

## PRESS SHORTLIST

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<b><u>A01 (Savoury Foods)</u></b>							
A01/045	02951	ORCHARD FRUIT PEEKABOO	ORGANIC TOWN	ORGANIC BABY FOOD	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong
A01/046	02952	GRANDMA'S TURKEY DINNER	ORGANIC TOWN	ORGANIC BABY FOOD	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong
A01/047	02953	PUMPKIN PIE	ORGANIC TOWN	ORGANIC BABY FOOD	LEO BURNETT Hong Kong	HONG KONG	LEO BURNETT Hong Kong
<b><u>A02 (Sweet Foods &amp; Snacks)</u></b>							
A02/005	00663	LIVING ROOM	SIMA FOOD	LIKA GUM	ELEPHANT Cairo	EGYPT	ELEPHANT Cairo
A02/006	00664	CAMP	SIMA FOOD	LIKA GUM	ELEPHANT Cairo	EGYPT	ELEPHANT Cairo
A02/007	00665	SWAMP	SIMA FOOD	LIKA GUM	ELEPHANT Cairo	EGYPT	ELEPHANT Cairo
A02/039	01962	EUNICE	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A02/040	01964	IAN	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A02/041	01966	PAT	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
A02/042	01968	SIMONE	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
<b><u>A03 (Alcoholic Drinks)</u></b>							
A03/025	02753	ORANGE TABLE	CERVECERIA Y	QUILMES BEER	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES
A03/026	02754	YELLOW BOX	CERVECERIA Y	QUILMES BEER	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES
A03/027	02755	BLUE TABLE	CERVECERIA Y	QUILMES BEER	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES
<b><u>A04 (Non-Alcoholic Drinks)</u></b>							
A04/028	01521	ANVIL	OISHI GROUP	BLACK TEA LEMON	Y&R THAILAND Bangkok	THAILAND	Y&R THAILAND Bangkok
A04/029	01522	SAND BAG	OISHI GROUP	BLACK TEA LEMON	Y&R THAILAND Bangkok	THAILAND	Y&R THAILAND Bangkok
A04/030	01523	ROCK	OISHI GROUP	BLACK TEA LEMON	Y&R THAILAND Bangkok	THAILAND	Y&R THAILAND Bangkok
A04/059	02206	BOY2	DANONE	EVIAN	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
A04/060	02207	BOY1	DANONE	EVIAN	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
A04/061	02208	GIRL1	DANONE	EVIAN	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
A04/062	02209	BOY3	DANONE	EVIAN	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
A04/063	02210	GIRL2	DANONE	EVIAN	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris
A04/066	04383	FAN	MENDEZ & CO.	BUCKLER	Y&R PUERTO RICO Guaynabo	PUERTO RICO	Y&R PUERTO RICO Guaynabo
A04/067	04384	TATTOO	MENDEZ & CO.	BUCKLER	Y&R PUERTO RICO Guaynabo	PUERTO RICO	Y&R PUERTO RICO Guaynabo
A04/076	04636	DROPS OF SWEAT 1	PEPSICO	GATORADE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

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A04/077	04637	DROPS OF SWEAT 2	PEPSICO	GATORADE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A04/078	04638	DROPS OF SWEAT 3	PEPSICO	GATORADE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

### **A05 (Household: Cleaning Products)**

A05/067	04107	COFFEE	PROCTER & GAMBLE	TIDE DIRT MAGNETS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
A05/068	04109	INK	PROCTER & GAMBLE	TIDE DIRT MAGNETS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
A05/069	04111	EGG	PROCTER & GAMBLE	TIDE DIRT MAGNETS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
A05/070	04113	KETCHUP	PROCTER & GAMBLE	TIDE DIRT MAGNETS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
A05/092	04539	BELL BOTTOM PANTS	DREFT	LAUNDRY DETERGENT	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo
A05/094	04541	HIGH WAIST PANTS	DREFT	LAUNDRY DETERGENT	LEO BURNETT BRASIL São Paulo	BRAZIL	LEO BURNETT BRASIL São Paulo

### **A06 (Household: Other)**

A06/046	02243	FISH	KIMBERLY-CLARK	ALUKIM FOIL	JWT MEXICO	MEXICO	JWT MEXICO
A06/079	03555	HORSE	HOMECENTER	KLUNTER ADHESIVE	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá
A06/080	03556	PORCELAIN	HOMECENTER	KLUNTER ADHESIVE	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá
A06/081	03557	ROBOT	HOMECENTER	KLUNTER ADHESIVE	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá
A06/093	02709	CERAMIC	3M	CUSHION WRAP	CREATIVE JUICE\BANGKOK (TBWA) Bangkok	THAILAND	CREATIVE JUICE\BANGKOK (TBWA) Bangkok
A06/094	02710	CRYSTAL	3M	CUSHION WRAP	CREATIVE JUICE\BANGKOK (TBWA) Bangkok	THAILAND	CREATIVE JUICE\BANGKOK (TBWA) Bangkok
A06/095	02711	MARBLE	3M	CUSHION WRAP	CREATIVE JUICE\BANGKOK (TBWA) Bangkok	THAILAND	CREATIVE JUICE\BANGKOK (TBWA) Bangkok

### **A07 (Home Appliances & Furnishings)**

A07/093	03092	ANTIQUE	MIDEA	SECURITY CAMERA	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI
A07/094	03093	SAFE	MIDEA	SECURITY CAMERA	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI
A07/095	03094	CAR	MIDEA	SECURITY CAMERA	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI
A07/096	03271	PINK	IKEA	SHOE CABINET	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL

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A07/101	03229	WATCH	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	SOUTH AFRICA	FoxP2 Cape Town
A07/102	03230	RING	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	SOUTH AFRICA	FoxP2 Cape Town
A07/103	03231	GUN	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	SOUTH AFRICA	FoxP2 Cape Town
A07/117	03779	FOLDING CHAIR	NHA XINH FURNITURE	HOME FURNITURE	GREY GROUP VIETNAM Ho Chi Minh City	VIETNAM	GREY GROUP VIETNAM Ho Chi Minh City
A07/118	03780	FOLDING TABLE	NHA XINH FURNITURE	HOME FURNITURE	GREY GROUP VIETNAM Ho Chi Minh City	VIETNAM	GREY GROUP VIETNAM Ho Chi Minh City
A07/141	03755	CHAISE LONGUE	VIDEOCON INDUSTRIES	VIDEOCON AIR CONDITIONER	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai
A07/142	03756	RUG	VIDEOCON INDUSTRIES	VIDEOCON AIR CONDITIONER	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai

## **A08 (Cosmetics & Beauty)**

A08/043	01272	TRAIN	COTY ITALIA	RIMMEL	JWT ITALIA Milan	ITALY	JWT ITALIA Milan
A08/044	01273	LIBRARY	COTY ITALIA	RIMMEL	JWT ITALIA Milan	ITALY	JWT ITALIA Milan
A08/045	01274	AIRPORT	COTY ITALIA	RIMMEL	JWT ITALIA Milan	ITALY	JWT ITALIA Milan

