

RADIO SHORTLIST

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Production Company
<u>A01 (Foods)</u>								
A01/004	00177	RAPPER	CADBURY'S SOUTH AFRICA	CLORETS BREATH MINTS	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	B&S STUDIOS Cape Town
A01/009	00208	URL	I&J	OMEGA 3 FISH FINGERS	NET#WORK BBDO CAPE TOWN	SOUTH AFRICA	NET#WORK BBDO CAPE TOWN	THE WORK ROOM Cape Town
A01/018	00428	CRY-LAUGHTER	WRIGLEY	STARBURST SWEETS	LATINWORKS Austin	USA	LATINWORKS Austin	AZ LOS ANGELES
A01/020	00366	TAMPON	ALIMENTOS KELLOGG'S	ALL BRAN CEREAL	LEO BURNETT VENEZUELA Caracas	VENEZUELA	LEO BURNETT VENEZUELA Caracas	SONICA STUDIOS Caracas
A01/025	00760	SOCK DRAWER	CADBURY	CLUSTERS CONFECTIONERY	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	RADIOVILLE London
A01/026	00761	PUB	CADBURY	CLUSTERS CONFECTIONERY	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	RADIOVILLE London
A01/027	00762	OFFICE	CADBURY	CLUSTERS CONFECTIONERY	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	RADIOVILLE London
<u>A02 (Alcoholic Drinks)</u>								
A02/019	01132	CINCO	HEINEKEN	DOS EQUIS BEER	EURO RSCG WORLDWIDE New York	USA	EURO RSCG WORLDWIDE New York	BERWYN EDITORIAL New York
A02/020	01133	HALLOWEEN	HEINEKEN	DOS EQUIS BEER	EURO RSCG WORLDWIDE New York	USA	EURO RSCG WORLDWIDE New York	POMANN SOUND New York
A02/021	01134	STANDARD	HEINEKEN	DOS EQUIS BEER	EURO RSCG WORLDWIDE New York	USA	EURO RSCG WORLDWIDE New York	POMANN SOUND New York
A02/022	01135	SIGNS	HEINEKEN	DOS EQUIS BEER	EURO RSCG WORLDWIDE New York	USA	EURO RSCG WORLDWIDE New York	BERWYN EDITORIAL New York
<u>A03 (Non-Alcoholic Drinks)</u>								
A03/001	00289	OVERPROMISING GUY	SEATTLE'S BEST COFFEE	ICED LATTES	CREATURE Seattle	USA	CREATURE Seattle	BARTRADIO Seattle
A03/022	01226	KEEPS YOU ASLEEP	LAVAZZA	DECAFFEINATED COFFEE	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul	PROFILM Istanbul
<u>A04 (Household)</u>								
A04/004	00181	BATTLE	PROCTER & GAMBLE	BOUNTY PAPER TOWEL	LAPIZ Chicago	USA	LAPIZ Chicago	RAYA PRODUCCIONES Buenos Aires
A04/006	00359	SKA	PROCTER & GAMBLE	BOUNTY PAPER TOWEL	LEO BURNETT PUERTO RICO San Juan	PUERTO RICO	LEO BURNETT PUERTO RICO San Juan	ALTAMAR MUSIC San Juan

A05 (Home Appliances, Furnishings, Electronics & Audio Visual)

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A05/001	00021	A SALARYMAN'S LIFE	PANASONIC	COMBINATION STEAM OVEN	DAIKO ADVERTISING Osaka	JAPAN	DAIKO ADVERTISING Osaka	BIG FACE Osaka
A05/002	00022	LETTER	PANASONIC	ECO CUTE WATER HEATER	DAIKO ADVERTISING Osaka	JAPAN	DAIKO ADVERTISING Osaka	BIG FACE Osaka
A05/010	00207	FAMILY PORTRAIT	PANASONIC GOBEL INDONESIA	LUMIX CAMERA	PT PERWANAL SAATCHI & SAATCHI Jakarta	INDONESIA	PT PERWANAL SAATCHI & SAATCHI Jakarta	SWANTEN Jakarta
A05/022	01175	BOTTOMLESS PIT	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
A05/023	01177	GARY'S LADDER	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
A05/024	01179	KNOWLEDGE SHELF	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
A05/025	01181	UNIVERSE DIORAMA	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
A05/047	01088	C'MON, WHAT'S THIS SONG?	MOTOROLA	MOTO ID MUSIC IDENTIFICATION	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	SATELITE AUDIO São Paulo
A05/048	01089	I CAN'T REMEMBER THIS TUNE	MOTOROLA	MOTO ID MUSIC IDENTIFICATION	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	SATELITE AUDIO São Paulo

