

≡ 2013 ≡

NEW YORK FESTIVALS®  
SHORTLIST  
ANNOUNCED!



## AVANT-GARDE

| COUNTRY     | ENTRANT                         | BRAND  | TITLE                             | CATEGORY    |
|-------------|---------------------------------|--|-----------------------------------|-------------|
| ARGENTINA   | PONCE BUENOS AIRES              | Unilever/Axe                                   | YOUNG AND MATURE                  | Avant-Garde |
| AUSTRALIA   | CLEMENGER BBDO                  | Skittles                                       | TELEKENISE THE RAINBOW            | Avant-Garde |
| AUSTRALIA   | CLEMENGER BBDO                  | TEDx   | MIMEISTHAI                        | Avant-Garde |
| AUSTRALIA   | GPY&R                           | Australian Defence Force Recruiting            | MOBILE MEDIC                      | Avant-Garde |
| AUSTRALIA   | LEO BURNETT WORLDWIDE           | SEEK / SEEK Volunteer                          | VOLUNTEER TO PROMOTE VOLUNTEERING | Avant-Garde |
| BELGIUM     | DUVAL GUILLAUME NV              | Turner Broadcasting System Europe Ltd.         | PUSH TO ADD DRAMA                 | Avant-Garde |
| BRAZIL      | LEO BURNETT TAILOR MADE         | Hemoba/Esporte Clube Vitoria - Institutional   | MY BLOOD IS RED AND BLACK         | Avant-Garde |
| GERMANY     | BBDO GERMANY GMBH               | BUND / Protection of nature                    | TREE CONCERT                      | Avant-Garde |
| GERMANY     | BBDO GERMANY GMBH               | Sky / Sky Go                                   | THE TALKING WINDOW                | Avant-Garde |
| GERMANY     | SAATCHI & SAATCHI BERLIN        | Samusocial                                     | DAYS OF HOPE                      | Avant-Garde |
| GERMANY     | SERVICEPLAN GROUP GMBH & CO. KG | Johanniter-Unfall-Hilfe e.V.                   | RADIO GHOSTS                      | Avant-Garde |
| GERMANY     | SERVICEPLAN GROUP GMBH & CO. KG | Sanyo Video Vertrieb Ag                        | SANTEC "THE CHECK-IN THIEF"       | Avant-Garde |
| GERMANY     | SERVICEPLAN GROUP GMBH & CO. KG | ALIVE - Coalition to Abolish the Death Penalty | TROY DAVIS - I AM ALIVE           | Avant-Garde |
| GERMANY     | SERVICEPLAN GROUP GMBH & CO. KG | Amnesty International                          | AMNESTY BLACK BOX                 | Avant-Garde |
| ISRAEL      | MCCANN ERICKSON                 | Shorashim Group                                | DONATE WITH STYLE                 | Avant-Garde |
| JAPAN       | HAKUHODO                        | Google   | GOOGLE CHROME:HATSUNE MIKU        | Avant-Garde |
| JAPAN       | TBWA HAKUHODO                   | Green Label                                    | MARIONETTEBOT                     | Avant-Garde |
| PHILIPPINES | DM9 JAYME SYFU                  | Gabriela Fight eVaw                            | BURY THE PAST PROJECT             | Avant-Garde |
| SWEDEN      | AKESTAM HOLST                   | Pause Home Entertainment                       | CATACOMBO SOUND SYSTEM            | Avant-Garde |
| SWEDEN      | AKESTAM HOLST                   | Pressbyran                                     | THE HOT STAMP                     | Avant-Garde |

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| COUNTRY        | ENTRANT             | BRAND                         | TITLE  | CATEGORY    |
|----------------|---------------------|-------------------------------|--|-------------|
| SWEDEN         | AKESTAM HOLST       | Swebus                        | THE TRAIN SWITCH                                       | Avant-Garde |
| SWEDEN         | AKESTAM HOLST       | The Swedish Post              | THE PARCEL MEMORY                                      | Avant-Garde |
| SWEDEN         | FAMILY BUSINESS     | The Absolut Company / Absolut | ABSOLUT UNIQUE   | Avant-Garde |
| SWEDEN         | FORSMAN & BODENFORS | Swedish Radio                 | SR PLUS  | Avant-Garde |
| SWEDEN         | FORSMAN & BODENFORS | Volvo Group Sweden AB         | LAUNCH SITE ON EBAY                                    | Avant-Garde |
| SWEDEN         | LOWE BRINDFORS      | Friends                       | THE BULLYING SIMULATOR                                 | Avant-Garde |
| UNITED KINGDOM | AKQA                | Nike                          | NIKE+ KINECT TRAINING                                  | Avant-Garde |
| USA            | BBDO                | AT&T                          | DAYBREAK   | Avant-Garde |
| USA            | BBDO                | Save the Children             | EVERY BEAT MATTERS INTEGRATED CAMPAIGN                 | Avant-Garde |
| USA            | BBDO                | Save the Children             | AMERICAN RED CROSS STORIES PROJECT INTEGRATED CAMPAIGN | Avant-Garde |
| USA            | DDB NY              | NYC Ballet                    | FAILE, ART SERIES                                      | Avant-Garde |
| USA            | DDB NY              | Water is Life                 | HASHTAG KILLER, CASE                                   | Avant-Garde |
| USA            | J. WALTER THOMPSON  | Yes, Virginia The Musical     | YES, VIRGINIA THE MUSICAL                              | Avant-Garde |
| USA            | LEO BURNETT CHICAGO | Peace One Day/D&AD            | RECIPEACE  | Avant-Garde |
| USA            | MCCANN ERICKSON     | General Mills                 | NATURE VALLEY TRAIL VIEW                               | Avant-Garde |
| USA            | R/GA                | Adam Tensta                   | ONE COPY SONG  | Avant-Garde |

## BRANDED ENTERTAINMENT

| COUNTRY   | ENTRANT                                  | BRAND  | TITLE                             | CATEGORY  |
|-----------|--|--|-----------------------------------|---|
| ARGENTINA | TURNER BROADCASTING SYSTEM LATIN AMERICA | ISAT   | BALADA                            | Animation   |
| AUSTRALIA | CLEMENGER BBDO                           | Skittles   | TELEKENISE THE RAINBOW            | Gaming  |
| AUSTRALIA | CLEMENGER BBDO                           | Skittles   | TELEKENISE THE RAINBOW            | Digital Media   |
| AUSTRALIA | CLEMENGER BBDO                           | Skittles   | TELEKENISE THE RAINBOW            | Snacks & Sweets   |
| AUSTRALIA | HOST                                     | Air New Zealand  | THE KIWI SCEPTICS                 | Non-fiction Program, Series or Film Dedicated to a Product or Brand |
| AUSTRALIA | MCCANN                                   | Department of Families, Housing, Community Services and Indigenous Affairs | IMPOSSIBLE ORCHESTRA              | Events  |
| BRAZIL    | FILADELFIA                               | Camera Clara   | THE WORLD'S MOST DOWNLOADED MAN   | Business Equipment & Services                                       |
| CHINA     | BBDO CHINA CO, LTD                       | Volkswagen Group China / The People's Car Project                          | HOVER CAR                         | Automotive Products & Services                                      |
| CHINA     | BBDO CHINA CO, LTD                       | Volkswagen Group China / The People's Car Project                          | HOVER CAR                         | User-generated Content  |
| ECUADOR   | RIVAS HERRERA / Y&R                      | Ambev Ecuador / Budweiser  | BUDCLOCK                          | Sponsorship Integration   |
| FRANCE    | BUZZMAN                                  | MTV Mobile   | MTV GIF ME MORE PARTY             | Digital Media   |
| FRANCE    | OGILVY FRANCE                            | Ferrero/Tic Tac  | THE WORST BREATH IN THE WORLD     | Foods   |
| FRANCE    | OGILVY FRANCE                            | Ford / Ford Park Assist System   | PIN BALL PARK                     | Automotive Products & Services                                      |
| FRANCE    | OGILVY FRANCE                            | Louis Vuitton  | MUHAMMAD ALI - THE GREATEST WORDS | Corporate Image, Information & Recruitment                          |
| FRANCE    | PUBLICIS CONSEIL                         | Renault  | RENAULT TWIZY                     | Automotive Products & Services                                      |

## BRANDED ENTERTAINMENT

| COUNTRY | ENTRANT                          | BRAND  | TITLE   | CATEGORY   |
|---------|----------------------------------|--|---|--|
| GERMANY | BBDO GERMANY GMBH                | BUND / Protection of nature  | TREE CONCERT                                      | Events   |
| GERMANY | BBDO GERMANY GMBH                | BUND / Protection of nature  | TREE CONCERT                                      | Sound design                                     |
| GERMANY | BBDO GERMANY GMBH                | Caritas / Fundraising  | FACEBOOK APP<br>FOODSHARING                       | User-generated Content                           |
| GERMANY | BBDO GERMANY GMBH                | Copic / Copic Marker   | GREAT IDEAS START WITH A<br>COPIC                 | Business Equipment & Services                    |
| GERMANY | BBDO GERMANY GMBH                | Sky / Sky Go   | THE TALKING WINDOW                                | Sound design                                     |
| GERMANY | CONRAD CAINE GMBH                | Sky Germany  | FOOTBALL + FOOTBALL                               | Events   |
| GERMANY | DDB TRIBAL GROUP<br>GMBH         | Deutsche Telekom /<br>Mobile Internet                              | MOVE ON   | Integration into a<br>Feature Film               |
| GERMANY | DDB TRIBAL GROUP<br>GMBH         | Steinway & Sons /<br>Imagine Series Limited<br>Edition Grand Piano | PIANO FOR PEACE                                   | User-generated Content                           |
| GERMANY | DDB TRIBAL GROUP<br>GMBH         | Volkswagen AG  | DON'T MAKE UP AND<br>DRIVE                        | Digital Media                                    |
| GERMANY | HEIMAT WERBEAGENTUR<br>GMBH      | Adidas   | THE BIGGEST CHAMPIONS<br>LEAGUE FINAL OF ALL TIME | Corporate Image,<br>Information &<br>Recruitment |
| GERMANY | HEIMAT WERBEAGENTUR<br>GMBH      | Adidas   | THE BIGGEST CHAMPIONS<br>LEAGUE FINAL OF ALL TIME | Events   |
| GERMANY | HEIMAT WERBEAGENTUR<br>GMBH      | Adidas   | THE BIGGEST CHAMPIONS<br>LEAGUE FINAL OF ALL TIME | Entertainment & Event<br>Promotion               |
| GERMANY | HEIMAT WERBEAGENTUR<br>GMBH      | Adidas   | THE BIGGEST CHAMPIONS<br>LEAGUE FINAL OF ALL TIME | Sporting Events                                  |
| GERMANY | KOLLE REBBE GMBH                 | GEolino / Gruppe<br>Gruner + Jahr Verlag<br>AG & Co. KG            | MELTDOWN  | Gaming   |
| GERMANY | LUKAS LINDEMANN<br>ROSINSKI GMBH | Daimler AG/Mercedes-<br>Benz Vans                                  | MACGYVER AND THE NEW<br>CITAN                     | Direction  |

## BRANDED ENTERTAINMENT

| COUNTRY     | ENTRANT  | BRAND  | TITLE                                       | CATEGORY  |
|-------------|--|--|---|---|
| GERMANY     | LUKAS LINDEMANN<br>ROSINSKI GMBH                 | Daimler AG/ Mercedes-Benz Vans                   | MACGYVER AND THE NEW CITAN                  | Fictional Program, Series or Film Dedicated to a Product or Brand |
| GERMANY     | SAATCHI & SAATCHI<br>BERLIN                      | Samusocial                                       | DAYS OF HOPE                                | Integration into a TV Show or Series                              |
| ITALY       | M&C SAATCHI                                      | FASTWEB  | FASTLINE                                    | Events  |
| ITALY       | PUBLICIS ITALY                                   | Heineken International                           | LISTENING TO #MYSUNRISE                     | Music   |
| LEBANON     | IMPACT BBDO                                      | LBCI Drama                                       | LBCI DRAMA WARD EL KHAL CAMPAIGN            | Publications & Media  |
| NETHERLANDS | STUDIO DE KEUKEN /<br>DANGEROUS KITCHEN<br>MUSIC | NFF (Dutch Film Festival)                        | NFF-UNDERCONTROL                            | Best Original Music   |
| NEW ZEALAND | DRAFTFCB NEW<br>ZEALAND                          | MINI New Zealand                                 | DRIVING DOGS                                | Automotive Products & Services                                    |
| SWEDEN      | AKESTAM HOLST                                    | Pause Home Entertainment                         | CATACOMBO SOUND SYSTEM                      | Retail Stores   |
| SWEDEN      | NAKED<br>COMMUNICATION                           | Norton   | TOP SEARCH RESULT                           | Digital Media   |
| SWITZERLAND | DRAFTFCB / LOWE<br>ZURICH                        | BMW (Schweiz) AG                                 | BMW THE FASTEST CHRISTMAS SONG IN THE WORLD | Automotive Products & Services                                    |
| THAILAND    | THE LEO BURNETT<br>GROUP THAILAND                | Chulabhorn Hospital / Cancer Patients Department | HAIR FOR HOPE                               | Healthcare Products & Services                                    |
| USA         | BBDO   | AT&T   | AT&T BRACKETS BY SIX YEAR OLDS              | Sponsorship Integration   |
| USA         | BBDO   | AT&T   | DAYBREAK                                    | Digital Media   |
| USA         | BBDO   | AT&T   | DAYBREAK                                    | Commercial & Professional Public Services                         |
| USA         | BBDO   | AT&T   | AT&T BRACKETS BY SIX YEAR OLDS              | Humor   |

## BRANDED ENTERTAINMENT

| COUNTRY | ENTRANT              | BRAND                                  | TITLE  | CATEGORY  |
|---------|----------------------|--|--|---|
| USA     | BBDO                 | AT&T                                   | DAYBREAK                                     | Fictional Program, Series or Film Dedicated to a Product or Brand |
| USA     | CP+B                 | Grey Poupon                            | THE CHASE                                    | Foods   |
| USA     | DDB NY               | Water is Life                          | HASHTAG KILLER, CASE                         | Digital Media   |
| USA     | DDB NY               | NYC Ballet                             | FAILE, ART SERIES                            | Events  |
| USA     | DDB NY               | NYC Ballet                             | FAILE, ART SERIES                            | Entertainment & Event Promotion                                   |
| USA     | DDB NY               | NYC Ballet                             | FAILE, ART SERIES                            | Illustration  |
| USA     | DIGITAS              | American Express                       | UNSTAGED                                     | Events  |
| USA     | DIGITAS              | American Express                       | UNSTAGED USHER                               | Music   |
| USA     | DUVAL GUILLAUME NV   | Coca-Cola Zero                         | YOU HAVE 70 SECONDS                          | Beverages: Non-alcoholic  |
| USA     | DUVAL GUILLAUME NV   | Turner Broadcasting System Europe Ltd. | PUSH TO ADD DRAMA                            | Publications & Media  |
| USA     | IGNITION INTERACTIVE | Sony Screen Gems                       | RESIDENT EVIL: EAT LIKE A TYRANT             | Entertainment & Event Promotion                                   |
| USA     | INNOCEAN USA         | Hyundai Motor America / Elantra        | ELANTRA  THE WALKING DEAD OWNER'S MANUAL     | Copywriting   |
| USA     | McCANN ERICKSON      | General Mills                          | NATURE VALLEY TRAIL VIEW                     | Foods   |
| USA     | McCANN ERICKSON      | General Mills                          | NATURE VALLEY TRAIL VIEW                     | Digital Media   |
| USA     | McCANN ERICKSON      | Nikon, Inc.                            | BROKEN NIGHT                                 | Cinematography  |
| USA     | McCANN ERICKSON      | Nikon, Inc.                            | BROKEN NIGHT                                 | Fictional Program, Series or Film Dedicated to a Product or Brand |
| USA     | McCANN ERICKSON      | Verizon Wireless                       | THE VERIZON COLOR LIVE BROADCAST APPLICATION | Digital Media   |
| USA     | McCANN ERICKSON      | Verizon Wireless                       | THE VERIZON COLOR LIVE BROADCAST APPLICATION | Integration into a TV Show or Series                              |
| USA     | Y&R                  | Conrad Hotels                          | METAMORPHOSIS                                | Visual Effects  |

## CME

| COUNTRY        | ENTRANT                          | BRAND                            | TITLE  | CATEGORY                    |
|----------------|----------------------------------|----------------------------------|--|-----------------------------|
| ARGENTINA      | DDB ARGENTINA                    | Club Atletico Boca Juniors       | BOCA JUNIORS ADHERING MEMBER                   | Low-budget                  |
| ARGENTINA      | DEL CAMPO SAATCHI & SAATCHI      | BGH / BGH Air Conditioners       | BGH MUSICAL MICROWAVES                         | Product Design & Packaging  |
| AUSTRALIA      | LEO BURNETT WORLDWIDE            | SEEK / SEEK Volunteer            | VOLUNTEER TO PROMOTE VOLUNTEERING              | Use of Media                |
| BRAZIL         | WUNDERMAN                        | Land Rover                       | LAND ROVER SPIRIT                              | Use of Media                |
| BRAZIL         | WUNDERMAN                        | Land Rover                       | LAND ROVER SPIRIT                              | Low-budget                  |
| EGYPT          | JWT CAIRO                        | Vodafone/ Consumer               | VODAFONE FAKKA                                 | Collateral & Direct         |
| EGYPT          | JWT CAIRO                        | Vodafone/ Consumer               | VODAFONE FAKKA                                 | Use of Media                |
| FRANCE         | BUZZMAN                          | Optic 2000                       | MY PEOPLE'S CHOICE                             | Interactive                 |
| FRANCE         | FRED & FARID GROUP               | Audi                             | MILLIMETER                                     | Advertising                 |
| FRANCE         | FRED & FARID GROUP               | Orangina Schweppes France        | MISS O!  | Brand Development: National |
| GERMANY        | WILDSTYLE NETWORK                | Microsoft Germany/ Windows Phone | WINDOWS PHONE INFLUENCER EXPERIENTIAL CAMPAIGN | Branded Entertainment       |
| JAPAN          | SAATCHI AND SAATCHI FALLON TOKYO | Godiva                           | GODIVA LOVE & HUG PROJECT                      | Brand Development: National |
| JAPAN          | TBWA HAKUHODO                    | GREEN LABEL                      | MARIONETTEBOT                                  | Interactive                 |
| NEW ZEALAND    | DRAFTFCB NEW ZEALAND             | MINI New Zealand                 | DRIVING DOGS                                   | Low-budget                  |
| PHILIPPINES    | LEO BURNETT MANILA               | McDonald's/Twister Fries         | MCDONALDS TWISTER FRIES                        | Interactive                 |
| SWITZERLAND    | DRAFTFCB/LOWE ZURICH             | Theater Rigiblick                | THEATER RIGIBLICK- THE ANNUAL BUSINESS REPORT  | Brand Loyalty               |
| TURKEY         | 41? 29!                          | Ozyegin University               | OZU ' THE GAME OF YOUR LIFE'                   | Interactive                 |
| UNITED KINGDOM | ABBOTT MEAD VICKERS BBDO         | MERCEDES BENZ                    | YOU DRIVE                                      | Use of Media                |
| UNITED KINGDOM | ABBOTT MEAD VICKERS BBDO         | PEPSICO DORITOS                  | MARIACHI                                       | Use of Media                |



## CME

| COUNTRY | ENTRANT              | BRAND                        | TITLE                           | CATEGORY                      |
|---------|----------------------|------------------------------|---------------------------------|-------------------------------|
| USA     | AKESTAM HOLST        | Pause Home Entertainment     | CATACOMBO SOUND SYSTEM          | Low-budget                    |
| USA     | CARNIVAL LABS        | OREO                         | OREO: TWIST, LICK, DUNK         | Branded Entertainment         |
| USA     | DDB NY               | NYC Ballet                   | FAILE, ART SERIES               | Sponsorship & Event Marketing |
| USA     | DDB NY               | Water is Life                | HASHTAG KILLER, CASE            | Low-budget                    |
| USA     | DDB NY               | Water is Life                | HASHTAG KILLER CASSE            | Interactive                   |
| USA     | DIGITAS              | American Express             | BIG BREAK                       | Brand Development: National   |
| USA     | DIGITAS              | American Express             | SMALL BUSINESS SATURDAY         | Long-term Impact              |
| USA     | ENERGY BBDO          | Chicago Children's Museum    | MISTER IMAGINE'S TOY STORE      | Low-budget                    |
| USA     | ENERGY BBDO          | Frito Lay/Lay's Potato Chips | LAY'S DO US A FLAVOR            | Interactive                   |
| USA     | SPARK COMMUNICATIONS | Avis Budget Group/Avis       | AVIS - IT'S YOUR SPACE CAMPAIGN | Interactive                   |

