

## PR WINNERS

| Cat. No | Entry No | Title                          | Advertiser                        | Product                          | Entrant Company                     | Country        | Agency  | Prize       |
|---------|----------|--------------------------------|-----------------------------------|----------------------------------|-------------------------------------|----------------|---|-------------|
| A01/021 | 00423    | REPLAY                         | GATORADE                          | ENERGY DRINK                     | TBWA\CHIAT\DAY LA                   | USA            | TBWA\CHIAT\DAY LA                                 | Grand Prix  |
| A03/004 | 00122    | CARWINISM                      | AUDI SWEDEN                       | CARS                             | PRIME PR Stockholm                  | SWEDEN         | PRIME PR Stockholm                                | Gold Lion   |
| A04/005 | 00543    | CONCERT FOR THE PEOPLE         | PHILHARMONIC ORCHESTRA OF         | ORCHESTRA                        | JUNG von MATT Hamburg               | GERMANY        | JUNG von MATT Hamburg                             | Gold Lion   |
| A10/022 | 00428    | SNOWMEN AGAINST GLOBAL WARMING | ENTEKA VERTRIEBS                  | RENEWABLE ENERGY                 | DDB GERMANY BERLIN                  | GERMANY        | DDB GERMANY BERLIN / JOHANSEN & KRETSCHMER Berlin | Gold Lion   |
| A11/006 | 00453    | SAVE THE BALTIC SEA            | BSAS 2010                         | ENVIRONMENTAL ACTION             | TAIVAS Helsinki                     | FINLAND        | TAIVAS Helsinki                                   | Gold Lion   |
| B01/013 | 00226    | BABY ELEPHANT                  | ZOO ANTWERP                       | DIGITAL PLATFORM                 | BOONDOGGLE Leuven                   | BELGIUM        | BOONDOGGLE Leuven                                 | Gold Lion   |
| B02/015 | 00131    | SAVE CHRISTMAS                 | KRAFT FOODS SWEDEN/MARABOU        | ALADDIN                          | PRIME PR Stockholm                  | SWEDEN         | PRIME PR Stockholm / OGILVY STOCKHOLM             | Gold Lion   |
| B03/034 | 00545    | CONCERT FOR THE PEOPLE         | PHILHARMONIC ORCHESTRA OF         | ORCHESTRA                        | JUNG von MATT Hamburg               | GERMANY        | JUNG von MATT Hamburg                             | Gold Lion   |
| B03/048 | 00424    | REPLAY                         | GATORADE                          | ENERGY DRINK                     | TBWA\CHIAT\DAY LA                   | USA            | TBWA\CHIAT\DAY LA                                 | Gold Lion   |
| B03/072 | 00308    | AUDITORIUM FOOTBALL            | HEINEKEN ITALIA                   | BEER                             | BARABINO & PARTNERS Milan           | ITALY          | BARABINO & PARTNERS Milan / JWT ITALIA Milan      | Gold Lion   |
| C01/055 | 00309    | AUDITORIUM FOOTBALL            | HEINEKEN ITALIA                   | BEER                             | BARABINO & PARTNERS Milan           | ITALY          | BARABINO & PARTNERS Milan / JWT ITALIA Milan      | Gold Lion   |
| C01/057 | 00330    | RIDING SHOTGUN WITH PAPA       | PAPA JOHN'S INTERNATIONAL         | PIZZA                            | FLEISHMAN-HILLARD ST LOUIS          | USA            | FLEISHMAN-HILLARD ST LOUIS                        | Gold Lion   |
| A01/009 | 00118    | SAVE CHRISTMAS                 | KRAFT FOODS SWEDEN/MARABOU        | ALADDIN                          | PRIME PR Stockholm                  | SWEDEN         | PRIME PR Stockholm / OGILVY STOCKHOLM             | Silver Lion |
| A02/009 | 00264    | FIGHT CERVICAL CANCER IN STYLE | GLAXOSMITHKLINE /JO'S TRUST       | CERVICAL CANCER AWARENESS        | WEBER SHANDWICK London              | UNITED KINGDOM | WEBER SHANDWICK London / SLAM PR London           | Silver Lion |
