

Shortlist (Design Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<u>A01 (Posters)</u>							
A01/003	00017	SHIBUYA HIKAIRE	TOKYU CORPORATION	COMPLEX BUILDING	TOKYU AGENCY Tokyo	JAPAN	TOKYU AGENCY Tokyo
A01/010	00111	15TH ANNIVERSARY POSTERS	EXPEDIA	TRAVEL WEBSITE	CREATURE Seattle	USA	CREATURE Seattle
A01/024	00128	DESIGN FEVER!	THE YOSHIDA HIDEO MEMORIAL FOUNDATION / ADVERTISING MUSEUM TOKYO	D&AD 2011 EXHIBITION IN JAPAN	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A01/025	00129	GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	EAST JAPAN RAILWAY COMPANY	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A01/026	00130	ONE'S BATTLE : ONE SHOW 2011 EXHIBITION IN JAPAN	THE YOSHIDA HIDEO MEMORIAL FOUNDATION / ADVERTISING MUSEUM TOKYO	ONE SHOW 2011 EXHIBITION IN JAPAN	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A01/027	00131	THE ULTRA ASIAN	THE YOSHIDA HIDEO MEMORIAL FOUNDATION / ADVERTISING MUSEUM TOKYO	ADFEST 2011 EXHIBITION	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A01/101	01425	THE WHOLE PICTURE	THE GUARDIAN	THE GUARDIAN	BBH LONDON	UNITED KINGDOM	BBH LONDON
A01/105	01631	VW LOGO CAMPAIGN	VOLKSWAGEN	BLUEMOTION	DDB UK London	UNITED KINGDOM	DDB UK London
A01/108	01592	HEROES WANTED	RED CROSS LEBANON	RED CROSS	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A01/110	01595	MANIMAL	PAPERS WORLDWIDE	NEENAH PAPERS	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A01/116	02043	ROAD LETTERS	CLARO	MOBILE COMPANY	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

Shortlist (Design Lions)

A01/131	01001	THE FAT POSTERS.	BARMER GEK	HEALTH CARE - PUBLIC AWARENESS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A01/135	01347	MORE THAN JUST THE CLASSICS	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
A01/148	00873	FLATTEN SF	THE NEW WHEEL	THE NEW WHEEL ELECTRIC BIKE	DRAFTFCB San Francisco	USA	DRAFTFCB San Francisco
A01/165	01229	LIFE CYCLE	LIFE CYCLE	BICYCLE	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
A01/169	01243	CHAPLIN CHAPTERS	MOVIES NOW	CHAPLIN CHAPTERS	BBH INDIA Mumbai	INDIA	BBH INDIA Mumbai
A01/172	01236	#COKEHANDS	THE COCA-COLA COMPANY	COCA-COLA	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI
A01/186	01388	BRAVIDA LONDON PICTOGRAMS	BRAVIDA	BRAVIDA	BERNTZONBYLUND Stockholm	SWEDEN	BERNTZONBYLUND Stockholm
A01/189	01494	ICEBERG	TUI	TUI TRAVEL	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA Beijing
A01/196	01520	172 WHALES	SEA SHEPHERD	MARINE CONSERVATION	BIRCHER / RABL Zurich	SWITZERLAND	BIRCHER / RABL Zurich
A01/198	01355	GIFT A LIFE	COMMITTEE OF ORGAN DONATION IN LEBANON	ORGAN DONATION	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai
A01/241	02227	ICONIC	VOLKSWAGEN	BEETLE	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai
A01/247	01871	AUGUSTO DE CAMPOS	STEVE SAVAGE	STEVE SAVAGE POET & WRITER	BAILLAT CARDELL & FILS Montreal	CANADA	BAILLAT CARDELL & FILS Montreal
A01/257	01940	NEW YORK WRITES ITSELF	VILLAGE VOICE	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK
A01/261	01991	QUICK DRAW WINS	MATTEL SOUTHEAST ASIA	PICTIONARY	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur

