



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Flat Mailing				
XTREME PRECISION	KOMATSU	CONSTRUCTION MACHINES	DUVAL GUILLAUME, Antwerp	BELGIUM
LOGO PAYBACK TIME!	ANIMAL SHELTER AMSTERDAM	ANIMAL SHELTER	LOWE/DRAFTFCB, Amsterdam	THE NETHERLANDS
ABABA BANTI	DAS HUNGER PROJEKT	CHARITY	SERVICEPLAN, Munich	GERMANY
A HORNY YOUNG MAN	THE GLENMORANGIE COMPANY	ARDBEG CORRYVRECKAN WHISKY	STORY, Edinburgh	UNITED KINGDOM
MINIATURE MAGAZINE	MASA PEST CONTROL	PEST CONTROL	TBWA\RAAD\SAUDI ARABIA, Jeddah	SAUDI ARABIA
DOUBLE-SIDED CV	KIDS CO.	CHARITY	IRIS WORLDWIDE, London	UNITED KINGDOM
SELF DEPENDENCE	CAJA DE BURGOS	DEPENDENCE INSURANCE	ROS & ASOCIADOS, Getxo	SPAIN
FIAT SOUND CARD	FIAT	FIAT	LEO BURNETT FRANKFURT	GERMANY
RECONSTRUCTION	KINDERNOTHILFE	FUNDRAISING KINDERNOTHILFE	SCHOLZ & FRIENDS HAMBURG	GERMANY
WORLD MAP	LAND ROVERS OWNERS CULB	LAND ROVER	LOWE, Shanghai	CHINA
RAT HOLE	CABLE PLUS DIGITAL	RATATOUILLE PREMIERE	JWT/CORPORACION, Montevideo	URUGUAY
MAD PET	SULAMERICA INSURANCE	HOME INSURANCE	SUN MRM WORLDWIDE, Sao Paulo	BRAZIL
WRONG NAME	WWF	WWF	VITRUVIO LEO BURNETT, Madrid	SPAIN
THE NAVIGATION LETTER	VOLKSWAGEN	NAVIGATION SYSTEMS	DDB GERMANY BERLIN	GERMANY
THE HOMELESS LETTER	GOTHENBURG HOMELESS AID	HOMELESS CHARITY	GOSS, Gothenburg	SWEDEN
A02 Dimensional Mailing				
NO ONE WILL KNOW YOU ARE GONE	TELECOM NZ	T-STICK (MOBILE BROADBAND)	RAPP NEW ZEALAND, Auckland	NEW ZEALAND
VIRUS	MICROSOFT	MICROSOFT WINDOWS SERVER 2008	Y&R, Auckland	NEW ZEALAND
PAPER HANDKERCHIEF BOOK	VERLAGSGRUPPE LÜBBE & CO.	BOOK PUBLISHERS	SERVICEPLAN, Munich	GERMANY
CHRISTIAN BLIND MISSION	CHRISTOFFEL BLINDENMISSION	FUNDRAISING	BBDO GERMANY, Düsseldorf	GERMANY
T-SHIRT	CMF STUDIOS WIEN-HAMBURG-LONDON	CIVILIAN SERVICE	CMF STUDIOS, Hoeflein-Klosterneuburg	AUSTRIA
SWEDISH WINE	RISOL SOLAR HOME SYSTEMS	SOLAR PANELS	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
USB CASSETTE	SABC	GOOD HOPE FM/KINKY AFRO VOL.1	NET#WORK BBDO CAPE TOWN	SOUTH AFRICA
ECO DIARY	CELL C	MOBILE PHONE SERVICE PROVIDER	NET#WORK BBDO JOHANNESBURG	SOUTH AFRICA
ABODE CS4 TROJANHORSE	2009	DTP JOB VACANCY	2009, Amsterdam	THE NETHERLANDS
VOODOO CAR	DUPONT	DUPONT ARMURA	OGILVY BRASIL, São Paulo	BRAZIL
STEP ON STEP	STEP CARPET	STEP CARPET	TBWA\ISTANBUL	TURKEY
GRENADE	RODNEY DISTRICT COUNCIL	ANTI SPEEDING CAMPAIGN	SAATCHI & SAATCHI NZ, Auckland	NEW ZEALAND
SAND CAR	MITSUBISHI MOTORS	MONTERO SPORT G2	BBDO CHILE, Santiago	CHILE
