

Media Lions Shortlist by Category

Catalogue No.	Entry No	Title	Advertiser	Product	Entred By	Media Agency	Country
Fast Moving Consumer Goods							
A01/5	00364	MAKE A DIFFERENCE	BEIERSDORF	NIVEA VISAGE SKINCARE	OMD AUSTRALIA	OMD AUSTRALIA Sydney	AUSTRALIA
A01/9	00220	LOVE ME SOFTLY	PROCTER & GAMBLE	ARIEL DETERGENT	STARCOM CHILE	STARCOM CHILE Santiago	CHILE
A01/16	01189	THE PLUSHEST FLUSH	PROCTER & GAMBLE	CHARMIN TOILET PAPER	CARAT USA	CARAT USA New York / GIGUNDA GROUP Manchester	USA
A01/30	01083	FEEL EXTRAORDINARY	PROCTER & GAMBLE TURKEY	PANTENE SHAMPOO	SMG TURKEY	SMG TURKEY Istanbul / GREY WORLDWIDE Istanbul	TURKEY
A01/34	01399	DORITOS CRASH THE SUPER BOWL	FRITO-LAY	DORITOS TORTILLA CHIPS	OMD USA	OMD USA New York	USA
A01/38	00594	THE ONE	CERVECERIA NACIONAL DOMINICANA	THE ONE BEER	OMD DOMINICANA	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC
A01/49	01131	THE DIFFERENCE IS K	KELLOGG'S	SPECIAL K FOOD PRODUCTS	STARCOM USA	STARCOM USA Chicago / LEO BURNETT USA Chicago	USA
A01/80	01895	LIVE ANTS ON POSTER	ZYDUS CADILA	ARTIFICIAL SWEETENER	REDIFFUSION DY&R	REDIFFUSION DY&R Bangalore / OUTDOOR ADVERTISING PROFESSIONALS Bangalore	INDIA
A01/95	00337	MISS GREEN LAUNCH IN UAE	MASTERFOODS	M&M CHOCOLATE	STARCOM MEDIAVEST GROUP	STARCOM MEDIAVEST GROUP Dubai	UNITED ARAB EMIRATES
A01/106	01756	STARKISH	DB BREWERIES	STARK VODKA	SAATCHI & SAATCHI NZ	SAATCHI & SAATCHI NZ Auckland	NEW ZEALAND
A01/111	01865	HEROES	SABMILLER BAVARIA	PILSEN BEER	LOWE/SSP3	LOWE/SSP3 Bogota	COLOMBIA
Cars & Automotive Services							
A02/3	00548	INSPIRING THE SPIRIT OF ADVENTURE	LAND ROVER	LAND ROVER	MINDSHARE WORLDWIDE	MINDSHARE WORLDWIDE London	UNITED
A02/20	00792	TAKE ME FOR A RIDE	AUDI FRANCE	AUDI TT ROADSTER	DDB PARIS	DDB PARIS	FRANCE
A02/21	01111	THE FIRST EVER INTERACTIVE CINEMA CAMPAIGN	FIAT AUTOMOVEIS	FIAT IDEA ADVENTURE	AGENCIAClick	AGENCIAClick Sao Paulo	BRAZIL
A02/32	01745	SHORT BUT FUN MOBILE CASE	VOLKSWAGEN	VW FOX	DDB GERMANY	DDB GERMANY Duesseldorf / TRIBAL DDB Hamburg	GERMANY
A02/42	01705	SINISTER EXTREMES	AUDI	AUDI RS4	MEDIACOM	MEDIACOM London	UNITED
A02/43	01736	SCHLAEMMER'S QUEST	VOLKSWAGEN	VW GOLF	DDB GERMANY	DDB GERMANY Berlin / TRIBAL DDB Hamburg	GERMANY
A02/46	01809	BAND-AID	VOLKSWAGEN	VW FOX	DDB GERMANY	DDB GERMANY Berlin	GERMANY
A02/48	00248	14 DIRHAMS A DAY	GENERAL MOTORS	CHEVROLET SPARK CAR	STARCOM MEDIAVEST GROUP	STARCOM MEDIAVEST GROUP Dubai	UNITED ARAB EMIRATES
Clothing, Footwear & Accessories							
A03/5	00174	HOT OR NOT	BEAMS	FASHION BOUTIQUE	PUBLICIS JAPAN	PUBLICIS JAPAN Tokyo	JAPAN

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Clothing, Footwear & Accessories							
A03/7	01889	WONDERBRA POSTER	DB APPAREL BELUX	WONDERBRA	PUBLICIS	PUBLICIS Brussels	BELGIUM
A03/8	01192	BRINGING HOME THE WORLD CUP	ADIDAS	ADIDAS +10	CARAT GLOBAL MANAGEMENT	CARAT GLOBAL MANAGEMENT London / 180 AMSTERDAM (180\TBWA)	UNITED
