

Promo Short List by Category

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Entry No	Catalogue No.	Title	Advertiser	Product	Advertising Agency	Country
Fast Moving Consumer Goods, excl. Beverages						
00386	A01/10	VENDING MACHINE	SIMBA	GHOST POPS SNACKS	NET#WORK BBDO Johannesburg	SOUTH AFRICA
00213	A01/13	HI, WE'RE BACK	GILLETTE	RAZORS	PROXIMITY AMSTERDAM	THE NETHERLANDS
00221	A01/14	DESPERATE ENTRY EXAM	TOHATO	TYRANT HABANERO SNACKS	HAKUHODO Tokyo	JAPAN
00382	A01/28	SURVIVE TILL HOLIDAY	DANONE	ACTIMEL PROBIOTIC DRINK	IQ marketing Moscow	RUSSIA
50001	A01/48	LIVE ANTS	ZYDUS CADILA	SUGAR FREE SWEETNER	REDIFFUSION DY&R Bangalore	INDIA
Alcoholic and Non-Alcoholic Drinks						
00316	A02/9	THE ONE	CERVECERIA NACIONAL DOMINICANA	BEER	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC
00693	A02/24	THE MOBILE MESSENGER	BIONADE	BIONADE DRINK		GERMANY
00531	A02/27	ANYWHERE BUT GERMANY	NESTLÉ	EL CHANÁ COFFEE	PUBLICIS IMPETU Montevideo	URUGUAY
Cars & Automotive Services						
00550	A03/4	MINI CHASE	BMW AUSTRALIA	MINI	NAKED COMMUNICATIONS Sydney	AUSTRALIA
00242	A03/12	DESKTOP REFUSE COLLECTION	DAIMLERCHRYSLER	MERCEDES-BENZ SPECIAL VEHICLES	SCHOLZ & FRIENDS Berlin	GERMANY
00474	A03/14	MUD	ASCAR DAIHATSU	DAIHATSU TERIOS	DRAFTFCB/LOWE GROUP Zurich	SWITZERLAND
00634	A03/16	FIRST IMPRESSION	MERCEDES-BENZ NIEDERLASSUNG STUTTGART	MERCEDES-BENZ DEALERSHIP	BBDO STUTTGART	GERMANY
00724	A03/19	THE SMALLEST TURNING CIRCLE	DAIMLERCHRYSLER/PEPSICO	SMART FORTWO	BBDO DUESSELDORF	GERMANY
00773	A03/26	SCHLAEMMER'S QUEST	VOLKSWAGEN	VW GOLF	TRIBAL DDB Hamburg	GERMANY
00791	A03/28	SHORT BUT FUN	VOLKSWAGEN	VW FOX	TRIBAL DDB Hamburg	GERMANY
00813	A03/29	THE FAKE SOUNDS	VOLKSWAGEN	VOLKSWAGEN SERVICE	DDB GERMANY Berlin	GERMANY

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Clothing, Footwear & Accessories

00240	A04/2	NO PAIN, NO GAIN	THE NORTH FACE	SPORTSWEAR	DENTSU Y&R Tokyo	JAPAN
00338	A04/9	BONDED BY BLOOD	NZRU/ADIDAS	RUGBY SHIRT	TBWA\WHYBIN (180\TBWA)	NEW ZEALAND

Other Consumer Products (incl. Durable Goods)

00700	A05/19	POLYPLAYPYLENE	LEGO	LEGO	KOLLE REBBE WERBEAGENTUR Hamburg	GERMANY
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Commercial Public Services

00851	A07/20	LOCKS	FORT KNOX	HOME SECURITY SERVICES	LODUCCA PUBLICIDADE Sao Paulo	BRAZIL
00368	A07/21	STATIC	FRANCE TELECOM	ORANGE CALL PACKAGE	VITRUVIO LEO BURNETT Madrid	SPAIN
00887	A07/22	T-SHIRTS	YAZIGI	ENGLISH SCHOOL	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL

Travel, Entertainment & Leisure

00018	A08/4	DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	TAXI SERVICE	TEQUILA\JOHANNESBURG	SOUTH AFRICA
00086	A08/5	WORLD PRESS PHOTO EXHIBITION	THE NEW ZEALAND NETHERLANDS FOUNDATION	WORLD PRESS PHOTO EXHIBITION 2006	CLEMENGER BBDO Wellington	NEW ZEALAND
00228	A08/29	THE BET	SOUL BAR	BAR	OGILVY NEW ZEALAND Auckland	NEW ZEALAND
00450	A08/34	BIG WARNIE	CRICKET AUSTRALIA	ASHES SERIES	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA
00839	A08/38	TAXI TIME TABLE	DAS TAXI FUNK	TAXI SERVICE	NORDPOL+ HAMBURG	GERMANY

