



**2007 Results**

**Epica**  
year 21  
Europe's premier  
creative awards



# Epica 2007 RESULTS

This summarises the results of the 2007 Epica awards. To see all the winners and finalists please visit [www.epica-awards.com](http://www.epica-awards.com)

- The film Epica d'Or was won by Fallon London for the Cadbury's Dairy Milk 'Gorilla' commercial. The film was produced by Blink Productions and created by Juan Cabral who also directed it.
- The press Epica d'Or went to Marcel Paris for the France 24 'Beyond the News' campaign.
- The outdoor Epica d'Or was won by BBDO Düsseldorf for their Pepsi 'Dare for More' poster campaign.
- The interactive Epica d'Or went to Farfar Stockholm for the Diesel 'Heidies' website.
- Germany topped Epica's country ranking with 14 winners, including an Epica d'Or, more than ever before.
- Jung von Matt, Germany, was the most successful entrant.
- DDB was the most successful agency network (for the third year in a row).
- 5.642 entries were received from 732 companies in 47 countries.

## ENTRANTS & ENTRIES

Epica entries increased 3.3% in 2007. A total of 5.642 entries were received from 732 companies in 47 countries. These figures compare with 5.461 entries from 703 companies and 44 countries in 2006. The awards are now officially open to all companies in Europe and the EMEA region; this explains why South Africa appears on the list for the first time.

	Entrants	Entries
Germany	94	982
Sweden	86	685
France	33	431
UK	50	420
Switzerland	18	316
Netherlands	35	281
Italy	38	280
Spain	25	210
Belgium	26	169
Finland	24	165
Romania	25	146
Turkey	19	124
Greece	23	119
Norway	12	117
UAE	13	115
Austria	12	111
Denmark	17	92
Israel	9	76
Czech Republic	11	76
Russia	22	75
Portugal	11	72
South Africa	16	71
Ireland	12	69
Lebanon	7	60

	Entrants	Entries
Poland	14	56
Hungary	8	47
Slovenia	12	41
Ukraine	11	39
Bulgaria	7	39
Slovakia	6	37
Croatia	7	26
Iceland	4	23
Serbia	5	17
Lithuania	3	15
Macedonia	3	9
Saudi Arabia	1	5
Kuwait	2	5
Latvia	2	4
Tunisia	1	4
Bosnia-Herzegovina	1	3
USA	1	2
Kingdom of Bahrain	1	2
Belarus	1	2
Estonia	1	1
Georgia	1	1
Egypt	1	1
Mongolia	1	1
Total	732	5.642

## EPICA D'OR (FILM)

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Agency:	Fallon London
Creative Director:	Juan Cabral
Copywriter:	Juan Cabral
Production Company:	Blink
Film Director:	Juan Cabral
Producers:	Matthew Fone Nicky Barnes
Client:	Cadbury's Dairy Milk Chocolate 'Gorilla'

The film opens on a close-up of a gorilla, engrossed in the opening bars of 'In the Air Tonight' by Phil Collins. The gorilla's expression suggests that he's been waiting for this moment all his life. The large ape flexes the muscles in his neck like a heavyweight boxer before a big fight. He's sitting in front of a massive battery of drums and knows that the best drum fill in the history of rock is coming. When the sequence begins the gorilla starts smashing his drums with phenomenal power and precision, feeling every beat. The camera pulls back and cuts away from the gorilla and his drums; leaving them united, the way they are meant to be.

The film is introduced by 'A Glass and a Half Full Production' and ends with a Cadbury's Dairy Milk packshot and the promise of 'a glass and a half full of joy' (thus reminding viewers of the product's traditional claim of a glass and a half of milk in every bar of Dairy Milk chocolate).

The 'Gorilla' commercial has proved phenomenally popular in the UK with almost half a million YouTube viewings during the first week of its release (Metro.uk 10.09.07).

The film is the creation of Juan Cabral, Fallon's star Argentinian creative director who's past credits include the Sony 'Balls' and 'Paint' commercials, as well as the Tate Britain print campaign (all past Epica winners). The 'Gorilla' commercial marks his debut as a film director.

## EPICA D'OR (PRINT)

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Agency:	Marcel, Paris
Creative Directors:	Frederic Témin Anne de Maupeou
Copywriter:	Eric Jannon
Art Director:	Dimitri Guerassimov
Client:	France 24 'Beyond the News' Campaign

France 24 is a new international news channel that seeks to provide a French perspective on world events in competition with the main Anglo-Saxon networks like CNN and BBC World.

The press ads for the TV station show that France 24 goes 'Beyond the News' to reveal the machinery influencing every important international event.

The press campaign visualises this with different images replacing the cogs on interlocking wheels and sprockets of various sizes, each turning the other within a closed circuit that resembles the inside of an engine. For example, 'Finance' visualizes the interlocking relationship between the Pentagon, the Twin Towers, George Bush, Sadam, war planes, tanks, soldiers, bullets, oil pumps, barrels of oil, money, petrol pumps and voting booths etc. The two other ads in the series address topics like 'Ecology' and 'Health Care' in a similar manner.

## EPICA D'OR (OUTDOOR)

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Agency:	BBD0 Düsseldorf
Creative Directors:	Veikko Hille Sebastian Hardieck Toygar Bazarkaya
Copywriter:	Christopher Neumann
Art Director:	Michael Plueckhahn
Client:	Pepsi 'Dare for More' Campaign

The 'Dare for More' campaign consists of three posters each illustrating sporting activities under extreme conditions; mountain climbing, surfing and snowboarding. In each ad the solitary sportsman is dwarfed by nature to the point of being barely visible at first glance as he 'dares for more'.

The basic layout of each poster reflects the style and colour scheme of the Pepsi logo: a band of red on the top ( sky or mountain range ) and a band of dark blue on the bottom (sea, cliff face or valley ), with a strong white curve separating these two colours (snow, clouds or ocean spray).

This choice of layout and colours provides strong branding, even from a distance, to the point that the posters are easily recognisable as Pepsi ads even without a pack shot or brand name; just the phrase 'dare for more'. Additional branding comes from Pepsi's round red, white and blue logo replacing the letter 'o' in the word 'more'.

## EPICA D'OR (INTERACTIVE)

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Agency:	Farfar, Stockholm
Creative Team:	Farfar & Diesel
Production:	Hobbyfilm
Client	Diesel Intimate Underwear 'Heidies'

Two gorgeous and crazy girls, the Heidies, stole the new Diesel Intimate underwear collection and kidnapped the salesman. They locked themselves and the salesman in a hotel room for five days and nights while six video cameras showed the world what they were doing 24 hours a day.

This ironic, but sexy, parody of popular TV and online trends like the Big Brother reality show, MySpace and YouTube phenomena was revisited in a very Diesel way (humorous, original, provoking). The event was live, online from January 22nd to 26th, 2007.

During the whole lock-in period, visitors to the Diesel website could chat live with the girls and influence what happened inside the hotel room.

Juan, the kidnap victim, was initially tied up and given a painful waxing, but he soon started to enjoy 'captivity', apart from persistent phone calls from his jealous girlfriend. The trio received a steady stream of messages and suggestions from viewers via email. These were displayed on a large TV screen inside the hotel room. Viewer suggestions ranged from the playful request that the girls wear oversize panda masks to a more sophisticated online poll on the ultimate celebrity pet, which resulted in a chihuahua arriving in the room. On the last day of the 'hostage crisis' Diesel finally agreed to meet the Heidies' demand that a real fashion photographer join them in the hotel room; the results can be seen on the Diesel website.

The campaign tripled traffic on the Diesel site and resulted in one of the top ten most viewed clips on YouTube from day 2. With a media budget of zero, the Heide girls earned their 15MB of fame.

## TOTAL AWARDS

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A total of 61 Epica winners were announced in 2007 including the four grand prix. There are 394 silver and bronze finalists (vs 398 in 2006).

Winners will receive Epica trophies, the silver and bronze finalists will receive certificates.

## AWARDS CEREMONY

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The winners will receive their trophies at the awards ceremony in Stockholm on January 11th, 2008. The event will take place in the Rival Hotel and will be hosted by Resumé, Sweden's leading weekly advertising magazine. For tickets and more information, please contact Anna Nilsson at Résume:

Tel: +46.8.736.30.92; email: [anna.nilsson@resume.se](mailto:anna.nilsson@resume.se) or visit [www.resume.se/event/epicaawards](http://www.resume.se/event/epicaawards)

## RESULTS BY COUNTRY

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Germany was the most successful country in the 2007 awards with 14 winners and 86 finalists.