## DESIGN

| COUNTRY        | ENTRANT                                  | BRAND   | TITLE   | CATEGORY                                 |
|----------------|--|---|---|--|
| ARGENTINA      | TURNER BROADCASTING SYSTEM LATIN AMERICA | TCM   | TCM COLLECTION  | Self promotion                           |
| AUSTRALIA      | CLEMENGER BBDO                           | TEDx  | MIMEISTHAI  | Exhibitions & Live Events                |
| AUSTRALIA      | CLEMENGER BBDO                           | TEDx  | MIMEISTHAI  | Online                                   |
| AUSTRALIA      | RE / M&C SAATCHI                         | Steve Li Acupuncture                            | STEVE LI BUSINESS CARD                                  | Promotional Items                        |
| AUSTRALIA      | RE / M&C SAATCHI                         | Steve Li Acupuncture                            | STEVE LI BUSINESS CARD                                  | Flyers                                   |
| AUSTRALIA      | RE / M&C SAATCHI                         | Brand & Jess Wedding Invitation                 | BRAD & JESS WEDDING INVITATION                          | Flyers                                   |
| BELGIUM        | PUBLICIS BRUSSELS                        | RSF (Reporters Without Borders)                 | BLOOD WRITING   | Copywriting                              |
| BRAZIL         | ALMAPBBDO COMUNICAÇÕES LTDA              | Audi Brasil                                     | QUATTRO   | Point of Sale                            |
| BRAZIL         | ALMAPBBDO COMUNICAÇÕES LTDA              | Audi Brasil                                     | QUATTRO   | Posters                                  |
| BRAZIL         | ALMAPBBDO COMUNICAÇÕES LTDA              | São Paulo Alpargatas                            | CLIPS   | Promotional Items                        |
| BRAZIL         | Y&R SÃO PAULO                            | Goodyear  | BUBBLE WRAP CARDS                                       | Promotional Items                        |
| CANADA         | BBDO TORONTO                             | Toronto Jewish Film Festival                    | CURLS   | Art Direction                            |
| CANADA         | DDB CANADA/ EDMONTON                     | Government of Alberta, Ministry of Health       | MUNCH'N MOVE  | Travel, Tourism & Leisure                |
| CANADA         | PROXIMITY CANADA                         | Campbell's Canada                               | CAMPBELL'S SOUP AT HAND HAND WARMER                     | Public Spaces                            |
| CANADA         | PROXIMITY CANADA                         | Campbell's US / Campbell's Kitchen              | THE MOST COLOSSAL CASSEROLE                             | Online                                   |
| CZECH REPUBLIC | LEAGAS DELANEY PRAHA S.R.O.              | Breast Unit Prague - clinic for breast diseases | TWELVE DAY CALENDAR: 12 DAYS A YEAR THAT REALLY MATTER. | Calendars                                |
| CZECH REPUBLIC | OGILVY AND MATHER                        | Clavin  | ERECTION BLISTER  | Special Editions & Promotional Packaging |
| CZECH REPUBLIC | OGILVY AND MATHER                        | Clavin  | ERECTION BLISTER  | Promotional Items                        |

## DESIGN

| COUNTRY | ENTRANT                                   | BRAND  | TITLE  | CATEGORY                               |
|---------|---|--|--|--|
| DUBAI   | Y&R DUBAI                                 | Red Cross / Red Cross Lebanon                | HEROES WANTED  | Posters                                |
| FRANCE  | OGILVY FRANCE                             | Louis Vuitton                                | MUHAMMAD ALI - THE GREATEST WORDS                        | Typography                             |
| GERMANY | BBDO GERMANY GMBH                         | BUND / Protection of nature                  | TREE CONCERT   | Exhibitions & Live Events              |
| GERMANY | BBDO GERMANY GMBH                         | Sky / Sky Go                                 | THE TALKING WINDOW                                       | Offline                                |
| GERMANY | CLAUS KOCH GMBH                           | Wald & Schlosshotel Friedrichsruhe           | ARRIVING HOME  | Books                                  |
| GERMANY | DELIKATESSEN AGENTUR FUER MARKEN & DESIGN | Delikatessen Hamburg/ Warsaw                 | ORIGINAL SANTA CLAUS TRAVELING FARE SALAMI               | Illustration                           |
| GERMANY | DRAFTFCB DEUTSCHLAND GMBH                 | The Hamburg Philharmonic Orchestra           | PHILHARMONIKER - WHEN MUSIC STARTS TO FLOW INTO PICTURES | Illustration                           |
| GERMANY | HAVAS WORLDWIDE GERMANY GMBH              | fiftyfifty                                   | FIFTYFIFTY X-MAS EDITION                                 | Publications & Business Communications |
| GERMANY | HEYE & PARTNER GMBH                       | Montblanc International GmbH                 | PICASSO BROCHURE   | Art Direction                          |
| GERMANY | JAEGER & JAEGER                           | Nils Holger Moormann GmbH                    | MOORMANN MACHT SITZ / MOORMANN TAKES THE CHAIR           | Publications & Business Communications |
| GERMANY | KOLLE REBBE GMBH                          | Bischoefliches Hilfswerk MISEREOR e.V.       | MISEREOR - THE POWER OF A COIN                           | Posters                                |
| GERMANY | KOLLE REBBE GMBH                          | GEO- Gruppe Gruner + Jahr Verlag AG & Co. KG | MELTDOWN   | 3D Structural Design                   |
| GERMANY | KOLLE REBBE GMBH                          | GEO- Gruppe Gruner + Jahr Verlag AG & Co. KG | MELTDOWN   | Publications & Media                   |
| GERMANY | KOLLE REBBE GMBH                          | GEO- Gruppe Gruner + Jahr Verlag AG & Co. KG | MELTDOWN   | Promotional Items                      |

## DESIGN

| COUNTRY | ENTRANT                         | BRAND  | TITLE                                  | CATEGORY                                 |
|---------|---------------------------------|--|--|--|
| GERMANY | KOLLE REBBE GMBH                | GEO- Gruppe Gruner + Jahr Verlag AG & Co. KG   | MELTDOWN                               | Special Editions & Promotional Packaging |
| GERMANY | KOLLE REBBE GMBH                | T.D.G. Vertriebs GmbH & Co. KG                 | TABLE OF CONTENTS                      | Publications & Media                     |
| GERMANY | KOLLE REBBE GMBH                | Haelssen & Lyon                                | TEA-CALENDAR                           | Calendars                                |
| GERMANY | KOLLE REBBE GMBH                | Haelssen & Lyon                                | TEA-CALENDAR                           | Foods                                    |
| GERMANY | LEAGAS DELANEY HAMBURG GMBH     | ALNO AG  | ALNOMESA                               | Art Direction                            |
| GERMANY | SAATCHI & SAATCHI GERMANY       | Senckenberg World Of Biodiversity              | THE BIG BONES EXPERT                   | Public Spaces                            |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | Innocence in Danger e.V.                       | THE DAILY ABUSE                        | Art Direction                            |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | Killnoise AB                                   | KILL NOISE EARPLUGS                    | Special Editions & Promotional Packaging |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | Killnoise AB                                   | KILL NOISE EARPLUGS                    | Promotional Items                        |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | ALIVE - Coalition to Abolish the Death Penalty | TROY DAVIS - I AM ALIVE                | Online                                   |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | Chaos Crew Tattoo-Studio                       | THE TATTOOED POSTER                    | Posters                                  |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | Chaos Crew Tattoo-Studio                       | THE TATTOOED POSTER                    | Illustration                             |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | DZ BANK AG                                     | THE PERCENTAGE MAILING                 | Financial & Investment Services          |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | Marttiini Oy                                   | THE MARTTIINI FISH-MAILING             | Promotional Items                        |
| GERMANY | ZIEL WERBEAGENTUR GMBH          | BMW Munich                                     | A RADIATOR GRILLE TO WHET THE APPETITE | Flyers                                   |
| INDIA   | LEO BURNETT                     | Coke Studio                                    | SOUNDS OF HAPPINESS                    | Calendars                                |
| INDIA   | LEO BURNETT                     | McDonald's India                               | HAPPY SPARROWS                         | Special Editions & Promotional Packaging |

## DESIGN

| COUNTRY   | ENTRANT                       | BRAND                                       | TITLE                          | CATEGORY                                    |
|-----------|-------------------------------|---|--------------------------------|---|
| INDONESIA | GREY GROUP<br>INDONESIA       | PT KIE / Kumon                              | DAILY FUN MATH                 | Calendars                                   |
| ITALY     | MILANO DESIGN<br>STUDIO SRL   | MTV World Design<br>Studio Milan            | MTV EMA 2012                   | Art Direction                               |
| JAPAN     | BEACON<br>COMMUNICATIONS K.K. | Symantec Japan/Norton                       | OMAMORY                        | Special Editions &<br>Promotional Packaging |
| JAPAN     | BEACON<br>COMMUNICATIONS K.K. | Symantec Japan/Norton                       | OMAMORY                        | Home Electronics &<br>Audio-visual          |
| JAPAN     | DENTSU INC. KANSAI            | Panasonic Corporation                       | LIFE IS ELECTRIC               | Posters                                     |
| JAPAN     | HAKUHODO INC.                 | Adobe Systems Co.,<br>Ltd. / Creative Cloud | FONT ME                        | Offline                                     |
| JAPAN     | TBWA HAKUHODO                 | GREEN LABEL                                 | MARIONETTEBOT                  | Online                                      |
| JAPAN     | TBWA HAKUHODO                 | GREEN LABEL                                 | MARIONETTEBOT                  | Point of Sale                               |
| JAPAN     | TBWA HAKUHODO                 | GREEN LABEL                                 | MARIONETTEBOT                  | Exhibitions & Live<br>Events                |
| JAPAN     | TBWA HAKUHODO                 | Ikea Home Furnishing                        | IKEA SUKIMA GALLERY            | Public Spaces                               |
| JAPAN     | TBWA HAKUHODO                 | Ikea Home Furnishing                        | IKEA SUKIMA GALLERY            | Exhibitions & Live<br>Events                |
| JAPAN     | TBWA HAKUHODO                 | Mirai Nihon Project                         | MIRAI NIHON PROJECT            | Offline                                     |
| JAPAN     | YOMIKO ADVERTISING<br>INC.    | World Wildlife Fund                         | CONNECTED CALENDAR             | Calendars                                   |
| MALAYSIA  | ALPHA245                      | Alpha245                                    | A PROSPEROUS 2 YEARS           | Art Direction                               |
| MALAYSIA  | ALPHA245                      | Alpha245                                    | A PROSPEROUS 2 YEARS           | Calendars                                   |
| MALAYSIA  | ALPHA245                      | LBS Bina Group                              | ISLAND PRIVACY                 | Flyers                                      |
| MALAYSIA  | Y&R MALAYSIA                  | Penguin Books<br>Malaysia/Penguin<br>Books  | MORE THAN JUST THE<br>CLASSICS | Illustration                                |
| MALAYSIA  | Y&R MALAYSIA                  | Penguin Books<br>Malaysia/Penguin<br>Books  | MORE THAN JUST THE<br>CLASSICS | Art Direction                               |
| MALAYSIA  | Y&R MALAYSIA                  | Penguin Books<br>Malaysia/Penguin<br>Books  | MORE THAN JUST THE<br>CLASSICS | Posters                                     |

## DESIGN

| COUNTRY     | ENTRANT                    | BRAND  | TITLE  | CATEGORY                                 |
|-------------|----------------------------|--|--|--|
| MALAYSIA    | ZENITH MALAYSIA            | Van Laack  | THE TAILORED FLYERS                                  | Flyers                                   |
| NETHERLANDS | STUDIO KLUIF               | Nedap, Groenlo                                       | NEDAP ANNUAL REPORT<br>THE ART OF SIMPLICITY         | Annual Reports & Information             |
| NETHERLANDS | STUDIO KLUIF               | Studio Kluiif  | STUDIO KLUIF CHRISTMAS<br>POEM                       | Self promotion                           |
| ROMANIA     | AMPRO DESIGN               | Ampro Design / Ampro Design                          | WINE UNDERCOVER                                      | Self promotion                           |
| SINGAPORE   | BBDO SINGAPORE             | Asia Pacific Breweries Singapore / DIAGEO / Guinness | MADE OF MORE (POOL)                                  | Illustration                             |
| SINGAPORE   | FRANGIPANNI COMMUNICATIONS | DHL  | CONNECT INTERNAL NEWSLETTER                          | Publications & Business Communications   |
| SLOVENIA    | FUTURA DDB D.O.O.          | Via Negativa   | NO ONE SHOULD HAVE SEEN THIS, VIA NEGATIVA 2002-2011 | Books                                    |
| SOUTH KOREA | ATELIER BRUECKNER GMBH     | Peopleworks Promotion Co. Ltd. / GS Caltex           | GS CALTEX PAVILION                                   | Exhibitions & Live Events                |
| SOUTH KOREA | CREATIVE COMPANY KKI       | Casamia  | CASAMIA CALENDAR                                     | Calendars                                |
| SWEDEN      | ABBY NORM                  | Bonnier Real Estate / Hornstull Brewing Society      | A BOTTLED HOMAGE TO HORNSTULL                        | Beverages: Alcoholic                     |
| SWEDEN      | FAMILY BUSINESS            | The Absolut Company / Absolut                        | ABSOLUT UNIQUE                                       | Special Editions & Promotional Packaging |
| SWEDEN      | FAMILY BUSINESS            | The Absolut Company / Absolut                        | ABSOLUT UNIQUE                                       | Promotional Items                        |
| SWEDEN      | FAMILY BUSINESS            | The Absolut Company / Absolut                        | ABSOLUT UNIQUE                                       | Beverages: Alcoholic                     |
| SWEDEN      | FORSMAN & BODENFORS        | The Swedish Alcohol Retail Monopoly                  | LEVEL .06  | Offline                                  |
| SWEDEN      | M&C SAATCHI                | Porteur.cc   | PORTEUR.CC   | Transportation                           |
| SWITZERLAND | HAVAS WORLDWIDE ZÜRICH AG  | Amnesty International                                | FENCE OF FREEDOM                                     | Public Spaces                            |
| TURKEY      | TBWA\ISTANBUL              | TBWA\ISTANBUL  | THE STATIONERY                                       | Promotional Items                        |

## DESIGN

| COUNTRY              | ENTRANT                        | BRAND                              | TITLE  | CATEGORY                            |
|----------------------|--------------------------------|------------------------------------|--|-------------------------------------|
| UNITED ARAB EMIRATES | JWT DUBAI                      | Kinokuniya                         | BOOKENDS   | Point of Sale                       |
| UNITED ARAB EMIRATES | Y&R DUBAI                      | Land Rover / Land Rover            | MAPPING THE WORLD IN 12 MONTHS   | Calendars                           |
| UNITED ARAB EMIRATES | Y&R DUBAI                      | Land Rover / Land Rover            | EDIBLE BOOK  | Promotional Items                   |
| UNITED ARAB EMIRATES | Y&R DUBAI                      | Papers Worldwide / Neenah Paper    | MANIMAL  | Posters                             |
| UNITED KINGDOM       | AKQA                           | Nike                               | NIKE FUEL STATION  | Temporary Retail                    |
| UNITED KINGDOM       | DESIGN BRIDGE LTD              | Dress2Kill Tailors                 | DRESS2KILL   | Logos                               |
| UNITED KINGDOM       | DESIGN BRIDGE LTD              | Design Bridge                      | 25 STORIES   | Self promotion                      |
| UNITED KINGDOM       | JKR                            | Penhaligons / Elixir               | ELIXIR REDESIGN  | Cosmetics, Beauty Aids & Toiletries |
| UNITED KINGDOM       | JKR                            | Penhaligons / Penhaligons          | PENHALIGONS CHRISTMAS GIFT BOXES 2012                                    | Cosmetics, Beauty Aids & Toiletries |
| UNITED KINGDOM       | LBI                            | Microsoft                          | THE RANDOM ADVENTURES OF BRANDON GENERATOR                               | Online                              |
| UNITED KINGDOM       | LEO BURNETT LONDON             | Pantone                            | PANTONE QUEEN  | Promotional Items                   |
| UNITED KINGDOM       | LOVE. CREATIVE                 | Umbro                              | ST. GEORGES PARK   | Hospitality & Leisure               |
| UNITED KINGDOM       | NB STUDIO                      | The British Heart Foundation (BHF) | THE LIFE SAVING WALLET - THE BRITISH HEART FOUNDATION ANNUAL REVIEW 2012 | Annual Reports & Information        |
| UNITED KINGDOM       | SAPIENTNITRO                   | SapientNitro                       | TWELVE DAYS OF CHRISTMAS   | Self promotion                      |
| UNITED KINGDOM       | SAPIENTNITRO                   | SapientNitro                       | TWELVE DAYS OF CHRISTMAS   | Typography                          |
| UNITED KINGDOM       | SAPIENTNITRO                   | SapientNitro                       | TWELVE DAYS OF CHRISTMAS   | Illustration                        |
| UNITED KINGDOM       | SAPIENTNITRO                   | Volvo                              | SNO  | Promotional Items                   |
| UNITED KINGDOM       | THE CHASE CREATIVE CONSULTANTS | Bright Sight                       | BRIGHT SIGHT   | Flyers                              |
| UNITED KINGDOM       | THE CHASE CREATIVE CONSULTANTS | The Chase                          | LEFT/RIGHT BRAIN CHRISTMAS MAILER  | Self promotion                      |

## DESIGN

| COUNTRY        | ENTRANT                                  | BRAND   | TITLE  | CATEGORY                               |
|----------------|--|---|--|--|
| UNITED KINGDOM | THE CHASE CREATIVE CONSULTANTS           | The Chase                                     | LEFT/RIGHT BRAIN CHRISTMAS MAILER                        | Illustration                           |
| UNITED KINGDOM | THE CHASE CREATIVE CONSULTANTS           | The Chase                                     | THE CHASE CHAPTERS                                       | Self promotion                         |
| UNITED KINGDOM | THE CHASE CREATIVE CONSULTANTS           | Royal Mail Yearbook                           | ROYAL MAIL SPECIAL STAMPS 2012                           | Books                                  |
| UNITED KINGDOM | EARNEST                                  | Earnest                                       | EARNEST CHRISTMAS CARD                                   | Self promotion                         |
| USA            | BBDO Atlanta                             | Recreational Equipment, Inc.                  | 1440 Project   | Online                                 |
| USA            | DDB NY                                   | NYC Ballet                                    | FAILE, ART SERIES  | Promotional Items                      |
| USA            | DDB NY                                   | NYC Ballet                                    | FAILE, ART SERIES  | Illustration                           |
| USA            | DDB NY                                   | NYC Ballet                                    | FAILE, ART SERIES  | Exhibitions & Live Events              |
| USA            | GYRO New York                            | Polyphony                                     | HARMONY HAPPENING-POLYPHONY TSHIRTS                      | Promotional Items                      |
| USA            | HUSH Studios                             | Nike  | CAMP VICTORY   | Exhibitions & Live Events              |
| USA            | INNOCEAN USA                             | INNOCEAN USA                                  | SHAG PAINTING,   | Illustration                           |
| USA            | MARCUS THOMAS LLC                        | Boys & Girls Clubs of Cleveland               | SAVE OUR KIDS  | Publications & Business Communications |
| USA            | RED PEAK GROUP                           | Lisa Sanders Public Relations                 | LISA SANDERS PUBLIC RELATIONS- CORPORATE IDENTITY        | Self promotion                         |
| USA            | SAGMEISTER INC                           | Institute of Contemporary Art in Philadelphia | NOW IS BETTER  | Typography                             |
| USA            | THE CHASE CREATIVE CONSULTANTS           | Lowther Castle & Gardens                      | LOWTHER CASTLE & GARDENS TIMELINE                        | Typography                             |
| USA            | TURNER DUCKWORTH: LONDON & SAN FRANCISCO | Dripp   | DRIPP COFFEE SHOP POSTERS                                | Posters                                |
| USA            | TURNER DUCKWORTH: LONDON & SAN FRANCISCO | Kettle Foods                                  | KETTLE CHIPS CORE, KETTLE RIDGE CRISPS, KETTLE TORTILLAS | Snacks & Sweets                        |



## DESIGN

| COUNTRY | ENTRANT  | BRAND                                     | TITLE                                       | CATEGORY                                    |
|---------|--|---|---|---|
| USA     | TURNER DUCKWORTH:<br>LONDON & SAN<br>FRANCISCO | Levi Strauss & Co.                        | LEVI'S BRAND STANDARDS<br>MAP               | Annual Reports &<br>Information             |
| USA     | TURNER DUCKWORTH:<br>LONDON & SAN<br>FRANCISCO | The Coca-Cola<br>Company North<br>America | COCA-COLA 2012 SUMMER<br>OLYMPICS PACKAGING | Special Editions &<br>Promotional Packaging |
| USA     | TURNER DUCKWORTH:<br>LONDON & SAN<br>FRANCISCO | Turner Duckworth                          | TURNER DUCKWORTH<br>CHRISTMAS CARD 2012     | Self promotion                              |

