

Title	Advertiser/Client	Product/Service	Advertising Agency	Country	Production Company	Country
A01 Production Design						
WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM *	THE NETHERLANDS	INDEPENDENT, London	UNITED KINGDOM
BEDTIME STORIES	AT&T	AT&T	BBDO NEW YORK *	USA	BISCUIT FILMWORKS, Los Angeles	USA
ENTERTAINMENT AT&T		AT&T	BBDO NEW YORK *	USA	GORGEOUS, London	UNITED KINGDOM
CHROME SPEED TESTS	GOOGLE	CHROME BROWSER	BBH, New York *	USA	FIRST AVE MACHINE, New York	USA
IN WITH THE NEW	VODAFONE	MOBILE NETWORK BRAND	COLENZO BBDO, Auckland	NEW ZEALAND	FLYING FISH, Auckland *	NEW ZEALAND
DULUX WALLS	AKZO NOBEL	DULUX	EURO RSCG LONDON *	UNITED KINGDOM	STINK, London	UNITED KINGDOM
FOUNDLING	PHILIPS	FLAT SCREEN T.V.S	DDB UK, London	UNITED KINGDOM	RSA FILMS, London *	UNITED KINGDOM
AFTER HOURS ATHLETE	PUMA	PUMA SOCIAL	DROGA5, New York	USA	SMUGGLER, Hollywood *	USA
WORLDS SMALLEST CHARACTER ANIMATION	NOKIA	NOKIA N8	WIEDEN+KENNEDY, London *	UNITED KINGDOM	AARDMAN ANIMATIONS, Bristol	UNITED KINGDOM
QUESTIONS	PROCTER & GAMBLE	OLD SPICE	WIEDEN+KENNEDY, Portland	USA	MJZ, Los Angeles *	USA
A02 Direction						
CATS	IKEA	IKEA CATALOGUE	MOTHER, London *	UNITED KINGDOM	STINK, London	UNITED KINGDOM
RIDE	COCA-COLA	BURN ENERGY DRINK	PUBLICIS MOJO, Sydney	AUSTRALIA	EXIT FILMS, Melbourne *	AUSTRALIA
MADE OF MEANER STUFF	SKODA	FABIA VRS	FALLON LONDON	UNITED KINGDOM	SOMESUCH & CO, London / UNIT SOFA, Prague *	UNITED KINGDOM / CZECH REPUBLIC
CONTROL	NIKE	NIKE CTR 360	WIEDEN+KENNEDY, London	UNITED KINGDOM	OUTSIDER, London *	UNITED KINGDOM
MODELS	SONY ERICSSON	MOBILE PHONE	DARE, London *	UNITED KINGDOM	SMUGGLER, London	UNITED KINGDOM
VOICE OVER	CADBURY	LUNCHBAR	OGILVY JOHANNESBURG	SOUTH AFRICA	VELOCITY FILMS, Johannesburg *	SOUTH AFRICA
BORN OF FIRE	CHRYSLER	CHRYSLER 200	WIEDEN+KENNEDY, Portland	USA	SERIAL PICTURES, New York / JOINT EDITORIAL, Portland *	USA
TO WORK	LEVI'S	LEVI'S CLOTHING	WIEDEN+KENNEDY, Portland	USA	SKUNK, Hollywood *	USA
MISS CHIEF	PREMIER FOOD	HOVIS	MCBD, London	UNITED KINGDOM	GORGEOUS, London *	UNITED KINGDOM
FORCE	VOLKSWAGEN	VW PASSAT	DEUTSCH INC., Los Angeles	USA	PARK PICTURES, New York *	USA
KEVIN BACON FAN	LOGITECH	LOGITECH REVUE WITH GOOGLE TV	GOODBY SILVERSTEIN & PARTNERS, San Francisco *	USA	SMUGGLER, Hollywood	USA
DIRECTORS TIPS	PEPSICO	DORITOS	AMV.BBDO, London	UNITED KINGDOM	MJZ, London *	UNITED KINGDOM
CAB JAM	JETBLUE	AIRLINE	MULLEN, Boston	USA	SMUGGLER, Hollywood *	USA
GLASS HALF FULL	JETBLUE	AIRLINE	MULLEN, Boston	USA	SMUGGLER, Hollywood *	USA
