

Single Entries

Apparel/Fashion/Footwear	Columbia Packable Jacket	Turtle	Prolam Y&R	Santiago	CHILE
Apparel/Fashion/Footwear	Wonderbra	Illusion	Saatchi & Saatchi Singapore	Singapore	SINGAPORE
Automotive	Ford Expedition	Rearview Tricycle	JWT Mexico	Mexico DF	MEXICO
Automotive	Jeep	Bushman & Eskimo	BBDO Malaysia	Kuala Lumpur	MALAYSIA
Automotive	Jeep	Mountain Goat & Crocodile	BBDO Malaysia	Kuala Lumpur	MALAYSIA
Automotive	Jeep	Husky & Camel	BBDO Malaysia	Kuala Lumpur	MALAYSIA
Automotive	Land Rover Brand	Show Friends	RKCR/Y&R	London	UNITED KINGDOM
Automotive	Land Rover Commercial Vehicles	Digger	RKCR/Y&R	London	UNITED KINGDOM
Automotive	Skoda RS	Cheaper Speed	DDB Stockholm	Stockholm	SWEDEN
Automotive	Volkswagen	Spacefox - Matrioshka	AlmapBBDO	São Paulo	BRAZIL
Automotive	Volkswagen Caravelle	Hyena	Ogilvy Cape Town	Cape Town	SOUTH AFRICA (Zuid Afrika)
Automotive	Volkswagen Cross Polo	Offroad People - Leafnet	DDB Berlin GmbH	Berlin	GERMANY (Deutschland)
Automotive	Volkswagen Golf R32	R32 Ball	Ogilvy Cape Town	Cape Town	SOUTH AFRICA (Zuid Afrika)
Automotive	Volkswagen Passat	Passat - Long Text	AlmapBBDO	São Paulo	BRAZIL
Automotive	Golf ABT	Catapult Launcher	Y&R Malaysia	Kuala Lumpur	MALAYSIA
Products/Services					
Banking/Financial	Sparkasse	Money Bill	Jung von Matt AG	Berlin	GERMANY (Deutschland)
Beverages/Alcoholic	Miller	Decrossifier	Saatchi & Saatchi	New York	UNITED STATES
Beverages/Alcoholic	Miller	Pinky Restraint	Saatchi & Saatchi	New York	UNITED STATES
Beverages/Non-Alcoholic	Oishi Black Tea Lemon	Book	Dentsu Young & Rubicam Ltd. (Bangkok Y&R Thailand)		THAILAND
Business	BIC - GH Marketing	Drawing Hands	Euro RSCG Singapore	Singapore	SINGAPORE
Equipment/Services					
Business	Image Bank	Sanctuary	TBWA\Tequila Singapore	Singapore	SINGAPORE
Equipment/Services					
Business	Image Bank	Emergency	TBWA\Tequila Singapore	Singapore	SINGAPORE
Equipment/Services					
Business-to-Business	Jie Yun Express	SWAT	Firstell Communications, Shanghai	Shanghai	CHINA
Confections/Snacks	Hubba Bubba Bubble Tape	Assault	BBDO Chile	Santiago	CHILE
Corporate/Institutional	Museum of Childhood	Memory Back Guarantee	Abbott Mead Vickers BBDO	London	UNITED KINGDOM
Corporate/Institutional	Museum of Childhood	Playing	Abbott Mead Vickers BBDO	London	UNITED KINGDOM
Corporate/Institutional	Museum of Childhood	Inner Child	Abbott Mead Vickers BBDO	London	UNITED KINGDOM
Cosmetics/Beauty	Max Factor	Vuitton Obsession	Leo Burnett Mexico	Mexico City	MEXICO
Cosmetics/Beauty	Wella - Koleston	Hair Lips	Leo Burnett Co S.r.l.	Milan	ITALY

Electronic Equipment	Moto	Moto GPS Chess	Ogilvy Beijing	Beijing	CHINA
Entertainment	Nintendo DS Brain Training Games	Synchronized Swimming	Ogilvy & Mather Frankfurt	Frankfurt/Main	GERMANY (Deutschland)