Shortlist (Design Lions)

A02 (Flyers, Tickets, Invitations, Postcards, Christmas and Other Greetings Cards)

A02/006	00370	ALL-SET CARD SET	COLLE+MCVO Y	CREATIVE AGENCY	COLLE + McVOY Minneapolis	USA	COLLE + McVOY Minneapolis
A02/012	00734	SHOELACE BUSINESS CARD	ADIDAS	ADIDAS STORES	AGE ISOBAR São Paulo	BRAZIL	AGE ISOBAR São Paulo
A02/026	01111	WVRST SAUSAGE PARTY INVITE	WVRST	RESTAURAN T	TAXI CANADA Toronto	CANADA	TAXI CANADA Toronto
A02/055	01916	SMITH. FOOD FOR THE EVERYMAN.	SMITH RESTAURANT + BAR	RESTAURAN T + BAR	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO

A03 (Calendars)

A03/022	00748	THOMAS COOK TEMPERATU RES CALENDAR	TC TOURISTIK	THOMAS COOK TRAVEL	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A03/028	01925	DAILY FUN MATH	PT KIE INDONESIA	KUMON	GREY INDONESIA Jakarta	INDONESIA	GREY INDONESIA Jakarta
A03/029	02099	BOOKCALEN DAR	GANDHI BOOKSTORES	GANDHI BOOKSTORE S	OGILVY MEXICO Mexico City	MEXICO	OGILVY MEXICO Mexico City

A04 (Logo Design)

A04/003	00028	WEARHOUSE IDENTITY	VICURBAN	COMMUNITY FASHION SPACE	ELMWOOD MELBOURNE	AUSTRALIA	ELMWOOD MELBOURNE
A04/010	00142	OLYMPIC BRAND	BRAZILIAN OLYMPIC COMMITTEE	OLYMPIC LOGO	TÀTIL São Paulo	BRAZIL	TÀTIL São Paulo
A04/017	00056	524A- ARCHITYPO	524 ARCHITECTUR E	524 TYPOGRAPH Y	524 STUDIO Beijing	CHINA	524 STUDIO Beijing
A04/021	00260	T- PLATFORMS LOGO	T-PLATFORMS	SUPERCOMP UTERS	TOMATDESIGN Moscow	RUSSIA	TOMATDESIGN Moscow

Shortlist (Design Lions)

A04/034	00456	ELEPHANT COMBS LOGO DESIGN	MKV HOUSEHOLD PRODUCTS	ELEPHANT COMBS	TBWA\INDIA Gurgaon	INDIA	TBWA\INDIA Gurgaon
A04/050	00817	CLOAK & DAGGER	CHANTAL MANNING-KNIGHT	CLOAK & DAGGER LOGO	INTERBRAND AUSTRALIA Sydney	AUSTRALIA	INTERBRAND AUSTRALIA Sydney
A04/073	01061	QUEEN ELIZABETH PRIZE FOR ENGINEERING	QUEEN ELIZABETH PRIZE FOR ENGINEERING FOUNDATION	GLOBAL PRIZE RECOGNISING AND CELEBRATING OUTSTANDING ADVANCES IN ENGINEERING	LANDOR ASSOCIATES London	UNITED KINGDOM	LANDOR ASSOCIATES London
A04/113	01743	GOOGLE DISPLAY LOGO	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York
A04/119	01620	SOHO'S SECRET TEA ROOM	SOHO'S SECRET TEA ROOM	TEA ROOM	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London
A04/128	02122	CHINA DOLL	CHINA DOLL DELIVERY AND TAKE AWAY	CHINA DOLL	GRANT McCANN ERICKSON Colombo	SRI LANKA	GRANT McCANN ERICKSON Colombo

A05 (Books)

