

Shortlist (Film Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Production Company
<u>A01 (Savoury Foods)</u>								
A01/020	03271	DOLLS	CAMPOFRIO	PAVOFRIO SLICED TURKEY	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid	SOPA DE TORO Madrid
A01/029	01551	LEGENDARY ANGUS	FOUR N TWENTY	LEGENDARY ANGUS MEAT PIES	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	PRODIGY Melbourne
A01/050	02107	HAPPY BIRTHDAY	HEINZ	SOUPS	RATTLING STICK London	UNITED KINGDOM	AMV.BBDO London	RATTLING STICK London
A01/051	02146	CATS WITH THUMBS	ARLA	CRAVENDALE MILK	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London	SMITH AND JONES FILMS North Hollywood / MPC London
A01/052	02147	KITCHEN ODYSSEY	ARLA	LURPAK BUTTER	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London	STINK London / FRAMESTORE LONDON / THE MILL London
A01/081	02956	PARTY	KRAFT	ATHENOS HUMMUS	DROGA5 New York	USA	DROGA5 New York	PARK PICTURES New York / CENTRAL ATHENS FILM PRODUCTIONS
A01/083	02824	I CAN'T BELIEVE 'I CAN'T BELIEVE IT'S NOT BUTTER' IS BETTER	UNILEVER	I CAN'T BELIEVE IT'S NOT BUTTER	McCANN LONDON London	UNITED KINGDOM	McCANN LONDON London	HSI LONDON
<u>A02 (Sweet Foods & Snacks)</u>								
A02/001	00116	TABITHA	KRAFT	WHEAT THINS CRACKERS	THE ESCAPE POD Chicago	USA	THE ESCAPE POD Chicago	SMUGGLER Hollywood
A02/002	00117	DEREK	KRAFT	WHEAT THINS CRACKERS	THE ESCAPE POD Chicago	USA	THE ESCAPE POD Chicago	STATION FILM New York
A02/003	00118	ADAM	KRAFT	WHEAT THINS	THE ESCAPE POD Chicago	USA	THE ESCAPE POD Chicago	STATION FILM New York
A02/004	00119	CHRIS	KRAFT	WHEAT THINS	THE ESCAPE POD Chicago	USA	THE ESCAPE POD	SMUGGLER Hollywood
A02/076	02244	ICE BOOTH	WRIGLEY	ECLIPSE INTENSE MINTS	DDB Sydney	AUSTRALIA	DDB Sydney	FINCH SYDNEY
A02/116	00369	FOCUS GROUP	MARS CHOCOLATE NORTH AMERICA	SNICKERS PEANUT BUTTER SQUARED	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York
A02/129	03042	CELEBRATION	WARBURTONS	TOASTIE/FARMHOUSE BREAD	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	RAINEY KELLY CAMPBELL ROALFE/Y&R London	GORGEOUS London / PIONEER PRODUCTIONS Budapest

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A02/130	03315	LOGGING	MARS CHOCOLATE NORTH AMERICA	SNICKERS CHOCOLATE BAR	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York
A02/131	03316	PARTY	MARS CHOCOLATE NORTH AMERICA	SNICKERS CHOCOLATE BAR	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York
A02/133	03387	DOOR	WRIGLEY	SKITTLES SWEETS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	SMITH AND JONES London
A02/134	03388	BORROW	WRIGLEY	SKITTLES SWEETS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	SMITH AND JONES London
A02/138	03376	BUS	WRIGLEY	STARBURST SWEETS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	HUNGRY MAN New York
A02/139	03384	FIST	WRIGLEY	SKITTLES SWEETS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	SMITH AND JONES FILMS North Hollywood
A02/140	03385	FLY	WRIGLEY	SKITTLES SWEETS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	SMITH AND JONES FILMS North Hollywood

A03 (Alcoholic Drinks)

A03/002	00273	TOAST MEN	NIHON SHURUI HANBAI	NICOLAS FEUILLATTE CHAMPAGNE	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo
A03/005	00060	DOG SHOW	HEINEKEN	JOHN SMITH'S	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON	RATTLING STICK London
A03/017	00602	CRY	CARLTON UNITED BREWERIES	BEER	DROGA5 SYDNEY	AUSTRALIA	DROGA5 SYDNEY	REVOLVER Sydney
A03/033	00898	ENTRANCE	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	SONNY London
A03/034	02776	DATE	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	SONNY London
A03/035	01201	SLOW THE PACE	HEINEKEN UK	KRONENBOURG 1664	BBH London	UNITED KINGDOM	BBH London	PULSE FILMS London
A03/047	01552	SLO MO	FOSTERS GROUP	CARLTON DRAUGHT	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	PLAZA FILMS Sydney
A03/049	01554	TORTOISE	FOSTERS GROUP	CARLTON NATURAL	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	REVOLVER Sydney
A03/054	02692	PRESENTATION	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	PRIMO Buenos Aires
A03/055	02693	DVD	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	PRIMO Buenos Aires
A03/064	02767	BEER - THE UNTOLD STORY	DB BREWERIES	BEER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	REVOLVER Sydney

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A03/070	00639	STRONGMAN	MAGNERS	MAGNERS GOLDEN DRAUGHT CIDER	THE RED BRICK ROAD London	UNITED KINGDOM	THE RED BRICK ROAD London	STINK London / CHEROKEE FILMS Auckland
A03/071	00640	BEES	MAGNERS	MAGNERS ORIGINAL CIDER	THE RED BRICK ROAD London	UNITED KINGDOM	THE RED BRICK ROAD London	STINK London / CHEROKEE FILMS Auckland

A04 (Non-Alcoholic Drinks)

A04/018	00552	CUBEHEAD	BRITVIC	DRENCH DRINK	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	SMITH AND JONES London
A04/035	01684	SIEGE	COCA-COLA	COCA-COLA	NEXUS PRODUCTIONS London	UNITED KINGDOM	WIEDEN+KENNEDY Portland	NEXUS PRODUCTIONS London
A04/052	01784	BRAIDS	PEPSICO	H2OH! DRINK	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	ARGENTINACINE Buenos Aires
A04/060	03163	BABY INSIDE	EVIAN	EVIAN	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris	WANDA PRODUCTIONS Saint-Denis La Plaine Cedex
A04/084	03021	GO GO GO	GLOBALBEV BEBIDAS E ALIMENTOS	FLYING HORSE ENERGY DRINK	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	PARANOIDBR São Paulo

A05 (Household: Cleaning Products)

A05/015	02754	SUSAN AND ERICA	FEBREZE	DEODORISING SPRAY	GREY NEW YORK	USA	GREY NEW YORK	STATION FILM New York
A05/016	02755	RESTAURANT	FEBREZE	DEODORISING SPRAY	GREY NEW YORK	USA	GREY NEW YORK	STATION FILM New York
A05/018	02757	HOTEL	FEBREZE	DEODORISING SPRAY	GREY NEW YORK	USA	GREY NEW YORK	STATION FILM New York
A05/026	02927	SAUSAGEFLAN	PROCTER & GAMBLE	AYUDIN WASHING UP LIQUID	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	REBOLUCION Buenos Aires

A06 (Household: Other)

