

PROMO & ACTIVATION WINNERS

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Prize
C01/113	01040	REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA / PARAGON MARKETING GROUP	Grand Prix
A01/081	00657	AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan	Gold Lion
A04/035	01039	REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA	TBWA\CHIAT\DAY LA / PARAGON MARKETING GROUP	Gold Lion
A10/049	00593	IMAGINE	HBO	TV NETWORK	BBDO NEW YORK	USA	BBDO NEW YORK	Gold Lion
A11/030	01222	LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS	13TH STREET - TV CHANNEL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Gold Lion
B03/026	01260	NOTHING SOFT GETS IN	TOYOTA MOTOR CORPORATION	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney	Gold Lion
B11/020	00660	AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan	Gold Lion
B12/050	00939	WHERE WILLN 100,000 CONDOMS END UP	THE STOCKHOLM COUNTY AIDS PREVENTION	SAFE-SEX AWARENESS	ESTER Stockholm	SWEDEN	ESTER Stockholm	Gold Lion
C01/111	01264	NOTHING SOFT GETS IN	TOYOTA MOTOR	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney	Gold Lion
A01/080	00590	IMAGINE	HBO	TV NETWORK	BBDO NEW YORK	USA	BBDO NEW YORK	Silver Lion
A01/152	01272	SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Silver Lion
A03/022	00591	CUBE FILM INSTALLATION	HBO	TV NETWORK	BBDO NEW YORK	USA	BBDO NEW YORK	Silver Lion
A03/026	00729	MINI CHRISTMAS BOX	BMW GROUP NETHERLANDS	MINI	UBACHSWISBRUN/JWT Amsterdam	THE NETHERLANDS	UBACHSWISBRUN/JWT Amsterdam	Silver Lion
A03/027	00761	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm	Silver Lion
A05/031	01058	FRESH STONE-AGE-MEAT	BOSCH INTERNATIONAL	REFRIGERATORS	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN	Silver Lion
A09/018	00933	BEYOND THE STILL	CANON	CAMERAS	GREY NEW YORK	USA	GREY NEW YORK	Silver Lion
A10/002	00028	STANISLAV	MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG Amsterdam	THE NETHERLANDS	KONG Amsterdam	Silver Lion
A11/019	00594	CUBE FILM INSTALLATION	HBO	TV NETWORK	BBDO NEW YORK	USA	BBDO NEW YORK	Silver Lion
A11/023	00762	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm	Silver Lion
B01/052	00857	RED FLAG	THE NORTH FACE	SPORTS CLOTHING	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI	Silver Lion
B01/054	01275	SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Silver Lion
B04/020	01062	FRESH STONE-AGE-MEAT	BOSCH INTERNATIONAL	REFRIGERATORS	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN	Silver Lion
B08/042	01575	QUIQUE THE HEAD	DIESEL	MOWIE MOTORCYCLE HELMETS	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid	Silver Lion
B11/033	01197	DRAMA QUEEN	YOUNG DIRECTOR AWARD BY CFP-E	YOUNG DIRECTOR AWARDS	TBWA\PHS HELSINKI	FINLAND	TBWA\PHS HELSINKI	Silver Lion