## DIGITAL

| COUNTRY   | ENTRANT                       | BRAND                                  | TITLE   | CATEGORY                                   |
|-----------|-------------------------------|--|---|--|
| ARGENTINA | YOUNG & RUBICAM ARGENTINA     | Grupo Editorial Norma                  | STATIONS  | Mobile                                     |
| AUSTRALIA | CLEMENGER BBDO                | TEDx                                   | MIMEISTHAI  | Entertainment & Event Promotion            |
| AUSTRALIA | CLEMENGER BBDO ADELAIDE       | Fantastic Snacks                       | DELITE-O-MATIC  | Video                                      |
| AUSTRALIA | GPY&R                         | Ladder                                 | HOMEPAGE FOR THE HOMELESS                               | Philanthropic Appeals                      |
| AUSTRALIA | GPY&R                         | Australian Defence Force Recruiting    | MOBILE MEDIC  | Mobile                                     |
| AUSTRALIA | LAVENDER COMMUNICATIONS GROUP | Westpac                                | 1000 PERCENT BETTER BANNER                              | Financial & Investment Services            |
| AUSTRALIA | LEO BURNETT WORLDWIDE         | SEEK / SEEK Volunteer                  | VOLUNTEER TO PROMOTE VOLUNTEERING                       | Corporate Image, Information & Recruitment |
| BELGIUM   | DUVAL GUILLAUME NV            | Coca-Cola Zero                         | YOU HAVE 70 SECONDS                                     | Video                                      |
| BELGIUM   | DUVAL GUILLAUME NV            | Febelfin                               | MIND READER   | Video                                      |
| BELGIUM   | DUVAL GUILLAUME NV            | Turner Broadcasting System Europe Ltd. | PUSH TO ADD DRAMA                                       | Video                                      |
| BELGIUM   | OGILVY GROUP                  | Alzheimer's Disease International      | DONATE YOUR FACEBOOK TIMELINE FOR WORLD ALZHEIMER'S DAY | Community Apps                             |
| BELGIUM   | PUBLICIS BRUSSELS             | Responsible Young Drivers (RYD)        | THE IMPOSSIBLE TEXT&DRIVE TEST                          | Video                                      |
| BRAZIL    | ALMAP BBDO                    | Bradesco Seguros / Seguros Auto        | CAR   | Healthcare Products & Services             |
| BRAZIL    | ALMAP BBDO                    | Sao Paulo Alpargatas / Havaianas       | CLOUDS  | Illustration & Graphic Design              |
| BRAZIL    | ALMAP BBDO                    | Volkswagen / Amarok                    | AUTOMATIC WEBSITE                                       | Art Direction                              |
| BRAZIL    | ALMAP BBDO                    | Volkswagen / Original Parts            | THE ORIGINAL CLICK                                      | Automotive Products & Services             |
| BRAZIL    | ALMAP BBDO                    | Getty Images                           | LOVE TO BINGO   | Animation                                  |

## DIGITAL

| COUNTRY | ENTRANT                     | BRAND                              | TITLE                               | CATEGORY                                   |
|---------|-----------------------------|------------------------------------|-------------------------------------|--|
| BRAZIL  | ALMAP BBDO                  | Getty Images                       | LOVE TO BINGO                       | Corporate Image, Information & Recruitment |
| BRAZIL  | ARTPLAN                     | Carvalho Hosken                    | THE SOCIAL HOME TOUR                | Corporate Image, Information & Recruitment |
| BRAZIL  | ARTPLAN                     | Rock in Rio / Government of Brazil | SEX, ___ & ROCK'N'ROLL              | Politics & Government                      |
| BRAZIL  | DDB BRASIL PUBLICIDADE LTDA | C&A                                | FASHION LIKE                        | Community Apps                             |
| BRAZIL  | DDB BRASIL PUBLICIDADE LTDA | C&A                                | LOOK BLOCK                          | Retail Stores                              |
| CANADA  | BBDO TORONTO                | Wrigley Canada / Skittles          | TOUCH THE UNTOUCHABLE               | Video                                      |
| CANADA  | BBDO TORONTO                | Wrigley Canada / Skittles          | CREATE THE RAINBOW                  | Art Direction                              |
| CANADA  | TAXI                        | TAXI/Pothole Season                | POTHOLE SEASON                      | Mobile                                     |
| CHILE   | MAYO DRAFTFCB CHILE         | Homecenter Sodimac                 | 5 SECONDS                           | Household Products & Services              |
| FRANCE  | BETC                        | Ibis                               | SLEEP ART                           | Travel, Tourism & Leisure                  |
| FRANCE  | BUZZMAN                     | MTV Mobile                         | MTV GIF ME MORE PARTY               | Interface & Navigation                     |
| FRANCE  | BUZZMAN                     | Tipp-Ex                            | HUNTER & BEAR'S 2012 BIRTHDAY PARTY | Video                                      |
| FRANCE  | BUZZMAN                     | Tipp-Ex (BIC)                      | HUNTER & BEAR'S 2012 BIRTHDAY PARTY | Video                                      |
| FRANCE  | OGILVY FRANCE               | Louis Vuitton                      | THROUGH KUSAMA'S EYES               | Illustration & Graphic Design              |
| FRANCE  | PUBLICIS CONSEIL            | Samusocial                         | A WOMAN'S NIGHTMARE                 | Video                                      |
| FRANCE  | PUBLICIS CONSEIL            | Samusocial                         | A WOMAN'S NIGHTMARE                 | Video                                      |
| FRANCE  | TBWA\PARIS                  | SNCF                               | TAKE A LOOK AT BRUSSELS             | Video                                      |
| FRANCE  | UNIT IMAGE                  | Ubisoft                            | ZOMBIU                              | Animation                                  |
| GERMANY | BBDO GERMANY GMBH           | Daimler / smart fortwo             | OFF-ROAD                            | Video                                      |

## DIGITAL

| COUNTRY | ENTRANT                         | BRAND  | TITLE                   | CATEGORY                                   |
|---------|---------------------------------|--|-------------------------|--|
| GERMANY | BBDO GERMANY GMBH               | Sky / Sky Go   | THE TALKING WINDOW      | Interactive Tools                          |
| GERMANY | BBDO GERMANY GMBH               | Sky / Sky Go   | THE TALKING WINDOW      | Music/Sound Design                         |
| GERMANY | DDB TRIBAL GROUP GMBH           | Deutsche Telekom / Mobile Internet                           | MOVE ON                 | Home Electronics & Audio-visual            |
| GERMANY | DDB TRIBAL GROUP GMBH           | Steinway & Sons / Imagine Series Limited Edition Grand Piano | PIANO FOR PEACE         | Corporate Image, Information & Recruitment |
| GERMANY | DDB TRIBAL GROUP GMBH           | Steinway & Sons / Imagine Series Limited Edition Grand Piano | PIANO FOR PEACE         | Music/Sound Design                         |
| GERMANY | DDB TRIBAL GROUP GMBH           | volkswagen AG  | DON'T MAKE UP AND DRIVE | Corporate Image, Information & Recruitment |
| GERMANY | DRAFTFCB DEUTSCHLAND GMBH       | The Hamburg Philharmonic Orchestra                           | THE ACOUSTICONS         | Interactive Tools                          |
| GERMANY | HEIMAT WERBEAGENTUR GMBH        | Adidas   | THE REALITY CLICKRATE.  | Sporting Events                            |
| GERMANY | KOLLE REBBE GMBH                | T.D.G. Vertriebs GmbH & Co. KG                               | TABLE OF CONTENTS       | Community Apps                             |
| GERMANY | LEAGAS DELANEY HAMBURG GMBH     | ALNO AG  | ALNOMESA                | Animation                                  |
| GERMANY | RAZORFISH GMBH                  | Audi AG  | AUDI A3                 | Interface & Navigation                     |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | SANYO VIDEO Vertrieb AG                                      | SANTEC                  | Commercial & Professional Public Services  |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | ALIVE - Coalition to Abolish the Death Penalty               | TROY DAVIS - I AM ALIVE | Illustration & Graphic Design              |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | ALIVE - Coalition to Abolish the Death Penalty               | TROY DAVIS - I AM ALIVE | Animation                                  |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG | SWISS International Air Lines Ltd.                           | HIJACKING INSTAGRAM     | Mobile                                     |
| ISRAEL  | MCCANN ERICKSON                 | Shorashim Group  | DONATE WITH STYLE       | Community Apps                             |

## DIGITAL

| COUNTRY            | ENTRANT                         | BRAND   | TITLE                             | CATEGORY                                   |
|--------------------|---------------------------------|---|-----------------------------------|--|
| JAPAN              | DENTSU                          | The Tokyo Shimbun   | SHARE THE NEWSPAPER WITH CHILDREN | Mobile                                     |
| JAPAN              | HAKUHODO INC                    | Google  | GOOGLE MAPS 8-BIT                 | Art Direction                              |
| JAPAN              | HAKUHODO INC                    | Mercedes-Benz Co.,Ltd   | NEXT A-CLASS                      | Animation                                  |
| JAPAN              | TBWA HAKUHODO                   | GREEN LABEL   | MARIONETTEBOT                     | Other                                      |
| JAPAN              | TBWA\HAKUHODO                   | Relations Inc. / COGOO  | TURNTABLE RIDER                   | Music/Sound Design                         |
| NETHERLANDS        | HAVAS WORLDWIDE AMSTERDAM       | Metropole Orkest  | METROPOLE TWEETPHONY              | Mobile                                     |
| NEW ZEALAND        | DRAFTFCB NEW ZEALAND            | MINI New Zealand  | DRIVING DOGS                      | Video                                      |
| NEW ZEALAND        | RAPP TRIBAL                     | Hutchwilco  | SECRET FISHING SPOTS              | Mobile                                     |
| NORWAY             | TRY/ APT                        | Amnesty   | NO MEANS NO                       | Politics & Government                      |
| PHILIPPINES        | DM9 JAYME SYFU                  | Gabriela Fight eVaw   | BURY THE PAST PROJECT             | Community Apps                             |
| PHILIPPINES        | DM9 JAYME SYFU                  | www.fightevaw.com   | MANILA SCANDAL PART 2             | Video                                      |
| RUSSIAN FEDERATION | HUNGRY BOYS                     | fund of social assistance to the blind children of Anna Chapman | BLIND                             | Corporate Image, Information & Recruitment |
| RUSSIAN FEDERATION | MEDIABLO LLC                    | The Village   | PARKING DOUCHE                    | Mobile                                     |
| SLOVAK REPUBLIC    | MAYER/MCCANN ERICKSON, S. R. O. | Miele   | MIELE - TUNNEL                    | Home Appliances & Furnishings              |
| SLOVAK REPUBLIC    | MAYER/MCCANN ERICKSON, S. R. O. | Miele   | MIELE - TUNNEL                    | Video                                      |
| SWEDEN             | AKESTAM HOLST                   | Pause Home Entertainment  | CATACOMBO SOUND SYSTEM            | Retail Stores                              |
| SWEDEN             | AKESTAM HOLST                   | Pause Home Entertainment  | CATACOMBO SOUND SYSTEM            | Video                                      |
| SWEDEN             | AKESTAM HOLST                   | Pause Home Entertainment  | CATACOMBO SOUND SYSTEM            | Home Electronics & Audio-visual            |
| SWEDEN             | AKESTAM HOLST                   | Swebus  | THE TRAIN SWITCH                  | Transportation                             |
| SWEDEN             | AKESTAM HOLST                   | Swebus  | THE TRAIN SWITCH                  | Interactive Tools                          |

## DIGITAL

| COUNTRY | ENTRANT             | BRAND                               | TITLE                             | CATEGORY                                   |
|---------|---------------------|-------------------------------------|-----------------------------------|--|
| SWEDEN  | AKESTAM HOLST       | The Swedish Post                    | THE PARCEL MEMORY                 | Commercial & Professional Public Services  |
| SWEDEN  | AKESTAM HOLST       | The Swedish Post                    | THE PARCEL MEMORY                 | Games                                      |
| SWEDEN  | AKESTAM HOLST       | The Swedish Post                    | THE PARCEL MEMORY                 | Commercial & Professional Public Services  |
| SWEDEN  | DDB STOCKHOLM       | Swedish Armed Forces                | WHO CARES?                        | Corporate Image, Information & Recruitment |
| SWEDEN  | DDB STOCKHOLM       | Volkswagen Sweden                   | THE WINTER ADJUSTED BEAR          | Automotive Products & Services             |
| SWEDEN  | DDB STOCKHOLM       | Volkswagen Sweden                   | BUG RUN                           | Games                                      |
| SWEDEN  | DDB STOCKHOLM       | Volkswagen Sweden                   | BUG RUN                           | Automotive Products & Services             |
| SWEDEN  | FORSMAN & BODENFORS | E.ON                                | SWEDENS LARGEST ENERGY EXPERIMENT | Household Products & Services              |
| SWEDEN  | FORSMAN & BODENFORS | E.ON                                | SWEDENS LARGEST ENERGY EXPERIMENT | Interactive Tools                          |
| SWEDEN  | FORSMAN & BODENFORS | Preem                               | THE EVOLUTION CAR                 | Automotive Products & Services             |
| SWEDEN  | FORSMAN & BODENFORS | Swedish Radio                       | SR PLUS                           | Publications & Media                       |
| SWEDEN  | FORSMAN & BODENFORS | The Swedish Alcohol Retail Monopoly | LEVEL 0.6                         | Mobile                                     |
| SWEDEN  | FORSMAN & BODENFORS | Volvo Group Sweden AB               | LAUNCH SITE ON EBAY               | Automotive Products & Services             |
| SWEDEN  | FORSMAN & BODENFORS | Volvo Group Sweden AB               | THE BALLERINA STUNT               | Video                                      |
| SWEDEN  | LOWE BRINDFORS      | Unilever / Magnum                   | MAGNUM PLEASURE HUNT 2            | Art Direction                              |
| SWEDEN  | NAKED COMMUNICATION | Norton                              | TOP SEARCH RESULT                 | Other                                      |

## DIGITAL

| COUNTRY              | ENTRANT                     | BRAND                               | TITLE   | CATEGORY  |
|----------------------|-----------------------------|-------------------------------------|---|---|
| SWEDEN               | NAKED<br>COMMUNICATION      | SAB Miller                          | GROLSCH PHOTO<br>MACHINES                         | Mobile  |
| SWEDEN               | R/GA                        | Ray-Ban                             | RAY-BAN AMBERMATIC                                | Photography                                     |
| SWITZERLAND          | DRAFTFCB/LOWE<br>ZURICH     | BMW (Schweiz) AG                    | BMW THE FASTEST<br>CHRISTMAS SONG IN THE<br>WORLD | Emails & E-cards                                |
| UNITED ARAB EMIRATES | BUZZMAN                     | Reckitt Benckiser<br>Arabia (Durex) | SOS CONDOMS                                       | Video   |
| UNITED ARAB EMIRATES | BUZZMAN                     | Reckitt Benckiser<br>Arabia (Durex) | SOS CONDOMS                                       | Mobile  |
| UNITED KINGDOM       | ABBOTT MEAD VICKERS<br>BBDO | SNICKERS                            | YNYWYH TWITTER                                    | Copywriting                                     |
| UNITED KINGDOM       | CP+B                        | Diesel                              | DAYS TO LIVE                                      | Apparel, Footwear &<br>Accessories              |
| UNITED KINGDOM       | HAVAS WORLDWIDE<br>LONDON   | Durex                               | DUREX VINYL FACEBOOK<br>GAME                      | Community Apps                                  |
| USA                  | 360I                        | Kraft Foods / Oscar<br>Mayer        | THE GREAT AMERICAN<br>BACON BARTER                | Community Apps                                  |
| USA                  | AKQA                        | Nike                                | UGOKIDASE TOKYO                                   | Art Direction                                   |
| USA                  | ALMA DDB                    | Hola Mexico Film<br>Festival        | GOODBYE CLICHES, HOLA<br>MEXICO                   | Photography                                     |
| USA                  | ARNOLD WORLDWIDE            | Climate Reality                     | REALITY DROP                                      | Community Apps                                  |
| USA                  | BBDO                        | AT&T                                | DAYBREAK  | Commercial &<br>Professional Public<br>Services |
| USA                  | BBDO                        | AT&T                                | AT&T BRACKETS BY SIX YEAR<br>OLDS                 | Games   |
| USA                  | BBDO                        | AT&T                                | DAYBREAK  | Mobile  |
| USA                  | BBDO ATLANTA                | Recreational<br>Equipment, Inc.     | 1440 Project                                      | Interface & Navigation                          |
| USA                  | CP+B                        | Grey Poupon                         | THE SOCIETY OF GOOD<br>TASTE                      | Community Apps                                  |
| USA                  | DDB NY                      | Water is Life                       | HASHTAG KILLER, CASE                              | Video   |
| USA                  | DIGITAS                     | American Express                    | SMALL BUSINESS SATURDAY                           | Interactive Tools                               |

## DIGITAL

| COUNTRY | ENTRANT         | BRAND                           | TITLE                              | CATEGORY                        |
|---------|-----------------|---------------------------------|------------------------------------|---------------------------------|
| USA     | DRAFTFCB        | Mondel_z International / OREO   | OREO DAILY TWIST                   | Snacks & Sweets                 |
| USA     | HUSH STUDIOS    | IBM, Ogilvy, USTA               | US OPEN TOUCH WALL                 | Interface & Navigation          |
| USA     | INNOCEAN USA    | Hyundai Motor America / Elantra | ELANTRA "DRIVEWAY DECISION MAKER"  | Animation                       |
| USA     | INNOCEAN USA    | Hyundai Motor America / Elantra | ELANTRA "DRIVEWAY DECISION MAKER"  | Automotive Products & Services  |
| USA     | MCCANN ERICKSON | General Mills                   | NATURE VALLEY TRAIL VIEW           | Photography                     |
| USA     | MCCANN ERICKSON | General Mills                   | NATURE VALLEY TRAIL VIEW           | Foods                           |
| USA     | MCCANN ERICKSON | Inter IKEA Systems              | THE 2013 IKEA CATALOG APPLICATION  | Interactive Tools               |
| USA     | MCCANN ERICKSON | Paper, Denim & Cloth            | PAPER, DENIM & CLOTH INSTASHOOT    | Photography                     |
| USA     | MCCANN ERICKSON | Parks & Crump Law Firm          | #MILLIONHOODIES FOR TRAYVON MARTIN | Mobile                          |
| USA     | R/GA            | Adam Tensta                     | ONE COPY SONG                      | Community Apps                  |
| USA     | R/GA            | Adam Tensta                     | ONE COPY SONG                      | Music/Sound Design              |
| USA     | R/GA            | Beats by Dr. Dre                | BEATS BY DR. DRE #SHOWYOURCOLOR    | Community Apps                  |
| USA     | R/GA            | Google                          | LIVABLE APP - POWERED BY GOOGLE    | Mobile                          |
| USA     | R/GA            | Nike                            | ONENIKE                            | Interface & Navigation          |
| USA     | R/GA            | Nike                            | NIKE + FUEL BAND                   | Apparel, Footwear & Accessories |
| USA     | R/GA            | Nike                            | ONENIKE                            | Apparel, Footwear & Accessories |
| USA     | R/GA            | Nike                            | NIKE + FUEL BAND                   | Interface & Navigation          |
| USA     | R/GA            | Nike                            | NIKE + FUEL BAND                   | Mobile                          |



## DIRECT & COLLATERAL

| COUNTRY   | ENTRANT                                | BRAND  | TITLE                             | CATEGORY                                   |
|-----------|--|--|-----------------------------------|--|
| ARGENTINA | DEL CAMPO SAATCHI & SAATCHI            | AbInBev / Norte  | NORTE PHOTOBLOCKER                | Beverages: Alcoholic                       |
| AUSTRALIA | BD NETWORK                             | Heinz HP Sauce   | BEST OF BRITAIN                   | Copywriting                                |
| AUSTRALIA | CLEMENGER BBDO                         | Australian Writers and Art Directors Association / AWARD 2012 Awards | PENCILS EQUAL PROFITS             | Corporate Image, Information & Recruitment |
| AUSTRALIA | CLEMENGER BBDO                         | DHL Express Australia  | THE IMPORTED AD                   | Print                                      |
| AUSTRALIA | CLEMENGER BBDO                         | DHL Express Australia  | THE IMPORTED AD                   | Transportation                             |
| AUSTRALIA | CLEMENGER BBDO                         | National Australia Bank  | STAND INS                         | Financial & Investment Services            |
| AUSTRALIA | CLEMENGER BBDO ADELAIDE                | Fantastic Snacks   | DELITE-O-MATIC                    | Product Launch                             |
| AUSTRALIA | CLEMENGER BBDO ADELAIDE                | Fantastic Snacks   | DELITE-O-MATIC                    | Ambient                                    |
| AUSTRALIA | GPY&R                                  | Australian Defence Force Recruiting                                  | MOBILE MEDIC                      | Mobile                                     |
| AUSTRALIA | HAVAS WORLDWIDE                        | Sony Australia   | DSLR GEAR NO IDEA                 | Social Media & Viral Marketing             |
| AUSTRALIA | LEO BURNETT WORLDWIDE                  | SEEK / SEEK Volunteer  | VOLUNTEER TO PROMOTE VOLUNTEERING | Social Media & Viral Marketing             |
| AUSTRALIA | MCCANN                                 | Corelle  | CORELLE - POST A PLATE            | Mailings                                   |
| AUSTRALIA | MCCANN                                 | Corelle  | POST A PLATE                      | Mailings                                   |
| AUSTRALIA | US SYDNEY                              | SBS / In Language translation service                                | BRILLIANT IN ANY LANGUAGE         | Typography                                 |
| AUSTRIA   | DEMNER, MERLICEK & BERGMANN WERBE GMBH | Demner, Merlicek & Bergmann  | LOOK FOR A FONT. FIND A JOB.      | Website, Microsite, or Banner              |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA            | Billboard Brasil   | GUITAR PEE                        | Ambient                                    |
| BRAZIL    | Y&R SÃO PAULO                          | Vivo Telefonica  | VIVO STAMPS                       | Mailings                                   |
| CANADA    | BBDO TORONTO                           | Mercedes-Benz Canada/Brand   | HOW TO WRAP A MERCEDES-BENZ       | Automotive Products & Services             |