2007 saw first-time winners from Croatia and South Africa. A total of 34 countries achieved recognition in the 2007 awards vs 30 in 2006.

	Winners	Silver Finalists	Bronze Finalists	Total Awards
Germany	14	54	32	100
Sweden	7	26	22	55
UK	8	25	13	46
France	5	26	14	45
Netherlands	2	19	9	30
South Africa	1	12	4	17
Switzerland	3	5	8	16
Spain	5	6	4	15
Denmark	4	3	8	15
Norway	3	4	7	14
Italy	2	6	4	12
Belgium	1	4	6	11
Austria	2	2	4	8
Finland	0	4	4	8
Portugal	0	2	5	7
Israel	1	2	3	6
Turkey	1	1	4	6
Romania	0	3	3	6
Russia	1	3	1	5
Ireland	0	5	0	5
Poland	0	1	4	5
Greece	0	1	3	4
UAE	0	1	2	3
Lebanon	0	0	3	3
Croatia	1	0	1	2
Czech Rep.	0	2	0	2
Slovakia	0	1	1	2
Egypt	0	1	0	1
Serbia	0	1	0	1
Slovenia	0	1	0	1
Bulgaria	0	0	1	1
Hungary	0	0	1	1
Tunisia	0	0	1	1
Ukraine	0	0	1	1
Total	61	221	173	455

## MOST SUCCESSFUL AGENCIES

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Jung von Matt Germany was the most successful agency in 2007 with 12 awards from 5 of its offices in Germany, followed by DDB Amsterdam with 10 awards, all from the same address. TBWA\Paris, which topped the league table for the last three years, dropped to 3rd place in 2007.

22 agencies won 5 or more awards in 2007. vs. 23 the previous year. The list does not include the Epica d'Or winners: Fallon London, Marcel Paris and Farfar Stockholm, nor does it include &Co Copenhagen, Contrapunto Madrid or Serviceplan. Each of these companies had 2 winners.

Agency	Winners	Silver Finalists	Bronze Finalists	Total Awards
Jung von Matt, Germany (5 offices)	1	7	4	12
DDB Amsterdam	2	8	0	10
TBWA\Paris	2	3	4	9
DDB London	2	5	1	8
BBDO Germany (2 offices)	2	4	2	8
DDB Germany (2 offices)	1	6	1	8
Forsman & Bodenfors, Gothenburg	1	4	3	8
Nordpol+ Hamburg	1	4	3	8
Abbott Mead Vickers BBDO, London	1	3	4	8
DDB Paris	0	4	4	8
King, Stockholm	1	2	4	7
BETC Euro RSCG, Paris	0	5	2	7
The Jupiter Drawing Room, S. Africa (2 offices)	1	3	2	6
Duval Guillaume, Belgium (2 offices)	1	2	3	6
Scholz & Friends, Berlin	0	5	1	6
DDB Oslo	3	1	1	5
Kolle Rebbe, Hamburg	2	1	2	5
Heimat Berlin	1	3	1	5
Ogilvy, Frankfurt	0	4	1	5
Saatchi & Saatchi, Frankfurt	0	4	1	5
Wieden + Kennedy Amsterdam	0	3	2	5
Störakers McCann, Stockholm	0	2	3	5

\* Including an Epica d'Or

## MOST SUCCESSFUL NETWORKS

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DDB was the most successful agency network for the third year in a row with 11 winners from 6 countries (including &Co, Copenhagen). BBDO was second with 6 winners from 4 countries (including Contrapunto, Madrid). Only 5 networks had multiple winners in 2007 vs 7 the previous year.

Network	Winners	Countries
DDB	11	6
BBDO	6	4
TBWA	4	3
Y&R	3	3
Lowe	2	2

## EPICA BOOK & DVD

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Full results of the 2007 awards will be published in the 21st annual Epica Book that all entrants will receive in August 2008. All the winners and finalists will be shown in the book, together with a selection of other shortlisted entries. All entrants will also receive the Epica DVD during the first quarter of 2008.

For additional information please contact: Epica, 65 rue J.J. Rousseau, 92150 Suresnes, France.  
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# EPICA WINNERS 2007

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EPICA D'OR ( FILM )  
EPICA D'OR ( PRESS )  
EPICA D'OR ( OUTDOOR )  
EPICA D'OR ( INTERACTIVE )

FALLON LONDON  
MARCEL, PARIS  
BBDO DÜSSELDORF  
FARFAR, STOCKHOLM

CADBURY'S DAIRY MILK CHOCOLATE "GORILLA"  
FRANCE 24 " BEYOND THE NEWS" CAMPAIGN  
PEPSI "DARE FOR MORE" CAMPAIGN  
DIESEL UNDERWEAR "HEIDIES" WEBSITE

## FILM WINNERS

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FOOD  
CONFECTIONARY & SNACKS  
ALCOHOLIC DRINKS  
NON-ALCOHOLIC DRINKS  
COMMUNICATION SERVICES  
TRANSPORT & TOURISM  
RETAIL SERVICES  
FINANCIAL SERVICES  
PUBLIC INTEREST  
AUDIOVISUAL EQUIPMENT & ACCESSORIES  
HOMES, FURNISHINGS & APPLIANCES  
HOUSEHOLD MAINTENANCE  
TOILETRIES & HEALTH CARE  
CLOTHING & FABRICS  
FOOTWEAR & PERSONAL ACCESSORIES  
AUTOMOBILES  
AUTOMOTIVE & ACCESSORIES  
MEDIA  
RECREATION & LEISURE  
PROFESSIONAL EQUIPMENT & SERVICES

LOWEFRIENDS, COPENHAGEN  
FALLON LONDON  
ABBOTT MEAD VICKERS BBDO, LONDON  
& CO., COPENHAGEN  
DDB OSLO  
DDB AMSTERDAM  
WALKER, ZÜRICH  
DDB AMSTERDAM  
TBWA/PARIS  
THE JUPITER DRAWING ROOM, CAPE TOWN  
NORDPOL+ HAMBURG  
HEIMAT, BERLIN  
JWT, PARIS  
NITRO, LONDON  
GREY&TRACE, BARCELONA  
CONTRAPUNTO, MADRID  
DDB BERLIN  
JUNG VON MATT, BERLIN  
DDB LONDON  
DDB OSLO

FELIX KETCHUP "TOP DOWN"  
CADBURY'S DAIRY MILK CHOCOLATE "GORILLA"  
GUINNESS " TIPPING POINT"  
CAFE NOIR "CAT"  
TELENOR "THE ESSAY"  
DUTCH RAILWAYS "NEW TIMETABLE"  
FLEUROP INTERFLORA "ANNIVERSARY"  
CENTRAAL BEHEER "AMBULANCE"  
AMNESTY INTERNATIONAL "SIGNATURES"  
MUSICA DVD's " LITTLE BRITAIN"  
EPURON WIND ENERGY "POWER OF WIND"  
HORNBACH "HAUNTED"  
WILKINSON QUATTRO TITANIUM "FIGHT FOR KISSES"  
NIKE RUSSIA "BALLERINA"  
PILOT V LIQUID LIGHT MARKER "HISTORY OF LIGHT"  
CHRYSLER VOYAGER "IT IS MINE"  
VOLKSWAGEN SERVICE "CUCKOO CLOCK"  
13TH STREET "SUNDAY ROAST"  
VOLKSWAGEN INDEPENDANT CINEMA "TOY STORY"  
HYDRO ENGINEERING "TRAIN"

## PRINT WINNERS

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FOOD  
CONFECTIONARY & SNACKS  
DAIRY PRODUCTS  
ALCOHOLIC DRINKS  
NON-ALCOHOLIC DRINKS  
COMMUNICATION SERVICES  
TRANSPORT & TOURISM  
RETAIL SERVICES  
FINANCIAL SERVICES  
PUBLIC INTEREST  
AUDIOVISUAL EQUIPMENT & ACCESSORIES  
HOMES, FURNISHINGS & APPLIANCES  
HOUSEHOLD MAINTENANCE  
BEAUTY PRODUCTS & SERVICES  
TOILETRIES & HEALTH CARE  
CLOTHING & FABRICS  
FOOTWEAR & PERSONAL ACCESSORIES  
AUTOMOBILES  
AUTOMOTIVE & ACCESSORIES  
MEDIA  
RECREATION & LEISURE  
INDUSTRIAL & AGRICULTURAL PRODUCTS  
PROFESSIONAL EQUIPMENT & SERVICES  
PRESCRIPTION PRODUCTS

