

Direct Lions Shortlist by Category

Catalogue No.	Entry No.	Title	Advertiser	Product	Advertising Agency	Country
Fast Moving Consumer Goods						
A01/2	00510	HI WE'RE BACK	GILLETTE	SHAVING PRODUCTS	PROXIMITY AMSTERDAM	THE NETHERLANDS
A01/5	00592	MYSTERIOUS ATTRACTION	UNILEVER	AXE DEODORANT	ADK Tokyo	JAPAN
A01/6	00036	PLATINUM HUMAN TESTING PROGRAM	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY PLATINUM BEER	BMF Sydney	AUSTRALIA
A01/31	01788	20°C MAILING	PROCTER & GAMBLE	ARIEL COLDACTIVE DETERGENT	SAATCHI & SAATCHI Frankfurt	GERMANY
Cars & Automotive Services						
A02/14	00551	GOODWOOD INVITE	LEXUS	LEXUS LS 460	PARTNERS ANDREWS ALDRIDGE London	UNITED KINGDOM
A02/20	00640	S-MAX YOUR LIFE	FORD	FORD S-MAX	WUNDERMAN London	UNITED KINGDOM
A02/29	00833	WRITERS	MERCEDES-BENZ	MERCEDES-BENZ R-CLASS	CLAYDON HEELEY London	UNITED KINGDOM
A02/31	01184	WORK OF ART	ROLLS-ROYCE	ROLLS-ROYCE PHANTOM	HARRISON TROUGHTON WUNDERMAN London	UNITED KINGDOM
A02/38	00067	SHORT CAR SONGS	VOLKSWAGEN	VW GOLF R32	DDB SYDNEY	AUSTRALIA
A02/74	01789	SUSHI	VOLKSWAGEN	VW POLO BLUE MOTION	DDB GERMANY Duesseldorf	GERMANY
A02/80	01909	SCHLÄMMER'S QUEST	VOLKSWAGEN	VW GOLF TOUR EDITION	TRIBAL DDB Hamburg	GERMANY
A02/91	00555	PIN UP CALENDAR	HARLEY-DAVIDSON	HARLEY-DAVIDSON	OGILVY SOUTH AFRICA Johannesburg	SOUTH AFRICA
A02/102	01697	TYRES THAT STICK	APOLLO TYRES	TYRES	JWT Mumbai	INDIA
A02/103	01825	FREEDOM BOX	GRUPO IZZO	HARLEY-DAVIDSON	MATOSGREY/G2 Sao Paulo	BRAZIL
Clothing, Footwear & Accessories						
A03/4	01319	ANY SHAPE	ARTESANOS CAMISEROS	TAILORED SHIRTS	DRAFTFCB/LOWE GROUP Zurich	SWITZERLAND
Other Consumer Products						
A04/2	00038	SHARK	OLYMPUS IMAGING EUROPA	OLYMPUS MJU 725 SW DIGITAL CAMERA	SPRINGER & JACOBY Hamburg	GERMANY
A04/5	00765	DEMO CD	THE SOUNDSMITHS	CAMBRIDGE AUDIO SYSTEM	EVEREST BRAND SOLUTIONS Mumbai	INDIA
A04/8	00662	GHOST PHOTOS	SONY COMPUTER ENTERTAINMENT DEUTSCHLAND	PLAYSTATION2 GAME: FORBIDDEN SIREN 2	TBWAIGERMANY Berlin	GERMANY
A04/18	02035	GANGS OF LONDON	SONY COMPUTER ENTERTAINMENT EUROPE	PSP GANGS OF LONDON GAME	20:20 LONDON	UNITED KINGDOM
Financial Products & Services						
A05/13	00033	BUSINESS LIGHTERS	WUERTTEMBERGISCHE	HOUSEHOLD & BUILDINGS INSURANCE	LEO BURNETT FRANKFURT	GERMANY
A05/14	00378	WESTIE PAC	WESTPAC	STUDENT BANKING PACK	AIM PROXIMITY Auckland	NEW ZEALAND
A05/22	01257	LOPETEGUI DEPOSIT	BANCO GALLEGO	FINANCIAL INVESTMENT	SHACKLETON Madrid	SPAIN

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Financial Products & Services						
A05/24	00342	NOTES	HSBC	HSBC INSURANCE	JWT MEXICO	MEXICO
