



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Foods & Drinks				
HELLO SOUR SALLY	SOUR SALLY	FROZEN YOGHURT	KINETIC SINGAPORE	SINGAPORE
TALK TO THE PLANT	HEINZ	KETCHUP	DADDY, Gothenburg	SWEDEN
SUPER CRAZY ALIVE	COCA-COLA CANADA	FIVE ALIVE	LEO BURNETT TORONTO	CANADA
CONTEMPORARY BEER	HEROES FACTORY	NEW ZOOGAMI BEER	SAATCHI & SAATCHI, Rome	ITALY
ENCOUNTER	THE COCA-COLA COMPANY	COCA-COLA	McCANN ERICKSON, Madrid	SPAIN
SUNRADAR	HEINEKEN	BEER	2009, Amsterdam	THE NETHERLANDS
LIQUID AWESOMENESS	THE COCA-COLA COMPANY	NESTEA	ODOPOD, San Francisco	USA
A02 Automotive Products & Services				
HANDS ON CHALLENGE	VOLKSWAGEN NORWAY	GOLF 6	APT, Oslo	NORWAY
THE TRUTH ABOUT SMART	MERCEDES-BENZ UK	SMART	AGENCY REPUBLIC, London	UNITED KINGDOM
FROM SWEDEN WITH LÖV	VOLVO CAR	VOLVO XC60	EURO RSCG 4D AMSTERDAM	THE NETHERLANDS
ROUTAN BABYMAKER3000	VOLKSWAGEN OF AMERICA	VOLKSWAGEN	CRISPIN PORTER + BOGUSKY, Boulder	USA
THE JAZZ CALCULATOR	VOLKSWAGEN	PASSAT ECOFUEL	DDB STOCKHOLM	SWEDEN
CONCERT IN E	DAIMLER	MERCEDES E-CLASS	JUNG von MATT, Hamburg	GERMANY
THE TURBO GENE TEST	SAAB AUTOMOBILE	SAAB AUTOMOBILES	LOWE BRINDFORS, Stockholm	SWEDEN
IT'S MORE FUN FROM ABOVE	VOLKSWAGEN	VW FOX	ALMAPBBDO, São Paulo	BRAZIL
SEXY SUBARU	SUBARU CANADA	2009 FORESTER	TRIBAL DDB TORONTO	CANADA
A03 Cosmetics, Beauty & Toiletries				
DETECTIVE STRIPES	UNILEVER	REXONA INVISIBLE	GRUPO W, Saltillo	MEXICO
CHOCOMAN HUNTER	UNILEVER JAPAN	AXE DEODORANT	BASCULE, Tokyo	JAPAN
100 GIRLS	AXE	HAIR PRODUCTS	BBH, New York	USA
A05 Clothing, Footwear & Accessories				
HELLO! RUNNERS MAP	ADIDAS JAPAN	ADIDAS	777INTERACTIVE, Tokyo	JAPAN
UNBREAKABLE KISS	A DIAMOND IS FOREVER	DIAMONDS	JWT, New York	USA
UNIQLO MARCH	FASTRETAILING CO.	CLOTHING	GT, Tokyo	JAPAN
TOKYO FASHION MAP	UNIQLO CO.	VARIATED PARKA SERIES	DENTSU, Tokyo	JAPAN
A06 Other Consumer Products (including Durable Goods)				
DISCOVER YOUR KITCHEN FROM Z TO A	IKEA	FURNITURE	GRIMM GALLUN HOLTAPPELS, Hamburg	GERMANY
MEDIAS	NEC	NEC MEDIAS MOBILE	KAIBUTSU, Tokyo	JAPAN
CAM WITH ME	SONY MARKETING	HANDYCAM/DIGITAL CAMCORDER	TYO INTERACTIVE DESIGN, Tokyo	JAPAN
CINEMA 21:9	PHILIPS	LCD TV	TRIBAL DDB AMSTERDAM	THE NETHERLANDS
A07 Financial Services				
THE BUS	ING DIRECT	CHRISTMAS CAMPAIGN	OGILVYONE WORLDWIDE, Madrid	SPAIN
A08 Travel, Entertainment & Leisure				

FOR THE LOVE OF GOD	RIJKSMUSEUM AMSTERDAM	RIJKSMUSEUM	SKIPINTRO, Amsterdam	THE NETHERLANDS
DIGITAL CONCERT HALL	BERLINER PHILHARMONIKER/BERLIN PHIL MEDIA	LIVE CONCERT STREAMING	ARGONAUTEN G2, Berlin	GERMANY