A06/017	02717	3 IN 1	SELLEYS	ADHESIVE, SEALANT & GAP FILLER	BELGIOVANE WILLIAMS MACKAY Ultimo	AUSTRALIA	BELGIOVANE WILLIAMS MACKAY Ultimo	GOODOIL FILMS Sydney
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A07 (Home Appliances & Furnishings)

A07/016	01275	EXORCIST	DIRT DEVIL	CENTRINO CLEANCONTROL M2881	ANDREAS ROTH Ludwigsburg	GERMANY	ANDREAS ROTH Ludwigsburg	FILMAKADEMIE BADEN-WÜRTTEMBERG Ludwigsburg
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Shortlist (Film Lions)

A07/024	02686	NOSE-O-METER	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	PELUCA FILMS Buenos Aires
A07/025	02687	NOSE JOB	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	PELUCA FILMS Buenos Aires
A07/026	02688	GIGANTIC NOSE	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	PELUCA FILMS Buenos Aires
A07/032	01914	SANTEC PRISON	SANYO VIDEO VERTRIEB	SANTEC VIDEO SURVEILLANCE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	COBBLESTONE FILMPRODUCTION Hamburg
A07/035	02104	MR. COCKTAIL	CONFORAMA	HOME FURNISHINGS	DRAFTFCB Levallois-Perret	FRANCE	DRAFTFCB Levallois- Perret	BANDITS Paris
A07/051	03424	MOSQUITO	STROY MASTER	SOUNDPROOF WINDOWS	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow	BALL PARK Moscow

A08 (Cosmetics & Beauty)

A08/003	00594	BOAT	OLD SPICE	BODY WASH	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	MJZ Los Angeles
A08/006	00597	FLEX	OLD SPICE	ODOR BLOCKER BODY WASH	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ABSOLUTELY PRODUCTIONS London
A08/007	00598	PUNCH	OLD SPICE	ODOR BLOCKER BODY WASH	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ABSOLUTELY PRODUCTIONS London
A08/008	00599	ZOOM	OLD SPICE	ODOR BLOCKER BODY WASH	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ABSOLUTELY PRODUCTIONS London
A08/015	01484	HAIRMOTICONS	BRAUN	SATIN HAIR 5 MULTISTYLER	BBDO GERMANY Düsseldorf	GERMANY	BBDO PROXIMITY Düsseldorf	VCC PERFECT PICTURES Düsseldorf / DAS WERK Dusseldorf
A08/018	01586	SHOWER LIKE A MAN	CEDERROTH	ASAN TRIPLE SHOWER GEL	LOS & CO Oslo	NORWAY	LOS & CO Oslo	EINAR FILM & FORTELLINGER Oslo
A08/021	01262	DINER	UNILEVER	AXE RISE SHOWER GEL	BBH New York	USA	BBH New York	B-REEL New York
A08/022	02389	NOT FOR YOU	PROCTER & GAMBLE	HEAD & SHOULDERS	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	SUPPLY & DEMAND Los Angeles
A08/029	01087	SCENT VACATION	PROCTER & GAMBLE	OLD SPICE	MJZ Los Angeles	USA	WIEDEN+KENNEDY Portland	MJZ Los Angeles
A08/039	00700	ZIPPER	UNILEVER	AXE EX-FRIEND BODY SPRAY	ponce buenos aires	ARGENTINA	ponce buenos aires	EPOCH FILMS Beverly Hills
A08/040	00703	PREMATURE PERSPIRATION	UNILEVER	AXE FULL CONTROL	ponce buenos aires	ARGENTINA	ponce buenos aires	PRIMO Buenos Aires
A08/041	00704	DISTANCE	UNILEVER	AXE FULL CONTROL	ponce buenos aires	ARGENTINA	ponce buenos aires	PRIMO Buenos Aires

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A08/042	00705	BOWLING	UNILEVER	AXE FULL CONTROL DEODORANT	ponce buenos aires	ARGENTINA	ponce buenos aires	PRIMO Buenos Aires
A08/043	00706	MOTHER	UNILEVER	AXE FULL CONTROL	ponce buenos aires	ARGENTINA	ponce buenos aires	PRIMO Buenos Aires
A08/051	03179	AXE ANGELS	AXE	EXCITE BODY SPRAY	BBH London	UNITED KINGDOM	BBH London	MJZ London
A08/055	00595	QUESTIONS	OLD SPICE	BODY WASH	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	MJZ Los Angeles

A09 (Toiletries)

A09/017	02050	CARPET	NOHAIR VEREINTE LASER	PERMANENT HAIR REMOVAL	EURO RSCG DÜSSELDORF	GERMANY	EURO RSCG DÜSSELDORF	ELEMENT E Hamburg
A09/028	03006	SOIREE	KIMBERLY-CLARK	HUGGIES LITTLE MOVERS DIAPERS	JWT NEW YORK	USA	JWT NEW YORK	MJZ New York
A09/031	03302	SHARK	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE RAZOR	BBDO NEW YORK	USA	BBDO NEW YORK	SUPPLY & DEMAND New York

A10 (Pharmacy)

A10/005	00839	HIGH SCHOOL	FAMILIPRIX	PHARMACY	LG2 Québec	CANADA	LG2 Québec	QUATRE ZERO UN Montréal
A10/027	01911	BOWLING	PFIZER CANADA	VIAGRA	TAXI Toronto	CANADA	TAXI Toronto	GO FILM Hollywood / STEAM FILMS Toronto
A10/028	01912	GOLF	PFIZER CANADA	VIAGRA	TAXI Toronto	CANADA	TAXI Toronto	GO FILM Hollywood / STEAM FILMS Toronto
A10/029	01913	BAND	PFIZER CANADA	VIAGRA	TAXI Toronto	CANADA	TAXI Toronto	GO FILM Hollywood / STEAM FILMS Toronto
A10/032	01193	TENNIS	BAYER	FITOSONNO SLEEPING TABLETS	DIAVIVA Reggio Emilia	ITALY	JWT ITALIA Milan	DIAVIVA Reggio Emilia
A10/036	00695	SENSITIVE ARMPITS	UNILEVER	REXONA SENSITIVE	ponce buenos aires	ARGENTINA	ponce buenos aires	HUNGRY MAN New York
A10/041	02785	CLASSROOM CRAFT	NOVARTIS CONSUMER HEALTH	OTRIVIN NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge	THE SWEET SHOP Auckland
A10/042	02786	SHOE LACES	NOVARTIS CONSUMER HEALTH	OTRIVIN NASAL SPRAY	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge	THE SWEET SHOP Auckland
A10/046	03074	SANDWICH	JOHNSON & JOHNSON BRAZIL	K-Y	BORGHIERH/LOWE São Paulo	BRAZIL	BORGHIERH/LOWE São Paulo	SAGAZ FILMES São Paulo

A11 (Clothing, Footwear & Accessories)

A11/002	00139	WOLVES	CARHARTT	CLOTHING	TEAM DETROIT	USA	TEAM DETROIT	THE DIRECTORS BUREAU Hollywood
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Shortlist (Film Lions)