## DIRECT & COLLATERAL

| COUNTRY            | ENTRANT                     | BRAND                   | TITLE                                  | CATEGORY                                  |
|--------------------|-----------------------------|-------------------------|--|---|
| CANADA             | BBDO TORONTO                | Smart Canada            | SMART LITTLE BUMPER STICKERS           | Low-budget                                |
| CANADA             | BBDO TORONTO                | Smart Canada            | SMART LITTLE BUMPER STICKERS           | Automotive Products & Services            |
| CANADA             | BBDO TORONTO                | Smart Canada            | SMART LITTLE BUMPER STICKERS           | Humor                                     |
| CANADA             | BLACKJET INC.               | Blackjet inc.           | TINY DESK FIREPLACE                    | Ambient                                   |
| CANADA             | PROXIMITY CANADA            | Campbell's Canada       | CAMPBELL'S SOUP AT HAND HAND WARMER    | Low-budget                                |
| CANADA             | PROXIMITY CANADA            | Campbell's Canada       | CAMPBELL'S SOUP AT HAND HAND WARMER    | Ambient                                   |
| CHINA              | Y&R                         | Landrover               | SCROLL                                 | Automotive Products & Services            |
| COLOMBIA           | LEO BURNETT COLOMBIANA S.A. | Leo Burnett Colombiana  | INBOX MESSAGES                         | Email                                     |
| COLOMBIA           | SANCHO BBDO                 | 140 Characters Festival | SHORT FILM FESTIVAL INSPIRED BY TWEETS | Social Media & Viral Marketing            |
| COSTA RICA         | JWT CENTROAMÉRICA Y PANAMÁ  | Liberty Express         | DELIVERED BY LIBERTY                   | Website, Microsite, or Banner             |
| COSTA RICA         | JWT CENTROAMÉRICA Y PANAMÁ  | Liberty Express         | DELIVERED BY LIBERTY                   | Business Equipment & Services             |
| CZECH REPUBLIC     | LEAGAS DELANEY PRAHA S.R.O. | Kofola a.s. / Rajec     | RAJEC WATER COASTERS                   | Ambient                                   |
| DOMINICAN REPUBLIC | PAGES BBDO                  | La Sirena               | RED CARPET                             | Broadcast Identities & Sponsorships       |
| ECUADOR            | NORLOP THOMPSON             | Hospital Sotomayor      | WINDOWS OF HOPE                        | Low-budget                                |
| EGYPT              | JWT CAIRO                   | Vodafone/ Consumer      | VODAFONE FAKKA                         | Ambient                                   |
| EGYPT              | JWT CAIRO                   | Vodafone/ Consumer      | VODAFONE FAKKA                         | Commercial & Professional Public Services |
| FRANCE             | BETC                        | Ibis                    | SLEEP ART                              | Website, Microsite, or Banner             |

## DIRECT & COLLATERAL

| COUNTRY | ENTRANT                             | BRAND  | TITLE  | CATEGORY                                   |
|---------|-------------------------------------|--|--|--|
| FRANCE  | PUBLICIS CONSEIL                    | Samusocial                                   | A WOMANS NIGHTMARE                               | Social Media & Viral Marketing             |
| FRANCE  | PUBLICIS CONSEIL                    | Samusocial                                   | A WOMANS NIGHTMARE                               | Website, Microsite, or Banner              |
| FRANCE  | TBWA\PARIS                          | SNCF   | TAKE A LOOK AT BRUSSELS                          | Ambient                                    |
| GERMANY | BBDO GERMANY GMBH                   | BUND / Protection of nature                  | TREE CONCERT                                     | Ambient                                    |
| GERMANY | BBDO GERMANY GMBH                   | Caritas / Fundraising                        | FACEBOOK APP FOODSHARING                         | Social Media & Viral Marketing             |
| GERMANY | BBDO GERMANY GMBH                   | Caritas / Fundraising                        | FACEBOOK APP FOODSHARING                         | Commercial & Professional Public Services  |
| GERMANY | BBDO GERMANY GMBH                   | Sky / Sky Go                                 | THE TALKING WINDOW                               | Entertainment & Event Promotion            |
| GERMANY | GRABARZ & PARTNER WERBEAGENTUR GMBH | Grabarz & Partner Recruiting                 | TWEETING TALENTS                                 | Corporate Image, Information & Recruitment |
| GERMANY | HAVAS WORLDWIDE GERMANY GMBH        | fiftyfifty                                   | FROZEN CINEMA                                    | Commercial & Professional Public Services  |
| GERMANY | HAVAS WORLDWIDE GERMANY GMBH        | fiftyfifty                                   | FROZEN CINEMA                                    | Ambient                                    |
| GERMANY | HEIMAT WERBEAGENTUR GMBH            | Adidas                                       | THE BIGGEST CHAMPIONS LEAGUE FINAL OF ALL TIME   | Ambient                                    |
| GERMANY | HEIMAT WERBEAGENTUR GMBH            | Adidas                                       | THE BIGGEST CHAMPIONS LEAGUE FINAL OF ALL TIME   | Sporting Events                            |
| GERMANY | KOLLE REBBE GMBH                    | Benjamin Brunn (Artist)                      | COLOUR TRACKS - THE HISTORY OF TECHNO IN COLOURS | Mailings                                   |
| GERMANY | KOLLE REBBE GMBH                    | Bischoefliches Hilfswerk MISEREOR e.V.       | MISEREOR - THE POWER OF A COIN                   | Print or Outdoor                           |
| GERMANY | KOLLE REBBE GMBH                    | GEO- Gruppe Gruner + Jahr Verlag AG & Co. KG | MELTDOWN   | Mailings                                   |

## DIRECT & COLLATERAL

| COUNTRY | ENTRANT  | BRAND                                     | TITLE                           | CATEGORY                                   |
|---------|--|---|---------------------------------|--|
| GERMANY | KOLLE REBBE GMBH                                   | Auto Wichert GmbH                         | THE CARGO SPACE SENSATION       | Automotive Products & Services             |
| GERMANY | KOLLE REBBE GMBH                                   | Haelssen&Lyon                             | TEA- CALENDAR                   | Foods                                      |
| GERMANY | KOLLE REBBE GMBH                                   | VW Nutzfahrzeuge                          | THE CARGO SPACE SENSATION       | Mailings                                   |
| GERMANY | KOLLE REBBE GMBH                                   | VW Nutzfahrzeuge                          | THE CARGO SPACE SENSATION       | Photography                                |
| GERMANY | LEAGAS DELANEY HAMBURG GMBH                        | ALNO AG                                   | ALNOMESA                        | Art Direction                              |
| GERMANY | LEO BURNETT  | Amnesty International                     | WAILING WALLS AGAINST INJUSTICE | Ambient                                    |
| GERMANY | SAATCHI & SAATCHI BERLIN                           | Samusocial                                | DAYS OF HOPE                    | Broadcast                                  |
| GERMANY | SAATCHI & SAATCHI GERMANY                          | Senckenberg World Of Biodiversity         | THE BIG BONES EXPERT            | Ambient                                    |
| GERMANY | SAATCHI & SAATCHI GERMANY                          | Senckenberg World of Biodiversity         | THE BIG BONES EXPERT            | Entertainment & Event Promotion            |
| GERMANY | SAINT ELMOS INTERACTION GMBH & CO. KG              | 5asec Switzerland / Baechler dry-cleaning | SMILEY HANGER MAILING           | Mailings                                   |
| GERMANY | SAINT ELMO'S MANAGEMENT GMBH & CO. BETEILIGUNGS KG | Piranha Media / Classic Rock Magazin      | TAPE                            | Publications & Media                       |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG                    | Innocence in Danger e.V.                  | THE DAILY ABUSE                 | Corporate Image, Information & Recruitment |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG                    | Innocence in Danger e.V.                  | THE DAILY ABUSE                 | Art Direction                              |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG                    | Innocence in Danger e.V.                  | THE DAILY ABUSE                 | Print                                      |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG                    | Johanniter-Unfall-Hilfe e.V.              | RADIO GHOSTS                    | Corporate Image, Information & Recruitment |

## DIRECT & COLLATERAL

| COUNTRY   | ENTRANT                         | BRAND  | TITLE   | CATEGORY                            |
|-----------|---------------------------------|--|---|-------------------------------------|
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG | Johanniter-Unfall-Hilfe e.V.                   | RADIO GHOSTS  | Broadcast                           |
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG | Killnoise AB                                   | KILL NOISE EARPLUGS                                     | Cosmetics, Beauty Aids & Toiletries |
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG | ALIVE - Coalition to Abolish the Death Penalty | TROY DAVIS - I AM ALIVE                                 | Typography                          |
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG | ALIVE - Coalition to Abolish the Death Penalty | TROY DAVIS - I AM ALIVE                                 | Website, Microsite, or Banner       |
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG | Amnesty International                          | AMNESTY BLACK BOX                                       | Ambient                             |
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG | DZ BANK AG                                     | THE PERCENTAGE MAILING                                  | Financial & Investment Services     |
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG | Marttiini Oy                                   | THE MARTTIINI FISH-MAILING                              | Mailings                            |
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG | MINI Germany                                   | NOT NORMAL. MINI REAR WINDSCREEN TV.                    | Ambient                             |
| GERMANY   | WUNDERMAN GMBH                  | Chill Out e.V. - Drug prevention               | PENCIL CASE   | Mailings                            |
| GERMANY   | WUNDERMAN GMBH                  | Land Rover Germany                             | A SIGNIFICANT ALUMINIUM ROLE                            | Mailings                            |
| GERMANY   | WUNDERMAN GMBH                  | Land Rover Germany                             | PAINT IT BLACK  | Mailings                            |
| GUATEMALA | 4AM SAATCHI & SAATCHI           | Meat Pack                                      | HIJACK  | Retail Stores                       |
| GUATEMALA | 4AM SAATCHI & SAATCHI           | Meat Pack                                      | HIJACK  | Mobile                              |
| INDIA     | LEO BURNETT                     | Door step School                               | INK PAD   | Ambient                             |
| ISRAEL    | DZO                             | EPK  | INSPIRED BY CHILDREN                                    | Print                               |
| ISRAEL    | GITAM BBDO                      | Opel   | OPEL CORSA - THE FIRST CAR MODEL NAMED AFTER ITS OWNERS | Automotive Products & Services      |
| ITALY     | M&C SAATCHI                     | FASTWEB  | FASTLINE  | Ambient                             |
| JAPAN     | PROJECTOR                       | Panasonic / Solar Energy Solutions             | ECLIPSE LIVE FROM FUJIYAMA                              | Broadcast                           |
| JAPAN     | TBWA HAKUHODO                   | GREEN LABEL                                    | MARIONETTEBOT   | Ambient                             |

## DIRECT & COLLATERAL

| COUNTRY            | ENTRANT                 | BRAND                          | TITLE                   | CATEGORY                                   |
|--------------------|-------------------------|--------------------------------|-------------------------|--|
| JAPAN              | TBWA HAKUHODO           | GREEN LABEL                    | MARIONETTEBOT           | Apparel, Footwear & Accessories            |
| JAPAN              | TBWA HAKUHODO           | Ikea Home Furnishing           | IKEA SUKIMA GALLERY     | Ambient                                    |
| JAPAN              | TBWA HAKUHODO           | Ikea Home Furnishing           | IKEA SUKIMA GALLERY     | Home Appliances & Furnishings              |
| JAPAN              | TBWA/HAKUHODO           | NISSAN                         | VOICE DRIVER            | Automotive Products & Services             |
| JAPAN              | YOMIKO ADVERTISING INC. | World Wildlife Fund            | CONNECTED CALENDAR      | Print                                      |
| MALAYSIA           | ALPHA245                | Alpha245                       | A PROSPEROUS 2 YEARS    | Corporate Image, Information & Recruitment |
| MALAYSIA           | ALPHA245                | Alpha245                       | A PROSPEROUS 2 YEARS    | Art Direction                              |
| MALAYSIA           | ALPHA245                | Alpha245                       | A PROSPEROUS 2 YEARS    | Print                                      |
| MALAYSIA           | ALPHA245                | LBS Bina Group                 | ISLAND PRIVACY          | Art Direction                              |
| MALAYSIA           | ALPHA245                | LBS Bina Group                 | ISLAND PRIVACY          | Product Launch                             |
| NETHERLANDS        | PUBLICIS                | Bloemen.nl / Flowers           | FLOWERS, "IS THIS SPAM" | Mailings                                   |
| PHILIPPINES        | CAMPAIGNS & GREY        | Rustan's/ Rustan's Supermarket | SLIPPERS                | Entertainment & Event Promotion            |
| PHILIPPINES        | DM9 JAYME SYFU          | Gabriela Fight eVaw            | BURY THE PAST PROJECT   | Social Media & Viral Marketing             |
| PHILIPPINES        | Y&R PHILIPPINES         | Ford Motor Company             | TOUGHEST DM             | Automotive Products & Services             |
| PUERTO RICO        | BBDO PUERTO RICO        | Mars/Snickers                  | THE DAY LUIS ASKED FOR  | Print or Outdoor                           |
| RUSSIAN FEDERATION | MEDIABLO LLC            | The Village                    | PARKING DOUCHE          | Website, Microsite, or Banner              |
| RUSSIAN FEDERATION | MEDIABLO LLC            | The Village                    | PARKING DOUCHE          | Publications & Media                       |
| SOUTH KOREA        | INNOCEAN WORLDWIDE      | Good Neighbors/Home Plus       | LOVE PARKING CAMPAIGN   | Print or Outdoor                           |
| SOUTH KOREA        | INNOCEAN WORLDWIDE      | Good Neighbors/Home Plus       | LOVE PARKING CAMPAIGN   | Ambient                                    |
| SWEDEN             | AKESTAM HOLST           | Pause Home Entertainment       | CATACOMBO SOUND SYSTEM  | Retail Stores                              |

## DIRECT & COLLATERAL

| COUNTRY              | ENTRANT              | BRAND                            | TITLE   | CATEGORY                        |
|----------------------|----------------------|----------------------------------|---|---------------------------------|
| SWEDEN               | AKESTAM HOLST        | Pressbyran                       | THE HOT STAMP                                 | Ambient                         |
| SWEDEN               | AKESTAM HOLST        | Swebus                           | THE TRAIN SWITCH                              | Low-budget                      |
| SWEDEN               | AKESTAM HOLST        | Swebus                           | THE TRAIN SWITCH                              | Transportation                  |
| SWEDEN               | AKESTAM HOLST        | The Swedish Post                 | THE PARCEL MEMORY                             | Website, Microsite, or Banner   |
| SWEDEN               | FAMILY BUSINESS      | The Absolut Company / Absolut    | ABSOLUT UNIQUE                                | Beverages: Alcoholic            |
| SWEDEN               | FORSMAN & BODENFORS  | Faktum                           | FAKTUM HOTELS                                 | Photography                     |
| SWEDEN               | FORSMAN & BODENFORS  | Volvo Group Sweden AB            | LAUNCH SITE ON EBAY                           | Automotive Products & Services  |
| SWEDEN               | FORSMAN & BODENFORS  | Volvo Group Sweden AB            | LAUNCH SITE ON EBAY                           | Website, Microsite, or Banner   |
| SWEDEN               | FORSMAN & BODENFORS  | Volvo Group Sweden AB            | LAUNCH SITE ON EBAY                           | Product Launch                  |
| SWITZERLAND          | DRAFTFCB/LOWE ZURICH | BMW (Schweiz) AG                 | BMW THE FASTEST CHRISTMAS SONG IN THE WORLD   | Mailings                        |
| SWITZERLAND          | DRAFTFCB/LOWE ZURICH | Theater Rigiblick                | THEATER RIGIBLICK- THE ANNUAL BUSINESS REPORT | Entertainment & Event Promotion |
| UNITED ARAB EMIRATES | BUZZMAN              | Reckitt Benckiser Arabia (Durex) | SOS CONDOMS                                   | Mobile                          |
| UNITED ARAB EMIRATES | JWT DUBAI            | Kinokuniya                       | BOOKENDS                                      | Ambient                         |
| UNITED ARAB EMIRATES | Y&R DUBAI            | Al Nisr Publishing / Gulf News   | THE 'HEADLINE NEWS' CUP SLEEVE                | Ambient                         |
| UNITED ARAB EMIRATES | Y&R DUBAI            | Al Nisr Publishing / Gulf News   | THE 'HEADLINE NEWS' CUP SLEEVE                | Publications & Media            |
| UNITED ARAB EMIRATES | Y&R DUBAI            | Land Rover / Land Rover          | EDIBLE BOOK                                   | Automotive Products & Services  |
| UNITED ARAB EMIRATES | Y&R DUBAI            | Land Rover / Land Rover          | EDIBLE BOOK                                   | Mailings                        |
| UNITED ARAB EMIRATES | Y&R DUBAI            | Land Rover / Land Rover LR4      | THE LAND ROVER ESCAPE KEY                     | Automotive Products & Services  |

## DIRECT & COLLATERAL

| COUNTRY        | ENTRANT            | BRAND                                  | TITLE                          | CATEGORY                        |
|----------------|--------------------|--|--------------------------------|---------------------------------|
| UNITED KINGDOM | SAPIENTNITRO       | SapientNitro                           | TWELVE DAYS OF CHRISTMAS       | Illustration                    |
| UNITED KINGDOM | SAPIENTNITRO       | Volvo                                  | SNO                            | Typography                      |
| USA            | CP+B               | JELLO                                  | PUDDING DROP                   | Ambient                         |
| USA            | DDB NY             | NYC Ballet                             | FAILE, ART SERIS               | Entertainment & Event Promotion |
| USA            | DDB NY             | Water is Life                          | HASHTAG KILLER, CASE           | Social Media & Viral Marketing  |
| USA            | DRAFTFCB           | Mondel_z International / OREO          | OREO DAILY TWIST               | Social Media & Viral Marketing  |
| USA            | DUVAL GUILLAUME NV | Coca-Cola Zero                         | YOU HAVE 70 SECONDS            | Ambient                         |
| USA            | DUVAL GUILLAUME NV | Febelfin                               | MIND READER                    | Ambient                         |
| USA            | DUVAL GUILLAUME NV | Turner Broadcasting System Europe Ltd. | PUSH TO ADD DRAMA              | Ambient                         |
| USA            | FITZGERALD+CO      | Mellow Mushroom                        | FOLLOW US AND WE'LL FOLLOW YOU | Social Media & Viral Marketing  |
| USA            | TEAM DETROIT       | Lincoln Motor Company                  | LINCOLN SIGNED ART PRINT       | Mailings                        |



## FILM

| COUNTRY   | ENTRANT                     | BRAND  | TITLE                 | CATEGORY                            |
|-----------|-----------------------------|--|-----------------------|-------------------------------------|
| ARGENTINA | DDB ARGENTINA               | Volkswagen                                   | CLOCKS                | Best Use of Music                   |
| ARGENTINA | DEL CAMPO SAATCHI & SAATCHI | BGH / BGH Air Conditioners                   | FRIENDS               | Home Appliances & Furnishings       |
| ARGENTINA | DEL CAMPO SAATCHI & SAATCHI | BGH / BGH Air Conditioners                   | DADS IN BRIEFS        | Home Appliances & Furnishings       |
| ARGENTINA | DEL CAMPO SAATCHI & SAATCHI | BGH / BGH Air Conditioners                   | DADS IN BRIEFS        | Home Appliances & Furnishings       |
| ARGENTINA | DEL CAMPO SAATCHI & SAATCHI | BGH / BGH Air Conditioners                   | NO SIGNAL             | Home Appliances & Furnishings       |
| ARGENTINA | PONCE BUENOS AIRES          | Axe  | YOUNG AND MATURE      | Cinema                              |
| ARGENTINA | PONCE BUENOS AIRES          | Axe  | YOUNG AND MATURE      | Cosmetics, Beauty Aids & Toiletries |
| ARGENTINA | PONCE BUENOS AIRES          | Unilever/Axe                                 | YOUNG AND MATURE      | Interactive                         |
| ARGENTINA | PONCE BUENOS AIRES          | Axe  | THE LOOK              | Cosmetics, Beauty Aids & Toiletries |
| ARGENTINA | WUNDERMAN BUENOS AIRES      | The Coca-Cola Company / Coca-Cola            | SECURITY CAMERAS      | Beverages: Non-alcoholic            |
| ARGENTINA | WUNDERMAN BUENOS AIRES      | The Coca-Cola Company / Coca-Cola            | SECURITY CAMERAS      | Sound Design                        |
| ARGENTINA | YOUNG & RUBICAM ARGENTINA   | Cerveceria y Malteria Quilmes / Quilmes Beer | EQUALISM              | Direction                           |
| ARGENTINA | YOUNG & RUBICAM ARGENTINA   | Cerveceria y Malteria Quilmes / Quilmes Beer | HISTORY OF FRIENDSHIP | Art Direction                       |
| ARGENTINA | YOUNG & RUBICAM ARGENTINA   | Directv / Directv                            | LOOK-ALIKES           | Visual Effects                      |
| ARGENTINA | YOUNG & RUBICAM ARGENTINA   | Directv / Directv                            | LOOK-ALIKES           | Home Electronics & Audio-visual     |
| ARGENTINA | YOUNG & RUBICAM ARGENTINA   | Kopelco S.A. / Tulipan                       | UNGRATEFUL            | Healthcare Products & Services      |

