

| TITLE                                                                       | ADVERTISER                           | PRODUCT                        | ENTRANT COMPANY                     | COUNTRY            |
|-----------------------------------------------------------------------------|--------------------------------------|--------------------------------|-------------------------------------|--------------------|
| <b>GRAND PRIX</b>                                                           |                                      |                                |                                     |                    |
| <b>C01 Best Integrated Promotional Campaign</b>                             |                                      |                                |                                     |                    |
| VOYEUR INTEGRATED CAMPAIGN                                                  | HBO                                  | HBO VOYEUR                     | BBDO NEW YORK                       | USA                |
| <b>GOLD</b>                                                                 |                                      |                                |                                     |                    |
| <b>A02 Alcoholic &amp; Non-Alcoholic Drinks</b>                             |                                      |                                |                                     |                    |
| SPEIGHT'S GREAT BEER DELIVERY                                               | LION NATHAN                          | SPEIGHT'S BEER                 | PUBLICIS MOJO Auckland              | NEW ZEALAND        |
| <b>A05 Other Consumer Products (Including Durable Goods)</b>                |                                      |                                |                                     |                    |
| XBOX HALO 3                                                                 | XBOX                                 | GAMES CONSOLE/GAME             | McCANN ERICKSON LONDON              | UNITED KINGDOM     |
| <b>A06 Financial Products &amp; Services</b>                                |                                      |                                |                                     |                    |
| SENSE & SENSIBILITY                                                         | CAJA MADRID                          | BANK ACCOUNT                   | SHACKLETON Madrid                   | SPAIN              |
| <b>A07 Commercial Public Services</b>                                       |                                      |                                |                                     |                    |
| FREEZING THE GAME                                                           | TRICOM                               | TRICOM INTERNET                | PAGES BBDO Santo Domingo            | DOMINICAN REPUBLIC |
| <b>A09 Retail And E-Commerce, Including Restaurants</b>                     |                                      |                                |                                     |                    |
| D'OH THANK HEAVEN                                                           | 7-ELEVEN                             | CONVENIENCE STORE              | TRACYLOCKE Dallas                   | USA                |
| HATCH AN EGG                                                                | PLAYGROUND                           | OUTDOOR EQUIPMENT STORE        | ÅKESTAM HOLST Stockholm             | SWEDEN             |
| <b>A11 Publications &amp; Media</b>                                         |                                      |                                |                                     |                    |
| WELCOME SNOOP                                                               | MTV NETWORKS AUSTRALIA               | BROADCAST CHANNEL              | LOWE & RIVET AUSTRALIA Sydney       | AUSTRALIA          |
| <b>A14 Charities, Public Health &amp; Safety, Public Awareness Messages</b> |                                      |                                |                                     |                    |
| VOICE OF ENDANGERED BIRDS                                                   | WILD BIRD SOCIETY OF JAPAN           | BIRD PROTECTION                | BEACON COMMUNICATIONS Tokyo         | JAPAN              |
| WHERE IS THE EAGLE?                                                         | WWF                                  | EAGLE PROTECTION               | OGILVY PORTUGAL Lisbon              | PORTUGAL           |
| FINGERPRINTS                                                                | ARBEITSKREIS VORRATSDATENSPEICHERUNG | PRIVACY/DATA PROTECTION        | NORDPOL+ HAMBURG                    | GERMANY            |
| PRODIS MAILING                                                              | PRODIS DOWN'S SYNDROME FOUNDATION    | DOWN'S SYNDROME FOUNDATION     | VITRUVIO LEO BURNETT Madrid         | SPAIN              |
| <b>B01 Event and Field Marketing</b>                                        |                                      |                                |                                     |                    |
| THE WISHING TREE                                                            | MADRID CITY COUNCIL                  | MADRID CITY COUNCIL            | MARKETINGVIVO Madrid                | SPAIN              |
| VOYEUR INTEGRATED CAMPAIGN                                                  | HBO                                  | HBO VOYEUR                     | BBDO NEW YORK                       | USA                |
| BEER DELIVERY                                                               | LION NATHAN                          | SPEIGHT'S BEER                 | PUBLICIS MOJO Auckland              | NEW ZEALAND        |
| <b>B05 Best Use Of Merchandising/In-Store Marketing</b>                     |                                      |                                |                                     |                    |
| D'OH THANK HEAVEN                                                           | 7-ELEVEN                             | CONVENIENCE STORE              | TRACYLOCKE Dallas                   | USA                |