A11/012	00531	THROWDOWN	NIKE	FREE RUNNING AND TRAINING FOOTWEAR	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	RSA FILMS Los Angeles
A11/018	00899	WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	INDEPENDENT London
A11/032	02401	BOOM	NIKE	NIKE	SMUGGLER Hollywood	USA	WIEDEN+KENNEDY	SMUGGLER Hollywood
A11/051	02961	AFTER HOURS ATHLETE	PUMA	PUMA SOCIAL CLOTHING	DROGA5 New York	USA	DROGA5 New York	SMUGGLER New York

A12 (Miscellaneous)

A12/005	01717	GORIGON	SCRIBE	SKETCH BOOKS	BBDO MEXICO	MEXICO	BBDO MEXICO	METRO PRODUCCIONES Mexico City
A12/016	02349	LICKS	YARRAH	ORGANIC PET FOOD	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	MINDBOX Antwerp
A12/020	03075	LOVE DECLARATION	BIC AMAZONIA	CRISTAL PEN	BORGHIERH/LOWE São Paulo	BRAZIL	BORGHIERH/LOWE São Paulo	DINAMO FILMES São Paulo

A13 (Cars)

A13/016	00316	MADE OF MEANER STUFF	SKODA	FABIA VRS CARS	FALLON LONDON	UNITED KINGDOM	FALLON LONDON	SOMESUCH & CO London
A13/026	00811	GOODNIGHT	AUDI OF AMERICA	AUDI A8	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco	EPOCH FILMS Beverly Hills / RATTLING STICK New York / FRAMESTORE LONDON
A13/035	00616	FLOW	MINI/BMW	MINI COUNTRYMAN	BSUR AGENCY Amsterdam	THE NETHERLANDS	BSUR AGENCY Amsterdam	SMUGGLER Hollywood
A13/036	00754	SUNDAY DRIVER	DAIMLER	MERCEDES-BENZ	JUNG von MATT Stuttgart	GERMANY	JUNG von MATT Stuttgart	@radical.media Berlin
A13/054	01149	COUNTRY SONATA HYBRID	HYUNDAI AUTO CANADA	SONATA HYBRID	INNOCEAN WORLDWIDE CANADA Toronto	CANADA	INNOCEAN WORLDWIDE CANADA	RADKE FILM GROUP Toronto
A13/060	01369	MOUNTAINBIKE	HARALD A. MØLLER	AUDI Q5	BATES UNITED Oslo	NORWAY	BATES UNITED Oslo	FREDRIK FICTION Oslo / VIVI FILM Barcelona
A13/070	01539	FORCE	VOLKSWAGEN	VW PASSAT	DEUTSCH INC. Los Angeles	USA	DEUTSCH INC. Los Angeles	PARK PICTURES Santa Monica
A13/101	02245	WORD	VOLKSWAGEN	VOLKSWAGEN	DDB Sydney	AUSTRALIA	DDB Sydney	REVOLVER Sydney
A13/103	01856	MILK RUN	VOLKSWAGEN	VW	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	ROBBERS DOG FILM Auckland
A13/116	00983	BORN OF FIRE	CHRYSLER	CHRYSLER 200	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	SERIAL PICTURES Culver City
A13/117	00984	CHALLENGER FREEDOM	DODGE	DODGE CHALLENGER	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	BISCUIT FILMWORKS Los Angeles

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A13/126	03256	DIRTY COPS	LAND ROVER	LR4	Y&R New York	USA	Y&R New York	O POSITIVE FILMS New York
A13/153	02328	OLD LADY	PON'S AUTOMOBIELHANDEL	VW GOLF	DDB AMSTERDAM	THE NETHERLANDS	DDB AMSTERDAM	CZAR.NL Amsterdam
A13/161	01984	TRANSLATOR	VOLKSWAGEN	TIGUAN	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	FAT BASTARDS São Paulo / MOVIEART São Paulo
A13/162	02246	CHANGE ROOMS	VOLKSWAGEN	VW PASSAT	DDB Sydney	AUSTRALIA	DDB Sydney	THE SWEET SHOP Sydney
A13/207	03406	ELECTRIC LIFE	RENAULT	ZE	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL	NOSE Saint-Cloud
A13/208	03255	PATHOLOGICAL LIAR	LAND ROVER	LAND ROVER LR4	Y&R New York	USA	Y&R New York	O POSITIVE FILMS New York

A14 (Other Vehicles, Auto Products & Services)

A14/028	01996	I LOVE YOU	VOLKSWAGEN	ORIGINAL PARTS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	VETOR ZERO/LOBO São Paulo
A14/029	01997	BOSS	VOLKSWAGEN	ORIGINAL PARTS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	VETOR ZERO/LOBO São Paulo
A14/030	01998	SON, YOU'RE ADORABLE	VOLKSWAGEN	ORIGINAL PARTS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	VETOR ZERO/LOBO São Paulo
A14/031	01999	IT'S NOT YOU	VOLKSWAGEN	ORIGINAL PARTS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	VETOR ZERO/LOBO São Paulo
A14/034	02840	PARTY	CAR ONE	USED CARS	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos	URSULA Buenos Aires
A14/035	02841	LOVE STORY	CAR ONE	USED CARS	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos	URSULA Buenos Aires

A15 (Home Electronics & Audio-Visual)

A15/032	01823	NO EXPERT	PANASONIC	G2-DIGITAL CAMERA	THE CAMPAIGN PALACE Sydney	AUSTRALIA	THE CAMPAIGN PALACE Sydney	PRODIGY Sydney
A15/035	02690	EINSTEIN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	GARLIC FILMS Madrid
A15/036	02691	MARILYN	SONY	CYBER-SHOT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	GARLIC FILMS Madrid
A15/038	01651	REALLY	MICROSOFT	WINDOWS PHONE 7	CRISPIN PORTER + BOGUSKY Boulder	USA	CRISPIN PORTER + BOGUSKY Boulder	IMPERIAL WOODPECKER Santa Monica
A15/040	02565	KEVIN BACON FAN	LOGITECH	LOGITECH REVUE WITH GOOGLE TV	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San	SMUGGLER Hollywood
A15/061	02793	THEFT	TOSHIBA	ULTRA LED TV	TALENT São Paulo	BRAZIL	TALENT São Paulo	PRODIGO FILMS São Paulo

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A16 (Retail Stores)