SHALMOR AVNON AMICHAY/Y&R, TEL AVIV  
DUVAL GUILLAUME BRUSSELS  
PUBLICIS, ZÜRICH  
DDB&CO, ISTANBUL  
BBDO DÜSSELDORF  
KOLLE REBBE WERBEAGENTUR, HAMBURG  
KING, STOCKHOLM  
DDB LONDON  
ANR.BBDO, GOTHENBURG/STOCKHOLM  
KOLLE REBBE WERBEAGENTUR, HAMBURG  
TBWA/WIEN WERBEAGENTUR  
DDB OSLO  
TBWA/ESPANA, BARCELONA  
YOUNG & RUBICAM, FRANKFURT AM MAIN  
DRAFTFCB KOBZA WERBEAGENTUR, VIENNA  
& CO., COPENHAGEN  
SERVICEPLAN MUNICH/HAMBURG  
CONTRAPUNTO, MADRID  
1861 UNITED, MILAN  
MARCEL, PARIS  
KNSK WERBEAGENTUR, HAMBURG  
SERVICEPLAN HAMBURG  
ADVICO YOUNG & RUBICAM, ZÜRICH  
PALING WALTERS, LONDON

HEINZ KETCHUP "DINER"  
BAZOOKA BUBBLE GUM "AIRBAG"  
EMMENTALER CHEESE "HOLES"  
DOLUCA WINES "GLASSES" CAMPAIGN  
PEPSI "DARE FOR MORE" CAMPAIGN  
GOOGLE EARTH "CHANGING PERSPECTIVES" CAMPAIGN  
SJ RAILWAYS "ENVIRONMENTAL IMPACT"  
HARVEY NICHOLS "CATFIGHT" CAMPAIGN  
FOLKSAM "HAIRY BABY GIRLS" CAMPAIGN  
MISEREOR CHARITY "WAR ORPHANS" CAMPAIGN  
NIEDERMEYER "SUPERZOOM"  
IKEA "FASHION" CAMPAIGN  
SPONTEX "SWIMMING POOL" & "BOAT"  
GARD HAIR SPRAY "DANDELION"  
CONDOMI "ULTRA THIN"  
JBS UNDERWEAR "NAKED MEN" CAMPAIGN  
STABILO BOSS "DETAILS" CAMPAIGN  
SMART FORTWO "FOREST", "FIELD" & "STONES"  
YAMAHA MARINE "AIRPLANE"  
FRANCE 24 " BEYOND THE NEWS" CAMPAIGN  
HANSAPARK "ARE WE THERE YET?"  
HOFFMANN MINERAL "WORLD OF MINERALS" CAMPAIGN  
NJP TONSTUDIO "POWER OF SOUND" CAMPAIGN  
CANESTEN HC "BRA" & "PANTS"

## TECHNIQUE WINNERS

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MEDIA INNOVATION  
CONSUMER DIRECT  
BUSINESS TO BUSINESS DIRECT  
ADVERTISING PHOTOGRAPHY  
ILLUSTRATION & GRAPHICS  
PUBLICATIONS  
PACKAGING DESIGN

EURO RSCG DÜSSELDORF  
LEO BURNETT FRANKFURT  
ARNOLD WORLDWIDE, MILAN  
TBWA/PARIS  
McCANN-ERICKSON LONDON  
BRUKETA & ZINIC, ZAGREB  
DEPOT WPF BRAND & IDENTITY, MOSCOW

DULCOLAX LAXATIVE "TOILET PAPER ROLL"  
ORTHODONTIST DR. RATHENOW "PACIFIERS"  
ARNOLD GUERILLA "VOODOO KIT"  
AMNESTY INTERNATIONAL "CHILD SOLDIERS" CAMPAIGN  
HEINZ SALAD CREAM "POURABLE SUNSHINE" CAMPAIGN  
PODRAVKA ANNUAL REPORT "WELL DONE"  
COMILFO CHOCOLATES

## INTERACTIVE WINNERS

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CONSUMER INTERNET SITES A  
CONSUMER INTERNET SITES B  
BUSINESS TO BUSINESS INTERNET SITES  
ONLINE ADS  
ONLINE FILMS  
INTEGRATED CAMPAIGNS

FARFAR, STOCKHOLM  
LOWE BRINDFORS, STOCKHOLM  
FARFAR, STOCKHOLM  
NETTHINK, MADRID  
FAR FROM HOLLYWOOD, COPENHAGEN  
FORSMAN & BODENFORS, GOTHENBURG

DIESEL UNDERWEAR "HEIDIES"  
STELLA "LE COURAGE"  
NOKIA N800 "THE INTERNET WALK"  
ADIDAS "IMPOSSIBLE IS NOTHING"  
DANISH ROAD SAFETY "SPEED BANDITS"  
NE "SWEDISH ENCYCLOPAEDIA"

# SILVER & BRONZE FINALISTS 2007

## AUSTRIA

CAT.05	Demner, Merlicek & Bergmann	Meinl Coffee, "Decaf"	PRESS	BRONZE
CAT.26	Demner, Merlicek & Bergmann	Demner, Merlicek & Bergmann, "Posting"	DM	BRONZE
CAT.27	Demner, Merlicek & Bergmann	Disability Awareness Raising Campaign, "Creased Poster"	POSTER	BRONZE
CAT.15	DRAFTFCB KOBZA Werbeagentur	Nicorette, "Children" Campaign	PRESS	BRONZE
CAT.25	DRAFTFCB KOBZA Werbeagentur	Amnesty International, "Lottery Scratch Ticket" & "Envelope"	DM	SILVER
CAT.01	TBWA\Wien Werbeagentur GmbH	Pedigree, "Strong Dogs"	PRESS	SILVER

## BELGIUM

CAT.10	CZAR.BE	Zijkant Equal Payday, "Executive Cow"	FILM	SILVER
CAT.34	DUBOIS meets FUGGER	Dubois meets Fugger, "Benny The Brave"	WEB	SILVER
CAT.06	Duval Guillaume Brussels	Belgacom, "Bike" & "Swimming pool"	FILM	SILVER
CAT.06	Duval Guillaume Brussels	Belgacom, "Lotto"	FILM	BRONZE
CAT.10	Duval Guillaume Brussels	Brailleliga, "A Blind Call"	FILM	BRONZE
CAT.19	Duval Guillaume Brussels	Mio Digiwalker, "The Fly"	FILM	SILVER
CAT.20	Duval Guillaume, Antwerp	Utopolis, "Reality Sucks" Campaign	POSTER	BRONZE
CAT.10	McCann-Erickson Belgium	Bordet (Tobacco & detoxification centre), "The Hand"	FILM	BRONZE
CAT.32	These Days	Nokia Nseries, "Jealous Computers"	WEB	BRONZE
CAT.32	These Days	Nokia End of Year - Corporate, "Nokia Picture Poetry"	WEB	BRONZE

## BULGARIA

CAT.01	Publicis MARC	Ocean Tuna, "Tuna as it is"	POSTER	BRONZE
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## CROATIA

CAT.16	Bruketa@Zinic	JE'S Jeans, "Bum"	POSTER	BRONZE
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## CZECH REPUBLIC

CAT.23	Euro RSCG Prague	Belécole, French School, "Chalkboard" Campaign	POSTER	SILVER
CAT.25	MarkBBDO	Orbit, "Fortune Cookies"	DM	SILVER

## DENMARK

CAT.36	& Co.	JBS Underwear, "Naked Men"	WEB	BRONZE
CAT.10	Far From Hollywood	Danish Road Safety Council, "2 wheel driving"	FILM	BRONZE
CAT.32	Framfab Denmark	Nikefootball.com, "T90 - The Perfect Kick"	WEB	BRONZE
CAT.37	Framfab Denmark	Nike T90 Football Boot, ""The 'Put It Where You Want It' Tour""	WEB	SILVER
CAT.33	In2media	Café Noir, "Café Noir Website"	WEB	SILVER
CAT.34	In2media	&Co., "&Co. Website"	WEB	BRONZE
CAT.12	Just/Kidde	Miele Dishwashers, "Carwash"	FILM	SILVER
CAT.36	Saatchi & Saatchi	Quiksilver, "Dynamite Surfing"	WEB	BRONZE
CAT.29	Scandinavian DesignLab	PARISTEXAS, "Visual identity"	TECH.	BRONZE
CAT.08	Uncle Grey	Fakta, "Stay Longer" Campaign	FILM	BRONZE
CAT.08	Uncle Grey	Louis Nielsen, "Do you see the point?" Campaign	FILM	SILVER
CAT.27	Uncle Grey	Fakta, "Impossipuzzles" Campaign	POSTER	BRONZE

