

Shortlist (Media Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A01 (Best Use of Screens)							
A01/015	01168	NICKELODEON AND LEGO TURN TV STATION OFF	LEGO	LEGO BOARD GAMES	MEDIAPLUS Munich	GERMANY	
A01/017	01105	SNEEZE	BAYER	COLD MEDICINE	JWT GUATEMALA Guatemala City	GUATEMALA	JWT GUATEMALA Guatemala City
A01/029	02330	CHARMIN PRE COMMERCIALS	PROCTER & GAMBLE	TOILET PAPER	PUBLICIS NEW YORK	USA	PUBLICIS NEW YORK
A01/038	01110	ALL BRAZILIAN SCREENS CHANGED TO SEMP TOSHIBA	SEMP TOSHIBA	TV AND COMPUTER	TALENT São Paulo	BRAZIL	TALENT São Paulo
A01/064	02877	SATISFACTION - THE GRANNY REMAKE	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
A01/078	02478	SUBTITLES	ENGLISH LANGUAGE INSTITUTE: ENGLISH EXCELLENCE	ENGLISH CLASS	OGILVY PERU Lima	PERU	OGILVY PERU Lima
A02 (Best Use of Audio)							
A02/023	00233	THE PIRATE RADIO EXPERIMENT	INTERNATIONAL SOCIETY FOR HUMAN RIGHTS	HUMAN RIGHTS AWARENESS	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg / JUNG von MATT Berlin
A02/033	01449	NSRI RECRUITMENT CAMPAIGN	NATIONAL SEA RESCUE INSTITUTE	NON-PROFIT ORGANISATION	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
A02/037	01687	MUSICAL FITTING ROOMS	STARHUB	ONLINE MUSIC STORE	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE
A02/047	02089	CALL FROM THE FUTURE	AVIVA LIFE INSURANCE COMPANY INDIA	AVIVA CHILD PLANS	BBDO INDIA Gurgaon	INDIA	BBDO INDIA Gurgaon
A03 (Best Use of Print)							
A03/015	00118	YOUR HAPPY NEWS IS OUR TOP STORY	IWATE NIPPO	IWATTE	HAKUHODO DY MEDIA PARTNERS Tokyo	JAPAN	

Shortlist (Media Lions)

A03/024	00637	TEST DRIVE	VOLKSWAGEN	VOLKSWAGEN	TRY ADVERTISING AGENCY Oslo	NORWAY	TRY ADVERTISING AGENCY Oslo
A03/028	00926	SOLARIA - SUN LIGHT	SHIKUN & BINUI	INFRASTRUCTURE , REAL-ESTATE AND ENVIRONMENTAL GROUP	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan
A03/031	00251	HAND-MADE	LA KORRIGANE	HOME-MADE BREWERY	COSSETTE COMMUNICATION Quebec	CANADA	COSSETTE COMMUNICATION Quebec
A03/045	01336	SCIROCCO CUP	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING	CHINA	OGILVY BEIJING
A03/046	01353	BURN! GOSSIP MAGAZINE	CANCER SOCIETY OF FINLAND	ANTI-SMOKING AWARENESS	358 HELSINKI	FINLAND	358 HELSINKI
A03/064	00941	PROBABLY THE BEST AD IN THE WORLD	CARLSBERG	BEER	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM	DUVAL GUILLAUME ANTWERP/MODEM
A03/090	01947	THE VOICE	REPORTERS WITHOUT BORDERS	NON GOVERNMENTAL ORGANISATION	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A03/095	02484	AN AD WHERE YOU SCRATCH AND LOSE	HARLEY-DAVIDSON	ANTI-SCRATCH HELMETS	PUBLICIS COLOMBIA Bogotá	COLOMBIA	PUBLICIS COLOMBIA Bogotá

A04 (Best Use of Outdoor)

A04/011	00422	HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE Seoul	KOREA	CHEIL WORLDWIDE Seoul
A04/019	00936	DISAPPEARED	THIS HUMAN WORLD	INTERNATIONAL FILM FESTIVAL OF HUMAN RIGHTS	WIEN NORD Vienna	AUSTRIA	WIEN NORD Vienna
A04/024	01155	SOPRONI PERFECT DRAUGHT	HEINEKEN	BEER	INITIATIVE BUDAPEST	HUNGARY	
A04/053	02612	STAR TREK	BLOCKBUSTER GUATEMALA	MOVIE DVD	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA
A04/083	01899	MONEY RAIN	REHAU	WINDOWS	VOSKHOD Yekaterinburg	RUSSIA	VOSKHOD Yekaterinburg

A05 (Best Use of Ambient Media: Small Scale)

A05/018	00497	INSIDE THE BOX	GUANGYIN YOGA	YOGA CLUB	SHANGHAI HOT IDEA	CHINA	SHANGHAI HOT IDEA
---------	-------	----------------	---------------	-----------	-------------------	-------	-------------------