A05/004	00132	FOR BROWSING ONLY	THE BROWSING COPY PROJECT	RECYCLING	BEAUTIFUL Singapore	SINGAPORE	BEAUTIFUL Singapore
A05/017	00559	THE FASHION WORLD OF JEAN PAUL GAULTIER. FROM THE SIDEWALK TO THE CATWALK. - BOO	MUSÉE DES BEAUX ARTS DE MONTRÉAL	MUSEUM EXHIBITION	PAPRIKA Montréal	CANADA	PAPRIKA Montréal
A05/023	00806	THE NOT ANGRY NOTE BOOK.	SÖDRA	PAPER PULP	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm

Shortlist (Design Lions)

A05/027	00852	YEARBOOK CREATIVIDA DE GALEGA	CREATIVIDADE GALEGA	YEARBOOK	UNLIMITED CREATIVE GROUP La Corunna	SPAIN	UNLIMITED CREATIVE GROUP La Corunna / ZUMO ESTUDIO Pontevedra
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A06 (Self Promotion)

A06/007	00058	LETTER- DROPPING	INDEPENDENT COPYWRITER. COM	COLIN CORCORAN	BRALEY DESIGN Brooklyn	USA	BRALEY DESIGN Brooklyn
A06/022	00404	GOOD DESIGN IS A TOUGH JOB	STRICHPUNKT	CREATIVE AGENCY	STRICHPUNKT Stuttgart	GERMANY	STRICHPUNKT Stuttgart
A06/056	00470	PLAYTYPE™ PROMOTION	PLAYTYPE™ BY E-TYPES	TYPE FOUNDRY AND CONCEPT STORE	E-TYPES Copenhagen	DENMARK	E-TYPES Copenhagen
A06/074	01777	FLIP BOOKS	PETER SCHAFRICK	PETER SCHAFRICK	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A06/080	02255	THE STATIONARY	TBWA ISTANB UL	CREATIVE AGENCY	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL

A07 (Promotional Item Design)

A07/018	00378	CALM TEA BAGS	BOH PLANTATION	BOH CAMOMILE TEA	M&C SAATCHI MALAYSIA Kuala Lumpur	MALAYSIA	M&C SAATCHI MALAYSIA Kuala Lumpur
A07/020	00391	DESIGN NORI (SEAWEEED)	UMINO SEAWEEED STORE	SEAWEEED	I&S BBDO Tokyo	JAPAN	I&S BBDO Tokyo
A07/022	00412	RYSKAPOST EN	RYSKA POSTEN	COURIER EXPRESS S	KING Stockholm	SWEDEN	KING Stockholm
A07/028	00473	THE 3M EARPLUGS VOLUME- DOWN PACKAGING	3M DEUTSCHLAN D	3M SOLAR EAR PLUGS	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
A07/086	00897	BARDOT	ADVANCED ICE CREAM TECHNOLOGIE S	FROZEN CONFECTION S	LANDOR ASSOCIATES San Francisco	USA	LANDOR ASSOCIATES San Francisco
A07/088	01019	THE REAL COOKBOOK	GERSTENBER G VERLAG	COOKBOOK	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg

Shortlist (Design Lions)

A07/147	01289	D&AD IN BOOK AND NOMINATION AWARDS	D&AD	D&AD IN BOOK AND NOMINATION AWARDS	TURNER DUCKWORTH London	UNITED KINGDOM	TURNER DUCKWORTH London / TURNER DUCKWORTH San Francisco
A07/161	01543	HAIR FOR HOPE	CHULABHORN HOSPITAL	CANCER PATIENTS DEPARTMENT	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok
A07/175	01187	GOLDEN GATE BRIDGE 75TH ANNIVERSARY	GOLDEN GATE NATIONAL PARKS CONSERVANCY	GOLDEN GATE BRIDGE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
A07/180	01769	GREEN PICKS	MTV BRASIL	MTV BRASIL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo
A07/184	01796	BRIGHT IDEAS	TEDX	TEDX CONFERENCE	JWT SINGAPORE	SINGAPORE	JWT SINGAPORE

A08 (Publications & Business Communications)