## EGYPT

CAT.27	JWT - Cairo	Lipton, "Lipton Green Tea tree"	POSTER	SILVER
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## FINLAND

CAT.23	Dynamo Advertising Oy	Carrot.fi, "Confession"	FILM	BRONZE
CAT.37	hasan&partners	Channel Four Finland, "Ugly Betty"	WEB	SILVER
CAT.37	hasan&partners	Cancer Society of Finland, "Coffin Shop For Young Smokers"	WEB	SILVER
CAT.07	King	Carpark, "Safe as Fort Knox" Campaign	PRESS	BRONZE
CAT.08	King	Itakeskus, "The period of darkness"	FILM	SILVER
CAT.07	Otto tuotanto Oy	Sun Tours Ltb AB, "Young Sir"	FILM	BRONZE
CAT.15	TBWA\PHS Helsinki	Pfizer Aricept, "Alzheimer's Day"	FILM	BRONZE
CAT.34	Valve Branding Oy	UPM Forest Life, "UPM Forest Life Website"	WEB	SILVER

## FRANCE

CAT.07	BDDP & Fils	Paris capital of love, "C'est So Paris"	POSTER	BRONZE
CAT.16	BETC Euro RSCG	Aigle, "Reintroduction of man into nature" Campaign	PRESS	BRONZE
CAT.20	BETC Euro RSCG	Canal+, "Brokeback Mountain"	FILM	SILVER
CAT.20	BETC Euro RSCG	13eme Rue, "Gali"	FILM	SILVER
CAT.20	BETC Euro RSCG	Canal+, "Double Meaning"	FILM	BRONZE
CAT.20	BETC Euro RSCG	Le Parisien, "Elections"	FILM	SILVER
CAT.20	BETC Euro RSCG	Canalsat, "The Experts" Campaign	FILM	SILVER
CAT.32	BETC Euro RSCG	Canal+, "Vote More"	WEB	SILVER

CAT.15	Callegari Berville Grey	Sensodyne, "Helmets"	PRESS	SILVER
CAT.15	Callegari Berville Grey	Aquafresh, "Flexigel" Campaign	PRESS	SILVER
CAT.01	CLM BBDO	Suzi Wan, "Spice Sauce" Campaign	PRESS	BRONZE
CAT.05	CLM BBDO	Pepsi, "Destinies"	FILM	BRONZE
CAT.16	Compagnie 360 Euro RSCG	Shock Absorber Sports Bra, "Cheeks"	FILM	SILVER
CAT.07	DDB Paris	Voyages-sncf.com, "Roadsigns" Campaign	PRESS	BRONZE
CAT.08	DDB Paris	Nike France, "Crazy Horse Dunk"	PRESS	SILVER
CAT.12	DDB Paris	Brandt, "Stinkymix" Campaign	PRESS	SILVER
CAT.20	DDB Paris	France Foot, "The Cliff"	FILM	BRONZE
CAT.20	DDB Paris	L'Equipe, "Souvenirs"	FILM	BRONZE
CAT.28	DDB Paris	Nike France, "Crazy Horse Dunk"	TECH.	BRONZE
CAT.35	DDB Paris	AGF, "AGF Banners"	WEB	SILVER
CAT.35	DDB Paris	Club Internet, "Duel"	WEB	SILVER
CAT.10	Draftfcb	INPES, "Années 70"	FILM	SILVER
CAT.36	JWT	Quattro Titanium from Wilkinson, "Fight for Kisses"	WEB	SILVER
CAT.12	la chose	Ikea, "Ikea solutions" Campaign	FILM	SILVER
CAT.10	Leo Burnett Paris	Sidaction, "The Hourglass"	FILM	SILVER
CAT.16	Marcel	Diesel, "Human after all" Campaign	PRESS	SILVER
CAT.28	Marcel	Diesel, "Human after all" Campaign	PRESS	SILVER
CAT.28	Ogilvy and Mather	Louis Vuitton, "Core value" Campaign	POSTER	SILVER
CAT.06	Publicis Conseil	Orange, "Planet"	FILM	SILVER
CAT.06	Publicis Conseil	Orange, "Rugby Worldcup Zidane"	FILM	SILVER
CAT.18	Publicis Conseil	Renault Megane Olympic, "Fosbury" & "Football"	FILM	SILVER
CAT.07	TBWA/Paris	Corail Teoz Train, "Try it once and forget the road" Campaign	PRESS	SILVER
CAT.10	TBWA/Paris	AIDES, AIDS awareness, "Love Story"	FILM	BRONZE
CAT.10	TBWA/Paris	Amnesty International, "Bullet"	FILM	SILVER
CAT.10	TBWA/Paris	Amnesty International, "Child soldiers" Campaign	PRESS	BRONZE
CAT.13	TBWA/Paris	Spontex classic sponge, "The train station"	PRESS	BRONZE
CAT.18	TBWA/Paris	Nissan Qashqai, "Skateboard"	FILM	SILVER
CAT.18	TBWA/Paris	Nissan Note, "Burst"	FILM	BRONZE
CAT.06	The Gang Films	Orange, "Flowers"	FILM	BRONZE
CAT.08	Young & Rubicam France	Décathlon, "Egypt"	FILM	SILVER

## GERMANY

CAT.37	.start GmbH	Mini, "Mini Safety Feature Campaign Def Mini Records"	WEB	BRONZE
CAT.13	BBDO Duesseldorf	Braun Multiquick, "The joy of cooking" Campaign	POSTER	SILVER
CAT.18	BBDO Duesseldorf	smart fortwo, "Back Seat"	FILM	SILVER
CAT.22	BBDO Duesseldorf	Cemex Concrete, "Bridge"	PRESS	BRONZE
CAT.27	BBDO Duesseldorf	smart fortwo, "smart BRABUS Bridge Jump"	POSTER	SILVER
CAT.28	BBDO Duesseldorf	Braun Multiquick, "The joy of cooking" Campaign	TECH.	SILVER
CAT.19	BBDO Germany GmbH	Mercedes-Benz, "Traffic Warden"	FILM	BRONZE
CAT.18	DDB Berlin GmbH	Volkswagen AG, "Horror Movie"	FILM	SILVER
CAT.18	DDB Berlin GmbH	Volkswagen AG, "Made In Germany" Campaign	FILM	SILVER
CAT.18	DDB Berlin GmbH	Volkswagen Golf GTI-Technologie Edition 30, "Horsepower" Campaign	POSTER	BRONZE
CAT.23	DDB Berlin GmbH	Berlitz Language School, "Wrong Lyrics" Campaign	FILM	SILVER
CAT.27	DDB Berlin GmbH	Volkswagen AG, "Schlaemmer's Quest"	TECH.	SILVER
CAT.37	DDB Berlin GmbH	Volkswagen Golf, "Horst Schlaemmer gets his driving license"	WEB	SILVER
CAT.20	DDB Germany/ Düsseldorf	Premiere, "Movie Posters" Campaign	PRESS	SILVER
CAT.35	Elephant Seven AG	Mercedes-Benz, "Offroad1-3"	WEB	BRONZE
CAT.35	Elephant Seven AG	Jeep® Grand Cherokee, "Bernhard" & "Ritsch-Ratsch"	WEB	BRONZE
CAT.27	Euro RSCG Düsseldorf	Clearasil Ultra, "Pimple"	PRESS	SILVER
CAT.10	Grabarz & Partner Werbeagentur	Gegen Missbrauch, "Hand"	PRESS	SILVER
CAT.10	Grabarz & Partner Werbeagentur	Internationale Gesellschaft für Menschenrechte (IGFM), "Burka"	POSTER	BRONZE
CAT.18	Grabarz & Partner Werbeagentur	Volkswagen Phaeton, "Galanty show"	FILM	SILVER
CAT.08	HEIMAT, Berlin	Hornbach Home Improvement Superstores, "Haunted"	FILM	SILVER
CAT.08	HEIMAT, Berlin	Hornbach, "D.I.Y. Attitude" Campaign	PRESS	BRONZE
CAT.13	HEIMAT, Berlin	The Wallpaper Association, "Endless"	FILM	SILVER
CAT.30	HEIMAT, Berlin	CNN, "Don't miss a second"	TECH.	SILVER
CAT.06	Jung von Matt	DHL, "ups"	POSTER	SILVER
CAT.20	Jung von Matt	13th Street, "It's only in your head" Campaign	FILM	BRONZE
CAT.20	Jung von Matt	13th Street, "It's only in your head" Campaign	PRESS	BRONZE
CAT.27	Jung von Matt	DHL, "Commercial break"	TECH.	SILVER
CAT.06	Jung von Matt AG	Adobe Systems, "Sauna"	FILM	SILVER
CAT.21	Jung von Matt AG	Lego GmbH, "Builders of Tomorrow"	POSTER	SILVER
CAT.25	Jung von Matt AG	Regenbogen, "Virus Alert!"	DM	SILVER
CAT.27	Jung von Matt AG	Mondo Pasta, "Noodleslurper"	TECH.	SILVER