A16/011	00069	THE-HI-SWEETIE- UNCLE-BOB-IS- GOING-TO- BORROW-THE- UPPER-BUNK- TEST	IKEA	HOME FURNISHING	HJALTELIN STAHL & CO. Copenhagen	DENMARK	HJALTELIN STAHL & CO. Copenhagen	PEGASUS PRODUCTION Copenhagen
A16/039	01507	ANTI-RIOT SQUAD	DE BIJENKORF	DEPARTMENT STORE	SELMORE CREATIVE AGENCY Amsterdam	THE NETHERLANDS	SELMORE CREATIVE AGENCY Amsterdam	CZAR.NL Amsterdam
A16/066	01883	WHITE HORSE	INTERFLORA	GIFTS AND FLOWERS	BRANDHOUSE Copenhagen	DENMARK	BRANDHOUSE Copenhagen	MOLAND FILM COMPANY Copenhagen
A16/068	01885	TELEMARKETER	NETTO	SUPERMARKET CHAIN	BRANDHOUSE Copenhagen	DENMARK	BRANDHOUSE Copenhagen	TRESHOW FILMPRODUCTION Naerum
A16/077	02423	EYE DROPS	RICHMOND OPTOMETRY	OPTOMETRY	RED URBAN Toronto	CANADA	RED URBAN Toronto	UNTITLED FILMS Toronto
A16/078	02424	BUCK	RICHMOND OPTOMETRY	OPTOMETRY	RED URBAN Toronto	CANADA	RED URBAN Toronto	UNTITLED FILMS Toronto
A16/079	02425	HOSE	RICHMOND OPTOMETRY	OPTOMETRY	RED URBAN Toronto	CANADA	RED URBAN Toronto	UNTITLED FILMS Toronto
A16/087	00916	MUMS	DEBENHAMS	DEPARTMENT STORE	JWT LONDON London	UNITED KINGDOM	JWT LONDON London	BARE FILMS London
A16/107	02493	YAY	GAMESTOP	RETAIL STORE	HUNGRY MAN New York	USA	THE RICHARDS GROUP Dallas	HUNGRY MAN New York
A16/117	03419	BALLROOM	RUAM CHAROEN PATTANA CO.	TOP CHAROEN OPTICAL STORE	JWT BANGKOK	THAILAND	JWT BANGKOK	PHENOMENA Bangkok
A16/119	01050	CHAIN MAIL	EXCLUSIVE BOOKS	E MAIL FOR DUMMIES	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG	JUMP Cape Town

A17 (Restaurants & Fast Food Outlets)

A17/028	01781	BIRDS	LEGAL SEA FOODS	RESTAURANT	DEVITO/VERDI New York	USA	DEVITO/VERDI New York	
A17/033	02140	PACKAGE	McDONALD'S	McDONALD'S	DDB TRIBAL GROUP Berlin	GERMANY	DDB TRIBAL GROUP Berlin / HEYE & PARTNER Unterhaching	HAGER MOSS Munich / ARRI FILM & TV SERVICES Munich
A17/050	02642	RETURN OF THE CRAVING	CHICKEN LICKEN	HOT WINGS	NET#WORK BBDO Johannesburg	SOUTH AFRICA	NET#WORK BBDO Johannesburg	VELOCITY FILMS Cape Town

A18 (Travel, Transport & Tourism)

A18/026	00881	THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU Tokyo	JAPAN	DENTSU Tokyo	ENGINE FILM Tokyo / T & E Fukuoka
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Shortlist (Film Lions)

A18/027	01040	WHOEVER YOU ARE	NETTBUSS	BUS TRAVEL	LOS & CO Oslo	NORWAY	LOS & CO Oslo	SOCIAL CLUB Stockholm
A18/028	00823	ROCKSTAR SERVICE	VIRGIN HOLIDAYS	VIRGIN TRAVEL	DARE London	UNITED KINGDOM	DARE London	PARTIZAN London
A18/043	00662	TOUGH QUESTIONS	LAS VEGAS CONVENTION & VISITORS AUTHORITY	LAS VEGAS TOURISM	R&R PARTNERS Las Vegas	USA	R&R PARTNERS Las Vegas	FUELD FILMS Austin
A18/046	01970	CHANGES	SHANGRI-LA	TRAVEL AGENCY	AGÊNCIA3 Rio de Janeiro	BRAZIL	AGÊNCIA3 Rio de Janeiro	KOMBAT FILMS Rio de Janeiro
A18/055	02649	SWITZERLAND - MORE THAN MOUNTAINS	SWITZERLAND TOURISM	TOURISM/TRAVEL	SPILLMANN/FELSER/LEO BURNETT Zürich	SWITZERLAND	SPILLMANN/FELSER/LEO BURNETT Zürich	CONDOR FILMS Zürich
A18/065	02829	FRANK	KAYAK.COM	TRAVEL SITE	BARTON F. GRAF 9000 New York	USA	BARTON F. GRAF 9000 New York	STATION FILM New York

A19 (Entertainment & Leisure)

A19/063	01524	APPLICATION	PLANET FITNESS	GYM	MULLEN Boston	USA	MULLEN Boston	HUNGRY MAN Los Angeles
A19/065	01526	LIFT THINGS UP	PLANET FITNESS	GYM	MULLEN Boston	USA	MULLEN Boston	HUNGRY MAN Los Angeles
A19/104	02685	VICTOR	SONY	PLAYSTATION	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	GARLIC FILMS Madrid
A19/106	02095	PROPOSAL	TRISS	LOTTERIES	FORSMAN & BODENFORS Stockholm	SWEDEN	FORSMAN & BODENFORS Stockholm	ACNE PRODUCTION Stockholm
A19/107	02096	PROPOSAL 2	TRISS	LOTTERIES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS	ACNE PRODUCTION Stockholm
A19/108	02483	YOUR MOM HATES DEAD SPACE 2	ELECTRONIC ARTS	DEAD SPACE 2 GAME	DRAFTFCB San Francisco	USA	DRAFTFCB San Francisco	GOON MEDIA Los Angeles
A19/109	01330	THERE IS A SOLDIER IN ALL OF US	ACTIVISION	CALL OF DUTY BLACK OPS	TBWA\CHIAT\DAY LA Los Angeles	USA	TBWA\CHIAT\DAY LA Los Angeles	MJZ Los Angeles
A19/117	01857	LUCKY DOG	NEW ZEALAND LOTTERIES	LOTTERY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	THE SWEET SHOP Auckland
A19/125	02031	WRITER'S BLOCK	MELBOURNE WRITERS FESTIVAL	ARTS	JWT Melbourne	AUSTRALIA	JWT Melbourne	PLUSH FILMS Melbourne / FLAGSTAFF Melbourne / DIGITAL PICTURES Melbourne

Shortlist (Film Lions)

A19/131	02238	LINEUP	CONSULATE GENERAL OF ARGENTINA IN LOS ANGELES	NEW CINEMA FILM FESTIVAL	CONILL SAATCHI & SAATCHI Torrance	USA	CONILL SAATCHI & SAATCHI Torrance	PARANA FILMS Los Angeles
A19/132	02566	HUGS	NBA	END OF 2010 NBA SEASON	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	GOODBY SILVERSTEIN & PARTNERS San Francisco
A19/145	01363	LANE 1 (THE DAI- ICHI COURSE)	DAIICHI SHOKAI	PINBALL MACHINES	ADK JAPAN Tokyo	JAPAN	ADK JAPAN Tokyo	TYO PRODUCTIONS Tokyo / MONSTER Tokyo
A19/149	02360	BLOCK PROJECT	MATTEL FRANCE	SCRABBLE	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	PARANOID PROJECTS Paris
A19/173	03414	HAKA	PMU	ONLINE SPORTS BETTING	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	MJZ Los Angeles
A19/174	03415	TENNIS	PMU	ONLINE SPORTS BETTING	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	MJZ Los Angeles

A20 (Publications & Media)