A06 (Cosmetics & Beauty, Toiletries)

A06/004	00361	OLAY	PROCTER & GAMBLE	OLAY ANTI-AGING CREAM	DDB OSLO	NORWAY	DDB OSLO	BÅDE OG Oslo
A06/025	01139	YOU'RE A MAN	UNILEVER	DOVE MEN+CARE	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	ELEVEN SOUND West Hollywood / EYE PATCH New York

A07 (Pharmacy)

A07/006	00152	SPIDER	QUEISSER PHARMA	DOPPELHERZ TRANQUILLISERS	SCHOLZ & FRIENDS Hamburg	GERMANY	SCHOLZ & FRIENDS Hamburg	TONSCHNEIDREI Hamburg
A07/007	00153	TATTOO	QUEISSER PHARMA	DOPPELHERZ TRANQUILLISERS	SCHOLZ & FRIENDS Hamburg	GERMANY	SCHOLZ & FRIENDS Hamburg	TONSCHNEIDREI Hamburg
A07/023	00753	CITY STREET	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London
A07/024	00755	OFFICE	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London
A07/025	00757	PARK	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London

A08 (Clothing, Footwear & Accessories)

RADIO SHORTLIST

A08/006	00195	LIFEGUARD	SCHILLING OPTICS	SPECTACLE CASES	UNITAS/RNL Santiago	CHILE	UNITAS/RNL Santiago	PLATAFORMA DIGITAL Santiago
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A09 (Miscellaneous)

A09/003	00372	CAR RIDE	MARS PET CARE	CHUM DOG FOOD	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	FLAGSTAFF Melbourne
A09/004	00373	FETCH	MARS PET CARE	CHUM DOG FOOD	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	FLAGSTAFF Melbourne
A09/005	00374	MAIL MAN	MARS PET CARE	CHUM DOG FOOD	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	FLAGSTAFF Melbourne
A09/016	01156	DOG RADIO	GALAXXY PET FOOD	NATURIA DOG FOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg

A10 (Cars & Automotive Services)

A10/003	00064	THE WORLD'S MOST TRUSTWORTHY RADIO AD	ACDELCO	VEHICLE SERVICE CENTRES	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai	BKP Dubai
A10/011	00155	TRUNK RECORDING	RENAULT	RENAULT SYMBOL	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo	REC Montevideo
A10/014	00210	EMOTIONAL SATNAV	LEXUS	MARK LEVINSON SOUND SYSTEM	DRAFTFCB JOHANNESBURG	SOUTH AFRICA	DRAFTFCB JOHANNESBURG	FREQ'NCY Johannesburg
A10/018	00217	EL LOCO	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG	SOUTH AFRICA	DRAFTFCB JOHANNESBURG	SONOVISION STUDIOS Johannesburg
A10/019	00218	CREEPER TARTS	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG	SOUTH AFRICA	DRAFTFCB JOHANNESBURG	SONOVISION STUDIOS Johannesburg
A10/032	00303	STOP	MERCEDES-BENZ THAILAND	BRAKE-ASSIST TECHNOLOGY	LOWE Bangkok	THAILAND	LOWE Bangkok	STERLING SOUND Johannesburg
A10/060	01061	FRIENDS	VOLKSWAGEN	VW SAVEIRO	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	A VOZ DO BRASIL São Paulo
A10/061	01062	COUPLE	VOLKSWAGEN	VW SAVEIRO	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	A VOZ DO BRASIL São Paulo
A10/069	00616	HUMAN EMISSIONS	VOLKSWAGEN SWEDEN	VW PASSAT ECOFUEL	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	FLICKORNA LARSSON Stockholm
A10/080	00828	CAR CHASE	VOLKSWAGEN	VW GOLF 6	DDB GERMANY BERLIN	GERMANY	DDB GERMANY BERLIN	STUDIO FUNK Berlin
A10/084	00878	GUNSHOT	BAYERISCHE MOTOREN WERKE	BMW S1000 RR MOTORCYCLE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	TONHAUS HAMBURG
A10/107	00990	HORSE	SUBARU CANADA	SUBARU WRX	DDB CANADA/TORONTO	CANADA	DDB CANADA/TORONTO	PIRATE RADIO & TELEVISION Toronto
A10/108	00991	SPRINT	SUBARU CANADA	SUBARU WRX	DDB CANADA/TORONTO	CANADA	DDB CANADA/TORONTO	PIRATE RADIO & TELEVISION Toronto
A10/122	00943	AMSTERDAM	MERCEDES-BENZ SCHWEIZ	LINGUATRONIC VOICE CONTROL	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	JINGLE JUNGLE Zürich
A10/123	00944	ATHENS	MERCEDES-BENZ SCHWEIZ	LINGUATRONIC VOICE CONTROL	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	JINGLE JUNGLE Zürich