Retail and E-Commerce, incl. Restaurants

00601	A09/1	DAD'S DEAD	MEDIAMARKT AUSTRIA	ELECTRONICS STORE	AGENTURPROJEKT42 Vienna	AUSTRIA
00252	A09/4	NET MEETS REALITY	NIKE JAPAN	NIKEID	ADK Tokyo	JAPAN
00363	A09/15	SOUND RECEIPT	NAPSTER JAPAN	NAPSTER	DENTSU Tokyo	JAPAN
00319	A09/22	THE TREE	HORNBACH	COLOUR MIXING SERVICE	HEIMAT Berlin	GERMANY

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Retail and E-Commerce, incl. Restaurants						
00326	A09/23	THE MAKE-BELIEVE-STORY OF RON HAMMER	HORNBACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY
Healthcare & Medical						
00677	A10/9	DRUMS	NICHOLAS PIRAMAL INDIA	ANALGESIC TABLETS	JWT Mumbai	INDIA
Publications & Media						
00048	A11/25	DUVET	DE VRIJE PERS	CHÉ MEN'S MAGAZINE	DUVAL GUILLAUME Antwerp	BELGIUM
Business to Business Products, Services & Media						
00010	A12/8	MY MODELS	GERD GEORGE	PHOTOGRAPHER	SERVICEPLAN Munich	GERMANY
Corporate Information						
00331	A13/1	DIVING WINKER	MOTHER	MOTHER TOYS	MOTHER London	UNITED KINGDOM
00541	A13/8	NOTEPAD	RICOH	RICOH PRINT SOLUTIONS	LOWE NEW YORK	USA
Charities, Public Health & Safety, Public Awareness						
00330	A14/3	TURKISH DENIAL	MOTHER	ARMENIAN GENOCIDE DAY	MOTHER London	UNITED KINGDOM
00160	A14/14	DONATION TV	ORANGE BABIES	FUND RAISING AND AWARENESS	OGILVY AMSTERDAM	THE NETHERLANDS
00325	A14/16	PETITION	RÄTTVISEMÄRKET/FAIRTRADE	FAIR TRADE BRAND AWARENESS	STORAKERS McCANN Stockholm	SWEDEN
00620	A14/18	EARTH HOUR	WWF AUSTRALIA	WILDLIFE CHARITY	LEO BURNETT Sydney	AUSTRALIA
00427	A14/23	PRISON SCRATCH CARD	AMNESTY INTERNATIONAL AUSTRIA	AMNESTY INTERNATIONAL AUSTRIA	DRAFTFCB KOBZA Vienna	AUSTRIA
00203	A14/40	WHEN WILL THE MIDDLE AGES BE OVER?		AMNESTY INTERNATIONAL GERMANY	STOP TORTURE CAMPAIGN	OGILVY FRANKFURT GERMANY
Event Marketing						
00375	B02/6	FREE TRIP	EASYJET	LOWCOST AIRLINE	REMO D6 Madrid	SPAIN