A20/006	00191	INTERVIEW	TV GUIDE NETWORK	"CURB YOUR ENTHUSIASM" LAUNCH	STUN CREATIVE Los Angeles	USA	STUN CREATIVE Los Angeles	STUN CREATIVE Los Angeles
A20/014	00355	JOCKS	ESPN	SPORTS CHANNEL	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	EPOCH FILMS New York
A20/015	00356	ALOHA ALABAMA	ESPN	SPORTS CHANNEL	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	EPOCH FILMS New York
A20/019	00362	SPY - OVECHKIN	ESPN	SPORTSCENTER	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	O POSITIVE FILMS New York
A20/020	00363	OCTAGON - ST. PIERRE	ESPN	SPORTSCENTER	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	O POSITIVE FILMS New York
A20/021	00364	COPIER - LANDON DONOVAN	ESPN	SPORTSCENTER	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	O POSITIVE FILMS New York
A20/032	00510	GIRL 1	AMOUR	ADULT TV CHANNEL	DARE Vancouver	CANADA	DARE Vancouver	IMPORTED ARTISTS FILM COMPANY Toronto / GREEN DOT FILMS Santa Monica
A20/034	00512	HOT TUB	AMOUR	ADULT TV CHANNEL	DARE Vancouver	CANADA	DARE Vancouver	IMPORTED ARTISTS FILM COMPANY Toronto / GREEN DOT FILMS Santa Monica

Shortlist (Film Lions)

A20/035	00513	SHAKESPEARE	AMOUR	ADULT ENTERTAINMENT	DARE Vancouver	CANADA	DARE Vancouver	IMPORTED ARTISTS FILM COMPANY Toronto / GREEN DOT FILMS Santa Monica
A20/052	01259	BEST DIRECTING	CANAL+	OSCARS CEREMONY COVERAGE	EL LABORATORIO Madrid	SPAIN	EL LABORATORIO Madrid	VERTICE 360 Madrid
A20/053	01260	BEST ACTRESS IN A SUPPORTING ROLE	CANAL+	OSCARS CEREMONY COVERAGE	EL LABORATORIO Madrid	SPAIN	EL LABORATORIO Madrid	VERTICE 360 Madrid
A20/093	03165	IPHONE	CANAL +	TV CHANNEL	BETC EURO RSCG Paris	FRANCE	BETC EURO RSCG Paris	MOONWALK FILMS Paris
A20/107	02663	TEAM HOYT	TV3	SPINAL CORD AND BRAIN INJURY TELETHON	BASSAT OGILVY Barcelona	SPAIN	BASSAT OGILVY Barcelona	OVIDEO Barcelona
A20/113	02495	DEVIL'S DROP	TBS	CONAN	HUNGRY MAN New York	USA		HUNGRY MAN New York
A20/136	02852	BALLOONS	MTV	MTV	LODUCCA Sao Paulo	BRAZIL	LODUCCA Sao Paulo	PARANOIDBR São Paulo / RAW PRODUTORA DE AUDIO São Paulo
A20/153	03320	YACHT	HBO	HBO GO	BBDO NEW YORK	USA	BBDO NEW YORK	MJZ New York
A20/154	03321	UNDERDOG	HBO	HBO GO	BBDO NEW YORK	USA	BBDO NEW YORK	MJZ New York
A20/155	03322	HOSPITAL	HBO	HBO GO	BBDO NEW YORK	USA	BBDO NEW YORK	MJZ New York
A20/156	03339	BIRDS	FRANCE 24	INTERNATIONAL NEWS NETWORK	MARCEL Paris	FRANCE	MARCEL Paris	MR HYDE Paris

A21 (Banking, Investment & Insurance)

A21/022	00255	COUGH	FIRSTBANK	BANK	TDA_BOULDER Boulder	USA	TDA_BOULDER Boulder	MJZ Los Angeles
A21/039	00611	ONE BIG THING	HBFB	HEALTH INSURANCE	MEERKATS Perth	AUSTRALIA	MEERKATS Perth	FLYING FISH Sydney
A21/040	00631	MOTORCYCLE	CFG SERVICES	SRISAWAD TRANSPORT LOAN	CFG Services Bangkok	THAILAND	GENESIS 12 Bangkok	PHENOMENA Bangkok
A21/041	00632	TRUCK	CFG SERVICES	SRISAWAD TRANSPORT LOAN	CFG Services Bangkok	THAILAND	CFG Services Bangkok	PHENOMENA Bangkok
A21/042	00751	BIRD IN HAND	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	MOXIE PICTURES Los Angeles
A21/043	00752	HONEST ABE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	MOXIE PICTURES Los Angeles
A21/045	00780	DREAM RANGER	TA CHONG BANK	BANK	OGILVY & MATHER TAIWAN Taipei	CHINESE TAIPEI	OGILVY & MATHER TAIWAN Taipei	PHENOMENA Bangkok

Shortlist (Film Lions)

A21/048	03340	HEARTS	FINANCIÈRE DE L'ÉCHIQUIER	ASSET MANAGEMENT	MARCEL Paris	FRANCE	MARCEL Paris	WANDA PRODUCTIONS Saint-Denis La Plaine Cedex
A21/058	01319	LAWN GAME	ALLSTATE	INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	EPOCH FILMS Beverly Hills / MASSMARKET New York / ANOTHER COUNTRY Chicago
A21/059	01320	TEEN DRIVER	ALLSTATE	INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	EPOCH FILMS Beverly Hills / MASSMARKET New York / ANOTHER COUNTRY Chicago
A21/073	00219	ROOF	MORE TH>N	HOME INSURANCE	STEPHENS FRANCIS WHITSON London	UNITED KINGDOM	STEPHENS FRANCIS WHITSON London	ACADEMY London
A21/074	00220	WHEEL	MORE TH>N	CAR INSURANCE	STEPHENS FRANCIS WHITSON London	UNITED KINGDOM	STEPHENS FRANCIS WHITSON London	ACADEMY London
A21/080	01804	CONAN - INDIA	AMERICAN EXPRESS	AMERICAN EXPRESS	OGILVY & MATHER New York	USA	OGILVY & MATHER New York	HUNGRY MAN New York
A21/106	02010	FOR EVERY BREATH	MEDIBANK	HEALTH INSURANCE	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA	GEORGE PATTERSON Y&R Melbourne	EXIT FILMS Melbourne
A21/108	02106	SURPRISE	COMMERZBANK/BAN K FORUM	BANKING	OGILVY & MATHER UKRAINE Kiev	UKRAINE	OGILVY & MATHER UKRAINE Kiev / OGILVY&MATHER BUDAPEST Budapest	FEEL FILMS London / SAUNA INTERNATIONAL London
A21/126	02330	PICNIC	CENTRAAL BEHEER ACHMEA	INSURANCE	DDB AMSTERDAM	THE NETHERLANDS	DDB AMSTERDAM	CZAR.NL Amsterdam
A21/133	02428	OFFICE	MEXICAN INSURANCE INSTITUTION ASSOCIATION	AMIS INSURANCE	OGILVY MEXICO	MEXICO	OGILVY MEXICO	CENTRAL FILMS Mexico City

A22 (Business Equipment & Services)