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A10/124	00945	AMARILLO	MERCEDES-BENZ SCHWEIZ	LINGUATRONIC VOICE CONTROL	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	JINGLE JUNGLE Zürich
A10/125	00946	MOSKOW	MERCEDES-BENZ SCHWEIZ	LINGUATRONIC VOICE CONTROL	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	JINGLE JUNGLE Zürich

A11 (Retail Stores)

A11/003	00115	BBQ	CANAC-MARQUIS HARDWARE	RETAIL STORE	LG2 Québec	CANADA	LG2 Québec	BOOGIE STUDIO Montréal
A11/004	00238	CERAMIC	CANAC-MARQUIS HARDWARE	RETAIL STORE	LG2 Québec	CANADA	LG2 Québec	BOOGIE STUDIO Montréal
A11/005	00117	LIGHT BULBS	CANAC-MARQUIS HARDWARE	RETAIL STORE	LG2 Québec	CANADA	LG2 Québec	BOOGIE STUDIO Montréal
A11/011	00200	AWKWARD HEALTH FILMS	QUIKTRIP	FRESH DONUTS	THE RICHARDS GROUP Dallas	USA	THE RICHARDS GROUP Dallas	CHARLIE UNIFORM TANGO Dallas
A11/058	00726	HIM & HER	GANDHI	BOOKSTORES	OGILVY MEXICO	MEXICO	OGILVY MEXICO	LOOKAS AUDIO Mexico City
A11/059	00727	ROCKING CHAIR	GANDHI	BOOKSTORES	OGILVY MEXICO	MEXICO	OGILVY MEXICO	LOOKAS AUDIO Mexico City
A11/060	00728	JACK	GANDHI	BOOKSTORES	OGILVY MEXICO	MEXICO	OGILVY MEXICO	LOOKAS AUDIO Mexico City

A12 (Restaurants & Fast Food Outlets)

A12/009	00504	LUNCH	McDONALD'S	McMINI SANDWICH LAUNCH	COSSETTE WEST Vancouver	CANADA	COSSETTE WEST Vancouver	GGRP Vancouver
A12/010	00505	TRY	McDONALD'S	McMINI SANDWICH LAUNCH	COSSETTE WEST Vancouver	CANADA	COSSETTE WEST Vancouver	GGRP Vancouver
A12/011	00506	NAME	McDONALD'S	McMINI SANDWICH LAUNCH	COSSETTE WEST Vancouver	CANADA	COSSETTE WEST Vancouver	GGRP Vancouver
A12/012	00507	TWEET	McDONALD'S	McMINI SANDWICH LAUNCH	COSSETTE WEST Vancouver	CANADA	COSSETTE WEST Vancouver	GGRP Vancouver
A12/014	00597	PHONE-DIALING RADIO SPOT	AMSTERDAM VILLAGE COMPANY	HOTEL ARENA RESTAURANT	THEY Amsterdam	THE NETHERLANDS	THEY Amsterdam	STUDIO DE KEUKEN Amsterdam
A12/015	00906	BUSES	McDONALD'S	GRAND ANGUS BURGER	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	DDB SYDNEY
A12/016	00907	WAITRESS	McDONALD'S	GRAND ANGUS BURGER	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	DDB SYDNEY
A12/017	00908	VALET	McDONALD'S	GRAND ANGUS BURGER	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	DDB SYDNEY