A05/28	00094	FUZZY FELT	FIRST DIRECT	CURRENT ACCOUNT BANKING	CRAIK JONES WATSON MITCHELL VOELKEL London	UNITED KINGDOM
A05/33	01530	NEIGHBOURS	YTL LAND & DEVELOPMENT	PARKVILLE PROPERTIES	ARC WORLDWIDE Kuala Lumpur	MALAYSIA
Commercial Public Services						
A06/4	01564	PUSH THE BOUNDARIES	VODAFONE UK	SKY MOBILE TV CRICKET PROMOTION	RMG CONNECT London	UNITED KINGDOM
A06/12	01159	EXCITING OFFERS NEED EXCITING ADS	VIRGIN MOBILE	TELECOMMUNICATIONS	HOST Sydney / THE GLUE SOCIETY Sydney	AUSTRALIA
A06/18	00799	STOP LATENESS	ROYAL MAIL	SPECIAL DELIVERY POSTAL SERVICE	PROXIMITY LONDON	UNITED KINGDOM
A06/20	01068	THE WINTER HIT	CEPSA	OIL FOR HEATING SYSTEMS	SHACKLETON Madrid	SPAIN
A06/24	01269	GOOD LUCK FROM NOW ON	YACOM	INTERNET SERVICE PROVIDER	SHACKLETON Madrid	SPAIN
A06/30	01752	INCOMPREHENSIBLE DANGER SIGNS	BERLITZ LANGUAGE SCHOOL	LANGUAGE SCHOOL	DDB GERMANY Duesseldorf	GERMANY
A06/35	00816	THE ARISS BROS	ARISS BROS	ARISS BROTHERS PROPANE	LEO BURNETT CANADA Toronto	CANADA
A06/37	01024	TELSTRA STREET IDOL	TELSTRA	TELECOMMUNICATIONS	GEORGE PATTERSON Y&R Sydney / TIGERSPIKE Sydney	AUSTRALIA
A06/43	01968	T-SHITS.COM	YAZIGI	ENGLISH SCHOOL	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
Travel, Entertainment & Leisure						
A07/34	00806	CLUB MED AGE REVERSE	CLUB MED	TOURIST RESORTS	SUN MRM WORLDWIDE Sao Paulo	BRAZIL
A07/43	01610	THE HEAVYWEIGHT BROCHURE	SIEGLINDE BETZLER	PERSONAL TRAINER	BBDO STUTTGART	GERMANY
A07/44	00004	DESTINATION JAPAN	LANGLEY TRAVEL	TRAVEL AGENCY	GOSS Gothenburg	SWEDEN
A07/45	01722	THE SINGING BUS STOPS	FKP SKORPIO KONZERTPRODUKTION	ARENA OPERA/ NABUCCO	TBWA\GERMANY Berlin	GERMANY
A07/47	01754	ORIENTATION GUIDE	FUTURE SPORT HOLDING	FUTURE SPORTS GYM	DDB GERMANY Duesseldorf	GERMANY
A07/48	01856	SLIM ZONE	SLIM ZONE	WEIGHT LOSS CLINIC	CONTRACT ADVERTISING (INDIA) New Delhi	INDIA
A07/64	02037	TRANSPORT NETWORK	DAS TAXI FUNK & SERVICE	TAXI CAB OPERATOR	NORDPOL+ HAMBURG	GERMANY
Retail & E-Commerce, incl. Restaurants						
A08/14	00522	DON'T DRINK AND DRIVE. RIDE AND DINE.	MCDONALD'S USA	MCDONALD'S	DDB SEATTLE	USA
A08/23	00724	EROTIC FRUIT	GLOBUS SUPERMARKET GERMANY	SUPERMARKET	OGILVY FRANKFURT	GERMANY
A08/29	01377	PAGE	EUROCOLCHÕES MATRESSES	MATTRESS STORE	ARTPLAN Rio de Janeiro	BRAZIL
A08/42	00655	NIKECOSPLAY	NIKE JAPAN	NIKEID ONLINE	ADK Tokyo	JAPAN

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Retail & E-Commerce, incl. Restaurants						
A08/43	01779	HIDDEN DESIRES	KINK	ONLINE FETISH STORE	JWT CAPE TOWN	SOUTH AFRICA
Healthcare & Medical						
A09/3	00346	LISTERINE EMBOSSED LETTER	PFIZER CONSUMER HEALTHCARE	LISTERINE ADVANCE TARTAR CONTROL MOUTHWASH	RMG CONNECT London	UNITED KINGDOM
