

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
A06 Clothing, Footwear & Accessories				
UNIQLOCK	UNIQLO	CASUAL CLOTHING	PROJECTOR Tokyo	JAPAN
C11 Publications & Media				
SOL COMMENTS	SCANDINAVIA ONLINE	NEWS/INFO/ENTERTAINMENT PORTAL	MEDIAFRONT Oslo	NORWAY
E03 Viral Marketing				
YEAR ZERO	TRENT REZNOR/NIN	ALTERNATE REALITY GAME	42 ENTERTAINMENT Pasadena	USA
GOLD				
A01 Foods and Drinks				
ABSOLUT MACHINES	V&S ABSOLUT SPIRITS	ABSOLUT VODKA	GREAT WORKS Stockholm	SWEDEN
A02 Automotive Products & Services				
MINIMALISM	MINI CANADA	BMW MINI	TAXI 2 Toronto	CANADA
A03 Cosmetics, Beauty & Toiletries				
AXE LASER	UNILEVER JAPAN K.K.	AXE DEODORANT	BASCULE Tokyo	JAPAN
A08 Financial Services				
AAATOWN	CSAA	AAA INSURANCE	PUBLICIS & HAL RINEY San Francisco	USA
A09 Travel, Entertainment & Leisure				
NON-STOP FERNANDO	EMIRATES	DUBAI TO SAO PAULO FLIGHTS	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM
A11 Publications & Media				
VOYEUR	HBO	HBO VOYEUR ONLINE HUB	BBDO NEW YORK	USA
B01 Interactive Campaigns				
UNIQLOCK	UNIQLO	CASUAL CLOTHING	PROJECTOR Tokyo	JAPAN
REC YOU	SONY MARKETING (JAPAN)	SONY WALKMAN PORTABLE AUDIO PLAYER	GT Tokyo	JAPAN
C07 Other Consumer Products				
DON'T GIVE UP	APPLE	MAC	TBWAMEDIA ARTS LAB Los Angeles	USA
D01 Mobile Advertising, Mobile Phones, PDAs, Etc.				
A BLIND CALL	BRAILLELIGA	FOUNDATION FOR THE BLIND	DUVAL GUILLAUME BRUSSELS	BELGIUM
D03 Innovative Ideas				
PET SHOP BOYS - INTEGRAL	EMI MUSIC	SONG	THE RUMPUS ROOM London	UNITED KINGDOM
E02 Viral Video				
WHOPPER FREAKOUT	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
C02 Automotive Products & Services				
LOOP	MINI	MINI CLUBMAN	GLUE LONDON	UNITED KINGDOM 1 OF 3 CAMPAIGN
PLINTH	MINI	MINI CLUBMAN	GLUE LONDON	UNITED KINGDOM 2 OF 3 CAMPAIGN
SMILE	MINI	MINI CLUBMAN	GLUE LONDON	UNITED KINGDOM 3 OF 3 CAMPAIGN
C09 Travel, Entertainment & Leisure				
BALLOONS	VIRGIN GAMES	BETTING SITE	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM 1 OF 3 CAMPAIGN
CHICKEN	VIRGIN GAMES	BETTING SITE	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM 2 OF 3 CAMPAIGN
SPOONS	VIRGIN GAMES	BETTING SITE	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM 3 OF 3 CAMPAIGN
SILVER				
A03 Cosmetics, Beauty & Toiletries				
WHO THE #1%\$ IS FERMIN?	UNILEVER	REXONA POWER DEODRANT	GRUPO W Coahuila	MEXICO

A06 Clothing, Footwear & Accessories				
MADE OF JAPAN	ASICS	ONITSUKA TIGER TRAINERS	WOEDEND! Amsterdam	THE NETHERLANDS
NIKE SPARQ	NIKE	SPORTSWEAR	R/GA New York	USA
A07 Other Consumer Products (Including Durable Goods)				
HALO 3 BELIEVE	XBOX	HALO 3 GAME	AKQA San Francisco	USA
YOU NEED A QUIET SPACE	IKEA	IKEA BEDS	FORSMAN & BODENFORS Gothenburg	SWEDEN
A10 Retails & E-Commerce, Including Restaurants				
BFD BUILDER	DOMINOS	DOMINOS PIZZA TAKE-AWAY	CRISPIN PORTER + BOGUSKY Miami	USA
A11 Publications & Media				
SEE SOMETHING. FEEL SOMETHING	FOXTEL	FOXTEL PAY TV	SOAP CREATIVE Sydney	AUSTRALIA
A13 Advertising & Media				
GRINGO'S FIRST FEW WORDS IN...	GRINGO ADVERTISING	ADVERTISING AGENCY	GRINGO Sao Paulo	BRAZIL
A14 Commercial Public Services				
