



SHORTLIST 2009

Television/Cinema/
Digital

Single Entries

Apparel/Fashion/Footwear	Levi Strauss	Secrets & Lies	BBH	London	UNITED KINGDOM
Apparel/Fashion/Footwear	Nike Football	Next Level	72andSunny	Los Angeles	UNITED STATES
Apparel/Fashion/Footwear	Nomis Football Boots	Damn Boots	Johannes Leonardo LLC	New York	UNITED STATES
Apparel/Fashion/Footwear	Safety Collection	Split Up Service	Taiyo Kikaku Co., Ltd.	Tokyo	JAPAN
Automotive	Audi Q5	Unboxed	BBH	London	UNITED KINGDOM
Automotive	BMW 1 Series	The Ramp	GSD&M's Idea City	Austin	UNITED STATES
Automotive	Golf	Enjoy the Everyday	DDB London	London	UNITED KINGDOM
Automotive	Volkswagen Golf	Fight	DDB London	London	UNITED KINGDOM
Automotive	Volkswagen Tiguan	Walter	DDB London	London	UNITED KINGDOM
Automotive	Midas	Chase	DDB Canada / Vancouver	Vancouver	CANADA
Products/Services					
Beverages/Alcoholic	Anheuser-Busch Bud Light	Dude Vegas	DDB Chicago	Chicago	UNITED STATES
Beverages/Alcoholic	Carlsberg/Carlsberg Lager	Announcement	Saatchi & Saatchi	London	UNITED KINGDOM
Beverages/Alcoholic	Miller	This spot ran during the Super Bowl	Saatchi & Saatchi	New York City	UNITED STATES
Beverages/Alcoholic	Shiro (Sake)	A Historical Film	Ogilvy & Mather Japan	Tokyo	JAPAN
Beverages/Alcoholic	Stella Artois	The Race	Lowe Roche	Toronto	CANADA
Beverages/Non-Alcoholic	Coca Cola	Heist	Psyop	New York	UNITED STATES
Beverages/Non-Alcoholic	Coca-Cola	It's Mine	Wieden + Kennedy	Portland	UNITED STATES
Beverages/Non-Alcoholic	D7 Coffee	D7 (2)	Creative Juice\Bangkok (TBWA)	Bangkok	THAILAND
Beverages/Non-Alcoholic	Maxwell House Coffee	Invitation	Ogilvy & Mather	Toronto	CANADA
Beverages/Non-Alcoholic	Pepsi	Refresh Anthem	TBWA \ Chiat \ Day	Los Angeles	UNITED STATES
Beverages/Non-Alcoholic	Pepsi	I'm Good	TBWA \ Chiat \ Day	Los Angeles	UNITED STATES
Beverages/Non-Alcoholic	Pepsi/AMP Energy Drink	Walk of No Shame	BBDO New York	New York	UNITED STATES
Business	Mac	Bean Counter	TBWA Media Arts Lab	Los Angeles	UNITED STATES
Equipment/Services					
Confections/Snacks	Cadbury's Dairy Milk	Eyebrows	Fallon London	London	UNITED KINGDOM
Confections/Snacks	Chiclets Stick	Eraser	JWT	Bangkok	THAILAND
Confections/Snacks	Orbit	Angry	Energy BBDO	Chicago	UNITED STATES
Confections/Snacks	Skittles	Tailor	TBWA\Chiat\Day	New York	UNITED STATES
Confections/Snacks	Skittles	Pinata	TBWA\Chiat\Day	New York	UNITED STATES
Confections/Snacks	The Natural Confectionery Company	Trumpets	Fallon London	London	UNITED KINGDOM
Corporate/Institutional	Repsol	Let's invent the Future	Y&R Madrid	Madrid	SPAIN (España)
Corporate/Institutional	Thai Life Insurance	Melody of Life	Ogilvy & Mather, Thailand	Bangkok	THAILAND
Cosmetics/Beauty	Philips Satinelle Ice Epilator	Karis	DDB London	London	UNITED KINGDOM
Electronic Equipment	Nokia	Bruce Lee - Ping-Pong	JWTBJ	Beijing	CHINA