A03 Direct Response Digital: email marketing				
FOLDER MAILING	MERCEDES-BENZ DEUTSCHLAND	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
250 METERS	NESTLÉ DEEP SPRING	NATURAL MINERAL WATER	PUBLICIS SHANGHAI	CHINA
PALERMO RETURNS	22 SPORTS MARKETING	MARTIN PALERMO'S WEBSITE	DDB ARGENTINA, Buenos Aires	ARGENTINA

A04 Direct Response Digital: e-commerce, online advertising & brand awareness				
RAFFLES PLACE GHOST	GMP RECRUITMENT SERVICES	RECRUITMENT AND HR CONSULTANCY	McCANN ERICKSON SINGAPORE	SINGAPORE
BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE, Leuven	BELGIUM
THETOYFACTORY.COM	LA SIRENA	TOY DEPARTMENTS	PAGES BBDO, Santo Domingo	DOMINICAN REPUBLIC
THE GREAT SCHLEP	JEWISH COUNCIL FOR EDUCATION & RESEARCH	THE GREAT SCHLEP	DROGA5, New York	USA
NO HUNGER	ACCION CONTRA EL HAMBRE	CAMPAIGN AGAINST SEVERE MALNUTRITION	SHACKLETON, Madrid	SPAIN
VILLAGE WHERE NOTHING EVER HAPPENS	CONECT	SPECIALISED COUNCIL OF PAY TV THEMATIC CHANNELS	SHACKLETON, Madrid	SPAIN
EDUCATION WITH AN H	RANDOM HOUSE MONDADORI	BOOK LAUNCH	SHACKLETON, Madrid	SPAIN
A05 Direct Response Digital: Original use of digital				
PEACE MIRROR	SHISEIDO SKINCARE	D-PROGRAM SKINCARE	HAKUHODO KETTLE, Tokyo	JAPAN
WEBSITE DELIVERY	DEUTSCH POST	DHL ONLINE	OGILVY FRANKFURT	GERMANY
BANK TRANSFER JOB-AD	DRAFTFCB KOBZA	JOBS POSTING	DRAFTFCB KOBZA, Vienna	AUSTRIA
THE FOREVER STORY	TALKTALK	TALKTALK	CHI & PARTNERS, London	UNITED KINGDOM
THE GREENSAVER	FORD, LAND ROVER + PROCTER & GAMBLE	ENVIRONMENTAL AWARENESS MESSAGE	WUNDERMAN, London	UNITED KINGDOM
MESSAGES	T-MOBILE SLOVENSKO	IMAGE CAMPAIGN	MUW SAATCHI & SAATCHI, Bratislava	SLOVAK REPUBLIC
A06 Direct Response Mobile Marketing				
THE LEGO CODES	MYTOYS.DE	LEGO BRICK BOXES	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
FATE'S IN YOUR HANDS	WWF CHINA	WWF MOBILE APPLICATION	BBH CHINA, Shanghai	CHINA
THROW US A BONE	SYDNEY DOGS & CATS HOME	ANIMAL RESCUE SHELTER	M&C SAATCHI/MARK, Sydney	AUSTRALIA
LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY AWARENESS	HAPPINESS BRUSSELS	BELGIUM
A07 Ambient Media				
THE MISSING H	FOOTBALL FEDERATION AUSTRALIA	INTERNATIONAL FOOTBALL	LOWE SYDNEY	AUSTRALIA
TED696 PROJECT	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY 696ML	BMF, Sydney	AUSTRALIA
NUMBERPLATES	ARRIVE ALIVE	ROAD SAFETY AWARENESS	JOE PUBLIC, Johannesburg	SOUTH AFRICA