Publications & Media						
A10/1	00339	THE POWER OF ASCII TISSUE PACKS	ASCII CORPORATION	ASCII BUSINESS MAGAZINE	HAKUHODO KETTLE Tokyo	JAPAN
A10/14	00063	RUSTAMEDIA.COM	SABC GROUP SALES	ICC CRICKET WORLD CUP 2007 AVDERTISINGTEQUILA\JOHANNESBURG		SOUTH AFRICA
A10/16	01376	SHOTS	EDITORA ABRIL	GREAT WARS COLLECTION	SALEM Sao Paulo	BRAZIL
A10/37	00632	EMPTY	EL PAIS	NEWSPAPER SUBSCRIPTION	OGILVY & MATHER COLOMBIA Bogota	COLOMBIA
Business Products & Services						
A11/4	00553	COOL	DHL	THERMO EXPRESS DELIVERY SERVICE	BUZZ Sao Paulo	BRAZIL
A11/5	00574	INVISIBLE BUS DM	BELL MOBILITY	PUBLIC TRANSIT	BLITZ DIRECT, DATA & PROMOTION Toronto	CANADA
A11/13	00251	SMALL, MEDIUM OR LARGE	IBM MALAYSIA	BUSINESS SOLUTIONS EVENT INVITE	OGILVYONE WORLDWIDE MALAYSIA Kuala Lumpur	MALAYSIA
A11/30	00698	SEED	ORANGE	BUSINESS TELECOMMUNICATIONS	MRM WORLDWIDE Madrid	SPAIN
A11/32	00376	SPEM	HAUNUI STUD	STUD FARM	AIM PROXIMITY Auckland	NEW ZEALAND
A11/62	01391	NETWORK	CPM/CISCO	NETWORK SOLUTIONS	SALEM Sao Paulo	BRAZIL
A11/74	01614	BUSINESS CARDS	THE PROFILER	HEADHUNTERS RECRUITMENT AGENCY	VYAS GIANNETTI CREATIVE Mumbai	INDIA
A11/84	00650	WORLD'S SMALLEST AD	OLYMPUS	MICROSCOPES	HOOPERNAGEL Sydney	AUSTRALIA
A11/90	01203	NOSTALGIA	KLART SVAR BUSINESS PARTNER	WIRELESS BUSINESS SOLUTIONS	MRM PARTNERS NORWAY McCANN DIREKTE Oslo	NORWAY
A11/98	01979	SHHH...NO ONE WILL KNOW	MICROSOFT	MICROSOFT SOFTWARE	WUNDERMAN Dubai	UNITED ARAB EMIRATES
A11/100	01662	BIG BIG BERTHA	LOGICA CMG	ICT SOLUTIONS & SERVICES	ETCETERA Amsterdam	THE NETHERLANDS
A11/101	01708	ERASE THIS LETTER	STAEDTLER	PREMIUM QUALITY ERASERS	I DO Brussels	BELGIUM
A11/102	01718	LEAVE MY HUSBAND IN PEACE, PLEASE	BELGIAN POST INTERNATIONAL	POSTAL SERVICE	I DO Brussels	BELGIUM
A11/103	01759	ON THE MAP	MICROSOFT UK	MICROSOFT SMALL BUSINESS SPECIALIST COMMUNITY	MRM WORLDWIDE London	UNITED KINGDOM
Business to Business: Advertising & Media						
A12/24	00203	GREAT CORNER OFFICES OF THE WORLD	SMART	ADVERTISING AGENCY	SMART Sydney	AUSTRALIA

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Business to Business: Advertising & Media						
A12/31	00618	VOODOO KIT	ARNOLD WORLDWIDE ITALY	ADVERTISING AGENCY	ARNOLD WORLDWIDE ITALY Milan	ITALY
A12/42	01663	PORTFOLIO	FALLON SAO PAULO	ADVERTISING AGENCY	FALLON SAO PAULO	BRAZIL
A12/43	01617	APOLOGY (UNRESERVED)	TBWA\WHYBIN & TEQUILA\	ADVERTISING AGENCY	TEQUILA\AUCKLAND / TBWA\WHYBIN Auckland	NEW ZEALAND
A12/52	00791	THE DOOM & DICKSON BOOK COLLECTION	DOOM & DICKSON	ADVERTISING AGENCY	DOOM & DICKSON Amsterdam	THE NETHERLANDS