ZOMBIE SINGLES	NOKIA N-GAGE	RESIDENT EVIL	NOISE DIGITAL, Vancouver	CANADA
PREPAREFORTHEFUTURE.COM	BETHESDA SOFTWAREWORKS	FALLOUT 3 VIDEO GAME	AKQA, Washington DC	USA
A09 Retail & E-Commerce, including Restaurants				
SETH MACFARLANE	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Boulder	USA
GOOD NEWS NOW	SEARS	SEARS	Y&R CHICAGO	USA
COME INTO THE CLOSET. LET'S DANCE	IKEA	WARDROBE COLLECTION	FORSMAN & BODENFORS, Gothenburg	SWEDEN
SPRING FASHION	H&M	H&M	PERFECT FOOLS, Stockholm	SWEDEN
A10 Publications & Media				
SPECTRA VISUAL NEWSREADER	MSNBC	MSNBC ONLINE NEWSPAPER	SS+K, New York	USA
BBC BLAST	BBC	BBC BLAST	FALLON LONDON	UNITED KINGDOM
12 CAMS, CREATE YOUR RAINBOW	WOWOW	RADIOHEAD IN WOWOW	BASCULE, Tokyo	JAPAN
THINK AGAIN	THE ATLANTIC	MAGAZINE	EURO RSCG 4D, New York	USA
THE RADIO MATCHER	SVERIGES RADIO	SWEDISH RADIO	FORSMAN & BODENFORS, Gothenburg	SWEDEN
A11 Business Products & Services				
CREATORS OF EMOTION	UBISOFT	RECRUITMENT WEBSITE	varialstudio+decod, Montréal	CANADA
SCREENSAVERS RACE	INTEL	INTEL PROCESSORS	DDB BRASIL, São Paulo	BRAZIL
A12 Advertising & Media				
AMANAGROUP	AMANA	PROVIDER OF VISUAL SOLUTIONS	amanainteractive, Tokyo	JAPAN
FOLLOW ME PROJECT HELSINKI	CLEAR CHANNEL FINLAND	TARGETED OUTDOOR MEDIA	KING HELSINKI	FINLAND
STOCK EXCHANGE	THE LOTUS AWARDS	THE LOTUS AWARDS	TAXI CANADA INC., Toronto	CANADA
ONY STUDIO	ONY	INTERACTIVE DESIGN	ONY, Moscow	RUSSIA
FORSMAN & BODENFORS	FORSMAN & BODENFORS	ADVERTISING AGENCY	FORSMAN & BODENFORS, Gothenburg	SWEDEN
A13 Commercial Public Services				
NOW	SPRINT	SPRINT NOW	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
ECOMAGINATION	GENERAL ELECTRIC	SMART GRID	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
STEFAN THE SWOPPER	POSTEN	THE SWEDISH POST OFFICE	ÅKESTAM HOLST, Stockholm	SWEDEN
A14 Charities, Public Health & Safety, Public Awareness Messages				
JAPANESE NATIONAL COMPLAINING CHAMPIONSHIP	JAPANESE TRADE UNION CONFERENCE	RENGO	TOKYU AGENCY, Tokyo	JAPAN
DONATE A MEAL	DUESSELDORFER TAFEL E.V.	FREE FOOD DISTRIBUTION	OGILVY & MATHER, Düsseldorf	GERMANY
REALITY 404	THE ALLIANCE FOR CLIMATE PROTECTION	THE ALLIANCE FOR CLIMATE PROTECTION	CRISPIN PORTER + BOGUSKY, Boulder	USA
WHALE SHARK GAMBLE	SEA SHEPHERD CONSERVATION SOCIETY	PUBLIC AWARENESS	BBDO PROXIMITY SINGAPORE	SINGAPORE
FRIENDS TAG & TRACK	FRIENDS	ANTI-MOBBING INITIATIVE	PERFECT FOOLS, Stockholm	SWEDEN
A15 Corporate Information				
THE FOREVER STORY	TALKTALK	TALKTALK	CHI & PARTNERS, London	UNITED KINGDOM
HAPPY NEW VIBRATIONS TO YOU	BASCULE	SEASON GREETING	BASCULE, Tokyo	JAPAN