IPHONE JONNY	YELLOW PAGES	YELLOW PAGES	AIM PROXIMITY, Auckland	NEW ZEALAND
BLUEMOTION PETROL RECEIPT	VOLKSWAGEN	POLO BLUEMOTION	DDB GERMANY HAMBURG	GERMANY
ART AGAINST DRINK DRIVING - PHASE 2	HELP	ANTI-DRINK DRIVING CAMPAIGN	BBDO/PROXIMITY MALAYSIA, Kuala Lumpur	MALAYSIA
PROCONTRA	LEADACADEMY	LEAD ACADEMY	SERVICEPLAN, Hamburg	GERMANY
UNBREAKABLE KISS	DE BEERS	DE BEERS DIAMONDS	JWT, New York	USA
BELIEVE MAILBOXES	MACYS	MACYS	JWT, New York	USA
DIRTY WATER BOTTLES	UNICEF	TAP PROJECT INITIATIVE	CASANOVA PENDRILL, Costa Mesa	USA
INFLATABLE CAR	BOLIVAR INSURANCE	INSURANCE	LEO BURNETT COLOMBIANA, Bogotá	COLOMBIA
CINEMA CATALOGUE	IKEA AUSTRIA	IKEA FURNITURE	DDB GERMANY BERLIN	GERMANY
BANKNOTE	VOLKSWAGEN	POLO BLUEMOTION	DDB GERMANY BERLIN	GERMANY
PARKING TICKET CONVERTER	SPORTSPEC	BICYCLE RETAILER	GOSS, Gothenburg	SWEDEN
ELEVATOR	DELOITTE	MANAGEMENT CONSULTING INDUSTRY	DOOM&DICKSON, Amsterdam	THE NETHERLANDS
EYE TRACKING	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	JUNG von MATT, Hamburg	GERMANY
GIANT LETTERS	BLOCKBUSTER	BLOCKBUSTER'S WEB PAGE	DRAFT FCB COLOMBIA, Bogotá	COLOMBIA

THE LONGER THEY'RE HERE	YOUTH OFF THE STREETS	CHARITY TO HELP STREET CHILDREN	LAVENDER*, Sydney	AUSTRALIA
A08 Direct Response Broadcast: TV, Radio & Infomercials				
CONDOM	BBC WORLD SERVICE TRUST INDIA	CONDOM NORMALISATION INITIATIVE	BBC WORLD SERVICE TRUST INDIA, New Dehli	INDIA
CRAPPY MUSIC	WWF	EARTH HOUR	VITRUVIO LEO BURNETT, Madrid	SPAIN
VILLAGE WHERE NOTHING EVER HAPPENS	CONNECT	SPECIALISED COUNCIL OF PAY TV THEMATIC CHANNELS	SHACKLETON, Madrid	SPAIN
VANDANA	AMERICAN INDIA FOUNDATION	AMERICAN INDIA FOUNDATION	REDIFFUSION Y&R, Mumbai	INDIA
CHANGED CREDITS & EPISODES	RADIO STATION STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels	BELGIUM
A09 Direct Response Print or Standard Outdoor, including Inserts				
WHEN WILL THE FRUIT BURST	PASCALL	CONFECTIONERY	DDB NEW ZEALAND, Auckland	NEW ZEALAND
EDIBLE AD	MTV	YOUNG UNIVERSE BRIEF/ BRIEF EVENT	LODUCCA, Sao Paulo	BRAZIL
TALKING AD	NEXTEL	TELECOMMUNICATION COMPANY	LODUCCA, Sao Paulo	BRAZIL
B01 Loyalty/Continuity Schemes				
SAVE THE EARTH	NTT RESONANT	SOCIAL NETWORKING SERVICE	HAKUHODO KETTLE, Tokyo	JAPAN
CLANDESTINE RELATIONSHIP PROGRAM	IG	INTERNET GROUP	GIOVANNI+DRAFTFCB, Rio de Janeiro	BRAZIL
WORLD'S FIRST EPHEMERAL MUSEUM	DIAGEO PORTUGAL	PAMPERO RUM	LEO BURNETT LISBOA	PORTUGAL
