



SHORTLIST

Interactive

2009

Animation	Nintendo	Wario Land Shake It!	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Animation	Sprint	Get Work Done Now	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Artistic Technique	Campaign Website for Morisawa Co., Morisawa Fontpark 2.0 Ltd.		tha ltd.	Tokyo	JAPAN
Artistic Technique	Labuat	Soy Tu Aire	herraiz soto & co	barcelona	SPAIN (España)
Artistic Technique	Nike Air Troupe iD	Nike Troupe Battle	ROOT COMMUNICATIONS, INC.	Tokyo	JAPAN
Brand Building	Diesel clothing	Diesel.com	Farfar	Stockholm	SWEDEN
Brand Building	Pepsi	Pepsi Dear Mr. President	R/GA	New York	UNITED STATES
Brand Building	Sprint	Now Widget	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Brand Building	Volkswagen of America	MAX Rollout	Crispin Porter + Bogusky	Boulder	UNITED STATES
Brand Building	Xbox - Gears of War 2	Gears of War 2	AKQA	San Francisco	UNITED STATES
Consumer-Targeted Site	Doritos	Hotel 626	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Consumer-Targeted Site	Nike	Nike SPARQ	R/GA	New York	UNITED STATES
E-Commerce/Retail	Domino's Pizza	Domino's TiVo Ordering	Crispin Porter + Bogusky	Boulder	UNITED STATES
E-Commerce/Retail	NIKEiD	NIKEiD	R/GA	New York	UNITED STATES
Fresh Approach	AC/DC	AC/DC Rocks The Office	Sony Music Entertainment UK	London	UNITED KINGDOM
Fresh Approach	Axe Deoderant	Axe Wake-Up Service Inc.	Bascule Inc.	Minato-ku, Tokyo	JAPAN
Fresh Approach	Burger King	Flame	Crispin Porter + Bogusky	Boulder	UNITED STATES
Fresh Approach	Burger King	Whopper Sacrifice	Crispin Porter + Bogusky	Boulder	UNITED STATES
Fresh Approach	Orange Pay As You Go	Orange Ballooney	Poke	London	UNITED KINGDOM
Functional Design	NIKEiD	NIKEiD	R/GA	New York	UNITED STATES
Functional Design	Sveriges Radio - Swedish Radio	The Radio Matchmaker	Forsman & Bodenfors	Gothenburg	SWEDEN
Innovative Use Of Technology	Alcoholic Beverages	ABSOLUT Machines	Great Works	Stockholm	SWEDEN
Innovative Use Of Technology	Fiat	eco:Drive	AKQA	London	UNITED KINGDOM
Innovative Use Of Technology	General Electric - The Smart Grid	Plug into the Smart Grid	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Innovative Use Of Technology	Mechatrical Installation	The Kinetic Sculpture for the BMW Museum, Munich	ART+COM	Berlin	GERMANY (Deutschland)
Innovative Use Of Technology	Sprint	Now Widget	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Microsite	GE	Plug into the Smart Grid	Goodby, Silverstein and Partners	San Francisco	UNITED STATES

Microsite	Radiohead in Wowow	12 Cams, Create Your Rainbow	Basculc Inc.	Minato-ku, Tokyo	JAPAN
Microsite	SMART	The Truth About Smart	Agency Republic	London	UNITED KINGDOM
Microsite	UNIQLO	UNIQLO Meets Corteo	Projector Inc.	Tokyo	JAPAN
Mobile/ Wireless	Kraft	iFood Assistant	Genex	Los Angeles	UNITED STATES
Mobile/ Wireless	Nike	Nike Basketball Ballers Network	R/GA	New York	UNITED STATES
Mobile/ Wireless	NIKEiD	NIKE PHOTOiD	AKQA	London	UNITED KINGDOM
Online Application	Burger King	Whopper Sacrifice	Crispin Porter + Bogusky	Boulder	UNITED STATES
Online Application	Nike	Nike Football Head2Head	R/GA	New York	UNITED STATES
Relationship Marketing	Volkswagen of America	Routan Babymaker 3000	Crispin Porter + Bogusky	Boulder	UNITED STATES
Relationship Marketing	Xbox - Gears of War 2	Gears of War 2	AKQA	San Francisco	UNITED STATES
Rich Media Advertising	Mac	Emergency Refresh	TBWA Media Arts Lab	Los Angeles	UNITED STATES
Rich Media Advertising	Mac	Editorial	TBWA Media Arts Lab	Los Angeles	UNITED STATES
Rich Media Advertising	Nintendo	Wario Land Shake It!	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Self-Promotion	E-card	Happy Christmas from AKQA	AKQA	London	UNITED KINGDOM
Self-Promotion	Grow Interactive	Thank You begins with a T.	Grow Interactive	Norfolk	UNITED STATES
Self-Promotion	Modernista!	Modernista.com	Modernista!	Boston	UNITED STATES
Sound/Music	California Milk Processor Board	White Gold Viral	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Video/Moving Image	Barack Obama for President	Yes We Can Song	Dipdive LLC	san jose	UNITED STATES
Video/Moving Image	Haagen Dazs	Krumpin'	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Video/Moving Image	IKEA	Come into the Closet. Let's Dance	Forsman & Bodenfors	Gothenburg	SWEDEN
Viral	Durex	Get it On	Superfad	New York	UNITED STATES
Viral	Guitar Hero World Tour	Bike Hero	Droga5	New York	UNITED STATES
Viral	Nintendo	Wario Land Shake It!	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Viral	The Great Schlep	The Great Schlep	Droga5	New York	UNITED STATES
Widget	Sprint	Now Widget	Goodby, Silverstein and Partners	San Francisco	UNITED STATES