Shortlist (Media Lions)

A05/032	00809	SEA TURTLE EGGS CAMPAIGN	USAID - UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT	SEA TURTLES PROTECTION PROGRAM	LA CLINICA \ TBWA San Salvador	EL SALVADOR	LA CLINICA \ TBWA San Salvador
A05/033	01421	THE WORLDS SIMPLEST CHLAMYDIA TEST	RFSU	HOME CHLAMYDIA TEST	NAKED COMMUNICATIONS Stockholm	SWEDEN	NAKED COMMUNICATIONS Stockholm
A05/035	00873	RAINVERTISING	SCHIRM	UMBRELLA SHOP	JWT GERMANY Hamburg	GERMANY	JWT GERMANY Hamburg
A05/039	01005	SHOCKING LITTLE BEASTS	DKV	HEALTH INSURANCE	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A05/042	00262	WATER THAT KILLS	KRUHA	WATER SANITATION CAMPAIGN	JWT Jakarta	INDONESIA	JWT Jakarta
A05/048	01036	PUPPY AT THE DOOR	MARS	PEDIGREE & WHISKAS DUBAI PET SHOW	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
A05/051	01156	SPORTY VOUCHERS	SPORTSCHECK	SPORTS STORE	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A05/081	02512	SPONGEPILL	GLAXOSMITHKLINE	PAIN RELIEF	4 AM SAATCHI & SAATCHI Guatemala	GUATEMALA	4 AM SAATCHI & SAATCHI Guatemala
A05/098	01882	SAFE CHILD ON THE NET	NOBODY CHILD FOUNDATION	INTERNET SAFETY	PUBLICIS Warsaw	POLAND	PUBLICIS Warsaw
A05/103	02347	YOU ARE THE LEAD SINGER	LG	MINI SYSTEM WITH VOICE REMOVER FUNCTION	Y&R São Paulo	BRAZIL	Y&R São Paulo
A05/105	02349	WANNA SEE BLOOD?	SANTA CASA DE MISERICORDIA DE SAO PAULO	BLOOD DONATION	Y&R São Paulo	BRAZIL	Y&R São Paulo
A05/108	02580	KIDS BUSINESS CARDS	RED BALLOON	ENGLISH SCHOOL FOR KIDS	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A05/112	02982	MIRRORS	MEXICAN MINISTRY OF PUBLIC SAFETY	#089 FOR ANONYMOUS DENUNCIATION	DRAFTFCB MEXICO	MEXICO	DRAFTFCB MEXICO
A05/117	01900	BOOKS FRESHENERS	100 000 BOOKS	CHAIN OF BOOKSTORES	VOSKHOD Yekaterinburg	RUSSIA	VOSKHOD Yekaterinburg
A05/123	02090	HURT LUNGS	ICONGO	ANTI-SMOKING	BBDO INDIA Gurgaon	INDIA	BBDO INDIA Gurgaon
A05/132	02371	MUSIC CHOPSTICKS	MTV	MTV	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo
A05/137	02691	STREET CHILDREN. AMBIENT MEDIA	CARITAS KIEV	CHARITY	LEO BURNETT UKRAINE Kiev	UKRAINE	LEO BURNETT UKRAINE Kiev

Shortlist (Media Lions)

A05/150	00905	FUR FUR AWAY TOWELS	PROCTER & GAMBLE	GILLETTE	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf / BBDO PROXIMITY Düsseldorf
---------	-------	------------------------	---------------------	----------	----------------------------	---------	---

A06 (Best Use of Ambient Media: Large Scale)

A06/014	00421	ATTENTION PLEASE!	SAMSUNG TESCO	HOMEPLUS	CHEIL WORLDWIDE Seoul	KOREA	CHEIL WORLDWIDE Seoul
A06/021	00482	EQUIPPING THE MOST EXPOSED	STADA	GRIPPOSTAD C FLU MEDICINE	INITIATIVE MEDIA Hamburg	GERMANY	
A06/024	00430	WHOLE NEW DIMENSION	CTC	SAMSUNG	IMPACT BBDO Beirut	LEBANON	IMPACT BBDO Beirut
A06/054	01070	SAVE THE BEACH HOTEL	GMODELO EUROPA	CORONA BEER	JWT Madrid	SPAIN	JWT Madrid / EL SEÑOR GOLDWIND Madrid
A06/087	01598	BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING Guangzhou	CHINA	SAATCHI & SAATCHI GREAT WALL ADVERTISING Guangzhou
A06/090	01825	SILHOUETTES IN MEMORIAM	AMIA	JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires
A06/091	02665	GET LOST IN THE WEST END	WEST END PARTNERSHIP	TOURISM CAMPAIGN	CAKE London	UNITED KINGDOM	
A06/111	01841	KALEIDOSCOPIC FASHION SPECTACULAR	TARGET	TARGET	MOTHER NEW YORK	USA	MOTHER NEW YORK