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Entry No	Catalogue No.	Title	Advertiser	Product	Advertising Agency	Country
Event Marketing						
00372	B02/9	SCOTLAND'S BEST KEPT SECRET	EASYJET	LOWCOST AIRLINE	REMO D6 Madrid	SPAIN
00548	B02/10	HYPNOMARKETING	ICON CLOTHING	GOLF PUNK	NAKED COMMUNICATIONS Sydney	AUSTRALIA
00112	B02/11	3D LIVE AT HARAJUKU	SONY ERICSSON MOBILE COMMUNICATIONS JAPAN	W41S MOBILE PHONE	HAKUHODO Tokyo	JAPAN
00019	B02/12	DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	TAXI SERVICE	TEQUILA\JOHANNESBURG	SOUTH AFRICA
00236	B02/21	DONATION TV	ORANGE BABIES	FUND RAISING & AWARENESS	OGILVY AMSTERDAM	THE NETHERLANDS
00298	B02/28	GHOST PHOTOS	SONY COMPUTER ENTERTAINMENT DEUTSCHLAND	PLAYSTATION2	TBWA\GERMANY Berlin	GERMANY
00619	B02/32	EARTH HOUR	WWF AUSTRALIA	WILDLIFE CHARITY	LEO BURNETT Sydney	AUSTRALIA
00705	B02/33	OZONE HOLE	ECOLOGISTAS EN ACCION	CLIMATIC CHANGE AWARENESS	STREET LIFE Madrid	SPAIN
00763	B02/73	SUSHI BELT	VOLKSWAGEN	VW POLO BLUE MOTION	DDB GERMANY Duesseldorf	GERMANY
00779	B02/77	ORIENTATION GUIDE	FSH FUTURE SPORT HOLDING	FUTURE SPORTS FITNESS CENTRE	DDB GERMANY Duesseldorf	GERMANY
00795	B02/82	3D-VASE	HENKEL	PATTEX GLUE	DDB GERMANY Duesseldorf	GERMANY
00090	B02/105	MANNED AIRPLANE PROJECT	MATSUSHITA ELECTRIC INDUSTRIAL	MATSUSHITA OXYRIDE BATTERIES	HAKUHODO Tokyo	JAPAN
00855	B02/108	HERE'S PROOF	OLYMPUS	MJU SW CAMERA	SAATCHI & SAATCHI Sydney	AUSTRALIA
00271	B02/110	GLAMOUR STILETTO RUN	G&J PUBLISHERS	GLAMOUR MAGAZINE	BSUR Amsterdam	THE NETHERLANDS
00690	B02/117	NODDING BULL	THE VEGETARIAN SOCIETY	VEGETARIAN CONFERENCE	JWT Mumbai	INDIA
Sponsorship or Partnership Campaigns						
00339	B03/14	BONDED BY BLOOD	NZRU/ADIDAS	THE ALL BLACKS	TBWA\WHYBIN (180\TBWA)	NEW ZEALAND
Promotional Packaging						
00419	B04/1	STADIUM	NIKE	NIKE FOOTBALL BOOTS	PUBLICIS Singapore	SINGAPORE

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Best Use of Merchandising/In-Store Marketing						
00263	B05/10	FISH TANK	PURINA PETCARE (MALAYSIA)	PURINA FRISKIES CAT FOOD	PUBLICIS MALAYSIA Petaling Jaya	MALAYSIA
00387	B05/20	VENDING MACHINE	SIMBA	GHOST POPS SNACKS	NET#WORK BBDO Johannesburg	SOUTH AFRICA
Best new Product Launch/Re-Launch at Retail						
00317	B06/7	THE ONE	CERVECERIA NACIONAL DOMINICANA	BEER	OMD DOMINICANA Santo Domingo	DOMINICAN REPUBLIC
Best Use of Direct Marketing in a Retail Marketing						
00895	B07/4	CATSAN MAGAZINE	MASTERFOODS PORTUGAL	CAT LITTER	OGILVYONE Lisbon	PORTUGAL
00454	B07/10	EXCITING OFFERS NEED EXCITING ADS	VIRGIN MOBILE	MOBILE NETWORK PROVIDER	HOST Sydney / THE GLUE SOCIETY Sydney	AUSTRALIA
Best Customer Marketing Programme or Business						
00421	B08/1	HEINZELMAENNCHEN	SIEMENS ELECTROGERAETE	SIEMENS HOME APPLIANCES	SCHOLZ & FRIENDS Hamburg	GERMANY
00077	B08/5	LETTERS OF APPLICATION	RADIO ENERGY ZURICH	RADIO STATION	RUF LANZ Zurich	SWITZERLAND
00542	B08/12	NOTEPAD	RICOH	RICOH PRINT SOLUTIONS	LOWE NEW YORK	USA
Best Use of TV in a Promotional Campaign						
00436	B09/4	A REAL SPY TEAM FOR NOKIA	NOKIA COLOMBIA	NOKIA 6131 MOBILE PHONE	FIRE COLOMBIA Medellin / OMD COLOMBIA Bogota	COLOMBIA
00425	B09/6	ANYONE CAN SELL	HOME PRODUCT CENTER PUBLIC	HOMEPRO RETAIL STORE	BBDO BANGKOK	THAILAND
Best Use of Print in a Promotional Campaign						
00857	B10/5	SLICE IT PAPER-THIN	ZWILLING	ZWILLING KITCHEN KNIVES	Y&R GERMANY Frankfurt	GERMANY
Best Use of Radio in a Promotional Campaign						
00170	B11/1	GEORGE W. BUSH	SPORT FACTORY OUTLET	RETAIL STORE	RUF LANZ Zurich	SWITZERLAND
00715	B11/4	ASSHOLE	MIDAS	AUTOMOBILE REPAIR SHOP	SHACKLETON Madrid	SPAIN

