

Film Craft Shortlist

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Production Company
A01/022	00685	DARKROOM	PHILIPS	CINEMA TV	RSA FILMS London	UNITED KINGDOM	DDB UK London / DDB WORLDWIDE London	RSA FILMS London
A01/026	00440	RAIN	NEDBANK	INVESTMENT SERVICES	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	HUMANOID FILMS Johannesburg / EGG FILMS Johannesburg
A01/030	00808	BRING IT TO LIFE	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	KNUCKLEHEAD London
A01/031	00587	CHROME EXTENSIONS	GOOGLE EMEA	BROWSER EXTENSIONS	BBH New York	USA	BBH New York	FIRST AVE MACHINE New York
A01/038	00547	SPEECH	ALLSTATE	INSURANCE	LEO BURNETT USA Chicago	USA	LEO BURNETT USA Chicago	IMPERIAL WOODPECKER Santa Monica
A01/057	00928	I'M HERE	PERNOD RICARD	ABSOLUT VODKA BRANDED CONTENT	MJZ Los Angeles	USA	TBWA\CHIAT\DAY New York	MJZ Los Angeles
A01/058	00929	FAKE	BARCLAYS GLOBAL INVESTORS	BANKING	MJZ Los Angeles	USA	VENABLES BELL & PARTNERS San Francisco	MJZ Los Angeles
A01/059	00931	THE LIFE	MICROSOFT	XBOX HALO 3 ODST	MJZ Los Angeles	USA	T.A.G. San Francisco	MJZ Los Angeles
A01/061	00842	CLOSET	CANAL+	TELEVISION CHANNEL	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris	SOIXAN7E QUIN5E Paris
A02/032	00353	LIGHTNING	TETRAPAK	ECO-FRIENDLY PACKAGING	VELOCITY FILMS Johannesburg	SOUTH AFRICA	LOWE BULL Johannesburg	VELOCITY FILMS Johannesburg
A02/050	00349	KIDNAP	CFP-SHOTS	CFP YOUNG DIRECTOR AWARD	CAVIAR Amsterdam	THE NETHERLANDS	TBWA\PHS HELSINKI	CAVIAR Amsterdam
A02/088	00686	THE GIFT	PHILIPS	CINEMA TV	RSA FILMS London	UNITED KINGDOM	DDB UK London / DDB WORLDWIDE London	RSA FILMS London
A02/122	00810	BRING IT TO LIFE	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	KNUCKLEHEAD London
A02/141	00390	FAITH	PONLE CORAZON	PERUVIAN CANCER FOUNDATION	FAT FREE FILMS Lima	PERU	CIRCUS Lima	FAT FREE FILMS Lima
A02/143	00548	SPEECH	ALLSTATE	INSURANCE	LEO BURNETT USA Chicago	USA	LEO BURNETT USA Chicago	IMPERIAL WOODPECKER Santa Monica
A02/168	00784	UP THERE	AB INBEV	STELLA ARTOIS BEER	MEKANISM New York	USA	MOTHER NEW YORK	MEKANISM New York
A02/169	00795	PIRATE PAPER BOAT	STELLA ARTOIS	STELLA LEGERE BEER	HUNGRY MAN New York	USA	MOTHER London	HUNGRY MAN New York
A02/178	01076	ANTI-ROCK STAR	VH1	TV CHANNEL	Y&R New York	USA	Y&R New York	HUNGRY MAN Los Angeles
A02/191	00932	I'M HERE	PERNOD RICARD	ABSOLUT VODKA BRANDED CONTENT	MJZ Los Angeles	USA	TBWA\CHIAT\DAY New York	MJZ Los Angeles
A02/199	00944	THE MAN YOUR MAN COULD SMELL LIKE	OLD SPICE	BODY WASH	MJZ Los Angeles	USA	WIEDEN+KENNEDY Portland	MJZ Los Angeles
A02/208	00838	SWIMMING POOL	INNOCENCE EN DANGER	SEXUAL ABUSE AWARENESS	HENRY DE CZAR Clichy	FRANCE	SAATCHI & SAATCHI PARIS	HENRY DE CZAR Clichy
