

## DIRECT WINNERS

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Prize
D01/070	01249	ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland	Grand Prix
A02/016	00406	CARDBOARD RECORD PLAYER	GGRP	SOUND DESIGN COMPANY	GREY VANCOUVER	CANADA	GREY VANCOUVER	Gold Lion
A04/019	01009	HIDDEN SOUND CAMPAIGN	ZOO RECORDS	ALTERNATIVE MUSIC SHOP	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong	Gold Lion
A06/016	00673	LIVE RESCUE	COASTGUARD NZ	SEARCH & RESCUE SERVICES	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	Gold Lion
A07/032	00738	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm	Gold Lion
A07/065	01242	SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Gold Lion
A09/018	01137	DRAMA QUEEN	YOUNG DIRECTOR AWARD BY CFP-	YOUNG DIRECTOR AWARD	TBWA\PHS HELSINKI	FINLAND	TBWA\PHS HELSINKI	Gold Lion
B02/026	00843	FACEBOOK SHOWROOM	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Gold Lion
B04/053	01221	NOTHING SOFT GETS IN	TOYOTA MOTOR CORPORATION	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney	Gold Lion
B04/073	00077	SMASH	K'S JAPAN	GUITAR COMPANY	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Gold Lion
C02/033	01222	NOTHING SOFT GETS IN	TOYOTA MOTOR CORPORATION	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney	Gold Lion
C03/020	00775	PHOTOCHAINS	CANON AUSTRALIA	EOS DSLR CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	Gold Lion
C05/032	01248	ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland	Gold Lion
C06/001	00041	4320 LA/SYD	V AUSTRALIA	AIRLINE	DROGA5 AUSTRALIA Sydney	AUSTRALIA	DROGA5 AUSTRALIA Sydney	Gold Lion
C08/026	01507	ETERNAL MOONWALK	STUDIO BRUSSELS	RADIO STATION	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	Gold Lion
C10/025	00618	AUDIO ANNUAL REPORT	BANG & OLUFSEN	ELECTRONIC ANNUAL REPORT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Gold Lion
C11/009	00205	SUPPORT SCENT	GUIDE DOGS AUSTRALIA	SUPPORT FOR THE BLIND	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	Gold Lion
C11/032	00561	CHILD SOLDIERS	OHNE RÜSTUNG LEBEN	CHILD SOLDIER DONATION APPEAL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Gold Lion
C11/084	01245	CHOOSE A DIFFERENT ENDING	THE METROPOLITAN POLICE	ANTI-KNIFE CRIME CAMPAIGN	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Gold Lion
D01/097	01226	NOTHING SOFT GETS IN	TOYOTA MOTOR CORPORATION	4WD RANGE	SAATCHI & SAATCHI AUSTRALIA Sydney	AUSTRALIA	SAATCHI & SAATCHI AUSTRALIA Sydney	Gold Lion
A01/011	00140	FALLING LETTERS	BISCHOEFLICHES HILFSWERK MISEREOR	HAITI DONATIONS INITIATIVE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	Silver Lion
A04/022	01161	LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS	13TH STREET - TV CHANNEL	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Silver Lion
A04/026	01051	SHAKEDOWN	SAMSUNG	B2100 MOBILE PHONE	FROM STOCKHOLM WITH LOVE Stockholm	SWEDEN	FROM STOCKHOLM WITH LOVE Stockholm	Silver Lion
A05/007	00329	VIRTUAL STRIKE	ASSOCIATION OF COMMUNICATION	COMPETITION CHARTER	FAMOUS Brussels	BELGIUM	FAMOUS Brussels	Silver Lion
A05/056	01024	I KILL A FRIEND.COM	NBC UNIVERSAL	TV NETWORK	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris	Silver Lion