ORANGE UNLIMITED	ORANGE	MOBILE TELECOMMUNICATIONS	POKE London	UNITED KINGDOM
A15 Charities, Public Health & Safety, Public Awareness Messages				
HEARING TEST	NORWEGIAN RED CROSS	HELPLINE FOR CHILDREN	TRY ADVERTISING AGENCY Oslo	NORWAY
DO YOU HAVE WHAT IT TAKES?	SWEDISH ARMED FORCES	SWEDISH ARMED FORCES RECRUITMENT	DDB STOCKHOLM	SWEDEN
A18 Games				
COKE ZERO GAME	COCA-COLA GERMANY	COCA-COLA ZERO	NORTH KINGDOM Skelleftea	SWEDEN
GET OUT AND PLAY	NOKIA	N-GAGE MOBILE PHONE	FARFAR Stockholm	SWEDEN
B01 Interactive Campaigns				
YEAR ZERO	TRENT REZNOR/NIN	ALTERNATE REALITY GAME	42 ENTERTAINMENT Pasadena	USA
C02 Automotive Products & Services				
ZOOM IN/OUT	HONDA MOTOR CO.	CAR NAVIGATION SYSTEM	DENTSU Tokyo	JAPAN
C11 Publications & Media				
LAWS	EDITORA GLOBO	EPOCA MAGAZINE	JWT BRASIL Sao Paulo	BRAZIL
C15 Charities, Public Health & Safety, Public Awareness Messages				
RELIEF	JAPAN ADVERTISING COUNCIL	CAMPAIGN AGAINST DOMESTIC VIOLENCE	DENTSU Tokyo	JAPAN
DO YOU HAVE WHAT IT TAKES?	SWEDISH ARMED FORCES	SWEDISH ARMED FORCES	DDB STOCKHOLM	SWEDEN
F**K OFF	BARNARDO'S	CHARITY FOR TROUBLED CHILDREN	BBH London	UNITED KINGDOM
D01 Mobile Advertising, Mobile Phones, PDAs, Etc.				
iPINT	COORS BREWERS	CARLING BEER	BEATTIE McGUINNESS BUNGAY London	UNITED KINGDOM
D03 Innovative Ideas				
INTERNET SHUT DOWN	MAOR	KIDNAPPING REMEMBRANCE CAMPAIGN	Y&R INTERACTIVE TEL AVIV	ISRAEL
E01 Email Advertising, Including E-Cards				
ELIMINATE	ACTION AGAINST HUNGER	FUNDRAISING CAMPAIGN	SHACKLETON Madrid	SPAIN
E02 Viral Video				
HOW WE MET	SAMSUNG ELECTRONICS	SAMSUNG G800 MOBILE PHONE	THE VIRAL FACTORY London	UNITED KINGDOM
BALLOONS	FORD MOTOR COMPANY NEW ZEALAND	FORD MONDEO	JWT NEW ZEALAND Auckland	NEW ZEALAND
THE KEY TO RESERVA	FREIXENET	CAVA FREIXENET CARTA NEVADA RESERVA CAMPAIGN	JWT SPAIN Barcelona	SPAIN
CEZANNE	ART POSTER GALLERY	ART POSTERS	SWISS PUBLICIS ZURICH	SWITZERLAND
C09 Travel, Entertainment & Leisure				
MUMBAI	EMIRATES	AIRLINE	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM 1 OF 2 CAMPAIGN
UK	EMIRATES	AIRLINE	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM 2 OF 2 CAMPAIGN
BRONZE				
A01 Foods and Drinks				
HAPPINESS FACTORY	COCA-COLA	COCA-COLA	AKQA New York	USA
LE COURAGE	STELLA ARTOIS/INBEV	STELLA ARTOIS BEER	LOWE BRINDFORS Stockholm	SWEDEN
A02 Automotive Products & Services				

TELETHEATRE	RENAULT GERMANY	RENAULT TWINGO	NORDPOL+ HAMBURG	GERMANY
A09 Travel, Entertainment & Leisure				
THE WORLD'S GREATEST DICE ROLL	SNOWMEN SOLUTIONS	GNUF.COM GAMING SITE	ACNE CREATIVE Stockholm	SWEDEN
A10 Retails & E-Commerce, Including Restaurants				
SIMPSONIZEME	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
SEE MY DRESS	FRETEX	SECONDHAND SHOP	KITCHEN LEO BURNETT Oslo	NORWAY
A12 Business Products & Services				
THE WORLD IS MY CANVAS	NOKIA	NOKIA N82 MOBILE PHONE	FARFAR Stockholm	SWEDEN
A14 Commercial Public Services				
WAITLESS	SPRINT	SPRINT MOBILE NETWORK	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
A16 Corporate Information				
ZIKKYO GENERATOR	SONY MARKETING (JAPAN)	FOOTBALL SPONSORSHIP	GT Tokyo	JAPAN
