

## **Winners (Creative Effectiveness)**

<b>Cat. No</b>	<b>Entry No</b>	<b>Title</b>	<b>Advertiser</b>	<b>Product</b>	<b>Entrant Company</b>	<b>Country</b>	<b>Agency</b>	<b>Prize</b>
A01/061	00106	SANDWICH	PEPSICO	WALKERS	ABBOTT MEAD VICKERS BBDO London	UNITED KINGDOM	ABBOTT MEAD VICKERS BBDO London	Creative Effectiveness Grand Prix
A01/026	00051	THERE'S A McDONALD'S FOR EVERYONE	McDONALD'S	McDONALD'S	LEO BURNETT London	UNITED KINGDOM	LEO BURNETT London	Creative Effectiveness Lion
A01/030	00071	THE MAN YOUR MAN COULD SMELL LIKE	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	Creative Effectiveness Lion
A01/046	00013	THE PACIFIC	TVNZ	TELEVISION PROGRAMME	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Creative Effectiveness Lion
A01/053	00049	W.A.L.S. - WOMEN AGAINST LAZY STUBBLE	PROCTER & GAMBLE	GILLETTE MACH3	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai	Creative Effectiveness Lion
A01/063	00073	YOU'RE NOT YOU WHEN YOU'RE HUNGRY	MARS CHOCOLATE	SNICKERS	BBDO NEW YORK	USA	BBDO NEW YORK	Creative Effectiveness Lion
<b>Total Entries:</b>			<b>6</b>					