A03/10 construct	01306 UNITED	VIRTUAL GOALS	ADIDAS	PREDATOR/F50 FOOTBALL BOOTS		ISOBAR GLOBAL London	ISOBAR GLOBAL London / de-
A03/12	01262	HYPNOMARKETING	ICON CLOTHING	GOLF PUNK APPAREL	NAKED COMMUNICATIONS	NAKED COMMUNICATIONS Sydney	AUSTRALIA
A03/16	00791	BITCH	WE EUROPE	FASHION RETAILER	TBWAINEBOKO	TBWAINEBOKO Amstelveen	THE NETHERLANDS
A03/25	01497	RIP-OFF	MONTECARLO	JEANS	JWT	JWT Mumbai	INDIA
Other Consumer Products							
A04/4	00721	SAMSUNG SHOUTOUT	SAMSUNG ELECTRONICS	HIGH DEFINITION TELEVISIONS	CHEIL COMMUNICATIONS AMERICA	CHEIL COMMUNICATIONS AMERICA Ridgefield Park	USA
A04/18	00357	A TIME MACHINE? A WASHING MACHINE?	HITACHI	WASHING MACHINES	DENTSU	DENTSU Tokyo	JAPAN
A04/35	01970	GANGS OF LONDON	SONY COMPUTER ENTERTAINMENT EUROPE	GANGS OF LONDON PSP COMPUTER GAME	20:20 LONDON	20:20 LONDON	UNITED
A04/39	01037	BIGGER THAN ITUNES	MOTOROLA	MOTOROLA RAZR	MINDSHARE CHINA	MINDSHARE CHINA Shanghai	CHINA
Financial Products & Services							
A05/2	00027	HANGING CAR	ALLSTATE INSURANCE	CAR INSURANCE	LEO BURNETT USA	LEO BURNETT USA Chicago	USA
A05/3	00430	MONEY GOES DIGITAL	ASB BANK	MONEY TRANSFER SERVICE	OMD NEW ZEALAND	OMD NEW ZEALAND Auckland / TBWAIWHYBIN Auckland	NEW ZEALAND
A05/14	01117	THE BIG HAIL	ZURICH ARGENTINA CIA.DE SEGUROS	CAR INSURANCE	BRAND CONNECTION	BRAND CONNECTION Buenos Aires	ARGENTINA
A05/16	01402	NOW WHAT	STATE FARM	INSURANCE	OMD USA	OMD USA New York	USA
A05/33	00945	EXCLUSIVE TRAFFIC FM	SULAMÉRICA	CAR INSURANCE	MPM PROPAGANDA	MPM PROPAGANDA Sao Paulo	BRAZIL
Commercial Public Services							
A06/3	00682	RECYCLING	EMP	RECYCLING COMPANY	UNIVERSAL MCCANN	UNIVERSAL MCCANN Vilnius	LITHUANIA
A06/14	00743	EDITORIAL ADS	THE YELLOW PAGES	INFORMATION SERVICES	SWISS PUBLICIS ZURICH	SWISS PUBLICIS ZURICH	SWITZERLAND
A06/18	00786	STATIC	FRANCE TELECOM	LOW RATE MOBILE CALLS	VITRUVIO LEO BURNETT	VITRUVIO LEO BURNETT Madrid	SPAIN
A06/29	00383	INCOMPREHENSIBLE WARNING SIGNS	BERLITZ LANGUAGE SCHOOL	BERLITZ LANGUAGE SCHOOL	DDB GERMANY	DDB GERMANY Duesseldorf	GERMANY

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Commercial Public Services							
A06/32 GERMANY	01763	LIVING VIDEO	GOOGLE GERMANY	GOOGLE VIDEO WEBSITE	KOLLE REBBE WERBEAGENTUR	Hamburg	KOLLE REBBE WERBEAGENTUR
A06/41	00628	GAME ON	ESIC BUSINESS & MARKETING SCHOOL	UNIVERSITY PROMOTIONAL CAMPAIGN	MEDIA CONTACTS	MEDIA CONTACTS Madrid	SPAIN
Travel, Entertainment & Leisure							
A07/4	00054	DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	TAXI SERVICE	TEQUILA\JOHANNESBURG	TEQUILA\JOHANNESBURG	SOUTH AFRICA
A07/23	01870	GET USED TO FEELING POSH	VIRGIN ATLANTIC AIRLINES	PREMIUM ECONOMY SEATS	CUMMINS&PARTNERS	CUMMINS&PARTNERS Melbourne	AUSTRALIA
A07/26	01520	INCIDENTS	HUTCH	THEATRE FESTIVAL	OGILVY & MATHER	OGILVY & MATHER Bangalore	INDIA
A07/37	00634	CATCH ME IF YOU CAN	ATRAPALO.COM	ONLINE TRAVEL AGENT	MEDIA CONTACTS	MEDIA CONTACTS Barcelona	SPAIN
A07/40	01747	EQUALIZER BUILDING	AMBEV	ELECTRONIC MUSIC FESTIVAL	B\FERRAZ FULL PROMOTION	B\FERRAZ FULL PROMOTION Sao Paulo	BRAZIL