A22/007	01321	HEIST	SYMANTEC	NORTON INTERNET SECURITY	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO / ARC WORLDWIDE Chicago	HSI PRODUCTIONS Culver City / HUMAN Santa Monica / ANOTHER COUNTRY Chicago
A22/024	01243	CHANGE	FEDEX	NON-RUSH SHIPPING	BBDO CANADA Toronto	CANADA	BBDO CANADA Toronto	OPC Toronto / PROXIMITY CANADA
A22/040	03171	JOHN MALKOVICH	KARLOVY VARY INTERNATIONAL FILM FESTIVAL	FILM AWARDS FESTIVAL	STINK London	UNITED KINGDOM	KARLOVY VARY Prague	STINK London
A22/044	02316	EXCHANGE STUDENT	FEDEX	FEDEX	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE FILMS New York

Shortlist (Film Lions)

A22/047	02872	TRAILER	IDFA	INTERNATIONAL DOCUMENTARY FESTIVAL AMSTERDAM	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam	25FPS Amsterdam
A23 (Commercial Public Services)								
A23/006	00231	XYLOPHONE	NTT DOCOMO	MOBILE PHONE	DRILL Tokyo	JAPAN	DRILL Tokyo / DENTSU Tokyo	ENGINE PLUS Tokyo / DRAWING AND MANUAL Tokyo
A23/106	01266	CHROME SPEED TESTS: POTATO 3D	GOOGLE	CHROME BROWSER	BBH New York	USA	BBH New York / GOOGLE CREATIVE LAB New York	FIRST AVE MACHINE New York
A23/108	02709	PHOTOGENIC	FIBERTEL	INTERNET SERVICE	DON Buenos Aires	ARGENTINA	DON Buenos Aires	EL BAGRE FILMS Buenos Aires
A23/111	02746	LOVE MATCH	DIRECTV	SATELLITE TV	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles / MPC Los Angeles
A23/113	02748	ROBOTS	DIRECTV	SATELLITE TV	GREY NEW YORK	USA	GREY NEW YORK	MJZ Los Angeles / MPC Los Angeles
A23/119	01785	TEEN SPIRIT	CLARO ARGENTINA	CLARO SMARTPHONES	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	POSTER FILMS Buenos Aires
A23/152	02950	SUBTITLES	ENGLISH LANGUAGE INSTITUTE: ENGLISH EXCELLENCE	LANGUAGE CLASS	OGILVY PERU Lima	PERU	OGILVY PERU Lima	OGILVY PERU Lima
A23/165	02160	WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	SMUGGLER London
A23/193	01990	BEDROOM	EMBRATEL	EMBRATEL	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	LUX FILMES São Paulo
A23/221	02966	BABELFISH TRANSLATES PORTUGUESE	BERLITZ LANGUAGE CENTER	BERLITZ LANGUAGE CENTER	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai	DEJAVU STUDIOZ Dubai
A23/222	02967	GOOGLE TRANSLATES JAPANESE	BERLITZ LANGUAGE CENTER	BERLITZ LANGUAGE CENTER	MEMAC OGILVY & MATHER Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY & MATHER Dubai	DEJAVU STUDIOZ Dubai
A23/227	03224	ENDLESS GOODBYE	BHARTI AIRTEL	VIDEO CALL SERVICE	JWT Mumbai	INDIA	JWT Gurgaon	INDEPENDENT London
A23/228	00374	FUNNY EMAIL	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK	SMUGGLER New York
A23/237	02543	GOOGLE INSTANT WITH BOB DYLAN	GOOGLE	GOOGLE INSTANT SEARCH	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	LOST PLANET New York
A23/257	03181	HOT HOUSE	DIRECTV	SATELLITE TV	GREY NEW YORK	USA	GREY NEW YORK	BISCUIT FILMWORKS Los Angeles / MPC Los Angeles
A23/262	03336	GLADIATOR	TTNET	IPTV TIVIBU DUBBED FILMS	TBWAIISTANBUL	TURKEY	TBWAIISTANBUL	IMAJ Istanbul

Shortlist (Film Lions)

A23/263	03337	LETHAL WEAPON 3	TTNET	IPTV TIVIBU DUBBED FILMS	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL	IMAJ Istanbul
A23/269	03404	DADDY	WWW.JECHANGE.FR	PRICE COMPARISON WEBSITE	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	LES TÉLÉCRÉATEURS Paris
A23/270	03274	ENERGY	TELEFÓNICA	MOVISTAR IMAGENIO	McCANN ERICKSON Madrid	SPAIN	McCANN ERICKSON Madrid	INGRAVITTO Barcelona

A24 (Corporate Image)

A24/001	00190	ALIEN FIELD TRIP	KRAFT	LUNCHABLES - SPONSORED FIELD TRIPS	THE ESCAPE POD Chicago	USA	THE ESCAPE POD Chicago	SMUGGLER Hollywood
A24/022	01120	CHOIR	COCA-COLA	CULTURAL RELEVANCE	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires	BLUE Buenos Aires
A24/028	01405	SHINE	NIKE	NIKE SPORTSWEAR	VILLARROSÀS Barcelona	SPAIN	VILLARROSÀS Barcelona	TESAURO Madrid
A24/060	02568	COMEBACK	GM	GENERAL MOTORS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San	EFILMS San Francisco
A24/076	02376	RISE	NIKE	LEBRON JAMES' IMAGE & BASKETBALL FOOTWEAR	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	IMPERIAL WOODPECKER New York
A24/102	02800	FACTS URUGUAY	ALPARGATAS	RUGBY SPONSORSHIP	TALENT São Paulo	BRAZIL	TALENT São Paulo	TOCA DOS FILMES São Paulo
A24/112	00384	POND	FEDEX	FEDEX CUP GOLF SWEEPSTAKES	BBDO NEW YORK	USA	BBDO NEW YORK	BISCUIT FILMWORKS Los Angeles
A24/116	02975	SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS Mumbai	INDIA	MUDRA COMMUNICATIONS Mumbai	CHROME PICTURES Mumbai
A24/119	03309	NAME GAME	JOHNSON & JOHNSON	NURSING SUPPORT	BBDO NEW YORK	USA	BBDO NEW YORK	MJZ New York
A24/120	03310	CHARM	JOHNSON & JOHNSON	NURSING SUPPORT	BBDO NEW YORK	USA	BBDO NEW YORK	MJZ New York
A24/121	03311	OPEN WINDOW	JOHNSON & JOHNSON	NURSING SUPPORT	BBDO NEW YORK	USA	BBDO NEW YORK	MJZ New York
A24/123	03405	HUSSARS	ORANGE	CINEDAY	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL	PARTIZAN Paris

A26 (Public Health & Safety)

A26/006	00014	STOP ME	LEGACY FOR HEALTH	ANTI-SMOKING AWARENESS	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston	SMUGGLER New York
A26/007	00015	OFFER	LEGACY FOR HEALTH	ANTI-SMOKING AWARENESS	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston	SMUGGLER New York

Shortlist (Film Lions)