A07 (Best Use of Special Events and Stunt/Live Advertising)

A07/018	00733	KOC GROUP MEDIA PITCH	MINDSHARE	MINDSHARE SERVICES	MINDSHARE Istanbul	TURKEY	
A07/051	00356	THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A07/094	01037	THE ACCIDENTAL TEST DRIVE	ARABIAN AUTOMOBILES	NISSAN PATROL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
A07/103	00943	LITTLE ROBIN	OPVOEDINGSLIJN	PARENT ADVICE HELPLINE	DUVAL GUILLAUME ANTWERP/MODEM	BELGIUM	DUVAL GUILLAUME ANTWERP/MODEM
A07/114	02625	UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
A07/140	01596	WILL THE REAL SEPP BLATTER PLEASE STAND UP?	COMAIR LIMITED	KULULA.COM AIRLINES	KING JAMES Cape Town	SOUTH AFRICA	KING JAMES Cape Town

Shortlist (Media Lions)

A07/147	01842	KALEIDOSCOPIC FASHION SPECTACULAR	TARGET	TARGET	MOTHER NEW YORK	USA	MOTHER NEW YORK
A07/150	01905	SHOUT FROM THE MOUNTAIN	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK
A07/154	01950	SPOKESANIMAL	HUAXIA ANIMAL PROTECTION FOUNDATION	ANIMAL PROTECTION	DDB CHINA GROUP Shanghai	CHINA	DDB CHINA GROUP Shanghai / DDB SHANGHAI
A07/156	01958	CRUSH HOUR	EUROPCAR	AUTOLIBERTE	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
A07/158	01960	BLOCK PROJECT	MATTEL FRANCE	SCRABBLE	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
A07/162	02538	WELCOME AND GOODBYE	VOYAGES-SNCF.COM	ONLINE RAILWAY BOOKING SITE	DDB PARIS	FRANCE	DDB PARIS
A07/164	02581	DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A07/174	01810	WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
A07/178	02046	BURMA	HUMAN RIGHTS WATCH	PETITION TO FREE BURMA'S POLITICAL PRISONERS	JWT NEW YORK	USA	JWT NEW YORK
A07/184	02273	PHONE HIJACK	TELSTRA	TELECOMMUNICATIONS	THREE DRUNK MONKEYS Sydney	AUSTRALIA	THREE DRUNK MONKEYS Sydney
A07/203	02670	BOOB HIJACK	COPPAFEEL!	BREAST CANCER CHARITY	archibald ingall stretton... London	UNITED KINGDOM	

A08 (Best Use of Branded Content)

A08/012	00151	AMSTEL CLASS ACT	BRANDHOUSE	AMSTEL LAGER	OWENKESSEL COMMUNICATIONS Fourways	SOUTH AFRICA	OWENKESSEL COMMUNICATIONS Fourways
A08/044	00594	RIHANNA LATE NIGHT GLOBAL	DORITOS	DORITOS LATE NIGHT	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
A08/053	00759	PLAY CHALLENGE	MARS	MARS CHOCOLATE	STARCOM MELBOURNE	AUSTRALIA	BD NETWORK Melbourne, Victoria
A08/055	01064	UNBEATABLE BRANDED DRAMA	UNILEVER	SHAMPOO	PHD Shanghai	CHINA	
A08/059	02166	GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV

Shortlist (Media Lions)

A08/072	00393	LITTLE BUNDLE OF LAUGHS	HUGGIES	HUGGIES	JWT LONDON London	UNITED KINGDOM	JWT LONDON London
A08/076	01225	THE MISSING CHILD	INITIATIVE VERMISSTE KINDER	MISSING CHILDREN'S INITIATIVE	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg
A08/077	01402	IPHONE FILM PROJECT	KT	IPHONE	INNOCEAN WORLDWIDE Seoul	KOREA	INNOCEAN WORLDWIDE Seoul
A08/098	01629	A SOUND LOGO – INSPIRED BY HAMBURG.	PHILHARMONIKER HAMBURG	ORCHESTRA	KEMPERTRAUTMANN Hamburg	GERMANY	KEMPERTRAUTMANN Hamburg
A08/102	01828	GT ACADEMY	NISSAN / SONY PLAYSTATION	NISSAN SPORTS CARS AND GRAN TURISMO 5	MANNING GOTTLIEB OMD London	UNITED KINGDOM	
A08/121	02663	MY IDEAL DOG	MARS	DOG ADOPTION	HAVAS MEDIA Miami	USA	HAVAS SPORTS & ENTERTAINMENT Miami