BRANDING WITH CONSUMERS	DANONE	DANONE YOGHURT	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
GRRR FOR WHAT YOU WANT	OPTUS TELECOMMUNICATIONS	12 MONTH MOBILE CONTRACTS	M&C SAATCHI/MARK, Sydney	AUSTRALIA
B02 Product Launches				
TED696 PROJECT	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY 696ML	BMF, Sydney	AUSTRALIA
GRUEN TRANSFER	ZAPRUDER'S OTHER FILMS	THE GRUEN TRANSFER TELEVISION SERIES	THREE DRUNK MONKEYS, Sydney	AUSTRALIA
FACELESS PEOPLE	GROUP LOTUS	LOTUS EVORA	CMW, London	UNITED KINGDOM
STORE+ THE STORE THAT SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS	LEO BURNETT LISBOA	PORTUGAL
B03 Traffic Building				
HARD TO RESIST	TELE2	TELE2	SMFB, Oslo	NORWAY
HOUSE OF IMAGINATION	HORNBACH	DIY & HOME IMPROVEMENT SUPERSTORES	HEIMAT, Berlin	GERMANY
BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO, Brisbane	AUSTRALIA
FLIRTING WITH SOUND	MTR ELEMENTS	ELEMENTS MALL	McCANN WORLDGROUP, Causeway Bay	HONG KONG
BETTER SOCCER FOR BETTER TELEVISION	BELGACOM TV	DIGITAL TV SOCCER SUBSCRIPTIONS	FAMOUS, Brussels	BELGIUM
UPLOAD CINEMA	FILMTHEATRE DE UITKIJK	OLD FILM THEATRE PROMOTION	LOWE/DRAFTFCB, Amsterdam	THE NETHERLANDS
THE LEGO CODES	MYTOYS.DE	LEGO BRICK BOXES	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
BUSINESS CARDS	DE LIJN	PUBLIC TRANSPORT COMPANY	DUVAL GUILLAUME BRUSSELS	BELGIUM
BANK TRANSFER JOB-AD	DRAFTFCB KOBZA	DRAFTFCB KOBZA JOBS POSTING	DRAFTFCB KOBZA, Vienna	AUSTRIA
THE GOMERAN WHISTLE	WWW.BUSUU.COM	LANGUAGE LEARNING WEB	LA DESPENSA, Madrid	SPAIN
C01 Fast Moving Consumer Goods				
WHEN WILL THE FRUIT BURST	PASCALL	CONFECTIONERY	DDB NEW ZEALAND, Auckland	NEW ZEALAND
MAGIC SALAD PLATE	FOUR'N TWENTY MEAT PIES	FOUR'N TWENTY MEAT PIES	CLEMENGER BBDO MELBOURNE	AUSTRALIA
LEFTOVER SUGAR	STARBURST	STARBURST RE-JUICED	CLEMENGER BBDO MELBOURNE	AUSTRALIA

UNBREAKABLE KISS	DE BEERS	DE BEERS DIAMONDS	JWT, New York	USA
NATIONAL SKIRT EXTENSION PROJECT	UNILEVER	MRS BALLS CHUTNEY	DDB SOUTH AFRICA, Johannesburg	SOUTH AFRICA
STAINBROIDERY	PROCTER & GAMBLE	TIDE DETERGENTS	LEO BURNETT INDIA, Mumbai	INDIA
CHANGE YOUR NAME IN GEROLSTEINER	GEROLSTEINER	MINERAL WATER	MORTIERBRIGADE, Brussels	BELGIUM
C02 Cars & Automotive Services				
FACELESS PEOPLE	GROUP LOTUS	LOTUS EVORA	CMW, London	UNITED KINGDOM
SOUNDCARD	FIAT	FIAT	LEO BURNETT FRANKFURT	GERMANY
BLUEMOTION PETROL RECEIPT	VOLKSWAGEN	VW POLO BLUEMOTION	DDB GERMANY HAMBURG	GERMANY
FLICKR	DAIMLER	MERCEDES-BENZ	JUNG von MATT, Hamburg	GERMANY