| A03/008 | 00361    | THE FUN THEORY                 | VOLKSWAGEN SWEDEN                 | VOLKSWAGEN BLUEMOTION            | DDB STOCKHOLM                       | SWEDEN         | DDB STOCKHOLM                                     | Silver Lion |
| A03/011 | 00265    | BUILD A CAR                    | WIESMANN                          | SPORTS CARS                      | FAKTOR 3 Hamburg                    | GERMANY        | FAKTOR 3 Hamburg                                  | Silver Lion |
| A04/018 | 00418    | TAKE OVER                      | WOZ DIE WOCHENZEITUNG             | NEWSPAPER                        | SPILLMANN/FELSER/LEO BURNETT Zürich | SWITZERLAND    | SPILLMANN/FELSER/LEO BURNETT Zürich               | Silver Lion |
| A05/008 | 00225    | BABY ELEPHANT                  | ZOO ANTWERP                       | ZOO PROMOTION                    | BOONDOGGLE Leuven                   | BELGIUM        | BOONDOGGLE Leuven                                 | Silver Lion |
| A06/002 | 00059    | RIDING SHOTGUN WITH PAPA       | PAPA JOHN'S INTERNATIONAL         | BRAND AWARENESS                  | FLEISHMAN-HILLARD ST LOUIS          | USA            | FLEISHMAN-HILLARD ST LOUIS                        | Silver Lion |
| A06/005 | 00124    | BOOK HAPPY MEAL                | SWEDISH McDONALD'S                | McDONALD'S                       | PRIME PR Stockholm                  | SWEDEN         | PRIME PR Stockholm / DDB STOCKHOLM                | Silver Lion |
| A06/007 | 00466    | NEVER MIND THE POLLACKS        | SAINSBURY'S                       | SUPERMARKET                      | HAVAS SPORTS & ENTERTAINMENT London | UNITED KINGDOM | CAKE MEDIA London                                 | Silver Lion |
| A07/005 | 00498    | FOREVER YOUNG                  | POSTEN                            | SWEDISH POST                     | ÅKESTAM HOLST Stockholm             | SWEDEN         | ÅKESTAM HOLST Stockholm                           | Silver Lion |
| A07/007 | 00301    | BOVAP                          | SOUZA BARROS STOCK BROKERAGE FIRM | ONLINE STOCK TRADING TOOL        | LIVEAD São Paulo                    | BRAZIL         | LIVEAD São Paulo                                  | Silver Lion |
| A08/014 | 00249    | LOVE CODE                      | LG                                | MOBILE PHONE                     | McCANN WORLDGROUP THAILAND Bangkok  | THAILAND       | McCANN WORLDGROUP THAILAND Bangkok                | Silver Lion |
| A09/002 | 00043    | LOVE CAKE PROJECT              | WORLD VISION JAPAN                | CHILD SPONSOR DONATION PROGRAMME | DENTSU PUBLIC RELATIONS Tokyo       | JAPAN          | DENTSU PUBLIC RELATIONS Tokyo                     | Silver Lion |
| A09/041 | 00200    | SUN SOUND                      | THE CANCER COUNCIL                | SKIN CANCER PREVENTION           | THREE DRUNK MONKEYS Sydney          | AUSTRALIA      | THREE DRUNK MONKEYS Sydney                        | Silver Lion |

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|         |       |                                   |                                      |                                     |  |                 |  |             |
|---------|-------|-----------------------------------|--------------------------------------|-------------------------------------|--|-----------------|--|-------------|
| A10/004 | 00041 | THE LAUNCH OF SHIPBUILDING HERO   | SANOYAS HISHINO MEISHO CORPORATION   | SHIP BUILDER                        | DENTSU KANSAI Osaka                          | JAPAN           | DENTSU KANSAI Osaka                          | Silver Lion |
| A10/015 | 00214 | I KNEW IT                         | OLYMPIKUS                            | BRAZILIAN OLYMPIC COMMITTEE SPONSOR | DCS Porto Alegre                             | BRAZIL          | DCS Porto Alegre / BOCA Porto Alegre         | Silver Lion |
| A10/040 | 00267 | SOCIABLE DRIVE                    | FORD MOTOR COMPANY                   | CARS                                | OGILVY PUBLIC RELATIONS WORLDWIDE Washington | USA             | OGILVY PUBLIC RELATIONS WORLDWIDE Washington | Silver Lion |