LOCAL	JETBLUE	AIRLINE	MULLEN, Boston	USA	SMUGGLER, Hollywood *	USA
SOMETHING'S LURKING	LG ELECTRONICS	VACUUM CLEANER	Y&R, New York *	USA	SMUGGLER, New York / PSYOP, New York	USA
AFTER HOURS ATHLETE	PUMA	PUMA SOCIAL	DROGA5, New York *	USA	SMUGGLER, New York	USA
BRAIDS	PEPSICO	H2OH	BBDO ARGENTINA, Buenos Aires	ARGENTINA	ARGENTINACINE, Buenos Aires *	ARGENTINA
SLO MO	CARLTON AND UNITED BREWERIES	CARLTON DRAUGHT	CLEMENGER BBDO MELBOURNE	AUSTRALIA	PLAZA FILMS, Sydney *	AUSTRALIA
ENTRANCE	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	SONNY, London *	UNITED KINGDOM
A03 Best Production Value						
MINI COUNTRYMAN FLOW	MINI/BMW	MINI COUNTRYMAN	BSUR AGENCY, Amsterdam *	THE NETHERLANDS	SMUGGLER, Hollywood	USA
PELÉ (1284)	VIVO	VIVO	Y&R, São Paulo	BRAZIL	O2 FILMES, Sao Paulo *	BRAZIL
GIANT BON O BON	ARCOR	BON O BON	LEO BURNETT ARGENTINA, Buenos Aires *	ARGENTINA	ARGENTINACINE, Buenos Aires	ARGENTINA
STAY AWAKE	NISSAN	NISSAN JUKE	TBWA/PARIS	FRANCE	WANDA PRODUCTIONS, Saint-Denis La Plaine Cedex *	FRANCE
A04 Cinematography						

IPAD LIGHT PAINTING	DENTSU LONDON	ADVERTISING AGENCY	DENTSU LONDON, London *	UNITED KINGDOM	BERG, London	UNITED KINGDOM
MINI COUNTRYMAN FLOW	MINI/BMW	MINI COUNTRYMAN	BSUR AGENCY, Amsterdam *	THE NETHERLANDS	SMUGGLER, Hollywood	USA
KITCHEN ODYSSEY	LURPAK	LURPAK	WIEDEN+KENNEDY, London	UNITED KINGDOM	STINK, London *	UNITED KINGDOM
TO WORK	LEVI'S	LEVI'S CLOTHING	WIEDEN+KENNEDY, Portland	USA	SKUNK, Hollywood *	USA
DULUX WALLS	AKZO NOBEL	DULUX	EURO RSCG LONDON *	UNITED KINGDOM	STINK, London	UNITED KINGDOM
WELCOME	MERCEDES-BENZ	MERCEDES-BENZ	MERKLEY + PARTNERS, New York	USA	GORGEOUS, London *	UNITED KINGDOM
SWITZERLAND - MORE THAN MOUNTAINS	SWITZERLAND TOURISM	TOURISM/TRAVEL	SPILLMANN/FELSER/LEO BURNETT, Zürich *	SWITZERLAND	CONDOR FILMS, Zürich	SWITZERLAND
AFTER HOURS ATHLETE	PUMA	PUMA SOCIAL	DROGA5, New York	USA	SMUGGLER, Hollywood *	USA
BIRTH OF A SPARTAN	MICROSOFT XBOX	HALO REACH	AGENCYTWO/FIFTEEN, San Francisco	USA	BISCUIT FILMWORKS, Los Angeles *	USA
HUSSARS	ORANGE	CINEDAY	PUBLICIS CONSEIL, Paris *	FRANCE	PARTIZAN, Paris	FRANCE
FIRE	PERNOD RICARD	JAMESON	TBWA\CHIAT\DAY, New York *	USA	BISCUIT FILMWORKS, Los Angeles	USA
STAY AWAKE	NISSAN	NISSAN JUKE	TBWA\PARIS	FRANCE	WANDA PRODUCTIONS, Saint-Denis La Plaine Cedex *	FRANCE
A05 Editing						
KITCHEN ODYSSEY	LURPAK	LURPAK	WIEDEN+KENNEDY, London	UNITED KINGDOM	STINK, London	UNITED KINGDOM
BORN OF FIRE	CHRYSLER	CHRYSLER 200	WIEDEN+KENNEDY, Portland	USA	SERIAL PICTURES, New York / JOINT EDITORIAL, Portland	USA