A12/55	01790	BEST SOUND	A.R.T. STUDIOS	AUDIO PRODUCTION STUDIO	SAATCHI & SAATCHI Frankfurt	GERMANY
A12/72	00925	CHOICES	NET#WORK BBDO	ADVERTISING AGENCY	NET#WORK BBDO Johannesburg	SOUTH AFRICA
A12/82	00275	SPEAKER TRAVEL PACK	INTERACTIVE AFRICA	DESIGN INDABA 10	THE JUPITER DRAWING ROOM SOUTH AFRICA Cape Town	SOUTH AFRICA
A12/83	00447	PUTIN'S WALLET	GETTY IMAGES DEUTSCHLAND	STOCK IMAGES	HEYE, 121 Unterhaching	GERMANY
Corporate Communication						
A13/9	00372	TERRAIN	LAND ROVER OWNERS CLUB	LAND ROVER MEMBERS TRIP	OGILVY & MATHER ADVERTISING Kuala Lumpur	MALAYSIA
A13/32	01768	RECRUITING RARE WEB2.0 BIRDS VIA SECOND LIFE	AGENCY.COM	AGENCY RECRUITMENT	TEQUILA\AGENCY.COM Brussels	BELGIUM
A13/35	01246	THE MANUAL OF MAMAHABA	OGILVY	INTERNAL COMMUNICATION	OGILVY BEIJING Beijing	CHINA
A13/36	01332	X-MAS CARD PREMATURE	HOSPITAL CAVELL	PREMATURE UNIT INTERNAL MESSAGE	McCANN ERICKSON BELGIUM Hoeilaart	BELGIUM
A13/48	01254	THE CALENDER SHREDDER	ATCO-QUALQUAST	BOSCH GARDEN SHREDDER	JUNG von MATT Hamburg	GERMANY
Charities, Public Health & Safety & Public Awareness						
A14/8	00150	PHONE LEGENDS	LAND TRANSPORT NZ	ANTI-DRINK DRIVING MESSAGE	CLEMENGER BBDO Wellington	NEW ZEALAND
A14/14	00239	MADONNA & CHILDREN	NAZARETH HOUSE	CHILDREN'S HOME CHARITY	FCB CAPE TOWN	SOUTH AFRICA
A14/15	00310	PRIJATELI CHILDREN'S MOBILE	PRIJATELI	CHILDREN'S CHARITY	OGILVY FRANKFURT	GERMANY
A14/23	00515	VERB YELLOWBALL	CENTERS FOR DISEASE CONTROL AND PREVENTION	YOUTH FITNESS CAMPAIGN	ARC WORLDWIDE Chicago	USA
A14/31	00179	NSPCC PENCIL PACK	NSPCC	CHILDREN'S CHARITY	WWAV RAPP COLLINS London	UNITED KINGDOM
A14/37	01435	CHANGE OF ADDRESS	CONCERN	CONGO HUMANITARIAN AID APPEAL	EHS BRANN London	UNITED KINGDOM
A14/47	01386	DEATH CERTIFICATE	UNICEF	BRAZILIAN INFANT MORTALITY AWARENESS	SALEM Sao Paulo	BRAZIL
A14/55	01471	TAP PROJECT	UNICEF	WORLD WATER DAY	DROGA5 New York	USA
A14/59	01680	BLOOD ON YOUR HANDS	FONDATION BRIGITTE BARDOT	ANTI-FUR TRADE MESSAGE	TEQUILA\FRANCE Boulogne Billancourt	FRANCE
A14/64	00975	REWRITE THE FUTURE	SAVE THE CHILDREN	EDUCATE CHILDREN IN A WAR ZONE APPEAL	PROXIMITY LONDON	UNITED KINGDOM

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Charities, Public Health & Safety & Public Awareness						
A14/70	01429	LISTEN TO TEDDY	FUND OF ENDANGERED CHILDREN	CHILDREN'S CHARITY	PROXIMITY PRAGUE	CZECH REPUBLIC
A14/78	00374	TEARS IN LEBANON	TRILLION FOR LEBANON	LEBANON RE-CONSTRUCTION APPEAL	TBWAI/RAAD Dubai	UNITED ARAB EMIRATES
A14/108	01913	SMOKE IS POISON	DEPARTMENT OF HEALTH/CANCER RESEARCH UK	ANTI-SMOKING MESSAGE	OGILVY GROUP UK London	UNITED KINGDOM
