

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

<b>A06 Clothing, Footwear &amp; Accessories</b>				
MADE OF JAPAN	ASICS	ONITSUKA TIGER TRAINERS	WOEDEND! Amsterdam	THE NETHERLANDS
NIKE SPARQ	NIKE	SPORTSWEAR	R/GA New York	USA
<b>A07 Other Consumer Products (Including Durable Goods)</b>				
HALO 3 BELIEVE	XBOX	HALO 3 GAME	AKQA San Francisco	USA
YOU NEED A QUIET SPACE	IKEA	IKEA BEDS	FORSMAN & BODENFORS Gothenburg	SWEDEN
<b>A10 Retails &amp; E-Commerce, Including Restaurants</b>				
BFD BUILDER	DOMINOS	DOMINOS PIZZA TAKE-AWAY	CRISPIN PORTER + BOGUSKY Miami	USA
<b>A11 Publications &amp; Media</b>				
SEE SOMETHING. FEEL SOMETHING	FOXTEL	FOXTEL PAY TV	SOAP CREATIVE Sydney	AUSTRALIA
<b>A13 Advertising &amp; Media</b>				
GRINGO'S FIRST FEW WORDS IN...	GRINGO ADVERTISING	ADVERTISING AGENCY	GRINGO Sao Paulo	BRAZIL
<b>A14 Commercial Public Services</b>				
ORANGE UNLIMITED	ORANGE	MOBILE TELECOMMUNICATIONS	POKE London	UNITED KINGDOM
<b>A15 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
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
<b>A18 Games</b>				
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
<b>B01 Interactive Campaigns</b>				
YEAR ZERO	TRENT REZNOR/NIN	ALTERNATE REALITY GAME	42 ENTERTAINMENT Pasadena	USA
<b>C02 Automotive Products &amp; Services</b>				
ZOOM IN/OUT	HONDA MOTOR CO.	CAR NAVIGATION SYSTEM	DENTSU Tokyo	JAPAN
<b>C11 Publications &amp; Media</b>				
LAWS	EDITORA GLOBO	EPOCA MAGAZINE	JWT BRASIL Sao Paulo	BRAZIL
<b>C15 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
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
<b>D01 Mobile Advertising, Mobile Phones, PDAs, Etc.</b>				
iPINT	COORS BREWERS	CARLING BEER	BEATTIE McGUINNESS BUNGAY London	UNITED KINGDOM
<b>D03 Innovative Ideas</b>				
INTERNET SHUT DOWN	MAOR	KIDNAPPING REMEMBRANCE CAMPAIGN	Y&R INTERACTIVE TEL AVIV	ISRAEL
<b>E01 Email Advertising, Including E-Cards</b>				
ELIMINATE	ACTION AGAINST HUNGER	FUNDRAISING CAMPAIGN	SHACKLETON Madrid	SPAIN
<b>E02 Viral Video</b>				
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
<b>C09 Travel, Entertainment &amp; Leisure</b>				
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
<b>BRONZE</b>				
<b>A01 Foods and Drinks</b>				
HAPPINESS FACTORY	COCA-COLA	COCA-COLA	AKQA New York	USA
LE COURAGE	STELLA ARTOIS/INBEV	STELLA ARTOIS BEER	LOWE BRINDFORS Stockholm	SWEDEN
<b>A02 Automotive Products &amp; Services</b>				

TELETHEATRE	RENAULT GERMANY	RENAULT TWINGO	NORDPOL+ HAMBURG	GERMANY
<b>A09 Travel, Entertainment &amp; Leisure</b>				
THE WORLD'S GREATEST DICE ROLL	SNOWMEN SOLUTIONS	GNUF.COM GAMING SITE	ACNE CREATIVE Stockholm	SWEDEN
<b>A10 Retails &amp; E-Commerce, Including Restaurants</b>				
SIMPSONIZEME	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
SEE MY DRESS	FRETEX	SECONDHAND SHOP	KITCHEN LEO BURNETT Oslo	NORWAY
<b>A12 Business Products &amp; Services</b>				
THE WORLD IS MY CANVAS	NOKIA	NOKIA N82 MOBILE PHONE	FARFAR Stockholm	SWEDEN
<b>A14 Commercial Public Services</b>				
WAITLESS	SPRINT	SPRINT MOBILE NETWORK	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
<b>A16 Corporate Information</b>				
ZIKKYO GENERATOR	SONY MARKETING (JAPAN)	FOOTBALL SPONSORSHIP	GT Tokyo	JAPAN
<b>A18 Games</b>				
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
<b>B01 Interactive Campaigns</b>				
FINGERPRINTS OPENTRACE	ARBEITSKREIS VORRATSDATENSPEICHERUNG	PRIVACY/DATA PROTECTION	NORDPOL+ HAMBURG	GERMANY
SHEN INTERNATIONAL ADVERTISING	SERVICEPLAN HAMBURG	ADVERTISING AGENCY	SERVICEPLAN Hamburg	GERMANY
<b>C02 Automotive Products &amp; Services</b>				
SILENCE	MERCEDES-BENZ GERMANY	MERCEDES-BENZ E-CLASS	ELEPHANT SEVEN Hamburg	GERMANY
WHEEL	GM	CHEVROLET OMEGA	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
<b>C04 Healthcare &amp; Medical</b>				
HALF MOVEMENT	AACD	REHABILITATION CENTRE FOR THE DISABLED	WUNDERMAN BRAZIL Sao Paulo	BRAZIL
<b>C05 Household</b>				
TURNTABLE	RECKITT BENCKISER	POLIFLOR FURNITURE POLISHER	SINC Sao Paulo	BRAZIL
<b>C07 Other Consumer Products</b>				
DOWNHILL	ADP ENGINEERING/ROTWILD	ROTWILD BIKES	SYZYG Bad Homburg	GERMANY
EXPANDO	ADOBE	ADOBE CREATIVE LICENSE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
<b>C09 Travel, Entertainment &amp; Leisure</b>				
NON-STOP FERNANDO	EMIRATES	DUBAI TO SAO PAULO FLIGHTS	LEAN MEAN FIGHTING MACHINE London	UNITED KINGDOM
<b>C11 Publications &amp; Media</b>				
MAGAZINE	ROLLING STONE BRASIL	ROLLING STONE MAGAZINE	AGENCIAClick Sao Paulo	BRAZIL
<b>C15 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
FINGERPRINTS OPEN TRACE	ARBEITSKREIS VORRATSDATENSPEICHERUNG	PRIVACY/DATA PROTECTION	NORDPOL+ HAMBURG	GERMANY
<b>D01 Mobile Advertising, Mobile Phones, PDAs, Etc.</b>				
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
<b>D02 Interactive Tools</b>				
GET IT STRAIGHT	ROBERT BOSCH	BOSCH TOOLS	JUNG von MATT Stuttgart	GERMANY
SCREENSAVER	JOBSINTOWN.DE	ONLINE RECRUITMENT	SCHOLZ & FRIENDS Berlin	GERMANY
<b>D03 Innovative Ideas</b>				
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
<b>E01 Email Advertising, Including E-Cards</b>				
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