A08/001	00009	LOST & FOUND	GÖTEBORGST RYCKERIET PRINTING HOUSE	CATALOGUE OF PRINTING TECHNIQUES	HAPPY F&B Gothenburg	SWEDEN	HAPPY F&B Gothenburg
A08/012	00311	AGAINST THE TIDE	FISH & MORE	FOLLOWFISH	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG
A08/021	00751	THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR - VEREIN ZUR FOERDERUNG DER THERMISCHEN SOLARENERGIE	SOLAR ENERGY PROVIDER	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A08/036	01016	TABLE OF CONTENTS	TABLE OF CONTENTS / TDG VERTRIEBS	MAGAZINE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A08/053	01805	BAMBOO	WIN SING DEVELOPMENT	WIN SING DEVELOPMENT	JWT TAIWAN Taipei	CHINESE TAIPEI	JWT TAIWAN Taipei

Shortlist (Design Lions)

A09i (Small Business - local or operating in a restricted area.)

A09i/001	00335	CSPD 2011 ANNUAL REPORT	CALGARY SOCIETY FOR PERSONS WITH DISABILITIES	CARE FOR PERSONS WITH DISABILITIES	WAX Calgary	CANADA	WAX Calgary
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A09ii (Medium Business - regional or national organisations)

A09ii/002	00750	THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR - VEREIN ZUR FOERDERUNG DER THERMISCHEN SOLARENERGI E	SOLAR ENERGY PROVIDER	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
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A10 (Illustration)

A10/039	00576	IMAGINATIO N IN BLUE	CARAN D'ACHE	CRAYONS AND PAINT MANUFACTU RY	WIRZ/BBDO Zürich	SWITZERLAN D	WIRZ/BBDO Zürich
A10/041	00578	IMAGINATIO N IN GREEN	CARAN D'ACHE	CRAYONS AND PAINT MANUFACTU RY	WIRZ/BBDO Zürich	SWITZERLAN D	WIRZ/BBDO Zürich
A10/042	00579	IMAGINATIO N IN RED	CARAN D'ACHE	CRAYONS AND PAINT MANUFACTU RY	WIRZ/BBDO Zürich	SWITZERLAN D	WIRZ/BBDO Zürich
A10/043	00580	IMAGINATIO N IN GREY	CARAN D'ACHE	CRAYONS AND PAINT MANUFACTU RY	WIRZ/BBDO Zürich	SWITZERLAN D	WIRZ/BBDO Zürich
A10/121	02013	BLURRED EYES - BIRTHDAY	L'OFFICIEL III	BEAUTY SALON	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo
A10/122	02014	BLURRED EYES - FAT	L'OFFICIEL III	BEAUTY SALON	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo
A10/123	02015	BLURRED EYES - OLD	L'OFFICIEL III	BEAUTY SALON	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo

Shortlist (Design Lions)

A10/135	01182	FISH	YOUNG LIONS BRAZIL - MINAS GERAIS	YOUNG LIONS COMPETITIO N	NEW DESIGN Belo Horizonte	BRAZIL	NEW DESIGN Belo Horizonte
A10/138	01348	FAIRY TALES	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
A10/139	01349	GRAPHIC NOVELS	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
A10/140	01350	TRAVEL	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
A10/143	02189	WVRST DUCK	WVRST	RESTAURAN T	TAXI CANADA Toronto	CANADA	TAXI CANADA Toronto
A10/193	01356	GIFT A LIFE	COMMITTEE OF ORGAN DONATION IN LEBANON	ORGAN DONATION	DDB Dubai	UNITED ARAB EMIRATES	DDB Dubai
A10/197	01554	BREAK THE WALL	ORBIS	ORBIS FUNDRAISIN G	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG
A10/230	02237	STAY ALERT - NEW YORK BLACKOUT	GEEBEE'S BEVERAGES	COFFEE GOLD	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai
A10/232	02239	MOUSTACHE GYM	VOLKSWAGEN	VOLKSWAGE N ATTENTION ASSIST SYSTEM	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai
A10/233	02240	MUSICAL JUNGLE	VOLKSWAGEN	VOLKSWAGE N ATTENTION ASSIST SYSTEM	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai
A10/271	02283	STARE BEAR	THE COCA- COLA COMPANY	COCA-COLA	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
A10/272	01924	WATER BEAR	THE COCA- COLA COMPANY	COCA-COLA	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
A10/277	02105	ROOTS	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A10/278	02103	FLAME	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London