FILL THE INDIGO2	O2	TELECOMS	HAVAS MEDIA, Madrid	SPAIN

THANK YOU BEGINS WITH A T.	GROW INTERACTIVE	INTERACTIVE STUDIO	GROW INTERACTIVE, Norfolk	USA
A17 Games				
NOODLE ON NOODLE	NISSIN FOOD PRODUCTS	NOODLE CUPS	DENTSU RAZORFISH, Tokyo	JAPAN
HOTEL 626	FRITO-LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
HAPPINESS FACTORY 3	THE COCA-COLA COMPANY	COCA-COLA	SAPIENT INTERACTIVE, Miami	USA
KILLZONE 2	SONY COMPUTER ENTERTAINMENT UK	PLAYSTATION	AGENCY REPUBLIC, London	UNITED KINGDOM
STRIDEGUM.COM	CADBURY ADAMS	STRIDE GUM	JWT, New York	USA
JCI INGENUITY	JOHNSON CONTROLS	JOHNSON CONTROLS RECRUITMENT	FALLON WORLDWIDE, Minneapolis	USA
CHLOROPHYLLO	WRIGLEY'S	AIRWAVES CHEWING GUM	DDB PARIS	FRANCE
CLOWN	SEGA AUSTRALIA	CONDEMNED 2	CLEMENGER BBDO SYDNEY	AUSTRALIA
LOLLYPOP	SEGA AUSTRALIA	CONDEMNED 2	CLEMENGER BBDO SYDNEY	AUSTRALIA
PONY	SEGA AUSTRALIA	CONDEMNED 2	CLEMENGER BBDO SYDNEY	AUSTRALIA
B01 Interactive Campaigns				
EYEBROWS	CADBURY	DAIRY MILK	HYPHER, London	UNITED KINGDOM
CORALINE INTEGRATED	LAIKA	CORALINE FEATURE FILM	WIEDEN+KENNEDY, Portland	USA
SWAGGERIZE ME	OLD SPICE	BODY WASH/DEODORANT-ANTI PERSPIRANT	WIEDEN+KENNEDY, Portland	USA
BANNER CONCERTS	AXION	YOUTH BANKING	BOONDOGGLE, Leuven	BELGIUM
SOMEBODY ELSE'S PHONE	NOKIA	NOKIA 7610	WIEDEN+KENNEDY, London	UNITED KINGDOM
SAVE YOUR SENSIBLE CAMPAIGN	SCHWEPPE'S SPRING VALLEY	SPRING VALLEY	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA
NIKE BOOTCAMP	NIKE	NIKEFOOTBALL	AKQA, London	UNITED KINGDOM
NASCAR	COKE ZERO	COKE ZERO	CRISPIN PORTER + BOGUSKY, Boulder	USA
REAL PC	MICROSOFT	WINDOWS	CRISPIN PORTER + BOGUSKY, Boulder	USA
MAX LAUNCH	VOLKSWAGEN OF AMERICA	VOLKSWAGEN	CRISPIN PORTER + BOGUSKY, Boulder	USA
THE FOREVER STORY	TALKTALK	TALKTALK	CHI & PARTNERS, London	UNITED KINGDOM
COKE ZERO CAMPAIGN	COCA-COLA	COCA-COLA	HENDERSON BAS, Toronto	CANADA
RIGHT MUSIC WRONGS	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	DROGA5 AUSTRALIA, Sydney	AUSTRALIA
ROUTAN BOOM	VOLKSWAGEN OF AMERICA	VOLKSWAGEN	CRISPIN PORTER + BOGUSKY, Boulder	USA
HOTEL 626	FRITO-LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
THE BEST JOB IN THE WORLD	TOURISM QUEENSLAND	ISLANDS OF THE GREAT BARRIER REEF	CUMMINSNITRO, Brisbane	AUSTRALIA
HAPPINESS FACTORY 3	THE COCA-COLA COMPANY	COCA-COLA	SAPIENT INTERACTIVE, Miami	USA
DO YOU HAVE WHAT IT TAKES?	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM	SWEDEN
MUSIC ALMIGHTY	NOKIA	XPRESS MUSIC RANGE	WIEDEN+KENNEDY, London	UNITED KINGDOM