CAT.27	Jung von Matt AG	Sixt, "ASCII GTI"	TECH.	BRONZE
CAT.35	Jung von Matt AG	Kabel Deutschland - RedX Club, "The Banner Kamasutra 1,000 Positions"	WEB	BRONZE
CAT.12	Jung von Matt/Alster Werbeagentur	CWS, "Say no to dirt"	FILM	SILVER
CAT.02	kempertrautmann gmbh	Dextro Energy, "Brain"	PRESS	SILVER
CAT.20	kempertrautmann gmbh	MTV Comedy Central, "Turk" & "Chantal"	FILM	SILVER
CAT.20	kempertrautmann gmbh	MTV Comedy Central, "Not a moment without comedy" Campaign	PRESS	SILVER
CAT.12	KNSK Werbeagentur	WMF Knives, "Cut" Campaign	PRESS	BRONZE
CAT.12	KNSK Werbeagentur	WMF knives, "Japan"	POSTER	BRONZE
CAT.12	KNSK Werbeagentur	WMF Knives, "Sharp knives" Campaign	PRESS	SILVER
CAT.23	Kolle Rebbe Werbeagentur	Inlingua language school, "Flags" Campaign	PRESS	BRONZE
CAT.29	Kolle Rebbe Werbeagentur	Misereor Charity, "War orphans" Campaign	PRESS	SILVER
CAT.30	Kolle Rebbe Werbeagentur	LEGO, "Polyplaypylene"	TECH.	BRONZE
CAT.27	Leo Burnett Frankfurt	Orthodontist Dr. Rathenow, "Uncorrected Teeth Pacifiers-Promotion"	TECH.	SILVER
CAT.30	Leo Burnett Frankfurt	Leo Burnett Frankfurt, "Idea Notepad"	TECH.	BRONZE
CAT.29	MAB - Media Audience Beratung, Berlin	BMW, "You can describe anything" Campaign	PRESS	SILVER
CAT.07	Nordpol+ Hamburg	Das Taxi, Hamburg, "Transport Network"	POSTER	SILVER
CAT.18	Nordpol+ Hamburg	Renault Safety, "Ballet"	FILM	SILVER
CAT.18	Nordpol+ Hamburg	Renault Safety, "Collision"	FILM	SILVER
CAT.25	Nordpol+ Hamburg	Das Taxi, Hamburg, "Anytime, anywhere"	DM	BRONZE
CAT.25	Nordpol+ Hamburg	Loud against Nazis, "Anti-NAZI egg cup"	DM	SILVER
CAT.27	Nordpol+ Hamburg	Dacia Logan MCV, "Price Comparison"	TECH.	BRONZE
CAT.36	Nordpol+ Hamburg	Internet directory for local and regional information, "Open Cities"	WEB	BRONZE
CAT.08	Ogilvy Frankfurt	Globus Supermarket, "Erotic Fruit" Campaign	PRESS	BRONZE
CAT.10	Ogilvy Frankfurt	Amnesty International, "When will the Middle Ages be over?" Campaign	PRESS	SILVER
CAT.25	Ogilvy Frankfurt	MTV/www.staying-alive.org, "Counterstrike vs. AIDS"	DM	SILVER
CAT.25	Ogilvy Frankfurt	www.magersucht.de, "Anorexia Mailing: Slim, slimmer, dead."	DM	SILVER
CAT.35	Ogilvy Frankfurt	Malteser Ambulance Service, "Malteser Typo Crash Banner"	WEB	SILVER
CAT.33	pilot 1/0 GmbH & Co. KG	Wicked - The Witches of Oz, "The magic land of Oz"	WEB	BRONZE
CAT.17	PI_group Production International	Rimowa, "Troubleshooter"	FILM	BRONZE
CAT.27	Publicis Frankfurt GmbH	Rubin Freshness Bags, "Tree"	TECH.	SILVER
CAT.26	Rapp Collins GmbH	Adobe InDesign Software, "QUARKBUSTER!"	DM	BRONZE
CAT.16	Saatchi & Saatchi	Wonderbra, "The Wonderbra Hills"	POSTER	SILVER
CAT.27	Saatchi & Saatchi	Wonderbra, "3D"	POSTER	SILVER
CAT.27	Saatchi & Saatchi	Wonderbra, "The Wonderbra Hills"	POSTER	SILVER
CAT.33	Saatchi & Saatchi	Main Taxi Frankfurt, "The Piss Screen"	WEB	SILVER
CAT.35	Saatchi & Saatchi	Emirates, "Keep discovering"	WEB	BRONZE
CAT.12	Scholz & Friends Berlin GmbH	Weru, "Noise protection windows" Campaign	PRESS	SILVER
CAT.21	Scholz & Friends Berlin GmbH	Zoo Berlin, "The Annual Ticket" Campaign	PRESS	SILVER
CAT.23	Scholz & Friends Berlin GmbH	jobsintown.de, "The wrong working environment" Campaign	POSTER	SILVER
CAT.27	Scholz & Friends Berlin GmbH	jobsintown.de, "The wrong working environment" Campaign	POSTER	SILVER
CAT.29	Scholz & Friends Berlin GmbH	Berliner Philharmoniker, "Note Illustrations" Campaign	POSTER	BRONZE
CAT.35	Scholz & Friends Berlin GmbH	Mercedes-Benz special vehicle, "Desktop Refuse Collection from Mercedes-Benz"	WEB	SILVER
CAT.34	Scholz & Volkmer GmbH	Nastuh Visual Effects, "Nastuh Abootalebi"	WEB	SILVER
CAT.21	Serviceplan München/Hamburg	Stabilo Boss Original, "Details" Campaign	PRESS	BRONZE
CAT.23	Serviceplan München/Hamburg	Serviceplan Recruitment, "Handmade Posters" Campaign	POSTER	SILVER
CAT.08	TBWA\ Germany	Adidas Originals, "Fall Collection"	POSTER	BRONZE
CAT.27	TBWA\ Germany	Arena Opera - Nabucco, "The Singing Bus Stops"	TECH.	SILVER
CAT.26	TopferGrenvilleCrone GmbH	Polizei Hamburg Museum, "Dieses Buch hat Leben gerettet (This book has saved a life)"	DM	SILVER
CAT.25	Tribal DDB GmbH, member of DDB Germany	Volkswagen Golf R, "Prickle Mailing"	DM	SILVER
CAT.36	Tribal DDB GmbH, member of DDB Germany	Golf Tour Edition, "Schlammers Quest"	WEB	SILVER
CAT.04	Trigger Happy Productions GmbH	Glenfiddich, "Every Year Counts"	FILM	BRONZE
CAT.01	Young & Rubicam	Oryza, "Ricefield" Campaign	PRESS	BRONZE
CAT.26	Young & Rubicam	Naturschutzbund Deutschland (NABU), "Earth Memory"	DM	BRONZE
CAT.27	Young & Rubicam	Colgate Total Whitening, "Sparkling White Teeth"	TECH.	BRONZE

## GREECE

CAT.29	BeetRoot	Hotel rooms installation, "Aesop's Myths"	TECH.	BRONZE
CAT.03	McCann Erickson Athens	Vlahas evaporated milk, "New York"	PRESS	BRONZE
CAT.35	McCann Erickson Athens	Durex Play series, "Delete Males"	WEB	BRONZE
CAT.10	TBWA\ATHENS	World No Tobacco Day, "Non Smoking Area"	PRESS	SILVER

## HUNGARY

CAT.12	Leo Burnett Budapest	Samsung, "Vacuum cleaner"	POSTER	BRONZE
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## IRELAND

CAT.25	Chemistry	Focus Ireland, "Keyring"	DM	SILVER
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CAT.04	Irish International BBDO	Guinness, "Music Machine"	FILM	SILVER
CAT.04	Irish International BBDO	Guinness, "Hurling" Campaign	POSTER	SILVER
CAT.18	Owens DDB	Volkswagen Golf, "Pope"	PRESS	SILVER
CAT.07	Publicis QMP	Failte Ireland, "Chicken"	FILM	SILVER