Shortlist (Design Lions)

A10/279	02104	MOUNTAIN	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
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A11 (Advertising Typography)

A11/007	00118	SOFA KINGS POSTERS - TYPOGRAPHY	SOFA KINGS CYCLING CLUB	CYCLING CLUB	CREATURE Seattle	USA	CREATURE Seattle
A11/010	00649	SMART TWITTER SPOT	MERCEDES- BENZ ARGENTINA	SMART	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires
A11/012	00680	SHAKE IT UP - OUTDOOR CAMPAIGN	FERRERO	TIC TAC	MERKLEY + PARTNERS New York	USA	MERKLEY + PARTNERS New York
A11/021	02065	THINK	IBM	IBM	OGILVY NEW YORK	USA	OGILVY NEW YORK
A11/034	00999	EFFICIENTDY NAMICS SCULPTURE	BMW GROUP	BMW EFFICIENTDY NAMICS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A11/039	00785	ADDICTION POSTER CAMPAIGN	NIKE	RUNNING	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo

A12 (Design Typography)

A12/008	00179	OK GO - ALL IS NOT LOST	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
A12/044	01445	IDENTITY	RESOLUTE	RESOLUTE FOREST PRODUCTS	COSSETTE Montreal	CANADA	COSSETTE Montreal
A12/047	02241	THE HINGLISH PROJECT	MINISTRY OF TOURISM - GOVERNMENT OF INDIA	INCREDIBLE INDIA	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai
A12/051	01941	NEW YORK WRITES ITSELF	VILLAGE VOICE	VILLAGE VOICE NEWSPAPER	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK

Shortlist (Design Lions)

A13 (Broadcast Design and Graphics Incl. Animation)

A13/007	00409	THE CNN ECOSPHERE	TURNER BROADCASTING SYSTEMS DEUTSCHLAND	CNN	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A13/017	01273	180 CHANNEL TV IDENTITY	180 CHANNEL	OPEN SOURCE TV CHANNEL	O ESCRITORIO Lisbon	PORTUGAL	O ESCRITORIO Lisbon
A13/018	02063	TURNING NEGATIVES INTO POSITIVES	IBM	IBM	OGILVY NEW YORK	USA	OGILVY NEW YORK
A13/031	01041	MORE4 REBRAND - FLIP, FLOP & PUZZLE	MORE4 / CHANNEL 4	CHANNEL IDENTITY	4creative London	UNITED KINGDOM	4creative London
A13/039	01724	DEATHS	91 ROCK	91 ROCK	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo
A13/041	02123	CONTINUUM	HONDA SOUTH AFRICA	HONDA	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA	DDB SOUTH AFRICA Johannesburg

A14 (Design Photography)

A14/021	01230	LIFE CYCLE	LIFE CYCLE	BICYCLE	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
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B01 (Online Digital Design)

B01/007	00180	OK GO - ALL IS NOT LOST	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
B01/008	00181	THE GOOGLE PUZZLE	GOOGLE	GOOGLE CHROME	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
B01/009	00294	SPACE BALLOON PROJECT	SAMSUNG ELECTRONICS JAPAN	GALAXY SII	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
B01/012	00354	BELL	WARNER MUSIC JAPAN	ANDROP BAND	PARTY Tokyo	JAPAN	PARTY Tokyo
B01/013	00408	THE CNN ECOSPHERE	TURNER BROADCASTING SYSTEMS DEUTSCHLAND	CNN	HEIMAT Berlin	GERMANY	HEIMAT Berlin