## **A09 (Toiletries)**

A09/031	02195	KING/FOOL	KIMBERLY-CLARK	KLEENEX	JWT London	UNITED KINGDOM	JWT London
A09/032	02198	YES/NO	KIMBERLY-CLARK	KLEENEX	JWT London	UNITED KINGDOM	JWT London
A09/033	02201	GLORY/FAILURE	KIMBERLY-CLARK	KLEENEX	JWT London	UNITED KINGDOM	JWT London
A09/047	03374	LADY	PROCTER & GAMBLE ORAL CARE	ORAL-B ESSENTIAL FLOSS	PUBLICIS FRANKFURT	GERMANY	PUBLICIS FRANKFURT
A09/048	03375	PARTY	PROCTER & GAMBLE ORAL CARE	ORAL-B ESSENTIAL FLOSS	PUBLICIS FRANKFURT	GERMANY	PUBLICIS FRANKFURT
A09/050	03377	CONVERSATION	PROCTER & GAMBLE ORAL CARE	ORAL-B ESSENTIAL FLOSS	PUBLICIS FRANKFURT	GERMANY	PUBLICIS FRANKFURT
A09/094	03647	FINGER	COLGATE	COLGATE FLOSS	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
A09/095	03648	TONGUE	COLGATE	COLGATE FLOSS	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
A09/096	03649	TOOTHPICK	COLGATE	COLGATE FLOSS	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago

## **A10 (OTC Pharmacy)**

A10/062	01611	PAIN	RECKITT BENCKISER	STREPSILS	EURO RSCG ESPAÑA Madrid	SPAIN	EURO RSCG ESPAÑA Madrid
A10/063	01612	GIFTS	RECKITT BENCKISER	STREPSILS	EURO RSCG ESPAÑA Madrid	SPAIN	EURO RSCG ESPAÑA Madrid
A10/064	01613	FEAR	RECKITT BENCKISER	STREPSILS	EURO RSCG ESPAÑA Madrid	SPAIN	EURO RSCG ESPAÑA Madrid
A10/106	02570	FLOOD	GLAXOSMITHKLINE	ENO FRUIT SALT	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE
A10/107	02571	VOLCANO	GLAXOSMITHKLINE	ENO FRUIT SALT	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE
A10/108	02572	EARTHQUAKE	GLAXOSMITHKLINE	ENO FRUIT SALT	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE
A10/110	02745	UNCLES	KOPELCO	TULIPAN CONDOMS	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES

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A10/111	02746	AUNTS	KOPELCO	TULIPAN CONDOMS	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES
A10/152	03895	THUNDERSTORM	BOEHRINGER INGELHEIM PHARMA	THOMAPYRIN PAINKILLER	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A10/153	03896	TEMPEST	BOEHRINGER INGELHEIM PHARMA	THOMAPYRIN PAINKILLER	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A10/154	03897	GALE	BOEHRINGER INGELHEIM PHARMA	THOMAPYRIN PAINKILLER	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A10/191	03930	CHENG	GLAXOSMITHKLINE	PANADOL	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A10/192	03932	SARAH	GLAXOSMITHKLINE	PANADOL	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A10/193	03934	JOHN	GLAXOSMITHKLINE	PANADOL	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A10/195	03653	WRESTLER	LABORATORIO CHILE	KITADOL MENSTRUAL PERIOD	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
A10/196	03654	THAI BOXER	LABORATORIO CHILE	KITADOL MENSTRUAL PERIOD	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
A10/197	03655	BOXER	LABORATORIO CHILE	KITADOL MENSTRUAL PERIOD	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
A10/207	04639	FOWL	BAYER	ALKA-SELTZER	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A10/208	04640	COW	BAYER	ALKA-SELTZER	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

## **A11 (Clothing, Footwear & Accessories)**

A11/056	01049	SLOPE 1	OLYMPIKUS	OLYMPIKUS RUNNING SHOES	DCS Porto Alegre	BRAZIL	DCS Porto Alegre
A11/057	01050	SLOPE 2	OLYMPIKUS	OLYMPIKUS RUNNING SHOES	DCS Porto Alegre	BRAZIL	DCS Porto Alegre
A11/080	01797	WEDDING	SAFILO AUSTRIA	CARRERA SUNGLASSES	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A11/081	01799	FUNERAL	SAFILO AUSTRIA	CARRERA SUNGLASSES	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A11/143	04647	BANANA	SÃO PAULO	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A11/144	04648	TAXI	SÃO PAULO	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A11/145	04649	SHOE	SÃO PAULO	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A11/146	04650	CRANK	SÃO PAULO	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A11/147	04651	PERFUME SPRAY	SÃO PAULO	HAVAIANAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A11/148	04653	DRESS CODE	SÃO PAULO	HAVAIANAS SLIM	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A11/149	04654	IN NYC	SÃO PAULO	HAVAIANAS SLIM	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A11/150	04655	BEING STYLISH	SÃO PAULO	HAVAIANAS SLIM	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A11/151	04656	ELEPHANT	SÃO PAULO	HAVAIANAS SLIM	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

## **A12 (Miscellaneous)**

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A12/034	03240	SOFA	MARS PETCARE FRANCE	FROLIC DOG BISCUITS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
A12/035	03241	SWIMMING POOL	MARS PETCARE FRANCE	FROLIC DOG BISCUITS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
A12/036	03242	LIMO	MARS PETCARE FRANCE	FROLIC DOG BISCUITS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt
A12/057	04293	CONFIDENCE	SHAMART & CO.	REYNOLDS FINE CARBURE PENS	JWT DUBAI	UNITED ARAB EMIRATES	JWT DUBAI
A12/058	04295	ABSTRACT	SHAMART & CO.	REYNOLDS FINE CARBURE PENS	JWT DUBAI	UNITED ARAB EMIRATES	JWT DUBAI
A12/060	04299	SENSUAL	SHAMART & CO.	REYNOLDS FINE CARBURE PENS	JWT DUBAI	UNITED ARAB EMIRATES	JWT DUBAI
A12/063	03662	COUNTRYSIDE	NUTRIPRO	MASTERDOG LIGHT DOG FOOD	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
A12/064	03663	KITCHEN	NUTRIPRO	MASTERDOG LIGHT DOG FOOD	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
A12/065	03664	POOL	NUTRIPRO	MASTERDOG LIGHT DOG FOOD	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago

## **A13 (Cars)**

A13/052	01816	EVERYWHERE URL	LAND ROVER	LAND ROVER	Y&R SOUTH AFRICA Johannesburg	SOUTH AFRICA	Y&R SOUTH AFRICA Johannesburg
A13/057	01801	HAMSTER	VOLKSWAGEN	BLUEMOTION MODELS	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A13/058	01802	DOG	VOLKSWAGEN	BLUEMOTION MODELS	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A13/059	01803	FROGS	VOLKSWAGEN	BLUEMOTION MODELS	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A13/078	01992	SOCCER REFEREES	VAESA	VOLKSWAGEN 4MOTION	DDB ESPAÑA Barcelona	SPAIN	DDB ESPAÑA Barcelona
A13/079	01993	SHEPHERDS	VAESA	VOLKSWAGEN 4MOTION	DDB ESPAÑA Barcelona	SPAIN	DDB ESPAÑA Barcelona
A13/121	02225	THE END	MERCEDES-BENZ AUSTRIA	MERCEDES-BENZ S-CLASS	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Vienna
A13/226	04675	MOOSE	VOLKSWAGEN	VW GOLF	DDB GERMANY DÜSSELDORF	GERMANY	DDB GERMANY DÜSSELDORF
A13/227	04676	TREE	VOLKSWAGEN	VW GOLF	DDB GERMANY DÜSSELDORF	GERMANY	DDB GERMANY DÜSSELDORF
A13/228	04677	ROCK	VOLKSWAGEN	VW GOLF	DDB GERMANY DÜSSELDORF	GERMANY	DDB GERMANY DÜSSELDORF
A13/235	04602	FROG	VOLKSWAGEN	VW TIGUAN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A13/236	04603	ACORN	VOLKSWAGEN	VW TIGUAN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A13/237	04604	BERRY	VOLKSWAGEN	VW TIGUAN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

## **A14 (Other Vehicles, Auto Products & Services)**

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A14/010	00963	FOREST	VOLKSWAGEN	VW CRAFTER	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
A14/011	00964	WEDDING	VOLKSWAGEN	VW CRAFTER	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN
A14/029	04644	ORIGAMI	VOLKSWAGEN	PARKING SYSTEM ON TIGUAN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A14/030	04645	MAGICIAN	VOLKSWAGEN	PARKING SYSTEM ON TIGUAN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A14/031	04646	PUPPETS	VOLKSWAGEN	PARKING SYSTEM ON TIGUAN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A14/037	01881	TRUCK	CONTINENTAL AUTOMOTIVE	VDO REAR VIEW CAMERAS	DDB Milan	ITALY	DDB Milan
A14/038	01882	VAN	CONTINENTAL AUTOMOTIVE	VDO REAR VIEW CAMERAS	DDB Milan	ITALY	DDB Milan
A14/039	01883	CAMPER	CONTINENTAL AUTOMOTIVE	VDO REAR VIEW CAMERAS	DDB Milan	ITALY	DDB Milan
A14/044	01575	POST	PEUGEOT ARGENTINA	STANDARD PARKING ASSISTANCE CONTROL	EURO RSCG BUENOS AIRES	ARGENTINA	EURO RSCG BUENOS AIRES
A14/045	01576	PILLAR	PEUGEOT ARGENTINA	STANDARD PARKING ASSISTANCE CONTROL	EURO RSCG BUENOS AIRES	ARGENTINA	EURO RSCG BUENOS AIRES
A14/046	01577	TROLLEY	PEUGEOT ARGENTINA	STANDARD PARKING ASSISTANCE CONTROL	EURO RSCG BUENOS AIRES	ARGENTINA	EURO RSCG BUENOS AIRES
A14/048	02379	WALES	FIAT	FIAT GPS DATA UPLOAD SERVICES	MARCEL PARIS	FRANCE	MARCEL PARIS
A14/049	02380	CANADA	FIAT	FIAT GPS DATA UPLOAD SERVICES	MARCEL PARIS	FRANCE	MARCEL PARIS
A14/050	02381	INDIA	FIAT	FIAT GPS DATA UPLOAD SERVICES	MARCEL PARIS	FRANCE	MARCEL PARIS
A14/051	02382	LEBANON	FIAT	FIAT GPS DATA UPLOAD SERVICES	MARCEL PARIS	FRANCE	MARCEL PARIS
A14/052	02383	SOUTH KOREA	FIAT	FIAT GPS DATA UPLOAD SERVICES	MARCEL PARIS	FRANCE	MARCEL PARIS
A14/053	02384	ECUADOR	FIAT	FIAT GPS DATA UPLOAD SERVICES	MARCEL PARIS	FRANCE	MARCEL PARIS
A14/062	02773	CAFE	VESPA	VESPA GTS 300 SUPER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A14/063	02774	SUPERMARKET	VESPA	VESPA GTS 300 SUPER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A14/064	02775	WALL	VESPA	VESPA GTS 300 SUPER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A14/077	03548	SAVING LITTLE LUCY	KIA MOTORS	REAR VIEW CAMERA	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo

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A14/078	03549	THE UNHURT	KIA MOTORS	REAR VIEW CAMERA	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A14/079	03550	ALMOST HIT	KIA MOTORS	REAR VIEW CAMERA	MOMA PROPAGANDA Sao Paulo	BRAZIL	MOMA PROPAGANDA Sao Paulo
A14/080	03072	LIVING ROOM	MERCEDES-BENZ	SPRINTER	GREY BRASIL São Paulo	BRAZIL	GREY BRASIL São Paulo
A14/081	03073	BEDROOM	MERCEDES-BENZ	SPRINTER	GREY BRASIL São Paulo	BRAZIL	GREY BRASIL São Paulo
A14/082	03074	KITCHEN	MERCEDES-BENZ	SPRINTER	GREY BRASIL São Paulo	BRAZIL	GREY BRASIL São Paulo
A14/096	04425	PORCUPINE	mitsubishi motors	ORIGINAL PARTS	BBDO CHILE Santiago	CHILE	BBDO CHILE Santiago
A14/097	04426	METEORITE	mitsubishi motors	ORIGINAL PARTS	BBDO CHILE Santiago	CHILE	BBDO CHILE Santiago
A14/098	04427	BOY	mitsubishi motors	ORIGINAL PARTS	BBDO CHILE Santiago	CHILE	BBDO CHILE Santiago
A14/099	04428	ICEBERG	mitsubishi motors	ORIGINAL PARTS	BBDO CHILE Santiago	CHILE	BBDO CHILE Santiago
A14/114	02719	QUARRY	FORD ARGENTINA	FORD TRUCKS	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires
A14/115	02720	SALAR	FORD ARGENTINA	FORD TRUCKS	JWT ARGENTINA Buenos Aires	ARGENTINA	JWT ARGENTINA Buenos Aires
A14/155	04889	DEER	AUDI TURKEY	AUDI	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A14/156	04890	BICYCLE	AUDI TURKEY	AUDI	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A14/157	04891	FATHER SON	AUDI TURKEY	AUDI	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul

## A15 (Home Electronics & Audio-Visual)

A15/032	01440	FUNERAL	FUJIFILM	F 70 CAMERA	RMG Gurgaon	INDIA	RMG Gurgaon
A15/033	01441	POKER	FUJIFILM	F 70 CAMERA	RMG Gurgaon	INDIA	RMG Gurgaon
A15/034	01442	AIRPORT	FUJIFILM	F 70 CAMERA	RMG Gurgaon	INDIA	RMG Gurgaon
A15/044	01724	HONG KONG	HUAWEI	GPS PHONE	CC&E GUANGZHOU	CHINA	CC&E GUANGZHOU
A15/045	01725	SHANGHAI	HUAWEI	GPS PHONE	CC&E GUANGZHOU	CHINA	CC&E GUANGZHOU
A15/078	04087	CONSTRUCTION	BOSE	NOISE-CANCELLING HEADPHONES	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE
A15/079	04088	NOISY DOG	BOSE	NOISE-CANCELLING HEADPHONES	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE
A15/080	04089	CRYING KID	BOSE	NOISE-CANCELLING HEADPHONES	DDB SINGAPORE	SINGAPORE	DDB SINGAPORE
A15/103	03875	JACUZZI	CANON MARKETING (THAILAND) CO.	UNDERWATER CAMERA	LEO BURNETT & ARC WORLDWIDE THAILAND Bangkok	THAILAND	LEO BURNETT & ARC WORLDWIDE THAILAND Bangkok
A15/104	03876	BEACH	CANON MARKETING (THAILAND) CO.	UNDERWATER CAMERA	LEO BURNETT & ARC WORLDWIDE THAILAND Bangkok	THAILAND	LEO BURNETT & ARC WORLDWIDE THAILAND Bangkok

## A16 (Retail Stores)

## **PRESS SHORTLIST**

A16/075	01804	BEDROOM	IKEA DEUTSCHLAND	ASSEMBLY SERVICE	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A16/076	01808	LIVINGROOM	IKEA DEUTSCHLAND	ASSEMBLY SERVICE	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A16/077	01812	KITCHEN	IKEA DEUTSCHLAND	ASSEMBLY SERVICE	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A16/090	01199	PARK	SHOCK AND SOUL	CLOTHING STORE	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	RAINEY KELLY CAMPBELL ROALFE/Y&R London
A16/091	01200	PUB	SHOCK AND SOUL	CLOTHING STORE	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	RAINEY KELLY CAMPBELL ROALFE/Y&R London
A16/092	01201	SHOP	SHOCK AND SOUL	CLOTHING STORE	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	RAINEY KELLY CAMPBELL ROALFE/Y&R London
A16/151	04442	SANDALS	DIXONS.CO.UK	DIXONS.CO.UK	M&C SAATCHI London	UNITED KINGDOM	M&C SAATCHI London
A16/152	04443	MIDDLE ENGLAND	DIXONS.CO.UK	DIXONS.CO.UK	M&C SAATCHI London	UNITED KINGDOM	M&C SAATCHI London
A16/153	04444	PIERS	DIXONS.CO.UK	DIXONS.CO.UK	M&C SAATCHI London	UNITED KINGDOM	M&C SAATCHI London
A16/162	04283	LADY	PANTALOON RETAIL (INDIA)	FURNITURE BAZAAR	MUDRA DDB GROUP Mumbai	INDIA	MUDRA DDB GROUP Mumbai
A16/164	04285	LAWYER	PANTALOON RETAIL (INDIA)	FURNITURE BAZAAR	MUDRA DDB GROUP Mumbai	INDIA	MUDRA DDB GROUP Mumbai
A16/165	04167	WOLVES	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/166	04178	REDHEAD	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/167	04180	MAN	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/168	04182	BLONDE	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A16/185	04910	DANK 1	DANK	SECOND HAND FURNITURE	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A16/187	04912	DANK 3	DANK	SECOND HAND FURNITURE	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A16/188	04913	DANK 4	DANK	SECOND HAND FURNITURE	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul

## **A17 (Restaurants & Fast Food Outlets)**

A17/014	01059	LAPKIN	McDONALD'S	ANGUS BURGER	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston
A17/034	03286	CAMOUFLAGE	HOOTERS	HAPPY HOUR	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA

## **A18 (Travel, Transport & Tourism)**

## **PRESS SHORTLIST**

A18/008	00744	BATHROOM	TZABAR TRAVEL AGENCY	TZABAR ROMANTIC	ACW GREY Tel Aviv	ISRAEL	ACW GREY Tel Aviv
A18/009	00745	KITCHEN	TZABAR TRAVEL AGENCY	TZABAR ROMANTIC	ACW GREY Tel Aviv	ISRAEL	ACW GREY Tel Aviv
A18/010	00746	TV	TZABAR TRAVEL AGENCY	TZABAR ROMANTIC	ACW GREY Tel Aviv	ISRAEL	ACW GREY Tel Aviv
A18/011	01018	MAP	TAKE THE FAMILY	FAMILY HOLIDAYS	THE RED BRICK ROAD London	UNITED KINGDOM	THE RED BRICK ROAD London
A18/012	01019	SPAIN	TAKE THE FAMILY	FAMILY HOLIDAYS	THE RED BRICK ROAD London	UNITED KINGDOM	THE RED BRICK ROAD London
A18/013	01020	NAPPY PINS	TAKE THE FAMILY	FAMILY HOLIDAYS	THE RED BRICK ROAD London	UNITED KINGDOM	THE RED BRICK ROAD London
A18/016	01119	PARIS	VISTA A LA CARTE	TRIP DESIGNER	PUBLICIS THAILAND Bangkok	THAILAND	PUBLICIS THAILAND Bangkok
A18/017	01120	RIO	VISTA A LA CARTE	TRIP DESIGNER	PUBLICIS THAILAND Bangkok	THAILAND	PUBLICIS THAILAND Bangkok
A18/018	01121	ROME	VISTA A LA CARTE	TRIP DESIGNER	PUBLICIS THAILAND Bangkok	THAILAND	PUBLICIS THAILAND Bangkok
A18/064	02616	CAMERA	ARUBA TOURISM AUTHORITY	ARUBA TOURISM	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A18/065	02617	TIP	ARUBA TOURISM AUTHORITY	ARUBA TOURISM	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A18/066	02618	BUS	ARUBA TOURISM AUTHORITY	ARUBA TOURISM	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo

## **A19 (Entertainment & Leisure)**

A19/022	00396	MORGENSTERN	STAATSGALERIE	MUSEUM	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A19/023	00397	MAYER	STAATSGALERIE	MUSEUM	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A19/024	00398	ROTTMANN	STAATSGALERIE	MUSEUM	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
A19/042	00606	CONGRATULATIONS #51 ICHIRO	519200 PROJECT	519200 PROJECT	HAKUHODO DY MEDIA PARTNERS Tokyo	JAPAN	HAKUHODO DY MEDIA PARTNERS Tokyo
A19/116	01922	ABRAHAM	MATTEL	SCRABBLE	OGILVY MEXICO	MEXICO	OGILVY MEXICO
A19/117	01923	EFREN	MATTEL	SCRABBLE	OGILVY MEXICO	MEXICO	OGILVY MEXICO
A19/118	01924	OTTO	MATTEL	SCRABBLE	OGILVY MEXICO	MEXICO	OGILVY MEXICO
A19/119	01264	THE STRIP POKER	MUSEO NAZIONALE DEL FUMETTO	COMICS NATIONAL MUSEUM	JWT ITALIA Milan	ITALY	JWT ITALIA Milan
A19/120	01266	THE FART	MUSEO NAZIONALE DEL FUMETTO	COMICS NATIONAL MUSEUM	JWT ITALIA Milan	ITALY	JWT ITALIA Milan
A19/121	01268	THE LOOK-OUT	MUSEO NAZIONALE DEL FUMETTO	COMICS NATIONAL MUSEUM	JWT ITALIA Milan	ITALY	JWT ITALIA Milan
A19/159	03804	GO PLAY OUTSIDE	SONY PLAYSTATION	PLAYSTATION PSP	TBWABRUSSELS	BELGIUM	TBWABRUSSELS
A19/169	02791	STEEL BED	OUTDOOR INNOVATION	KARANA TRAVELGEAR	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok

## **PRESS SHORTLIST**

A19/170	02792	WOODEN BED	OUTDOOR INNOVATION	KARANA TRAVELGEAR	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
A19/171	02793	LUXURY BED	OUTDOOR INNOVATION	KARANA TRAVELGEAR	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok

### **A20 (Publications & Media)**

A20/151	02370	LUTHER KING	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL PARIS	FRANCE	MARCEL PARIS
A20/152	02372	CHURCHILL	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL PARIS	FRANCE	MARCEL PARIS
A20/153	02374	GANDHI	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL PARIS	FRANCE	MARCEL PARIS
A20/171	02559	NOT EVERYONE	THE ECONOMIST	NEWSPAPER	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE
A20/172	02560	THOUGHT	THE ECONOMIST	NEWSPAPER	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE
A20/185	03118	MICHAEL JACKSON	MTV	FAMOUS CRIME SCENE	LEO BURNETT IBERIA	PORTUGAL	LEO BURNETT IBERIA
A20/186	03120	MARVIN GAYE	MTV	FAMOUS CRIME SCENE	LEO BURNETT IBERIA	PORTUGAL	LEO BURNETT IBERIA
A20/187	03122	TUPAC & B.I.G	MTV	FAMOUS CRIME SCENE	LEO BURNETT IBERIA	PORTUGAL	LEO BURNETT IBERIA
A20/188	03124	JOHN LENNON	MTV	FAMOUS CRIME SCENE	LEO BURNETT IBERIA	PORTUGAL	LEO BURNETT IBERIA
A20/202	03419	SOCCER	BAND SPORTS	SPORTS CHANNEL	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A20/203	03420	BASKETBALL	BAND SPORTS	SPORTS CHANNEL	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A20/204	03938	ATOMIC BOMB	NBC UNIVERSAL	CALLE 13 TV CHANNEL	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
A20/265	04886	CAMERA MAN	CNN TURK	NEWS CHANNEL	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul
A20/272	04365	RAPPER	VH1	TV STATION	Y&R New York	USA	Y&R New York
A20/273	04369	LATINO	VH1	TV STATION	Y&R New York	USA	Y&R New York
A20/274	04372	BLUES	VH1	TV STATION	Y&R New York	USA	Y&R New York
A20/275	04375	POP DIVA	VH1	TV STATION	Y&R New York	USA	Y&R New York
A20/288	03919	ROAD CROSSING	ROLLING STONE MAGAZINE	CAMPAIGN AGAINST FREE MUSIC DOWNLOADS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A20/289	03921	BABY	ROLLING STONE MAGAZINE	CAMPAIGN AGAINST FREE MUSIC DOWNLOADS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT

## **PRESS SHORTLIST**

A20/290	03923	AIRCRAFT	ROLLING STONE MAGAZINE	CAMPAIGN AGAINST FREE MUSIC DOWNLOADS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A20/291	03925	PRISMA	ROLLING STONE MAGAZINE	CAMPAIGN AGAINST FREE MUSIC DOWNLOADS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A20/292	03927	SQUARE TRAILS	ROLLING STONE MAGAZINE	CAMPAIGN AGAINST FREE MUSIC DOWNLOADS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A20/309	04588	BONO	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/310	04590	EMINEM	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/311	04592	AMY	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/312	04594	BRITNEY	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/313	04596	MARILYN	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A20/321	04965	OBAMA	CNN TURK	NEWS WEBSITE	DDB&CO. Istanbul	TURKEY	DDB&CO. Istanbul

## **A21 (Banking, Investment & Insurance)**

A21/012	00767	POUND FACE	WESTERN UNION	MONEY TRANSFER	ZAPPING/M&C SAATCHI Madrid	SPAIN	ZAPPING/M&C SAATCHI Madrid
A21/013	00768	DOLLAR FACE	WESTERN UNION	MONEY TRANSFER	ZAPPING/M&C SAATCHI Madrid	SPAIN	ZAPPING/M&C SAATCHI Madrid
A21/014	00769	RENMI BI FACE	WESTERN UNION	MONEY TRANSFER	ZAPPING/M&C SAATCHI Madrid	SPAIN	ZAPPING/M&C SAATCHI Madrid
A21/061	03712	BOXING GLOVE	ERGO DIREKT INSURANCE	DENTAL INSURANCE	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A21/062	03713	COCONUT	ERGO DIREKT INSURANCE	DENTAL INSURANCE	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A21/063	03714	GOLF BALL	ERGO DIREKT INSURANCE	DENTAL INSURANCE	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A21/064	03715	BASEBALL	ERGO DIREKT INSURANCE	DENTAL INSURANCE	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg

## **A22 (Business Equipment & Services)**

A22/056	04184	POLAR BEAR	PAPERS WORLDWIDE	NEENAH PAPER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A22/057	04185	WALRUS	PAPERS WORLDWIDE	NEENAH PAPER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A22/058	04186	REINDEER	PAPERS WORLDWIDE	NEENAH PAPER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A22/059	04187	PELICAN	PAPERS WORLDWIDE	NEENAH PAPER	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI

## **PRESS SHORTLIST**

A22/060	04749	EUROPE	FEDEX	COURIER SERVICES	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A22/061	04750	ASIA	FEDEX	COURIER SERVICES	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A22/062	04751	AMERICA	FEDEX	COURIER SERVICES	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

### **A23 (Advertising & Media)**

A23/055	03350	INSPIRING BRANDS SINCE 1974	GETTY IMAGES	IMAGE BANK	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV
A23/075	04623	RAZORS	ABAP/ABA	NATIONAL ASSOCIATION OF ADVERTISING	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A23/076	04624	CONDOMS	ABAP/ABA	NATIONAL ASSOCIATION OF ADVERTISING	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A23/077	04625	FLIP FLOP	ABAP/ABA	NATIONAL ASSOCIATION OF ADVERTISING	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