Electronic Equipment	Sony Cybershot, Handycam, Alpha	Foam City	Fallon London	London	UNITED KINGDOM
Entertainment	Discovery Networks	I Love The World	72andSunny	Los Angeles	UNITED STATES
Entertainment	Sony PlayStation	Blood Rain	TBWA\ España	Madrid	SPAIN (España)
Entertainment	Tiji	The Balloon	DDB Paris	Paris	FRANCE
Entertainment	Worldwide Short Film Festival	Scooter	Doug Agency	Toronto	CANADA
Home Entertainment	Flat-TV Loewe Individual Compose with Individual Sound	Remote Control	Scholz & Friends Berlin GmbH	Berlin	GERMANY (Deutschland)
Home Entertainment	Xbox Rock Band	Venue	McCann Erickson	London	UNITED KINGDOM
Home Furnishings/Appliances	Pax	Garage Talk	zig	Toronto	CANADA
Home Furnishings/Appliances	Refrigerator Quadrio	Space Odyssey	Filmmaster Srl	Milan	ITALY
Household Products	Comfort	Naturists	Ogilvy & Mather	London	UNITED KINGDOM
Household Products	Magistral/Procter&Gamble	Physical	Grey Argentina	Buenos Aires	ARGENTINA
Household Products	Scott	Geez Louise	JWT	New York	UNITED STATES
Leisure	National Museum	Munich	Euro RSCG	Praha 7	CZECH REPUBLIC
Leisure	Veikkaus/The Finnish National Lottery	Lotto/Hiding millionaires	TBWA\PHS Helsinki	Helsinki	FINLAND
Leisure	Wego	Soap	Ogilvy & Mather Advertising Taiwan	Taipei	TAIWAN
Media	BBC Four Medieval Season	Curly Haze	RKCR/Y&R	London	UNITED KINGDOM
Media	BBC iPlayer	Penguins	RKCR/Y&R	London	UNITED KINGDOM
Media	BBC3	Fearless	Fallon London	London	UNITED KINGDOM
Media	Brasileiros Magazine	New Worlds	DDB Brasil	São Paulo	BRAZIL
Media	Comcast	Rabbit	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Media	Environmental Awareness Television Spot	Carbon Footprint	Discovery EMEA	London	UNITED KINGDOM
Media	The White Season	White	RKCR/Y&R	London	UNITED KINGDOM
Personal Items	Hallmark	Brother of the Bride	Leo Burnett	Chicago	UNITED STATES
Personal Items	Samsung	Ozzy	Leo Burnett	Chicago	UNITED STATES
Personal Items	Trojan Condoms	Walk for Safe Sex	The Kaplan Thaler Group	New York	UNITED STATES
Pharmaceuticals	Himani Fast Relief	The Human Machine	Publicis Communications Pvt. Ltd.	Mumbai	INDIA
Pharmaceuticals	Pharma	Beauty Bowling	Ogilvy Singapore	Singapore	SINGAPORE
Public Service	Amnesty International	Crazy-Leader-Commercial	Scholz & Friends Berlin GmbH	Berlin	GERMANY (Deutschland)
Public Service	Amnesty International.	Everybody Against Everybody	Leo Burnett Lisboa	Lisboa	PORTUGAL
Public Service	British Heart Foundation	Watch Your Own Heart Attack	Grey London	London	UNITED KINGDOM
Public Service	Casa Do Zezinho	Test	AlmapBBDO	São Paulo	BRAZIL
Public Service	Douleurs Sans Frontières	Stop Pain	TBWA/MAP	Boulogne Billancourt	FRANCE
Public Service	MTV EXIT Foundation	'Different Lives'	Colman Rasic Carrasco	East Sydney	AUSTRALIA
Public Service	Norwegian Association of the Blind	Don't Disturb the Ones Working	TRY Advertising Agency	Oslo	NORWAY
Public Service	Parkinson Society of Canada	Struggle	TAXI Canada Inc.	Toronto	CANADA
Public Service	ROAD SAFETY	THREE STRIKES	Abbott Mead Vickers BBDO	London	UNITED KINGDOM
Public Service	Shelter - House of Cards	House of Cards	Leo Burnett	London	UNITED KINGDOM
Public Service	Starship Children's Hospital	Blow	DDB New Zealand	Auckland	NEW ZEALAND