Shortlist (Design Lions)

B01/025	00605	THE SMALLEST IKEA STORE IN THE WORLD	IKEA	IKEA	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai / OGILVY GERMANY Frankfurt
B01/035	01862	URBAN TOUR	ASOS	ASOS.COM	BBH LONDON	UNITED KINGDOM	BBH LONDON
B01/042	01849	NIKE+ FUELBAND	NIKE+	NIKE+ FUELBAND	R/GA New York	USA	R/GA New York
B01/078	01476	THE MUSEUM OF ME	INTEL	INTEL CORE i5 PROCESSOR	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo

B02 (Offline Digital Design)

B02/002	00214	SEAT TYPOGRAPH Y CLOCK	MERCEDES-BENZ VANS	MERCEDES-BENZ VIANO & VITO	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
B02/019	00887	AN EXPRESSION OF INNOVATION	ROYAL DUTCH SHELL	PEARL GTL INTERACTIVE MODEL	IMAGINATION London	UNITED KINGDOM	IMAGINATION London
B02/023	02040	HAPPINESS REFILL	THE COCA-COLA COMPANY	COCA-COLA	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

C01 (Permanent Retail)

C01/004	00858	ROCA GALLERIES	ROCA	ROCA GALLERIES	TIEMPO BBDO Barcelona	SPAIN	TIEMPO BBDO Barcelona
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C02 (Temporary Retail)

C02/010	01275	SUN BATHING	A.O.SMITH	SOLAR POWERED WATER HEATER	LEO BURNETT SHANGHAI	CHINA	LEO BURNETT SHANGHAI
C02/015	01608	NIKEFUEL STATION	NIKE UK	NIKE+ FUELBAND	AKQA London	UNITED KINGDOM	AKQA London

C03 (Point of Sale)

C03/033	01170	BACKLIGHT PANEL	LEICA	LEICA	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
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Shortlist (Design Lions)

C03/040	01874	JAMESON PUB PAINTINGS	PERNOD RICARD	JAMESON WHISKEY	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York
C03/044	00933	FRUIT FIGURES	FRESH'N'FRIE NDS	FRUIT FIGURES	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
C03/067	02176	CAFÉ TERRACE AT NIGHT	FABER- CASTELL	ARTIST COLOR PENCILS	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
C03/068	02177	THE SCREAM	FABER- CASTELL	ARTIST COLOR PENCILS	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE

C04 (Hospitality/Leisure)

C04/008	01917	SMITH. FOOD FOR THE EVERYMAN	SMITH RESTAURANT + BAR	RESTAURAN T + BAR	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
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C05 (Exhibitions & Live Events)

C05/003	00135	QUBE3	AUDI	AUDI Q3	KMS BLACKBOX Munich	GERMANY	KMS BLACKBOX Munich
C05/018	00323	THE KEYBOARD OF ISOLATION	FAMILY CARE FOR GRASSROOTS COMMUNITY	LESS ONLINE TIME AND MORE FAMILY TIME	DDB CHINA GROUP Shanghai	CHINA	DDB CHINA GROUP Shanghai
C05/024	00400	ANAMORPHI C MIRROR	DEUTSCHE BANK	ANAMORPHI C MIRROR	ART+COM Berlin	GERMANY	ART+COM Berlin / COORDINATION Berlin
C05/025	00401	THE BRANDSPAC E	DEUTSCHE BANK	DEUTSCHE BANK	ART+COM Berlin	GERMANY	ART+COM Berlin / COORDINATION Berlin
C05/027	00474	THE LAUNDRY GALLERY	SIEMENS ELECTROGER AETE	SIEMENS ANTI- VIBRATION WASHING MACHINES	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN
C05/037	00693	THINK: AN EXPLORATIO N INTO MAKING THE WORLD WORK BETTER	IBM	IBM CENTENNIAL CELEBRATIO N	SYPARTNERS San Francisco	USA	SYPARTNERS San Francisco