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Best Use of Radio in a Promotional Campaign						
00369	B11/9	STATIC	FRANCE TELECOM	ORANGE CALL PACKAGE	VITRUVIO LEO BURNETT Madrid	SPAIN
Best Use of Digital Media in a Promotional Campaign						
00383	B12/6	SURVIVE TIL HOLIDAY	DANONE	ACTIMEL PROBIOTIC DRINK	IQ marketing Moscow / PROMO INTERACTIVE Moscow	RUSSIA
00886	B12/11	GESTALT	GETTY IMAGES	IMAGE LICENSING	remerinc Seattle	USA
00229	B12/12	THE BET	SOUL BAR	BAR	OGILVY NEW ZEALAND Auckland	NEW ZEALAND
00792	B12/15	SHORT BUT FUN	VOLKSWAGEN	VW FOX	TRIBAL DDB Hamburg	GERMANY
00865	B12/16	SMS FOR LUNCH	MEIR PANIM SOUP KITCHEN	CHILDREN'S CHARITY	SHIMONI FINKELSTEIN DRAFT FCB Tel Aviv	ISRAEL
00906	B12/18	ANYTHING GOES	DOMINOES	PIZZA DELIVERY	JWT New York	USA
00378	B12/19	JOB SAVER	SOUTH AFRICAN BROADCAST CORPORATION	5 FM RADIO STATION	NET#WORK BBDO Johannesburg	SOUTH AFRICA
Best Integrated Promotional Campaign						
00030	C01/3	NEW RUSSIA	SCOTTISH & NEWCASTLE DEUTSCHLAND	BALTIKA7 BEER	TOTEMS COMMUNICATION & ARCHITECTURE Stuttgart / ELASTIQUE Cologne	GERMANY
00543	C01/7	HYPNOMARKETING	ICON CLOTHING	GOLF PUNK	NAKED COMMUNICATIONS Sydney	AUSTRALIA
00009	C01/8	VERB YELLOWBALL	CENTERS FOR DISEASE CONTROL AND PREVENTION	HEALTH AWARENESS FOR TWEENS	ARC WORLDWIDE Chicago	USA
00020	C01/9	DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	TAXI SERVICE	TEQUILA\JOHANNESBURG	SOUTH AFRICA
00087	C01/11	WORLD PRESS PHOTO EXHIBITION	NEW ZEALAND NETHERLANDS FOUNDATION	WORLD PRESS PHOTO EXHIBITION 2006	CLEMENGER BBDO Wellington	NEW ZEALAND
00212	C01/23	HI, WE'RE BACK	GILLETTE	RAZORS	PROXIMITY AMSTERDAM	THE NETHERLANDS
00327	C01/49	THE MAKE-BELIEVE-STORY OF RON HAMMER	HORNBACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY

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Best Integrated Promotional Campaign						
00353	C01/56	BONDED BY BLOOD	NZRU/ADIDAS	THE ALL BLACKS	TBWA\WHYBIN (180\TBWA)	NEW ZEALAND
00384	C01/57	SURVIVE TILL HOLIDAY	DANONE	ACTIMEL PROBIOTIC DRINK	IQ marketing Moscow / PROMO INTERACTIVE Moscow	RUSSIA
00455	C01/58	EXCITING OFFERS NEED EXCITING ADS	VIRGIN MOBILE	MOBILE NETWORK PROVIDER	HOST Sydney / THE GLUE SOCIETY Sydney	AUSTRALIA
00501	C01/60	PAGO INTEGRATED CAMPAIGN	PAGO FOR ASB	MOBILE TOP UP		NEW ZEALAND
00837	C01/61	ANYTIME, ANYWHERE	DAS TAXI FUNK	TAXI SERVICE	NORDPOL+ HAMBURG	GERMANY
00848	C01/64	MYSTERY SHOPPING	RENAULT	DACIA LOGAN MCV	NORDPOL+ HAMBURG	GERMANY
00775	C01/72	SCHLAEMMER'S QUEST	VOLKSWAGEN	VW GOLF	TRIBAL DDB Hamburg	GERMANY
00889	C01/87	THAT GIRL EMILY	COURT TV	TV SERIES	DEEP FOCUS New York / AMALGAMATED USA New York	