A14/131	00733	FUN RUN	NSPCC	CHILD ABUSE AWARENESS	SAATCHI & SAATCHI London	UNITED KINGDOM
A14/145	00075	POMS WILL WHINGE	BRITISH COUNCIL OF AUSTRALIA	EDUCATION FOUNDATION AWARDS	M&C SAATCHI Sydney	AUSTRALIA
Flat Mailing						
B01/14	00234	SMALL, MEDIUM OR LARGE	IBM MALAYSIA	BUSINESS SOLUTIONS EVENT INVITE	OGILVYONE WORLDWIDE MALAYSIA Kuala Lumpur	MALAYSIA
B01/15	00284	EMPTY	WWF	FOREST CONSERVATION MESSAGE	OGILVY & MATHER BUDAPEST	HUNGARY
B01/17	00322	EVICITION NOTICES	S C JOHNSON	RAID INSECT KILLER	FCB JOHANNESBURG	SOUTH AFRICA
B01/19	00358	MAILED ANYTHING SEXY LATELY?	NEW ZEALAND POST	MAILED MASTERPIECES COMPETITION	AIM PROXIMITY Wellington	NEW ZEALAND
B01/31	00163	READING UNDER THE BLANKET	FRANKFURTER ALLGEMEINE ZEITUNG	F.A.Z. CLASSIC COMICS EDITION	WUNDERMAN GERMANY Frankfurt	GERMANY
B01/38	00050	SAFARI	OPTUS BUSINESS	3G MOBILE BUSINESS PLAN	LEO BURNETT Sydney	AUSTRALIA
B01/44	00787	PASS IT ON	GREENTOMATOCARS CAR SERVICE	ENVIRONMENTALLY FRIENDLY TAXI SERVICE	HARRISON TROUGHTON WUNDERMAN London	UNITED KINGDOM
B01/50	01123	TAKE AWAY YOUR UNWANTED POUNDS	FITNESS FIRST	HEALTH CLUB & GYM	HARRISON TROUGHTON WUNDERMAN London	UNITED KINGDOM
B01/60	00991	INSIDE SPACE	BALAY	WASHING MACHINES	FULL-CONTACT Madrid	SPAIN
B01/66	01236	RED EYES	PFIZER	VISINA PHOTO RED-EYE REMOVER	JWT GUATEMALA	GUATEMALA
B01/69	02011	SETBACKS	FOODBANK	FOOD DONATION APPEAL	JWT SYDNEY	AUSTRALIA
B01/87	00078	CONTACTS	OPTUS	MOBILE PHONES	M&C SAATCHI Sydney	AUSTRALIA
B01/112	01580	LISTERINE EMBOSSED LETTER	PFIZER CONSUMER HEALTHCARE	LISTERINE ADVANCE TARTAR CONTROL MOUTHWASH	RMG CONNECT London	UNITED KINGDOM
B01/131	01709	ERASE THIS LETTER	STAEDTLER	PREMIUM QUALITY ERASERS	I DO Brussels	BELGIUM
B01/156	00476	RETRO INVITE	OPPT SHOP	VINTAGE CLOTHES STORE	PROXIMITY SINGAPORE	SINGAPORE
Dimensional Mailing						
B02/2	00216	SKATE DECKS	HDI	COMPANY RELAUNCH ANNOUNCEMENT	SWITCH THROUGH-THE-LINE Johannesburg	SOUTH AFRICA
B02/18	00478	THE SACK	SOS RHINO	SUMATRAN RHINO CONSERVATION	RAPP COLLINS MALAYSIA Petaling Jaya	MALAYSIA
B02/35	00778	YOUR NEW OFFICE CARPET	MICROSOFT	MICROSOFT WINDOWS MOBILE	HARRISON TROUGHTON WUNDERMAN London	UNITED KINGDOM

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Dimensional Mailing						
B02/38	01185	WORK OF ART	ROLLS-ROYCE	ROLLS-ROYCE PHANTOM	HARRISON TROUGHTON WUNDERMAN London	UNITED KINGDOM
B02/42	00647	WORLD'S SMALLEST AD	OLYMPUS	MICROSCOPES	HOOPERNAGEL Sydney	AUSTRALIA
B02/53	01869	FREEDOM BOX	GRUPO IZZO	HARLEY-DAVIDSON	MATOSGREY/G2 Sao Paulo	BRAZIL