A13 (Travel, Transport & Tourism)

A13/004	00318	MOIRA	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
A13/005	00320	BARRY	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg

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A13/006	00322	NEVILLE	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
A13/008	00705	MARIACHIS	VOLARIS	AIRLINE	TERANT\BWA Mexico City	MEXICO	TERANT\BWA Mexico City	JARPA Mexico City
A13/009	00706	COMPADRES	VOLARIS	AIRLINE	TERANT\BWA Mexico City	MEXICO	TERANT\BWA Mexico City	JARPA Mexico City
A13/028	01035	LOS ANGELES	RESTPLASS	TRAVEL AGENCY	BTS UNITED Oslo	NORWAY	BTS UNITED Oslo	SAGVEIEN RESORT Oslo
A13/030	01037	KNOXVILLE	RESTPLASS	TRAVEL AGENCY	BTS UNITED Oslo	NORWAY	BTS UNITED Oslo	SAGVEIEN RESORT Oslo

A14 (Entertainment & Leisure)

A14/010	00100	LONE RANGER	CARTAGENA MUSIC FESTIVAL	INTERNATIONAL MUSIC EVENT	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá	LAIKA Bogotá
A14/011	00138	LIONS VS. KANGAROOS	LUXBET	FOOTY TIPPING COMPETITION	US Sydney	AUSTRALIA	US Sydney	NYLON STUDIOS Sydney
A14/035	00829	BANKS	EVERLAST SOUTH AFRICA	BOXING EQUIPMENT	JWT JOHANNESBURG	SOUTH AFRICA	JWT JOHANNESBURG	SONOVISION STUDIOS Johannesburg
A14/037	00831	PHONE COMPANIES	EVERLAST SOUTH AFRICA	BOXING EQUIPMENT	JWT JOHANNESBURG	SOUTH AFRICA	JWT JOHANNESBURG	SONOVISION STUDIOS Johannesburg
A14/050	01078	G.I. JOE	ISTANBUL TOY	TOY MUSEUM	LEO BURNETT ISTANBUL	TURKEY	LEO BURNETT ISTANBUL	MELODIKA Istanbul
A14/056	00898	PREGNANT	CINE LAS AMERICAS	INTERNATIONAL FILM FESTIVAL	LATINWORKS Austin	USA	LATINWORKS Austin	PERSONAL MUSIC Miami
A14/064	01022	EUPHORIC	BONGO	EXPERIENCE GIFT VOUCHERS	DUVAL GUILLAUME Brussels	BELGIUM	DUVAL GUILLAUME Brussels	SONICVILLE Brussels
A14/075	01194	PANCHO JASEN	ASEFA ESTUDIANTES	BASKETBALL CLUB	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid	MEDIA SOUND Madrid
A14/076	01195	NACHO AZOFRA	ASEFA ESTUDIANTES	BASKETBALL CLUB	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid	MEDIA SOUND Madrid
A14/077	01196	CARLOS SUAREZ	ASEFA ESTUDIANTES	BASKETBALL CLUB	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid	MEDIA SOUND Madrid

A15 (Publications & Media)

A15/003	00020	BEARS	CHICAGO TRIBUNE	NEWSPAPER	JUNIPER PARK Toronto	CANADA	JUNIPER PARK Toronto	CHICAGO TRIBUNE
A15/020	00248	PIGEON	DSTV	SATELLITE TV NETWORK	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG	STERLING SOUND Johannesburg
A15/027	00236	NO AIR	MOTOR PRESSE STUTTGART	AUTO MOTOR & SPORT MAGAZINE	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG	HASTINGS AUDIO NETWORK Hamburg
A15/028	00237	REACH FOR ME	MOTOR PRESSE STUTTGART	AUTO MOTOR & SPORT MAGAZINE	LEAGAS DELANEY HAMBURG	GERMANY	LEAGAS DELANEY HAMBURG	HASTINGS AUDIO NETWORK Hamburg
A15/041	00432	VAN GOGH	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland
A15/042	00433	POLLOCK	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland

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A15/043	00434	ROTHKO	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland
A15/044	00263	THE OTHER VOICE	YTN	KOREAN NEWS NETWORK	CHEIL WORLDWIDE Seoul	KOREA	CHEIL WORLDWIDE Seoul	LIMELIGHT MUSIC CONSULTING Seoul
A15/051	00346	RUNNING & READING	LYDBOKFORLAGET	AUDIO BOOKS	McCANN OSLO	NORWAY	McCANN OSLO	VERDENS STERKESTE MANN Oslo

A16 (Banking, Investment & Insurance)

A16/001	00008	CHAOS	HBF	HEALTH INSURANCE	MEERKATS Perth	AUSTRALIA	MEERKATS Perth	EARDRUM Sydney
A16/002	00009	SOUND OF NOTHING	HBF	HEALTH INSURANCE	MEERKATS Perth	AUSTRALIA	MEERKATS Perth	EARDRUM Sydney
A16/003	00010	YOUR PASSENGER	HBF	HEALTH INSURANCE	MEERKATS Perth	AUSTRALIA	MEERKATS Perth	EARDRUM Sydney
A16/016	01172	EXTENSIVE	PACIFIC BLUE CROSS	HEALTH INSURANCE	DDB CANADA/VANCOUVER	CANADA	DDB CANADA/VANCOUVER	WAVE SOUND PRODUCTIONS Vancouver
A16/017	01173	CURABLE	PACIFIC BLUE CROSS	HEALTH INSURANCE	DDB CANADA/VANCOUVER	CANADA	DDB CANADA/VANCOUVER	WAVE SOUND PRODUCTIONS Vancouver

A17 (Business Equipment & Services)

A17/012	00532	HOLY WATER DELIVERY MAN	SEEK	JOB SEARCH WEBSITE	LEO BURNETT Melbourne	AUSTRALIA	LEO BURNETT Melbourne	RISK SOUND Melbourne
A17/014	00534	AFTER LIFE LAWYERS	SEEK	JOB SEARCH WEBSITE	LEO BURNETT Melbourne	AUSTRALIA	LEO BURNETT Melbourne	RISK SOUND Melbourne
A17/034	01042	JFK	STEDFAST	PAPER SHREDDERS	PUBLICIS COMMUNICATIONS Gurgaon	INDIA	PUBLICIS COMMUNICATIONS Gurgaon	SOUND STREAM STUDIOS New Delhi
A17/035	01043	ROSWELL	STEDFAST	PAPER SHREDDERS	PUBLICIS COMMUNICATIONS Gurgaon	INDIA	PUBLICIS COMMUNICATIONS Gurgaon	SOUND STREAM STUDIOS New Delhi
A17/039	01107	FANTASY QUEST	NETSURIT	IN-OFFICE IT SUPPORT	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG	PRODUCE SOUND Johannesburg

A18 (Commercial Public Services)

A18/023	00310	CALM	KOBRAND CORPORATION	EHRlich PEST CONTROL	DEVITO/VERDI New York	USA	DEVITO/VERDI New York	HEADROOM DIGITAL AUDIO New York
A18/027	00871	HIJACK	ALFA FROM ORASCOM	EKINEH FREE CALL BACK SERVICE	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	LEO BURNETT BEIRUT
A18/034	01094	COINS	VIRGIN MOBILE INDIA	MOBILE PHONE TARIFF	BATES 141 Mumbai	INDIA	BATES 141 Mumbai	LINGO INDIA Mumbai
A18/041	00350	NIGERIA	NETCOM GSM	FULL CONTROL MOBILE SERVICE	McCANN OSLO	NORWAY	McCANN OSLO	BÅDE OG Oslo