TO WORK	LEVI STRAUSS & CO.	LEVI'S WORK WEAR	WIEDEN+KENNEDY, Portland	USA	SKUNK, New York / JOINT EDITORIAL, Portland	USA
BLACK MAMBA	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	@radical.media, Santa Monica	USA
LAST TANGO IN COMPTON	VOLKSWAGEN	POLO	DDB UK, London	UNITED KINGDOM	ACADEMY, London	UNITED KINGDOM
FOR EVERY BREATH	MEDIBANK	HEALTH INSURANCE	GEORGE PATTERSON Y&R, Melbourne	AUSTRALIA	EXIT FILMS, Melbourne	AUSTRALIA
60 THINGS IN 60 SECONDS	SKY TELEVISION	MY SKY	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND	THICK AS THIEVES, Auckland *	NEW ZEALAND
WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	INDEPENDENT, London	UNITED KINGDOM
AFTER HOURS ATHLETES	PUMA	PUMA SOCIAL	DROGA5, New York	USA	RATTLING STICK, London	UNITED KINGDOM
MILK RUN	VOLKSWAGEN	VOLKSWAGEN RANGE	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND	ROBBERS DOG FILM, Auckland	NEW ZEALAND
WHO KILLED DEON?	THE LONDON METROPOLITAN POLICE	ANTI KNIFE CRIME	ABBOTT MEAD VICKERS BBDO, London *	UNITED KINGDOM	MAD COW FILMS, London	UNITED KINGDOM
ENTRANCE	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	SONNY, London *	UNITED KINGDOM
A06 Script						
MODELS	SONY ERICSSON	MOBILE PHONE	DARE, London *	UNITED KINGDOM	SMUGGLER, London	UNITED KINGDOM
GUIDOS	SONY ERICSSON	MOBILE PHONE	DARE, London *	UNITED KINGDOM	SMUGGLER, London	UNITED KINGDOM
TODDLERS	SONY ERICSSON	MOBILE PHONE	DARE, London *	UNITED KINGDOM	SMUGGLER, London	UNITED KINGDOM
WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM *	THE NETHERLANDS	INDEPENDENT, London	UNITED KINGDOM
FLAG	ALLSTATE	INSURANCE	LEO BURNETT CHICAGO *	USA	EPOCH FILMS, Beverly Hills / MASSMARKET, New York	USA
GPS	ALLSTATE	INSURANCE	LEO BURNETT CHICAGO *	USA	EPOCH FILMS, Beverly Hills / MASSMARKET, New York	USA
LAWN GAME	ALLSTATE	INSURANCE	LEO BURNETT CHICAGO *	USA	EPOCH FILMS, Beverly Hills / MASSMARKET, New York	USA
TEEN DRIVER	ALLSTATE	INSURANCE	LEO BURNETT CHICAGO *	USA	EPOCH FILMS, Beverly Hills / MASSMARKET, New York	USA
TO WORK	LEVI'S	LEVI'S CLOTHING	WIEDEN+KENNEDY, Portland	USA	SKUNK, Hollywood *	USA
SWAGGER WAGON	TOYOTA	TOYOTA SIENNA	SAATCHI & SAATCHI LA *	USA	CAVIAR LA, Los Angeles	USA
KEVIN BACON FAN	LOGITECH	LOGITECH REVUE WITH GOOGLE TV	GOODBY SILVERSTEIN & PARTNERS, San Francisco *	USA	SMUGGLER, Hollywood	USA
ONE HITTER	NEW ERA	BASEBALL CAPS	THE BROOKLYN BROTHERS, New York	USA	HUNGRY MAN, New York *	USA
BORN OF FIRE	CHRYSLER	CHRYSLER 200	WIEDEN+KENNEDY, Portland *	USA	SERIAL PICTURES, Culver City / JOINT EDITORIAL, Portland	USA