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B12/004	00029	STANISLAV	MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG Amsterdam	THE NETHERLANDS	KONG Amsterdam	Silver Lion
B12/038	00219	SUPPORT SCENT	GUIDE DOGS AUSTRALIA	SUPPORT FOR THE BLIND	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	Silver Lion
C01/071	00940	WHERE WILL 100 000 CONDOMS END UP?	THE STOCKHOLM COUNTY AIDS PREVENTION	SAFE-SEX AWARENESS	ESTER Stockholm	SWEDEN	ESTER Stockholm	Silver Lion
C01/080	01089	JUST CALL US - LIVE	CENTRAAL BEHEER ACHMEA	INSURANCE COMPANY	DDB AMSTERDAM	THE NETHERLANDS	DDB AMSTERDAM	Silver Lion
C01/159	00822	ESO PHOTOCHAINS	CANON AUSTRALIA	CAMERA	LEO BURNETT Sydney	AUSTRALIA	LEO BURNETT Sydney	Silver Lion
A01/076	00530	ANDES TELETRANSPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	Bronze Lion
A01/127	00787	MELTDOWN	AICMED	ENVIRONMENTAL PRESERVATION	OGILVY & MATHER Kolkata	INDIA	OGILVY & MATHER Kolkata	Bronze Lion
A01/149	01121	GIVING MEMORY	AFAL CONTIGO	ALZHEIMER AWARENESS	CONTRAPUNTO BBDO Madrid	SPAIN	CONTRAPUNTO BBDO Madrid	Bronze Lion
A02/036	00541	SUPREME SECURITY	SUPREME SECURITY	PRIVATE SECURITY COMPANY	ADVICO Y&R Zürich	SWITZERLAND	ADVICO Y&R Zürich	Bronze Lion
A02/041	00658	BEER GLOSS	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan	Bronze Lion
A02/046	00732	WORLD'S SMALLEST BALLOON	REED MESSE WIEN	MODEL MAKERS FAIR	OGILVY & MATHER Vienna	AUSTRIA	OGILVY & MATHER Vienna	Bronze Lion
A02/070	01140	FOREST FIRES	WWF	WWF	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá	Bronze Lion
A02/078	01300	\$73.000 BAR TAB	BAR AURORA/BOTECO FERRAZ	BAR CHAIN	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Bronze Lion
A03/037	00886	AMBULANCE/BOAT/H ELICOPTER	MEXICAN RED CROSS	ANNUAL FUNDRAISING DRIVE	JWT MEXICO	MEXICO	JWT MEXICO	Bronze Lion
A03/065	01067	NON-STICK PANS	SUPOR	NON-STICK PANS	LEO BURNETT SHANGHAI	CHINA	LEO BURNETT SHANGHAI	Bronze Lion
A05/038	01323	SLEEPLESS AT PLAYGROUND	PLAYGROUND OUTDOOR EQUIPMENT	OUTDOOR EQUIPMENT STORES	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	Bronze Lion
A05/043	01240	WHOPPER FACE	BURGER KING	WHOPPER	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Bronze Lion
A05/044	01476	MESSAGE IN A BOTTLE	FUNDACION ALTIUS	CHILDREN'S CHARITY	LEO BURNETT IBERIA Madrid	SPAIN	LEO BURNETT IBERIA Madrid	Bronze Lion
A10/099	01237	AUGMENTED REALITY BANNERS	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder	Bronze Lion
B01/024	00584	BARE ALL	MARS CHOCOLATE AUSTRALIA	M&M'S	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	Bronze Lion
B02/011	00534	ANDES TELETRASNPORTE	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	Bronze Lion
B02/016	00659	BEER GLOSS	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan	Bronze Lion
B06/007	00155	ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland	Bronze Lion
B06/013	00485	RELOAD	TRICOM	BROADBAND INTERNET	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo	Bronze Lion

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B08/036	01068	HIDDEN SOUND CAMPAIGN	ZOO RECORDS	ALTERNATIVE MUSIC SHOP	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong	Bronze Lion
B08/038	01253	NIKEID. GENERATOR	NIKE JAPAN	FLAGSHIP STORE	BEACON COMMUNICATIONS Tokyo	JAPAN	BEACON COMMUNICATIONS Tokyo	Bronze Lion
B12/013	00225	LOVE CAKE PROJECT	WORLD VISION JAPAN	CHILDREN'S CHARITY	DENTSU Tokyo	JAPAN	DENTSU Tokyo	Bronze Lion
B12/098	01302	\$73.000 BAR TAB	BAR AURORA/BOTECO FERRAZ	BAR CHAIN	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Bronze Lion
C01/013	00156	ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland	Bronze Lion
C01/017	00169	LAMBASSADOR	MEAT AND LIVESTOCK	LAMB	BMF Sydney	AUSTRALIA	BMF Sydney	Bronze Lion
C01/105	01276	SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Bronze Lion
Total Entries:		55						