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A18/042	00351	KOREA	NETCOM GSM	FULL CONTROL MOBILE SERVICE	McCANN OSLO	NORWAY	McCANN OSLO	BÅDE OG Oslo
A18/043	00789	MAFIA	COMCAST	CABLELATINO	GRUPO GALLEGOS Long Beach	USA	GRUPO GALLEGOS Long Beach	AZ LOS ANGELES
A18/044	00790	SHAOLIN	COMCAST	CABLELATINO	GRUPO GALLEGOS Long Beach	USA	GRUPO GALLEGOS Long Beach	AZ LOS ANGELES
A18/045	00791	UFO	COMCAST	CABLELATINO	GRUPO GALLEGOS Long Beach	USA	GRUPO GALLEGOS Long Beach	AZ LOS ANGELES
A18/055	00960	GERMANY '06	DIRECTV	DIRECTV HD	LEO BURNETT COLOMBIANA Bogotá	COLOMBIA	LEO BURNETT COLOMBIANA Bogotá	LEO STUDIO Bogotá

A20 (Public Health & Safety, Public Awareness Messages)

A20/004	00028	DEATH CALLING	WEST MIDLANDS CASUALTY	MOBILE PHONE USE FOR DRIVERS	GLOBAL IDEAS Birmingham	UNITED KINGDOM	GLOBAL IDEAS Birmingham	GLOBAL IDEAS Birmingham
A20/014	00104	BREATHE	OFFICE OF ROAD SAFETY	ANTI DRINK- DRIVING MESSAGE	MARKETFORCE West Perth	AUSTRALIA	MARKETFORCE West Perth	SOUNDBYTE Leederville
A20/016	00112	EMERGENCY CALL	NORSK KRISESENTERFORB UND	NORWEGIAN WOMEN'S SHELTER ASSOCIATION	TRY ADVERTISING AGENCY Oslo	NORWAY	TRY ADVERTISING AGENCY Oslo	VERDENS STERKESTE MANN Oslo
A20/024	00188	BABY	LEAGUE AGAINST CANCER	BREAST CANCER AWARENESS	Y&R Lima	PERU	Y&R Lima	VINYLO SOUND Lima
A20/025	00189	LOSE YOUR LICENCE IN A FLASH	OFFICE OF ROAD SAFETY	SPEED LIMIT AWARENESS	303 SYDNEY	AUSTRALIA	303 SYDNEY	SOUNDBYTE Leederville
A20/026	00141	TELEPHONE	GLOBAL GREEN	HELPING REVERSE CLIMATE CHANGE	BLONDE NYC New York	USA	BLONDE NYC New York	AUDIORUCKUS Minneapolis
A20/042	00341	SECONDS	CHILEAN RED CROSS	FIRST AID COURSES	JWT CHILE Santiago	CHILE	JWT CHILE Santiago	SONICA Santiago
A20/055	00446	HEAR	MOTOITALIA PHILIPPINES	HELMET USE FOR MOTORCYCLISTS	DDB DM9JAYMESYFU Makati City	THE PHILIPPINES	DDB DM9JAYMESYFU Makati City	SOUNDESIGN Makati City
A20/082	00914	COUPLE	SOCIÉTÉ WALLONE DE EAUX	HAND WASHING AWARENESS	LEO BURNETT BRUSSELS	BELGIUM	LEO BURNETT BRUSSELS	COBRA RADIO BREWERY Brussels
A20/083	00915	BABY	SOCIÉTÉ WALLONE DE EAUX	HAND WASHING AWARENESS	LEO BURNETT BRUSSELS	BELGIUM	LEO BURNETT BRUSSELS	COBRA RADIO BREWERY Brussels
A20/085	00921	WE BET YOU WON'T CALL	THE NORWEGIAN GAMING AUTHORITY	GAMBLING HELPLINE	KITCHEN LEO BURNETT Oslo	NORWAY	KITCHEN LEO BURNETT Oslo	BÅDE OG Oslo
A20/087	00995	CARL	EARTH DAY CANADA	HOMETOWN HEROES CONTEST	DDB CANADA/TORONTO	CANADA	DDB CANADA/TORONTO	SONG & PATTERN Toronto
A20/091	01090	DON DIABLO	DANCE4LIFE	AIDS AWARENESS	INDIE Amsterdam	THE NETHERLANDS	INDIE Amsterdam	FC WALVISCH Amsterdam
A20/092	01091	GOLDEN SILVERS	DANCE4LIFE	AIDS AWARENESS	INDIE Amsterdam	THE NETHERLANDS	INDIE Amsterdam	FC WALVISCH Amsterdam
A20/093	01092	BELLX 1	DANCE4LIFE	AIDS AWARENESS	INDIE Amsterdam	THE NETHERLANDS	INDIE Amsterdam	FC WALVISCH Amsterdam