| A12/004 | 00149 | MATE FROM THE PAST                | CITY OF WARSAW PROMOTION             | EDUCATIONAL CAMPAIGN                | SAN MARKOS Warsaw                            | POLAND          | SAN MARKOS Warsaw                            | Silver Lion |
| A12/007 | 00156 | DECAMERONE STOCKHOLM              | VÄRDGUIDEN, STOCKHOLM COUNTY COUNCIL | VACCINATION AND HEALTH SERVICE      | PRIME PR Stockholm                           | SWEDEN          | PRIME PR Stockholm / QUATTROPORTE Stockholm  | Silver Lion |
| A14/005 | 00069 | BEAUTY IN EVERY LETTER            | NHN                                  | HANGEUL CHARACTERS AWARENESS        | NHN Seongnam                                 | KOREA           | NHN Seongnam                                 | Silver Lion |
| A14/013 | 00523 | THE MARATHON FOR WATER            | LIDL                                 | PROJECT VIVA                        | LEO BURNETT IBERIA                           | PORTUGAL        | LEO BURNETT IBERIA                           | Silver Lion |
| A15/008 | 00426 | PEE IN THE SHOWER                 | SOS ATLANTIC FOREST FOUNDATION       | INSTITUTIONAL                       | F/NAZCA SAATCHI & SAATCHI São Paulo          | BRAZIL          | F/NAZCA SAATCHI & SAATCHI São Paulo          | Silver Lion |
| A16/009 | 00161 | VIRTUAL PILGRIMAGE                | CATHOLIC CHURCH                      | RELIGIOUS WEBSITE                   | JOTABEQU GREY San José                       | COSTA RICA      | JOTABEQU GREY San José                       | Silver Lion |
| B02/001 | 00007 | STANISLAV                         | MINISTRY OF JUSTICE                  | CYBERCRIME AWARENESS CAMPAIGN       | KONG Amsterdam                               | THE NETHERLANDS | KONG Amsterdam                               | Silver Lion |
| B02/041 | 00349 | PHOTOCHAINS                       | CANON AUSTRALIA                      | EOS PHOTOCHAINS                     | LEO BURNETT SYDNEY                           | AUSTRALIA       | LEO BURNETT SYDNEY                           | Silver Lion |
| B03/029 | 00271 | THE PACIFIC NATIONAL HONOR FLIGHT | HBO                                  | VETERANS EVENT                      | CIVIC ENTERTAINMENT GROUP New York           | USA             | CIVIC ENTERTAINMENT GROUP New York           | Silver Lion |
| B05/005 | 00228 | LITTLE VOICE, BIG SOUND           | PHOENIX                              | BRAND AWARENESS                     | THE PRACTICE Bucharest                       | ROMANIA         | THE PRACTICE Bucharest                       | Silver Lion |
| B05/010 | 00461 | A VILLAGE OF EXPERTS              | MICROSOFT                            | WINDOWS 7                           | BUNGALOW 25 Madrid                           | SPAIN           | BUNGALOW 25 Madrid                           | Silver Lion |
| B05/014 | 00260 | TAILORED BY ENGLAND               | UMBRO                                | ENGLAND KIT LAUNCH 2009             | EXPOSURE London                              | UNITED KINGDOM  | EXPOSURE London                              | Silver Lion |
| B06/015 | 00305 | A VILLAGE OF EXPERTS              | MICROSOFT                            | WINDOWS 7                           | BUNGALOW 25 Madrid                           | SPAIN           | BUNGALOW 25 Madrid                           | Silver Lion |
| C01/045 | 00414 | WOMEN AGAINST LAZY STUBBLE        | PROCTER & GAMBLE                     | SHAVING PRODUCTS                    | BBDO Mumbai                                  | INDIA           | BBDO Mumbai                                  | Silver Lion |
| C02/005 | 00212 | AM I NUMBER 12?                   | WORLD HEPATITIS ALLIANCE             | FUNDRAISING CAMPAIGN                | FLEISHMAN-HILLARD London                     | UNITED KINGDOM  | FLEISHMAN-HILLARD London                     | Silver Lion |

**Total Entries:** 44