Q5 GENERIS	AUDI ESPAÑA	AUDI Q5	CP PROXIMITY, Barcelona	SPAIN
THE NAVIGATIONLETTER	VOLKSWAGEN	VOLKSWAGEN NAVIGATION SYSTEMS	DDB GERMANY BERLIN	GERMANY
BOX DIRECT	HARLEY-DAVIDSON	HARLEY-DAVIDSON	MATOSGREY, São Paulo	BRAZIL
CAR DANCE PARTY	TOYOTA	AYGO CARS	HAPPINESS BRUSSELS	BELGIUM
C03 Other Consumer Products (including Durable Goods)				
MOUSEPAD	VODAFONE ESSAR	CORPORATE SOCIAL RESPONSIBILITY	OGILVY & MATHER, Mumbai	INDIA
RUG FLIP FLOPS	STEP CARPET	STEP CARPET	TBWA\ISTANBUL	TURKEY
BRUCE LEE POWER	NOKIA	N96 BRUCE LEE LIMITED EDITION	JWT BEIJING	CHINA
C04 Financial Products & Services				
BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE, Leuven	BELGIUM
THE BRICK	GJENSIDIGE FORSIKRING	INSURANCE	McCANN NORWAY, Oslo	NORWAY
GETTINGUTHRU	ANZ BANK	TERTIARY BANKING	RAPP NEW ZEALAND, Auckland	NEW ZEALAND
C05 Commercial Public Services				
INTERNET IS MINE	BELGACOM	ADSL INTERNET	PROXIMITY BBDO, Brussels	BELGIUM
TIME PLANNER FROM THE FUTURE	SCHOOL OF ENGINEERING	ENGINEERING SCHOOL	GOSS, Gothenburg	SWEDEN
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London	UNITED KINGDOM
C06 Travel, Entertainment & Leisure				
ZUJI BEANS	ZUJI	ONLINE TRAVEL	THE HALLWAY/HAPPY SOLDIERS, Sydney	AUSTRALIA
THE MOSAIC MAILING	GERMANWINGS	AIRLINE	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
JOE SAMPLE'S WORLD	LUFTHANSA	AIRLINE INITIATIVE	WUNDERMAN GERMANY, Frankfurt	GERMANY
TAM VIAGENS'S BOOK	TAM VIAGENS TRAVEL AGENCY	TRAVEL AGENCY	ENERGY SÃO PAULO	BRAZIL
BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO, Brisbane	AUSTRALIA
MINI STANDARD	REED MESSE VIENNA	MODEL MAKER'S FAIR	JUNG von MATT, Vienna	AUSTRIA
NO BALLS	PADDY POWER	SPORTS BETTING PORTAL	SHACKLETON, Madrid	SPAIN
SEASHELL	CLUBMED	LOW SEASON PROMOTIONAL PACKAGE	SUN MRM WORLDWIDE, Sao Paulo	BRAZIL
BATTLE OF ADS	LANGLEY TRAVEL	TRAVEL AGENCY	GOSS, Gothenburg	SWEDEN
LONDONOPOLY	EUROSTAR	HIGH SPEED TRAIN FROM BRUSSELS TO LONDON	TBWA\BRUSSELS	BELGIUM
C07 Retail & E-Commerce, incl. Restaurants				
THE HOUSE OF IMAGINATION	HORNBAACH	DIY & HOME IMPROVEMENT SUPERSTORES	HEIMAT, Berlin	GERMANY

FLIRTING WITH SOUND	MTR ELEMENTS	ELEMENTS MALL	McCANN WORLDGROUP, Causeway Bay	HONG KONG
THE LEGO CODES	MYTOYS.DE	LEGO BRICK BOXES	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
C08 Publications & Media				
NATIONAL ELECTION	KURIER	AUSTRIAN DAILY NEWSPAPER	PKP PROXIMITY, Vienna	AUSTRIA