A26/020	01010	REACTIONS	TIME TO CHANGE	MENTAL HEALTH DISCRIMINATION AWARENESS	DARE London	UNITED KINGDOM	DARE London	BLINK PRODUCTIONS London
A26/027	01231	BEDROOM	DRUGFREE.ORG	ANTI-DRUGS AWARENESS	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	ANONYMOUS CONTENT Culver City / ROCK PAPER SCISSORS Santa Monica / THE WHITEHOUSE Chicago
A26/028	01232	KITCHEN	DRUGFREE.COM	ANTI-DRUGS AWARENESS	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	ANONYMOUS CONTENT Culver City / ROCK PAPER SCISSORS Santa Monica / THE WHITEHOUSE Chicago
A26/042	02082	DRUNKEN ESCAPADES	IQ	ALCOHOL ADDICTION AWARENESS	FORSMAN & BODENFORS Stockholm	SWEDEN	FORSMAN & BODENFORS Stockholm	BACON Copenhagen
A26/044	01704	ANONYMOUS	TORONTO CRIME STOPPERS	CRIME PREVENTION	DDB CANADA/TORONTO	CANADA	DDB CANADA/TORONTO	UNTITLED FILMS Toronto
A26/049	02569	SMUTLEY	AIDES	AIDS AWARENESS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San	PASSION PICTURES London
A26/058	02895	LOVE TO MEET YOU	BRANDHOUSE	BRANDHOUSE DRIVE DRY INITIATIVE	FoxP2 Cape Town	SOUTH AFRICA	FoxP2 Cape Town	GIANT FILMS Cape Town
A26/060	02357	CLEVER DICK	AIDES	AIDS AWARENESS	TBWA\PARIS	FRANCE	TBWA\PARIS	CARNIBIRD Paris / \ELSE Boulogne-Billancourt

A27 (Public Awareness Messages)

A27/001	00021	FATHER & SON	MINISTRY OF COMMUNITY DEVELOPMENT/NATIONAL FAMILY COUNCIL	FILIAL PIETY	LEO BURNETT GROUP SINGAPORE	SINGAPORE	LEO BURNETT GROUP SINGAPORE	MOVIOLA Singapore
A27/021	00457	FAMILY	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA	LOWE INDONESIA	SQUARE BOX CINETECH Jakarta / CINERED Jakarta
A27/022	00458	KIDS	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA	LOWE INDONESIA	SQUARE BOX CINETECH Jakarta / CINERED Jakarta
A27/023	00459	KITCHEN	UNICEF	UNICEF	LOWE INDONESIA	INDONESIA	LOWE INDONESIA	SQUARE BOX CINETECH Jakarta / CINERED Jakarta

Shortlist (Film Lions)

A27/038	03407	3 GENERATIONS	FONDATION POUR L'ENFANCE	CHILD ABUSE AWARENESS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	STINK Paris
A27/048	03325	WHO KILLED DEON	THE LONDON METROPOLITAN POLICE	ANTI KNIFE CRIME	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	MAD COW FILMS London
A27/066	01670	SEE THE PERSON	SCOPE	DISABILITY AWARENESS	LEO BURNETT Melbourne	AUSTRALIA	LEO BURNETT Melbourne	THE POUND Melbourne
A27/073	02206	BLACK TAPE	PARENTAL CONTROL	PARENTAL INTERNET CONTROL AWARENESS	LATINWORKS Austin	USA	LATINWORKS Austin	BEAST Austin
A27/091	03178	MARKED FOR LIFE	SIRE	AWARENESS FOR CHILDREN IN DIVORCE	180 AMSTERDAM	THE NETHERLANDS	180 AMSTERDAM	PARTIZAN London

A28 (Fundraising & Appeals)

A28/031	01839	EARTHQUAKE	MULTIPLE SCLEROSIS SOCIETY ROMANIA	DONATION APPEAL	SAATCHI & SAATCHI ROMANIA Bucharest	ROMANIA	SAATCHI & SAATCHI ROMANIA Bucharest	PIMP FILM Brighton / CHAINSAW EUROPE Bucharest
A28/041	02855	THE GUIDE DOG INTERVIEWS	GUIDE DOGS NSW ACT	CHARITY	THREE DRUNK MONKEYS Sydney	AUSTRALIA	THREE DRUNK MONKEYS Sydney	CURIOUS FILM Sydney
A28/051	02429	THREADS	WWF	WWF	OGILVY MEXICO	MEXICO	OGILVY MEXICO	TROUBLEMAKERS.TV Paris
A28/058	01052	WAKING UP THE NEIGHBOURHOOD	POWA	FEMALE ABUSE PREVENTION	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG	FRIEZE FILMS Johannesburg
A28/062	03104	JUMBLED	THE AVRIL ELIZABETH HOME	THE AVRIL ELIZABETH HOME	JWT JOHANNESBURG	SOUTH AFRICA	JWT JOHANNESBURG	BOUFFANT Johannesburg

B01 (Internet Film)

B01/004	00020	DEAD ISLAND TRAILER	DEEP SILVER	VIDEOGAME	DEEP SILVER Planegg Munchen	GERMANY	DEEP SILVER Planegg Munchen	AXIS ANIMATION Glasgow / SAVALAS Glasgow
B01/043	00809	THE CHASE	INTEL CORPORATION	2ND GENERATION INTEL CORE I5 PROCESSOR	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco	NEXUS PRODUCTIONS London
B01/074	01136	KENNY GETS SIGNED	K-SWISS	SPORTS FOOTWEAR	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	CAVIAR LA Los Angeles
B01/107	01081	HISTORY OF THE ISLAND	DIESEL	CLOTHING COLLECTION	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires	STINK DIGITAL London / LANDIA Buenos Aires
B01/108	01082	ANTHEM	DIESEL	CLOTHING COLLECTION	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires	STINK DIGITAL London / LANDIA Buenos Aires

Shortlist (Film Lions)