WHY SO SERIOUS?	WARNER BROS WORLDWIDE MARKETING	THE DARK KNIGHT FILM	42 ENTERTAINMENT, Pasadena	USA
THE PHOTOGRAPHIC ADVENTURES OF NICK TURPIN	SAMSUNG	8MP SAMSUNG PIXON CAMERA PHONE	LEAN MEAN FIGHTING MACHINE, London	UNITED KINGDOM
TRAPPERS	ATRAPALO.COM	ATRAPALO.COM	DOUBLEYOU, Barcelona	SPAIN
DOGHOUSE	JCPENNEY	DEBEERS JEWELERY	SAATCHI & SAATCHI, New York	USA

OFFSET THE EVIL	SEGA AUSTRALIA	CONDEMNED 2	CLEMENGER BBDO SYDNEY	AUSTRALIA
RAVING RABBIDS	RENAULT	GRAND SCENIC	PUBLICIS CONSEIL, Paris	FRANCE
SPRINT NOW CAMPAIGN	SPRINT	SPRINT NOW INTERNET	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
DEAR MR. PRESIDENT	PEPSICO	PEPSI	R/GA, New York	USA
C01 Foods and Drinks				
CROC	FOSTER'S	SUPER CHILLED	PLAY, London	UNITED KINGDOM
CROSSWORD	NESTLÉ	KIT KAT	JWT DUBAI	UNITED ARAB EMIRATES
CAN HANDS	PROCTER & GAMBLE	PRINGLES	BRIDGE WORLDWIDE, Cincinnati	USA
VILLA - THIS CALLS FOR A CELEBRATION	RINGNES	SODA WITH A FRUITY TASTE OF CHAMPAGNE.	McCANN NORWAY, Oslo	NORWAY
C02 Automotive Products & Services				
MINI IS LOADING	MINI	MINI CLUBMAN	PLAN.NET, Munich	GERMANY
SNOWY ROAD	TOYOTA	TOYOTA VENZA	SAATCHI & SAATCHI, Toronto	CANADA
INTO THE WILD	CHRYSLER DEUTSCHLAND	JEEP® CHEROKEE	ELEPHANT SEVEN, Hamburg	GERMANY
VOLKSWAGEN SERVICES	VOLKSWAGEN	VOLKSWAGEN	ACHTUNG!, Amsterdam	THE NETHERLANDS
PARKASSIST	VOLKSWAGEN	VOLKSWAGEN INNOVATIONS	ACHTUNG!, Amsterdam	THE NETHERLANDS
A TRIP AROUND THE WORLD	AUDI ESPAÑA	NEW AUDI Q5	CP PROXIMITY, Barcelona	SPAIN
NAVI-BANNER	SIXT/AUTOVERMIETUNG	SIXT CAR RENTAL	JUNG von MATT, Hamburg	GERMANY
C03 Cosmetics, Beauty & Toiletries				
DO YOU PRIVET YOUR HEDGE?	RFSU (THE SWEDISH ASSOCIATION FOR SEXUALITY EDUCATION)	INTIMATE HYGIENE PRODUCTS	ÅKESTAM HOLST, Stockholm	SWEDEN
C04 Healthcare & Medical				
DRILL	GLAXOSMITHKLINE	PANADOL	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
PIMPLED	CLEAREX	ACNE TREATMENT BRAND	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
C05 Clothing, Footwear & Accessories				
BABY IT'S COLD OUTSIDE	NIKE	NIKE APPAREL	AGENCY.COM, New York	USA
TRASH TALK	NIKE DEUTSCHLAND	NIKE+ CHALLENGE 'MEN VS. WOMEN'	JUNG von MATT, Hamburg	GERMANY
C06 Other Consumer Products				
GAMER PREPAREDNESS TEST BLACK OPS	TOSHIBA AMERICA	QOSMIO X305	Y&R ADVERTISING IRVINE	USA
GAS STATION	SANYO VIDEO VERTRIEB	SANTEC VIDEO SURVEILLANCE	SERVICEPLAN, Hamburg	GERMANY
POP-UP WINDOW CRAZY CHONG	BECHTOLD	NOISE PROTECTION WINDOWS	PUBLICIS FRANKFURT	GERMANY
UNLOADER	NOKIA	NOKIA E66 & E71	FARFAR, Stockholm	SWEDEN
EDITORIAL	APPLE	MAC	TBWA\MEDIA ARTS LAB, Los Angeles	USA