Foods	All-Bran	Slide	Leo Burnett Mexico	Mexico City	MEXICO
Foods	Cheerios	Gardening	Saatchi & Saatchi	New York	UNITED STATES
Foods	High5 Bread	Soft Bread	JWT Kuala Lumpur	Kuala Lumpur	MALAYSIA
Health Care Services	Hospital Alemán - Kinder Plan	Children - Tree	Del Campo Nazca Saatchi & Saatchi	Martinez	ARGENTINA
Home Furnishings/Appliances	Home Depot Mirror Sale	Mirror Sale	Badillo Nazca Saatchi & Saatchi	Guaynabo	PUERTO RICO
Home Furnishings/Appliances	IKEA	Bedtime Stories	zig	Toronto	CANADA
Home Furnishings/Appliances	IKEA - Home Furnishings & Storage	Sliding Wardrobe	303 Advertising	Perth	AUSTRALIA
Home Furnishings/Appliances	IKEA Furniture	The IKEA Price Campaign - Sofa	DDB Berlin GmbH	Berlin	GERMANY (Deutschland)
Home Furnishings/Appliances	IKEA Furniture	IKEA Delivery Service - Living Room	DDB Berlin GmbH	Berlin	GERMANY (Deutschland)
Home Furnishings/Appliances	WMF	Fish	Leo Burnett & Arc Worldwide Thailand	Bangkok	THAILAND
Home Furnishings/Appliances	WMF	Chicken	Leo Burnett & Arc Worldwide Thailand	Bangkok	THAILAND
Home Furnishings/Appliances	WMF	Lobster	Leo Burnett & Arc Worldwide Thailand	Bangkok	THAILAND
Household Products	Bostik Superglue	Sticks Fast	DDB South Africa	Johannesburg	SOUTH AFRICA (Zuid Afrika)
Household Products	Cheer	Rocker	Leo Burnett	Toronto	CANADA
Household Products	Cheer	Cowboy	Leo Burnett	Toronto	CANADA
Household Products	Cheer	Artist	Leo Burnett	Toronto	CANADA
Household Products	Clorox Food Wrap	Cheese	DDB Sydney Pty. Limited	Ultimo	AUSTRALIA
Household Products	Downy/P&G	Dressing Room	Grey Argentina	Buenos Aires	ARGENTINA
Household Products	Downy/P&G	Bathroom	Grey Argentina	Buenos Aires	ARGENTINA
Household Products	Downy/P&G	Bedroom	Grey Argentina	Buenos Aires	ARGENTINA
Household Products	Imperial	Condominium	Leo Burnett & Arc Worldwide Thailand	Bangkok	THAILAND
Household Products	Liby	Coffee Jar	JWT Hong Kong	Hong Kong	HONG KONG
Household Products	Liby	Grater	JWT Hong Kong	Hong Kong	HONG KONG
Household Products	Mao Bao Liquid Dishwash	Dish	Bates Taiwan	Taipei	TAIWAN
Household Products	Spontex Dishcloth	Kitchen	TBWA\ESPAÑA	Barcelona	SPAIN (España)
Household Products	Swash	Shoes	Leo Burnett & Arc Worldwide Thailand	Bangkok	THAILAND
Leisure	Penguin Books	Gripping Novel - Girl	DDB Worldwide Ltd.	Hong Kong	HONG KONG
Leisure	Penguin Books	Gripping Novel - Guy	DDB Worldwide Ltd.	Hong Kong	HONG KONG
Leisure	Tamiya Model Kits	Tank Real-life Diorama	Ogilvy Singapore	Singapore	SINGAPORE
Media	Brasileiros Magazine	New Worlds	DDB Brasil	São Paulo	BRAZIL
Media	Comedy Central	Now Eco-Friendly	kempertrautmann gmbh	Hamburg	GERMANY (Deutschland)

Media	Garmin GPS	Weave	Ogilvy Shanghai	Shanghai	CHINA