Retail And E-Commerce, Incl. Restaurants							
A08/1	00025	SUNDIAL	McDONALD'S	McDONALD'S RESTAURANTS	LEO BURNETT USA	LEO BURNETT USA Chicago	USA
A08/2	00435	IKEA LAUNCH COMMUNICATIONS IN JAPAN	IKEA JAPAN	IKEA FURNITURE STORE	ADK	ADK Tokyo	JAPAN
A08/6	00503	NIKECOSPLAY	NIKE JAPAN	NIKEID	ADK	ADK Tokyo	JAPAN
A08/12	01386	24 HOUR	McDONALD'S	McDONALD'S LATE-NIGHT MENU	OMD USA	OMD USA New York	USA
Healthcare & Medical							
A09/7	01554	RELAX, TAKE AN ARMONYL	LABORATORIO MAVER	STRESS RELIEF MEDICATION	OMD CHILE	OMD CHILE Santiago	CHILE
Publications & Media							
A10/1 UNITED	00566	SKINS	E4/CHANNEL 4	SKINS TELEVISION PROGRAMME		NAKED COMMUNICATIONS	NAKED COMMUNICATIONS London
A10/5	00557	FANTASY PORTFOLIO CHALLENGE	CNBC	SQUAWK BOX TELEVISION PROGRAMME	FALLON	FALLON Minneapolis	USA
A10/8	00782	I LOVE LAURA CASE	MTV NETWORKS SPAIN	MTV	TIEMPO BBDO	TIEMPO BBDO Madrid	SPAIN
A10/29	00146	COMIC SHOGAKUKAN BOOKS	SHOGAKUKAN	COMIC BOOKS	DENTSU	DENTSU Tokyo / AOI ADVERTISING PROMOTION Tokyo	JAPAN
A10/36	01478	GET SCARED MORE OFTEN	CORUS ENTERTAINMENT	SCREAM TV TELEVISION CHANNEL	ZIG	ZIG Toronto	CANADA
Business Products & Services							
A11/9	01282	COMMERCIAL BREAK	DPWN	DHL COURIER SERVICE	JUNG von MATT	JUNG von MATT Berlin	GERMANY
A11/19	00367	ALARM BELT	FORT KNOX	SECURITY COMPANY	LODUCCA	LODUCCA Sao Paulo	BRAZIL

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Corporate Information							
A12/7	00005	BARRIO BONITO	NIKE	NIKE	BBDO ARGENTINA	BBDO ARGENTINA Buenos Aires	ARGENTINA
A12/28	01843	THE PEOPLE CHAIN	DEUTSCHE TELEKOM	TELEPHONE NETWORK PROVIDER	MEDIACOM GERMANY	MEDIACOM GERMANY Duesseldorf	GERMANY
A12/30	00622	EXPLORING A BIGGER WORLD	ORANGE	TELEPHONE NETWORK PROVIDER	MPG	MPG London	UNITED
A12/33	00610	PUTTING COKE IN THE PICTURE	COCA-COLA	COCA-COLA	B6 INTEGRATED ENTERTAINMENT	B6 INTEGRATED ENTERTAINMENT Buenos Aires	ARGENTINA
A12/39	01247	ENTRANCE BANNERS	BANCO DO BRASIL	BANK	ARTPLAN	ARTPLAN Rio de Janeiro	BRAZIL
Charities, Public Health & Safety, Public Awareness							
A13/3	00212	NOT HERE BUT NOW	AMNESTY INTERNATIONAL	HUMAN RIGHTS ABUSE CAMPAIGN	WALKER	WALKER Zurich	SWITZERLAND
A13/7	00415	VERB YELLOWBALL	CENTRES FOR DISEASE CONTROL AND PREVENTION	YOUTH OBESITY CAMPAIGN	ARC WORLDWIDE	ARC WORLDWIDE Chicago	USA
A13/43	00680	1 IN 8 WOMEN	AVON COSMETICS ROMANIA	BREAST CANCER AWARENESS	STARCOM MEDIA	STARCOM MEDIA Bucharest	ROMANIA
A13/44	00596	FALLEN PEOPLE	CANADIAN RED CROSS	FIRST AID AWARENESS	DOWNTOWN PARTNERS	DOWNTOWN PARTNERS Toronto	CANADA
A13/49	01452	EARTH HOUR	WWF-AUSTRALIA	ENERGY CONSERVATION CAMPAIGN	LEO BURNETT	LEO BURNETT Sydney	AUSTRALIA
A13/50	01651	TAP PROJECT	UNICEF	CLEAN WATER CAMPAIGN	DROGA5	DROGA5 New York	USA
A13/51	01658	PIGS IN PAIN	GAIA	CRUELTY TO ANIMALS AWARENESS CAMPAIGN	DUVAL GUILLAUME	DUVAL GUILLAUME Brussels	BELGIUM