THE VILLAGE WHERE NOTHING EVER HAPPENS	COUNCIL OF PAY TV THEMATIC CHANNELS	PAY TV CHANNELS	SHACKLETON, Madrid	SPAIN
EDUCATION WITH AN H	RANDOM HOUSE MONDADORI	BOOK LAUNCH	SHACKLETON, Madrid	SPAIN
C09 Business Products & Services				
RAFFLES PLACE GHOST	GMP RECRUITMENT SERVICES	RECRUITMENT AND HR CONSULTANCY	McCANN ERICKSON SINGAPORE	SINGAPORE
SEGMENTATION TOOL	POSTEN	POSTAL SERVICE	THE FAN CLUB, Malmö	SWEDEN
TWISTED MINDS	NETCOM GSM	TELECOM	McCANN NORWAY, Oslo	NORWAY
GROWTH	ROYAL MAIL	DELIVERY SERVICES FOR SMALL BUSINESSES	PROXIMITY LONDON	UNITED KINGDOM
BANK TRANSFER	DRAFTFCB KOBZA	RECRUITMENT	DRAFTFCB KOBZA, Vienna	AUSTRIA
C10 Corporate Image & Information				
PAPER BATTLEFIELD	NIKE HONG KONG	NIKE BASKETBALL LEAGUE	McCANN WORLDGROUP, Causeway Bay	HONG KONG
BUSH BYE BYE PARTY	SHACKLETON	CHRISTMAS GREETING	SHACKLETON, Madrid	SPAIN
THE SUPERSONICS	SUPERSONIC	SOUND/MUSIC/RADIO PRODUCTION	SAATCHI & SAATCHI, Copenhagen	DENMARK
SANDWICH	CP COMUNICACIÓN CHILE	NEW YEAR GREETING	CP COMUNICACION CHILE, Santiago	CHILE
THE INTERVIEW	SAATCHI & SAATCHI	SAATCHI SCHOLARSHIP	SAATCHI & SAATCHI, London	UNITED KINGDOM
EVERY IMAGE HAS A SOUND	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL, São Paulo	BRAZIL
WONDER OUT OF BASIC	STRAUSS GROUP	FOOD COMPANY	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
C11 Charities, Public Health & Safety & Public Awareness Messages				
THE FOREVER STORY	TALKTALK	TALKTALK	CHI & PARTNERS, London	UNITED KINGDOM
THE DRIPPING MONUMENT	BELGIAN ASSOCIATION OF UROLOGISTS	BELGIAN ASSOCIATION OF UROLOGISTS	FAMOUS, Brussels	BELGIUM
REFUGEE GAME SHOW	REFUGEE AID BELGIUM	REFUGEE AID BELGIUM	FAMOUS, Brussels	BELGIUM
\$1 DIRTY WATER	UNICEF	TAP PROJECT INITIATIVE	CASANOVA PENDRILL, Costa Mesa	USA
MYSTERY PACKAGE	RNLI - ROYAL NATIONAL LIFEBOAT INSTITUTION	RNLI YOUTH CAMPAIGN	PROXIMITY LONDON	UNITED KINGDOM
NO HUNGER	ACCIÓN CONTRA EL HAMBRE	CAMPAIGN AGAINST SEVERE MALNUTRITION	SHACKLETON, Madrid	SPAIN
COMPUTERTAN	SKCIN	KAREN CLIFFORD SKIN CANCER CHARITY	McCANN ERICKSON LONDON	UNITED KINGDOM
LOST SOCK APPEAL	AUSTRALIAN NETWORK TO BAN LANDMINES	CAMPAIGN TO BAN LANDMINES	WHYBIN/TBWA, Sydney	AUSTRALIA
DONKEY THRASHES TIGER	SANCTUARY ASIA	SANCTUARY ASIA MAGAZINE	CONTRACT ADVERTISING, Mumbai	INDIA
THE HOMELESS LETTER	GOTHENBURG HOMELESS AID	HOMELESS CHARITY	GOSS, Gothenburg	SWEDEN
LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY AWARENESS	HAPPINESS BRUSSELS	BELGIUM