A02/209	00843	CLOSET	CANAL+	TELEVISION CHANNEL	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris	SOIXAN7E QUIN5E Paris
A02/212	01034	AIRBALL	ORANGE INTERNATIONAL	AFRICA CUP FOOTBALL SPONSORSHIP	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	PREMIERE HEURE Saint-Cloud

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A02/231	01063	FUNERAL	MINISTRY OF COMMUNITY DEVELOPMENT, YOUTH	COMMUNITY DEVELOPMENT	LEO BURNETT/ARC WORLDWIDE SINGAPORE Singapore	SINGAPORE	LEO BURNETT/ARC WORLDWIDE SINGAPORE Singapore	DRAGONSGATE STUDIO Singapore
A02/242	00967	WORST SEAT	CAREERBUILDER.COM	JOB SEARCH WEBSITE	MJZ Los Angeles	USA	CAREERBUILDER.COM Chicago	MJZ Los Angeles
A02/246	00950	THE LIFE	MICROSOFT	XBOX HALO 3 ODST	MJZ Los Angeles	USA	T.A.G. San Francisco	MJZ Los Angeles
A03/011	00354	NATURE OF WISDOM	OLD MUTUAL	FINANCIAL SERVICES	DRAFTFCB JOHANNESBURG	SOUTH AFRICA	DRAFTFCB JOHANNESBURG	EGG FILMS Cape Town
A03/068	00811	BRING IT TO LIFE	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	KNUCKLEHEAD London
A03/073	00255	GO FORTH	LEVI'S	CLOTHING	ANONYMOUS CONTENT Culver City	USA	WIEDEN+KENNEDY Portland	ANONYMOUS CONTENT Culver City
A03/087	00662	EVERY TEAM NEEDS THE SPARK	ADIDAS INTERNATIONAL	ADIDAS SPORTSWEAR	180 AMSTERDAM	THE NETHERLANDS	180 AMSTERDAM (180\TBWA)	MJZ London
A03/091	00221	THE ISLAND	LION NATHAN	JAMES BOAG'S PURE LAGER	PUBLICIS MOJO Sydney	AUSTRALIA	PUBLICIS MOJO Sydney	REVOLVER Sydney / BISCUIT FILMWORKS Los Angeles
A03/120	00958	THE LIFE	MICROSOFT	XBOX HALO 3 ODST	MJZ Los Angeles	USA	T.A.G. San Francisco	MJZ Los Angeles
A03/122	00367	LOCAL RADIO	BBC	BBC LOCAL RADIO	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	RAINEY KELLY CAMPBELL ROALFE/Y&R London	RED BEE MEDIA London
A03/123	00368	BREATHE	CENTRAL OFFICE OF INFORMATION	FIRE SAFETY	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	RAINEY KELLY CAMPBELL ROALFE/Y&R London	BLINK PRODUCTIONS London
A04/003	00060	SLAP	NIKE	JORDAN BRAND	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	MJZ Los Angeles
A04/026	00421	CLOSET	CANAL+	TELEVISION CHANNEL	FINAL CUT London	UNITED KINGDOM	BETC EURO RSCG Paris	SOIXAN7E QUIN5E Paris
A04/029	00813	BRING IT TO LIFE	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	KNUCKLEHEAD London
A04/040	00789	DESTINY	UNILEVER	AXE BODY SPRAY	ponce buenos aires	ARGENTINA	ponce buenos aires	PRETTYBIRD Los Angeles
A04/050	00959	I'M HERE	PERNOD RICARD	ABSOLUT VODKA BRANDED CONTENT	MJZ Los Angeles	USA	TBWA\CHIAT\DAY New York	MJZ Los Angeles
A04/057	00960	CAPTIVITY	ACTIVISION	X-MEN ORIGINS VIDEO GAME	MJZ Los Angeles	USA	TOY New York	MJZ Los Angeles
