

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Creative Effectiveness</b>				
MAC VS. PC	APPLE	MACINTOSH	TBWAMEDIA ARTS LAB, Los Angeles	USA
THERE'S A McDONALD'S FOR EVERYONE	McDONALD'S	McDONALD'S	LEO BURNETT, London	UNITED KINGDOM
CLEANS YOUR BALLS	AXE	AXE SHOWER GEL AND AXE DETAILER	BBH, New York	USA
THE MAN YOUR MAN COULD SMELL LIKE	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY, Portland	USA
THE PACIFIC	TVNZ	TELEVISION PROGRAMME	COLENZO BBDO, Auckland	NEW ZEALAND
W.A.L.S. - WOMEN AGAINST LAZY STUBBLE	PROCTER & GAMBLE	GILLETTE MACH3	BBDO INDIA, Mumbai	INDIA
SANDWICH	PEPSICO	WALKERS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
YOU'RE NOT YOU WHEN YOU'RE HUNGRY	MARS CHOCOLATE	SNICKERS	BBDO NEW YORK	USA
CITY STREETS	HASBRO	MONOPOLY CITY / MONOPOLY	DDB UK, London	UNITED KINGDOM
ARE YOU STILL WITH US?	HEINEKEN ITALIA	HEINEKEN	JWT ITALIA, Milan	ITALY