Shortlist (Design Lions)

C05/040	01329	CLASSROOM OF THE FUTURE	UNIVERSITY OF PHOENIX	THE PHOENIX LECTURE SERIES	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
C05/060	01500	BMW VISION CONNECTED DRIVE	BMW	BMW VISION CONNECTED DRIVE	MUTABOR DESIGN Hamburg	GERMANY	MUTABOR DESIGN Hamburg / BMW DESIGN Munich
C05/062	01643	THE INVISIBLE DRIVE	DAIMLER / SMART	MERCEDES-BENZ B-CLASS F-CELL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg

C06 (Public Spaces)

C06/004	00255	BEACHED WHALE	MUNICIPALIDAD DE MIRAFLORES	MIRAFLORES BEACHES	CAFEINA Lima	PERU	CAFEINA Lima
C06/007	00560	AMHERST SQUARE - AIRES LIBRES	SOCIÉTÉ DE DÉVELOPPEMENT COMMERCIAL DU VILLAGE	DISTRICT CULTURAL MANAGEMENT	PAPRIKA Montréal	CANADA	PAPRIKA Montréal
C06/014	00690	PROGRESS ON POWELL STREET	AUDI OF AMERICA	A7	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco / HOOD DESIGN San Francisco
C06/035	01254	DAURO OLIVEIRA ORTHODONTICS CLINIC SIGNAGE	DAURO OLIVEIRA ORTHODONTICS CLINIC	ORTHODONTICS OFFICE	GRECO DESIGN Belo Horizonte	BRAZIL	GRECO DESIGN Belo Horizonte
C06/049	01686	RED BULL AMSTERDAM	RED BULL NETHERLANDS	RED BULL AMSTERDAM	SID LEE ARCHITECTURE Montreal	CANADA	SID LEE ARCHITECTURE Montreal
C06/067	02102	GE LIVING MASTERPIECE	GE	GE	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London

D01i (i. Own Label and Private Label brands)

D01i/001	00101	IKEA SKARPSILL	IKEA FOOD SERVICES	TINNED HERRING	STOCKHOLM DESIGN LAB Stockholm	SWEDEN	STOCKHOLM DESIGN LAB Stockholm
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Shortlist (Design Lions)

D01i/007	00168	MORRISONS SAVERS FOODS	MORRISONS	M SAVERS	COLEY PORTER BELL London	UNITED KINGDOM	COLEY PORTER BELL London
D01i/010	00390	DESIGN NORI (SEAWEEED)	UMINO SEAWEEED STORE	SEAWEEED	I&S BBDO Tokyo	JAPAN	I&S BBDO Tokyo

D02ii (ii. Core FMCG)

D02ii/004	00659	TEMPT CIDER DESIGN	ROYAL UNIBREW	TEMPT CIDER	DDB COPENHAGEN	DENMARK	DDB COPENHAGEN
D02ii/007	01296	TUBORG BOTTLE	CARLSBERG	TUBORG BEER	TURNER DUCKWORTH London	UNITED KINGDOM	TURNER DUCKWORTH London / TURNER DUCKWORTH San Francisco

D02iii (iii. Premium Brand)

D02iii/00 1	00088	JOHNNIE WALKER BLUE LABEL	DIAGEO	JOHNNIE WALKER BLUE LABEL	SEDLEY PLACE London	UNITED KINGDOM	SEDLEY PLACE London
D02iii/00 8	01413	ABSOLUT ILLUSION	THE ABSOLUT COMPANY	ABSOLUT VODKA	FAMILY BUSINESS Stockholm	SWEDEN	FAMILY BUSINESS Stockholm
D02iii/01 0	01536	BALLANTINE S 12 YEARS OLD SERVING RITUAL BY LEE BROON	CHIVAS BROTHERS (PERNOD RICARD)	BALLANTINE S 12 YEARS OLD	BEING Boulogne Billancourt	FRANCE	BEING Boulogne Billancourt
D02iii/01 1	01576	LOOKING BACK TO MOVE FORWARD	CHIVAS BROTHERS, PERNOD RICARD	PLYMOUTH GIN	DESIGN BRIDGE London	UNITED KINGDOM	DESIGN BRIDGE London