A05/004	00045	BE STILL	ABU DHABI TOURISM AUTHORITY	ABU DHABI TOURISM	TBWA\RAAD\ABU DHABI	UNITED ARAB EMIRATES	TBWA\RAAD\ABU DHABI	BOOMTOWN PRODUCTIONS Dubai
A05/022	00469	UNACCEPTABLE	KICK IT OUT FOOTBALL CAMPAIGN	ANTI-HOMOPHOBIA CAMPAIGN	OGILVY & MATHER ADVERTISING London	UNITED KINGDOM	OGILVY & MATHER ADVERTISING London	ACADEMY FILMS London
A05/078	00269	BRAVEHEART	MELODY	TV CHANNEL	LEO BURNETT CAIRO	EGYPT	LEO BURNETT CAIRO	LIGHTHOUSE FILM Cairo
A05/079	00270	SEVEN	MELODY	TV CHANNEL	LEO BURNETT CAIRO	EGYPT	LEO BURNETT CAIRO	LIGHTHOUSE FILM Cairo
A05/083	00709	NEW KID	LUVS	DIAPERS	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	STATION FILM New York
A05/101	01086	CAT SITTER	LAND ROVER	AUTOMOBILE	Y&R New York	USA	Y&R New York	O POSITIVE FILMS New York
A05/102	01087	SWORD COLLECTOR	LAND ROVER	AUTOMOBILE	Y&R New York	USA	Y&R New York	O POSITIVE FILMS New York
A05/119	00909	CHANCE	INPES	ANTI-SMOKING AWARENESS	DDB PARIS	FRANCE	DDB PARIS	LES TÉLÉCRÉATEURS Paris

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A05/121	01059	THE MAN WHO WALKED AROUND THE WORLD	DIAGEO	JOHNNIE WALKER	BBH London	UNITED KINGDOM	BBH London	HLA London
A05/122	01064	FUNERAL	MINISTRY OF COMMUNITY DEVELOPMENT, YOUTH	COMMUNITY DEVELOPMENT	LEO BURNETT/ARC WORLDWIDE SINGAPORE Singapore	SINGAPORE	LEO BURNETT/ARC WORLDWIDE SINGAPORE Singapore	DRAGONSGATE STUDIO Singapore
A06/001	00012	THE LIFE	MICROSOFT	XBOX HALO 3 ODS	HUMAN New York	USA	T.A.G. San Francisco	MJZ Los Angeles
A06/003	00042	SHADOW PUPPETS	U.S. CELLULAR CORPORATION	TELECOMMUNICATIONS	PUBLICIS & HAL RINEY San Francisco	USA	PUBLICIS & HAL RINEY San Francisco	ANONYMOUS CONTENT Culver City
A06/010	00079	TIM CAHILL - THE OPERA	SANITARIUM	WEET-BIX CEREAL	TURNING STUDIOS Chippendale	AUSTRALIA	BELGIOVANE WILLIAMS MACKAY Ultimo	GOODOIL FILMS Sydney
A06/012	00114	CLEVER HAMSTERS	BRITVIC	DRENCH SPRING WATER	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	INFINITY PRODUCTIONS London
A06/018	00139	WHALE	OPTUS	TELECOMMUNICATIONS	NOISE INTERNATIONAL Sydney	AUSTRALIA	M&C SAATCHI Sydney	FILM GRAPHICS Sydney
A06/025	00140	ORGAN PLAYER	COCA-COLA	COCA-COLA	MOTHER London	UNITED KINGDOM	MOTHER London	BLINK PRODUCTIONS London
A06/029	00419	PIANO	MATCH.COM	ONLINE DATING SERVICE	ACADEMY FILMS London	UNITED KINGDOM	MOTHER London	ACADEMY FILMS London
A06/038	00532	A PEACE OF MIND	DEUTSCHER ANIMAL DEFENSE ASSOCIATION	ANTI-ANIMAL TESTING APPEAL	GREY WORLDWIDE Düsseldorf	GERMANY	GREY WORLDWIDE Düsseldorf	PAPA LÖWE FILMPRODUKTION München
A06/044	00304	UP & UP	AT&T	TELECOMMUNICATIONS	BBDO NEW YORK	USA	BBDO NEW YORK	GORGEOUS ENTERPRISES London