MP3 ACCIDENTS	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY AWARENESS	HAPPINESS BRUSSELS	BELGIUM
PENISBOOK	AIDE INFO SIDA	AIDS INFORMATION CENTRE	TBWA\BRUSSELS	BELGIUM
STORE+ THE STORE THAT SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS	LEO BURNETT LISBOA	PORTUGAL
EARTH HOUR - VOTE EARTH DIRECT CHARITIES	WORLD WILDLIFE FUND FOR NATURE	EARTH HOUR	LEO BURNETT SYDNEY	AUSTRALIA
GRENADE	RODNEY DISTRICT COUNCIL	ANTI SPEEDING CAMPAIGN	SAATCHI & SAATCHI NZ, Auckland	NEW ZEALAND

LET OUR PATHS CROSS	BOMBAY CITY RED CROSS	BOMBAY CITY RED CROSS	McCANN ERICKSON INDIA, Mumbai	INDIA
CHANGED CREDITS & EPISODES	RADIO STATION STUDIO BRUSSELS	CHARITY: MUSIC FOR LIFE	MORTIERBRIGADE, Brussels	BELGIUM
DOUBT	THE AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
D01 Best Integrated Campaign Led by Direct Marketing				
PEACE MIRROR	SHISEIDO SKINCARE	D-PROGRAM SKINCARE	HAKUHODO KETTLE, Tokyo	JAPAN
WAKE UP, HUMANS!	AMNESTY INTERNATIONAL	HUMAN RIGHTS AWARENESS	AIR, Brussels	BELGIUM
TED696 PROJECT	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY 696ML	BMF, Sydney	AUSTRALIA
FERNANDO TORRES	BANCO GALLEGO	BANKING	CONTRAPUNTO, Madrid	SPAIN
YELLOW TREEHOUSE	YELLOW PAGES	YELLOW PAGES	AIM PROXIMITY, Auckland	NEW ZEALAND
RIGHT MUSIC WRONGS	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	DROGA5 AUSTRALIA, Sydney	AUSTRALIA
BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO, Brisbane	AUSTRALIA
TEAM DRY	FOSTER'S GROUP	CARLTON DRY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
BABY MADE ON BOARD	DODGE	DODGE JOURNEY	PROXIMITY BBDO, Brussels	BELGIUM
NO HUNGER	ACCIÓN CONTRA EL HAMBRE	CAMPAIGN AGAINST SEVERE MALNUTRITION	SHACKLETON, Madrid	SPAIN
VILLAGE WHERE NOTHING EVER HAPPENS	SPECIALIZED COUNCIL OF PAY TV THEMATIC CHANNELS	MIRAVETE DE LA SIERRA	SHACKLETON, Madrid	SPAIN
SAVE YOUR SENSIBLE	SCHWEPPES SPRING VALLEY	SPRING VALLEY JUICE	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
TEACH INDIA	BENETT COLEMAN AND CO	THE TIMES OF INDIA NEWSPAPER	JWT INDIA, Mumbai	INDIA
STORE+ THE STORE THAT SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS	LEO BURNETT LISBOA	PORTUGAL
TRILLION DOLLAR CAMPAIGN	THE ZIMBABWEAN	THE ZIMBABWEAN NEWSPAPER	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
CARB RELIEF	LION NATHAN	TOOHEYS NEW WHITE STAG BEER	SAATCHI & SAATCHI AUSTRALIA, Sydney	AUSTRALIA