## FILM

| COUNTRY   | ENTRANT                    | BRAND   | TITLE  | CATEGORY             |
|-----------|----------------------------|---|--|----------------------|
| AUSTRALIA | AIRBAG PRODUCTIONS         | Australian Government<br>Department of Families,<br>Housing, Community<br>Services & Indigenous<br>Affairs/Care | DIANNE'S STORY                                 | Direction            |
| AUSTRALIA | ALT.VFX                    | Diageo / Johnnie<br>Walker Red Label  | WHERE FLAVOUR IS KING                          | Visual Effects       |
| AUSTRALIA | ALT.VFX                    | Foxtel  | SEEING IS BELIEVING                            | Visual Effects       |
| AUSTRALIA | CLEMENGER BBDO             | Carlton and United<br>Breweries / Carlton<br>Draught  | BEER CHASE                                     | Beverages: Alcoholic |
| AUSTRALIA | CLEMENGER BBDO             | Foxtel  | LONDON OLYMPICS                                | Visual Effects       |
| AUSTRALIA | CLEMENGER BBDO<br>ADELAIDE | Fantastic Snacks  | DELITE-O-MATIC                                 | Online               |
| AUSTRALIA | EXIT FILMS                 | Carlton United<br>Breweries / Victoria<br>Bitter  | FOR A HARD EARNED<br>THIRST                    | Cinematography       |
| AUSTRALIA | EXIT FILMS                 | Carlton United<br>Breweries / Victoria<br>Bitter  | FOR A HARD EARNED<br>THIRST                    | Direction            |
| AUSTRALIA | EXIT FILMS                 | Dulux Australia / Dulux<br>Weathershield  | DULUX SURF CLUB PROJECT<br>- THE COAST         | Cinematography       |
| AUSTRALIA | EXIT FILMS                 | Ford Australia / Ford<br>Falcon Ecoboost  | CANE TOAD ROAD                                 | Direction            |
| AUSTRALIA | EXIT FILMS                 | Johnnie Walker  | WHERE FLAVOUR IS KING                          | Direction            |
| AUSTRALIA | EXIT FILMS                 | Johnnie Walker  | WHERE FLAVOUR IS KING                          | Art Direction        |
| AUSTRALIA | EXIT FILMS                 | New Zealand Fire<br>Service   | TAKING MILA TO SCHOOL                          | Direction            |
| AUSTRALIA | FIN DESIGN + EFFECTS       | Cadbury Australia   | EASTER BUNNY                                   | Visual Effects       |
| AUSTRALIA | FIN DESIGN + EFFECTS       | New Zealand Transport<br>Agency   | NZTA ROAD SAFETY                               | Visual Effects       |
| AUSTRALIA | GPY&R                      | New South Wales<br>Government   | PLANNING TO MAKE A<br>PLAN (COMPUTER, TV, CAR) | Visual Effects       |
| AUSTRALIA | GPY&R                      | Odyssey House   | THE BOX  | Best Use of Music    |

## FILM

| COUNTRY   | ENTRANT                     | BRAND                         | TITLE                      | CATEGORY                       |
|-----------|-----------------------------|-------------------------------|----------------------------|--------------------------------|
| AUSTRALIA | GPY&R                       | Schweppes                     | TUMBLE                     | Cinematography                 |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | BNZ                           | BE GOOD WITH MONEY         | Editing                        |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | BNZ                           | BE GOOD WITH MONEY         | Cinematography                 |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | BNZ                           | BE GOOD WITH MONEY         | Direction                      |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | BNZ                           | BE GOOD WITH MONEY         | Best Production Value          |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | Bundaberg Red                 | CATFISH                    | Animation                      |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | Bundaberg Red                 | CATFISH                    | Visual Effects                 |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | McDonald's                    | STAYING UP                 | Cinematography                 |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | McDonald's                    | STAYING UP                 | Direction                      |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | The Star                      | LOUNGIN'                   | Best Use of Music              |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | Transport Accident Commission | THURSDAY ARVO              | Animation                      |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | Transport Accident Commission | THURSDAY ARVO              | Editing                        |
| AUSTRALIA | REVOLVER / WILL O'ROURKE    | Transport Accident Commission | THURSDAY ARVO              | Visual Effects                 |
| BELGIUM   | XENON PRODUCTIONS           | VW D'Ieteren                  | THIS IS MY LIFE. MY STORY. | Best Production Value          |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA | Getty Images                  | FROM LOVE TO BINGO         | Editing                        |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA | Getty Images                  | FROM LOVE TO BINGO         | Animation                      |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA | Getty Images                  | FROM LOVE TO BINGO         | Business Equipment & Services  |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA | Volkswagen do Brasil          | ORIGINAL CLICK             | Automotive Products & Services |

## FILM

| COUNTRY | ENTRANT                        | BRAND  | TITLE                  | CATEGORY                            |
|---------|--------------------------------|--|------------------------|-------------------------------------|
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Volkswagen do Brasil   | DRIVE SAFE             | Automotive Products & Services      |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Volkswagen do Brasil   | ORIGINAL CLICK         | Online                              |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Volkswagen do Brasil   | AMAROK BANNER          | Animation                           |
| BRAZIL  | DDB BRASIL<br>PUBLICIDADE LTDA | Follow Magazine  | IS THE NEW             | Best Use of Music                   |
| BRAZIL  | DDB BRASIL<br>PUBLICIDADE LTDA | Follow Magazine  | IS THE NEW             | Publications & Media                |
| CANADA  | BBDO TORONTO                   | FedEx Canada Ltd / Less than urgent, ground, freight, small business | GIMMICKS               | Art Direction                       |
| CANADA  | BBDO TORONTO                   | FedEx Canada Ltd / Less than urgent, ground, freight, small business | GIMMICKS               | Business Equipment & Services       |
| CANADA  | BBDO TORONTO                   | Wrigley Canada / Skittles  | TOUCH THE UNTOUCHABLE  | Online                              |
| CANADA  | BBDO TORONTO                   | Wrigley Canada / Skittles  | TOUCH THE UNTOUCHABLE  | Snacks & Sweets                     |
| CANADA  | JUNIPER PARK                   | PepsiCo / Tropicana  | GOOD MORNING, MORNING  | Cinematography                      |
| CANADA  | TAXI CANADA LTD.               | Hockey Hall Of Fame  | MOST HOCKEY DREAMS DIE | Script/Copywriting                  |
| CANADA  | TAXI CANADA LTD.               | Hockey Hall Of Fame  | MOST HOCKEY DREAMS DIE | Travel, Tourism & Leisure           |
| FRANCE  | BETC                           | CANAL+   | FUEL FOR FANS          | Publications & Media                |
| FRANCE  | FRED & FARID GROUP             | Audi   | MILLIMETER             | Direction                           |
| FRANCE  | FRED & FARID GROUP             | Tribord (Oxylane Group)  | BACK TO WATER          | Cinematography                      |
| FRANCE  | LEO BURNETT FRANCE             | Le Trefle  | EMMA                   | Cosmetics, Beauty Aids & Toiletries |
| FRANCE  | MARCEL                         | Cartier  | L'ODYSSÉE              | Visual Effects                      |
| FRANCE  | MARCEL                         | Cartier  | L'ODYSSÉE              | Best Use of Music                   |

## FILM

| COUNTRY | ENTRANT           | BRAND                               | TITLE                      | CATEGORY                                   |
|---------|-------------------|-------------------------------------|----------------------------|--|
| FRANCE  | MARCEL            | Cartier                             | L'ODYSSÉE                  | Direction                                  |
| FRANCE  | MARCEL            | Cartier                             | L'ODYSSÉE                  | Corporate Image, Information & Recruitment |
| FRANCE  | MARCEL            | Cartier                             | L'ODYSSÉE                  | Cinematography                             |
| FRANCE  | MARCEL            | Orange                              | BEING THERE                | Direction                                  |
| FRANCE  | MARCEL            | Orange                              | BEING THERE                | Cinematography                             |
| FRANCE  | OGILVY FRANCE     | Louis Vuitton                       | WORD                       | Corporate Image, Information & Recruitment |
| FRANCE  | OGILVY FRANCE     | Nestle Waters / Perrier             | THE DROP                   | Cinematography                             |
| FRANCE  | OGILVY FRANCE     | Nestle Waters / Perrier             | THE DROP                   | Direction                                  |
| FRANCE  | PUBLICIS CONSEIL  | AXA                                 | DONT WAIT TIL ITS TOO LATE | Financial & Investment Services            |
| FRANCE  | PUBLICIS CONSEIL  | Coca-Cola                           | UNLOCK THE 007IN YOU       | Best Use of Music                          |
| FRANCE  | PUBLICIS CONSEIL  | Orange                              | LONG LIVE CHRISTMAS        | Animation                                  |
| FRANCE  | TBWA\PARIS        | Amnesty International               | INDEPENDENCE               | Best Use of Music                          |
| FRANCE  | TBWA\PARIS        | Amnesty International               | INDEPENDENCE               | Direction                                  |
| FRANCE  | TBWA\PARIS        | Amnesty International               | INDEPENDENCE               | Art Direction                              |
| FRANCE  | TBWA\PARIS        | Amnesty International               | INDEPENDENCE               | Cinematography                             |
| FRANCE  | TBWA\PARIS        | OPI                                 | INSTINCT OF COLOR          | Best Use of Music                          |
| GERMANY | BBDO GERMANY GMBH | Daimler / smart fortwo              | FACELIFT                   | Best Use of Music                          |
| GERMANY | BBDO GERMANY GMBH | Daimler / smart fortwo              | OFF-ROAD                   | Editing                                    |
| GERMANY | BBDO GERMANY GMBH | Daimler / smart fortwo              | OFF-ROAD                   | Automotive Products & Services             |
| GERMANY | BBDO GERMANY GMBH | Daimler / smart fortwo              | PUBLIC TRANSPORT           | Editing                                    |
| GERMANY | BBDO GERMANY GMBH | True fruits / true fruits smoothies | THE GREEN SCREEN PRANK     | Acting                                     |
| GERMANY | BBDO GERMANY GMBH | True fruits / true fruits smoothies | THE GREEN SCREEN PRANK     | Beverages: Non-alcoholic                   |

## FILM

| COUNTRY | ENTRANT                      | BRAND                               | TITLE                                   | CATEGORY          |
|---------|------------------------------|-------------------------------------|---|-------------------|
| GERMANY | BBDO GERMANY GMBH            | True fruits / true fruits smoothies | THE GREEN SCREEN PRANK                  | Direction         |
| GERMANY | DDB TRIBAL GROUP GMBH        | Deutsche Telekom / Mobile Internet  | MOVE ON                                 | Online            |
| GERMANY | DDB TRIBAL GROUP GMBH        | Deutsche Telekom / Mobile Internet  | MOVE ON                                 | Acting            |
| GERMANY | DDB TRIBAL GROUP GMBH        | Volkswagen AG                       | DON'T MAKE UP AND DRIVE                 | Online            |
| GERMANY | DELI PICTURES GMBH           | Deutsches Schauspielhaus Hamburg    | FIELD                                   | Animation         |
| GERMANY | DIRK&PHILIP KOMMUNIKATION    | MADE / Absolut Vodka                | MOTH                                    | Animation         |
| GERMANY | HAVAS WORLDWIDE GERMANY GMBH | fiftyfifty                          | FROZEN CINEMA                           | Cinema            |
| GERMANY | HEIMAT WERBEAGENTUR GMBH     | A.T.U Autoteile Unger               | MOUNTAIN                                | Sound Design      |
| GERMANY | HEIMAT WERBEAGENTUR GMBH     | Hornbach Baumarkt AG                | NO ONE FEELS IT LIKE YOU DO. (CRACK)    | Direction         |
| GERMANY | HEIMAT WERBEAGENTUR GMBH     | Hornbach Baumarkt AG                | NO ONE FEELS IT LIKE YOU DO. (CRACK)    | Acting            |
| GERMANY | HEIMAT WERBEAGENTUR GMBH     | Hornbach Baumarkt AG                | FESTIVAL                                | Direction         |
| GERMANY | HEIMAT WERBEAGENTUR GMBH     | Swisscom AG                         | HANGING UP                              | Direction         |
| GERMANY | HEIMAT WERBEAGENTUR GMBH     | Swisscom AG                         | HANGING UP                              | Cinematography    |
| GERMANY | HEIMAT WERBEAGENTUR GMBH     | Swisscom AG                         | HANGING UP                              | Acting            |
| GERMANY | KOLLE REBBE GMBH             | Sven Helbig                         | REBIRTH                                 | Cinematography    |
| GERMANY | KOLLE REBBE GMBH             | Chrome                              | CHROME - THE WEB IS WHAT YOU MAKE OF IT | Best Use of Music |
| GERMANY | LEAGAS DELANEY HAMBURG GMBH  | ALNO AG                             | ALNOMESA                                | Animation         |

## FILM

| COUNTRY   | ENTRANT  | BRAND  | TITLE   | CATEGORY              |
|-----------|--|--|---|-----------------------|
| GERMANY   | LUKAS LINDEMANN<br>ROSINSKI GMBH                         | Daimler AG/Mercedes<br>Benz-Vans               | MACGYVER AND THE NEW<br>CITAN                         | Online                |
| GERMANY   | SAATCHI & SAATCHI<br>BERLIN                              | Samusocial                                     | DAYS OF HOPE  | Television            |
| GERMANY   | SAINT ELMO'S<br>MANAGEMENT GMBH &<br>CO. BETEILIGUNGS KG | Stiftung Deutsche<br>Schlaganfall-Hilfe        | GOOD ADVICE   | Acting                |
| GERMANY   | SERVICEPLAN GROUP<br>GMBH & CO. KG                       | ARD  | TWO ATHLETES. ONE GOAL.                               | Editing               |
| HONG KONG | MCCANN<br>WORLDGROUP (HONG<br>KONG)                      | Solvil et Titus                                | 100 YEARS OF LOVE                                     | Cinematography        |
| HONG KONG | MCCANN<br>WORLDGROUP (HONG<br>KONG)                      | Solvil et Titus                                | 100 YEARS OF LOVE                                     | Best Production Value |
| HONG KONG | MCCANN<br>WORLDGROUP (HONG<br>KONG)                      | Solvil et Titus                                | 100 YEARS OF LOVE                                     | Direction             |
| HONG KONG | TOUCHES LIMITED  | HK Yakult Co Ltd                               | SECRET FOLLOWERS                                      | Editing               |
| INDIA     | BOOT POLISSH FILMS                                       | National Geographic<br>Network                 | NATIONAL GEOGRAPHIC -<br>INGLORIOUS BITCHED(NAZI<br>) | Direction             |
| INDIA     | CHROME PICTURES PVT<br>LTD                               | Lifebuoy                                       | LIFEBUOY - GONDAPPA                                   | Direction             |
| INDIA     | CORCOISE FILMS   | Ogilvy & Mather -<br>Mumbai                    | ICICI BANK - SIMPLE JOYS                              | Direction             |
| INDIA     | THINKPOT   | Vasan Eye Care                                 | HARBINGER   | Cinematography        |
| JAPAN     | ADK  | Fuji Heavy industries/<br>Subaru               | MINICAR MUSIC PLAYER                                  | Sound Design          |
| JAPAN     | ADK  | Fuji Heavy industries/<br>Subaru               | MINICAR MUSIC PLAYER                                  | Online                |
| JAPAN     | ADK  | Kyoraku Sakae<br>Development/Sunshine<br>Sakae | CHEWING-GUM ARTIST                                    | Direction             |

## FILM

| COUNTRY      | ENTRANT                      | BRAND  | TITLE                         | CATEGORY                        |
|--------------|------------------------------|--|-------------------------------|---------------------------------|
| JAPAN        | BEACON COMMUNICATIONS K.K.   | Nikon  | TEARS                         | Cinematography                  |
| JAPAN        | DENTSU                       | Panasonic  | ECO TECHNOLOGY                | Animation                       |
| JAPAN        | HAKUHODO                     | Google   | GOOGLE<br>CHROME:HATSUNE MIKU | Publications & Media            |
| JAPAN        | HAKUHODO INC                 | dmg::events Japan Co., Ltd. / ad:tech tokyo 2012 | MAGNETIC WORLD                | Art Direction                   |
| LEBANON      | TMI - J.WALTER THOMPSON SARL | Touch  | TOUCH - MY PLAN               | Best Use of Music               |
| LEBANON      | TMI - J.WALTER THOMPSON SARL | Touch  | TOUCH - MY PLAN               | Cinematography                  |
| MEXICO       | PELÍCULAS IMAGINARIAS        | Nuestro México del Futuro                        | NUESTRO MÉXICO DEL FUTURO     | Direction                       |
| MEXICO       | PELÍCULAS IMAGINARIAS        | Nuestro México del Futuro                        | NUESTRO MÉXICO DEL FUTURO     | Cinematography                  |
| MEXICO       | PELÍCULAS IMAGINARIAS        | Nuestro México del Futuro                        | NUESTRO MÉXICO DEL FUTURO     | Editing                         |
| NETHERLANDS  | IFB/MCCANN                   | Royal Sanders, Van Gils parfums                  | VAN GILS, OUR FRAGRANCE       | Cinematography                  |
| NORWAY       | BULLDOZER FILM AS            | Stavanger Symphony Orchestra                     | RHAPSODY                      | Best Use of Music               |
| NORWAY       | MCCANN OSLO                  | Wider  | GRANDPA'S MAGIC TRICK         | Transportation                  |
| NORWAY       | TRY ADVERTISING AGENCY       | Lotto (Norwegian State Lottery)                  | SOCCER-MOM                    | Travel, Tourism & Leisure       |
| SOUTH AFRICA | BLACK RIVER FC               | 1st for Women Insurance                          | WHY WE INSURE WOMEN           | Financial & Investment Services |
| SOUTH AFRICA | Y&R SOUTH AFRICA             | Playboy South Africa / Playboy Magazine          | HAIRSTYLES                    | Publications & Media            |
| SPAIN        | MCCANN SPAIN                 | Grupo Calvo / Atun Calvo                         | WOMEN KNOW IT                 | Foods                           |
| SPAIN        | MCCANN SPAIN                 | Spanish National Lottery                         | VINEYARDS                     | Entertainment & Event Promotion |



## FILM

| COUNTRY        | ENTRANT                  | BRAND                                   | TITLE               | CATEGORY                       |
|----------------|--------------------------|---|---------------------|--------------------------------|
| SPAIN          | MCCANN SPAIN             | Spanish National Lottery / Euromillions | BORN FREE           | Other                          |
| SWEDEN         | CP+B                     | Sony Mobile                             | XPERIA SODA STUNT   | Interactive                    |
| SWEDEN         | FORSMAN & BODENFORS      | Volvo Car Corporation                   | MADE BY SCANDINAVIA | Cinematography                 |
| SWEDEN         | FORSMAN & BODENFORS      | Volvo Group Sweden AB                   | THE BALLERINA STUNT | Automotive Products & Services |
| SWEDEN         | FORSMAN & BODENFORS      | Volvo Group Sweden AB                   | THE BALLERINA STUNT | Best Production Value          |
| SWEDEN         | FORSMAN & BODENFORS      | Volvo Group Sweden AB                   | THE BALLERINA STUNT | Interactive                    |
| SWEDEN         | KING SOLUTIONS           | Lotto/Triss - Swedish lottery           | THE GIFT            | Other                          |
| SWEDEN         | KING SOLUTIONS           | Lotto/Triss - Swedish lottery           | THE GIFT            | Television                     |
| SWITZERLAND    | LEO BURNETT SCHWEIZ AG   | Switzerland Tourism                     | TIME                | Direction                      |
| SWITZERLAND    | LEO BURNETT SCHWEIZ AG   | Switzerland Tourism                     | SUMMER HOLIDAY      | Direction                      |
| SWITZERLAND    | LEO BURNETT SCHWEIZ AG   | Switzerland Tourism                     | TIME                | Cinematography                 |
| SWITZERLAND    | LEO BURNETT SCHWEIZ AG   | Switzerland Tourism                     | SUMMER HOLIDAY      | Cinematography                 |
| UNITED KINGDOM | ABBOTT MEAD VICKERS BBDO | CAMELOT LOTTER                          | HEROS RETURN        | Direction                      |
| UNITED KINGDOM | ABBOTT MEAD VICKERS BBDO | CAMELOT LOTTER                          | HEROS RETURN        | Cinematography                 |
| UNITED KINGDOM | ABBOTT MEAD VICKERS BBDO | DIAGEO GUINNESS                         | SHEEPDOG            | Online                         |
| UNITED KINGDOM | ABBOTT MEAD VICKERS BBDO | PEPSICO DORITOS                         | MARIACHI            | Best Use of Music              |
| UNITED KINGDOM | BETC LONDON              | Danone Baby Nutrition / Cow & Gate      | SUPERGROUP          | Best Use of Music              |