A13/58 AUSTRALIA	00704	VIRTUAL LIFE AT SEA	AUSTRALIAN DEFENCE FORCE	DEFENCE FORCE RECRUITMENT		UNIVERSAL McCANN	UNIVERSAL McCANN Sydney
A13/74	01481	SANCTUARY MAGIC PENCIL	HUTCHISON TELECOM	ENDANGERED ANIMALS AWARENESS	OGILVY & MATHER	OGILVY & MATHER Mumbai	INDIA
Best Use of TV							
B01/8	00419	COCA-COLA 1.25	CIA COCA-COLA	COCA-COLA	UNIVERSAL McCANN	UNIVERSAL McCANN Madrid	SPAIN
B01/9	00424	GOOD LUCK ELVES	O.N.C.E	ONCE SCRATCH LOTTERY CARD	UNIVERSAL McCANN	UNIVERSAL McCANN Madrid / DELVICO Madrid	SPAIN
B01/10	00428	HAPPY NEW YEAR	MASTERCARD	CREDIT CARD	UNIVERSAL McCANN	UNIVERSAL McCANN Madrid	SPAIN
B01/29	01849	M&M'S ET INTERVIEWS	MASTERFOODS	M&M'S CONFECTIONERY	BBDO NEW YORK	BBDO NEW YORK	USA
B01/30	00330	DONBEI	NISSIN FOOD PRODUCTS	INSTANT NOODLES	ADK	ADK Tokyo	JAPAN
B01/34	01184	COMMERCIAL BREAK	DPWN	DHL COURIER SERVICE	JUNG von MATT	JUNG von MATT Berlin	GERMANY
B01/42	01367	REAL WOMEN	UNILEVER	DOVE BODYWASH	MINDSHARE USA	MINDSHARE USA New York	USA

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Best Use of TV							
B01/52	01501	#15	TELEFONICA DE ARGENTINA	TELEPHONE NETWORK PROVIDER	FiRe ADVERTAINMENT	FiRe ADVERTAINMENT Acassuso	ARGENTINA
B01/77	00632	THE FLY	PFIZER CONSUMER HEALTHCARE	LISTERINE MOUTHWASH	JWT COSTA RICA	JWT COSTA RICA San Jose	COSTA RICA
B01/79 Kuala	01268 MALAYSIA	BOLA KAMPUNG	COCA-COLA	COCA-COLA	UNIVERSAL McCANN MALAYSIA	Lumpur	UNIVERSAL McCANN MALAYSIA
Best Use of Cinema							
B02/2	01286	XBOX LIVE	MICROSOFT	XBOX	CINEVATION	CINEVATION Johannesburg	SOUTH AFRICA
B02/7	01488	CINEMA CURTAIN	BEIERSDORF	Q10 ANTI-DRUG PRODUCTS	TBWAIWIEN	TBWAIWIEN	AUSTRIA
B02/11	00060	CURTAIN	IKEA DEUTSCHLAND	IKEA FURNITURE STORE	JUNG von MATT	JUNG von MATT Hamburg	GERMANY
Best Use of Magazines							
B03/4	00390	TURN A MAGAZINE AD INTO A TV AD	AEROVIAS DEL CONTINENTE AMERICANO	DEPRISA COURIER SERVICE	OMD COLOMBIA	OMD COLOMBIA Bogota	COLOMBIA
B03/11	00751	ONE IN FIVE HUNDRED	INEN	CANCER PREVENTION CENTRE	PRAGMA DDB	PRAGMA DDB Lima	PERU
B03/14	00508	BANANA LEAF AD	TOYOTA SOFASA	TOYOTA PRADO	LEO BURNETT COLOMBIANA	LEO BURNETT COLOMBIANA Bogota	COLOMBIA
B03/15	00531	PAGES	MOTOROLA	MOTOROLA C261	OGILVY & MATHER COLOMBIA	OGILVY & MATHER COLOMBIA Bogota	COLOMBIA
B03/29	01241	PIMPLE	RECKITT BENCKISER DEUTSCHLAND	CLEARASIL FACE WASH	EURO RSCG	EURO RSCG Duesseldorf	GERMANY
B03/39	01595	THE PAGE-NUMBER CAMPAIGN	BBDO GERMANY	BBDO GERMANY	BBDO DUESSELDORF	BBDO DUESSELDORF	GERMANY
B03/40	01810	FABRIC	KM CASA	COQUEL LAUNDRY DETERGENT	LODUCCA PUBLICIDADE	LODUCCA PUBLICIDADE Sao Paulo	BRAZIL
B03/42	00970	18:1 SCALE	MATTEL GERMANY	HOT WHEELS TOY CARS	OGILVY FRANKFURT	OGILVY FRANKFURT	GERMANY
B03/43	00588	EDITORIAL ADS	THE YELLOW PAGES	INFORMATION SERVICES	SWISS PUBLICIS ZURICH	SWISS PUBLICIS ZURICH	SWITZERLAND
B03/44	01328	REFRESHING TRUTH	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI	SAATCHI & SAATCHI Copenhagen	DENMARK
Best Use of Newspapers							