Media	National Geographic Kids Magazine	Moonwalk	FOXP2	Cape Town	SOUTH AFRICA (Zuid Afrika)
Media	Penguin Books	Affair	Saatchi & Saatchi Worldwide	Petaling Jaya	MALAYSIA
Media	Penguin Books	Psycho	Saatchi & Saatchi Worldwide	Petaling Jaya	MALAYSIA
Media	SonntagsZeitung	Bush	Advico Y&R AG	Zürich	SWITZERLAND
Media	The Canadian Press	Explosion	Rethink	Vancouver	CANADA
Media	www.thetimes.co.za	Hyperlinks	Ogilvy Cape Town	Cape Town	SOUTH AFRICA (Zuid Afrika)
Pet/Petcare	Horse and Hound Boutique	We Know What Dogs Like	Ruth	Stockholm	SWEDEN
Pet/Petcare	Whiskas	Sleeping Carpet	BBDO Argentina	Vicente Lopez, Buenos Aires	ARGENTINA
Pharmaceuticals	Alka-Seltzer Morning Relief	Beer	BBDO	San Juan	PUERTO RICO
Pharmaceuticals	Alka-Seltzer Morning Relief	Margarita	BBDO	San Juan	PUERTO RICO
Pharmaceuticals	Alka-Seltzer Morning Relief	Champagne	BBDO	San Juan	PUERTO RICO
Pharmaceuticals	GSK Panadol	Panadol - Bush	Grey Beijing	Beijing	CHINA
Pharmaceuticals	GSK Panadol	Panadol - Milkman	Grey Beijing	Beijing	CHINA
Pharmaceuticals	Nicorette Patches	Fingers	BBDO Singapore Pte Ltd	Singapore	SINGAPORE
Pharmaceuticals	Panadol	Menstrual	Ogilvy Singapore	Singapore	SINGAPORE
Pharmaceuticals	Prime/Prime	Lake	Draftfcb Buenos Aires	Buenos Aires	ARGENTINA
Public Service	Greenpeace	Woman Shoe	McCann Erickson	Madrid	SPAIN (España)
Public Service	Guinness	Stop	Saatchi & Saatchi Worldwide	Petaling Jaya	MALAYSIA
Public Service	ISHR - International Society for Human Rights	Raul Castro	Ogilvy & Mather Frankfurt	Frankfurt/Main	GERMANY (Deutschland)
Public Service	ISHR - International Society for Human Rights	Ahmadinejad	Ogilvy & Mather Frankfurt	Frankfurt/Main	GERMANY (Deutschland)
Public Service	National Disaster Search Dog Foundation	Roy Torres	Young & Rubicam	New York	UNITED STATES
Public Service	National Disaster Search Dog Foundation	Maria McHugh	Young & Rubicam	New York	UNITED STATES
Public Service	Reborn to Be Alive	Save 8 Lives	Duval Guillaume Brussels	Brussels	BELGIUM
Public Service	The Cancer Council Victoria	Mole	The Campaign Palace	Melbourne	AUSTRALIA
Public Service	The China Environment Protection Fund	Shan Shui - Automotive Pollution	JWT Shanghai	Shanghai	CHINA
Recreational Items	Scrabble - Mattel Chile	Naeimsbru	JWT	Santiago	CHILE
Recreational Items	Scrabble - Mattel Chile	Iuragt	JWT	Santiago	CHILE
Restaurants/Fast Food Outlets	McDonald's	McDonald's Burrito	Cossette	Toronto	CANADA
Retail Stores	Harvey Nichols Bristol Store Launch	Wallace in Paul Smith & Gromit in Duchamp	DDB London	London	UNITED KINGDOM
Telecommunications	DirecTV Plus	Batman	Leo Burnett Colombiana S.A.	Bogotá	COLOMBIA
Utilities	Teleinfo Media	Map 3	Creative Juice\Bangkok (TBWA)	Bangkok	THAILAND
Campaigns					
