



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Consumer Goods, including FMCG and household products				
PROTECTING FUTURES	PROCTER & GAMBLE	FEMININE HYGIENE	MS&L, New York	USA
GUINNESS RALLY	DIAGEO GUINNESS USA	BEER	TAYLOR, New York	USA
WORLD'S FIRST EPHEMERAL MUSEUM	DIAGEO PORTUGAL	PAMPERO RUM	LEO BURNETT LISBOA	PORTUGAL
A02 Healthcare and Services				
WAR AGAINST DENGUE	SÃO PAULO CITY HALL	DENGUE DISEASE AWARENESS	SA COMUNICAÇÃO, São Paulo	BRAZIL
LOVE DISTANCE	SAGAMI RUBBER INDUSTRIES	CONTRACEPTIVE	GT, Tokyo	JAPAN
A04 Media, Arts and Entertainment				
ZURICH'S BEING SOLD	CABARET VOLTAIRE	CABARET	SPILLMANN/FELSER/LEO BURNETT, Zurich	SWITZERLAND
A05 Travel, Tourism & Leisure				
YUBARI	YUBARI RESORT	TOWN PROMOTION	BEACON COMMUNICATIONS, Tokyo	JAPAN
BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO, Brisbane	AUSTRALIA
A06 Retail and e-commerce, incl. restaurants				
THE £10 MILLION TONGUE	COSTA COFFEE	COFFEE RETAILER	PARATUS COMMUNICATIONS, London	UNITED KINGDOM
A08 Technology and Manufacturing				
MESS IS MORE	HALEBOP	SMS SERVICE	PRIME PUBLIC RELATIONS, Stockholm	SWEDEN
A09 Charity and not for profit				
TIGERS SAVE TIGERS!	THE JAPAN WILDLIFE CONSERVATION SOCIETY	TIGER CONSERVATION FUND AWARENESS	DENTSU, Tokyo	JAPAN
KHEDE KASRA	HARIRI FOUNDATION	WOMEN EMPOWERMENT PROGRAM	LEO BURNETT BEIRUT	LEBANON
EARTH HOUR	WORLD WILDLIFE FUND FOR NATURE	GLOBAL WARMING AWARENESS	LEO BURNETT SYDNEY	AUSTRALIA
SELLING HOPE	PORTUGUESE RED CROSS	CHARITY AWARENESS	LEO BURNETT LISBOA	PORTUGAL
A10 Corporate Communication				
RAIN OF FLOWERS	T-MOBILE AUSTRIA	BRAND AWARENESS	PUBLICIS GROUP AUSTRIA, Vienna	AUSTRIA
A11 Public Affairs				
BRING BACK PEACE	CAMARA DE COMERCIO DE COSTA RICA/ASOCIACION DE FAMILIARES VICTIMAS DE HOMICIDIO	ANTI-CRIME CAMPAIGN	DDB COSTA RICA, San José	COSTA RICA
ISRAEL STANDS STILL	GREEN LIGHT	ROAD SAFETY	GREY CONTENT, Tel Aviv	ISRAEL
THE GREAT SCHLEP	JEWISH COUNCIL FOR EDUCATION AND RESEARCH	PRESIDENTIAL CAMPAIGN	DROGA5, New York	USA
A13 Corporate Responsibility and Environmental Issues				
HONEY, LET'S LICK THE PROBLEM	THE HAAGEN-DAZS BRAND	FROZEN DESSERT	KETCHUM, San Francisco	USA
HOME-READING SELECTION	OGI	PUBLISHING HOUSE	LEO BURNETT MOSCOW	RUSSIA
B01 Best Use of the Internet, Digital Media and Social Media				
23 DAYS FAN DIARY	GOOGLE GERMANY	YOUTUBE.DE	KOLLE REBBE, Hamburg	GERMANY
MESS IS MORE	HALEBOP	SMS SERVICE	PRIME PUBLIC RELATIONS, Stockholm	SWEDEN
ONE THOUSAND CASMURROS	TV GLOBO	TV MINI-SERIES	LIVEAD, São Paulo	BRAZIL
BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO, Brisbane	AUSTRALIA

B02 Best Use of Live Events and or Celebrity endorsement

COCA-COLA VILLAGE	THE COCA-COLA COMPANY	SOFT DRINK	THE PROMARKET GROUP, Tel Aviv	ISRAEL
ACCIDENTS CAN HAPPEN TO ANYONE!	THE BUCHAREST POLICE	ROAD SAFETY CAMPAIGN	ARSENIAE & MATASEL, Bucharest	ROMANIA
THE VALUE OF A LIFE	CAMARA DE COMERCIO DE COSTA RICA/ASOCIACION DE FAMILIARES VICTIMAS DE HOMICIDIO	EXHIBITION	DDB COSTA RICA, San José	COSTA RICA
ISRAEL STANDS STILL	GREEN LIGHT	ROAD SAFETY	GREY CONTENT, Tel Aviv	ISRAEL

B04 Best Launch or Re-launch

BEAUTIFUL GAME	SPORTECH	THE NEW FOOTBALL POOLS	RESONATE, London	UNITED KINGDOM
YUBARI	YUBARI RESORT	TOWN RE-LAUNCH	BEACON COMMUNICATIONS, Tokyo	JAPAN

B05 Best PR led integrated campaign

REDUCE CO2	FEDERAL MINISTRY OF TRANSPORT, BUILDING AND URBAN AFFAIRS	CO2 REDUCTION PROGRAMME	SCHOLZ & FRIENDS, Berlin	GERMANY
BATTLE OF THE BOROUGHES	AMSTERDAM CITYGAMES	LOCAL EVENT	RICH, Amsterdam	THE NETHERLANDS
KHEDE KASRA	HARIRI FOUNDATION	WOMEN EMPOWERMENT PROGRAM	LEO BURNETT BEIRUT	LEBANON
PIGS ARE WORTH IT!	BPEX	PIG INDUSTRY PRICES	WEBER SHANDWICK, London	UNITED KINGDOM
GUINNESS RALLY	DIAGEO-GUINNESS USA	BEER	TAYLOR, New York	USA

B06 Best International PR campaign

BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO, Brisbane	AUSTRALIA
EARTH HOUR	WORLD WILDLIFE FUND FOR NATURE	GLOBAL WARMING AWARENESS	LEO BURNETT SYDNEY	AUSTRALIA