B04/1	00021	DAB	WATER CORPORATION	WATER	THE BRAND AGENCY	THE BRAND AGENCY Perth	AUSTRALIA
B04/20	00497	DO U GET IT?	VODAFONE	SMS SERVICE	OMD SPAIN	OMD SPAIN Madrid	SPAIN
B04/36	01076	LOVE OF WRITING	PEN & ART	MONT BLANC FOUNTAIN PENS	THE JUPITER DRAWING ROOM SOUTH AFRICA	THE JUPITER DRAWING ROOM SOUTH AFRICA Cape Town	SOUTH AFRICA
B04/40	01592	PERFECT CAVITY FILLING	CEMEX DEUTSCHLAND	CEMEX CEMENT	BBDO DUESSELDORF	BBDO DUESSELDORF	GERMANY
B04/42	00485	DAY OF THE FRIEND	PEDIGREE	DOG FOOD	TBWA\BR	TBWA\BR Sao Paulo	BRAZIL

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Best Use of Outdoor							
B05/2	00211	NOT HERE BUT NOW	AMNESTY INTERNATIONAL	HUMAN RIGHTS CAMPAIGN	WALKER	WALKER Zurich	SWITZERLAND
B05/8	00183	FATHER'S DAY	C&A	CLOTHING RETAIL STORE	DDB	DDB Brussels	BELGIUM
B05/19	01697	REVERSE	PEUGEOT DENMARK	PEUGEOT BOXER	UNCLE GREY	UNCLE GREY Aarhus	DENMARK
B05/20 GERMANY	00075	FLOODED CITY INFO MAPS	EARTH LOVE MOVEMENT FOUNDATION	GLOBAL WARMING AWARENESS		JUNG von MATT	JUNG von MATT Hamburg
B05/29 THE PHILIPPINES	01018	CLEANER	UNILEVER PHILIPPINES	POND'S FACIAL WASH	OGILVY & MATHER PHILIPPINES	Makati City	OGILVY & MATHER PHILIPPINES
B05/46	01848	VOTING DIGITAL BILLBOARDS	BBC WORLD	NEWS TELEVISION	BBDO NEW YORK	BBDO NEW YORK	USA
Best Use of Ambient Media: Small Scale							
B06/9	00057	DRUNK CIGARETTE	TOOT-N-SCOOT	TAXI SERVICE	TEQUILA\JOHANNESBURG	TEQUILA\JOHANNESBURG	SOUTH AFRICA
B06/11	00432	MONEY IS THE MEDIUM	ASB BANK	MOBILE CASH TRANSFER SERVICE	OMD NEW ZEALAND	OMD NEW ZEALAND Auckland / TBWAIWHYBIN Auckland	NEW ZEALAND
B06/12	00486	WINDSHIELD	PROCTER & GAMBLE	GILLETTE RAZOR	MOMENTUM OGILVY & MATHER	MOMENTUM OGILVY & MATHER Lima	PERU
B06/13	00488	HORNY SERVIETTE	STUDIO RELAX	EROTIC MASSAGE CENTRE	WORTWERK	WORTWERK Vienna	AUSTRIA
B06/23	00533	LISTERINE	PFIZER	LISTERINE MOUTHWASH	EURO RSCG PRAGUE	EURO RSCG PRAGUE	CZECH REPUBLIC
B06/25	00161	HOBO	INTERNATIONAL CHARITY ORGANISATION	HOMELESS AWARENESS CAMPAIGN	MEX ADVERTISING AGENCY	MEX ADVERTISING AGENCY Kiev	UKRAINE
B06/26 SOUTH AFRICA	00184	TIN	TIGER BRANDS	UNITE AGAINST HUNGER APPEAL		FCB JOHANNESBURG	FCB JOHANNESBURG
B06/46	00805	HEADRESTS	NH HOTELS	HOTEL SERVICES	ZAPPING	ZAPPING Madrid	SPAIN
B06/62	00770	SHOPPING	BOEHRINGER INGELHEIM DO BRASIL	MUCOSOLVAN COUGH SYRUP	LEO BURNETT BRASIL	LEO BURNETT BRASIL Sao Paulo	BRAZIL
B06/82	01660	BRACELETS	MÉDECINS SANS FRONTIÈRES / ARTSEN ZONDER GRENZEN	MALNUTRITION CAMPAIGN	DUVAL GUILLAUME	DUVAL GUILLAUME Brussels	BELGIUM
B06/100	01957	PULLING THE RURAL STRINGS	GODREJ	POWDER HAIR DYE	MADISON COMMUNICATIONS	MADISON COMMUNICATIONS Mumbai	INDIA
B06/124	01866	PHOTOCOPIES	SABMILLER BAVARIA	NUTRITIONAL DRINK	LOWE/SSP3	LOWE/SSP3 Bogota	COLOMBIA
B06/127	00980	SHOPPING LIST	CAMPO AUSTRAL	HAM AND COLD CUT MEAT PRODUCTS	CORNICELLI PUBLICIDAD	CORNICELLI PUBLICIDAD Buenos Aires	ARGENTINA
B06/130	01465	FIRST IMPRESSION	MERCEDES-BENZ STUTTGART	MERCEDES-BENZ	BBDO STUTTGART	BBDO STUTTGART	GERMANY