### **A24 (Other Business to Business)**

A24/015	04011	PAPER MAN	ALPARGATAS	SETE LÉGUAS PROFESSIONAL BOOTS	TALENT São Paulo	BRAZIL	TALENT São Paulo
A24/016	04012	BALLOON MAN	ALPARGATAS	SETE LÉGUAS PROFESSIONAL BOOTS	TALENT São Paulo	BRAZIL	TALENT São Paulo
A24/017	04013	SNOW MAN	ALPARGATAS	SETE LÉGUAS PROFESSIONAL BOOTS	TALENT São Paulo	BRAZIL	TALENT São Paulo

### **A25 (Healthcare & Prescription Drugs)**

A25/016	01476	CANDY	HOSPITAL ALEMAN	KINDER PLAN	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
A25/017	01477	HORSE	HOSPITAL ALEMAN	KINDER PLAN	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
A25/018	01478	TRAMPOLINE	HOSPITAL ALEMAN	KINDER PLAN	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO/NAZCA SAATCHI & SAATCHI Buenos Aires
A25/019	01603	WOOD	PFIZER FINLAND	VIAGRA	TBWA\PHS HELSINKI	FINLAND	TBWA\PHS HELSINKI

### **A26 (Commercial Public Services)**

## **PRESS SHORTLIST**

A26/091	03265	BUILDING FRENCH	INLINGUA	LANGUAGE COURSE	TBWAISTANBUL	TURKEY	TBWAISTANBUL
A26/092	03266	BUILDING ITALIAN	INLINGUA	LANGUAGE COURSE	TBWAISTANBUL	TURKEY	TBWAISTANBUL
A26/093	03267	BUILDING ENGLISH	INLINGUA	LANGUAGE COURSE	TBWAISTANBUL	TURKEY	TBWAISTANBUL
A26/105	03862	LOST AND FOUND	VIRGIN MOBILE	MOBILE TRACKER	BATES 141 Mumbai	INDIA	BATES 141 Mumbai
A26/138	04621	BEST AD	EPA	AD SCHOOL	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A26/139	04659	DOGS	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A26/140	04660	RED DOTS	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A26/141	04661	NAILS	EPA	SCHOOL OF ART AND DESIGN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

## **A27 (Corporate Image)**

A27/054	02918	TERMINATOR	VOLKSWAGEN	INDEPENDENT CINEMA SPONSORSHIP	DDB UK London	UNITED KINGDOM	DDB UK London
A27/055	02919	TOY STORY	VOLKSWAGEN	INDEPENDENT CINEMA SPONSORSHIP	DDB UK London	UNITED KINGDOM	DDB UK London
A27/056	02920	SPEED	VOLKSWAGEN	INDEPENDENT CINEMA SPONSORSHIP	DDB UK London	UNITED KINGDOM	DDB UK London
A27/057	02921	GREMLINS	VOLKSWAGEN	INDEPENDENT CINEMA SPONSORSHIP	DDB UK London	UNITED KINGDOM	DDB UK London
A27/058	02922	KING KONG	VOLKSWAGEN	INDEPENDENT CINEMA SPONSORSHIP	DDB UK London	UNITED KINGDOM	DDB UK London
A27/059	02923	BACK TO THE FUTURE	VOLKSWAGEN	INDEPENDENT CINEMA SPONSORSHIP	DDB UK London	UNITED KINGDOM	DDB UK London

## **A28 (Public Health & Safety)**

A28/062	02506	RED FLAGS	ADEF (ASSOCIATION FOR	ANTI-SMOKING	NEOGAMA/BBH São Paulo	BRAZIL	NEOGAMA/BBH São Paulo
A28/063	02508	YELLOW FLAGS	ADEF (ASSOCIATION FOR	ANTI-SMOKING	NEOGAMA/BBH São Paulo	BRAZIL	NEOGAMA/BBH São Paulo
A28/064	02510	TANKS	ADEF (ASSOCIATION FOR	ANTI-SMOKING	NEOGAMA/BBH São Paulo	BRAZIL	NEOGAMA/BBH São Paulo
A28/085	04260	THE DAY AFTER	CPAA	CANCER PATIENTS AID ASSOCIATION	MUDRA DDB GROUP Mumbai	INDIA	MUDRA DDB GROUP Mumbai

## **PRESS SHORTLIST**

A28/086	04261	YOUR DAUGHTER	CPAA	CANCER PATIENTS AID ASSOCIATION	MUDRA DDB GROUP Mumbai	INDIA	MUDRA DDB GROUP Mumbai
A28/087	04262	YOUR WIFE	CPAA	CANCER PATIENTS AID ASSOCIATION	MUDRA DDB GROUP Mumbai	INDIA	MUDRA DDB GROUP Mumbai
A28/088	04280	PUPPY LOVE	BANGALORE TRAFFIC POLICE	ROAD SAFETY	MUDRA DDB GROUP Mumbai	INDIA	MUDRA DDB GROUP Mumbai
A28/089	04281	JUST MARRIED	BANGALORE TRAFFIC POLICE	ROAD SAFETY	MUDRA DDB GROUP Mumbai	INDIA	MUDRA DDB GROUP Mumbai
A28/090	04282	WAITING FRIEND	BANGALORE TRAFFIC POLICE	ROAD SAFETY	MUDRA DDB GROUP Mumbai	INDIA	MUDRA DDB GROUP Mumbai