AFTER HOURS ATHLETE	PUMA	PUMA SOCIAL	DROGA5, New York *	USA	SMUGGLER, New York	USA
COPIER - LANDON DONOVAN	ESPN	SPORTSCENTER	WIEDEN+KENNEDY, New York *	USA	O POSITIVE FILMS, New York	USA
PATHOLOGICAL LIAR	LAND ROVER	LR4	Y&R, New York *	USA	O POSITIVE FILMS, New York	USA

QUESTIONS	PROCTER & GAMBLE	OLD SPICE	WIEDEN+KENNEDY, Portland	USA	MJZ, Los Angeles *	USA
A07 Best Use of Music						
WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	ANONYMOUS CONTENT, Culver City / INDEPENDENT, London	USA / UNITED KINGDOM
WELCOME BACK	T MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI, London	UNITED KINGDOM	SMUGGLER, London	UNITED KINGDOM
SENSITIVE ARMPITS	UNILEVER	REXONA SENSITIVE	ponce buenos aires *	ARGENTINA	HUNGRY MAN, New York	USA
ENTRANCE	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM *	THE NETHERLANDS	SONNY, London	UNITED KINGDOM
HAIRMOTICONS	BRAUN	SATIN HAIR 5 MULTISTYLER	BBDO GERMANY, Düsseldorf *	GERMANY	VCC PERFECT PICTURES, Düsseldorf / DAS WERK, Dusseldorf	GERMANY
SWAGGER WAGON	TOYOTA	TOYOTA SIENNA	SAATCHI & SAATCHI LA *	USA	CAVIAR LA, Los Angeles	USA
BLOCK PROJECT	MATTEL FRANCE	SCRABBLE	OGILVY FRANCE, Paris *	FRANCE	PARANOID PROJECTS, Paris	FRANCE
VICTOR	SONY	PLAYSTATION	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires *	ARGENTINA	GARLIC FILMS, Madrid	SPAIN
TRAIN	GOVERNMENT OF INDIA MINISTRY OF RAILWAYS	RAILWAYS	OGILVY & MATHER, Mumbai *	INDIA	NIRVANA FILMS, Mumbai	INDIA
BORN OF FIRE	CHRYSLER	CHRYSLER 200	WIEDEN+KENNEDY, Portland *	USA	SERIAL PICTURES, Culver City / JOINT EDITORIAL, Portland	USA
BLAMIBLAM!	PUMA	FAAS LAB	DROGA5, New York *	USA	MJZ, New York	USA
FORCE	VOLKSWAGEN	VW PASSAT	DEUTSCH INC., Los Angeles	USA	ENDLESS NOISE, Los Angeles *	USA
DRUNK VALET	BAR AURORA E BOTECO FERRAZ	CHAIN OF BARS	OGILVY BRASIL, São Paulo *	BRAZIL	HUNGRY MAN, São Paulo	BRAZIL
LE QUEST	STELLA ARTOIS	STELLA ARTOIS	MOTHER, London	UNITED KINGDOM	RATTLING STICK, London	UNITED KINGDOM
BRICK THIEF	LEGO	LEGO	PEREIRA & O'DELL, San Francisco	USA	MJZ, Los Angeles	USA
TO WORK	LEVI'S	LEVI'S CLOTHING	WIEDEN+KENNEDY, Portland	USA	SKUNK, Hollywood	USA
WEDDING	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI, London *	UNITED KINGDOM	GORGEOUS, London	UNITED KINGDOM
A08 Sound Design						
WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	INDEPENDENT, London	UNITED KINGDOM
XYLOPHONE	NTT DOCOMO	MOBILE PHONE	DRILL, Tokyo *	JAPAN	ENGINE PLUS, Tokyo / DRAWING AND MANUAL, Tokyo	JAPAN