B01/111	01085	LULLABY	DIESEL	CLOTHING COLLECTION	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires	STINK DIGITAL London / LANDIA Buenos Aires
B01/173	01427	BLADE	MENTOS	MENTOS SWEETS	@radical.media New York	USA	THE MARTIN AGENCY Richmond	@radical.media New York
B01/174	01428	COBRA	MENTOS	MENTOS SWEETS	@radical.media New York	USA	THE MARTIN AGENCY Richmond	@radical.media New York
B01/247	01797	PINK PONIES	JOHN ST.	AGENCY PROMOTION	JOHN ST Toronto	CANADA	JOHN ST Toronto	SONS AND DAUGHTERS Toronto
B01/260	01249	CAGE COP	WRIGLEY	SKITTLES	BBDO CANADA Toronto	CANADA	BBDO CANADA Toronto	OPC Toronto / PROXIMITY CANADA
B01/261	01250	WAR FINGERS	WRIGLEY	SKITTLES	BBDO CANADA Toronto	CANADA	BBDO CANADA Toronto	OPC Toronto / PROXIMITY CANADA
B01/262	01251	HITCHHIKER	WRIGLEY	SKITTLES	BBDO CANADA Toronto	CANADA	BBDO CANADA Toronto	OPC Toronto / PROXIMITY CANADA
B01/263	01252	CAT	WRIGLEY	SKITTLES	BBDO CANADA Toronto	CANADA	BBDO CANADA Toronto	OPC Toronto / PROXIMITY CANADA
B01/264	01253	SKITTLES GIRL	WRIGLEY	SKITTLES	BBDO CANADA Toronto	CANADA	BBDO CANADA Toronto	OPC Toronto / PROXIMITY CANADA
B01/268	01270	CHROME SPEED TESTS	GOOGLE	CHROME BROWSER	BBH New York	USA	BBH New York / GOOGLE CREATIVE	FIRST AVE MACHINE New York
B01/269	01271	CLEANS YOUR BALLS PRESS CONFERENCE	UNILEVER	AXE DETAILER	BBH New York	USA	BBH New York	HSI PRODUCTIONS Culver City
B01/281	02019	RIDE	COCA-COLA	BURN ENERGY DRINK	PUBLICIS MOJO Sydney	AUSTRALIA	PUBLICIS MOJO Sydney	EXIT FILMS Melbourne
B01/319	02287	BECAUSE I LIKE YOU	POSTE ITALIANE	MAILING SERVICE	CRIC Milan	ITALY		CRIC Milan / H FILMS Milan
B01/332	02406	MAJESTIC PLASTIC BAG	HEAL THE BAY	PUBLIC SERVICE ANNOUNCEMENT	DDB SAN FRANCISCO	USA	DDB Los Angeles	PARTIZAN US Los Angeles
B01/335	02409	IT RARELY STOPS	NATIONAL DOMESTIC VIOLENCE HOTLINE	DOMESTIC VIOLENCE AWARENESS	Y&R CHICAGO	USA	Y&R CHICAGO	@radical.media Santa Monica
B01/341	02484	THE MAKING OF YOUR MOM HATES DEAD SPACE 2	ELECTRONIC ARTS	DEAD SPACE 2 GAME	DRAFTFCB San Francisco	USA	DRAFTFCB San Francisco	GOON MEDIA Los Angeles
B01/374	02400	DEVIN AND GLENN	OPPOSITION TO PROP 8	ORGANISATION IN SUPPORT OF GAY MARRIAGE	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	FURLINED Santa Monica
B01/384	02769	REAR VIEW GIRLS	LEVI STRAUSS & CO	CURVE ID JEANS	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	FLYING FISH Auckland
B01/409	02542	BLACK MAMBA	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	@radical.media Santa Monica

Shortlist (Film Lions)

B01/414	02560	JS BEALS	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	DON'T ACT BIG Portland
B01/415	02561	T	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	DON'T ACT BIG Portland
B01/416	02562	APRIL JOHNSON ALLEN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	DON'T ACT BIG Portland
B01/417	02571	FRUITVALE	THE HUFFINGTON POST	NEWS WEBSITE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San	
B01/438	02310	WAKE UP THE TOWN TRAILER	PHILIPS	WAKE-UP LIGHT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM	STAMP FILMS London
B01/439	02309	WAKE UP THE TOWN - ARCTIC EXPERIMENT	PHILIPS	WAKE-UP LIGHT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM	STAMP FILMS London
B01/440	02311	WAKE UP THE TOWN - TOM'S STORY	PHILIPS	WAKE-UP LIGHT	TRIBAL DDB AMSTERDAM	THE NETHERLANDS	TRIBAL DDB AMSTERDAM	STAMP FILMS London
B01/442	02545	DEMO SLAM: CHUBBY BUNNY	GOOGLE	GOOGLE INNOVATIONS	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	RABBIT CONTENT New York
B01/443	02546	DEMO SLAM: REALTIME KARAOKE	GOOGLE	GOOGLE INNOVATIONS	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	RABBIT CONTENT New York
B01/444	02547	DEMO SLAM: EXTRA SPICY	GOOGLE	GOOGLE INNOVATIONS	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	RABBIT CONTENT New York
B01/445	02548	DEMO SLAM: ROUTE 66	GOOGLE	GOOGLE INNOVATIONS	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	RABBIT CONTENT New York
B01/447	02550	DEMO SLAM: RUSHMORE	GOOGLE	GOOGLE INNOVATIONS	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	RABBIT CONTENT New York
B01/515	02161	CLAY PIGEON	EUROPEAN TOUR	EUROPEAN GOLF TOUR	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	BAREFACE PRODUCTIONS Dubai
B01/516	02162	GONG	EUROPEAN TOUR	EUROPEAN GOLF TOUR	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	SPEERS FILM Dublin
B01/542	03264	PROFILE THE GOVERNOR	BORDER ACTION NETWORK	PUBLIC SERVICE ANNOUNCEMENT	Y&R New York	USA	Y&R New York	
B01/565	00382	EASTBOUND AND MOM	HBO	EASTBOUND AND DOWN	BBDO NEW YORK	USA	BBDO NEW YORK	BISCUIT FILMWORKS Los Angeles
B01/587	02832	PELE	VIVO	VIVO	Y&R São Paulo	BRAZIL	Y&R São Paulo	O2 FILMES Sao Paulo

B02 (Other Screens)

B02/018	01335	REPLAY SEASON 3	GATORADE	SPORTS DRINK	TBWA\CHIAT\DAY LA Los Angeles	USA	TBWA\CHIAT\DAY LA Los Angeles	FOX SPORTS NET Los Angeles
B02/032	02212	THE ROCKET PROJECT BRANDED CONTENT	SONY VAIO & INTEL	SONY VAIO & INTEL TECHNOLOGY	@radical.media New York	USA	180LA Santa Monica	@radical.media New York

Shortlist (Film Lions)

B04 (Interactive Film)

B04/003	00865	WHERE IS YOUR LINE?	THE HAVENS	SEXUAL ASSAULT AWARENESS	RATTLING STICK London	UNITED KINGDOM	YOUTH CLUB London	RATTLING STICK London
B04/007	01490	DARK RIDE	LEXUS	LEXUS CT 200H	SKINNY New York	USA	SKINNY New York	STINK DIGITAL London / SPEEDSHAPE Venice / SKUNK Hollywood
B04/011	01549	WARDEN SIXTEEN	VANCOUVER INTERNATIONAL FILM FESTIVAL	FILM FESTIVAL	TREES & ROCKS Vancouver	CANADA	TREES & ROCKS Vancouver	SUNEEVA Toronto
B04/013	02072	ENTRANCE	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	SONNY London / WIDESCOPÉ Barcelona / HELLOHIKIMORI Paris
B04/014	02558	TOUCHING STORIES	BOARDS	MAGAZINE	TOOL OF NORTH AMERICA Santa Monica	USA		TOOL OF NORTH AMERICA Santa Monica / DOMANI STUDIOS Brooklyn
B04/015	02939	A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN Paris	FRANCE	BUZZMAN Paris	GROUEK Paris
B04/017	00921	ENCOURAGEMENT	SPECIAL OLYMPICS GREAT BRITAIN	SPECIAL OLYMPICS	JWT LONDON London	UNITED KINGDOM	JWT LONDON London	GORGEOUS London
B04/019	01207	LOST IN VAL SINISTRA	SWISSCOM	SWISSCOM TV	CONTEXTA Bern	SWITZERLAND	CONTEXTA Bern	STORIES Zurich

Total Entries: 299