B02/59	00320	DEMENTIA	STADTMISSION NUERNBERG	HOME FOR THE AGED	PUBLICIS KOMMUNIKATIONSAGENTUR Erlangen	GERMANY
B02/66	01646	THE LEVITATING LAPTOP	LENOVO	THINKPAD X60 SERIES LAPTOP	OGILVY & MATHER Bangalore	INDIA
B02/67	00105	BREAK-IN	ISEO ASIA	SECURITY LOCKS	NAGA DDB MALAYSIA Selangor	MALAYSIA
B02/70	01502	ANATOLY KARPOV	CEPSA STORES DIVISION	OIL COMPANY	SHACKLETON Madrid	SPAIN
B02/72	01512	THE MEDIA PLANNER	LOCALIA TV	LOCAL TV CHANNEL	SHACKLETON Madrid	SPAIN
B02/73	01515	CHRISTMAS REVISITED	SHACKLETON GROUP	ADVERTISING AGENCY	SHACKLETON Madrid	SPAIN
B02/75	01738	BOTTLE	AQUASAIL YACHTS & POWERBOATS	YACHTS & POWERBOATS	JWT INDIA FORTUNE Mumbai	INDIA
B02/80	01291	STRIKE A NEW CHORD	CONCERT HALL DORTMUND	POP ABO CONCERTS	JUNG von MATT Hamburg	GERMANY
B02/85	00095	FUZZY FELT	FIRST DIRECT	CURRENT ACCOUNT BANKING	CRAIK JONES WATSON MITCHELL VOELKEL London	UNITED KINGDOM
B02/86 MITCHELL	00097 UNITED KINGDOM	STOP BRUISING	REFUGE	DOMESTIC VIOLENCE AWARENESS MESSAGE	VOELKEL London	CRAIK JONES WATSON
B02/87	00134	DESTINATION JAPAN	LANGLEY TRAVEL	TRAVEL AGENCY	GOSS Gothenburg	SWEDEN
B02/103	01611	THE HEAVYWEIGHT BROCHURE	SIEGLINDE BETZLER	PERSONAL TRAINER	BBDO STUTTGART	GERMANY
B02/105	00442	FOOTBALL – JOY FOR ALL	LEO BURNETT BRASIL	FOOTBAL PHOTO EXHIBITION	LEO BURNETT BRASIL Sao Paulo	BRAZIL
B02/108	01953	HANGMAN CLOTHES CAMPAIGN	AMNESTY INTERNATIONAL HONG KONG	HUMAN RIGHTS MESSAGE	GREY WORLDWIDE HK Hong Kong	HONG KONG
B02/110	01703	TYRES THAT STICK	APOLLO TYRES	TYRES	JWT Mumbai	INDIA
B02/119	01093	STICK & SAVE	TREAT EVERY ENVIRONMENT SPECIAL (TREES)	PAPER RECYCLING CAMPAIGN	ARC WORLDWIDE Kuala Lumpur	MALAYSIA
B02/123	01827	AMNESTY PEN	AMNESTY INTERNATIONAL	MOHAMMED ABBOU RELEASE APPEAL	SAATCHI & SAATCHI New York	USA
B02/133	01276	DIRTY JOKE BOOK	VA VA BROOM CLEANING SERVICES	CLEANING SERVICES	PROXIMITY#TTP Johannesburg	SOUTH AFRICA
B02/145	01839	I AM MOVING INTO YOUR OFFICE	VEDIOR	TEMPORARY WORK AGENCY	I DO Brussels	BELGIUM
B02/146	01881	ANTI NAZI EGG CUP	LAUT GEGEN RECHTS	LOUD AGAINST NAZIS MESSAGE	NORDPOL+ HAMBURG	GERMANY
Direct Response Print						
B03/17	00651	DEEP THROAT	PAN TV WORLD MOVIES CHANNEL	DEEP THROAT DOCUMENTARY	BELGIOVANE WILLIAMS MACKAY Sydney	AUSTRALIA
B03/21	01251	LANGUAGE OF STYLE	MAZDA AUSTRALIA	MAZDA3	CHE Melbourne	AUSTRALIA

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Direct Response TV & Infomercials						
B04/8	01623	CINEMA CURTAIN	BEIERSDORF	NIVEA VISAGE Q10	TBWAIWIEN	AUSTRIA
B04/14	01928	GET YOUR MOTHERF... RINGTONE FOR FREE.	VOLKSWAGEN	VW PARTS SERVICE	DDB GERMANY Berlin	GERMANY