| <b>B09 Best Use of TV In A Promotional Campaign</b>                         |                                      |                                |                                     |                    |
| WEATHER CHANNEL                                                             | EXPEDIA.COM                          | WEATHER CHANNEL                | SERVICEPLAN Munich                  | GERMANY            |
| <b>B12 Best Use of Digital Media In A Promotional Campaign</b>              |                                      |                                |                                     |                    |
| INTERNET SHUT DOWN                                                          | MAOR                                 | DONATION ORGANISATION          | Y&R INTERACTIVE TEL AVIV            | ISRAEL             |
| <b>SILVER</b>                                                               |                                      |                                |                                     |                    |
| <b>A02 Alcoholic &amp; Non-Alcoholic Drinks</b>                             |                                      |                                |                                     |                    |
| THE KEY TO RESERVA                                                          | FREIXENET                            | SPARKLING WINE                 | JWT SPAIN Barcelona                 | SPAIN              |
| <b>A04 Clothing, Footwear &amp; Accessories</b>                             |                                      |                                |                                     |                    |
| PALERMO 180                                                                 | PUMA                                 | PUMA BORUSSIA                  | DDB ARGENTINA Buenos Aires          | ARGENTINA          |
| <b>A08 Travel, Entertainment &amp; Leisure</b>                              |                                      |                                |                                     |                    |
| OMAKA                                                                       | OMAKA AVIATION HERITAGE CENTRE       | OMAKA AVIATION HERITAGE CENTRE | CLEMENGER BBDO Wellington           | NEW ZEALAND        |
| <b>A09 Retail And E-Commerce, Including Restaurants</b>                     |                                      |                                |                                     |                    |
| 3D COVER                                                                    | IKEA GERMANY                         | IKEA FURNITURE STORE           | JUNG von MATT Hamburg               | GERMANY            |
| SINGLES                                                                     | MIGROS                               | UNDERWEAR                      | SPILLMANN/FELSER/LEO BURNETT Zurich | SWITZERLAND        |
| <b>A14 Charities, Public Health &amp; Safety, Public Awareness Messages</b> |                                      |                                |                                     |                    |
| READ A BOOK AT WORK                                                         | NEW ZEALAND BOOK COUNCIL             | NEW ZEALAND BOOK COUNCIL       | COLENZO BBDO Auckland               | NEW ZEALAND        |

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| B01 Event and Field Marketing                                           |                                              |                                      |                                       |                 |
| LUMIX BATTLE                                                            | PANASONIC                                    | PANASONIC DIGITAL CAMERA             | PUBLICIS THAILAND Bangkok             | THAILAND        |
| ASICS TRIATHLON                                                         | ASICS EUROPE                                 | ASICS RUNNING SHOES & RUNNING GEAR   | NORDPOL+ HAMBURG                      | GERMANY         |
| B12 Best Use of Digital Media In A Promotional Campaign                 |                                              |                                      |                                       |                 |
| HBO VOYEUR                                                              | HBO                                          | HBO VOYEUR                           | BBDO NEW YORK                         | USA             |
| FINGERPRINTS                                                            | ARBEITSKREIS VORRATSDATENSPEICHERUNG         | PRIVACY/DATA PROTECTION              | NORDPOL+ HAMBURG                      | GERMANY         |
| SOCIAL MEDIA SAVE THE EARTH                                             | NTT RESONANT                                 | SOCIAL MEDIA                         | HAKUHODO KETTLE Tokyo                 | JAPAN           |
| BOOK AT WORK                                                            | NEW ZEALAND BOOK COUNCIL                     | NEW ZEALAND BOOK COUNCIL             | COLENZO BBDO Auckland                 | NEW ZEALAND     |
| C01 Best Integrated Promotional Campaign                                |                                              |                                      |                                       |                 |
| PALERMO 180                                                             | PUMA                                         | PUMA BORUSSIA                        | DDB ARGENTINA Buenos Aires            | ARGENTINA       |
| BRONZE                                                                  |                                              |                                      |                                       |                 |
| A01 Fast Moving Consumer Goods, Excluding Beverages                     |                                              |                                      |                                       |                 |
| PILLOWCASES                                                             | SSL                                          | DUREX PERFORMA CONDOMS               | DDB NEW ZEALAND Auckland              | NEW ZEALAND     |