Apparel/Fashion/Footwear	Havaianas - São Paulo Alpargatas	Havaianas Big Bang	AlmapBBDO	São Paulo	BRAZIL
Apparel/Fashion/Footwear	Havaianas Ink - São Paulo Alpargatas	Havaianas Top (Ink)	AlmapBBDO	São Paulo	BRAZIL
Apparel/Fashion/Footwear	Havaianas Paint - São Paulo Alpargatas	Havaianas	AlmapBBDO	São Paulo	BRAZIL
Apparel/Fashion/Footwear	Nike	Distances	Ogilvy Johannesburg	Johannesburg	SOUTH AFRICA (Zuid Afrika)

Apparel/Fashion/Footwear	São Paulo Alpargatas	Havaianas Original	AlmapBBDO	São Paulo	BRAZIL
Automotive	Brake Assist Plus	Brake Assist Plus	BBDO Singapore Pte Ltd	Singapore	SINGAPORE
Automotive	Ford Expedition	Rearview	JWT Mexico	Mexico DF	MEXICO
Automotive	Jeep	Two Worlds	BBDO Malaysia	Kuala Lumpur	MALAYSIA
Automotive	Nissan Xterra	Piece of Cake	TBWA\RAAD	Dubai	UNITED ARAB EMIRATES
Automotive	Volkswagen Cross Polo	Offroad People	DDB Berlin GmbH	Berlin	GERMANY (Deutschland)
Automotive	Volkswagen Trucks	Volkswagen Customized Trucks	AlmapBBDO	São Paulo	BRAZIL
Automotive	VW DSG	Shift Fluently	DDB	Brussels	BELGIUM
Automotive Products/Services	Bas Plus - The New Brake Assist System With Radar Technology	Read the Street	BBDO Germany GmbH	Duesseldorf	GERMANY (Deutschland)
Automotive Products/Services	Skoda Superb	Syntax	Leagas Delaney Hamburg	Hamburg	GERMANY (Deutschland)
Automotive Products/Services	Volkswagen RNS 510 Navigation System	That Way	DDB Berlin GmbH	Berlin	GERMANY (Deutschland)
Banking/Financial	Bank Norwegian	Cheap Loans	Kitchen	Oslo	NORWAY
Beverages/Alcoholic	Miller	High Life	Saatchi & Saatchi	New York	UNITED STATES
Beverages/Non-Alcoholic	Gatorade Kids - Pepsi	Gatorade Kids	AlmapBBDO	São Paulo	BRAZIL
Business Equipment/Services	FedEx	Box	DDB Brasil	São Paulo	BRAZIL
Business Equipment/Services	HP Printers	Posters	CLM BBDO	Boulogne-Billancourt	FRANCE
Business Equipment/Services	Image Bank	Needs	TBWA\Tequila Singapore	Singapore	SINGAPORE
Business Equipment/Services	Shipping	FedEx Boxes	BBDO Singapore Pte Ltd	Singapore	SINGAPORE
Business Equipment/Services	Yellow Pages Directory	Colors of Life	Grey Dubai	Dubai	UNITED ARAB EMIRATES
Business-to-Business	Other Images	Installations	JWT Argentina	Buenos Aires	ARGENTINA
Business-to-Business	Saxsofunny - Sound Production Company	Every Image Has a Sound	DDB Brasil	São Paulo	BRAZIL
Confections/Snacks	Marmite Snacks	Marmite Snacks	DDB London	London	UNITED KINGDOM
Corporate/Institutional	International Group for Human Rights	Dictators Cake Fight	Scholz & Friends Berlin GmbH	Berlin	GERMANY (Deutschland)
Corporate/Institutional	ISHR - International Society for Human Rights	Copies	Jung von Matt AG	Hamburg	GERMANY (Deutschland)
Cosmetics/Beauty	Olay	Correct Your Age	Saatchi & Saatchi Russia	Moscow	RUSSIAN FEDERATION