B04/23	01914	SMOKE IS POISON	DEPARTMENT OF HEALTH/CANCER RESEARCH UK	ANTI-SMOKING MESSAGE	OGILVY GROUP UK London	UNITED KINGDOM
Alternative Media						
B05/12	01964	TAXI	ANTRAL	TAXI SERVICES	DRAFTFCB PORTUGAL Lisbon	PORTUGAL
B05/31	01450	FACES ALL TERRAINS	LAND ROVER	LAND ROVER FREELANDER 2	WUNDERMAN BRASIL Sao Paulo	BRAZIL
B05/41	00815	WHAT IS MORE SHOCKING?	AACD	HANDICAPPED CHILDREN'S CHARITY	SUN MRM WORLDWIDE Sao Paulo	BRAZIL
B05/50	00867	WALKS	SAVE THE CHILDREN	CHILDREN'S HEALTHCARE IN AFRICA APPEAL	PROXIMITY LONDON	UNITED KINGDOM
B05/57	01320	ANY SHAPE	ARTESANOS CAMISEROS	TAILORED SHIRTS	DRAFTFCB/LOWE GROUP Zurich	SWITZERLAND
B05/66	01797	ORIENTATION GUIDE	FUTURE SPORT HOLDING	FUTURE SPORTS GYM	DDB GERMANY Duesseldorf	GERMANY
B05/68	01804	UNDERWATER POSTER	WORLD VISION DEUTSCHLAND	THIRD WORLD WATER SHORTAGE	DDB GERMANY Duesseldorf	GERMANY
B05/93	01942	SMOKE IS POISON - TANKER	DEPARTMENT OF HEALTH/CANCER RESEARCH UK	ANTI-SMOKING MESSAGE	OGILVY GROUP UK London	UNITED KINGDOM
B05/99	01878	TRANSPORT NETWORK	DAS TAXI FUNK & SERVICE	TAXI SERVICE	NORDPOL+ HAMBURG	GERMANY
B05/101	02000	PAGO MONEY STICKER	PAGO FOR ASB BANK	ONLINE PAYMENT SERVICE	TBWA/WHYBIN Auckland	NEW ZEALAND
B05/103	01895	HERE'S PROOF	OLYMPUS	MJU SW CAMERA	SAATCHI & SAATCHI Sydney	AUSTRALIA
Field Marketing						
B06/3	00054	DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	LATE NIGHT TAXI-SERVICE	TEQUILA\JOHANNESBURG	SOUTH AFRICA
B06/10	00498	THE CROC-EATS-DOG PROMOTION	NEUNKIRCHER ZOOLOGISCHEN GARTEN	ZOO	SCHOLZ & FRIENDS Berlin	GERMANY
B06/25	01647	INCIDENTS	HUTCH	HUTCH RANGA SHANKARA THEATRE FESTIVAL	OGILVY & MATHER Bangalore	INDIA
B06/31	00663	GHOST PHOTOS	SONY COMPUTER ENTERTAINMENT DEUTSCHLAND	PLAYSTATION 2 GAME: FORBIDDEN SIREN 2	TBWA\GERMANY Berlin	GERMANY
B06/41	01879	TAXI TIME TABLE	DAS TAXI FUNK & SERVICE	TAXI SERVICE	NORDPOL+ HAMBURG	GERMANY
Direct Response Digital Media						
B07/7	00529	THE BET	SOUL BAR	BAR	OGILVYONE NEW ZEALAND Auckland	NEW ZEALAND
B07/41	01910	SCHLÄMMER'S QUEST	VOLKSWAGEN	VW GOLF TOUR EDITION	TRIBAL DDB Hamburg	GERMANY
B07/43	01843	WWW.IWANTTOSEEAGHOST.COM	DEAPLANETA	FILM PULSE	CP PROXIMITY Barcelona	SPAIN
B07/44	01644	CALL FOR HELP	WOMEN'S AID ORGANISATION	DOMESTIC VIOLENCE AWARENESS	ARC WORLDWIDE Kuala Lumpur	MALAYSIA

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Direct Response Digital Media						
B07/45	01931	SMS FOR LUNCH	MEIR PANIM SOUP KITCHEN	MEALS FOR CHILDREN CHARITY	SHIMONI FINKELSTEIN DRAFT FCB Tel Aviv	ISRAEL
B07/49	01866	CLIO SPEED	RENAULT GERMANY	RENAULT CLIO RS	NORDPOL+ HAMBURG	GERMANY
Best Integrated Direct Campaign						