Best Use of Ambient Media: Large Scale							
B07/4	00080	FLOATING HANDS	YAYASAN REBANA INDONESIA	NGO TSUNAMI RELIEF	JWT	JWT Jakarta	INDONESIA

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Best Use of Ambient Media: Large Scale							
B07/6	00026	SUNDIAL	McDONALD'S	McDONALD'S BREAKFAST	LEO BURNETT USA	LEO BURNETT USA Chicago	USA
B07/13	00274	MUSEUM	IKEA JAPAN	IKEA FURNITURE STORE	ADK	ADK Tokyo	JAPAN
B07/18	00536	BIG SHADOW	MICROSOFT CORPORATION	XBOX 360	GT	GT Tokyo	JAPAN
B07/49	00790	IT'S NOT TOO LATE	GREENPEACE	ENVIRONMENTAL AWARENESS	DDB PARIS	DDB PARIS	FRANCE
B07/50	01544	MY SECRET	P&G	SECRET DEODORANT	STARCOM USA	STARCOM USA Chicago / LEO BURNETT USA Chicago	USA
B07/61	01293	LIVE IT LIGHT	COCA-COLA	DIET COKE	LEO BURNETT INDIA	LEO BURNETT INDIA Mumbai	INDIA
B07/62	01406	MONTANA METH	MONTANA METH PROJECT	DRUG PREVENTION CAMPAIGN	OMD USA	OMD USA New York	USA
B07/80	00481	ANY SHAPE	ARTESANOS CAMISEROS	ARTESANOS CAMISEROS CLOTHING	DRAFTFCB/LOWE GROUP	DRAFTFCB/LOWE GROUP Zurich	SWITZERLAND
B07/94	01879	MUB SKATEBOARD	NIKE	NIKE SB	F/NAZCA SAATCHI & SAATCHI	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL
B07/97	00402	THE WRONG WORKING ENVIRONMENT	JOBSINTOWN.DE	RECRUITMENT SERVICE	SCHOLZ & FRIENDS	SCHOLZ & FRIENDS Berlin	GERMANY
B07/102	01388	THE WORLD'S LARGEST PORTRAIT	SONY ERICSSON	SONY ERICSSON MOBILE PHONES	TALENT	TALENT Sao Paulo	BRAZIL
B07/111	00527	BEDROOM SECRETS	JESPIRIT	LUXAFLEX VENETIAN BLINDS	JWT SINGAPORE	JWT SINGAPORE	SINGAPORE
B07/119	00399	AMBIENT 3D-VASE	HENKEL	PATTEX GLUE	DDB GERMANY	DDB GERMANY Duesseldorf	GERMANY
B07/129	01805	SHADOW POSTER	VOLKSWAGEN	EOS CABRIOLET	DDB GERMANY	DDB GERMANY Duesseldorf	GERMANY
B07/161	01337	MISSING! THE NEW MINI.	BMW JAPAN	MINI COOPER	ADK	ADK Tokyo / DRILL INC. Tokyo	JAPAN
B07/166	01588	PICTURE THE EXPERIENCE	NOKIA	NOKIA N SERIES	MEDIACOM IBERIA	MEDIACOM IBERIA Madrid	SPAIN
B07/182 BRAZIL	01750	SKOL BEATS EQUALIZER BUILDING		AMBEV	SKOL BEATS ELECTRONIC	B\FERRAZ FULL PROMOTION	B\FERRAZ FULL PROMOTION Sao Paulo
Best Use of Special Events and Stunts							
B08/5	00058	DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	TAXI SERVICE	TEQUILA\JOHANNESBURG	TEQUILA\JOHANNESBURG	SOUTH AFRICA
B08/9	01190	THE PLUSHEST FLUSH	PROCTER & GAMBLE	CHARMIN TOILET PAPER	CARAT USA	CARAT USA New York / GIGUNDA GROUP Manchester	USA
B08/18	00900	HYPNOMARKETING	ICON CLOTHING	GOLF PUNK APPAREL	NAKED COMMUNICATIONS	NAKED COMMUNICATIONS Sydney	AUSTRALIA
B08/22	00499	THE BREAK	VODAFONE	INTERNATIONAL TELEPHONE RATES	OMD SPAIN	OMD SPAIN Madrid	SPAIN
B08/24	01084	LUNCH HAPPY!	WALKERS	CRISPS	OMD UK	OMD UK London	UNITED
B08/53	01398	I@SONYERICSSON	SONY ERICSSON	SONY ERICSSON MOBILE PHONES	TALENT	TALENT Sao Paulo	BRAZIL

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Best Use of Special Events and Stunts							
B08/60	01359	SKYARENA	TOURISMUS+CONGRESS FRANKFURT	FRANKFURT TOURISM	ATELIER MARKGRAPH	ATELIER MARKGRAPH Frankfurt Am Main	GERMANY