| iPOD IN THE POPSICLE                                                    | UNILEVER/KIBON                               | FRUTTARE ICE CREAM                   | BULLET Sao Paulo                      | BRAZIL          |
| A03 Cars & Automotive Services                                          |                                              |                                      |                                       |                 |
| ON A MOUNTAIN TOP                                                       | MERCEDES-BENZ NIEDERLASSUNG STUTTGART        | MERCEDES-BENZ                        | BBDO GERMANY Duesseldorf              | GERMANY         |
| DARE DAYS                                                               | DODGE                                        | DODGE                                | PROXIMITY BBDO Brussels               | BELGIUM         |
| A05 Other Consumer Products (Including Durable Goods)                   |                                              |                                      |                                       |                 |
| PICTURETOWN                                                             | NIKON                                        | NIKON D40                            | McCANN ERICKSON NEW YORK              | USA             |
| A08 Travel, Entertainment & Leisure                                     |                                              |                                      |                                       |                 |
| STRETCH FESTIVAL                                                        | GOVT OF PUDUCHERRY                           | YOGA FESTIVAL                        | JWT INDIA Mumbai                      | INDIA           |
| A11 Publications & Media                                                |                                              |                                      |                                       |                 |
| QUOTE ABC BOOK                                                          | QUOTE 500                                    | FINANCIAL MAGAZINE                   | SELMORE Amsterdam                     | THE NETHERLANDS |
| A14 Charities, Public Health & Safety, Public Awareness Messages        |                                              |                                      |                                       |                 |
| BIRD NEST STICKER DECALS                                                | IPÊ - ECOLOGICAL RESEARCH INSTITUTE          | BRAZILIAN ENVIRONMENTAL ORGANISATION | FABRAQUINTEIRO COMUNICACOES Sao Paulo | BRAZIL          |
| EATING IN TOILET                                                        | HONG KONG BREASTFEEDING MOTHERS' ASSOCIATION | BREAST FEEDING AWARENESS             | DRAFTFCB CHINA Shanghai               | CHINA           |
| B01 Event and Field Marketing                                           |                                              |                                      |                                       |                 |
| DARE DAYS                                                               | DODGE                                        | DODGE                                | PROXIMITY BBDO Brussels               | BELGIUM         |
| B02 Alternative Media                                                   |                                              |                                      |                                       |                 |
| BOKITO VIEWER                                                           | FBTO                                         | HEALTH CARE INSURANCE                | DDB AMSTERDAM                         | THE NETHERLANDS |
| B04 Promotional Packaging                                               |                                              |                                      |                                       |                 |
| iPOD IN THE POPSICLE                                                    | UNILEVER/KIBON                               | FRUTTARE ICECREAM                    | BULLET Sao Paulo                      | BRAZIL          |
| ABSOLUT DISCO                                                           | V&S ABSOLUT SPIRITS                          | ABSOLUT SPIRITS                      | FAMILY BUSINESS Stockholm             | SWEDEN          |
| B05 Best Use Of Merchandising/In-Store Marketing                        |                                              |                                      |                                       |                 |
| HATCH AN EGG                                                            | PLAYGROUND                                   | OUTDOOR EQUIPMENT STORE              | ÅKESTAM HOLST Stockholm               | SWEDEN          |
| SILICON BODY PARTS                                                      | NOVARTIS CONSUMER HEALTH                     | VOLTAFLEX                            | SAATCHI & SAATCHI SIMKO Geneva        | SWITZERLAND     |
| B08 Best Customer Marketing Programme/B2B Promotion & Loyalty Campaigns |                                              |                                      |                                       |                 |
| PREGNANT WIFE                                                           | HEINEKEN (NETHERLANDS)                       | AMSTEL BEER                          | DOOM&DICKSON Amsterdam                | THE NETHERLANDS |
| C01 Best Integrated Promotional Campaign                                |                                              |                                      |                                       |                 |
| SPEIGHT'S GREAT BEER DELIVERY                                           | LION NATHAN                                  | SPEIGHT'S                            | PUBLICIS MOJO Auckland                | NEW ZEALAND     |
| OF THIS EARTH                                                           | ADIDAS/NZRU                                  | ADIDAS ALL BLACKS APPAREL            | TBWA WHYBIN Auckland                  | NEW ZEALAND     |