Public Service	Transport For London	Whodunit	Gorgeous Enterprises	London	UNITED KINGDOM
Public Service	Transport For London	Awareness Test	Gorgeous Enterprises	London	UNITED KINGDOM
Restaurants/Fast Food Outlets	McDonald's	Victory	DDB Chicago	Chicago	UNITED STATES
Retail Food	Cheerios	Boss	foreignfilms	New York	UNITED STATES
Retail Stores	HomePro Sale	Love to hear	BBDO Bangkok Ltd.	Bangkok	THAILAND
Retail Stores	JCPenney	Doghouse	Saatchi & Saatchi	New York	UNITED STATES
Retail Stores	Whitcoulls	Ruby	DraftFCB New Zealand	Auckland	NEW ZEALAND
Telecommunications	Orange	Rewind City	Publicis Conseil	Paris	FRANCE
Telecommunications	Sprint	Pants No Pants	Semerad	New York	UNITED STATES
Telecommunications	T-Mobile	Dance	Saatchi & Saatchi	London	UNITED KINGDOM
Toiletries	Axe Shower Gel	So cute	Ponce Buenos Aires	Acassuso	ARGENTINA
Toiletries	Crest	Bulldozer	Saatchi & Saatchi	New York	UNITED STATES
Toiletries	Crest	Lice	Saatchi & Saatchi	New York	UNITED STATES
Toiletries	Crest	Pre Nup	Saatchi & Saatchi	New York	UNITED STATES
Toiletries	Lynx/Axe	Paranoid Eye	Ponce Buenos Aires	Acassuso	ARGENTINA
Travel/Tourism	Holiday Inn Express	Rapper	Fallon	Minneapolis	UNITED STATES
Travel/Tourism	Hotels.com	Fur Robe	TBWA\Chiat\Day	New York	UNITED STATES
Travel/Tourism	Virgin Atlantic 25 Years	Love At First Flight	RKCR/Y&R	London	UNITED KINGDOM
Utilities	GE	Pluck	Semerad	New York	UNITED STATES
Campaigns					
Apparel/Fashion/Footwear	Levi's	Levi's Virals	Cutwater	San Francisco	UNITED STATES
Automotive	Toyota iQ	Parking/Clean Up/Catch	Dentsu Inc.	Tokyo	JAPAN
Automotive Products/Services	Kwik Fit	Amazed	DDB London	London	UNITED KINGDOM
Beverages/Non-Alcoholic	7up Free	Freedom	BBDO Argentina	Vicente Lopez, Buenos Aires	ARGENTINA
Beverages/Non-Alcoholic	Coca-Cola	The Unhuggables	Santo Buenos Aires	Buenos Aires	ARGENTINA
Beverages/Non-Alcoholic	Coke Zero	Coke Zero	Crispin Porter + Bogusky	Boulder	UNITED STATES
Beverages/Non-Alcoholic	VLAM Milk	Jumpers - Garage Boy	Duval Guillaume Brussels	Brussels	BELGIUM
Electronic Equipment	Nokia	Bruce Lee Viral Campaign	JWTBJ	Beijing	CHINA
Entertainment	Film Suez / SAWA	Go To The Movies	Ogilvy & Mather Argentina SA	Buenos Aires	ARGENTINA
Entertainment	Filmsuez Sponsor Buenos Aires Independent Film Festival	Buenos Aires Internacional Film Festival	La Comunidad	Martinez	ARGENTINA
Insurance	Direct Insurance	The Car Thieves	MARK BBDO	Prague 2	CZECH REPUBLIC
Media	CANAL+	CANAL+ Cinema	BETC Euro RSCG	Paris	FRANCE
Media	Comcast	Comcast Town	Goodby, Silverstein and Partners	San Francisco	UNITED STATES
Restaurants/Fast Food Outlets	Burger King	King Campaign	Crispin Porter + Bogusky	Boulder	UNITED STATES
Retail Stores	www.lancefinal.com.br	Everything has its price	Leo Burnett Brazil	São Paulo	BRAZIL
Telecommunications	Orange	Orange Goldspots	Hungry Man	New York	UNITED STATES
Toiletries	Axe	Body Lenguaje	Ponce Buenos Aires	Acassuso	ARGENTINA
Toiletries	Crest	Bulldozer, Pre Nup, Lice	Saatchi & Saatchi	New York	UNITED STATES