## ISRAEL

CAT.18	McCann Erickson Israel	Volvo S80, "Wife"	FILM	BRONZE
CAT.23	McCann Erickson Israel	McCann Erickson, "Panda"	FILM	SILVER
CAT.05	Shalmor Avnon Amichay/Y&R	Elite Coffee, "Shanghai"	FILM	SILVER
CAT.10	Shalmor Avnon Amichay/Y&R	Israel Aids Task Force, "Oh My God"	FILM	BRONZE
CAT.35	shimoni finkelstein draft fcb	Meir Panim- Soup Kitchen, "Sms for Lunch"	WEB	BRONZE

## ITALY

CAT.21	AdmCom	Casinò di Venezia, "Keep Playing"	POSTER	BRONZE
CAT.27	AdmCom	Casinò di Venezia, "Keep Playing"	TECH.	SILVER
CAT.21	D'Adda,Lorenzini,Vigorelli,BBDO	Mini, "Cinema Tribute" Campaign	PRESS	SILVER
CAT.27	D'Adda,Lorenzini,Vigorelli,BBDO	Mini, "Always open"	POSTER	BRONZE
CAT.28	DDB	Volkswagen Beetle Limited Edition, "Black with red leather"	POSTER	BRONZE
CAT.11	Leo Burnett	Nintendo Wii, "Post it" Campaign	POSTER	SILVER
CAT.23	Leo Burnett	Paolo Grassi Acting School, "Registrations are open"	FILM	SILVER
CAT.36	Leo Burnett	Pirelli PZero, "Mission Zero"	WEB	SILVER
CAT.16	McCann Erickson Italy	Sauber Stockings, "Absolutely Invisible" Campaign	PRESS	SILVER
CAT.19	On s.r.l.	MINI Accessories, "Handle"	PRESS	BRONZE

## LEBANON

CAT.04	H&C Leo Burnett	Johnnie Walker Black Label, "Stop-Play"	POSTER	BRONZE
CAT.25	H&C Leo Burnett	AMAM, "Visiting cards"	DM	BRONZE
CAT.27	Saatchi&Saatchi	Sebamed, "Acne" Campaign	POSTER	BRONZE

## NETHERLANDS

CAT.04	180 amsterdam	Glenfiddich, "Every Year Counts"	FILM	BRONZE
CAT.04	180 amsterdam	Glenfiddich, "Every Year Counts" Campaign	PRESS	SILVER
CAT.21	180 amsterdam	Adidas International, "Impossible Is Nothing" Campaign	FILM	SILVER
CAT.07	DDB Amsterdam	Nederlandse Spoorwegen/ Dutch Railway, "Business Man"	FILM	SILVER
CAT.09	DDB Amsterdam	Centraal Beheer Achmea, "Prison Guard"	FILM	SILVER
CAT.09	DDB Amsterdam	Centraal Beheer Achmea, "Acupuncture"	FILM	SILVER
CAT.18	DDB Amsterdam	Pon's Automobielhandel, Volkswagen Touareg, "Keep it clean"	FILM	SILVER
CAT.18	DDB Amsterdam	Volkswagen Golf, "Celebration of the 25 millionth Golf" Campaign	PRESS	SILVER
CAT.18	DDB Amsterdam	Volkswagen, "Boeing"	PRESS	SILVER
CAT.19	DDB Amsterdam	Volkswagen Commercial Vehicules, "Gelato"	FILM	SILVER
CAT.21	DDB Amsterdam	De Lotto, "F. O. R. E."	FILM	SILVER
CAT.31	mccann advertising	miniscule, "Grass Sticking Out of DVD package"	TECH.	BRONZE
CAT.10	Ogilvy Amsterdam	Dutch Association of Traffic Victims, "Rear mirror"	PRESS	BRONZE
CAT.27	Ogilvy Amsterdam	Orange Babies, "Donation TV"	TECH.	SILVER
CAT.08	Publicis Group	Villa Arena, "Kitchen", "Livingroom" & "Bedroom"	PRESS	BRONZE
CAT.36	Redurban	De Lotto, "Millionaire The Film"	WEB	SILVER
CAT.10	Saatchi & Saatchi	Hidden Violence, "If you see something, say something" Campaign	PRESS	BRONZE
CAT.10	Saatchi & Saatchi	Cordaid/People in Need, "Small money, big difference" Campaign	POSTER	SILVER
CAT.10	Saatchi & Saatchi	Stichting LaLuz, "Donate your knowledge" Campaign	POSTER	BRONZE
CAT.28	Saatchi & Saatchi	Cordaid/People in Need, "Small money, big difference" Campaign	TECH.	SILVER
CAT.08	Selmore	Bijenkorf Big Annual Sale, "Predators" Campaign	PRESS	BRONZE
CAT.20	Selmore	Sky Radio, "Poolboy"	FILM	SILVER
CAT.37	Selmore	de Volkskrant, "Question Marks"	WEB	SILVER
CAT.05	Wieden+Kennedy, Amsterdam	Coca-Cola, "Happiness Factory - The Movie"	FILM	BRONZE
CAT.17	Wieden+Kennedy, Amsterdam	Nike+, "Addicted"	FILM	SILVER
CAT.17	Wieden+Kennedy, Amsterdam	Nike+, "Paula" & "Not A Runner"	FILM	SILVER
CAT.21	Wieden+Kennedy, Amsterdam	Nike South Africa 'Just Do It', "How I fight"	FILM	SILVER
CAT.21	Wieden+Kennedy, Amsterdam	Nike South Africa, "Just Do It" Campaign	POSTER	BRONZE

## NORWAY

CAT.01	BTS United	Gilde, "Football"	FILM	BRONZE
CAT.08	DDB Oslo	Rema 1000, "Walking"	FILM	BRONZE
CAT.23	DDB Oslo	Hydro, "Small engineers"	FILM	SILVER
CAT.19	Grey Oslo	Continental Tyres, "The dispenser"	PRESS	BRONZE
CAT.20	Grey Oslo	Canal Digital, "Our World"	FILM	BRONZE
CAT.07	Kitchen (Leo Burnett)	Oslo Sporveier, "Big Bus"	FILM	SILVER
CAT.33	McCann Norway	Dent breath pastille, "Lungtester"	WEB	BRONZE
CAT.08	SMFB	Kiwi Grocery Stores, "Camping"	FILM	SILVER

CAT.28	SMFB	Land Rover, "Go beyond" Campaign	POSTER	BRONZE
CAT.15	TRY Advertising Agency	Solidox, "Symphony"	FILM	BRONZE
CAT.21	TRY Advertising Agency	Lotto, "Ups and Downs"	FILM	SILVER

## POLAND

CAT.35	ARC WORLDWIDE POLSKA SP. Z O.O.	Krajowe Centrum ds. Aids, "Before You Enter (Wear Condoms)"	WEB	BRONZE
CAT.04	DDB Warszawa	Tyskie beer, "Export Story" Campaign	PRESS	BRONZE
CAT.17	J.Walter Thompson Polska Sp. zo.o. (JWT WARSAW)	Converse, "Portraits" Campaign	POSTER	BRONZE
CAT.10	McCANN ERICKSON	"Child in the net" campaign, "Execution"	FILM	SILVER
CAT.13	Saatchi & Saatchi Poland	Procter & Gamble, Ariel Color	POSTER	BRONZE

## PORTUGAL

CAT.30	Atelier 004	Egoista, "Magazine"	TECH.	BRONZE
CAT.10	BBDO Portugal	Portuguese Federation of Sports for Disabled, "Thanks - Beijing 2008"	FILM	BRONZE
CAT.10	BBDO Portugal	Ação Animal, "Bullfights"	FILM	SILVER
CAT.26	Leo Burnett	Planet One, "Virtual Watch"	DM	BRONZE
CAT.10	Ogilvy Portugal	MTV/Staying-Alive Aids Awareness, "Shot"	FILM	BRONZE
CAT.10	Ogilvy Portugal	MTV Switch Global Warming, "Mute"	FILM	SILVER
CAT.18	Publicis	Renault Scenic, "Window washer"	PRESS	BRONZE

## ROMANIA

CAT.08	GMP Advertising	Erotica.ro, "The light"	FILM	BRONZE
CAT.11	McCann Erickson Romania	Foton, "Sleeping"	FILM	SILVER
CAT.21	McCann Erickson Romania	Romanian Cinema, Union Hall, "Selected movies, selected audience" Campaign	PRESS	SILVER
CAT.09	Papaya Advertising	Property Insurance BCR, "Petrol-The Giant"	FILM	BRONZE
CAT.27	PROPAGANDA	Divorce Lawyer, "Business Card"	TECH.	BRONZE
CAT.21	PUBLICIS Romania	HP - Virtual Theatre Festival, "Shakespeare" & "Godot"	PRESS	SILVER