Electronic Equipment	Nikon	Faces	Euro RSCG Singapore	Singapore	SINGAPORE
Electronic Equipment	Sony BRAVIA	Gama	Cerebro Young & Rubicam	Panamá	PANAMA
Entertainment	13th Street	Just Be Patient	Jung von Matt AG	Berlin	GERMANY (Deutschland)
Entertainment	Comics National Museum	Comic-strips	J.WALTER THOMPSON ITALIA	Milan	ITALY
Entertainment	SciFi	Because the Real Future Sucks	Jung von Matt AG	Berlin	GERMANY (Deutschland)
Foods	Cheerios	Through Your Veins	Saatchi & Saatchi	New York	UNITED STATES

Foods	Heinz Hot Ketchup	Instant Hot Meals	Leo Burnett Brussels	Brussels	BELGIUM
Home Furnishings/Appliances	IKEA	Assembly Service	Grabarz & Partner Werbeagentur GmbH	Hamburg	GERMANY (Deutschland)
Home Furnishings/Appliances	IKEA Furniture	The IKEA Price Campaign	DDB Berlin GmbH	Berlin	GERMANY (Deutschland)
Home Furnishings/Appliances	IKEA Furniture	IKEA Delivery Service	DDB Berlin GmbH	Berlin	GERMANY (Deutschland)
Home Furnishings/Appliances	Stihl	Hard Stuff	Publicis Conseil	Paris	FRANCE
Home Furnishings/Appliances	WMF	WMF	Leo Burnett & Arc Worldwide Thailand	Bangkok	THAILAND
Household Products	Breeze Excel Washing Detergent	Confident Thais	Lowe Limited	Bangkok	THAILAND
Household Products	BROS	Mosquitos	Leo Burnett Warsaw	Warsaw	POLAND
Household Products	Cheer Dark	Cheer Skinny	Leo Burnett	Toronto	CANADA
Household Products	Energizer Lamps and Torches	Don't Trust The Dark	DDB South Africa	Johannesburg	SOUTH AFRICA (Zuid Afrika)
Household Products	Henkel	Mir Black	TBWA\PARIS	Boulogne-Billancourt	FRANCE
Household Products	Henkel	Mir Laine	TBWA\PARIS	Boulogne-Billancourt	FRANCE
Household Products	Tesa Tesapack Ultra Strong	Tesa Tape-Art	Jung von Matt AG	Stuttgart	GERMANY (Deutschland)
Leisure	Olympus Binoculars	Olympus Binoculars	J Walter Thompson Advertising	Sydney	AUSTRALIA
Leisure	Tamiya Model Kits	Tamiya Real-life Dioramas Campaign	Ogilvy Singapore	Singapore	SINGAPORE
Media	Augsburger Allgemeine Newspaper	Augsburger Allgemeine: Global News Starts As Local News	Scholz & Friends Berlin GmbH	Berlin	GERMANY (Deutschland)
Media	Cia De Bolso	Objects of Pocket	AlmapBBDO	São Paulo	BRAZIL
Media	Penguin Books	Page Numbers Campaign	Saatchi & Saatchi Worldwide	Petaling Jaya	MALAYSIA
Pet/Petcare	Whiskas	Sleeping Cats	BBDO Argentina	Vicente Lopez, Buenos Aires	ARGENTINA
Pharmaceuticals	Alka-Seltzer	Dissolve Your Problems	CLM BBDO	Boulogne-Billancourt	FRANCE
Pharmaceuticals	Viagra	Old Gigolos	Ogilvy Johannesburg	Johannesburg	SOUTH AFRICA (Zuid Afrika)
Public Service	Action Group for World Solidarity - ASW	Women's Rights Campaign	Ogilvy & Mather Frankfurt	Frankfurt/Main	GERMANY (Deutschland)
Public Service	AIDS	Explore	TBWA\PARIS	Boulogne-Billancourt	FRANCE