## FILM

| COUNTRY        | ENTRANT                  | BRAND                     | TITLE                        | CATEGORY                                  |
|----------------|--------------------------|---------------------------|------------------------------|---|
| UNITED KINGDOM | BISCUIT FILMWORKS        | Axe/Unilever              | AXE SENSORIES CAMPAIGN       | Cosmetics, Beauty Aids & Toiletries       |
| UNITED KINGDOM | HAVAS WORLDWIDE LONDON   | Credit Suisse             | METAMORPHOSIS                | Art Direction                             |
| UNITED KINGDOM | HAVAS WORLDWIDE LONDON   | Credit Suisse             | CREDIT SUISSE METAMORPHOSIS  | Art Direction                             |
| UNITED KINGDOM | HAVAS WORLDWIDE LONDON   | Reckitt Benckiser/Durex   | DUREX VINYL                  | Best Use of Music                         |
| UNITED KINGDOM | HAVAS WORLDWIDE LONDON   | Unilever/VO5              | VO5 PAGEANT                  | Cinematography                            |
| UNITED KINGDOM | LEO BURNETT LONDON       | McDonald's                | DAVE                         | Direction                                 |
| UNITED KINGDOM | SAATCHI & SAATCHI        | Toyota GT86               | THE REAL DEAL                | Animation                                 |
| UNITED KINGDOM | SAATCHI & SAATCHI        | Guinness                  | PAINT IT BLACK               | Cinematography                            |
| UNITED KINGDOM | WAVE STUDIOS             | Honda                     | SPARK                        | Sound Design                              |
| UNITED KINGDOM | WAVE STUDIOS             | Lurpak                    | RAINBOW                      | Sound Design                              |
| UNITED KINGDOM | WAVE STUDIOS             | Road Safety Awareness     | PERSPECTIVE                  | Sound Design                              |
| USA            | ABBOTT MEAD VICKERS BBDO | DIAGEO GUINNESS           | CLOCK                        | Direction                                 |
| USA            | ABBOTT MEAD VICKERS BBDO | DIAGEO GUINNESS           | CLOCK                        | Cinematography                            |
| USA            | ALMA DDB                 | Hola Mexico Film Festival | GOODBYE CLICHES, HOLA MEXICO | Cinema                                    |
| USA            | BBDO                     | AT&T                      | WARMING UP                   | Visual Effects                            |
| USA            | BBDO                     | AT&T                      | THE NEW POSSIBLE             | Commercial & Professional Public Services |
| USA            | BBDO                     | FedEx/FedEx Cup           | FEDEX CUP TV CAMPAIGN        | Business Equipment & Services             |
| USA            | BBDO                     | FedEx/FedEx Cup           | BAND                         | Business Equipment & Services             |
| USA            | BBDO                     | Foot Locker               | KYRIE IN THE AIR             | Apparel, Footwear & Accessories           |

## FILM

| COUNTRY | ENTRANT                  | BRAND                                   | TITLE                                   | CATEGORY                       |
|---------|--------------------------|---|---|--------------------------------|
| USA     | BBDO                     | Mars Chocolate North America/Snickers   | COACH                                   | Snacks & Sweets                |
| USA     | BBDO                     | Mars Chocolate North America/Snickers   | HORSELESS HEADSMAN                      | Snacks & Sweets                |
| USA     | BBDO                     | Mars Chocolate North America/Twix       | IDEOLOGIES                              | Snacks & Sweets                |
| USA     | CP+B                     | Grey Poupon                             | THE CHASE                               | Online                         |
| USA     | DAVID & GOLIATH          | Kia Motors America                      | SPACE BABIES                            | Automotive Products & Services |
| USA     | DAVID & GOLIATH          | Kia Motors America                      | SPACE BABIES                            | Visual Effects                 |
| USA     | DAVID & GOLIATH          | Kia Motors America                      | BRINGING DOWN THE HOUSE                 | Best Production Value          |
| USA     | DAVID & GOLIATH          | Kia Motors America                      | SPACE BABIES                            | Animation                      |
| USA     | DDB NY                   | New York Powerball                      | YEAH THAT KINDA RICH, INVASION          | Travel, Tourism & Leisure      |
| USA     | DDB NY                   | New York Powerball                      | YEAH THAT KINDA RICH, WRITERS ROOM      | Travel, Tourism & Leisure      |
| USA     | ENERGY BBDO              | Quaker/Quaker Oats                      | QUAKER UP "THE LAKE"                    | Visual Effects                 |
| USA     | GRUPO GALLEGOS           | California Milk Processing Board / Milk | BATTLE                                  | Best Production Value          |
| USA     | GRUPO GALLEGOS           | California Milk Processing Board / Milk | POSITIVITY                              | Best Use of Music              |
| USA     | GRUPO GALLEGOS           | California Milk Processing Board / Milk | POSITIVITY                              | Beverages: Non-alcoholic       |
| USA     | HARVEST FILMS            | GE                                      | FAVORITE THINGS                         | Direction                      |
| USA     | HARVEST FILMS            | GE                                      | FAVORITE THINGS                         | Cinematography                 |
| USA     | HARVEST FILMS            | Nike Surf                               | JUMP ROPE                               | Editing                        |
| USA     | HARVEST FILMS            | Nike Surf                               | JUMP ROPE                               | Sound Design                   |
| USA     | HEIMAT WERBEAGENTUR GMBH | Hornbach Baumarkt AG                    | NO ONE FEELS IT LIKE YOU DO. (SYMPHONY) | Editing                        |
| USA     | HEIMAT WERBEAGENTUR GMBH | Hornbach Baumarkt AG                    | NO ONE FEELS IT LIKE YOU DO. (SYMPHONY) | Best Use of Music              |

## FILM

| COUNTRY | ENTRANT                  | BRAND                          | TITLE                                   | CATEGORY                        |
|---------|--------------------------|--------------------------------|---|---------------------------------|
| USA     | HEIMAT WERBEAGENTUR GMBH | Hornbach Baumarkt AG           | NO ONE FEELS IT LIKE YOU DO. (SYMPHONY) | Sound Design                    |
| USA     | INNOCEAN USA             | Hyundai Motor America / Sonata | SONATA "WHY"                            | Acting                          |
| USA     | KING SOLUTIONS           | Triss/Lotto - Swedish lottery  | THE SPEECH                              | Other                           |
| USA     | KING SOLUTIONS           | Triss/Lotto - Swedish lottery  | THE SPEECH                              | Television                      |
| USA     | MERKLEY + PARTNERS       | Mercedes-Benz                  | SOUL                                    | Automotive Products & Services  |
| USA     | SAATCHI & SAATCHI        | Proctor & Gamble/Tide          | TIDE "STAIN SAVERS" SUPERBOWL SPOT      | Household Products & Services   |
| USA     | VENABLES BELL & PARTNERS | Google/Maps                    | EXPLORE YOUR WORLD                      | Home Electronics & Audio-visual |

## INTEGRATED

| COUNTRY   | ENTRANT                     | BRAND  | TITLE  | CATEGORY                                   |
|-----------|-----------------------------|--|--|--|
| ARGENTINA | PONCE BUENOS AIRES          | Unilever/Axe                                 | YOUNG AND MATURE                               | Cosmetics, Beauty Aids & Toiletries        |
| AUSTRALIA | GPY&R                       | Australian Defence Force Recruiting          | MOBILE MEDIC                                   | Corporate Image, Information & Recruitment |
| AUSTRALIA | GPY&R                       | Australian Defence Force Recruiting          | MOBILE MEDIC                                   | Digital                                    |
| AUSTRALIA | HAVAS WORLDWIDE             | Virgin Mobile Australia                      | FAIR GO BRO                                    | Commercial & Professional Public Services  |
| BELGIUM   | AIR                         | Amnesty International                        | CHILD SOLDIERS                                 | Public Service                             |
| BRAZIL    | LEO BURNETT TAILOR MADE     | Hemoba/Esporte Clube Vitoria - Institutional | MY BLOOD IS RED AND BLACK                      | Public Service                             |
| COLOMBIA  | LOWE/SSP3                   | Colombian Ministry of Defence                | OPERATION BETHLEHEM                            | Public Service                             |
| COLOMBIA  | LOWE/SSP3                   | Colombian Ministry of Defence                | OPERATION BETHLEHEM                            | Politics & Government                      |
| GERMANY   | BBDO GERMANY GMBH           | BUND / Protection of nature                  | TREE CONCERT                                   | Environmental Issues                       |
| GERMANY   | HEIMAT WERBEAGENTUR GMBH    | Adidas                                       | THE BIGGEST CHAMPIONS LEAGUE FINAL OF ALL TIME | Sporting Events                            |
| GERMANY   | HEIMAT WERBEAGENTUR GMBH    | Adidas                                       | THE BIGGEST CHAMPIONS LEAGUE FINAL OF ALL TIME | Corporate Image, Information & Recruitment |
| GERMANY   | HEIMAT WERBEAGENTUR GMBH    | Adidas                                       | THE BIGGEST CHAMPIONS LEAGUE FINAL OF ALL TIME | Branded Entertainment                      |
| ITALY     | M&C SAATCHI                 | FASTWEB                                      | FASTLINE                                       | Outdoor                                    |
| MEXICO    | OGILVY & MATHER, S.A.       | Museum of Memory & Tolerance                 | TWEETBULLETS                                   | Public Service                             |
| SPAIN     | HAVAS SPORT & ENTERTAINMENT | KONAMI/PES 2013                              | ENTER THE GAME                                 | Avant-Garde                                |
| SPAIN     | HAVAS SPORT & ENTERTAINMENT | KONAMI/PES 2013                              | ENTER THE GAME                                 | Digital                                    |

## INTEGRATED

| COUNTRY        | ENTRANT                     | BRAND                     | TITLE                                  | CATEGORY                                   |
|----------------|-----------------------------|---------------------------|--|--|
| SPAIN          | HAVAS SPORT & ENTERTAINMENT | KONAMI/PES 2013           | ENTER THE GAME                         | Travel, Tourism & Leisure                  |
| SPAIN          | HAVAS SPORT & ENTERTAINMENT | KONAMI/PES 2013           | ENTER THE GAME                         | Branded Entertainment                      |
| SWEDEN         | DDB STOCKHOLM               | Swedish Armed Forces      | WHO CARES?                             | Avant-Garde                                |
| SWEDEN         | DDB STOCKHOLM               | Swedish Armed Forces      | WHO CARES?                             | Corporate Image, Information & Recruitment |
| SWEDEN         | FORSMAN & BODENFORS         | E.ON                      | SWEDEN'S LARGEST ENERGY EXPERIMENT     | Household Products & Services              |
| SWEDEN         | FORSMAN & BODENFORS         | Volvo Group Sweden AB     | LAUNCH OF THE NEW VOLVO FH             | Digital                                    |
| SWEDEN         | FORSMAN & BODENFORS         | Volvo Group Sweden AB     | LAUNCH OF THE NEW VOLVO FH             | Automotive Products & Services             |
| UNITED KINGDOM | BARTLE BOGLE HEGARTY        | The Guardian              | THREE LITTLE PIGS                      | Publications & Media                       |
| USA            | ABBOTT MEAD VICKERS BBDO    | SNICKERS                  | YNYWYH                                 | Foods                                      |
| USA            | BBDO                        | Save the Children         | EVERY BEAT MATTERS INTEGRATED CAMPAIGN | Collateral & Direct                        |
| USA            | BBDO                        | Save the Children         | EVERY BEAT MATTERS INTEGRATED CAMPAIGN | Public Service                             |
| USA            | BBDO SAN FRANCISCO          | Pima Air and Space Museum | GREAT PAPER AIRPLANE PROJECT           | Travel, Tourism & Leisure                  |
| USA            | DDB NY                      | NYC Ballet                | FAILE, ART SERIES                      | Entertainment & Event Promotion            |
| USA            | DIGITAS                     | American Express          | SMALL BUSINESS SATURDAY                | Avant-Garde                                |
| USA            | LEO BURNETT CHICAGO         | Peace One Day             | RECIPEACE                              | Public Service                             |
| USA            | R/GA                        | Nike                      | NIKE+ FUELBAND                         | Avant-Garde                                |
| USA            | R/GA                        | Nike                      | NIKE+ FUELBAND                         | Apparel, Footwear & Accessories            |
| USA            | R/GA                        | Nike                      | NIKE+ FUELBAND                         | Digital                                    |

## OUTDOOR

| COUNTRY   | ENTRANT                            | BRAND  | TITLE                         | CATEGORY                                  |
|-----------|------------------------------------|--|-------------------------------|---|
| ARGENTINA | DEL CAMPO SAATCHI & SAATCHI        | AbInBev / Norte                              | NORTE PHOTOBLOCKER            | Beverages: Alcoholic                      |
| AUSTRALIA | CLEMENGER BBDO                     | TEDx   | MIMEISTHAI                    | Entertainment & Event Promotion           |
| AUSTRALIA | GPY&R                              | Australian Defence Force Recruiting          | MOBILE MEDIC                  | Mobile Billboards                         |
| BELGIUM   | DUVAL GUILLAUME NV                 | Coca-Cola Zero                               | YOU HAVE 70 SECONDS           | Beverages: Non-alcoholic                  |
| BELGIUM   | DUVAL GUILLAUME NV                 | Febelfin                                     | MIND READER                   | Financial & Investment Services           |
| BELGIUM   | DUVAL GUILLAUME NV                 | Turner Broadcasting System Europe Ltd.       | PUSH TO ADD DRAMA             | Publications & Media                      |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA        | Audi Brasil                                  | QUATTRO                       | Art Direction                             |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA        | Bayer  | HEADACHE                      | Healthcare Products & Services            |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA        | Bayer  | CELL MATE                     | Healthcare Products & Services            |
| BRAZIL    | DDB BRASIL                         | C&A  | FASHION LIKE                  | Retail Stores                             |
| BRAZIL    | DDB BRASIL                         | BRAZILIAN ACADEMY OF ART                     | + ART                         | Commercial & Professional Public Services |
| BRAZIL    | LEO BURNETT TAILOR MADE            | Hemoba/Esporte Clube Vitoria - Institutional | MY BLOOD IS RED AND BLACK     | Sporting Events                           |
| BRAZIL    | PUBLICIS                           | SBT BROADCAST TV                             | CONTROL TOYS                  | Ambient                                   |
| BRAZIL    | PUBLICIS                           | SBT BROADCAST TV                             | CONTROL TOYS                  | Publications & Media                      |
| BRAZIL    | Y&R SÃO PAULO                      | Fundação Telefonica                          | BEER FOR KIDS                 | Commercial & Professional Public Services |
| CHINA     | SHANGHAI BAODI ADVERTISING CO.,LTD | Clarks                                       | SPONGE STREET                 | Installations                             |
| FRANCE    | OGILVY FRANCE                      | Ferrero/Tic Tac                              | THE WORST BREATH IN THE WORLD | Ambient                                   |

## OUTDOOR

| COUNTRY | ENTRANT                               | BRAND                                  | TITLE  | CATEGORY                                   |
|---------|---------------------------------------|--|--|--|
| FRANCE  | OGILVY FRANCE                         | Ford / Ford Park Assist System         | PIN BALL PARK  | Ambient                                    |
| FRANCE  | OGILVY FRANCE                         | Ford / Ford Park Assist System         | PIN BALL PARK  | Automotive Products & Services             |
| FRANCE  | PUBLICIS CONSEIL / PUBLICIS WORLDWIDE | Ray-Ban                                | RAY-BAN 75 YEARS OF LEGENDS                              | Photography                                |
| FRANCE  | PUBLICIS CONSEIL / PUBLICIS WORLDWIDE | Ray-Ban                                | RAY-BAN 75 YEARS OF LEGENDS                              | Photography                                |
| FRANCE  | TBWA\PARIS                            | SNCF                                   | TAKE A LOOK AT BRUSSELS                                  | Transportation                             |
| GERMANY | BBDO GERMANY GMBH                     | BUND / Protection of nature            | TREE CONCERT   | Installations                              |
| GERMANY | DRAFTFCB DEUTSCHLAND GMBH             | The Hamburg Philharmonic Orchestra     | PHILHARMONIKER - WHEN MUSIC STARTS TO FLOW INTO PICTURES | Illustration                               |
| GERMANY | HEIMAT WERBEAGENTUR GMBH              | Adidas                                 | THE BIGGEST CHAMPIONS LEAGUE FINAL OF ALL TIME           | Sporting Events                            |
| GERMANY | HEIMAT WERBEAGENTUR GMBH              | Adidas                                 | THE BIGGEST CHAMPIONS LEAGUE FINAL OF ALL TIME           | Sporting Events                            |
| GERMANY | KOLLE REBBE GMBH                      | Bischoefliches Hilfswerk MISEREOR e.V. | MISEREOR - THE POWER OF A COIN                           | Installations                              |
| GERMANY | KOLLE REBBE GMBH                      | Bischoefliches Hilfswerk MISEREOR e.V. | MISEREOR - THE POWER OF A COIN                           | Art Direction                              |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG       | Amnesty International                  | AMNESTY BLACK BOX  | Installations                              |
| GERMANY | SERVICEPLAN GROUP GMBH & CO. KG       | Chaos Crew Tattoo-Studio               | THE TATTOOED POSTER                                      | Illustration                               |
| ITALY   | M&C SAATCHI                           | FASTWEB                                | FASTLINE   | Ambient                                    |
| SWEDEN  | DDB STOCKHOLM                         | Swedish Armed Forces                   | WHO CARES?   | Corporate Image, Information & Recruitment |
| SWEDEN  | DDB STOCKHOLM                         | Swedish Armed Forces                   | WHO CARES?   | Ambient                                    |



## OUTDOOR

| COUNTRY              | ENTRANT                            | BRAND                          | TITLE                          | CATEGORY                                   |
|----------------------|------------------------------------|--------------------------------|--------------------------------|--|
| SWEDEN               | KING SOLUTIONS                     | Triss/Lotto - Swedish lottery  | SUDDENLY, IT HAPPENS           | Posters                                    |
| SWEDEN               | KING SOLUTIONS                     | Triss/Lotto - Swedish lottery  | SUDDENLY, IT HAPPENS           | Other                                      |
| UNITED ARAB EMIRATES | JWT DUBAI                          | Kinokuniya                     | BOOKENDS                       | Corporate Image, Information & Recruitment |
| UNITED ARAB EMIRATES | Y&R DUBAI                          | Al Nisr Publishing / Gulf News | THE 'HEADLINE NEWS' CUP SLEEVE | Publications & Media                       |
| UNITED ARAB EMIRATES | Y&R DUBAI                          | Harvey Nichols                 | PELICANS                       | Retail Stores                              |
| UNITED KINGDOM       | R/GA                               | Nike                           | NIKE+ FUELFEST                 | Apparel, Footwear & Accessories            |
| USA                  | BBDO                               | Save the Children              | THE HEARTBEATS OF MANY         | Installations                              |
| USA                  | CP+B                               | Paddy Power                    | SKY TWEETS                     | Ambient                                    |
| USA                  | KIRSHENBAUM BOND SENEAL + PARTNERS | BMW North America / BMW i      | A WINDOW INTO THE NEAR FUTURE  | Digital Billboards                         |
| USA                  | KIRSHENBAUM BOND SENEAL + PARTNERS | BMW North America / BMW i      | A WINDOW INTO THE NEAR FUTURE  | Automotive Products & Services             |

## PRINT

| COUNTRY   | ENTRANT                     | BRAND                                      | TITLE   | CATEGORY                       |
|-----------|-----------------------------|--|---|--------------------------------|
| AUSTRALIA | CLEMENGER BBDO              | Carlton and United Breweries / Carlton Mid | SPENDING TOO MUCH TIME WITH THE WIFE / LYING DOWN | Beverages: Alcoholic           |
| AUSTRALIA | CLEMENGER BBDO              | Carlton and United Breweries / Carlton Mid | SPENDING TOO MUCH TIME WITH THE WIFE? / BLONDES   | Beverages: Alcoholic           |
| AUSTRALIA | CLEMENGER BBDO              | Carlton and United Breweries / Carlton Mid | SPENDING TOO MUCH TIME WITH THE WIFE?             | Beverages: Alcoholic           |
| AUSTRALIA | CLEMENGER BBDO              | Carlton and United Breweries / Carlton Mid | SPENDING TOO MUCH TIME WITH THE WIFE? / REDHEADS  | Beverages: Alcoholic           |
| AUSTRALIA | CLEMENGER BBDO              | GE Australia                               | GE WORKS  | Business Equipment & Services  |
| AUSTRALIA | CLEMENGER BBDO              | GE Australia                               | GE WORKS  | Magazine                       |
| AUSTRALIA | CLEMENGER BBDO BRISBANE     | Olive Branch Health Food Store             | JARS  | Art Direction                  |
| AUSTRALIA | LEO BURNETT SYDNEY          | Diageo/Bundaberg Red                       | BUNDY RED PRINT CAMPAIGN                          | Art Direction                  |
| AUSTRALIA | LEO BURNETT SYDNEY          | Diageo/Bundaberg Red                       | BUNDY RED PRINT CAMPAIGN                          | Beverages: Alcoholic           |
| AUSTRALIA | LEO BURNETT SYDNEY          | Diageo/Bundaberg Red                       | BUNDY RED PRINT CAMPAIGN                          | Copywriting                    |
| AUSTRIA   | DDB TRIBAL WIEN GMBH        | McDonald's                                 | THE MORNING IS HARD ENOUGH                        | Art Direction                  |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA | Audi Brasil                                | QUATTRO   | Automotive Products & Services |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA | Audi Brasil                                | MONKEY  | Art Direction                  |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA | Audi Brasil                                | MONKEY  | Automotive Products & Services |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA | Bayer                                      | CELL MATE   | Copywriting                    |
| BRAZIL    | ALMAPBBDO COMUNICAÇÕES LTDA | Bayer                                      | HEADACHE  | Copywriting                    |