A06/055	00396	SELINAH	THE TOPSY FOUNDATION	AIDS APPEAL	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG	EGG FILMS Cape Town
A06/074	00552	SPEECH	ALLSTATE	INSURANCE	LEO BURNETT USA Chicago	USA	LEO BURNETT USA Chicago	IMPERIAL WOODPECKER Santa Monica
A06/112	00962	I'M HERE	PERNOD RICARD	ABSOLUT VODKA BRANDED CONTENT	MJZ Los Angeles	USA	TBWA\CHIAT\DAY New York	MJZ Los Angeles
A06/115	00971	SLEEPWALKER	THE COCA-COLA COMPANY	COCA-COLA	STIMMUNG Santa Monica	USA	WIEDEN+KENNEDY Portland	ANONYMOUS CONTENT Culver City
A06/124	00371	LOCAL RADIO	BBC	BBC LOCAL RADIO	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	RAINEY KELLY CAMPBELL ROALFE/Y&R London	RED BEE MEDIA London
A06/139	00859	HERO	BCC	ELECTRONICS STORE	DDB AMSTERDAM	THE NETHERLANDS	DDB AMSTERDAM	CAKE Amsterdam
A06/145	00896	SNOWMAN	PROCTER & GAMBLE	MAGISTRAL WASHING UP LIQUID	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	REBOLUCION Buenos Aires
A06/146	01028	HARDCHORUS UK	PUMA	LOVE = FOOTBALL CAMPAIGN	DROGA5 New York	USA	DROGA5 New York	MJZ London
A07/001	00005	POLAR BEAR	PLANE STUPID	AVIATION ENVIRONMENTAL AWARENESS	FACTORY STUDIOS London	UNITED KINGDOM	MOTHER London	RATTLING STICK London
A07/002	00023	DEATH PROOF	HILTL	VEGETARIAN RESTAURANT	RUF LANZ Zürich	SWITZERLAND	RUF LANZ Zürich	ONFILM Zurich
A07/043	00817	RED WIRES	THE ECONOMIST	MAGAZINE	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	GORGEOUS ENTERPRISES London
A07/051	00378	THE ISLAND	LION NATHAN	JAMES BOAG'S PURE LAGER	BISCUIT FILMWORKS Los Angeles	USA	REVOLVER Sydney	REVOLVER Sydney / BISCUIT FILMWORKS Los Angeles

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A07/052	00234	WAR	JOHNSON & JOHNSON	BENADRYL ALLERGY RELIEF	GRAND CENTRAL SOUND STUDIOS London	UNITED KINGDOM	JWT London	RATTLING STICK London
A07/056	00877	GOING WEST	NEW ZEALAND BOOK COUNCIL	READING AWARENESS	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	ANDERSON M STUDIO London
A07/088	00851	ROUTINE	ASSOCIATION AGAINST VIOLENCE TOWARDS WOMEN	VIOLENCE TOWARDS WOMEN AWARENESS	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris	COSA Paris
A07/091	00805	NIKE MUSIC SHOE	NIKE JAPAN	NIKE FREE RUN+	WIEDEN+KENNEDY TOKYO	JAPAN	WIEDEN+KENNEDY TOKYO	TAIYO KIKAKU Tokyo
A08/008	00184	ROLLERBABIES	EVIAN	EVIAN MINERAL WATER	MPC London	UNITED KINGDOM	BETC EURO RSCG Paris	PARTIZAN Paris
A08/023	00190	HUMAN CHAIN	NIKE	NIKE	MASSMARKET New York	USA	WIEDEN+KENNEDY Portland	SMUGGLER Hollywood
A08/027	00410	BRING IT TO LIFE	DIAGEO	GUINNESS	THE MILL London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	KNUCKLEHEAD London