## **A29 (Public Awareness Messages)**

A29/037	00611	MUGABE	AMNESTY INTERNATIONAL	HUMAN RIGHTS AWARENESS	JWT SPAIN Barcelona	SPAIN	JWT SPAIN Barcelona
A29/038	00612	MUBARAK	AMNESTY INTERNATIONAL	HUMAN RIGHTS AWARENESS	JWT SPAIN Barcelona	SPAIN	JWT SPAIN Barcelona
A29/039	00613	KIM JONG-IL	AMNESTY INTERNATIONAL	HUMAN RIGHTS AWARENESS	JWT SPAIN Barcelona	SPAIN	JWT SPAIN Barcelona
A29/040	00614	OBAMA	AMNESTY	HUMAN RIGHTS	JWT SPAIN Barcelona	SPAIN	JWT SPAIN Barcelona
A29/103	01494	DETERGENT BOTTLE	SURFRIDER FOUNDATION	MARINE POLLUTION AWARENESS	Y&R PARIS Boulogne- Billancourt	FRANCE	Y&R PARIS Boulogne- Billancourt
A29/105	01496	SHOE	SURFRIDER FOUNDATION	MARINE POLLUTION AWARENESS	Y&R PARIS Boulogne- Billancourt	FRANCE	Y&R PARIS Boulogne- Billancourt
A29/106	01497	TYRE	SURFRIDER FOUNDATION	MARINE POLLUTION AWARENESS	Y&R PARIS Boulogne- Billancourt	FRANCE	Y&R PARIS Boulogne- Billancourt
A29/110	01381	GUANTANAMO	INTERNATIONAL SOCIETY FOR	PRESS FREEDOM	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
A29/111	01399	BATMAN	INTERNATIONAL SOCIETY FOR	PRESS FREEDOM	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
A29/112	01400	FOREST FIRE	INTERNATIONAL SOCIETY FOR	PRESS FREEDOM	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
A29/113	01401	MILITARY EXHIBITION	INTERNATIONAL SOCIETY FOR	PRESS FREEDOM	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
A29/114	01833	TOY SOLDIERS	UNICEF	ANTI-CHILD ABUSE	Y&R SOUTH AFRICA Johannesburg	SOUTH AFRICA	Y&R SOUTH AFRICA Johannesburg
A29/115	01834	FLUFFY TOY DOG	UNICEF	ANTI-CHILD ABUSE	Y&R SOUTH AFRICA Johannesburg	SOUTH AFRICA	Y&R SOUTH AFRICA Johannesburg
A29/116	01835	TOY BLOCKS	UNICEF	ANTI-CHILD ABUSE	Y&R SOUTH AFRICA Johannesburg	SOUTH AFRICA	Y&R SOUTH AFRICA Johannesburg
A29/161	02480	TURTLES	VODAFONE ESSAR	CORPORATE RESPONSIBILITY INITIATIVE	OGILVY & MATHER Mumbai	INDIA	OGILVY & MATHER Mumbai

## **PRESS SHORTLIST**

A29/162	02481	SEA BIRDS	VODAFONE ESSAR	CORPORATE RESPONSIBILITY INITIATIVE	OGILVY & MATHER Mumbai	INDIA	OGILVY & MATHER Mumbai
A29/163	02482	CATTLE	VODAFONE ESSAR	CORPORATE RESPONSIBILITY INITIATIVE	OGILVY & MATHER Mumbai	INDIA	OGILVY & MATHER Mumbai
A29/176	02776	BEATING	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A29/177	02778	EXECUTION	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A29/178	02780	REBELS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A29/182	02831	KADDAFI	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	SAATCHI & SAATCHI PARIS	FRANCE	SAATCHI & SAATCHI PARIS
A29/183	02832	AHMADINEJAD	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	SAATCHI & SAATCHI PARIS	FRANCE	SAATCHI & SAATCHI PARIS
A29/184	02833	KIM JONG-IL	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	SAATCHI & SAATCHI PARIS	FRANCE	SAATCHI & SAATCHI PARIS
A29/217	02861	WATER WASTE	VANARAI FOUNDATION	WATER USAGE AWARENESS	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai

## **A30 (Fundraising & Appeals)**

A30/052	02245	AMBULANCE	MEXICAN RED CROSS	ANNUAL FUNDRAISING DRIVE	JWT MEXICO	MEXICO	JWT MEXICO
A30/053	02246	STRETCHER	MEXICAN RED CROSS	ANNUAL FUNDRAISING DRIVE	JWT MEXICO	MEXICO	JWT MEXICO
A30/054	02247	CPR	MEXICAN RED CROSS	ANNUAL FUNDRAISING DRIVE	JWT MEXICO	MEXICO	JWT MEXICO
A30/074	01619	BRICK QUARRY	EHSAAS	EDUCATIONAL CHARITY	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai
A30/081	03906	ABIGAIL	ST JOHN AMBULANCE	ST JOHN AMBULANCE	BBH London	UNITED KINGDOM	BBH London
A30/082	03908	SAMUEL	ST JOHN AMBULANCE	ST JOHN AMBULANCE	BBH London	UNITED KINGDOM	BBH London
A30/083	03910	TONY	ST JOHN AMBULANCE	ST JOHN AMBULANCE	BBH London	UNITED KINGDOM	BBH London
A30/084	03911	KEIKO	ST JOHN AMBULANCE	ST JOHN AMBULANCE	BBH London	UNITED KINGDOM	BBH London
A30/085	03913	GARY	ST JOHN AMBULANCE	ST JOHN AMBULANCE	BBH London	UNITED KINGDOM	BBH London
A30/100	03834	WOMAN	SAMUSOCIAL	CHARITY ORGANISATION	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris

## **PRESS SHORTLIST**

A30/101	03836	YOUNG MAN	SAMUSOCIAL	CHARITY ORGANISATION	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
A30/102	03838	OLD MAN	SAMUSOCIAL	CHARITY ORGANISATION	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris

### **B01 (Copywriting)**

B01/035	01963	EUNICE	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
B01/036	01965	IAN	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
B01/037	01967	PAT	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
B01/038	01969	SIMONE	PEPSICO	DORITOS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London
B01/096	03734	VADUZ	DAIMLER	MERCEDES-BENZ PRE-SAFE®	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
B01/098	03736	BOGENHAUSEN	DAIMLER	MERCEDES-BENZ PRE-SAFE®	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
B01/099	04276	LOLITA	SRUJAN FOUNDATION FOR	SCHIZOPHRENIA AWARENESS	MUDRA DDB GROUP Mumbai	INDIA	MUDRA DDB GROUP Mumbai
B01/100	04278	MEDEA	SRUJAN FOUNDATION FOR	SCHIZOPHRENIA AWARENESS	MUDRA DDB GROUP Mumbai	INDIA	MUDRA DDB GROUP Mumbai
B01/109	03657	BRAZIL	LABORATORIO CHILE	MARATHON VITAMIN SUPPLEMENT	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B01/110	03659	COCKFIGHTS	LABORATORIO CHILE	MARATHON VITAMIN SUPPLEMENT	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B01/111	03661	MOTOBOY	LABORATORIO CHILE	MARATHON VITAMIN SUPPLEMENT	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B01/115	04582	LONG TEXT	VOLKSWAGEN	VW PASSAT	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B01/116	04872	ABRAHAM	MATTEL MEXICO	SCRABBLE	OGILVY MEXICO	MEXICO	OGILVY MEXICO
B01/117	04873	EFREN	MATTEL MEXICO	SCRABBLE	OGILVY MEXICO	MEXICO	OGILVY MEXICO
B01/118	04874	OTTO	MATTEL MEXICO	SCRABBLE	OGILVY MEXICO	MEXICO	OGILVY MEXICO

### **B02 (Art Direction)**

B02/171	03519	ARTIST	PROCTER & GAMBLE	CHEER DARK	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B02/172	03521	ROCKER	PROCTER & GAMBLE	CHEER DARK	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B02/173	03523	COWBOY	PROCTER & GAMBLE	CHEER DARK	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B02/174	03588	MEMORIES OF HOME	EPSON	PHOTO PRINTER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
B02/175	03593	MEMORIES OF LIFE	EPSON	PHOTO PRINTER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris

## PRESS SHORTLIST

B02/176	03598	MEMORIES OF MEN	EPSON	PHOTO PRINTER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris
B02/265	04024	SPIRITUAL GURU	TRANSASIA PAPERS	CONQUEROR PAPERS	TAPROOT INDIA Mumbai	INDIA	TAPROOT INDIA Mumbai
B02/266	04026	ROYAL RAJPUT	TRANSASIA PAPERS	CONQUEROR PAPERS	TAPROOT INDIA Mumbai	INDIA	TAPROOT INDIA Mumbai
B02/267	04022	KATHAKALI DANCER	TRANSASIA PAPERS	CONQUEROR PAPERS	TAPROOT INDIA Mumbai	INDIA	TAPROOT INDIA Mumbai
B02/272	04366	RAPPER	VH1	TV STATION	Y&R New York	USA	Y&R New York
B02/273	04370	LATINO	VH1	TV STATION	Y&R New York	USA	Y&R New York
B02/274	04373	BLUES	VH1	TV STATION	Y&R New York	USA	Y&R New York
B02/275	04376	POP DIVA	VH1	TV STATION	Y&R New York	USA	Y&R New York
B02/276	03703	LEMMY KILMISTER	MTV GERMANY	MTV MASTERS	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
B02/277	03705	KURT COBAIN	MTV GERMANY	MTV MASTERS	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
B02/278	03707	50 CENT	MTV GERMANY	MTV MASTERS	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
B02/285	03920	ROAD CROSSING	ROLLING STONE MAGAZINE	CAMPAIGN AGAINST FREE MUSIC DOWNLOADS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
B02/286	03922	BABY	ROLLING STONE MAGAZINE	CAMPAIGN AGAINST FREE MUSIC DOWNLOADS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
B02/288	03926	PRISMA	ROLLING STONE MAGAZINE	CAMPAIGN AGAINST FREE MUSIC DOWNLOADS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
B02/294	04166	WOLVES	HARVEY NICHOLS	DEPARTMENT STORE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
B02/310	04699	0.0047%	GETTY IMAGES	IMAGE BANK	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/311	04700	0.0053%	GETTY IMAGES	IMAGE BANK	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/312	04704	IN NYC	SÃO PAULO	HAVAIANAS SLIM	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/313	04705	BEING STYLISH	SÃO PAULO	HAVAIANAS SLIM	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/314	04706	DRESS CODE	SÃO PAULO	HAVAIANAS SLIM	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/315	04707	ELEPHANT	SÃO PAULO	HAVAIANAS SLIM	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/325	04589	BONO	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/326	04591	EMINEM	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/327	04593	AMY	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/328	04595	BRITNEY	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B02/329	04597	MARILYN	BILLBOARD	MAGAZINE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

## **PRESS SHORTLIST**

### **B03 (Illustration)**

B03/100	02146	MAN	THE FRIDGE	CONCERT VENUE & MUSIC PRODUCTION HOUSE	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B03/101	02147	FISH	THE FRIDGE	CONCERT VENUE & MUSIC PRODUCTION HOUSE	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B03/102	02148	JAR	THE FRIDGE	CONCERT VENUE & MUSIC PRODUCTION HOUSE	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B03/103	02149	SPIDER	THE FRIDGE	CONCERT VENUE & MUSIC PRODUCTION HOUSE	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B03/104	02150	MONSTER	THE FRIDGE	CONCERT VENUE & MUSIC PRODUCTION HOUSE	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B03/111	02197	KING/FOOL	KIMBERLY-CLARK	KLEENEX	JWT London	UNITED KINGDOM	JWT London
B03/112	02200	YES/NO	KIMBERLY-CLARK	KLEENEX	JWT London	UNITED KINGDOM	JWT London
B03/113	02203	GLORY/FAILURE	KIMBERLY-CLARK	KLEENEX	JWT London	UNITED KINGDOM	JWT London
B03/186	03481	RED	BIGSTAR CO.	GAMBOL SANDALS	SPA-HAKUHODO Bangkok	THAILAND	SPA-HAKUHODO Bangkok
B03/187	03483	GREEN	BIGSTAR CO.	GAMBOL SANDALS	SPA-HAKUHODO Bangkok	THAILAND	SPA-HAKUHODO Bangkok
B03/188	03485	YELLOW	BIGSTAR CO.	GAMBOL SANDALS	SPA-HAKUHODO Bangkok	THAILAND	SPA-HAKUHODO Bangkok
B03/232	04019	KATHAKALI DANCER	TRANSASIA PAPERS	CONQUEROR PAPERS	TAPROOT INDIA Mumbai	INDIA	TAPROOT INDIA Mumbai
B03/238	04367	RAPPER	VH1	TV STATION	Y&R New York	USA	Y&R New York
B03/239	04368	LATINO	VH1	TV STATION	Y&R New York	USA	Y&R New York
B03/240	04371	BLUES	VH1	TV STATION	Y&R New York	USA	Y&R New York
B03/241	04374	POP DIVA	VH1	TV STATION	Y&R New York	USA	Y&R New York

### **B04 (Typography)**

B04/040	02371	LUTHER KING	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL PARIS	FRANCE	MARCEL PARIS
B04/041	02373	CHURCHILL	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL PARIS	FRANCE	MARCEL PARIS

## **PRESS SHORTLIST**

B04/042	02375	GANDHI	EDITIONS POINTS	FAMOUS SPEECHES COLLECTION	MARCEL PARIS	FRANCE	MARCEL PARIS
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### **B05 (Photography)**

B05/046	01190	GOGGLES	LAND ROVER	DISCOVERY 4	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	RAINEY KELLY CAMPBELL ROALFE/Y&R London
B05/047	00968	RED P01	VF EUROPE	WRANGLER	FRED & FARID Paris	FRANCE	FRED & FARID Paris
B05/048	00973	RED P02	VF EUROPE	WRANGLER	FRED & FARID Paris	FRANCE	FRED & FARID Paris
B05/049	00974	RED P03	VF EUROPE	WRANGLER	FRED & FARID Paris	FRANCE	FRED & FARID Paris
B05/100	03518	ARTIST	PROCTER & GAMBLE	CHEER DARK	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B05/101	03520	ROCKER	PROCTER & GAMBLE	CHEER DARK	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B05/102	03522	COWBOY	PROCTER & GAMBLE	CHEER DARK	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B05/121	03835	WOMAN	SAMUSOCIAL	CHARITY ORGANIZATION	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
B05/122	03837	YOUNG MAN	SAMUSOCIAL	CHARITY ORGANISATION	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
B05/123	03839	OLD MAN	SAMUSOCIAL	CHARITY ORGANISATION	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
B05/161	04211	AZIZ	MICROSOFT CORPORATION	XBOX 360	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI

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**Total Entries: 395**