## PRINT

| COUNTRY | ENTRANT                        | BRAND                 | TITLE                         | CATEGORY                                   |
|---------|--------------------------------|-----------------------|-------------------------------|--|
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Bayer                 | CELL MATE                     | Healthcare Products & Services             |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Bayer                 | HEADACHE                      | Healthcare Products & Services             |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Billboard Brasil      | BLACK SABBATH                 | Illustration                               |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Billboard Brasil      | MUSIC. SEE WHAT IT'S MADE OF. | Illustration                               |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Billboard Brasil      | BLACK SABBATH                 | Art Direction                              |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Billboard Brasil      | MUSIC. SEE WHAT IT'S MADE OF. | Art Direction                              |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Getty Images          | ALI                           | Corporate Image, Information & Recruitment |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Gillette              | FLOWERS                       | Photography                                |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | MAN Latin America     | THE RIGHT SIZE FOR YOUR NEEDS | Photography                                |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | MAN Latin America     | THE RIGHT SIZE FOR YOUR NEEDS | Automotive Products & Services             |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | MAN Latin America     | SUPERMARKET                   | Photography                                |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | TOP Destinos          | EIFFEL TOWER                  | Illustration                               |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | TOP Destinos          | BIG BEN                       | Illustration                               |
| BRAZIL  | ALMAPBBDO<br>COMUNICAÇÕES LTDA | Volkswagen do Brasil  | BEEP-BEEP                     | Automotive Products & Services             |
| BRAZIL  | LEO BURNETT TAILOR<br>MADE     | Fiat / original parts | ORIGINAL PARTS                | Automotive Products & Services             |

## PRINT

| COUNTRY | ENTRANT                               | BRAND                     | TITLE                       | CATEGORY                        |
|---------|---------------------------------------|---------------------------|-----------------------------|---------------------------------|
| BRAZIL  | Y&R SÃO PAULO                         | Cafe BonoGrao             | EYELASHES                   | Beverages: Non-alcoholic        |
| BRAZIL  | Y&R SÃO PAULO                         | Cafe BonoGrao             | EYELASHES                   | Illustration                    |
| BRAZIL  | Y&R SÃO PAULO                         | Goodyear                  | CARBALL                     | Automotive Products & Services  |
| BRAZIL  | Y&R SÃO PAULO                         | LG                        | DIFFERENT SIDES             | Art Direction                   |
| BRAZIL  | Y&R SÃO PAULO                         | LG                        | DIFFERENT SIDES             | Home Electronics & Audio-visual |
| BRAZIL  | Y&R SÃO PAULO                         | Perdigao                  | X-RAY                       | Foods                           |
| BRAZIL  | Y&R SÃO PAULO                         | Perdigao                  | SAD DOGS                    | Photography                     |
| CHILE   | PROLAM, YOUNG & RUBICAM               | Colgate / Floss           | FARM ANIMALS                | Photography                     |
| FRANCE  | DDB                                   | ANLCI                     | FIGHT FOR LITERACY 2        | Politics & Government           |
| FRANCE  | DDB                                   | Musée de la Grande Guerre | MUSÉE DE LA GRANDE GUERRE   | Entertainment & Event Promotion |
| FRANCE  | HEREZIE                               | Spotless / Vapona         | STOP TRYING                 | Household Products & Services   |
| FRANCE  | PUBLICIS CONSEIL                      | Samusocial                | A WOMAN S NIGHTMARE         | Photography                     |
| FRANCE  | PUBLICIS CONSEIL                      | Sooruz                    | FLEXIBLE WETSUITS           | Photography                     |
| FRANCE  | PUBLICIS CONSEIL                      | Sooruz                    | FLEXIBLE WETSUITS           | Art Direction                   |
| FRANCE  | PUBLICIS CONSEIL / PUBLICIS WORLDWIDE | Ray-Ban                   | RAY-BAN 75 YEARS OF LEGENDS | Photography                     |
| FRANCE  | PUBLICIS CONSEIL / PUBLICIS WORLDWIDE | Ray-Ban                   | RAY-BAN 75 YEARS OF LEGENDS | Apparel, Footwear & Accessories |
| FRANCE  | PUBLICIS CONSEIL / PUBLICIS WORLDWIDE | Ray-Ban                   | RAY-BAN 75 YEARS OF LEGENDS | Apparel, Footwear & Accessories |
| FRANCE  | PUBLICIS CONSEIL / PUBLICIS WORLDWIDE | Ray-Ban                   | RAY-BAN 75 YEARS OF LEGENDS | Photography                     |
| FRANCE  | TBWA\PARIS                            | Amnesty International     | ARMS TRADE                  | Art Direction                   |
| FRANCE  | TBWA\PARIS                            | Amnesty International     | INDEPENDENCE                | Photography                     |
| FRANCE  | YOUNG & RUBICAM PARIS                 | Meccano                   | BUILD IT                    | Travel, Tourism & Leisure       |

## PRINT

| COUNTRY      | ENTRANT                         | BRAND                                   | TITLE                             | CATEGORY                                   |
|--------------|---------------------------------|---|-----------------------------------|--|
| GERMANY      | DDB TRIBAL GROUP GMBH           | Volkswagen AG                           | HEDGEHOG AND FISH                 | Automotive Products & Services             |
| GERMANY      | SERVICEPLAN GROUP GMBH & CO. KG | Innocence in Danger e.V.                | THE DAILY ABUSE                   | Newspaper                                  |
| GERMANY      | SERVICEPLAN GROUP GMBH & CO. KG | Innocence in Danger e.V.                | THE DAILY ABUSE                   | Corporate Image, Information & Recruitment |
| GERMANY      | SERVICEPLAN GROUP GMBH & CO. KG | Innocence in Danger e.V.                | THE DAILY ABUSE                   | Art Direction                              |
| INDIA        | LEO BURNETT                     | Coke Studio                             | REFLECTIONS OF MUSIC              | Magazine                                   |
| INDONESIA    | HAKUHODO                        | Berlitz                                 | AFROCHINA                         | Magazine                                   |
| ISRAEL       | GREY - ISRAEL TEL AVIV          | Shanti House                            | WHEN THE MARGINS BECOME THE MEDIA | Newspaper                                  |
| LITHUANIA    | NEW!                            | Mint Vinetu                             | BOOKS CHANGE WITH YOU             | Retail Stores                              |
| MEXICO       | TERAN TBWA                      | MODELO ESPECIAL                         | SPECIAL AMONG THE GREAT           | Illustration                               |
| PUERTO RICO  | DE LA CRUZ & ASSOCIATES         | Procter & Gamble, Febreze Car           | GARBAGE TRUCK                     | Automotive Products & Services             |
| SOUTH AFRICA | DDB SOUTH AFRICA                | McDonald's South Africa                 | MONSTERS                          | Newspaper                                  |
| SOUTH AFRICA | DDB SOUTH AFRICA                | McDonald's South Africa                 | MONSTERS                          | Restaurants & Retail Foods                 |
| SOUTH AFRICA | DDB SOUTH AFRICA                | McDonald's South Africa                 | MONSTERS                          | Illustration                               |
| SOUTH AFRICA | Y&R SOUTH AFRICA                | Land Rover / Defender                   | NIGHT EYES                        | Automotive Products & Services             |
| SOUTH AFRICA | Y&R SOUTH AFRICA                | Land Rover / Defender                   | NIGHT EYES                        | Photography                                |
| SOUTH AFRICA | Y&R SOUTH AFRICA                | Playboy South Africa / Playboy Magazine | MORE THAN                         | Art Direction                              |
| SOUTH AFRICA | Y&R SOUTH AFRICA                | Playboy South Africa / Playboy Magazine | MORE THAN                         | Publications & Media                       |
| SOUTH AFRICA | Y&R SOUTH AFRICA                | Playboy South Africa / Playboy Magazine | MORE THAN                         | Photography                                |

## PRINT

| COUNTRY              | ENTRANT                        | BRAND  | TITLE   | CATEGORY                        |
|----------------------|--------------------------------|--|---|---------------------------------|
| SPAIN                | TBWA ESPANA                    | Sony Computer Entertainment / Sony Playstation                       | MOUSE AND CHEESE                              | Home Electronics & Audio-visual |
| SWEDEN               | KING SOLUTIONS                 | Triss/Lotto - Swedish lottery  | SUDDENLY, IT HAPPENS                          | Newspaper                       |
| SWEDEN               | KING SOLUTIONS                 | Triss/Lotto - Swedish lottery  | SUDDENLY, IT HAPPENS                          | Other                           |
| THAILAND             | THE LEO BURNETT GROUP THAILAND | Don't Drive Drunk Foundation   | VODKA SUICIDE / WHISKY SUICIDE / WINE SUICIDE | Art Direction                   |
| THAILAND             | THE LEO BURNETT GROUP THAILAND | The Center For The Protection Of Children's Rights Foundation (CPCR) | A GIRL / A BOY / A GIRL 2                     | Photography                     |
| UNITED ARAB EMIRATES | Y&R DUBAI                      | Harvey Nichols   | MAXIMUM IMPACT                                | Illustration                    |
| UNITED ARAB EMIRATES | Y&R DUBAI                      | Harvey Nichols   | PELICANS                                      | Retail Stores                   |
| UNITED ARAB EMIRATES | Y&R DUBAI                      | Harvey Nichols   | MAXIMUM IMPACT                                | Retail Stores                   |
| UNITED ARAB EMIRATES | Y&R DUBAI                      | Harvey Nichols   | PELICANS                                      | Photography                     |
| UNITED ARAB EMIRATES | Y&R DUBAI                      | Land Rover / Land Rover  | MONOLOGUE                                     | Copywriting                     |
| USA                  | BBDO                           | Mars Chocolate North America/Snickers                                | NFL PRINT CAMPAIGN                            | Snacks & Sweets                 |
| USA                  | BBDO                           | Save the Children  | HEARTBEAT PORTRAITS PRINT CAMPAIGN            | Art Direction                   |
| USA                  | BBDO                           | Save the Children  | HEARTBEAT PORTRAITS PRINT CAMPAIGN            | Illustration                    |

## PUBLIC & MEDIA RELATIONS

| COUNTRY   | ENTRANT                          | BRAND  | TITLE  | CATEGORY                             |
|-----------|----------------------------------|--|--|--------------------------------------|
| AUSTRALIA | WHYBIN/TBWA                      | Nissan Motor Co<br>Australia                                       | NISSAN LEAF: A WORLD<br>WITHOUT PETROL             | Live Events                          |
| AUSTRALIA | WHYBIN/TBWA                      | Nissan Motor Co<br>Australia                                       | NISSAN LEAF: A WORLD<br>WITHOUT PETROL             | Automotive Products &<br>Services    |
| AUSTRALIA | WHYBIN/TBWA                      | Nissan Motor Co<br>Australia                                       | NISSAN LEAF: A WORLD<br>WITHOUT PETROL             | Product/Brand Launch<br>or Re-launch |
| BELGIUM   | PUBLICIS BRUSSELS                | BNP Paribas Fortis   | RSCA HYMN  | Sponsorship                          |
| CANADA    | LEO BURNETT, TORONTO             | Raising The Roof   | THE STREET HOUSE                                   | Live Events                          |
| CHINA     | BBDO CHINA CO, LTD               | Volkswagen Group<br>China / The People's<br>Car Project            | HOVER CAR  | Automotive Products &<br>Services    |
| CHINA     | BBDO CHINA CO, LTD               | Volkswagen Group<br>China / The People's<br>Car Project            | HOVER CAR  | Social Media                         |
| COLOMBIA  | Y&R COLOMBIA                     | Homecenter   | LEND YOUR HOUSE TO "EL<br>TINO"                    | Celebrity Endorsement                |
| GERMANY   | BBDO GERMANY GMBH                | BUND / Protection of<br>nature                                     | TREE CONCERT                                       | Live Events                          |
| GERMANY   | BBDO GERMANY GMBH                | Sky / Sky Go   | THE TALKING WINDOW                                 | Product/Brand Launch<br>or Re-launch |
| GERMANY   | CONRAD CAINE GMBH                | Sky Germany  | FOOTBALL + FOOTBALL                                | Live Events                          |
| GERMANY   | DDB TRIBAL GROUP<br>GMBH         | Deutsche Telekom /<br>Mobile Internet                              | MOVE ON  | International                        |
| GERMANY   | DDB TRIBAL GROUP<br>GMBH         | Diesel / Bling for Good  | BLING FOR GOOD                                     | Apparel, Footwear &<br>Accessories   |
| GERMANY   | DDB TRIBAL GROUP<br>GMBH         | Steinway & Sons /<br>Imagine Series Limited<br>Edition Grand Piano | PIANO FOR PEACE                                    | Other                                |
| GERMANY   | HEIMAT WERBEAGENTUR<br>GMBH      | Adidas AG  | THE BIGGEST CHAMPIONS<br>LEAGUE FINAL OF ALL TIME. | Sporting Events                      |
| GERMANY   | KOLLE REBBE GMBH                 | Gerstenberg Verlag   | THE REAL COOKBOOK                                  | Publications & Media                 |
| GERMANY   | LUKAS LINDEMANN<br>ROSINSKI GMBH | Daimler AG/Mercedes-<br>Benz                                       | MACGYVER AND THE NEW<br>CITAN                      | Automotive Products &<br>Services    |

## PUBLIC & MEDIA RELATIONS

| COUNTRY            | ENTRANT                          | BRAND                              | TITLE                           | CATEGORY                                   |
|--------------------|----------------------------------|------------------------------------|---------------------------------|--|
| GERMANY            | LUKAS LINDEMANN<br>ROSINSKI GMBH | Daimler AG/Mercedes-Benz           | MACGYVER AND THE NEW CITAN      | Product/Brand Launch or Re-launch          |
| GERMANY            | LUKAS LINDEMANN<br>ROSINSKI GMBH | Daimler AG/Mercedes-Benz           | MACGYVER AND THE NEW CITAN      | Celebrity Endorsement                      |
| GERMANY            | SAATCHI & SAATCHI<br>BERLIN      | Samusocial                         | DAYS OF HOPE                    | Media Relations                            |
| ITALY              | PUBLICIS ITALY                   | Heineken                           | THE REAL MASTER OF INTUITION    | Live Events                                |
| ITALY              | PUBLICIS ITALY                   | Heineken International             | HEINEKEN REACH THE SUNRISE      | Beverages: Alcoholic                       |
| JAPAN              | PROJECTOR                        | Panasonic / Solar Energy Solutions | ECLIPSE LIVE FROM FUJIYAMA      | Social Media                               |
| NETHERLANDS        | HAVAS WORLDWIDE<br>AMSTERDAM     | Metropole Orkest                   | METROPOLE TWEETPHONY            | Social Media                               |
| NORWAY             | MCCANN OSLO                      | Widerøe                            | EXCHANGE FLIGHT & AIRLINE       | Transportation                             |
| RUSSIAN FEDERATION | MEDIABLO LLC                     | The Village                        | PARKING DOUCHE                  | Publications & Media                       |
| SWEDEN             | AKESTAM HOLST                    | Pause Home Entertainment           | CATACOMBO SOUND SYSTEM          | Social Media                               |
| SWEDEN             | AKESTAM HOLST                    | Pause Home Entertainment           | CATACOMBO SOUND SYSTEM          | Retail Stores                              |
| SWEDEN             | FORSMAN &<br>BODENFORS           | Volvo Group Sweden AB              | THE BALLERINA STUNT             | Automotive Products & Services             |
| SWEDEN             | PRIME PR I SVERIGE AB            | ACO                                | BEAUTY SHARE                    | Cosmetics, Beauty Aids & Toiletries        |
| SWEDEN             | PRIME PR I SVERIGE AB            | Civil Rights Defenders             | CIVIL RIGHTS CAPTCHA            | Digital                                    |
| SWEDEN             | PRIME PR I SVERIGE AB            | Comfort                            | PLUMBERS WITHOUT BORDERS        | Corporate Image, Information & Recruitment |
| SWEDEN             | PRIME PR I SVERIGE AB            | Lulea Business Agency              | THE NODE POLE                   | International                              |
| USA                | 360I                             | Kraft Foods / Oscar Mayer          | THE GREAT AMERICAN BACON BARTER | Social Media                               |



## PUBLIC & MEDIA RELATIONS

| COUNTRY | ENTRANT            | BRAND                     | TITLE                        | CATEGORY                  |
|---------|--------------------|---------------------------|------------------------------|---------------------------|
| USA     | BBDO SAN FRANCISCO | Pima Air and Space Museum | GREAT PAPER AIRPLANE PROJECT | Travel, Tourism & Leisure |
| USA     | BBDO SAN FRANCISCO | Uncle Ben's               | BEN'S BEGINNERS              | Foods                     |

## PUBLIC SERVICE ANNOUNCEMENTS

| COUNTRY   | ENTRANT              | BRAND                                 | TITLE   | CATEGORY                          |
|-----------|----------------------|---------------------------------------|---|-----------------------------------|
| ARGENTINA | DDB ARGENTINA        | Volkswagen                            | CHEF  | Civic & Social Education          |
| ARGENTINA | TBWA\BUENOS AIRES    | Nissan                                | THE CALL  | Civic & Social Education          |
| AUSTRALIA | CLEMENGER BBDO       | Keep Australia Beautiful              | PICK UP   | Environmental Issues              |
| AUSTRALIA | GEORGE PATTERSON Y&R | Juvenile Diabetes Research Foundation | TIMOTHY   | Philanthropic Appeals             |
| AUSTRALIA | GPY&R                | Ladder                                | HOMEPAGE FOR THE HOMELESS                               | Philanthropic Appeals             |
| AUSTRALIA | MCCANN               | Metro Trains                          | DUMB WAYS TO DIE  | Civic & Social Education          |
| AUSTRALIA | MCCANN               | Metro Trains                          | DUMB WAYS TO DIE - RADIO                                | Civic & Social Education          |
| AUSTRALIA | MCCANN               | Metro Trains                          | DUMB WAYS TO DIE  | Civic & Social Education          |
| AUSTRALIA | MCCANN               | Metro Trains                          | DUMB WAYS TO DIE  | Civic & Social Education          |
| AUSTRALIA | SAPIENTNITRO         | Project Rokit                         | EARPHONE BULLY  | Promotion of Peace & Human Rights |
| BELGIUM   | AIR                  | Amnesty International                 | OUR OWN CHILD SOLDIER                                   | Promotion of Peace & Human Rights |
| BELGIUM   | OGILVY GROUP         | Alzheimer's Disease International     | DONATE YOUR FACEBOOK TIMELINE FOR WORLD ALZHEIMER'S DAY | Civic & Social Education          |
| BELGIUM   | PUBLICIS BRUSSELS    | Renault Group                         | COURTESY DAY  | Civic & Social Education          |
| BELGIUM   | PUBLICIS BRUSSELS    | Responsible Young Drivers (RYD)       | THE IMPOSSIBLE TEXT&DRIVE TEST                          | Civic & Social Education          |
| BELGIUM   | PUBLICIS BRUSSELS    | Responsible Young Drivers (RYD)       | THE IMPOSSIBLE TEXT&DRIVE TEST                          | Civic & Social Education          |
| BELGIUM   | PUBLICIS BRUSSELS    | RSF (Reporters Without Borders)       | BLOOD WRITING   | Promotion of Peace & Human Rights |