A09 (Best Use of Sponsorship)

A09/018	00787	OFFICIAL PARTNER OF EMMY AWARDS	INFINITI	INFINITI QX56	OMD New York	USA	
A09/020	00595	CHANGING THE GAME	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
A09/026	01286	MISSION IMPOSSIBLE	GASCO	GAS	HAVAS SPORTS & ENTERTAINMENT Santiago De Chile	CHILE	ARENA CHILE Santiago / VOXCOM Santiago
A09/030	02073	THE BIGGEST TV SHOW EVER SOLD	PROCTER & GAMBLE	BEAUTY PRODUCTS	MEDIACOM CHINA Guangzhou	CHINA	

A10 (Best Localised Campaign)

A10/006	00869	BRUZIL	AG BARR	IRN BRU	PHD London	UNITED KINGDOM	
A10/032	02292	AMA VISITORS	NANDO'S	RESTAURANT	BLACK RIVER FC Johannesburg	SOUTH AFRICA	BLACK RIVER FC Johannesburg
A10/040	01448	GATECRASH THE WORLD CUP	BURGER KING	FAST FOOD	INITIATIVE Madrid	SPAIN	
A10/051	02262	STUPID GLOCAL CAMPAIGN	DIESEL	GLOBAL BRAND	BCUBE Milan	ITALY	BCUBE Milan

Shortlist (Media Lions)

A10/080	02274	IKEA CAREER POSITIONING SYSTEM	IKEA	RETAIL RECRUITMENT	THREE DRUNK MONKEYS Sydney	AUSTRALIA	THREE DRUNK MONKEYS Sydney
A10/099	01919	IS IT FAIRY TALE OR REAL?	PROCTER & GAMBLE	FAIRY HAND DISHWASH LIQUID	STARCOM ISTANBUL	TURKEY	
A10/104	02750	NIKE CITY CUP	NIKE	NIKE	MPG Mexico	MEXICO	

A11 (Best Consumer Engagement)

A11/010	00230	HAPPY BOSS	McDONALD'S	BREAKFAST COMBOS	LEO BURNETT PUERTO RICO San Juan	PUERTO RICO	LEO BURNETT PUERTO RICO San Juan
A11/070	00018	PETITION BILLBOARDS	UNICEF	CHARITY	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo
A11/073	00183	MULTI-TAGGING PICTURE	ORANGE	ROCKCORPS ISRAEL	PUBLICIS E-DOLOGIC Ramat Gan	ISRAEL	PUBLICIS E-DOLOGIC Ramat Gan
A11/079	01462	HEARTBEATS	THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA	THE FIGHT AGAINST AIDS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A11/096	00991	BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A11/098	01333	UNLOCK XBOX	FRITO LAY	DORITOS	MICROSOFT Redmond	USA	MICROSOFT Redmond / THE MARKETING ARM Dallas
A11/101	02240	SECRETS BEHIND PAINTINGS	NATIONAL MUSEUM IN KRAKOW	MUSEUM	LEO BURNETT WARSAW	POLAND	LEO BURNETT WARSAW
A11/104	02891	PLEASURE HUNT	UNILEVER	MAGNUM ICE CREAM	LOWE BRINDFORS Stockholm	SWEDEN	LOWE BRINDFORS Stockholm
A11/106	01310	HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO	JWT SAN JUAN
A11/113	01876	2010 PRINCE'S HAPPY ADVENTURE	KRAFT FOODS	SNACKS	SAATCHI & SAATCHI Shanghai	CHINA	SAATCHI & SAATCHI Shanghai
A11/121	02367	SUS CARDBOARD APARTMENT	SERVICES FOR THE UNDERSERVED	CHARITY	JWT NEW YORK	USA	JWT NEW YORK
A11/129	01964	THE FRIENDSHIP MACHINE	COCA-COLA	COCA-COLA	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires
A11/130	01979	24HR MUSIC SESSION	COCA-COLA	COCA-COLA	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland

Shortlist (Media Lions)

A11/151	01260	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT Stockholm	SWEDEN	JUNG von MATT Stockholm
A11/180	01390	IT'S 'FACE' TIME!	VITASOY INTERNATIONAL HOLDINGS	VITASOY - SOY DRINKS	PHD HONG KONG	HONG KONG	DDB GROUP HONG KONG
A11/232	02047	BURMA	HUMAN RIGHTS WATCH	PETITION TO FREE BURMA'S POLITICAL PRISONERS	JWT NEW YORK	USA	JWT NEW YORK
A11/247	02471	A HUNTER SHOOTS A BEAR	BIC / TIPP-EX	POCKET MOUSE	BUZZMAN Paris	FRANCE	BUZZMAN Paris
A11/252	02630	SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE MACH3 TURBO SENSITIVE	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
A11/270	01667	SEND A MESSAGE TO THE FUTURE	AMF	PENSION FUNDS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg

A12 (Best Use of Online Advertising)

A12/056	02257	PETITE LAP GIRAFFE	DIRECTV	TELECOM	GREY NEW YORK	USA	GREY NEW YORK
A12/058	00023	LAZY AD	FAIRFAX DIGITAL	DIGITAL CONTENT NETWORK	MERCERBELL Sydney	AUSTRALIA	MERCERBELL Sydney
A12/061	01655	EMOTION PLANNER	THE ROYAL OPERA IN STOCKHOLM	OPERA	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
A12/062	01466	THE HOMLESS BANNER	STOCKHOLMS STADSMISSION	FUNDRAISING	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm
A12/063	01428	REAL ESTATE	HABITAT FOR HUMANITY HUNGARY	CHARITY	OGILVY & MATHER HUNGARY Budapest	HUNGARY	OGILVY & MATHER HUNGARY Budapest
A12/067	02861	VIDEODEGRADABLE	GREENPEACE	GREENPEACE	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid
A12/081	02374	STREET ART VIEW	RED BULL	BRAND IMAGE	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo
A12/094	02915	THE LAST ONE WINS	YOBA	SEX TOYS RETAILER	MARCEL Paris	FRANCE	MARCEL Paris
A12/098	01671	THE LINE OF TRUTH	IF	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A12/103	02337	HOMES & PROPERTY VIRAL	THE AA	HOME EMERGENCY RESPONSE	McCANN LONDON London	UNITED KINGDOM	McCANN LONDON London

Shortlist (Media Lions)

A12/104	02509	DIRTY SHORTS	WRIGLEY	ORBIT	STARCOM USA Chicago	USA	ENERGY BBDO Chicago
---------	-------	--------------	---------	-------	---------------------	-----	---------------------

A13 (Best Use of Social Media Marketing)

A13/033	00830	F**K TREE	THE NATIONAL HIV COUNCIL	HIV & STD AWARENESS	STARCOM SWEDEN Stockholm	SWEDEN	
A13/080	01301	TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH New York	USA	RAZORFISH New York
A13/104	01395	TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven / BOONDOGGLE Amsterdam
A13/123	02866	GAMEMORY	AFAL	CHARITY	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid
A13/132	02014	AGAINST DUMB	SMART	SMART CAR	STRAWBERRYFROG New York	USA	STRAWBERRYFROG New York
A13/133	02048	OLD SPICE RESPONSES	PROCTER & GAMBLE	OLD SPICE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A13/141	02531	FASHIONTAG	FLAIR	WOMEN'S MAGAZINE	DUVAL GUILLAUME BRUSSELS	BELGIUM	DUVAL GUILLAUME BRUSSELS
A13/143	02970	LONDON VIRUS	EUROSTAR	HIGH SPEED TRAIN FROM LONDON TO BRUSSELS	TBWA\BRUSSELS	BELGIUM	TBWA\BRUSSELS / CHERRY AND CAKE BRUSSELS
A13/145	02280	REAR VIEW GIRLS - LOS ANGELES	LEVI STRAUSS & CO, SAN FRANCISCO	LEVI'S CURVE ID	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A13/171	01673	FASHION AWARD	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A13/180	02410	DELAY THE WORK DAY	361	SPORTSWEAR	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI
A13/189	02950	SKANKPLAY	SKANK	SKANK'S NEWEST SINGLE	DONTRYTHIS São Paulo	BRAZIL	DONTRYTHIS São Paulo
A13/190	02980	DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York

A14 (Best Use of Mobile Devices)

A14/057	00107	THE COMMBANK PROPERTY GUIDE APPLICATION	THE COMMONWEALTH BANK OF AUSTRALIA	HOME LOANS	IKON COMMUNICATIONS Sydney	AUSTRALIA	THE WHITE AGENCY Sydney / VIVANT Sydney
---------	-------	---	------------------------------------	------------	----------------------------	-----------	---

Shortlist (Media Lions)

A14/059	01657	WELCOME TO OUR REALITY	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
A14/069	01961	PERRIER BY DITA	NESTLÉ WATERS	PERRIER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
A14/078	02589	WHOPPER FACE APP	BURGER KING	WHOPPER	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A14/083	02781	UNBOTTLE YOURSELF	CARLSBERG	BEER	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
A14/096	02803	THE SAMPLER	CONVERSE	MOBILE APP	R/GA New York	USA	R/GA New York

A15 (Best Use of Other Digital Media)