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A07/028	00501	ANDES TELETRANSPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	Silver Lion
A07/029	00630	AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan	Silver Lion
A08/060	01189	WHOPPER FACE	BURGER KING	WHOPPER	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Silver Lion
A09/014	00378	IT'S NO PICNIC	CADBURY	PICNIC CHOCOLATE BAR	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne	Silver Lion
A10/009	00394	TAKE AWAY DERELICT	NEUNERHAUS	HOMELESS FUNDRAISING	EURO RSCG VIENNA	AUSTRIA	EURO RSCG VIENNA	Silver Lion
B02/043	01190	DONATE YOUR WEBSITE	GRAACC	CHILDREN'S CANCER NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Silver Lion
B04/057	00774	PHOTOCHAINS	CANON AUSTRALIA	EOS DSLR CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	Silver Lion
C01/010	00503	ANDES TELETRANSPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	Silver Lion
C02/015	00767	COMPOSING YOUR LIFE	AUDI	AUDI BIRTHDAY	CP PROXIMITY Barcelona	SPAIN	CP PROXIMITY Barcelona	Silver Lion
C06/017	00443	BABY ELEPHANT	ANTWERP ZOO	ZOO	BOONDOGGLE Leuven	BELGIUM	BOONDOGGLE Leuven	Silver Lion
C07/011	01010	HIDDEN SOUND CAMPAIGN	ZOO RECORDS	ALTERNATIVE MUSIC SHOP	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong	Silver Lion
C08/010	01025	I KILL A FRIEND.COM	NBC UNIVERSAL	TV NETWORK	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris	Silver Lion
C08/025	01084	CASTING	GRUPO Q	PLAYBOY MAGAZINE	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	Silver Lion
C10/029	00374	SMASH	K'S JAPAN	GUITAR COMPANY	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Silver Lion
C10/051	01514	IMAGINARY MUSICAL INSTRUMENTS	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Silver Lion
C11/067	00909	MY FIRST BOOK PROJECT	GLOBAL LITERACY PROJECT	LITERACY PROJECT	JWT CAPE TOWN	SOUTH AFRICA	JWT CAPE TOWN	Silver Lion
C11/092	00385	SUN SOUND	THE CANCER COUNCIL	SKIN CANCER PREVENTION	THREE DRUNK MONKEYS Sydney	AUSTRALIA	THREE DRUNK MONKEYS Sydney	Silver Lion
C11/097	00674	LIVE RESCUE	COASTGUARD NZ	SEARCH & RESCUE SERVICES	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	Silver Lion
D01/081	01342	4320 LA/SYD	V AUSTRALIA	AIRLINE	DROGA5 AUSTRALIA Sydney	AUSTRALIA	DROGA5 AUSTRALIA Sydney	Silver Lion
A01/031	00239	INVASION	IHDI ESTAÇÃO BEM-ESTAR	CHARITY LODGE FOR THE HOMELESS	Sun/MRM WORLDWIDE São Paulo	BRAZIL	Sun/MRM WORLDWIDE São Paulo	Bronze Lion
A01/043	00826	MAGICAL CHRISTMAS CARDS	SWEDISH POSTAL SERVICE	POST	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg	SWEDEN	CRISPIN PORTER + BOGUSKY EUROPE Gothenburg	Bronze Lion
A02/013	00119	ARV PLECTRUMS	ROCK4AIDS	AIDS AWARENESS NGO	JOE PUBLIC Johannesburg	SOUTH AFRICA	JOE PUBLIC Johannesburg	Bronze Lion
A02/056	00608	AUDIO ANNUAL REPORT	BANG & OLUFSEN	ELECTRONIC ANNUAL REPORT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	Bronze Lion
A02/108	00768	PHOTO 5	CANON AUSTRALIA	CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	Bronze Lion
A02/110	01513	IMAGINARY MUSICAL INSTRUMENTS	SAXSOFUNNY	SOUND PRODUCTION COMPANY	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Bronze Lion
A03/023	00668	MISSING PICTURES	TOWER INSURANCE	INSURANCE	AIM PROXIMITY Auckland	NEW ZEALAND	AIM PROXIMITY Auckland	Bronze Lion