A08/029	00412	FOCUS GROUP	NOKIA	NOKIA N900 PHONE	THE MILL London	UNITED KINGDOM	JACK MORTON WORLDWIDE London	JACK MORTON WORLDWIDE London
A08/034	00413	STEEPLECHASE	WEETABIX	WEETABIX CEREAL	THE MILL London	UNITED KINGDOM	WCRS London	RATTLING STICK London
A08/048	00687	THE GIFT	PHILIPS	CINEMA TV	RSA FILMS London	UNITED KINGDOM	DDB UK London / DDB WORLDWIDE London	RSA FILMS London
A08/066	00663	EVERY TEAM NEEDS THE SPARK	ADIDAS INTERNATIONAL	ADIDAS SPORTSWEAR	180 AMSTERDAM	THE NETHERLANDS	180 AMSTERDAM (180/TBWA)	MJZ London
A08/074	00565	DEATH PENALTY	AMNESTY INTERNATIONAL	DEATH PENALTY AWARENESS	TBWA/PARIS	FRANCE	TBWA/PARIS	WARM & FUZZY Paris / GANG FILMS Paris
A08/097	01106	CAROUSEL	PHILIPS	CINEMA 21:9 TV	REDRUM Stockholm	SWEDEN	TRIBAL DDB Amstelveen	STINK DIGITAL London
A08/100	00416	ECONOMY DRIVE	AUDI	AUTOMOBILES	THE MILL London	UNITED KINGDOM	BBH London	STINK London
A09/004	00010	'THE BEATLES: ROCK BAND' INTRO CINEMATIC	HARMONIX	THE BEATLES: ROCK BAND	PASSION PICTURES London	UNITED KINGDOM	PASSION PICTURES London	PASSION PICTURES London
A09/051	00491	YES, VIRGINIA	MACY'S	BRANDED CONTENT	JWT New York	USA	JWT New York	THE EBELING GROUP New York
A09/073	00832	INVOCATION	SOS ATLANTIC FOREST FOUNDATION	WATER CONSERVATION AWARENESS	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo	PRODIGO FILMS São Paulo
A09/075	00753	HAPPY KINGDOM	COCA-COLA	COCA-COLA ZERO	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires	PASSION PICTURES London
A09/079	00881	GOING WEST	NEW ZEALAND BOOK COUNCIL	READING CAMPAIGN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	ANDERSON M STUDIO London
A09/082	01005	DOG	ONE DOT ZERO	DIGITAL ART FESTIVAL	CRAVEROLANIS Buenos Aires	ARGENTINA	CRAVEROLANIS Buenos Aires	VASCOLO Buenos Aires
A09/085	01024	HANK THE SINGING BOTTLE	FEVE (EUROPEAN GLASS PACKAGING	GLASS PACKAGING	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp	FINGER INDUSTRIES Sheffield
A09/087	00374	WINTER OLYMPICS	BBC	OLYMPICS ON THE BBC	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	RAINEY KELLY CAMPBELL ROALFE/Y&R London	STUDIO AKA London
A09/096	00897	SNOWMAN	PROCTER & GAMBLE	MAGISTRAL WASHING UP LIQUID	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	REBOLUCION Buenos Aires
A09/105	00796	CABBAGE, INTERRUPTED	CITY HARVEST	FOOD RESCUE ORGANIZATION	DRAFTFCB New York	USA	DRAFTFCB New York	NATHAN LOVE New York

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A09/108	01019	DOG	CITROEN	C3 PICASSO	WANDA PRODUCTIONS Saint-Denis La Plaine Cedex	FRANCE	H Suresnes / EURO RSCG MILANO	WANDA PRODUCTIONS Saint-Denis La Plaine Cedex
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