A15/005	00303	IKEA E-FOLDER SET	IKEA	IKEA	LABORATORY IDEAS Budapest	HUNGARY	LABORATORY IDEAS Budapest / LABORATORY DIGITAL Budapest
A15/009	00215	SAVE AS WWF	WWF	WWF	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A15/029	01183	M&M'S FIND RED	MARS	M&M'S	PROXIMITY CANADA	CANADA	PROXIMITY CANADA
A15/032	01263	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT Stockholm	SWEDEN	JUNG von MATT Stockholm
A15/037	01732	SAFE FOR WORK	VOLKSWAGEN	VOLKSWAGEN SIDE ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg

B01 (Best Use of Integrated Media)

B01/008	00042	DATED PILLOWS	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS Sydney	AUSTRALIA	HAPPY SOLDIERS Sydney
B01/044	00605	TUBES INTEGRATED CAMPAIGN	K-SWISS	SPORTS FOOTWEAR	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles / CAYRAY GROUP Pasadena
B01/050	00518	SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS Boston	USA	DIGITAS Boston
B01/061	00889	WHAT'S YOUR NUMBER?	BMW MINI	MINI	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND	DRAFTFCB NEW ZEALAND Auckland
B01/066	01276	SMOKE	WWW.GLÜCKLICHE R-NICHTRAUCHER.DE	ANTI-SMOKING-SEMINARS	MEDIAPLUS Munich	GERMANY	SERVICEPLAN Munich
B01/073	01424	THE WORLDS SIMPLEST CHLAMYDIA TEST	RFSU	HOME CHLAMYDIA TEST	NAKED COMMUNICATIONS Stockholm	SWEDEN	NAKED COMMUNICATIONS Stockholm

Shortlist (Media Lions)

B01/085	00443	THE MEGANE EXPERIMENT	RENAULT	MEGANE	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON / PUBLICIS MODEM London
B01/108	00709	REPLAY SEASON 2 & 3	GATORADE	SPORTS DRINK	TBWA\CHIAT\DAY LA Los Angeles	USA	TBWA\CHIAT\DAY LA Los Angeles
B01/123	00882	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest	ROMANIA	BV MCCANN ERICKSON Bucharest
B01/141	01762	GALAXY READING	MARS	GALAXY	MEDIACOM London	UNITED KINGDOM	
B01/143	01764	WELCOME HOME	T-MOBILE	CONSUMER PAY AS YOU GO	MEDIACOM London	UNITED KINGDOM	SAATCHI & SAATCHI London
B01/195	01518	REPÚBLICA POPULAR DO CORINTHIANS	NIKE	CORINTHIANS	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
B01/200	01271	CAMPAIGN PLACEMENT FOR ANNA UND DIE LIEBE	McDONALD'S	McCAFÉ	TBWA\BERLIN	GERMANY	TBWA\BERLIN
B01/210	02882	REVENGE ON CALLCENTERS & HELPDESKS	RADIO 1	PEETERS & PICHAL	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
B01/233	01813	WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
B01/280	02677	FOLLOW THE GREEN LINE	FIDELITY INVESTMENTS	FIDELITY INVESTMENTS	MPG Boston	USA	MEDIA CONTACTS Boston

C01 (Fast Moving Consumer Goods)

C01/006	00493	RAINY DAYS	PEPSICO	WALKERS	OMD UK London	UNITED KINGDOM	
C01/040	01545	GOL OOL	COCA-COLA	COCA-COLA 2010 WORLD CUP	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
C01/042	02489	RUSH HOUR CINEMA	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
C01/049	01243	THE COWS DECIDE	TINE	FLAVOURED MILK	DIST CREATIVE Oslo	NORWAY	DIST CREATIVE Oslo / JIMMY ROYAL Oslo
C01/055	01507	20 PERCENT MORE	PROCTER & GAMBLE	DURACELL	STARCOM MEDIAVEST GROUP San Juan	PUERTO RICO	
C01/074	01601	BIG STAIN	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI GREAT WALL ADVERTISING Guangzhou	CHINA	SAATCHI & SAATCHI GREAT WALL ADVERTISING Guangzhou
C01/091	02008	FIRST LIVE BEAUTY AD	PROCTER & GAMBLE	PANTENE	STARCOM USA Chicago	USA	GREY NEW YORK

Shortlist (Media Lions)

C01/095	02297	THE WORLD'S FIRST NEWSPAPER ON 100% RECYCLED NEWSPRINT	L'OREAL	GARNIER	LODESTAR UM Mumbai	INDIA	
C01/100	02388	SHARE THE JOY CAMPAIGN	CADBURY	DAIRY MILK	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
C01/102	02505	JUNK FOOD PACKAGING	BOLTHOUSE FARMS	BABY CARROTS	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder
C01/105	02445	FASHION LAUNDRY	PROCTER & GAMBLE	ARIEL DETERGENT	ACE SAATCHI & SAATCHI Makati City	THE PHILIPPINES	ACE SAATCHI & SAATCHI Makati City