A21 (Fundraising & Appeals)

RADIO SHORTLIST

A21/005	00114	WHEN THE SPOTLIGHT HITS	FEDERATION OF QUÉBEC'S	MEMORY WALK	MARKETEL/McCANN ERICKSON Montréal	CANADA	MARKETEL/McCANN ERICKSON Montréal	SONART Montréal
A21/012	00284	JEN JEN	KYTHE FOUNDATION	BIRTHDAY PROGRAM	JWT MANILA	THE PHILIPPINES	JWT MANILA	HIT PRODUCTIONS Makati City
A21/013	00285	JUN JUN	KYTHE FOUNDATION	BIRTHDAY PROGRAM	JWT MANILA	THE PHILIPPINES	JWT MANILA	HIT PRODUCTIONS Makati City
A21/024	00488	DONATE	CHRISTOFFEL BLINDENMISSION	MISSION FOR THE BLIND	BBDO GERMANY Düsseldorf	GERMANY	BBDO GERMANY Düsseldorf	STUDIO FUNK Düsseldorf

B01 (Best Use of Music and/or Sound Design)

B01/009	00182	BATTLE	PROCTER & GAMBLE	BOUNTY PAPER TOWEL	LAPIZ Chicago	USA	LAPIZ Chicago	RAYA PRODUCCIONES Buenos Aires
B01/014	00357	TRIBE	LAND ROVER	LAND ROVER 2010	SUBSUELO AUDIO Mexico City	MEXICO	Y&R MEXICO	SUBSUELO AUDIO Mexico City
B01/015	00586	PLEASURE OF MIXING	BAJAJ ELECTRICALS	HAND BLENDERS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai	LINGO INDIA Mumbai
B01/027	00563	GROCERIES	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	SOUND RESERVOIR Sydney
B01/035	00576	HAPPY BIRDS	MICIAMICI ASSOCIATION	CAT ADOPTION	ECCETERA PRODUZIONI AUDIO Milan	ITALY	D'ADDA LORENZINI VIGORELLI BBDO Milan	ECCETERA PRODUZIONI AUDIO Milan
B01/042	00754	CITY STREET	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London
B01/043	00756	OFFICE	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London
B01/044	00758	PARK	NOVARTIS CONSUMER HEALTH	OTRIVINE NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / SAATCHI & SAATCHI London	JEFF WAYNE MUSIC GROUP London
B01/047	00903	SDIA PROJECT	AIDS TASK FORCE	NATIONAL AIDS DAY AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	SHAPAM Tel Aviv
B01/048	00928	CONCERT	GOOGLE TURKEY	SEARCH TIPS	GREY ISTANBUL	TURKEY	GREY ISTANBUL	MUZIKOTEK Istanbul
B01/050	00967	HELICOPTER	COLOMBIAN RED CROSS	CHARITABLE AID ORGANISATION	LEO BURNETT COLOMBIANA Bogotá	COLOMBIA	LEO BURNETT COLOMBIANA Bogotá	LEO STUDIO Bogotá
B01/051	00968	AMBULANCE	COLOMBIAN RED CROSS	CHARITABLE AID ORGANISATION	LEO BURNETT COLOMBIANA Bogotá	COLOMBIA	LEO BURNETT COLOMBIANA Bogotá	LEO STUDIO Bogotá
B01/052	00969	OPERATION	COLOMBIAN RED CROSS	CHARITABLE AID ORGANISATION	LEO BURNETT COLOMBIANA Bogotá	COLOMBIA	LEO BURNETT COLOMBIANA Bogotá	LEO STUDIO Bogotá
B01/060	01211	LET'S PEE IN THE CORNER	STUDIO BRUSSELS	'TUNE YOUR LIFE' SERIES	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	VRT Brussels
B01/061	01215	MICHAEL JACKSON	CLARO	SATELLITE TV	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA	30 SEGUNDOS Guatemala City

RADIO SHORTLIST

B02 (Best Scriptwriting)