EMERGENCY REFRESH	APPLE	MAC	TBWA\MEDIA ARTS LAB, Los Angeles	USA
SATISFACTION METER	APPLE	MAC	TBWA\MEDIA ARTS LAB, Los Angeles	USA
C07 Financial Services				
CAR THEFT	VHV GRUPPE	CAR INSURANCE	SCHOLZ & FRIENDS HAMBURG	GERMANY
BANNER CONCERTS - TIM VANHAMEL	AXION	YOUTH BANKING	BOONDOGGLE, Leuven	BELGIUM
BANNER CONCERTS - A BRAND	AXION	YOUTH BANKING	BOONDOGGLE, Leuven	BELGIUM

BANNER CONCERTS - KAAT EN DAAN	AXION	YOUTH BANKING	BOONDOGGLE, Leuven	BELGIUM
BANNER CONCERTS - KIDS & HEROES	AXION	YOUTH BANKING	BOONDOGGLE, Leuven	BELGIUM
C08 Travel, Entertainment & Leisure				
PONG	DEUTSCHE TELEKOM	ONLINE GAMING SERVICE	DDB GERMANY HAMBURG	GERMANY
FRIENDS-ON-A-TRAIN	SWISS FEDERAL RAILWAYS	GROUP TOURS	MAXOMEDIA, Bern	SWITZERLAND
SAS/SJ FIGHT	SCANDINAVIAN AIRLINES	TAGFLYGET	DADDY, Gothenburg	SWEDEN
WARIO LAND SHAKE IT!	NINTENDO	NINTENDO Wii	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
JUMP HIGHER, FEEL BETTER	COMPANHIA ATHLETICA	GYMS	DDB BRASIL, São Paulo	BRAZIL
C09 Retails & E-Commerce, incl. Restaurants				
COLLAPSE	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Boulder	USA
TAKE YOUR TIME	TOK&STOK	FURNITURE STORE	DDB BRASIL, São Paulo	BRAZIL
C10 Publications & Media				
LABUAT VIDEO SEQUENCE	LABUAT	LABUAT BAND FIRST SINGLE	HERRAIZ SOTO, Barcelona	SPAIN
C11 Business Products & Services				
GPS	SPRINT	SPRINT NOW	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
STOCK	SPRINT	SPRINT NOW	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
PEOPLE	SPRINT	SPRINT NOW	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
C12 Advertising & Media				
HIDDEN WEB RECRUITING	JUNG von MATT	JUNG von MATT RECRUITMENT	JUNG von MATT, Hamburg	GERMANY
C13 Commercial Public Services				
THE LITTLE SEND GUIDE	POSTEN	DOMESTIC SHIPPING, MADE EASY	DADDY, Gothenburg	SWEDEN
SMS ADVICE OF DELIVERY SEEKING ADDRESSEE	POSTEN	SMS ADVICE OF DELIVERY SERVICE	DADDY, Gothenburg	SWEDEN
C14 Charities, Public Health & Safety, Public Awareness				
RAISE YOUR VOICE	AMNESTY INTERNATIONAL HUNGARY	DONATION OF PIT	TRIBAL DDB BUDAPEST	HUNGARY
COMPUTER	WWF	EARTH HOUR EVENT	OGILVY BEIJING	CHINA
ROCK PAPER SCISSORS	TERRE DES HOMMES	AID ASSOCIATION	OGILVY FRANKFURT	GERMANY
GREENPEACE	GREENPEACE	STOP THE DEFORESTATION IN INDONESIA	BATES141, Mumbai	INDIA
HYPertext	SPANISH RED CROSS	NEW MEMBER RECRUITMENT	PUBLICIS MODEM SPAIN, Madrid	SPAIN
WHAT WE HEAR	BARNARDO'S	BARNARDO'S	BBH, London	UNITED KINGDOM
BREAK THE CYCLE	BARNARDO'S	BARNARDO'S	BBH, London	UNITED KINGDOM
EDUCATION	BARNARDO'S	BARNARDO'S	BBH, London	UNITED KINGDOM
