R Sydney	AUSTRALIA	GEORGE PATTERSON Y&R Sydney
B01/047	02799	PACMAN	ARNOTTS	WAGON WHEELS	GEORGE PATTERSON Y&R Sydney	AUSTRALIA	GEORGE PATTERSON Y&R Sydney
B01/067	03423	HORROR	CANAL +	TV CHANNEL	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
B01/069	03428	PORN	CANAL +	TV CHANNEL	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
B01/070	03431	ANIMATED	CANAL +	TV CHANNEL	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
B01/071	03435	SHORT	CANAL +	TV CHANNEL	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
B01/076	03786	RECEIPT	BLOCKS BOOKSTORE	BOOKSTORE	PUBLICIS BRASIL Sao Paulo	BRAZIL	PUBLICIS BRASIL Sao Paulo
B01/080	03576	GIANT SOUTH AFRICAN EARTHWORM	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
B01/081	03579	ELECTRIC EEL	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
B01/082	03582	LUMINOUS MILLIPEDE	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
B01/083	03585	SNOW MOUNTAIN GARLIC	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
B01/084	03588	COROMANDEL STRIPED GECKO	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
B01/085	03591	ECUADORIAN HILLSTAR	LAND ROVER	LAND ROVER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI

Shortlist (Press Lions)

B01/131	05021	HIROHITO	GLOBAL ALLIANCE	DONATION APPEAL	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE
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B02 (Art Direction)

B02/009	00260	INSANITY	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG
B02/010	00263	LINES	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG
B02/011	00266	TAXES	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG
B02/012	00269	CINEMA	SCHAUSPIELHAUS HAMBURG	HAMBURG THEATRE	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG
B02/113	01495	ROAD CROSSING	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
B02/114	01497	BABY	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
B02/115	01499	AIRCRAFT	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
B02/116	01501	PRISM	ROLLING STONE MAGAZINE	INITIATIVE MONEY FOR MUSIC	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
B02/156	01911	HOSPITAL	BATELCO	BATELCO DIRECTORY	FP7/BAH Manama	BAHRAIN	FP7/BAH Manama
B02/157	01914	HOTEL	BATELCO	BATELCO DIRECTORY	FP7/BAH Manama	BAHRAIN	FP7/BAH Manama
B02/179	02274	EINSTEIN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires
B02/180	02277	MARILYN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires
B02/196	03007	ANIMALS	CORBIS	STOCK IMAGE LIBRARY	LEO BURNETT IBERIA Lisbon	PORTUGAL	LEO BURNETT IBERIA Lisbon
B02/197	03008	PEOPLE	CORBIS	STOCK IMAGE LIBRARY	LEO BURNETT IBERIA Lisbon	PORTUGAL	LEO BURNETT IBERIA Lisbon
B02/222	03170	TRAFFIC BLUES	GLAXOSMITHKLINE	PANADOL EXTRA	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
B02/225	02935	SECRETARY	KONIMEX PHARMACEUTICAL LABORATORIES	FEMINAX	OGILVY INDONESIA Jakarta	INDONESIA	OGILVY INDONESIA Jakarta
B02/231	02582	BEETLE	MIAMI AD SCHOOL	MIAMI AD SCHOOL	Y&R São Paulo	BRAZIL	Y&R São Paulo
B02/232	02584	MILK	MIAMI AD SCHOOL	MIAMI AD SCHOOL	Y&R São Paulo	BRAZIL	Y&R São Paulo

Shortlist (Press Lions)

B02/233	02586	ECONOMIST	MIAMI AD SCHOOL	MIAMI AD SCHOOL	Y&R São Paulo	BRAZIL	Y&R São Paulo
B02/248	03706	HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA	JWT SHANGHAI
B02/283	04188	JUMP	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA	DRAFTFCB BUENOS AIRES
B02/284	04190	TUNNEL	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA	DRAFTFCB BUENOS AIRES
B02/285	04192	BALLOON	DEL CARMEN	JUGO CITRIC	DRAFTFCB BUENOS AIRES	ARGENTINA	DRAFTFCB BUENOS AIRES
B02/314	04544	WOMAN	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
B02/315	04547	SPORTS	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
B02/316	04550	TECH	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE	BBDO NEW YORK	USA	BBDO NEW YORK
B02/322	04438	GATE	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo
B02/323	04441	ICEBERG	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo
B02/324	04444	CANNON	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo
B02/335	04903	OBAMA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL Paris	FRANCE	MARCEL Paris
B02/337	04911	MANDELA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL Paris	FRANCE	MARCEL Paris
B02/338	04915	SOFA	ROWENTA	VACUUM CLEANER	MARCEL Paris	FRANCE	MARCEL Paris
B02/439	05495	BEETLE	LEGO	LEGO	LEO BURNETT MOSCOW Moscow	RUSSIA	LEO BURNETT MOSCOW Moscow
B02/441	05497	SPACESHIP	LEGO	LEGO	LEO BURNETT MOSCOW Moscow	RUSSIA	LEO BURNETT MOSCOW Moscow

B03 (Illustration)

B03/051	01137	BROWN BEAR	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
B03/052	01139	GREY SEAL	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
B03/053	01141	GORILLA	BUND	ENVIRONMENTAL AWARENESS	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN

Shortlist (Press Lions)

B03/127	02107	FISH	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE	Y&R PARIS
B03/128	02110	WHALE	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE	Y&R PARIS
B03/129	02112	SEAL	SURFRIDER FOUNDATION EUROPE	ENVIRONMENTAL AWARENESS	Y&R PARIS	FRANCE	Y&R PARIS
B03/157	03011	PEOPLE	CORBIS	STOCK IMAGE LIBRARY	LEO BURNETT IBERIA Lisbon	PORTUGAL	LEO BURNETT IBERIA Lisbon
B03/158	03146	GUILLOTINE	PERFETTI VAN MELLE, INDIA	MENTOS SOUR MARBELS	OGILVY & MATHER Mumbai	INDIA	OGILVY & MATHER Mumbai
B03/159	03148	SNAKE	PERFETTI VAN MELLE, INDIA	MENTOS SOUR MARBELS	OGILVY & MATHER Mumbai	INDIA	OGILVY & MATHER Mumbai
B03/160	03150	GUN	PERFETTI VAN MELLE, INDIA	MENTOS SOUR MARBELS	OGILVY & MATHER Mumbai	INDIA	OGILVY & MATHER Mumbai
B03/181	03369	WAVE SOUND LONDON	3M DO BRASIL	NOISE CANCELLING HEADPHONES	GREY BRASIL São Paulo	BRAZIL	GREY BRASIL São Paulo
B03/182	03370	WAVE SOUND NEW YORK	3M DO BRASIL	NOISE CANCELLING HEADPHONES	GREY BRASIL São Paulo	BRAZIL	GREY BRASIL São Paulo
B03/203	03707	HEAVEN AND HELL	SAMSONITE	SUITCASES	JWT SHANGHAI	CHINA	JWT SHANGHAI
B03/212	03115	CHAIR	FIAT	FIAT 500	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
B03/213	03116	HORSE	FIAT	FIAT 500	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
B03/214	03118	APPLE	FIAT	FIAT 500	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
B03/215	03120	HEART	FIAT	FIAT 500	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
B03/216	03122	BED	FIAT	FIAT 500	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid
B03/220	00958	JO LEE	EDDING INTERNATIONAL	EDDING MARKER PENS	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg
B03/222	00962	FALANSH	EDDING INTERNATIONAL	EDDING MARKER PENS	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg
B03/255	04439	GATE	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo
B03/256	04442	ICEBERG	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo

Shortlist (Press Lions)

B03/257	04445	CANNON	FIAT	FIAT AMBULANCE	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo
B03/300	04105	SAMSA	GANDHI BOOKSTORES	BOOKSTORE	OGILVY MEXICO	MEXICO	OGILVY MEXICO
B03/301	04106	LITTLE RED RIDING HOOD	GANDHI BOOKSTORES	BOOKSTORE	OGILVY MEXICO	MEXICO	OGILVY MEXICO
B03/314	05104	MELT	GREENPEACE	CAR FREE DAY	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong
B03/315	05106	DROUGHT	GREENPEACE	CAR FREE DAY	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong
B03/316	05108	FLOOD	GREENPEACE	CAR FREE DAY	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong

B04 (Typography)

B04/084	03830	JIMI HENDRIX	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B04/085	03832	IRON MAIDEN	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B04/086	03834	LADY GAGA	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B04/087	03836	MADONNA	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B04/088	03838	MICHAEL JACKSON	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B04/092	04904	OBAMA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL Paris	FRANCE	MARCEL Paris
B04/094	04912	MANDELA	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL Paris	FRANCE	MARCEL Paris

B05 (Photography)

B05/017	00767	LOYALTY	HYUNDAI	FIFA WORLD CUP PARTNERSHIP	INNOCEAN WORLDWIDE AMERICAS Huntington Beach	USA	INNOCEAN WORLDWIDE AMERICAS Huntington Beach
B05/072	02633	SNOW	COCA-COLA	BURN ENERGY DRINK	PUBLICIS MOJO Sydney	AUSTRALIA	PUBLICIS MOJO Sydney
B05/079	02275	EINSTEIN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires

Shortlist (Press Lions)

B05/080	02278	MARILYN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires
B05/089	02891	H1	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
B05/090	02893	H8	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
B05/091	02905	H2	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
B05/092	02906	H3	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
B05/093	02908	H5	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
B05/094	02909	H6	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
B05/096	02907	H4	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
B05/112	02590	BALD	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R São Paulo	BRAZIL	Y&R São Paulo
B05/113	02592	BEARD	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R São Paulo	BRAZIL	Y&R São Paulo
B05/114	02594	WOMAN	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R São Paulo	BRAZIL	Y&R São Paulo
B05/159	04788	VINCENT SUDRAT	SOORUZ	SURFWEAR	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
B05/169	05034	TUSKIJI MARKET	SEA SHEPHERD	CONSERVATION	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE
B05/170	05038	TUNA BOAT	SEA SHEPHERD	CONSERVATION	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE
B05/171	05042	WHARF	SEA SHEPHERD	CONSERVATION	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE

Total Entries: 518