A18 Games				
FLUGTAG FLIGHT LAB	RED BULL	RED BULL ENERGY DRINK	LESS RAIN Tokyo	JAPAN
DRIVE-IN GAME	VOLKSWAGEN	VOLKSWAGEN	ACHTUNG! Amsterdam	THE NETHERLANDS
WEATHER	GREENPEACE	GREENPEACE	ALMAPBDDO Sao Paulo	BRAZIL
STARE OUT	O2	MOBILE TELECOMMUNICATIONS	archibald ingall stretton... London	UNITED KINGDOM
B01 Interactive Campaigns				
FINGERPRINTS OPENTRACE	ARBEITSKREIS VORRATSDATENSPEICHERUNG	PRIVACY/DATA PROTECTION	NORDPOL+ HAMBURG	GERMANY
SHEN INTERNATIONAL ADVERTISING	SERVICEPLAN HAMBURG	ADVERTISING AGENCY	SERVICEPLAN Hamburg	GERMANY
C02 Automotive Products & Services				
SILENCE	MERCEDES-BENZ GERMANY	MERCEDES-BENZ E-CLASS	ELEPHANT SEVEN Hamburg	GERMANY
WHEEL	GM	CHEVROLET OMEGA	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
C04 Healthcare & Medical				
HALF MOVEMENT	AACD	REHABILITATION CENTRE FOR THE DISABLED	WUNDERMAN BRAZIL Sao Paulo	BRAZIL
C05 Household				
TURNTABLE	RECKITT BENCKISER	POLIFLOR FURNITURE POLISHER	SINC Sao Paulo	BRAZIL
C07 Other Consumer Products				
DOWNHILL	ADP ENGINEERING/ROTWILD	ROTWILD BIKES	SYZYG Bad Homburg	GERMANY
EXPANDO	ADOBE	ADOBE CREATIVE LICENSE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
C09 Travel, Entertainment & Leisure				
NON-STOP FERNANDO	EMIRATES	DUBAI TO SAO PAULO FLIGHTS	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM
C11 Publications & Media				
MAGAZINE	ROLLING STONE BRASIL	ROLLING STONE MAGAZINE	AGENCIAClick Sao Paulo	BRAZIL
C15 Charities, Public Health & Safety, Public Awareness Messages				
FINGERPRINTS OPEN TRACE	ARBEITSKREIS VORRATSDATENSPEICHERUNG	PRIVACY/DATA PROTECTION	NORDPOL+ HAMBURG	GERMANY
D01 Mobile Advertising, Mobile Phones, PDAs, Etc.				
SAY MUCH MORE	CREDO	MOBILE PHONE SERVICE	SS+K New York	USA
SMS BANDI	DJUICE - PANNON ZRT	TELECOMMUNICATIONS	LEO BURNETT BUDAPEST	HUNGARY
AXE WAKE-UP SERVICE	UNILEVER JAPAN	AXE DEODORANT	BASCULE Tokyo	JAPAN
WORLD'S WORST WAR	TOHATO	HOT PEPPER SNACKS	HAKUHODO Tokyo	JAPAN
D02 Interactive Tools				
GET IT STRAIGHT	ROBERT BOSCH	BOSCH TOOLS	JUNG von MATT Stuttgart	GERMANY
SCREENSAVER	JOBSINTOWN.DE	ONLINE RECRUITMENT	SCHOLZ & FRIENDS Berlin	GERMANY
D03 Innovative Ideas				
NIKEiD - IF YOU WERE A BOY	NIKE JAPAN	NIKEiD JASARI	BEACON COMMUNICATIONS Tokyo	JAPAN
READ A BOOK AT WORK	NEW ZEALAND BOOK COUNCIL	NEW ZEALAND BOOK COUNCIL	COLENZO BBDO Auckland	NEW ZEALAND
E01 Email Advertising, Including E-Cards				
BLESSED CHRISTMAS	JUNG VON MATT	CHRISTMAS GREETING	JUNG von MATT Vienna	AUSTRIA

E02 Viral Video				
BRING THE LOVE BACK	MICROSOFT DIGITAL ADVERTISING SOLUTIONS	DIGITAL ADVERTISING	OPENHERE Antwerp	BELGIUM
LAWYERS	COCA-COLA	COKE ZERO	CRISPIN PORTER + BOGUSKY Miami	USA
TRUCK SUMMONER	TOYOTA MOTOR SALES U.S.A.	TOYOTA TACOMA	SAATCHI & SAATCHI LA	USA
E03 Viral Marketing				
HEMA RUBE GOLDBERG VIRAL	HEMA	HEMA DEPARTMENT STORE	CCCP Amsterdam	THE NETHERLANDS
C17 Miscellaneous				
POP UP	LUXOR WRITING INSTRUMENTS	HIGHLIGHTERS	LEO BURNETT INDIA Mumbai	INDIA 1 OF 2 CAMPAIGN
HIGHLIGHT WHAT'S IMPORTANT	LUXOR WRITING INSTRUMENTS	HIGHLIGHTERS	LEO BURNETT INDIA Mumbai	INDIA 2 OF 2 CAMPAIGN