EBAY ATTACK	AMNESTY INTERNATIONAL	HUMAN RIGHTS AWARENESS	walker, Zürich	SWITZERLAND
HOUSE	IHDI ESTAÇÃO BEM-ESTAR	HOMELESS LODGE	SUN MRM WORLDWIDE, Sao Paulo	BRAZIL
BRAYHAN	GRAAC	CHILDREN AND TEENAGERS WITH CANCER NGO	OGILVY BRASIL, São Paulo	BRAZIL
C16 Miscellaneous				
STAIN	ORVAL	SEMORIN STAIN REMOVAL	FISCHER AMERICA COMUNICAÇÃO TOTAL, São Paulo	BRAZIL
D01 Mobile Advertising				
iFOOD ASSISTANT APPLICATION	KRAFT FOODS	FOOD PLANNING/SHOPPING USING KRAFT FOODS PRODUCTS	KRAFT FOODS, Glenview	USA

CHARMIN SIT OR SQUAT	PROCTER & GAMBLE	CHARMIN BATH TISSUE	PUBLICIS NEW YORK	USA
WISH I COULD BE TRUE TO MYSELF	SONY MUSIC ASSOCIATED RECORDS	JUJU FEAT SPONTANIA	DENTSU, Tokyo	JAPAN
TRAINING CLUB	NIKE	NIKE WOMEN	R/GA, New York	USA
IIDA CALLING	KDDI CORPORATION	IIDA	GROUND, Tokyo	JAPAN
D02 Interactive Tools				
BLOG GROUND MUSIC	PETABIT'S CORPORATION	PETABIT	DAIKO ADVERTISING, Osaka	JAPAN
ECO:DRIVE	FIAT	FIAT	AKQA, London	UNITED KINGDOM
VIRTUAL DRESSING ROOM	GRUPO CORTEFIEL	SPRINGFIELD	PUBLICIS MODEM SPAIN, Madrid	SPAIN
WHOPPER SACRIFICE	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Boulder	USA
THE Z4 PAINTBRUSH	BMW	BMW Z4	DARE, London	UNITED KINGDOM
TIME FOR A STORY	CHORION	NODDY	DIGITAL OUTLOOK, London	UNITED KINGDOM
ENDLESS SUNRISE	J&J /SUNDOWN	SUNSCREEN	DDB BRASIL, São Paulo	BRAZIL
D03 Innovative Ideas				
BALLOONACY	ORANGE	PAY AS YOU GO	POKE, London	UNITED KINGDOM
WI-FI ADVERTISING	GERMANWINGS	AIRLINES	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
BANK TRANSFER JOB-AD	DRAFTFCB KOBZA	JOBS POSTING	DRAFTFCB KOBZA, Vienna	AUSTRIA
NOKIA SMS RACE	CELLCOM CELLULAR	NOKIA CELL PHONES	McCANN ERICKSON, Tel Aviv	ISRAEL
AC/DC ROCKS THE OFFICE	COLUMBIA RECORDS	AC/DC BLACK ICE	SONY MUSIC ENTERTAINMENT UK, London	UNITED KINGDOM
VINE	NOKIA	NSERIES	R/GA, London	UNITED KINGDOM
E01 Email Marketing, including E-Cards				
60 YEARS OF HUMAN RIGHTS	PRO ASYL	AID ASSOCIATION	OGILVY FRANKFURT	GERMANY
RECYCLED MAIL	FRETEX	RECYCLING	KITCHEN LEO BURNETT, Oslo	NORWAY
SNAKE	GREENPEACE	CAMPAIGN IMAGE	McCANN ERICKSON, Madrid	SPAIN
LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM
E02 Viral Video				
I LOVE THE WORLD	DISCOVERY NETWORKS	DISCOVERY CHANNEL	72ANDSUNNY, Los Angeles	USA
SAVE THE WORLD WITH YOUR FINGERS	KONAMI DIGITAL ENTERTAINMENT	METAL GEAR SOLID 4	JWT FRANKFURT	GERMANY
RAFFLES PLACE GHOST	GMP RECRUITMENT SERVICES	RECRUITMENT AND HR CONSULTANCY	McCANN ERICKSON SINGAPORE	SINGAPORE
CANDLE CANNON	ERBERT AND GERBERT'S	SHOP'S 20TH ANNIVERSARY	COLLE + McVOY, Minneapolis	USA