C02 (Cars & Automotive Services)

C02/002	00087	DON'T BLOG ABOUT THIS	BMW	PROTOTYPE CAR	KKLD Berlin	GERMANY	KKLD Berlin
C02/020	00301	SMART: THINK - FAST - BUY!	MERCEDES-BENZ	SMART	MERCEDES-BENZ CHINA Beijing	CHINA	
C02/021	00444	THE MEGANE EXPERIMENT	RENAULT	MEGANE	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON / PUBLICIS MODEM London
C02/030	01303	TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH New York	USA	RAZORFISH New York
C02/032	01341	SCIROCCO CUP	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING	CHINA	OGILVY BEIJING
C02/039	00988	WINNING THE SUPER BOWL	VOLKSWAGEN	VW PASSAT	MEDIACOM New York	USA	DEUTSCH INC. Los Angeles
C02/044	02083	PUNCHDUB	VOLKSWAGEN	AUTOMOBILE	MEDIACOM New York	USA	DEUTSCH INC. Los Angeles
C02/048	01660	THE WINTER ADJUSTED OFFER	VOLKSWAGEN	VW PASSAT 4MOTION	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM

C03 (Other Consumer Products (including Durable Goods))

C03/006	00043	DATED PILLOWS	PACIFIC BRANDS	PILLOWS	HAPPY SOLDIERS Sydney	AUSTRALIA	HAPPY SOLDIERS Sydney
C03/007	00314	WASHING TUNNEL	LG ELECTRONICS	WASHING MACHINE	Y&R SOUTH AFRICA Johannesburg	SOUTH AFRICA	Y&R SOUTH AFRICA Johannesburg
C03/011	00741	QUIETEST DISHWASHER	ARCELIK	DISHWASHER	MINDSHARE Istanbul	TURKEY	

Shortlist (Media Lions)

C03/017	00972	SAMSUNG LED 3D TV	SAMSUNG	LED 3D TV	STARCOM THE NETHERLANDS Amsterdam	THE NETHERLANDS	MUSE AMSTERDAM
---------	-------	-------------------	---------	-----------	-----------------------------------	-----------------	----------------

C04 (Financial Products & Services)

C04/006	00239	YOU ARE THE BIG PICTURE	AVIVA	INSURANCE	ZENITH OPTIMEDIA WORLDWIDE London	UNITED KINGDOM	AMV.BBDO London
C04/010	00993	BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
C04/014	01010	SHOCKING LITTLE BEASTS	DKV	HEALTH INSURANCE	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
C04/037	02391	THE REFEREE'S SUPPORTERS	TRANSPERUANA INSURANCE COMPANY	MICRO INSURANCE	QUORUM/NAZCA SAATCHI & SAATCHI Lima	PERU	QUORUM/NAZCA SAATCHI & SAATCHI Lima / YELLOW Lima

C05 (Commercial Public Services incl. Healthcare & Medical)

C05/002	00285	PRIORITY	TELEFÓNICA O2 UK	O2 PRIORITY	ZENITHOPTIMEDIA UK London	UNITED KINGDOM	
C05/013	01869	THE LONGEST CALL EVER	T-MOBILE	CELLPHONE SERVICE	CONILL SAATCHI & SAATCHI Torrance	USA	CONILL SAATCHI & SAATCHI Torrance
C05/015	01087	WE MIXED INDIA!	TATA SKY	SATELLITE TV SERVICE	MAXUS Mumbai	INDIA	
C05/029	01771	WELCOME HOME	T-MOBILE	CONSUMER PAY AS YOU GO	MEDIACOM London	UNITED KINGDOM	SAATCHI & SAATCHI London

C06 (Travel, Entertainment & Leisure)

C06/010	00357	THE 250KM WAVE	KYUSHU RAILWAY COMPANY	KYUSHU BULLET TRAIN	DENTSU Tokyo	JAPAN	DENTSU Tokyo
C06/015	01206	TOUCH THE SUN	EMBRATUR	BRAZILIAN TOURISM BOARD	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro
C06/034	02626	UNEXPECTED LUGGAGE	SPANAIR	CHRISTMAS CAMPAIGN	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
C06/035	01874	MAKING TRACKS	TOURISM AUSTRALIA	TOURISM	DDB Sydney	AUSTRALIA	DDB Sydney

C07 (Retail and E-Commerce, including Restaurants)

C07/005	00429	HOMEPLUS SUBWAY VIRTUAL STORE	TESCO	RETAIL	CHEIL WORLDWIDE Seoul	KOREA	CHEIL WORLDWIDE Seoul
---------	-------	-------------------------------	-------	--------	-----------------------	-------	-----------------------

Shortlist (Media Lions)