Public Service	ALS Society of Canada	No Signal (Helping/Shaving/Feeding)	Lowe Roche	Toronto	CANADA
Public Service	Amnesty International	Flags	Air	Brussels	BELGIUM
Public Service	Anti Binge Drinking	Big Glasses	Clemenger BBDO	Wellington	NEW ZEALAND
Public Service	CERCA - Children & Adolescents Reference Center	CERCA - Children and Adolescents Reference Center	Euro RSCG Brasil	São Paulo	BRAZIL
Public Service	Driver Fatigue	Crashed Beds	Clemenger BBDO	Wellington	NEW ZEALAND
Public Service	Eye Bank Association of India	Graves	Team / Young & Rubicam	Dubai	UNITED ARAB EMIRATES
Public Service	Guinness	Drink and Drive Campaign	Saatchi & Saatchi Worldwide	Petaling Jaya	MALAYSIA

Public Service	ISHR - International Society for Human Rights	Scared Dictators Campaign	Ogilvy & Mather Frankfurt	Frankfurt/Main	GERMANY (Deutschland)
Public Service	Light of Life	Check Your Neck	Lowe New York	New York	UNITED STATES
Public Service	MTV	Old Porn	Loducca Publicidade LTDA	São Paulo	BRAZIL
Public Service	National Disaster Search Dog Foundation	Search Dog	Young & Rubicam	New York	UNITED STATES
Public Service	National Sea Rescue Institute	Anniversary	Ogilvy Cape Town	Cape Town	SOUTH AFRICA (Zuid Afrika)
Public Service	Parkinson Society of Canada	Personal Struggle	TAXI Canada Inc.	Toronto	CANADA
Public Service	Peninsula School Feeding Association	You Can't Teach A Hungry Child	Draftfcb Cape Town	Cape Town	SOUTH AFRICA (Zuid Afrika)
Public Service	Reborn to Be Alive	Motorcyclist - Painter	Duval Guillaume Brussels	Brussels	BELGIUM
Public Service	Rädda Barnen	Rewrite the Future	Lowe Brindfors	Stockholm	SWEDEN
Public Service	truth	Stork/Cupid/Unicorns	Arnold Worldwide	Boston	UNITED STATES
Public Service	United Nations	UN Voices Project	Saatchi & Saatchi Sydney	Sydney	AUSTRALIA
Public Service	WWF	Tales	Vitruvio Leo Burnett	Madrid	SPAIN (España)
Recreational Items	Scrabble - Mattel Chile	Split Objects	JWT	Santiago	CHILE
Restaurants/Fast Food Outlets	Nykke & Kokki Whole Food, Delivery and Catering	Business Food	Scholz & Friends Hamburg GmbH	Hamburg	GERMANY (Deutschland)
Retail Stores	Harvey Nichols	Cause & Effect	Team / Young & Rubicam	Dubai	UNITED ARAB EMIRATES
Retail Stores	Harvey Nichols Winter Sale	Harvey Nichols Winter Sale	DDB London	London	UNITED KINGDOM
Telecommunications	DirecTV Plus	Night/Day	Leo Burnett Colombiana S.A.	Bogotá	COLOMBIA
Toiletries	Axe	Day & Night	Ponce Buenos Aires	Acassuso	ARGENTINA
Toiletries	Dial Hand Sanitizer	Anywhere	TBWA\RAAD	Dubai	UNITED ARAB EMIRATES
Toiletries	Head & Shoulders	Can't Get It Out Of Your Head	Saatchi & Saatchi Frankfurt	Frankfurt am Main	GERMANY (Deutschland)
Toiletries	Safeguard Antibacterial Soap	Connected Campaign	Saatchi & Saatchi Worldwide	Petaling Jaya	MALAYSIA