B08/65	00706	LIVING THE GAME	MICROSOFT	XBOX 360	UNIVERSAL McCANN	UNIVERSAL McCANN Sydney	AUSTRALIA
B08/87	01475	SCREAM	CORUS ENTERTAINMENT	SCREAM TV TELEVISION CHANNEL	ZIG	ZIG Toronto	CANADA
B08/94	00789	D-PROJECT	IKEA	FURNITURE STORE	TBWAINEBOKO	TBWAINEBOKO Amstelveen	THE NETHERLANDS
B08/95	01846	DAVID BLAINE	TARGET	SUPERSTORE	BBDO NEW YORK	BBDO NEW YORK	USA
Best Use of Radio							
B09/6	01662	FITS IN THE RADIO	DAIMLERCHRYSLER	SMART CAR	BBDO DUESSELDORF	BBDO DUESSELDORF	GERMANY
Best Use of Internet/New Media							
B10/6	00173	AKARIUM CALL PROJECT	HARAJUKU OMOTESANDO KEYAKI-KAI	AKARIUM CALL PROJECT	777INTERACTIVE	HAKUHODO Tokyo / HAKUHODO DY MEDIA PARTNERS Tokyo	JAPAN
B10/9	00205	HOTPEPPER	RECRUIT	GOURMET WEBSITE	DENTSU KANSAI	DENTSU KANSAI Osaka	JAPAN
B10/26	00506	BLOODY LEGENDS	LAND TRANSPORT NEW ZEALAND	ANTI DRINK DRIVING CAMPAIGN	CLEMENGER BBDO	CLEMENGER BBDO Wellington	NEW ZEALAND
B10/48	01681	EARTH YEAR 2050	WWF	ENVIRONMENTAL AWARENESS	UNCLE GREY	UNCLE GREY Aarhus	DENMARK
B10/49	01720	SAY NICE THINGS	UNILEVER	KNORR SEASONING CUBES	INITIATIVE MEDIA	INITIATIVE MEDIA Buenos Aires	ARGENTINA
B10/50 GERMANY	00082	THE BIGGEST INTERNET BANNER IN THE WORLD	WHALES AND DOLPHINS SOCIETY	WHALES AND DOLPHINS SOCIETY		JUNG von MATT	JUNG von MATT Hamburg
B10/59	01220	FUNK	SOM LIVRE	SOM LIVRE MUSIC CD	SANTA CLARA	SANTA CLARA Sao Paulo	BRAZIL
B10/72	00264	JUST DO IT KIMEWAZA BATTLE	NIKE JAPAN	NIKE	STARCOM WORLDWIDE JAPAN	STARCOM WORLDWIDE JAPAN Tokyo	JAPAN
B10/81	00637	CATCH ME IF YOU CAN	ATRAPALO.COM	ONLINE TRAVEL AGENT	MEDIA CONTACTS	MEDIA CONTACTS Barcelona	SPAIN
B10/83	01160	THE TIME TRAVELLER	AMF PENSION	PENSION FUNDS	FORSMAN & BODENFORS	FORSMAN & BODENFORS Gothenburg	SWEDEN
B10/89	00629	GAME ON	ESIC BUSINESS & MARKETING SCHOOL	UNIVERSITY PROMOTIONAL CAMPAIGN	MEDIA CONTACTS	MEDIA CONTACTS Madrid	SPAIN
B10/118	00469	VIDEOGOALS	VODAFONE	TELEPHONE NETWORK PROVIDER	MOBILE DREAMS FACTORY	MOBILE DREAMS FACTORY Madrid / ARVATO MOBILE Madrid	SPAIN
B10/125	01874	CLOSE ENCOUNTERS	WELLINGTON ZOO	WELLINGTON ZOO	SAATCHI & SAATCHI NZ	SAATCHI & SAATCHI NZ Auckland	NEW ZEALAND
B10/126	01971	GANGS OF LONDON	SONY COMPUTER ENTERTAINMENT EUROPE	GANGS OF LONDON PSP COMPUTER GAME	20:20 LONDON	20:20 LONDON	UNITED
B10/129	00696	TRIBECA FILM FEST	AMERICAN EXPRESS	CREDIT CARD	DIGITAS	DIGITAS Boston	USA

Media Lions Shortlist by Category

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Catalogue No.	Entry No	Title	Advertiser	Product	Entred By	Media Agency	Country
Best Use of Sponsorship							
B11/1	00197	PLAYER ESCORT	McDONALD'S	McDONALD'S RESTAURANTS	OMD SWEDEN	OMD SWEDEN Stockholm / DDB STOCKHOLM	SWEDEN
B11/6	00983	A REAL SPY TEAM FOR NOKIA	NOKIA COLOMBIA	NOKIA 6131	FIRE COLOMBIA	FIRE COLOMBIA Medellin / OMD COLOMBIA Medellin	COLOMBIA
B11/7	00494	BLUE GENERATION	BBVA	BLUE FINANCIAL PRODUCTS	OMD SPAIN	OMD SPAIN Madrid	SPAIN