JUMBO	IFAW INTERNATIONAL FUND FOR ANIMAL WELFARE	ORGANISATION FOR ANIMAL RIGHTS	SPRINGER & JACOBY, Hamburg	GERMANY
BALLOON ANIMALS	SSL AMERICAS/DUREX CONDOMS	CONDOMS	SUPERFAD, New York	USA
BECKHAM VS KG	ADIDAS ORIGINALS	ADIDAS 60th ANNIVERSARY	SID LEE, Montréal	CANADA
IN AN ABSOLUT WORLD, FRIENDS WOULD GET TOGETHER MORE OFTEN-HOT TUB	ABSOLUT	VODKA	GREAT WORKS, Stockholm	SWEDEN
IN AN ABSOLUT WORLD, FRIENDS WOULD GET TOGETHER MORE OFTEN-COOKIES	ABSOLUT VODKA	ABSOLUT	GREAT WORKS, Stockholm	SWEDEN
SIGNS	COCA-COLA EURASIA	SCHWEPES	PUBLICIS MOJO, Auckland	NEW ZEALAND
HAPPY CHRISTMAS FROM AKQA	AKQA	CHRISTMAS GREETING	AKQA, London	UNITED KINGDOM

CALL FOR ENTRIES	AWARD	INDUSTRY AWARD	CLEMENGER BBDO SYDNEY	AUSTRALIA
GUYS FILL THEIR JEANS WITH HELIUM	LEVI'S	LEVI'S	CUTWATER, San Francisco	USA
GUYS BACKFLIP INTO JEANS	LEVI'S	LEVI'S	CUTWATER, San Francisco	USA
WHOPPER VIRGINS	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Boulder	USA
DIESEL XXX SFW	DIESEL	CLOTHING	THE VIRAL FACTORY, London	UNITED KINGDOM
EXTREME SHEEP LED ART	SAMSUNG ELECTRONICS	SAMSUNG LED TELEVISIONS	THE VIRAL FACTORY, London	UNITED KINGDOM
UNBOXING	SAMSUNG MOBILE	SAMSUNG OMNIA	THE VIRAL FACTORY, London	UNITED KINGDOM
TICTAC MICHA	FERRERO SCANDINAVIA	TICTAC	BUZZANOVA, Copenhagen	DENMARK
WHODUNNIT	TRANSPORT FOR LONDON	CYCLE SAFETY	WCRS, London	UNITED KINGDOM
BIKE HERO	ACTIVISION	GUITAR HERO WORLD TOUR	DROGA5, New York	USA
THE GREAT SCHLEP	JEWISH COUNCIL FOR EDUCATION AND RESEARCH	PRESIDENTIAL CAMPAIGN	DROGA5, New York	USA
POLAR BEARS	ENVIRONMENTAL DEFENSE FUND	ENVIRONMENTAL DEFENSE FUND	OGILVY NEW YORK	USA
REMOTE CONTROL	LOEWE OPTA	FLAT-TV LOEWE SOUND	SCHOLZ & FRIENDS, Berlin	GERMANY
CUT	WOMEN'S AID	DOMESTIC VIOLENCE CHARITY	GREY, London	UNITED KINGDOM
DANCE	T-MOBILE	T-MOBILE	SAATCHI & SAATCHI, London	UNITED KINGDOM
ETRADE OUTTAKES	ETRADE	ETRADE	GREY NEW YORK	USA
BRUCE LEE - PING PONG	NOKIA	NOKIA N96 BRUCE LEE LIMITED EDITION	JWT BEIJING	CHINA
PUPPY PULLING POWER	SONY ERICSSON	SONY ERICSSON	SAATCHI & SAATCHI, Frankfurt	GERMANY
LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM
E03 Viral Marketing				
THE ECO DANCE	ICA	GROCERY CHAIN	KING SOLUTIONS, Stockholm	SWEDEN
LAUGHTER CHAIN	SKYPE	SKYPE VIDEO CALLING	THE VIRAL FACTORY, London	UNITED KINGDOM
EBAY ATTACK	AMNESTY INTERNATIONAL	HUMAN RIGHTS AWARENESS	walker, Zürich	SWITZERLAND
WHY SO SERIOUS?	WARNER BROS WORLDWIDE MARKETING	THE DARK KNIGHT FILM	42 ENTERTAINMENT, Pasadena	USA
KIT KAT JESUS	NESTLÉ NEDERLAND	CANDY BAR	UBACHSWISBRUN/JWT, Amsterdam	THE NETHERLANDS