## RUSSIAN FEDERATION

CAT.13	Leo Burnett LLC	Tide, "White screen"	FILM	SILVER
CAT.12	REALPRO	Natuzzi, "Mosquito"	POSTER	SILVER
CAT.01	Saatchi & Saatchi Russia	VICI crab sticks, "Laughing Bear"	FILM	BRONZE
CAT.10	ZAO BBDO	GreenPeace, "Insects" Campaign	PRESS	SILVER

## SERBIA AND MONTENEGRO

CAT.21	New Moment New Ideas Company	Veterans Basketball Festival, "Blur"	POSTER	SILVER
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## SLOVAKIA

CAT.27	Istropolitana D'Arcy	Topvar, "Bottle or Trumpet"	TECH.	SILVER
CAT.09	MUW Saatchi&Saatchi	Kooperativa Insurance, "Ketchup"	FILM	BRONZE

## SLOVENIA

CAT.18	Pristop	Volkswagen Touareg, "Hitch-hike"	PRESS	SILVER
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## SOUTH AFRICA

CAT.29	Bittersuite	Bittersuite, Logo & Corporate Identity	PRESS	SILVER
CAT.20	FCB Cape Town	Die Burger, "UN Soldier" & "Iwo Jima"	PRESS	SILVER
CAT.07	King James	kulula.com Airline, "Come Fun with Us" Campaign	FILM	SILVER
CAT.21	King James	Maglite/Ramrod, "Lighthouse"	POSTER	BRONZE
CAT.06	Metropolitan Republic/Jupiter Drawing Room	MTN, "Stickies"	FILM	SILVER
CAT.06	Metropolitan Republic/Jupiter Drawing Room	MTN, "Clap"	FILM	SILVER
CAT.30	one small seed magazine	one small seed, "Magazine"	TECH.	BRONZE
CAT.27	TBWA TEQUILA\ Johannesburg	Toot-n-Scoot, "Drunk Driving Can Be Fun"	TECH.	SILVER
CAT.27	The Jupiter Drawing Room (Cape Town)	Mont Blanc, "Love of Writing"	PRESS	BRONZE
CAT.10	The Jupiter Drawing Room (Johannesburg)	Arrive Alive, "'I'm fine to drive" Campaign"	POSTER	BRONZE
CAT.15	The Jupiter Drawing Room (Johannesburg)	Permark International, "Durex XL Condoms" Campaign	PRESS	SILVER
CAT.23	The Jupiter Drawing Room (Johannesburg)	AAA School of Advertising, "When you know you're a creative thinker" Campaign	POSTER	SILVER
CAT.27	The Jupiter Drawing Room (Johannesburg)	Arrive Alive, "'I'm fine To Drive" Campaign"	POSTER	SILVER
CAT.06	Velocity Films	MTN, "Hand clap"	FILM	SILVER
CAT.11	Velocity Films	Sony Bravia, "Threads"	FILM	SILVER
CAT.27	Zoom Advertising	Feedback, "A better feeding programme"	POSTER	SILVER

## SPAIN

CAT.04	Caldas Naya	A.K.Damm, "German Character, French Refinement" Campaign	PRESS	BRONZE
CAT.10	CONTRAPUNTO	WWF, "Toxic waste to the rivers" Campaign	PRESS	SILVER
CAT.01	DDB Spain	Nestle Petcare-Friskies Nido, "Birds" Campaign	PRESS	SILVER
CAT.07	MCCANN ERICKSON	Metro de Madrid, "A Short Story"	FILM	SILVER
CAT.35	netthink	Mini, "Incredibly Mini"	WEB	BRONZE

CAT.11	TBWAVESPAÑA, S.A.	SONY PLAYSTATION, "Shadows"	FILM	BRONZE
CAT.11	TBWAVESPAÑA, S.A.	SONY PLAYSTATION, ""Guide Dog""	PRESS	BRONZE
CAT.27	Universal McCann	MasterCard, "Happy New Year"	TECH.	SILVER
CAT.21	VITRUVIO LEO BURNETT	Sitges Sci-Fi & Fantasy Film Festival, "Hairdresser"	FILM	SILVER
CAT.33	VITRUVIO LEO BURNETT	DP5L- Pest Control, "Mouseless site"	WEB	SILVER

## SWEDEN

CAT.09	Abby Norm	KPA Pension, "Anti personnel mines"	FILM	BRONZE
CAT.09	DDB stockholm	EnterCard, "Impulses"	FILM	BRONZE
CAT.32	DDB stockholm	Volkswagen Sweden, "Golf Auditions"	WEB	SILVER
CAT.19	DRAFTFCB	OK Q8 Garages, "The well equipped gas station" & "Oil refill"	FILM	SILVER
CAT.30	Dragster Communication	CRAMO - Modular space, "Think inside the box"	TECH.	BRONZE
CAT.26	ESTER	"The German Child" -a crime book by Camilla Läckberg, "Morbid souvenir plate"	DM	SILVER
CAT.32	Farfar	Nokia N95, "Great Pockets"	WEB	SILVER
CAT.35	Farfar	SJ Prio, "SJ Prio Banners"	WEB	BRONZE
CAT.06	Forsman & Bodenfors	Tele2, "Answer"	FILM	SILVER
CAT.10	Forsman & Bodenfors	SOS LIVE EARTH, "Cow"	FILM	BRONZE
CAT.10	Forsman & Bodenfors	BRIS, "Help us receive more calls" Campaign	POSTER	SILVER
CAT.15	Forsman & Bodenfors	SCA Hygiene Libero Diapers, "Yoga"	FILM	SILVER
CAT.20	Forsman & Bodenfors	NE National Encyclopedia, "Advertisement" & "Headline"	PRESS	SILVER
CAT.37	Forsman & Bodenfors	Tele2, "Champion"	WEB	BRONZE
CAT.37	Forsman & Bodenfors	VING My Travel Sweden, "Travelfinder"	WEB	BRONZE
CAT.06	Garbergs reklambyrå	Telenor, "Telenor Mobile TV"	FILM	SILVER
CAT.06	Garbergs reklambyrå	Telenor, "Come together"	FILM	SILVER
CAT.09	Garbergs reklambyrå	Skandia, "Time To Think About Pensions?" Campaign	FILM	SILVER
CAT.34	Garbergs reklambyrå	Telenor One, "The definite end to office phones"	WEB	SILVER
CAT.01	Goss	Onsalakorv, "Ready-sliced sausage" Campaign	POSTER	SILVER
CAT.25	Goss	Langley Travel, "Destination Japan/Ski case"	DM	BRONZE
CAT.27	Goss	Onsalakorv, ""Ready-sliced sausage" Campaign"	POSTER	SILVER
CAT.33	Great Works	Absolut Vodka, "Absolut Disco"	WEB	BRONZE
CAT.33	Great Works	Absolut Vodka, "Absolut Design"	WEB	SILVER
CAT.10	Grey Stockholm	Anorexi Bulimi Kontakt, "The Mirror"	FILM	SILVER
CAT.10	Jung von Matt/Strömmen	Unicef, "Water Kills"	PRESS	SILVER
CAT.35	Jung von Matt/Strömmen	GORE-TEX, "Sticky banner"	WEB	BRONZE
CAT.07	King, Stockholm	SJ, "Heroes"	FILM	BRONZE
CAT.08	King, Stockholm	Åhléns, "Two Sides To The Story" Campaign	PRESS	BRONZE
CAT.12	King, Stockholm	Åhléns, "Cat Story" Campaign	POSTER	SILVER
CAT.16	King, Stockholm	Åhléns, "Kids Solution" Campaign	POSTER	BRONZE
CAT.17	King, Stockholm	WESC, "Sunglasses"	PRESS	BRONZE
CAT.33	King, Stockholm	Åhléns, "Cosy living room"	WEB	SILVER
CAT.04	Lowe Brindfors	Stella Artois, "Le Courage" Campaign	PRESS	SILVER
CAT.36	Lowe Brindfors	Artois, "Le Passage"	WEB	BRONZE
CAT.37	Lowe Brindfors	Artois, "Le Passage"	WEB	SILVER
CAT.28	Mr Smith International AB (Smith Reklambyrå)	Cordon-Bleu Cookware Stores, "Still life" Campaign	POSTER	BRONZE
CAT.06	Publicis Stockholm AB	Neonode N2, "Don't think. Feel" Campaign	PRESS	BRONZE
CAT.15	Saatchi & Saatchi Stockholm	Bifacid, "The Beach"	PRESS	BRONZE
CAT.16	Saatchi & Saatchi Stockholm	Wonderbra, "The Pencil"	PRESS	SILVER
CAT.33	Scholz & Friends Stockholm	Castillo de Gredos, "It doesn't get any Spanisher than this"	WEB	BRONZE
CAT.37	Scholz & Friends Stockholm	Castillo de Gredos, "It doesn't get any Spanisher than this"	WEB	SILVER
CAT.05	Storåkers McCann	MER Softdrink, "Making Out" Campaign	POSTER	BRONZE
CAT.06	Storåkers McCann	TeliaSonera, "Satellite Dish"	FILM	SILVER
CAT.06	Storåkers McCann	TeliaSonera, "Football Anywhere"	PRESS	SILVER
CAT.06	Storåkers McCann	TeliaSonera, "Mobile TV"	PRESS	BRONZE
CAT.27	Storåkers McCann	SEB, "Street Golf" Campaign	POSTER	BRONZE
CAT.16	Trigger Momentum	Intersport, "The Scale" & "The Bus"	FILM	SILVER