## PUBLIC SERVICE ANNOUNCEMENTS

| COUNTRY  | ENTRANT                     | BRAND                                   | TITLE               | CATEGORY                          |
|----------|-----------------------------|---|---------------------|-----------------------------------|
| BELGIUM  | PUBLICIS BRUSSELS           | RSF (Reporters Without Borders)         | VROOOAR BAHRAIN     | Promotion of Peace & Human Rights |
| BRAZIL   | Y&R SÃO PAULO               | Fundação Telefonica                     | BEER FOR KIDSS      | Civic & Social Education          |
| BRAZIL   | Y&R SÃO PAULO               | Santa Casa de Misericórdia de São Paulo | QR TKS              | Philanthropic Appeals             |
| CANADA   | LEO BURNETT, TORONTO        | Raising The Roof                        | DOG, OUTSIDE, JOB   | Philanthropic Appeals             |
| COLOMBIA | LEO BURNETT COLOMBIANA S.A. | Cruz Roja Colombiana                    | NAMES OF BLOOD      | Civic & Social Education          |
| COLOMBIA | LEO BURNETT COLOMBIANA S.A. | Cruz Roja Colombiana                    | ALEX-ANDRA          | Philanthropic Appeals             |
| DUBAI    | Y&R DUBAI                   | Red Cross / Red Cross Lebanon           | HEROES WANTED       | Philanthropic Appeals             |
| DUBAI    | Y&R DUBAI                   | Red Cross / Red Cross Lebanon           | HEROES WANTED       | Philanthropic Appeals             |
| FINLAND  | HAVAS WORLDWIDE HELSINKI    | Fragile Childhood organization          | MONSTERS            | Civic & Social Education          |
| FRANCE   | PUBLICIS CONSEIL            | Samusocial                              | A WOMAN S NIGHTMARE | Promotion of Peace & Human Rights |
| FRANCE   | TBWA\PARIS                  | Amnesty International                   | INDEPENDENCE        | Promotion of Peace & Human Rights |
| FRANCE   | W&CIE                       | Federation Nationale Solidario Femmes   | BREATHE             | Promotion of Peace & Human Rights |
| FRANCE   | YOUNG & RUBICAM PARIS       | Surfrider Foundation Europe             | BE PROUD            | Environmental Issues              |
| FRANCE   | YOUNG & RUBICAM PARIS       | Surfrider Foundation Europe             | BE PROUD            | Environmental Issues              |
| FRANCE   | YOUNG & RUBICAM PARIS       | Surfrider Foundation Europe             | BE PROUD - BOOT     | Environmental Issues              |
| GERMANY  | BBDO GERMANY GMBH           | BUND / Protection of nature             | TREE CONCERT        | Environmental Issues              |

## PUBLIC SERVICE ANNOUNCEMENTS

| COUNTRY | ENTRANT                                | BRAND  | TITLE                             | CATEGORY                             |
|---------|--|--|-----------------------------------|--------------------------------------|
| GERMANY | BBDO GERMANY GMBH                      | BUND / Protection of nature                          | TREE CONCERT                      | Environmental Issues                 |
| GERMANY | BBDO GERMANY GMBH                      | Caritas / Fundraising                                | FACEBOOK APP<br>FOODSHARING       | Philanthropic Appeals                |
| GERMANY | GRABARZ & PARTNER<br>WERBEAGENTUR GMBH | Bundesverband<br>Deutsche Tafel e.V.                 | MILES FOR MEALS                   | Civic & Social<br>Education          |
| GERMANY | KOLLE REBBE GMBH                       | Bischoefliches<br>Hilfswerk MISEREOR<br>e.V.         | MISEREOR - THE POWER OF<br>A COIN | Philanthropic Appeals                |
| GERMANY | SAATCHI & SAATCHI<br>BERLIN            | Samusocial   | DAYS OF HOPE                      | Philanthropic Appeals                |
| GERMANY | SERVICEPLAN GROUP<br>GMBH & CO. KG     | Innocence in Danger<br>e.V.                          | THE DAILY ABUSE                   | Promotion of Peace &<br>Human Rights |
| GERMANY | SERVICEPLAN GROUP<br>GMBH & CO. KG     | Innocence in Danger<br>e.V.                          | THE DAILY ABUSE                   | Promotion of Peace &<br>Human Rights |
| GERMANY | SERVICEPLAN GROUP<br>GMBH & CO. KG     | Johanniter-Unfall-Hilfe<br>e.V.                      | RADIO GHOSTS                      | Civic & Social<br>Education          |
| GERMANY | SERVICEPLAN GROUP<br>GMBH & CO. KG     | SANYO VIDEO Vertrieb<br>AG                           | SANTEC                            | Civic & Social<br>Education          |
| GERMANY | SERVICEPLAN GROUP<br>GMBH & CO. KG     | ALIVE - Coalition to<br>Abolish the Death<br>Penalty | TROY DAVIS - I AM ALIVE           | Promotion of Peace &<br>Human Rights |
| GERMANY | SERVICEPLAN GROUP<br>GMBH & CO. KG     | Amnesty International                                | AMNESTY BLACK BOX                 | Promotion of Peace &<br>Human Rights |
| GERMANY | SERVICEPLAN GROUP<br>GMBH & CO. KG     | Gluecklicher<br>Nichtraucher                         | SMOKER'S CALLS                    | Civic & Social<br>Education          |
| INDIA   | LEO BURNETT                            | Bombay bookseller &<br>publishers association        | BLOODY BOOK                       | Philanthropic Appeals                |
| INDIA   | LEO BURNETT                            | Door step School                                     | INK PAD                           | Civic & Social<br>Education          |
| ISRAEL  | MCCANN ERICKSON                        | Shorashim Group                                      | DONATE WITH STYLE                 | Civic & Social<br>Education          |

## PUBLIC SERVICE ANNOUNCEMENTS

| COUNTRY            | ENTRANT                                  | BRAND  | TITLE                                | CATEGORY                             |
|--------------------|--|--|--------------------------------------|--------------------------------------|
| MEXICO             | YOUNG AND RUBICAM,<br>S. DE R.L. DE C.V. | Save the children  | CICLE                                | Promotion of Peace &<br>Human Rights |
| MEXICO             | YOUNG AND RUBICAM,<br>S. DE R.L. DE C.V. | Save the children  | CICLE                                | Promotion of Peace &<br>Human Rights |
| NEW ZEALAND        | DRAFTFCB NEW<br>ZEALAND                  | SPCA New Zealand   | DRIVING DOGS                         | Civic & Social<br>Education          |
| NEW ZEALAND        | OGILVY & MATHER NEW<br>ZEALAND           | Brothers In Arms Youth<br>Mentoring                                      | MENTORS                              | Civic & Social<br>Education          |
| NEW ZEALAND        | RAPP TRIBAL                              | YWCA Auckland  | DEMAND EQUAL PAY                     | Civic & Social<br>Education          |
| NORWAY             | TRY/ APT                                 | Amnesty  | NO MEANS NO                          | Promotion of Peace &<br>Human Rights |
| PHILIPPINES        | DM9 JAYME SYFU                           | Gabriela Fight eVaw  | BURY THE PAST PROJECT                | Promotion of Peace &<br>Human Rights |
| PHILIPPINES        | DM9 JAYME SYFU                           | Gabriela Fight eVaw  | HITS                                 | Promotion of Peace &<br>Human Rights |
| PHILIPPINES        | Y&R PHILIPPINES                          | Maynilad   | ANTI-DENGUE MOSQUITO<br>TRAP         | Civic & Social<br>Education          |
| RUSSIAN FEDERATION | HUNGRY BOYS                              | Fund of social<br>assistance to the blind<br>children of Anna<br>Chapman | BLIND                                | Philanthropic Appeals                |
| SINGAPORE          | HAVAS WORLDWIDE<br>SINGAPORE PTE LTD     | Singapore Association<br>of the Visually<br>Handicapped                  | BLIND.FAITH.                         | Civic & Social<br>Education          |
| SINGAPORE          | HAVAS WORLDWIDE<br>SINGAPORE PTE LTD     | Singapore Association<br>of the Visually<br>Handicapped                  | BLIND. FAITH.                        | Civic & Social<br>Education          |
| SOUTH KOREA        | INNOCEAN WORLDWIDE                       | Good Neighbors/Home<br>Plus  | LOVE PARKING CAMPAIGN                | Philanthropic Appeals                |
| SWEDEN             | DDB STOCKHOLM                            | Ronald McDonald<br>Children's Fund                                       | LITTLE BROTHER                       | Civic & Social<br>Education          |
| SWEDEN             | FORSMAN &<br>BODENFORS                   | E.ON   | SWEDENS LARGEST ENERGY<br>EXPERIMENT | Environmental Issues                 |

## PUBLIC SERVICE ANNOUNCEMENTS

| COUNTRY        | ENTRANT                        | BRAND  | TITLE  | CATEGORY                 |
|----------------|--------------------------------|--|--|--------------------------|
| SWEDEN         | LOWE BRINDFORS                 | Friends  | THE BULLYING SIMULATOR                         | Civic & Social Education |
| THAILAND       | THE LEO BURNETT GROUP THAILAND | Chulabhorn Hospital / Cancer Patients Department                     | HAIR FOR HOPE                                  | Philanthropic Appeals    |
| THAILAND       | THE LEO BURNETT GROUP THAILAND | The Center For The Protection Of Children's Rights Foundation (CPCR) | A GIRL / A BOY / A GIRL 2                      | Philanthropic Appeals    |
| UNITED KINGDOM | ABBOTT MEAD VICKERS BBDO       | LONDON METROPOLITAN POLICE   | HE RAPED ME                                    | Environmental Issues     |
| UNITED KINGDOM | ABBOTT MEAD VICKERS BBDO       | WOMEN'S AID  | DOMESTIC VIOLENCE                              | Environmental Issues     |
| USA            | ARNOLD WORLDWIDE               | CDC  | BRANDON/CHRISTINE/ SHANE                       | Civic & Social Education |
| USA            | ARNOLD WORLDWIDE               | CDC  | CHRISTINE'S FLAVOR TIP                         | Civic & Social Education |
| USA            | BBDO                           | Save the Children  | THE BEAT OF THE VILLAGE                        | Philanthropic Appeals    |
| USA            | BBDO                           | Save the Children  | EVERY BEAT MATTERS INTEGRATED DIGITAL CAMPAIGN | Philanthropic Appeals    |
| USA            | BBDO                           | Save the Children  | THE BEAT BEHIND THE SONG                       | Philanthropic Appeals    |
| USA            | BBDO                           | Save the Children  | THE HEARTBEATS OF MANY                         | Philanthropic Appeals    |
| USA            | BBDO SAN FRANCISCO             | SF SPCA  | END PUPPY MILLS: INTEGRATED CAMPAIGN           | Civic & Social Education |
| USA            | CP+B                           | P.INK  | P.INK  | Civic & Social Education |
| USA            | DDB NY                         | Water is Life  | HASHTAG KILLER, ANTHEM                         | Philanthropic Appeals    |
| USA            | DDB NY                         | Water is Life  | HASHTAG KILLER                                 | Philanthropic Appeals    |

## PUBLIC SERVICE ANNOUNCEMENTS

| COUNTRY | ENTRANT             | BRAND                               | TITLE   | CATEGORY                          |
|---------|---------------------|-------------------------------------|---|-----------------------------------|
| USA     | GYRO NEW YORK       | Polyphony                           | YOU CAN'T HEAR OUR DIFFERENCES-POLYPHONY RADIO SPOT | Promotion of Peace & Human Rights |
| USA     | LAPIZ               | Mujeres Latinas en Acción           | HUSBAND   | Philanthropic Appeals             |
| USA     | LEO BURNETT CHICAGO | Chicago Ideas Week                  | #WHATIFCHICAGO                                      | Promotion of Peace & Human Rights |
| USA     | VML                 | Higher M-Pact                       | HIGHER M-PACT                                       | Civic & Social Education          |
| USA     | Y&R                 | United States Olympic Committee/OIM | RAISE OUR FLAG                                      | Civic & Social Education          |

## RADIO

| COUNTRY   | ENTRANT                             | BRAND                                      | TITLE                                       | CATEGORY                                   |
|-----------|-------------------------------------|--|---|--|
| AUSTRALIA | GPY&R                               | New South Wales Government                 | PLANNING TO MAKE A PLAN (RIDE, SIREN, HOSE) | Politics & Government                      |
| AUSTRALIA | LEO BURNETT SYDNEY                  | Diageo/Bundaberg Red                       | BUNDY RED RADIO CAMPAIGN                    | Script/Copywriting                         |
| AUSTRALIA | LEO BURNETT SYDNEY                  | Diageo/Bundaberg Red                       | BUNDY RED RADIO CAMPAIGN                    | Beverages: Alcoholic                       |
| AUSTRALIA | SAPIENTNITRO                        | Project Rockit                             | EARPHONE BULLY                              | Use of Medium                              |
| AUSTRALIA | SAPIENTNITRO                        | Project Rockit                             | EARPHONE BULLY                              | Music/Sound Design                         |
| BELGIUM   | PUBLICIS BRUSSELS                   | Renault Group                              | COURTESY DAY                                | Use of Medium                              |
| BELGIUM   | PUBLICIS BRUSSELS                   | Renault Group                              | COURTESY DAY                                | Corporate Image, Information & Recruitment |
| BRAZIL    | PUBLICIS                            | NESTLE/PURINA                              | ONLY A DOG                                  | Household Products & Services              |
| GERMANY   | BBDO GERMANY GMBH                   | Sky / Sky Go                               | THE TALKING WINDOW                          | Use of Medium                              |
| GERMANY   | GRABARZ & PARTNER WERBEAGENTUR GMBH | Modern Music School / Music lessons        | GOOD BAD NEWS                               | Entertainment & Event Promotion            |
| GERMANY   | GRABARZ & PARTNER WERBEAGENTUR GMBH | Volkswagen AG                              | THE WORLD'S MOST BORING RADIO AD            | Script/Copywriting                         |
| GERMANY   | LEO BURNETT                         | Akustika Spezial GmbH / www.ohrensausen.de | TINI  | Healthcare Products & Services             |
| GERMANY   | LEO BURNETT                         | Akustika Spezial GmbH / www.ohrensausen.de | TINI  | Use of Medium                              |
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG     | Johanniter-Unfall-Hilfe e.V.               | RADIO GHOSTS                                | Use of Medium                              |
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG     | Johanniter-Unfall-Hilfe e.V.               | RADIO GHOSTS                                | Corporate Image, Information & Recruitment |
| GERMANY   | SERVICEPLAN GROUP GMBH & CO. KG     | Gluecklicher Nichtraucher                  | SMOKER'S CALLS                              | Healthcare Products & Services             |
| GERMANY   | TBWA DUESSELDORF GMBH               | Merck KGaA, Darmstadt                      | NASIVIN "STOPS SNIFFLES IN SECONDS"         | Healthcare Products & Services             |
| ISRAEL    | GREY - ISRAEL TEL AVIV              | L.O.                                       | THE NEVER AGAIN RADIO EVENT                 | Use of Medium                              |



## RADIO

| COUNTRY     | ENTRANT   | BRAND                              | TITLE                                 | CATEGORY   |
|-------------|---|------------------------------------|---------------------------------------|--|
| JAPAN       | TBWA HAKUHODO   | NISSAN                             | DISTRACTED                            | Automotive Products & Services                   |
| MALAYSIA    | ASTRO RADIO   | DKSH Malaysia/<br>Alladdin Lighter | BOSS/ WIFE/ MOTHER-IN-LAW             | Household Products & Services                    |
| MALAYSIA    | MCCANN<br>WORLDGROUP/<br>MCCANN ERICKSON (M)<br>SDN BHD | BFM Media Sdn Bhd /<br>BFM 89.9    | SLEEPY HOLLOW                         | Music/Sound Design                               |
| MALAYSIA    | MCCANN<br>WORLDGROUP/<br>MCCANN ERICKSON (M)<br>SDN BHD | BFM Media Sdn Bhd /<br>BFM 89.9    | SLEEPY HOLLOW                         | Publications & Media                             |
| NEW ZEALAND | DRAFTFCB NEW<br>ZEALAND                                 | Prime Television                   | CALL GIRL                             | Use of Medium                                    |
| PHILIPPINES | DENTSU PHILIPPINES                                      | Panasonic Lumix                    | MAN ON BIKE                           | Acting   |
| PHILIPPINES | LOWE PHILIPPINES  | Hit Productions                    | HIT PRODUCTIONS "IT'S<br>BEEN DONE"   | Music/Sound Design                               |
| PHILIPPINES | LOWE PHILIPPINES  | Hit Productions                    | HIT PRODUCTIONS "LOREM<br>IPSUM"      | Commercial &<br>Professional Public<br>Services  |
| PHILIPPINES | LOWE PHILIPPINES  | Hit Productions                    | HIT PRODUCTIONS "LOREM<br>IPSUM"      | Music/Sound Design                               |
| PHILIPPINES | LOWE PHILIPPINES  | Hit Productions                    | HIT PRODUCTIONS RC<br>SERIES CAMPAIGN | Corporate Image,<br>Information &<br>Recruitment |
| PHILIPPINES | LOWE PHILIPPINES  | Hit Productions                    | HIT PRODUCTIONS "COMIC<br>SANS"       | Commercial &<br>Professional Public<br>Services  |
| PHILIPPINES | LOWE PHILIPPINES  | Hit Productions                    | HIT PRODUCTIONS "LOREM<br>IPSUM"      | Production Value                                 |
| PUERTO RICO | BBDO PUERTO RICO  | Mars / Snickers                    | DJ'S                                  | Use of Medium                                    |
| PUERTO RICO | BBDO PUERTO RICO  | Mars / Snickers                    | END OF THE WORLD                      | Snacks & Sweets                                  |
| PUERTO RICO | BBDO PUERTO RICO  | Mars / Snickers                    | END OF THE WORLD                      | Snacks & Sweets                                  |

## RADIO

| COUNTRY      | ENTRANT                              | BRAND   | TITLE   | CATEGORY                               |
|--------------|--------------------------------------|---|---|--|
| SINGAPORE    | HAVAS WORLDWIDE<br>SINGAPORE PTE LTD | Carlsberg   | CARS IN CONTROL   | Use of Medium                          |
| SOUTH AFRICA | BLACK RIVER FC                       | 1st for Women<br>Insurance                          | WHY WE INSURE WOMEN   | Healthcare Products &<br>Services      |
| SWEDEN       | SAATCHI & SAATCHI                    | Toyota Sweden                                       | AN ORDINARY CAR   | Automotive Products &<br>Services      |
| USA          | ALMA DDB                             | Cricket Wireless                                    | CRICKET   | Acting                                 |
| USA          | ALMA DDB                             | Cricket Wireless                                    | CRICKET "LET'S TALK"  | Business Equipment &<br>Services       |
| USA          | LAPIZ                                | P&G/Gain  | GREAT   | Household Products &<br>Services       |
| USA          | LATINWORKS                           | Cine Las Americas<br>International Film<br>Festival | ADULT   | Entertainment & Event<br>Promotion     |
| USA          | LATINWORKS                           | Cine Las Americas<br>International Film<br>Festival | CINE LAS AMERICAS SHORT<br>FILMS CAMPAIGN 'SHORTS':<br>MARADONA/FIDEL/ MISS<br>PANAMA | Entertainment & Event<br>Promotion     |
| USA          | LATINWORKS                           | Cine Las Americas<br>International Film<br>Festival | ACTION  | Entertainment & Event<br>Promotion     |
| USA          | LATINWORKS                           | Cine Las Americas<br>International Film<br>Festival | CINE LAS AMERICAS<br>'GENRES': ADULT / ACTION   | Music/Sound Design                     |
| USA          | LATINWORKS                           | Cine Las Americas<br>International Film<br>Festival | CINE LAS AMERICAS<br>'GENRES': ADULT / ACTION   | Entertainment & Event<br>Promotion     |
| USA          | PUBLICIS KAPLAN<br>THALER            | Citibank / Citi Thank<br>You Rewards                | TOO OLD   | Financial & Investment<br>Services     |
| USA          | PUBLICIS KAPLAN<br>THALER            | P&G / Scope   | OFFENSIVE 2.0   | Cosmetics, Beauty Aids<br>& Toiletries |
| USA          | Y&R                                  | Campbell's/Chunky<br>Soup                           | POETRY  | Script/Copywriting                     |

## RADIO

| COUNTRY | ENTRANT | BRAND                  | TITLE              | CATEGORY           |
|---------|---------|------------------------|--------------------|--------------------|
| USA     | Y&R     | Campbell's/Chunky Soup | CAMPBELL'S COLLEGE | Foods              |
| USA     | Y&R     | Campbell's/Chunky Soup | KNOCK, KNOCK       | Script/Copywriting |
| USA     | Y&R     | Campbell's/Chunky Soup | DORM               | Foods              |
| USA     | Y&R     | Campbell's/Chunky Soup | POETRY             | Foods              |
| USA     | Y&R     | Campbell's/Chunky Soup | KNOCK, KNOCK       | Foods              |
| USA     | Y&R     | Campbell's/Chunky Soup | CAMPBELL'S COLLEGE | Script/Copywriting |
| USA     | Y&R     | Campbell's/Chunky Soup | DORM               | Script/Copywriting |

## STUDENT

| COUNTRY | ENTRANT                  | BRAND            | TITLE                      | CATEGORY    |
|---------|--------------------------|------------------|----------------------------|-------------|
| GERMANY | DDB TRIBAL GROUP<br>GMBH | Volkswagen AG    | DON'T MAKE UP AND<br>DRIVE | Digital     |
| USA     | MIAMI AD SCHOOL          | Apple Inc.       | APPLE DONATION BOX         | Digital     |
| USA     | MIAMI AD SCHOOL          | jetBlue          | EMPTY SEATS                | Digital     |
| USA     | MIAMI AD SCHOOL          | Personal Project | THE COLLECTOR              | Photography |
| USA     | SCHOOL OF VISUAL<br>ARTS | Safari           | LUMI                       | Digital     |
| USA     | UNIT 9 LTD               | Rockstar Games   | GRAND THEFT AUTO: RISE     | Video       |
| USA     | UNIT 9 LTD               | Rockstar Games   | GRAND THEFT AUTO: RISE     | Film        |