B11/12	01400	DORITOS CRASH THE SUPER BOWL	FRITO-LAY	DORITOS TORTILLA CHIPS	OMD USA	OMD USA New York	USA
B11/17	01380	MEET OR DELETE	HP	HEWLETT-PACKARD PC'S	ZENITHOPTIMEDIA INTERNATIONAL	ZENITHOPTIMEDIA INTERNATIONAL London	UNITED
B11/29	00693	PRELIMINARIES 2006 SOCCER WORLD CUP	PHILIPS ARGENTINA	FLAT SCREEN TELEVISIONS	FiRe ADVERTAINMENT	FiRe ADVERTAINMENT Acassuso	ARGENTINA
Use of Mixed Media							
C01/4	00332	EXPERIENCE 3G	VODAFONE	3G TELEPHONE NETWORK PROVIDER	IKON COMMUNICATIONS	IKON COMMUNICATIONS Sydney	AUSTRALIA
C01/9	00335	SEARCH FOR LARA	ATARI	TOMB RAIDER COMPUTER GAME	IKON COMMUNICATIONS	IKON COMMUNICATIONS Sydney	AUSTRALIA
C01/13	00416	VERB YELLOWBALL	CENTRES FOR DISEASE CONTROL AND PREVENTION	INCREASING TWEEN PHYSICAL ACTIVITY	ARC WORLDWIDE	ARC WORLDWIDE Chicago	USA
C01/15	00431	MONEY GOES DIGITAL	ASB BANK	CASH TRANSFER SERVICE	OMD NEW ZEALAND	OMD NEW ZEALAND Auckland / TBWAIWHYBIN Auckland	NEW ZEALAND
C01/29	01193	BRINGING HOME THE WORLD CUP	ADIDAS	ADIDAS +10	CARAT GLOBAL MANAGEMENT	CARAT GLOBAL MANAGEMENT London / 180 AMSTERDAM (180\TBWA)	UNITED
C01/37	01227	THE BIG SCRATCH	SVENSKA SPEL	TRISS LOTTERIES	CARAT SWEDEN	CARAT SWEDEN Stockholm / GRAND ANNONSBYRA Stockholm	SWEDEN
C01/46	01263	HYPNOMARKETING	ICON CLOTHING	GOLF PUNK APPAREL	NAKED COMMUNICATIONS	NAKED COMMUNICATIONS Sydney	AUSTRALIA
C01/65	01401	DORITOS CRASH THE SUPER BOWL	FRITO-LAY	DORITOS TORTILLA CHIPS	OMD USA	OMD USA New York	USA
C01/67	00639	THE ONE	CERVECERIA NACIONAL DOMINICANA	THE ONE BEER	OMD DOMINICANA	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC
C01/70	00919	A TIME MACHINE? A WASHING MACHINE?	HITACHI	WASHING MACHINES	DENTSU	DENTSU Tokyo	JAPAN
C01/77	00575	RON HAMMER VERSUS HORNBAACH	HORNBAACH BAUMARKT	HORNBAACH DIY SUPERSTORE	CROSSMEDIA	CROSSMEDIA Dusseldorf	GERMANY
C01/90	01527	RUSTY	ROHAN BUILDERS & DEVELOPERS	ROHAN BUILDERS & DEVELOPERS	OGILVY & MATHER	OGILVY & MATHER Bangalore	INDIA
C01/111	01292	MAKE IT TO THE PACK	LEAF	SPORTLIFE CHEWING GUM	UBACHS WISBRUN/JWT	UBACHS WISBRUN/JWT Amsterdam	THE NETHERLANDS

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Use of Mixed Media							
C01/113	00953	McWAKE UP	McDONALD'S	McDONALD'S RESTAURANTS	LEO BURNETT USA	LEO BURNETT USA Chicago	USA
C01/123	01629	MARS BELIEVE	MASTERFOODS	MARS CHOCOLATE BARS	MEDIACOM	MEDIACOM London	UNITED
C01/130	01713	IT MAKES BUSINESS SENSE	XEROX	XEROX PRINTING COMPANY	MEDIAEDGE:CIA	MEDIAEDGE:CIA London	UNITED
C01/133	00685	1 IN 8 WOMEN	AVON COSMETICS ROMANIA	BREAST CANCER CRUSADE	STARCOM MEDIA	STARCOM MEDIA Bucharest	ROMANIA
C01/154	00559	OH MY DOG	MASTERFOODS AUSTRALIA NEW ZEALAND	DOG FOOD	STARCOM - A DIVISION OF STARCOM MEDIAVEST GROUP (AUSTRALIA)	STARCOM MELBOURNE	AUSTRALIA
C01/174	01926	EDUCATION AWARENESS CAMPAIGN	AD COUNCIL	EDUCATION AWARENESS CAMPAIGN	JWT	JWT New York	USA
C01/175	00445	THE BURGER YOU'LL NEVER LET GO	KFC HOLDINGS (M) BERHAD	KFC RESTAURANTS	BBDO MALAYSIA	BBDO MALAYSIA Kuala Lumpur	MALAYSIA