## SWITZERLAND

CAT.01	Advico Young & Rubicam	Citterio, "Electric fan"	FILM	BRONZE
CAT.11	Advico Young & Rubicam	Leica Camera AG, "Zoom" Campaign	POSTER	SILVER
CAT.20	Publicis	3 Plus TV Network, "Supernanny"	FILM	BRONZE
CAT.07	Ruf Lanz Werbeagentur AG	VBZ Public transport, "La cucaracha"	FILM	SILVER
CAT.08	Ruf Lanz Werbeagentur AG	Sport Factory Outlet, "George W. Bush" Campaign	PRESS	BRONZE
CAT.08	Ruf Lanz Werbeagentur AG	Sport Factory Outlet, "Prince Charles"	POSTER	SILVER
CAT.08	Ruf Lanz Werbeagentur AG	Hiltl vegetarian restaurant, "Pigs" Campaign	POSTER	BRONZE
CAT.10	Saatchi&Saatchi Simko	WWF, "Give a hand to wildlife" Campaign	PRESS	SILVER
CAT.27	Saatchi&Saatchi Simko	Groupe e, "Plugs" Campaign	POSTER	BRONZE

CAT.27	Saatchi&Saatchi Simko	Accessorize, "Giant Necklaces" Campaign	POSTER	BRONZE
CAT.20	Spillmann/Felser/Leo Burnett	Tages-Anzeiger, "What, if..." Campaign	POSTER	BRONZE
CAT.08	walker	Fleurop Interflora, "Tent"	FILM	SILVER
CAT.10	walker	Amnesty International, "Channel Hop"	FILM	BRONZE

## TUNISIA

CAT.21	Memac Ogilvy Tunisia	Conservatoire de musique Ilyes Jaryan (CMIJ), "Violin"	POSTER	BRONZE
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## TURKEY

CAT.20	Concept	Cumhuriyet, "Vote for a secular Turkey"	FILM	BRONZE
CAT.10	DDB&CO	Turmepa, "Keep oceans clean"	PRESS	SILVER
CAT.15	DDB&CO	Able Touch, "Acrobat" & "Swimming Pool"	PRESS	BRONZE
CAT.10	Markom Leo Burnett	BGD, "Dog"	FILM	BRONZE
CAT.14	Markom Leo Burnett	Max Factor 2000 Calorie Mascara, "Eyeglasses"	PRESS	BRONZE

## UKRAINE

CAT.20	Leo Burnett Ukraine	Novynar, "Bush", "Chirac" & "Jong-Il"	PRESS	BRONZE
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## UNITED ARAB EMIRATES

CAT.02	ImpactBBDO	Snickers, "Don't stop"	FILM	BRONZE
CAT.14	Lowe MENA	Axe Shower Gel, "Blowing Bubbles"	PRESS	BRONZE
CAT.05	Team Y&R	Rhino Energy Drink, "No Sweat" Campaign	PRESS	SILVER

## UNITED KINGDOM

CAT.04	Abbott Mead Vickers BBDO	Draught Guinness, "Hands"	FILM	BRONZE
CAT.10	Abbott Mead Vickers BBDO	Focus 12, "No such thing"	FILM	SILVER
CAT.10	Abbott Mead Vickers BBDO	CHOICE FM: Kill the Gun, "Gun Crime"	FILM	SILVER
CAT.10	Abbott Mead Vickers BBDO	Focus 12, "No such thing" Campaign	POSTER	BRONZE
CAT.20	Abbott Mead Vickers BBDO	The Economist, "The Economist" Campaign	PRESS	BRONZE
CAT.28	Abbott Mead Vickers BBDO	Focus 12, "No such thing" Campaign	POSTER	BRONZE
CAT.36	Abbott Mead Vickers BBDO	Against Breast Cancer, "Anyone"	WEB	SILVER
CAT.37	Clemmow Hornby Inge	Carphone Warehouse, "The X Factor Challenge"	WEB	BRONZE
CAT.01	DDB London	Nimble bread, "Builder"	FILM	SILVER
CAT.08	DDB London	Harvey Nichols, "Wonderful Life" Campaign	PRESS	SILVER
CAT.18	DDB London	Volkswagen Golf, "Great Pretender"	FILM	BRONZE
CAT.20	DDB London	Financial Times, "Sharks" & "Cityscape"	POSTER	SILVER
CAT.21	DDB London	Volkswagen Independent Cinema, "Lord of the Rings" & "Ghostbusters"	FILM	SILVER
CAT.21	DDB London	Volkswagen Independent Cinema, "Ghosbusters"	FILM	SILVER
CAT.18	Euro RSCG London	Citroën C-Crosser, "Mountain" & "Forest"	PRESS	BRONZE
CAT.18	Fallon London	Skoda Fabia, "Cake"	FILM	SILVER
CAT.20	Freud Communications	BBC Radio 2, "Elvis"	FILM	SILVER
CAT.30	GRP	Be Books, "Boys and Girls" & "True or false"	TECH.	BRONZE
CAT.04	JWT London	Smirnoff Vodka, "SEA"	FILM	BRONZE
CAT.32	LBi	Sony PlayStation3, "This Is Living"	WEB	SILVER
CAT.10	Lyle Bailie International	Road Safety: Anti-Speeding, "MESS"	FILM	SILVER
CAT.01	McCann Erickson London	Heinz Salad Cream, "Pourable Sunshine" Campaign	POSTER	SILVER
CAT.01	McCann Erickson London	Heinz Tomato Ketchup, "No One Grows Ketchup Like Heinz" Campaign	PRESS	SILVER
CAT.11	MJZ LONDON	PS3, "GRENADE"	FILM	SILVER
CAT.17	Nitro	Nike Russia, "Ballerina"	FILM	SILVER
CAT.37	Nitro	Nike T90 Football Boot, "The 'Put It Where You Want It' Tour"	WEB	SILVER
CAT.37	Nitro	Nike Russia, "Don't Let Anything Stop You"	WEB	BRONZE
CAT.27	Ogilvy Group UK	Cancer Research UK, "Smoke Is Poison - Tanker"	TECH.	SILVER
CAT.31	Pemberton & Whitefoord	Tesco, "Ingredients Range"	TECH.	BRONZE
CAT.10	Quiet Storm Films	Trafficking is Torture, "Lost in F**king Translation"	FILM	SILVER
CAT.10	Quiet Storm Films	Trafficking is Torture, "Torture By Any Other Name"	FILM	SILVER
CAT.02	Smith & Sons Films Ltd	Snickers, "Mechanics"	FILM	SILVER
CAT.31	Taxi Studio Ltd.	The Knobbly-Carrot Family Soups, "Soup Containers"	TECH.	SILVER
CAT.27	The Bridge	Rock Radio, "Air Guitar"	TECH.	SILVER
CAT.28	Tim Bret-Day	Agent Provocateur, "Strip Fragrance"	PRESS	BRONZE
CAT.32	Tribal DDB London	Volkswagen Passat, "Mid-Life Crisis"	WEB	SILVER
CAT.31	Turner Duckworth	Honey: Good, "Waitrose Honey: Good Tier"	TECH.	SILVER
CAT.25	Wunderman	Fitness First, "Take away"	DM	BRONZE