

Interactive Winners

GRAND CLIO



Fresh Approach
Burger King
Whopper Sacrifice
Crispin Porter + Bogusky, Boulder
UNITED STATES



Video/Moving Image
Barack Obama for President
Yes We Can Song
Dipdive LLC, San Jose UNITED STATES



Viral
The Great Schlep
The Great Schlep
Droga5, New York UNITED STATES

GOLD



Brand Building
Sprint
Now Widget
Goodby, Silverstein and Partners,
San Francisco UNITED STATES

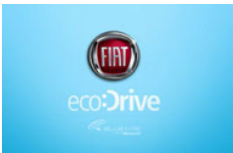


Viral
Durex
Get it On
Superfad, New York UNITED STATES

BRONZE



Animation
Sprint
Get Work Done Now
Goodby, Silverstein and Partners,
San Francisco UNITED STATES



Innovative Use Of Technology
Fiat
eco:Drive
AKQA, London UNITED KINGDOM



Viral
Nintendo
Wario Land Shake It!
Goodby, Silverstein and Partners,
San Francisco UNITED STATES



Artistic Technique
Campaign Website for
Morisawa Co., Ltd.
Morisawa Fontpark 2.0
tha ltd., Tokyo JAPAN

SILVER



Online Application
Burger King
Whopper Sacrifice
Crispin Porter + Bogusky, Boulder
UNITED STATES



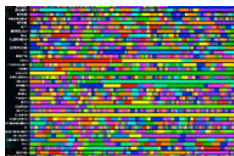
Microsite
GE
Plug into the Smart Grid
Goodby, Silverstein and Partners,
San Francisco UNITED STATES



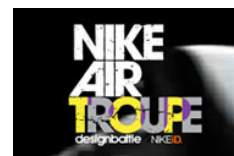
Artistic Technique
Labuat
Soy Tu Aire
Herraiz Soto & Co., Barcelona SPAIN
(España)



Online Application
Nike
Nike Football Head2Head
R/GA, New York UNITED STATES



Microsite
Radiohead in Wowow
12 Cams, Create Your Rainbow
Bascule Inc., Minato-ku, Tokyo JAPAN



Artistic Technique
Nike Air Troupe iD
Nike Troupe Battle
Root Communications, Inc., Tokyo
JAPAN

Interactive Winners

BRONZE CAMPAIGN continued



Consumer-Targeted Site

Doritos
Hotel 626
Goodby, Silverstein and Partners,
San Francisco UNITED STATES



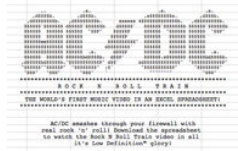
Mobile/ Wireless

Nike
Nike Basketball Ballers Network
R/GA, New York UNITED STATES



Viral

Guitar Hero World Tour
Bike Hero
Droga5, New York UNITED STATES



Fresh Approach

AC/DC
AC/DC Rocks The Office
Sony Music Entertainment UK, London
UNITED KINGDOM



Mobile/ Wireless

NIKEiD
NIKE PHOTOiD
AKQA, London UNITED KINGDOM

GOLD STUDENT



Student

Element Skateboards
Claim it!
Westerdals School of Communication,
Oslo NORWAY



Fresh Approach

Orange Pay As You Go
Orange Ballooney
Poke, London UNITED KINGDOM



Relationship Marketing

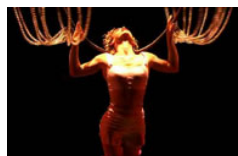
Xbox - Gears of War 2
Gears of War 2
AKQA, San Francisco UNITED STATES

SILVER STUDENT



Student

BBC widget
Tag Player
Hyper Island, Hågersten SWEDEN



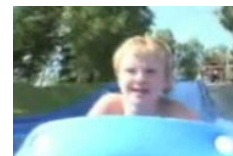
Microsite

UNIQLO
UNIQLO Meets Corteo
Projector Inc., Tokyo JAPAN



Rich Media Advertising

Nintendo
Wario Land Shake It!
Goodby, Silverstein and Partners,
San Francisco UNITED STATES



Student

Skara Sommarland Water Park
DigiTic - Take the Challenge!
Hyper Island, Hågersten SWEDEN



Mobile/ Wireless

Kraft
iFood Assistant
Genex, Los Angeles UNITED STATES



Self-Promotion

Modernista!
Modernista.com
Modernista!, Boston UNITED STATES

BRONZE STUDENT



Student

Doritos
We Don't Like Banners
Berghs School of Communication,
Stockholm SWEDEN