B08/9	00516	VERB YELLOWBALL	CENTERS FOR DISEASE CONTROL & PREVENTION	YOUTH FITNESS CAMPAIGN	ARC WORLDWIDE Chicago	USA
B08/10	01486	LOPETEGUI DEPOSIT	BANCO GALLEGO	FINANCIAL SERVICES	SHACKLETON Madrid	SPAIN
B08/12	00070	PLATINUM HUMAN TESTING PROGRAM	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY PLATINUM BEER	BMF Sydney	AUSTRALIA
B08/48	01097	UNUSUALLY ELEGANT SPEAKERS	PAUSE LJUD & BILD	IN-BUILT WALL SPEAKERS	ÅKESTAM HOLST Stockholm	SWEDEN
B08/52	01912	SMOKE IS POISON	DEPARTMENT OF HEALTH/CANCER RESEARCH UK	ANTI-SMOKING MESSAGE	OGILVY GROUP UK London	UNITED KINGDOM
B08/59	01875	ANYTIME, ANYWHERE	DAS TAXI FUNK & SERVICE	TAXI SERVICE	NORDPOL+ HAMBURG	GERMANY
B08/60	02041	PRICE COMPARISON	DACIA GERMANY	DACIA LOGAN MCV	NORDPOL+ HAMBURG	GERMANY
Product Launches						
C01/8	00071	PLATINUM HUMAN TESTING PROGRAM	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY PLATINUM BEER	BMF Sydney	AUSTRALIA
C01/17	00790	THE ENVY OF ISLAY	THE GLENMORANGIE COMPANY	ARDBEG WHISKY	STORY Edinburgh	UNITED KINGDOM
C01/18	00794	BEASTIE	THE GLENMORANGIE COMPANY	ARDBEG WHISKY	STORY Edinburgh	UNITED KINGDOM
C01/44	02034	GANGS OF LONDON	SONY COMPUTER ENTERTAINMENT EUROPE	PSP GANGS OF LONDON GAME	20:20 LONDON	UNITED KINGDOM
Traffic Building						
C02/3	00055	DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	LATE NIGHT TAXI SERVICE	TEQUILAJOHANNESBURG	SOUTH AFRICA
C02/6	02039	ANYTIME, ANYWHERE	DAS TAXI FUNK & SERVICE	TAXI SERVICE	NORDPOL+ HAMBURG	GERMANY
C02/17	01125	PASS IT ON	GREENTOMATOCARS	ENVIRONMENTALLY FRIENDLY TAXI SERVICE	HARRISON TROUGHTON WUNDERMAN London	UNITED KINGDOM
C02/40	00723	THE ULTIMATE PEOPLES CURRY	FAMILYMART CONVENIENCE STORE	FAMILYMART CONVENIENCE STORE	HAKUHODO Tokyo	JAPAN
C02/44	01911	SCHLÄMMER'S QUEST	VOLKSWAGEN	VW GOLF TOUR EDITION	TRIBAL DDB Hamburg	GERMANY
C02/62	02025	LAWYER LETTER	CONDOOMS.COM	ONLINE CONDOM STORE	HAPPINESS BRUSSELS	BELGIUM
C02/67	00656	NIKECOSPLAY	NIKE JAPAN	NIKEID ONLINE	ADK Tokyo	JAPAN
C02/69	01121	ALTERNATIVE WORLD CUP 2006	SWITZERLAND TOURISM	SWITZERLAND TOURISM	SPILLMANN/FELSER/LEO BURNETT Zurich	SWITZERLAND

Direct Lions Shortlist by Category

Catalogue No.	Entry No.	Title	Advertiser	Product	Advertising Agency	Country
Loyalty/Continuity Schemes						
C03/21	01485	CLUB DDD	CEPSA HEATING SYSTEMS	HEATING SYSTEMS EQUIPMENT	SHACKLETON Madrid	SPAIN
C03/23	01503	ANATOLY KARPOV	CEPSA STORES DIVISION	TOP CLIENT LOYALTY PROGRAM	SHACKLETON Madrid	SPAIN
C03/24	01514	THE MEDIA PLANNER	LOCALIA TV	LOCAL TV CHANNEL	SHACKLETON Madrid	SPAIN
C03/27	01385	HIOBIE.COM	JOHNSON & JOHNSON	O.B. TAMPONS	LOWE NEW YORK	USA