CHROME SPEED TESTS	GOOGLE	CHROME BROWSER	BBH, New York *	USA	FIRST AVE MACHINE, New York	USA
TRAVEL SYMPHONY	DEUTSCHE BAHN	GERMAN RAIL	OGILVY FRANKFURT *	GERMANY	DOITY PRODUKTION, Berlin	GERMANY
SLEEP WELL	SUNRISE TELECOMMUNICATION	TELECOMMUNICATION SERVICE	SPILLMANN/FELSER/LEO BURNETT, Zürich *	SWITZERLAND	ULTRA IMAGES, Zurich	SWITZERLAND
VOICE OVER	CADBURY'S	LUNCH BAR	OGILVY JOHANNESBURG *	SOUTH AFRICA	VELOCITY FILMS, Johannesburg	SOUTH AFRICA
TICK	CANAL +	TV CHANNEL	BETC EURO RSCG, Paris *	FRANCE	WANDA PRODUCTIONS, Saint-Denis La Plaine Cedex	FRANCE
A09 Special Effects & Computer Graphics						
MINI COUNTRYMAN FLOW	MINI/BMW	MINI COUNTRYMAN	BSUR AGENCY, Amsterdam *	THE NETHERLANDS	SMUGGLER, Hollywood	USA
CUBEHEAD	DRENCH	DRENCH WATER	CHI & PARTNERS, London	UNITED KINGDOM	SMITH AND JONES, London / MPC, London	UNITED KINGDOM
SPRING	AT&T	AT&T	BBDO ATLANTA *	USA	RABBIT CONTENT, New York	USA
VICTOR	SONY	PLAYSTATION 3	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA	GARLIC FILMS, Madrid *	SPAIN
TICK	CANAL +	TV CHANNEL	BETC EURO RSCG, Paris *	FRANCE	WANDA PRODUCTIONS, Saint-Denis La Plaine Cedex	FRANCE
WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	ANONYMOUSCONTENT@INDEPENDENT, London / THE MILL, London	UNITED KINGDOM
SOMETHING'S LURKING	LG ELECTRONICS	VACUUM CLEANER	Y&R, New York *	USA	SMUGGLER, New York / PSYOP, New York	USA
A10 Animation						
SPOTS V STRIPES	CADBURY	CADBURY	FALLON LONDON	UNITED KINGDOM	ACADEMY, London / MPC, London	UNITED KINGDOM
THIS OR THAT	KIA	KIA SOUL	DAVIDANDGOLIATH, El Segundo *	USA	PARTIZAN, London	UNITED KINGDOM
REVOLUTION	MICROSOFT XBOX	FABLE III	AGENCYTWOIFIFTEEN, San Francisco	USA	SMUGGLER, Hollywood / PSYOP, New York	USA
HAIRMOTICONS	BRAUN	SATIN HAIR 5 MULTISTYLER	BBDO GERMANY, Düsseldorf *	GERMANY	VCC PERFECT PICTURES, Düsseldorf / DAS WERK, Dusseldorf	GERMANY
ABOVE EVERYTHING ELSE...	SILESTONE BY COSENTINO	KITCHEN WORKTOPS			ALEX ROMAN, Madrid *	SPAIN

WORLDS SMALLEST CHARACTER ANIMATION	NOKIA	NOKIA N8	WIEDEN+KENNEDY, London *	UNITED KINGDOM	AARDMAN ANIMATIONS, Bristol	UNITED KINGDOM
BALLOONS	MTV	INSTITUCIONAL	LODUCCA MPM, São Paulo *	BRAZIL	PARANOIDBR, São Paulo / RAW PRODUTORA DE AUDIO, São Paulo	BRAZIL
A WHIRLWIND OF CHANGE	RENAULT	ELECTRIC CARS	BLUE ADVERTAINMENT, Paris *	FRANCE	DIGITAL DISTRICT, Paris	FRANCE
TESTIMONY OF A SNAIL	SEQUOIA	ORGANIC & NATURAL MARKET	MARCEL, Paris *	FRANCE	WIZZ, Clichy	FRANCE
E3	UBISOFT	RAVING RABBIDS	LUDI FACTORY, Montreuil	FRANCE	WANDA PRODUCTIONS, Saint-Denis La Plaine Cedex *	FRANCE