C07/012	02702	100 EGOS CAMPAIGN	DANSHAR	HAIRCARE	DRAFTFCB + SHIMONI FINKELSTEIN BARKI Tel Aviv	ISRAEL	DRAFTFCB + SHIMONI FINKELSTEIN BARKI Tel Aviv
C07/034	01901	BOOKS FRESHENERS	100 000 BOOKS	CHAIN OF BOOKSTORES	VOSKHOD Yekaterinburg	RUSSIA	VOSKHOD Yekaterinburg
C07/041	00669	THE ROTISSERIE CHANNEL	CARA OPERATIONS	SWISS CHALET RESTAURANT	BBDO CANADA Toronto	CANADA	BBDO CANADA Toronto

C08 (Publications & Media)

C08/012	00714	NEWSPAPER IN THE SKY	THE ASAHI SHIMBUN COMPANY	THE ASAHI SHIMBUN	DENTSU KANSAI Osaka	JAPAN	DENTSU KANSAI Osaka
C08/024	02213	HEARTBREAKER <3	KAIZERS ORCHESTRA	ORCHESTRA	STARCOM NORWAY Oslo	NORWAY	ANORAK Oslo / HAALAND EIDSVAAG & STROEM Oslo
C08/028	01728	THE VOICELESS CAMPAIGN	THE ZIMBABWEAN	NEWSPAPER	TBWA\HUNT\LASCARI JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARI S JOHANNESBURG

C10 (Corporate Image & Information)

C10/009	00654	LEAKING POWER OUTLETS	RHEINISCH WESTFÄLISCHES ELEKTRIZITÄTSWE RK	SUSTAINABLE ENERGY WEBSITE	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
C10/013	00415	POWERING THE FUTURE	SHELL	SHELL	MEDIACOM New York	USA	JWT NEW YORK
C10/014	00157	ONE LAPTOP PER CHILD	TELSTRA	TELSTRA BRAND	OMD Sydney	AUSTRALIA	
C10/034	01982	SOLES WITH SOULS	J.K. TYRE & INDUSTRIES	JK TYRE	CONTRACT ADVERTISING INDIA Gurgaon	INDIA	CONTRACT ADVERTISING INDIA Gurgaon
C10/045	02389	BILLBOARDS TO BAGS	CADBURY	COMMONWEALTH GAMES	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
C10/050	02623	PHILIPPE'S PROJECT	T-MOBILE AUSTRIA	TELECOMMUNICA TION	MEDIACOM Vienna	AUSTRIA	PUBLICIS GROUP AUSTRIA Vienna

C11 (Charities, Public Health & Safety, Public Awareness Messages)

C11/020	00021	I SWIM WITH MARCOS	UNITED NATIONS	POVERTY AWARENESS	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo
C11/044	01075	KIMBO	UNICEF	UNICEF	JWT Madrid	SPAIN	JWT Madrid

Shortlist (Media Lions)

C11/064	01826	SILHOUETTES IN AMIA MEMORIAM		JEWISH COMMUNITY CENTRE	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires
C11/068	01521	ART ON THE CROSSWALK	CURITIBA CITY HALL	ROAD SAFETY	MASTER Curitiba	BRAZIL	MASTER Curitiba
C11/069	01531	BOOTS	ASICS	ANTI RACISM	BABEL Sao Paulo	BRAZIL	BABEL Sao Paulo
C11/085	01559	HIDDEN MESSAGES	CASA PROTEGIDA JULIA DE BURGOS	SHELTER FOR ABUSED WOMEN	GREY PUERTO RICO Hato Rey	PUERTO RICO	GREY PUERTO RICO Hato Rey
C11/086	01584	ANGELS CAMPAIGN	AUCKLAND CITY MISSION	CHARITY	PUBLICIS MOJO Auckland	NEW ZEALAND	PUBLICIS MOJO Auckland
C11/090	02041	JUNE 16TH 2014	BRAND COLLECTIVE	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis / OGILVY PUBLIC RELATIONS WORLDWIDE Tunis
C11/092	02189	ANGINA MONOLOGUES	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON	UNITED KINGDOM	GREY LONDON
C11/100	02248	BRIDGE PROJECTION LIFESAVER	SUICIDE PREVENTION CENTER	SOS INFO LINE	McCANN ERICKSON BELGRADE Belgrade	SERBIA	McCANN ERICKSON BELGRADE Belgrade
C11/117	02122	SR. AMOR	SALVATION ARMY	SALVATION ARMY	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires
C11/119	02226	KID RESCUE	TELEFONICA	TELEFONICA FOUNDATION	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá
C11/134	02599	DRUNK VALET	BAR AURORA & BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
C11/138	02736	BLIND CAR	JSM CORPORATION	HARD ROCK CAFÉ ANTI DRINK DRIVING	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai

Total Entries: 222