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A05/077	01064	IQ FONT	TOYOTA	IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS	Bronze Lion
A05/101	01469	QUIQUE THE HEAD	DIESEL	MOWIE MOTORCYCLE HELMETS	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid	Bronze Lion
A05/112	01083	CASTING	GRUPO Q	PLAYBOY MAGAZINE	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	Bronze Lion
A06/003	00531	THE HERO	RADIOTJANST	BROADCASTING TAX PAYMENT AWARENESS	DRAFTFCB Stockholm	SWEDEN	DRAFTFCB Stockholm	Bronze Lion
A07/022	00457	RELOAD	TRICOM	BROADBAND INTERNET	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo / OMD DOMINICANA Santo Domingo	Bronze Lion
A09/016	00697	REAR VIEW MIRROR CINEMA	EUROPCAR GERMANY	EUROPCAR MINIBUS SPECIAL	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT	Bronze Lion
A09/017	01059	ELECTRICALLY OPERATED BOOT	SKODA AUTO POLSKA	SUPERB ESTATE	CHANGE INTEGRATED Warsaw	POLAND	CHANGE INTEGRATED Warsaw	Bronze Lion
A09/025	01079	RINGTOWNS	CLARO	MOBILE NETWORK COVERAGE CAMPAIGN	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA	Bronze Lion
A10/023	01177	COUPON BILLBOARD	JAMES READY	BEER	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	Bronze Lion
A10/026	01336	WAX AD	PEUGEOT	207 QUIKSILVER	LODUCCA MPM São Paulo	BRAZIL	LODUCCA MPM São Paulo	Bronze Lion
B04/047	00913	HARDCHORUS	PUMA	LOVE = FOOTBALL	DROGA5 New York	USA	DROGA5 New York	Bronze Lion
C01/005	00169	LURE THE OTAKU!	KINREI CORPORATION	SENGOKU UDON NOODLES	DENTSU Tokyo	JAPAN	DENTSU Tokyo	Bronze Lion
C01/007	00164	6 BEERS OF SEPARATION	LION NATHAN AUSTRALIA	TOOHEY'S EXTRA DRY BEER	BMF Sydney	AUSTRALIA	BMF Sydney / HOLLER Sydney	Bronze Lion
C02/025	01066	IQ FONT	TOYOTA	IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS	Bronze Lion
C03/008	00269	SEE THE LOVE	FRANZ CHINA COLLECTION	CHINA COLLECTION	OGILVY & MATHER TAIWAN Taipei	CHINESE TAIPEI	OGILVY & MATHER TAIWAN Taipei	Bronze Lion
C05/018	00739	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm	Bronze Lion
C10/061	00634	AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA Milan	ITALY	JWT ITALIA Milan	Bronze Lion
C11/069	01540	THE SOAP OF YOUR CHOICE	SPIEGEL ONLINE	PARTICIPATION IN THE GENERAL ELECTION 2009	INTERPOL+- Berlin	GERMANY	INTERPOL+- Berlin	Bronze Lion
C11/094	00802	GET A NEW PERSPECTIVE ON HISTORY	DITSONG: MUSEUM OF MILITARY HISTORY	WORLD WAR ONE EXHIBIT	IRELAND/DAVENPORT Johannesburg	SOUTH AFRICA	IRELAND/DAVENPORT Johannesburg	Bronze Lion
D01/037	00740	WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR Stockholm	SWEDEN	FARFAR Stockholm	Bronze Lion
D01/066	01123	CALL FOR ENTRIES	AWARD	ADVERTISING AWARD	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	Bronze Lion
D01/072	01247	CHOOSE A DIFFERENT ENDING	THE METROPOLITAN POLICE	ANTI-KNIFE CRIME CAMPAIGN	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Bronze Lion
D01/100	00777	PHOTOCHAINS	CANON AUSTRALIA	EOS DSLR CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	Bronze Lion
D01/101	01085	CASTING	GRUPO Q	PLAYBOY MAGAZINE	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	Bronze Lion

Total Entries: 75