D03ii (ii. Core FMCG)

D03ii/009	01298	COCA-COLA SUMMER 2011 PACKAGING	THE COCA- COLA COMPANY NORTH AMERICA	COCA-COLA	TURNER DUCKWORTH San Francisco	USA	TURNER DUCKWORTH San Francisco / TURNER DUCKWORTH London
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Shortlist (Design Lions)

D04i (i. Own Label and Private Label brands)

D04i/003	00073	MAGIC	MENICON	MAGIC 1DAY MENICON FLAT PACK	DENTSU KANSAI Osaka	JAPAN	DENTSU KANSAI Osaka
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D05 (Sustainable Packaging)

D05/003	00331	NO WRAPPING, JUST BAKING PAPER	TREIBER	BAKERY	JUNG von MATT Stuttgart	GERMANY	JUNG von MATT Stuttgart
D05/007	00166	RELIEF PET HOUSE	JSPCA	RELIEF PET HOUSE	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo

D07 (Special Editions & Promotional Packaging)

D07/003	00212	OPEN CAP FOR STRONG BONES	WYETH	CALTRATE KIDS	LEO BURNETT SHANGHAI	CHINA	LEO BURNETT SHANGHAI
D07/012	00380	CALM TEA BAGS	BOH PLANTATION	BOH CAMOMILE TEA	M&C SAATCHI MALAYSIA Kuala Lumpur	MALAYSIA	M&C SAATCHI MALAYSIA Kuala Lumpur
D07/020	01052	MILK & HONEY SET	MINISTRY OF FOREIGN AFFAIRS (POLAND)	GIFT FOR POLISH PRESIDENCY IN EU	BEZA PROJEKT Warsaw	POLAND	BEZA PROJEKT Warsaw

E01 (Consumer Products)

E01/007	00127	MAGIC	MENICON	MAGIC MENICON 1DAY FLAT PACK	DENTSU Tokyo	JAPAN	DENTSU Tokyo / PARTY Tokyo
E01/008	00313	AGAINST THE TIDE	FISH & MORE	FOLLOWFISH	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG

E02 (Consumer Services)

E02/005	00102	VÅRDAPOTE KET	VÅRDAPOTEK ET I NORDEN	PHARMACY	STOCKHOLM DESIGN LAB Stockholm	SWEDEN	STOCKHOLM DESIGN LAB Stockholm
E02/023	02070	ICONS OF PROGRESS	IBM	IBM	OGILVY NEW YORK	USA	OGILVY NEW YORK

Shortlist (Design Lions)

E02/040	01447	OFF	INFOPRESSE	OFF	COSSETTE Montreal	CANADA	COSSETTE Montreal
E02/042	02253	THE HINGLISH PROJECT	MINISTRY OF TOURISM - GOVERNMENT OF INDIA	INCREDIBLE INDIA	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai

E03 (Charities & Not For Profit)

E03/001	00012	SWEDISH NATIONAL PARKS	SWEDISH ENVIRONMENTAL PROTECTION AGENCY	COPORATE IDENTITY	HAPPY F&B Gothenburg	SWEDEN	HAPPY F&B Gothenburg
E03/002	00037	LA VITTORIA NEW YORK - PARIS	JOHANNE DEMERS	GASTRONOMIC FUNDRAISER	LG2BOUTIQUE Montréal	CANADA	LG2BOUTIQUE Montréal
E03/033	00861	UNICEF: GOOD SHIRTS	UNICEF	UNICEF	BBH NEW YORK	USA	BBH NEW YORK

Total Entries: **169**