B02/012	00216	EL LOCO	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG	SOUTH AFRICA	DRAFTFCB JOHANNESBURG	SONOVISION STUDIOS Johannesburg
B02/018	00291	OVERPROMISING GUY	SEATTLE'S BEST COFFEE	ICED LATTES	CREATURE Seattle	USA	CREATURE Seattle	BARTRADIO Seattle
B02/021	00319	MOIRA	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
B02/022	00321	BARRY	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
B02/023	00323	NEVILLE	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	FIRST#LEFT Johannesburg
B02/028	00378	CRUISE SHIP	ORF & RMS	ADVERTISING ON RADIO	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Vienna	MARX PRODUCTIONS Vienna
B02/036	00429	POLLOCK	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland
B02/037	00430	ROTHKO	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland
B02/038	00431	VAN GOGH	SKY TELEVISION	ARTS CHANNEL	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	LIQUID STUDIOS Auckland
B02/039	01123	SPANISH	PROCTER & GAMBLE	GAIN LAUNDRY DETERGENT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS Toronto
B02/041	01125	MORNING	PROCTER & GAMBLE	GAIN LAUNDRY DETERGENT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS Toronto
B02/050	00813	DON'T DO LAUNDRY	PROCTER & GAMBLE	ERA DETERGENT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS Toronto
B02/051	00815	TOO RICH	PROCTER & GAMBLE	ERA DETERGENT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS Toronto
B02/054	00821	MILES	PROCTER & GAMBLE	GAIN LAUNDRY DETERGENT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO	EGGPLANT PRODUCTIONS Toronto
B02/063	01176	BOTTOMLESS PIT	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
B02/064	01178	GARY'S LADDER	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
B02/065	01180	KNOWLEDGE SHELF	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
B02/066	01182	UNIVERSE DIORAMA	SEARS	CRAFTSMAN TOOLS	Y&R New York	USA	Y&R New York	SONIC UNION New York
B02/069	01046	GOURMET ZOO CHEF	SEEK	JOB SEARCH WEBSITE	LEO BURNETT Melbourne	AUSTRALIA	LEO BURNETT Melbourne	RISK SOUND Melbourne
B02/085	01106	FANTASY QUEST	NETSURIT	IN-OFFICE IT SUPPORT	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG	PRODUCE SOUND Johannesburg

RADIO SHORTLIST

B04 (Best Use of Radio as a Medium)

B04/003	00086	TRAFFIC NEWS	BISCHOEFLICHES HILFSWERK MISEREOR	APPEAL FOR AFRICAN VICTIMS OF CIVIL WAR	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	RSH RADIO Hamburg
B04/007	00156	TRUNK RECORDING	RENAULT	RENAULT SYMBOL	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo	REC Montevideo
B04/009	00598	PHONE-DIALING RADIO SPOT	AMSTERDAM VILLAGE COMPANY	HOTEL ARENA RESTAURANT	THEY Amsterdam	THE NETHERLANDS	THEY Amsterdam	STUDIO DE KEUKEN Amsterdam
B04/012	00587	PLEASURE OF MIXING	BAJAJ ELECTRICALS	HAND BLENDERS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai	LINGO INDIA Mumbai
B04/013	00451	RUNNING JOCKEYS	NIKE	NIKE+ HUMAN RACE	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai	RAVOLUTIONS STUDIO Bangalore
B04/015	00540	EARTH FM	WWF	CLIMATE CHANGE CAMPAIGN	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	SOUND RESERVOIR Sydney
B04/019	00809	VOICE MESSAGE	METROPOLITAN POLICE	CRIMESTOPPERS ANONYMOUS CRIME REPORTING	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	750MPH London
B04/026	00687	DIAL	CULTURA INGLESA	LANGUAGE SCHOOL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo	LEW'LARA\TBWA São Paulo
B04/030	00904	SDIA PROJECT	AIDS TASK FORCE	NATIONAL AIDS DAY AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	SHAPAM Tel Aviv
B04/031	00929	CONCERT	GOOGLE TURKEY	SEARCH TIPS	GREY ISTANBUL	TURKEY	GREY ISTANBUL	MUZIKOTEK Istanbul
B04/042	01157	DOG RADIO	GALAXXY PET FOOD	NATURIA DOG FOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg

Total Entries:

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